



**BudBuds.us**

GROW KNOW-HOW-TECHNOLOGY



*BudBuds.us is a platform of  
cultivation processes and  
consumer experiences.*

# BudBuds.us

## Stakeholders B2C

Founded in January 2017  
Delaware LLC  
Majority of Current Users in  
Latin America



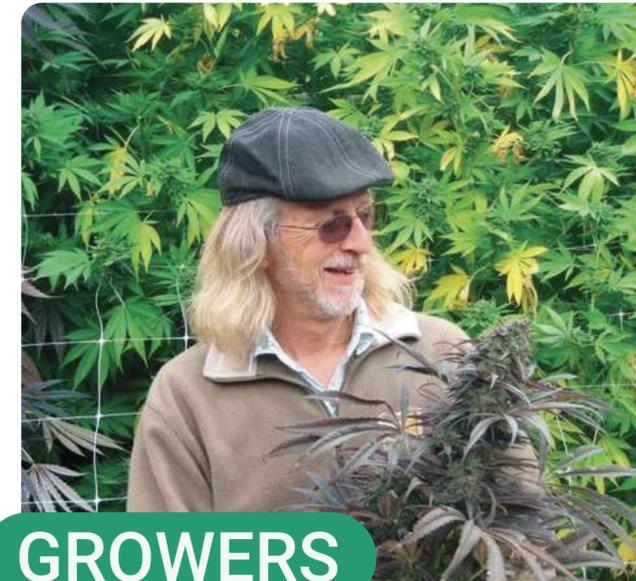
### DOCTOR

For those who need to know which Cannabis plant or derivative is most suitable to treat their patients.



### PATIENTS

For those who need or want to register their treatment and experiences



### GROWERS

Most complete tool to manage crops, record tasks, track and follow production until the consumer.



### CONSUMERS

Provides information re origins and quality of bud; reviews shared in real-time with grower & health care providers.

\*that provides quality assurance and seed-to-sale information

# BudBuds.us

## Stakeholders B2B



### Marketers

Cannabis consumer market analyses;  
increase consumer conversion rate;  
Just-in-time ads & consumer patterns  
Big data reports.

### Seedbanks

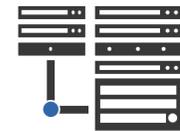
Cannabis market & consumer behavior  
analyses; uniqueness and value added  
for seeds through scoring system.

# Challenges

SEEDS ARE UNIQUE, JUST LIKE FINGERPRINTS. GROWN IN DIFFERENT PARTS OF THE WORLD IN VARIED CONDITIONS RESULT IN DISTINCT PROPERTIES. WE FOCUS ON EACH INDIVIDUAL PLANT.



**Lack of Quality Feedback** from consumer to grower



**Data collection** is crucial for the Global Cannabis Industry.



No platform for **consumers** to **register and share experiences**.



No **quality assurance** for cannabis products.



**Labels** – no comprehensive information regarding the **origins and characteristics** of the product.



**Connect** Grow Shops, Manufacturers, SeedBanks and Breeders.



Lack of means to **qualify Growers**



No **tool** that manages, tracks, educates and enhances crops for **small & medium growers**



**Plants** require a differential to **generate value**.



**UX review in real time** generating data analysis.

# Our solution

The BudBuds.us platform:



## Top Quality review

Empowering consumer through ratings. Reviews shared in real time.

## Connects all Players

Generating value to all stakeholders. A social platform for consumers to register and share experiences.

## Plant Generated Value

Based on each plant uniqueness, quality history and replicability.

## Empirical Cannabis Data Base

Data tracking from cultivation through consumption, including genotypes & phenotypes aimed at pathologies & symptoms.

## Consumer Data

Quality assurance through comprehensive labels & consumer experience ratings.

## Unique Cultivation Software

To manage, track, educate and enhance cultivation promoting production's best practices & qualifying growers.

