

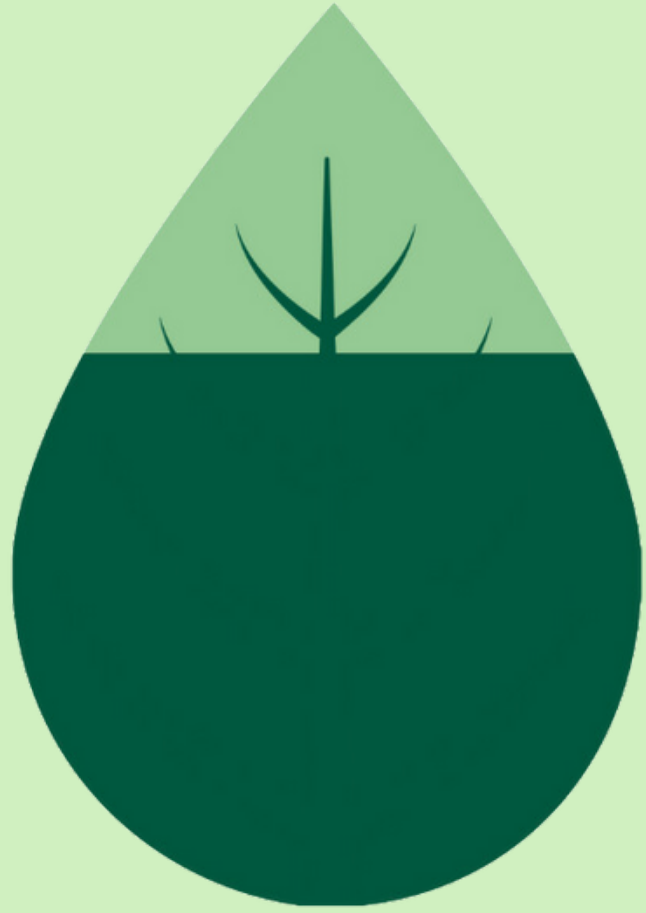


leaf munch

"THE SNACK THAT DOESN'T BITE BACK"

problem

PROBLEM 1



60%

feel **guilty** about what they eat on a daily basis

PROBLEM 2



1 in 2

Report feeling **alone** daily

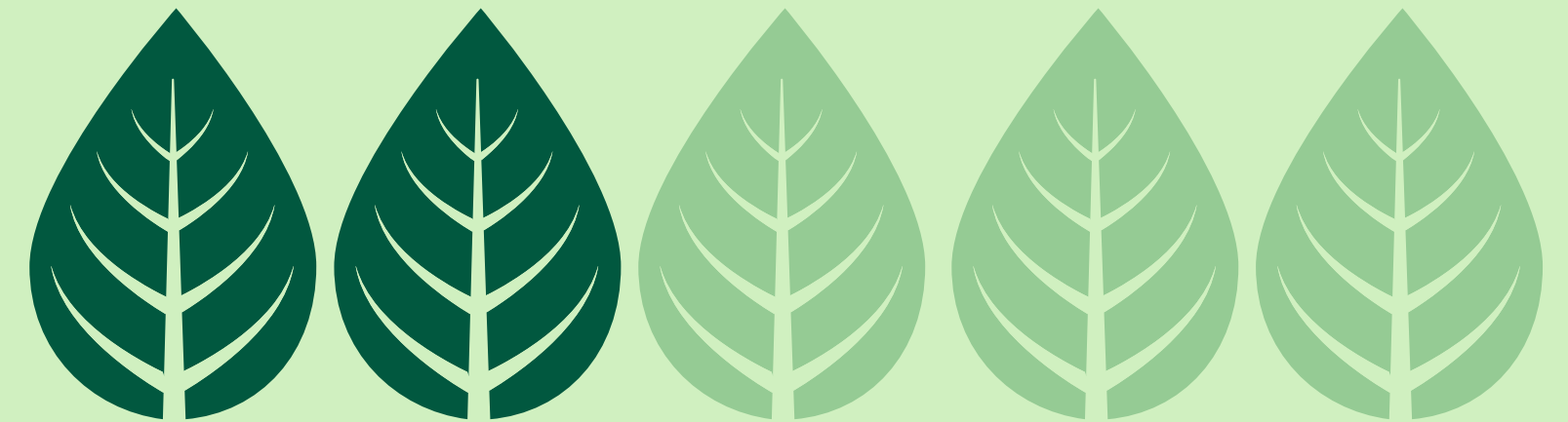
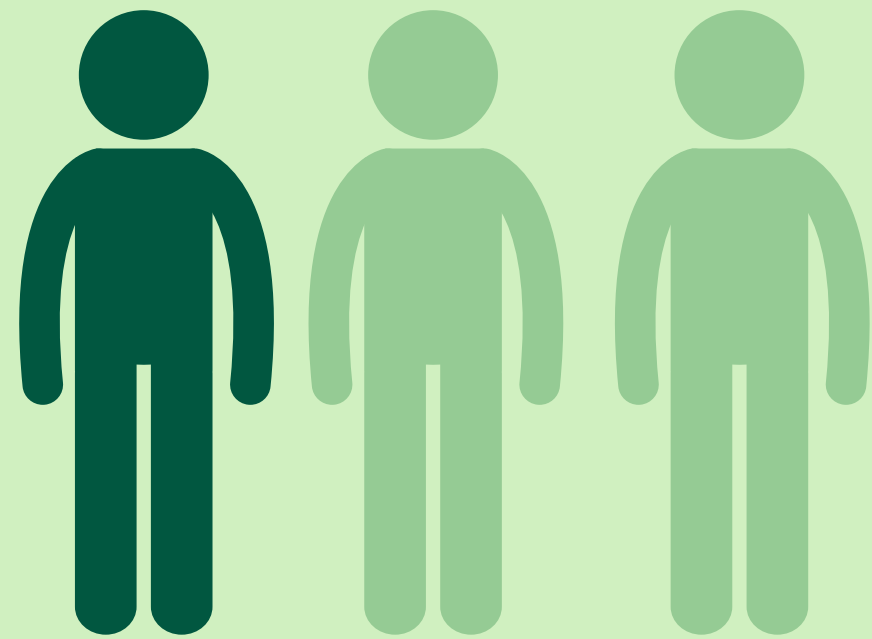


