



Elisabeth Mack, RN, BSN: Background and Experience in the Industry

- Bachelor of Science in Nursing, Bachelor of Arts in Psychology – 1st decade in hospitals
- MBA in Healthcare Administration – 20 years Insurance Carrier Sales & Operations
- Introduced to Cannabis and CBD in 2014 after an accident. 2015 – self-healing & research
- Founded Holistic Caring in 2016 - Direct Patient Care, training nurses
- Cannabis for Health: Become a Coach – published author
- Cannabis Health Coach Programs - taught health professionals in 2019
- Online Curriculum, Launched Holistic Caring Network 2020
- Boards: ACNA, LANORML, CA Cannabis Chamber of Commerce
- 2021 merged with The Green Nurse – Patient Care, Nurse Mentoring, Media & Podcasting
- 2021 merged with Cannim to establish Global Educational Sales Platforms





Education-Driven U.S. Marketing Strategy

The Campaign in a Nutshell

- Promote a functional model of cannabinoid-based care with educational process, vetted products, and ongoing mentoring and business support, complete with a nurse line and patient-focused healing programs.
- Begin with California, targeting Integrative Health Centers who are ready to expand their focus.
- Extend to nurses and coaches in the entire Holistic Caring Network across America.
- Lumir CBD = Unity Formulations as the premier label
- Lumir THC = Green Relief in California, expanding as able in targeted legal states



