



# Pot\$ave<sup>TM</sup>

*FIND THE **BEST** WEED DEALS NEAR ME  
IN REAL TIME!*

**All from the comfort of your own home. Sit back and relax with confidence  
knowing our AI Bots are looking out for you and your wallet!**



INVESTOR PITCH DECK

# Agenda

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## About Us

PotSave.com is a revolutionary progressive web app (PWA) designed to streamline consumer access to cannabis, offering real-time pricing, unbiased search results, and AI-driven insights to ensure transparency and affordability in the cannabis industry.

**Our platform ensures real-time updates, dynamic data, and the best deals, making it easier than ever for customers to find and access the best cannabis products.**

Founded by Francisco Sanchez, a seasoned expert with over 20 years of experience in the cannabis industry, PotSave is committed to providing an efficient, user-friendly directory for cannabis consumers and an **unparalleled advertising solution for vendors.**



# Meet Our Team



**Francisco Sanchez**  
Founder/CEO

Francisco has over 20 years of experience in the cannabis industry and is a true visionary. Francisco's experience is vast; from growing and cultivating to retail and advertising in the cannabis space. He successfully launched his dispensary in Sacramento in 2018 which has since grown and is operating today.



**Jon Flatt**  
Chief Revenue Officer

Jon is a seasoned Leader with a remarkable portfolio of achievements. As CEO of several startups, Jon has built two 100-million-dollar companies and has received numerous awards including two INC 500s, multiple Lumiere Awards and recognition from The Silicon Review. Jon is an integral extension of our team, readily available for consultations, discussions, and problem-solving. Jon's journey is punctuated by key milestones, including his role as the founder and former CEO of RED McCombs Media (RMM Online). Over a decade-long tenure, he was instrumental in generating over \$400 million in digital revenue. Following RMM's acquisition by Lin Digital in November 2009, Jon continued to lead as CEO, driving three years of remarkable growth and profitability. In recent times, Jon's prowess in innovation came to the forefront with the launch of KERV Interactive. This venture clinched multiple Lumiere Awards, akin to Oscars in advertising technology, and was recognized by The Silicon Review among the top 50 most valuable brands in the US. In an astonishing 14-month period, KERV emerged as the fastest-growing interactive video company, powered by cutting-edge technology.



**Richard Johnson**  
Senior Advisor/Consultant

Richard is a Managing Director at DelMorgan, having worked in that position for the past 13 years, and has been CEO of IWouldFundThat.com, a retainer lending platform for the past 5 years. Mr. Johnson has over 30 years of experience within the corporate executive services space, along with leadership roles in some of the U.S.'s largest Wall Street firms. Mr. Johnson has an extensive list of accomplishments and experience in the corporate finance, real estate finance and property management areas for personal, public and private institutions. Mr. Johnson received degrees in both Finance and Marketing from Arizona State University and is an alumnus of the Sigma Nu fraternity.

# Meet Our Team

**"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."**

*— Andrew Carnegie*



**Clayton Poteet RN**  
Chief Marketing Officer and  
Corporate Secretary

Clayton has over a decade of hands-on experience in the photography, videography, social media, branding and marketing industries while going to college to become a Registered Nurse. Currently, Clayton works as a Hospice RN providing patient care, while dedicating his remaining time to PotSave.com. Clay has worked as a Clinical Marketer in Northern California Sutter Health Industries securing bountiful relationships that are long lasting in the healthcare industry, successfully growing a privately owned Hospice company and starting a Hospice Clinician Preceptor Program for the company to attract the best talent and Clinicians in the field of Hospice. Clayton is very proficient with Social Media Marketing and Management.