problem

PROBLEM 3



National Institutes
of Health

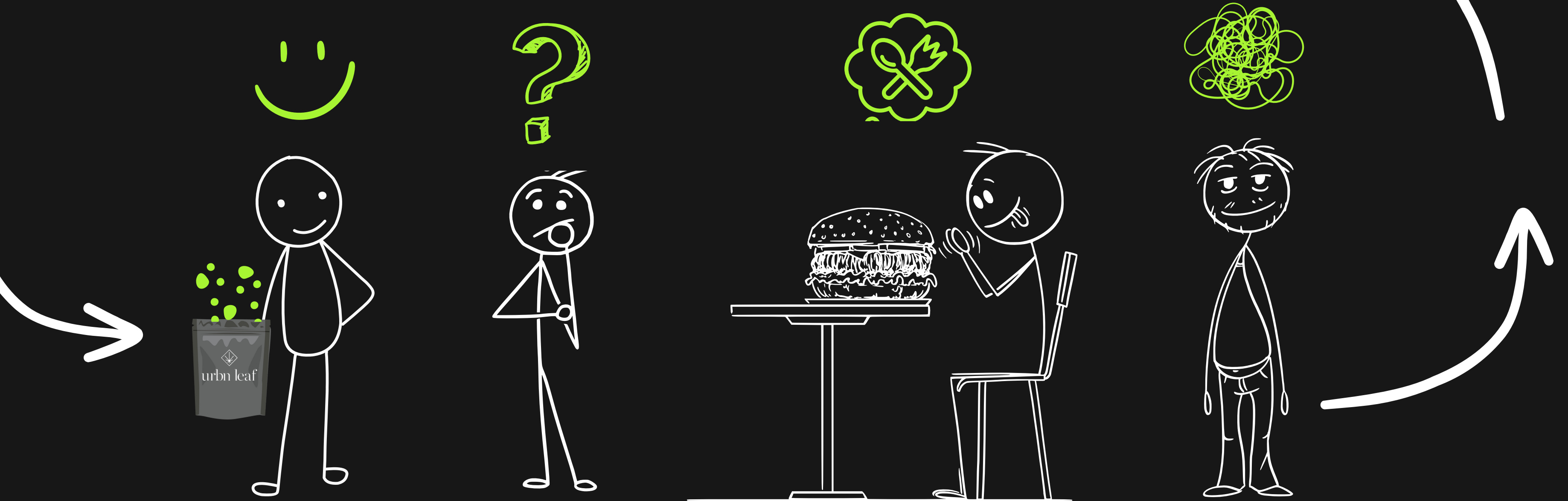


1 in **3** adults are **overweight**
in the United States

2 in **5** adults are **obese** in
the United States



Customer Conflict



intake

still
hungry

munchies

food anxiety
lonely
gained weight



Leaf Munch Solution

**WEIGHT
MANAGEMENT**

NO GUILT

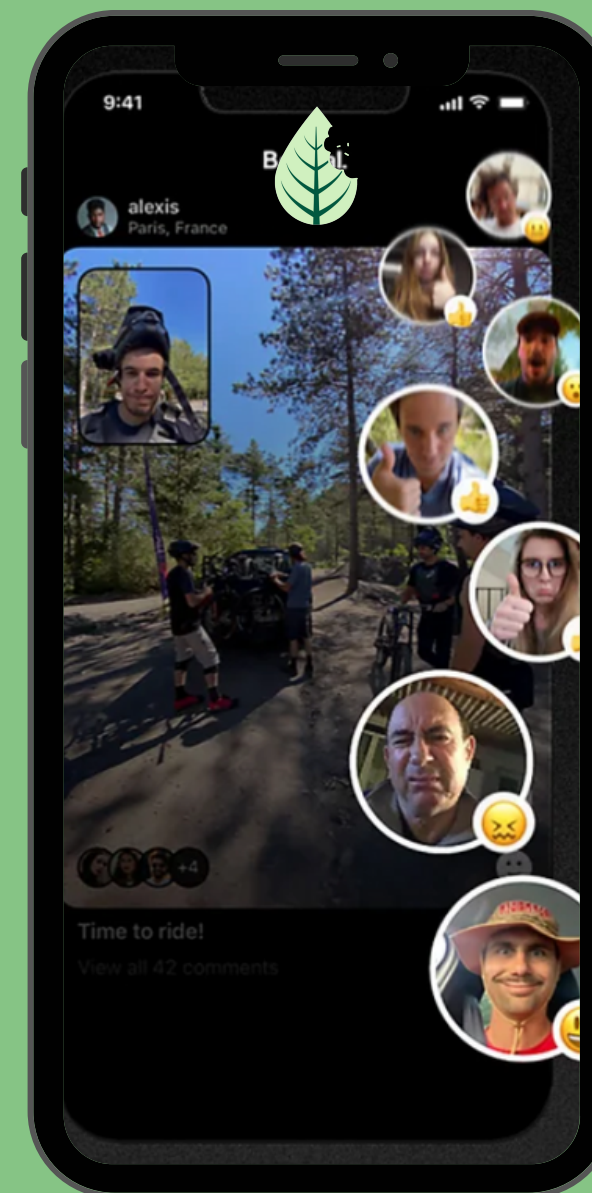
CONNECTION

COMMUNITY



*-low calorie
-low carb
-low sugar*

*event/snack polls-
daily notifications-
event connection-
friend checkins-*



THE SNACK BUNDLES

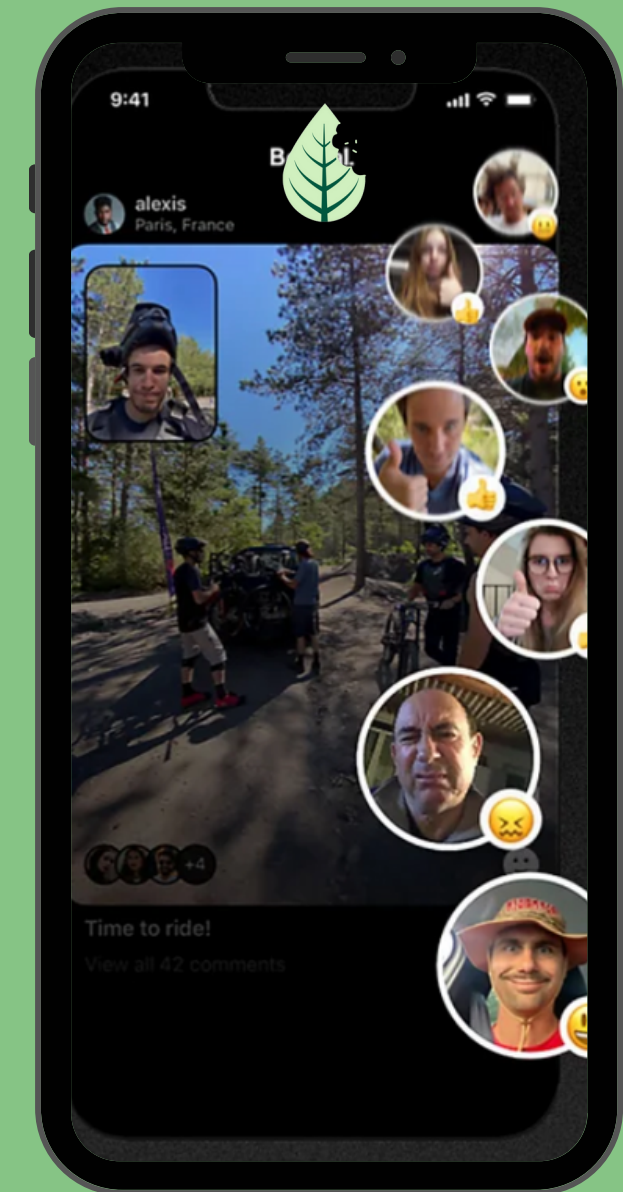
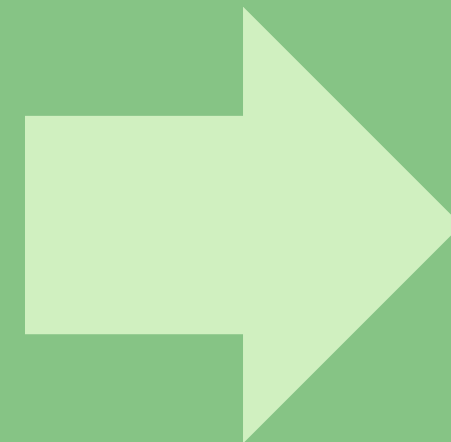
LEAF MUNCH APP



