

Company A

Pitch Deck

COMPANY SUMMARY

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 YYYYYY 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

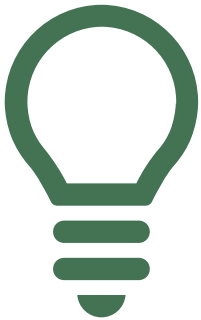
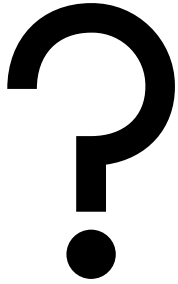
PROBLEMS

- 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.

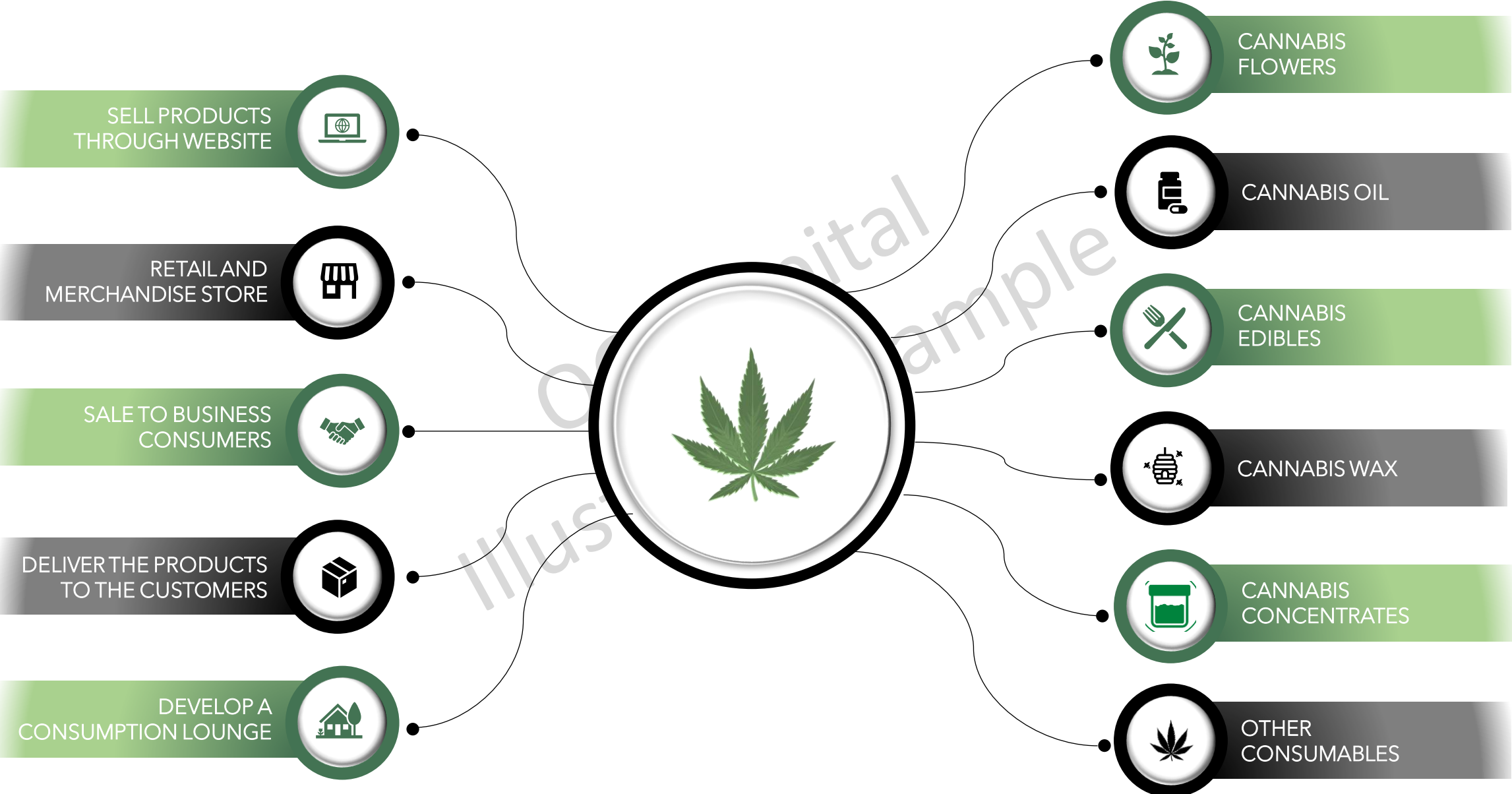
SOLUTION

The founders have formed a recreational cannabis brand named Company A, aimed at providing high-quality cannabis-infused products at value for money pricing.

