



CannaOptima

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Reinventing the Green Revolution



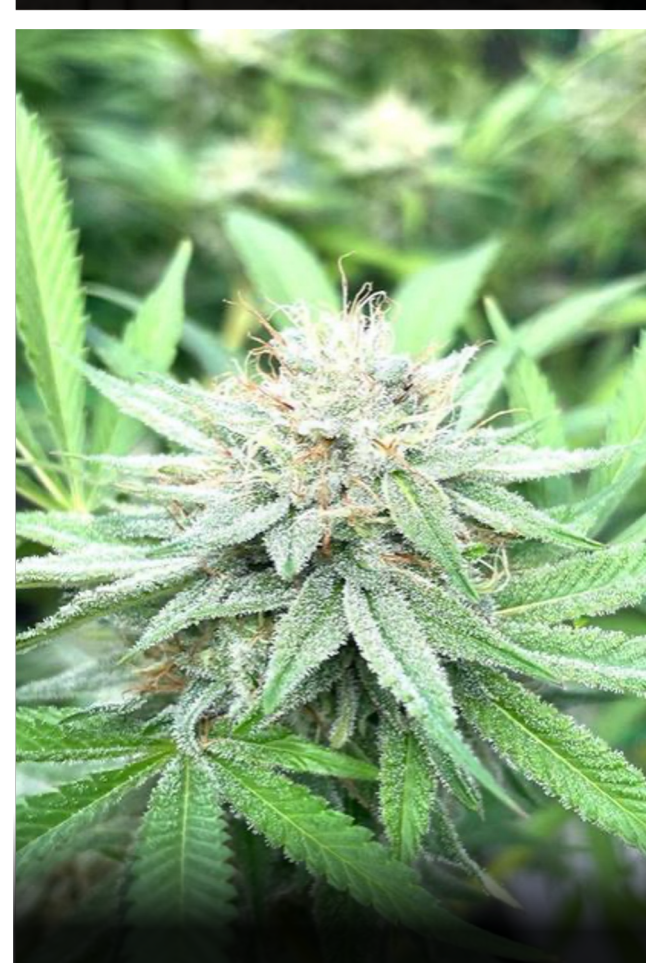


Executive Summary

Treat Go Green, owner of the domain, cannaoptima.com, a cutting-edge cannabis enterprise poised to embark on operations in Portugal is committed to crafting top-tier cannabis products tailored for both medical and recreational purposes. Fueled by innovation and foresight, CannaOptima aims to establish the gold standard for sustainable and premium medical cannabis cultivation.

Nestled in Penamacor, Castelo Branco, Portugal, our cultivation site capitalizes on the region's advantageous climate, abundant sunlight, and supportive regulatory environment conducive to cannabis cultivation.

Treat Go Green proudly boasts a Portuguese license for cannabis cultivation, issued under license number N°52/V01 on 28/11/2023. This license not only affirms our adherence to regulatory standards but also underscores our unwavering commitment to operating within legal parameters, ensuring the legality and legitimacy of our endeavors.





Project scope

Timeline

Commencing cultivation on June 1, 2024, we anticipate harvesting after five months, followed by meticulous drying and packaging of our premium product for delivery to our esteemed buyers. Our cultivation endeavor encompasses 10,000 Motor Breath cannabis plants, meticulously chosen for their potent and therapeutic attributes. Collaborating with Canna Seeds Denmark, renowned for its superior clones, guarantees genetic diversity and premium yields, elevating the caliber of our harvest. Additionally, under the guidance of seasoned cultivator Cesar Ferreira, our expert team brings a wealth of knowledge and experience to the cultivation process, ensuring meticulous management of every aspect, from soil quality to logistical intricacies, to achieve optimal results.



Project scope

Manual Labor:

To fortify the success of our cultivation ventures, we've forged a partnership with a local employment agency to procure skilled labor for crop maintenance. Every team member engaged in cultivation, production, and handling undergoes thorough training in Good Agricultural and Collection Practices (GACP), Good Manufacturing Practices (GMP), and Portuguese cannabis laws, guaranteeing adherence to the most stringent standards of quality and compliance.

Security: Our cultivation facilities benefit from the protection of a local security firm boasting extensive experience in 24/7 surveillance and video monitoring. Through their vigilant oversight, we uphold the security and integrity of our premises, effectively mitigating risks and ensuring the safety of our operations.



Project scope

Project Highlights:

- Our state-of-the-art cultivation facilities boast the latest technology and sustainable practices, meticulously designed to provide optimal growing conditions and achieve maximum yield.
- We enforce rigorous quality control measures at every stage of production, ensuring the unwavering consistency and purity of our cannabis products.
- We streamline operations through strategic partnerships and supply chain agreements, boosting efficiency and slashing costs.
- Transparent communication channels and frequent updates for investors cultivate trust and confidence, upholding transparency and accountability in all our endeavors.

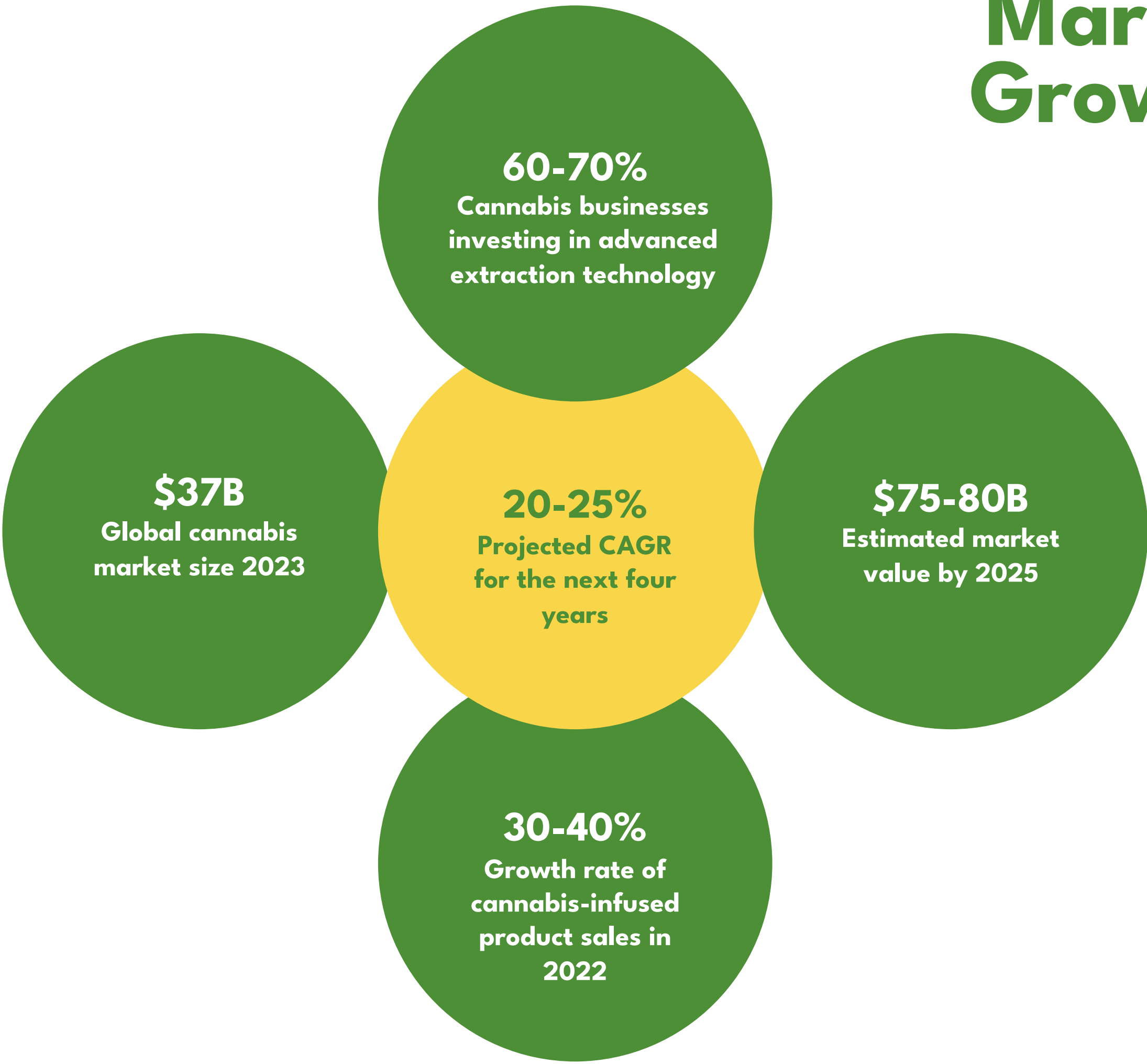


Profitable Pact in Harvest Agreement

The company has enthusiastically concluded a lucrative agreement to sell its entire harvest, signaling a noteworthy milestone in its growth journey. This pivotal deal, meticulously crafted through collaborative negotiations, establishes a mutually advantageous price reflecting the true value of the produce.

It underscores the commitment of both parties to nurturing a long-lasting partnership. With a forward-looking perspective, this agreement not only secures immediate gains but also lays a robust foundation for sustained cooperation, paving the way for fruitful endeavors in the years ahead.

Market Size & Growth Trends



\$37B
Global cannabis market size 2023

60-70%
Cannabis businesses investing in advanced extraction technology

\$75-80B
Estimated market value by 2025

20-25%
Projected CAGR for the next four years

30-40%
Growth rate of cannabis-infused product sales in 2022

Market Segmentation

40-45%

Medical cannabis
segment



55-60%

Recreational
cannabis segment



Target Demographics

Health-conscious Millennials & Gen Z represent 30-40% of the demographics.

Health-conscious Millennials

- **Age Range:** Typically, between 25 to 40 years old.
- **Characteristics:** Millennials prioritize health and wellness, seeking natural and sustainable products.
- **Consumer Behavior:** They are open to trying new products and are willing to pay for high-quality, premium cannabis offerings.
- **Preferences:** Look for cannabis products that offer therapeutic benefits, stress relief, and relaxation.



Gen Z

- **Age Range:** Typically, between 18 to 24 years old.
- **Characteristics:** Gen Z is the most diverse and socially conscious generation, valuing authenticity and transparency.
- **Adventurous:** They are open to exploring new experiences, including cannabis-infused products.
- **Health and Sustainability:** Like Millennials, Gen Z is health-conscious and seeks eco-friendly and ethically sourced products.

Competition



Established Players

Key players with strong brand recognition and product offerings.



Emerging Startups

Agile companies focusing on niche markets and sustainable practices.



International Conglomerates

Large multinational companies entering the market.

Competitive Analysis

1. Market Positioning

- Differentiating as a premium cultivator with eco-conscious practices.

2. Sustainable Cultivation

- Reduced carbon footprint and regulatory compliance.

3. Strong Brand Identity

- Targeted marketing and influential brand ambassadors.
The company has its own brand: Puff & Smile.

4. Quality & Product Differentiation

- Access to superior genetics for unique strains.

5. Strategic Partnerships

- Comprehensive seed bank and valuable resources.

6. Focus on R&D

- Investing in innovation to anticipate trends.



Quality & Brand Differentiation

Companies set themselves apart based on product quality, branding, and marketing strategies.

In the competitive cannabis industry, leading contenders collectively hold a market share of roughly 40-50%. Despite the formidable presence of these established players, our distinct value proposition and innovative approach prime us for significant growth and market expansion.

Anticipating a projected surge in competition of around 20-30% over the next two years, we attribute this increase to the ongoing legalization of cannabis across various regions, attracting fresh entrants to the market. Nevertheless, our steadfast commitment to ongoing innovation, strategic partnerships, and brand differentiation equips us to capitalize on emerging opportunities amidst this evolving landscape, ensuring our enduring strength within the industry.





Product Portfolio

Within our wide-ranging product portfolio, we present an array of premium cannabis goods comprising:

- CBD and THC-infused delights
- Advanced vape cartridges
- Tempting edibles
- Nourishing skincare selections

Every item epitomizes excellence, delivering incomparable cannabis experiences. In addition, forthcoming offerings will encompass:

- Vape Pens featuring Pure CBD Extracts
- Vape Pens blending CBD & THC
- Pre-rolls (Available upon legalization)



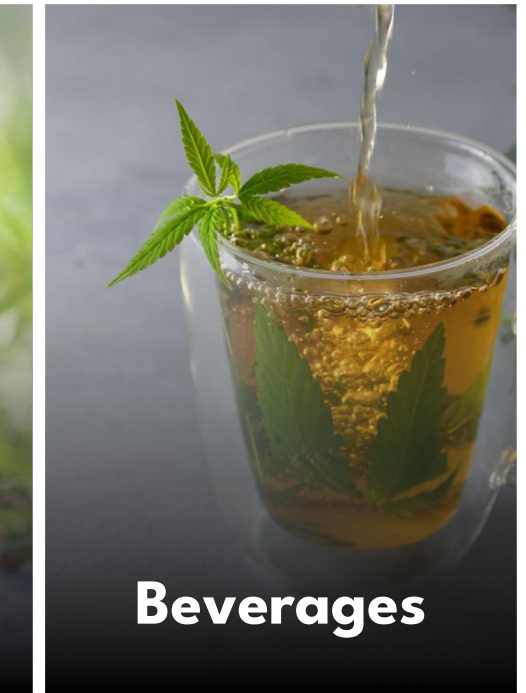
Concentrates



Gummies



Vapes



Beverages



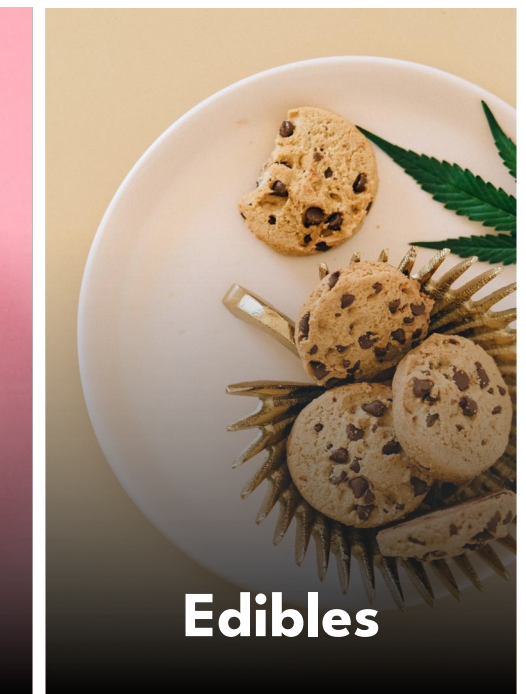
Flowers



Oils



Skincare



Edibles

Solution

We are revolutionizing the cannabis market with a comprehensive approach

1. Product Quality and Transparency

- Cutting-edge tech ensures consistent quality and transparency, empowering informed choices.

2. Empowering Education

- Our platform provides accurate, up-to-date cannabis information for all stakeholders.

3. Streamlined Supply Chain

- Blockchain technology optimizes operations, reduces costs, and enhances traceability.



4. Simplified Compliance

- Legal experts handle evolving regulations, easing the burden for businesses, and attracting investors.

5. Financial Services Partnership

- Strategic alliances with financial institutions foster stability and growth for cannabis businesses.





Business Model

1. Comprehensive Product Range

- Curated portfolio with premium CBD, THC-infused vapes, beauty products, and more.

2. Premium Quality at Competitive Prices

- Uncompromising quality with sustainable practices, and competitive pricing for accessible experiences.

3. Proprietary Branding & Identity

- Unique brand identity fostering loyalty and exceptional customer experiences.
- The company has its own brand: Puff & Smile

4. Strategic Marketing Partnerships

- Collaboration with a prominent marketing company and influencers for wide-reaching campaigns.



5. E-Commerce & Retail Presence

- Omnichannel approach through a user-friendly online platform and strategic retail partnerships.

6. Customer-Centric Approach

- Prioritizing consumer feedback to adapt and refine product offerings for customer satisfaction.

7. Engaging Social Media Campaigns

- Dynamic campaigns leveraging social media to drive brand awareness and loyalty.

8. Sustainability & CSR

- Commitment to sustainable practices and contributing to social causes aligned with values.



Go-to-Market Strategy

At the core of our market strategy lies a multifaceted approach that harnesses the power of strategic partnerships, expansive international sales channels, and an engaging online presence. By seamlessly integrating these elements, we aim to establish a robust foothold in our target markets while captivating and retaining a diverse customer base.

1. Strategic Partnerships

- Cooperation agreements with market companies for broad distribution.

2. Large-Scale Buyers

- Agreements with key distributors, wholesalers, and retailers.

3. Robust Retail Sales Channel

- Extensive network of retail sales channels worldwide.

4. Global Product Launch Events

- Exclusive events showcasing our products.

5. Captivating Online Presence

- Engaging e-commerce platform and digital marketing.

6. Influential Brand Ambassadors

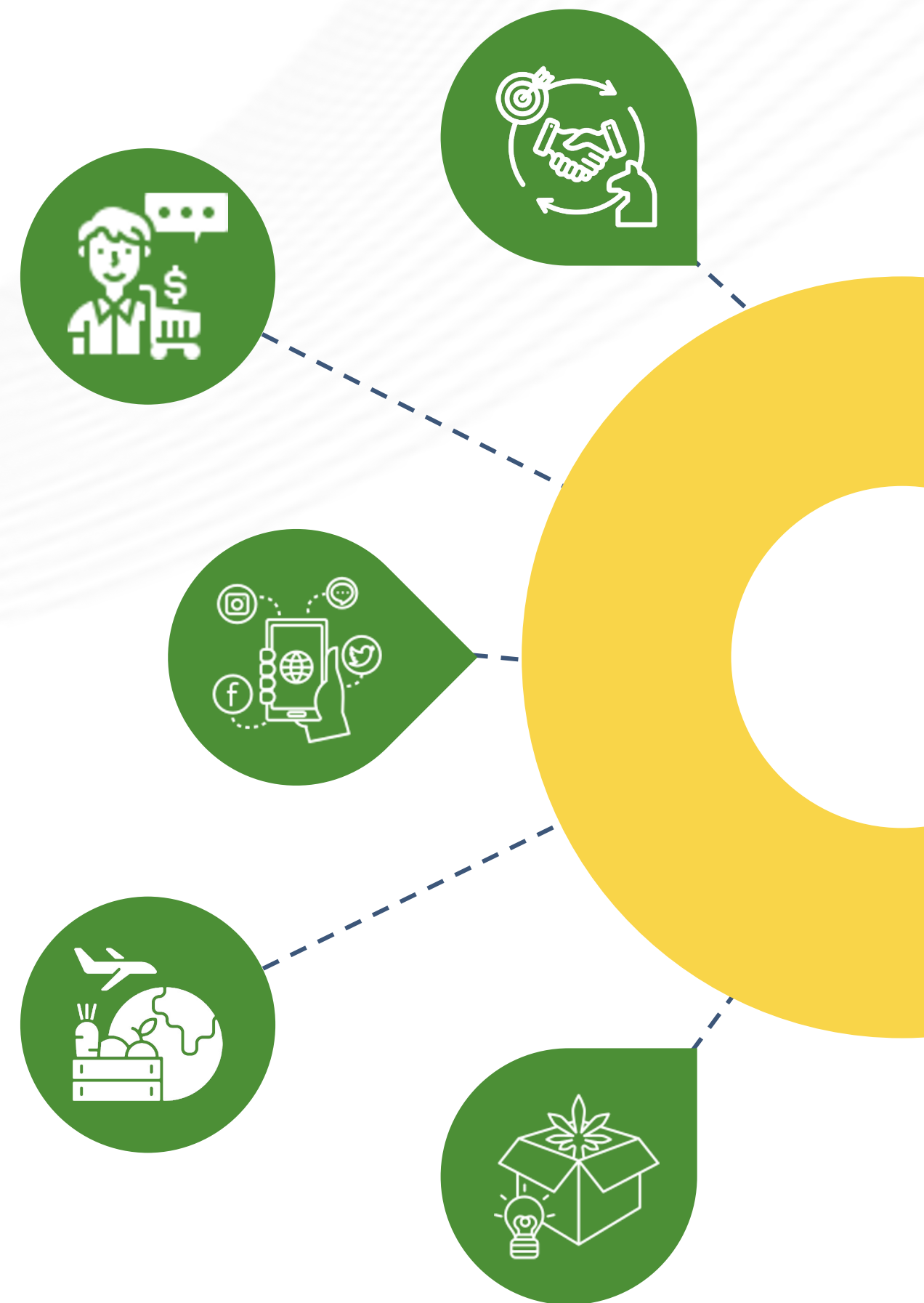
- Famous personalities generating excitement and reach.

7. Targeted Marketing

- Tailored campaigns for specific consumer segments and markets.

8. Continuous Innovation

- Innovative R&D, Premium products. Industry-leading cannabis, global appeal.



Regulatory Environment



- **Over 50 countries have legalized medical cannabis, providing access to approximately 25.6% of the world's population.**
- **Currently, legal cannabis is accessible to about 15-20% of the global population.**
- **The United States and Canada stand as the two largest cannabis markets today.**
- **Germany's legalization is expected to elevate it to the second-largest market in the world.**

Regulatory & Legal



Comprehensive Legal Counsel: Partnered with reputable legal experts specializing in cannabis regulations.



Licensing and Permits: Obtained all necessary licenses for legal operation.



Regulatory Risk Mitigation: Proactive risk assessment and strategies to address changes.



Quality and Safety Standards: Adherence to GMP and GACP for consumer safety.



Business Insurance Coverage: Comprehensive insurance for risk management.



Social Responsibility: Embrace CSR and sustainable practices.



Consumer Privacy: Data protection in compliance with relevant laws.



Transparent Financial Reporting: Thorough & accurate financial records with reputable auditors.

SWOT Analysis

S

Strengths

- Industry Expertise
- Sustainable Cultivation

W

Weaknesses

- High setup costs
- Limited brand recognition. Our committed team will work smart to enhance brand recognition through social media influencers & captivating marketing campaigns, ensuring the creation of a strong brand presence in the market.

O

Opportunities

- Emerging markets in Asia
- New Market Potential: Germany and Europe.

T

Threats

- Changing regulations
- Competition from established brands

Risks & Mitigation

1. Regulatory & Legal Risks

- Engaging legal experts, proactive compliance.

2. Market Demand & Competition

- Market research, product differentiation.

3. Supply Chain Disruptions

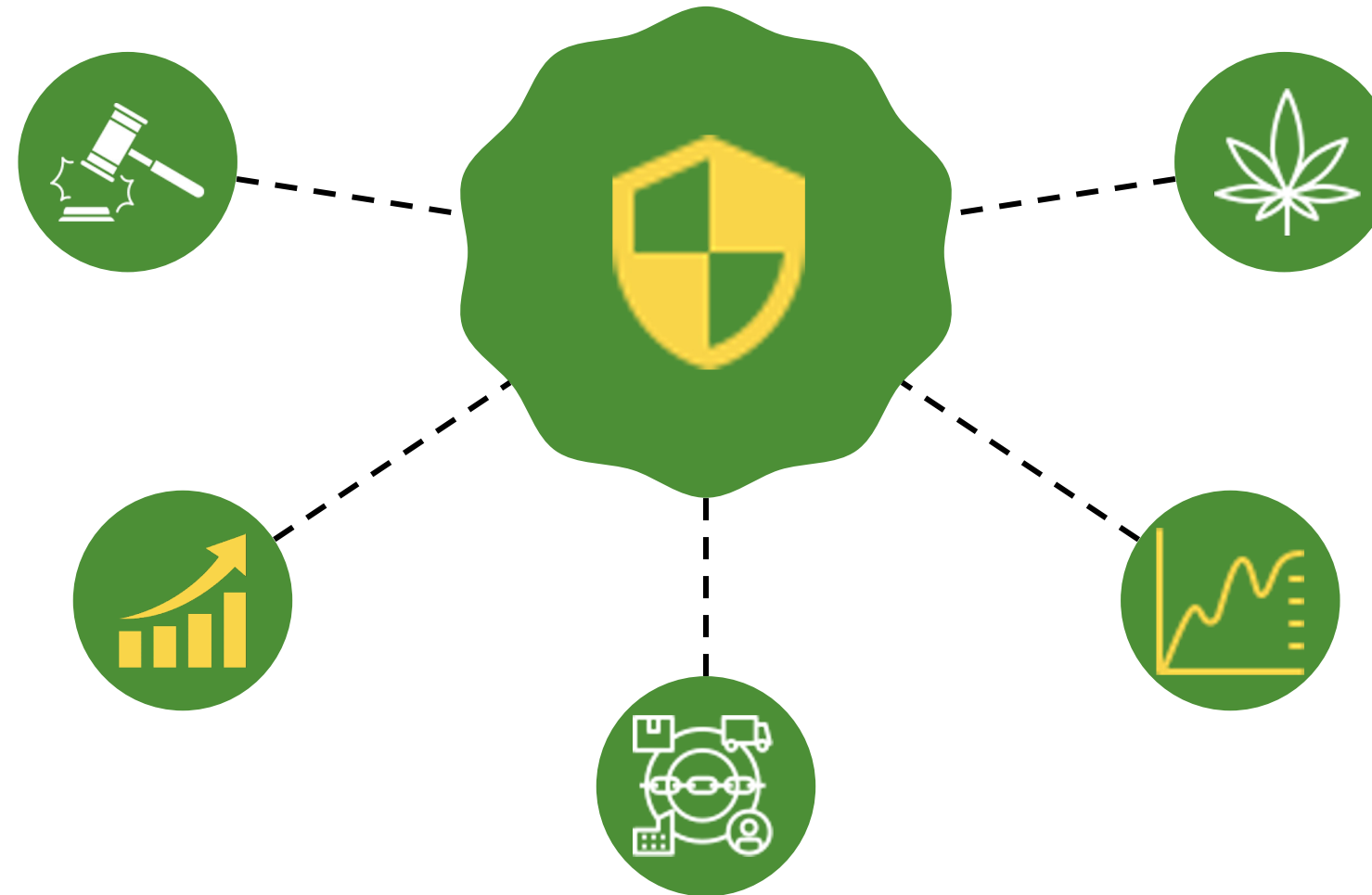
- Diversified supply chain, contingency plans

4. Crop Health & Environmental Factors

- Strict protocols, greenhouse tech

5. Financial & Market Volatility

- Prudent financial management, risk assessment.





Cultivating Excellence with Real Canna Denmark

In our expansive seed bank, we proudly showcase an inventory exceeding 2 million seeds, meticulously selected to include rare and unique strains, each brimming with THC.

This vast array ensures the cultivation of top-tier seeds, leading to the growth of flowers renowned for their exceptional THC potency.

The outcome is a premium-grade product that commands significant market value, promising a lucrative return on investment.

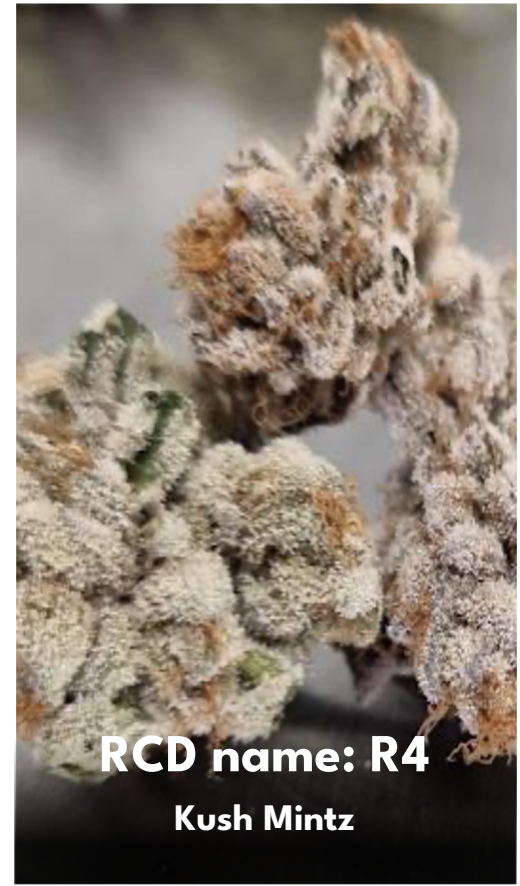
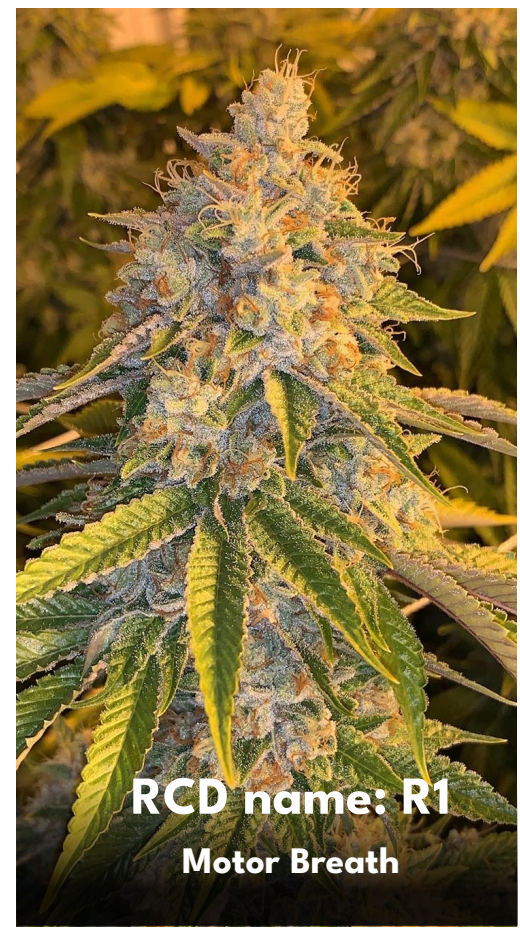




CannaOptima's Seed Bank Partnership

At Treat Go Green, we thrive on our commitment to excellence forged through strategic collaborations. Our close partnership with Real Canna Denmark grants us exclusive access to a seed bank boasting over 200 premium seeds, among which more than 50 are highly coveted and esteemed in the market. This collaboration empowers us to provide top-tier seeds at exceptionally favorable terms for Treat Go Green.

The outcome? Unrivaled products are renowned for their superior quality and commanding premium prices in the marketplace. Take, for example, a comparable seed (R1) sold by our competitors at €13 per seed, whereas CannaOptima secures it for a mere fraction of that cost, approximately €3 or even less. Furthermore, our high-yield cultivation techniques guarantee a bountiful supply of these highly sought-after strains.



Milestones & Traction

Our focus on milestones, innovation, and partnerships positions us for a significant impact in the cannabis industry. With promising market traction and trusted collaborations, we envision a transformative journey delivering exceptional experiences to consumers worldwide.

Outdoor Cultivation Completion



- 2024 Cultivation of 10 000 Cannabis plants,

Greenhouse Construction Milestone



- 2026 State-of-the-art indoor growing for year-round cultivation.

Development of Proprietary Products



- 2024 Unique cannabis products are under our brand.

Collaboration with Real Canna Denmark Aps



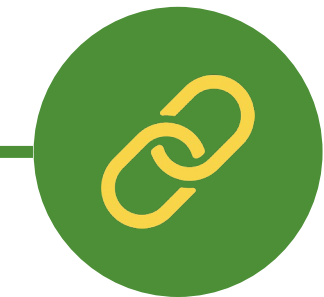
- 2024 Comprehensive seed bank partnership.

Market Traction & Demand Generation



- 2024 Growing interest from consumers and retailers.

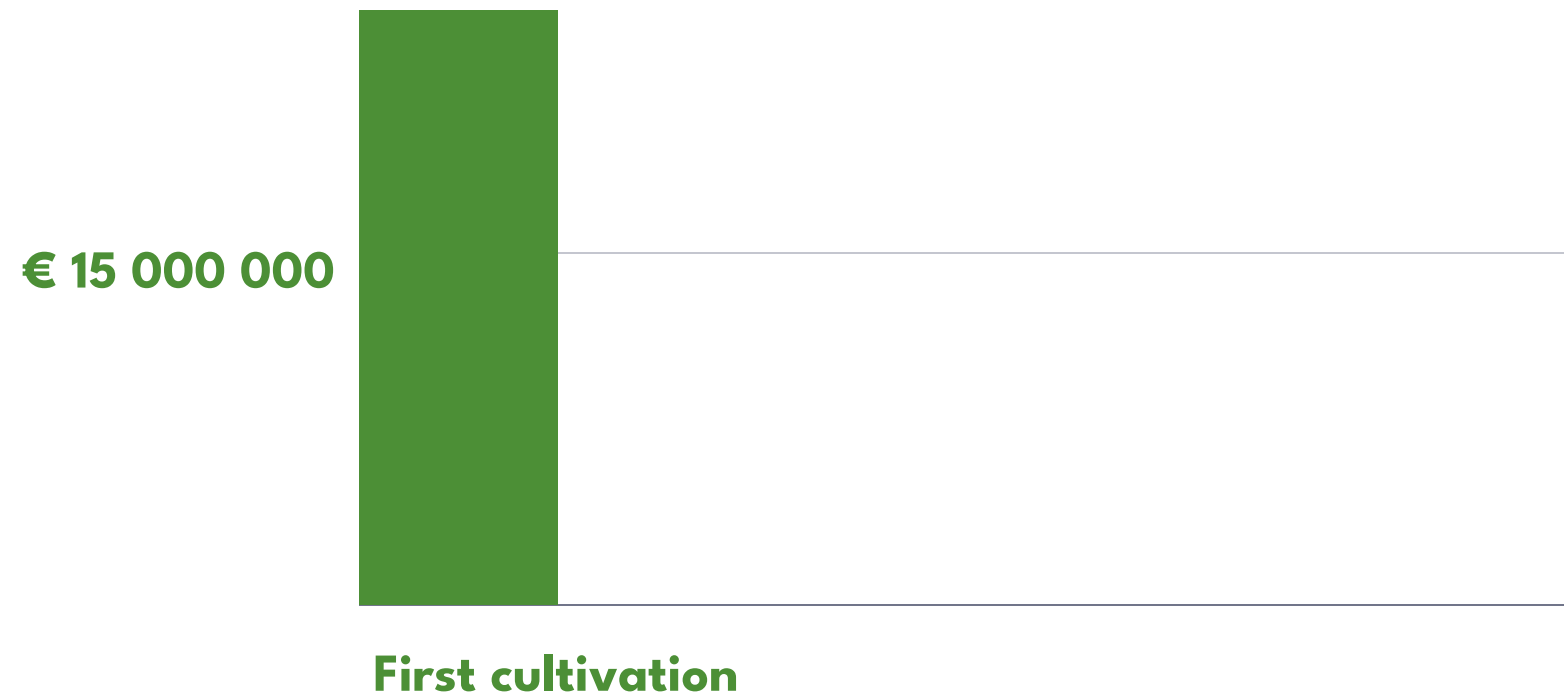
Strengthening Partnerships



- 2024 Engaging key industry stakeholders & influencers.



Expected Revenues First cultivation



Projected Revenue:

First Cultivation

This projection signifies our ambitious revenue goals for the inaugural cultivation, highlighting the considerable growth prospects of our endeavor.

As we near maximum capacity utilization in our state-of-the-art cultivation facilities, we anticipate surpassing these targets substantially. Leveraging our capability to produce a large volume of premium cannabis products, we are poised to meet the burgeoning market demand.

Looking ahead, we envision a promising future as we expand our operations, aiming to establish ourselves as a prominent revenue contributor in the flourishing cannabis sector.

Furthermore, we plan to replicate this cultivation model with identical conditions for the subsequent two years. However, for the second and third cultivations, we intend to upscale significantly, aiming to cultivate at least 3-5 times more plants than in the initial cultivation, thereby further maximizing our production capacity and revenue potential.



Investment 10 000 plants



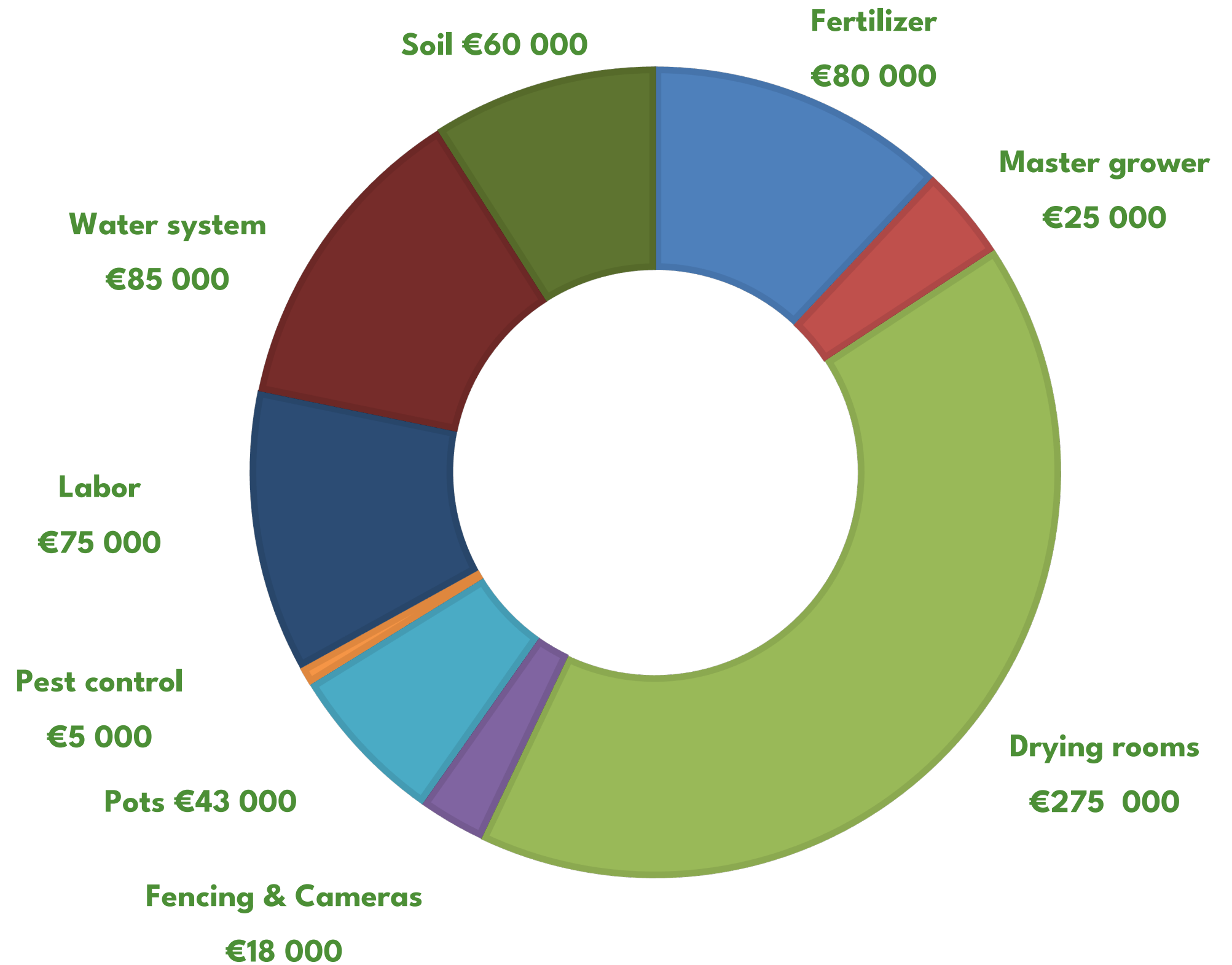
- Our premium flowers are in high demand, selling for €2,000 per kilo, while the cost of goods sold (COGS) is approximately €500 per kilo.
- This leaves us with an impressive gross margin of €1,500 per kilo produced. Our commitment to excellence and efficiency extends to other products, ensuring similarly favorable margins across our diverse product portfolio.
- With such robust profitability, we are positioned for significant financial success in the cannabis market.

An investment in Canna Optima's first cultivation in Portugal provides a return of three times the capital invested. The investment runs for six months from the start of planting on June 1, 2024. The investment must be in Canna Optima's bank account by April 30, 2024. The minimum investment amount is 50 000 Euro



Investment & Use of Funds

- **Total Funding Requirement: €666 000**
- **These funds will establish a state-of-the-art cannabis cultivation facility, delivering premium products and seizing opportunities in the growing market.**
- **We invite investors to join us on this transformative journey toward excellence and innovation in the cannabis industry.**





Our Team

Our exceptional team is the backbone of our cannabis project. Together, we are dedicated to transforming the cannabis industry with excellence and expertise.

Cesar Ferreira

Founder/CEO

Miguel brings decades of combined experience & a hunger for innovation.

Kerem Altin

Pharmaceutical Regulatory

A specialist in pharmaceutical production and compliance, guaranteeing adherence to Portuguese cannabis regulations and overall regulatory compliance.

Randy Rem

COO

Randy optimizes operations seamlessly.

David Sanderson

Sales Director

A seasoned sales and marketing veteran in the cannabis industry

Anders Karlgaard

Master Grower

An esteemed cannabis genetics expert

Marcus Ossiann

Marketing Director

Marcus crafts captivating campaigns.

Marisa Silva Monteiro

Legal Advisor

Marisa ensures compliance.

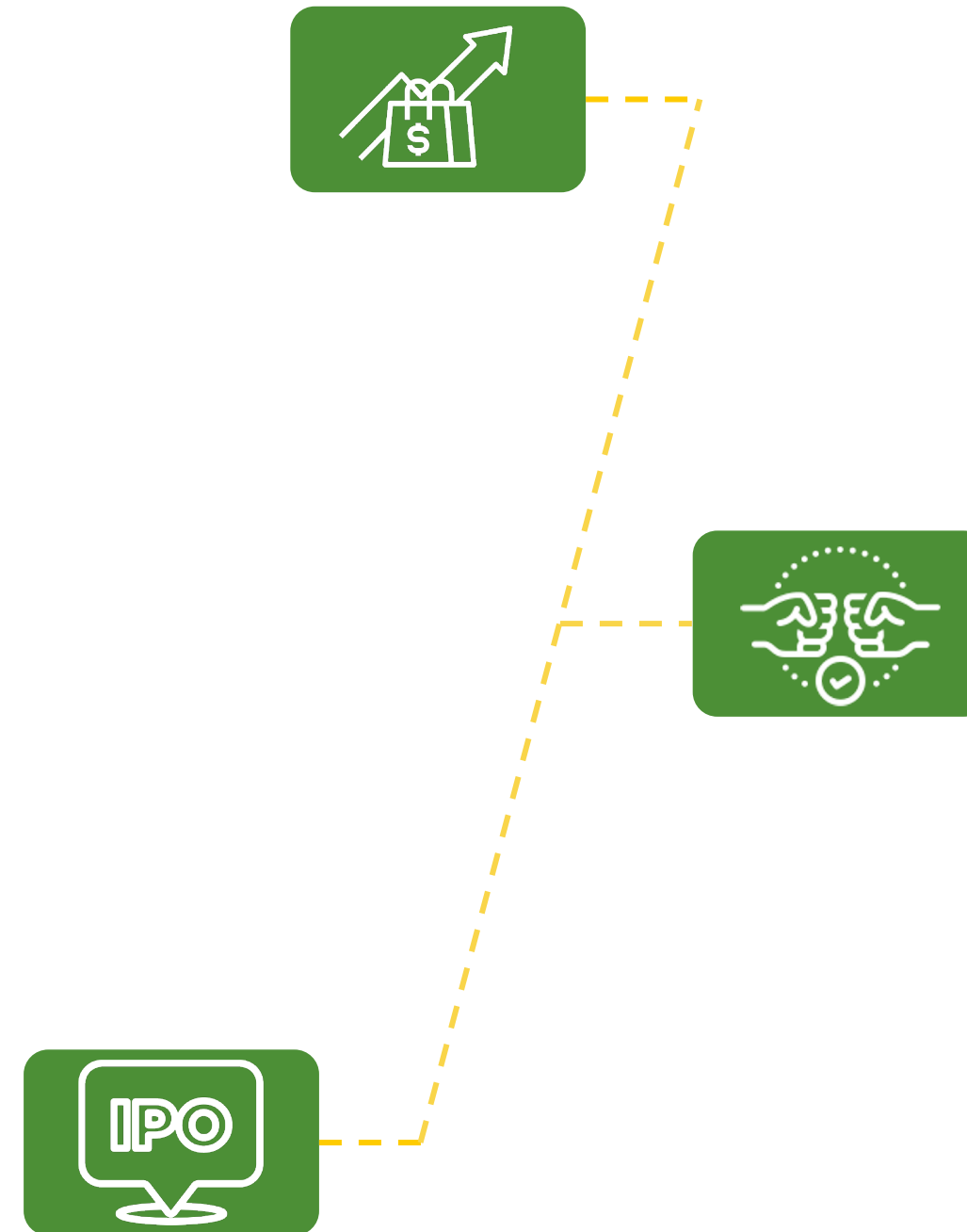
Exit Strategy

1. Sale of the Entire Company

- Preferred exit to maximize return on investment.
- **Benefits:** Capitalize on market opportunity, mitigate risks, and efficient exit.

2. Initial Public Offering (IPO)

- Alternative exit to go public and provide liquidity.
- **Benefits:** Liquidity and flexibility for investors, potential for future gains, increased visibility.



3. Commitment

- Dedicated to achieving a favorable outcome, working with experts.
- **Conclusion:** Transparent, long-term value creation, confident in a successful exit.

Market Expansion

1. Germany's Lucrative Potential

- Germany's cannabis market is projected to reach an impressive €1.8 billion by 2027.
- With a robust yearly growth rate of 14%, it stands as a promising and rewarding growth market.



2. Vape Pen Sales on the Rise

- Our brand Puff & Smile has already garnered significant attention, with a potential customer showing interest in purchasing 1 million vape pens.
- The vape pen market demonstrates unwavering demand, presenting us with the opportunity to sell hundreds of thousands of units monthly.



3. Seize The Moment

- These exceptional opportunities not only ensure substantial revenue growth but also position us as a dominant player in the cannabis industry.
- By strategically focusing on expanding in Germany and capitalizing on the booming vape pen market, we are poised for remarkable success.



4. Unlocking New Avenues

- Embracing Germany's potential and harnessing the momentum of vape pen sales will propel CannaOptima to even greater heights in the cannabis industry.
- The future is bright, and with these key market expansion strategies, we are set to revolutionize the cannabis landscape.

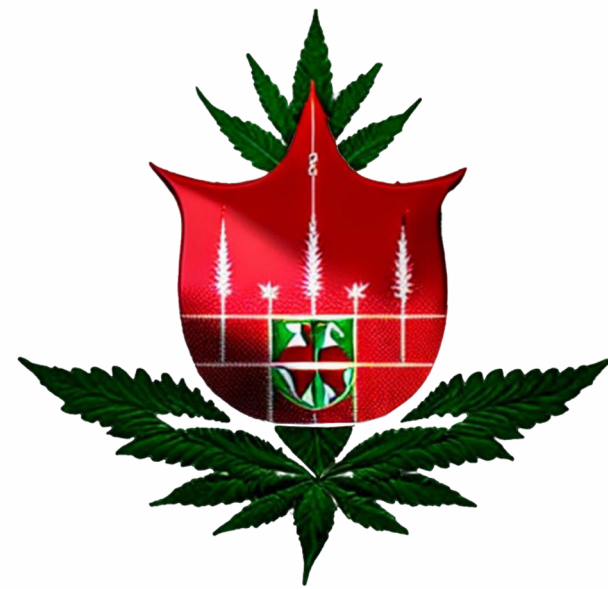


Conclusion

In the dynamic landscape of the cannabis industry, our distinctive value proposition, proactive risk management strategies, and unwavering commitment to excellence serve as our guiding pillars, propelling us toward success.

With a steadfast resolve to tackle challenges head-on and seize every opportunity that arises, we chart a course of value creation, promising enduring prosperity for both investors and stakeholders.





CannaOptima

**Thank
You**

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