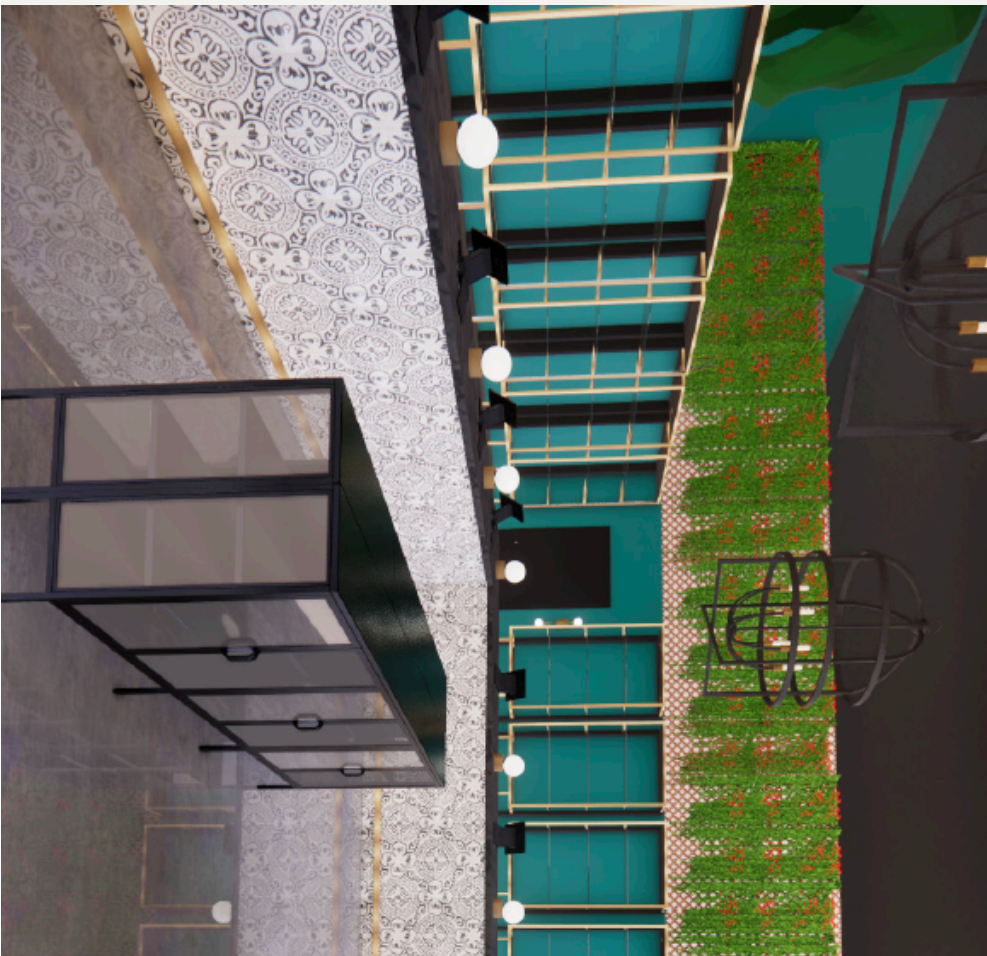
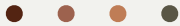


October  
2021



THE

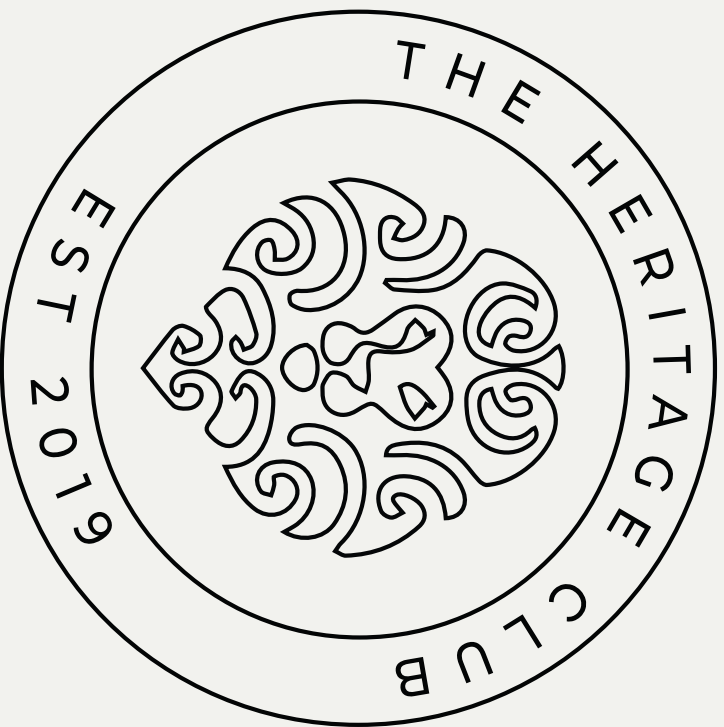
# HERITAGE

20 | CLUB | 19

Investor Deck:  
Charlestown Recreational Dispensary



## Our Mission & Core Values



Where are are  
from, is where  
we give back.