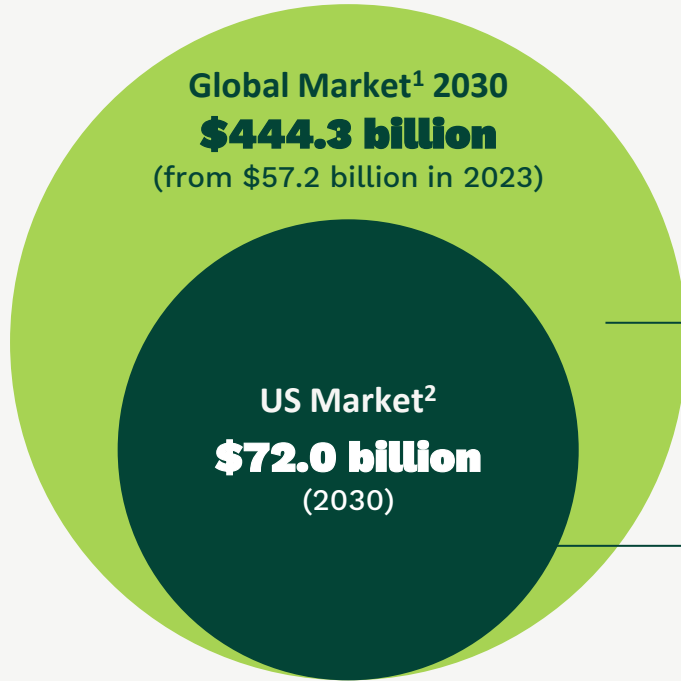
**Jay Pogacar**  
Director of Sales and  
Marketing

Jay Pogacar brings extensive experience as a sales manager in the cannabis industry, demonstrating a strong ability to drive business growth and establish lasting client relationships. As an Independent Cannabis Consultant for We Grow Co, Ape Cannabis Corp (PackWoods, BareWoods, Fire and Take-Off) and Left Coast Extracts. Jay has excelled in retail and wholesale sales, new business development, and customer acquisition across Northern California. His ability to manage sales, service, and deliveries while coordinating promotional events has made him an indispensable asset to his clients and partners including PotSave.com. Jay has successfully managed multiple cannabis brands, including his work with Cheech and Chong's Cannabis Co and Top Shelf Cultivation, where he significantly expanded market share in the Sacramento and Bay Area regions. Jay's passion for cannabis and holistic health solutions fuels his success in connecting businesses with high-quality products.

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Both the US and global cannabis markets are expected to **experience significant growth in the coming years**, presenting a **lucrative opportunity** for market players



The global cannabis market<sup>1</sup> is expected to grow from **\$57.2 billion in 2023 to \$444.3 billion by 2030**, with a compound annual growth rate **(CAGR) of 34.0%** driven by both medical and recreational cannabis use

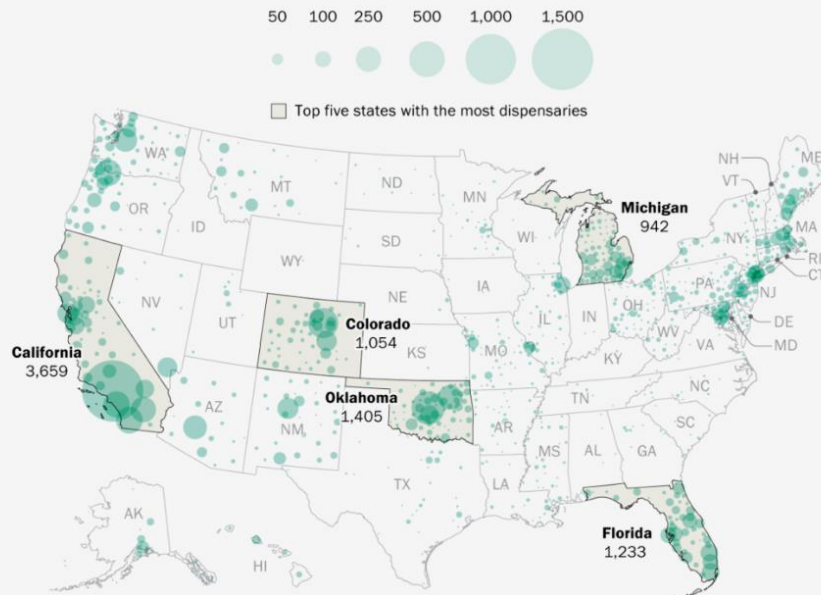
The US cannabis market is projected to reach **\$72.0 billion by 2030**, from 39.6 billion<sup>3</sup> in 2023, **growing at** a compound annual growth rate (CAGR) of **9%**



Market Trends and Key Challenges: Total Addressable Market

## Given this growth, today **eight in ten Americans** now live in a county with at least one cannabis dispensary

### *Number of cannabis dispensaries in each state<sup>1</sup> (2023)*



**74%**

of Americans live in a state where marijuana is legal for either medical or adult-use purposes

**14,932**

dispensaries

**79%**

of Americans live in a county with at least one medical or adult-use marijuana dispensary

**99.5%**

of Californians have at least one dispensary in their county (total 3,659 dispensaries in California)