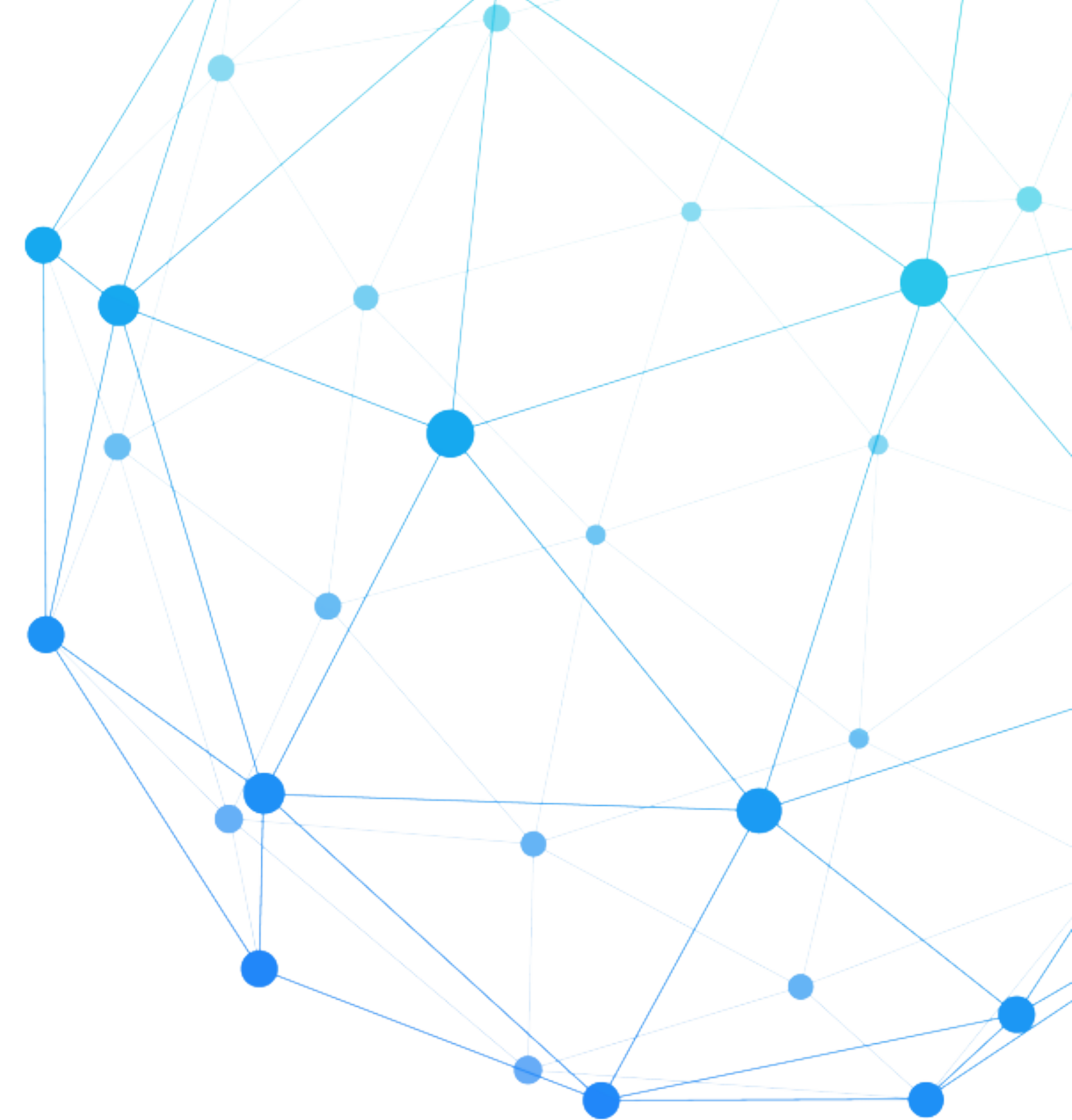


Goal: To create a one-stop-shop network for holistic wellness and integrated health professionals who want to implement medicinal cannabis into their practices.



Objectives:

1. Establish HC + Lumir relationships with CA Integrative Health Centers
2. Introduce them to the Ecosystem to connect our practical knowledge and use of cannabinoids with their mission of holistic healing
3. Enlist and convert practitioners by granting free access to the CBD Wellness Coach program, then discounting the full curriculum of Cannabis Health Coaching
4. Establish Lumir branded CBD for symptom targeted in-office practitioner wholesale
5. Establish Lumir branded THC for Southern California patients by referral
6. Manage the Ecosystem – education, vetted products, mentoring, practical support, and patient care



PRIMARY TARGETS:

- **Integrative Health Centers**

- MDs, Dos, ND, DCs, LAc, and other patient-focused, holistic wellness providers that are positioned for *Health 3.0*.

HC will be the ultimate facilitator for these centers.

SECONDARY TARGETS:

- **Individual Professionals**

- Nurses / Healthcare, Wellness Entrepreneurs, Health Coaches, Cannabis Professionals

- **Individual Patients**





**Vision: To connect the dots to deliver systems, quality and integrity.
Cannim's principles of safety, science, and scale throughout the US.**

PROBLEM:



Know-How?

A dearth of practical knowledge on the science of cannabinoids and how to utilize clinically.



Products?

A lack of vetted and symptom targeted products that offer the needed level of efficacy.



Talent?

No mentoring programs for healthcare providers, nurses and health coaches to serve patients.



SOLUTION:





Holistic Caring & Lumir will combine tools and strengths to scale these hurdles by building the system to connect the dots of medical cannabis education, care delivery, and vetted products.

The Current State

- The current state of healthcare is **fragmented, ineffective and costly. Chronic conditions are poorly treated.**

Integrative providers already address whole-person care, are open minded, and key to changing the paradigm.

- The current state of CBD is **crowded** with thousands of brands and confusion among buyers.
- Pot Docs and Recreational markets focus on high THC clients seeking cheap highs.
- Cannabis education generally focuses on compliance, retail sales, and navigating banking issues.





Our unique approach to overcoming these hurdles and being successful in the market:

Holistic Caring & Lumir are the only ones creating **an ecosystem that caters to and connects all players.** Integrative Health Centers focused on holistic healing can now safely add cannabinoids to patient care.

HC = Education – Training – Practitioner Mentoring – Patient Care – Protocols

Lumir = Symptom targeted premier CBD – Local, safe access to quality THC

A Plug-and-Play Value Proposition for Integrative Healthcare Settings



OUR ECOSYSTEM



Professionals and patients can depend on the know-how and guidance we provide.

Educational programs train new medicinal cannabis experts, welcoming them into our ecosystem.

Integrative providers within our ecosystem use and recommend Lumir solutions.



