

# PILGRIM SOUL

WELCOME TO THE CREATIVE CLASS





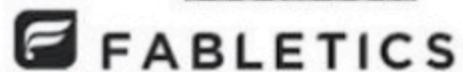
## MEET THE FOUNDER

**An Authentic Advocate of Cannabis for Creativity**

**SHAWN GOLD**

Until recently, founder, Shawn Gold was CMO at Lowell Herb Co., one of the fastest-growing, most talked about cannabis companies in North America. He has been an advisor to other leading cannabis brands including MedMen and Charlottes Web. Previous to Lowell, he was CMO at TechStyle Fashion

Group which launched the subscription fashion category with Fabletics, JustFab, ShoeDazzle, and Rihanna's SavageXFenty. Before TechStyle he was head of entertainment brand partnerships at Wattpad.com, the world's largest storytelling platform and one of the fastest-growing mobile content sites in the world. Previously he oversaw sales, marketing, and content development as CMO of Inside Studios, a video and mobile app company creating shows with over 1 billion views on YouTube and MSN. Until 2007, he was CMO, head of marketing & content for MySpace. At MySpace, Shawn spearheaded the development and implementation of marketing initiatives and campaigns for MySpace during its growth from 25 to 110 million users worldwide. Prior to MySpace, he was a partner and the founding publisher of Weblogs, Inc., a network of popular blogs that included Engadget, Joystiq, and Autoblog, now part of Verizon. As head of communications planning for Rare Medium, Shawn helped launch digital communications strategies for brands at P&G, General Mills, Nestle, Mattel, and other international brand marketing companies.





## THE OPPORTUNITY

A purpose driven recreational brand  
that is the category king in **cannabis**  
**for creativity.**

**\$5.8M in Revenue** in first 15 Months

**250,000 Database** of Creative  
cannabis users.





## WHY NOW?

**70-80% of cannabis sales** today are influenced by budtenders inside of dispensaries who **recommend products.**

The fastest scaling brands are built around efficacy. They enhance performance or provide a solution based story to connect buyers with brands.

**There is no brand today that stands specifically for “creativity”,** yet 30% of Americans make a living by being creative.



# CREATIVITY IS NOW AN ESSENTIAL SKILL FOR 2025 REPORTS THE WORLD ECONOMIC FORUM

- Working Class
- Service Class
- Agriculture
- Creative Professionals
- Super-Creative Core

## The Creative Economy

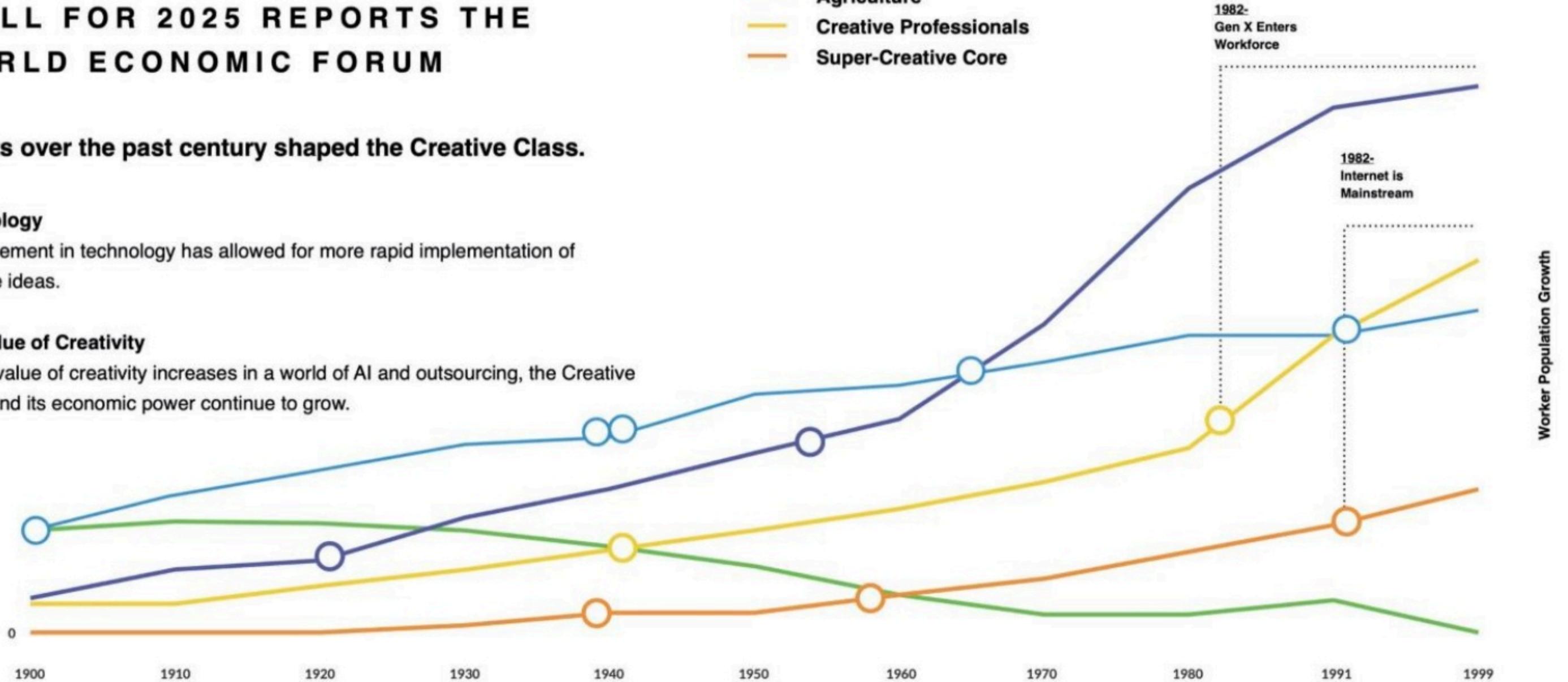
Events over the past century shaped the Creative Class.

