



**CANNABIS INFUSED**  
**CHOCOLATE BAR**  
PRIVATE AND CONFIDENTIAL

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# **DISCLAIMER**

**All sensitive information about the company has been removed from this presentation.**

**The data contained in this presentation is not representative and accurate.**

## WHO WE ARE

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- Company A is a new company dedicated to producing premium quality, cannabis-infused chocolates.
- We are the only edibles company that targets women and first-time users.





Since the start of the industry, the Cannabis Edibles space has mostly catered to hippies and people looking to get a strong buzz.



Most Edibles on the market today are produced solely as primitive THC delivery systems - for those products, quality and taste are an afterthought.



Women who want to enjoy the taste while receiving a “controlled” buzz have been left out of the market.

## OUR SOLUTION: A GENTLE, HIGHLY FLAVORED CHOCOLATE

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Company A's Edibles products are made with wonderful ingredients and innovative recipes.



Company A has made Edibles an enjoyable eating experience.



Unlike most of our competitors, we focus on taste as much as on the buzz effect.

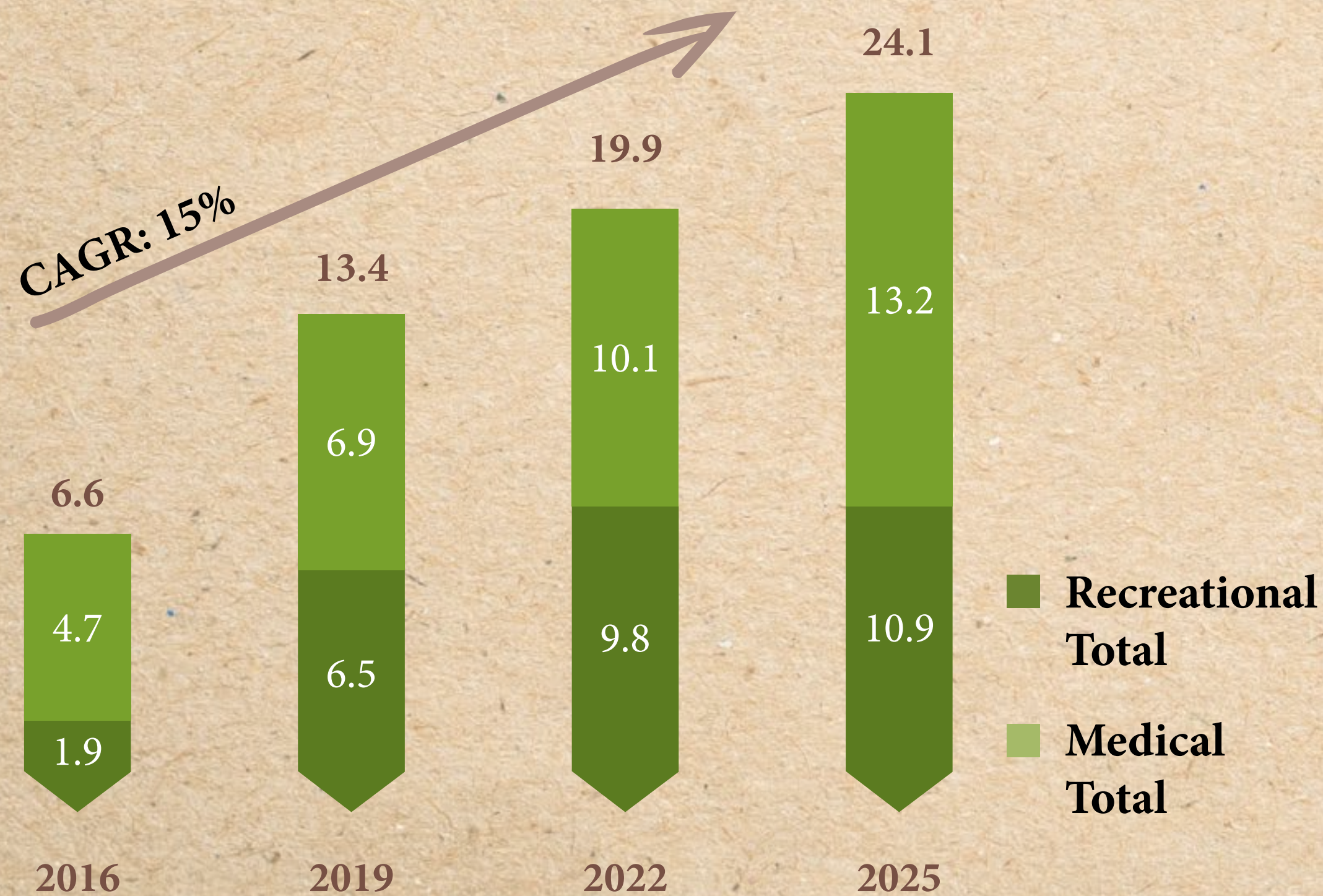


Unique products with beautiful packaging created to cater to an untapped portion of the market: women.

