



ORDER ONLINE. PAY ONLINE.  
GET IT **DELIVERED**

*stemless*

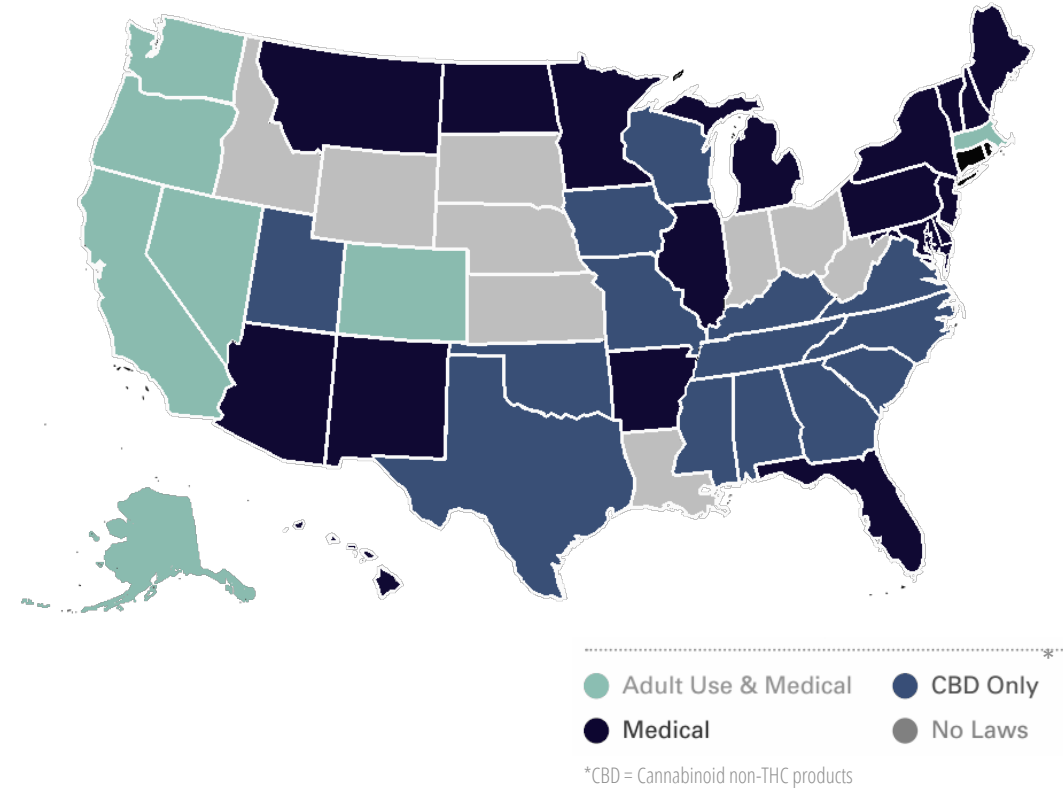
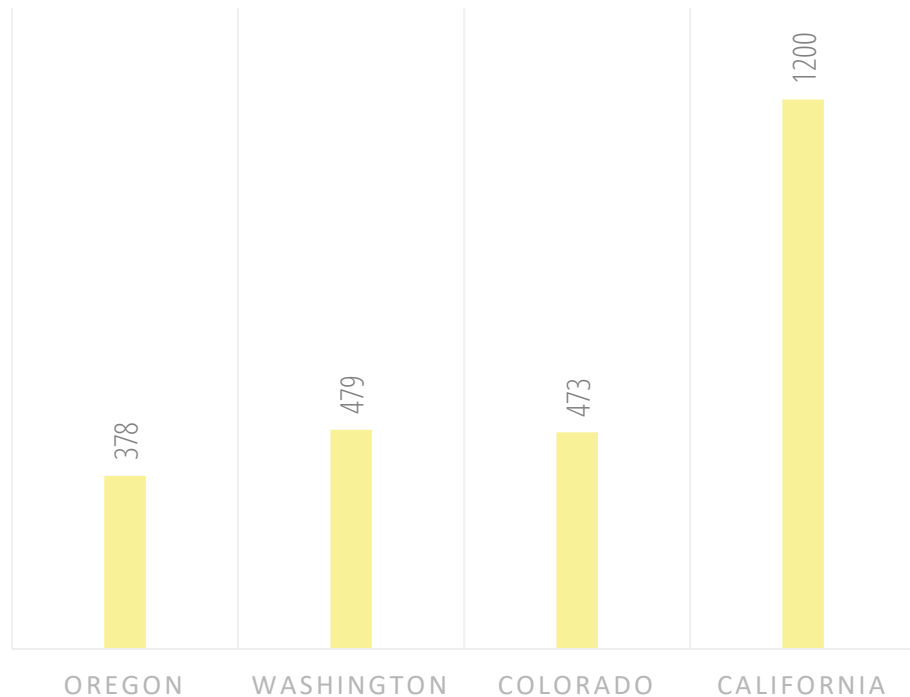
# THE DISCLAIMER

