



CONTACT INFORMATION

FOUNDERS	DAN ZAHARONI / KINTU PATEL / JAYSON QUINONES
BUSINESS ADDRESS	10250 CONSTELLATION BLVD., #2300A, LA CA 90067

BUSINESS OVERVIEW

BUSINESS LAUNCH	DECEMBER, 2015
FRANCHISE FEE	\$100,000
REQUIRED NET WORTH	\$500,000
STATES WITH OPEN LOCATIONS	ALL
YEAR STARTED FRANCHISING	2019
UNITS OPEN	LIMITED
ROYALTY	4%
REQUIRED LIQUID CAPITAL	\$250,000 - \$1,000,000
INVESTMENT RANGE	

FROM THE EARTH



RETAIL CANNABIS DISPENSARY FRANCHISE

I. RESULTS

- 2020 REVENUE : **\$22,000,000**
- ESTIMATED 2021 GROWTH: **45%**
- AVERAGE ANNUAL REVENUE 2020: **\$5,000,000**

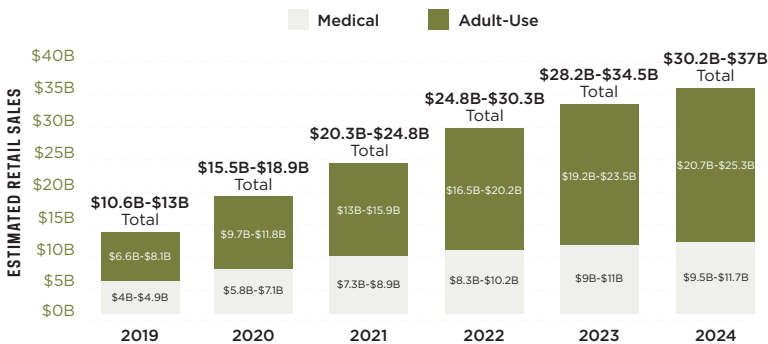
2. OPPORTUNITY

CANNABIS INDUSTRY

- High Growth Rate
- Predicted to reach: **\$65.1B by 2027**
- Compound Annual Growth Rate: **17.8%**
- Intensive M&A activity

CANNABIS RETAIL

U.S. CANNABIS RETAIL SALES ESTIMATES: 2019 - 2024



FROM THE EARTH

- USP: America's First True Social Equity Cannabis Franchise
- Company Stores Became Profitable In 6 Months
- Zero Litigation and Zero Bankruptcy

3. BRAND

BEST SELLING PRODUCTS

- Top Cannabis Flower Strains
- In-House Brands
- Concentrates and Cartridges
- Edibles
- Beverages
- Topical Balms
- Smoking and Vaping Accessories
- FTE Merchandise

BEST-IN-CLASS CUSTOMER EXPERIENCE

- Luxurious, Energetic Retail Atmosphere with Upbeat Music
- The Budtender Training Program creates a personalized, educational experience
- Individualized product sales plan for each customer
- Upsell, cross-sell and generic sales program
- Branded in-store build-out

UNPARALLELED FRANCHISEE SUPPORT

- Best-in-class training materials and trainers
- Hiring/staffing/HR support
- Classroom training
- In-store "shadow" program
- Industry knowledge and demographics
- Intensive product training
- Infrastructure and software implementation and support
- Marketing do's and don't's
- Design and construction support
- Consultant team incl. attorneys/accountants/marketing professionals
- Assistance with applications, licenses, permits



4. FTE FRANCHISEE EDGE

ALL FTE FRANCHISEES WILL BE GIVEN OUR UNIQUE PROGRAM GIVING YOU THE EDGE OVER THE COMPETITION:

SALES & MARKETING

- Targeted Compliant Branding
- Digital Marketing Package
- Specialized Sales Program

INVENTORY & SUPPLIES

- Equipment, TV, Cameras & Other supplies

TECHNOLOGY

- Computer & Cloud Based POS Systems

REGULATORY & COMPLIANCE

- Permits & Coding
- Do's & Don'ts
- Billing & Collections

MARKETING & ADVERTISING

- Grand Opening Advertising Signage

VENDOR RELATIONSHIPS

- Inventory Management

5. SALES PROCESS

PHASE 1

1. Candidate Introduced
2. Introductory Email Sent with relevant Links PDF's Outlining Investment and Unique Opportunity
3. First Call: Understand Candidates Needs and Overview of Brand Vision and Opportunity
4. Second Call: Detailed Questions Answered
5. Map & Validation: Territory Map Proposed and a List of Owners to Validate Sent

PHASE 2

1. 3rd Call: Discussion about Validation Calls and Adjustments to Proposed Territory Map
2. Discover FTE: By Invitation Only - Usually Only One Candidate Per Event. FDD Presented
3. Decision: From The Earth Determines Award, Candidate Makes Decision. During this process, Map Finalization and Training is Discussed
4. Agreement Sent
5. Signed Agreement