



## Investor Pitch Deck

*July 2024*



# Agenda

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Market Trends and Key Challenges	2
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Introduction

# About Us

**PTSV technologies, LLC (PotSave) is a revolutionary mobile web app designed to streamline consumer access to cannabis, offering real-time pricing, unbiased search results, and AI-driven insights to ensure transparency and affordability in the cannabis industry.**



Founded by Francisco Sanchez, a seasoned expert with over 20 years of experience in the cannabis industry, PotSave is committed to providing an efficient, user-friendly directory for cannabis consumers and an unparalleled advertising solution for vendors.

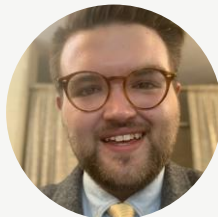
**Our platform ensures real-time updates, dynamic data, and the best deals, making it easier than ever for customers to find and access the best cannabis products.**

# The Team



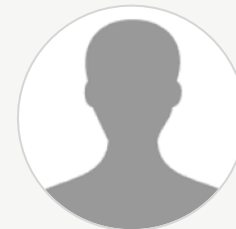
**Francisco Sanchez**  
Founder/CEO

Francisco has over 20 years of experience in the cannabis industry, from growing and cultivating to retail and advertising. He has successfully operated a dispensary in Sacramento since 2018.



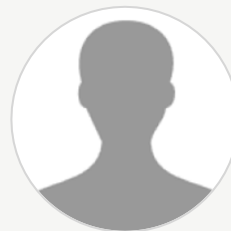
**Clayton Poteet**  
CMO

Clayton has worked as a clinical marketer in Northern California Sutter Health Industries. Clayton is very proficient with Social Media Marketing and management.



**TBD**  
Lead Software Engineer

Ideally a seasoned software engineer with 15 years of experience in developing robust web applications and managing technical teams.



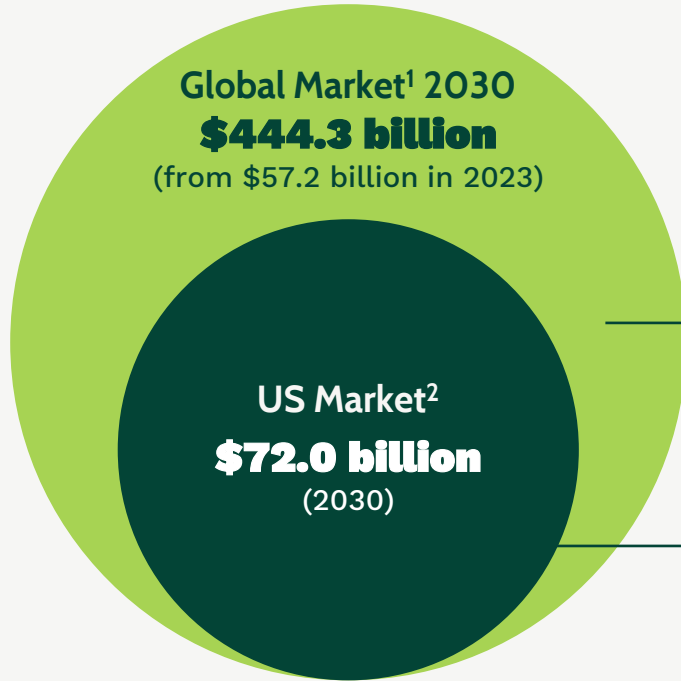
**TBD**  
AI Specialist

Ideally a Ph.D. in Artificial Intelligence and over 5 years of experience in applying AI solutions to real-world problems, particularly in data scraping and analysis.