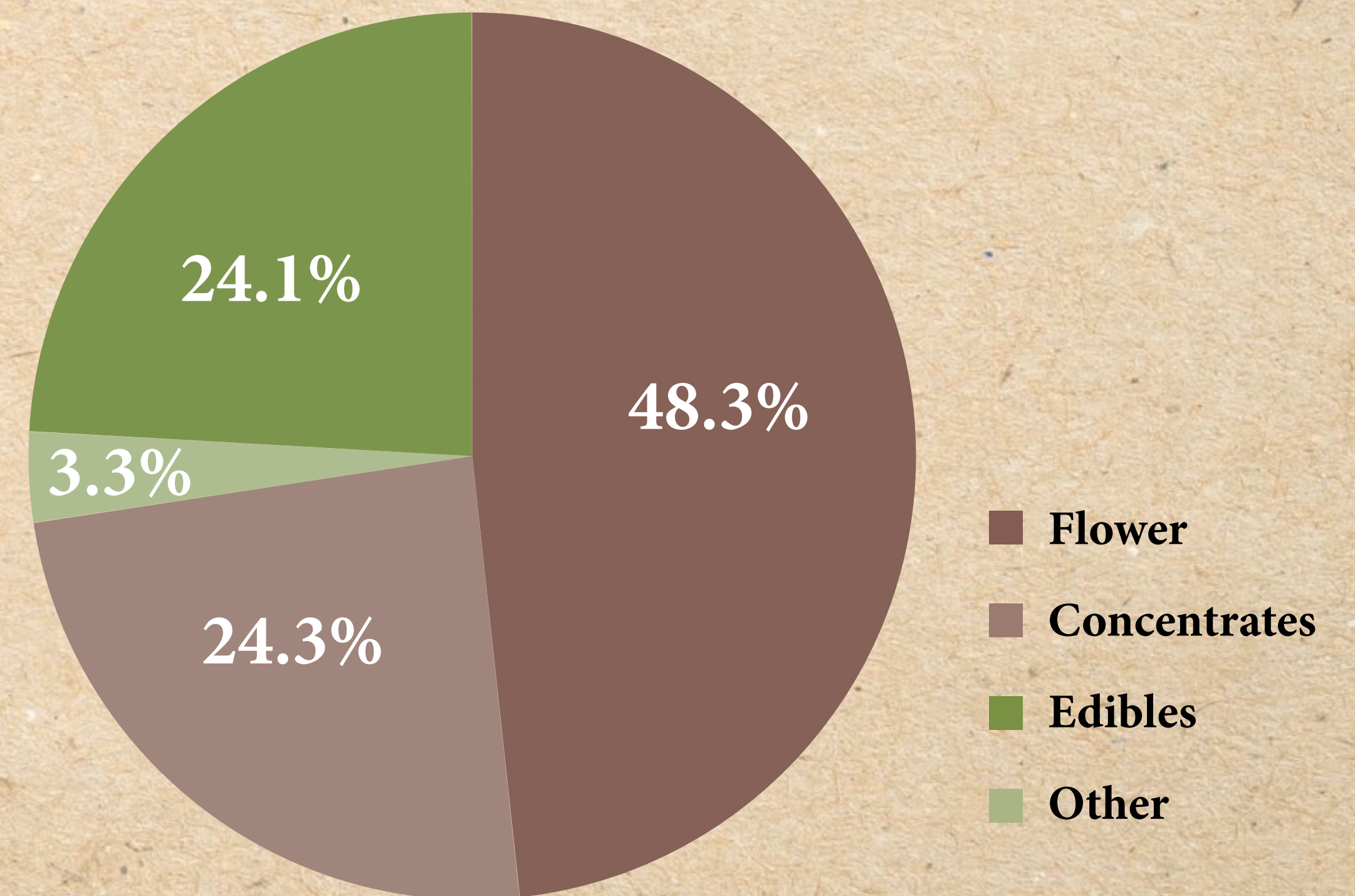
# LARGE AND GROWING MARKET

The Cannabis industry is expected to reach \$24BN by 2025 in the US alone.  
The Edibles market currently makes up 24% of the total US sales.

