

# GoodFOR<sup>®</sup>

## Investors

**Click anywhere to watch 1-minute video which may open in a different window**

# TEAM



**Jeff Ullman**  
CEO / Founder

Cannabis, Health, TV Series  
Exec Producer, Relationship  
Entrepreneur, Author and  
Multi-field keynoter



**Cindy Ullman**  
Founder / Health &  
Wellness Research

Compelling emotional stories sell  
products, stimulate word of mouth,  
media and generate partners



**Jamie Williams**  
Marketing Director

Multimedia expert; Designer  
& programmer of GoodFOR  
website & products



**Dan McShan, PhD**  
Chief Science Officer  
& Formulator

University of Colorado  
School of Medicine, Dept of  
Pharmacology



**Paul Bregman, MD**  
Medical Director

Cannabinoid Trained Physician  
& Telemedicine Expert for  
4,000+ clients



**TBD**  
Sales Directors

Both in process of hiring



General Legal  
Counsel



FDA Legal  
Counsel



Financial  
Counsel



Primary Product  
Vendors

**Founders invested \$175,000**

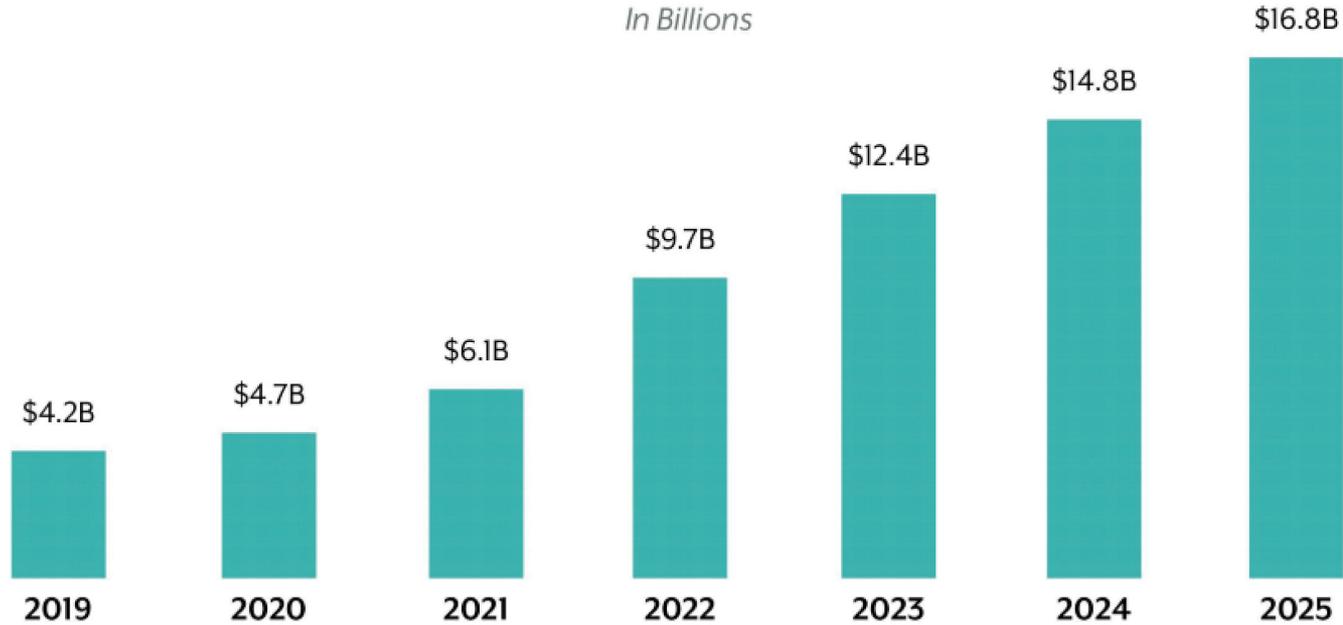
# SUMMARY

- GoodFOR.us creates **doctor-formulated organic** products that **work in seconds** and use...
- the **best brand name** in hemp/CBD to **cut through competitive clutter** and are ...
- **FDA registered OTC drugs** which make GoodFOR more valuable when you are permitted to **capitalize on the heavily restricted claim for “pain”** which is why ...
- GoodFOR® PAIN is the **strongest pain topical** empowered by a **4.95 rating** and the unprecedented **DOUBLE YOUR MONEY BACK GUARANTEE** which validates ...
- **our most rewarding assets**: brains, formulations, marketing prowess and trademarks to ...
- develop the products **customers buy, re-buy and refer their friends** which means ...
- we will continue to **control our supply chain** and **scale horizontally and vertically globally**, unencumbered by **no debt** and driven by **passionate execs** and ...
- **THE MOST VALUABLE BRAND NAME IN ALL OF CONSUMER GOODS AND SERVICES ...**

# WEALTH MARKET LANDSCAPE

## US CBD Market Size & Forecast (2019-2025)

*In Billions*



Source: Brightfield Group Data

CBD Tincture Natural Broad Spectrum



THC-Free Tincture  
CBD Tincture



## THE BEST BRAND NAME & DESIGN

Answering buyers #1 question:

***What's good for me?***

# Good FOR<sup>®</sup>



Roll-On Pain Relief Hemp Seed Oil  
CBD Body Relief Hemp Seed Oil

Hemp Extract Classic  
Hemp Extract Signature Concentrated

CBD TOPICALS+  
Cream With Borage Oil  
