

NCS Analytics Press Kit

01 The Story (Our Core Narrative)

NCS Analytics was founded on a simple but ambitious belief: **better data leads to better decisions.**

In the years following Colorado's legalization of adult-use cannabis, founder and CEO Adam Crabtree recognized a major challenge facing one of the nation's newest regulated industries. While cannabis businesses were required to report extensive operational information to state regulators, that data remained fragmented, difficult to interpret, and largely inaccessible to the organizations that needed it most. Regulators faced growing oversight responsibilities, financial institutions lacked reliable information to evaluate risk, and legitimate operators struggled to build trust in an industry still finding its footing.

But the challenge spanned beyond business operations. As legalized cannabis markets expanded, states needed better tools to ensure compliance, identify illicit activity, and protect consumers. Public health and safety depended on regulators' ability to detect diversion or inversion, identify operational anomalies, monitor product movement, and focus limited enforcement resources where they would have the greatest impact. Simply collecting regulatory data was no longer enough—stakeholders needed the ability to transform that information into actionable intelligence.

Drawing on his background in banking, sales, operations, and compliance regulations, Crabtree saw an opportunity to bridge the gap between government oversight and financial decision-making. Rather than creating another compliance platform, he foresaw a company that could transform massive volumes of operational data into actionable intelligence, helping organizations make informed, real-time decisions in high-risk, highly regulated industries.

Founded in Colorado in 2015 alongside co-founder and CFO Mark Nassi, NCS Analytics began building technology capable of aggregating and analyzing millions of records from government reporting systems and other supplementary data sources. The company's mission was never to simply collect data, but to expose patterns, detect anomalies, and identify operational behaviors that traditional reporting methods usually failed to reveal.

Today, that vision has evolved into a sophisticated analytics platform powered by predictive and behavioral models. NCS continuously processes tens of millions of data records each week and monitors 18,000 licensed cannabis businesses across the United States. By applying advanced statistical modeling, behavioral analytics, economics, and machine learning techniques, the platform converts complex operational information into clear insights, alerts, and risk indicators.

At its core, NCS Analytics exists to solve one of the most important challenges in regulated industries: turning vast amounts of operational data into trusted intelligence that protects public health and safety, strengthens regulatory compliance, reduces financial risk, and builds confidence across the entire ecosystem.

Whether helping regulators prioritize inspections, enabling lenders to make more informed credit decisions, or providing businesses with operational insights to improve performance, NCS Analytics supports organizations to move beyond reactive reporting toward proactive decision-making.

The Problems NCS Analytics Solves

Bringing Clarity to Complex Data

Regulated industries generate enormous amounts of operational data, but raw information alone rarely answers the questions decision-makers need to ask. NCS transforms complex data sets into user-friendly dashboards, alerts, and predictive insights, helping customers understand what matters most without requiring teams of analysts.

Improving Regulatory Oversight

State agencies that have been established as new cannabis markets open across the United States can oversee thousands of licensed businesses with limited investigative resources. NCS helps agencies prioritize inspections and enforcement by identifying unusual operational patterns, compliance risks, and behavioral anomalies that warrant additional attention. This enables more targeted oversight while improving program integrity.

Reducing Financial Risk

For financial institutions serving regulated industries, third-party compliance tools frequently provide an incomplete picture of operational health. NCS supplements conventional financial analysis with operational intelligence, allowing bankers to better evaluate their customers, monitor portfolios, detect emerging risks earlier, and make more informed risk decisions. The introduction of products such as **NCS Thea** extends this capability by translating operational performance into simplified risk scores that support underwriting and ongoing monitoring.

Detecting Fraud and Anomalous Behavior, Improving Public Safety

Because the platform continuously evaluates operational activity rather than relying solely on periodic reporting, NCS can identify behavioral patterns that may indicate fraud, diversion, inversion, data manipulation, or other operational inconsistencies. Predictive and behavioral analytics provide early warning indicators that enable organizations to investigate issues before they become larger problems.

Building Trust in Emerging Industries

Perhaps most importantly, NCS helps create confidence in industries in areas where transparency has historically been limited. By providing objective, data-driven intelligence to regulators and financial institutions, NCS supports safer markets, stronger compliance, and better decision-making across the cannabis ecosystem. NCS's broader vision spans beyond cannabis, applying the same analytical approach to other high-risk, highly regulated industries where operational data can improve oversight and reduce risk.

A Mission That Continues to Evolve

What began as a response to the challenges created by cannabis legalization has grown into a wider mission: **to empower real-time critical decision-making with trusted operational intelligence**. Today, NCS Analytics combines one of the industry's most comprehensive operational datasets with predictive and behavioral analytics to help customers move beyond compliance and toward proactive risk management. Rather than simply reporting what happened, NCS enables organizations to better understand what is happening now and what is likely to happen next.

Launched in spring 2026, NCS Analytics's newest product, NCS Thea, transforms disconnected data points into a clear, verifiable risk signal that credit committees and enforcement agencies can confidently stand behind. The result is an institutional-grade brand built on a singular, definitive promise: every risk score delivered arrives fully supported by underlying documentation.

02 Company Facts

Founded: 2015

Headquarters: Denver, Colorado

Founders: Adam Crabtree (CEO) & Mark Nassi (CFO)

Mission:

NCS Analytics' mission is to empower real-time critical decision-making with confidence.

The Problem We Solve:

High-risk, cash-intensive industries generate mountains of seed-to-sale and financial data that overwhelm manual review. This systemic fragmentation creates massive monitoring bottlenecks for regulators and leaves billions in banking assets locked away due to unquantified compliance risks.

