



**Community-driven team launching a locally-owned recreational cannabis company with a retail store in the heart of Boston.**

# INJAGA'S LEADERSHIP TEAM



**Cleon Byron**

**CEO / President**

Seasoned entrepreneur; owner/operator of BIG Real Estate and CMB Transportation Co; A&R for top Hollywood talent agency; Boston native who lives for community & owner of retail site.



**Sandy Heierbacher**

**Chief Operating Officer**

16 years nonprofit exec and project management experience, including fundraising, event planning, virtual team management, communications and marketing. M.A. in International Management.



**Devonta Davis**

**Supply Chain Manager**

Marine veteran with 5+ years working with advanced military technology. Finance major with sales, marketing, cultivation and brand building experience in the cannabis industry.



**Dr. Shalair Armstrong**

**Marketing Director**

Practicing Doctor of Chiropractic who researches the endocannabinoid system. Cryptocurrency educator and experienced financial strategist. Marketing degree from UMass Boston.

# MEET OUR CEO

Cleon Byron is a Boston native and first generation American of Caribbean descent. He is an entrepreneur, networker extraordinaire, and small business supporter. Being an active member in the community is a way of life for Cleon. He and his family have dedicated themselves to supporting other community members of color in ways that have long-lasting positive impacts.

Growing up, Cleon observed and assisted his parents in running small businesses and employing and supporting people of color. Pillars in the community, his father and Aunt launched the annual Caribbean Carnival in 1971 and they and many other members of Cleon's family continue to run businesses and play leadership roles locally. Cleon's unique strength is his immense heart and empathy. He regularly uses his wide social network to boost local businesses, support local causes, and facilitate prosperous connections among people.