### Technology

Advancement in technology has allowed for more rapid implementation of creative ideas.

### The Value of Creativity

As the value of creativity increases in a world of AI and outsourcing, the Creative Class and its economic power continue to grow.





## A MASS-NICHE TARGET AUDIENCE

There are 38 million members of the  
**Creative Class in America** who will  
**spend \$29.7 Billion on cannabis by  
2025**

### Super-Creative Core

**JOB: TO CREATE AND INNOVATE**  
Science, Engineering, education, computer  
programming, with arts, design and media small  
subset.

### Creative Professionals

**JOB: TO SOLVE SPECIFIC PROBLEMS**  
Knowledge based workers in Healthcare, business,  
finance, law and education.



**Super-Creative Core**  
Pioneer new ground  
and push cultural  
norms.

### THE CREATIVE CLASS



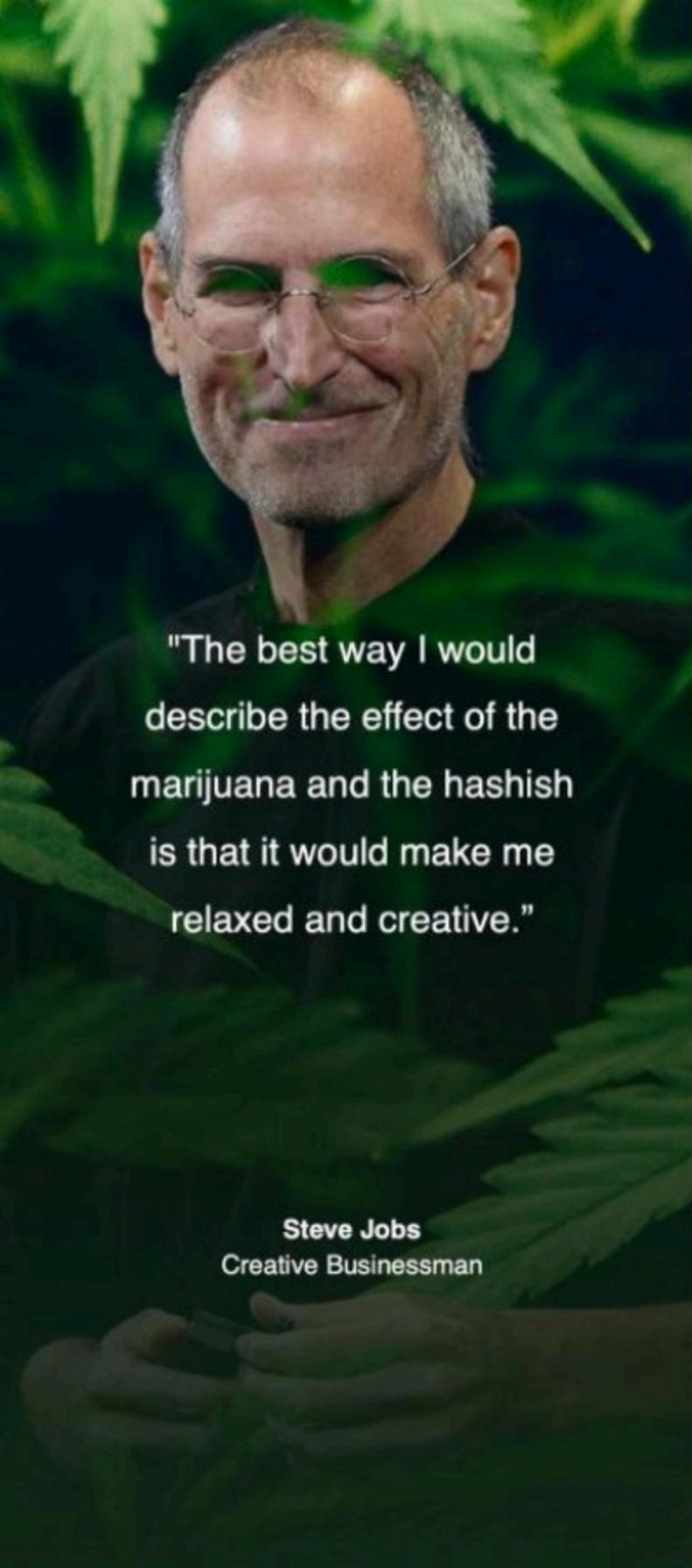
**Creative Professionals**  
Allow cities to run more  
efficiently, both socially  
and economically.



