

NEW JERSEY CANNABIS TRAINING ACADEMY

ANNUAL REPORT 2025



BROUGHT TO YOU BY:



NJBAC
Answers, Advocacy, Connections

New Jersey
Business
Action Center



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CTA HIGHLIGHTS

SINCE OCTOBER 2024...

The Cannabis Training Academy has worked to provide a reality check for interested parties seeking information on how to apply for a cannabis license, or participate in the cannabis industry in New Jersey. Our technical assistance program also provides deep insights for local and state government officials who have, or may eventually, interact with prospective cannabis entrepreneurs or current license holders. Since its launch, the CTA has:

Provided Educational Material for Entrepreneurs

- Launched more than 70 online modules that educate the public on the cannabis licensing application process;
- Launched a cannabis ID badging curriculum which aims to help the more than 12,000 badged cannabis workers meet their regulatory education requirements;
- Provided a multi-part webinar series that educates and informs legacy operators on the pathway into the legal regulated market;
- Organized 25+ Q&A zoom sessions with CTA Instructors, CRC regulators, government agency partners, industry experts and more;

Increased Brand Recognition

- The CTA has been recognized as the most comprehensive government-backed cannabis technical assistance program in the U.S. We now consult and educate several state agencies across the country about the success of our program in hopes that other governments model our work. Some states have already started this process.

Welcomed a Diverse Group of Entrepreneurs

- Registered more than 2,400 entrepreneurs including 70+ licensed cannabis businesses who are participating in the CTA's badging curriculum.
- Graduated more than 300 total entrepreneurs from the CTA's core and badging curriculums.
- Translated the CTA core curriculum in Spanish, providing accessibility to New Jersey residents whose primary language is Spanish.

WHAT WE DO AND WILL CONTINUE TO DO

Recognizing that the lack of financial resources poses a significant barrier to entry into the lucrative cannabis industry for the least resourced, all CTA offerings are at no cost, potentially saving clients tens of thousands of dollars in consulting fees.

The CTA instructors selected to build our extensive curriculum are experts who have won cannabis licenses in New Jersey, consulted on teams that have won licenses in New Jersey or beyond, or have been involved in the industry with a track record of success.

In addition to this core curriculum, the CTA added several training courses to help new and current cannabis business owners, and their workers, navigate the requirements of the industry's badging process as they seek to establish, or renew, their Cannabis Business ID Cards.

Moreover, as the most robust government-run cannabis assistance program in the nation, the CTA has become a model for other states. Earlier this year, NJBAC representatives traveled to Maryland to assist their Office of Social Equity in developing and launching their own technical assistance program. The CTA also advised Connecticut and Rhode Island's cannabis agencies in organizing their own technical assistance programs.

As we look ahead, the CTA will continue to reach out to other segments in the commercial cannabis space, including adding courses that speak to the ancillary market of the industry, as well as the post-operational journey of existing licensees.

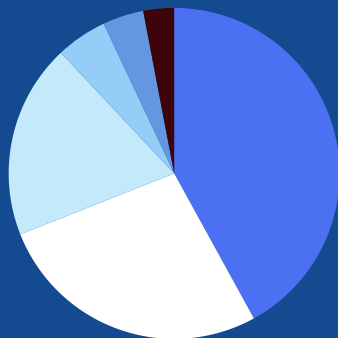
ENTREPRENEUR & INSTRUCTOR DATA

Our specific work around diversity is reflected in the following data quantifying the demographics of our entrepreneur population and CTA Instructors. As of December 2025:

ENROLLMENT DEMOGRAPHICS

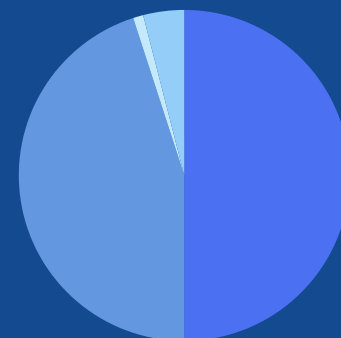
- 2400+ total registered entrepreneurs
 - 340 are badged cannabis workers directly participating in the state’s cannabis industry
- Of the entrepreneurs from the cannabis badging curriculum:
 - 65 identify as employers; 275 identify as employees
 - From this pool, the CTA has more than 100+ unique cannabis businesses represented

RACIAL DIVERSITY BREAKDOWN OF ENTREPRENEURS



- Black (42%)
- White (27%)
- Latino (19%)
- Multi-racial (5%)
- Asian (4%)
- Other/Prefer Not To Say (3%)

GENDER BREAKDOWN OF ENTREPRENEURS



- Female (50%)
- Male (45%)
- Non-binary (1%)
- Prefer Not to Say (4%)

TOP CONTINUING CHALLENGES BASED ON SURVEYS

- Access to capital and acquiring real estate
- Developing SOPs
- Navigating municipalities
- Navigating the NJ-CRC application
- Understanding the rules & regulations
- Forming a business

INSTRUCTOR DEMOGRAPHICS

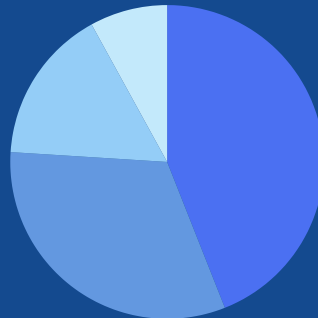
To select the 25 cannabis instructors, more than 70 hours of interviews were conducted in October and November 2023 before the final selection and the reveal of our instructors in January 2024. The data behind our 25 diverse instructors selected include:

GENDER



- Women (15)
- Men (10)

RACIAL DIVERSITY



- White (11)
- Black (8)
- Latino (4)
- Asian (2)

STATE RESIDENCY



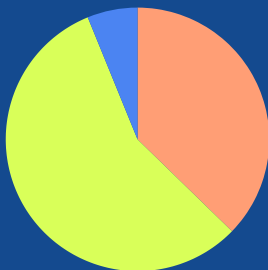
- New Jersey Residents (15)
- Out of State (10)

INSTRUCTOR FEEDBACK

After CTA Instructors aided the team in building out the program, a survey was circulated. Instructors were asked about the amount of time and hours they put in creating the content for our program. Instructors were paid by the state for their time, subject matter expertise, and the final content they produced, saving entrepreneurs money they otherwise would have spent on their own.

How many total hours did it take you to prepare your script/presentation?

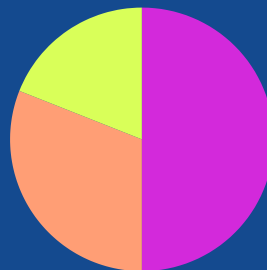
16 responses:



- 0-5 hours
- 5-10 hours
- 15-25 hours
- 25+ hours

How many total hours did it take you to record your course video(s)?

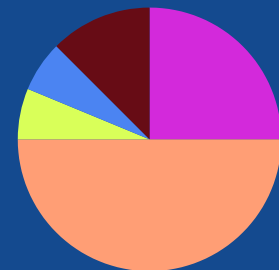
16 responses:



- 0-5 hours
- 5-10 hours
- 15-25 hours
- 25+ hours

If you provided consulting services, what is your estimated rate per hour?

16 responses:



- \$100-\$200
- \$200-\$300
- \$300-\$400
- \$500-\$700
- \$700-\$900
- \$1000+

MEETING & WEBINAR DATA

Since October 2024, the CTA program has recorded and published more than 25 videos. These videos include a combination of Instructor Q&As, Expert Interviews & Legacy to Legal Conversations. All videos are accessible to all CTA entrepreneurs and can also be found on our CTA YouTube account. The CTA has also hosted more than a dozen focus groups and sessions for ongoing feedback on the program.

AS OF SEPTEMBER 2025...

<i>Total Instructor Virtual Q&As.....</i>	12	<i>Open Office Virtual Sessions.....</i>	20
<i>Avg. Minutes Stayed by Attendees of Instructor Q&A.....</i>	34	<i>Virtual Focus Group Sessions</i>	13
<i>Legacy to Legal Webinar Series.....</i>	4	<i>Avg Attendees Across Focus Group and Sessions.....</i>	36
<i>Avg Attendees Across Instructor Q&A and Legacy to Legal Live Webinars.....</i>	24	<i>Expert Webinars (Pre-Recorded).....</i>	8



SOCIAL MEDIA DATA

Utilizing LinkedIn and Instagram, two core social media platforms that cannabis experts, industry professionals, license holders, entrepreneurs, workers, regulators, ancillary service providers, investors and journalists occupy, the CTA team has grown a modest following.

INSTAGRAM

First Post:

02.12.2024

Average New Followers Per Month:

22.3

Total number of followers as of 8.27.2025:

511

Average New Followers Per Week:

7.75

LINKEDIN

Date Account Created:

10.16.2023

Average New Followers Per Month:

10

Total number of followers as of 07.08.2025:

290

Average New Followers Per Week:

2.3

YOUTUBE

First Post:

01.31.2025

Total Videos Published:

30

Total number of followers as of 09.01.2025:

54

Total Views Across all Videos:

380

Average watch time:

26 minutes

FEEDBACK FROM CTA ENTREPRENEURS

Over the course of the summer, the CTA team held several focus groups aimed at receiving feedback about the CTA program, as well as virtual meetings that allowed entrepreneurs to ask specific questions about the CTA program. All graduates filled out an exit survey with their thoughts on the quality of the program.

Lavana Wilson:

I'm only on level three and this is my first time even having the time to be on a Zoom call, so just in this short amount of time, you've elevated my brain on so many levels and to take this way more serious than I was going to take it. The way you guys have intricately broken down every instruction, every course, like I really felt like I had a one-on-one course with an instructor.

Vertulie Massenat:

I love the fact of the Q&A. So if some people at times you need to ask a person and have that visual with them so you have the opportunity to do so. Most importantly, I love the fact that when you send out emails or you have a question, somebody's reaching back out to you. Somebody's giving you an answer. You're not necessarily getting the runaround.

Richard Cedeno:

Sign up. It's an education. Can't take education away from people and it's free. You can go online and do it, do the DIY, but no one's gonna look at a D-I-Y and say, okay, you know, you're educated. No, but you guys give a certification. You guys give credentials. You guys are accredited. You know, you guys, you have people backing you up.

Joe Watson:

I think that having this process earlier back then would have made it a lot easier because sometimes you have to bump your head when you're going in the dark. This was definitely informative for me and like I said, we're through the application process, but there still are some nuggets in the program that we didn't know, so it was definitely great to hear.



HOW TO FIND US

Business Helpline

1-800-Jersey-7 (1-800-537-7397)

Email

CTA@SOS.NJ.GOV

Websites

cta.nj.gov

Social Media

Instagram: [@TheNJCTA](https://www.instagram.com/TheNJCTA)

LinkedIn: [The Cannabis Training Academy](https://www.linkedin.com/company/the-cannabis-training-academy)

