



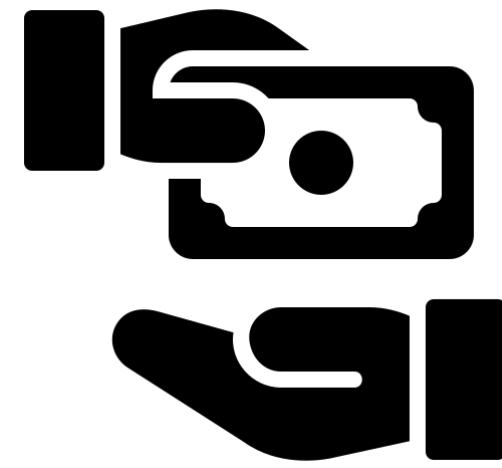
The Essence of Premium Cannabis

PROBLEM

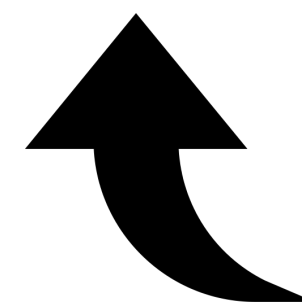
GOOD OLD-FASHIONED SUPPLY & DEMAND



**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



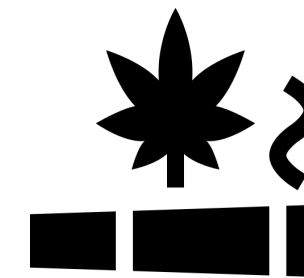
FIRST GROW OPERATION

- 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

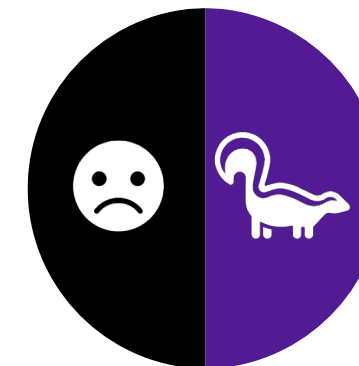
- WE WILL IMPLEMENT EARLY CUSTOMER LOYALTY PROGRAMS TO CAPTURE RECURRING REVENUE PRIOR TO OTHERS ENTERING THE MARKET.

INDUSTRY PAIN POINTS

INDUSTRY PROBLEMS THE NOBLE SKUNK SOLVES



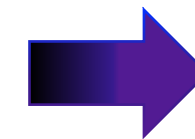
PROBLEMS



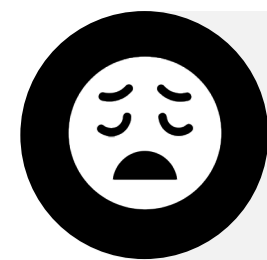
OUR SOLUTION



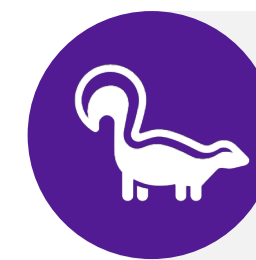
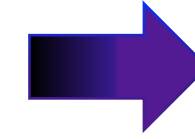
Mediocre Products: Large scale growers produce lower quality flower than small batch.



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



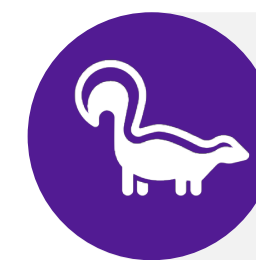
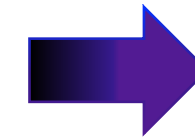
Inconsistent Brand Experiences: Growers using different genetics and techniques, but marketing products under the same name.



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



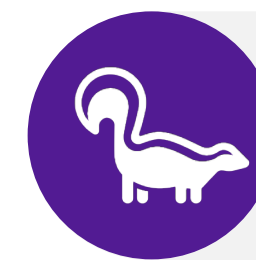
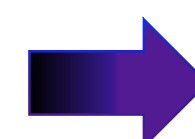
Confusion & Intimidation: Market overwhelms consumers with strain names and overly technical information about cannabinoids, terpenes, etc.



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



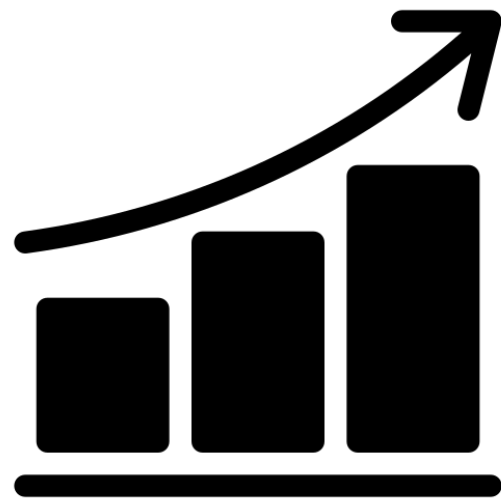
Slow Onset Edibles: Regular edibles take too long to feel the effects due to the lack of THC bioavailability and poor absorption.



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

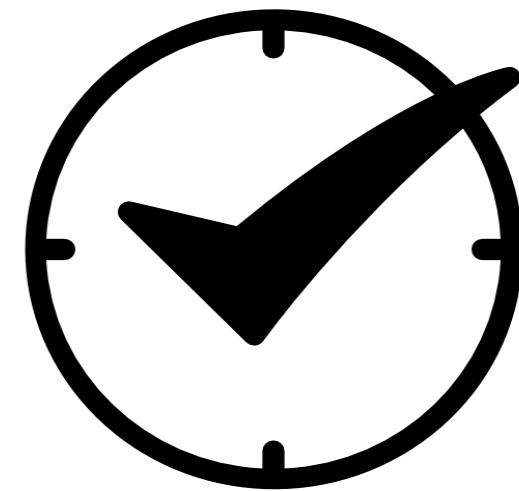
WHY NOW?