# OUR TOP ADVISORS



**Daniel Weadock**  
Advanced Nutrients Ltd.



**Matt Skelly**  
Civil Engineer,  
Fuss & O'Neill



**Dan Linsky**  
Former Boston Superintendent-in-  
Chief of Police, Managing Director  
of Kroll Security Services



**Jessie Moberg**



**Frank Tuitt**  
VP and Chief Diversity  
Officer, Univ of CT



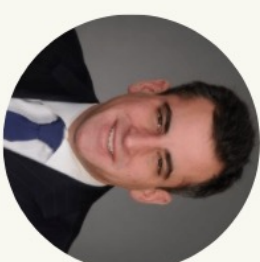
**Andrew Jones**  
Cannabis Geneticist



**Dan Glissman**  
Counsel, Prince Lobel  
Law Firm

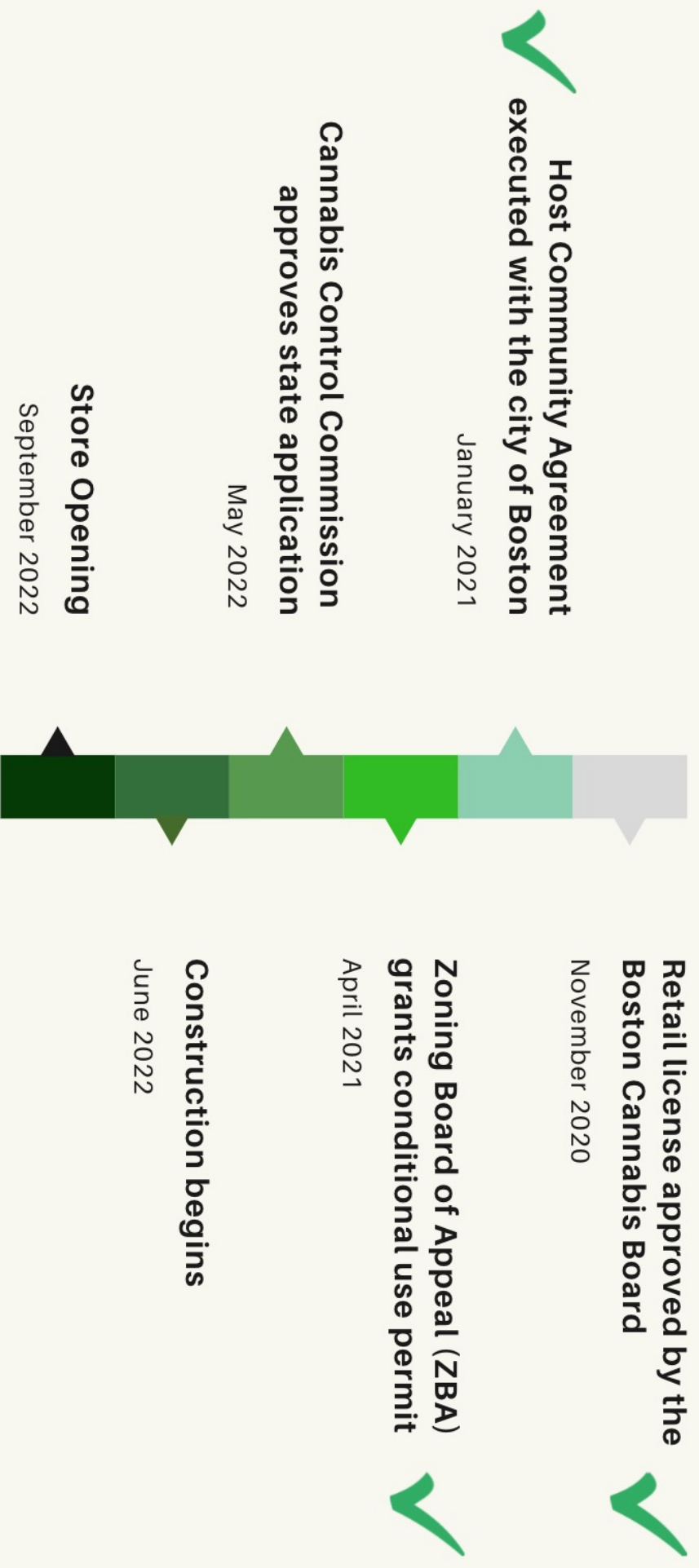


**Darryl Heslop**  
Real Estate Attorney



**Michael Ross**  
Partner, Prince  
Lobel Law Firm

# OUR TIMELINE



## READY TO BUILD OUT

Conditionally licensed with a leased location, the dispensary is only a few steps away from being a fully operational retail business.

## LOW MARKET PENETRATION

With only 1 competitor in the local area, the dispensary is uniquely positioned to immediately capture market share.

## EXCLUSIVE LICENSE

The process to obtain a recreational cannabis dispensary license in Boston is arduous and exhaustive.

## PROTECTED AREAS

Licensees benefit from a .5-mile buffer zone between one another.

# THE OPPORTUNITY

# RETAIL SITE: 1102 BLUE HILL AVENUE

- Lease agreement with CEO Cleon Byron's family members.
- Well-traveled city corridor that provides access to and from the City's major employment centers for Roxbury, Dorchester, and Mattapan residents. It also supports the highest bus ridership in the entire MBTA system.

## Size

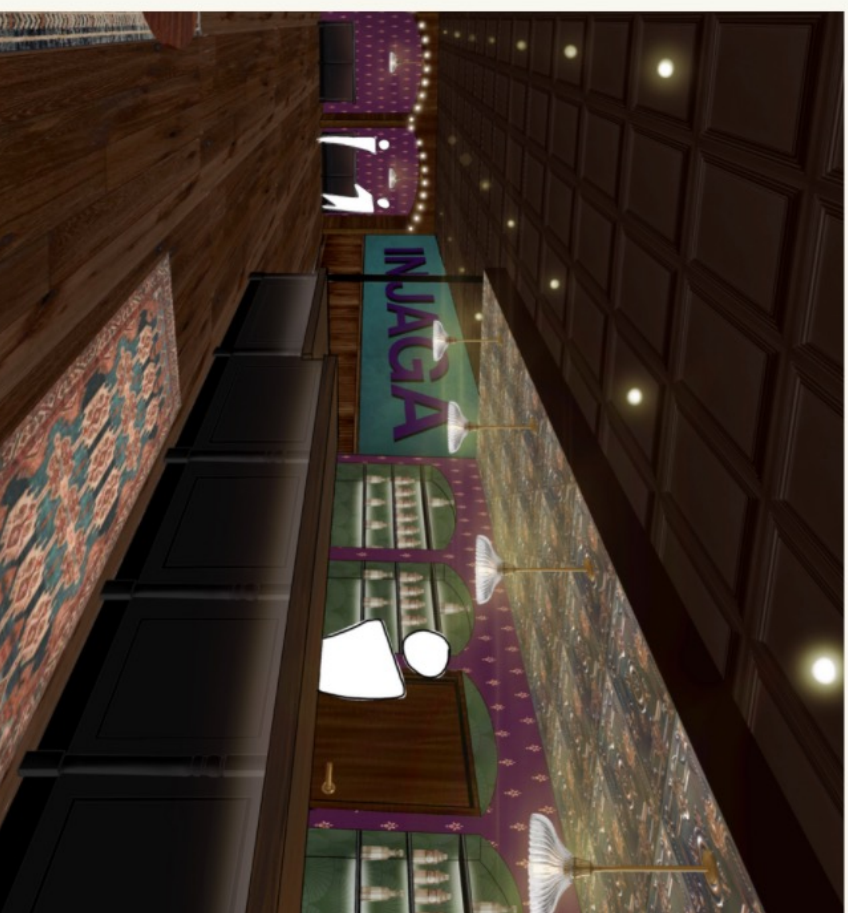
1,700 sq ft dispensary sales floor  
3,800 sq ft back of house / 2250 future use

