



CAN BE DONE

COMPANY PRESENTATION

JUNE 2019

Our Message

You don't need to worry about the future. It's not that you don't care, or that you've given up. It's just that it doesn't matter - you've already made the decision to succeed. Just take care of yourself, relax and enjoy the ride. You got this.

Attitude is everything.

#CanBeDone

Our Story

Back in 2003, we were two young Lance Corporals riding around the desert in LAVs. It was a tough situation, but we managed to make the best of it by keeping a positive attitude, and talking about all of the things we'd do when we got back home. Hang out with friends, meet girls, eat good food, use flushable toilets, the usual. But we also talked about starting a business together.

We didn't know it then, but that's when the seeds for Can Be Done were planted. Over a decade later, we came together to found Can Be Done because we wanted to build a business the right way, with the right people, and with the right mission.

Can Be Done is an attitude that empowers you to feel positive, no matter the situation. It's how we got through our deployment, and it's how we approach our lives. Today, we're sharing Can Be Done with you to empower and connect with others so we can all be healthier, inside and out.

That's what we're about. Spreading good vibes with good people with the right attitude.

Can Be Done.

Our Team



Raja Agnani

- Business Lead @ Facebook
- Co-Founder @ Movie Nite
- Moneyball Analyst & Investor @ Relativity Media
- Investment Banker @ Jefferies & Co.
- MBA @ Wharton (UPenn) / BS @ UCLA



Rich Shope

- Director of Strategic Partnerships @ InBlack Media
- Co-Founder @ Brand My Snaps, Inc.
- Owner @ Beverly Hills Vapor
- Infantry @ United States Marine Corps
- BS @ East Carolina University



Spencer Barrick

- Strategist @ H7 Marketing
- Chief Strategy Officer @ InBlack Media
- Co-Founder @ Brand My Snaps, Inc.
- Founder @ EyeBar (streaming app)
- BS @ East Carolina University



Alan Vladusic

- Award-winning Creative Director/Art Director/Designer with leading agencies including Publicis, Ogilvy, and Young & Rubicam
- Created advertising content for top brands including Coca Cola, Nike, Dell, MTV, Qantas, and Stolichnaya over the past 20 years
- Founder and CCO @ Wingmate
- Artist @ Sotheby's New York / Invited to the White House in 2014



Robert Seo

- Co-Founder and CEO @ Slidejoy (Acquired)
- Investor @ Goldman Sachs, Investment Banker @ UBS
- Light Armored Reconnaissance @ United States Marine Corps
- Finisher @ Ironman Triathlon
- MBA @ Wharton (UPenn) / BA @ University of Maryland

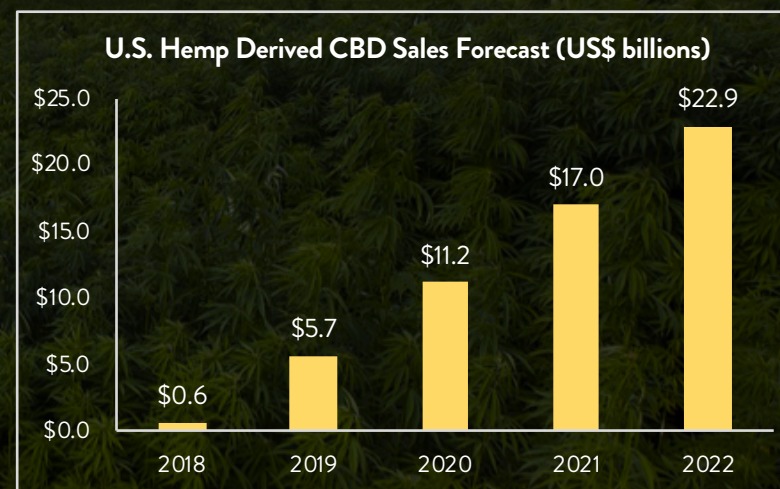


Elias Salo

- 12 years as a Cannabis consultant, advocate, and patient
- Patient Consultant & Manager @ Essence Cannabis Dispensary (#1 dispensary in the state of Nevada). Assisted Essence in the transition from medical to recreational cannabis retail
- Financial Advisor, Account Manager, and Banker @ Comerica Bank, Modern Woodmen of America, and Bank of America

Our Industry

- Industrial hemp-derived CBD is a non-psychoactive cannabinoid derived from the hemp plant, which contains less than 0.3% THC.
- Customers use CBD products to support health & wellness goals – including relieving arthritis pain, combatting anxiety, or managing insomnia.
- The 2018 Farm Bill, passed by both houses of Congress and signed into law by the White House, enables the cultivation, production, and sale of hemp-derived CBD throughout the U.S.
- Hemp-derived CBD is sold today in supermarkets, health stores, pharmacies, gyms, juice bars, coffee shops, and online. Retailers such as CVS, Walgreens, Sephora, GNC, Vitamin Shoppe, and DSW have all announced that they will soon sell CBD products in their stores.
- Market research firm Brightfield Group projects the U.S. CBD industry to grow from \$590M in 2018 to \$22.9B in 2022 (150% CAGR).



Source: The Brightfield Group

Our Hemp

We take sourcing very seriously – so after inspecting products from many different sources across the U.S., we partnered with the best hemp farms in the country. We specifically chose these farms because of the care they give to the cultivation of the plant, from the seeds and soil used to the extraction process. These factors greatly impact both the purity and efficacy of our products, and ultimately, of our customers' health.

