



2017 Friss Frass Shop Overview

“Out of many buds one high”

Chevard Johnson

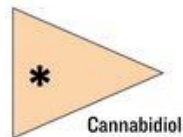
Mission

- Become the premier medical service facility within San Diego area

Why does pot do so many things to the human body and brain?

Because chemical compounds in marijuana fit like keys into receptors on cells all over the human body. Those receptors control processes ranging from pain and thought to inflammation and the immune system. The receptors are there because they also serve as keyholes to chemicals produced within the human body.

Compounds found in marijuana that fit into chemical receptors in the human body



* CDB does not directly "fit" the keyhole in the CB1 and CB2 receptors. But it has powerful indirect effects still being studied.

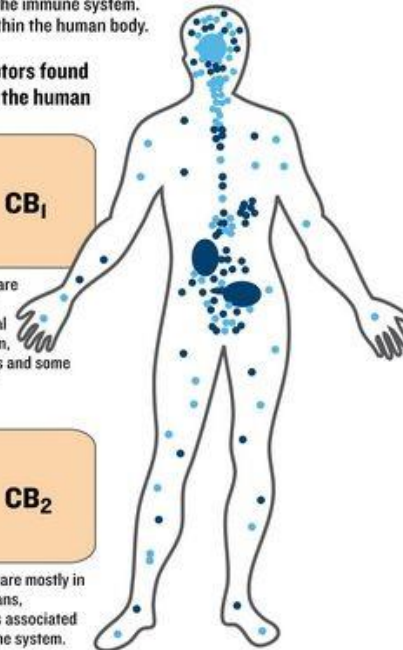
Cannabinoid receptors found on cell surfaces in the human body



CB1 receptors are concentrated in brain, central nervous system, but also nerves and some other organs.

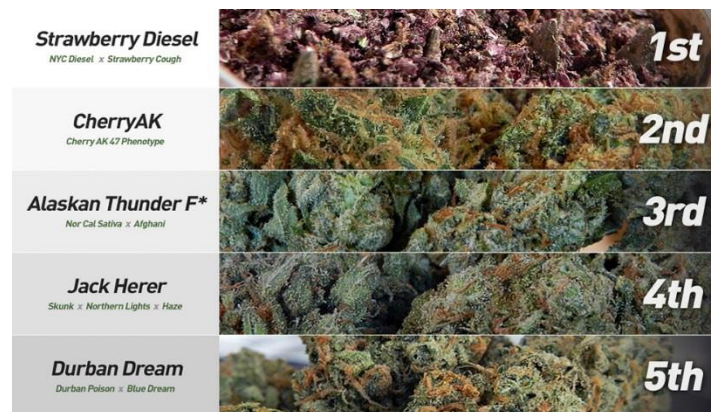


CB2 receptors are mostly in peripheral organs, especially cells associated with the immune system.



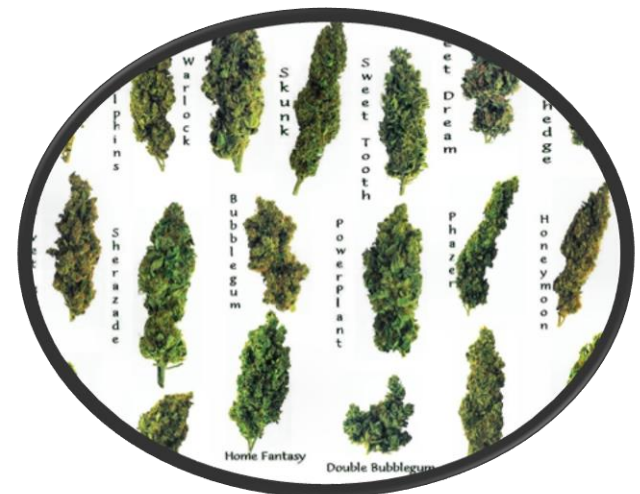
Profile

- More than 10 years hands-on experience as a Marijuana user
- Completed Master of Architecture Engineering And Technology 2011
 - Researched the medical advantage of the Indica strain for Patients experiencing pain
 - Provided greenhouse consulting service for local San Diego's farmers
- Served as a consultant on the advisory board for Gropher Express Delivery
 - Provided exemplary corporate planning to their various clientele via engineering activities including design, development, procurement, testing, and product support for mechanical/and or electrical products.