Leaf Munch Solution



THE SNACK BUNDLES



LEAF MUNCH APP



Snacks Market

**\$557.85
Billion**

TAM

**\$110.3
Billion**

SAM

**\$90
Billion**

SOM

Global Projected Market

United States Projected
Market

**Healthy Snacks Projected
Market**



Projected 2030 United States Healthy Snacks Market

**\$143.14
Billion**



Cannabis California Market

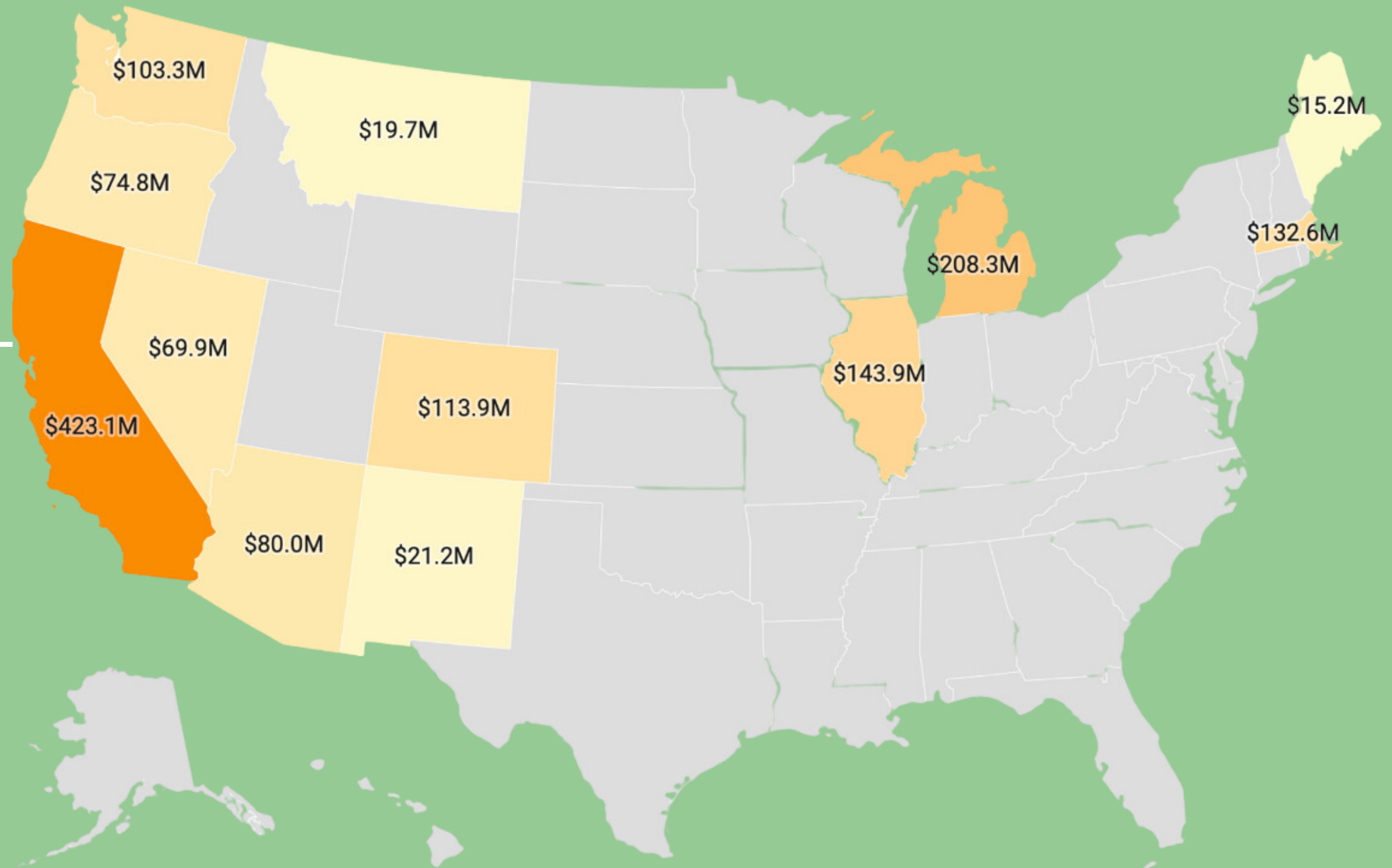
Monthly U.S. Cannabis
Sales by state
(last February 6th 2023)