Our mission is to create a recognizable and trusted brand, built by providing a diverse and quality product offering.

The Heritage Club aims to create a streamlined retail experience in-person and online. Ultimately, we hope to leverage the work we do and use it to enhance the surrounding community.

# About the Founder

3

## Nike John

CEO & Founder



### Background

Nike was born & raised in Boston. She currently lives in Dorchester. She is the daughter of a first-generation immigrant.

### Experience

- 9 + years of Business experience
  - 8+ years Customer Service experience
  - 5+ years Management experience
  - 2+ years Retail Sales experience
  - BNI Legacy Charlestown- *Founding President*
  - Apple Specialist
  - Social Equity Applicant
  - CCC's Social Equity Program '20 -1st Cohort
  - Lantern's Delivery Accelerator 20
  - Massachusetts Cannabis Association for Delivery (MCAD)- Founding Member & former Events Coordinator
- In 2015, Nike graduated from Northeastern University's D'Amore McKim School of Business with a degree in *Finance and a minor in Psychology*
- She is the Broker and owner of Vibe Residential, a Boston based real estate firm.*

# Advisors & Consultants



**Robin Reed, MD, MBA**

Co Founder of The Wellness Collaborative, Inc.

- **Boston Resident**
- **30+ years of medical experience**  
Chief of Medicine at Shattuck Public Health Hospital  
Medical Director at Old Colony and Boston Prerelease
- **30+ years of Teaching experience**
- Northeastern & Tufts Universities, 2006 – 2019.

• **Education:**

Stanford University – *B.A., Psychology*  
New York University – *Doctor of Medicine*  
Northeastern University – *Masters in Business Administration*  
Harvard School of Public Health – *MPH candidate*



**Laury C. Lucien, Esq.**

Managing Member- Major Bloom

- **Partner in, and advisor to, a marijuana-infused products manufacturing company in California**
- **Adjunct Cannabis Law professor**  
Suffolk University Law School
- **Areas of expertise:** business licensing, corporate services, health care regulations

• **Education:**

Suffolk University Law School – *Juris Doctor*  
Umass Amherst – *B.A. Biology*

\* *Advisors do not have any financial or voting interest in the business*



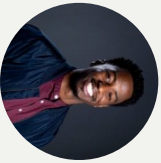
# Strategic Partners & Consultants\*



**Nial McManus**  
President/CoOwner

## Valiant America

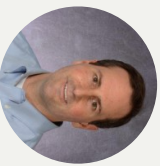
*10+ Year Specialization in Design & Ops*  
for cannabis dispensaries in the U.S.