**Working Class**  
Allow cities to function and  
grow by maintaining and  
building infra-structure.

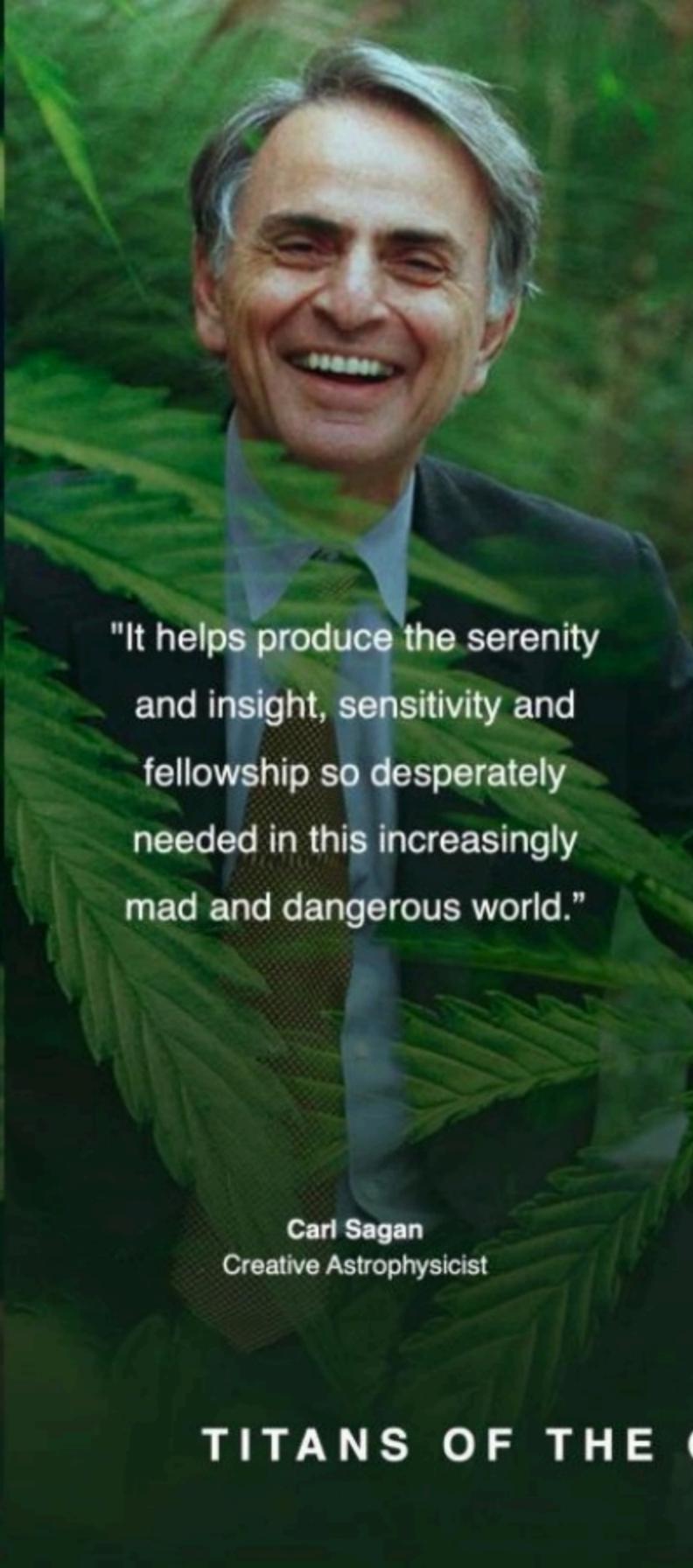


**Service Class**  
Make cities run through  
implementation of  
services.

A portrait of Steve Jobs, wearing his signature black turtleneck and glasses, smiling slightly. The background is a dark green with large, vibrant green marijuana leaves.

