

HELIX CBD MAX

Business Case

Sicily Vending Operations

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⚠ CONFIDENTIAL - NDA REQUIRED

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Platform: HelixNet

Location: Trapani, Sicily

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1. Executive Summary

The Partnership

This proposal formalizes an expansion of our existing partnership into the Italian CBD market, targeting Sicily as proof-of-concept.

Partner	Role	Contribution
Felix (Artemis)	CBD Expert	25 years Swiss CBD, vape production (100/hour)
Sylvken	Marketing	Brand design, packaging, website
Angelo (HelixNet)	Tech & Ops	ISO 9001 platform, VAT tracking
Vito (Proposed)	Local Ops	20+ years port contacts, negotiations
Miki (Romania)	Frontend	Web design, UX support

Existing Infrastructure: Ecolution GmbH (Swiss, est. 2015) • Zurich Lab account • Felix production line ready • HelixNet platform built

The Solution: Three-Tier Strategy

Tier	Products	Role	Margin
1. Foundation	Beer, drinks, snacks	Revenue stability	Medium
2. Core	CBD Vapes	Profit driver	High
3. Premium	CBD flower, oils	Differentiation	Medium-High

The Insight: Beer pays the rent. Vapes pay the profit. Flower builds loyalty. No single point of failure.

2. Market Analysis

Field Research: Palermo & Trapani, Sicily — January 2026. Two Palermo shops + one Trapani competitor visited.

Mr Joint Italy (Palermo)

Rating	5.0 ★ (33 reviews)
Parking	Easy
Card	Working
CBD/gram	€6.67 (38% CBD)

Green Seed (Palermo)

Rating	5.0 ★ (62 reviews)
Parking	Nightmare
Card	BROKEN
CBD/gram	€15.00 (25% CBD)

UPDATE (Jan 16): One competitor exists in Trapani — Che Maria H24 vending machine.

Payment system BROKEN. Product quality low. See Page 2B for full analysis.

The Trapani Gap

Factor	Che Maria H24	Helix CBD Max
Payment	BROKEN	Card + cash working
Product	€1/g shake	Lab-tested flower
Location	Recessed alley	100m rule prime
Compliance	None visible	ISO 9001
Vapes	Not visible	Felix production

Market Size (Conservative)

- Trapani area population: ~100,000
- Estimated CBD users: 2-5% = 2,000-5,000 people
- Monthly addressable market: €60,000-200,000
- **Target capture (Year 1):** €3,000-5,000/month

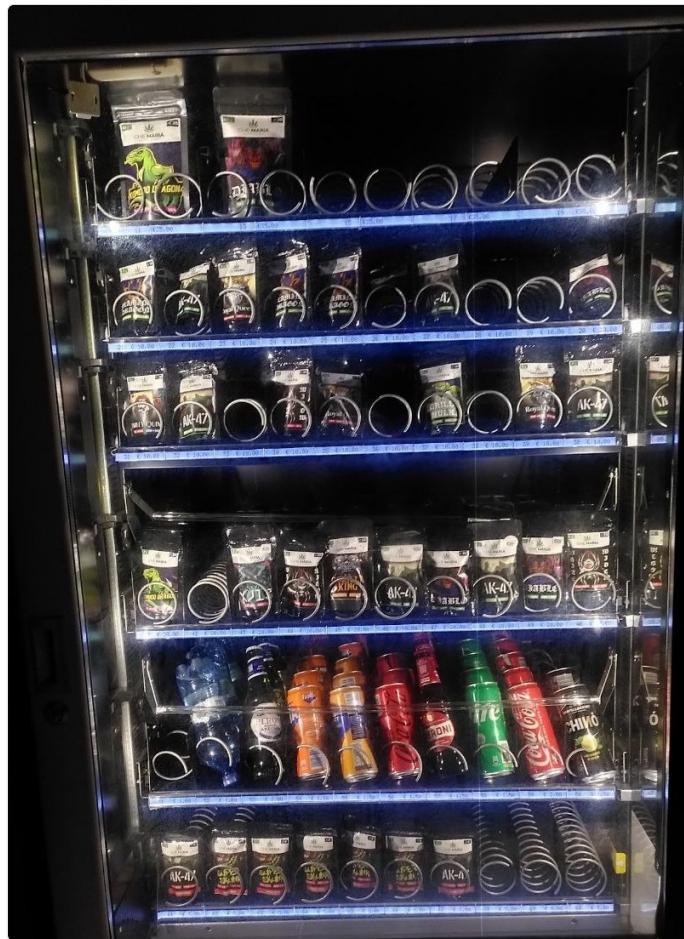
Che Maria proves the market exists. Their broken machine and low-quality product prove the opportunity. **We're not pioneers — we're upgrades.**

2B. Competitive Analysis UPDATED

Field Discovery: Che Maria H24 — Casa Santa, Trapani. January 16, 2026. Possibly Erice franchise.

