

STIGMA

CRAFT CANNABIS CO.

Our Story

Five years ago I witnessed the relief that therapeutic cannabis brought friends and family battling cancer. Their bravery to trust the plant amidst the stigma surrounding it inspired us to mortgage our house and create a brand with a purpose. With an ode to the stigma in the flower itself, my wife Sarah and I coined **Stigma**.

We have since built a core internal team and a retail CBD brand making products for thousands of customers. CBD was just the start and we are now ready for cannabis' inevitable legalization.

The future looks bright with strategic partnerships, new collaborations and legal cannabis products. For the first time, we are raising external funding so we can execute our vision. We hope to see you join our team so we can continue to help more people feel better together.

-Josh Maslowski, Founder

The right team at the right time

Josh Maslowski, CEO

- 15 years in tech and electronics industry working with both startups and large retail brands
- 15 years of sales, distribution, product and marketing leadership roles
- U of Minnesota - Carlson School of Management

Tim Anderson, COO

- Cannabis professional with 15 years retail experience within medical + recreational industry in California
- Former lead purchaser at the largest and longest running retailer of cannabis (Harborside)
- Staff writer for Cannabis Now and featured writer in renowned cultivation expert Ed Rosenthal's 'This Bud's For You' book

Cameron Henderson, CFO

- Serial Entrepreneur with executive leadership experience
- 15 years as CEO of profitable retail consumer products manufacturer
- 10 years managing multiple LLCs accounting and finances
- Deep knowledge of manufacturing, product lifecycles, retail execution



NOMAD



We started with CBD

The Farm bill of 2018 made hemp and CBD legal so we created a CBD product line and launched Minnesota's first retail CBD brand with a showroom in North Loop Minneapolis with the goal of being a leading name in Minnesota's cannabis

Starting early with hemp has put Stigma in a position to seamlessly transition into the legal cannabis industry.

We will continue to grow our current CBD business alongside the forthcoming THC products.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

MINNEAPOLIS

At CBD store opening in Minneapolis, Mayor Jacob Frey reaffirms support for legalizing cannabis

Consumers are embracing the cannabis extracts, despite a lack of research.

By Miguel Otárola Star Tribune | MARCH 28, 2019 — 9:22PM



BUSINESS

Minnesota hemp industry is growing like a weed

Millions is being invested in the budding Minnesota hemp industry, released to grow after several years of testing by the 2018 federal farm bill.