# Advantages & 1st to Market



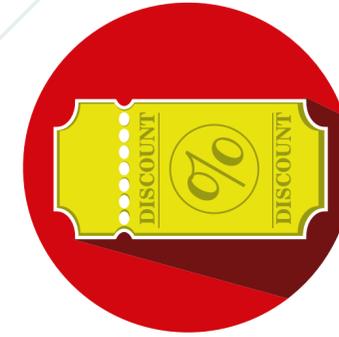
## Qualitative Traceability

QR Code as a Birth Certificate



## Empirical Data Base for medical purpose

Real time remote patient feedback



## Generate Discount Coupons

Add value to the entire supply chain



## Plants reputation rating

Quality attested by consumers reviews, in real time, globally



## Supply Chain & Consumers

Valuable exchange of data



## Continuous improvement driven by feedback

Consumers experience generate new developments

# Competition

## The BudBuds.us platform

	 BudBuds.us	Jane	Grow Buddy	Grow Helper	Releaf	Growdiaries	Growers Network	Metrc	Trellis	Flourish	Biotrack	StrainSecure True Trace	MJ Freeway	Strain Print	Leafly	Mass Roots
Grow Journal																
Seed to Harvest																
Quality Tracking (seed to sales)																
Quantitative Tracking (seed to sales)																
Quality Review																
Medical Review																
Consumer Diary																
Mobile Platform																
Web Platform	TBD															
Social Network																
Regulatory Compliance (seed to sales)	TBD															

# Proposal

<b>FINANCING</b>	<b>CAPITAL</b> US\$ 300,000	<b>EQUITY</b> 6% Equity participation	<b>PAID IN</b> US\$ 35K/ 6 months US\$ 30K/ 3 months
<b>USE OF FUNDS</b>	<b>US\$ 105,000</b> Operational	<b>US\$ 140,000</b> Marketing & Promotional investments (UE , North America)	<b>US\$ 55,000</b> New features development
<b>GOALS DEC 2021</b> <small>*estimated</small>	<b>USERS*</b> <b>235,000</b>	<b>REVENUE*</b> US\$ 495,000	<b>CASH FLOW</b> US\$ 35,000
<b>GOALS DEC 2023</b> <small>*estimated</small>	<b>USERS*</b> <b>1,280.000</b>	<b>REVENUE*</b> US\$ 17,367.800	<b>CASH FLOW</b> US\$ 16,424.100

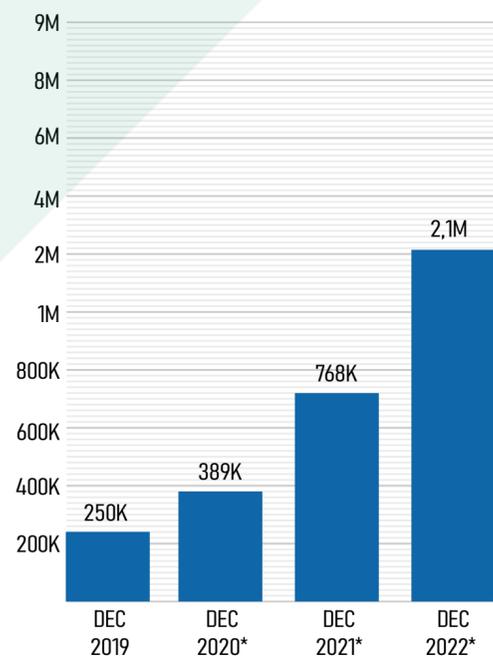
# Traction

Exponential growth, user retention and brand building.

