



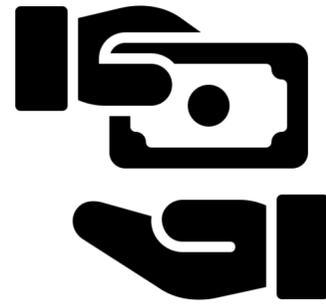
*The Essence of Premium Cannabis*



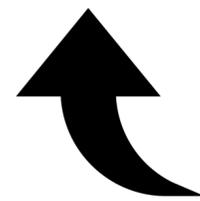
# PROBLEM

GOOD OLD-FASHIONED SUPPLY & DEMAND

**MINNESOTANS AND OUR NEIGHBORS WANT TO SPEND \$1B ANNUALLY ON RECREATIONAL CANNABIS.**



**BUT CAN'T START UNTIL MICROBUSINESSES LIKE THE NOBLE SKUNK HAVE PRODUCT AVAILABLE.**



**SOCIAL EQUITY**

# SOLUTION

AVAILABLE SUPPLY OF PREMIUM CANNABIS PRODUCTS



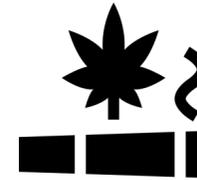
## FIRST GROW OPERATION

- WE CAN BE THE FIRST RECREATIONAL GROW OPERATION IN MN.
- THERE ARE ONLY 4 GROW OPERATIONS IN MN NOW, ALL FROM MEDICAL CANNABIS.
- WE ARE A SOCIAL EQUITY APPLICANT & DISABLED OWNED, SO WE ARE THE PRIORITY FOR LICENSING.



## JUST PUSH PLAY

- OUR FACILITY WILL BE READY TO DROP SEEDS THE DAY OUR LICENSE IS RECEIVED.



## FIRST TO MARKET

- WE CAN BE SELLING DIRECTLY TO THE CONSUMER BEFORE OTHER DISPENSARIES OPEN.
  - ONLY MICRO & MEZZO BUSINESSES LIKE OURS CAN BE VERTICALLY INTEGRATED FROM SEED TO SALE.



## FIRST CUSTOMERS

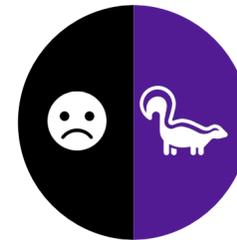
- WE WILL IMPLEMENT EARLY CUSTOMER LOYALTY PROGRAMS TO CAPTURE RECURRING REVENUE PRIOR TO OTHERS ENTERING THE MARKET.

# INDUSTRY PAIN POINTS

INDUSTRY PROBLEMS THE NOBLE SKUNK SOLVES



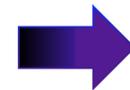
## PROBLEMS



## OUR SOLUTION



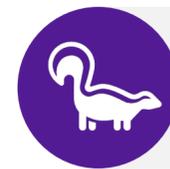
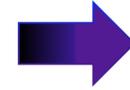
**Mediocre Products:** Large scale growers produce lower quality flower than small batch.



**Premium Products:** Small batches of top-shelf cannabis flower, pre-rolls, cannagars and SkunkNano™ Faster Acting Gummies.



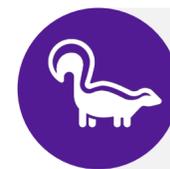
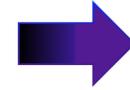
**Inconsistent Brand Experiences:** Growers using different genetics and techniques, but marketing products under the same name.



**Consistent, Repeatable Outcomes:** We will not dilute our brand, rather, our consumers will get the Results and the Effects they expect.



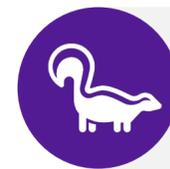
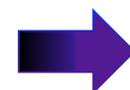
**Confusion & Intimidation:** Market overwhelms consumers with strain names and overly technical information about cannabinoids, terpenes, etc.



**Simplification & Curation:** We will market our products based on the Effects they provide, like "Mellow" or "Focused", not weed jargon.



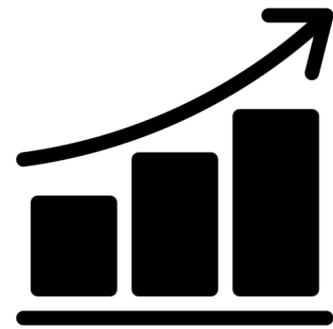
**Slow Onset Edibles:** Regular edibles take too long to feel the effects due to the lack of THC bioavailability and poor absorption.



**SkunkNano™ THC Gummies:** Faster, more predictable onset (15 minutes on average).

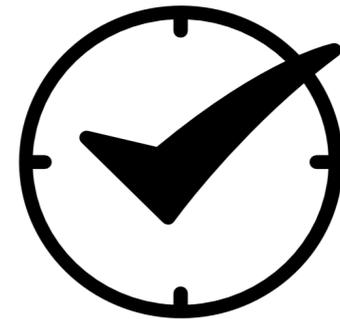
# WHY NOW?

