Clearly define strategy and position

How much money to accomplish?

Too many angles of what we could do

Need to know exactly what we are going to do

Targeting and conversion data - how to get?

Competitive advantage to be first brand to establish a relationship w consumers in the THCa flower market

Affiliate MLM

Delivery app

Differently branded vapes

Influencer campaign

EXECUTIVE SUMMARY

* OVERVIEW
  + VISION
    - FEDERALLY LEGAL THCA FLOWER AND PRODUCTS SOLD NATIONALLY ONLINE VIA AN E-COMMERCE SITE With affiliate program YOU GET EITHER HEMP BECAUSE YOU WANT TO USE IT OR MONEY VIA SELLING HEMP, SUCH THAT LEGAL FLOWER IS A MOVEMENT: users want to get hemp, but they also specifically want to get hemp from legal flower because they like us/we told them about it/they only know about us
  + INITIAL POSITIONING
    - Legal flower -> learn about legal flower -> try a strain/buy a product -> report how it affects you -> get points -> redeem points for product
  + HIGHLIGHTS - ANALYSIS, TARGETS, PROJECTIONS, DIFFERENTIATORS

COMPANY DESCRIPTION

* INFORMATION - STRUCTURE, LOCATION, HISTORY
  + Legal Flower is currently a DBA of Ribcage Solutions Inc. in ATL, GA founded by Isaac Wostrel-Rubin and Wesley Evans.
* MISSION STATEMENT - GOALS+VALUES
  + Our total mission statement is to ontologize the supply chain of hemp within our affiliate program in order to become a one-stop distributor that serves all customers with pricing based on their supply chain position in order to scale rapidly in all directions. Then, also to ontologize the hemp experience via customer surveys and combine the ontology with the data from the surveys to gain insights for product management and automate product ideation and feature development lifecycles. Then, also to ontologize hemp supply chain processes for automation and automate the processing of hemp as well as the R&D cycle to make the hemp user experience the best possible in all ways customers desire, while achieving supply chain transparency and increasing the value of hemp products in terms of their idiosyncratic uses.
* OFFERED PRODUCTS AND SERVICES, IN TERMS OF CUSTOMER NEEDS
  + Customers fall into two main profiles: recreational and social users
    - We are targeting social users
      * With easy access to THCa hemp flower and a memorable brand that is reaching out to them to help them get legal flower

And also targeting recreational users by providing competitive prices and quality product with a customer reward system

MARKET ANALYSIS

* TARGET MARKET
  + PERSONAL DATA (CUSTOMER MODEL)
  + CUSTOMER BEHAVIOR (CUSTOMER MODEL)
  + MARKET TRENDS
* COMPETITOR ANALYSIS
  + (LANDSCAPE)
* MARKETING STRATEGY
  + (CUSTOMER MODEL)

ORGANIZATION AND MANAGEMENT

* DEPARTMENT STRUCTURE
  + KEY ROLES
* MANAGEMENT SYSTEM
* TEAM BIOS
* ADVISOR BIOS

PRODUCTS

* DESCRIPTION OF PRODUCTS AND SPACE
  + BENEFITS
  + DIFFERENTIATORS
* PRICING STRATEGY
  + COMPETITOR COMPARISON
* PRODUCT DEVELOPMENT
  + (PRODUCT ROADMAP)

MARKETING AND SALES

* MARKETING STATEGIES
  + WEB ADS
  + VIDEO ADS
  + SOCIAL MEDIA ADS
  + AFFFILIATE MARKETING
* SALES CHANNELS
  + WEBSITE
  + WHOLESALE DISTRIBUTION
* SALES PROJECTIONS
  + REVENUE STREAMS

FINANCIAL PROJECTIONS

* OVERVIEW OF FINANCIAL STATEMENTS
* CASH FLOW ANALYSIS - IMPACT ON GROWTH
* PROJECTIONS 3-5YR
  + REVENUE
  + PROFIT
  + EXPENSES

FUNDING REQUIREMENTS

* REQUIRED CAPITAL
* PLAN TO OBTAIN FUNDING
* OVERVIEW OF SPENDING

APPENDIX

* SUPPORTING DOCUMENTS
  + LEGAL OPINIONS
  + MARKET RESEARCH
  + RESUMES
  + IMAGES