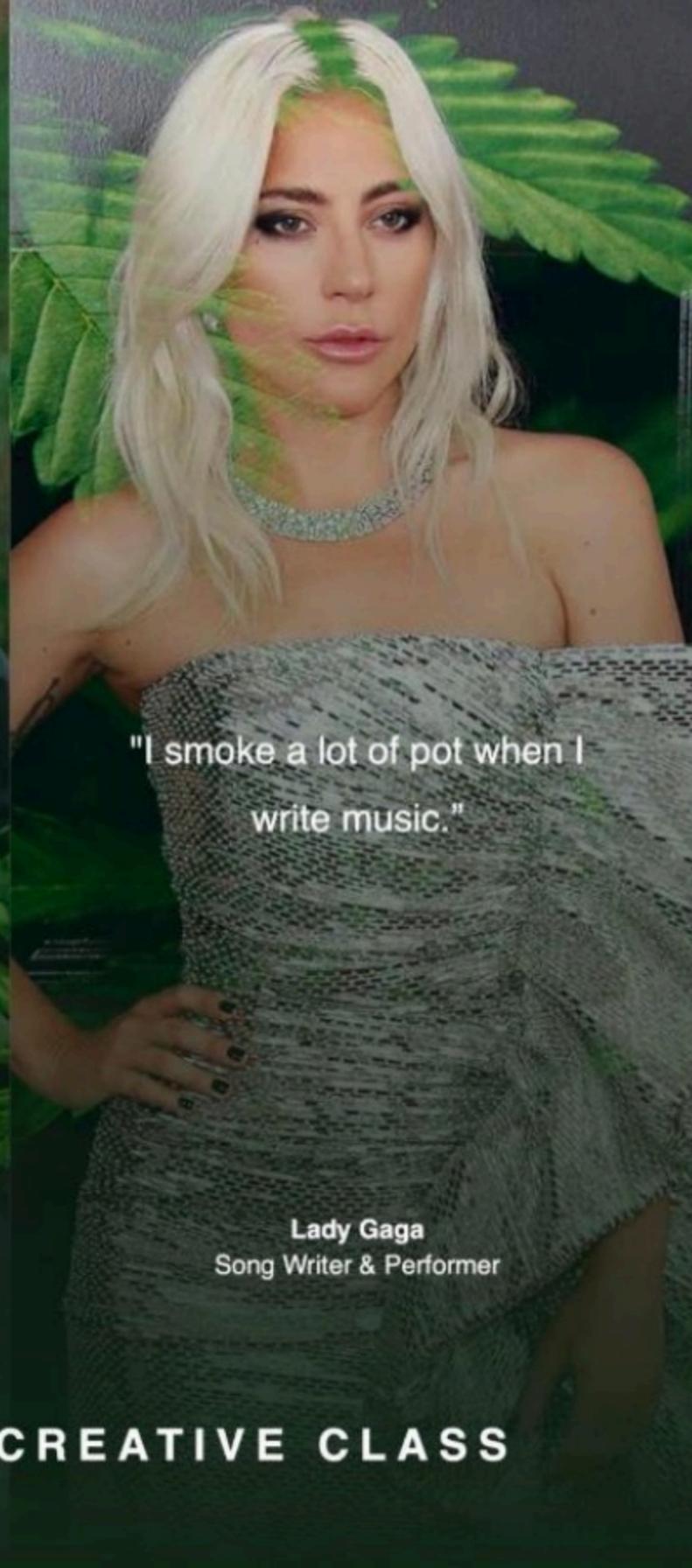
"The best way I would describe the effect of the marijuana and the hashish is that it would make me relaxed and creative."

**Steve Jobs**  
Creative Businessman

A portrait of Carl Sagan, wearing a dark suit, light blue shirt, and patterned tie, smiling broadly. The background is a dark green with large, vibrant green marijuana leaves.

"It helps produce the serenity and insight, sensitivity and fellowship so desperately needed in this increasingly mad and dangerous world."

**Carl Sagan**  
Creative Astrophysicist

A portrait of Lady Gaga, wearing a strapless, shimmering silver dress and a matching choker necklace. She has long, wavy blonde hair and is looking directly at the camera. The background is a dark green with large, vibrant green marijuana leaves.

"I smoke a lot of pot when I write music."

**Lady Gaga**  
Song Writer & Performer

A portrait of Martha Stewart, wearing a black top and a light green scarf, looking slightly to the side. The background is a dark green with large, vibrant green marijuana leaves.

"Of course I know how to roll a Joint."

