



FEED
YOUR
HEAD

HANDCRAFTED CANNABIS EDIBLES FROM NYC

Confidential

A collage of various cannabis edibles. It includes several chocolate cookies with nuts and dried fruit, a tray of dark chocolates with crushed nuts, a small bowl of honey with a wooden dipper, and some white flowers. The items are arranged on a light-colored surface.

Cannabis Edibles
are Coming to NYC.
Are you ready?

WE ARE



Table of Contents

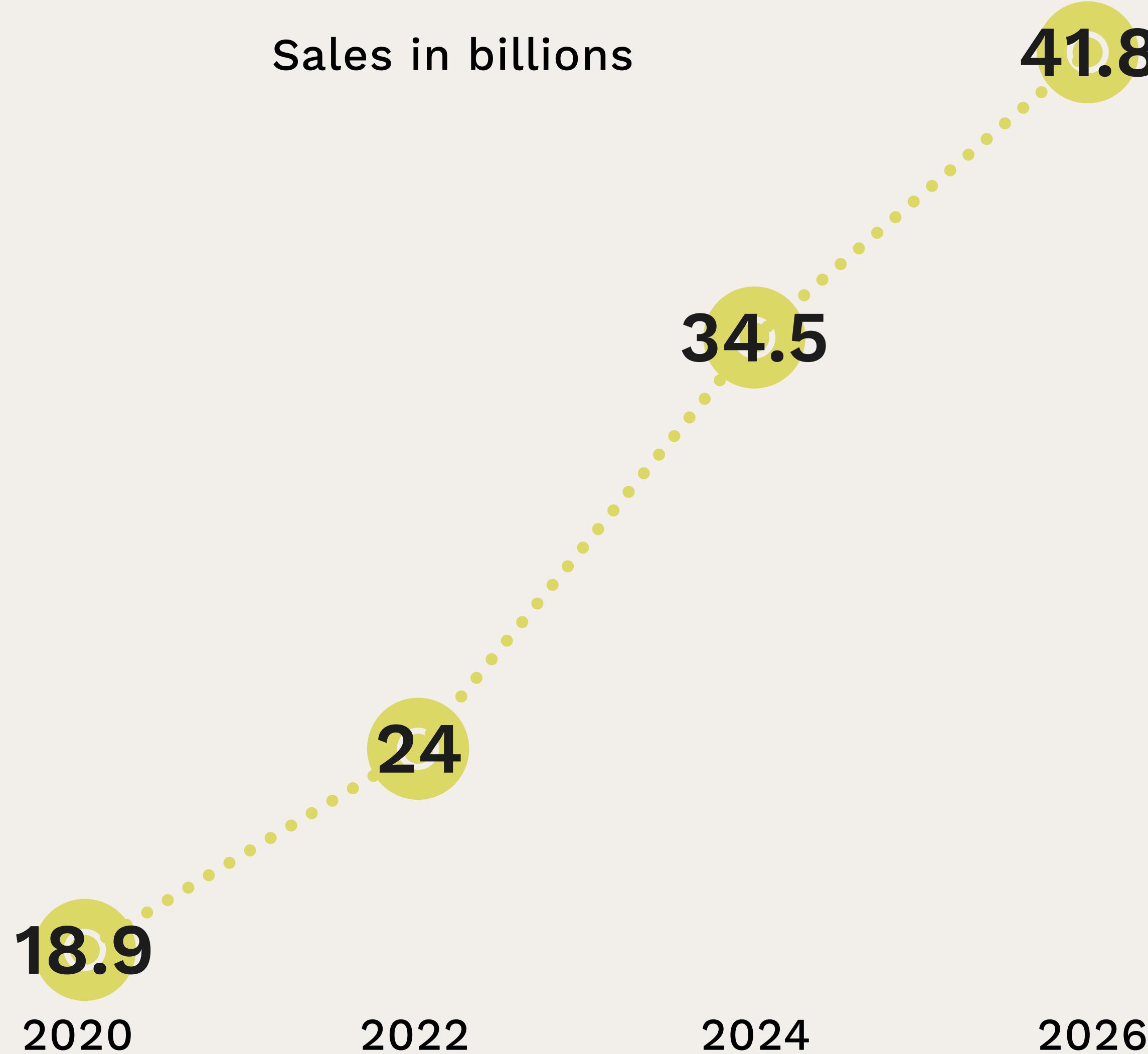
- 4. INTRODUCTION
- 5. MARKET RESEARCH
- 10. PRODUCT LINE
- 13. PACKAGING
- 14. RESEARCH, DEVELOPMENT & BEYOND
- 15. MARKETING & SALES
- 16. FINANCIAL PROJECTION
- 19. OPPORTUNITY
- 20. GIVE BACK
- 21. THE TEAM