Cream With Menthol



# COMPETITIVE ADVANTAGES

- High margins
- Unique products work in seconds
- USDA certified organic flower hemp
- FDA approved active ingredients
- FDA OTC topical registration
- Can legally use “PAIN”; others very unlikely
- Deeply experienced team
- Attractive YPO company
- Attractive on any shelf
- Attractive to buyers other than just hemp
- Well positioned to exit for \$\$\$\$\$



# TRADEMARKS

**United States of America**  
United States Patent and Trademark Office

GoodFor

**Reg. No. 6,097,905**  
**Registered Jul. 07, 2020**

**Int. Cl.: 3**  
**Trademark**  
**Principal Register**

GOODFOR, INC. (COLORADO CORPORATION)  
300 Center Drive, G-302  
Superior, COLORADO 80027

CLASS 3: Skin care preparations, namely, body balm; Skin care products, namely, non-medicated skin serums; Cosmetic creams for skin care; Cosmetic preparations for skin care; Cosmetic products in the form of face masks for skin care; Non-medicated skin care creams and lotions; Non-medicated skin care preparations; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleansers and peels; Non-medicated preparations all for the care of skin; wrinkle removing and moisturizing skin care preparations; all the foregoing containing CBD and extracts derived from hemp containing no more than 0.3% THC on a dry-weight basis

FIRST USE 1-1-2018; IN COMMERCE 4-1-2020

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-634,533, FILED 09-27-2019



*Andrei Iancu*  
Director of the United States  
Patent and Trademark Office



Other trademarks  
pending globally

**United States of America**  
United States Patent and Trademark Office

GoodFor

**Reg. No. 5,697,663**  
**Registered Mar. 12, 2019**

**Int. Cl.: 5**  
**Trademark**  
**Principal Register**

GFH Unlimited Inc. (COLORADO CORPORATION)  
2855 Rock Creek Circle, #144  
Superior, COLORADO 80027

CLASS 5: Nutraceuticals for use as a dietary supplement

FIRST USE 10-1-2018; IN COMMERCE 12-1-2018

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-842,997, FILED 12-08-2015



*Andrei Iancu*  
Director of the United States  
Patent and Trademark Office

# ORGANIC PRODUCTS

Topicals ▶



Oils ▶



# TO BE RELEASED



# IN OUR PIPELINE

GoodFOR® **BAD DAYS** | GoodFOR® **EXTREME SPORTS** | GoodFOR® **ENERGY** |  
GoodFOR® **HANGOVERS** | GoodFOR® **MASSAGE OIL** | GoodFOR® **SUN BLOCKING** |  
GoodFOR® **CALM MOM** | GoodFOR® **MOOD BOOSTING** | GoodFOR® **EQUESTRIANS** |

