



THE BEST CANNABIS UNDER THE SUN

THE PROBLEM

Consumers are hungry for a brand that represents their values and that they can trust to consistently deliver the cannabis experience they're asking for.

Many producers are great at growing or manufacturing products, but lack expertise in marketing and selling those products.

Greenhouse & outdoor grown cannabis are seen as “inferior” to indoor grown cannabis, despite their superior qualities & environmental benefits.

THE HONEYBEE COLLECTIVE

The Honeybee Collective is a community consumers can feel good about supporting. We curate great product choices for conscious cannabis consumers. The Honeybee Collective brings awareness and action to economic and environmental sustainability issues through our employee-owned business structure, earth-friendly products & packaging, and giving back 10% of profits to the communities where we operate. We help cannabis producers build demand and increase margins with our sales and marketing expertise so they can focus on what they do best - creating the most sustainable cannabis products.

COMMUNITY-DRIVEN



EMPLOYEE-OWNED



SUSTAINABLE



COMMUNITY-DRIVEN

- THE HONEY BEE COLLECTIVE IS THE FIRST TRULY CONSUMER-DRIVEN CANNABIS COMPANY
- WE DEPLOY QUARTERLY CONSUMER SURVEYS THAT DIRECTLY DRIVE DECISION-MAKING SUCH AS:
 - PRODUCT LINES
 - COMPANY STRUCTURE
 - GROW, PROCESSOR AND DISPENSARY PARTNERS
 - HONEYBEE FUND REINVESTMENT OPPORTUNITIES
- OUR SURVEYS ENSURE WE ARE BRINGING COMPELLING PRODUCTS TO MARKET AND BUILDS A LOYAL CONSUMER BASE



“I love the ideas you are bringing to market. We need more companies that care about employees and the local community.”

“Thanks for letting the customer have a voice and not assuming you know what we want.”

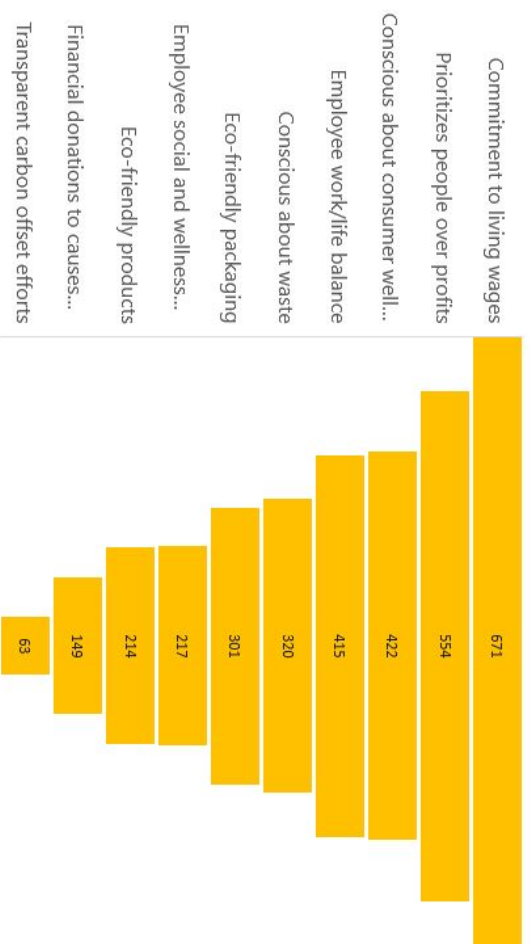
“I really like that you reach out like this, it makes for a customer base that feels heard and valued.”



EMPLOYEE-OWNED

- Our community has identified employee well-being as a top priority in a “sustainable business”
- Employee-ownership helps to address issues of wealth inequality and build a happy, healthy company

What is most important to you about a “sustainable business”?



| SUSTAINABLE



**Premium sun-grown
flower**



**100% recyclable or
home compostable
packaging**



**Sustainable business
practices that benefit our
employees, consumers and
community**

TARGET CONSUMER



21-45 YEARS OLD

DAILY-CANNABIS CONSUMER

TOP PURCHASE DRIVERS:

- CONSISTENT, HIGH QUALITY PRODUCT
- A BRAND THAT ALIGNS WITH THEIR VALUES
- A FOCUS ON EQUITABLE & SUSTAINABLE BUSINESS PRACTICES

