



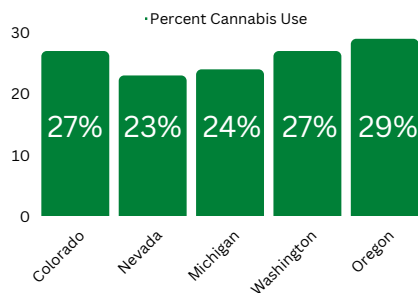
Gilby's
ORIGINAL

Is investment into a cannabis business right for you or your client?

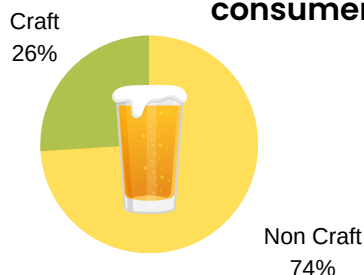
Let's look at some numbers:

Feasibility of Cannabis Business

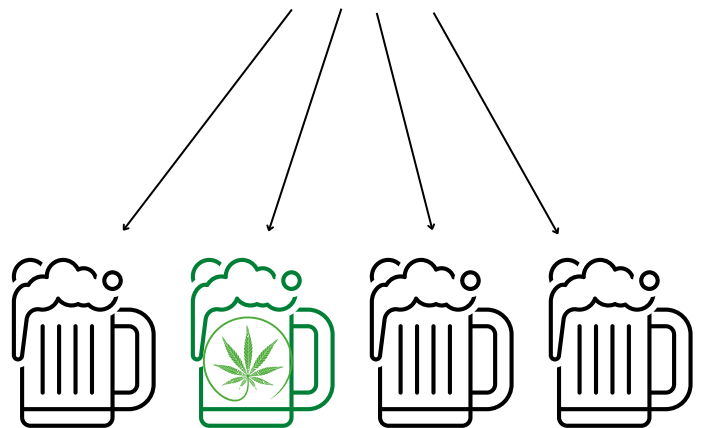
One in four will consume cannabis within a year



For the sake of identifying craft consumers let's apply craft beer numbers to our 1/4 cannabis consumer



1/4 of beer is considered craft



1/16 of population will be interested in craft cannabis

Mankato Population Statistics

Locals



100,000

Greater Mankato Area

Population 21+



25,000

Consumer



6,250

Target

Tourism

270,000

Regional hub



67,500



16,875



Cannabis Consumer Trends

The Average \$ spent annually is \$650

The Average size transaction is \$60

Generation turning 21 prefers cannabis over alcohol

Craft "identity" or exploration likely

Cannabis sales are recession resistant

Projected Market

Annual spending locally

\$14,000,000

Spending based on
one transaction by
tourism

\$4,000,000

Annual spending by target

\$4,000,000

Spending based on one
transaction by target
tourism

\$1,000,000

Annual Projected
cannabis sales

\$18,000,000

Annual Projected
cannabis sales by target

\$5,000,000

Why *Gilby's*?

ORIGINAL

Gilby's Original is a small family business that wants to be Minnesota's first Craft Cannabis Microbusiness. Our mission is to reintegrate a craft community through safely consuming and using cannabis products that are sustainably, ethically, and locally grown. We have the experience and local connections to pave the way.



The Gilbertsons

**Locals with 10 years
of professional
experience**

Andrew

Born and raised in Mankato, Andrew “Gilby” Gilbertson moved to California to pursue his dreams of working in the Cannabis industry. He quickly found work with a Humboldt County Legacy grower, working and learning on a farm for over 10 years. Gilby assisted from seed to sale – specializing in outdoor, indoor, and light deprivation operations. Frequently beating records of previous seasons when he was there, he was taught to grow healthy plants with a high yield, managed a team of farm workers, and assisted in the day-to-day management of the farm.

Together

The Gilbertsons moved back to Mankato in 2019 with plans to open a cannabis business in their home community. Their primary goals is a stand-out Micro-

business to use their experience to develop strains that are trend-setting on local markets, combining their knowledge of customer experience and dispensary settings to create a custom feel for their customers, and engaging with the community and their customers to create products that old and new users will enjoy.

Kate

Kate grew up in Minnesota, attending MNSU for a BFA in Ceramics. She supported herself, while in school, by working at local garden stores, where she developed a passion for working with plants. After moving to California with Andrew, she helped at the farm and worked in office settings as well. She has 10 years of professional experience in training, employee management, and customer experience. In her spare time, Kate is an avid gardener with a large outdoor vegetable and flower garden.

What will **Gilby's** ORIGINAL **produce?**

Gilby's Original will have a production canopy of 2000 square feet that will be able to grow enough plants to provide 40+ lbs per month.

Products

Flower

Edible

Pre-rolls

Topicals

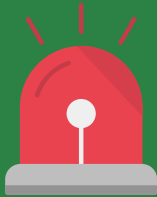
Rosin

Gilby's ORIGINAL **COMMUNITY** **SAFETY POLICIES**



Adhere to State/Local Law

We are using the law as it is written as our guide to implement our business plan.



Create a Local Community Watch

We will use social media alongside community volunteers to monitor and report disturbances in our area.



24 Hour Monitoring

Our system will have CCTV monitoring throughout the property and will have a twice a day upload to offsite server storage.



Public Consumption Penalty Awareness Campaign

We will be making promotional material referencing reasons to not consume on public property, FINES!