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Both the US and global cannabis markets are expected to **experience significant growth in the coming years**, presenting a **lucrative opportunity** for market players



The global cannabis market<sup>1</sup> is expected to grow from **\$57.2 billion in 2023 to \$444.3 billion by 2030**, with a compound annual growth rate **(CAGR) of 34.0%** driven by both medical and recreational cannabis use

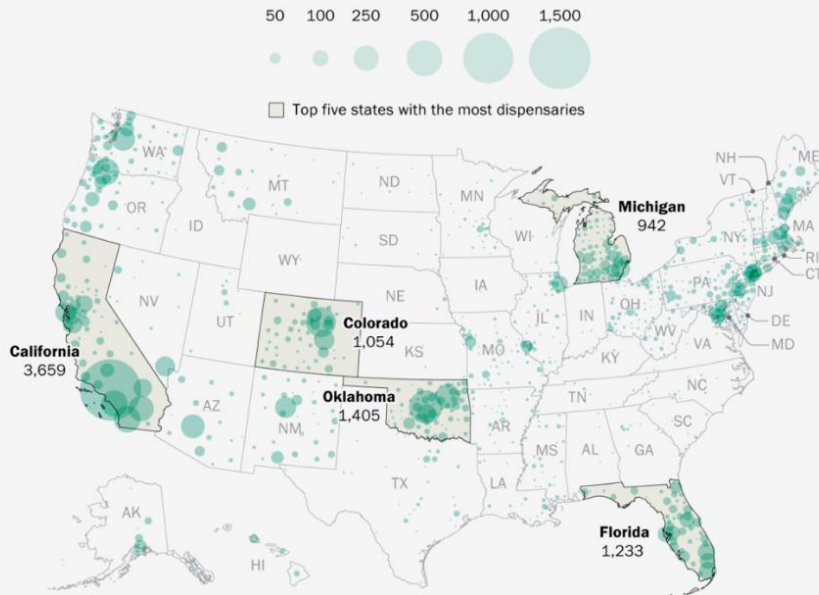
The US cannabis market is projected to reach **\$72.0 billion by 2030**, from 39.6 billion<sup>3</sup> in 2023, **growing at** a compound annual growth rate (CAGR) of **9%**



Market Trends and Key Challenges: Total Addressable Market

# Given this growth, today **eight in ten Americans** now live in a county with **at least one cannabis dispensary**

*Number of cannabis dispensaries in each state<sup>1</sup> (2023)*



**74%**

of Americans live in a state where marijuana is legal for either medical or adult-use purposes

**14,932**

dispensaries

**79%**

of Americans live in a county with at least one medical or adult-use marijuana dispensary

**99.5%**

of Californians have at least one dispensary in their county (total 3,659 dispensaries in California)

However, the average cost to get a license, open and run a cannabis dispensary can range from around \$150,000 to over \$2 million

<b>Type</b>	<b>USD</b>	<b>Description</b>
<b>License application</b>	5,000 (one-off)	First step to open a dispensary, typically non-refundable fee
<b>Annual License fee</b>	2,500 – 30,000 (annual)	Annual license fee
<b>Real estate expenses</b>	50,000 (one-off) + 100,000 (annual)	Remodeling the space to meet regulation, match brand identity, optimize store flow and run the store
<b>Banking Fees</b>	24,000 (annual)	High costs due to the fact that most banks don't transact with dispensaries for their initial investment or day-to-day needs
<b>POS &amp; Advertising</b>	50,000 (annual)	\$25,000 for electronics, \$25,000 for advertising budget
<b>Operational Costs</b>	300,000 (annual)	Fully trained employees and legal costs





At the same time, there is a **growing trend of people increasingly turning to the internet to search for cannabis products...**

**42%** of frequent dispensary shoppers report **going online to see the menu** at a specific dispensary


**30%** of frequent shoppers are more likely to **look for online deals and promotions**


...leading to an **ever growing online market** for cannabis players

 Google started **allowing dispensaries to directly appear** in their search listings

 Google Maps

**78%** of online searches successfully **converting to offline sales**

 Newly established players in the **cannabis e-commerce industry** provide a haven for dispensaries in the uncharted territories of cannabis digital marketing



## However, several challenges hinder the online cannabis industry



### **Establishing a Professional and Functional Online Presence**

Small businesses often lack the resources and expertise to create and maintain a professional, user-friendly website. This limits their ability to attract and retain customers online.



### **Outdated Information on Traditional Advertising Platforms**

Traditional advertising platforms often display outdated/static product information, leading to consumer frustration when advertised items are unavailable or incorrectly priced.