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



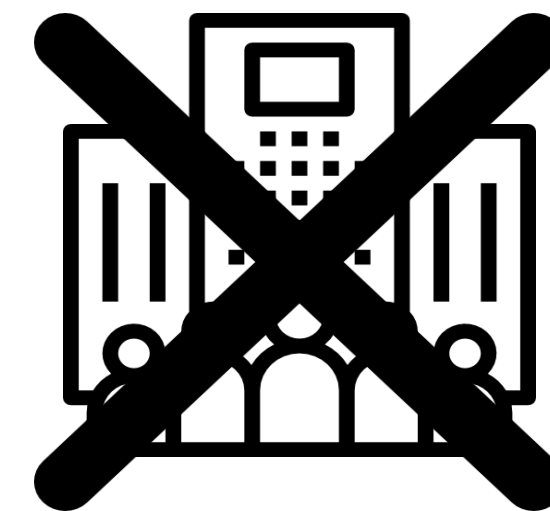
ENORMOUS NEW MARKET

- \$1B+ MARKET IN MN



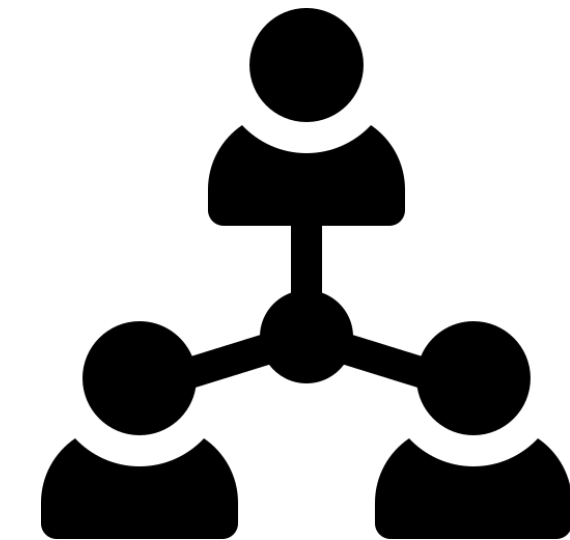
PERFECT TIMING

- 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

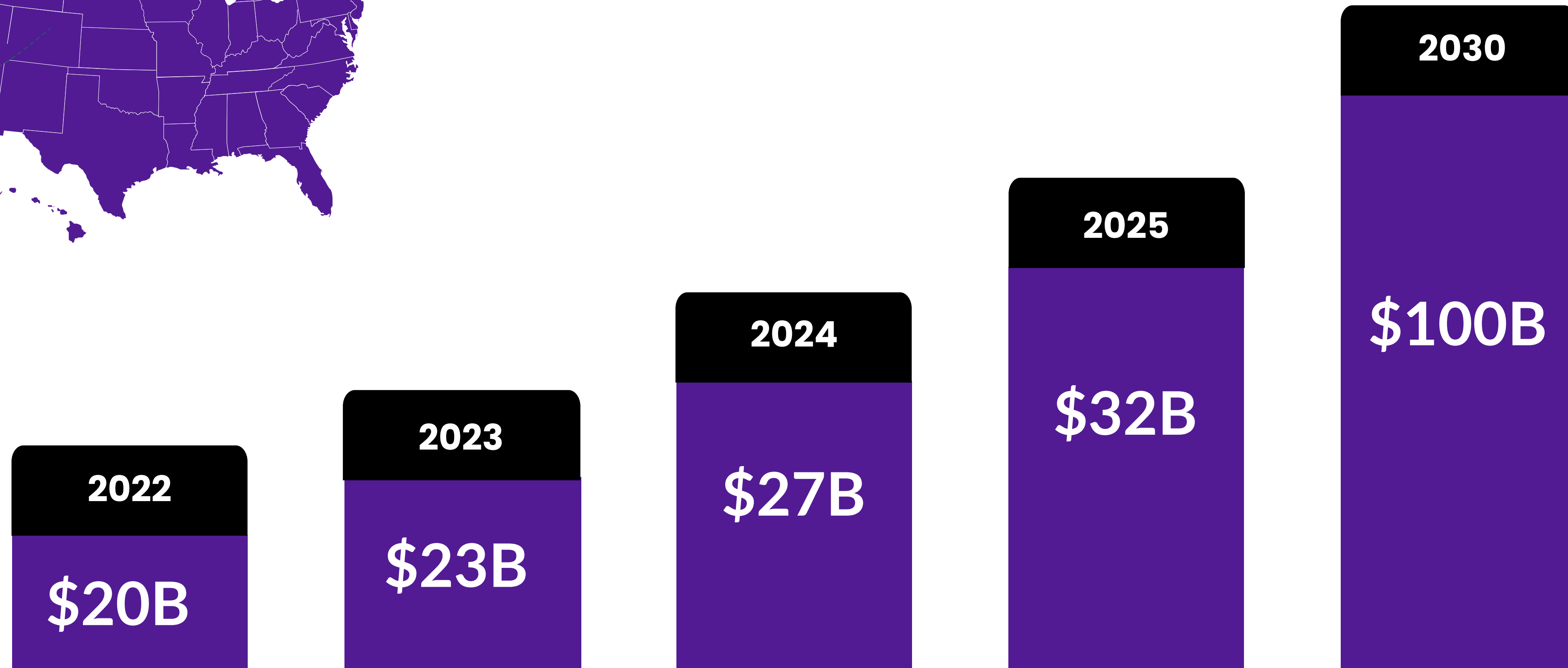
