



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.



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

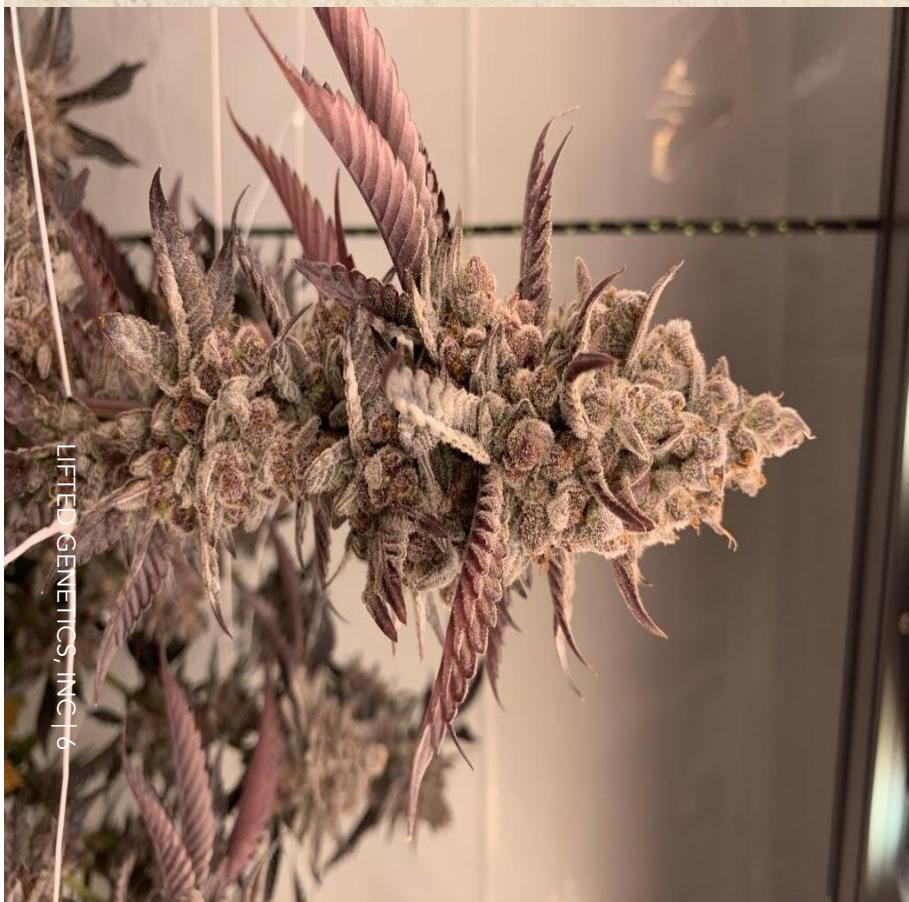
Over the next three years to 2024, Massachusetts' cannabis market is expected to grow at an annualized 22% to \$1.35 billion.



Lifted Genetics' Value Proposition

While the majority of cultivators are focused on maximizing 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.



Business Model



- Building constructed from the ground up, and specifically designed to meet all the needs of a top tier cultivation facility.
- Flower trim will be sold to third-party licensed cannabis extraction companies to be processed into premium cannabis-infused products.
- Acquire top-quality cannabis genetics and develop proprietary cultivars. The menu will consist of 12 premium strains.
- 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

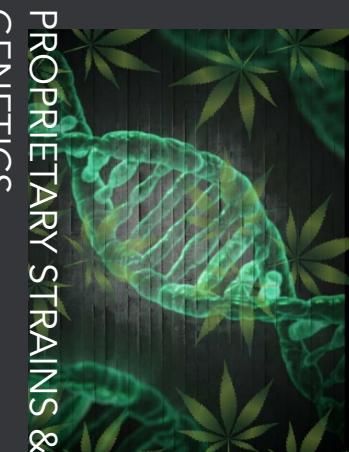
Cultivation methods include an amalgamations of the latest technologies to tightly control growing conditions and ensure worker well-being.

- 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.

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

THE ART OF CURING



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

Oxford, MA
Hare, MA
Hanover, 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.

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.localroots.cc

www.curaleaf.com

LIFTED GENETICS, INC | 12



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.