## PROJECTED GROWTH OF US CANNABIS SALES (US\$ IN BILLION)



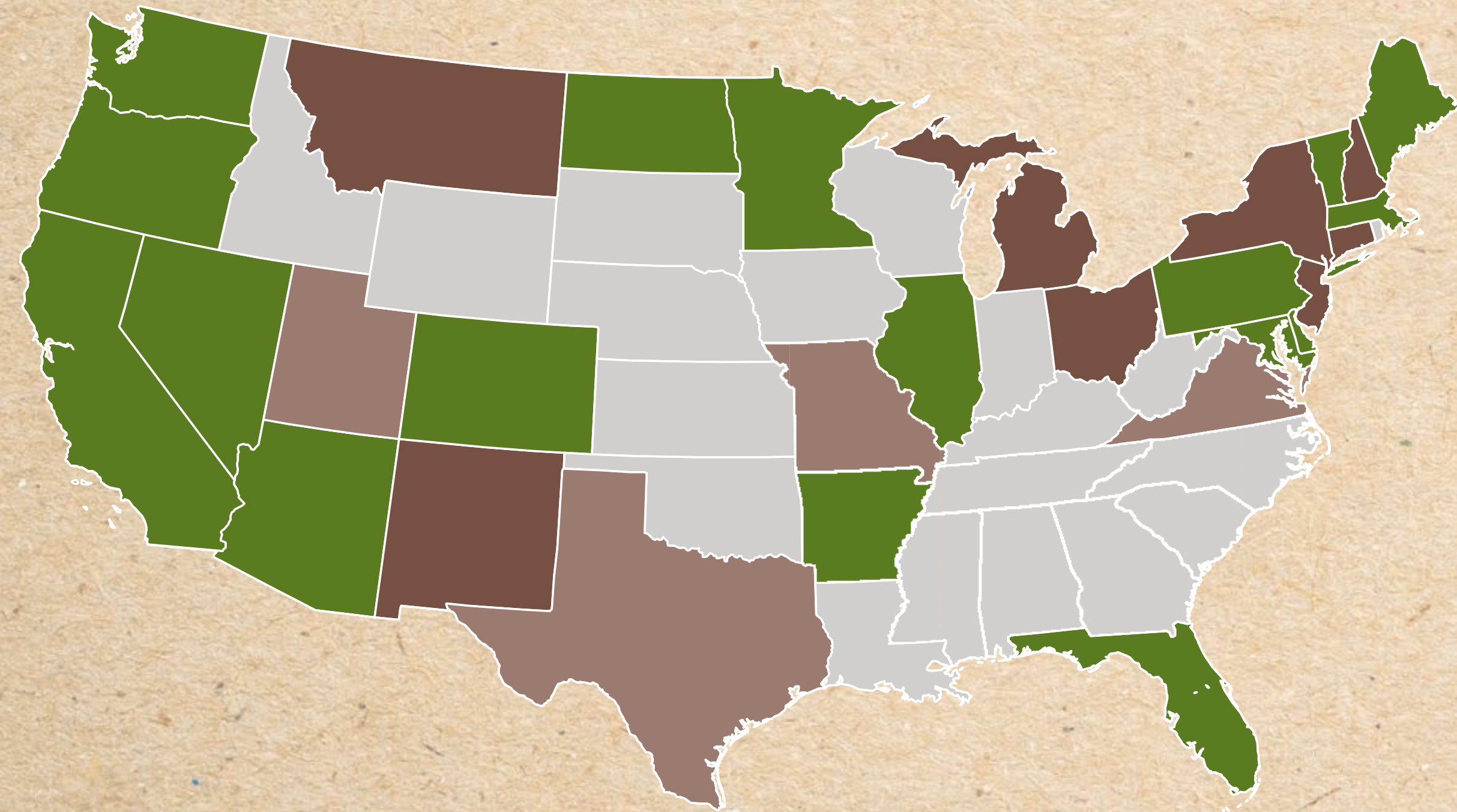
## COMPOSITION OF US CANNABIS SALES



Source: McCarthy, Niali. "US Marijuana Market: The Grass is Getting Greener". Statista. Jan 4, 2018.

