



Peli Labs

INVESTOR PRESENTATION



OUR MISSION

“

Our mission is to be a national and global leader in the Cannabis industry by demonstrating strong ethics in both social economics and environmental care while producing the highest quality and most trusted products in the industry.

”

**Licensed Type-7 Volatile Extraction
and Type-11 Distribution Facilities**

UNIQUE SELLING PROPOSITION



Strategically Positioned

Located perfectly between Santa Barbara, one of the most significant cannabis cultivation counties in the state and Los Angeles, the largest concentrate market in CA.



Experienced Team

The executive team has well over a decade of combined experience in the Prop 215 and Prop 64 cannabis market.

PRODUCTS



Refined Live Resin

Refined Live Resin- A single solvent extract from freshly harvested flower that is flashfrozen for terpene and cannabinoid preservation, Refined Live Resin is one of the highest quality forms of cannabis concentrate.



Liquid Live Resin

Live Resin in a form that will work flawlessly in a vape cartridge. Liquid Live Resin gives the common user the ability to enjoy Live Resin simply and conveniently.



Tablets

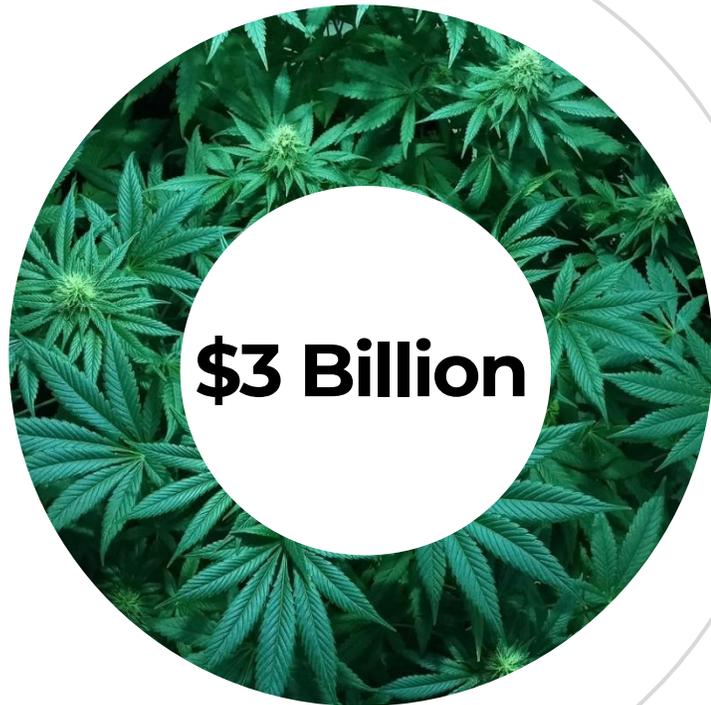
Cannabis Tablets offer ease of dosage for the oral consumption of cannabinoids. With a variety of different tablet formulations, these products give medicinal and recreational consumers the ability to find the specific cannabinoids that work best for them.



Live Rosin

A completely solventless extract from freshly harvested flower that is flash-frozen for terpene and cannabinoid preservation. Live Rosin is the highest grade concentrate on the market today.