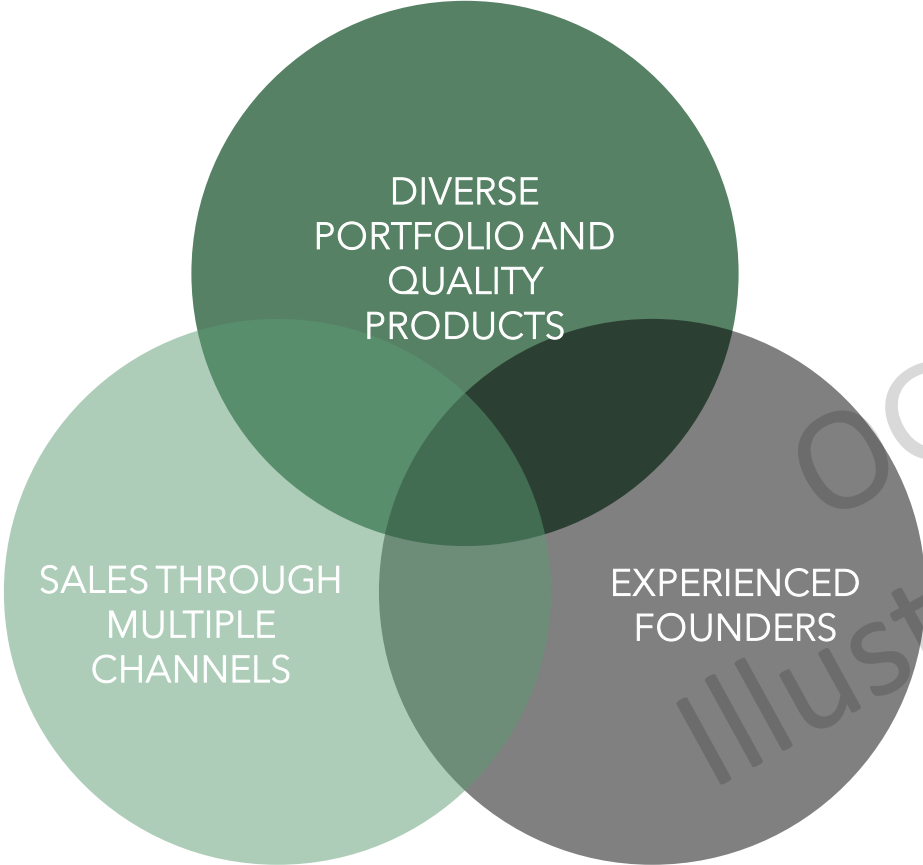
- If the license is received at the right time, Company A will be known among the first few players entering the recreational cannabis market after legalization. Having got the opportunity to enter the market initially will allow it to build a strong brand presence among target customers.
- The company 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



VALUE PROPOSITION



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.