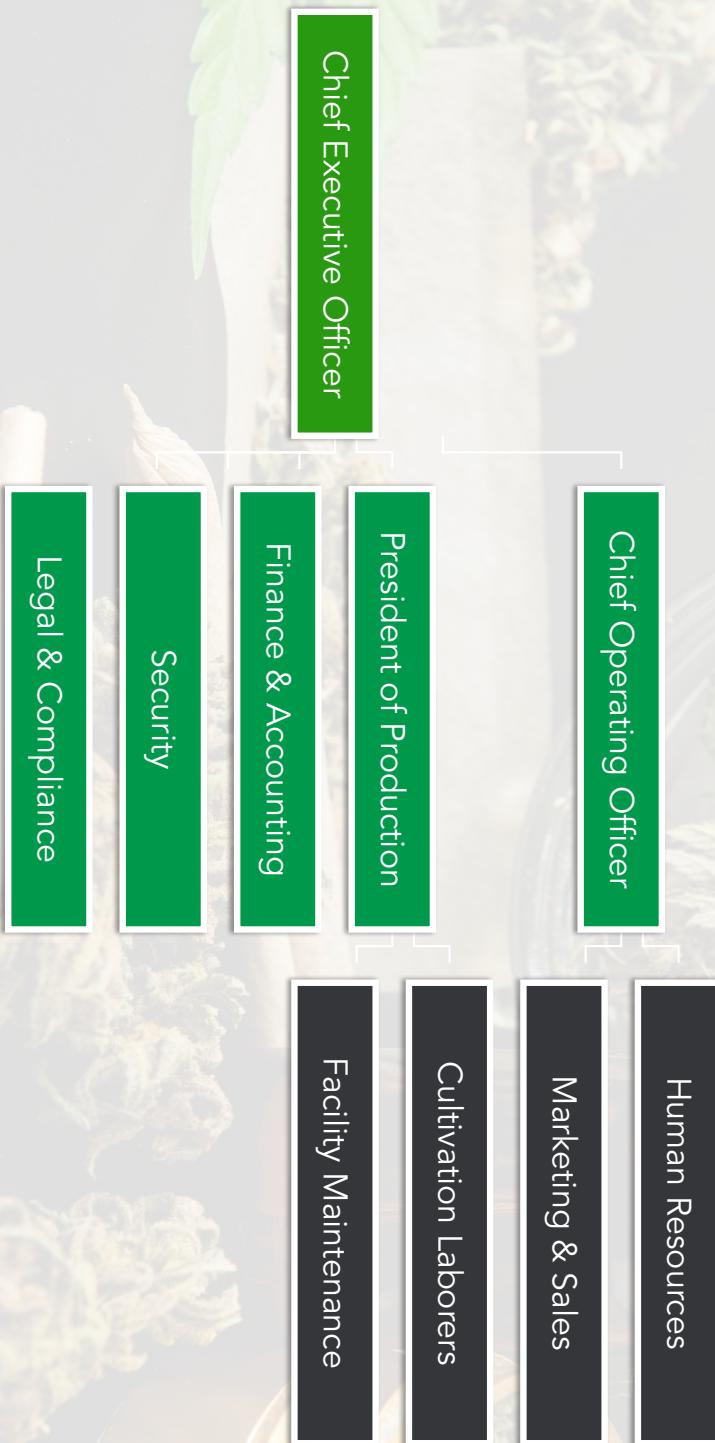
MR. GRANT PICKERING|

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

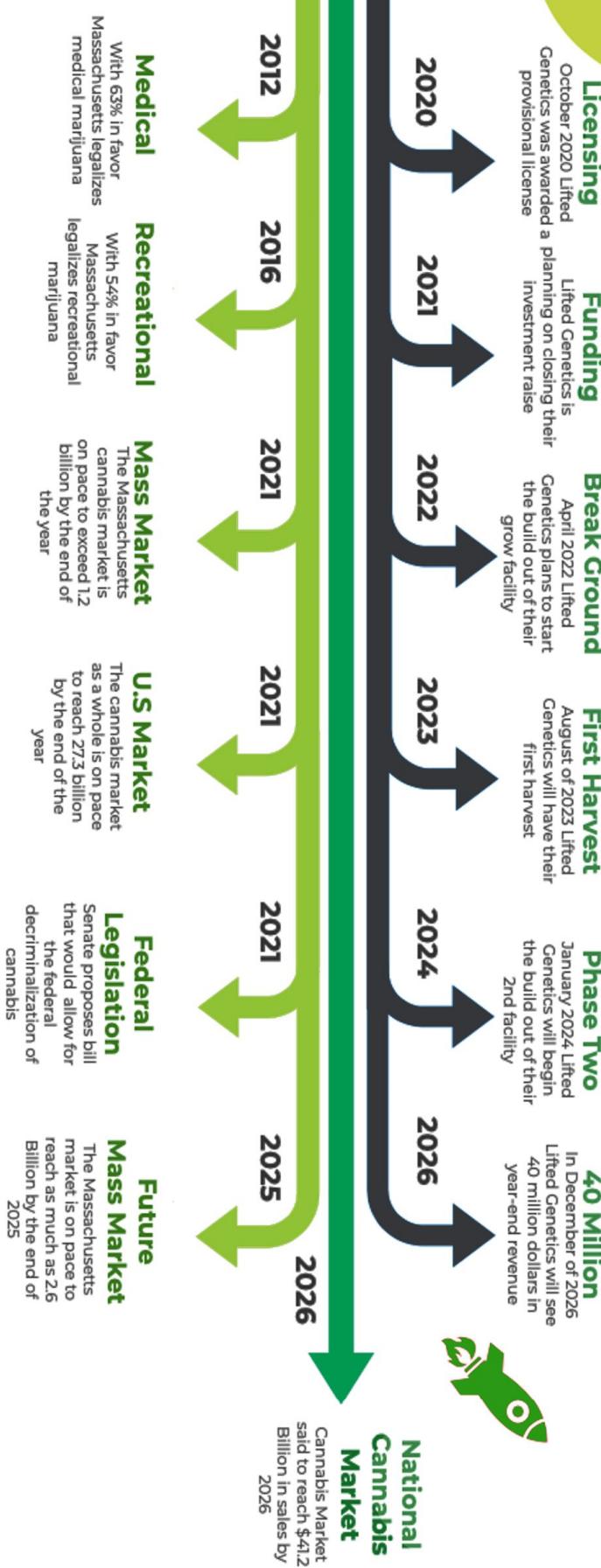


Milestones

TIMELINE

Lifted Genetics Timeline

 State / National



Start-Up Summary

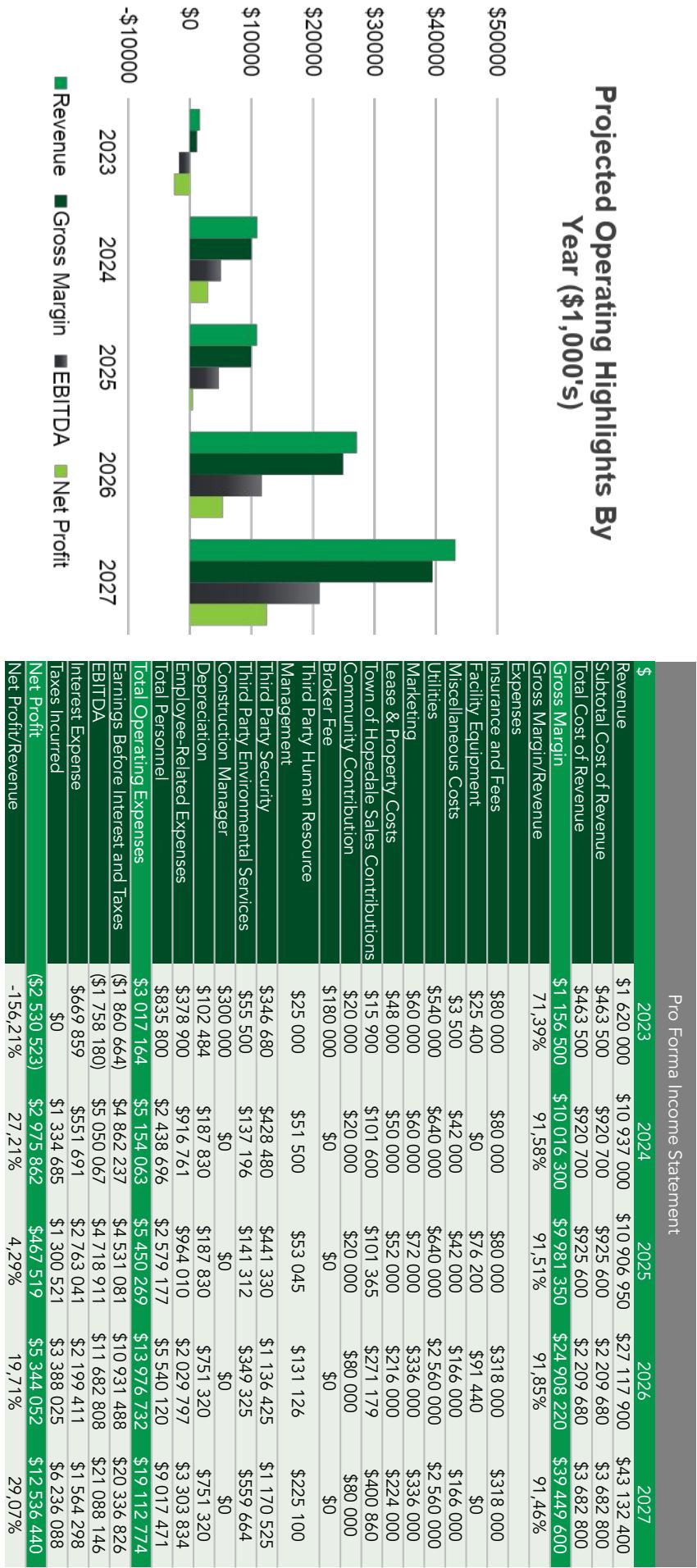
Use of Start-up Funding		Total Start-up Funding
Long-Term Assets		
Facility Buildout	\$5 400 000	
Growing Equipment	\$1 000 000	
Total Long-Term Assets	\$6 400 000	
Short-Term Assets		
Working Capital	\$3 000 000	
Inventory	\$0	
Total Short-Term Assets	\$3 000 000	
Total Expenses & Assets		
Total Start-up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



