

Maui CBD Prime

Polynesian Sun-grown Beyond Organic

2021

**"You never change things by fighting
the existing reality. To change
something, build a new model that
makes the existing model obsolete"**

——— **Buckminster Fuller**

Renowned 20th Century
Inventor & Visionary

OUR VISION

- Revitalization of Hawaiian holistic medicine
- To learn from and uplift the Indigenous Peoples of Hawai'i
- Create a franchise model of boutique retails outlets to showcase our "Beyond Organic" Maui CBD Prime Products
- Building sustainable community based sources



A LOOK INTO CONVENTIONAL HEMP FARMING



Hemp Farmers across the country have adopted the standard conventional industrial scale mono crops.

This farming method results in copious amounts of unnecessary plastics & pesticides use along with highly unsustainable soil & water practices.

- The hemp from these fields are collected with machines. This industrialized process introduces fumes and contaminants from the machinery, along with dirt and weeds during collection.
- A majority of this Hemp oil is turned to isolate due to the introduced toxins and other debris that would be extracted through the Full Spectrum process. This, in turn, results in very low quality extracts, or may often be found masked with artificial ingredients.
- Due to this industrialized mass production, availability and low prices, these fields are often the originating sources for many companies purchasing CBD oil or isolate from large distributors. Often times companies that are selling white label CBD products have no information on the farming practices from the original source other than “Grown in the USA”

THE GENERIC CBD MARKET

- No Farmer to Consumer Connection
- Low-Quality Hemp from Industrialized Mono Crops
- Cheap CBD Oils sourced for High Profits
- White labelled isolates
- Low Bioavailability
- Synthetic and Artificial Flavorings
- Poor quality hidden under the guise of "Made in USA"
- Uneducated Customer Demographics



Small artisan craft farmers begin replacing large scale farms as the hemp oil of choice in 2021

A NEW WAY EMERGES

MAUI CBD PRIME STRATEGY

- A farm to table approach with the hemp oils we produce, supporting small artisan craft farmers in certain bioregions such as Hawai'i
- Infusion of holistic organic herbal medicines from the Cultures of the Hawaiian Islands into artisan Craft Hemp Medicines
- Active engagement in supporting and funding Indigenous Artisan Craft farms in these bioregions
- Establishing our own supply line of raw ingredients rather than outsourcing from substandard wholesalers
- Being a higher purpose brand by empowering the Indigenous peoples with education, protection of their lands, and a chance to grow medicines for our brands
- Optimized Seed Genetics and Permaculture techniques are being used and set a standard for our family of farms
- Use of traditional medicines to blend with hemp to create a new level of hemp based natural medicines for the global market

A NEW PARADIGM SHIFT IN HEMP

Direct Soil-Oil

- Fresh, direct source. Strict quality control.
- Ethnobotanists guides our formulations.
- We have 25 years of Holistic Indigenous Knowledge passed on from Cultural Leaders

Formulated by Time & Cultural Wisdom

- Our formulations are given to us directly from the Holistic Healers of Hawaii

The Entourage Effect

- Our herbal formulas added to hemp increase immediate effect and long term health benefits
- Artisan craft hemp oils are superior in taste, effect, and complexity, much like a fine wine



KEY DIFFERENTIATORS



Artisan Craft Hemp Farms

Farm to Table, Hand Harvested
Hawaii and Oregon Diverse
Cannabinoids



Direct From Source

Hawaiian Herbs, fruits, flowers,
and roots



Glass and Biodegradable

Dark Violet Glass &
Compostable Packaging



Herbalist & Alchemist

Our staff and owners are lifetime students
of natural medicines



Social Causes

We support local indigenous peoples bio
regions we enter



Certified Organic

Non GMO Hand harvested sun grown bio
regional full spectrum Traditional Herbal
Solutions

OPERATING PRINCIPLES

1

Organic Non
GMO Herbs and
Artisan Craft
sustainable Fair
Trade Hemp

2

Fresh vertically
integrated
Supply chain
assures Quality
cGMP + quality

3

Small batch,
'Ohana style Hand
Harvested
Sungrown Hawaii

4

Clinical Level herbal
Medicines
formulations with
Hemp Cannabinoids
and Terpenes

5

Permaculture Bio
Dynamic Growing
principles for all
our Micro farms

6

Always take care of
our farmers and
shareholders

7

PROFITABLE BY
DESIGN



POLYCULTURE HEMP

1

Beyond Organic Farming

This consists of Growing a multitude of plants together to create a network of protection to pests, and enhancing terpene profiles.

The richness of the soil at our chosen bio regions is in direct relation to the richness of the hemp cannabinoids and terpenes in our products.

2

Living Soil

Using living soil-no till techniques, Our Hemp gets increasingly better each year as our soil becomes more and more complex.

Medicine is best grown by artisan craft farmers who care about the environment, and adhere to a strict zero tolerance for chemicals and unsustainable farm practices.



Biodiverse Polyculture Micro Farm Based in Hawai'i

USER BENEFITS

Connecting with our community on core issues that matter to them and supporting those needs so we can be woven into the communal tapestry



Third Party Lab Tested

Consumers can safely use our products knowing it has been independently tested to have no contaminants



Superior Bioavailability

We provide the highest level of Bio-Active Tropical Herbs and Artisan Craft Hemp on the Market



Holistic Herbs

Added herbs increase immediate effects and has long term benefits.