# IT'S ONLY THE BEGINNING

There are 13 states that could potentially legalize marijuana in the next few years. This could add a total of \$21.4 BN in revenues to the industry.



## CURRENTLY LEGALIZED FOR RECREATIONAL & MEDICAL USE:

- Washington
- Washington D. C
- Oregon
- Alaska
- Colorado
- California
- Massachusetts
- Nevada
- Maine

■ Legalized for recreational & medical use   ■ Potential Recreational & medical use before 2025  
■ Medical use only   ■ Potential Medical use only before 2025

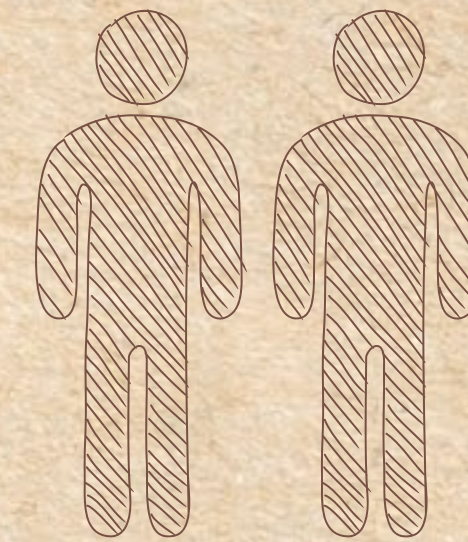
Source: McCarthy, Niali. "US Marijuana Market: The Grass is Getting Greener". Statista. Jan 4, 2018.



Following the 2018 Farm Bill, which legalized hemp cultivation, the CBD industry is set to explode even further.



The lines are being blurred between cannabis-infused foods and their mainstream counterparts. Cannabis companies are actively seeking snack and beverage makers with which to partner for new and better product lines.



With boomers and seniors being the fastest growing age group of cannabis consumers, many edibles manufacturers are moving away from mega-dose products designed for the most experienced users.



# WE WILL STANDOUT WITHIN THE COMPETITIVE LANDSCAPE

FLAVOURFUL

COMPANY A

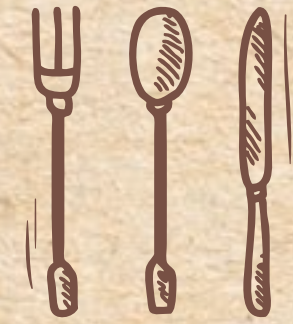


STRONG BUZZ

CONTROLLED BUZZ



BLAND



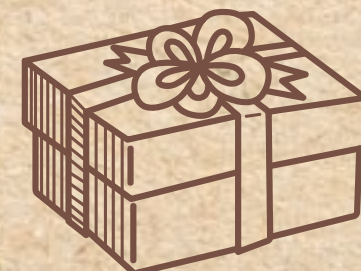
Company A offers customers a pleasurable eating experience while giving them an enjoyable buzz.



Each product is a journey into the unique flavors and traditions of Switzerland. We bring unique flavors to the Edibles market in the US.