BEYOND THE FACT THAT MINNESOTA IS A NASCENT, \$1+B MARKET



## ENORMOUS NEW MARKET

- \$1B+ MARKET IN MN



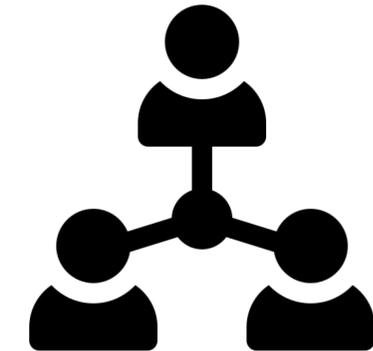
## PERFECT TIMING

- FIRST TO MARKET
- CONSUMER TOP OF MIND
- COMPETITOR BARRIERS TO ENTRY
- NEIGHBORING STATES DO NOT ALLOW RECREATIONAL CANNABIS



## COMPETITOR BARRIERS TO ENTRY

- NO BULK CULTIVATORS UNTIL 2028 AT THE EARLIEST
- NO MULTI-STATE OPERATORS UNTIL 2028 AT THE EARLIEST



## EXPERIENCED TEAM

- 20+ YEARS BUSINESS OWNERSHIP
- MULTIPLE EXITS
- 8+ YEARS GROW EXPERIENCE
- 7+ YEARS CHEMISTRY EXPERIENCE
- MULTIPLE PRODUCTS AND SERVICES BROUGHT TO MARKET, INCLUDING CANNABIS PRODUCTS

# VISION, MISSION, & FIRST PRODUCTS



**VISION:** Build a premium cannabis brand and grow our business like our flower, sustainably.

**MISSION:** Leverage our business experience, our cannabis experience, and our chemistry experience to deliver premium, top-shelf cannabis products.

## FIRST RELEASE PRODUCTS:



**PREMIUM FLOWER**



**LUXURY CANNAGARS**



**PRE-ROLLS**



**SkunkNano™  
FASTER ACTING  
GUMMIES**

NOTE: Packaging is example only. Not final packaging.

# THE TEAM



**Travis Hyde**  
CEO



- Responsible for Vision & Mission, Brand Development, Fundraising, Revenue Operations (Marketing, Sales), Technology, Go-to-Market Strategy.
- 20+ Years as Business Owner.
- 2 Successful Exits (2002 & 2017).
- 5+ Years Cannabis Industry Experience.
- 20+ Years Bringing Products to Market, Including Cannabis Products.

**Greg Martinetti**  
Master Cultivator



- Responsible for all Grow Operations, Research & Development and early Finance.
- 8+ Years Cannabis Grow Experience.
- 2+ Years Aeroponic Grow Experience.
- 7+ Years as a Professional Chemist.
- 2+ Years as Cannabis Chemist for MN Medical Cannabis Program and Currently Tests MN Cannabis.
- Developed Patentable Nano-emulsifier.
- Social Equity Applicant.

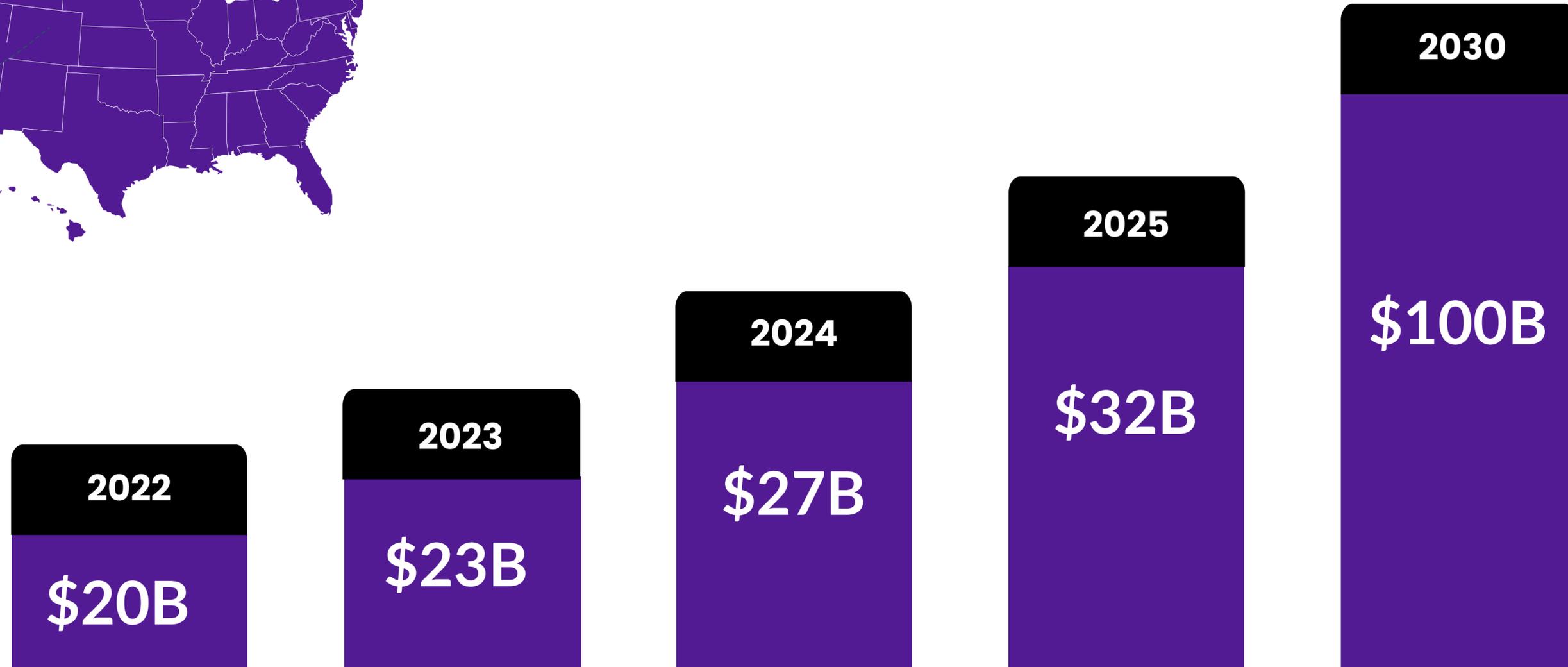
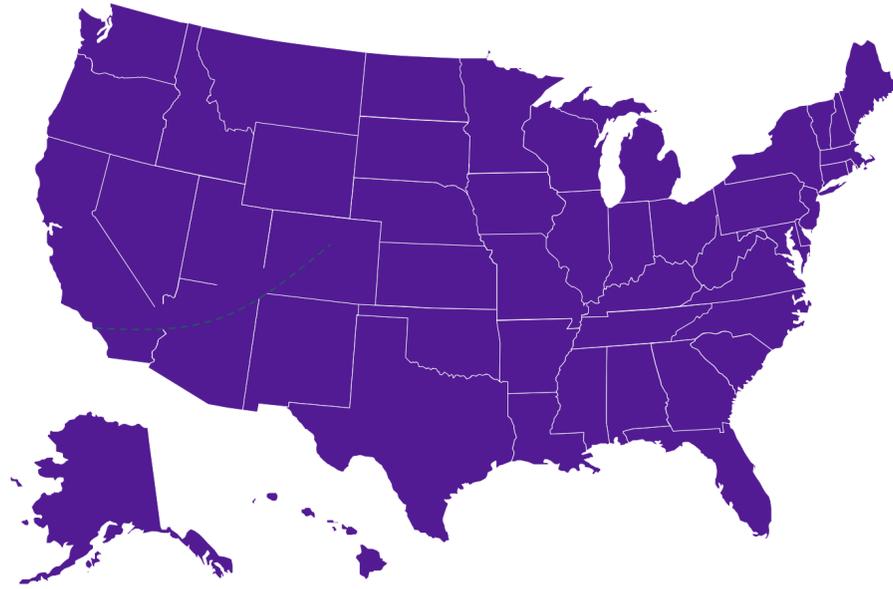
**Kyle Galovich**  
COO