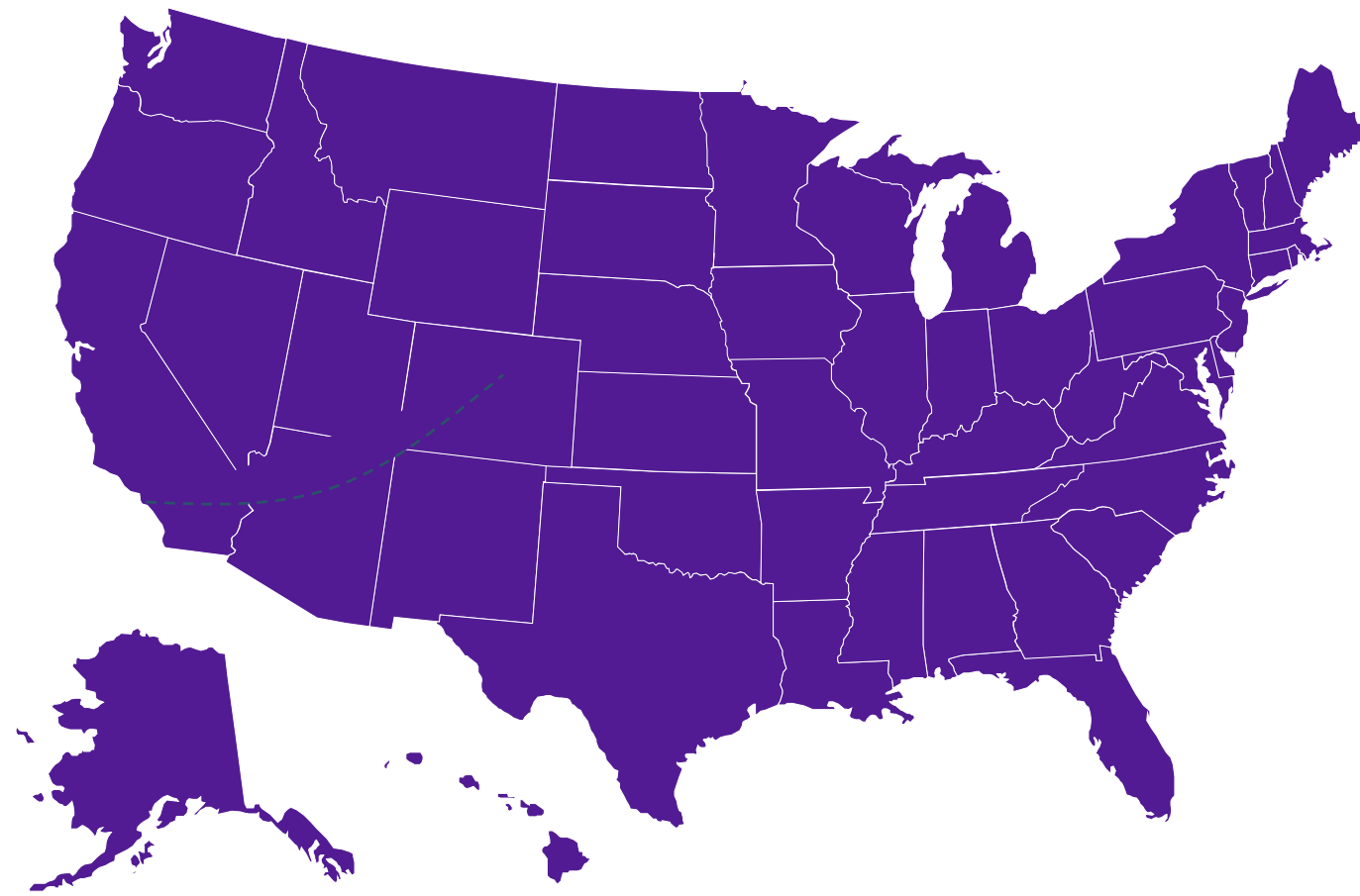


- Responsible for Business Operations, Dispensary Relationships, and Partnerships.
- 10+ Years Business Operations.
- 10+ Years Management Experience.
- 5+ Years Cannabis Industry Experience.
- 5+ Years Bringing Products to Market, Including Cannabis Products.



