

WAVE CANNABIS

Wave Cannabis Business Plan

This document will walk you through the key elements of our business plan. From market analysis to our financials, projections, logos, look and feel, and more

- **Business Plan Executive Summary**
 - Our executive summary is a snapshot of our business plan as a whole and touches on the company profile and goals. This section highlights the strength of our vision in the burgeoning Cannabis marketplace.
- **Market Analysis**
 - Our primary market will be Prince George's county with a population of 1,000,000 and the state of Maryland with a population of 6,000,000.
- **Company Description**
 - We intend to be a vertically integrated seed to sale provider of cannabis products in the state of Maryland. As a minority owned business enterprise driven by young successful entrepreneurs, we are on the cutting edge of product lines, technology, customer service and vision.
- **Organization & Management**
 - Our vision is to roll out a national brand starting with the state of Maryland dispensary and grow markets. Our business is structured as a multi-partner LLC, with a CEO, Vice President, board of directors, and management team.
- **Marketing & Sales**
 - We have a 7 vertical marketing plan, that is meant to integrate our product line into spaces that include hospitals, universities, the inner city, and more.
- **Service or Product Line**
 - Our product line will be focused on the highest quality products available. We will be the exclusive purveyor of high quality derivatives and healing products
- **Funding Request**
 - We are seeking a combination of debt and private equity financing for our operation.
- **Financial Projections**
 - The global legal cannabis market was valued at \$14.3 billion in 2016 and is forecast to grow at a CAGR of 21.1% between 2017 to 2024, culminating to \$63.5 billion by 2024
- **Appendix**
 - Our appendix will include important documents such as letters, location information, and more. resumes, permits and leases.

Business Plan Executive Summary

Our executive summary is a snapshot of our business plan as a whole and touches on the company profile and goals. This section highlights the strength of our vision in the burgeoning Cannabis marketplace.

- **The Strength of our Vision :**
 - Ever since becoming aware of the pending Legal Cannabis market in Maryland, our company founders Tim Cook, Silvia Cuellar, and Lance Lukas had a vision of opening and operating a dispensary in Maryland. Little did we know that what started as a dream would be come not only a reality, but an historic mission to create a business surrounded by entrepreneurs from all back grounds.
- **The Historic Moment**
 - Our company and plans became enthralled, unknowingly in the quest for equal access as we understood that the roll out of legal cannabis sales was much more than just opening a store, rather it was a David and Goliath moment of young business minded people taking on all of the challenges of the American System, not just for legalization, but for equality and justice.
- **Our Goals**
 - Ultimately our goal is to create an internationally recognized company, brand, and product line that brings not only the best possible products to market, but also addresses many of the ills that our society suffers today.
 - Addressing the opium addiction and death crisis that has developed in our communities.
 - Ending unbalanced incarceration rates amongst the various populations of this nation.
 - Providing legitimate healing medicine and offerings to patients that are truly in need and lack access due to archaic legal systems designed to oppress
- **“Wave” the dispensary**
 - Step one in our growth process is to solidify the dispensary platform
 - We currently hold a pre-approval for license and are in the process of funding and constructing our dispensary facility
- **“Wave” Cannabis**
 - Step two in our growth process is to apply for and receive approval for a grow operation within the state of Maryland
 - Using the latest technology and resources we will create a state of the art grow and process facility
- **“Wave World Wide”**
 - Step three is to create a nationally recognizable brand as other states legalize and demand for our products grow.
 - Our brand would be focused on the true woven quilt of American Society, and open access to all.

Market Analysis

Our primary market will be Prince George's county with a population of 1,000,000 and the state of Maryland with a population of 6,000,000.

Maryland has a strong Medical Cannabis Regimen

- A chronic or debilitating disease or medical condition that results in a patient being admitted into hospice or receiving palliative care; or
- A chronic or debilitating disease or medical condition or the treatment of a chronic or debilitating disease or medical condition that produces: **Cachexia, anorexia, wasting syndrome, severe or chronic pain, severe nausea, seizures or persistent muscle spasms**
- Patients diagnosed with severe conditions where other more traditional medical treatments have been ineffective
- Glaucoma
- Post-Traumatic Stress Disorder (PTSD)