### **Absence of a One-Stop-Shop Platform**

The industry lacks a centralized platform that unites dispensaries, brands, delivery services, and consumers, resulting in inefficiencies and missed collaboration opportunities.



### **Difficulty in Finding Unbiased Results**

Consumers struggle to find unbiased product information as many platforms prioritize paid advertisements, compromising the transparency and accuracy of search results.



### **Lag in Technology Adoption**

The cannabis industry is slow to adopt advanced technologies like AI and dynamic SEO, leading to subpar user experiences and missed opportunities for operational optimization.



### **Difficulties in Facilitating Secure and Convenient Payments**

Cannabis vendors struggle to accept secure and convenient payment methods such as credit cards, debit cards, Apple/Google pay. This deters customers and limits income for the businesses.

For example, smaller cannabis businesses with limited budgets experience **significant barrier to entry in marketing**, leading many to resort to ineffective methods



## Billboards

Costs range from **\$1,800** to **\$20,000** per month.



## SEO Campaigns

Can cost up to **\$10,000** per month.



## WeedMaps

Average monthly ad cost is **\$2,200.**



## Leafly

Average monthly ad cost is **\$900.**



## CannaMenu

Average monthly cost is **\$1,000** (data display only).



## Conventions and Events

Costs vary from **\$2,000** to **\$10,000**, excluding travel and lodging expenses.

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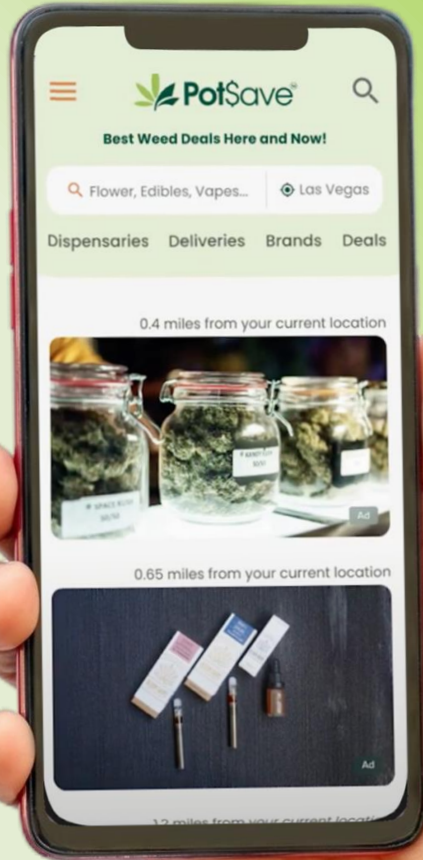


## Locate, Save, Enjoy

**PotSave is on a mission to revolutionize the cannabis industry by bringing transparency, efficiency, and affordability to consumers.**

Imagine a world where finding the best cannabis products and deals is as simple as booking a flight or ordering a ride.

PotSave is your Expedia for cannabis, seamlessly connecting you with local dispensaries, delivery services, and brands through a user-friendly mobile web app and website.



# PotSave's vision is to revolutionize the cannabis industry by creating the most trusted, innovative, and user-centric platform that connects consumers with the best products and services seamlessly and in real-time

## Vision

To revolutionize the cannabis industry by creating the most trusted, innovative, and user-centric platform that connects consumers with the best products and services seamlessly and in real-time


## Values




Transparency



Innovation



Community



Excellence



Integrity

## Strategic Objectives

### Enhance Real-Time Data Accuracy

Implement AI-driven bots to scrape and update product availability and pricing information every 24 hours, ensuring users have access to the most accurate and current data.

### Create a Unified Platform for Stakeholders

Develop and maintain an inclusive, user-friendly platform that serves as a one-stop shop for dispensaries, brands, delivery services, and consumers. This platform will facilitate seamless interactions and business operations.

### Level the Playing Field in the Cannabis Industry

Develop an algorithm that prioritizes search results based on consumer-centric criteria such as product quality, price, and proximity rather than paid advertisements. This will ensure transparency and build trust while providing equal opportunities for small and large businesses alike.

### Drive Technology Adoption in the Industry

Lead the adoption of advanced technologies within the cannabis industry by integrating AI, machine learning, and dynamic SEO strategies. This will enhance user experience and operational efficiency, setting a new standard in the industry.

