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Interview Platform



Cannabis Consultant and Ripley's Formula CEO **Tony Alfieri**

We know Tony Alfieri as uber cool Ripley's Formula (THC drink "eases the day") CEO but it's Tony's broad cannabis industry experience that underlies his new guidebook for marijuana entrepreneurs. The industry's inspiring growth rate is a magnet for would be pot moguls; Tony's Pot Inc. is their bible.

Tony Alfieri, Ripley's Formula Potpreneurship Interview

IP Staff: Why did you write your book *Pot Inc.* and who is it for?

Tony Alfieri: I wrote *Pot Inc.* for both veteran cannabis entrepreneurs and those looking for a guide through the minefield of the cannabis industry. *Pot Inc.* is for anyone looking to profit from the recent cannabis boom.

IP Staff: What do you hope to accomplish with *Pot Inc.*?

Tony Alfieri: I hope to illuminate an industry that is still emerging from the shadows. Most real cannabis knowledge is still a secret. My book exposes the myths and documents the realities and gives an entrepreneur the confidence to focus on the real opportunities of the cannabis industry.

IP Staff: How do you see the cannabis business developing?

Tony Alfieri: The cannabis boom is growing

fast and shows no signs of stopping. The future looks better for the industry today than it did yesterday. I believe medical or recreational cannabis will be legalized in more than 40 states by 2020. Major national brands will emerge from this industry and there are several companies that are working toward that end now.

IP Staff: As legalizing Marijuana appears on many ballots this voting season, do you think we are finally seeing the beginning of the end of Prohibition? And if yes, why?

Tony Alfieri: There is no doubt we are seeing the end of cannabis prohibition. The overwhelming evidence of the medical benefits and the massive product demand for recreational use will drive the legalization movement.

IP Staff: Tell me about this product you created: Ripley's Formula? And what's the secret to Ripley's Formula's popularity?

Tony Alfieri: Ripley's Formula is the first fast-acting, precise dose, cannabis drink. It sits

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Tony Alfiere

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on the counter in the same position as a 5-hour energy drink and requires no refrigeration. Someone called it the Coca-Cola of cannabis both for its popularity and because we're using local bottlers in each U.S. region where Prohibition has ended.

IP Staff: How is Ripley's Formula different from other similar products on the market?

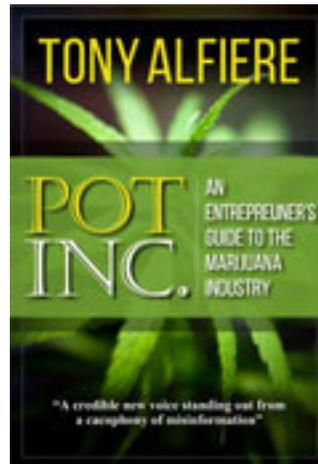
Tony Alfiere: Ripley's Formula is different from any edible or imbibable product on the market in the cannabis industry because it is instant acting, you know the precise amount of THC, and its packaging is irresistible, or so focus groups tell us.

IP Staff: Are cannabis edibles the place to be in the marijuana entrepreneurial landscape?

Tony Alfiere: Edibles are just one of many options that can be very profitable if you avoid the pitfalls and concentrate on market realities as I outline in Pot Inc. Medical and recreational retailers have some big upside in the coming years as do smart growers and distributors and then there's the whole industry ecosphere which includes non THC based products, financial services, technology that connects users to products, and undoubtedly many new areas no one has considered yet. It's all just like when the Internet first became ubiquitous; to mix a few metaphors it's the Wild West, the Land of Opportunity, and the Next Big Thing all resulting from the end of Prohibition.

- About Tony Alfiere

Tony is CEO of Ripley's Formula and a high profile marijuana management consultant. He is a frequent keynote at cannabis and other entrepreneurial events across the U.S. and an expert media commentator on the marijuana industry. Tony sits on multiple boards and is the author of Pot Inc. – An Entrepreneur's Guide to the Cannabis Industry (Sutton Hart, January 2015)



- Pot Inc.

The new Gods of Startup are former 420 outlaws, mad geniuses, farmers gone dark side, and entrepreneurs of every sort. Their lessons learned are the basis for this potpreneur's how-to guide, penned by one of the industry's pioneers at Prohibition's end.

by Tony Alfiere