



*Gifted
Genetics*

East Coast Craft Cannabis

Investor Presentation

Mission Statement

Our mission is to grow the best premium cannabis flower and to establish an innovative craft cultivation brand that is highly sought after by licensed dispensaries and connoisseurs in Massachusetts.

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The Problem



Massachusetts currently lacks the cultivation facilities needed to meet the state's demand for cannabis.



Supply shortage has led to some of the highest wholesale cannabis prices in the nation, with a pound of premium indoor flower currently selling for \$4,000 in Massachusetts.



Lack of high-quality cannabis flower for connoisseurs.



Craft cannabis has yet to arrive in Massachusetts, presenting a lucrative opportunity for Lifted Genetics to capitalize on this underserved market niche.



Market Analysis

National sales hit a record high of \$17.5 billion in 2020, a 46% increase from 2019

Statewide approval is continuing to increase with 36 states allowing for medical use and 18 states for recreational use

U.S sales are predicted to surpass \$41 billion by 2026

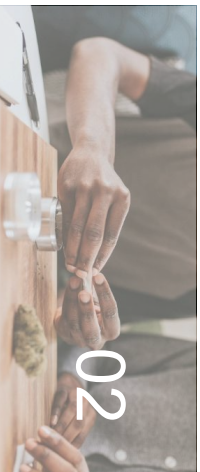


The Massachusetts Market



CANNABIS SALE SURGE

Recreational sales in Massachusetts are projected to exceed \$1.4 billion by end 2021, a 58% increase from 2020



INCREASING CONSUMER DEMAND

From 2019 to 2020 the cannabis consuming population in Massachusetts increase from 33% to 41%



MARKET GROWTH

Over the next three years to 2024, Massachusetts' cannabis market is expected to grow at an annualized 22% to \$1.35 billion.





Lifted Genetics' Value Proposition

While the majority of cultivators are focused on maxing out production capabilities, Lifted Genetics is preparing to meet the demand of the Cannabis Connoisseur.

Lifted Genetics is poised for growth within the sector, by having a hand in cultivation from the very beginning. With a proprietary list of customized genetics and techniques, Lifted Genetics is able to curate its plants to meet the needs of every individual.



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Business Model

- Building constructed from the ground up, and specifically designed to meet all the needs of a top tier cultivation facility.
- Acquire top-quality cannabis genetics and develop proprietary cultivars. The menu will consist of 12 premium strains.
- Flower trim will be sold to third-party licensed cannabis extraction companies to be processed into premium cannabis-infused products.
- Small-batch grow philosophy and an authentic craft workplace environment, facilitate the company in establishing a loyal consumer base.
- Expansion plans include an additional grow facility and a designated space for continued research and development.
- Eco-friendly and sustainable practices have taken priority in every aspect of the Company's operations.

Cultivation



Cultivation methods include an amalgamations of the latest technologies to tightly control growing conditions and ensure worker well-being.

- Lighting system will include current, proven energy-efficient horticultural LED technology with dimmable photosynthetic photon flux density (PPFD)
- Grow rooms will be equipped with commercial-grade dehumidifiers, mini-split air conditioning units and closed-loop air circulation, filtration, smell-abatement and CO₂-augmentation systems.
- Coco-based soilless medium will be used for the grow operation and a proven proprietary blend of bio-pesticides and beneficial microorganisms will be utilized to ensure a clean, eco friendly, grow environment.
- Liquid inputs include FIFRA 25b products when necessary and microbial teas brewed onsite with proprietary technologies.
- All production spaces will have separate environmental monitoring sensors tied into a central control system for regulation of relative humidity, temperature and CO₂.

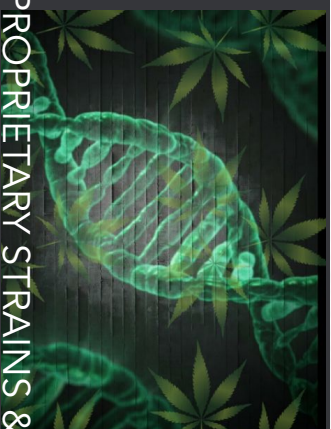
Environmental Plan

Products



FLOWER & FLOWER PRODUCTS

Wide variety of unique indica, hybrid, and sativa strains tailored toward obtaining specific effects and health benefits. Flower will be sold as pre packaged buds, pre-rolls, and sweet leaf to third—party retailers and manufacturers.



PROPRIETARY STRAINS & GENETICS

A list of 12 premium strains is being meticulously selected through strenuous phenotyping, and are versatile in meeting the various palate preferences of consumers.

Through proper curing techniques, the flowers terpenes, cannabinoid profiles, aroma and overall potency are brought to its highest potential.



THE ART OF CURING

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Primary Target Market



Craft Cannabis "Connoisseurs" and
"Aficionados".