GTM Strategy

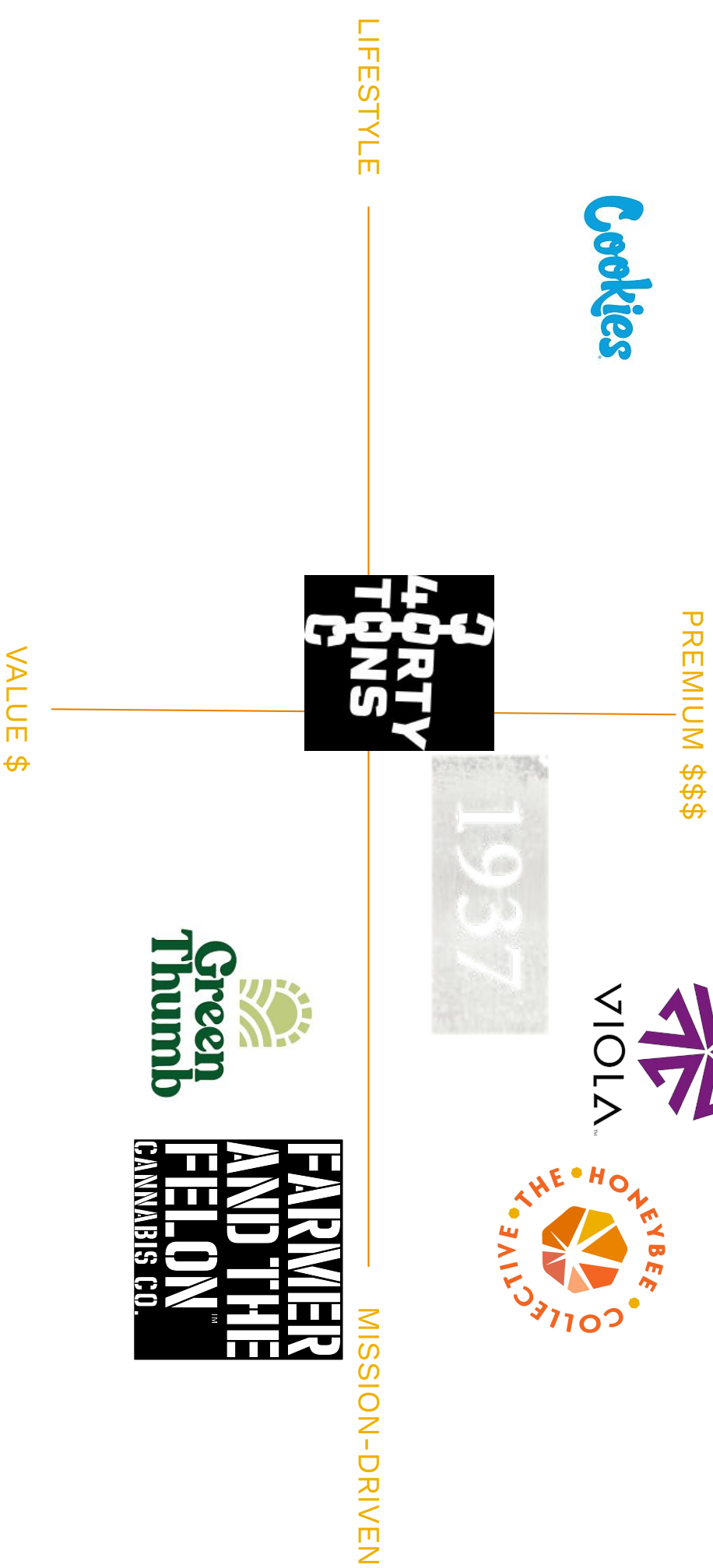
Two key principles:

We have a quality product consumers will buy at a premium.

We have a compelling story that people want to be part of.

- **Launching in Colorado, a legacy state where national brands are born**
- **Content marketing strategy to educate and inspire consumers**
- **Build brand loyalists to tell our story for us**
- **Leverage existing relationships from brokerage business to identify target dispensaries for launch**

COMPETITIVE ANALYSIS



BUSINESS MODEL

- **The Honeybee Collective will partner with growers & processors to provide packaging, branding, marketing and sales**
- **20% royalty rate will be charged to partners for these services**
- **As a white label company, we will be non-plant touching, allowing us to easily duplicate in additional markets and states**
- **Positioned to quickly scale once cannabis is federally legalized**
- **10% of all profits are reinvested in our community through The Honeybee Fund, a community-directed fund**