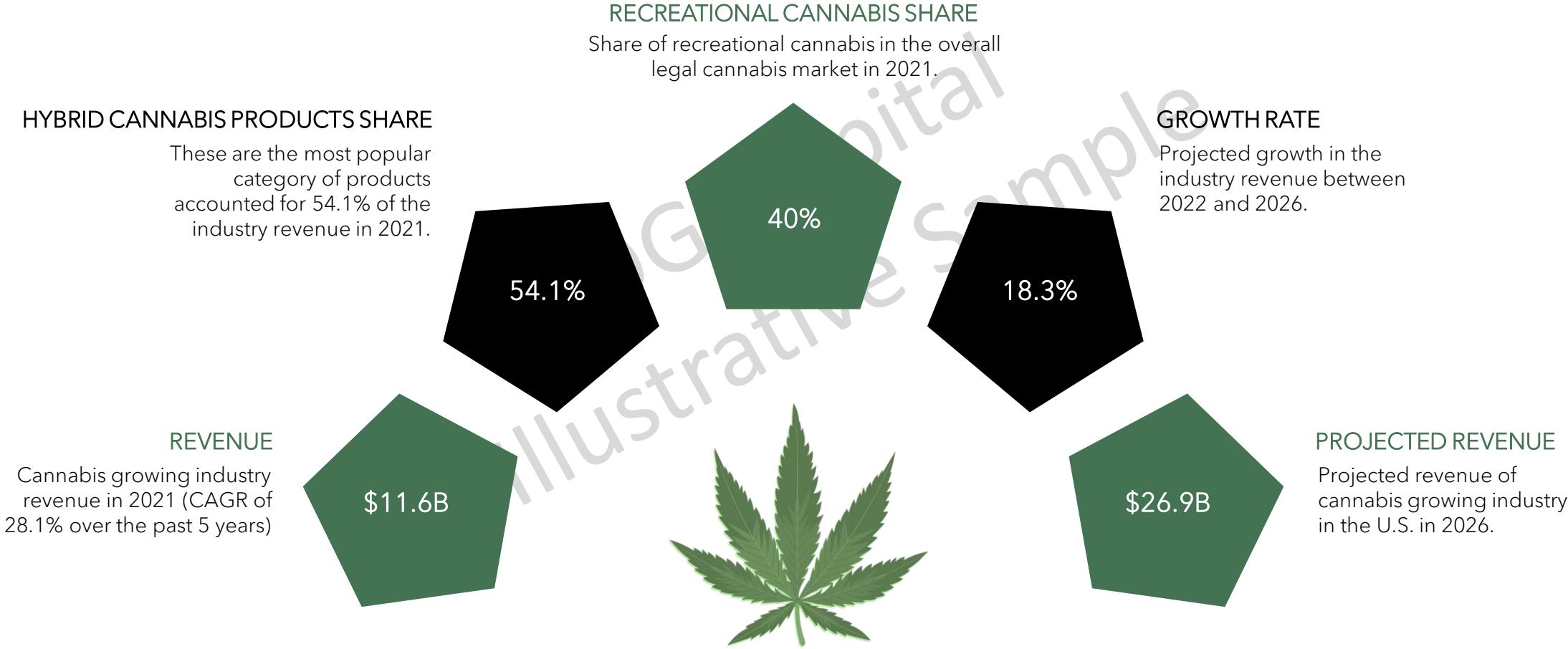


SALES THROUGH MULTIPLE CHANNELS

Sell products through its website and other offline & online channels (own retail and merchandise stores, consumption lounge, social media, and other digital channels).

MARKET RESEARCH

CANNABIS GROWING INDUSTRY IN THE U.S.



HYBRID CANNABIS PRODUCTS SHARE

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

54.1%

RECREATIONAL CANNABIS SHARE

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

40%

GROWTH RATE

Projected growth in the industry revenue between 2022 and 2026.

18.3%

REVENUE

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

\$11.6B

PROJECTED REVENUE

Projected revenue of cannabis growing industry in the U.S. in 2026.

\$26.9B



MARKET RESEARCH

MEDICAL AND RECREATIONAL CANNABIS STORES IN THE U.S.

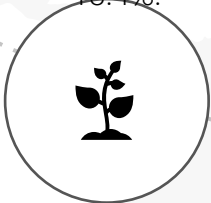
\$18.6 Billion

Revenue of medical and recreational cannabis stores in the U.S. in 2021.



32.2%

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



45.7 Billion

Projected revenue of medical and recreational cannabis stores in the United States by 2026.



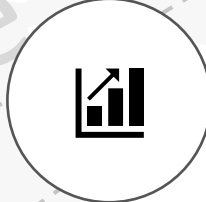
\$41.9B

Sale of legal recreational cannabis in the U.S. in 2026



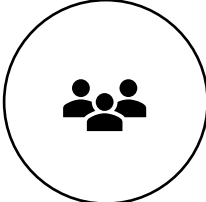
19.7%

Projected growth in the industry revenue between 2022 and 2026.



45%

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

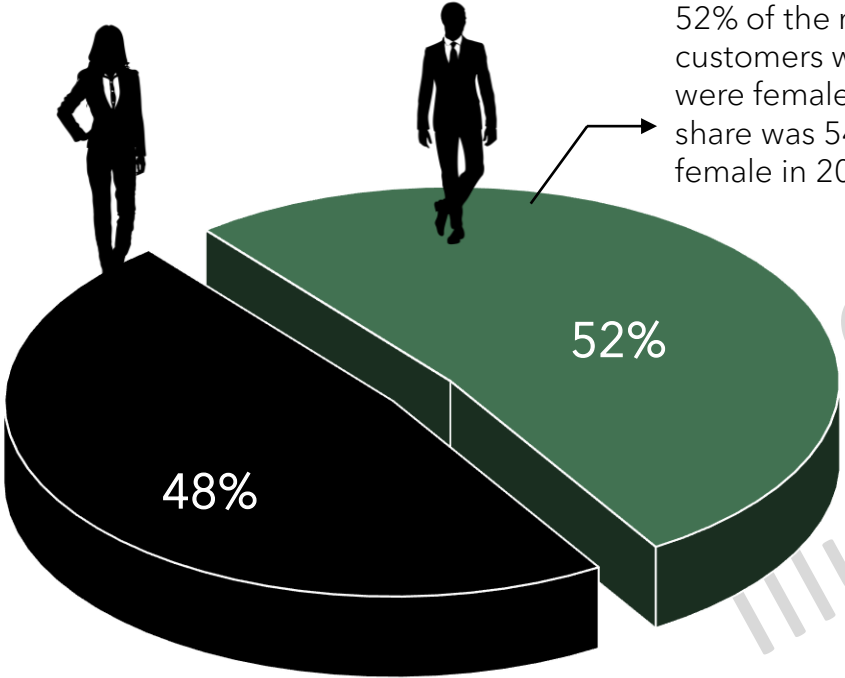


50 Million

Number of cannabis consumers in the United States by 2025.