MARKET SIZE- CALIFORNIA CANNABIS



987
Manufacturers



944
Distributors



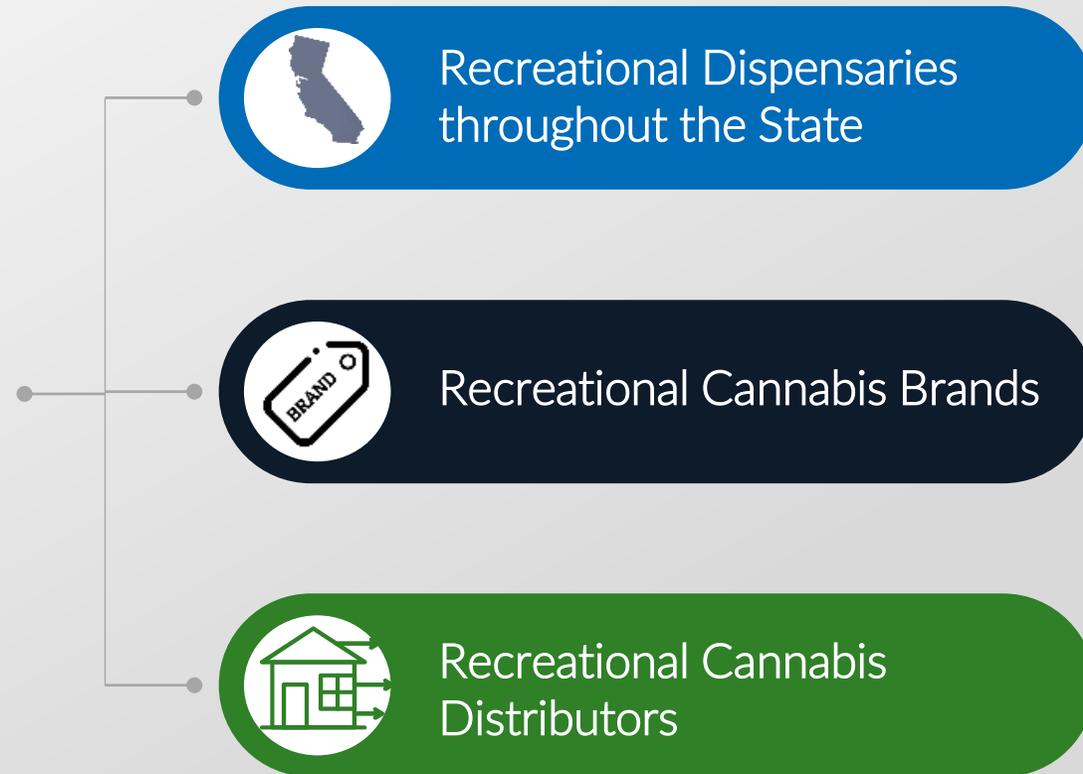
32
Testing Laboratories



50% (\$25 B)
California Market Share in 2026



PRIMARY TARGET MARKET



OPERATIONAL STRATEGY



\$3.0 Million



Investor Funding
against 30% of the
Company



\$23.8 Million



Worth of
Prospective Revenue
in Year-2021

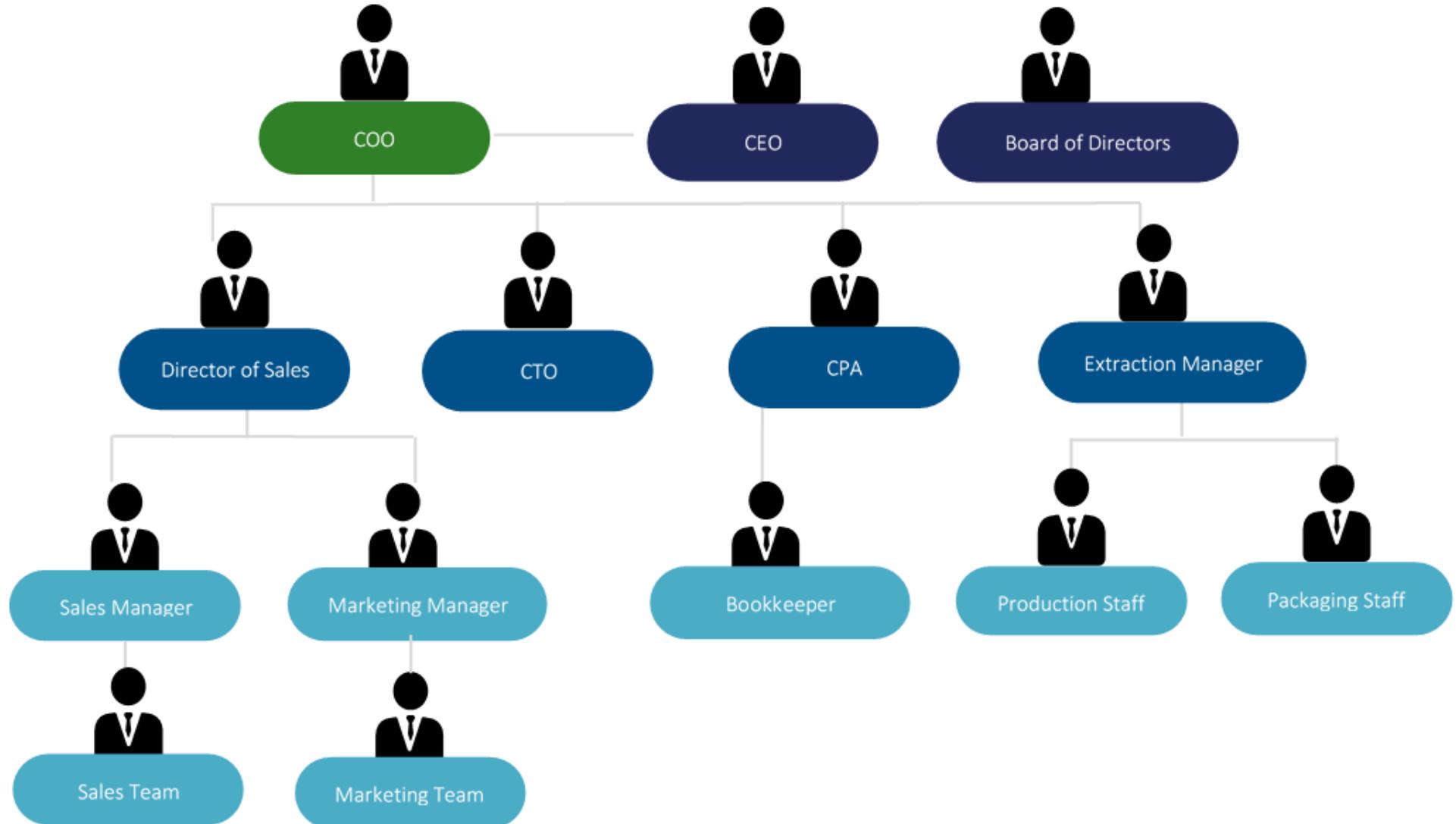


763% ROI



By the 5th Year of
Company's
Operations

ORGANIZATIONAL STRUCTURE



COMPETITIVE ANALYSIS

BRAND

KUSHALLEY

SE7ENLEAF

HEADQUARTERS

North Hills, CA 91343

Costa Mesa, California

WEBSITE

<https://www.kushalleyca.com/>

<https://se7enleaf.com/>

DESCRIPTION

a 24,000+ sq. ft. State-of-the-art cannabis facility comprised of a fully-renovated multi-million dollar dispensary, a cultivation center that utilizes the latest in agronomic technology and sustainable growing techniques, and a manufacturing plant.

Se7enLeaf is a city and state licensed contract manufacturer, processor and distributor of cannabis products. Se7enLeaf offers clients a one-stop supply chain infrastructure that is a partnership solution to support brands directly.



COMPETITIVE ADVANTAGES



Management Expertise

Professional Experience of Senior Management



Fresh Frozen Flowers

Ability to procure only the highest-end fresh frozen flowers with exquisite terpene profiles



State-of-the-art Tech

Utilization of state-of-the-art technologies to only strip the cannabinoids and terpenes without any of the unnecessary fats, waxes or lipids



Continuous Evolving

Dedication to continually evolving processes and procedures



Laboratory Expertise

The executive team's deep scientific understanding of phytochemistry and cannabis formulation."