APRIL 21, 2019 — 1:53PM

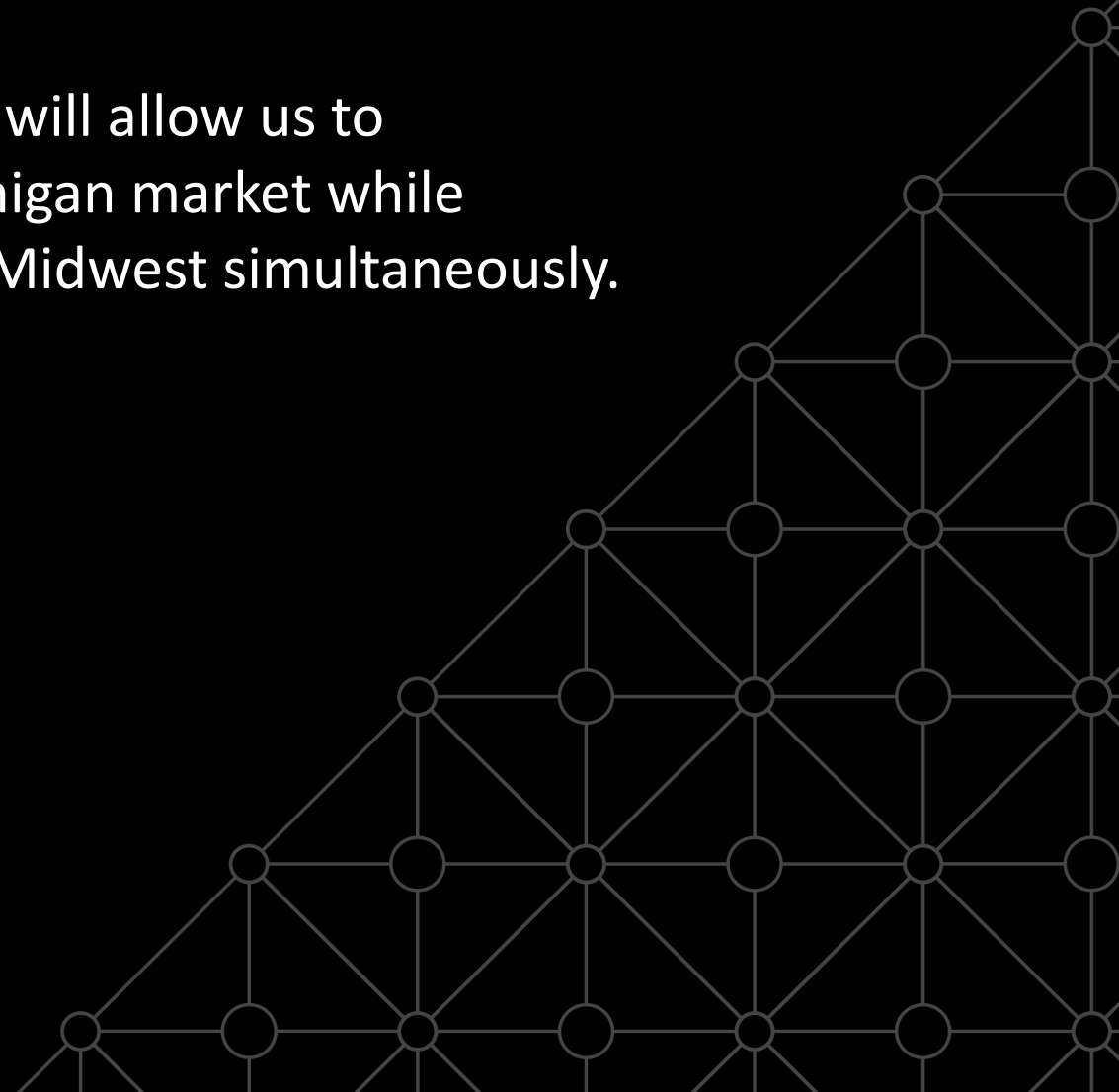


NEAL ST. ANTHONY • STAR TRIBUNE

Owner Josh Maslowski and partners have launched Stigma Hemp, including an online and retail store in the North Loop.

INVESTMENT OPPORTUNITY

We are raising up to \$250,000 in 2021. This will allow us to accelerate our plan of building out the Michigan market while entering additional legal states around the Midwest simultaneously.



