

Business Plan For Funding The Third Gap

A – BUSINESS PLAN

- The business opportunity
- The production capacity and revenue streams
- The value proportions
- The growing market
- Quantification of the adult use market

B – LEADERSHIP TEAM

- Leadership and team (Health Canada and corporate)
- Detailed bios

C – CANADIAN CANNABIS INDUSTRY ANALYSIS

- Canadian regulatory environment and trends
- Identification of market segments
- Canadian medical market
- Quantification of the medical market
- Quantification of the adult use market under the Cannabis Act
- A snapshot of the USA market
- Export market summary

D – COMPETITIVE ANALYSIS

- Full competitor analysis including evaluations of some of the significant licensed producers public companies and some private companies

E – PRODUCT DESCRIPTION

- Medical processed products
- Clones and other similar products
- Products for the adult use market

F – MARKET AND SALES STRATEGY

- Marketing strategy
- Revenue models
- Sales strategy / roll out strategy
- Marketing communications

G – PROPOSED OPERATIONS

- Growing and other technologies capacity
- Capacity first license
- Further capacity roll outs in the future

H – FINANCIAL STRATEGY

- EBITDA revenue summary tables
- Use of funds
- Financial assumptions
- Capex