Company Overview

- San Diego's medical marijuana delivery service, including hybrid strains, derived from Indica and Sativa. From Sour D to Gorilla Glue
- Delivering your medicine anywhere in the San Diego Map Outline and we do it through expediting, securely, safe and confidential with real-time tracking
- Edibles, concentration and VAP pens
- Community distribution Program
 - Educate distributors on Demand and Supply Market
- Marijuana Monthly Quality Control Program
 - Educate patient on the product's history
- Vision:
 - 500 Patients (6 months)
 - 1500 registered patients (1 Year)
- <http://www.frass-shop.com/> (COMING SOON)



Forecasting Sales Operation

- Total Revenue First 3 months \$125K+

EST Monthly Expense Type	Cost
Rent	\$3,000-8,000
Light	\$3,000-4,000
2(FTE)	\$2,400
Food/Gas/Expense	\$550
Supplies	\$500
Product	\$50,000
Promotional	\$2,250
permits	\$25,000
Total Startup	\$92,700

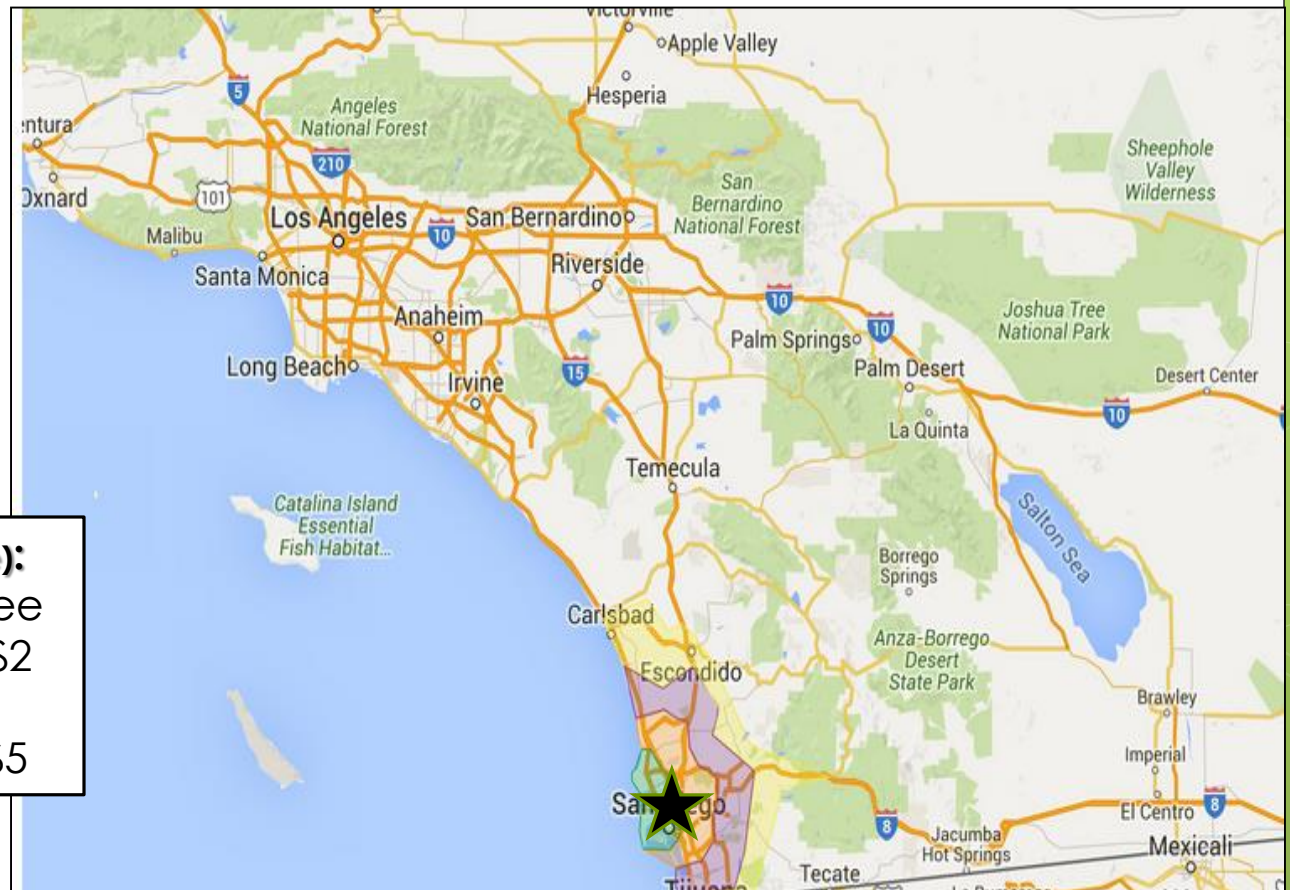
\$11,700 monthly expense

Size (per Ounces)	# Item Sold	Item sale	Total (g)	Revenue *
1/8 -3.5g	100	\$40	350	\$4,000
1/4 - 7g	25	\$80	175	\$2,000
1/2 - 14g	25	\$120	350	\$3,000
1- 28g	25	\$220	700	\$5,500
4(1)-112g	15	\$750	1680	\$11,250
16(1)	10	\$2800	4480	\$28,000
Total	125		1,680	\$53,750

\$53,750 monthly revenue

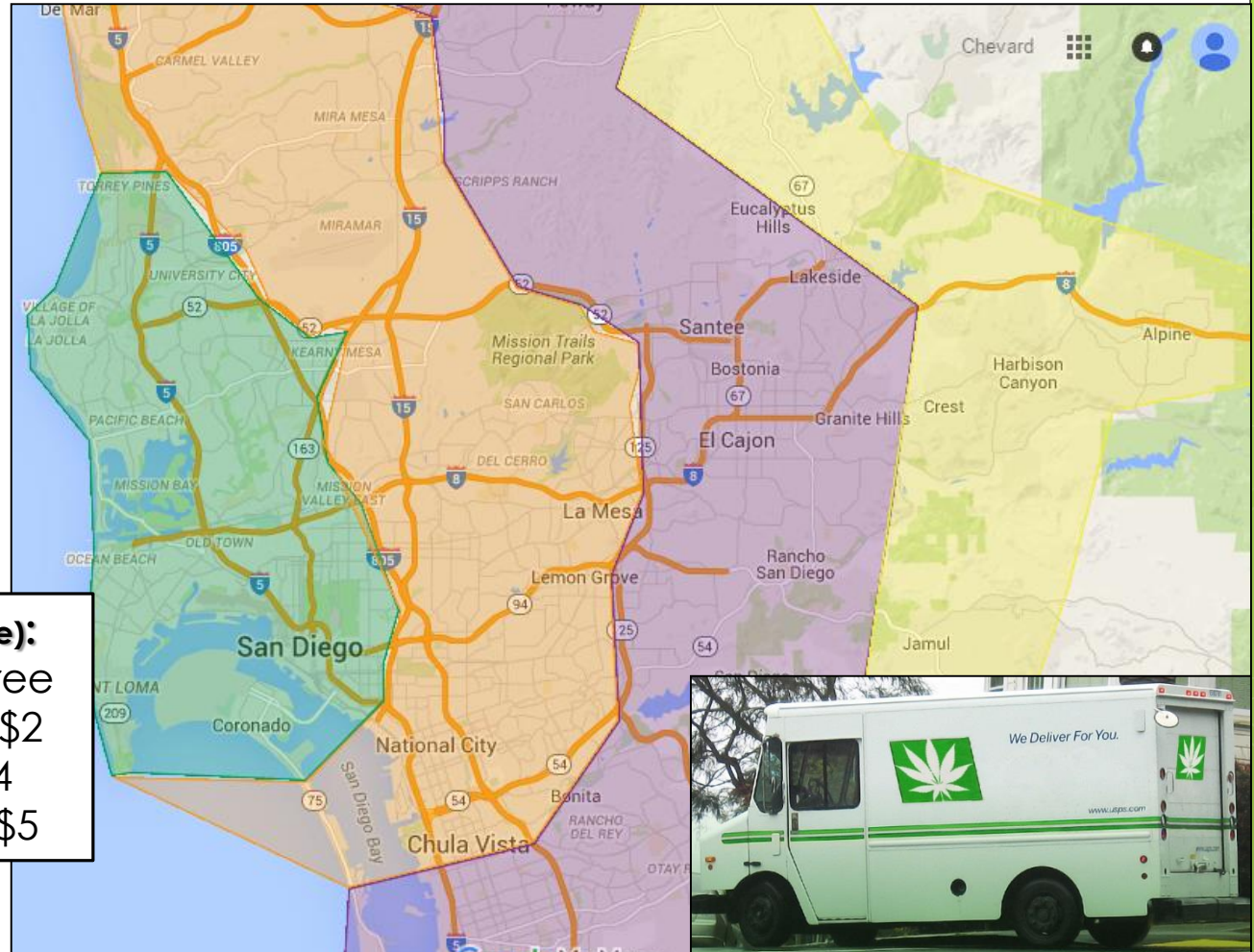
*First month of business

Location Overview



Map Key (Cost per zone):
\$40 Green Zone = Free
\$60 Orange Zone = \$2
\$80 Purple Zone = \$4
\$100 Yellow Zone = \$5

