

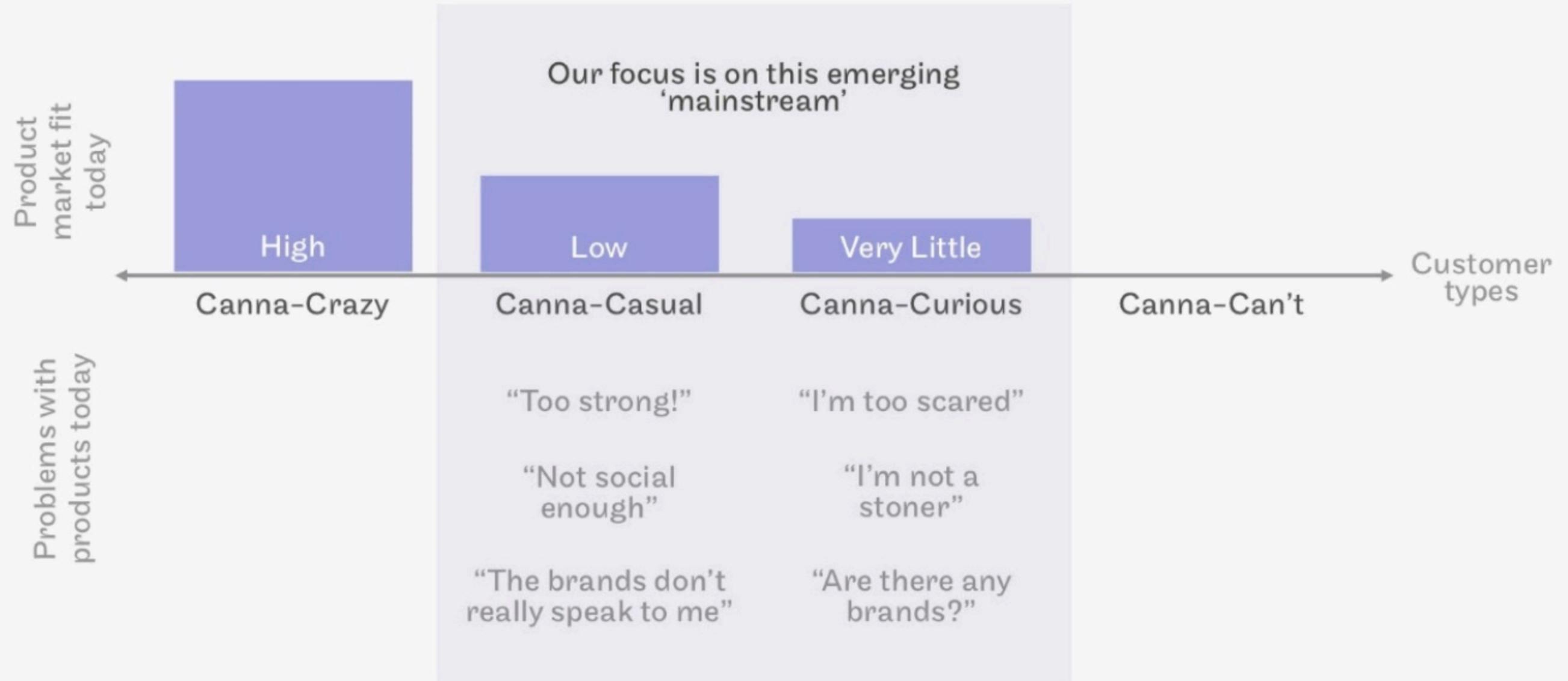


CANNABIS-INFUSED
CANN
SOCIAL TONIC

The future is fluid.

CONFIDENTIAL

The problem – today’s cannabis products are positioned poorly



Those in the market today seek lower-dose options

≤5mg

Definition of 'low dose' cannabis product



Kiva Confections

5 mg / dose

*Terra Blueberries
win #1 edible,
2017 ERRL Cup*



Dosist

2.25 mg / dose*

**FAST
COMPANY**

*World's 50 most
innovative companies
2018 – top 10 for health*



2-3x

Growth of 'low-dose' products vs. all cannabis products



RBC Capital Markets

"Some of the top products in different states arrive with 5 milligrams or less of THC per serving. In Colorado, growth of these products reached 83% by the end of 2017."

