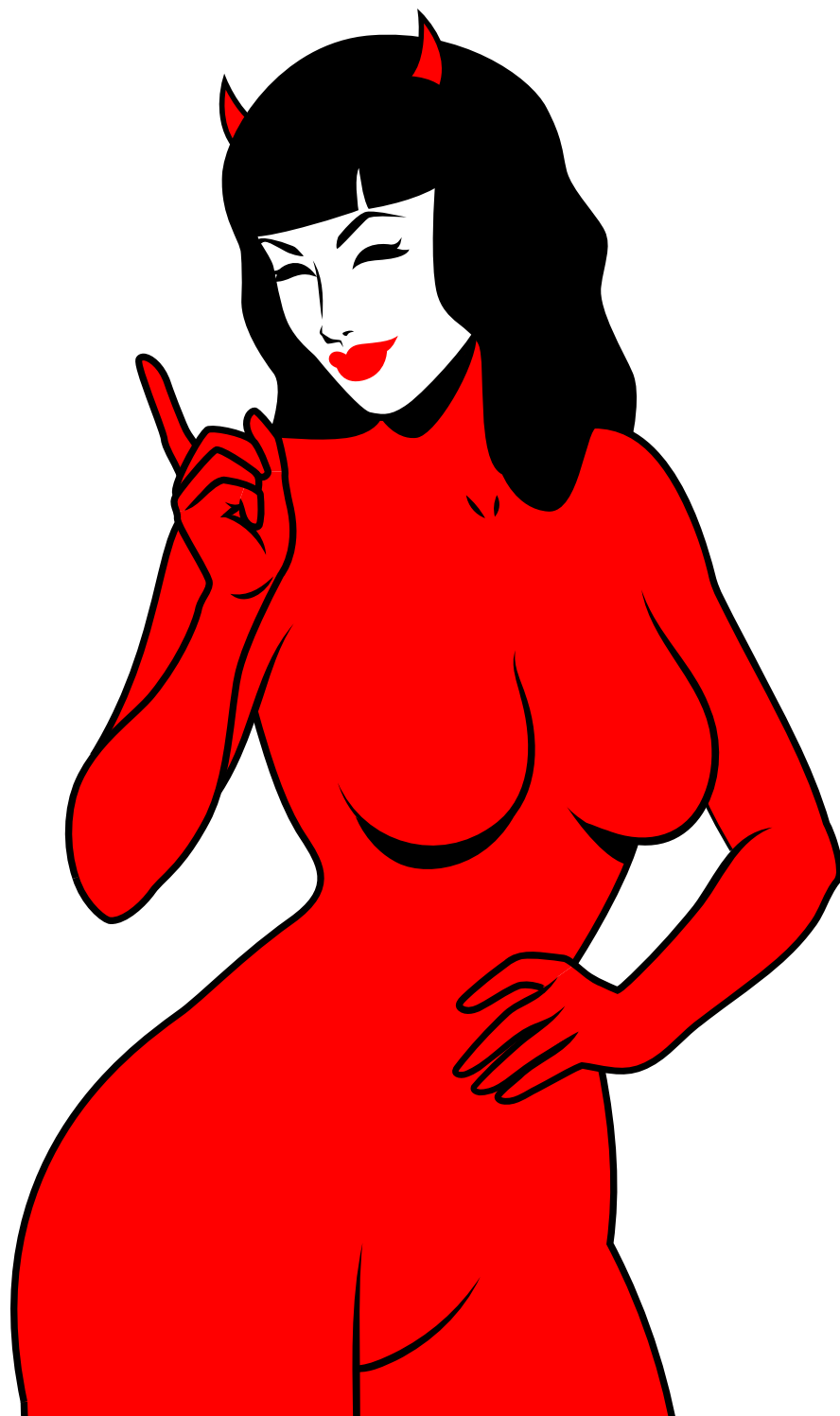


HotBox



CROSS PROMO PITCH DECK

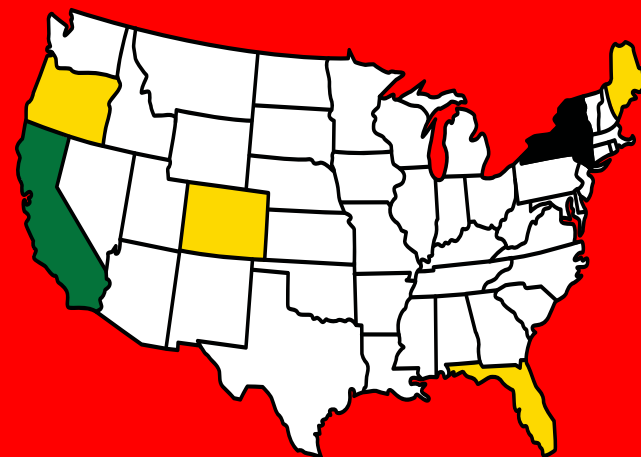
2024



OUR BACKSTORY

While our team has been serving customers since 2001 - Hot Box Direct has been operating as a cannabis delivery service in Western NY since 4/20 2001.

WE'RE A LOCAL BRAND WITH NATIONAL REACH — with partnerships with creators, cannaseurs, and businesses all over the country.



HOT BOX BRANDING

Hot Box Direct leans into a very classic, illustrative style — but depending on the promotion: has a broad range of visual aesthetics and resources to pull from.

Betty, our mascot, is the cool, all-knowing face of all things Hot Box. She's a bit slinky, a bit sly, but always composed.



USER STATS