However, the average cost to get a license, open and run a cannabis dispensary can range from **around \$150,000 to over \$2 million**


| <b>Type</b>                  | <b>USD</b>                          | <b>Description</b>   |
|------------------------------|-------------------------------------|--|
| <b>License application</b>   | 5,000<br>(one-off)                  | First step to open a dispensary, typically non-refundable fee  |
| <b>Annual License fee</b>    | 2,500 – 30,000<br>(annual)          | Annual license fee   |
| <b>Real estate expenses</b>  | 50,000 (one-off) + 100,000 (annual) | Remodeling the space to meet regulation, match brand identity, optimize store flow and run the store                         |
| <b>Banking Fees</b>          | 24,000<br>(annual)                  | High costs due to the fact that most banks don't transact with dispensaries for their initial investment or day-to-day needs |
| <b>POS &amp; Advertising</b> | 50,000<br>(annual)                  | \$25,000 for electronics, \$25,000 for advertising budget  |
| <b>Operational Costs</b>     | 300,000<br>(annual)                 | Fully trained employees and legal costs  |


At the same time, there is a **growing trend of people increasingly turning to the internet** to search for cannabis products...

**42%** of frequent dispensary shoppers report **going online to see the menu** at a specific dispensary


**30%** of frequent shoppers are more likely to **look for online deals and promotions**


...leading to an **ever growing online market** for cannabis players

 Google started **allowing dispensaries to directly appear** in their search listings

 Google Maps

**78%** of online searches successfully **converting to offline sales**

 Newly established players in the **cannabis e-commerce industry** provide a haven for dispensaries in the uncharted territories of cannabis digital marketing



## However, **several challenges** hinder the online cannabis industry



### **Establishing a Professional and Functional Online Presence**

Small businesses often lack the resources and expertise to create and maintain a professional, user-friendly website. This limits their ability to attract and retain customers online.



### **Outdated Information on Traditional Advertising Platforms**

Traditional advertising platforms often display outdated/static product information, leading to consumer frustration when advertised items are unavailable or incorrectly priced.



### **Absence of a One-Stop-Shop Platform**

The industry lacks a centralized platform that unites dispensaries, brands, delivery services, and consumers, resulting in inefficiencies and missed collaboration opportunities.



### **Difficulty in Finding Unbiased Results**

Consumers struggle to find unbiased product information as many platforms prioritize paid advertisements, compromising the transparency and accuracy of search results.



### **Lag in Technology Adoption**

The cannabis industry is slow to adopt advanced technologies like AI and dynamic SEO, leading to subpar user experiences and missed opportunities for operational optimization.



### **Difficulties in Facilitating Secure and Convenient Payments**

Cannabis vendors struggle to accept secure and convenient payment methods such as credit cards, debit cards, Apple/Google pay. This deters customers and limits income for the businesses.

For example, smaller cannabis businesses with limited budgets experience **significant barrier to entry in marketing**, leading many to resort to ineffective methods



## Billboards

Costs range from **\$1,800** to **\$20,000** per month.



## SEO Campaigns

Can cost up to **\$10,000** per month.



## WeedMaps

Average monthly ad cost is **\$2,200.**



## Leafly

Average monthly ad cost is **\$900.**



## CannaMenu

Average monthly cost is **\$1,000** (data display only).



## Conventions and Events

Costs vary from **\$2,000** to **\$10,000**, excluding travel and lodging expenses.

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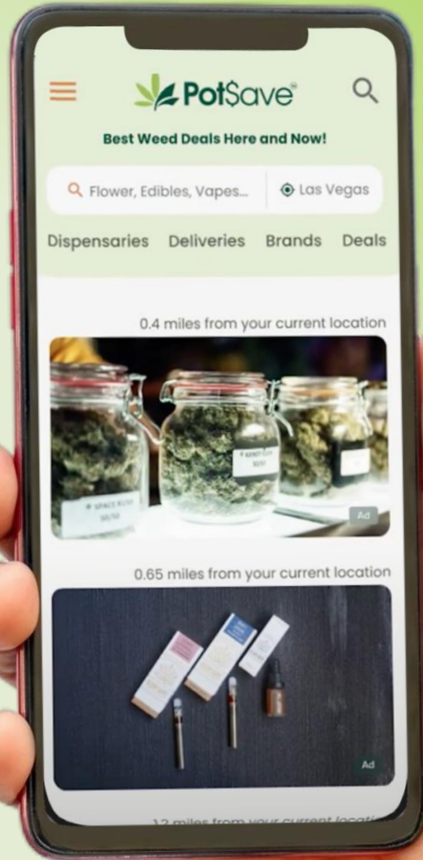


## Locate, Save, Enjoy

**PotSave is on a mission to revolutionize the cannabis industry by bringing transparency, efficiency, and affordability to consumers.**

Imagine a world where finding the best cannabis products and deals is as simple as booking a flight or ordering a ride!