# BUSINESS MODEL

## B2C

**DIRECT** sales to targeted demographics

**DISTINGUISH** our products which work in seconds

**CAPITALIZE** on public's confusion about what's *good* for them

**WHOLESALE** to online and key brick & mortar retailers

**EXPAND** network of Social Proof Ambassadors

**PARTNER** with YPO companies

## B2B

# MARKETING CHANNEL BACKGROUND

5.0 ★★★★★

Based on 128 Reviews

## Social Proof

- GoodFOR Ambassadors
- GoodFOR healthcare professionals
- Diverse 'real people' demographic

## Personal Proof

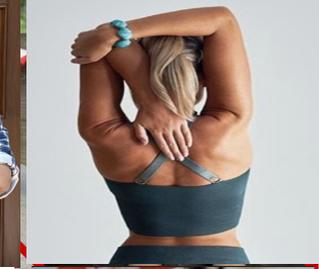
- *Feeling IS Believing*™ distribution
- 'Pepsi vs Coke'-type contests

## Scientific Proof

- Clinical Trial - evidence based

## Digital Targeting

- Demographics, Recreational, Jobs, Rx
- Email; Social media



**FREE  
SAMPLE**

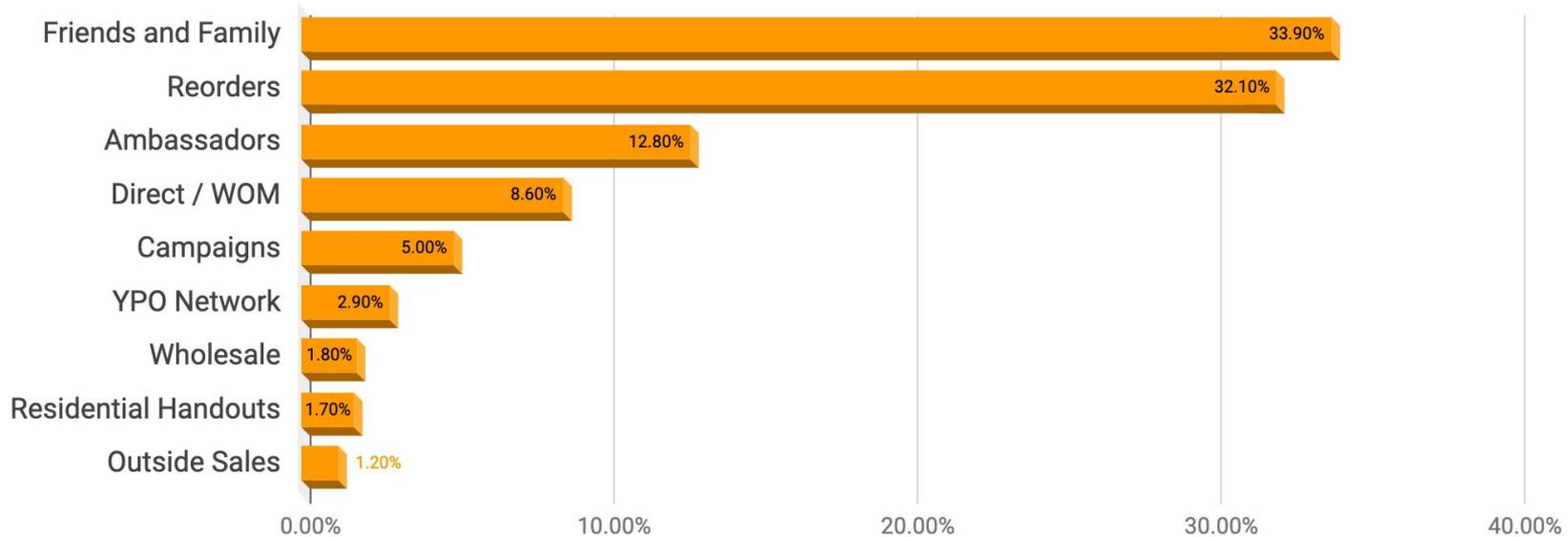
We don't believe in pain. GoodFOR Pain relief spray is a natural, non-steroidal, non-addictive pain relief. It's the only pain relief that's safe for everyone. It's the only pain relief that's safe for everyone. It's the only pain relief that's safe for everyone.



