

# We've been here before. We know the playbook.



**Ross Lipson** - co-founder & CEO

Co-founded the first online food ordering platform in Canada, later acquired and rebranded by Just Eat, 2016



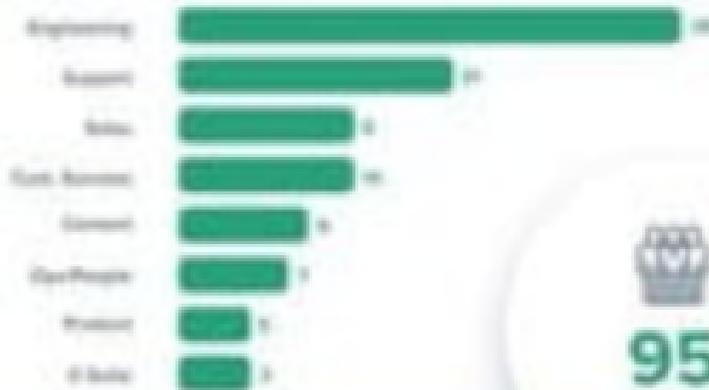
**Zach Lipson** - co-founder & CEO

Co-founded Foodora, a 24/7 online grocery ordering service in Toronto, 2013, and MyPita, a fitness platform, before founding current company in Toronto, 2015

Over 200 members from the following companies:

GRUBHUB   HubSpot   DOORDASH

## Team Breakdown



95

Starred Score

Partnered with experience and expertise:

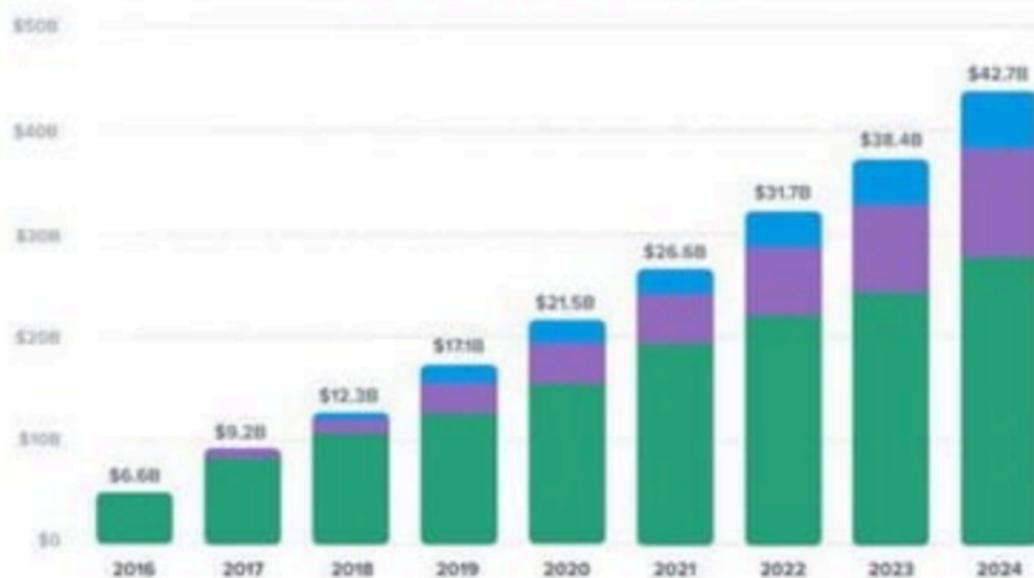


**Dutchie powers online ordering for the cannabis industry. Dispensaries embed our software into their website and can begin accepting orders immediately.**