Our customer base at Hot Box Direct is diverse in terms of age, ethnicity, and economic background. While we generally attract a slightly older crowd of 30+, our various value options also appeal to 21+ college students and those who prefer to be more budget-conscious with their green.

TOTAL CUSTOMERS: 1865

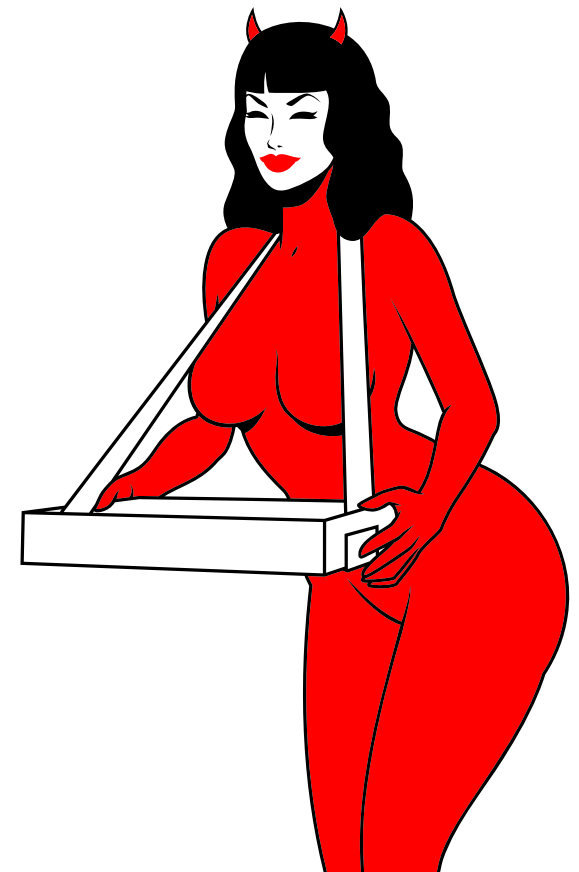
**CUSTOMERS WHO HAVE ORDERED MORE THAN
ONCE: 1277**

**PERCENTAGE OF CUSTOMERS WHO ARE REPEAT
CUSTOMERS: 68.47%**

AVERAGE CUSTOMER SPEND PER MONTH: \$261.62

TOTAL ORDERS: 15,058

**AVERAGE SPENDING OF CUSTOMERS PER ORDER:
\$144.96**



PHYSICAL VERTICALS

Whether it's the advert at the end of your receipt or a full color display poster going up on a somebody's wall — Hot Box Direct takes great pride in our printed content. We firmly believe that aesthetically pleasing visuals maximize the effectiveness of our campaigns.