U.S. MARKET OPPORTUNITY

U.S. RECREATIONAL CANNABIS SALES



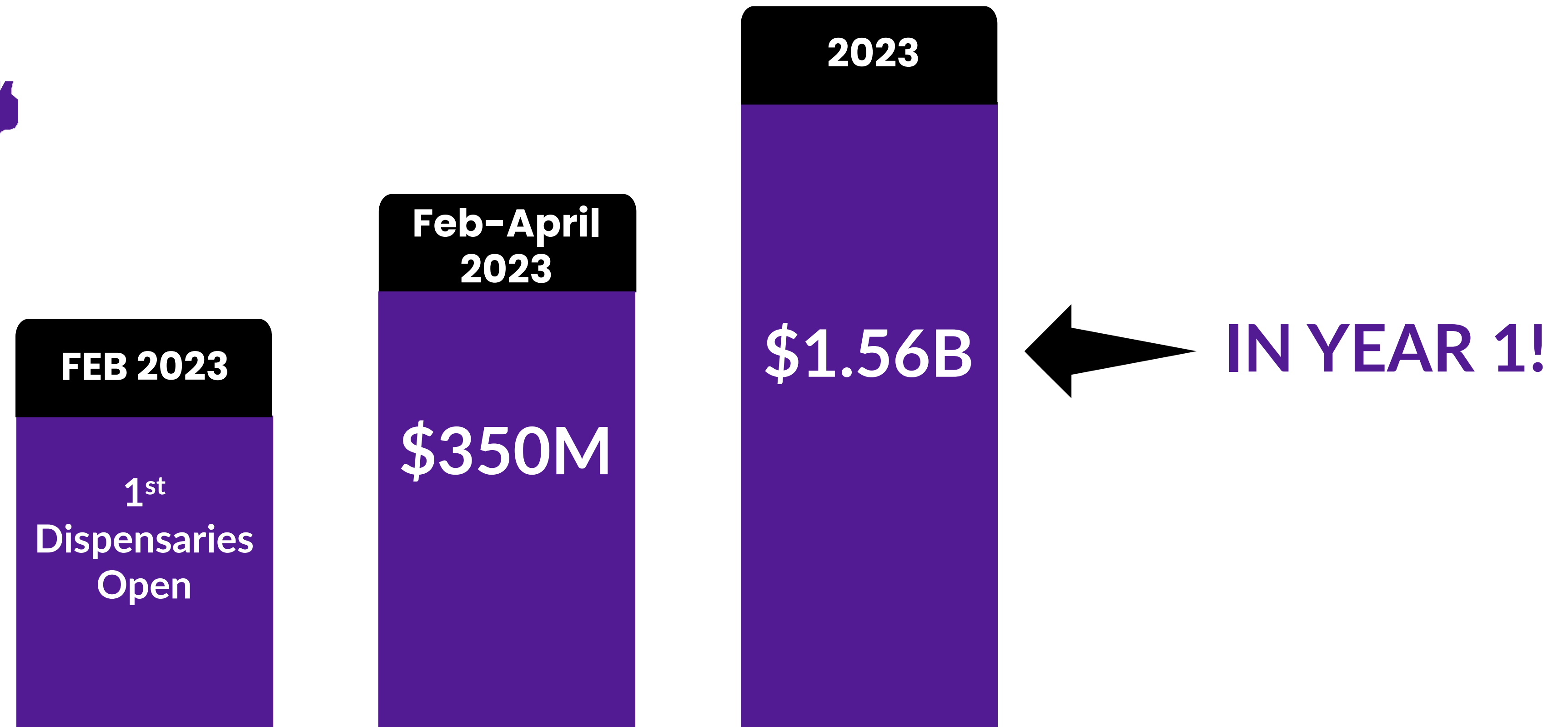
Business Insider – U.S. Cannabis to \$100B by 2030