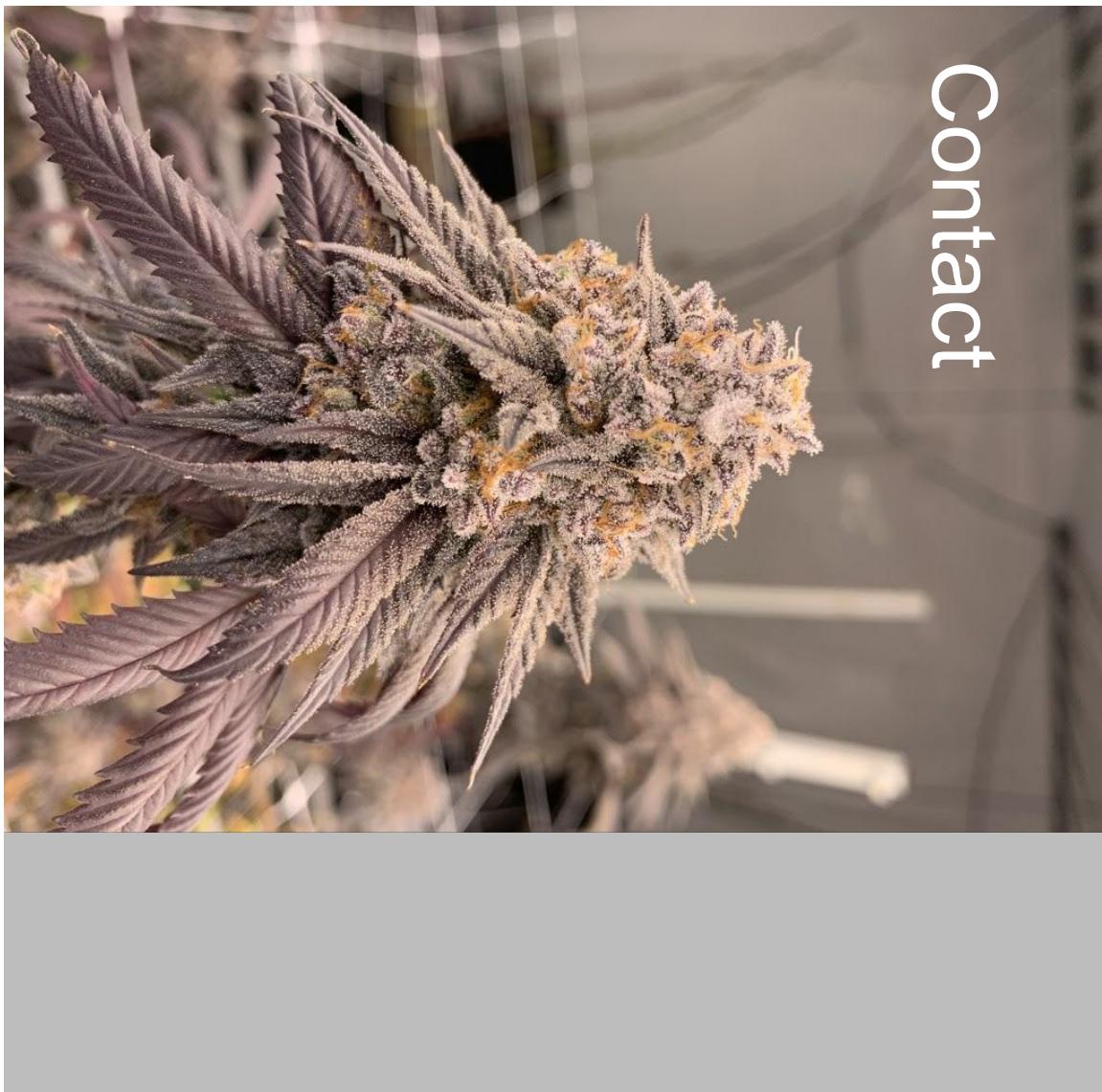
Projected Income Statement



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



Contact



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