## Enablers

### AI Advanced Technology

Leverage next.js for seamless user experience and efficiency. Integrate AI and machine learning to personalize user recommendations and optimize business processes.

### Strategic Partnerships

Forge partnerships with dispensaries, brands, and delivery companies to create a robust network of stakeholders, enhancing the value proposition for users and promoting collaborative growth.

### Dynamic SEO and Marketing Strategies

Implement aggressive and innovative SEO strategies to ensure high visibility and top ranking in search engines, driving more traffic and ensuring PotSave achieves and maintains a leading market position.

Our approach includes **leveraging advanced AI** to identify and attract suitable businesses while **nurturing existing relationships** to ensure customer satisfaction and loyalty. (1/2)



We leverage **AI-driven data insights** to identify pricing and **target key cannabis businesses** across United States and Canada



Our platform provides **real-time pricing and relevant information** that attracts customers by offering unparalleled reliability and convenience.

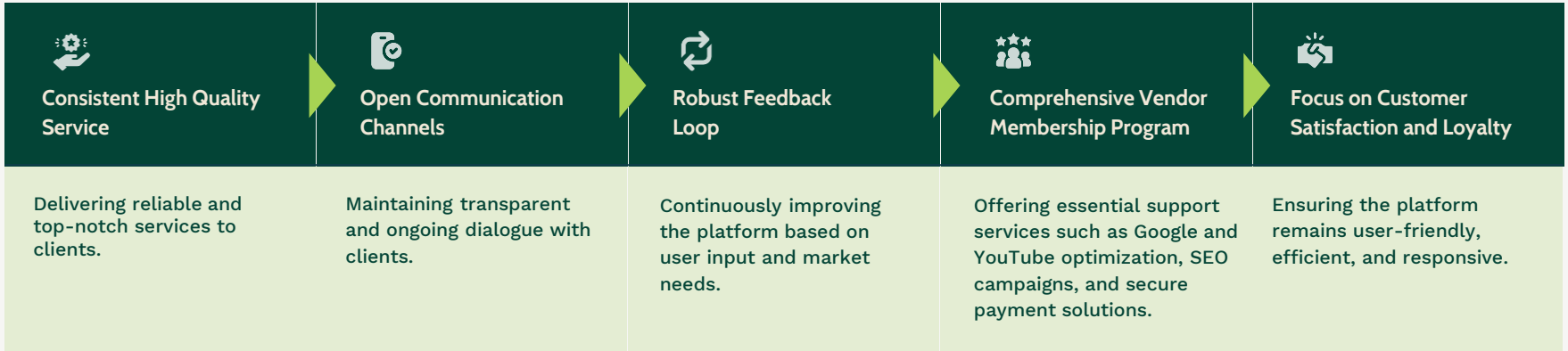


Digital advertising solutions ensure that businesses can **effectively reach and engage** with their target audience, enhancing visibility and driving traffic to their offerings.

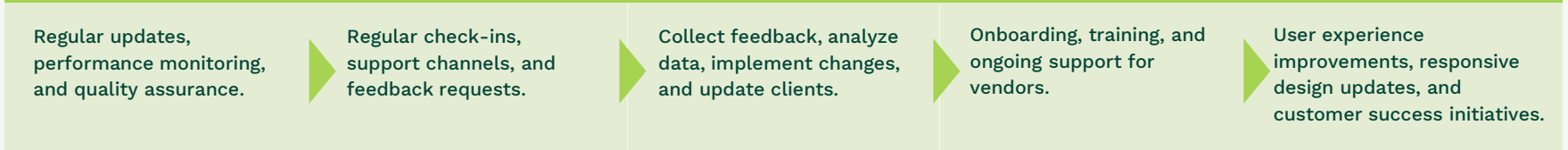


Our approach includes **leveraging advanced AI** to identify and attract suitable businesses while **nurturing existing relationships** to ensure customer satisfaction and loyalty. (2/2)

## PotSave CRM Flow



### ACTION





We enhance platform features based on user feedback and integrate advanced AI with real-time data scraping, ensuring our platform is **innovative and customer-centric**.