Maryland has many doctors who may provide patient services

- Diagnosis can come from many types of doctors, including nurse practitioners, dentists, acupuncturists, and more
- This allows for easy access to patient cards, and enhances market participation
- **High percentage of population will be able to get a patient card**
 - Maryland is expected to have a higher than average patient percentage due to the combination of multiple qualifying conditions and multiple qualifying providers
- **Prince George's County has a population of 1,000,000 people**
 - We will be one of 2 dispensaries in our state district 22
 - We will be one of 9 dispensaries in all of Prince George's County
 - County Code limits dispensarie proximity, so the closest one has to be at least 1 mile away
 - Our customer base in Prince George's county alone could be 30,000 people
 - Total Maryland patient count expected to reach nearly \$200,000

Market allows for delivery services

- Our dispensary is within 45 minutes of most of the state population.
- Delivery services expand our market capacity exponentially

Customers spend on average 200-300 per transaction

- With up to 190 transactions per day that yields approximately \$38,000 per day in sales
- Anecdotal information from Maryland shows stores have sales varying between \$40,000 per day to \$40,000 per month

Company Description

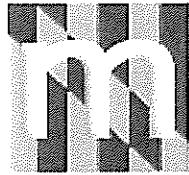
We intend to be a vertically integrated seed to sale provider of cannabis products in the state of Maryland. As a minority owned business enterprise driven by young successful entrepreneurs, we are on the cutting edge of product lines, technology, customer service and vision.

- **Logos**

- Logos and Brand names :

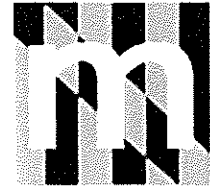


- Web addressess :
- www.wavecannabis.com
- www.wavedispensary.com
-



maryland

BIOMEDICAL



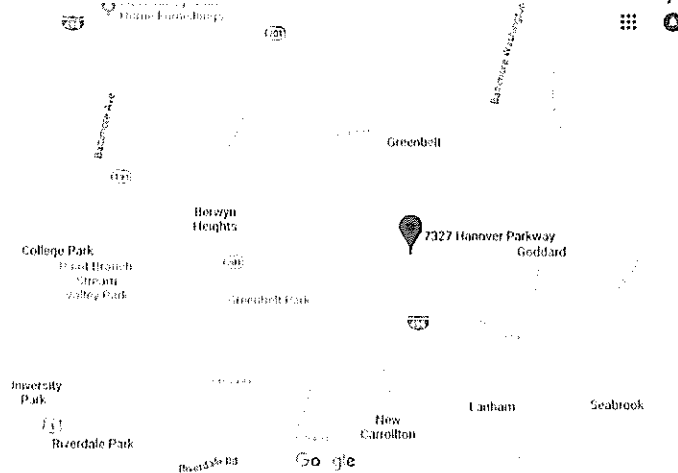
maryland

biomedical

-
- Web addressess :
- www.marylandbiomedical.com
- www.marylandbiomed.com
-

The Dispensary

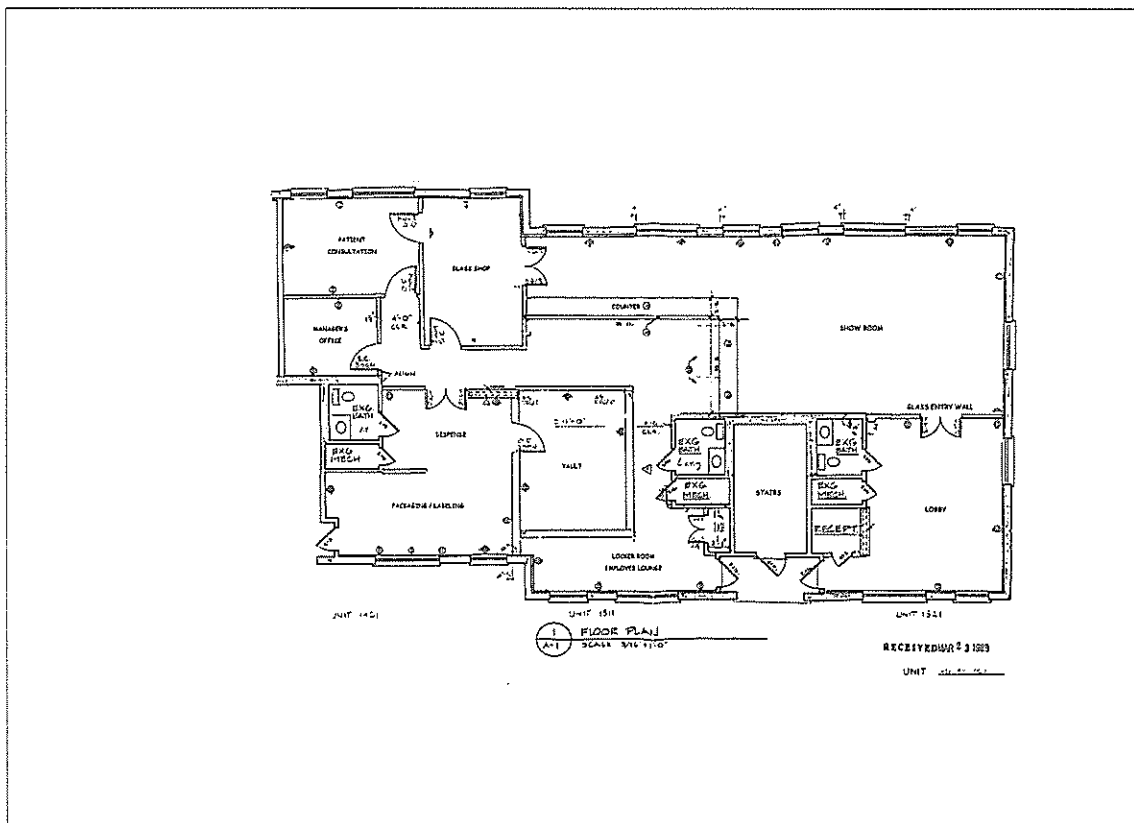
7327 Hanover Parkway Greenbelt Maryland : Centrally located in Prince George’s County, population 1,000,000; minutes from College Park, I-295, I-95, and I-495 : approx 45 Minutes from 80% of the entire state of Maryland.