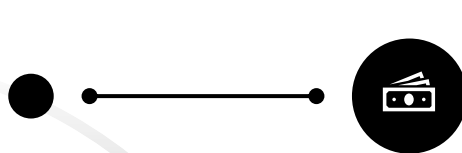
MARKET RESEARCH



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

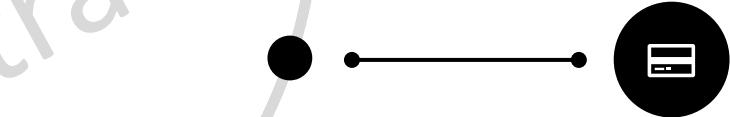
Millennials are the biggest consumers of cannabis with 48% of the total recreational consumers being millennials.



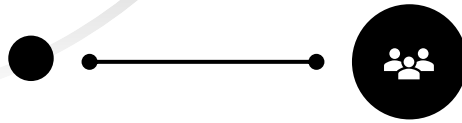
Legal cannabis spending per capita in New York, which is further expected to grow in the wake of legalization efforts.



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



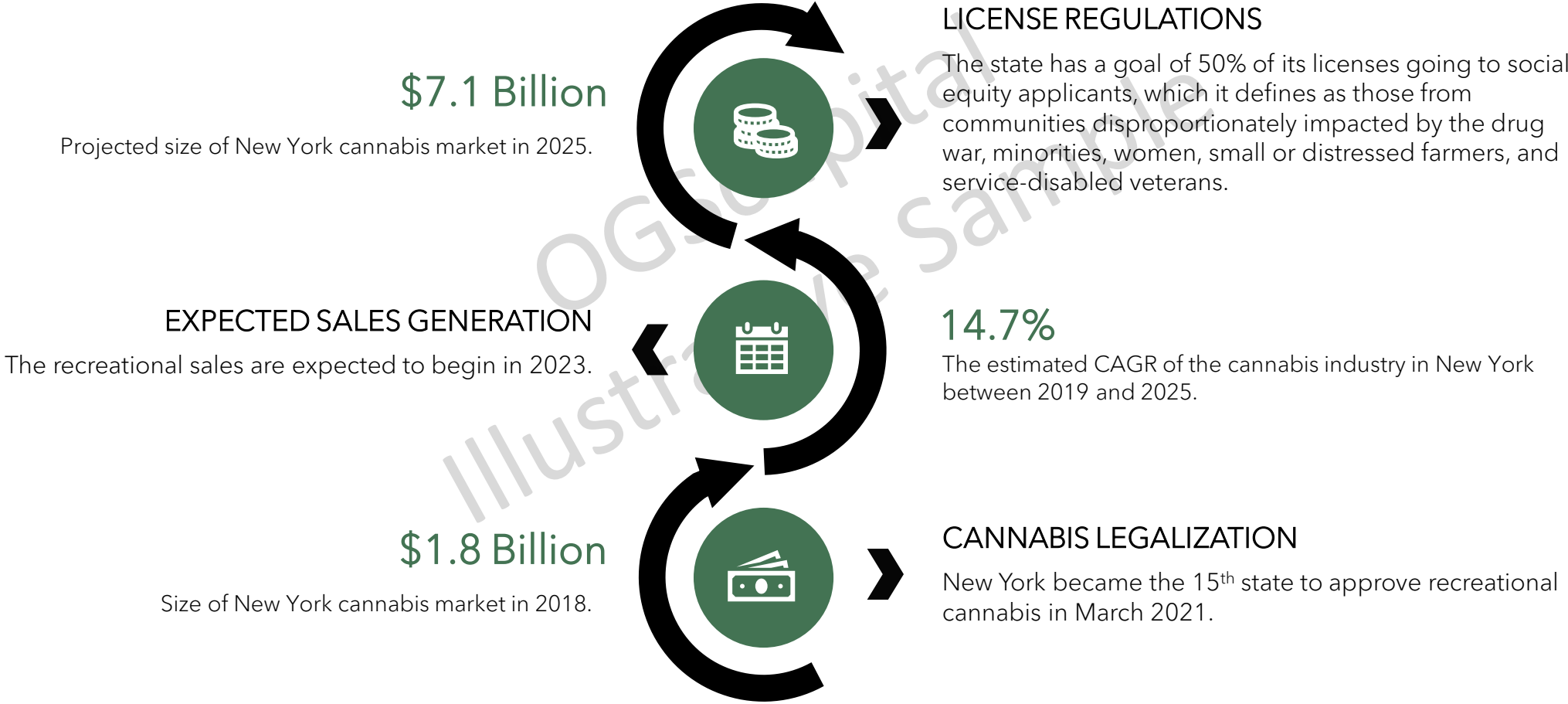
Almost half (47.7%) of cannabis consumers are spending between \$500 and \$2,500 per year.