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# THE CANNABIS MARKET

## RECREATIONAL DISPENSARIES



Seven states already permit recreational marijuana use, with more voting on rule changes every year. The opportunity for expansion is significant.

**WHEN CA'S REC PROGRAM BEGINS, THERE WILL BE 2,500+ REC STORES IN THE US**

## THE PROBLEM

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# PURCHASING CANNABIS TODAY IS ANTIQUATED



Most stores only transact with buyers face-to-face, despite purchasing moving online in other industries



Typical e-commerce solutions can't work in the cannabis industry due to state and local restrictions



Stores need customer purchasing habits, trend data, and reporting to be captured effortlessly in real-time



## THE SOLUTION

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# WE MAKE TRANSACTIONING SEAMLESS



**Online** ordering  
using a smartphone  
or laptop



**Pay directly**  
online



Choose **Pick up**  
without waiting



Or get tracked  
**delivery**



Stores collect real-  
time **data**

# BUSINESS MODEL

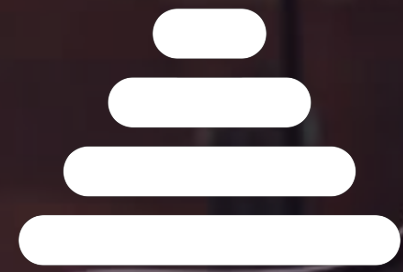
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*stemless* IS AVAILABLE FOR A  
MONTHLY SUBSCRIPTION FEE PER  
STORE