Corrected Assessment: Machine has decent product selection — multiple strains, drinks, hash. Issues are payment (bills fail, no cards) and NO VAPES. CBD oil was **SOLD OUT** (high demand for sleep products).

Product Display



Full Inventory Analysis

Category	Status	Notes
CBD Flower	✓ Multiple strains	AK-47, KING, premium branded
CBD Oil	SOLD OUT	"People use for sleep" — HIGH DEMAND
CBD Hash	✓ Available	Round containers visible
CBD Vapes	NOT VISIBLE	Gap = our opportunity
Drinks	✓ Good selection	Beer, energy, Coke, Fanta, water
Accessories	✓ Grinders	Bottom row

Payment Issues (Not "Broken")

Method	Status
Coins	Works (recommended per Google review)

Bills	Problematic (€5 note rejected)
Cards	Not available
ID Check	Chip-only (Swiss ID without chip failed)

Google review (10 mo ago): "Product is good. Machine often malfunctions. Use coins, not bills."

The REAL Gaps (Our Opportunity)

Their Gap	Our Advantage
No vapes	Felix production (100/hour) — our CORE product
CBD oil sold out	HelixNet inventory alerts — always stocked
No card payment	Harbin machines: card + cash + all IDs
Payment issues 10+ months	Marco service contract

Che Maria proves demand. CBD oil sold out = sleep products wanted. No vapes = product gap we fill. **We're not replacing them — we're filling gaps they can't fill.**

Google: 4.3★ (3 reviews) | Photos: 8 images in /docs/business/recon/

3. Location Strategy (100m Rule)

Marco's 100m Rule: "Any decent vending machine within 100 meters of any train station are money makers if managed properly." — Marco, Swiss Harbin Representative

The Formula

$$\text{VENDING SUCCESS} = \text{LOCATION} + \text{CALIBRATION} + \text{BEST SELLERS}$$

LOCATION: Within 100m of train station / ferry terminal

CALIBRATION: Safe, secure, powered, accessible for restocking

BEST SELLERS: Stock what's HOT today (vapes, cold drinks, beer)

Trapani Target Locations

Priority	Location	Traffic	Contact
1	Porto di Trapani (Ferry)	500+ tourists/day (Egadi Islands)	Vito
2	Trapani Centrale (Train)	Commuters + tourists	Municipal
3	Nettuno Area (Waterfront)	Evening/nightlife	GYM 4U network

Location Partner Model

HELIX CBD MAX	LOCATION PARTNER
Provides machine	Provides space + power
Supplies inventory	Restocks (DHL delivery)
Handles compliance	Collects revenue share
SPLIT: 70/30 or 80/20	

3-Strike Accountability

Strike	Action
1st	Warning + conversation
2nd	Formal notice
3rd	Machine relocated to backup

Sicily Niche Strategy

We niche. We don't scale to all Italy.

Year 1: Trapani only | Year 2: + Palermo | Year 3: Eastern Sicily | Never: Mainland