**MacCalvin Romain, MBA**  
Head of Product Team

## Lantern

*Specialization in Delivery Services*  
for Cannabis businesses and consumers



**Scott Newman**  
Business Development Manager

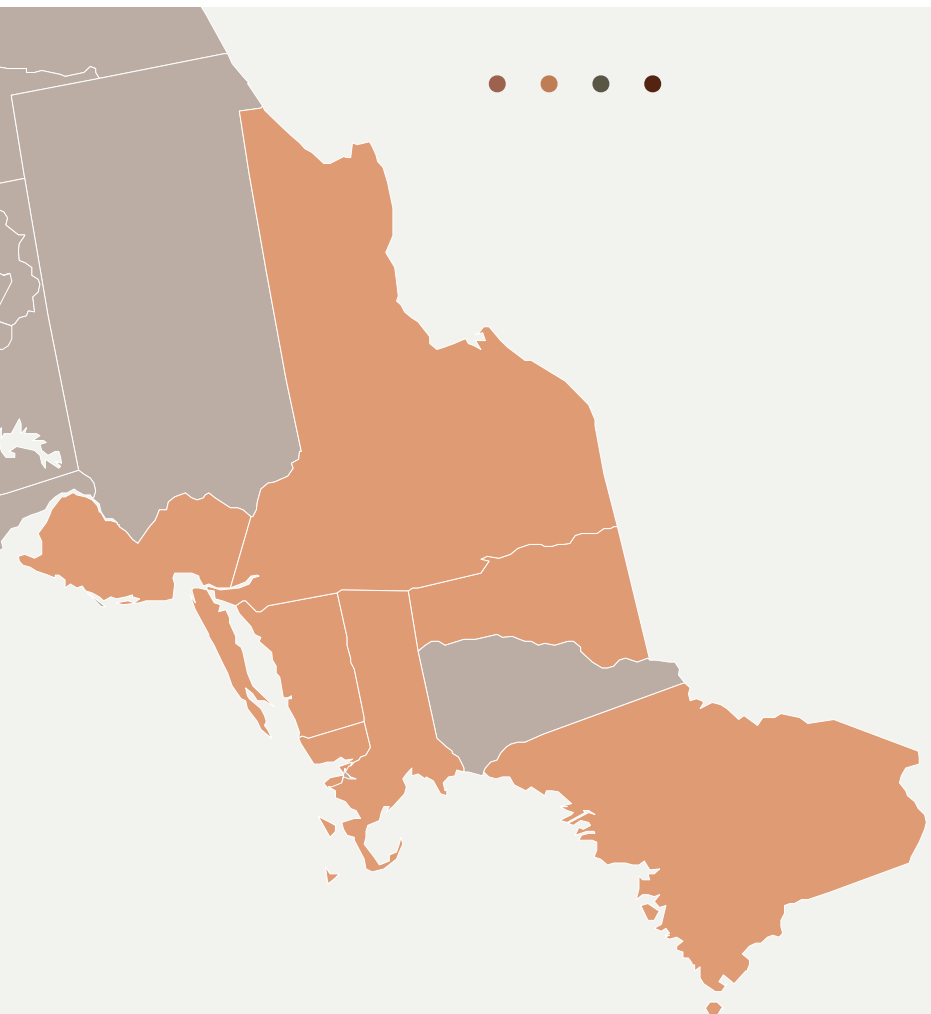
## Adaptive HR

*Specialization in HRM*  
exclusively for cannabis industry companies

- 
- Banking — Northern Bank
  - Insurance — Gilbert Insurance Agency, Inc.
  - Legal Counsel — Vicente Sederberg (CO & MA)
  - Security — Setronics

\*Consultants & Partners do not have any financial or voting interest in the business

# Industry Statistics



- **National:**
  - **\$60B+ Industry**- estimated to be worth \$100B by 2030 (Flow Hub)
  - **36 states** have legalized use & sale of medical marijuana
  - **18 states** with legalized use & sale of recreational marijuana
  - **12% of Americans** are active marijuana users
- **Massachusetts:**
  - **\$1.26B in Adult Use Retail Sales** since operations began in 2018 (CCC)
  - **\$2.8 million average** daily sales in January 2021
- **Boston:**
  - **Cap of 52 retail licenses** to be placed throughout the city
  - **6 operating** retail businesses to date

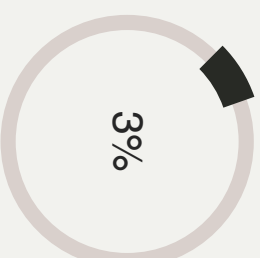
# MA Industry Statistics

- **Pending & Approved Applicants:**

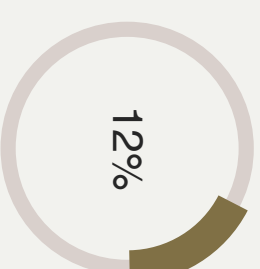
- **373** Retail Licensees Awarded Statewide
- **62** additional under review by CCC
- **52 Max will be allowed in Boston**

- **269** Unique Retail Businesses

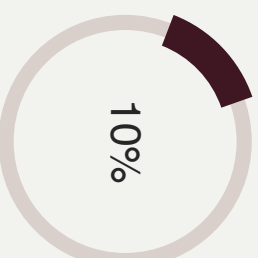
- **19** Unique Both Minority & Women-Owned Business across all license types (11 Retail)
- **28** Unique Women-Owned Retail Businesses
- **36** Unique Minority-Owned Retail Businesses