- Responsible for Business Operations, Dispensary Relationships, and Partnerships.
- 10+ Years Business Operations.
- 10+ Years Management Experience.
- 5+ Years Cannabis Industry Experience.
- 5+ Years Bringing Products to Market, Including Cannabis Products.

# U.S. MARKET OPPORTUNITY

U.S. RECREATIONAL CANNABIS SALES



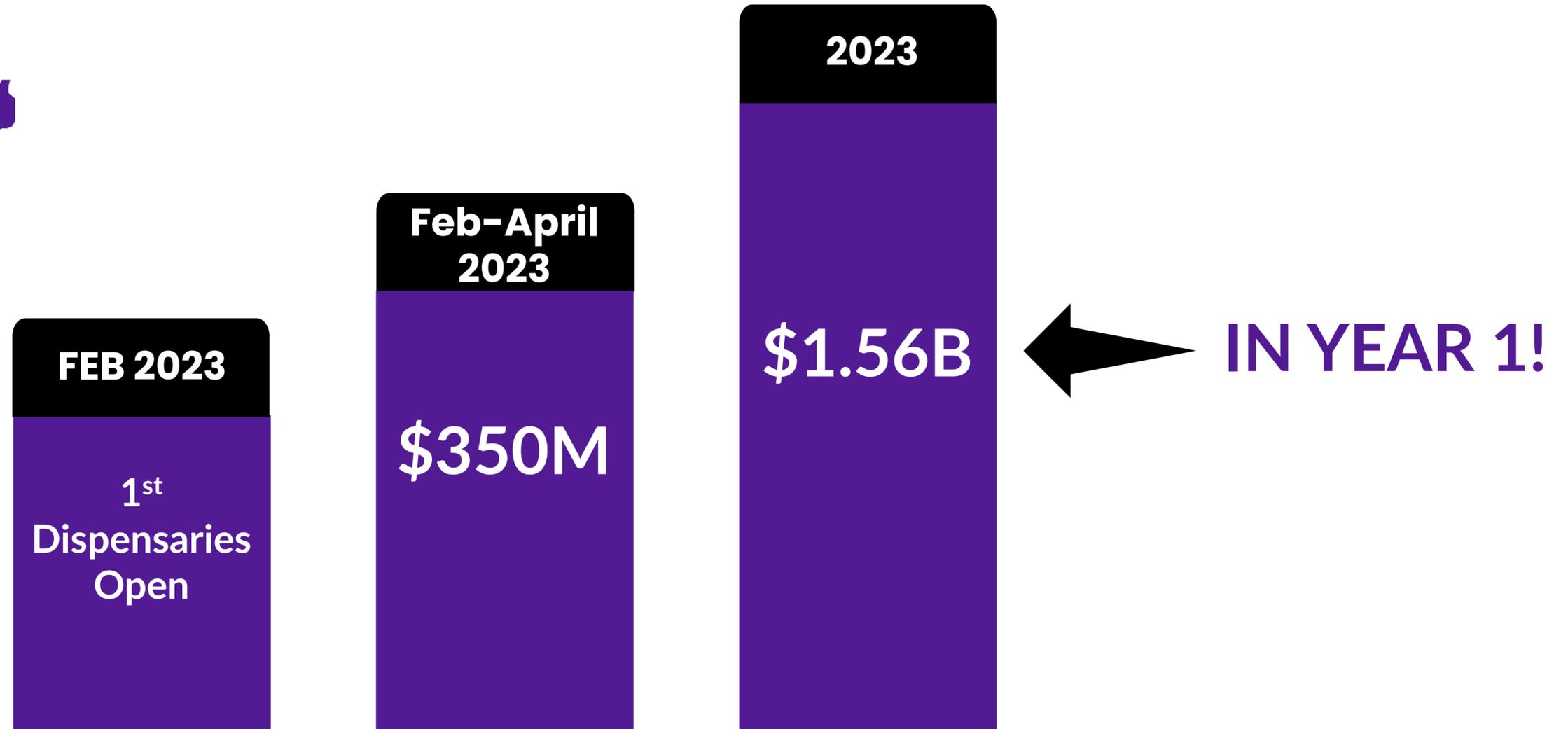
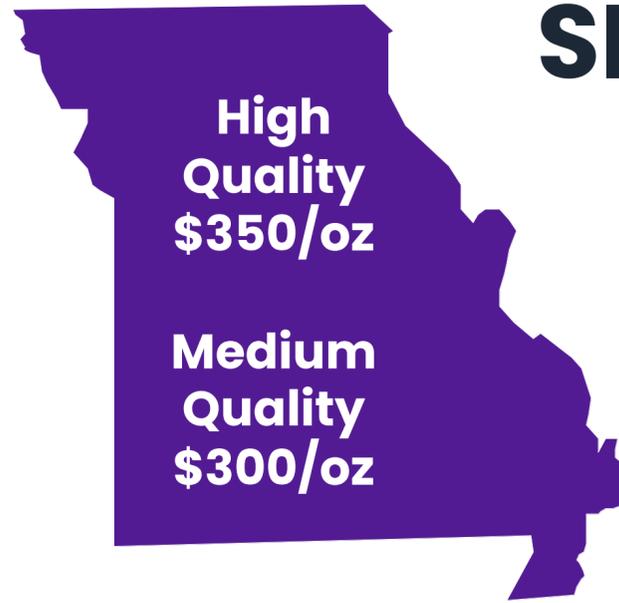
Business Insider – U.S. Cannabis to \$100B by 2030

