

DREAM Cultivation Consulting, LLC

DBA: DREAM Advisory Firm

Comprehensive Business Plan

Gabriel Samuel James Bezner | CEO & Co-Owner

Tristan Alexander Lee Kenemore | Founder & COO

April 2026

Denton, Texas

1. Executive Summary

DREAM Cultivation Consulting, LLC DBA: DREAM Advisory Firm is a specialized technical advisory firm officially launched in April 2026. Founded on the principle that operational excellence drives financial success, the firm bridges the gap between high-level financial strategy and day-to-day operational execution in the commercial cannabis cultivation industry.

By specializing in Standard Operating Procedures (SOPs), elite genetics, crop steering, and rigorous data monitoring, DREAM Advisory Firm empowers cultivators to maximize crop yield, reduce systemic waste, and scale margins. Our executive leadership pairs deep institutional finance expertise with over seven years of large-scale, high-efficiency cultivation management, offering clients a comprehensive top-to-bottom optimization strategy.

2. Company Overview

Legal Entity: DREAM Cultivation Consulting, LLC

Doing Business As (DBA): DREAM Advisory Firm

Headquarters: Denton, Texas

Ownership: Gabriel Samuel James Bezner (50%) & Tristan Alexander Lee Kenemore (50%)

Motto: "Data Rules Everything Around Me"

Our motto encapsulates our operational philosophy. Intuition cannot scale a business; only actionable, strictly monitored data can. By integrating precise metrics from the grow floor—such as VPD targets, AROYA sensor data, and labor hours—to the executive dashboard, we enable highly profitable, predictable outcomes.

3. Core Services

DREAM Advisory Firm operates at the nexus of the grow facility and the boardroom:

Data Monitoring & Crop Steering

Utilizing advanced systems like AROYA methodologies, we deploy robust analytical frameworks that track the lifecycle of cultivation assets. We optimize dryback control, environmental steering, and resource consumption to maximize terpene expression and yield consistency.

Standard Operating Procedures (SOPs) & Labor Optimization

Inconsistent practices lead to unpredictable financial outcomes. We design, implement, and enforce comprehensive SOPs covering defoliation, trellising, irrigation, and IPM. Our structured workflows have historically reduced facility labor costs by over \$300,000 annually while scaling production.

Genetics Strategy & Synganic Cultivation

We advise on the selection and maintenance of genetic pipelines. Furthermore, we specialize in synganic cultivation—combining synthetic precision with organic inputs and advanced nutrient programs to ensure crop output aligns with premium consumer demand.

4. Management and Leadership

DREAM Advisory Firm is led by a powerful partnership that merges the boardroom with the cultivation floor:

Gabriel Samuel James Bezner – CEO & Co-Owner

Gabriel translates complex, data-heavy strategic goals into actionable ground-level workflows. Bridging the traditionally siloed worlds of finance and operations, Gabriel brings high-leverage experience from his time as Director of Alternative Lending, Chief of Staff, and Investment Banker at Goldman Financial. This rigorous background provides the firm with an unparalleled edge in corporate finance modeling and capital efficiency.

Tristan Alexander Lee Kenemore – Founder & COO

Tristan is an accomplished cultivation executive with over seven years of experience leading large-scale indoor operations. As Founder & COO, he oversees all cultivation-centric advisory. With a history of managing operations exceeding 1,200 lights and teams of 20-50 employees, Tristan is an expert in crop steering, METRC compliance, and synganic methods. His past implementations of rigorous SOPs and workflow training have saved facilities hundreds of thousands of dollars in annual labor costs while drastically improving plant health and output.

5. Market Opportunity & Strategy

The cultivation industry is maturing, facing severe margin compression that demands operational optimization. DREAM Advisory Firm positions itself as a premium consultancy for mid-to-large-scale cultivators who need sophisticated financial structuring combined with granular, data-driven agricultural tracking. We serve as a unified advisory partner, eliminating the friction between a facility's master grower and its financial backers.

6. Operational Outlook

Structured around project-based advisory contracts and long-term retainers for ongoing data monitoring and SOP auditing, DREAM Advisory Firm operates with minimal overhead. Our initial focus is on leveraging Tristan's massive track record in large-scale operations alongside Gabriel's financial architectures to acquire flagship clients, establishing our firm as the definitive standard for modern cultivation consulting.