COMPANY DETAILS
Company A has been incorporated as a limited liability company in New York, the United States as of 11th March 2022.

BUSINESS MODEL
Apply license for cannabis growing, cultivation and manufacturing to produce high-quality cannabis-infused products to be sold wholesale, through retail & merchandise stores, and in consumption lounge.

COMPANY OWNERSHIP
Owned and managed by the founders YYYY holding a share of 51% and 49% respectively.

PRODUCTS AND SERVICES
Produce cannabis-infused products, including cannabis flower, cannabis oil, wax, concentrates, edibles, and other consumables, and offer facility tour services to educate consumers.

OBJECTIVE
To capture a significant share in the recreational cannabis industry by offering high-quality products at value-for-money pricing.

MISSION
To focus efforts on providing high-quality cannabis-infused products to the customers, while creating a holistic experience.

TARGET CLIENTS
- General cannabis consumers, veterans, and tourists
- Business searching for companies producing white labeled products

TARGET GEOGRAPHY
Launch initially in the state of New York starting with Upstate New York, Syracuse or Rochester with an ultimate aim to expand nationwide.

DISTRIBUTION CHANNELS
Website, retail & merchandise store, wholesale, delivery, and consumption lounge.

GROWTH STRATEGY
Invest in highly qualified & skilled growers, online marketing initiatives, a modern growing & manufacturing facility, and continual research and development initiatives to innovate new products.
PROBLEMS AND SOLUTION

PROBLEMS

▪ As the recreational cannabis industry has been legalized recently in March 2021, there is no player currently in the market offering adult-use cannabis-infused products to the customers.
▪ Most of the players operating in the cannabis industry do not focus on providing a unique experience to the cannabis consumers, while their focus is on selling their products only.
▪ Most of the competitors of the company have no formal education when it comes to growing and processing cannabis, which ultimately results in less productivity and increased cost, ultimately inflating the final product price to the customers.
▪ People are facing long waiting times to get their products and are even not getting their products, if preordered.

SOLUTION

The founders have formed a recreational cannabis brand named Company A, aimed at providing high-quality cannabis-infused products at value for money pricing.
▪ If the license is received at the right time, Company A will be known among the first few players entering the recreational cannabis market after legalization. Having got the opportunity to enter the market initially will allow it to build a strong brand presence among target customers.
▪ The company focuses on providing a unique and memorable experience to its customers by organizing educational facility tours and launching its own consumption lounge surrounded by greenhouses and a natural environment.
▪ Company A will employ experienced growers having extensive knowledge of advanced cultivation techniques. The founders themselves possess formal education in science and horticulture.
▪ The company will make efforts to serve customers at the best with reduced waiting times and better customer service.
BUSINESS MODEL

- Sell products through website
- Retail and merchandise store
- Sale to business consumers
- Deliver the products to the customers
- Develop a consumption lounge

- Cannabis flowers
- Cannabis oil
- Cannabis edibles
- Cannabis wax
- Cannabis concentrates
- Other consumables
DIVERSE PORTFOLIO AND QUALITY PRODUCTS
A wide range of modern and convenient oil, consumables, and edible products in addition to the high-quality dried flower.

EXPERIENCED FOUNDERS
Have experience and formal education in science & horticulture, and possess leadership skills developed while serving the country in the Army Airborne Infantry.

SALES THROUGH MULTIPLE CHANNELS
Sell products through its website and other offline & online channels (own retail and merchandise stores, consumption lounge, social media, and other digital channels).
These are the most popular category of products accounted for 54.1% of the industry revenue in 2021.

Recreational Cannabis Share
Share of recreational cannabis in the overall legal cannabis market in 2021.

Hybrid Cannabis Products Share
These are the most popular category of products accounted for 54.1% of the industry revenue in 2021.

Revenue
Cannabis growing industry revenue in 2021 (CAGR of 28.1% over the past 5 years)

Growth Rate
Projected growth in the industry revenue between 2022 and 2026.

Projected Revenue
Projected revenue of cannabis growing industry in the U.S. in 2026.
Revenue of medical and recreational cannabis stores in the U.S. in 2021: $18.6 Billion

Cannabis flower products accounted for the majority of the industry revenue followed by edibles with 18.4%.