## Hours of Operation

10am - 8pm 7 days a week / Online orders processed 24/7

## Store Layout

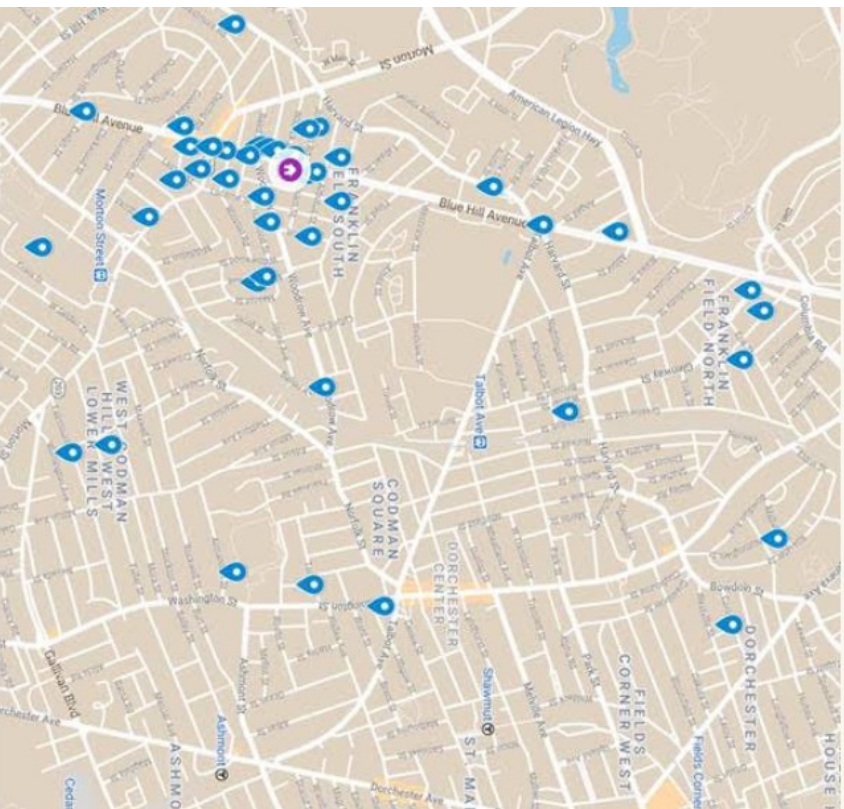
The atmosphere will be positive, relaxed and friendly, with staff trained to provide personalized assistance. Products will be behind locked display cases or in storage vaults. No sales to minors and strong safety features means added safety for the community.







# COMMUNITY SUPPORT



- **90+ letters** of support from local residents
- 21 letters of support from area businesses
- Letter of non-opposition from District City Councilor Andrea Campbell (Oct 2020)
- Vote of support at Blue Hill Ave Assoc (Mar 2020)



# BENEFITS OF BOSTON SOCIAL EQUITY STATUS

- 50% of City's Host Community Agreements (HCA's) are reserved for social equity companies
- Merit-based application considers and favorably weighs Social Equity status
- Three year exclusivity on delivery licensing for social equity applicants
- SE fund and technical assistance from the City of Boston