2500 Sqft. of Prime Medical Office space : ample free parking, zoning usage approved by Prince George’s County.



Draft of State verifiable floor plan

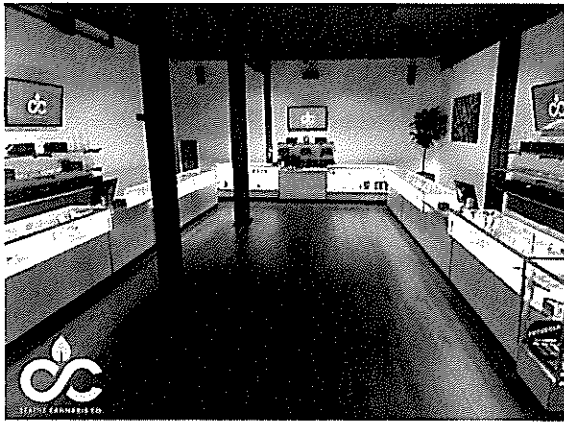


BIOMEDICAL DISPENSARY
 7327 HANOVER PARKWAY,
 GREENBELT, MD 20770
 TIMOTHY COOK
 LOT 0002
 MAP 0034
 PARCEL 0000
 SUBDIVISION 4267
 TAX ID: 21-240-9142
 410-335-8317
 TIM@BIOMEDICAL.COM

OWNER	
DESIGNER	
DATE	
SCALE	
PROJECT	
PROPOSED PLAN	
DATE	7/31/10

Large spacious show room with natural lighting and water view, private consultation rooms, vault, handling room, glassware showroom, and employee hospitality areas. Full immersion experience for customers both in customer service, convenience, quality and privacy.

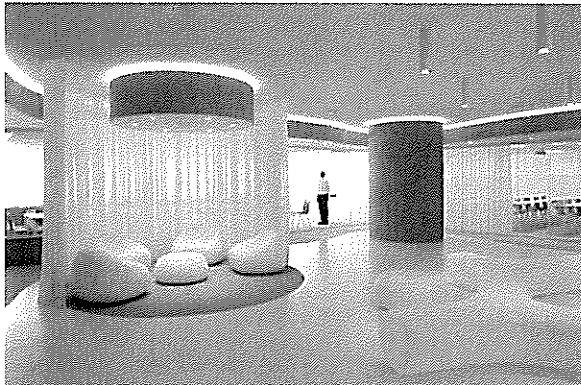
Spacious show room with waiting lounge, private rooms and glassware
Full natural light with window wall facing outdoor pond : contemporary – modern
interior design



potential show room design style



potential waiting room style



potential show or waiting room design style



potential waiting room design

Organization and Management

Our vision is to roll out a national brand starting with the state of Maryland dispensary and grow markets. Our business is structured as a multi-partner LLC, with a CEO, COO, Vice President, board of directors, and management team.

- **Founders from all backgrounds**

- Our founders, A Latin American Woman, an Irish American Man, and an African American Man, represent a significant portion of the cultural diversity of our nation.