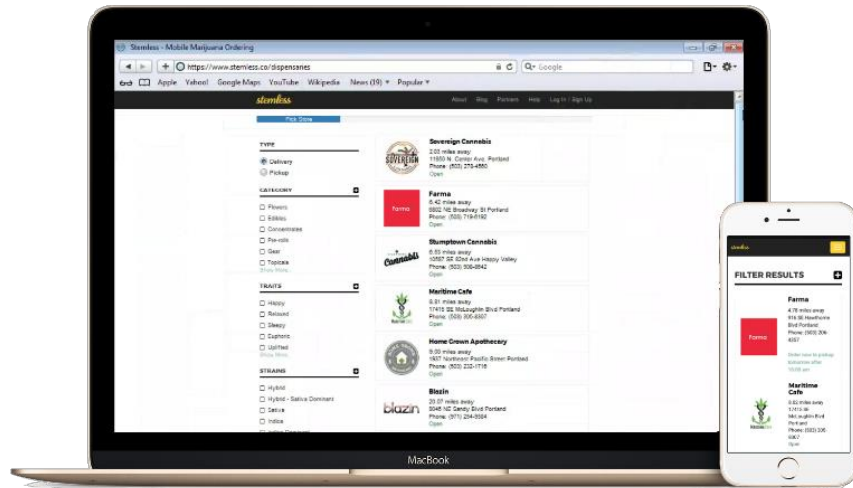


DIRECT SALES, CONTENT MARKETING,  
& SOCIAL MEDIA WILL BE UTILIZED TO  
AMPLIFY CONSUMER DEMAND



ADDITIONAL TIERS ARE AVAILABLE FOR  
DISPENSARIES INTERESTED IN WHITE-  
LABELED AND PREMIUM SOLUTIONS

## WHAT CONSUMERS SEE



SEARCHABLE LIVE MENUS

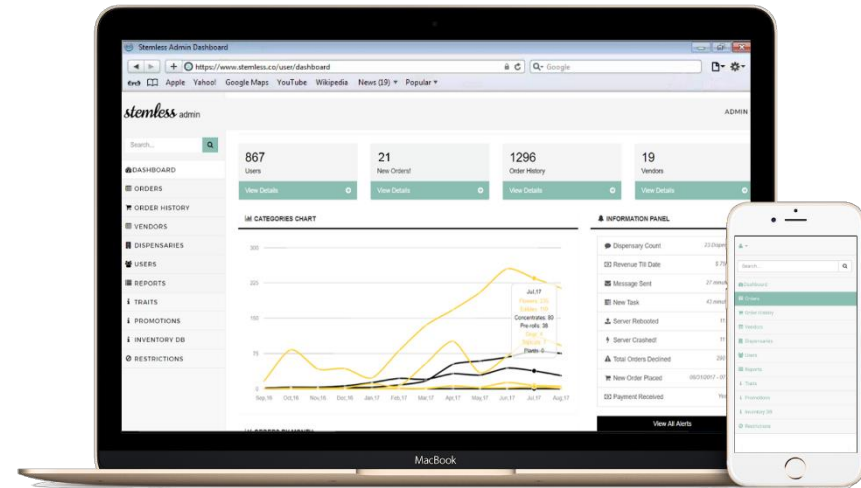
FULLY ACCESSIBLE ON MOBILE, TABLET OR DESKTOP

PRODUCTS CAN BE FILTERED BY FARM/STRAIN/TRAIT

REPEAT CUSTOMERS CAN ORDER IN 5 CLICKS

PAYMENT DATA IS SECURE AND STORED REMOTELY USING  
256-BIT ENCRYPTION

## WHAT DISPENSARIES SEE



MANAGE ORDERS FROM YOUR PHONE

VIEW CUSTOMERS' STATE IDs BEFORE ACCEPTING ORDERS

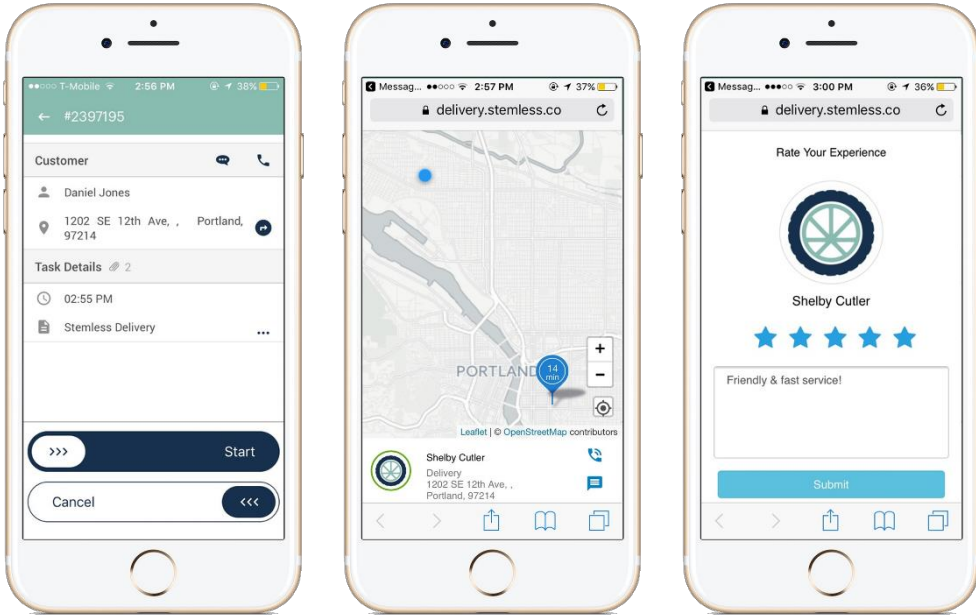
ANALYTICS TRACK YOUR PROGRESS

OVERSEE MULTIPLE STORES ON ONE DASHBOARD

MANUALLY INPUT YOUR MENU OR OPT FOR AUTOMATED  
API PULLS FROM YOUR POS SYSTEM



## LATEST TECH



OUR CUSTOM DELIVERY APP ALLOWS STORES AND THEIR COURIERS TO **ALWAYS** MAINTAIN AN OPEN LINE OF COMMUNICATION WITH THEIR CUSTOMERS