Fortune Business Insights - Global Cannabis Market to \$197B by 2028



# SIMILAR MARKET COMPARISON

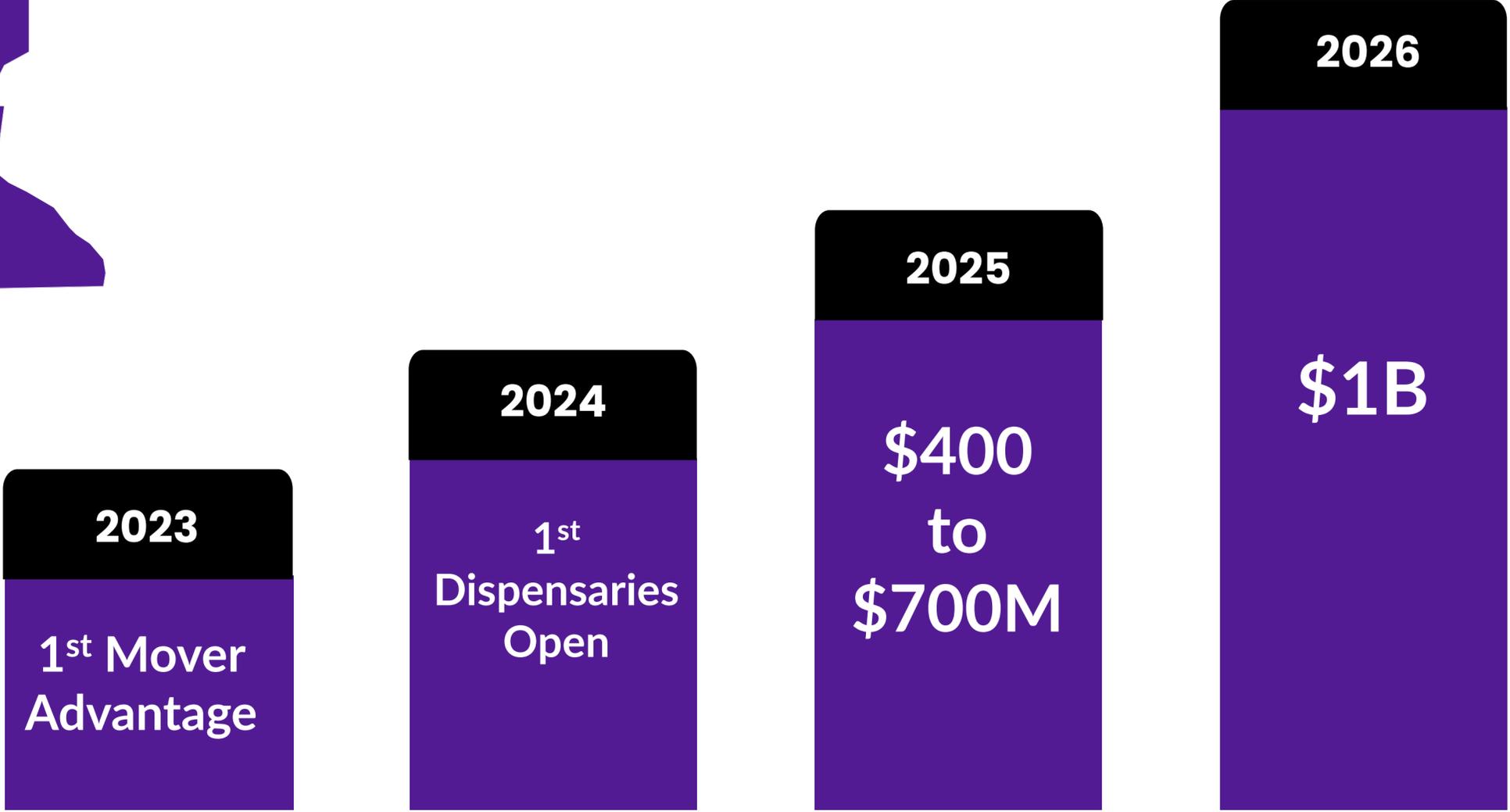
Missouri Recreational Cannabis Sales

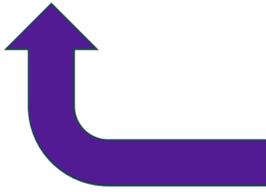


[Article: Missouri Growers Can't Keep Up With Demand](#)