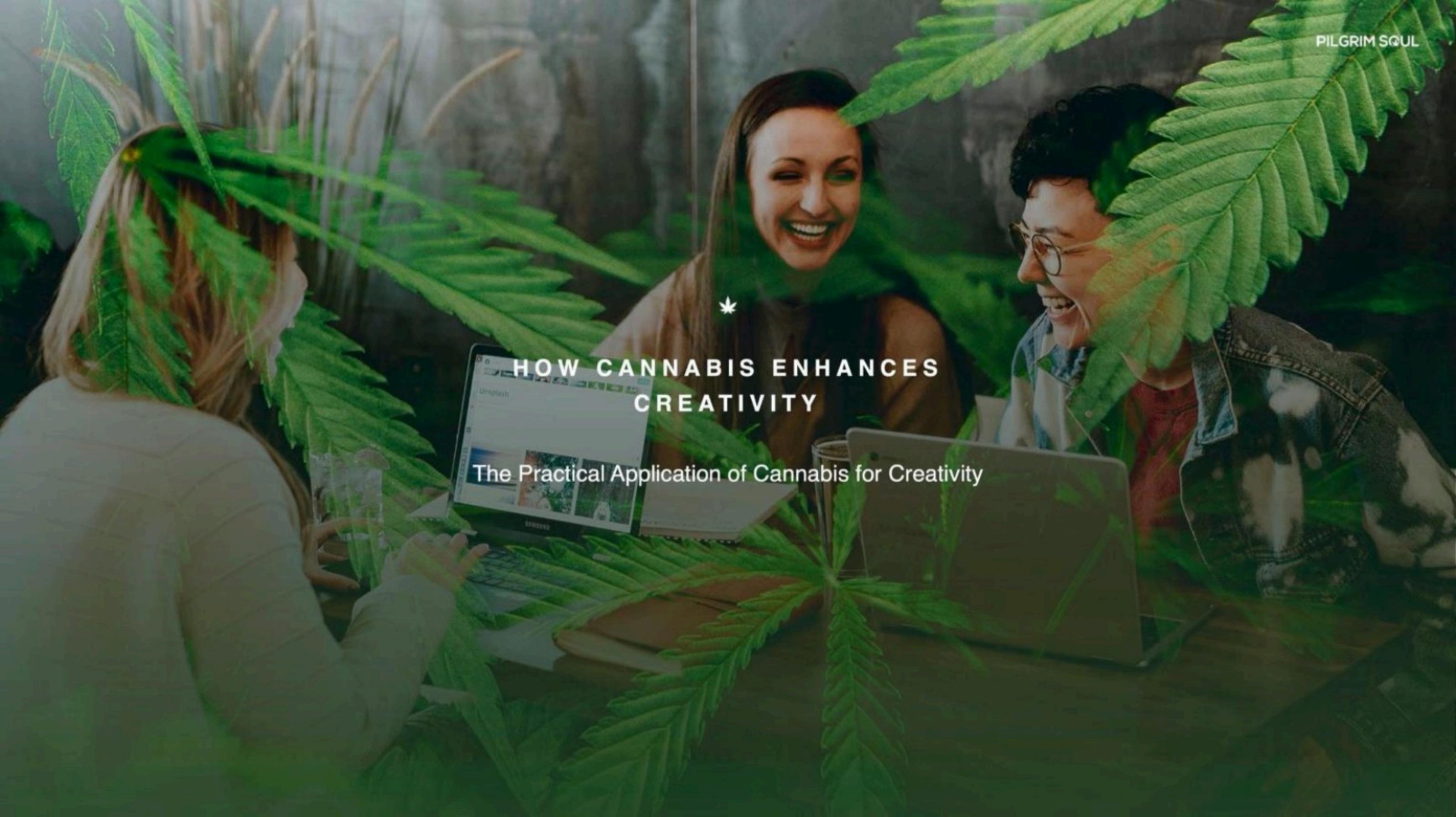
**Martha Stewart**  
Creative Entrepreneur

**TITANS OF THE CREATIVE CLASS**



# HOW CANNABIS ENHANCES CREATIVITY

The Practical Application of Cannabis for Creativity



# HOW CANNABIS ENHANCES CREATIVE THINKING

## Enhanced Imagination

Cannabis creates an enhanced ability for imagination; chefs have reported how they can better imagine the taste of combinations of food during a high, and musicians describe an enhanced ability to imagine melodies played by various instruments.

## Hyper Focus

A fundamental effect of cannabis is hyper focus of attention and an intense perception of the here-and-now. You do not look at an object anymore under pragmatic aspects but start to explore its colors, surfaces, shades under a different perspective, like an artist or a scientist scrutinizing its nature.

## Empathetic Understanding

Cannabis users often experience an enhancement of their empathic skills during a high, like a writer feeling they are better able to slip into another personality and to creatively write fiction involving the feelings of various characters.

## Pattern Recognition

Suddenly, It enhances our ability to extract similarities and draw conclusions about the relationships between seemingly unrelated concepts, objects, processes, or patterns, which are crucial for the invention of new ideas. Einstein called it "Combinatory play" - sifting through data, perceptions and materials to come up with combinations that are new and useful.