PotSave is your Expedia for cannabis, seamlessly connecting you with local dispensaries, delivery services, and brands through a user-friendly progressive web app. PotSave is developing a mobile PotSave.com application to offer as soon as possible on all major mobile app stores including iOS/Android.



PotSave's vision is to **revolutionize the cannabis industry** by creating the most trusted, innovative, and user-centric platform that connects consumers with the best products and services seamlessly and in real-time

### Vision

To revolutionize the cannabis industry by creating the **most trusted, innovative, and user-centric platform** that connects consumers with the **best products and services seamlessly and in real-time!**


### Values




Transparency



Innovation



Community



Excellence



Integrity

### Strategic Objectives

#### Enhance Real-Time Data Accuracy

Utilize our AI-driven bots to scrape and update product availability, pricing, and dispensary information every 24 hours, ensuring users have access to the most accurate and current data.

#### Create a Unified Platform for Stakeholders

Develop and maintain an inclusive, user-friendly platform that serves as a one-stop shop for dispensaries, brands, delivery services, and consumers. This platform will facilitate seamless interactions and business operations.

#### Level the Playing Field in the Cannabis Industry

Develop an algorithm that prioritizes search results based on consumer-centric criteria such as product quality, price, and proximity rather than paid advertisements. This will ensure transparency and build trust while providing equal opportunities for small and large businesses alike.

#### Drive Technology Adoption in the Industry

Lead the adoption of advanced technologies within the cannabis industry by further integrating AI, machine learning, and dynamic SEO strategies. This will enhance user experience and operational efficiency, setting a new Gold standard in the industry.

### Enablers

#### AI Advanced Technology

Leveraged next.js for seamless user experience and efficiency. Integrated AI and machine learning to personalize user recommendations and optimize business processes.

#### Strategic Partnerships

Forge partnerships with dispensaries, brands, and delivery companies to create a robust network of stakeholders, enhancing the value proposition for users and promoting collaborative growth.

#### Dynamic SEO and Marketing Strategies

Implement aggressive and innovative SEO strategies to ensure high visibility and top ranking in search engines, driving more traffic and ensuring PotSave achieves and maintains a leading market position.

Our approach includes **leveraging advanced AI** to identify and attract suitable businesses while **nurturing existing relationships** to ensure customer satisfaction and loyalty. (1/2)



We leverage **AI-driven data insights** to identify pricing and **target key cannabis businesses** across United States and Canada



Our platform provides **real-time pricing and relevant information** that attracts customers by offering unparalleled reliability and convenience.



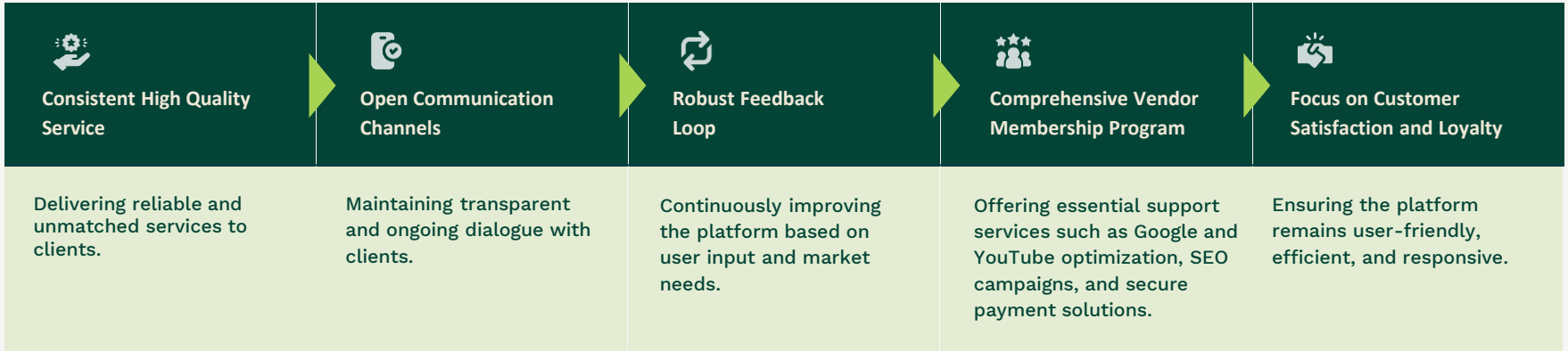
Digital advertising solutions ensure that businesses can **effectively reach and engage** with their target audience, enhancing visibility and driving traffic to their offerings.