- **Silvia Cuellar**

- With a background in Telecommunications and database programming, Silvia brings a significant of professional and organizational experience to the founding of our company



- **Timothy Cook**

- Tim has been a small business owner and entrepreneur most of his life. Having graduated from Kenyon College with a degree in economics, Tim has the business and management acumen to guide the founding of the company



- **Lance Lucas**

- Lance teaches people how to start businesses, and how to take control of their lives. Having started his own computer education business, and projecting it into a cultural phenomenon, Lance is a driving force of energy behind the founding of the company

Marketing and Sales

We will have an aggressive marketing structure for online, social media, press releases, direct sales and responsible care giver marketing

7 vertical markets, each provide multiple transactions per day

7 vertical markets : ten transaction per day per vertical ; dedicated marketing manager per vertical

The college student : College Park and Bowie State

- promotional and referral cards, student health organizations
- free shuttle transportation between facility and central campus

Elderly Care Facilities : medical treatment under caretakers

- medical treatment for conditions listed under state law
- provide manifests to care takers

Hospitals : provide medicine to patients in need under hospital care

- in patient programs
- out reach to presidents of Hospitals
- provide manifests to care takers

Store Front : walk in traffic – near metro bus

Online Market : weed maps, Leafly, instagram, social media,

- Pre-order and app order delivery :
- people using smart phone technology for pickup and delivery

Doctor / Prescriber relationships :

- create relationships with doctors to direct their patients to us
- multiple doctors in our condo facility
- develop relationships with other doctors
- Opioid replacement therapy
- seizure disorder therapy
- cancer therapy

Inner City Out reach programs :

- bring doctors to the inner city to diagnose
- have responsible parties comply cards for batch deliveries
- provide manifests to care takers

Direct marketing :

-internet app / unique replicated web identifier for sales commissions to 1099 individuals


Holistic Healing Community:

- Acupuncture
- Yoga
- meditation
- all healing practices enhanced by safe cannabis consumption

Financial Projections

Projections for the initial dispensary portion of the company range from 5 million a year to 12 million a year depending on market share. Once the grow comes into full effect these projections will multiply significantly. Projections are for planning purposes only and are not guaranteed

- **Consolidated Pro Forma**

 maryland BIOMEDICAL		Consolidated Pro-Forma Estimated as of Feb 15, 2018				
Revenues:	Total Year 1	Total Year 2	Total Year 3	Total Year 4	Total Year 5	Total 5-Years
Gross Revenues:	4,399,000	6,598,000	10,997,000	13,196,000	14,779,000	49,969,000
COGS:	2,537,000	3,652,000	5,858,000	6,977,000	7,794,000	26,818,000
Gross Margin	1,862,000	2,946,000	5,139,000	6,219,000	6,985,000	23,151,000
Gross Margin (%)	42%	45%	47%	47%	47%	46%
Total Overhead:	578,000	590,000	604,000	620,000	637,000	3,028,000
EBITDA	1,284,000	2,356,000	4,535,000	5,599,000	6,348,000	20,123,000
Total Depreciation Expense:	61,000	61,000	61,000	61,000	61,000	304,000
Total Taxes:	780,000	1,250,000	2,200,000	2,668,000	3,001,000	9,896,000
Gross Income:	443,000	1,045,000	2,274,000	2,870,000	3,286,000	9,918,000
Less: Reserves	160,500	156,750	341,100	430,500	492,900	1,582,000
Net Income:	282,500	888,250	1,932,900	2,439,500	2,793,100	8,336,000
Net Present Value:	(1,652,808)	881,696	1,419,290	1,589,431	1,620,004	3,857,613

- Numbers show steady growth along a timeline for the first five years

- **Investors see their return**

- Repayments to investors begin after year one, and most investors see their return by year 2
- In subsequent years, returns rise significantly as early investors see their income steadily grow

- **Low Annual Overhead**

- Our Goal is to be cash flow positive as quickly as possible
- We intend to keep our overhead expenses as low as we can early on in order to reach profitability quickly
- Frugal start up and lean operation are key

- **Long Term Growth into a full on National Brand**

- It all starts with the successful implementation of the dispensary, then we grow from there
- The application for the grow license in Maryland is the second point where the business is immediately ramped up for increase into the grow space.