# MINNESOTA MARKET OPPORTUNITY

Minnesota Recreational Cannabis Sales



 We Are Here

# COMPETITIVE COMPARISON



	The Noble Skunk™	VIREO (Green Goods)	MN Hemp Derived Nano Gummies
<b>Concentrate Usage</b>	<b>Distillate + Minor Cannabinoids</b>	<b>Impure Ethanol Concentrate</b>	<b>Synthetic Distillates</b>
<b>Patentable Effects</b>	YES	NO	NO
<b>Vertical Integration</b>	YES	YES	NO
<b>&lt;200 nm Sized Particles for Faster Onset</b>	YES	NO	NO
<b>Patentable Nano-Emulsifier (SkunkNano™)</b>	YES	NO	NO
<b>Sustainable Grow Practices</b>	YES	NO	NO
<b>Aeroponics</b>	YES	NO	NO

# BUSINESS MODEL



## FLOWER

**\$300 to \$350**  
Per Ounce

180 Lbs. Per Batch\*  
(2880 Ounces of Flower)

\$864K to \$1M Per Batch  
(Flower Alone)

4 to 5 Batches Per Year

\$3.5M to \$5M Per Year  
(Flower Alone)

## SkunkNano™ GUMMIES

**\$23**  
Per Pouch  
(Wholesale)

167,000 Pouches Per Batch\*

\$3.8M Per Batch  
(Wholesale)

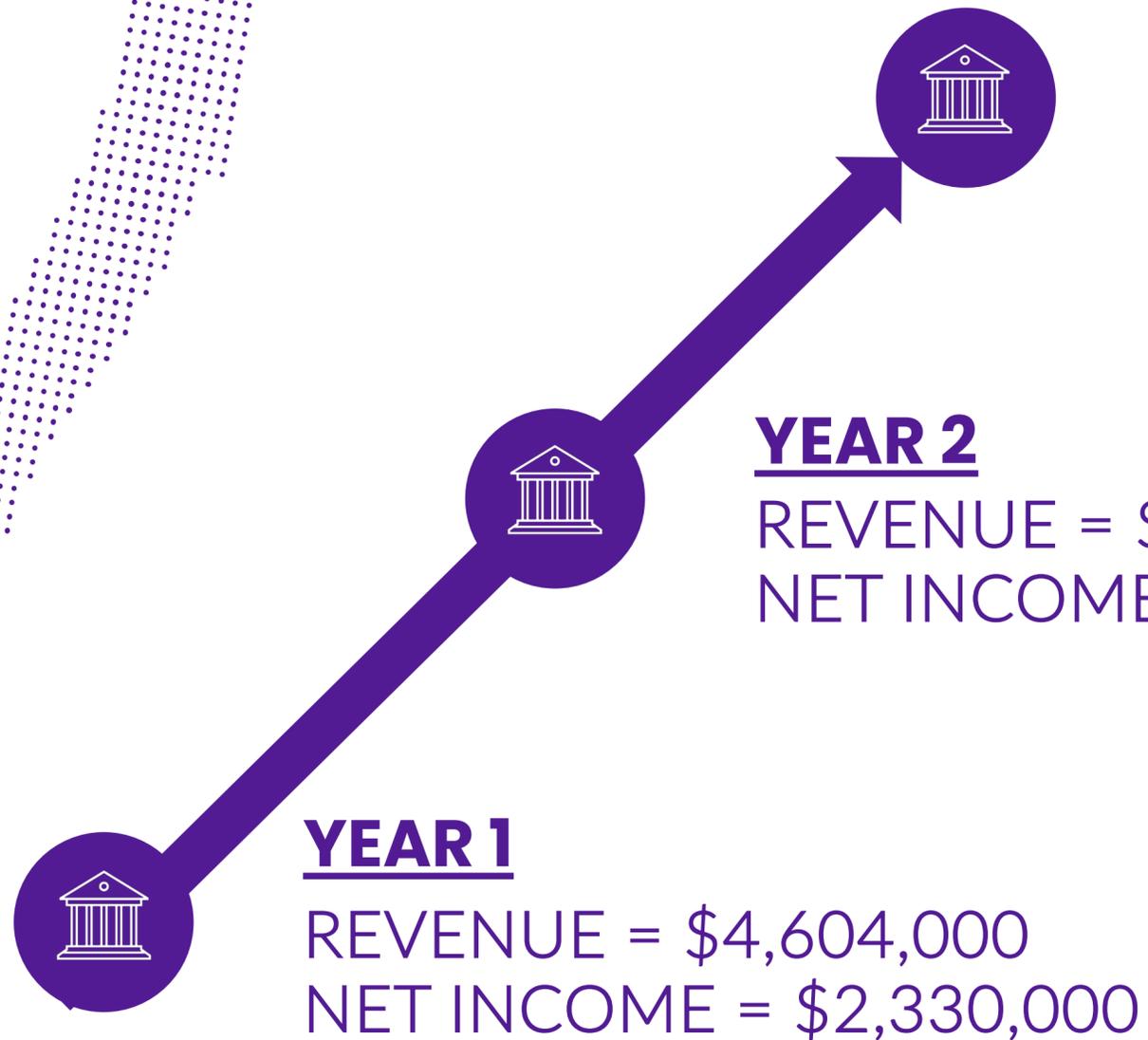
4 to 5 Batches Per Year

\$15.2M TO \$19M Per Year  
(Wholesale)

\*This is for a 5000 Sq Foot Grow Operation, using Missouri Average Prices. We can scale beyond this without diluting our brand.