Franchise Delivery Locations



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Current Initiatives

Approval of paperwork on 4/20/2017

- Weekly Status Report Template for patients and Investors
- Security customer carrying case
- Seek Investor

Open delivery Location 12/31/2017

- \$50K 1st inventory
- Obtain Permit for lemon grove/?
- Real estate building Approval

Websites

- Launch website 5/15/2017
- Promotional deals
 - Buy ¼ get 3.5 grams
 - Buy 2 ounces get third Half-off
 - 1 gram \$5 special

Medical Dispensary Card

- Friss Frass Shop Service via Skype (marketing opportunity)
- Digital Magazine

Cannabis Market Shows

- Pop up and go events 420 seconds

One on One Consulting with patient

Green Korn Terpes Program

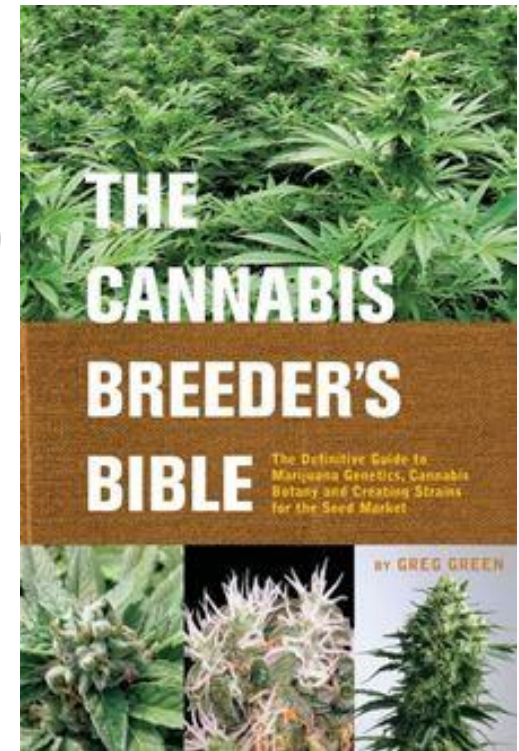
Architectural Consulting

- Provide cost effective growing, designing and buying



Long Term Plan

- StoreFront 1-3 years
 - Equipment(50-60K)
 - Lighting(solar), nutrients, water(10-13K)
- Friss Frass Shop Comic Book
- Scratch and sniff containers/tee-shirt(Green Korn)
- Tissue Culture(100% Organic)
- Quality and Safety Inspection Standard Work
- Reach 1+ Millions in Sales Revenue 3rd QTR 2018
- Open Growing facilities 5 – 10 Yrs
 - San Diego Area 10-20 miles
 - Focus on growing 5-6 Indoor Strain(<1000)