Minority & Women Owned



Minority Owned



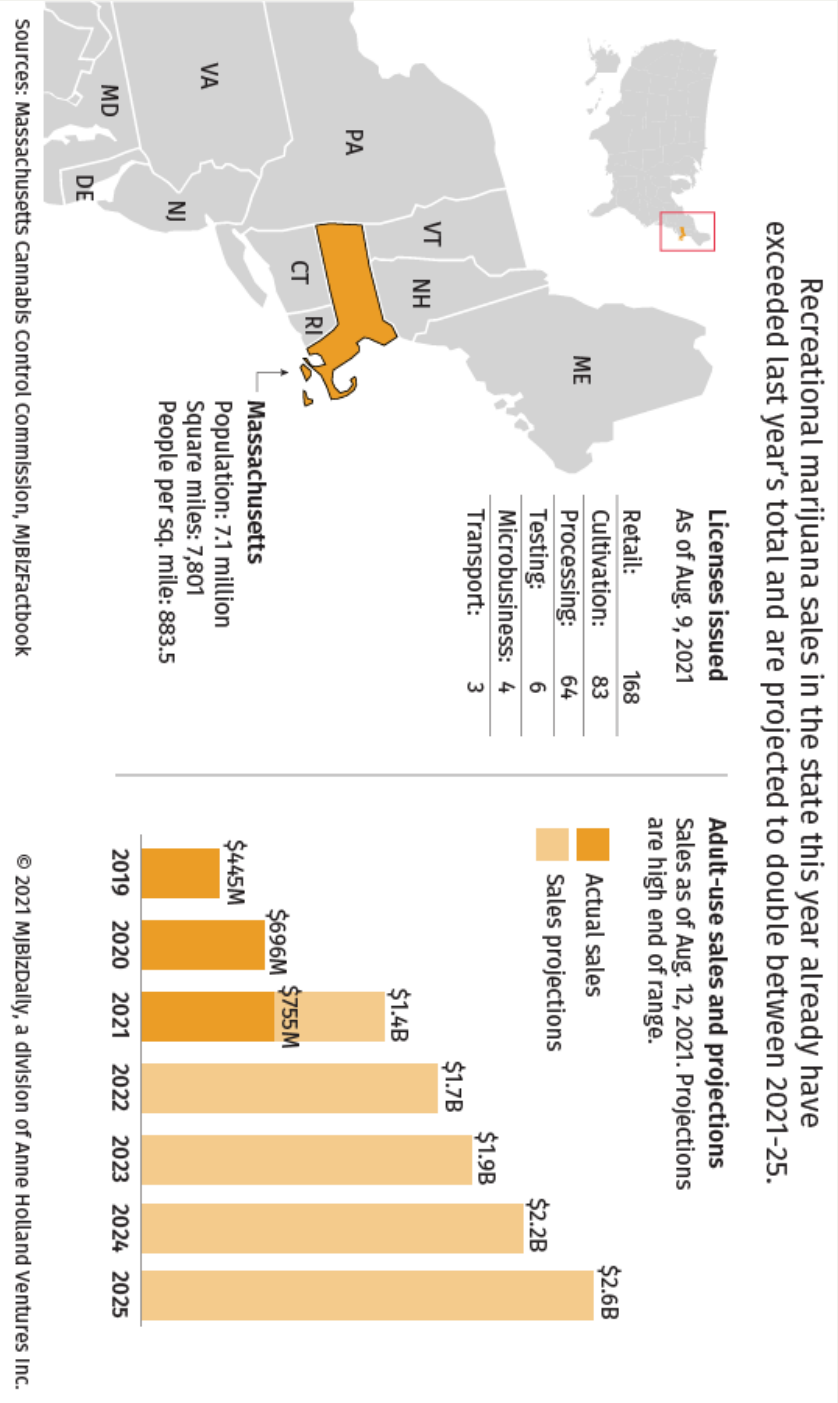
Women Owned



Minority & Women Owned All license types

# MA Industry Outlook

Recreational marijuana sales in the state this year already have exceeded last year's total and are projected to double between 2021-25.

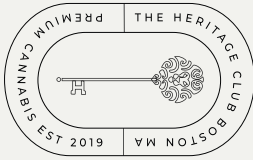
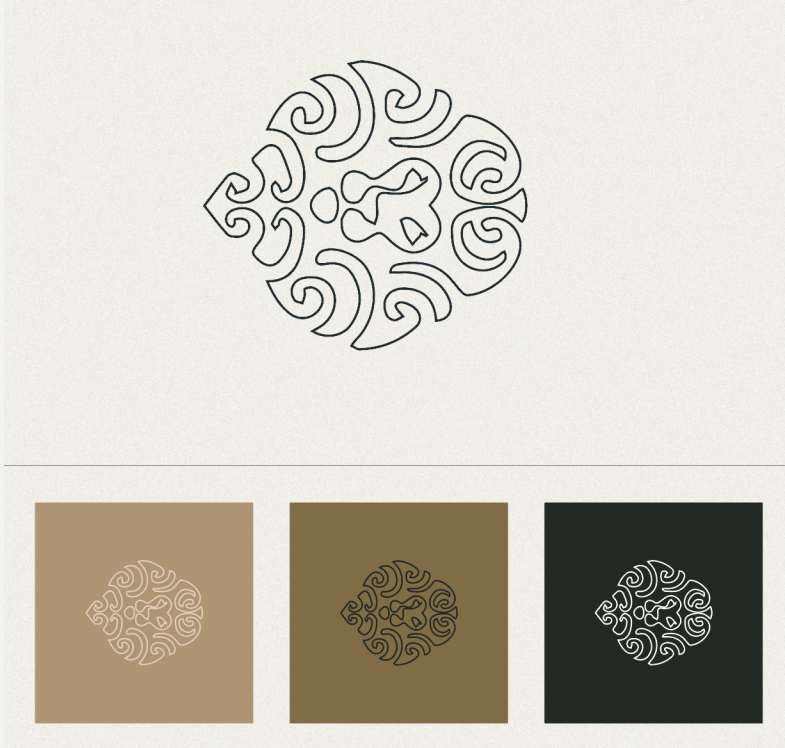