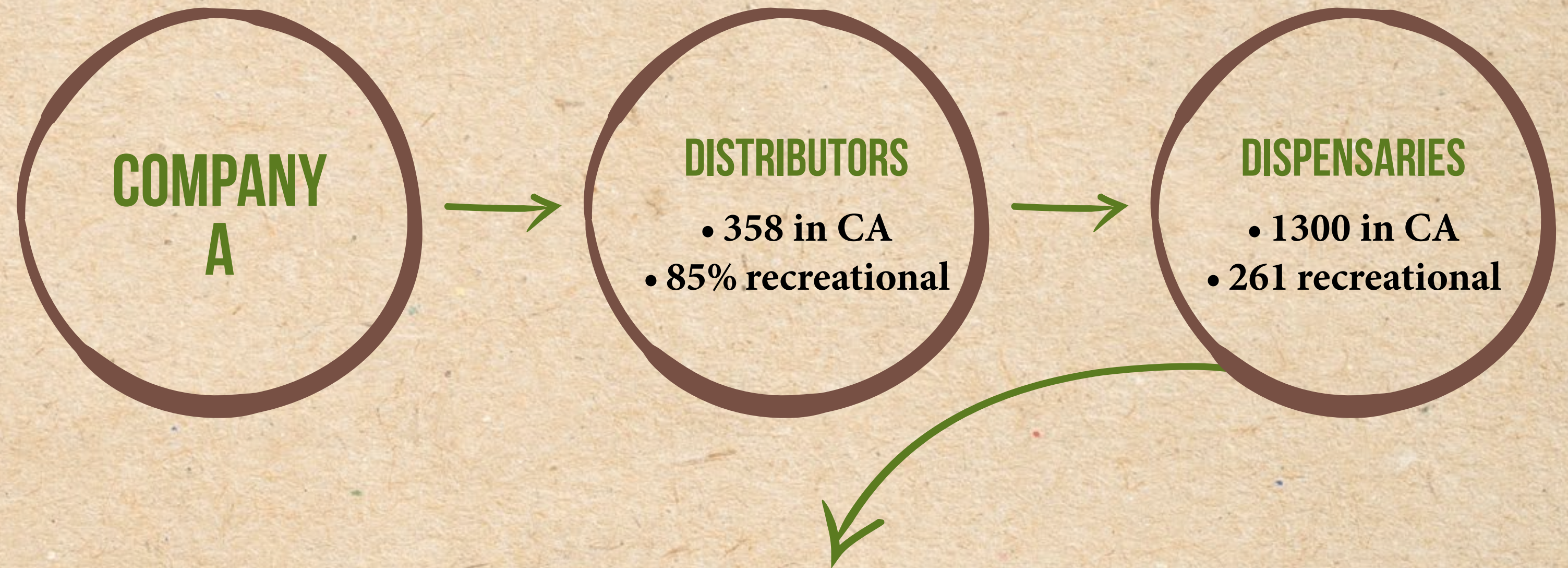


We will initially launch our product line with 3 distinct products. We will add 2 more products by next year.



Our beautiful and light packaging will be a key differentiator in dispensaries where black and austere packaging is often the norm.

- We will initially target California.
- Company A will sell its products to Distributors – required by state law.
- We have already signed an agreement with several distributors.
- Company A will market to the end consumers via targeted marketing strategies:
- We will have an active presence on social media sites – we are currently at 10,000 Instagram followers pre-launch.
- We plan on having sales reps at several important dispensaries promoting our products directly with consumers.



## CUSTOMERS

- 14% of adults in the US use Cannabis
- Women’s spending on marijuana products increased by xx% last year
- Company A is targeting women and first-time users
- Focus on taste and “controlled” buzz