We use a proprietary strain of industrial hemp which is bred to contain a high concentration of CBD and less than 0.3% THC, as well as minor concentrations of other cannabinoids such as CBDA, CBG, CBV, CBC and CBN. The hemp which we use also has various percentages of many therapeutic compounds including terpenes, flavonoids, amino acids, polyphenols, aldehydes, ketones, alkaloids, antioxidants, and vitamins/minerals. As a result, our products are more effective than products made with CBD isolate, due to the combination of all of these elements in unison (also known as the entourage effect).

We utilize a slow supercritical CO₂ extraction process to ensure product safety. Finally, we put each batch which we extract through the most rigorous third-party laboratory testing available. The end result is the best CBD products on the market.

Our Promise

We pride ourselves on best in class customer service, training, and logistics, including:

- On time shipments and delivery of products
- Detailed third-party laboratory results posted publicly online
- Retail ready with scannable QR code (linked to lab results) and UPC barcodes for every SKU
- Direct customer support for end customers
- Third-party product liability insurance (up to \$1M per claim, \$2M aggregate)
- Sales staff education & training (including samples)
- Promotional / marketing informational materials placed at POS
- Customizable products and formulations
- Popups and store events



Full Spectrum Hemp Oils

Our Full Spectrum Hemp Oils provide a holistic and flexible option for those in need of pain-relieving and anti-inflammatory properties. These tinctures infuse whole-plant hemp directly into MCT oil (fractionated coconut oil), creating an extremely absorbent and highly potent formula.

Our Full Spectrum Hemp Oils are Non-GMO, gluten free, vegan, and third-party laboratory tested. They contain less than 0.3% THC. They can be taken orally, or applied topically.

Strengths: 500mg, 1500mg

Volume: 30ml (1 oz.)

Flavors: Mint, Orange, Natural, Lemon



Full Spectrum Hemp Soft Gels

Our Full Spectrum Hemp Soft Gels are 100% solvent-free, and contain our whole-plant Full Spectrum Hemp Oil infused directly into MCT oil (fractionated coconut oil). The soft gels provide a discrete delivery method to ease symptoms such as whole-body aches and inflammation.

Our soft gels are Non-GMO, gluten free, and third-party laboratory tested to ensure the best quality CBD available. They should be consumed orally.

Strengths: 10mg, 25mg
Volume: 30 soft gels per bottle



Pain Relief Cream

Our Pain Relief Cream contains a nano whole-plant extraction along with a variety of other soothing botanical ingredients including aloe vera, menthol, peppermint oil, and white willow bark extract. The resulting formula delivers hours of pain relief in an all-natural cream that is non-greasy, absorbs quickly into the skin, and cools the skin.

The pain relief cream should be applied topically.

Strength: 500mg CBD

Volume: 2.5 fl. oz.



Full Spectrum CBD Gummies

Our CBD Gummies are 100% solvent-free, and contain our whole-plant Full Spectrum hemp extract. They come in an assorted variety of flavors which provide customers a fun and enjoyable way to consume CBD.

The gummies are Non-GMO, gluten free, and third-party laboratory tested to ensure the best quality available. They should be consumed orally.

Strength: 25mg CBD per gummy

Volume: 4 oz. / 30 gummies

Flavors: Cherry, Orange, Lemon, Lime



Moisturizing Skin Cream

Our moisturizing skin cream with nano whole-plant CBD extract helps repair and rejuvenate skin. Given the anti-inflammatory properties of CBD, it is very effective against skin redness, rosacea, eczema, and other rough spots. It also contains shea butter, coconut oil, aloe vera, and vitamin E. The cream leaves skin soft and smooth, and can be used on face, hands, or feet.

The moisturizing skin cream should be applied topically.

Strength: 250mg CBD

Volume: 2 oz.



CBD Shots (in development)

Our 2 oz. CBD shots provide customers with a great-tasting dose of CBD along with the benefits of our three custom formulations – relax, energy, and focus.

The 2 oz. shots are non-GMO, gluten free, and vegan. They are sold in boxes of 12, and can be sold individually by retailers. The shots have been tested for shelf stability up to two years, and do not need to be refrigerated.

Strength: 25mg

Volume: 2 oz.

Flavors: TBD



Post-Workout Formula (in development)

Our complete post-workout formula includes 30 servings of 25g of plant-based protein combined with 25mg of water-soluble CBD. While the protein helps build muscle, the CBD aids in muscle recovery by reducing inflammation and soreness.

Our post-workout formula is non-GMO, gluten free, and vegan. The formula can be mixed with water or milk of the customer's choice.

Strength: 25mg CBD / 25g Protein per serving
Volume: 1.0 lbs (30 servings per container)



CBD Packets (in development)

Our CBD wellness packets provide customers with an easy to use form of CBD which can be taken on the go – great for taking to work, or while traveling.

The wellness packets provide essential nutrients and antioxidants which help boost immunity, while also providing the calm that customers look for in a CBD product.

Strength: 20mg CBD per serving

Volume: 3.2 oz. / 91 g. (10 packets per box)



Ice Cream & Sorbet (in development)

Our CBD infused ice cream and sorbet offer customers looking for a refreshing snack or dessert to beat the summer heat, combined with the wellness effects of CBD.

Our frozen products will be sold in 4 oz. single-use cups, and distributed in retail locations with frozen storage capabilities.

Strength: 20mg CBD per serving

Volume: 4 oz. cups

Flavors: Mint Chocolate, Mango Sorbet