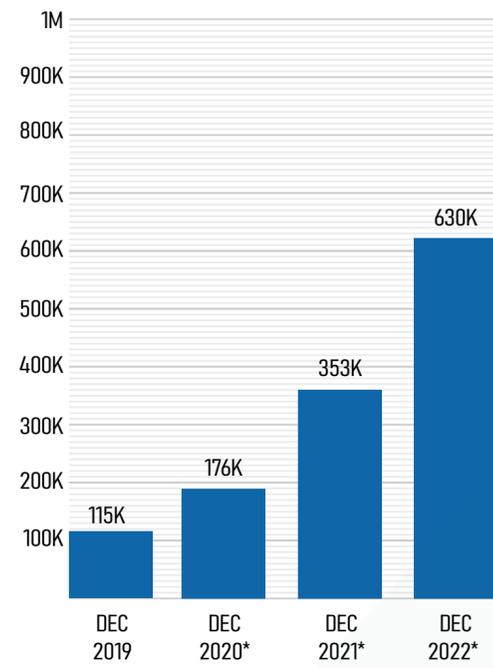
**100% organic!**

\* forecast

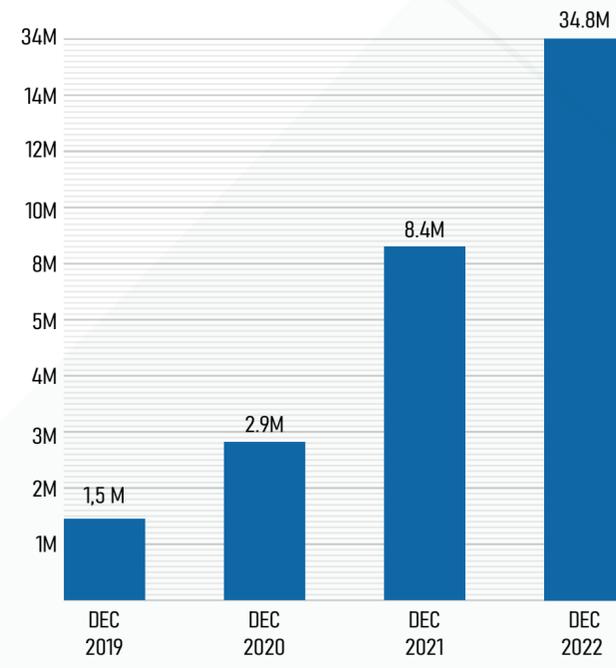
### APP DOWNLOADS



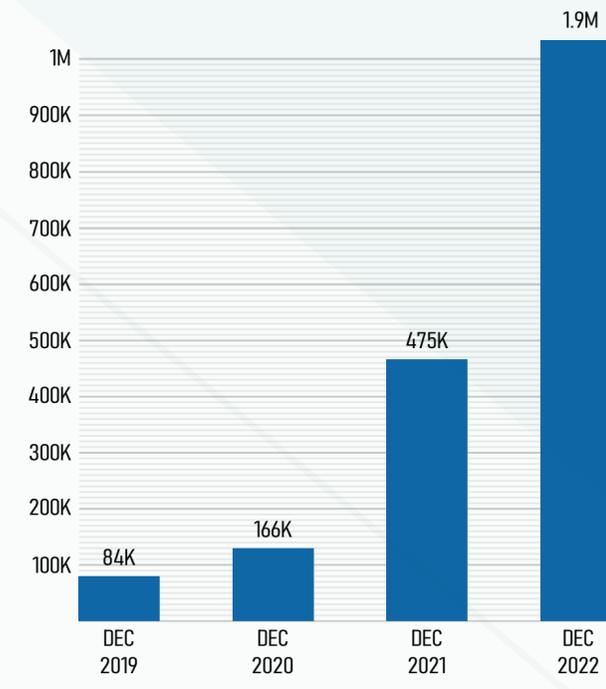
### APP USERS



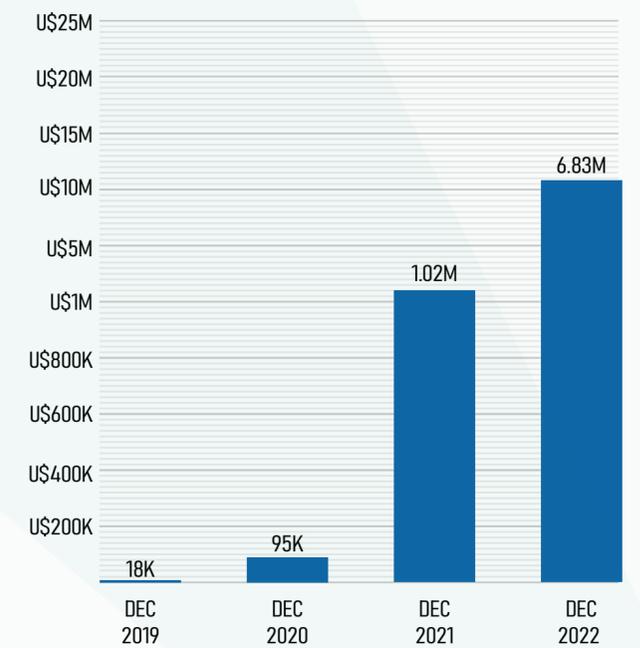
### PAGE VIEWS (LAST 30 DAYS)



### SOCIAL MEDIA FOLLOWERS



### REVENUE (US\$)



# Product Revenue

Source (US\$ 1,000x)	Value Generated	Total Year - 1	Total Year - 2	Total Year - 3	Total 3 years
DATA REPORTS	Customized Multiple data reports	275	1,239	7,519	9,033
MARKET PLACE + TARGET ADS	Targeted Market place for the entire chain (10%-15% of sale) + Just-n-time ads (zero dispersion)	151	920	5,380	6,451
SEEDBANKS	Customized QRcodes distributed with purchase of seeds	33	310	1,346	1,689
REVIEW/COUPONS COMMISSIONS	Each consumer review generates a 2% coupon for further purchases – BB receives a matching value	27	318	3,032	3,377
OTHER	Merchandising, etc.	10	28	90	128
<b>TOTAL REVENUE</b>		<b>496</b>	<b>2.815</b>	<b>17.367</b>	<b>20.678</b>

\*(In regulated markets with dispensaries)

# TESTIMONIALS

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“ I absolutely love this app. Over the past year I have used around 6 different apps and this one is by far the best. It took a little getting used to it and yet it is so simple. I even used growbuddy at one point but the convenience of being able to use BudBuds on my iPad and phone makes things so convenient. Keep up the good work on updating and growing this app.

Thanks again.”

**PlayStore** - Andy



“ Hello BudBuds Staff!  
First of all, congratulations for your great and useful app and second, thank you so much. I've been using your app during this year and it's been very easy to track plant progress, which is most useful with the pictures that you can upload. Greetings ”

**Whats App** - Anonymous



“ It helps a lot to organize the plants... I thank you for the initiative... Before I used a piece of paper... Now I put it all in the App... With alerts, recipes, and the full control of plants, I gave you 6 stars.”

**Play Store** - Growbarato

# Team



**Sergio Srour**  
**Founder/ CEO**

Founder of BudBuds.us, a cutting-edge platform designed for Cannabis growers and consumers. Professional Grower with 7 years of experience of cultivation for complete cycles.



**Deborah Srour – Founder and Budbuds.us Legal Counsel**

Admitted to practice law in Brazil, New York and in Israel as a foreign attorney. Has over 30 years experience in transnational business, corporate law and compliance.



**Steven Kahn – COO**

Industrial Engineer from the Technion, Israel has worked for the past 35 years in technology, textiles, construction and data storage in Brazil, responsible for bringing BudBuds.us to USA and Canada.



**Marcos Aimola – CTO**

With years of experience Aimola has been with BudBuds.us since its inception designing and implementing its growth technology.



**Lucas Costa – Art Director UX/UI Design**

Founder of the agency PLUS ESTUDIO, 16 years of experience as a graphic design, 6 as an art director, 3 as a UI / UX design.



**Kevin Mc Donnell – Sales**

Extensive background in International Relations and with a Double Degree in Business Management at IESEG School of Management; accomplished in consulting & advisory work, as well as, a human resource analyst with 7 years of experience.



**Felipe Balleroni – Communication and Marketing**

Professional, graduated in International Relations with an emphasis on international business. With 10 years of Procurement experience, he currently handles Sales and Investment at BudBuds.us and is responsible for New Business at an Advertising Agency.