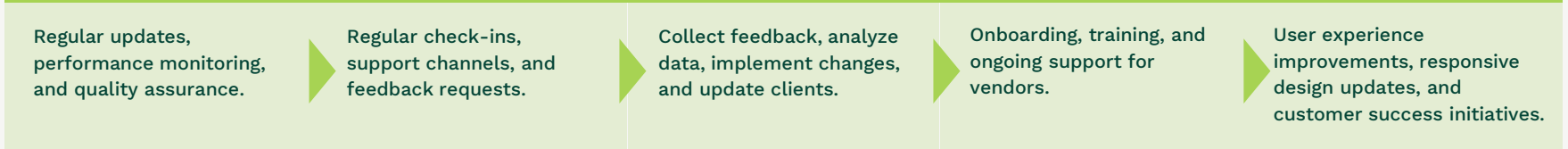


Our approach includes **leveraging advanced AI** to identify and attract suitable businesses while **nurturing existing relationships** to ensure customer satisfaction and loyalty. (2/2)

### PotSave CRM Flow



### ACTION



We enhance platform features based on user feedback and integrate advanced AI with real-time data scraping, ensuring our platform is **innovative and customer-centric**.



### Continuous Feature Enhancement

We **regularly update our platform features** based on user feedback to meet evolving **market demands** and enhance **our data to create a better user experience**.



### Advanced AI Integration

Our platform utilizes cutting-edge AI technology to automate **data scraping from licensed dispensaries every 24 hours**, ensuring up-to-date product availability and pricing. This model can be applied to other industries besides cannabis, giving opportunities for diversifying revenue streams.



### Real Time Data Scraping

PotSave's bots provide **real-time updates**, offering the most **accurate and reliable information** in the industry, an innovation that has never been done before.








### Market Leadership

Our commitment to **continuous innovation** and **technology integration** keeps PotSave.com ahead of competitors, setting **new standards** in the cannabis marketplace.

Our marketing and promotion strategy is designed to amplify PotSave's brand presence through targeted efforts, showcasing its unique advantages to become **the best one-for-all platform** for cannabis vendors and customers.

### Targeted Marketing Strategies

|   |  |
|---|--|
| <p>1  Digital Advertising Campaign</p>       | <p>We utilize data-driven insights to create highly targeted digital advertising campaigns that reach our ideal customer base. By focusing on key demographics and behavior patterns, we maximize engagement and conversion rates</p>                                      |
| <p>2  Content Marketing</p>                  | <p>High-quality content that educates and informs our audience about the benefits of our platform. This includes blog posts, case studies, whitepapers, and social media content designed to build trust and authority in the cannabis industry.</p>                       |
| <p>3  Search Engine Optimization</p>         | <p>Our robust SEO strategy ensures that PotSave ranks highly in search engine results for relevant keywords. By optimizing our website and content for search engines, we attract organic traffic from businesses looking for reliable cannabis advertising solutions.</p> |
| <p>4  Influencer and Affiliate Marketing</p> | <p>Collaborating with industry influencers and affiliates helps us reach a broader audience. These partnerships leverage the credibility and reach of established figures in the cannabis community to promote PotSave's benefits.</p>                                     |
| <p>5  Email Marketing Campaigns</p>          | <p>Targeted email campaigns keep our audience informed about new features, updates, and promotions. Personalized email strategies help nurture leads and maintain engagement with existing customers.</p>  |

## PotSave's innovative platform is designed to meet the needs of a diverse range of customers within the cannabis industry.