### Continuous Feature Enhancement

We **regularly update our platform features** based on user feedback to meet evolving **market demands** and enhance **our data to create a better user experience**.



### Advanced AI Integration

Our platform utilizes cutting-edge AI to automate **data scraping from licensed dispensaries every 24 hours**, ensuring up-to-date product availability and pricing.



### Real Time Data Scraping

PotSave's bots provide **real-time updates**, offering the most **accurate and reliable information** in the industry, an innovation that has not been done before.








### Market Leadership

Our commitment to **continuous innovation** and **technology integration** keeps PotSave ahead of competitors, setting new standards in the cannabis marketplace.

Our marketing and promotion strategy is designed to amplify PotSave's brand presence through targeted efforts, showcasing its unique advantages to become **the best one-for-all platform** for cannabis vendors and customers.

## Targeted Marketing Strategies

<p>1  Digital Advertising Campaign</p>	<p>We utilize data-driven insights to create highly targeted digital advertising campaign that reach our ideal customer base. By focusing on key demographics and behavior patterns, we maximize engagement and conversion rates</p>
<p>2  Content Marketing</p>	<p>High-quality content that educates and informs our audience about the benefits of our platform. This includes blog posts, case studies, whitepapers, and social media content designed to build trust and authority in the cannabis industry.</p>
<p>3  Search Engine Optimization</p>	<p>Our robust SEO strategy ensures that PotSave ranks highly in search engine results for relevant keywords. By optimizing our website and content for search engines, we attract organic traffic from businesses looking for reliable cannabis advertising solutions.</p>
<p>4  Influencer and Affiliate Marketing</p>	<p>Collaborating with industry influencers and affiliates helps us reach a broader audience. These partnerships leverage the credibility and reach of established figures in the cannabis community to promote PotSave's benefits.</p>
<p>5  Email Marketing Campaigns</p>	<p>Targeted email campaigns keep our audience informed about new features, updates, and promotions. Personalized email strategies help nurture leads and maintain engagement with existing customers.</p>

# PotSave's innovative platform is designed to meet the needs of a diverse range of customers within the cannabis industry.

Cannabis Dispensaries	Cannabis Cultivators	Cannabis Product Manufactures	Cannabis Consumers	Cannabis Industry Service Providers
<b>Who They Are</b>				
Licensed cannabis dispensaries across North America.	Cannabis growers and cultivators looking to connect with dispensaries and direct consumers.	Companies that produce cannabis-derived products such as edibles, oils, and topicals.	Individuals seeking the best cannabis products and deals near them.	Businesses offering services to the cannabis industry, such as legal, financial, and consulting services.
<b>Why They Need PotSave</b>				
Dispensaries benefit from our AI-driven platform that provides real-time updates on product availability and pricing, helping them attract and retain customers.	Cultivators can display their products in the largest cannabis directory, reaching a wider audience and ensuring their products are marketed effectively.	Manufacturers can leverage PotSave's platform to ensure their products are listed with real-time availability, reaching consumers actively searching for specific cannabis products.	Consumers benefit from a one-stop shop experience where they can find the best weed deals near them, with real-time data on product availability and pricing.	Service providers can use PotSave to reach cannabis businesses in need of their services, advertising their offerings in a targeted and effective manner.
<b>Key Features</b>				
Digital advertising, website building, SEO campaigns, and secure payment solutions.	Comprehensive product library, vendor membership, and digital advertising.	Product information library, real-time sales data updates, and targeted advertising solutions.	Unbiased search results, real-time product updates, and user-friendly directory interface.	Digital advertising, vendor membership, and SEO optimization.

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PotSave operates on a **robust and scalable business model** designed to generate recurring revenue through multiple streams, ensuring sustainability and growth. (1/2)



## Digital Advertising

Businesses pay a monthly fee for advertising on our platform, benefiting from targeted exposure to potential customers.

Our competitive pricing at **\$600/month per ad** offers exceptional value compared to traditional advertising methods.



## Vendor Memberships

Vendors subscribe to our membership program for a **monthly fee of \$40**, gaining access to essential services such as Google and YouTube optimization, SEO campaigns, and secure payment solutions.

