

Business Plan for Funding

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

D - COMPETITIVE ANALYSIS

- 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
- Capital expenditure requirements