

FOR IMMEDIATE RELEASE

Higher Ground Introduces Higher Ground Intelligence™, Bringing Regulatory Research Into Cannabis Business Decisions

Founder-led platform pairs a working AI-assisted prototype with a structured intelligence library; planned business model combines subscriptions, assessments, and implementation services.

LOS ANGELES — October 6, 2026 — Higher Ground, a business, creative, and technology platform serving the cannabis economy, today introduced Higher Ground Intelligence™, a regulatory decision-support platform designed to help businesses evaluate marketing and operating decisions before committing budget, launching campaigns, or entering new markets.

Created by Ayanna Henderson, MBA, founder of Ayanna Henderson Marketing, Higher Ground Intelligence addresses a practical business problem: permission to operate does not automatically mean a business is ready to advertise, promote a product or activate a particular channel. Teams must consider the rules and policies that apply to the activity, the jurisdiction and the platform.

Higher Ground Intelligence is designed to bring those considerations into a structured workflow: ASK. ASSESS. GREENLIGHT™.

“The business question usually comes first: Can we run this campaign? Can we make this claim? Can we use this channel?” said Henderson. “Higher Ground Intelligence is being built to connect that question to the sources, restrictions, and review steps that matter before a business commits its money and reputation.”

FROM RESEARCH TO A BUSINESS DECISION

The working prototype connects more than 55 regulatory and policy records and demonstrates how a plain-language question can lead to structured guidance. Its intelligence architecture organizes authoritative sources, plain-English rules, applicability, risk signals, and suggested controls across federal, California, local and platform policy layers.

The demonstrated workflow supports questions about advertising, product claims, influencer activity, and promotional campaigns. It is designed to distinguish issues requiring action before launch from future developments that warrant planning.

GREENLIGHT™ is the platform’s pre-launch assessment workflow. The name describes a process for identifying controls and review needs; it does not constitute regulatory approval or a guarantee of compliance.

For operators and marketing teams, the intended value is earlier visibility into constraints that could affect execution. For agencies and advisers, it is a more consistent foundation for research, client conversations and escalation to qualified professionals.

A COMMERCIAL MODEL BUILT AROUND RECURRING DECISIONS

Higher Ground's planned commercial model combines subscription access to intelligence and tools, paid campaign and activity assessments, implementation services, and enterprise offerings for teams and businesses with multiple locations.

The model connects information to execution: a business identifies a concern, assesses the activity, and, where appropriate, engages support to revise messaging, content, or workflows.

For business and financial audiences, the company's proposition is a technology-enabled service business built around recurring operational questions. Its development strategy centers on strengthening the intelligence library and decision logic, then expanding access through subscription and team products.

The roadmap includes broader jurisdiction coverage, automated source-change monitoring, stronger control mapping and scoring, and client accounts with saved assessments and reporting. These capabilities are planned development priorities.

"AI is the access layer. The lasting value is how the intelligence is organized, connected to a business activity, and kept useful over time," Henderson said. "We are building toward a product that helps teams ask better questions, identify what needs review and move forward with a clearer plan."

FOUNDER EXPERIENCE CONNECTS INTELLIGENCE TO EXECUTION

Henderson is a marketer, producer, entrepreneur and educator whose professional background includes entertainment, brand strategy, digital marketing and business and legal affairs. Through Ayanna Henderson Marketing, she brings experience translating strategy into websites, content, campaigns, production, and business workflows.

Higher Ground Intelligence extends that work into a product designed around the cannabis economy's marketing and operational questions. Higher Ground welcomes inquiries from business and financial media, prospective pilot customers, strategic partners and investors interested in learning more about the platform and its development roadmap.

Learn more: <https://highergroundhq.com/en/intelligence>

ABOUT HIGHER GROUND

Higher Ground is a division of Ayanna Henderson Marketing focused on business, creative and technology support for the cannabis economy. Its work includes business development, brand strategy, customer journeys, marketing execution, and AI-supported workflows. Higher Ground Intelligence™ is its regulatory decision-support initiative. Higher Ground is a non-plant-touching business and does not provide legal advice, regulatory approval, funding, or investor placement services.

Website: <https://highergroundhq.com>

Founder website: <https://ayannahendersonmarketing.com>

MEDIA, PARTNERSHIP & INVESTOR INQUIRIES

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