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



SIMILAR MARKET COMPARISON

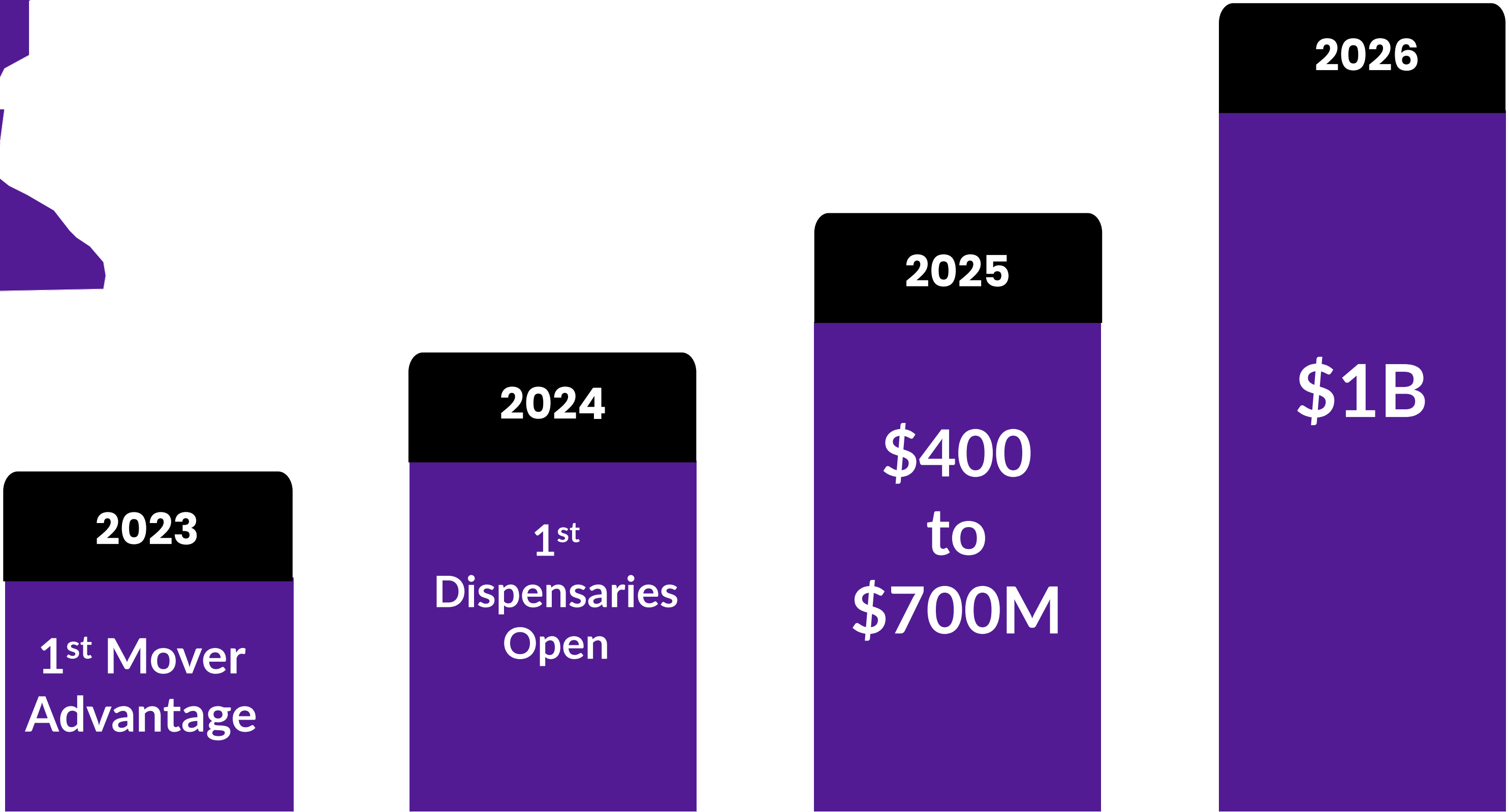
Missouri Recreational Cannabis Sales



[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
Concentrate Usage	Distillate + Minor Cannabinoids	Impure Ethanol Concentrate	Synthetic Distillates
Patentable Effects	YES	NO	NO
Vertical Integration	YES	YES	NO
<200 nm Sized Particles for Faster Onset	YES	NO	NO
Patentable Nano-Emulsifier (SkunkNano™)	YES	NO	NO
Sustainable Grow Practices	YES	NO	NO
Aeroponics	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)