www.GoodFOR.us



# REVENUE SOURCES



## WE HAVE

- Generated \$25000+ in revenue
- Spent less than \$3,500 in advertising to test system
- Started Ambassadors in June 2020
- Just started sampling venues
- Carefully sourced origin of new customers

## WE HAVE NOT

- Aggressively marketed to our friends & family
- Sufficiently re-marketed to our customers
- Given incentives to customers for referrals
- Sought out wholesalers and retailers
- Bundled groups of products

# FINANCIAL PRO FORMA

	YEAR 1 2020(4Q)	YEAR 2 2021	YEAR 3 2022
<b>REVENUE</b>		Base Amount	
Sales	\$176,177	\$2,142,142	\$5,672,099
Direct Cost of Sales	\$79,280	\$963,964	\$2,552,444
Gross Margin	\$96,898	\$1,178,178	\$3,119,654
Gross Margin %	55.00%	55.00%	55.00%
<b>EXPENSES</b>			
Marketing	\$47,200	\$407,200	\$607,200
General & Administrative	\$31,240	\$204,750	\$257,100
<b>Total</b>	\$78,440	\$611,950	\$864,300
<b>EBITDA</b>	<b>\$18,458</b>	<b>\$566,228</b>	<b>\$2,255,354</b>
<b>EBITDA %</b>	<b>18.24%</b>	<b>60.10%</b>	<b>58.25%</b>

## Principal Assumptions

- Product sales @ wholesale 50% of MSRP
- No meaningful negative changes to federal or state government regulations

# TERM SHEET

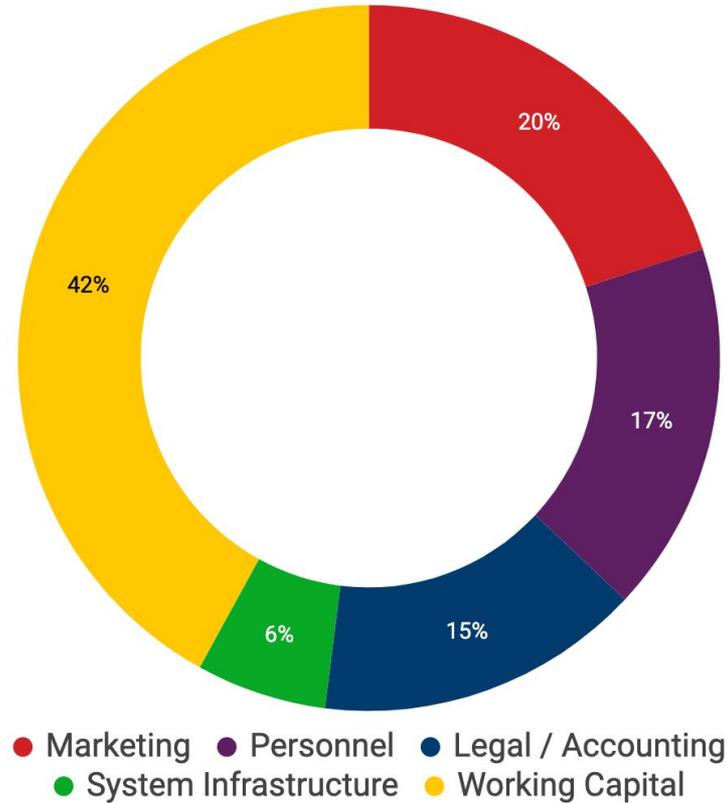
## Convertible Promissory Notes

- \$50,000 Minimum Principal
  - \$200,000+ investments will be offered special considerations
- 4% interest
- Balloon payment at Maturity in 36 months
- Convertible @ a 10% discount on the per share offering price of a subsequent offering of greater than \$1,000,000