**API INTEGRATION PULLS** WITH ALL MAJOR CANNABIS POS SYSTEMS FREE UP OUR STORES' TIME TO FOCUS ON SELLING

## IN DEVELOPMENT



**INDIVIDUAL LOYALTY PROGRAMS** FOR EACH OF OUR STORES TO ENTICE THEIR CUSTOMERS TO INCREASE THE SIZE AND FREQUENCY OF ORDERS



**MEDICAL PATIENT ACCOUNT** CREATION TO ADDRESS 10-15% OF A REC STATE MARKET AND 26 NEW STATES



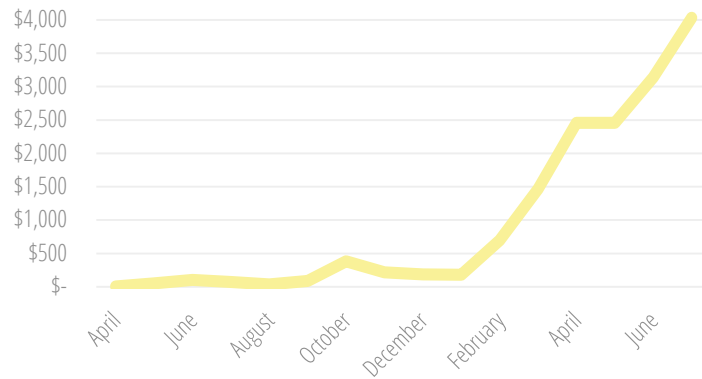
**DRIVER'S LICENSE DATA SCANNING** TO PROVIDE STORES WITH AN EXTRA LEVEL OF SECURITY TO ENSURE THEIR CUSTOMERS ARE LEGAL ADULTS



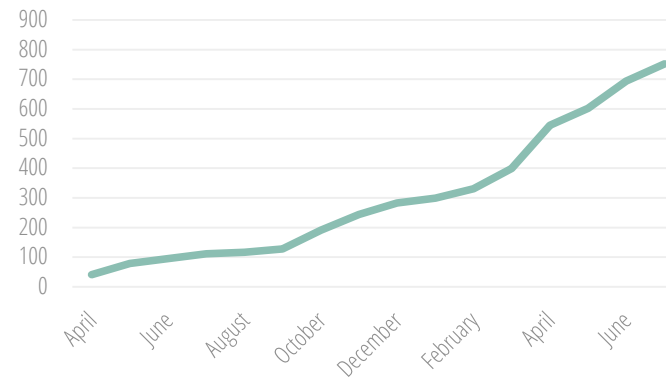
# TRACTION & STATUS

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### BOOKED REVENUE GROWTH



### CONSUMER GROWTH



5/1/2016  
LAUNCHED SITE

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13  
DISPENSARIES SIGNED

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950  
CONSUMERS

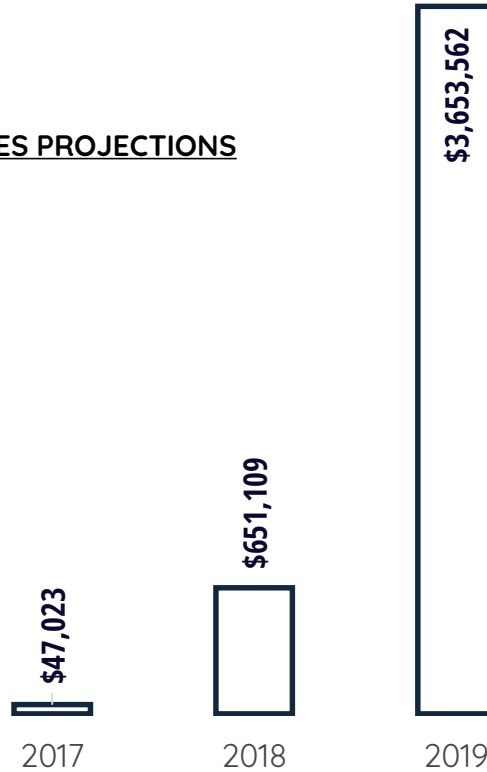
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DELIVERY APPS  
LATEST TECH

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\$56,820  
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STEMLESS HAS SIGNED **10 NEW DISPENSARIES** YTD

