

**CONFIDENTIAL**

**Executive Summary:**

**Project VIE**

"Connecting Our Communities With Their Best Futures."

<b>Contact Information</b> Jessie Hamilton Uxbridge Township jessie.miranda.hamilton@g mail.com	<b>THE GRAB</b> Market testing a new model for community handover practice; facilitating Baby Boomers and Millennials in collaboratively ensuring the preservation of community values across nations.
<b>Industry</b> Multiple	We are seeking both widespread and community investment, as well as national and international government investment, in hopes of creating native trusts for local indigenous restoration.
<b>Development stage</b> Startup	
<b>Year founded</b> (unfounded)	<b>PROBLEM/OPPORTUNITY</b> We have a housing crisis with no solution.
<b>Number of Employees</b> 2	The ageing population is our largest cohort and as they leave our communities, the millennial generation is poised for status as the next largest cohort. Without adjusted wages to balance inflated housing prices, the network of properties which were once held by the older generation, are set to become abandoned and rundown, with risk to entire communities.
<b>Funding Opportunity</b> \$1,000,000 CAD (min)	This risk is especially relevant to agricultural communities, as the younger workforce is forced to pursue work in metro centres to be able to afford the most basic quality of life, and so we already see a trend of older property owners unable to maintain their lands.
<b>Use of Fund</b> 20% Product Development 7.5% Marketing/Sales 50% Operation/Inventory 0% Existing Debt 12.5% Legal/Other	This network scope is immense and multi-national, making it both terrifying and latent with potential.
<b>Current Monthly Burn Rate</b> \$0	<b>SOLUTION/PRODUCT</b> We are seeking to create a mixed private and public holding company for these land resources, in order to create a risk-free, investment testing environment for all levels of the market to involve themselves in shaping a new, sustainable economy.
<b>Current Monthly Revenue</b> \$0	Customer demographics will vary by region, but the tiered profile for levels of investment / involvement is easily transferrable.
<b>Existing Debt</b> \$0	We will address many issues of the issues of our age through holistic social programmes, as well as boosting the job market by providing environmental education to balance out applied tech and automation.
<b>Existing Investors</b> —	Customer benefits will include legacy assurance, steering control, and a real, measurable solution for the problems of our age. Our EVP is that we've truly seen and done it all and we are now ready to launch the ideal synergy of those efforts we have studied.

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#### **POTENTIAL RETURN/REVENUE MODEL**

The main revenue streams for our project are as follows:

- Investment and Donations
- Membership
- Green / renewable energy offsets and surplus
- Crop income through hemp, CBD, and other cannabis products

We hope to tailor our crop products to various sectors by predominantly supplying hemp and hemp raw materials.

After which, we hope to supply CBD and medicinal cannabis products for the ageing population we are seeking to aid.

Lastly, we hope to supply the recreational market through safe and tested, ideally manufactured cannabis products which we regulate.

This approach will allow for maximum returns on labour and land maintenance by targeting the 2 largest cohorts and their respective health and recreational interests; we are poised to capture viability.

We hope to corner the market through advance planning, and to insure consumer loyalty through our public investment component.

We would like to see expansion through trade partnerships and quick growth unrestricted by crop cycles as social and energy aspects will run year round. Financial thresholds pending market testing.

#### **COMPETITION**

Some parties are already looking to become involved in the legal cannabis market, however these purely corporate interests will provide few returns as they will rely on an uncertain market which they will be contributing little toward insuring the viability thereof.

The farming project itself will see competition in the ReGen Villages of the Netherlands, whom we hope to partner with down the road, as we are seeking global-level distribution, and hope to secure energy trade between contacts in the UK and NED.

Potential risks to investment are timeliness of our outfitters and suppliers, as well as standard agricultural risks.

We know our landscapes as we have been campaigning since 2010.

Our competitive advantage is our social design and the appeal to more than just those who may be interested in cannabis products.

By making full use of this rare, new market opportunity, we finally have a small window of opportunity through which we can shift.

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#### EXECUTION PLAN/GO TO MARKET STRATEGY

On-boarding top business talent to help Canada deliver on its promises and step onto the global stage in the possible best light.

Sales: Primarily through membership and shares sales, with a second round taking place through crowdfunding for conceptual support. Final stage hopes to secure government sponsorships / adoption. Crop sales will provide ongoing cash flow while energy surplus will facilitate transition new market values, allowing gradual shift into a new economy through a proposed portfolio of sustainable interests.

Marketing: Community networking and word-of-mouth, followed by crowdfunding campaign and online marketing. Eventual aim to develop a provincial campaign suited to expand nationally.

#### Development:

- 1) Confirm regional involvement
- 2) Access grants and sponsorship
- 3) Fundraising and final marketing campaign
- 4) Winter work and small-scale testing in prep for spring
- 5) Quick upstart and full running model

Partnership Plans: Aim to partner with local township council, as well as residents, businesses, and social clubs.

After which, plans to solidify casual chats held with the NCCT, CSIx, and Our Toronto campaign.

Proceeding success in these areas, aim to approach higher levels of government with appropriate team in place in order to achieve followthrough on national proliferation and economic overhaul.

#### Achieved Milestones:

- Extensive networking for potential partnerships
- Pre-launch marketing to assess interest
- Early viability testing

#### Target Milestones:

- Contracted partnerships with actioned followthrough
- Funding targets
- Established community BOA
- Model launch

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**FINANCIALS**

Anticipated \$250k from 4 separate investment entities, permitting equal shares with a 5th control share maintained by VIE.

Land financials to be pooled separately.

Initial burn rate to be kept minimal through only taking on overheads once returns are immediately available, (no wait time).

This investment will take us through the first year, after which, anticipated growth will furnish continued operations and residual funding will be taken overseas for multi-national campaign.

**THE TEAM/RELEVANT EXPERIENCE**

We presently have the following parties confirmed:

Director, Jessie Hamilton - Visionary with expert networking skills. Multi-national representative for millennial interests, including contacts in NATO, Earth Guardians, the UN, and Obama's Key Correspondence team, to name a select few. Has more than 8 years experience researching and working in collaborative / startup scene.

CFO, Murat Beshtoev, MSc MBA CPA - More than 15 years in senior level financial services, including chief roles and key analysis. Developed skills in data science with broad software portfolio. Looking to pivot into startup and social finance.

We are currently scouting for our C-Suite & BOA, as well as funding contracts we plan to extend to our established contacts.