# Branding



# Logo Marks



*The Heritage Club*  
BOSTON MA



HERITAGE

*The Club*

20 \_\_\_\_\_ 19

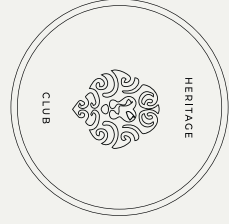
BOSTON

THE  
HERITAGE  
CLUB  
20 19  
BOSTON, MA



PREMIUM CANNABIS  
HERITAGE  
CLUB  
20 19  
BOSTON MASSACHUSETTS

THE  
Heritage  
CLUB



# Color Palette

1 1



# Typography

Comorant Regular

HERITAGE

Uppercase

Montserrat Medium

THE CLUB

Capitalize

Montserrat Regular

THE CLUB

Uppercase

Montserrat Light

THE CLUB

Uppercase

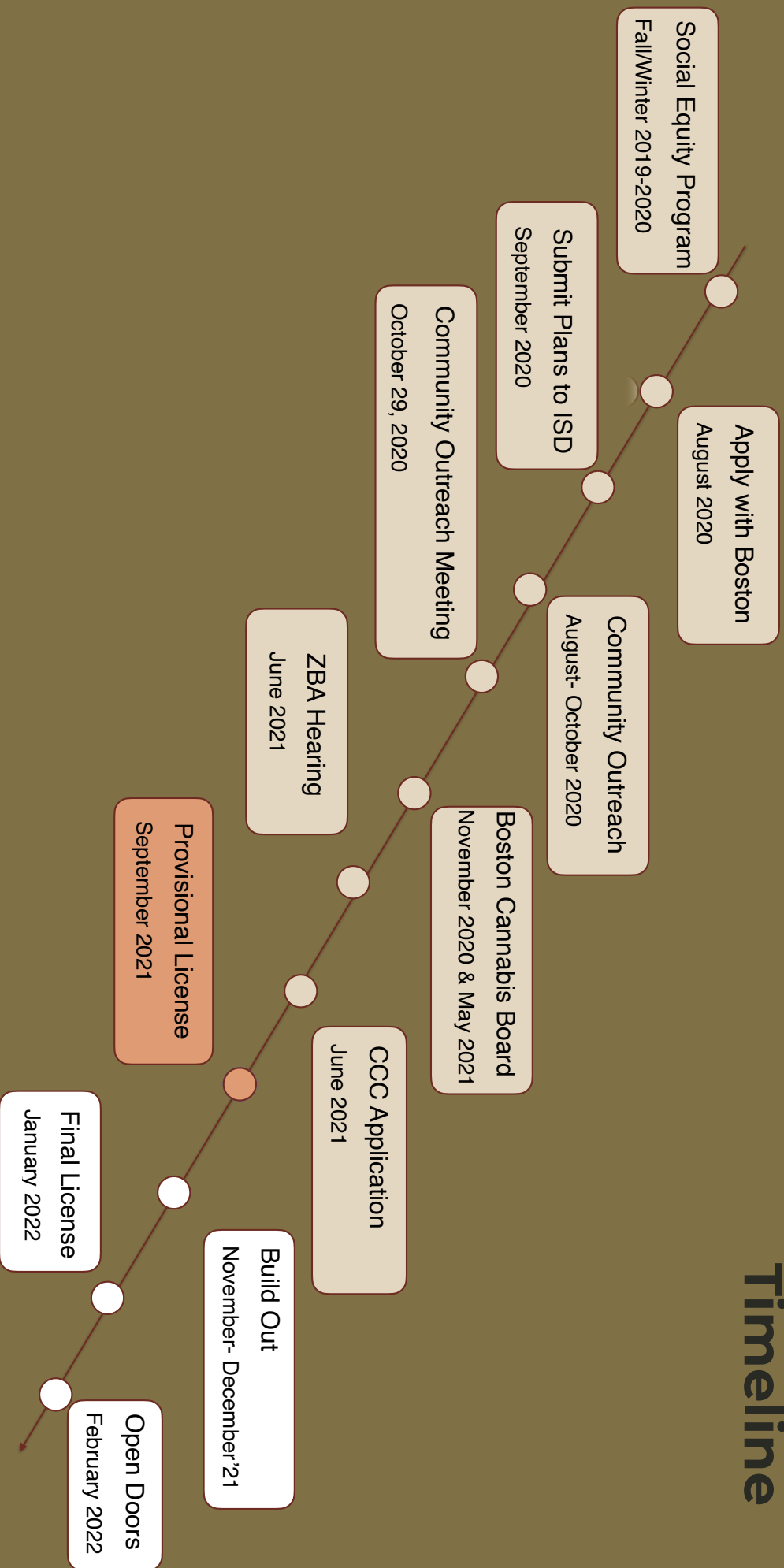
White Angelica

*Canabitis*

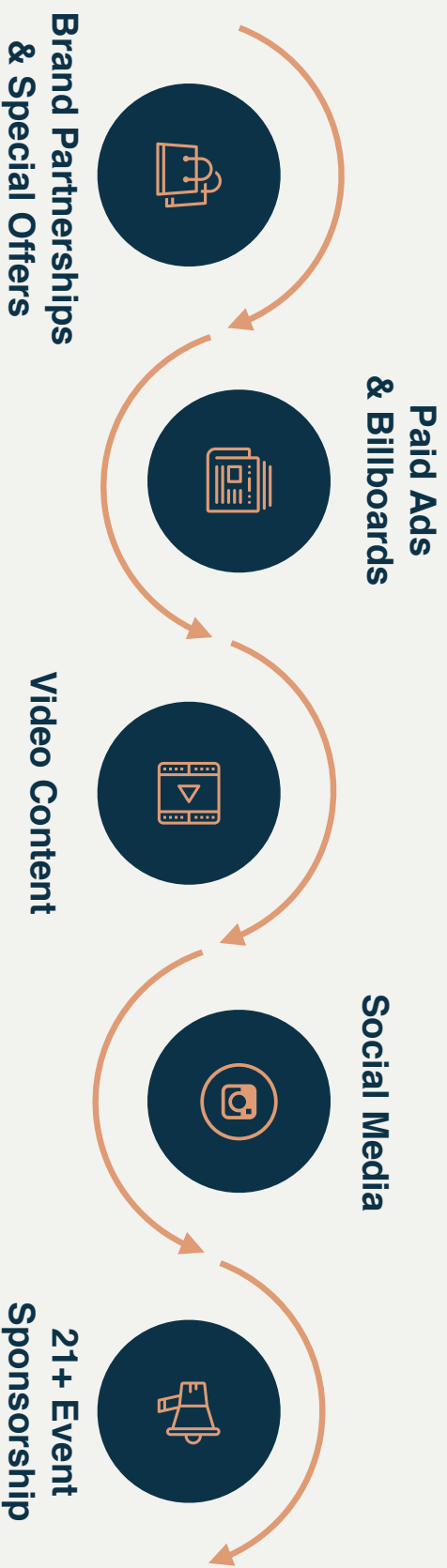
Normal



# Timeline



# Promotion Outlets





# Investment



**\$ 1,200,000- 1,500,000**

Necessary funds

**\$ 200,000**

Family & Friends

**\$ 600,000+**

Loans with potential Convertible  
Notes for larger investors

**\$600,000+**

Additional Loans

# Source and Use of Funds

Source		Use of Funds	
Sources of Funds		Building Rent	\$190,000
Owners' and other investments	\$200,000	Leasehold improvements	\$400,000
Loans High Interest	\$600,000	Capital equipment	\$175,000
Loans	\$600,000	Location/administration expenses	\$180,000
Total Source of Funds	\$1,400,000	Working Capital	\$125,000
		Advertising/promotional expenses	\$125,000
		Total	\$1,195,000
		Total Use of Funds \$ 1,195,000	

# Projections

## Retail Projections are based on the following:

- 5% annual increase in Revenue for years 3-4
- 5% increase in expenses year over year
- Decreases in COGS in year 3-5
- Open 7 days/week except holidays
- 675 customers/day as per Boston commissioned traffic study
- Average customer spend per visit at \$70

Pro forma Operations					
Income Statement					
	2022	2023	2024	2025	2026
Revenue Total	15,113,790	22,693,654	23,828,337	25,019,754	25,019,754
Total COGS	7,529,420	11,305,573	9,044,458	7,235,566	5,788,453