# PROJECTIONS

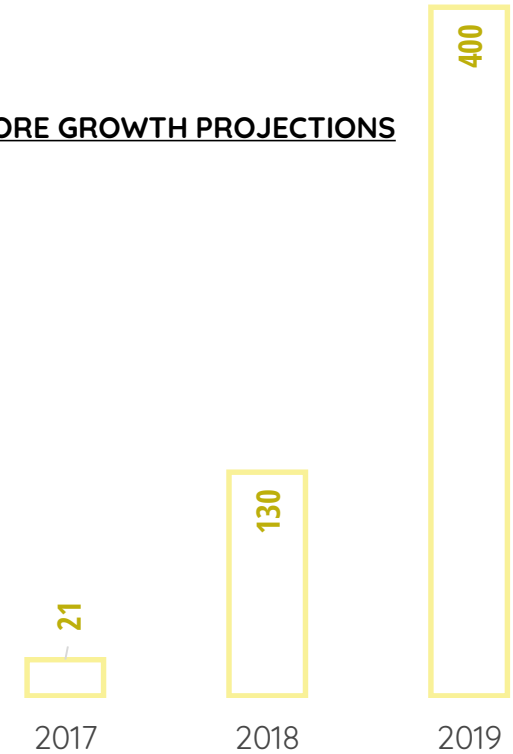
## SALES PROJECTIONS



## EBITDA PROJECTIONS



## STORE GROWTH PROJECTIONS



Please request appendix for more detailed information

## What metrics do we care the most about?

# of stores on platform  
Average # orders per store

Gross margin  
Same-store sales growth

# OUR ADVANTAGE

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Stemless is one of the only online ordering platforms to offer electronic payment processing in full compliance with applicable banking regulations

**Electronic Payments**

We prioritize a streamlined ordering experience, as evidenced by our \$67 average order size and 9.8% purchase conversion on visits to our site

