

# DREAM Cultivation Consulting, LLC

**DBA: DREAM Advisory Firm**

Bridging Financial Strategy & Operational Execution

*"Data Rules Everything Around Me"*

# The Industry Disconnect

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In the rapidly evolving cultivation industry, businesses consistently fail to align their day-to-day operations with high-level financial strategy. This disconnect leads to:

- Inconsistent genetic outputs and suboptimal crop yields.
- Lack of standardized procedures, driving up operational costs.
- Fragmented data that obscures real-time visibility into financial health and operational efficiency.

# The DREAM Approach

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At DREAM Advisory Firm, we transform cultivation facilities into high-margin, data-driven powerhouses by combining top-tier financial modeling with elite, ground-level agricultural execution.

We specialize in deploying comprehensive Standard Operating Procedures (SOPs), optimizing genetics, implementing AROYA crop steering, and establishing rigorous data monitoring systems that translate operational metrics directly into scalable financial growth.

# Core Capabilities

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- **Data Monitoring & Crop Steering:** Implementing advanced tracking (AROYA methodologies) to ensure "Data Rules Everything Around Me," dialing in VPD, HVAC, and fertigation from seed to sale.
- **Standard Operating Procedures (SOPs):** Developing rigorous, scalable workflows to eliminate waste, manage teams (20-50+ employees), and drastically reduce labor costs.
- **Genetics Strategy & Synganic Methods:** Refining genetic pipelines and utilizing advanced nutrient programs (synganic cultivation) to maximize terpene expression and yield consistency.

# Executive Leadership

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## Gabriel Bezner

CEO & Co-Owner

Bridges the gap between high-level financial strategy and operational execution. His background spans structured finance, corporate strategy, and operations.

- Former Director of Alternative Lending
- Former Chief of Staff
- Former Investment Banker, Goldman Financial

## Tristan Kenemore

Founder & COO

7+ years leading large-scale indoor operations (up to 1,200+ lights). Expert in crop steering, environmental optimization, and scalable cultivation systems.

- Reduced annual labor costs by \$300k+ via SOPs
- Expert in AROYA & Synganic Cultivation
- Managed teams of 20-50+ across commercial facilities

# Ready to Optimize?

DREAM Advisory Firm

Headquartered in Denton, TX | Operations Scaling Nationwide