✦

# PILGRIM SOUL: CANNABIS SCIENCE

Together with the scientists at AbstraxTech, we have analyzed hundreds of cannabis strains that index high for creativity and other related states.

We have identified specific cannabinoid and terpene profiles, building a matrix of strains that we blend for specific creative impact.

This is supported by focus groups and feedback from iconic creative leaders.



### Summary Pass

<b>32.56%</b> Total Cannabinoids	<b>Pass</b> Pesticides	<b>Not Tested</b> Residual Solvents
<b>Pass</b> Microbials	<b>Pass</b> Mycotoxins	<b>Pass</b> Heavy Metals

### Cannabinoids Complete

Testing method: HPLC-SOP 101

Analyte	LOD	LOQ	Mass	Mass
	%	%	%	mg/g
THCa	0.00002	0.0001	30.50	304.99
Δ9-THC	0.00004	0.0001	0.95	9.55
Δ8-THC	0.00004	0.0001	ND	ND
THCV	0.00004	0.0001	ND	ND
CBDa	0.00002	0.0001	0.07	0.68
CBD	0.00004	0.0001	ND	ND
CBDV	0.00001	0.0001	ND	ND
CBN	0.00002	0.0001	ND	ND
CBGa	0.00002	0.0001	0.92	9.21
CBG	0.00004	0.0001	0.09	0.90
CBC	0.00001	0.0001	0.03	0.32
<b>Total</b>			<b>32.56</b>	<b>325.64</b>

<b>27.70%</b> Total THC	<b>0.06%</b> Total CBD
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### Terpenes Complete

Testing method: HS-GC-FID - SOP 201

Analyte	LOD	LOQ	Mass	Mass
	%	%	%	mg/g
α-Bisabolol	0.00015	0.0013	NR	NR
α-Humulene	0.00057	0.0013	NR	NR
α-Pinene	0.00015	0.0013	NR	NR
α-Terpinene	0.00012	0.0013	NR	NR
β-Caryophyllene	0.00017	0.0013	NR	NR
β-Myrcene	0.00012	0.0013	NR	NR
β-Pinene	0.00034	0.0013	NR	NR
Camphene	0.00072	0.0013	NR	NR
Caryophyllene Oxide	0.00017	0.0013	NR	NR
cis-Nerolidol	0.00009	0.0013	NR	NR
δ-3-Carene	0.00040	0.0013	NR	NR
δ-Limonene	0.00016	0.0013	NR	NR
Eucalyptol	0.00017	0.0013	NR	NR
γ-Terpinene	0.00012	0.0013	NR	NR
Geraniol	0.00013	0.0013	NR	NR
Guaiol	0.00018	0.0013	NR	NR



# PILGRIM SOULS: EXCLUSIVE LIVE RESIN BLENDS

Pilgrim Soul's Exclusive Live Resin Blends are a Based on a Proprietary 3 Strain Formula

NO 001

## CREATIVE AWARENESS BLEND

You create or appreciate art and music.

Highten your alertness to aesthetics and drink in the world around you.

Enjoy this blend at museums or while attending a concert.

### Experience



NO 002

## CREATIVE IMAGINATION BLEND

You are a divergent thinker, creative thinker, or innovator.

Remove barriers and combine ideas without rules or judgments.

Enjoy this blend for celebrations.

### Experience



NO 003

## CREATIVE FOCUS BLEND

You are a deep thinker, scientist, strategist, or writer.

Focus, discover pattern recognition, and creatively solve problems.

Enjoy this blend for ideation and productivity.

### Experience



NO 004

## CREATIVE REFLECTION BLEND

You are an empathetic and mindful person.

Soothe your mind, explore distant memories, and focus on self-discovery.

Enjoy this blend while relaxing or chilling with friends.

### Experience



\*  
**CREATIVE FOCUS LIVE RESIN BLEND**  
**All Ceramic, Collectable, Reusable, Rechargeable**

