

Reaction Document

- Purpose is to provide a quick directional view for reactions.
- Questions to ask:
 - Does this make sense?
 - Does this feel credible?
 - Does this resonate with you?

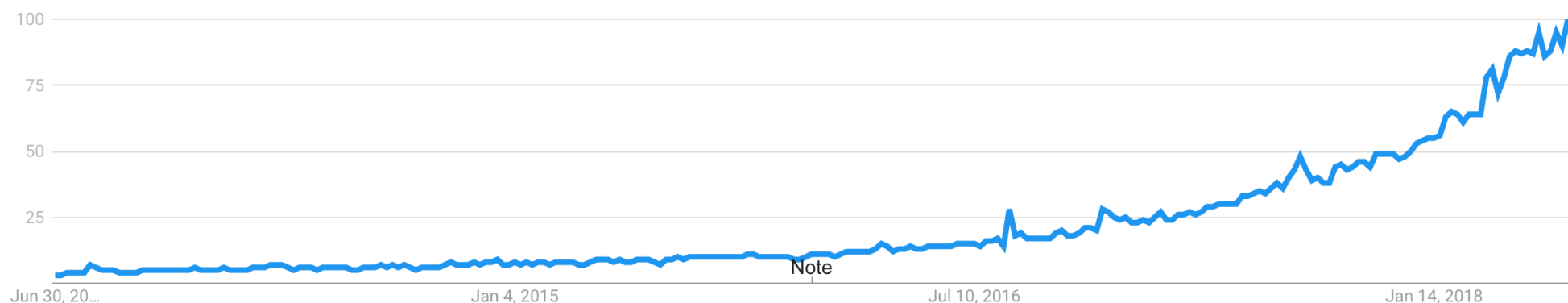
Target Market

CBD has exploded over the past year and is quickly becoming an acceptable substitute for many types of drugs, pain-relievers and ant-inflammatories. As such the **endurance athlete** market is a terrific target market for these products. Endurance athletes regularly have **inflammation, sore muscles, injuries and pain issues** related to their training and competition.

Endurance athletes are constantly looking for ways to improve performance, speed recovery and treat various injuries.

Google Trends

Interest over time ? CBD





Do it Forever.

A complete line of CBD-based
endurance supplements to help you
do the sport you love forever.

Training | Recovery | Competition



VENGA CBD

Engineered for Endurance

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A close-up, slightly blurred photograph of a cyclist's legs and hands on a road bike. The cyclist is wearing a red jersey and white socks with yellow accents. The bike has a red frame and black handlebars. The background is a blurred road surface.

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The logo features three white triangles of varying sizes arranged in a row, with the middle triangle being the largest and the two flanking triangles being smaller and positioned slightly behind it.

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A professional cyclist in a yellow jersey and helmet is riding a road bike through a dense crowd of spectators. The cyclist is looking forward with a focused expression. The crowd is cheering and holding up flags and cameras. The scene is set on a paved road during a race.

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The logo for Venga CBD features a stylized mountain range composed of three white triangles of varying sizes, arranged to suggest a peak.

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Why CBD?

- All natural anti-inflammatory, pain killer, mood enhancer
- Pan Killer
- Undefined market

Why Endurance Sports?

- Pain, inflammation and injury are a part of the sports.
- Athletes are fanatics who want to be healthy and enjoy their sport.

What Are the Margins?

- 80%+ with recurring revenue

How is this an Opportunity?

- The vitamin & nutritional supplement market sold \$36.1 billion in 2017
- There is an opportunity to own the endurance sports market for CBD related supplements in-part by creating a focused brand, focused products and over-delivering on customer experience related to their sport, lifestyle and health.