Feed Your Head is a new Cannabis Edibles Manufacturing Business based in Long Island City, New York. A Veteran & Women-Owned Business Enterprise (WBE), we handcraft locally sourced cannabis edibles for wholesale to dispensaries, distributors, delivery services & retail shops. Our premium products are delicious, properly dosed, and beautifully packaged (child-resistant & sustainable) to attract both cannabis connoisseurs and new users desiring a wonderful experience.

US Adult Use Market

Sales in billions



68% of Americans believe marijuana should be legalized

Medical marijuana is legal in 38 states

Recreational marijuana is legal in 18 states and Washington D.C.

Cannabis & New York State

Licenses will be for cultivation, processing, distribution, delivery & retail

Feed Your Head will require processing and distribution licenses



Consumer edibles use

% of consumers who report using product in the past 6 months



Cannabis edibles market is expected to surpass \$10 billion in annual sales by 2025.

Edibles are the fastest growing product sector
2.5mg, 5mg & 10mg are standard single dosages.
100mg is the standard single pack limit across state markets.

Gummy consumers tend to be younger, higher educated, slightly higher income & they are women.

MILLENNIAL WOMEN

Drive the booming gummy market

BOOMERS

Focus on nostalgia, moving away from inhalables, they use edibles for pain relief

NEW USERS

Desire modest dose products so they can “start low & go slow”

New Customers Product Favorites for 2021

BOOMER	GEN X
	
MILLENNIALS	GEN Z
	
1. Edibles 2. Vapes 3. Flower 4. Prerolls	1. Edibles 2. Vapes 3. Flower 4. Prerolls
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We have been in the kitchen creating a line of sweet & savory unique treats



Sweets

EVERYTHING COOKIE
brownie, macaron, oreo &
chocolate chip cookie

ESPRESSO BEAN BITES
coated in dark chocolate

BROWNIE BITES
gluten-free

MINT THINS
peppermint cookie wafers

CHOCOLATE TRUFFLES
raspberry ganache & passion fruit

PALMIERS
puff pastry elephant ears

GANJA SNAPS
our ginger snap twist





Healthy & Hot!

SPIRULINA BITES

vegan & gluten-free

COCONUT COOKIE

real toasted coconut flakes

LOCAL WILDFLOWER HONEY

pure, raw & unfiltered

OUR HOT SAUCE

special recipe with a cayenne kick!



Tastes good, looks good & is good for the planet

Not only will our packaging be Child-Resistant (CR), we are committed to creating sustainable eco-friendly products that are either compostable, reusable, or easily recyclable. It is vital that our delicious treats are enjoyed with the peace of mind in knowing that our sourcing cares about the environment and Mother Earth.



