

## **Executive Summary for GFV LLC DBA Good Flippin Vibes**

### **Business Overview:**

GFV LLC DBA Good Flippin Vibes is a Minnesota-based company specializing in the manufacture and sale of edible-making kits and related products. Our product line includes gummy, brownie, cookie, and vape kits, as well as wellness products and apparel.

### **Mission Statement:**

To empower individuals to create their own high-quality edibles and wellness products at home, providing a fun, safe, and educational experience.

### **Target Market:**

Our primary market consists of adults interested in making their own edibles, wellness enthusiasts, and those seeking alternative methods of consumption.

### **Unique Selling Proposition:**

We offer comprehensive, user-friendly kits that include all necessary components and educational materials, making the process of creating edibles accessible to beginners while still appealing to experienced users.

### **Financial Projections:**

[We would need to insert specific financial projections here. If you have any figures in mind, please let me know and I'll include them.]

### **Funding Requirements:**

[If applicable, we should outline any funding needs here. Do you have any specific funding requirements or goals?]

### **Growth Strategy:**

We plan to expand our product line, increase our online presence, and potentially partner with dispensaries and wellness stores for wider distribution.

### **Management Team:**

Led by Brett Weaver, Founder/CEO, with extensive experience in sales, business development, and language services. Brett's background includes roles as a Senior Business Development Manager at Piedmont Global Language Solutions, Director of Sales at TheWordPoint, and founder of Weaver Sales Consulting, LLC. His skills in sales prospecting, presentation, and sales management, along with certifications in Google Analytics and Google Ads Search, provide a strong foundation for leading GFV LLC's growth and market expansion.