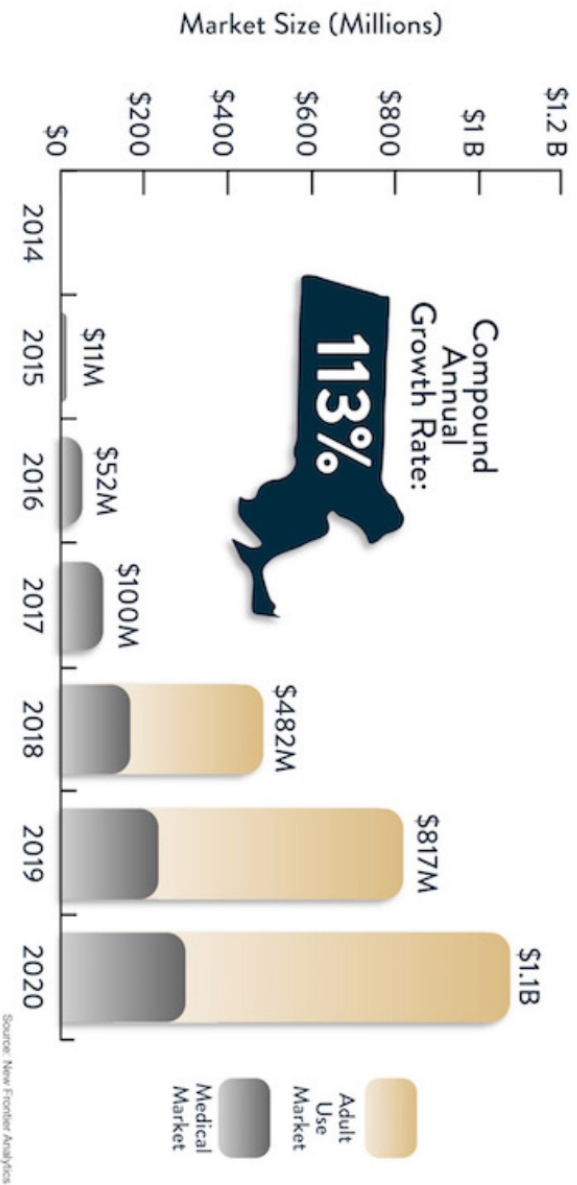


# THE MARKET



## CannabIt

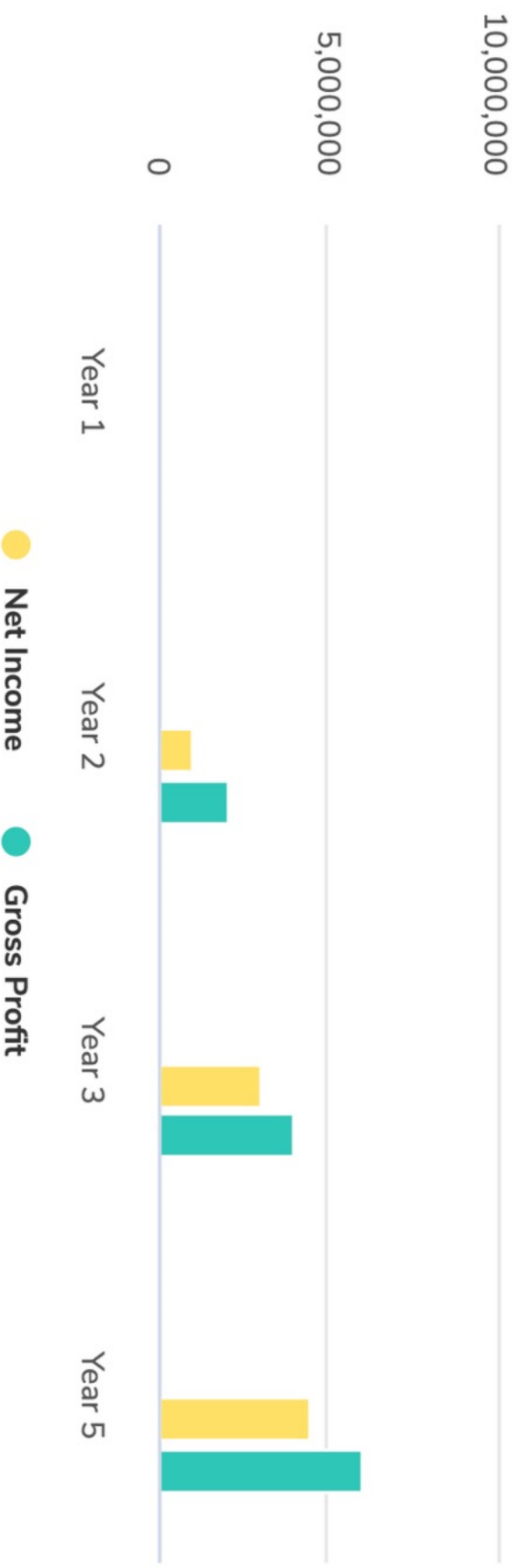
### Massachusetts' Legal Cannabis Market