In progress

Active fostering of relationships with cultivators, future dispensaries and operators in delivery and retail

Create a line with CBD and THC ratios (1:1, 2:1, 5:1) that are best for soothing various maladies

Apply fast-acting THC delivery system to allow effects in under 15 minutes

Implement sustainable eco-friendly child-resistant packaging

Future plans

Create a line of low sugar, high protein products

Obtain processing and distribution licenses from NY Office of Cannabis Management

Sell wholesale to dispensaries, delivery services & retail shops





FINANCIAL PROJECTION

	PRODUCT	UNITS	SALES PRICE PER UNIT	COGS PER UNIT	MARGIN PER UNIT	TOTAL MARGIN		
YEAR 1	COOKIES						NET SALES	\$0
	GUMMIES						OPERATING COSTS	\$327,300
	CHOCOLATES						INCOME TAX	\$0
	OTHER						NET INCOME	\$(389,000)
YEAR 2	COOKIES	229,000	\$10	\$3	\$7	\$1,603,000	NET SALES	\$6,985,000
	GUMMIES	344,000	\$10	\$3	\$7	\$2,408,000	OPERATING COSTS	\$809,000
	CHOCOLATES	115,000	\$10	\$3	\$7	\$805,000	INCOME TAX	\$1,500,000
	OTHER	7,000	\$15	\$5	\$10	\$70,000	NET INCOME	\$2,600,000
YEAR 3	COOKIES	500,00	\$10	\$3	\$7	\$3,500,000	NET SALES	\$15,240,000
	GUMMIES	750,000	\$10	\$3	\$7	\$5,250,000	OPERATING COSTS	\$942,000
	CHOCOLATES	250,000	\$10	\$3	\$7	\$1,750,000	INCOME TAX	\$3,200,000
	OTHER	16,000	\$15	\$5	\$10	\$160,000	NET INCOME	\$6,500,000

Bureaucracy is slow, the waiting is the hardest part ...





THE Green Rush

New York Market is a “Once-in-a-Lifetime” Opportunity.

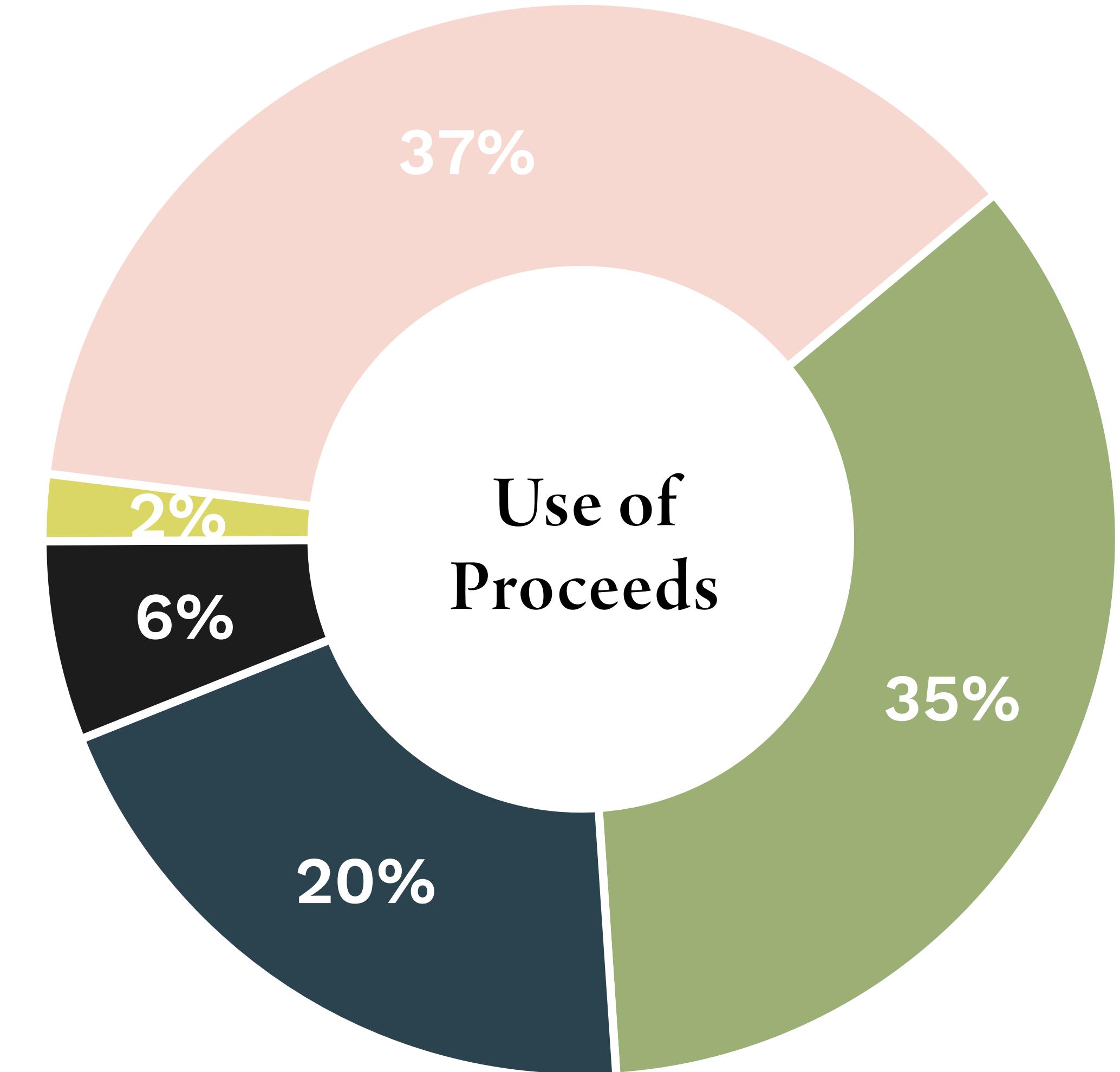
Join us: together we can make amazing products
that help people, and make a lot of money.

Feed Your Head is raising a seed round

VALUATION - \$5m post-money

MINIMUM BUY-IN — \$12.5k

INSTRUMENT – Common stock



- Operating Expenses
- Startup & Direct Costs
- Equipment
- Space Improvements, Security & Software
- Marketing



Our Community

As a proud Woman-Owned Business Enterprise (WBE) and with our kitchen facility located in Long Island City, historically one of the highest areas for cannabis arrests and incarcerations, it is our duty to partner with the local community to hire employees, offer educational outreach (cooking/edibles classes), and design events that bring everyone together to work, learn and enjoy.

Our Employees

We believe a rising tide should lift all boats. Valued longterm team members and new employees at all levels will share in our profits. Likewise, we will work to deliver the best healthcare opportunities, tailored amenities, and work/life balance. And we shall strive for company-wide diversity across race, gender, sexual orientation, and gender identity.





ARA PETERS — CEO

For over 35 years Ara has owned & operated Something's Cooking, the premier catering company for film, television, commercials, music and live events across the tristate area. A proud WBE (Women-Owned Business Enterprise), Ara has served as CFO as the company has grown and expanded. What started as a small cheese and take out shop in the West Village has grown under her guidance into a 5,000 square foot commercial facility in Long Island City.



JON PETERS — President

As head of Sales and Kitchen Operations, Jon has helped build Something's Cooking into the premier catering company. A graduate of the New York Sommelier Society, John is also a veteran who served the United States Army during the Vietnam Conflict.



MARK NOONAN — COO

Founder of Farewell Project, a new end-of-life planning platform, Mark has worked as team leader in HR, IT, D&I, facilities & Office Management across many start-ups (Spring, Burch Creative Capital, Cloud Admin Services), a bank (Federal Home Loan Bank of NY), and a small Mom & Pop publishing house (Grove/Atlantic). In his spare time he writes & chases golf balls.



LOUIS DELUCA — R & D CONSULTANT

Chef Louie has cooked professionally for over 45 years in NYC's finest restaurants. His many stops include pastry chef at French mainstays The Palace, Claude's, La Cote Basque. As sous chef and chef at Sagebrush Canyon & Grove, among others. He has been a partner and chef of a small catering firm, Perfect Event Company, and executive chef for larger caterers Paradise & Lunch and Something's Cooking.



Thank You!

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