The Solution:

A secure Software-as-a-Service (SaaS) predictive and behavioral analytics engine. NCS actively ingests millions of data points weekly to identify operational anomalies, prevent fraud, automate risk-based triage, and streamline financial reporting.

Scale of Impact:

18,000 licenses

Actively monitors 18,000 active commercial licenses across the U.S.

\$192+ million

Evaluates more than \$192+ million in monthly sales.

89+ million records

Processes 89+ million data records per week.

The NCS model was the first to receive validation by a top-20 independent accounting firm to measure the NCS Platform for conceptual soundness, quantitative evaluation of models and processing, impact analysis, and validation reporting.

03 Product and Service Offerings

The NCS Platform

NCS provides a Software-as-a-Service (SaaS) platform and expert support services helping regulators and financial institutions to monitor, evaluate, and generate alerts on millions of data transactions each day. It acts as an advanced data aggregation engine across high-risk supply chains, translating messy, fragmented regulatory inputs into real-time operational transparency and prioritized investigative workflows.

At the heart of the NCS Platform sits behavioral and predictive analytics to rapidly identify, score, and alert on regulatory issues and unwanted behaviors. The near real-time nature of the NCS Platform enables clients to take immediate, targeted corrective action.

NCS Thea

One Score. Endless Insight.

An objective, dynamic risk mitigation application designed specifically for commercial lending teams. Operating on a standardized 0–100 scale, NCS Thea provides credit committees with continuous, twice-monthly “Lending Risk Scores,” delivering instant underwriting pre-screening backed by a comprehensive audit trail of underlying documentation.

The NCS Risk Index

Launched in August 2025, this prioritization scoring feature is built directly into our NCS Analytics Platform. By filtering mountains of data points down into clear risk categories, it serves as a game-changing tool for regulatory oversight, allowing lean compliance teams to immediately spot abnormal harvest yields, transaction irregularities, and hidden bad actors.

04 Visual Assets

1. NCS Brand Logo Library: [Download Here](#)
2. NCS Thea Logo Library: [Download Here](#)
3. NCS Thea Product Images: [Download Here](#)
4. Adam Crabtree, CEO Headshot: [Download Here](#)

05 Executive Biographies

Adam Crabtree | Founder & Chief Executive Officer

Adam is the driving vision behind NCS Analytics. Founded on his core belief that massive datasets can be elegantly simplified to empower real-time decision-making, he has scaled NCS into a premier market leader in high-risk compliance intelligence. Under his leadership, the firm has established multi-state partnerships with regulatory bodies—including Michigan, West Virginia, Oklahoma, Delaware, Vermont, and the California Cannabis Authority. He is a frequent industry voice on data governance and automated enforcement strategies.

06 Company Boilerplate

About NCS Analytics

NCS Analytics, founded in 2015 in Denver, Colorado, is a leading advanced analytics company that empowers regulators and financial institutions to oversee high-risk industries—starting with cannabis—through its [NCS Platform](#). This SaaS solution aggregates millions of daily data points, delivering real-time anomaly detection, risk scoring, alerts, and compliance monitoring to prevent diversion or inversion, fraud, and non-compliance while supporting BSA/AML requirements. NCS Analytics monitors thousands of licenses across multiple states, processes 89M+ records weekly, and launched its newest analytic tool, the [Risk Index](#), in 2025. Discover how NCS empowers real-time critical decision-making with absolute confidence at ncsanalytics.com.

07 Contact Info & Social Media

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08 Spelling and Terminology

1. “Lending Risk Score”
2. “government-mandated data” not “government-verified”
3. “explainable scores”

09 Charity or Nonprofit Work

The company’s primary initiative is [The NCS Transparency Project](#). This is a collaborative public-service data portal developed alongside its regulatory partners. The portal provides the general public and researchers with free, digestible industry insights and data sharing to promote awareness and safer municipal oversight in evolving markets.

10. Quotes

On the Core Philosophy of Data in High-Risk Sectors

“The problem with high-risk banking and municipal oversight has never been an absence of data—it’s always been data fragmentation. Governments and financial institutions are drowning in millions of scattered compliance records. Our mission at NCS is to take those disconnected, unlinked data streams and refine them into a singular, undeniable signal that a compliance examiner, credit committee or regulator can confidently stand behind.”

— **Adam Crabtree, Founder & CEO**

On the Real-Time Nature of the NCS Platform

“Traditional compliance monitoring relies heavily on lookback audits—reviewing what went wrong months after it happened. By utilizing behavioral and predictive analytics, the NCS Platform shifts the paradigm to near real-time tracking. We rapidly identify, score, and alert on unwanted behavioral anomalies, allowing our clients to take immediate, targeted corrective action before a minor compliance gap becomes a severe liability.”

— **Adam Crabtree, Founder & CEO**

On Validating the Algorithm (The Armanino Model Validation)

“When we designed our predictive engine, we knew that a risk score without absolute mathematical transparency is just a guess. We actively sought out independent model validation from a top national firm, Armanino, because we wanted an objective, third-party stamp of verification. In this industry, earning institutional trust means proving your logic is legally and technically defensible under the highest scrutiny.”

— Adam Crabtree, Founder & CEO

On Shifting High-Risk Verticals Into Mainstream Commercial Lending

“To normalize commercial lending in complex, cash-intensive markets, you have to speak the language of traditional underwriting. With platforms like NCS Thea, we take highly volatile regulatory inputs and translate them into a standardized, reliable risk score. If you can clearly quantify the compliance risk and deliver the underlying documentation alongside the score, financial institutions will immediately feel comfortable deploying capital.”

— Adam Crabtree, Founder & CEO