Source: <https://newfrontierdata.com/cannabis-insights/massachusetts-legal-cannabis-market/>

- The legal cannabis market in Mass. exceeded \$1B in 2020

# REVENUE FORECAST



# BENEFITS TO THE COMMUNITY

*Injaga, majority-owned by founders from disproportionately impacted communities, has the technical qualifications and local connections to thrive in Boston. Injaga will work cooperatively with the community to ensure a responsible, safe and positive operation.*

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**Legal Industry Careers:** Our goal is to facilitate the entry of disproportionately impacted residents into the cannabis space and launch strong, sustainable careers with 15-25 well-paying jobs, in addition to hiring local minority contractors and vendors.

**Host Community Agreement:** Provides the City of Boston with 3% of our gross profits.

**Safety:** In addition to the CCC, the City of Boston Police Department and other municipal departments will be able to oversee our security systems and processes, including access to camera feeds.

**Local Economic Empowerment:** Injaga's renovation of the former Nail Salon will help revitalize this portion of Dorchester and contribute to the overall economic empowerment of the neighborhood.



# INTERESTED IN INVESTING?

PLEASE BE IN TOUCH...

**CLEON BYRON**

President / CEO

818-355-7430

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[cleonmbyron@gmail.com](mailto:cleonmbyron@gmail.com)

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[www.injaglobal.com](http://www.injaglobal.com)

**SANDY HEIERBACHER**

Chief Operating Officer

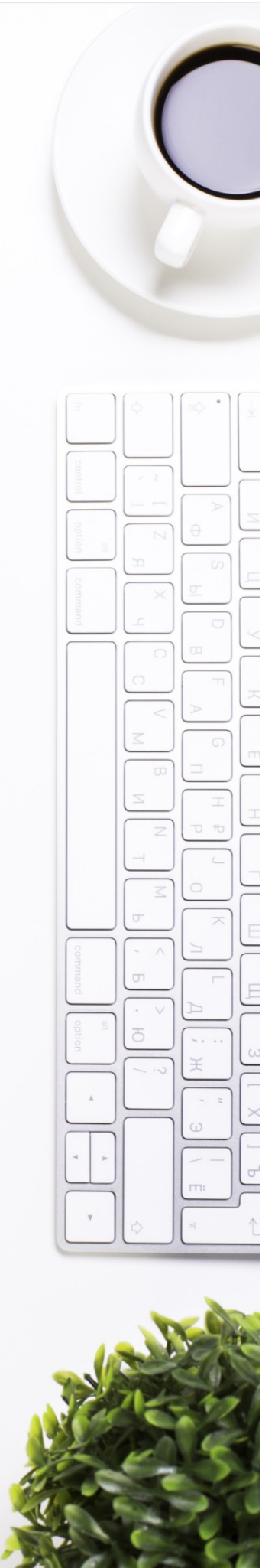
717-448-8313

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[sandyheierbacher@gmail.com](mailto:sandyheierbacher@gmail.com)

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# DISCLOSURE

Any potential capital contribution, loan, debt issuance or any other form of investment (collectively, "Investment") in Evoke, Inc. (the "Company") is highly speculative to to various factors, including the nature and early stage of the Company's business. An Investment in the Company should only be made by persons or entities that can afford a total loss of said Investment. The Company's performance is uncertain and subject to future events and financial trends that may affect the Company's financial condition, results of operations, cash flows, projected capital expenditures, taxes, plans, objectives, industry trends, business strategy and financial needs.

## Cannabis Industry

This Presentation relates to an entity that is directly involved (and/or through its wholly-owned subsidiaries) in the United States cannabis industry. While some states in the United States have authorized the use and sale of cannabis in certain instances, it remains illegal under federal law and the approach to enforcement of U.S. federal laws against cannabis is subject to change. Because the Company engages in cannabis-related activities in the United States, it assumes certain risks due to conflicting state and federal laws. The federal law relating to cannabis could be enforced at any time and this would put the Company at risk of being prosecuted and having its assets seized. For these reasons (among others), the Company's investments in the United States cannabis market may subject the Company to heightened scrutiny by state and federal regulators, and other governmental agencies and authorities. There can be no assurance that this heightened scrutiny will not in turn lead to the imposition of certain restrictions on the issuer's ability to operate in the United States. Hence there are a number of risks associated with the business of the Company.