# REVENUE & PROFIT FORECAST

YEARS 1 TO 3



## YEAR 1

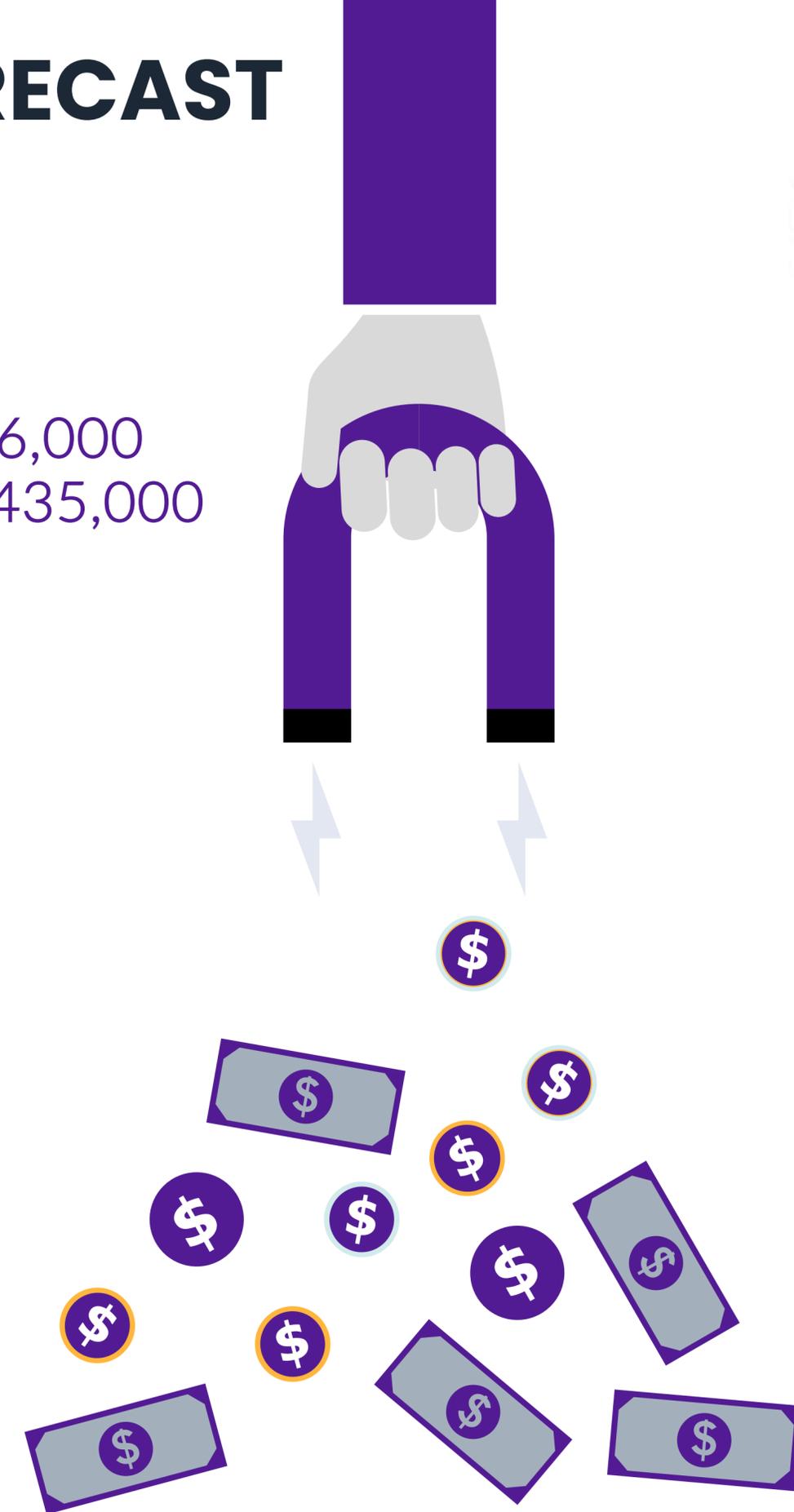
REVENUE = \$4,604,000  
NET INCOME = \$2,330,000

## YEAR 2

REVENUE = \$8,905,000  
NET INCOME = \$4,710,000

## YEAR 3

REVENUE = \$10,286,000  
NET INCOME = \$5,435,000



This is high-level. The details are spelled out in our Business Plan.

# STARTUP COSTS

FIRST YEAR STARTUP COSTS



CAPEX	COST	OPEX	COST
Grow Ready Facility	\$350,000	Direct Costs (Electric, Water, etc.)	\$100,000
Cultivation Equipment	\$200,000	Initial, General Costs (Insurance, Misc., etc.)	\$23,500
Furniture	\$12,500	Marketing & Ad Spend	\$50,000
Lab Costs (Extraction, Distillation, etc.)	\$30,000	Salary & 1099 Contractors	\$300,000
Security System	\$20,000	Licensing	\$500
<b>Total</b>	<b>\$612,500</b>	<b>Total</b>	<b>\$474,000</b>

This is high-level and assumes we own the land and facility vs. lease. The details are spelled out in our Business Plan.