POSTERS & YARD SIGNS: Plastered all over downtown Rochester and beyond.

FLYERS: Two-sided. Handed out in promo bags at events and with every delivery order. Our flyers are designed with visual aesthetic in mind - many of our customers collect and hold onto them - posting them on their walls etc.

MERCH: Hot Box clothing, bags, and other branded swag such as pens, coolers, and lanyards - are sought after by our customers and tends to sell out fast.

RECEIPT FOOTERS: This is the graphic that goes at the bottom of the printed receipt sticker that goes on the bag of every outgoing order.



EVENTS

HBD WILL COME TO YOU!

THE TENT: The Hot Box Tent is the red beacon of all things green. Designed by our creative partners over at Fresh Aire Solutions. The tent serves as the Hot Box hub at events, from there we seek to educate and impress with our products and services.

HOT BOX LOVES THE BUFFALO BILLS: Be it playoffs in the thick of a winter blizzard or at training camp in the Summer heat — Hot Box loves to supporting local sports teams.

LIVE SHOWS, PARTIES, AND MORE: Be it the Rochester Pride Parade or your backyard barbecue - Hot Box Direct will come to you!





DIGITAL VERTICALS

From eye-catching email blasts to engaging social media graphics and informative carousel slides on our website, Hot Box Direct is dedicated to creating impactful digital content. We believe that visually compelling designs are key to achieving positive results in the digital age.

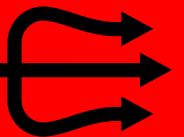
PROMO CATEGORY: The #1 Spot on our webstore — this is where our customers go first to find the latest releases, current promotions, and more. LOTS OF EYES HERE.

WEBSITE CAROUSEL SLIDES: The front page of our site where we advertise all that's new with Hot Box. Be it upcoming events, new promotions, or even fresh video content.

EMAIL BLASTS: With 3400+ unique customer emails and a 25% open rate average - HBD email blasts are an EXCELLENT way to reach customers and direct traffic to whatever you are promoting.

INSTAGRAM: With over 1000 loyal followers and hundreds of impressions a day - Instagram has proven to be a great way to advertise spur of the moment promotions and upcoming events. Here we often take a more contemporary approach: embracing the latest trends and memes.

LEVERAGING THE POWER OF AI: Hot Box Direct is a firm believer in embracing the power of new, creative technologies. At HBD we leverage the power of mid journey and chatGPT for both image and copy generation - allowing us to create beautiful, impactful ads quickly and efficiently.



PARTNER BRANDS

While we have partnerships with many of the top institutions in cannabis — the HBD footprint also extends outside what is typical reach of your average pot company.

Whether it's energizing the Bills Mafia with our products, or the close relationships we cultivate with local brands and suppliers - Hot Box has always viewed itself as more than just a canna delivery service, but multi-faceted lifestyle brand.



At Hot Box Direct, we are revolutionizing the cannabis delivery industry with our dual approach to marketing—leveraging both digital and physical mediums to reach and meet the diverse needs of our customers.

Our robust social media presence ensures that we stay connected and engaged with our audience, while our use of generative AI drives future growth and innovation, ensuring we stay ahead in a rapidly evolving market.

HBD is dedicated to serving our local communities while maintaining a national reach. We are not just a cannabis delivery service; we are a lifestyle brand with a presence that transcends the realm of cannabis.

We are not only eager to build relationships with brands and businesses across various industries — we are also seeking licensing opportunities to expand our influence and reach.

Together, we can create synergies that drive mutual success, growth, and innovation! Join us Hot Box Direct as we continue to push the boundaries of what our cannabis brand and your business can achieve!