33% of today's market is low dose; if growth trends continue 70%+ of the market will be in 2023

Source: RBC Capital Markets Equity Research, August 2018

Those not in the market use alcohol instead, but don't love it



"I try all week to eat healthy and then end up undoing all that good by drinking on the weekends"



"I hate hangovers... they impact my ability to work, exercise, or be productive the next day"

"I'd like to drink less but don't want to give up being social"



"I never get a full, quality night of sleep after drinking"

Source: Beverage daily

The solution – a beverage you can share



Meet Cann,
your new go-to
social drink



Significantly healthier than low-cal social drinks



30 cals



100 cals



110 cals



110 cals



150 cals

Redefining the low-dose segment within beverage

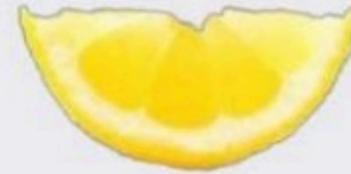


Sophisticated, natural, savory flavors

Blood Orange Cardamom

| Grapefruit Rosemary

| Lemon Lavender



NON-GMO



NO STEVIA



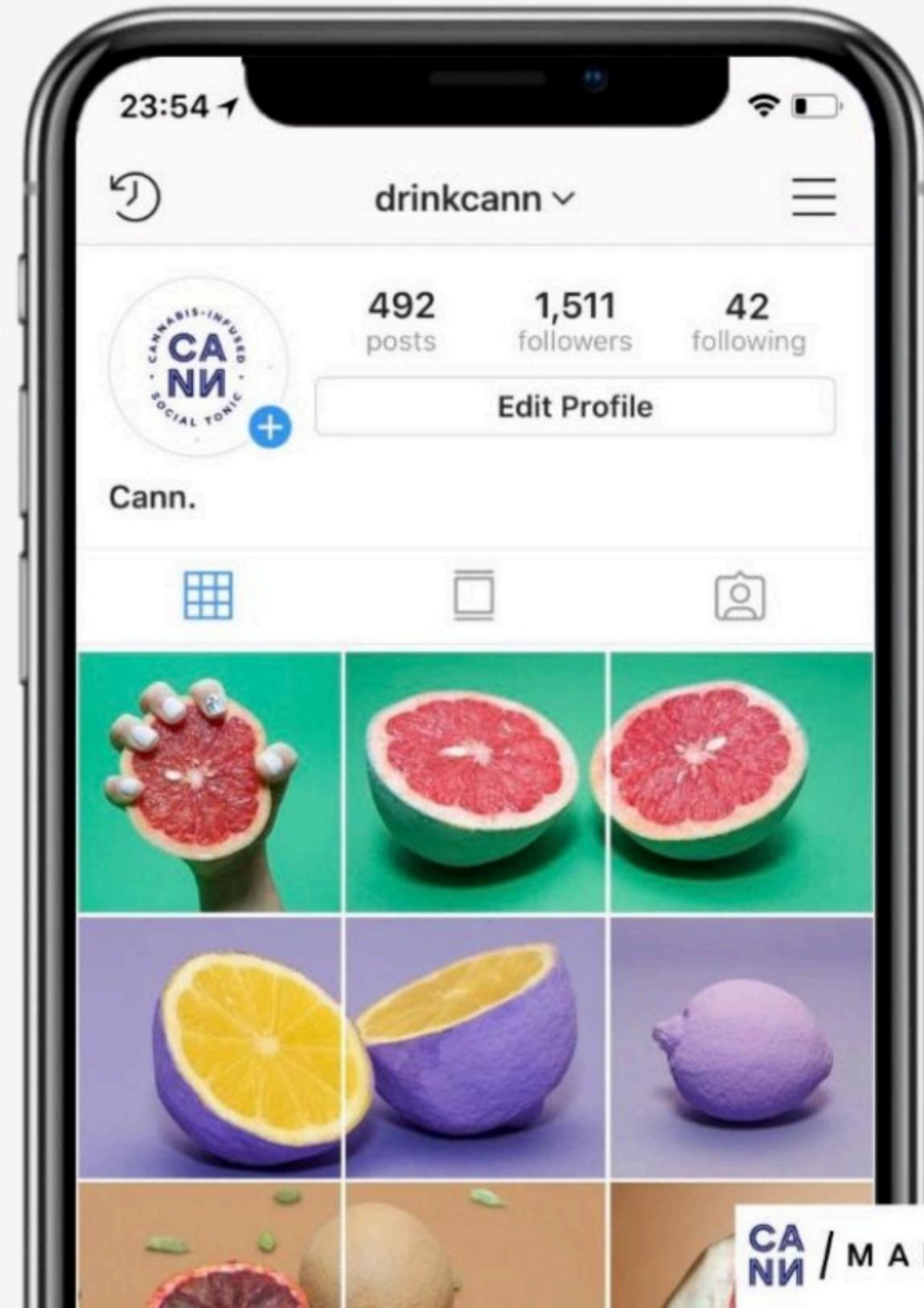
NO ARTIFICIAL
FLAVORS



NO GLUTEN

Digital marketing

Cann will be a digitally native brand – with an authentic, irreverent voice across social media platforms. Starting with a robust network of micro-influencers with an eye toward earning mainstream celebrity endorsements (some of the first in the industry), Cann will soon become synonymous with the cannabis beverage category.





Pop-up events