PILGRIM SOUL



EST. 2020  
**PILGRIM SOUL**  
 CANNABIS FOR CREATIVITY

**NO 001** 

DREADBREAD, GREEN CRACK & SUPER LEMON HASH

.5G LIVE RESIN  
 PREMIUM DISPOSABLE VAPOR PEN

**CREATIVE AWARENESS**  
 NET WT 500MG (0.17 OZ)

EST. 2020  
**PILGRIM SOUL**  
 CANNABIS FOR CREATIVITY

**NO 002** 

THE SOAP, CHEM-DANG & LEMON JACK

.5G LIVE RESIN  
 PREMIUM DISPOSABLE VAPOR PEN

**CREATIVE IMAGINATION**  
 NET WT 500MG (0.17 OZ)

EST. 2020  
**PILGRIM SOUL**  
 CANNABIS FOR CREATIVITY

**NO 003** 

DURBAN POISON, XJ-13 & LEMON JACK

.5G LIVE RESIN  
 PREMIUM DISPOSABLE VAPOR PEN

**CREATIVE FOCUS**  
 NET WT 500MG (0.17 OZ)

EST. 2020  
**PILGRIM SOUL**  
 CANNABIS FOR CREATIVITY

**NO 004** 

BLUE DREAM & PINEAPPLE EXPRESS

.5G LIVE RESIN  
 PREMIUM DISPOSABLE VAPOR PEN

**CREATIVE REFLECTION**  
 NET WT 500MG (0.17 OZ)

EST. 2020  
**PILGRIM SOUL**

**CREATIVE REFLECTION**

A blend of strains with specific cannabinoids and terpene profiles for creative reflection.

**BLEND**  
 This calming, focused blend for empathy, creative mindfulness, distant memory recall, and self-discovery. Great for relaxing or chilling with friends.

**DOSAGE**  
 If you know your optimal dosage, then proceed accordingly, but take your time. If you are unsure, start with a small amount and then slowly increase your dosage until you find a level that opens the mind. Research shows that lower doses produce more consistent results.

  
 PILGRIMSOUL.COM  
 PILGRIM\_SOUL\_CREATIVE



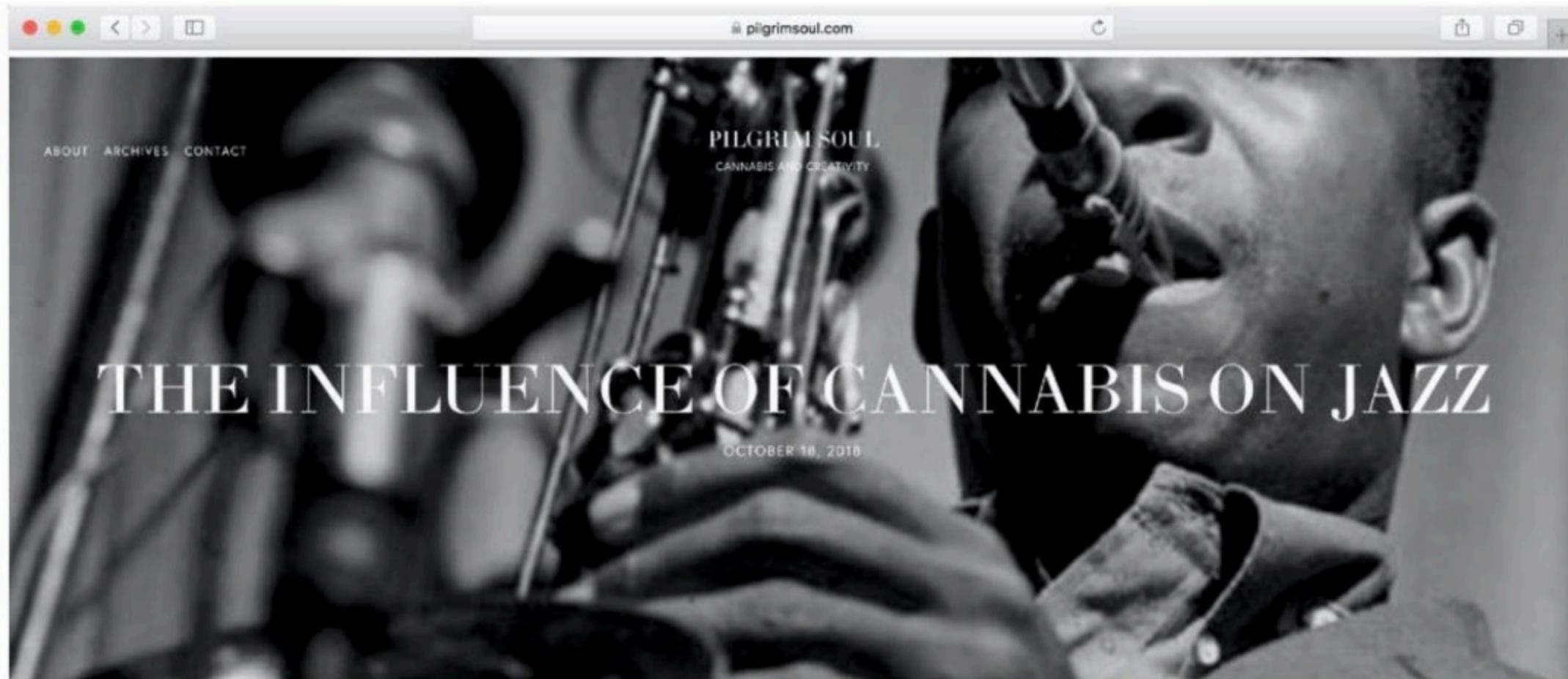
## PILGRIM SOUL: EXPERT CONTENT

### PilgrimSoul.com

History, How-To and Entertainment  
Content that positions the brand  
as an expert and drives SEO around  
cannabis and creativity.