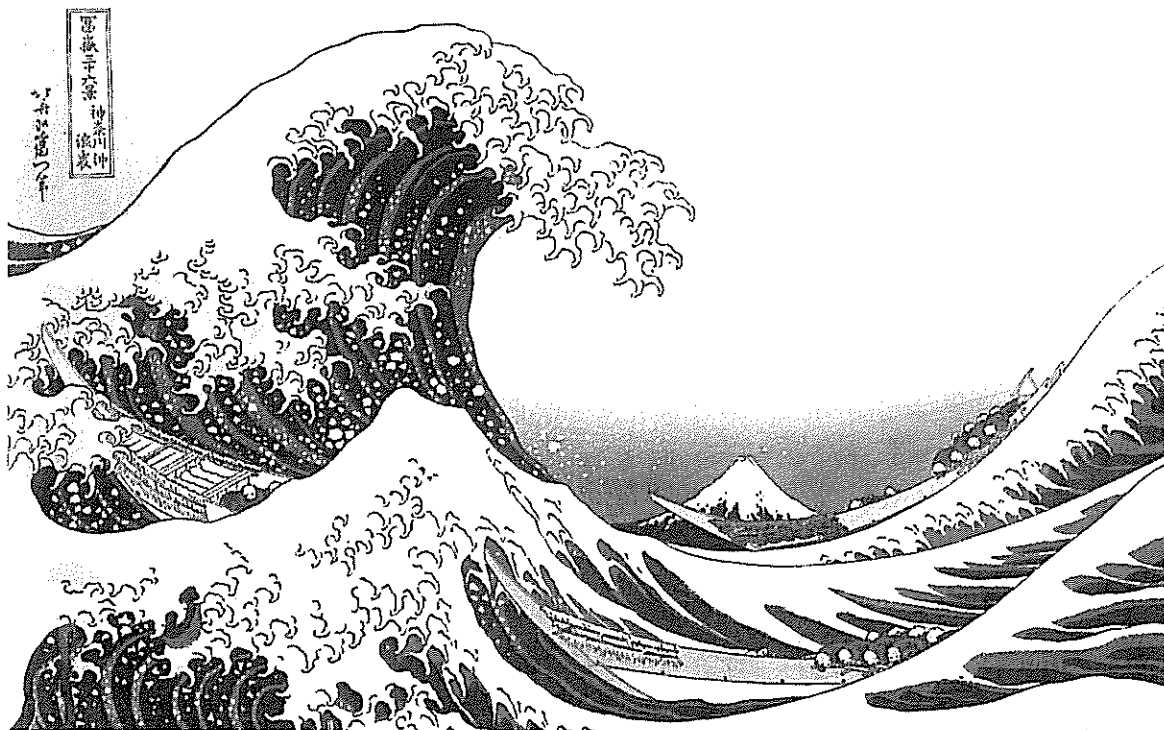
- **Service or Product Line**
 - Our product line will be focused on the highest quality products available. We will be the exclusive purveyor of high quality derivatives and healing products
 - Flower, Tincture, Dab, Shatter, Parahpanalia
- **Bitcoin ATM :**
 - Harness power of block chain and crypto currency to stay on cutting edge of transactions – generate intrastate credit processing system

- **Funding Request**
 - We are seeking a combination of debt and private equity financing for our operation.
 - We have fulfilled nearly \$600,000 of our star up budget and are seeking immediate investment
 - Immediate requirement of \$150,000
 - Immediate requirement of HB2 Grow application funding
 - Q2 2018 investment requirement now pegged at \$500,000
 - Q3 2018 investment projection at \$500,000 operation cushion
 - Grow / cultivation site investment projected at 6 million
 -
- **Appendix**

Our appendix will include important documents such as letters, location information, and more. resumes, permits and leases. See additional printed items

In the face of insurmountable odds, when all else would fail, or walk away, we joined hands and stood into the winds of change. As the walls of prohibition fall around us we seek within us the ties of brotherhood to once again overcome the powerful wave which pushes against us. These boats will not sink, nor sway, nor shudder under the immense pressure of the system that would tear us asunder. Every brother, pulling their oar with all of their might brings us to the shore, safely, where we may take our rightful place amongst the leaders of our communities and our society.

As free men and women, we enter willingly into this struggle, knowing deep within our hearts, that we shall overcome, and not one dollar, nor law, nor those who would wish us ill will find effect on us. We have no target for those who would harm us, we have no weakness which to exploit, we have only our hunger and desire for the betterment of our lives and the world in which we live, and this desire shall never perish. And so our version of the movement we call: Wave.



The image depicts an enormous wave threatening boats off the coast of the town of Kanagawa (the present-day city of Yokohama, Kanagawa Prefecture). While sometimes assumed to be a tsunami, the wave is more likely to be a large rogue wave.^[2] As in many of the prints in the series, it depicts the area around Mount Fuji under particular conditions, and the mountain itself appears in the background.