Key Milestones

November 2018
www.stigmahemp.com launches

March 2019
Minneapolis showroom opens

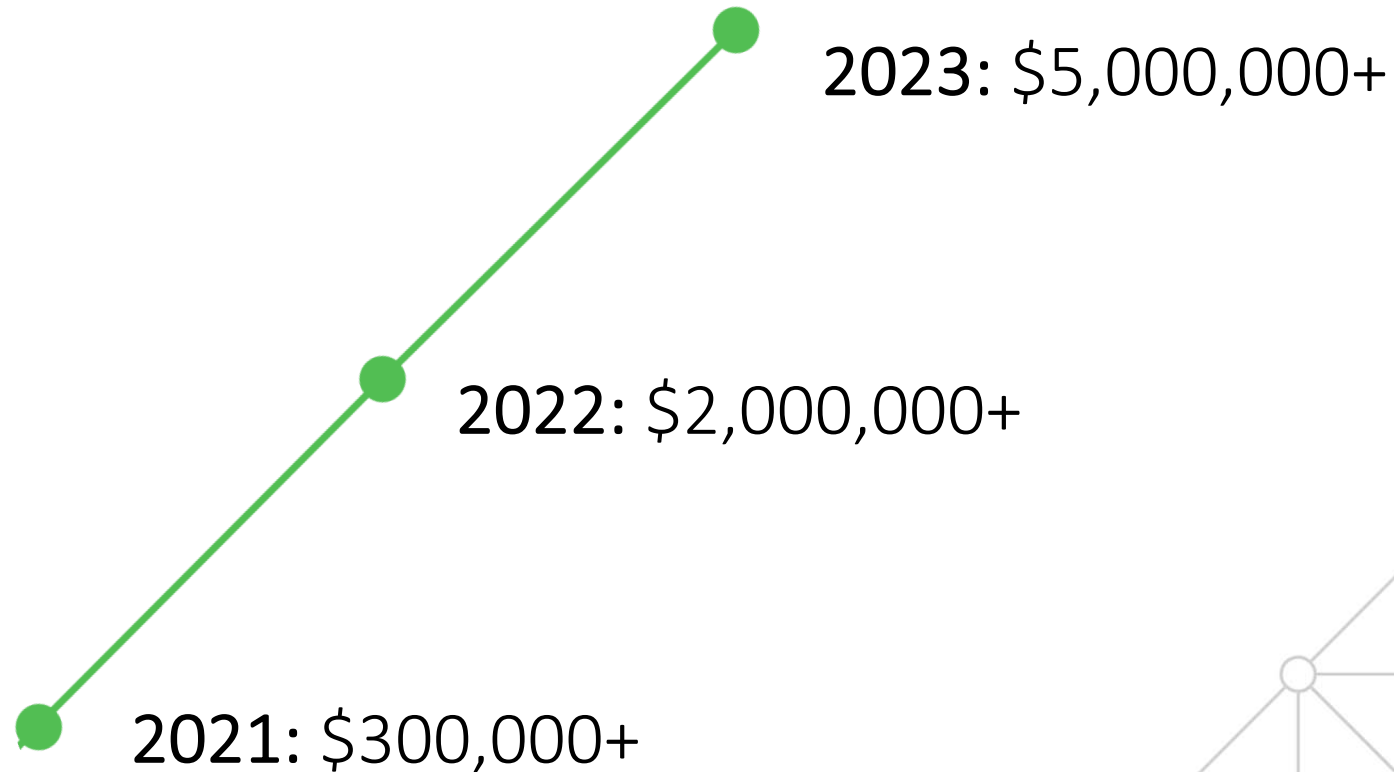
September 2019
Distribute to Minnesota retailers

November 2019
Modist Brewing Co. Collaboration

March 2020
National Distribution begins

Covid-19 - Present
Focus and grow direct online sales
Queue up new partnerships
Prepare for legal cannabis markets

3 Year Revenue Forecast



Detailed Pro Forma available upon request

GROWTH PLAN

Our largest opportunity is entering the legal cannabis market in Michigan. Michigan projects significant growth in adult use cannabis the next 3 years.

This strategy allows us to start today and stay ahead of local businesses only operating in hemp and CBD while also allowing us to compete with corporate cannabis companies as the Midwest states legalize over the next 5 years.

Our CBD business will continue to grow with Facebook/Google ad campaigns, expanded national distribution with existing partners, and a new beverage product line launch in collaboration with Surly Brewing Co.



USE OF FUNDING

Product Development

- Michigan product
- CBD beverage line
- Packaging design and print
- Product testing

Michigan Legal Cannabis Market

- Secure 2-3 additional Stigma locations in Michigan
- 100+ displays to wholesale into existing retailers
- Develop training tools and personnel
- Additional internal staff

Marketing

- Increase online ad spend to compete with national brands
- Purchase radio, billboard and podcast ad space
- Event sponsorships