**10% of all legal cannabis in the world is currently bought through dutchie.**

# The cannabis industry is exploding.

Global Retail Cannabis Sales



CAGR

26%

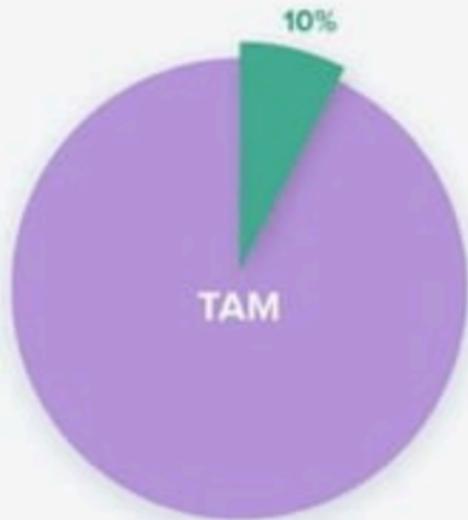
The global growth in the cannabis industry is nearly unprecedented.

- United States
- Canada
- International

We've captured a significant portion of the market.

**dutchie**

Today, roughly 10% of all cannabis in the world is purchased through dutchie.



TAM

**\$21.5B**

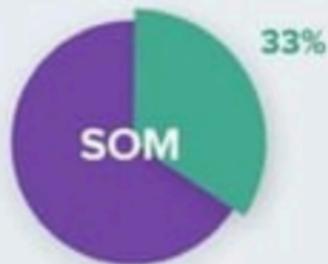
Global Retail Cannabis Market



SAM

**\$19.8B**

North American Retail Cannabis Market



SOM

**\$6.9B**

Amount of cannabis purchased online in North America\*