Gross Profit	7,584,370	11,388,082	14,783,879	17,784,187	19,231,301
Gross Profit Margin	50.2%	50.2%	62.0%	71.1%	76.9%
SG&A Total	346,284	310,277	325,791	342,080	342,080
Operating Income	7,238,086	11,077,805	14,458,088	17,442,107	18,889,220
Other Expenses	1,196,411	1,588,605	1,668,035	1,751,437	1,751,437
Closing Cost Program	150,000	150,000	150,000	150,000	150,000
Rent	792,929	747,341	784,708	823,944	823,944
Total Other Expenses	2,139,339	2,485,946	2,602,743	2,725,380	2,725,380
Earnings Before Taxes	5,098,746	8,591,859	11,855,345	14,716,727	16,163,840
Taxes Total	1,896,093	2,847,020	2,989,371	3,138,840	3,138,840
Net Income (loss)	3,202,654	5,744,838	8,865,973	11,577,887	13,025,000

## An aerial view of a city block. A red circle highlights a large, light-colored building. To the left of this building is a smaller, darker building with a sign that says 'Tavern at the End of the World' and 'Takeout'. Further left is a street labeled 'Carter St'. To the right of the highlighted building is a street labeled 'Roland St'. At the bottom of the image is a street labeled 'Stark St'. A compass icon is at the bottom center. The number '2-98' is visible in the bottom right corner.

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## An aerial view of a city block. A red circle highlights a large, light-colored building with a flat roof. To the left of this building is a smaller, older building with a wooden roof. Further left is a large, modern building with a glass facade. The street names 'Carter St', 'Roland St', and 'Stark St' are visible. A label 'Tavern at the End of the World' with a yellow pin icon points to a location near the modern building. A label 'Takeout' with a blue pin icon points to a location near the wooden-roofed building. A label '2-98' is visible at the bottom. A compass icon is at the bottom center.