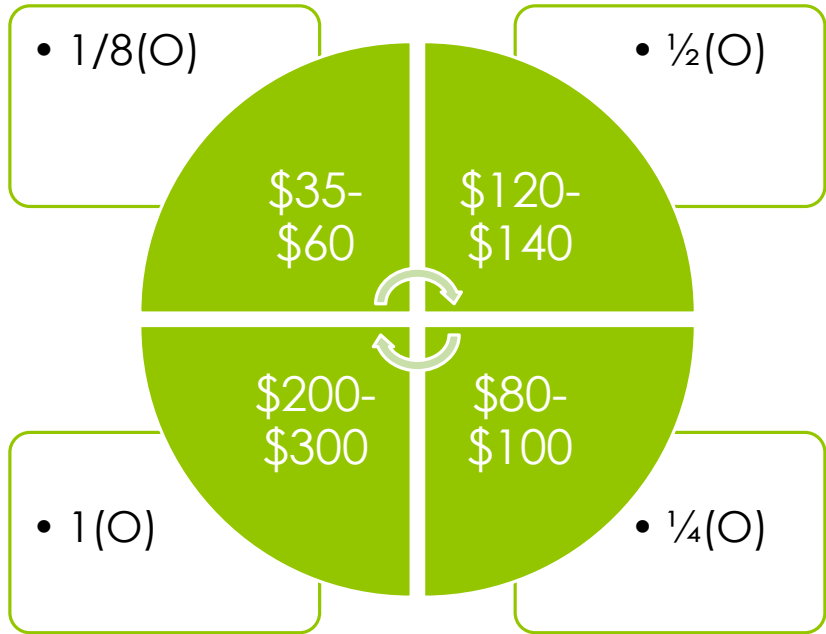


Promotional



Employee uniform

Price Break Analysis



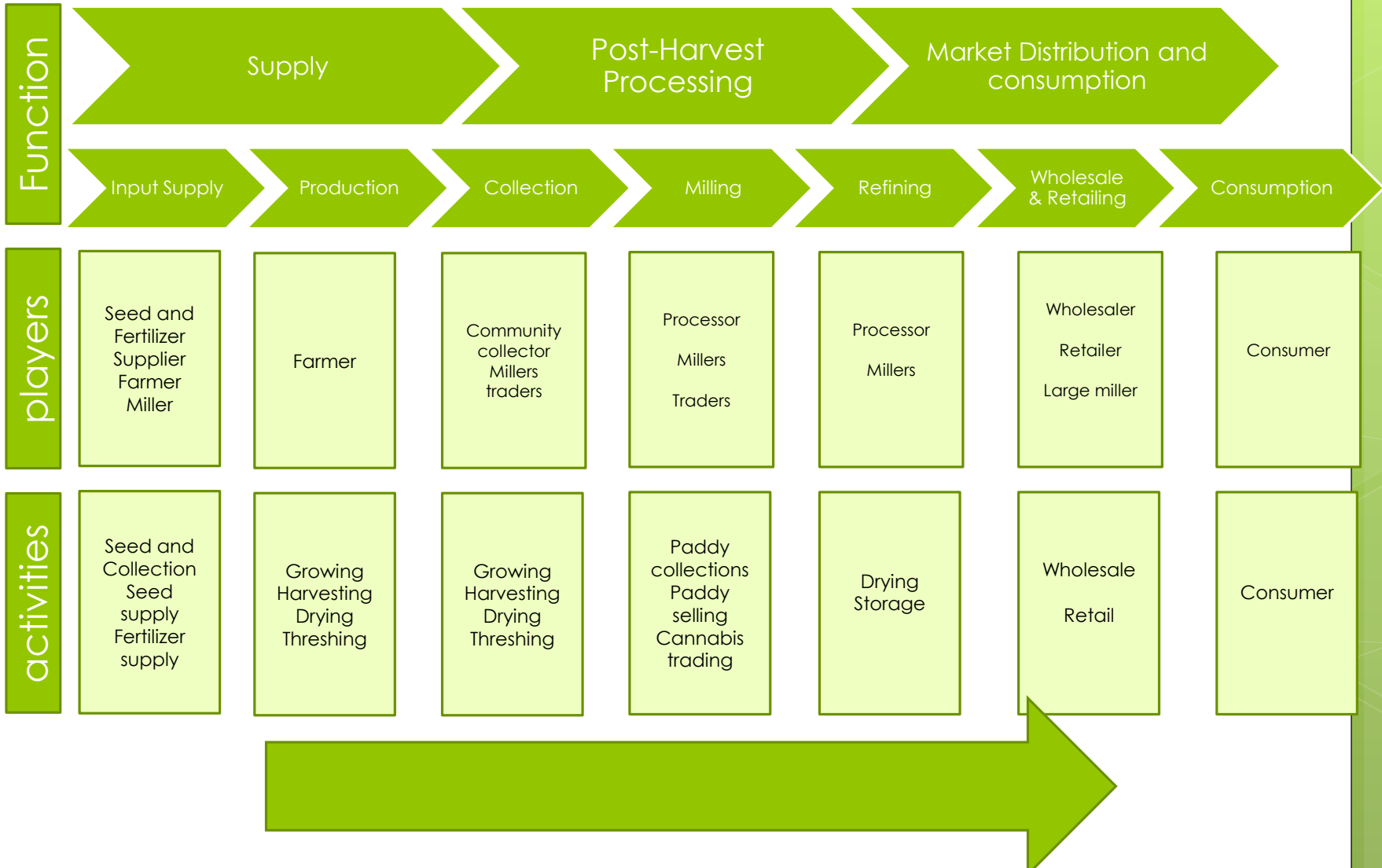
Strain

O = Ounces

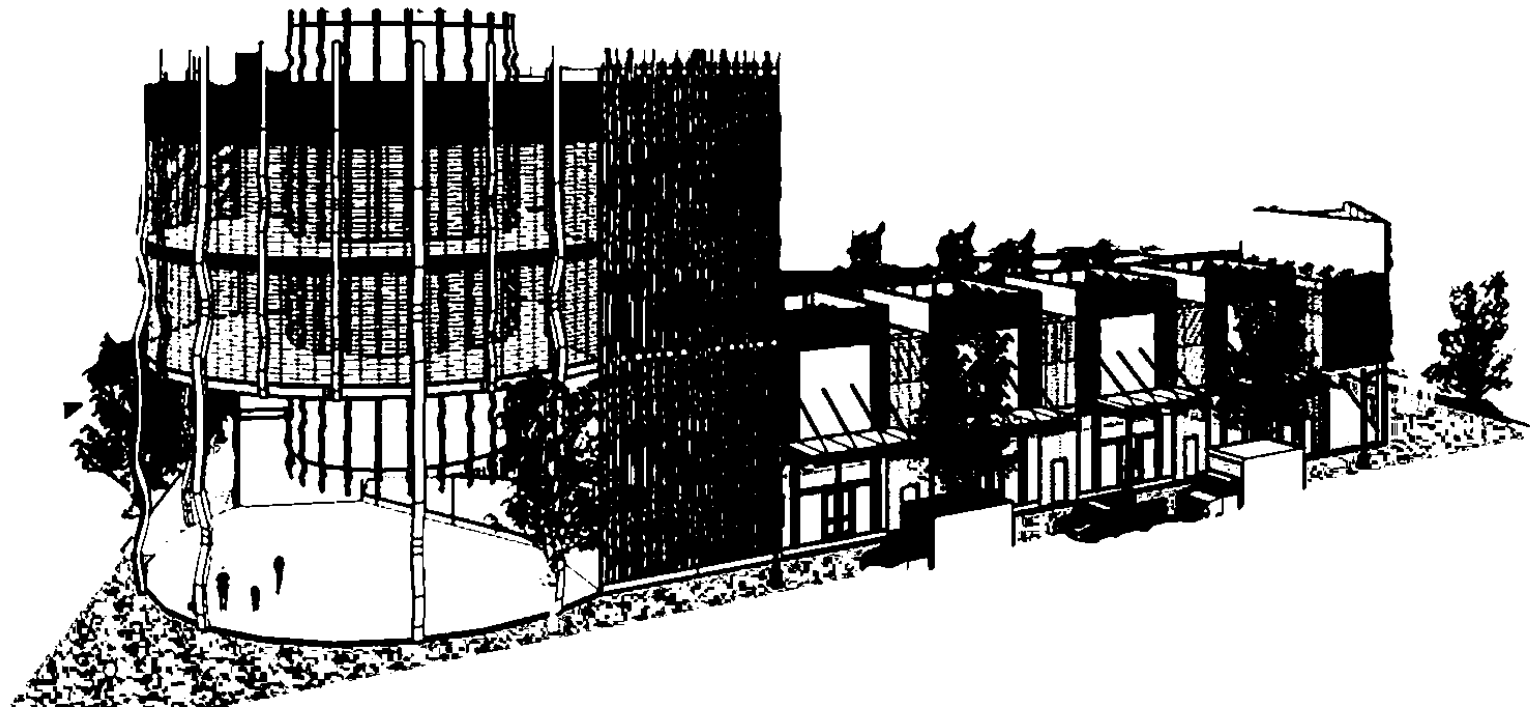
Cannabis Chain Gaps

Chain	Gaps		
	Input	Org	Others
Input	Quality seeds fertilizer use	FMR	N/A
Logistics	shipping/receiving	Field Rep	N/A
Production	Yield Mechanization	FMR	N/A
Pre-Harvest	Cost Effective lighting	Inda-Gro	N/A
Post-Harvest	Cost Effect Dryers	Field Rep	N/A
Market	Cannabis	Broker	N/A

Cannabis value chain



Grow Facility 2020



One Stop Shop Facility