



COMPETITORS

COMPANY	<ul style="list-style-type: none"> • Specializing in pre-roll manufacturing since 2014: <ul style="list-style-type: none"> - San Diego, CA USA • Proprietary state-of-the-art manufacturing equipment: <ul style="list-style-type: none"> - (Patent Pending) • Full climate controlled GMP production facility • Socially responsible: <ul style="list-style-type: none"> - One tree planted for every product sold – Trees.org 	<ul style="list-style-type: none"> • New, pop-up, 'here-today-gone-tomorrow' companies • Inconsistency <ul style="list-style-type: none"> - produced manually with minimal quality control • Manufactured in non-GMP facilities • Social responsibility not a core value
SALES	<ul style="list-style-type: none"> • MSRP \$6.99 for affordable luxury & impulse purchases • High revenue and quick turn • Six unique SKUs w/ shelf-ready, eye-catching displays and supporting POS marketing materials • Small footprint – high sales per square inch 	<ul style="list-style-type: none"> • MSRP > \$9.99 - \$15.99 = consumer price resistance • Lower quality + higher price points = slow turn • Loose tubes or generic display units with minimal or no supporting POS marketing materials • Large footprint – low sales per square inch
PRODUCT	<ul style="list-style-type: none"> • Full-spectrum, USA organically grown hemp flower: <ul style="list-style-type: none"> - slow-cured to maximize terpene (flavor and aroma) preservation and cannabinoid profile • All natural: <ul style="list-style-type: none"> - No chemicals or additives - All seeds and stems removed • Consistent pack, smooth draw and even burn • Third party lab tested by DEA certified lab 	<ul style="list-style-type: none"> • Inconsistent hemp quality / quick drying methods, resulting in degradation of cannabinoids, terpenes • Hemp cigarettes contain low quality and/or extracted leaf material, stems and seeds • Inconsistent packing quality, resulting in an uneven burn, poor draw and consumer disappointment • Many brands of smokable hemp products exhibit questionable and content Labeling practices
PACKAGE	<ul style="list-style-type: none"> • Attractive branding with innovative packaging design • Fully sealed food grade pouch: <ul style="list-style-type: none"> - aromatic containment + maximum shelf life • Zero quality degradation from light/UV exposure • Scannable QR code on each pack for easy certificate access and product transparency. 	<ul style="list-style-type: none"> • Standard clear tube packaging <ul style="list-style-type: none"> - Blends in amongst the competition • Not fully sealed, resulting in reduced shelf life and minimal odor containment • Rapid quality degradation from exposure to light/UV • Lack of accessible 3rd party lab testing information