S



- Qualified, experienced and knowledgeable management.
- The Executive team is composed of connoisseurs which drives constant studying to push the limits of cannabinoid R&D.
- Dedication to continually evolving our processes and procedures.
- Our teams' scientific knowledge, experience in making refined live resins.
- Our core qualities works smoothly, efficiently, and profitably.
- Ideal location for processors.

W



- The company needs funding and working capital for a successful launch.
- As a new business, the Company must build its credibility.
- The company production cycle may be affected because dispensaries cannot stock/hold a large amount of cannabis.
- No federal scope.

O



- The increasing popularity of alternative medicine.
- Effective extraction process.
- Growth of recreational use of cannabis.
- The concentrates segment presents the highest margin and opportunity in the cannabis market.
- Expansion of product lines.
- Vision for vertical integration.
- Disruptive product offerings.

T



- Instability of the US economy leads to unpredictable market activity.
- Larger companies that have more resources and the ability to reach deeper into the market.
- Change in the law governing cannabis products.

MARKETING STRATEGIES



01

Direct Marketing

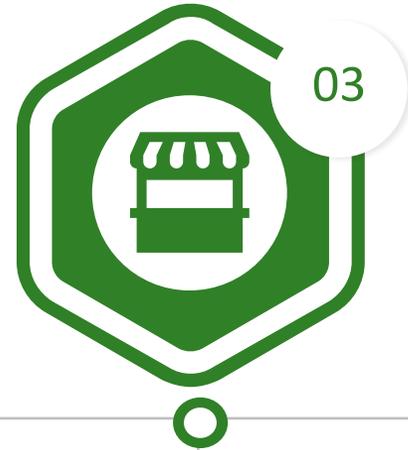
Sales teams, professional marketers, extract production for promotion, sponsoring events and influencers.



02

In-bound and Content

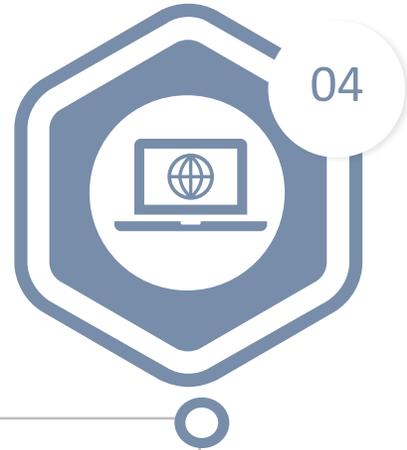
At a base level, the Company will promote content through at least one key social media channel.



03

Life-cycle Marketing

Networking at industry events, B2B marketing triggers, free promotional gear and educational kiosks at dispensaries.