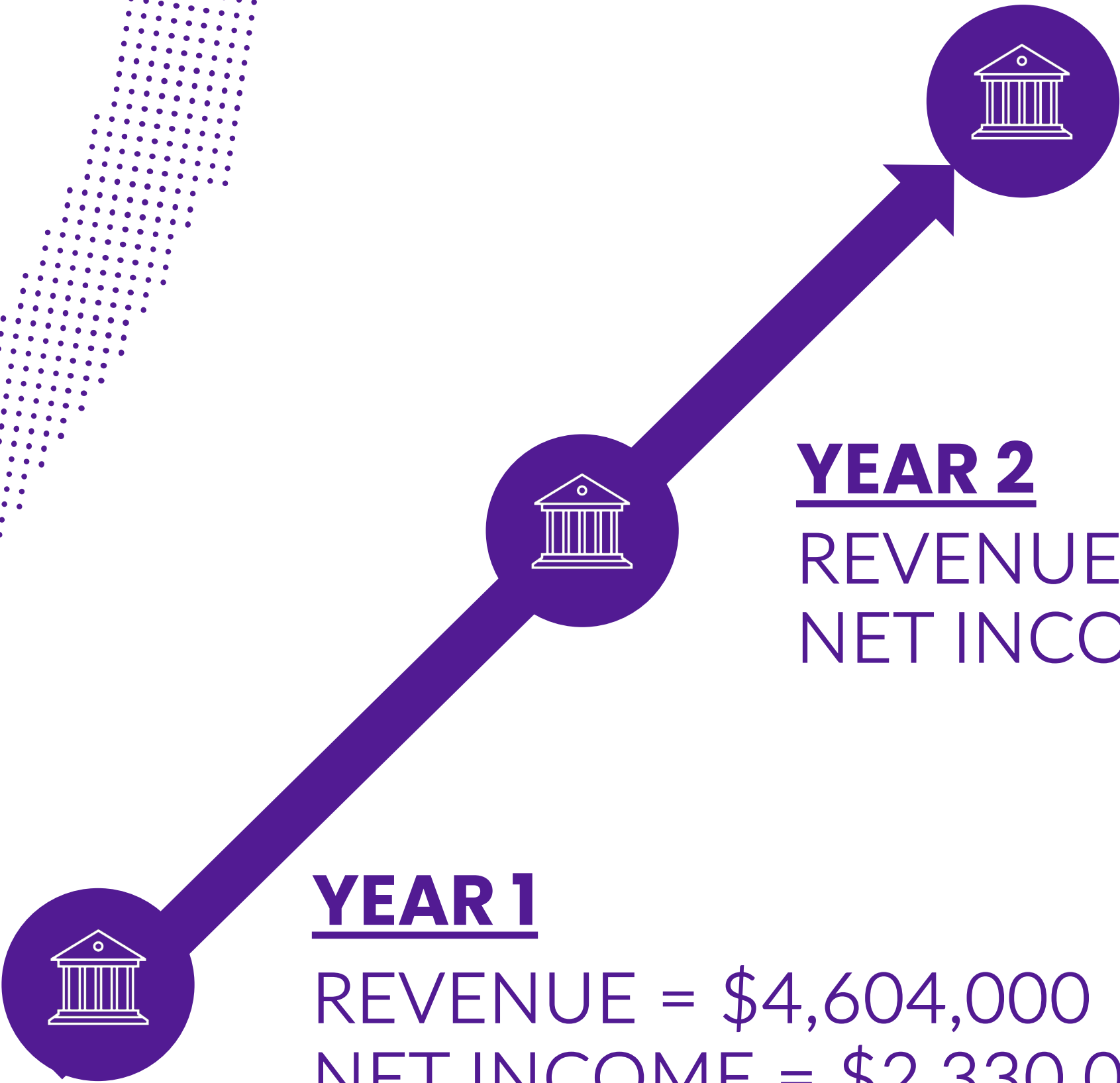
4 to 5 Batches Per Year

\$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

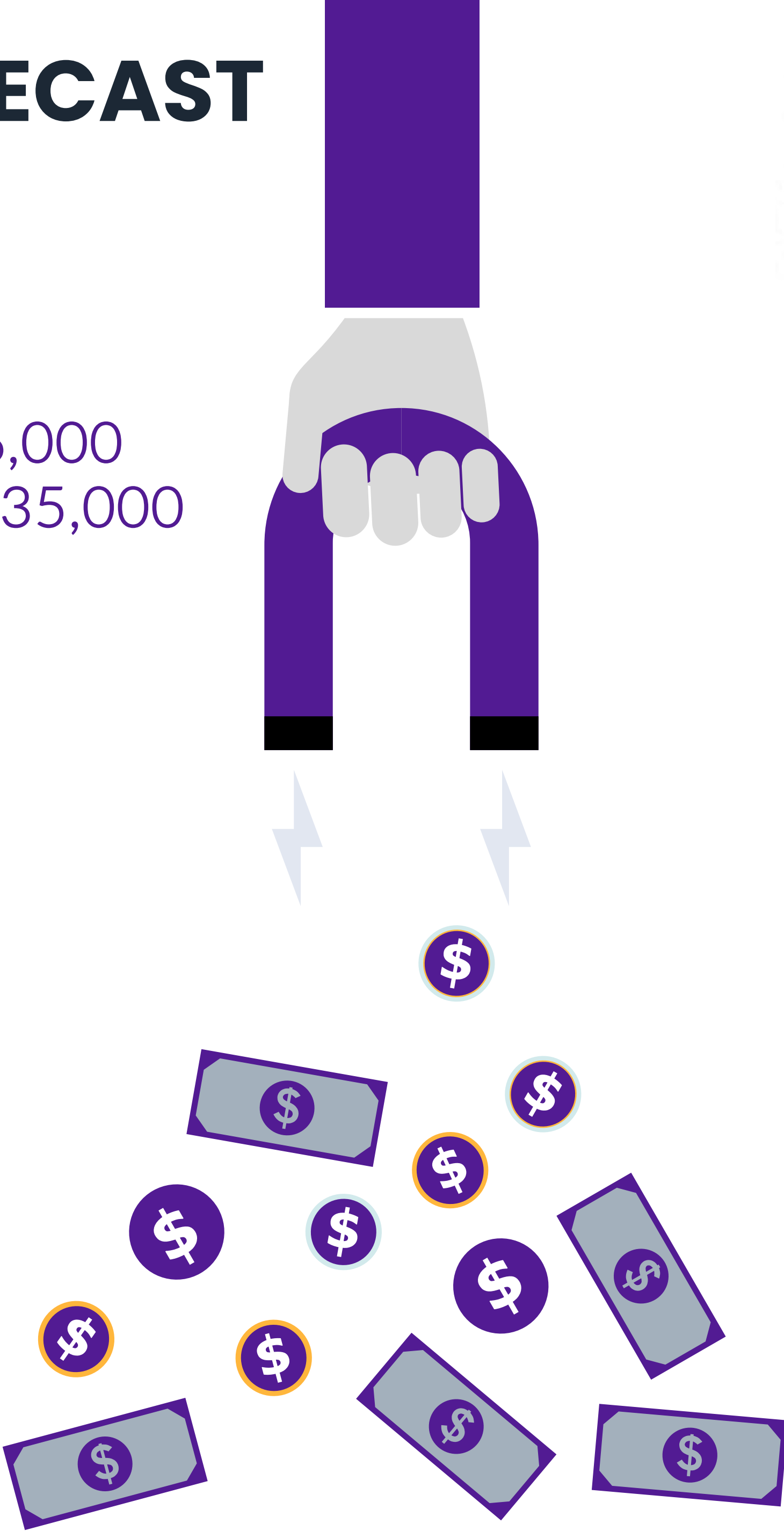
REVENUE = \$4,604,000
NET INCOME = \$2,330,000

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
Total	\$612,500	Total	\$474,000

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)