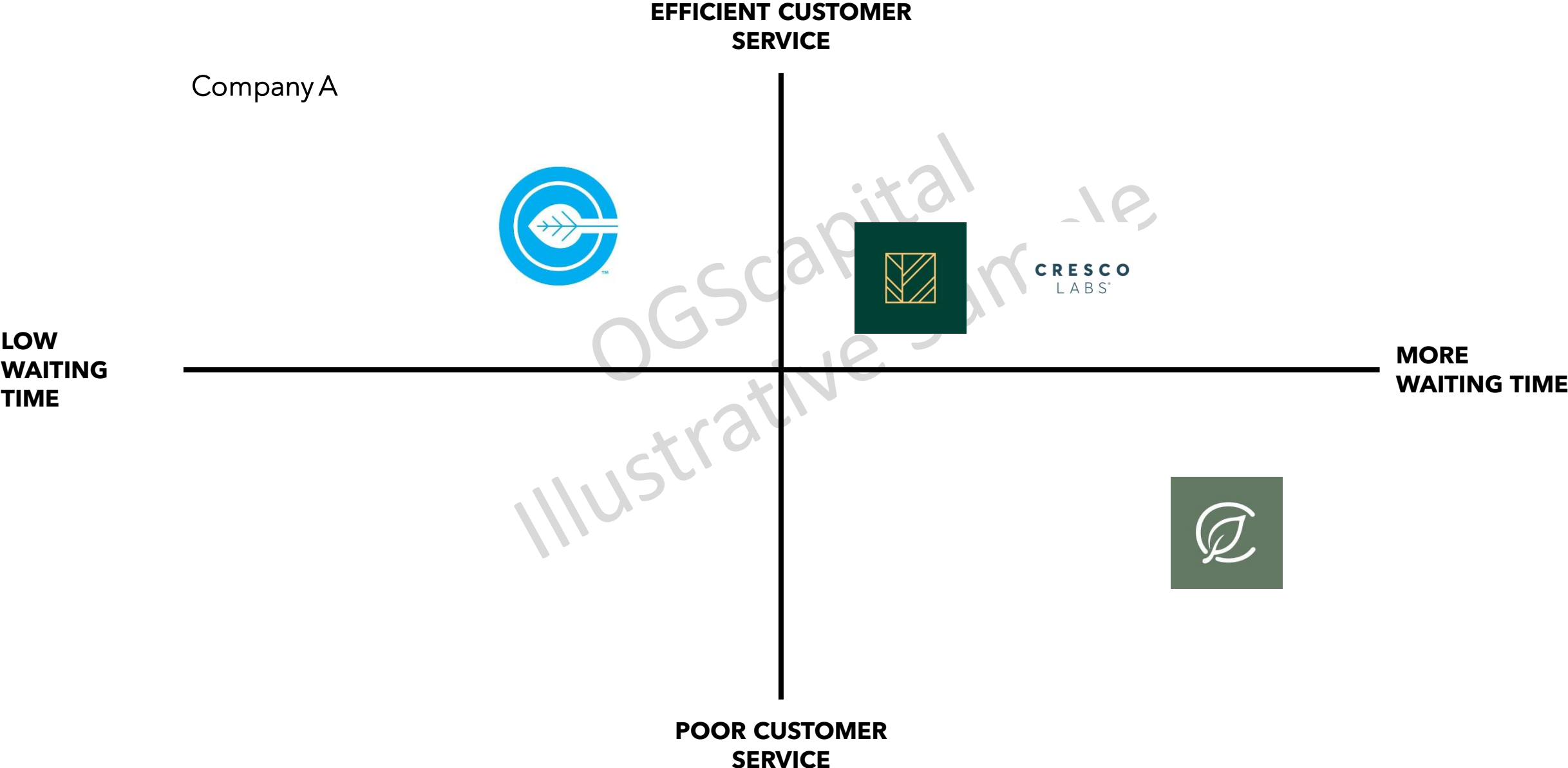
Percentage of Americans that are active cannabis consumers.

MARKET RESEARCH

CANNABIS INDUSTRY IN NEW YORK



COMPETITIVE LANDSCAPE



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



Scapital
sample

XXXXX

Co-founder and CEO

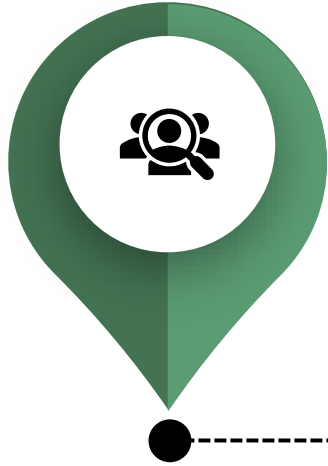
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Co-founder and COO

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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

