CASE STUDY

Elevated Strategies

Business model, market opportunity, and positioning

REGULATED MARKET · NEW REVENUE MODEL · POSITIONING

01 THE SITUATION

A capable business the market couldn't quite read

Elevated Strategies is a cannabis operations and compliance consulting firm serving licensed operators and dispensaries across New York's regulated market, with working relationships spanning 60+ retail locations. They were moving beyond hourly consulting to build recurring product revenue, and the presence wasn't carrying it. The work was strong; the way the market understood the business was not. A valuable operational training library sat buried inside client video links instead of earning as its own product, and the website neither reflected their real market footprint nor turned visitors into leads.

02 WHAT I FOUND

The real gap wasn't the marketing

I looked at the business the way its buyers do, from first impression to final decision, and traced where confidence broke. The break wasn't expertise or market trust. It was an unmonetized asset library, a consulting-only revenue model, and positioning that undersold their distribution reach. Put plainly: they had a subscription product sitting unrecognized inside a service business, and their strongest asset, reach across 60+ dispensary relationships, was being framed as past consulting hours instead of a distribution moat.

03 WHAT I DID

Diagnosed the decision, then led the fix

- **Named the real opportunity.** Turned the existing video library into a tiered subscription product, "The Field Guide," with a $99 / $149 / $499-per-month value ladder, a content-migration plan, and a 60-day demand-validation model.
- **Rebuilt the positioning.** Reframed the 60+ dispensary footprint from a consulting credential into an investor-grade distribution moat, and aligned the homepage message to what buyers actually choose on.
- **Led the build.** Directed the full site rebuild (off Squarespace onto Cloudflare Pages) with live pricing, proof, and direct product access; provided vendor and partnership escalation frameworks including Metrc API access; prepared investor materials and warm-introduction structure; and produced brand-aligned assets for streaming video.

One accountable person, from diagnosis through the priority work, not a report and a handoff.

04 THE OUTCOME

What changed

~2 weeks
from strategy to a live product, Stripe paywall and streaming video shipped

8 dispensaries
covered by the first enterprise buyer, onboarded within 30 days

3,000+ SKUs
compliant data catalog built to anchor the top subscription tier

- **Additional commercial traction:** a signed Metrc API partnership, a vendor referral agreement, and the rebuilt website's first organic inbound lead.

> "Tracy took the time to thoroughly research the business and provided thoughtful, actionable feedback. She encouraged me to monetize our content and scale our operations to better meet market demand. Her outside perspective helped identify opportunities I could not see because I was so close to the business, and her guidance played a meaningful role in our growth. I highly recommend Tracy and cannot speak highly enough of her expertise and insight."

MIKE HASSELL · FOUNDER, ELEVATED STRATEGIES

Diagnose the decision before you build. tracyholliday.com · hello@tracyholliday.com