\$423.1M

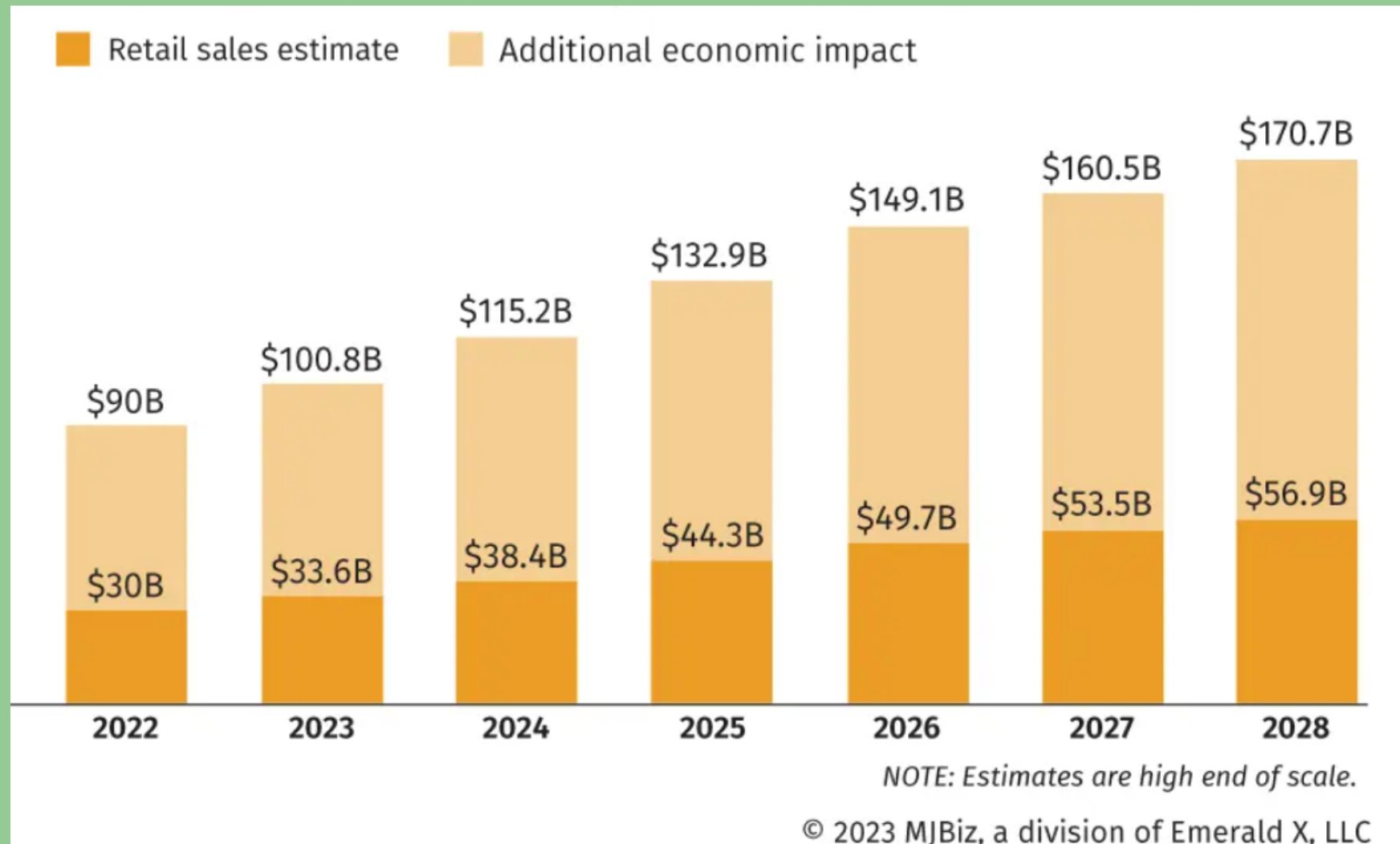
California

39.2M

California
Population

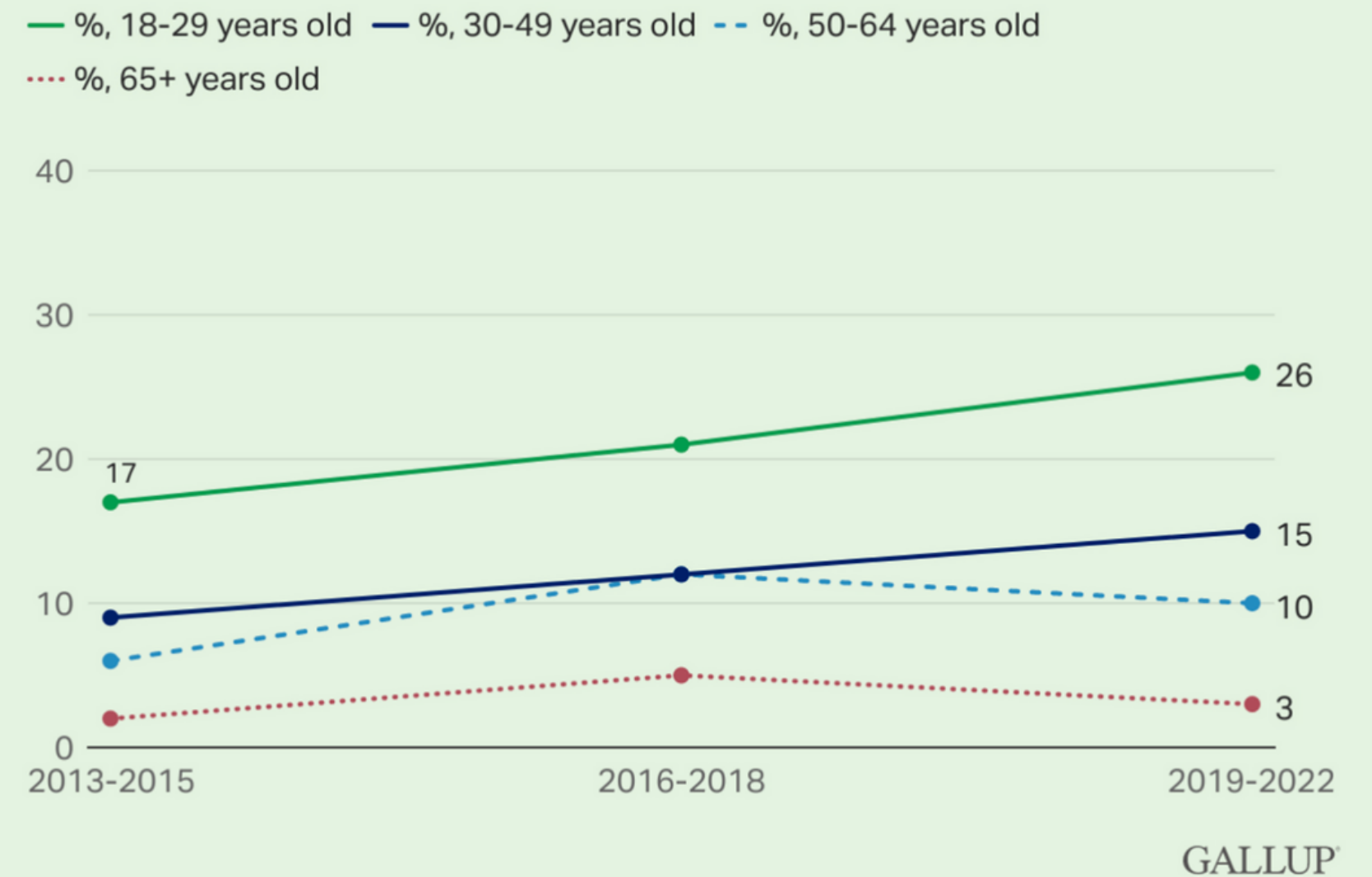


Customer Segment



U.S. Marijuana Smoking Rates, by Age Group

Figures are the percentage who said they smoke marijuana



Estimated Dispensary Retail Market

California

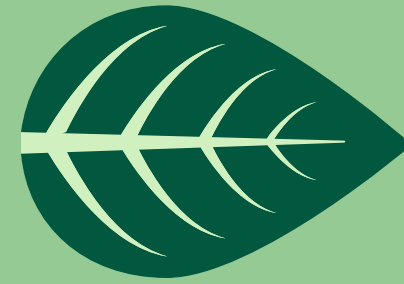
PEAK (Ages 18-29)