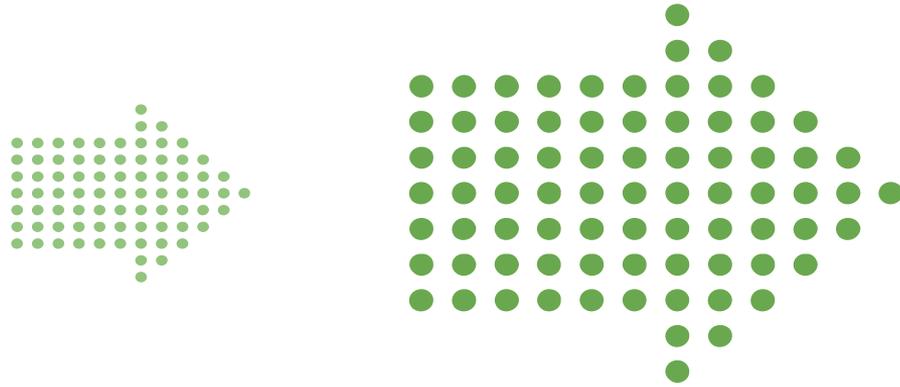
**TOTAL RAISE:      \$750,000**

# USE OF FUNDS

<b>MARKETING</b>	20%
<b>PERSONNEL</b>	17%
<b>LEGAL / ACCOUNTING</b>	15%
<b>SYSTEM INFRASTRUCTURE</b>	6%
<b>WORKING CAPITAL / INVENTORY</b>	42%
<b>DEBT</b>	ZERO *



# SCALING BEYOND HEMP/CBD



2020

CBD/Hemp

2022-23

**Infinite Consumer Goods & Services**

# GoodFOR<sup>®</sup>

GoodFOR<sup>®</sup> is the  
**Diamond In The Weeds**  
Good for investors

**Jeff Ullman - CEO**

jeff@goodfor.us

(720) 443-1322

[Website](#)  
[LinkedIn](#)



# DISCLAIMER

This document is confidential and proprietary. GoodFOR, Inc. (the “Company”) is furnishing this document to certain prospective investors for the sole purpose of evaluating a financing transaction of the Company.

By accepting delivery of this document, the recipient agrees that the recipient will not, without prior written permission of the Company, release this document, discuss the information contained herein or reproduce or use this document for any purpose other than for evaluating the financing transaction.

Prospective investors should not assume that this document is complete and should conduct their own analysis and investigation of the Company and consult with their own financial, legal, tax, and other business advisors before investing in the Company.

The Company does not make any representations or warranties as to the accuracy or completeness of the information provided within this document. Nothing contained herein is, or should be relied on as a promise or representation as to the future performance of the Company. This presentation does not constitute an offer to sell securities or a solicitation of an offer to buy securities.

Certain statements in this presentation constitute forward-looking statements, which can often be identified by words such as “will,” “expect,” “plan,” “project,” “intend,” “anticipate,” and other words indicating that the statements are forward-looking. Such forward-looking statements are expectations only and are subject to known and unknown risks, uncertainties, and other important factors that could cause the actual results, performance, or achievements of the Company or industry results to differ materially from any future results, performance or achievement implied by such forward-looking statements.

**No statement within has been evaluated by the Food and Drug Administration (FDA), and no product or service is intended to diagnose, treat, cure or prevent any disease.**

# SHELF ATTRACTION MATTERS



This is just one SKU!  
Wait until we show  
more