| Cannabis Dispensaries  | Cannabis Cultivators  | Cannabis Product Manufactures  | Cannabis Consumers  | Cannabis Industry Service Providers   |
|--|---|--|---|---|
| <b>Who They Are</b>  |   |  |   |   |
| Licensed cannabis dispensaries across North America.   | Cannabis growers and cultivators looking to connect with dispensaries and direct consumers.   | Companies that produce cannabis-derived products such as edibles, oils, and topicals.  | Individuals seeking the best cannabis products and deals near them.   | Businesses offering services to the cannabis industry, such as legal, financial, and consulting services.   |
| <b>Why They Need PotSave</b>   |   |  |   |   |
| Dispensaries benefit from our AI-driven platform that provides real-time updates on product availability and pricing, helping them attract and retain customers. | Cultivators can display their products in the largest cannabis directory, reaching a wider audience and ensuring their products are marketed effectively. | Manufacturers can leverage PotSave's platform to ensure their products are listed with real-time availability, reaching consumers actively searching for specific cannabis products. | Consumers benefit from a one-stop shop experience where they can find the best weed deals near them, with real-time data on product availability and pricing. | Service providers can use PotSave to reach cannabis businesses in need of their services, advertising their offerings in a targeted and effective manner. |
| <b>Key Features</b>  |   |  |   |   |
| Digital advertising, website building, SEO campaigns, and secure payment solutions.  | Comprehensive product library, vendor membership, and digital advertising.  | Product information library, real-time sales data updates, and targeted advertising solutions.   | Unbiased search results, real-time product updates, and user-friendly directory interface.  | Digital advertising, vendor membership, and SEO optimization.   |

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PotSave operates on a **robust and scalable business model** designed to generate recurring revenue through multiple streams, ensuring sustainability and growth. (1/2)



## Digital Advertising

Businesses pay a monthly fee for advertising on our platform, benefiting from targeted exposure to potential customers.

Our competitive pricing at **\$600/month per ad** offers exceptional value compared to traditional advertising methods.



## Vendor Memberships

Vendors subscribe to our membership program for a **monthly fee of \$40**, gaining access to essential services such as Google and YouTube optimization, SEO campaigns, and secure payment solutions.

This subscription model ensures a steady revenue stream while providing significant value to our clients.



## Google and YouTube Profile Update and SEO Services

Priced at **\$399 per month** with PotSave **profiting roughly 50%** of the cost, we offer Google Business Profile and YouTube updates. We make new video, pictures and blogs to enhance their visibility and ranking in the search engines.

Additionally, we provide comprehensive **SEO campaigns** tailored to enhance our clients' online presence, driving traffic and boosting search engine rankings.



## Transaction Fees

PotSave facilitates secure credit card payments and **earns a 1.5% commission** on all sales processed through our platform.

This model aligns our success with the success of our clients, incentivizing us to continuously improve our services.

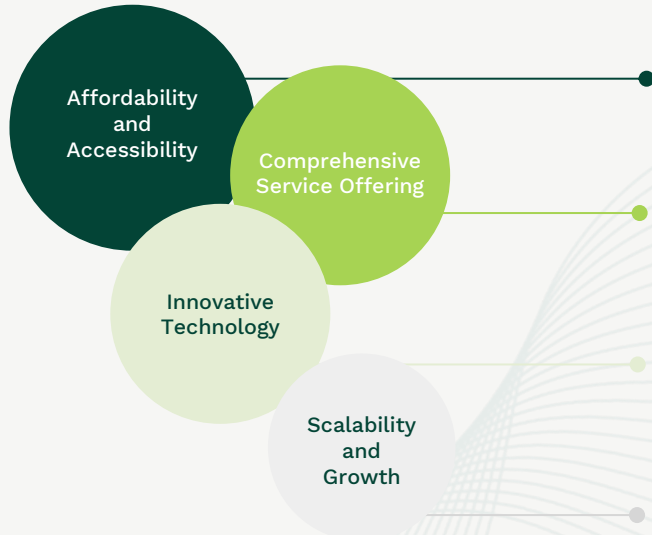


## Point of Sales (POS) Systems

We offer **POS systems** at a competitive price of **\$299**, enabling dispensaries to streamline their sales processes and enhance customer experience.

PotSave operates on a **robust and scalable business model** designed to generate recurring revenue through multiple streams, ensuring sustainability and growth. (2/2)

## Value Proposition



**Affordability and Accessibility:** Our pricing model is designed to be cost-effective, making advanced marketing solutions accessible to businesses of all sizes.

**Comprehensive Service Offering:** By bundling essential services like digital advertising, Google Business Profile, SEO, and secure payment solutions, we provide a one-stop shop for cannabis businesses.

**Innovative Technology:** Leveraging AI and real-time data scraping, PotSave ensures that our platform remains at the cutting edge, offering unparalleled accuracy and efficiency.