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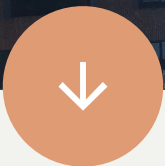
An aerial view of a city block. A red circle highlights a large, light-colored building. To the left of the circle, there's a smaller building with a brown roof. Further left, a blue car is parked. Labels on the image include 'Carter St' at the top, 'Roland St' on the right, 'Stark St' at the bottom, 'Tavern at the End of the World' and 'Takeout' near the brown-roofed building, and '2-98' at the bottom right. A compass icon is in the bottom right corner.

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## Existing Condition

Retail store to be located behind this building







# Hours of Operation

## **MONDAY TO FRIDAY**

10:30AM to 9:00PM

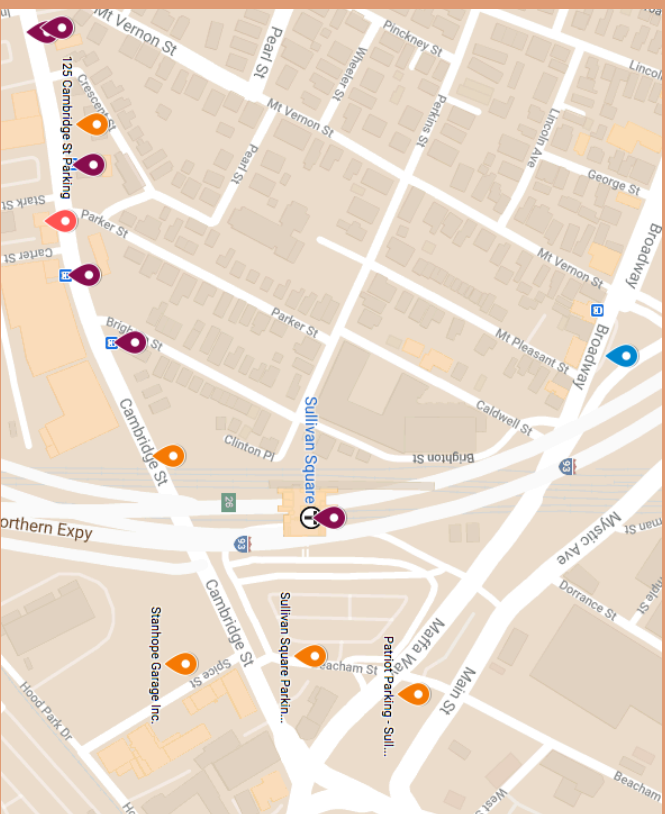
## **SATURDAY**

9:00AM to 8:00PM

## **SUNDAY**

9:00AM to 6:00PM

Local Transit & Parking Map



- Proposed Location ● MBTA T & Bus Stops
- Public Parking ● Blue Bike Station

# Public Transportation

## Very Accessible by Public Transportation

- **MBTA Orange Line** - Sullivan Square: **0.2 miles, 5-minute walk**
- **MBTA Bus** (Over 10+ Lines nearby)
  - Closest bus stop #86/91: **500 feet, 2-minute walk**

## Other Affordable Transportation Options

- **Ride-share** Drop-off Point – to be located on Roland
- **BC/BS Blue Bike** stations – nearby at Broadway, Sullivan Station, and corner of Washington & New Washington in Somerville
- **Employee Transportation Program** – subsidized T-pass /Bike Share Membership

# Why Heritage?

## A. Diversity & Inclusion

The Heritage Club is Social Equity and Boston Equity Certified. We are committed to furthering the opportunity by continuing to prioritize diversity & inclusion in our company credo and specific initiatives highlighted in this presentation.

## B. Boston Owned & Operated

The Heritage Club is for the 617 and by the 617. Most importantly, we are local residents who will be onsite running the day to day operations ourselves.