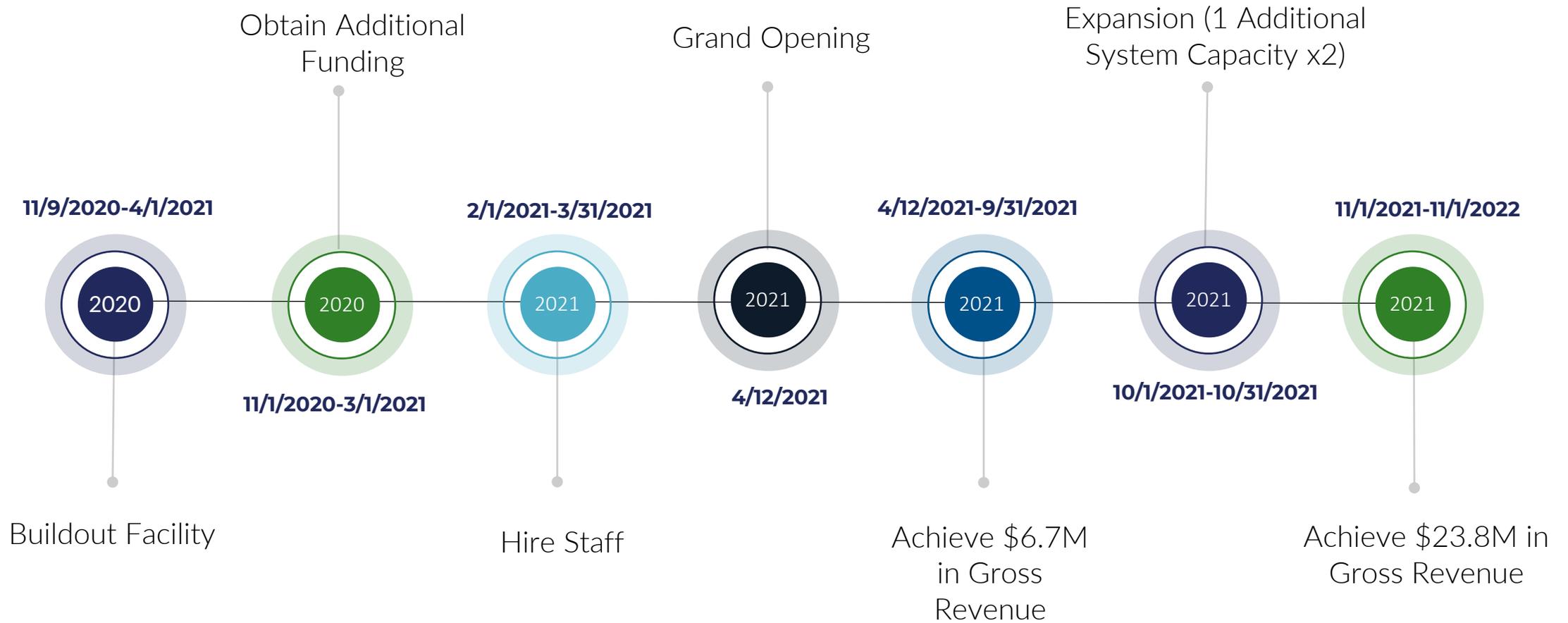


04

Website/Wellness Blogs

A well-optimized website with proper structure, page layout and clear navigation.

MILESTONES



ABOUT THE CEO



Mr. Cecil Page | FOUNDER, CEO

- Cecil Page is the co-founder and CEO of Peli Labs.
- Cecil has dedicated the last eight years of his life to learning the science and art of extracting cannabis, with an emphasis on compliance.
- He was fortunate enough to become a co-developer with a phytochemist, who took Cecil, and his lifelong friend, Joseph Merino, under his wing. He taught them more advanced processing procedures and the skills to operate at the more significant potential. From there, they funded, built and operated a closed-loop hydrocarbon lab followed by a short-path refinery.
- Cecil managed a Type 6 facility where he manufactured large volumes of biomass into distilled cannabis oil. He developed SOP's and compliance documents for the facility to comply with State and Local regulations.
- After eight months of manufacturing for the Type 6 facility, he had the opportunity to design a Type 7 (Volatile) facility for STIIZY, one of the giant Cannabis Brands today. He was quickly promoted to Sr. Extraction Engineer and then assisted with the formulation of new products, marketing, and designing new manufacturing facilities.

EXECUTIVE TEAM SYNOPSIS



Joseph Merino | COO

8 years combined laboratory and leadership experience in the Prop 215 and Prop 64 cannabis industry.



Haywood Mitchell | CTO

Internationally accomplished systems engineering professional with a strong plant sciences and systems architecture skills set.



Nicole Sheperd | SALES DIRECTOR

Strategic professional with fourteen years' experience leading marketing initiatives, sales performance and team building.



Stephanie Merino | BUSINESS ADVISOR

Operations executive with over 15 years of leadership experience in technology, manufacturing, distribution, and product development.