4. Supply Chain

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GENETICS (We Own) → 0.5% THC target
↓
CLONING (Benny) → Consistent genetics
↓
GROWING (Grow Motion AG Year 1 / Outdoor Year 2+)
↓
LAB TESTING (Zurich) → THC %, CBD %, certification
↓
PRODUCTION (Felix) → 100 vapes/hour
↓
PACKAGING (Sylvken) → Compliant labels
↓
DISTRIBUTION (DHL) → Switzerland to Sicily
↓
CUSTOMER (Vending Machine) → 24/7
  
```

Key Suppliers

Supplier	Role	Details
Grow Motion AG	Year 1 Growing	6,000 sqm, Zuchwil, pharma grade
Benny	Clones	We own strain, he operates
Felix	Production	100 vapes/hour, 25 years exp.
Zurich Lab	Testing	Existing Ecolution account
Mosey/420	Accessories	Biggest Swiss wholesaler, CSV integrated

The 0.5% THC Strategy

Italian limit: 0.6% THC | Our target: 0.5% THC

Buffer protects against lab variance, equipment differences, police testing margin. Even at +0.05% variance, we're compliant at 0.55%.

Year 1 vs Year 2+

Aspect	Year 1: Swiss Indoor	Year 2+: Outdoor Network
Source	Grow Motion AG	Farmers with our clones
Cost	Higher	Lower
Risk	Low	Medium

We own the genetics. We control quality. We test before we ship. Every step documented. **This is the ISO 9001 difference.**

5. Product Mix

Tier 1: Foundation (Beer & Drinks)

Product	Cost	Price	Margin
Beer (Peroni, Moretti)	€0.80	€2.50	68%
Water	€0.20	€1.50	86%
Energy drinks	€0.90	€2.50	64%
Soft drinks	€0.50	€2.00	75%

Zero regulatory risk. Consistent demand in Sicilian heat. Keeps machine active if CBD regulations change.

Tier 2: Core (CBD Vapes) — Felix Production

Product	Cost	Price	Margin
Disposable vape (300 puffs)	€4-6	€15	60-73%
Disposable vape (600 puffs)	€6-8	€25	68-76%
Cartridge refill	€5-7	€18	61-72%

High margin, compact, impulse price (€15-25), repeat customers, less regulatory scrutiny than flower.

Tier 3: Premium (Flower, Oils, Accessories)

Product	Cost	Price	Margin
CBD Flower (3g)	€8-10	€25	60-68%
CBD Oil (10ml, 10%)	€12-15	€40	63-70%
Grinder	€2-3	€8	63-75%

Slot Allocation (40-slot machine)

TOP (Eye Level):	Vapes 600pf Vapes 300pf Refills
MIDDLE:	Beer Energy CBD Flower CBD Oil Soft drinks
BOTTOM:	Snacks Accessories Promotional

We're not a "CBD company" — we're a **vending operator** with CBD products. If CBD banned, we sell beer. The machine stays. Products evolve.

6. Technology Stack

HelixNet is the compliance backbone that makes Helix CBD Max audit-proof.

HELIXNET ARCHITECTURE	
BATCH TRACKING	Every product traced clone->customer
VAT COMPLIANCE	Calculated AFTER discounts
INVENTORY	Real-time stock, reorder alerts
ARTEMIS POS	6,000+ products (420 CSV)
REPORTING	Sales, margins, compliance

Why VAT Compliance Matters

The €20M Mistake

Major consulting firm calculated VAT BEFORE discounts. Customers overcharged. €20M+ liability.

✗ WRONG:

Price: €100 → VAT: €22 → Discount: -€12.20
VAT calculated on wrong base!

✓ RIGHT (HelixNet):

Price: €100 → Discount: -€10 → VAT: €19
VAT is CORRECT

Batch Tracking Example

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BATCH: HCM-2026-001-A
└─ Clone created (Benny) → Planted (Grow Motion)
└─ Harvested → Lab test: 0.48% THC ✓ → Certificate
└─ Felix production (200 vapes) → Sylvken packaging
└─ DHL to Sicily → Loaded in machine (Porto)
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Existing Infrastructure (No Build)

Component	Status
HelixNet core (Python/FastAPI)	✓ Built
Batch tracking models	✓ Built
ISO 9001 framework	✓ Documented
Artemis POS	✓ Felix using daily
VAT calculations	✓ Multi-jurisdiction

The tech is built. We're deploying existing software to a new vertical. €5K configuration, not €100K development.

7. Operations Model

Daily Operations

Task	Owner	Frequency
Machine restocking	Location partner	2-3x/week
Inventory ordering	Angelo	Weekly
Cash collection	Location partner	Daily
Sales reporting	Automatic (HelixNet)	Daily
Machine maintenance	Marco (remote)	As needed

Restocking Flow

- | | |
|--------------------------|--|