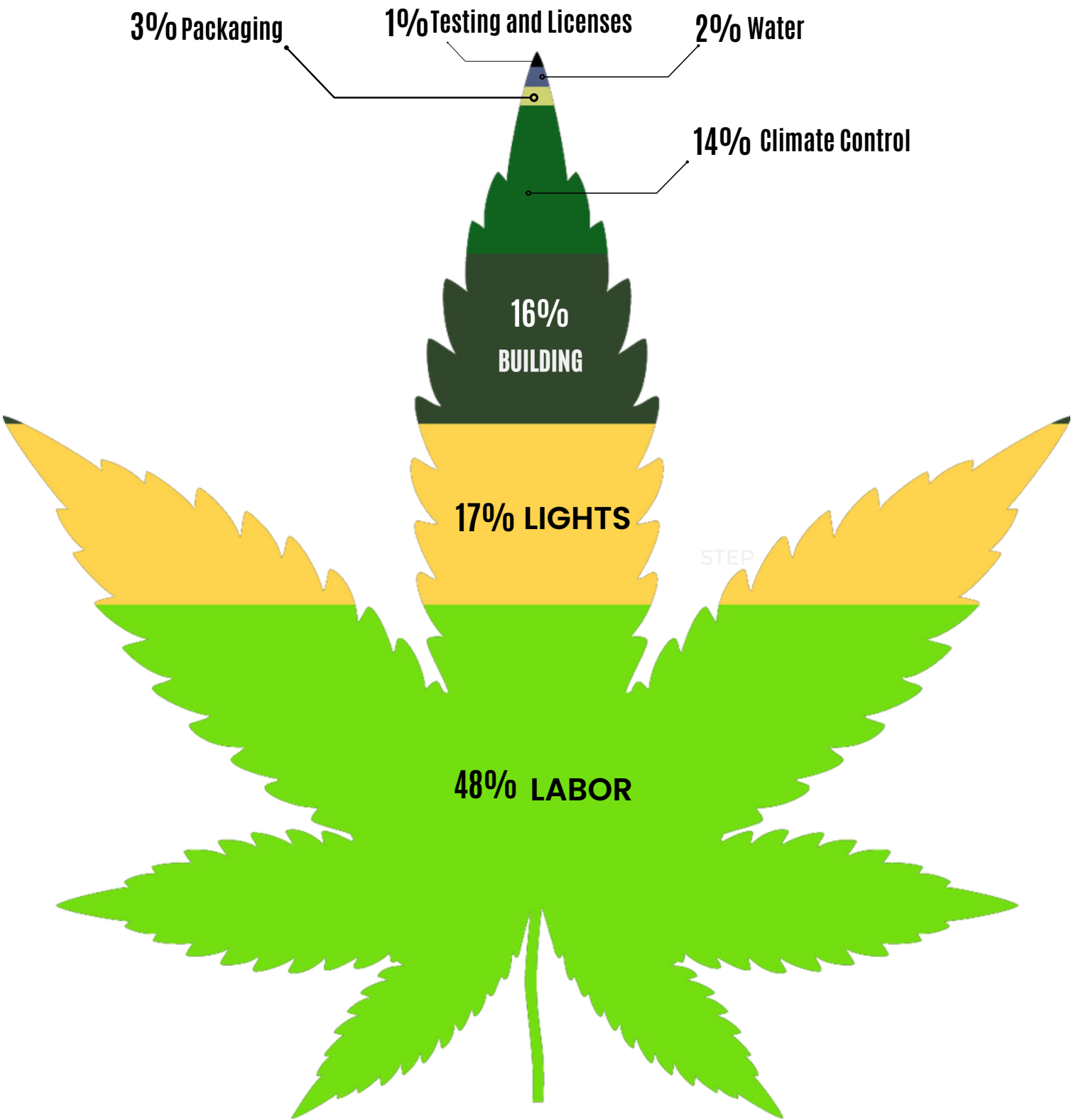
Onsite Security

We will have security on-site during hours of operation.

Cost of Goods Sold Analysis

Percentage Breakdown

Cost of Goods Sold breakdown by estimated expenses



Includes in-house testing and full state compliance

Cost of Operation

\$500,000 annually

Feel free to contact us for equipment/cost lists to see
where your money is going

Estimated revenue

Revenue with sale full
inventory at \$200
ounce transactions

\$1,536,000

30% sale of inventory for break even

Revenue with sale full
inventory at \$45 eighth*
transaction

\$2,706,000

20% sale of inventory for break even

Additional Revenue
with sale of edibles
made from trim

\$691,000

Trim is the part of the plant that is not
used for flower or other products.

**eighth refers to the most commonly purchased size of
cannabis flower*

How much to buy in?

\$50,000 per share

How many shares?

40 shares total

We may consider partial shares. We reserve 10 shares to be divided among the founders for a total of 50

Investment Return

Gilby's Original goal is to make this business employee owned and operated. The plan is for Gilby's to buy back shares at a multiplier based on the business value. Our goal is to begin investor buy-out after three years of growth. Our estimated value should be at a 2X multiplier by then.

Potential Growth plans

**Business is set for 2000 sqft but
may expand to 5000 sqft**

**Potential to grow into
mezzobusiness from micro**

Multiple locations across the state

Contact

Chris Collins -507-995-2611

Chris@zymologist.com