MEET THE COLLECTIVE



SHOLEH MIRZAI

**15+ YEARS CPG
PRODUCT/MERCHANDISING
BRAND STRATEGY PRODUCT
DESIGN BUSINESS
INTELLIGENCE**



ARIANA ROTHWELL

**5+ SOCIAL MEDIA
MANAGEMENT
CANNABIS MARKETING
SOCIAL MEDIA
RELATIONSHIP MANAGER**



KATE MYERS

**5+ YEARS NON-PROFIT
NON-PROFIT
PUBLIC HEALTH
COMMUNITY ENGAGEMENT**



CHRIS BECKER

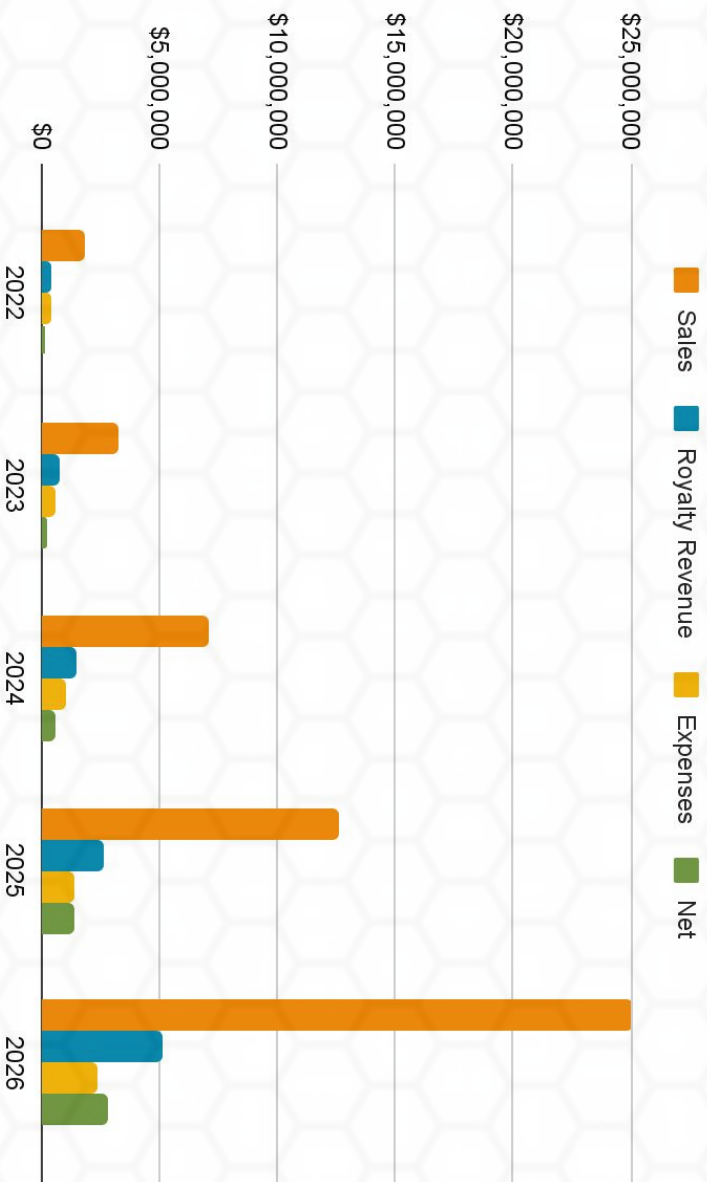
**10+ YEARS SALES
CANNABIS SALES
BUSINESS STRATEGY
MARKET INSIGHTS**



ERIN PARKINS

**15+ YEARS EDTECH
MARKETING
GTM STRATEGY
PRODUCT MARKETING
OPERATIONAL EFFICIENCY**

FINANCIAL PROJECTIONS



- Sales of \$2.5m to \$5m per market
- 20% Royalty on sales
- 50% Net profits
- Attractive acquisition target

SUCCESS MILESTONES

2022

\$1.7M sales
\$350K revenue



 2K lbs. sold

 5K members

2023

\$5M sales
\$1M revenue



 5 partnerships

 12K members

2027

\$25M sales
\$5M revenue



 National brand awareness

 100K members

INVESTOR PARTNERSHIP

- INVESTMENT WILL FUND PACKAGING COSTS, MARKETING AND ADDITIONAL STATE EXPANSION

YOU ARE:

- A BOLD CHANGE MAKER
- ALIGNED WITH OUR MISSION & VALUES



JOIN THE HIVE



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LINKEDIN.COM/COMPANY/THE-HONEYBEE-COLLECTIVE



THE honeybee COLLECTIVE

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