**Scalability and Growth:** PotSave's business model is built for scalability, with each revenue stream designed to grow as we expand our client base.

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# Finances, Pro-Forma Income Statement

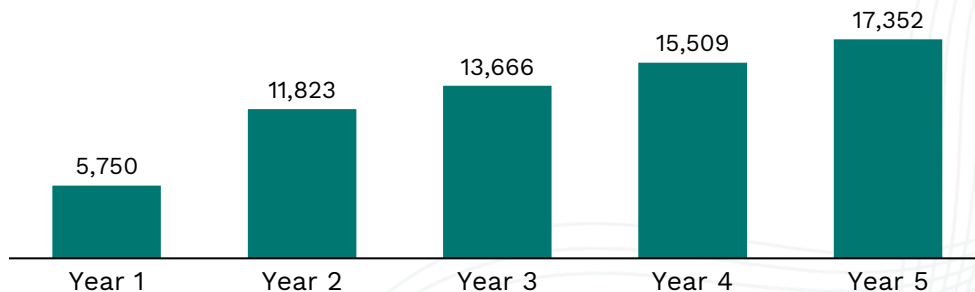


| REVENUE   | UOM        | Year 1           | Year 2            | Year 3            | Year 4            | Year 5            |
|---|------------|------------------|-------------------|-------------------|-------------------|-------------------|
| Advertising sales                                   | USD        | 5,400,000        | 10,800,000        | 10,800,000        | 10,800,000        | 10,800,000        |
| Volumes (c.750 ads per month)                       | Number     | 9,000            | 18,000            | 18,000            | 18,000            | 18,000            |
| Price   | USD        | 600              | 600               | 600               | 600               | 600               |
| Memberships   | USD        | 240,000          | 720,000           | 1,200,000         | 1,680,000         | 2,160,000         |
| Volumes (c. 40 memberships sold per month)          | Number     | 500              | 1,500             | 2,500             | 3,500             | 4,500             |
| Price   | USD        | 40               | 40                | 40                | 40                | 40                |
| Google my business update                           | USD        | 240,000          | 720,000           | 1,200,000         | 1,680,000         | 2,160,000         |
| Percentage of memberships                           | %          | 20%              | 20%               | 20%               | 20%               | 20%               |
| Volumes (c. 20 sold per month)                      | Number     | 100              | 300               | 500               | 700               | 900               |
| Prices  | USD        | 200              | 200               | 200               | 200               | 200               |
| Credit card services                                | USD        | 540,000          | 1,620,000         | 2,700,000         | 3,780,000         | 4,860,000         |
| Percentage of memberships                           | %          | 20%              | 20%               | 20%               | 20%               | 20%               |
| Volumes (100 shops per month)                       | Number     | 100              | 300               | 500               | 700               | 900               |
| Processing fees (30k x 1.5% processing fee / month) | USD        | 450              | 450               | 450               | 450               | 450               |
| <b>Revenue Total</b>                                | <b>USD</b> | <b>6,420,000</b> | <b>13,860,000</b> | <b>15,900,000</b> | <b>17,940,000</b> | <b>19,980,000</b> |
| <b>COST OF SALES</b>                                |            |                  |                   |                   |                   |                   |
| Direct labor  | USD        | 144,000          | 293,760           | 299,635           | 305,628           | 311,740           |
| Salesman - annual                                   | USD        | 144,000          | 293,760           | 299,635           | 305,628           | 311,740           |
| <b>Total Cost of Sales</b>                          | <b>USD</b> | <b>144,000</b>   | <b>293,760</b>    | <b>299,635</b>    | <b>305,628</b>    | <b>311,740</b>    |
| <b>SG&amp;A</b>                                     |            |                  |                   |                   |                   |                   |
| Office lease and utilities                          | USD        | 72,000           | 73,440            | 74,909            | 76,407            | 77,935            |
| Staff salaries                                      | USD        | 255,000          | 260,100           | 265,302           | 270,608           | 276,020           |
| CEO - annual  | USD        | 75,000           | 76,500            | 78,030            | 79,591            | 81,182            |
| Web developer / IT - annual                         | USD        | 60,000           | 61,200            | 62,424            | 63,672            | 64,946            |
| Data scientist - annual                             | USD        | 120,000          | 122,400           | 124,848           | 127,345           | 129,892           |
| Insurance   | USD        | 16,350           | 16,677            | 17,011            | 17,351            | 17,698            |
| Maintenance   | USD        | 72,000           | 73,440            | 74,909            | 76,407            | 77,935            |
| Marketing   | USD        | 130,000          | 132,600           | 135,252           | 137,957           | 140,716           |
| Legal and professional services                     | USD        | 40,000           | 40,800            | 41,616            | 42,448            | 43,297            |
| <b>Total SG&amp;A</b>                               | <b>USD</b> | <b>585,350</b>   | <b>597,057</b>    | <b>608,998</b>    | <b>621,178</b>    | <b>633,602</b>    |
| <b>EBITDA</b>                                       | <b>USD</b> | <b>5,690,650</b> | <b>12,969,183</b> | <b>14,991,367</b> | <b>17,013,194</b> | <b>19,034,658</b> |
| <b>EBITDA %</b>                                     | <b>%</b>   | <b>89%</b>       | <b>94%</b>        | <b>94%</b>        | <b>95%</b>        | <b>95%</b>        |
| Taxes   | USD        | -                | 503,053           | -                 | 1,146,476         | -                 |
| <b>Net Income</b>                                   | <b>USD</b> | <b>5,187,597</b> | <b>11,822,707</b> | <b>13,666,130</b> | <b>15,509,228</b> | <b>17,351,994</b> |