Consumers who prioritize local
and organic purchases



Experience-Driven Consumers

Marketing Strategies



NETWORKING

Generate partnerships with industry associations, wholesale buyers, and dispensary owners. Word of mouth will play a vital role.



INBOUND AND CONTENT

At a base level, the Company will promote content through at least one key social media channel.



WEBSITE/SEO

A well-optimized website with proper structure, page layout and clear navigation.



IN-HOUSE SALES TEAM

The Company will employ an in-house dedicated sales team to market its products.



Analysis



Boston, MA

Green Line Boston (GLB) is currently pre-revenue and plans to become a vertically integrated company engaged in cultivation, processing, white labeling, and retail. The company plans to cultivate top-quality cannabis in a state-of-the-art indoor facility. GLB currently has partnerships with four retail locations and is in the process of launching two branded locations

www.greenlineboston.com



Fitchburg, MA
Sturbridge, MA

Vertically integrated company organically growing all flower in greenhouses powered by the sun and nourished with clean water and living soil. Local Roots is a vertically integrated company engaged in cannabis cultivation, processing, and retail.

www.localroots.cc



Oxford, MA
Hare, MA
Hanover, MA

CuraLeaf is a premium vertically integrated cannabis brand operating in 23 states, and the largest national retail dispensary brand in the U.S. CuraLeaf is known for premium, medical-grade cannabis products, and offers over 150 strains and 100 formulated products in different concentrations.

www.curaleaf.com

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Competitive Advantages

MANAGEMENT EXPERTISE

10 years of cultivation experience and knowledge, with 5 years within a commercial setting

FULLY CONTROLLABLE CULTIVATION TECHNIQUES

Handcrafted, organic, small-batch cannabis, with a wide variety of cannabis strains and proprietary custom cannabis genetics

STATE-OF-THE-ART TECH

Utilization of state-of-the-art technologies to maximize operational efficiency

CONTINUED INNOVATION

Expansion plans include designated grow rooms committed to Research and Development

INDUSTRY LEADING EMPLOYEE TRAINING

A strong focus on customer service and a strict adherence to industry laws and regulations





Management Team



MR. MIKE GRIFFITHS|

President of Production

Master Grower with ten years of experience, five within the
Massachusetts commercial setting.

Consulted for industry leading cultivation facilities across the country.

Experienced in all aspects of running a commercial operation.



MR. DAVID GRIFFITHS |

Founder & CEO

Proven track record of business start up success.

Produces year after year growth within service industry.

Has handled all facets of running an accomplished business.



MR. GRANT PICKERING |

COO

Over ten years of experience in compliance and regulation.

Vast knowledge in navigating through highly governed industries.

Well-versed on all of the Cannabis Control Commission guidelines.





Organizational Structure





Milestones

Lifted Genetics Timeline



Start-Up Summary

| Use of Start-up Funding | |
|------------------------------------|-------------|
| Long-Term Assets | |
| Facility Buildout | \$5 400 000 |
| Growing Equipment | \$1 000 000 |
| Total Long-Term Assets | \$6 400 000 |
| Short-Term Assets | |
| Working Capital | \$3 000 000 |
| Inventory | \$0 |
| Total Short-Term Assets | \$3 000 000 |
| Total Expenses & Assets | |
| Total Start-up Expenses | \$0 |
| Total Start-up Assets | \$9 400 000 |
| Total Funding Requirements | \$9 400 000 |

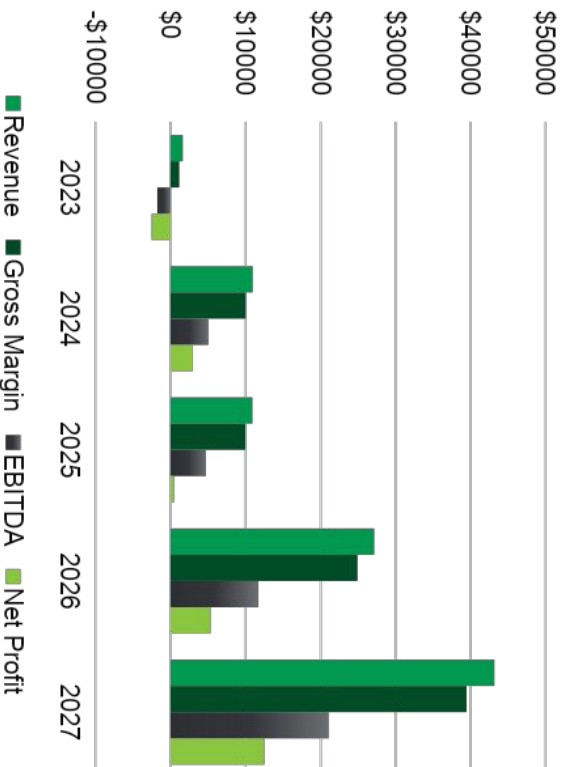
| Total Start-up Funding | |
|---|-------------|
| Total Amount Being Requested | \$9 000 000 |
| Total Funds Already Received | \$400 000 |
| Total Funding | \$9 400 000 |
| New Start-up Funding Being Requested | |
| Bank/Debt Financing | \$6 000 000 |
| Line-of-Credit (LOC) Requested | \$0 |
| Investor Amount Being Requested | \$3 000 000 |
| Total Amount Being Requested | \$9 000 000 |
| Start-up Funding Already Received | |
| Owner Contribution | \$100 000 |
| Investor Contribution | \$300 000 |
| Total Funding Already Received | \$400 000 |
| Start-up Capital and Liabilities | |
| Loss at Start-up (Start-up Expenses) | \$0 |
| Total Funds Received & Requested | \$9 400 000 |
| Cash Balance on Starting Date | \$3 000 000 |