Projected revenue of medical and recreational cannabis stores in the United States by 2026: 45.7 Billion

Projected growth in the industry revenue between 2022 and 2026: 19.7%

Number of cannabis consumers in the United States by 2025: 50 Million

Millennials are the biggest consumers accounting for 45% of the total industry revenue.

Sale of legal recreational cannabis in the U.S. in 2026: $41.9B

MARKET RESEARCH

MEDICAL AND RECREATIONAL CANNABIS STORES IN THE U.S.

Illustrative Sample
52% of the new cannabis customers were male, while 48% were female in 2020, while the share was 54% male and 46% female in 2019.

CONSUMER DEMOGRAPHICS
Millennials are the biggest consumers of cannabis with 48% of the total recreational consumers being millennials.

Legal cannabis spending per capita in New York, which is further expected to grow in the wake of legalization efforts.

Solid edibles are the most appealing cannabis products to potential U.S. consumers.

Almost half (47.7%) of cannabis consumers are spending between $500 and $2,500 per year.

Percentage of Americans that are active cannabis consumers.
CANNABIS INDUSTRY IN NEW YORK

LICENSE REGULATIONS
The state has a goal of 50% of its licenses going to social equity applicants, which it defines as those from communities disproportionately impacted by the drug war, minorities, women, small or distressed farmers, and service-disabled veterans.

EXPECTED SALES GENERATION
The recreational sales are expected to begin in 2023.

$7.1 Billion
Projected size of New York cannabis market in 2025.

$1.8 Billion
Size of New York cannabis market in 2018.

CANNABIS LEGALIZATION
New York became the 15th state to approve recreational cannabis in March 2021.

14.7%
The estimated CAGR of the cannabis industry in New York between 2019 and 2025.

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Projected size of New York cannabis market in 2025.

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MARKET RESEARCH
COMPETITIVE ADVANTAGE

CREATE A UNIQUE CUSTOMER EXPERIENCE
Company A will focus its efforts on not only manufacturing high-quality cannabis products but also on creating a unique and memorable experience for its customers each time they visit the store through educational tours and a consumption lounge.

USE OF NATURAL INPUTS AND LATEST EQUIPMENT
All Company A products will be created on-site with the best horticultural practices in mind while using the latest technology equipment and sustainable & organic nutrients & fertilizers.

RESEARCH AND DEVELOPMENT
Company A will continually invest in research and development initiatives to create cultivars by crossing and breeding the most popular strains that will be tailored to the customers' preferences.

EXPERIENCED GROWERS
Unlike most of the competitors, Company A will be bringing experienced growers with extensive knowledge of advanced cultivation techniques, helping it to achieve optimum production levels and cultivate high-quality and exotic cannabis products.
MANAGEMENT TEAM

XXXXX
Co-founder and CEO
xxxx

XXXXX
Co-founder and COO
xxxxxxx
GO-TO-MARKET STRATEGIES

LEAD GENERATION
- Website
- Google ads
- Discounts and offers
- Word of mouth
- Referral schemes
- Genuine customer reviews
- Email newsletters
- Retargeting
- Sales personnel

BRAND AWARENESS
- Signage and brochures
- Print media
- Social media
- SEO
- Content marketing
- Video marketing
- Efficient customer support
- Direct interactions

PARTNERSHIPS AND ASSOCIATIONS
- Attend cannabis industry events
- Arrangements with influencers and bloggers
- Agreements with businesses to produce white-labelled products
- Networking
- Community programs and events
$1.775 Million Total Funds to be Invested

- $1.75 MILLION Funds from Investors
- $25,000 Equity Capital

Total Funds to be Invested: $1.775 Million
**Usage of Funds**

- **Total Funds**: $1,775,000
- **Fixed Assets**: $1,265,000
- **Start-up Cost**: $105,000
- **Buffer Cash for Operating Expenses**: $255,000
- **Buffer Cash for Salaries**: $150,000
FINANCIAL SNAPSHOT

REVENUE

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<th>YEAR 3</th>
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NET PROFIT

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</table>

REVENUE, COST, AND PROFITABILITY

- **Revenue**
- **Total Cost**
- **Net Profit after Tax**
- **Cash Balance**

**INTERNAL RATE OF RETURN** 13%

**GROSS PROFIT** 71%

**AVERAGE NET PROFIT** 26%
THANK YOU