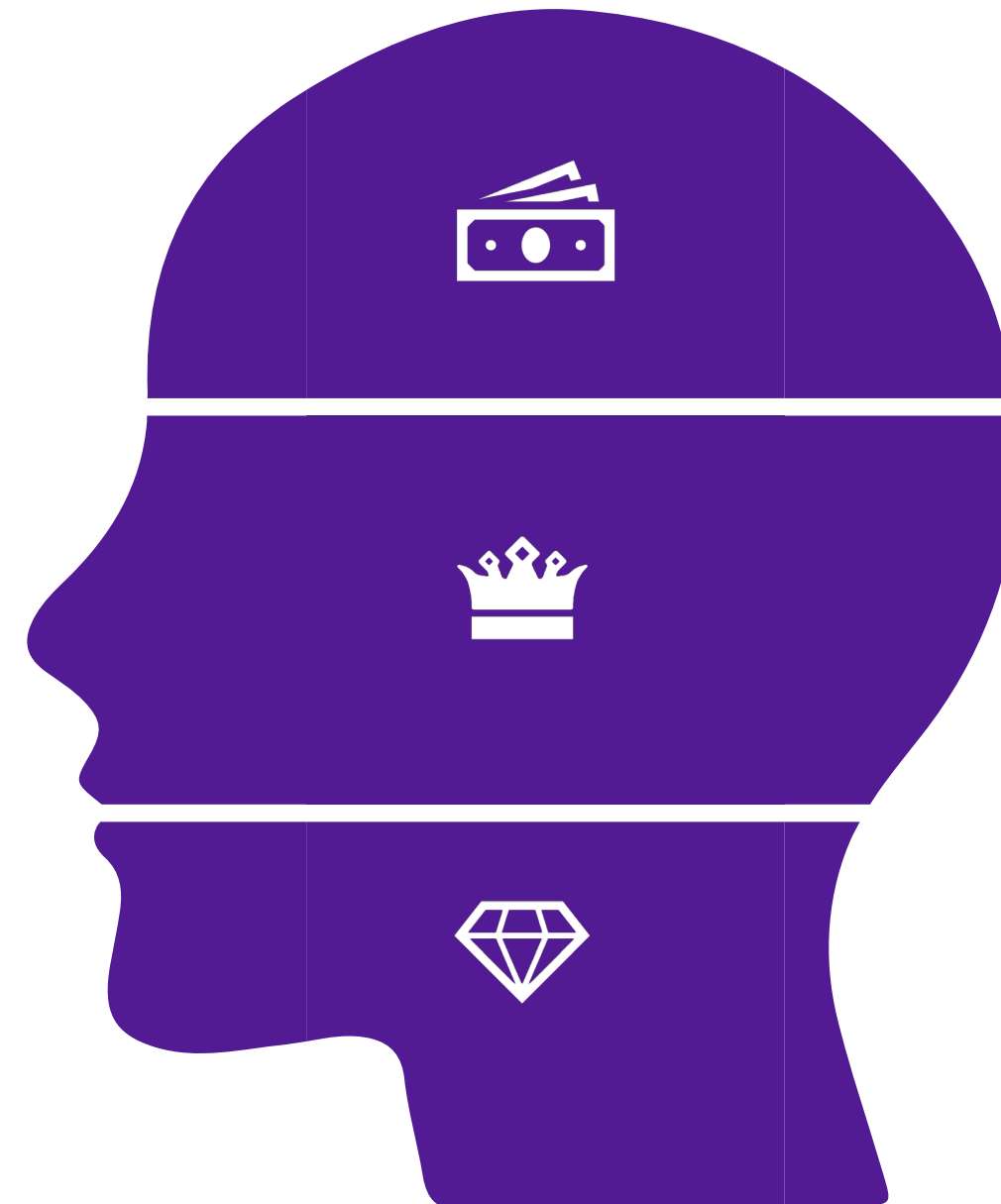


The Noble Skunk will be vertically integrated, so we can sell direct to the end-consumer via our storefront or delivery.

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.