Projected Income Statement

Projected Operating Highlights By
Year (\$1,000's)



| Pro Forma Income Statement | | | | | | |
|--------------------------------------|---------------|--------------|--------------|--------------|--------------|--|
| \$ | 2023 | 2024 | 2025 | 2026 | 2027 | |
| Revenue | \$1,620,000 | \$10,937,000 | \$10,906,950 | \$27,117,900 | \$43,132,400 | |
| Subtotal Cost of Revenue | \$463,500 | \$920,700 | \$925,600 | \$2,209,680 | \$3,682,800 | |
| Total Cost of Revenue | \$463,500 | \$920,700 | \$925,600 | \$2,209,680 | \$3,682,800 | |
| Gross Margin | \$1,156,500 | \$10,016,300 | \$9,981,350 | \$24,908,220 | \$39,449,600 | |
| Gross Margin/Revenue | 71.39% | 91.58% | 91.51% | 91.85% | 91.46% | |
| Expenses | | | | | | |
| Insurance and Fees | \$80,000 | \$80,000 | \$80,000 | \$318,000 | \$318,000 | |
| Facility Equipment | \$25,400 | \$0 | \$76,200 | \$91,440 | \$0 | |
| Miscellaneous Costs | \$3,500 | \$42,000 | \$42,000 | \$166,000 | \$166,000 | |
| Utilities | \$540,000 | \$640,000 | \$640,000 | \$2,560,000 | \$2,560,000 | |
| Marketing | \$60,000 | \$60,000 | \$72,000 | \$336,000 | \$336,000 | |
| Lease & Property Costs | \$48,000 | \$50,000 | \$52,000 | \$216,000 | \$224,000 | |
| Town of Hopedale Sales Contributions | \$15,900 | \$101,600 | \$101,365 | \$271,179 | \$400,860 | |
| Community Contribution | \$20,000 | \$20,000 | \$20,000 | \$80,000 | \$80,000 | |
| Broker Fee | \$180,000 | \$0 | \$0 | \$0 | \$0 | |
| Third Party Human Resource | \$25,000 | \$51,500 | \$53,045 | \$131,126 | \$225,100 | |
| Management | | | | | | |
| Third Party Security | \$346,680 | \$428,480 | \$441,330 | \$1,136,425 | \$1,170,525 | |
| Third Party Environmental Services | \$55,500 | \$137,196 | \$141,312 | \$349,325 | \$559,664 | |
| Construction Manager | \$300,000 | \$0 | \$0 | \$0 | \$0 | |
| Depreciation | \$102,484 | \$187,830 | \$187,830 | \$751,320 | \$751,320 | |
| Employee-Related Expenses | \$378,900 | \$916,761 | \$964,010 | \$2,029,797 | \$3,303,834 | |
| Total Personnel | \$835,800 | \$2,438,696 | \$2,579,177 | \$5,540,120 | \$9,017,471 | |
| Total Operating Expenses | \$3,017,164 | \$5,154,063 | \$5,450,269 | \$13,976,732 | \$19,112,774 | |
| Earnings Before Interest and Taxes | \$1,860,664 | \$4,862,237 | \$4,531,081 | \$10,931,488 | \$20,336,826 | |
| EBITDA | (\$1,758,180) | \$5,050,067 | \$4,718,911 | \$11,682,808 | \$21,088,146 | |
| Interest Expense | \$669,859 | \$551,691 | \$2,763,041 | \$2,199,411 | \$1,564,298 | |
| Taxes Incurred | \$0 | \$1,334,685 | \$1,300,521 | \$3,388,025 | \$6,236,088 | |
| Net Profit | (\$2,530,523) | \$2,975,862 | \$467,519 | \$5,344,052 | \$12,536,440 | |
| Net Profit/Revenue | -156.21% | 27.21% | 4.29% | 19.71% | 29.07% | |

Contact



Lifted Genetics

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