# GO-TO-MARKET (B2C)

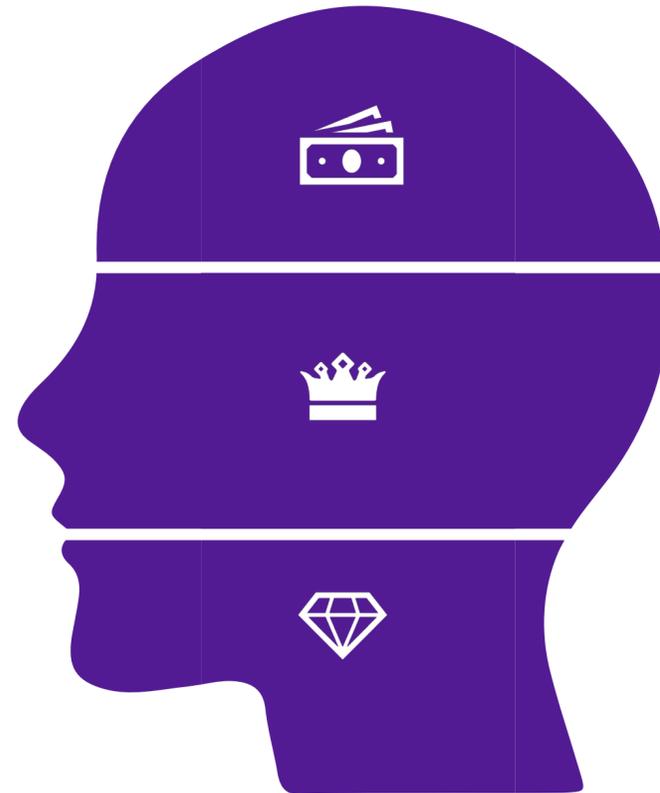


The Noble Skunk will be vertically integrated, so we can sell direct to the end-consumer via our storefront or delivery.

## 1 Demographics

- MALE, AGED 30-65, HOMEOWNER, EARNS \$100+K.

### "DISTINGUISHED DON"



## 2 Characteristics

- SUCCESSFUL PROFESSIONAL.
- SOPHISTICATED TASTE.
- SEEKS EXCLUSIVE EXPERIENCES.
- WANTS TO LEARN MORE ABOUT CANNABIS AND CANNABIS PRODUCTS.

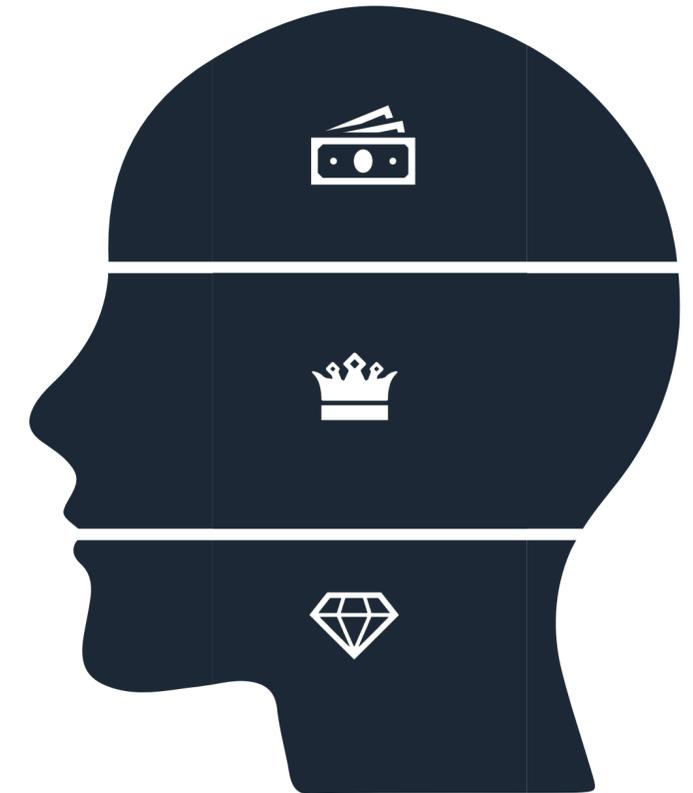
## 3 Preferences

- PREMIUM, TOP-SHELF ARTISANAL CANNABIS PRODUCTS.
- SLEEK, EXPENSIVE LOOKING PACKAGING.
- WANTS TO KNOW HOW PRODUCT MAKES HIM FEEL, NOT WHAT STRAIN IT IS.
- HIGH-END ACCESSORIES.
- LIMITED EDITION, UNIQUE, OR HARD TO GET PRODUCTS.