This subscription model ensures a steady revenue stream while providing significant value to our clients.



## Google and YouTube Profile Update and SEO Services

Priced at **\$399 per month** with PotSave **profiting roughly 50%** of the cost, we offer Google Business Profile and YouTube updates. We make new video pics and blogs to enhance their visibility and ranking in the search engines.

Additionally, we provide comprehensive **SEO campaigns** tailored to enhance our clients' online presence, driving traffic and boosting search engine rankings.



## Transaction Fees

PotSave facilitates secure credit card payments and **earns a 1.5% commission** on all sales processed through our platform.

This model aligns our success with the success of our clients, incentivizing us to continuously improve our services.



## Point of Sales (POS) Systems

We offer **POS systems** at a competitive price of **\$299**, enabling dispensaries to streamline their sales processes and enhance customer experience.

PotSave operates on a **robust and scalable business model** designed to generate recurring revenue through multiple streams, ensuring sustainability and growth. (2/2)

## Value Proposition



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# Finances, Pro-Forma Income Statement



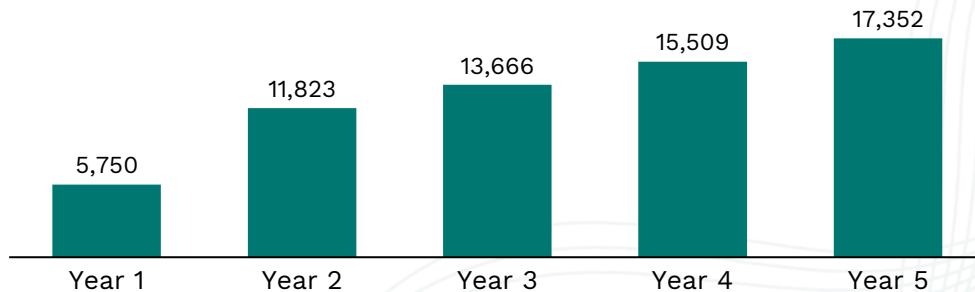
REVENUE	UOM	Year 1	Year 2	Year 3	Year 4	Year 5
Advertising sales	USD	5,400,000	10,800,000	10,800,000	10,800,000	10,800,000
Volumes (c.750 ads per month)	Number	9,000	18,000	18,000	18,000	18,000
Price	USD	600	600	600	600	600
Memberships	USD	240,000	720,000	1,200,000	1,680,000	2,160,000
Volumes (c. 40 memberships sold per month)	Number	500	1,500	2,500	3,500	4,500
Price	USD	40	40	40	40	40
Google my business update	USD	240,000	720,000	1,200,000	1,680,000	2,160,000
Percentage of memberships	%	20%	20%	20%	20%	20%
Volumes (c. 20 sold per month)	Number	100	300	500	700	900
Prices	USD	200	200	200	200	200
Credit card services	USD	540,000	1,620,000	2,700,000	3,780,000	4,860,000
Percentage of memberships	%	20%	20%	20%	20%	20%
Volumes (100 shops per month)	Number	100	300	500	700	900
Processing fees (30k x 1.5% processing fee / month)	USD	450	450	450	450	450
<b>Revenue Total</b>	<b>USD</b>	<b>6,420,000</b>	<b>13,860,000</b>	<b>15,900,000</b>	<b>17,940,000</b>	<b>19,980,000</b>
<b>COST OF SALES</b>						
Direct labor	USD	144,000	293,760	299,635	305,628	311,740
Salesman - annual	USD	144,000	293,760	299,635	305,628	311,740
<b>Total Cost of Sales</b>	<b>USD</b>	<b>144,000</b>	<b>293,760</b>	<b>299,635</b>	<b>305,628</b>	<b>311,740</b>
<b>SG&amp;A</b>						
Office lease and utilities	USD	72,000	73,440	74,909	76,407	77,935
Staff salaries	USD	255,000	260,100	265,302	270,608	276,020
CEO - annual	USD	75,000	76,500	78,030	79,591	81,182
Web developer / IT - annual	USD	60,000	61,200	62,424	63,672	64,946
Data scientist - annual	USD	120,000	122,400	124,848	127,345	129,892
Insurance	USD	16,350	16,677	17,011	17,351	17,698
Maintenance	USD	72,000	73,440	74,909	76,407	77,935
Marketing	USD	130,000	132,600	135,252	137,957	140,716
Legal and professional services	USD	40,000	40,800	41,616	42,448	43,297
<b>Total SG&amp;A</b>	<b>USD</b>	<b>585,350</b>	<b>597,057</b>	<b>608,998</b>	<b>621,178</b>	<b>633,602</b>
<b>EBITDA</b>	<b>USD</b>	<b>5,690,650</b>	<b>12,969,183</b>	<b>14,991,367</b>	<b>17,013,194</b>	<b>19,034,658</b>
<b>EBITDA %</b>	<b>%</b>	<b>89%</b>	<b>94%</b>	<b>94%</b>	<b>95%</b>	<b>95%</b>
Taxes	USD	- 503,053	- 1,146,476	- 1,325,237	- 1,503,966	- 1,682,664
<b>Net Income</b>	<b>USD</b>	<b>5,187,597</b>	<b>11,822,707</b>	<b>13,666,130</b>	<b>15,509,228</b>	<b>17,351,994</b>