# We're the market leader in North America.

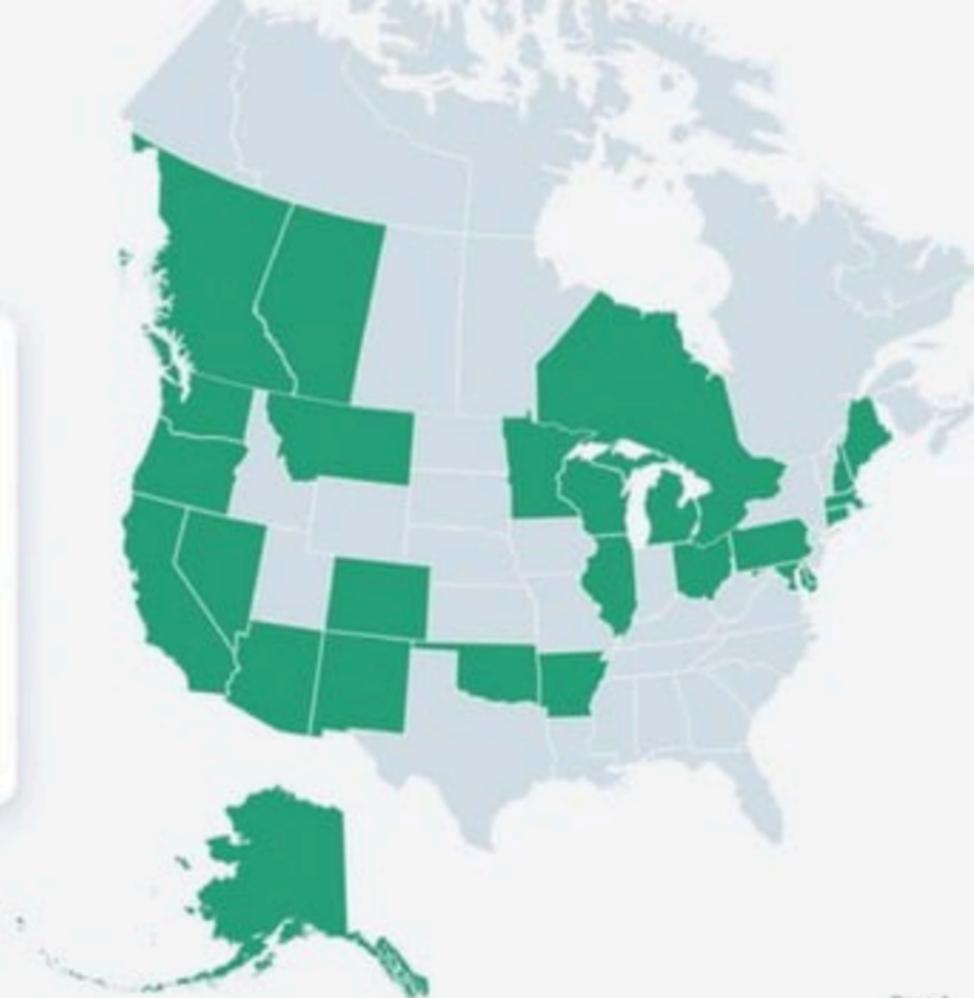
## North American Market

● 5220 Total Dispensaries in North America

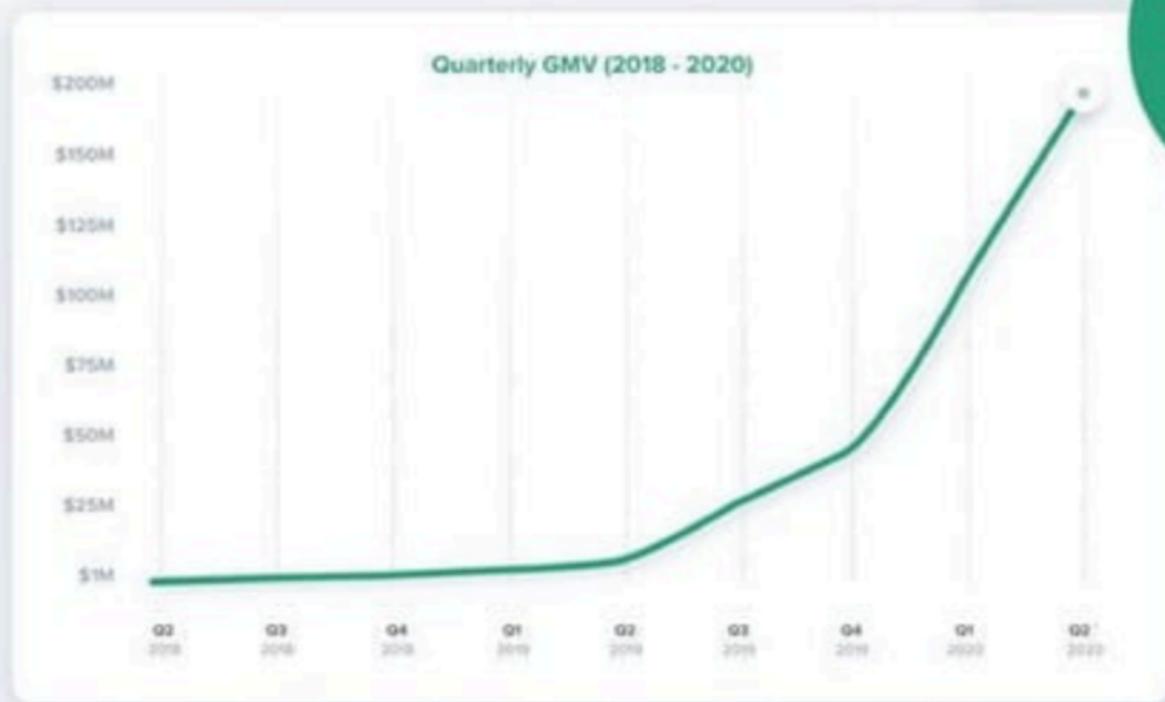
● 1300 Dutchie Dispensaries in North America



Today, dutchie has roughly  
**25% of all dispensaries** in North America



# We're seeing exponential growth.



GMV  
**\$2.3B**

Dutchie is currently processing \$2.3B in GMV annualized weekly.



## COVID PANDEMIC - MARCH 2020

The world transitions to an online-only model, forcing a shift in consumer behavior for buying cannabis. Experts agree this shift will be longlasting.