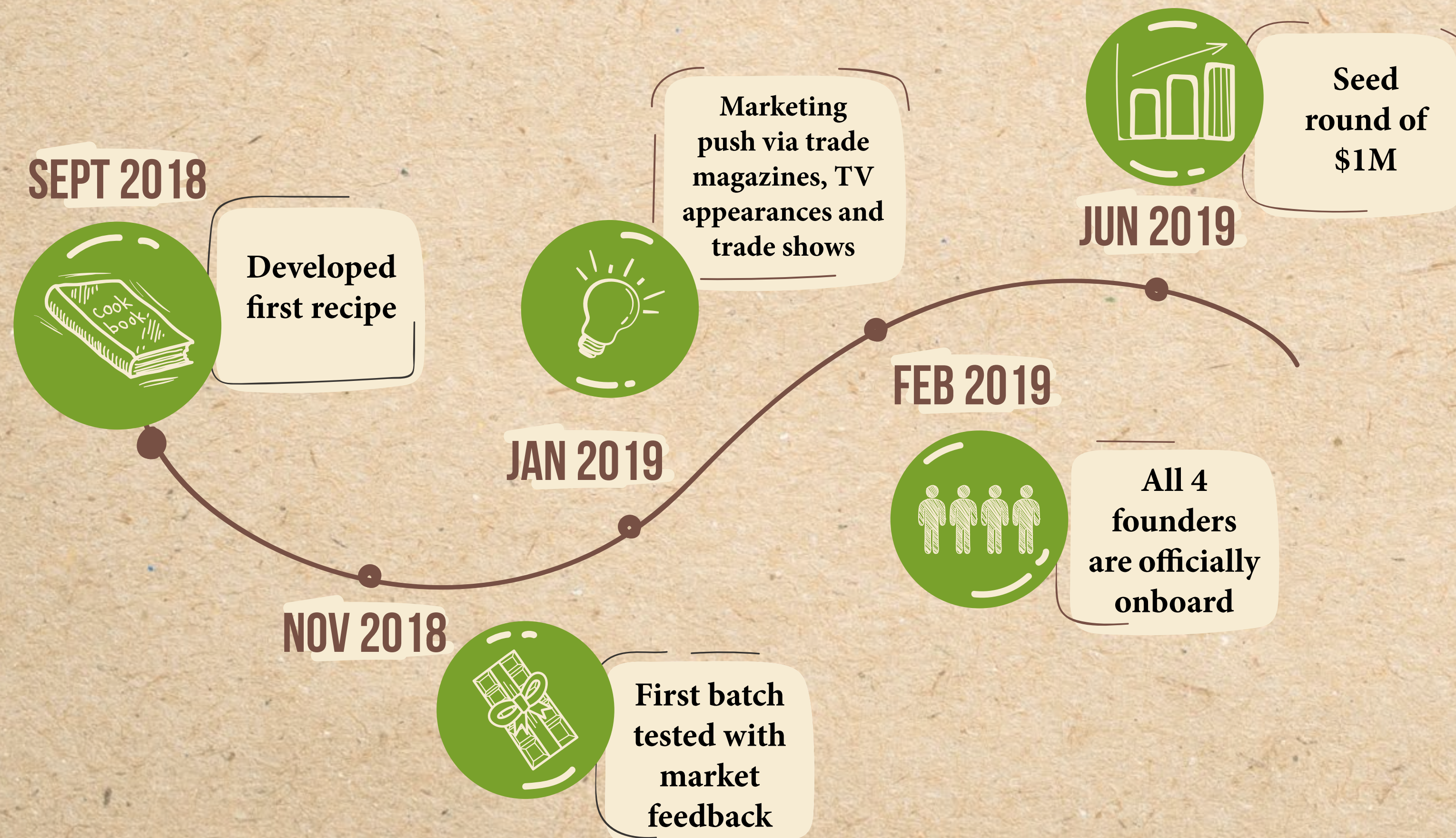
- The Edibles industry benefits from healthy profit margins.
- We have chosen to sub-contract production to an established player. We will revisit this in a few years once we reach a certain scale.
- Our margin is expected to increase over time as production sizes increase.
- We expect to spend \$1 per bag on CAC.

## REVENUE MODEL PER 60G BAG



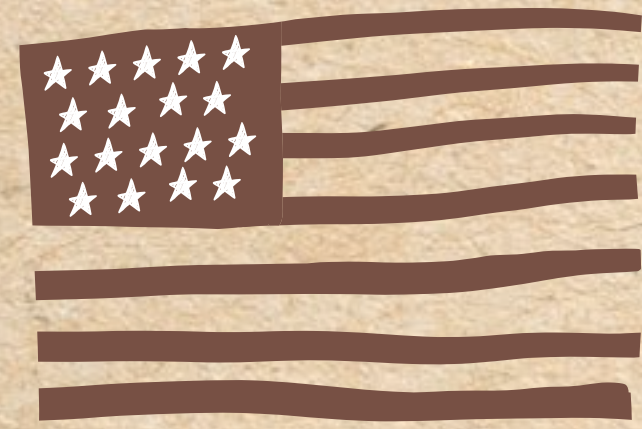
# EARLY TRACTION AND ACCOMPLISHMENTS

- We are a company that thrives on product/market fit. Since our first recipe, we have tweaked and refined our products based on customer feedback.
- We are proud to say that customers love our products and keep coming back.



“After a bad first experience eating Edibles, I decided to try it a second time. I purchased Company A’s product and LOVED everything about it: the gentle buzz, the taste. I will only use this product from now on.

– Happy customer”



**Capture 5% of the Edibles market in the US with our beautiful and engaging brand.**



**Offer dozens of products in the Edibles space in the next five years.**



**Offer CBD oil beginning in 2021.**



**Capture part of the Canadian market starting in 2022.**

Company A is run by 4 passionate and fully-dedicated partners who have a common vision to make Company A the number one brand in the Edibles market.



**PARTNER A**  
Founder

XXX is the original visionary for Company A and as the Chef, he creates and formulates all products.



**PARTNER B**  
Co-Founder

XXX is in charge of all Sales and social media presence at Company A.



**PARTNER B**  
Vice President

XXX is in charge of our branding and all designs, including our packaging.



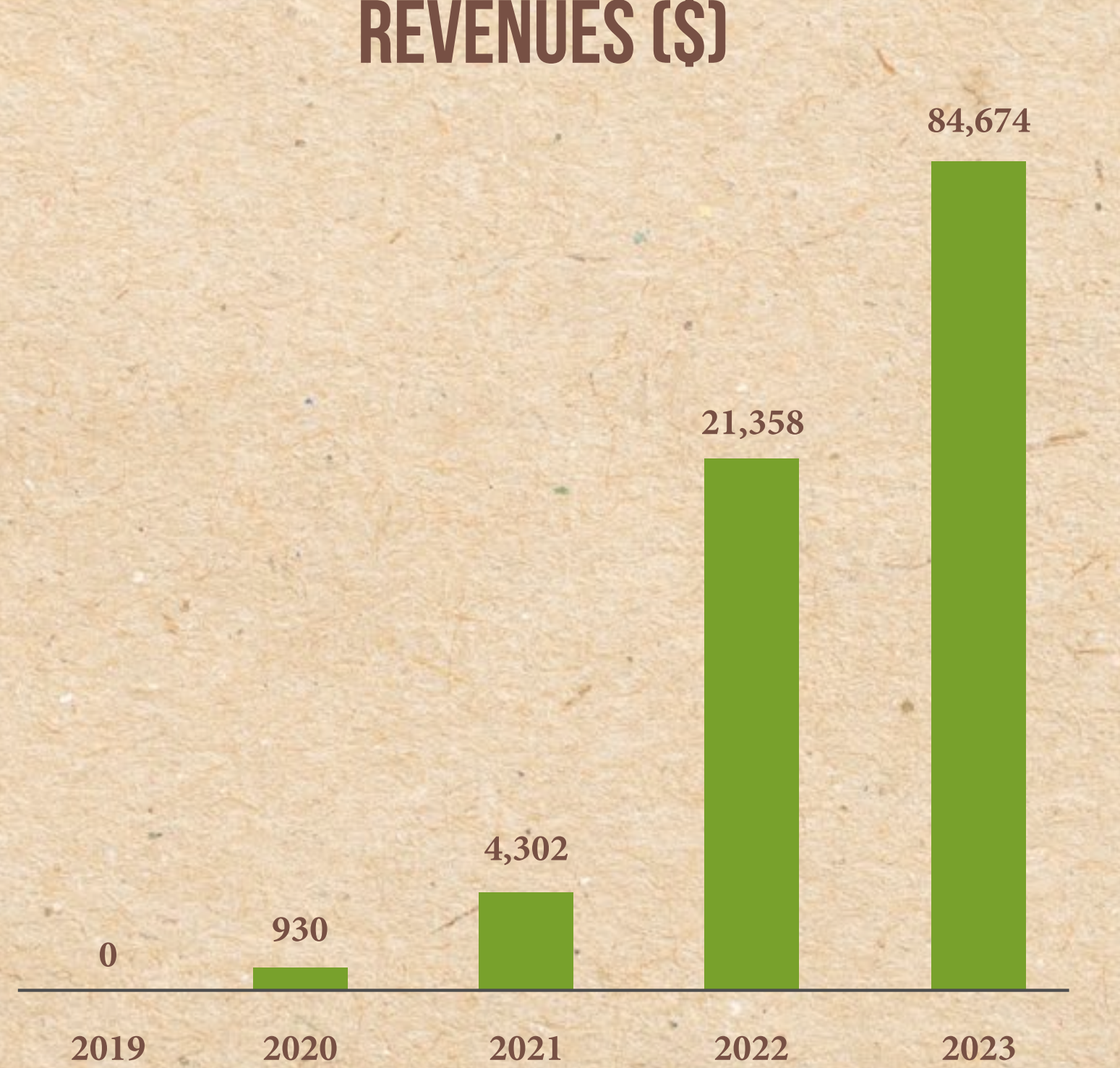
**PARTNER B**  
General Manager

XXX is the quarter back of the operations and makes sure the communication between all departments is fluid.

### # OF PRODUCTS SOLD



### REVENUES (\$)



### EBITDA (\$)





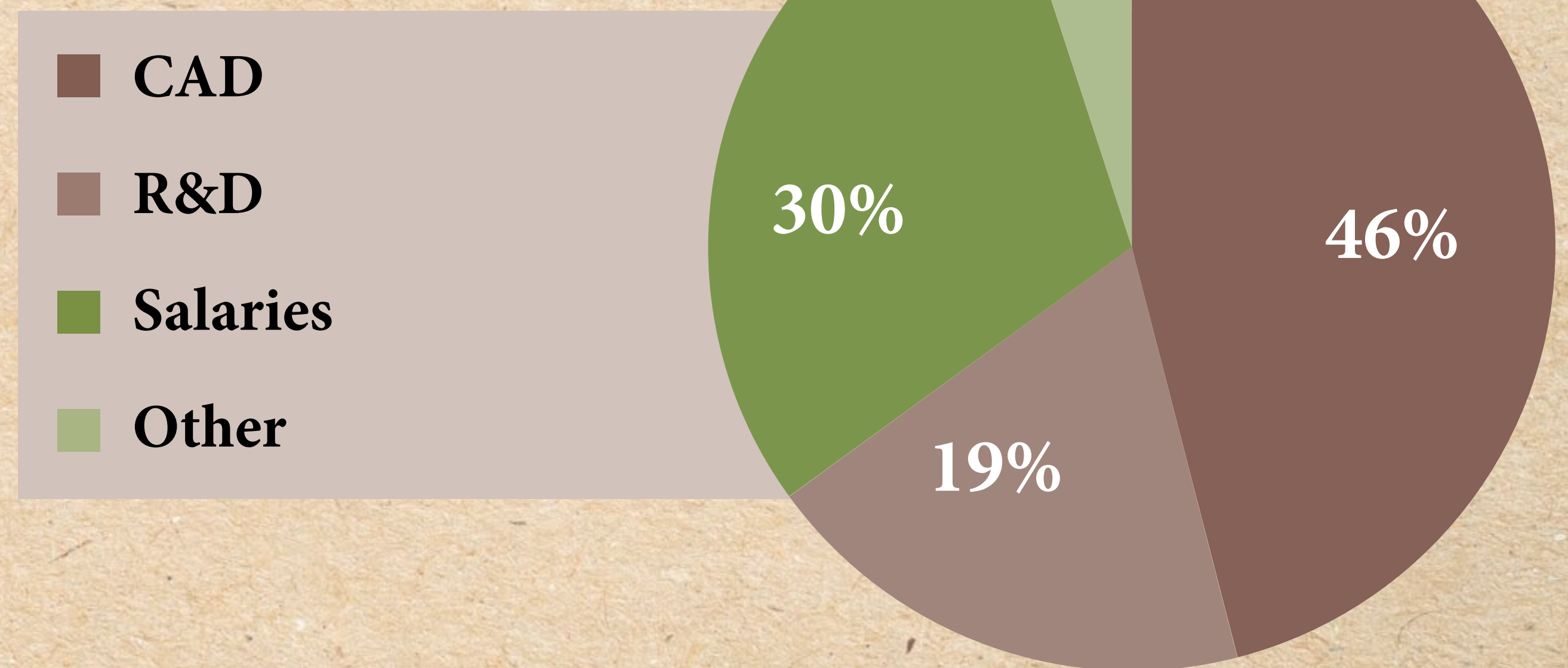
# WE ARE RAISING \$1 MILLION

We expect to raise Series A in 2 years and to exit by 2023.

## PREVIOUS EQUITY RAISED

Founder	\$100K
Friends and Family	\$200K
Angel Investor	\$300K
Total	\$600K

## WHERE MONEY WILL BE SPENT



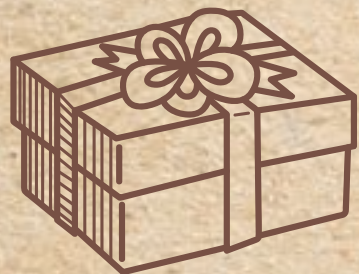
# INVESTMENT HIGHLIGHTS



Very large market with 15% growth rates.



First to market in targeting women and first-time users.



Strong traction with early customers.



Solid management team with track record.

**A UNIQUE OPPORTUNITY TO INVEST IN THE GROWTH OF A NEW INDUSTRY!**