In order to go viral, we are planning to execute a series of highly visible (and Instagrammable) events geared toward educating the consumer about the brand and engaging with our flavors.



ROYALE
Wilshire



High there,
I'm Cann.





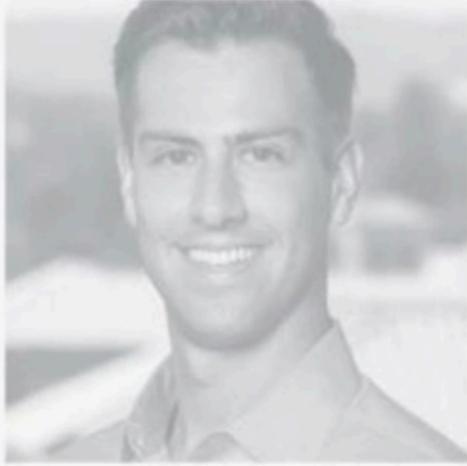
“My friends tell me I have good taste and are always asking about my brands”



“I’m not drinking alcohol tonight... but I bet you won’t notice the difference”



“I take pride in making healthy choices and am usually on a wellness kick”

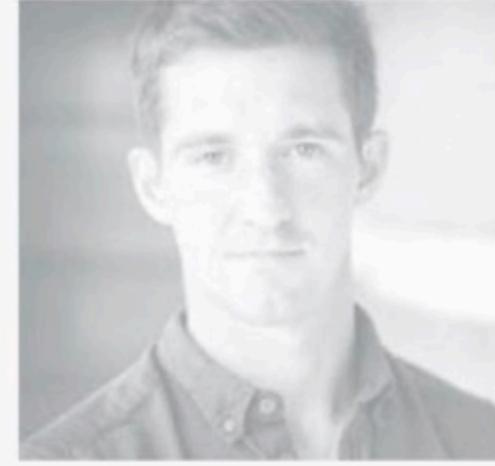


Jake Bullock

Jake has spent his career working with consumer brands in private equity, management consulting and investment banking and has made a number of venture investments in cannabis.

Was the co-President of the Cannabis Business Club at Stanford GSB and spent a summer working with Besito, a premium LA cannabis brand.

Passionate about cannabis use replacing abuse of alcohol and Rx drugs.



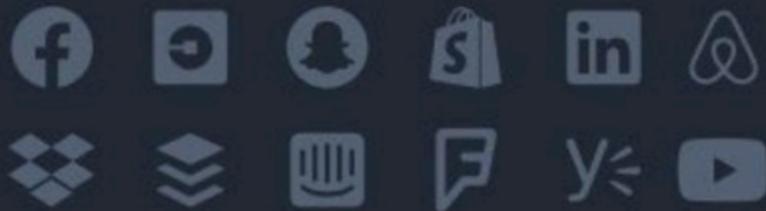
Luke Anderson

Luke spent 6 years at Bain & Company specializing in consumer experience design and product marketing for large CPG clients; he's trained in Agile and served as a scrum master on various case teams.

His passion for design started as an Architecture major and while teaching it to high school students; he's continued to leverage it to build three (very) small businesses.

'Canna-curious' and believes low-dose beverages are what it takes make the industry really big.





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