## We're adding dispensaries at a rapid pace.



**1300**

Dispensaries use dutchie for online ordering.



**30**

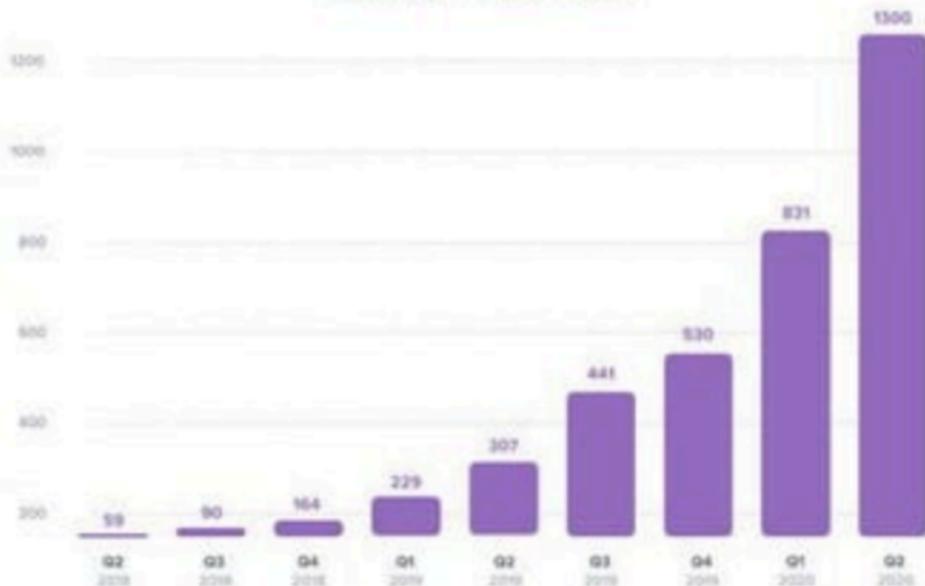
State/provinces have dispensaries on dutchie.



**301**

Cities have access to cannabis through dutchie.

Dispensary Count (2018 - 2020)



PRODUCT

# We're driven by product and design.

Dutchie embeds seamlessly into a dispensary's website.

We understand cannabis, what consumers want, and what drives sales.

Thoughtful product design leads to higher conversions and retention. No one in cannabis does it better.

The screenshot displays the 'THE GREEN LEAF' website interface. The top navigation bar includes 'ABOUT', 'CONTACT', 'EVENTS', 'BLOG', 'APPAREL', and a green 'ORDER ONLINE' button. Below the navigation, there are links for 'Home', 'Categories', 'Specials', 'Info', and a search bar. The main content area is titled 'Flower' and features a grid of product listings. Each listing includes a product image, name, and price options for different quantities (7g, 10g, 14g, 1oz). A 'Hood River Wreck' product is highlighted with a blue star icon and a 'COMING SOON' button. On the left side, there are filter sections for 'WEIGHTS' (with a '10g' button selected), 'THC%' (with a '20%' button selected), 'AROMAS', 'WAYS', 'GENES', 'WAX', 'STRAINS', and 'THC%' (with 'High-CBD' selected).

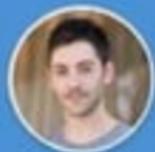
## TEAM

# We've been here before. We know the playbook.



**Ross Lipson** CO-FOUNDER & CEO

Co-founded the first online food ordering platform in Canada, called GrubCanada (Acquired by JustEat - 2012).



**Zach Lipson** CO-FOUNDER & CPO

Co-founded Function, a UX/UI design agency servicing startups to Fortune 500's, and RepPro, a fintech platform for large insurance carriers (Acquired by RetireUp - 2017).

Core team members from the following companies:

**GRUBHUB** **HubSpot** **DOORDASH**

### Team Breakdown



95

Total Head Count

Investors with experience and expertise:

