

What?

Personalized **LIVE FLOWERS**

Yes! It's POSSIBLE!







SPEAKING
— ROSES —

speakingroses.com

What?

And Now!

They Will never Died.

They feel, look, and smell real,
but they will never die because now
they are real yet preserved forever.



The Problem with the floral Industry today

Every industry has a global brand leader:

For Shoes?



For Watches?



For Coffee?



What about flowers?

What's the global brand?...

How can one of the world's oldest industries lack a global leader?

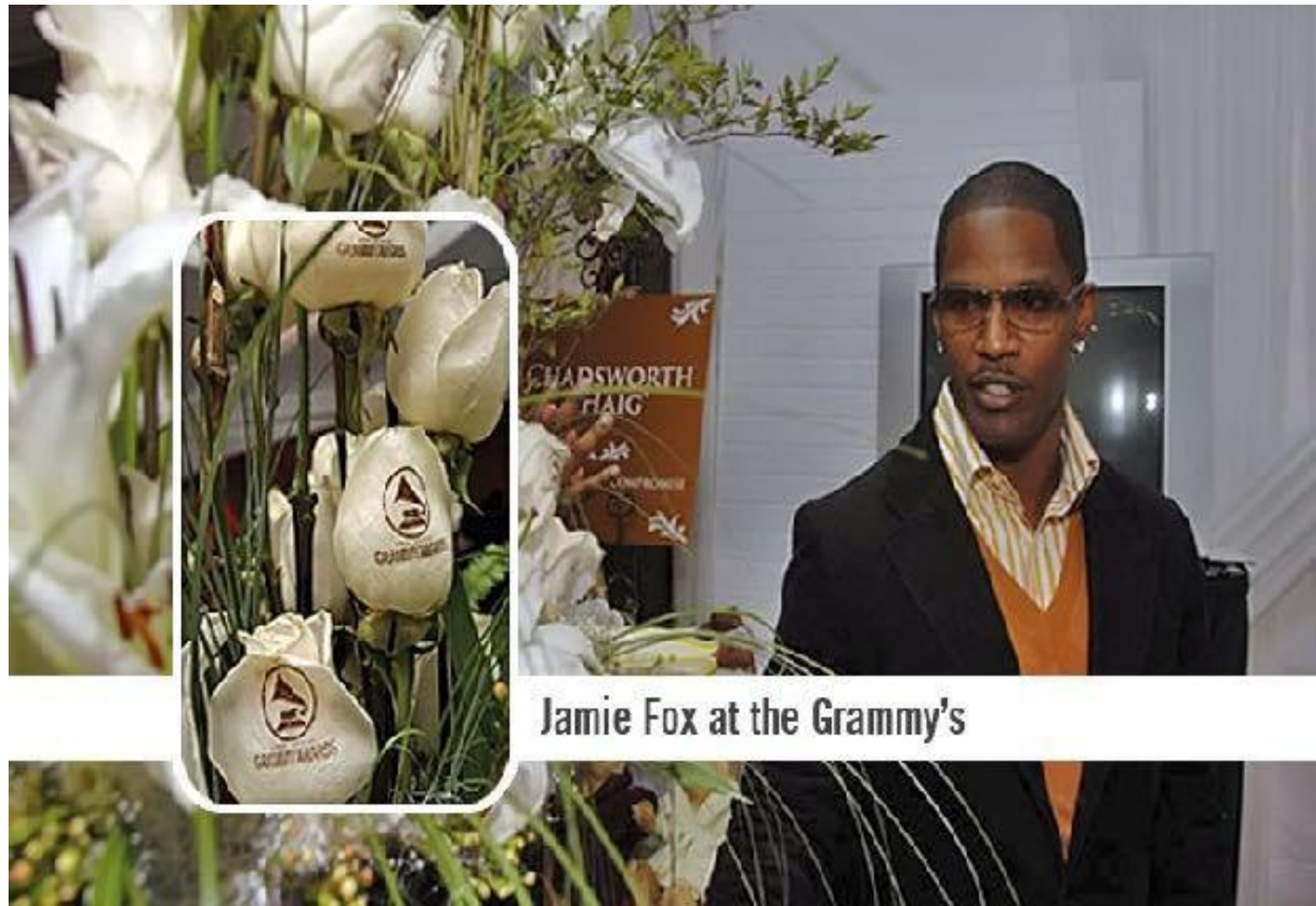
What unmet needs and challenges exist in the global floral gifting space, and why?

1. Dominated by mom-and-pop shops
2. Lack of personalization and limited emotional impact
3. Missed corporate and promotional opportunities
4. Perceived as mere decoration
5. Failure to integrate with other industries
6. Limited differentiation
7. Stagnation in innovation
8. Inability to adapt to experiential gifting trends
9. No global brand leader
10. Lack of a trendsetting brand

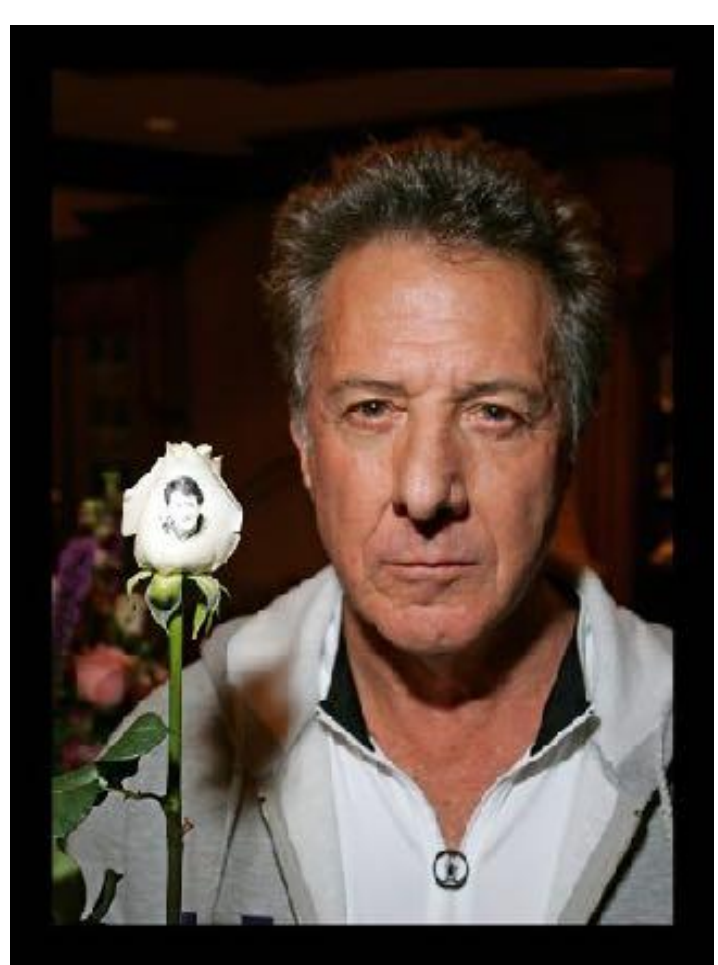
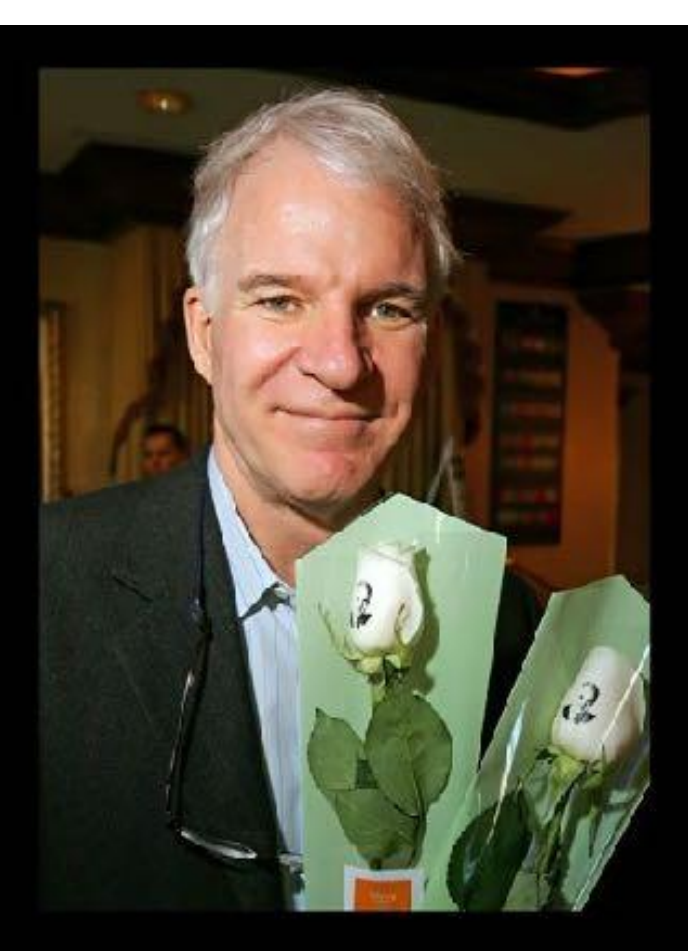
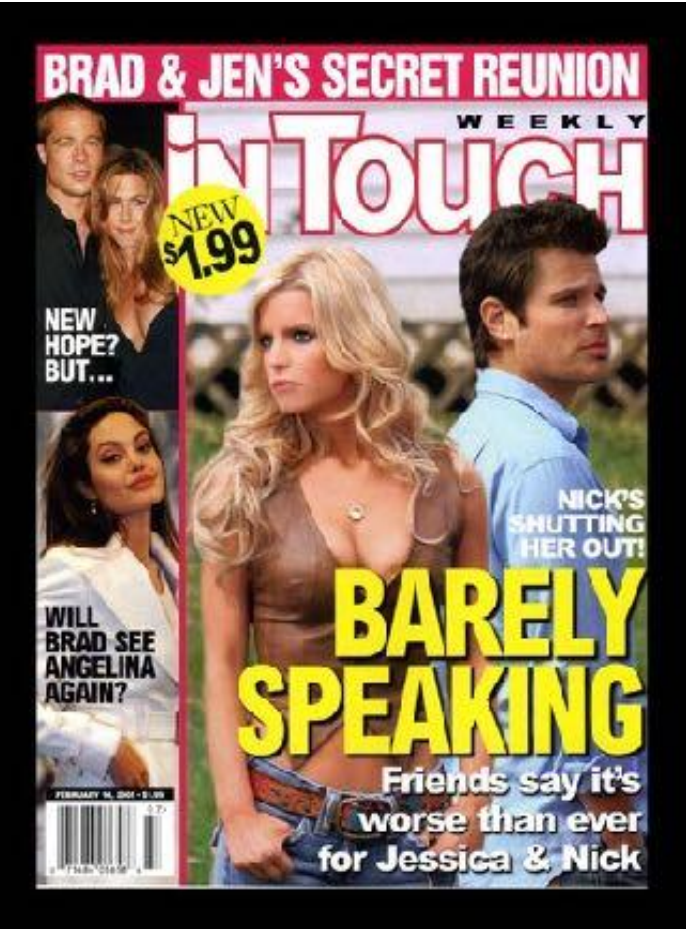
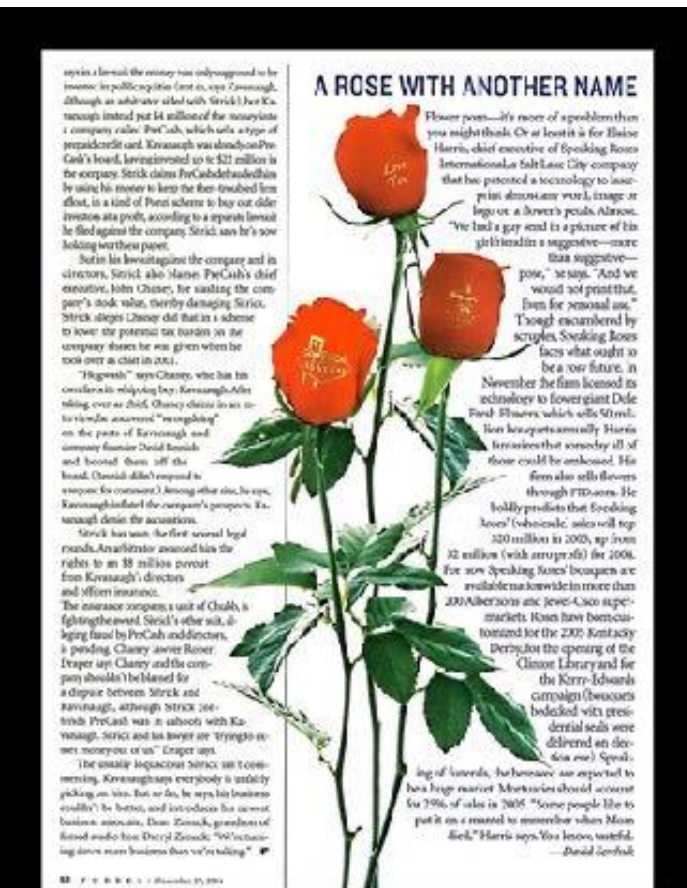
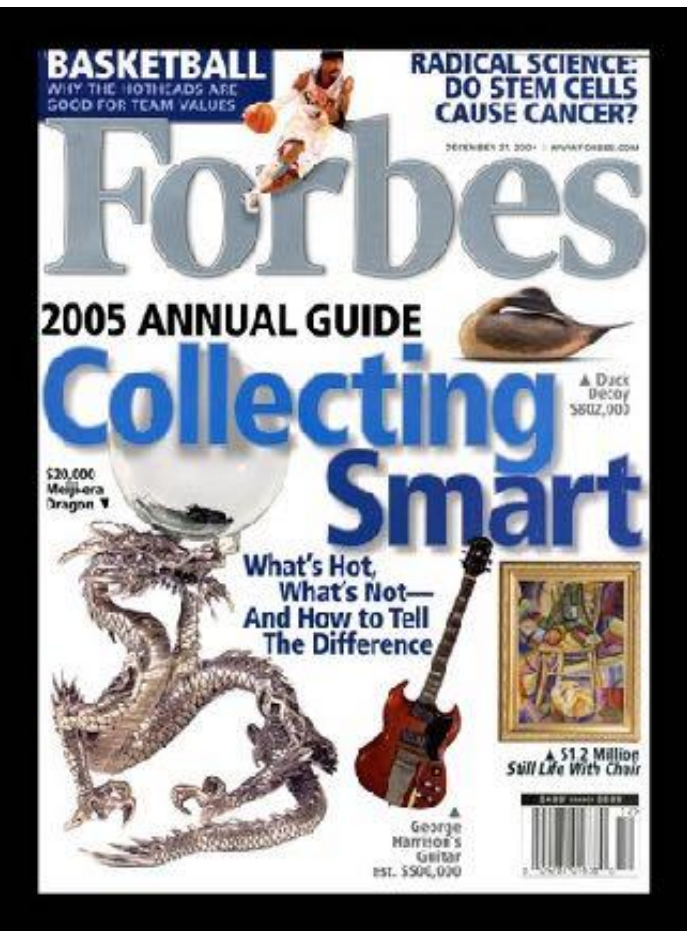


WON
BEST product of the year"
in a **20 billion** dollar Industry





Jamie Fox at the Grammy's





Solution

"At Speaking Roses, **we've done** for the floral industry what was once done for the paper industry. Just as paper became a vehicle for innovation through printing, packaging, and the creation of multiple billion-dollar industries, **we've transformed flowers into a medium** for personalization and emotional expression, **unlocking new market** opportunities."

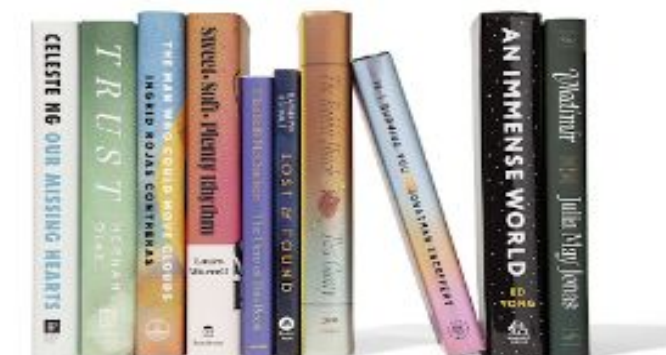
Allowing for an unlimited range of messages and designs. Our products open doors in multiple markets, such as gifts, souvenirs, promotional products, Funeral products, licensing and many more.



Paper Industry Worldwide
(around 351 Billion Dollars)



Magazine Industry Worldwide (around 34 Billion Dollars)



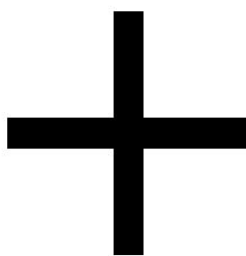
Book Industry Worldwide (around 91.3 Billion Dollars)



Greeting Card Industry Worldwide (around 18 Billion Dollars)

Market Opportunity

"By using flowers as the vehicle for the message, we've discovered that printing on roses redefines the industry, opening multiple avenues to enter new markets. We've tested and proven that, just like paper, the rose becomes the medium, and the printing becomes the industry itself. This allows us to tap into previously unreachable industries that the traditional floral market has never been able to penetrate."





Which brand instantly comes to mind when you think of the global floral industry?



It doesn't exist!

Similar Competitors - Edible Arrangements Revenue - If they did it with fruits, you can do it with roses!

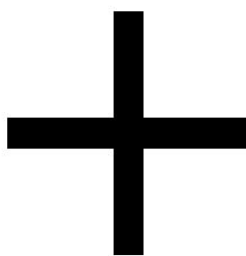
Estimated Revenue & Valuation

- Edible Arrangements's estimated annual revenue is currently \$1.2B per year. (i)
- Edible Arrangements's estimated revenue per employee is \$317,800



Market Opportunity

"By using flowers as the vehicle for the message, we've discovered that printing on roses redefines the industry, opening multiple avenues to enter new markets. We've tested and proven that, just like paper, the rose becomes the medium, and the printing becomes the industry itself. This allows us to tap into previously unreachable industries that the traditional floral market has never been able to penetrate."



Market Opportunity - Disruption

"We've **sold millions** of dollars in fresh flowers, and now the next step is to **conquer the world** with our **'FRESHLOOK'** flowers. These preserved flowers look, feel, and even smell like fresh flowers, but they will last for years, solving the logistics challenges of a perishable product."

By entering segments such as promotional products, corporate gifts, and licensing, Speaking Roses taps into these multi-billion-dollar markets with a disruptive product.



Business Model

- E Commerce 65%-85% Gross margins
 - Direct To consumer
 - Digital Marketing
 - Affiliate Marketing!
 - Influencer Marketing
- Distributor:
 - Distributors per industry using Industry leaders, direct sales Model
 - Promotional products
 - Funerals homes
 - Licensing Brands
 - Souvenirs
 - Weddings
 - Etc
- Licensee/Production Centers/ Franchise / Global Replication
 - We sell the rights, areas, territories



Competitive Advantage

- Pioneers in the industry, having developed this innovative market.
- Over 15 years of expertise in the flower printing sector.
- Proprietary intellectual property (IP) protections in place.
- Successfully validated the business model across diverse channels and strategies.
- Strategically positioned to maintain exclusive global control over this unique market with no direct competition.
- Significant barriers to entry, safeguarding our competitive advantage.



Go To Market Strategy

These are channels to go to market:

1. **Impact.com** (Affiliate Marketing with over 300,000 affiliates).
2. **Adella Digital** (adelladigital.com) - They helped a company grow from \$10k to \$2 million a month through a DTC strategy with a very similar concept.
3. **Distributors** - We will secure ground distribution in strategic locations, such as the promotional industry, funeral homes, the hospitality industry, gift - souvenir industry.
4. Franchising / Licensing (overseas)
5. Worldwide Model Replication



Valentine's Day Ideas







Valentine's Day ideas



Financial Projections - (USA Projections Only, it doesn't include worldwide expansion)

Assumption to have 1 Franchise every T4 depending on the country	First Year	Second Year	Third Year	Fourth Year	Fifth Year	Totales
	First Year	Second Year	Third Year	Fourth Year	Fifth Year	
	100	250	300	350	381	1,381
	300	550	850	1,200	1,581	
TOTAL ANNUAL SALES PRODUCTION CENTER/FRANCHISE	\$ 3,000,000	\$ 7,500,000	\$ 9,000,000	\$ 10,500,000	\$ 11,430,000	\$ 38,430,000
TOTAL ANNUAL SALES - Equipment Package	\$ 1,500,000	\$ 3,750,000	\$ 4,500,000	\$ 5,250,000	\$ 5,715,000	\$ 20,715,000
	4	10	12	14	15.24	55.24
TOTAL SALES Exclusive master area/ 1 per every G16 Franchisees	\$ 400,000	\$ 25,000,000	\$ 30,000,000	\$ 35,000,000	\$ 38,100,000	\$ 128,500,000
REVENUE FROM MODEL 1						
Monthly fee	\$ 1,800,000	\$ 3,300,000	\$ 5,100,000	\$ 7,200,000	\$ 9,486,000	\$ 26,886,000
Supplies to Licensees / Franchises / 25% margins	\$ 182,659	\$ 334,875	\$ 517,534	\$ 730,637	\$ 962,614	\$ 2,728,320
6% per sale / Per each sale sold by franchise	\$ 14,028,228	\$ 25,718,418	\$ 39,746,646	\$ 56,112,912	\$ 73,928,762	\$ 209,534,966
5% that we collect per order - for Marketing from gross Sales	\$ 11,690,190	\$ 21,432,015	\$ 33,122,205	\$ 46,760,760	\$ 61,607,301	\$ 174,612,471
TOTAL REVENUE MODEL 1	\$ 32,601,077	\$ 87,035,308	\$ 121,986,385	\$ 161,554,309	\$ 201,229,677	\$ 604,406,757
Monthly Growth Assumption	1%					
REVENUE MODEL 2 - ECOM - DTC						
Product A	\$ 971,838	\$ 1,095,091	\$ 1,233,976	\$ 1,390,475	\$ 1,566,823	\$ 6,258,204
Product B	\$ 1,133,892	\$ 1,277,698	\$ 1,439,742	\$ 1,622,337	\$ 1,828,090	\$ 7,301,759
Product C	\$ 1,791,000	\$ 2,018,144	\$ 2,274,095	\$ 2,562,507	\$ 2,887,497	\$ 11,533,242
Total Sale from Affiliate Marketing (online)	\$ 5,845,095	\$ 6,586,399	\$ 7,421,720	\$ 8,362,979	\$ 9,423,615	\$ 37,639,808
TOTAL REVENUE MODEL 2	\$ 9,741,825	\$ 10,977,332	\$ 12,369,533	\$ 13,938,299	\$ 15,706,024	\$ 62,733,013
MONTHLY GROWTH ASSUMPTION	1%					
REVENUE MODEL 3 - DISTRIBUTORS						
Package A	\$404,190	\$ 455,451	\$ 513,214	\$ 578,302	\$ 651,646	\$ 2,602,804
Package B	\$539,460	\$ 607,877	\$ 684,971	\$ 771,843	\$ 869,731	\$ 3,473,882
Package C	\$2,250,000	\$ 2,535,356	\$ 2,856,903	\$ 3,219,230	\$ 3,627,509	\$ 14,488,998
Active Distributors - Sales Average (products) / B44	\$2,250,000	\$ 2,535,356	\$ 2,856,903	\$ 3,219,230	\$ 3,627,509	\$ 14,488,998
Selling Exclusive Distributor Programs	\$600,000	\$ 676,095	\$ 761,841	\$ 858,461	\$ 967,336	\$ 3,863,733
TOTALES REVENUE MODEL 3	\$6,043,650	\$ 6,810,136	\$ 7,673,832	\$ 8,647,066	\$ 9,743,730	\$38,918,414
TOTALS REVENUE MODEL 1- MODEL 2 - MODEL 3	\$ 48,386,552	\$ 104,822,777	\$ 142,029,750	\$ 184,139,674	\$ 226,679,431	\$ 706,058,184



Traction



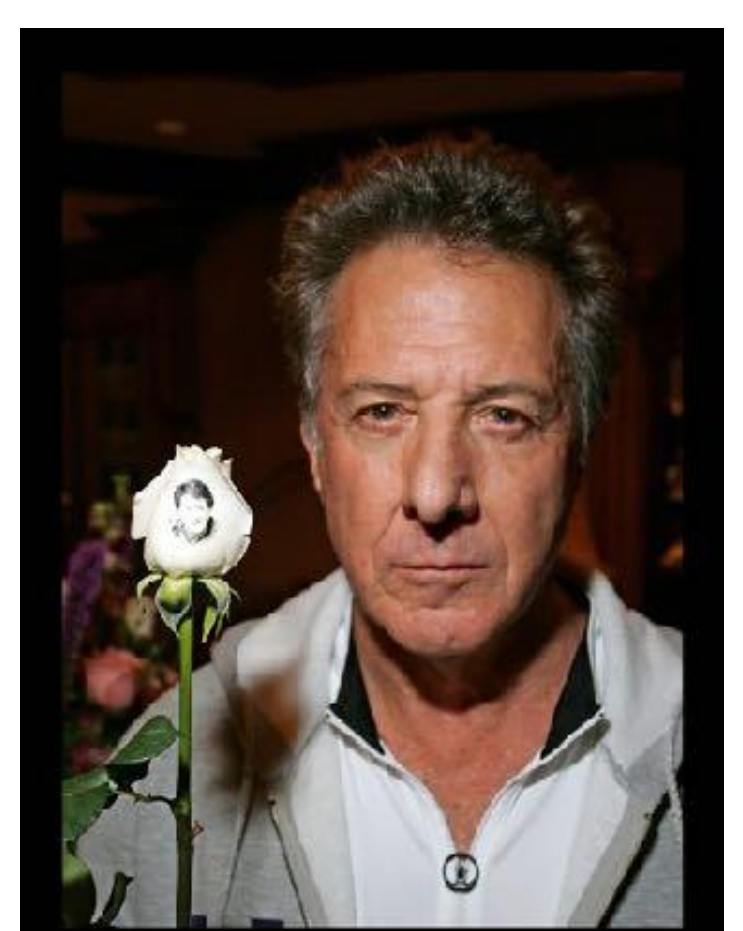
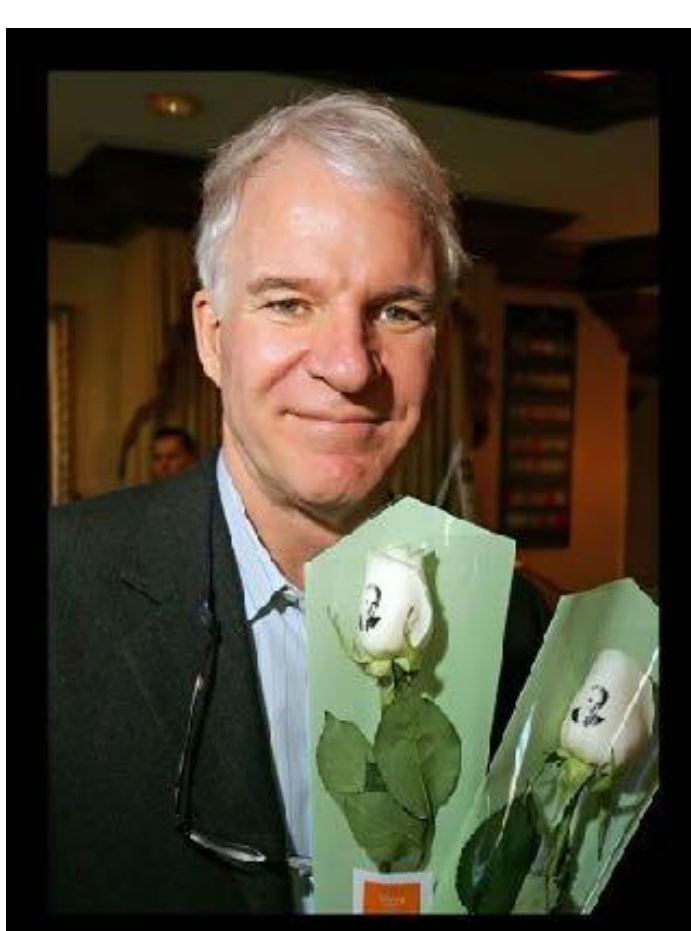
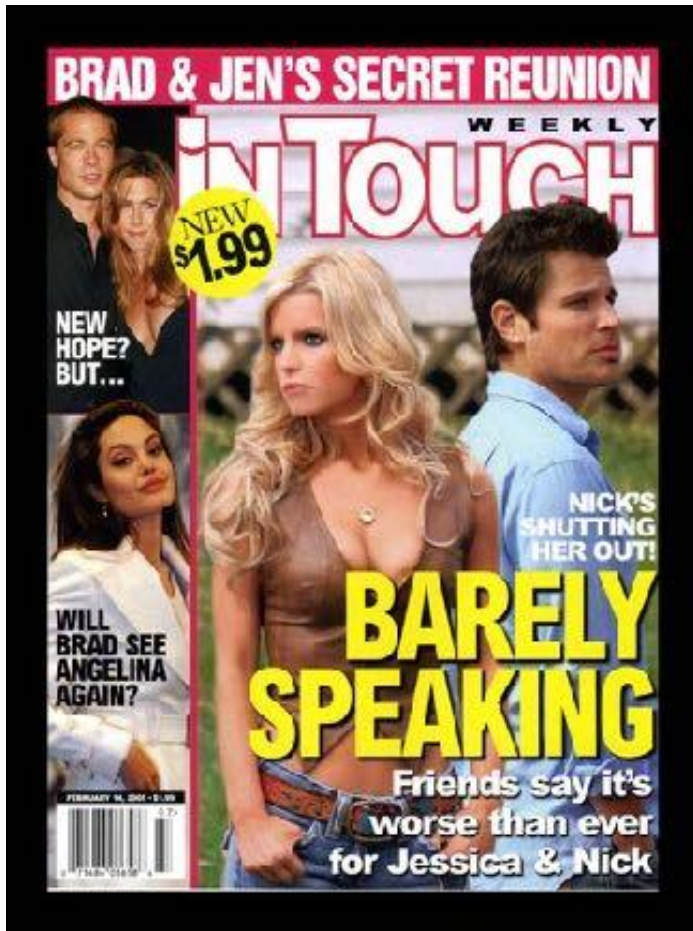
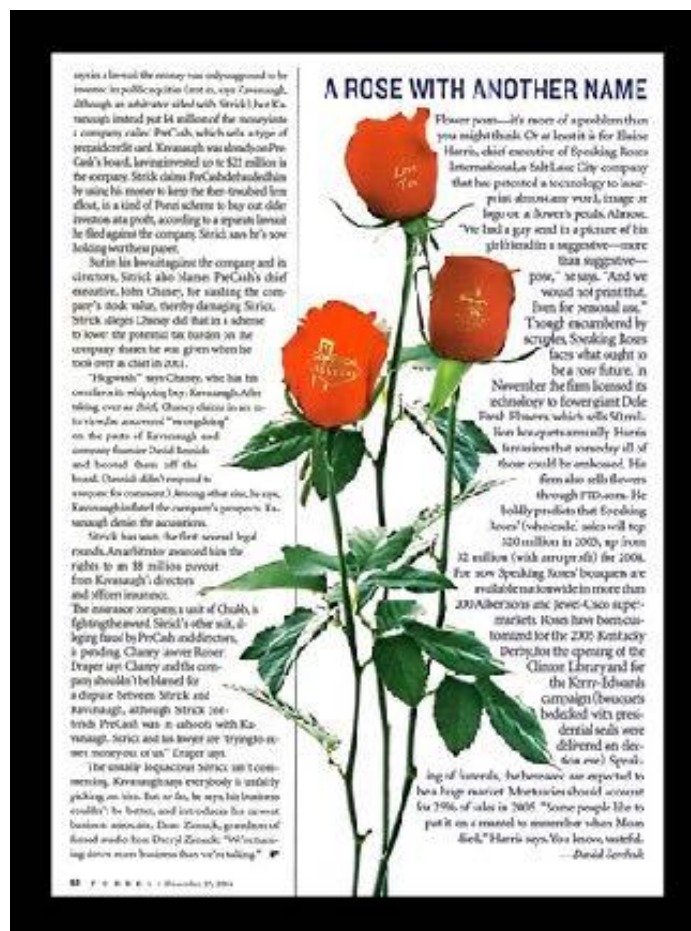
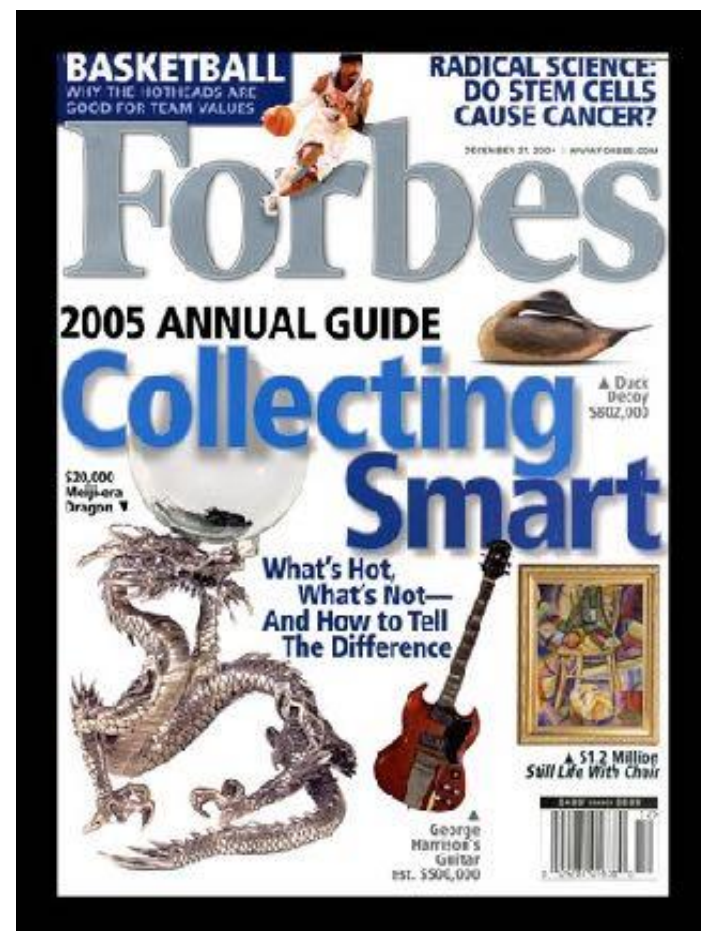
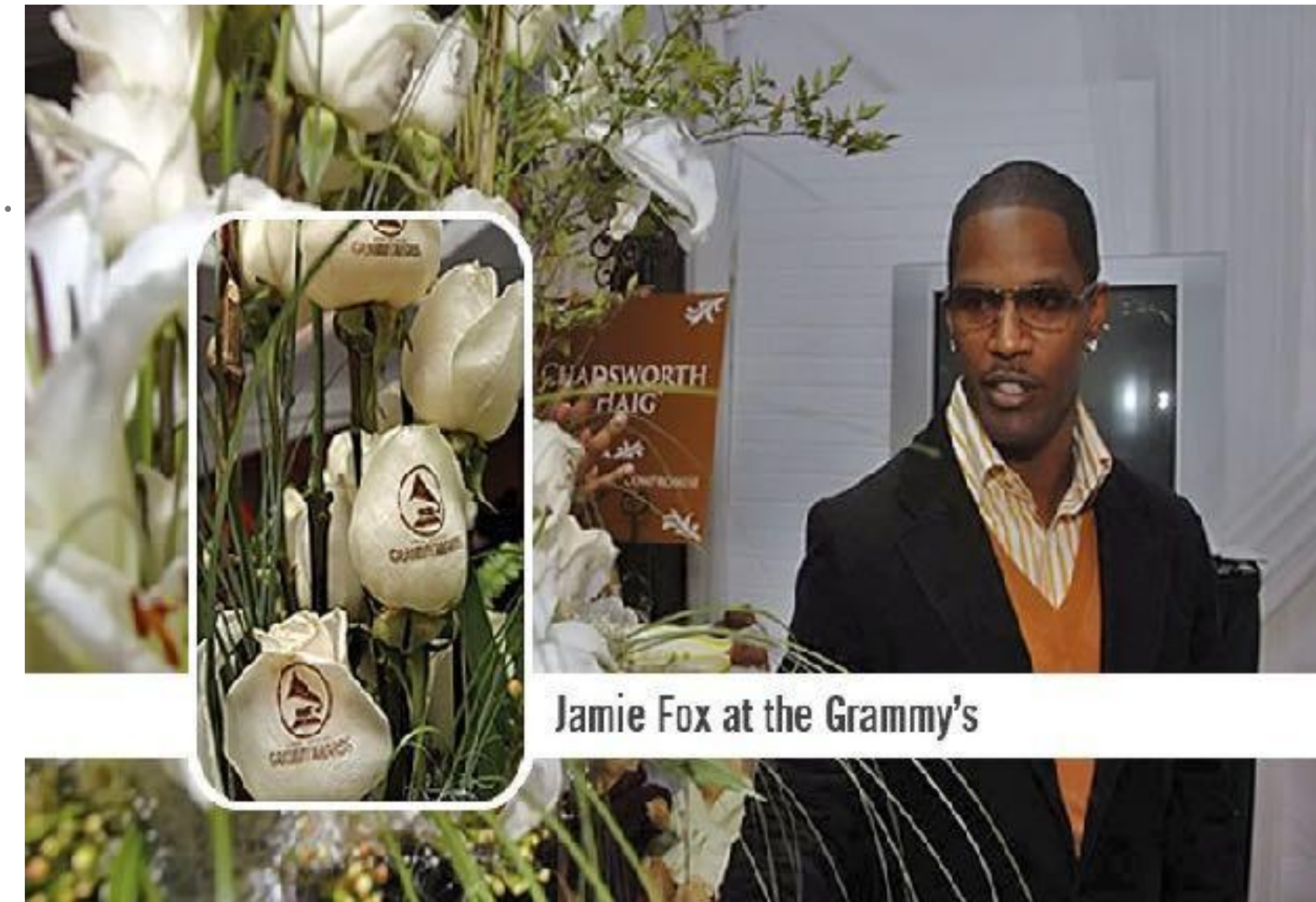
- ✓ Generated over \$50 million in sales with the personalized flowers concept
- ✓ Awarded #1 product in the promotional industry.
- ✓ Successfully tested and sold through major licensing brands.
- ✓ Proven success in various sectors, including:
 - ✓ . Weddings
 - ✓ . Hospitality industry
 - ✓ . Gift market
 - ✓ . Employee recognition
 - ✓ . Fundraising initiatives
 - ✓ . Funeral services
- ✓ Featured and endorsed in over 500 media publications, including Hollywood approval
- ✓ Ready to Scale worldwide

Do you know What is the National Flower in the USA?



*YEAP.....
The
ROSE*

Feature in Over 500 Media Publication



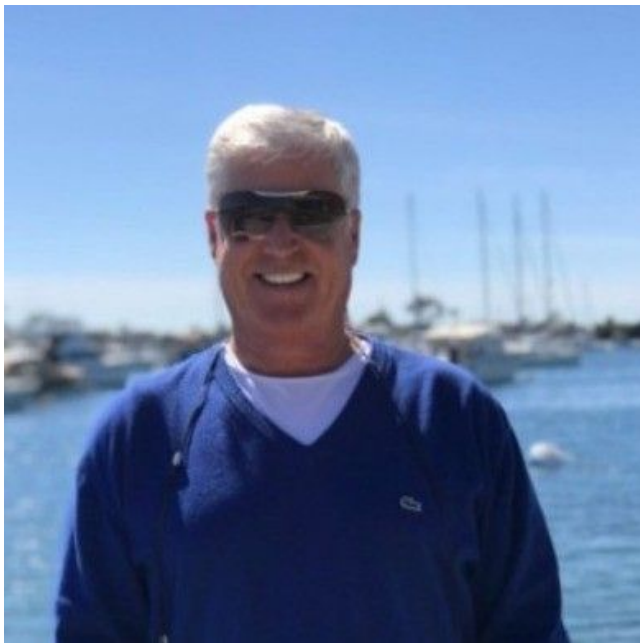
Team



Rene Rodriguez - President

- 25+ years of building disruptive companies
- 15+ Years International Business
- **5 Successful Startups**
- First to Market in multiple industries

<https://www.linkedin.com/in/renerodriguez1/>



Richard Johnson - Global Business Development

- **13 years** as Managing Director at **DelMorgan**, driving global financial strategies and business growth
- Over **30 years** of leadership experience in **corporate executive services**, with a deep understanding of global market dynamics.
- Leadership roles in **top Wall Street firms**, providing insights into high-level financial operations and cross-border investments
- Deep knowledge of global **capital markets**, mergers, and acquisitions to drive international growth opportunities.
- Strong capabilities in **business structuring and financial modeling**, ensuring long-term global sustainability.



David Kasting - Brand Manager - Influencers

- David Kang Casting (DK Casting) held auditions and booked talent on Music Video, Commercials, TV and Film. Over 300 Music Videos and 200 Commercials. DK Casting has over 50 Billion views on YouTube alone for all the content they have done casting for.
- He's worked with all the top global brands like McDonalds, Nike, BMW, Budweiser, Apple, Samsung as well as the biggest music artist in the World like Taylor Swift, Justin Timberlake, Beyonce, and Katy Perry to name a few. After 15 years of casting hundreds of music videos and commercials.



Archer Worsham - CMO

- 10+ years Building multiple E-commerce Brands from concept to exit .
- 10+ Years on selling in multiple platforms.
- Expert in structuring front end traffic to back end conversion
- Expert in all social media advertising platforms, reaching up to 8%
- The last company that he was involved went from \$1,500 a month to \$ 2 Mill in just a few months



Greg Writer - ECOMMERCE ADVISOR

Greg has over 35 years of experience in corporate finance, capital formation, executive level management, mergers & acquisitions, software development, licensing & distribution, and sales & marketing and is often referred to as “The Entrepreneur’s Best Friend”.

Greg has spent over 15 years coaching thousands of entrepreneurs in the areas of marketing, capital formation, business acceleration and revenue optimization.



Advisor - Affiliate Marketing

- Former President Usana Utah (multibillion dollar company)
- Expert in Affiliate and compensation models
- PHD Statistics
- Founder of Kwik.com



Tom Spadea - Franchise Legal Attorney

- Pay Law school by selling franchises
- Build over 300 Franchises legal work
- Understand the Implications of Franchise from all angles
- Awarded Certified Franchise Executive (CFE)
- <https://www.linkedin.com/in/tom-spadea-a696256>



Mike Buono- VP Sales

- Launched over 300 Products into retail markets.
- Shark Tank Appearance, securing a deal with Mark Cuban
- Just Brilliant !!!
- Proven Expertise in go to market Strategies for Products

The ASK

\$5,000,000

Equity or Convertible Note

EXIT

IPO & or Strategic Partnership