FUNDING REQUIREMENT

\$3.0 Million

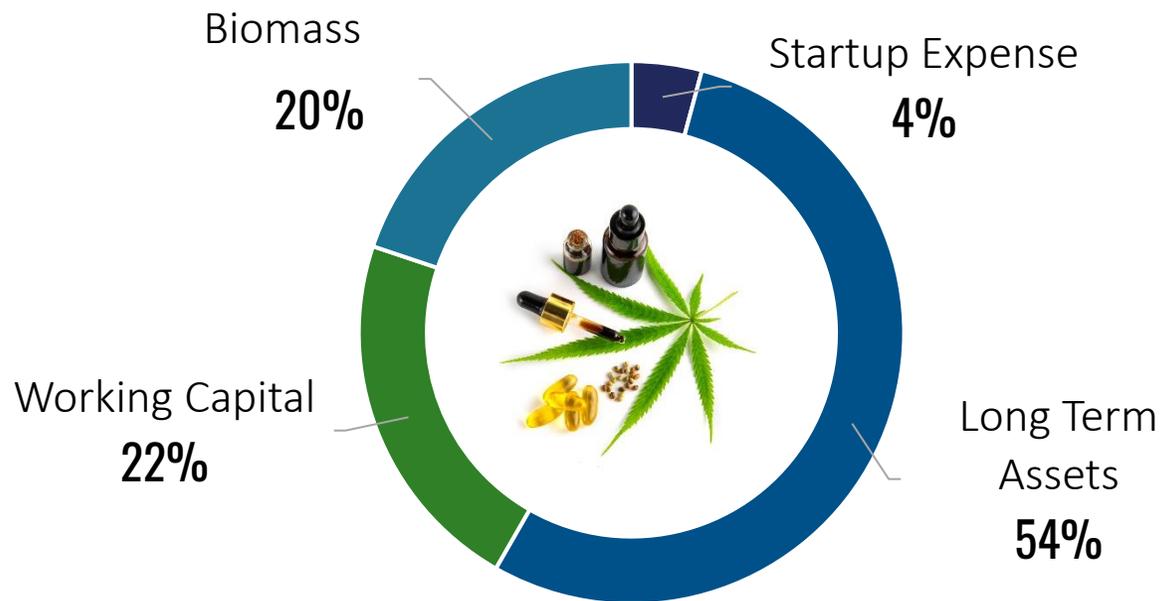
Investment from
investors against
30% equity share



763% ROI

Expected in Year-5

STARTUP SUMMARY

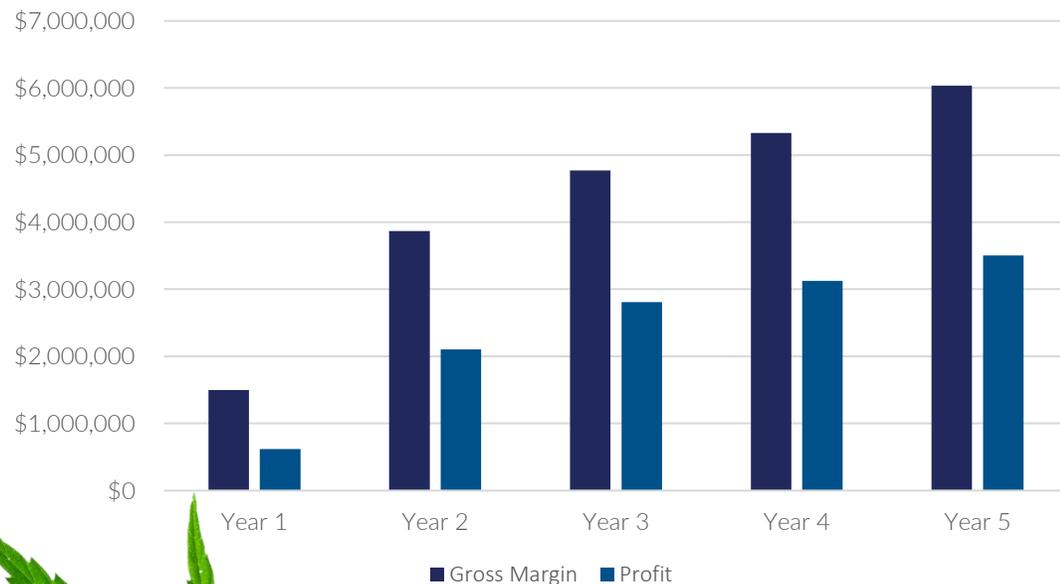


USE OF START-UP FUNDING

Expenses	
Legal Fees	\$15,000
Advertising and Marketing	\$50,000
Website Development	\$10,000
Contingent Expenses	\$50,000
Total Start-up Expenses	\$125,000
Long-term Assets	
Equipment (Process and Laboratory)	\$1,077,994
Buildout	\$375,000
Office, Security and Transportation	\$170,557
Total Long-Term Assets	\$1,623,551
Short-Term Assets	
Working Capital	\$656,202
Biomass	\$595,247
Total Short-Term Assets	\$1,251,449
Total Expenses & Assets	
Total Start-up Expenses	\$125,000
Total Start-up Assets	\$2,875,000
Total Funding Requirements	\$3,000,000
Total Start-up Funding	
Investor Amount Being Requested	\$3,000,000
Total Amount of Funding	\$3,000,000

PROJECTED INCOME STATEMENT

GROSS MARGIN & PROFIT YEARLY



PRO FORMA INCOME STATEMENT

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$6,732,345	\$23,843,062	\$25,201,654	\$27,282,995	\$28,165,840
Subtotal Cost of Revenue	\$3,689,675	\$14,785,032	\$14,799,432	\$15,841,836	\$15,747,098
State Excise Tax	\$1,009,852	\$3,576,459	\$3,780,248	\$4,092,449	\$4,224,876
280E Federal Tax	\$534,616	\$1,613,926	\$1,852,571	\$2,021,029	\$2,158,043
Total Cost of Revenue	\$5,234,143	\$19,975,418	\$20,432,251	\$21,955,314	\$22,130,018
Gross Margin	\$1,498,202	\$3,867,645	\$4,769,403	\$5,327,681	\$6,035,822
Gross Margin/Revenue	22.25%	16.22%	18.92%	19.53%	21.43%
EXPENSES					
General and Administrative	\$54,000	\$59,608	\$61,396	\$62,010	\$62,630
Business Insurance	\$20,000	\$20,500	\$21,013	\$21,538	\$22,076
Legal & Professional	\$12,000	\$12,300	\$12,608	\$12,923	\$13,246
Marketing & Advertising	\$60,000	\$55,000	\$49,500	\$50,985	\$52,515
Security & Surveillance	\$28,000	\$24,600	\$25,215	\$25,845	\$26,492
Travel & Entertainment	\$22,400	\$21,000	\$21,525	\$22,063	\$22,615
Facility Maintenance	\$52,000	\$53,300	\$47,970	\$49,169	\$50,398
Research & Development	\$33,662	\$37,028	\$40,731	\$44,804	\$49,284
Startup Cost	\$125,000	\$0	\$0	\$0	\$0
Depreciation	\$72,158	\$208,237	\$208,237	\$208,237	\$208,237
Payroll Taxes	\$40,224	\$127,597	\$147,936	\$171,156	\$203,215
Total Personnel	\$360,750	\$1,144,370	\$1,326,785	\$1,535,036	\$1,822,557
Total Operating Expenses	\$880,193	\$1,763,540	\$1,962,914	\$2,203,766	\$2,533,264
Profit Before Interest and Taxes	\$618,008	\$2,104,105	\$2,806,489	\$3,123,916	\$3,502,558
EBITDA	\$1,224,783	\$3,926,268	\$4,867,296	\$5,353,181	\$5,868,838
Net Profit	\$618,008	\$2,104,105	\$2,806,489	\$3,123,916	\$3,502,558
Net Profit/Revenue	9.18%	8.82%	11.14%	11.45%	12.44%
Dividend Distribution	\$309,004	\$1,052,053	\$1,403,244	\$1,561,958	\$1,751,279

Income Statement Assumptions: (1) Depreciation is based on 10 years; (2) Total payroll taxes are 11.15%; (3) Federal taxes are based on 21%. (4) Excise Tax is based on 15%. (4) Dividend distribution is assumed at 50% of net profit and payment is expected from Year-3 of the operations.