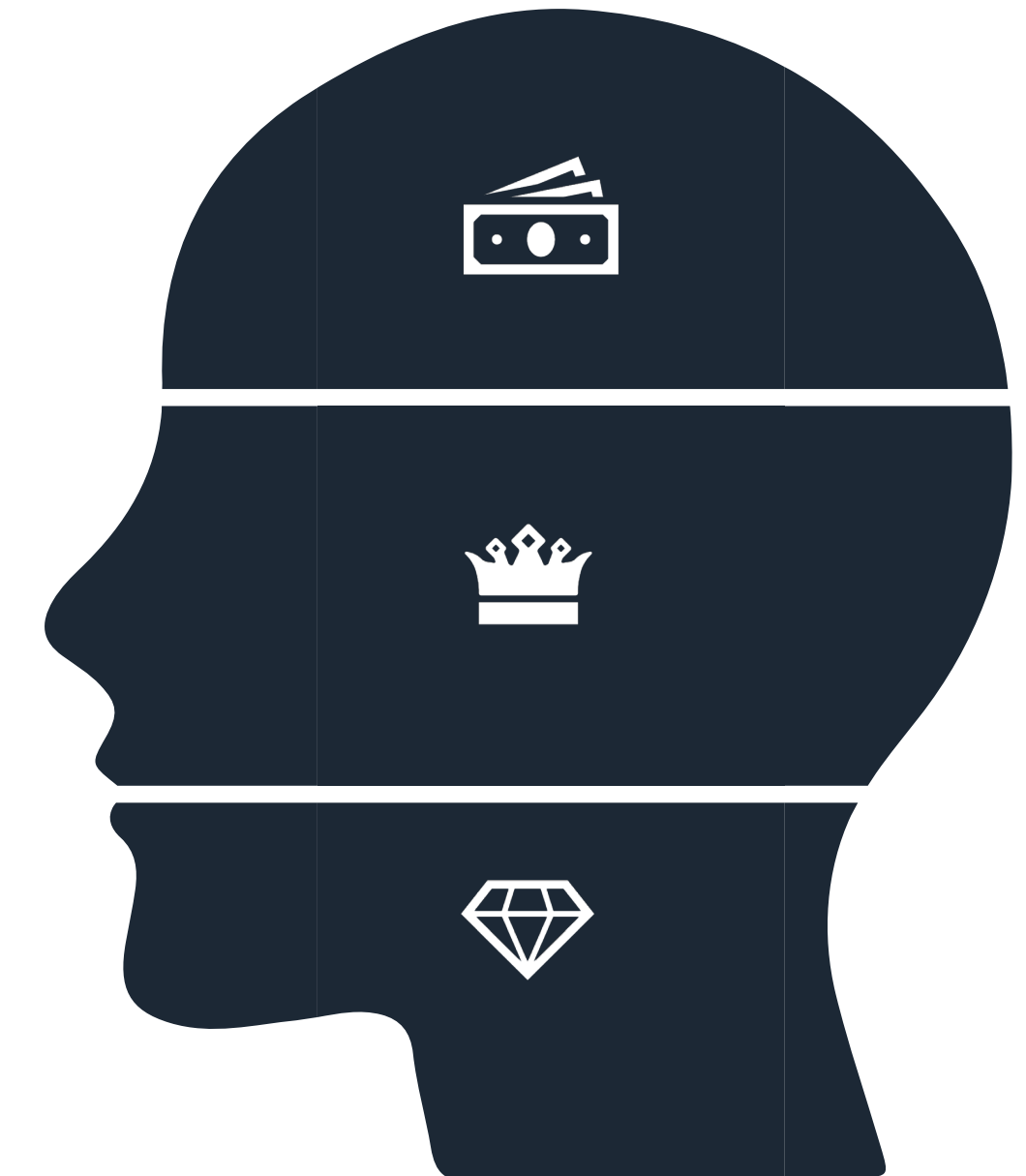
3 Preferences

- 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"



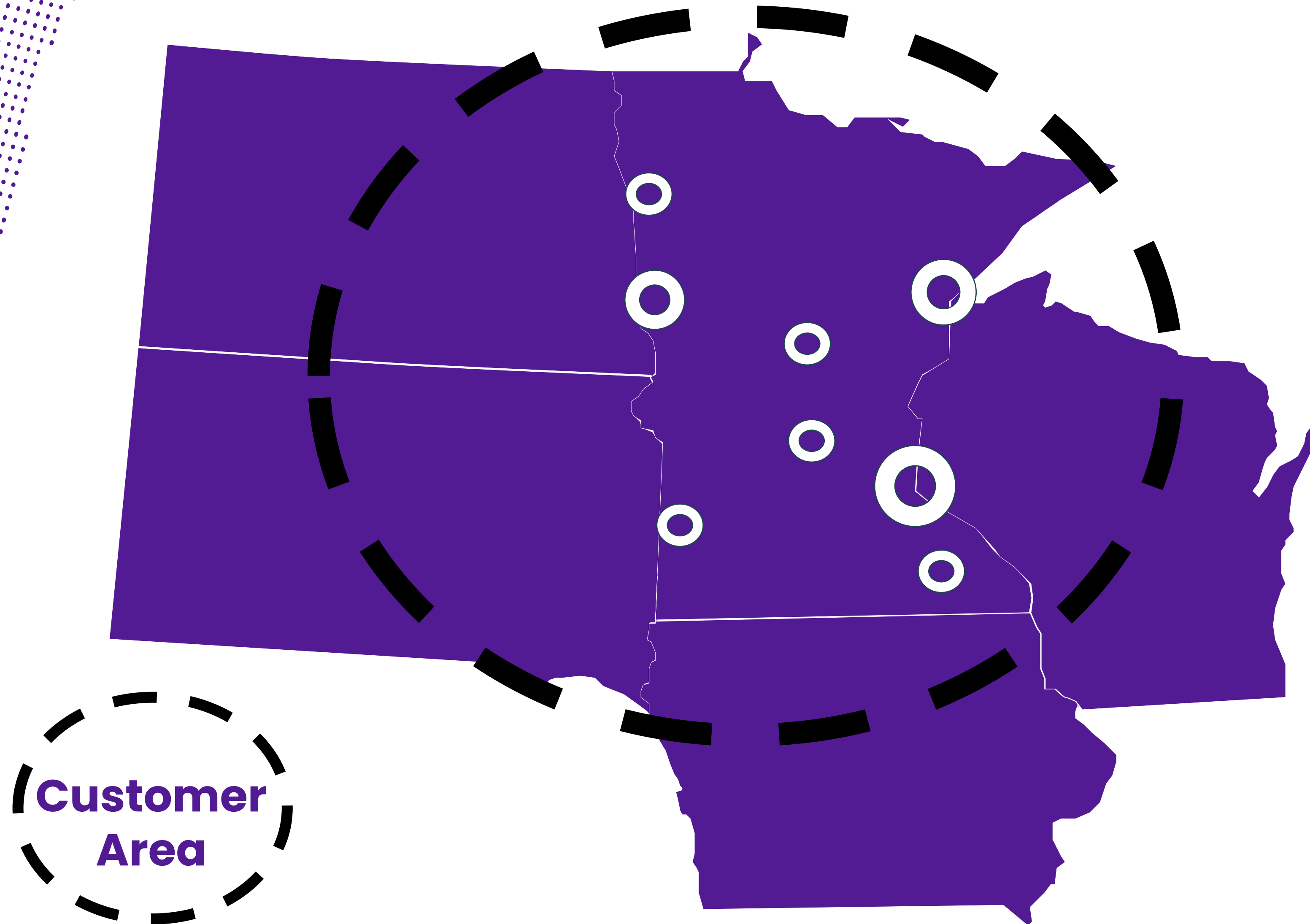
2 Characteristics

- 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
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.