



Full Spectrum Wholesome Goodness™

USDA ORGANIC CBD OIL MADE IN KENTUCKY



Investor Presentation

CornbreadHemp.com



PROBLEM / OPPORTUNITY



Low barrier to entry,
oversaturation of brands



No regulation,
untrustworthy and
unsafe products



Segmented market,
no real market leader



Over supply of hemp causing
price per lb of hemp to drop,
which increases our margins

SOLUTION



USDA organic certification
& third party lab testing



Regional marketing initiatives
targeting customers and
retailers across the Midwest.



Selective sales approach
partnering with only the most
trusted wellness retailers.



TRACTION

A FEW OF OUR 250
REVIEWS:

"I have been using Cornbread Hemp's whole plant CBD for several weeks and **I am loving the results.** My pain is less and rest is more." - Amy B.

"After a week of using the oil, I **could tell a remarkable difference!**" - Cathy U.



\$250,000 FY1 Revenue

66%

GROSS MARGIN,
PROFITABLE Q4



OVER 250
ONLINE PRODUCT
REVIEWS



DISTRIBUTION TO
OVER 100
RETAILERS
IN 10 STATES



MEDIA & DIGITAL PRESENCE
(FIRST PAGE ON GOOGLE FOR USDA ORGANIC CBD OIL, NEWS STORIES).

RETAIL
STORE MAP





AUTHENTICITY AT EVERY ANGLE



MEET OUR CO-FOUNDERS

JAMES HIGDON

- › Author of *The Cornbread Mafia*
- › Cannabis reporter for POLITICO
- › Hemp industry expert

ERIC ZIPPERLE

- › Accounting degree & MBA, Bellarmine
- › Launched Kevin Grangier's PICNIC Catering
- › Launched Mint Julep Tours' Nashville office

In 2012, co-founder **James Higdon** published *The Cornbread Mafia*, a book about outlaw cannabis growers from his hometown in Marion County, Kentucky, that operated in the 1970's.

He spent the next **6 years** as a **leading cannabis journalist** for **Politico** and **The Washington Post** before using his experience to help launch **Cornbread Hemp**.

cornbreadhemp.com





MEET OUR TEAM MEMBERS

**Dr. LESLIE
MUDD**



**Resident Pharmacist
& Board Member**

**JON
KATZ**



**Marketing Advisor
& Board Member**

**DAVID
KING**



Retail Sales Director

**KRISTINA
JOHNS**



**Social Media
Manager**

**EVAN
MATTHEWS**

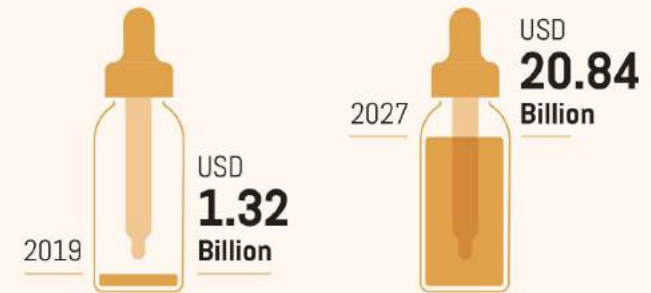


**Website &
Photography**

MARKET GROWTH



CBD MARKET GROWTH PROJECTION CAGR **27.7%**



<https://www.medgadget.com/2020/03/cannabidiol-cbd-market-to-reach-usd-20-84-billion-by-2027-cv-sciences-isodiol-international-medical-marijuana-aurora-cannabis-cbd-american-shaman.html>

ORGANIC MARKET

JUNE 10, 2019 — USDA certified organic market is worth **\$50 BILLION A YEAR.**

<https://www.agweek.com/business/4622665-us-organic-market-tops-50-billion>

PAIN RELIEF MARKET

JANUARY 2020 — The global market for non-opioid pain treatments should grow from \$13.8 billion in 2019 to **\$31.8 BILLION BY 2024** at a compound annual growth rate (CAGR) of 18.3% for the period of 2019-2024.

<https://www.bccresearch.com/market-research/healthcare/non-opioid-pain-treatment-global-markets.html>

ANXIETY RELIEF MARKET

The Anxiety and Depression Association of America reported that approximately 40 million people in the U.S. are suffering from anxiety disorders, and treating these patients costs around **\$42 BILLION EACH YEAR.**

<https://www.ihealthcareanalyst.com/global-anxiety-disorders-depression-treatment-market/>

* These are forward looking figures that cannot be guaranteed. *

HOW WE MAKE MONEY



WE DISTRIBUTE PRODUCTS TO CUSTOMERS TWO WAYS:

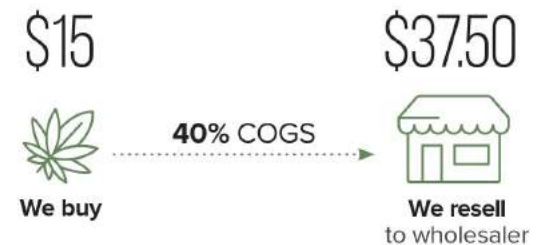


We try to keep **all COGS at 20%** of the MSRP across the board.

