



Our Purpose

To End Cannabis Prohibition.

doobba is a woman and family owned social equity licensee cannabis delivery company. Located in Colorado.

Our Values: Integrity, Accountability, Ownership, Excellence

doobba's

Social Impact Plan

doobba's plan for promoting diversity and inclusion in hiring and employment:

We will seek out applicants with diverse backgrounds. We will be limiting educational requirements to a HS degree for hourly and management hires to increase our pool of diverse applicants.

We will be creating flexible schedules so that our employees can work for doobba and still take care of their family responsibilities.

We will create an inclusive and diverse corporate culture. Our CEO Karina Cohen has extensive experience in culture, diversity and inclusion from her past corporate experience.

We will create an Internal Mentoring and career development program to mentor and develop our hourly staff into supervisory and management roles.

We will seek out vendors from Denver and Colorado that are owned by other SE Licenses and that actively seek out partners with diverse backgrounds. Using such vendors allows us to provide indirect employment opportunities on a broader basis than simply by a direct hire to our company

doobba's Social Impact Programs

Diverse Staffing Program

1. Create an inclusive and Diverse corporate culture where all are respected.
2. Use Job Description Language that promotes diversity and inclusion.
3. Reducing educational requirements so that more diverse applicants can apply for the positions.

Flexible Scheduling Program.

1. Offer employment flexibility, such as flexible schedules.

Inclusion and Mentorship Program

1. Create an internal mentoring program to move hourly employees to management and supervisory positions.

doobba's Social Impact Program Measurements

Diverse Staffing Program Measurement

Our goal to measure to is a 15% increase in hiring woman and candidates with other diverse backgrounds. Diverse Hiring Measurement

Flexible Scheduling Program Measurement

Our goal is to Measure the Happiness of our staff in rears to their working schedules and flexibility afforded to them. We goal to have more than 50% satisfied with our program and a yearly improvement rate of 10%.

Inclusion and Mentorship Program Measurement

Our goal to measure to is to have a 15% increase year over year in the number of internal candidates that move up to the management positions.

doobba's Social Sustainability Goals:

Workforce diversity

Recruit from a diverse, qualified group of candidates to increase diversity of thinking and perspective

Workplace inclusion –

Foster a culture that encourages collaboration, flexibility and fairness to enable all employees to contribute to their potential and increase retention.

Sustainability and Accountability

Identify and breakdown systemic barriers to full inclusion by embedding diversity and inclusion in policies and practices and equipping leaders with the ability to develop and mentor there staff new career heights.

doobba's Social Sustainability Programs:

Diverse Staffing Program

Create an inclusive and diverse corporate culture where all are respected.

Use Job Description Language that promotes diversity and inclusion.

Reducing educational requirements so that more diverse applicants can apply for the positions.



Inclusion and Mentorship Program

Create an internal mentoring program to move hourly employees to management and supervisory positions.

doobba's Social Sustainability Program Measurements:

Diverse Staffing Program Measurement

Our goal to measure to is a 15% increase in hiring woman and candidates with other diverse backgrounds. Diverse Hiring Measurement

Inclusion and Mentorship Program Measurement

Our goal to measure to is to have a 15% increase year over year in the number of internal candidates that move up to the management positions.

doobba's Social Equity Industry Participation Plan

Industry Social Equity Business Partnering

We will seek out and add newly licensed social equity owned businesses in Colorado and in Denver specifically. With our extensive business, and leadership experiences we plan on mentoring other social equity applicants to help them navigate the application process and business start-up.

Industry Social Equity Licensee and Business Mentoring

With our extensive business, and leadership experiences we plan on mentoring other social equity applicants to help them navigate the application process and business start-up. Providing industry and business mentoring for people who qualified as individuals for the social equity program. Providing, access to business planning and guidance though the application process a business accelerator for individuals for the social equity program through mentorship and advice.

doobba's Industry Social Equity Industry Participation Programs:

Industry Social Equity Business Partnering:

Partner with at least one other social equity established licensed business in the industry to effect positive change in the industry by opening new jurisdictions for delivery. We will seek out and add newly licensed SE owned businesses as brand partners to have their produced products carried on our delivery platform. We will create a platform on doobba.com where we will highlight products from newly licensed SE companies and their products.



Industry Social Equity Licensee and Business Mentoring:

We will participate in MIG Mentorship Program as a Mentor for Social Equity Licensees. We will mentor and guide Social Equity applicants through the licensing process

doobba's Industry Social Equity Industry Business Partnering Measurements:

We will add 1 additional SE Licensed business per year to our combined work of opening new Jurisdictions

We will add 1 additional SE Licensed business per year to our delivery menus.

Industry Social Equity Licensee and Business Mentoring Measurements;

We will add one additional industry Social Equity mentoree per year.

We will add one additional industry Social Equity applicant per year to guide through the licensing and business process.

For any questions, please contact

crew@dooba.com

