

Executive Summary Earth Rx Inc.

One line pitch: The Home Depot of Cannabis

Business Summary: We grow and sell Medical grade cannabis to the medical and recreational markets. We will buy and upgrade fifty million dollars' worth of profitable stores for sale at the best ratio and implement our central farm. This will allow us to become profitable very quickly while waiting for licensing in the newly legal profitable states. Being in place as medical provider in new states allows us to build and be ready for the next highly profitable and inevitable step of full recreational sales. Our core team is construction workers that have already worked together as a team and are very fast and efficient at building stores, farms, and whatever is necessary. The rest of the team is IT, HR, Management and Finance. All team members wear many different hats allowing us to get up and running quickly on any project while keeping costs down. The stores will have the widest and highest grade medical cannabis varieties possible along with seed bank, accessories, natural fertilizers, paraphernalia and much more. Profit margins are 200% at the low end for paraphernalia and accessories, and 800 – 900 % for our cannabis, seeds, extracts, and fertilizers. All to create a recognized massive brand across many states that will ensure an extremely attractive profit margin for all of our shareholders.

Customer Problem: Finding the best product, at the best price is always what the customer is seeking. Variety – Quality – Price – Product knowledge and helpful caring professional employees is what we supply. Customers will ultimately treat cannabis stores like liquor stores, they will go to the closest one unless there are better prices and quality somewhere else, and then they will make the drive to us.

Product Services: The finest cannabis – concentrates - clones – seeds – natural fertilizers – accessories - paraphernalia. Our cross breeding of already high end cannabis is creating the next generation of high potency products. Potency is only part of the puzzle, taste, aroma, effect, are all important to the final product.

Going organic has led to our own all natural fertilizer which has shown amazing results. Our botanist - breeder has a goal to win the cannabis cup, not just once but again and again. I intend on helping him reach that goal as it will come back to us in profits helping all of us reach our goals.



Company Profile

URL: <http://www.earthrx.net>

Industry: Medical / Recreational Cannabis Market

Employees: 14

Founded: Feb- 20- 2017

Contact: Mark Welch CIO/President
mcw@earthrx.net 865 317 2320

Location: Lenoir City Tennessee
CO-CA-OR-FL-AR-GA-MS-SC-NC-KY-MO

Financial Information:

Funding Stage: Startup

Capital Raised: \$632,000.00

Monthly Burn Rate: \$200,000.00

Pre-Money Valuation: \$100,000,000.00

Capital Seeking: \$60,000,000.00

Management: Mark Welch President
Jeff Bitner Botanist/Breeder
Angela Motill HR/Ins Specialist
Glen Loomis Construction

Advisors: Mark Welch CIO- IT
William Alender CFO - Banking
Donald Larson CEO – Real Estate
Kevin Maynard COO – Acquisitions

Target Market: There are 30,250,000 adult Americans seeking Medical Marijuana, and about 200,000,000 of adult recreational Americans that consume cannabis. Once our farm and stores are in place and each state moves to full recreational sales, the clients and sales in that store and area will soar and grow ten to twenty times the original customer base.

Customers: More than 50 percent of Americans consume cannabis in some form, the actual number is speculated as much higher as many do not openly admit they consume. These numbers will grow significantly as cannabis becomes more legalized, widespread and accepted.

Sales / Marketing Strategy: Social media will be an extensive Internet advertising campaign, as well as handouts, word of mouth, and any other media in which we are permitted to advertise. Where and how we can advertise is an ongoing challenge as laws are constantly changing and companies are reconsidering their stance on cannabis. Customer acquisition cost will be small because most customers will seek us out.

Business Model: We make a very high percentage return on our product as do most. Our strength starts at our central farming model with water rights able to scale, and a construction force that makes it happen in the most fast and efficient way possible. Prices will fall as competition grows and only the lean and efficient will prevail.

Competitors: Competitors are restricted to a certain number from state to state to keep this new industry under control. As time goes on they allow more stores making competition tighten their budgets and price usually start to decline and stores that are not efficient will fall. Earth Rx limits its risks with an effective central farming model, efficiently constructed farm and storefronts.

Competitive Advantage: This is where we will shine. Our core group is made up of Systems Engineer, Construction Crew, Electrician, Plumber, Carpenter, Botanist, HR, MBA, Retired Banking VP and many more. Our construction crew has been working together for years and crank out buildings and remodels at a very fast rate. Our central farming model utilizes water rights on property we buy that allows us to still be profitable when prices fall as competition rises. One farm can supply many stores in one or more states keeping costs down and profits up. Efficiency of IT Network, Security, Cameras, Management, operations, electronically controlled systems, chain of command, construction, implementation, all expedited with ex-military precision. Massive profit margin and huge growth potential coupled with an almost unlimited customer base. Finish with proper funding giving us the buying power to do what we need to do, will ensure success.

Financials	2017	2018	2019	2020	2021
Revenues	\$89,000,000	\$108,000,000	\$136,000,000	\$172,000,000	\$225,000,000
Expenditures	\$62,000,000	\$14,000,000	\$15,000,000	\$16,000,000	\$18,000,000
Net	-\$29,000,000	\$94,000,000	\$121,000,000	\$156,000,000	\$207,000,000

Our Industrial revolution is here.