## C. Community Focused

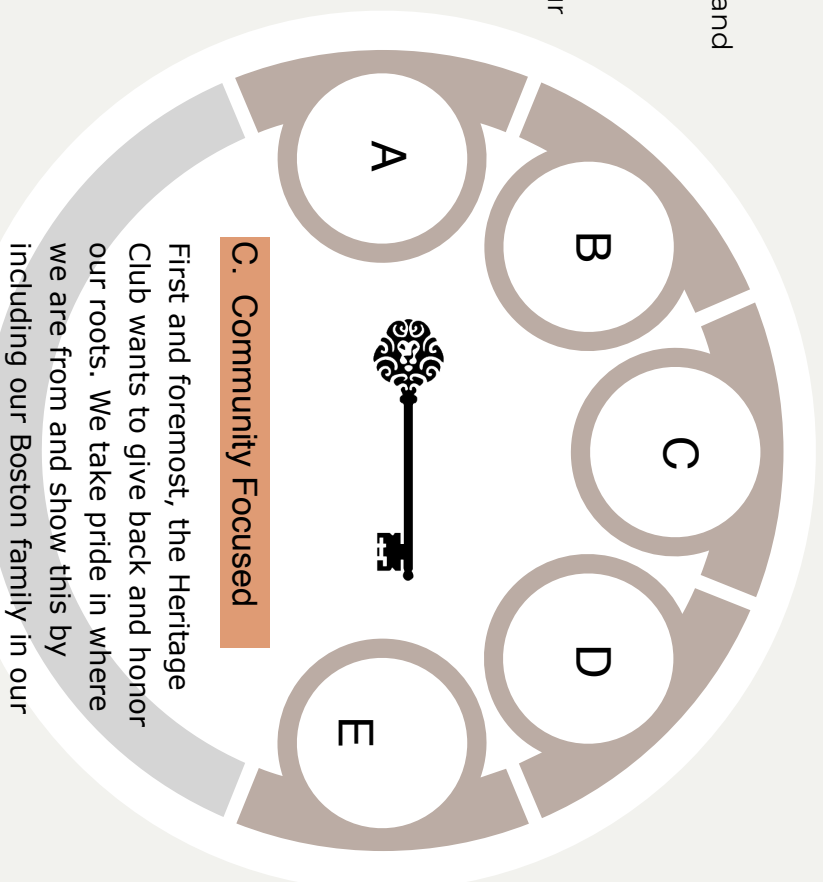
First and foremost, the Heritage Club wants to give back and honor our roots. We take pride in where we are from and show this by including our Boston family in our plans. We are focused on creating a measurable impact and leaving a legacy we are proud of.

## D. People Driven Mission

In an industry where the focus tends to be anything green, Heritage sees the people as the most important thing. The people are our Heritage team, the local community we are a part of, and the people who have come before and after us.

## E. Educational Offerings

The Heritage Club will provide educational opportunities at every level of the client experience. Our staff will be prepared with pertinent product information for customers. The Heritage website and store will also feature informational guides and compliant videos. An introductory info sheet included in every client's first purchase.



# Positive Impact Plan

We will be giving back via our hiring, mentorship, and community investments

- **Lost Village Community Trust** - **We pledge to donate 3% of our annual net profits to the Lost Village.** A board made up of Lost Village residents and Heritage leaders will be created to determine the allocation of annual funds.
  - We will establish a resident advisory council that will meet quarterly. The group will share community feedback and ensure that the funds are used to best serve the community. The group will be made up of 4 to 7 members, including 1 seat for a Heritage executive. The goal is that at least half of the committee be made up of Lost Village residents.
- **The Boston Heritage Fund** - We will launch a home buying assistance program. The focus of the fund is to help affected communities begin to build wealth. By leveraging our previous real estate experience, we will host financial planning and home buying seminars. **The Heritage Club pledges to cover the closing costs for 10 qualifying residents per year, up to a total of \$150,000/year.**

# Community Support



## Letters of Support

### A. Elected Officials

- **Mayor Kim Janey** – via Pat Fandel, ONS Liaison
- **Former Mayor Marty Walsh** – via Quinlan Locke, Former ONS Liaison

### B. Community Residents

#### **Over 200 Letters of Support**

105 Letters from Charlestown Residents  
72 Letters from other Boston Residents  
26 Letters from other Massachusetts Residents

### C. Community Organizations and Others

#### **Organization Letters of Support from: BECMA and UFCW**

##### **Additional Support at hearings or calls to Councilor:**

Community & Industry Leaders including MCAD, Tito Jackson/Verdant (former city councilor)  
First Applicant to sign a labor peace agreement before appearing before the BCB.



# Employment



Adaptive offers an entire spectrum of HR services, freeing us to focus on our core business activities.  
***Certified HR Experts to guide and support us & keep our business compliant***



## DI & Local Hire Goals

Total hire – 20-30 people

- 51% Charlestown Residents
- 20% other Boston Residents
- 20% from ADIs
- 51% Women
- 51% People of Color
- 20% with a CORI (or have parents or spouses with past drug convictions)

*See previous slide for hiring & accountability plans*



## Wage & Benefits

- Living Wage – Currently \$16.70/hr
- First to sign a UFCW union agreement
- CCC, OSHA, Safety, other Trainings
- Benefit package for FT  
Paid Time Off, other Health Insurance
- Blue Bike Membership (\$100/yr) or MBTA Pass subsidy
- Parking subsidy for existing lots and Stanhope garage, if they live more than 2 miles from public transit stop. (receipts and proof of residence required quarterly)



## Special Programs

- Onsite covered bike rack
- FinFit Budget Planning support
- Zay Zoom offers early wage access
- Telehealth options
- Dental and Vision insurance options
- Trainings  
Management Courses  
Leadership Development  
Skills Development  
Pandemic Awareness  
Difficult Customer  
Customer Service Training

# Contact Us

Nike John

[617heritage@gmail.com](mailto:617heritage@gmail.com)

[www.617Heritage@gmail.com](http://www.617Heritage@gmail.com)