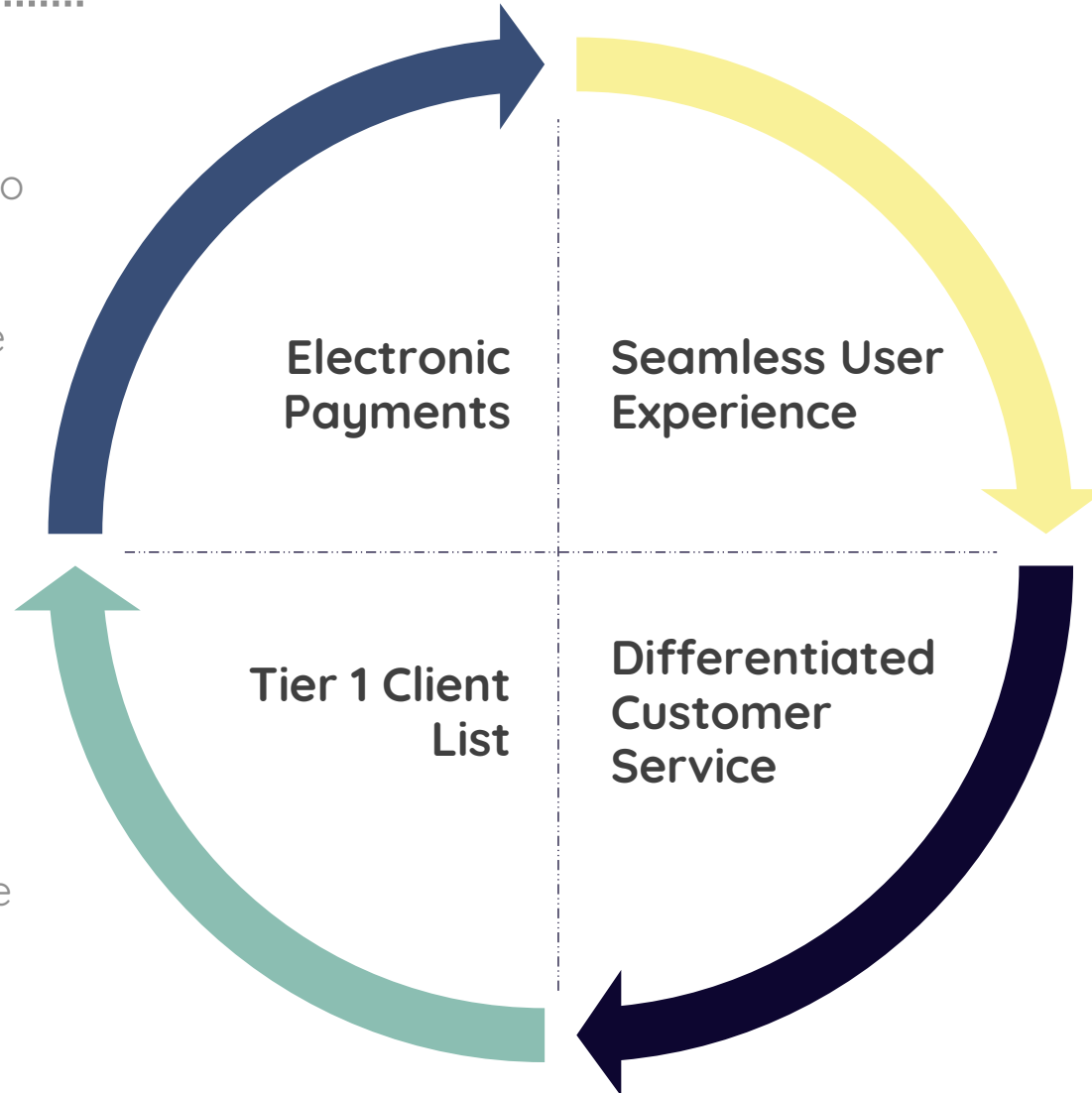
**Seamless User Experience**

We've strategically focused on partnering with innovative and well-known dispensaries in Oregon to establish credibility with the broader dispensary community

**Tier 1 Client List**

Stemless aims to provide an unmatched level of customer service through bi-weekly check-ins, 24 hour tech support, and collaborative feature innovation

**Differentiated Customer Service**



# THE GOALS

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## 12 MONTH RUNWAY TARGETS

Expand service to medical patients

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Build out comprehensive analytics dashboard

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Integrate further with state compliance API

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ID scanning integration

Expand services into Washington

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Sign 40 dispensaries from multiple states

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Batch distribution technology build for deliveries

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Grow user base to 5,000+



# THE LANDSCAPE

|                      |  |  |  |  |
|----------------------|--|---|---|---|
| <b>CONSUMER TYPE</b> | Recreational   | Medical   | Medical   | Recreational  |
| <b>SALE TYPE</b>     | Order Ahead/<br>Delivery   | Delivery  | Delivery  | Order Ahead/Drive<br>Foot Traffic   |
| <b>CUSTOMER TYPE</b> | Affluent/Busy  | All smokers   | Medical Patients  | Dispensary<br>Frequenters   |
| <b>FOCUS</b>         | Convenience  | Speed   | Expertise   | Increasing Foot Traffic   |
| <b>LAUNCH DATE</b>   | 2016   | 2013  | 2013  | 2014  |

*This figure represents management opinion and is meant for illustrative purposes. It does not represent the scope of competition in the marketplace, nor does it represent guarantees of future results, levels of activity, performance, or achievements.*

# KEY TEAM MEMBERS

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**KOUSHI SUNDER**  
**FOUNDER**

- MBA from the Tuck School of Business at Dartmouth
- Started Stemless in the Tacklebox Accelerator
- Career experience includes M&A, Sales, Business Development



**ISAAC COLON**  
**OPERATIONS**

- Former Goldman Sachs Vice President
- Career experience includes Trading, Private Equity, and Operations
- International banking experience (UK + US)



**SUNDER NADARAJAH**  
**FINANCE**

- Former head of Tax and Treasury of Accolade Wines and United Malting Corp.
- Masters in Taxation
- Long career in vice industries



**SWAPNIL GHOSH**  
**DEVELOPMENT**

- Experience working with startups and large scale enterprises
- Programming languages include PHP, Javascript, JQuery, HTML/CSS, App development



**SHELBY CUTLER**  
**CUSTOMER RELATIONS**

- Experience in high-impact customer outreach and in-person promotions
- Knowledgeable in cannabis farming, growing and trimming processes

# OUR TRUSTED PARTNERS

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# THE WORD IS OUT

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**TE** TechCrunch

*stoner*  
MAGAZINE

**FAST COMPANY**

women  
**GRO** 

**FOX 12**  
OREGON

 **CWCB** **Expo**<sup>TM</sup>



THE **EASIEST** WAY TO  
GET YOUR WEED

*stemless*