RETURN ON INVESTMENT

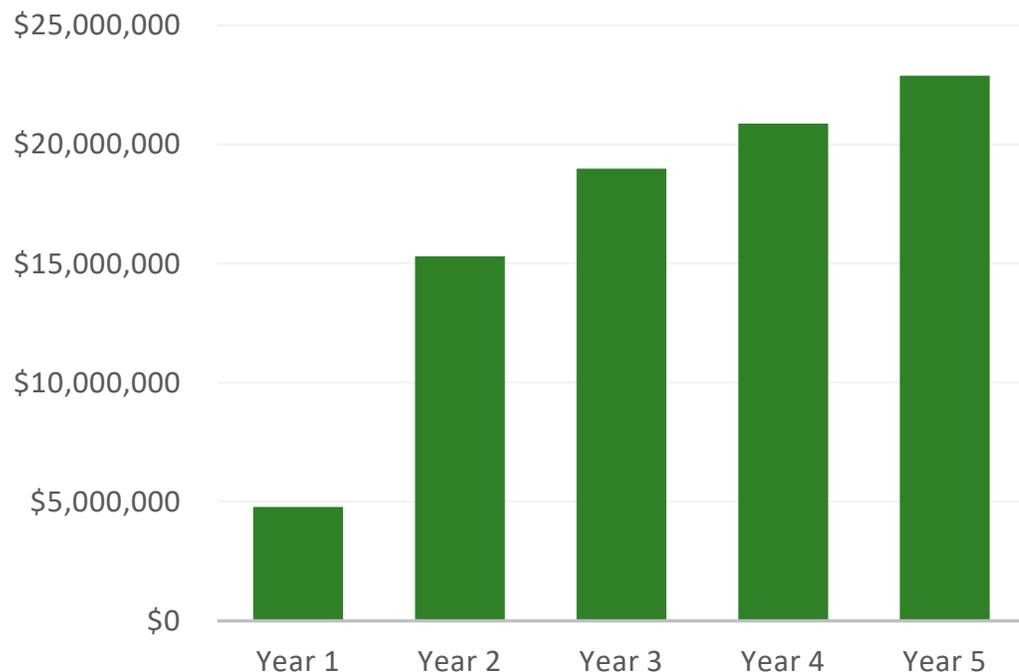


763%
ROI



Investor's Total Return
\$22.888 Million
At 5th year

INVESTORS SHARE VALUE



	NUMBER OF SHARES	PER SHARE PRICE	PROCEEDS FROM SALE
Year 1	270,000	\$17.69	\$4,776,652
Year 2	270,000	\$56.71	\$15,312,446
Year 3	270,000	\$70.31	\$18,982,456
Year 4	270,000	\$77.32	\$20,877,406
Year 5	270,000	\$84.77	\$22,888,468

DISCLAIMER

This document is intended to provide a general guide only and does not deal with every important development, legislative or regulatory requirement. It has not been independently verified. We make no representation or warranties that it is complete or that it remains unchanged. You should consult your professional advisors where appropriate and conduct your own inquiries and investigations. It does not constitute commitment to arrange legal, accounting, financial taxation, or investment advice, or a or underwrite any facility by Peli Labs, Inc. This information is intended only for the use of the addressee and is confidential. Disclosure, reproduction or use by any person other than your officers, employees or professional advisors is strictly prohibited.



Peli Labs, Inc.

Cecil Page

Phone: 805-444-9403

Email: cecil@pelilabs.com

