

## SmokinJeez LLC

### Executive Summary

SmokinJeez LLC, led by CEO Daniel James Schilz, & Edward Barrette, A multifaceted company headquartered in Fort Lauderdale, FL. The company operates across three primary verticals: SmokinJeez Rolling Papers and Cones, SmokinJeez Streetwear, and the SmokinJeez Token ecosystem. With all artwork and designs created by Schilz, SmokinJeez aims to carve a niche in the smoking accessories, urban fashion, and cryptocurrency markets by offering unique, high-quality products and a branded token for urban culture enthusiasts, leveraging creativity and innovation to drive growth.

### Company Description

- Legal Structure: Limited Liability Company (LLC)
- Founders /CEO: Daniel James Schilz & Edward Barrette
- Contact: (954) 448-1245, [djames@smoknjoez.com](mailto:djames@smoknjoez.com)
- Website: [www.smoknjoez.com](http://www.smoknjoez.com)
- Industry: Smoking Accessories, Streetwear Fashion, Cryptocurrency/Merchandise
- Vision: To become a leading lifestyle brand integrating smoking through street

fashion and digital currency, offering seamless customer experience through unique products and a tokenized economy.

### Products and Services

#### 1. SmokinJeez Rolling Papers and Cones

- High-quality rolling papers and pre-rolled cones designed by Daniel James

Schilz.

- Unique packaging artwork to differentiate from competitors.
- Target Market: Smokers, cannabis enthusiasts, and specialty smoke shops.

#### 2. SmokinJeez Streetwear

- Over 16 original T-shirt designs, with potential expansion into hoodies, caps,

and more.

- Urban-inspired fashion reflecting creativity and individuality.
- Target Market: Young adults (18-35), streetwear enthusiasts, and urban culture

followers.

#### 3. SmokinJeez Token

- A branded cryptocurrency or digital token for use in purchasing SmokinJeez

merchandise.

- Potential to increase in value based on brand growth and adoption.
- Target Market: Crypto-savvy customers, loyal brand followers, and investors.

#### 4. Merchandise

- Complementary products like lighters, rolling trays, ashtrays, and custom cone tins.

- Sold via an online store with token payment options.

Target Market: Existing customers and new buyers seeking branded accessories.

#### Market Analysis

- Smoking Accessories: The U.S. smoke shop market is robust, with annual revenues averaging \$800,000 per successful shop, driven by demand for tobacco, vaping, and cannabis-related products. SmokinJeez targets a niche with custom-designed rolling papers.

- Streetwear: The global streetwear market was valued at \$389 billion in 2017 and continues to grow, fueled by youth culture and social media influence. SmokinJeez's unique designs position it to capture a share of this market.

- Cryptocurrency: The crypto market is volatile but growing, with branded tokens gaining traction in niche communities. SmokinJeez token could attract early adopters and loyal customers.

- Competitors: Rolling paper brands (e.g., RAW, Zig-Zag), streetwear labels (e.g., Supreme, Stussy), and tokenized merchandise platforms (e.g., Rally, NFT marketplaces).

- Competitive Advantage: Schilz's original artwork, multi-vertical integration, and token-based ecosystem.

#### Marketing and Sales Strategy

- Branding: Emphasize Schilz's creative vision and urban lifestyle appeal across all products.

- Channels: Online store (primary), social media (Instagram, Twitter, TikTok), streetwear retailers

- Promotions: Limited edition drops, token discounts, and influencer

collaborations.

- Sales Goals: Achieve \$500,000 in combined revenue in Year 1, scaling to \$2 million by Year 3.

#### Operations Plan

- Production: Outsource rolling paper and cone manufacturing; produce streetwear and merchandise through third-party suppliers with Schilz's designs, wholesale to smoke shops and boutiques.
- Distribution: E-commerce platform for direct-to-Schilz's consumer sales; wholesale to smoke shops and boutiques.
- Team: Small core team (Schilz as CEO/designer), plus marketing, e-commerce, and logistics staff.
- Location: Centralized online operations with potential future physical retail presence.

#### Financial Projections

- Startup Costs: \$250,000-\$500,000 (manufacturing setup, inventory, website/token development, marketing).

#### Revenue Streams:

- Rolling Papers/Cones: \$200,000 (Year 1)
- Streetwear: \$200,000 (Year 1)
- Merchandise/Token Sales: \$100,000 (Year 1)
- Profit Margin\*\*: 30-50% (typical for smoke shops and streetwear after costs).
- Break-Even\*\*: Within 12-18 months, assuming \$300,000 in Year 1 revenue and \$200,000 in costs. Growth\*\*: 50% annual revenue increase as brand recognition and token adoption grow.

#### Funding Requirements

- Initial Investment: \$300,000 sought via personal funds, loans, or investors to cover startup costs.
- Future Rounds: \$1 million in Year 2 for scaling production, marketing, and token infrastructure.

#### Milestones

- Year 1: Launch online store, release initial product lines, establish token

system.

- Year 2: Expand product offerings, secure retail partnerships, grow token value.
- Year 3: Achieve \$2 million revenue, explore physical storefront or pop-up

shops.

### Potential Worth of SmokinJeez LLC

Valuing a startup like SmokinJeez LLC involves speculation since it's early-stage and lacks detailed financial history. Here's an estimation based on industry benchmarks and the provided data:

#### Valuation Methods:

##### 1. Revenue Multiple:

- Smoke shops average \$800,000 in annual revenue, with successful ones valued at 1-2x revenue (\$800,000-\$1.6 million).
- Streetwear startups (e.g., Supreme pre-\$1 billion valuation) often fetch 2-5x revenue in early stages.
- Assuming Year 1 revenue of \$500,000 and a blended 2x multiple (considering dual verticals), SmokinJeez could be worth \$1 million by the end of Year 1.
- By Year 3, with \$2 million revenue and a 3x multiple (reflecting growth and token potential), it could reach \$6 million.

##### 2. Asset-Based:

- Assuming Year 1 revenue of \$500,000 and a blended 2x multiple (considering dual verticals), SmokinJeez worth \$1 million by end of Year 1.
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Initial Investment (\$300k) plus intellectual property (Schilz's designs) and

token infrastructure could value the company at \$500k-\$750k pre-revenue.

- Post-launch, brand equity and inventory would increase this. pre-revenue.

### 3. Token Ecosystem Potential:

- If the SmokinJeez token gains traction (e.g., 19,000 users holding \$10 worth each), it adds \$190,000 in immediate value, with speculative growth potential akin to NFT or crypto projects (potentially millions if hyped).

### Estimated Worth

- Current (Pre-Launch)\*\*: \$500k-\$750k (based on startup costs, IP, and potential), (Pre-Launch)\*\*: \$500k-\$750k (based on startup costs, IP, and potential).
- Year 1 (Post-Launch)\*\*: \$1-\$1.5 million (assuming \$500k revenue and early traction).
- Year 3 \$5-\$19 million (with \$2 million revenue; established brand, and token adoption).

### Key Variables

- Brand Success: Hinges on Schilz's designs resonating with target markets.
  - Token Adoption: Speculative; depends on crypto market trends and customer uptake.
- Scalability: Limited by production capacity and marketing reach without significant investment.

### Conclusion

SmokinJeez LLC has the potential to become a \$5-\$19 million company within three years if it executes its multi-vertical strategy effectively. The combination of rolling papers, streetwear, and a tokenized ecosystem is innovative but requires more precise valuation, detailed financials, market testing, and token specifics for a solid assessment.