# Finances

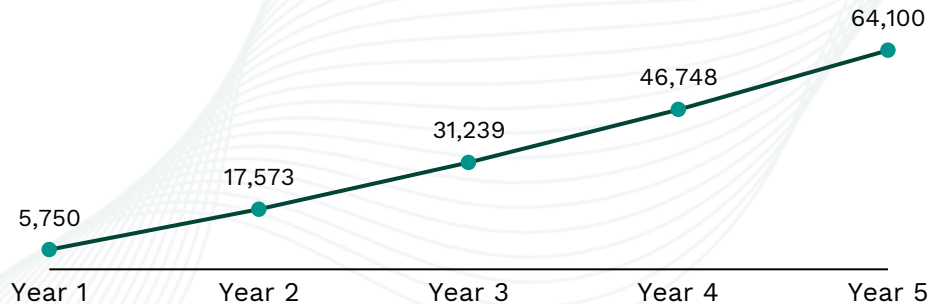
## Pro-Forma Cashflow

### YEARLY CASH FLOW, Thousand of USD



600k USD  
initial  
investment

### CUMULATIVE CASH, Thousand of USD



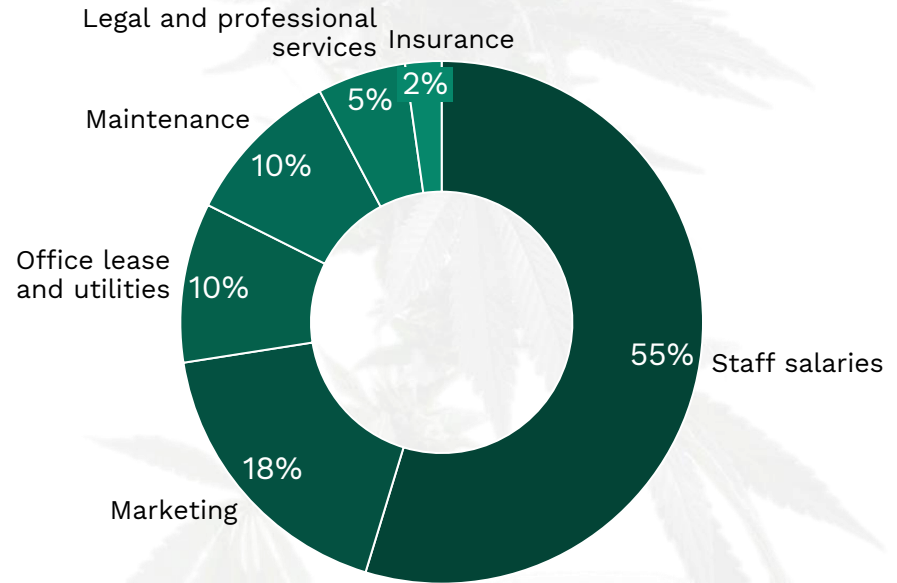
45k USD  
development  
cost  
repayment

# Finances, fund raise



We're after  
**600k USD**

## Indicative use of funds



# Thank You

Francisco Sanchez  
*Founder of PotSave*

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+1 (916) 306-9550