## 1 Demographics

- MALE OR FEMALE, AGED 21-65

### "CONVENIENCE CHARLIE"



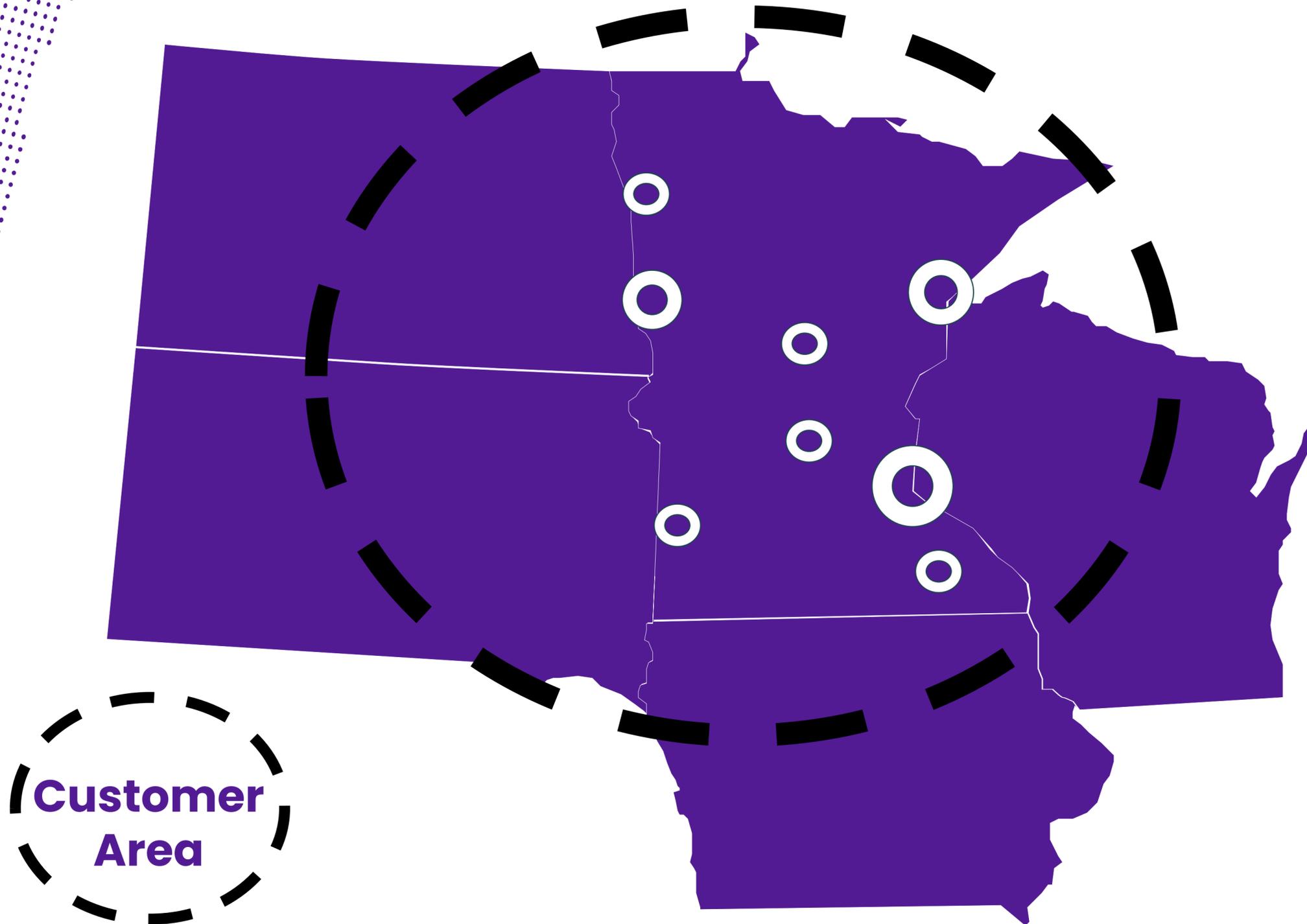
## 2 Characteristics

- WILL PAY EXTRA FOR CONVENIENCE.
- THINKS HIGHEST QUALITY CANNABIS HAS THE HIGHEST % OF THC.
- HEADED OUT OF TOWN.

## 3 Preferences

- WANTS CONVENIENCE.
- LIKES TO PRE-ORDER AND PICK-UP CURBSIDE.
- LIKES A HEALTHY # OF PRODUCT CHOICES. NOT TOO FEW, NOT TOO MANY.
- WANTS TO KNOW HOW THE PRODUCT MAKES THEM FEEL, NOT WHAT STRAIN IT IS.

# GO-TO-MARKET (B2B): BORDER DISPENSARIES



\*Minneapolis / St. Paul

\*Duluth

\*Moorhead

\*Luverne Area

\*Rochester

St. Cloud

Brainerd

\*Note: An additional 2M People in our Border States Are Within Driving Distance of These Locations. THIS TARGETED B2B APPROACH ALLOWS FOR THE BIGGEST BRAND FOOTPRINT ACROSS 5 STATES.

# INVESTMENT OPPORTUNITY & VALUATION



**\$1M**  
**Raising**

**@**

**\$3 M**  
**Valuation**

Minimum Investment = \$20K

NOTE: We are limiting our # of Minimum Investors to 10 (\$200K of \$1M)

# QUESTIONS OR TO GET IN TOUCH



## LOCATION

Saint Paul, MN  
Frogtown Community

## E-MAIL

[travis@thenobleskunk.com](mailto:travis@thenobleskunk.com)

Travis Hyde, Cofounder & CEO

## WEBSITE

<https://www.thenobleskunk.com>

## OUR CORE VALUES

- Kindness
- Humility
- Transparency
- Grit
- Empathy
- Curiosity

## OUR VISION

Build a premium cannabis brand and grow our business like our flower, sustainably.

## OUR MISSION

Leverage our business experience, our cannabis experience, and our chemistry experience to deliver premium, top-shelf cannabis products.

## OUR GOALS

- To provide our customers with a consistent, premium product, rewarding them for being customers.
- To reward our members (shareholders), and employees through profit sharing.
- To grow a house of brands with focused, narrow product offerings, not product line extension.