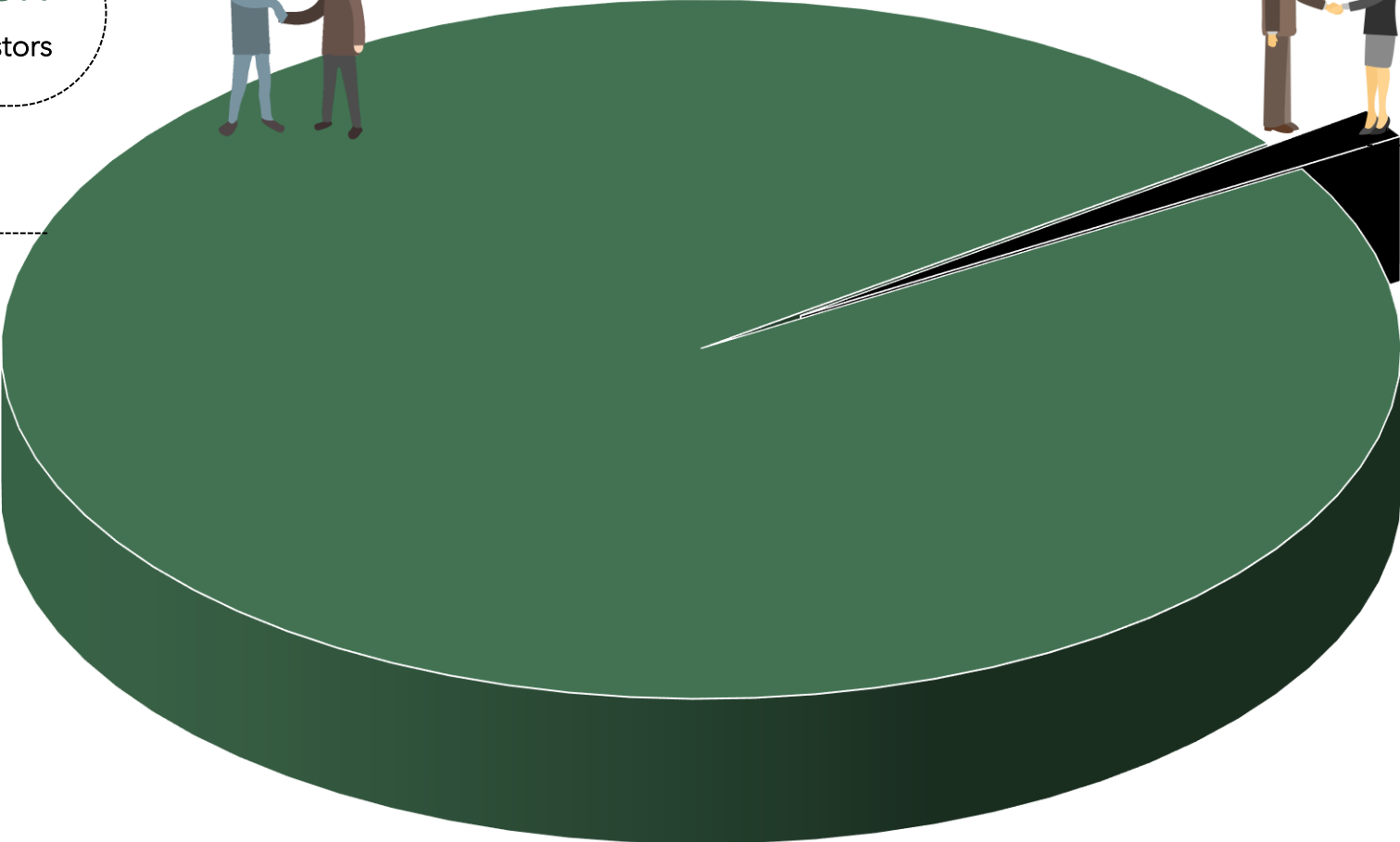
- Attend cannabis industry events
- Arrangements with influencers and bloggers
- Agreements with businesses to produce white-labelled products
- Networking
- Community programs and events