United States



Business Revenue Model

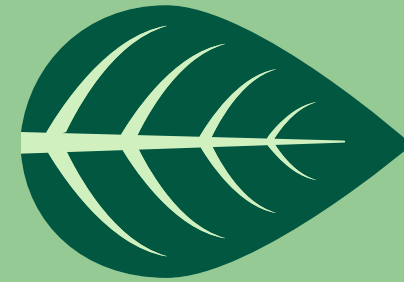
**BUNDLE
PURCHASE**



\$10

Per Bundle

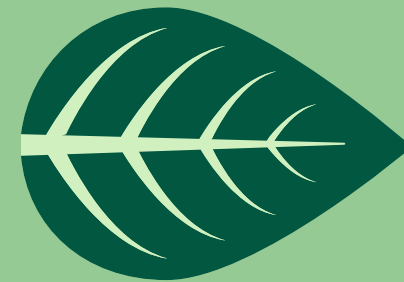
**APP PREMIUM
SUBSCRIPTION**



\$3

Per Month

**E-COMMERCE
SELLING**



\$8

Per Package



Competitive Advantage

FEATURES				
low calorie low carb	✓	✓	✓	✓
Taste	✓	✓	✓	✓
Cost	✓	✓		
Variety	✓			
Education on Nutrition	✓			
Community	✓			



Competitive Landscape

Affordable



InConvenience

Convenience



Expensive



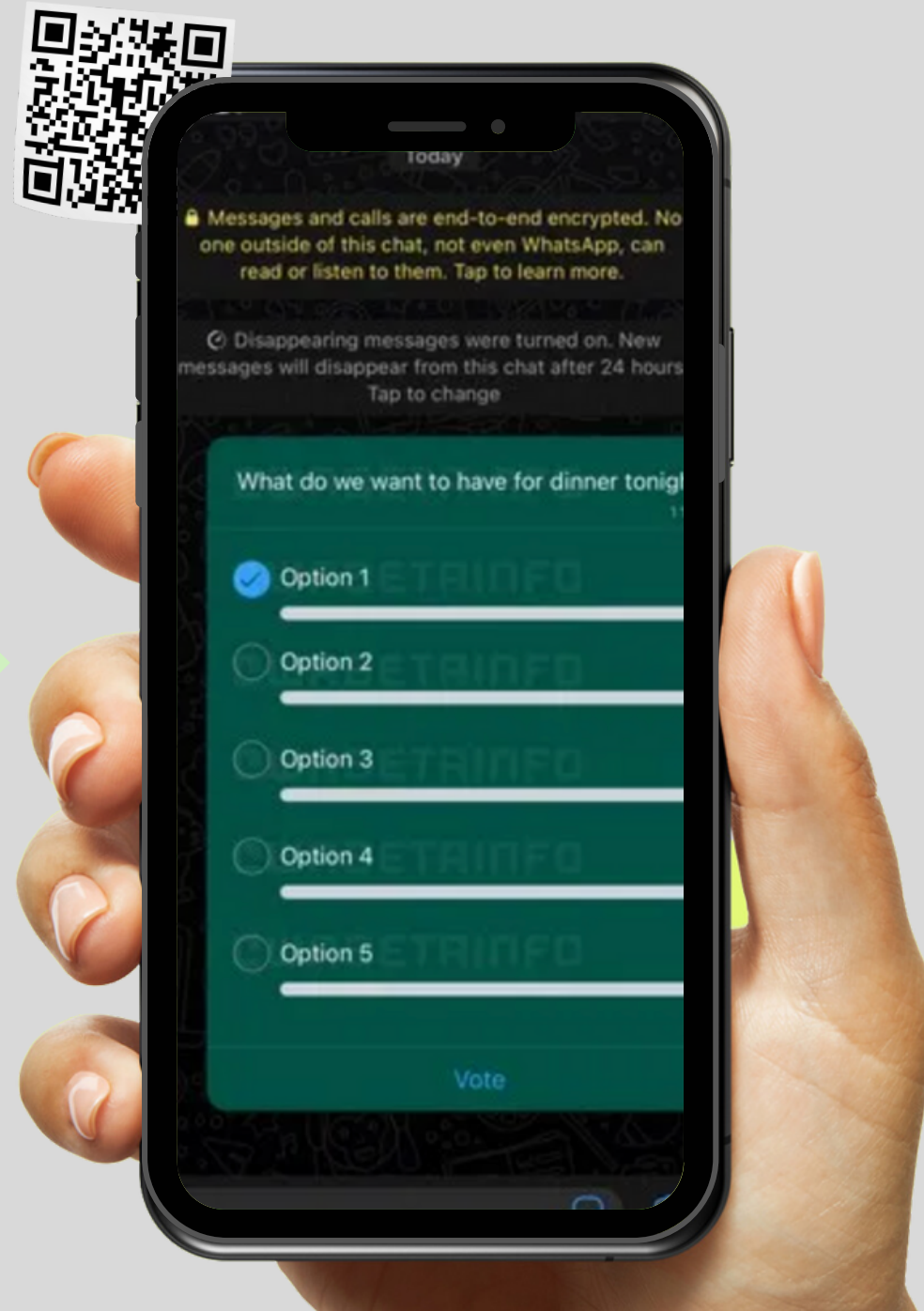
Our Customer Journey



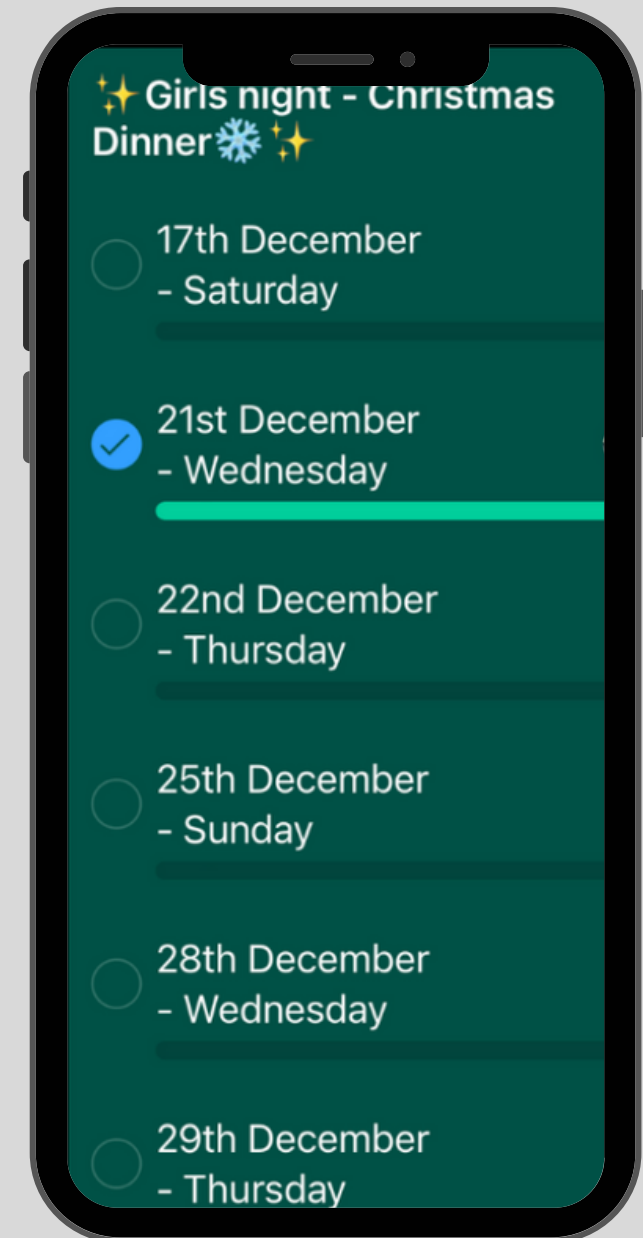
Go to Market Strategy



**LEAF MUNCH
TESTER KITS**



**INTERACTIVE POLL
FOR CUSTOMER**



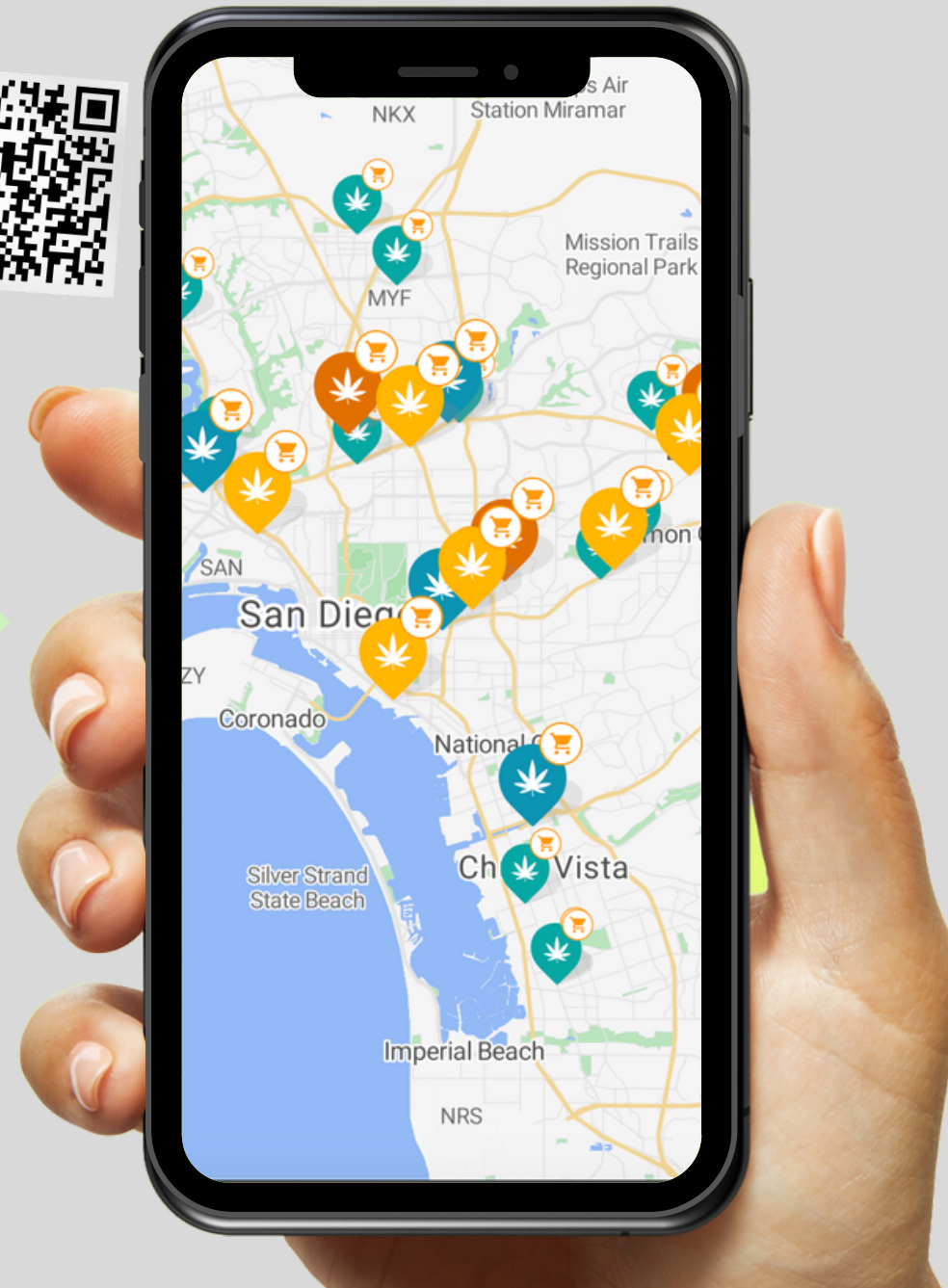
**POLL DECISION
+ REVIEW**



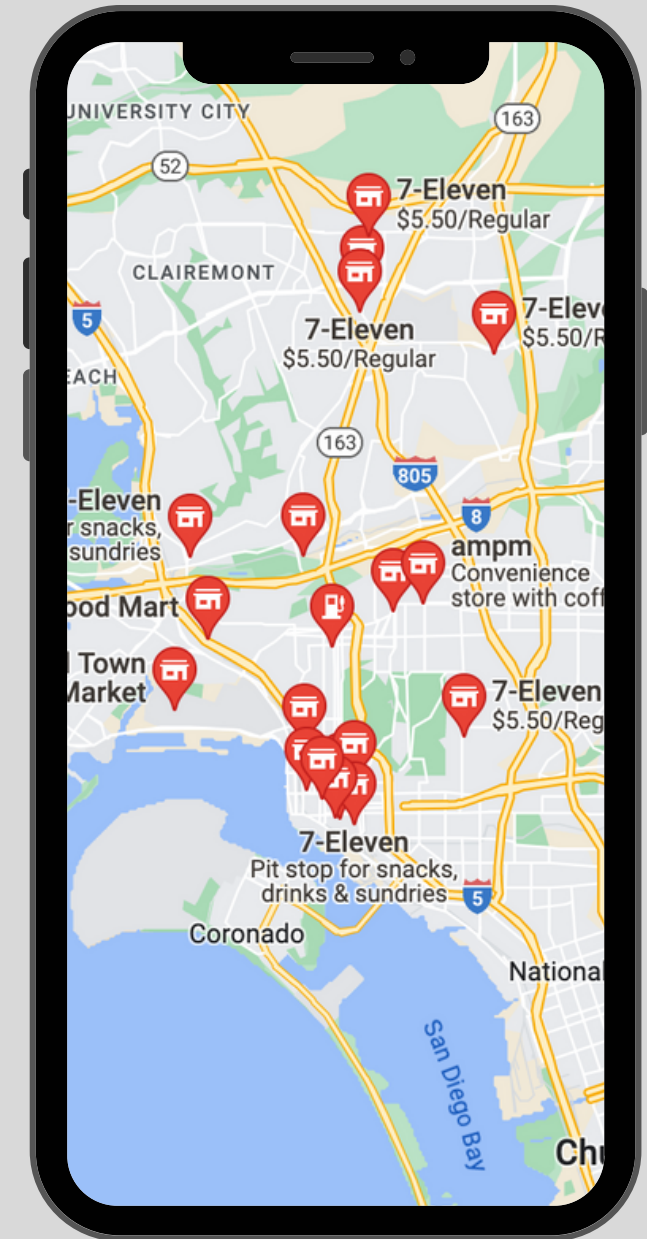
Go to Market Strategy



**LEAF MUNCH
TESTER KITS**



**DISPENSARY
LOCATIONS**



**ADJACENT
CONVENIENCE
STORE**



leafmunch Projected Goals

December 2023

**Leafmunch
App**

Wire Frames for
app created

September 2024

30 stores

In 30 San Diego
Dispensaries

**state
expansion**

CO, MI,
NV, OR, WA

21 states

launch into all
legal U.S.
states

January 2024

December 2024



THE team

the
Brink



**CAROLINE AMLING
FOUNDER CEO**



**THIS COULD
BE YOU!**



Join our Team!
Help LeafMunch build our snack cabinet.

**Those with a background in app
development and food testing.**

Come munch with us!





leaf munch

BAG HALF FULL, NOT a BAG HALF EMPTY

revenue streams	Action Item	Expenses	\$\$
MAIN OBJECTIVE : testing customer discovery with dispensaries	creating a relationship with the manager of the dispensary	Coffees 30 dispensaries in SD take the top 20 rated 200x10	\$200.00
Fixed Budget Idea; Instead of offering to sell the products of bundles in the dispensary I will market inside the dispensary as a starting point and then direct my customer to another platform for purchase	making 30 packaged bubble wrapped packages to share with the dispensary	would include bubble mailers - stickers- cracker jack prize inside -QR code - confetti inside to make shape	\$220.00
	trademark my brand		\$300.00
	circle stickers	quantity 50 3x3	\$68.00
	bubble mailers	quantity 50 dimension 14.5 x19	\$180.00
	QR code sticker	quantity 50 2x2	\$58.00
			\$1,026.00