DIRECT TO CONSUMER ONLINE
PRICING STRATEGY



WHOLESALE/ RETAIL
PRICING STRATEGY



RETAIL MARKETING INITIATIVES



RETAIL SUPPORT PROGRAM

displays,
literature, promo's,
& staff training.



PARTNERSHIP FACEBOOK ADS

introducing our brand to retailers' FB followers.



PARTNERSHIP PR CAMPAIGNS

co-hosted news stories/articles with retailers.



INFLUENCER ACTIVATION CAMPAIGNS

influencer visits store and highlights CBH.



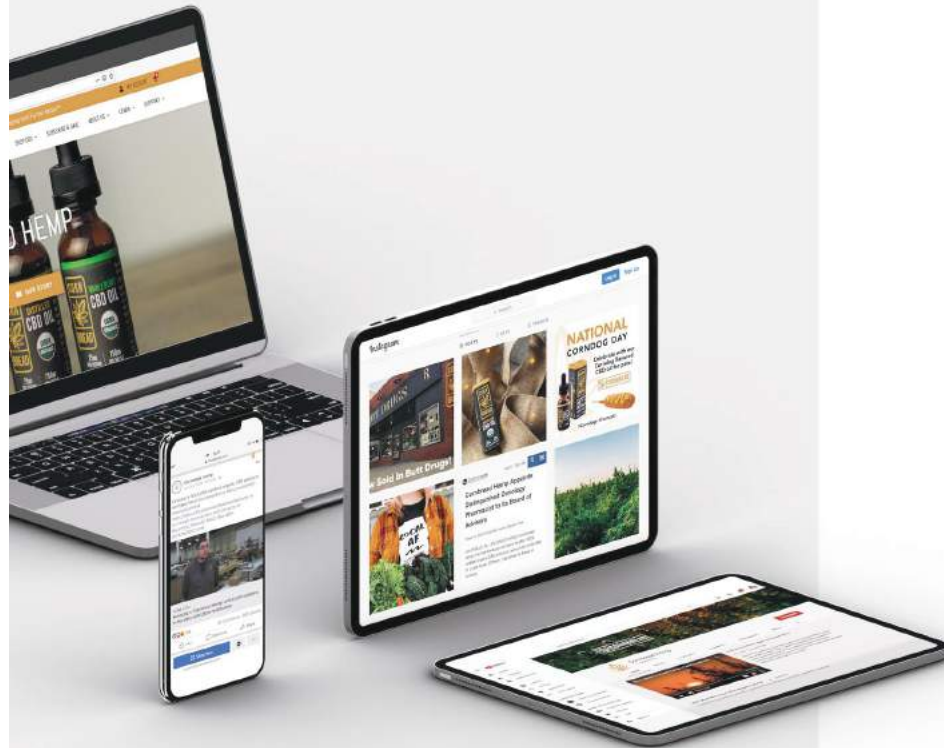
DISTRIBUTOR AND BROKER PARTNERSHIPS

expand rapidly with distributors.



DIRECT MAIL CAMPAIGNS

ONLINE MARKETING INITIATIVES



PR CAMPAIGNS

features in local/regional news spots, op-ed articles in national publications, whole foods magazine, high times magazine.



FACEBOOK AD CAMPAIGNS

retargeting and lookalike audiences.



EMAIL MARKETING

educational emails, sales and holiday focused emails.



LOYALTY AND REFERRAL PROGRAM

lowest acquisition cost and return customers.



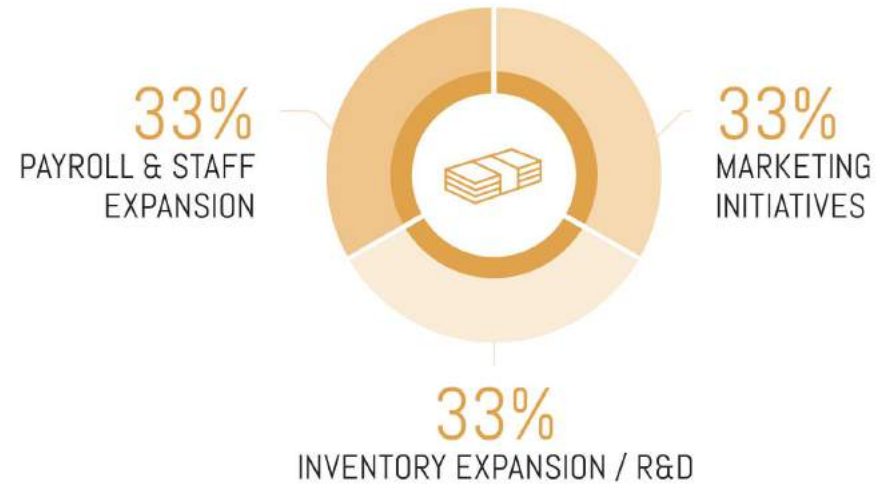
DIRECT MAIL CAMPAIGNS

MILESTONES / USE OF FUNDS

- 2020 Q1 ▶ USDA organic products
Become profitable
- 2020 Q2 ▶ Begin affiliate program
Launch crowdfund campaign
- 2020 Q3 ▶ First 50+ store retail account
Launch new set of products
- 2020 Q4 ▶ Major PR push
First major sponsorship



FOR FIRST \$50K



\$50K TO \$107K



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