INFUSION OF FUNDS

\$1.75 MILLION
Funds from Investors

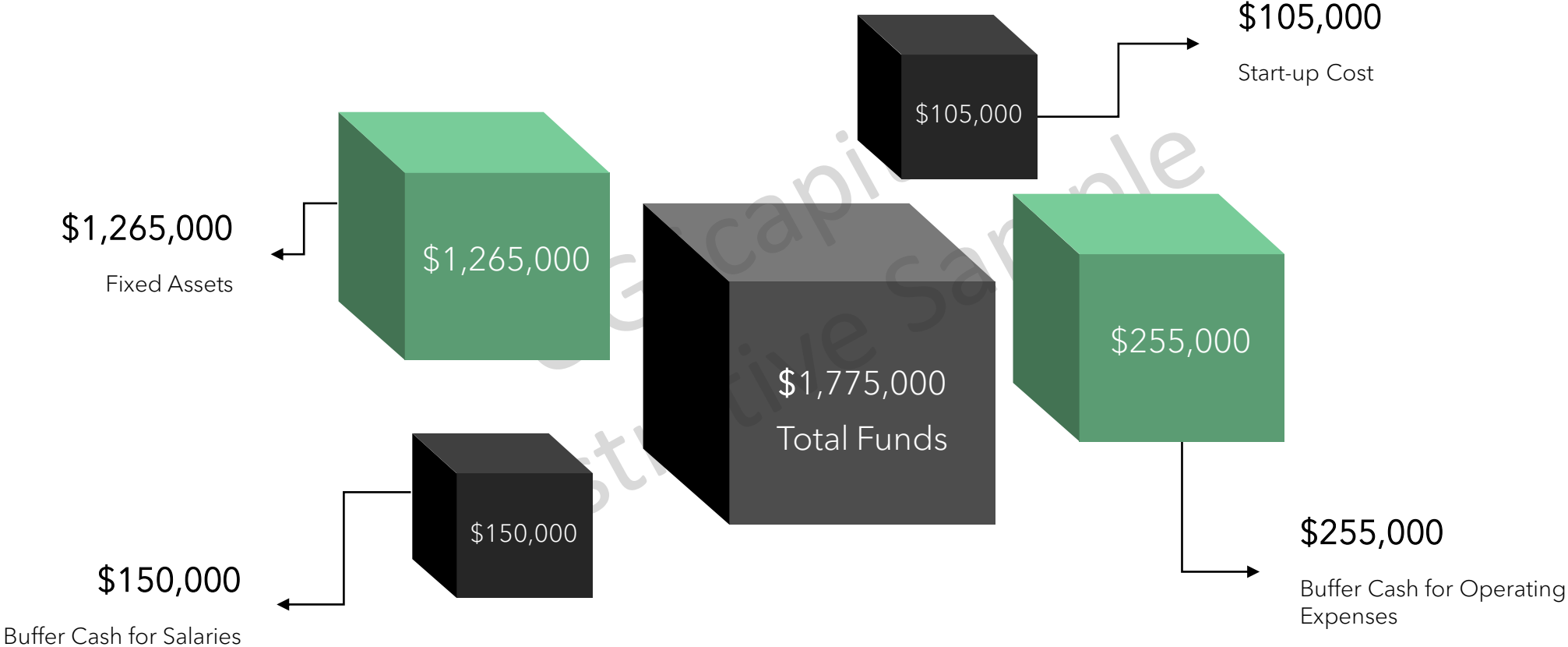


\$25,000
Equity Capital

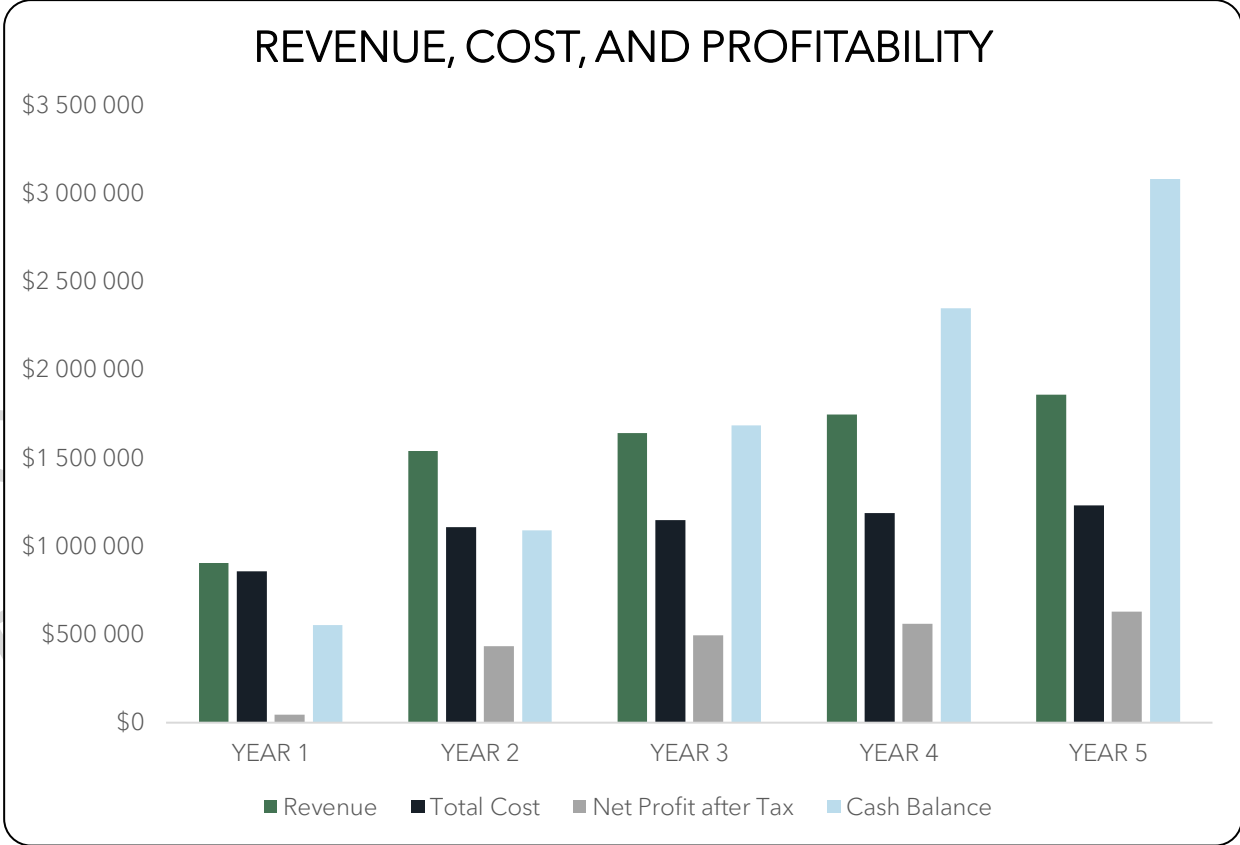
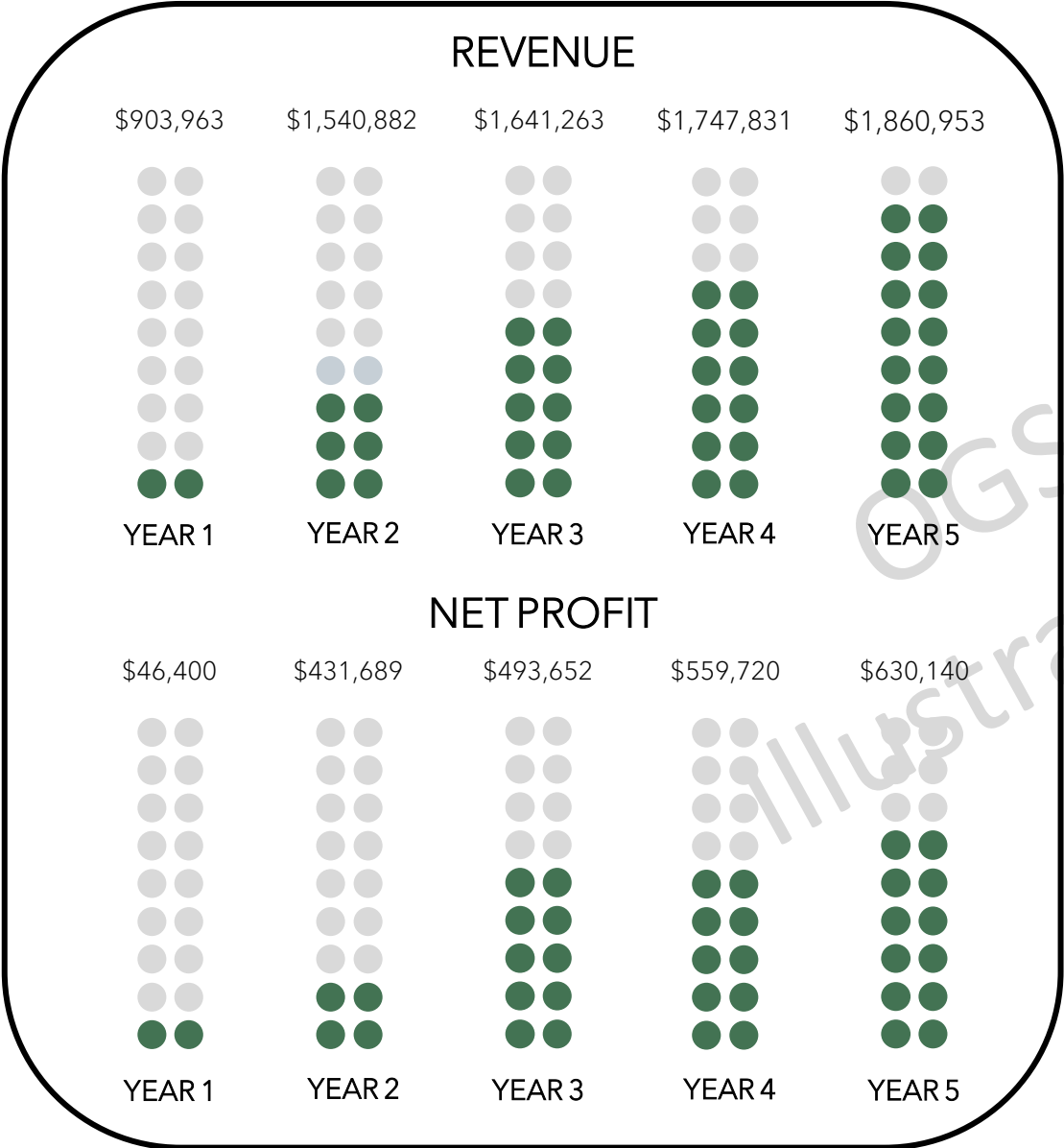


\$1.775 Million
Total Funds to be Invested

USAGE OF FUNDS



FINANCIAL SNAPSHOT



13%
INTERNAL RATE OF RETURN

71%
GROSS PROFIT

26%
AVERAGE NET PROFIT

THANK YOU