Practical Quality

Same affordable price with added value



Wildcrafted INFUSIONS

Take a Journey into the vast medicines of the Hawaiian Volcanic bio region

The richest soils and most diverse ethnobotanical wisdom on earth is now available in a sustainable organic medicine direct from the source.



High Level Ethnobotanical Plant Formulas

- Over 120 plant medicines readily available in endless combinations to address virtually all ailments.
- Treasures of botanical essences like beta caraphyllene, an important terpene found in abundance in the sap of the Copaiba Tree.

ENVIROMENTAL BENEFITS



Organic Permaculture

- Living Soil no till methods that conserve water and allow for close loop systems
- Polyculture brings a diversity of plant medicines to a farm & sustains the community
- Bio dynamic principals are followed to maximize potency
 - Soil to oil tracking to assure its organic



Regional Micro Farms

- Small farms only in our collective to
- Bring economic sustainability to the community
- Processing facility to streamline drying, curing, and extracting for the bio regions community and indigenous peoples
- Free medicine for the poorest people in the community



Sustainable Harvesting

- We have strict farm to table certification process to assure all of our hemp is grown organic, non-GMO
- Sustainable, small batch, and fair trade

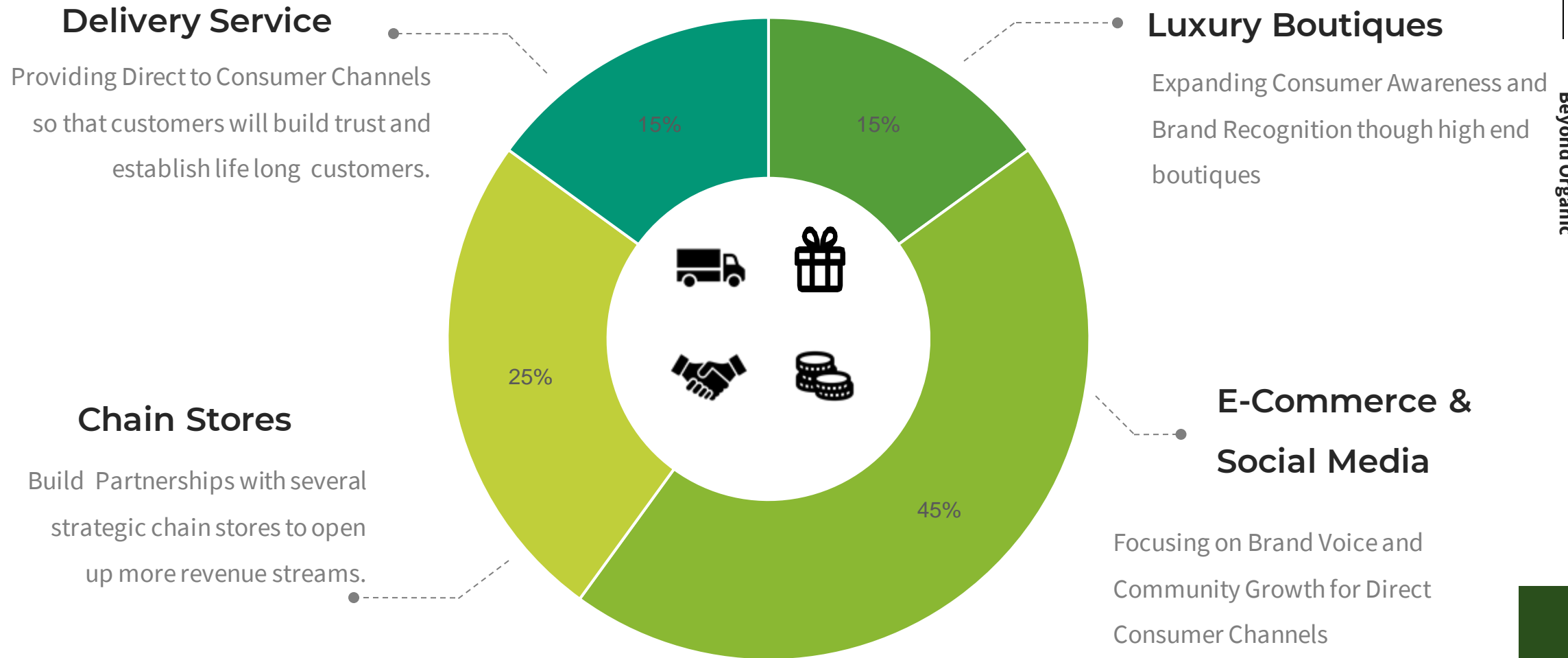
CURRENT PRODUCT DISTRIBUTION

Hawaiian Islands
West Coast
Nationwide E-commerce



MARKETING STRATEGY

Beyond Organic



POTENTIAL OUTCOMES



Best Case Scenario

Become the most recognizable household
“beyond organic” brand name in the CBD Industry



Realistic Scenario

Launch of national/international franchise
after establishing 2 successful storefronts



Low Profit Scenario

A Local Hawaiian CBD Market Leader with 6-
10 retail outlets within the US and Asia



PROJECTED STOREFRONT EXPANSION

CREATING A LARGER NETWORK OF CBD PRIME

Anyone and everyone should have access to
Beyond Organic holistic medicine that is grown to
heal. With multiple storefront openings in:

Wailea, HI - October 2020

Lahaina, Maui, HI – June 2021

Austin, TX – January 2023

Newport Beach, CA – February 2023



MAHALO NUI
LOA

