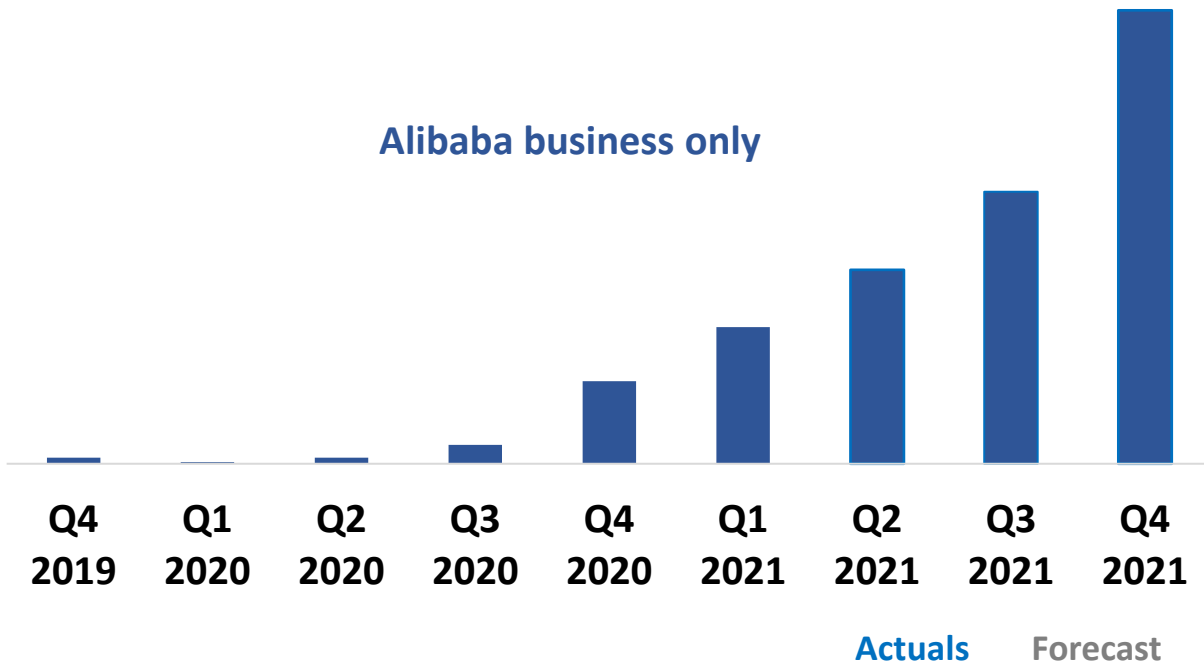


# Better Life Ventures CBD Gross Sales (Alibaba)

Alibaba business only



## Cb Botanica receives over 120 wholesale inquiries per month on Alibaba.com

"Alibaba.com truly is a 24-hour, 365 trade show... there is nothing else like it."

— Aleks and Cristina, Co-founders, Cb Botanica

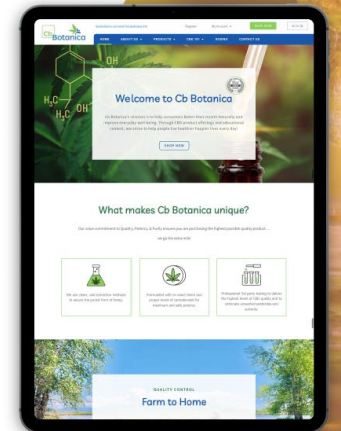
### Story

Cb Botanica manufactures CBD products to help consumers naturally improve their health and well-being. The company farm is in Colorado and they control every step of the process, from cultivating to manufacturing. All of Cb Botanica's products are organically grown as well as being GMO and pesticide free. Third party professionals test their products to assure the highest level of CBD quality and to eliminate any unwanted pesticides or solvents.

Aleks and Cristina founded Cb Botanica in 2019. Both have a passion for healthy lifestyles and decided to promote this through high-quality CBD products and educational content. They originally focused on using other ecommerce platforms to sell their products, but they were interested in tapping into the huge demand for CBD on Alibaba.com.

### Solution

Aleks and Cristina were unfamiliar with Alibaba.com and its purpose when they first started Cb Botanica. After doing industry research, their analytics showed the majority of online CBD traffic visiting Alibaba.com. This discovery helped shift their business model from Direct-to-Consumer to Business-to-



\*Alibaba claims based on inquiries as sales transactions are predominantly done off site