| 1. ALERT → Product low | 4. PARTNER RECEIVES → WhatsApp confirm |
| 2. ANGELO ORDERS → Felix | 5. RESTOCKS → Within 24h |
| 3. FELIX SHIPS → DHL | 6. MACHINE UPDATED → Ready |

Cash Management

Method	Process	Risk
Card	Direct to Ecolution GmbH	Low
Cash	Partner deposits weekly	Medium

Audit protocol: Weekly machine counter check | Monthly reconciliation | Quarterly surprise count

Scaling Plan

Year	Machines	Team
1	1-2 (Trapani)	Angelo + Vito backup
2	3-5 (+ Palermo)	Vito manages Trapani, new Palermo hire
3+	5-10 (Sicily)	Regional managers, documented SOPs

Operations scale with documentation, not Angelo's time. Year 1: Learn & document. Year 2: Hand off. Year 3: System runs itself.

8. Financial Model

Startup Costs (Year 1)

Item	Cost
Vending machine lease (1 unit)	€10,000-12,000
Age verification module	€900
Initial inventory	€2,000-3,000
Lab testing, packaging, permits	€2,000-2,500
Buffer/contingency	€2,000
TOTAL	€17,000-22,000

No company formation costs — Ecolution GmbH exists.

Revenue Projections (Monthly)

€3,375 Conservative (50%)	€6,225 Moderate (75%)	€9,600 Optimistic
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P&L — Moderate Scenario

Revenue	€6,225
- Cost of goods (40%)	-€2,490
- Location partner (25%)	-€1,556
- Operating costs	-€500
Gross Profit	€1,679

Break-Even & Payback

Break-even: €3,714/month (~€125/day)

Payback (Moderate): 10-13 months

Target: Machine pays for itself in Year 1

Not get-rich-quick. Slow-burn that compounds. **Year 1:** Learn, survive. **Year 2:** Profitable. **Year 3+:** Multiple machines = real income.

9. Risk Mitigation

Risk Matrix

Risk	P	I	Mitigation
Hemp flower ban (Italy)	M	H	Beer continues; pivot to vapes/oils
THC lab variance	L	H	0.5% target = buffer under 0.6%
Location partner fails	M	M	3-strike rule; backups ready
Cash skimming	M	M	Card-preferred; weekly audits
Machine vandalism	L	H	Insurance; secure locations
Competition enters	M	M	Better operator; compliance edge

P = Probability, I = Impact | L = Low, M = Medium, H = High

48-Hour Pivot Plan (If Hemp Banned)

1. Remove flower from machine
2. Increase vape/oil inventory
3. Add more beer/drinks slots
4. Communicate with customers
5. Continue operations without interruption

Police Test Scenario

If Guardia di Finanza tests product:

- Every batch has Zurich lab certificate
- Batch code → traceable to certificate
- Our target 0.5% is under limit 0.6%
- ISO 9001 shows compliance intent

Single Points of Failure

SPOF	Mitigation
Angelo	Vito + Sylvken have access; documented SOPs
Felix	Buffer inventory; alternative suppliers
Benny	We own strain; multiple mother locations
HelixNet	Self-hosted; backups; manual fallback

Every risk has a mitigation. When Guardia shows up, you don't panic. **You show the certificate.**

10. The Ask & Timeline

What We're Asking

From Felix

- Review this business case
- Confirm production capacity
- Pricing for CBD products
- Regulatory guidance (Italy)

From Sylvken

- Brand concept
- Packaging design
- Website landing page
- Marketing materials

Investment

Source	Amount	Type
Angelo	€15,000-20,000	Cash
Felix	Production capacity	In-kind
Sylvken	Design work	In-kind
Vito	Local expertise	In-kind

No external investors. Bootstrap with existing resources.

Timeline 2026

Period	Milestone
Jan-Feb	Business case finalized, Felix review, Sylvken returns
Mar	Location secured, permits, machine ordered
Apr	Machine arrives, installation
May	SOFT LAUNCH
Jun	FULL LAUNCH (tourist season)
Jul-Aug	Peak season, maximize revenue
Dec	Year 1 review, Year 2 planning

Success Criteria (12 Months)

1-2 Machines	€4-6K Monthly Rev	100% Audits Passed
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Next Steps (This Week)

- Print business case, review weekend
- Send PDF to Felix
- Schedule call with Felix
- Talk to Vito at gym

This is not a fantasy. This is a plan. The team exists. The tech exists. The market exists.

Beer pays the rent. Vapes pay the profit. Let's build it.