# Finances

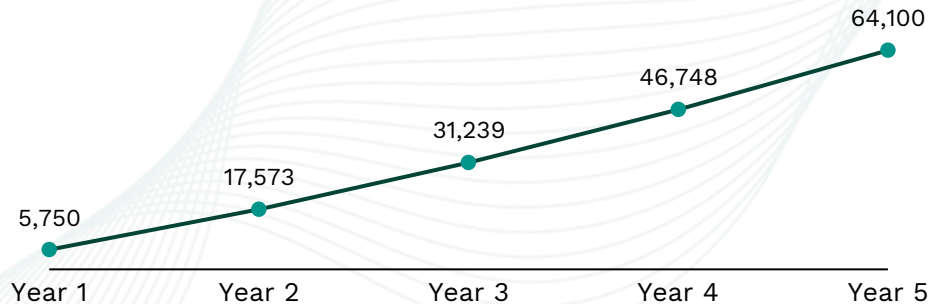
## Pro-Forma Cashflow

YEARLY CASH FLOW, Thousand of USD



600k USD  
initial  
investment

CUMULATIVE CASH, Thousand of USD



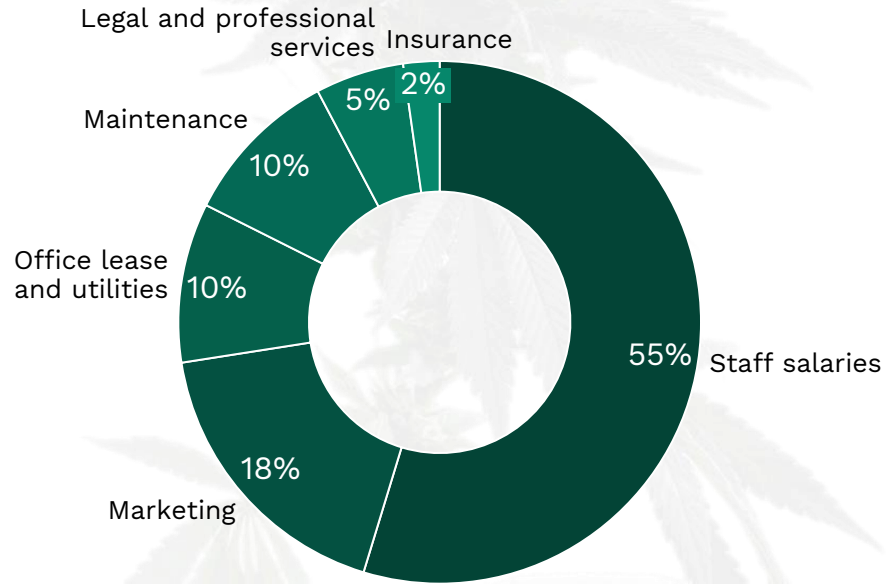
45k USD  
development  
cost  
repayment

# Finances, fund raise



We're after  
**600k USD**

## Indicative use of funds



# Thank You

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