#### SEO RANKING

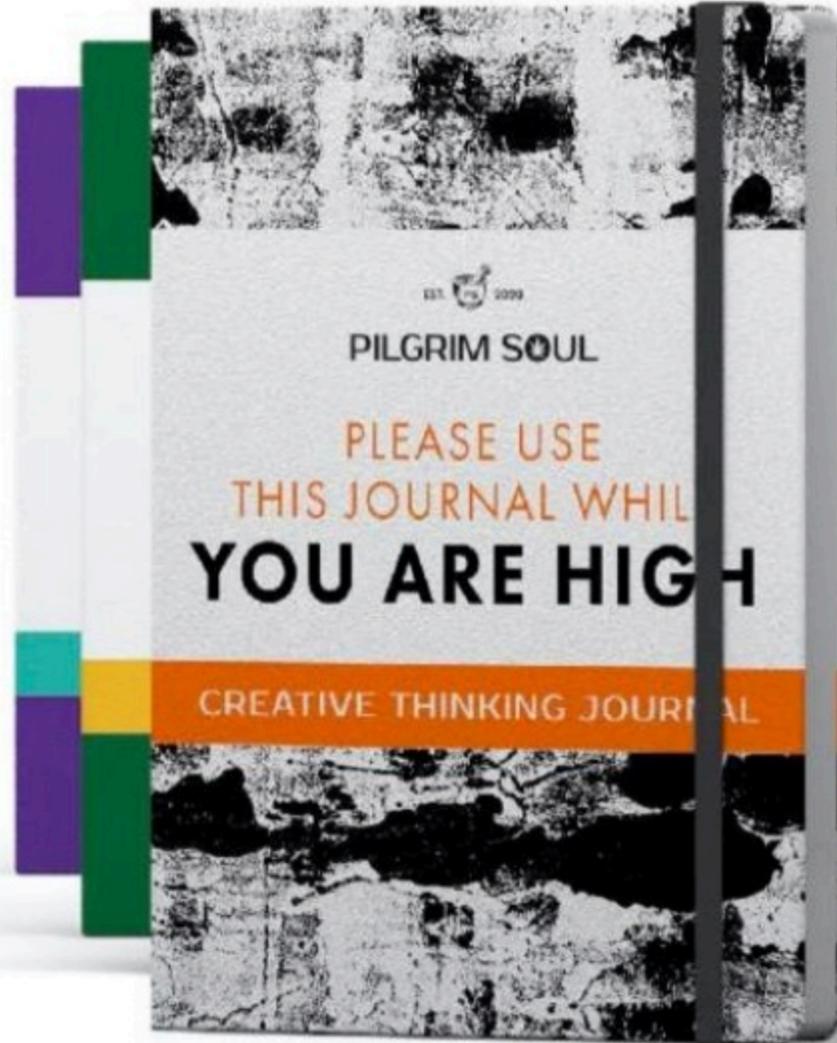
- The science behind cannabis and creativity" #1
- Journal while high"#1
- Creative cannabis strains #1
- Best strains for creativity #1
- Best weed for creativity#1
- Best strains for creativity & focus #2
- Best marijuana for creativity
- The best cannabis for creativity #2
- "Creative thinking while high" #2
- The best cannabis strains for creativity #2
- "Eccentricity and creativity" #2
- Cannabis for creativity #3
- The best weed for creativity #3
- How to use cannabis for creativity #4
- "Creativity and cannabis" #8
- "Creativity on cannabis" #6
- being creative while high #9



# PILGRIM SOUL: CREATIVE CURRICULUM

Our **Guided Journal Series** enhances the efficacy of our creative cannabis products

ONE OF THE TOP 500 BEST SELLING BOOKS IN AMERICA



HIGH TIMES

WHO WHAT WEAR

goop

POPSUGAR.

DAILY BEAST

amazon

Best Sellers Rank: #452 in Books (See Top 100 in Books)

Customer Reviews: ★★★★★ 2,021 ratings



# BUILDING THE CATEGORY KING 360° CREATIVE TOOL SET

A System to Enhance Your Creativity



### Exclusive Cannabis Blends

Custom creative blends with specific terpene and cannabinoid profiles to optimize creative output



**Expert Creativity Content**  
How-to, historical content and best practices on on cannabis and creativity from creative leaders.



**Creativity Curriculum**  
Online and journal based programs with mindset exercises and creative challenges.



**Creativity Sharing Platform**  
Feedback, advice and shared content from the creative community.