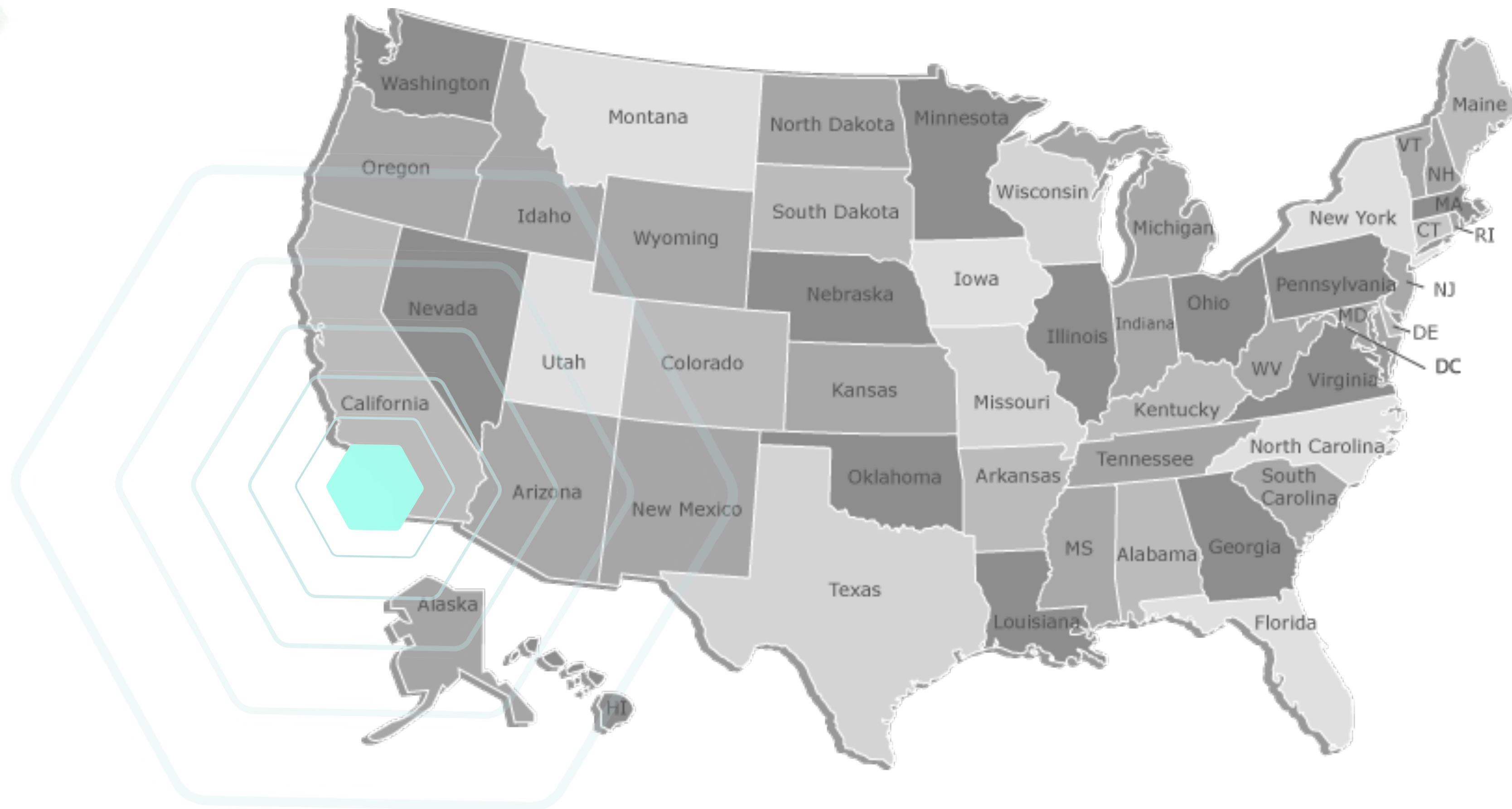
CENTER FOR NEW MEDICINE

CANCER CENTER FOR HEALING



Southern California: A hub for integrative healing institutions.

Integrative Health Pilot Campaign Area: Southern California



1. SoCal

- Los Angeles County
- Orange County
- San Diego County

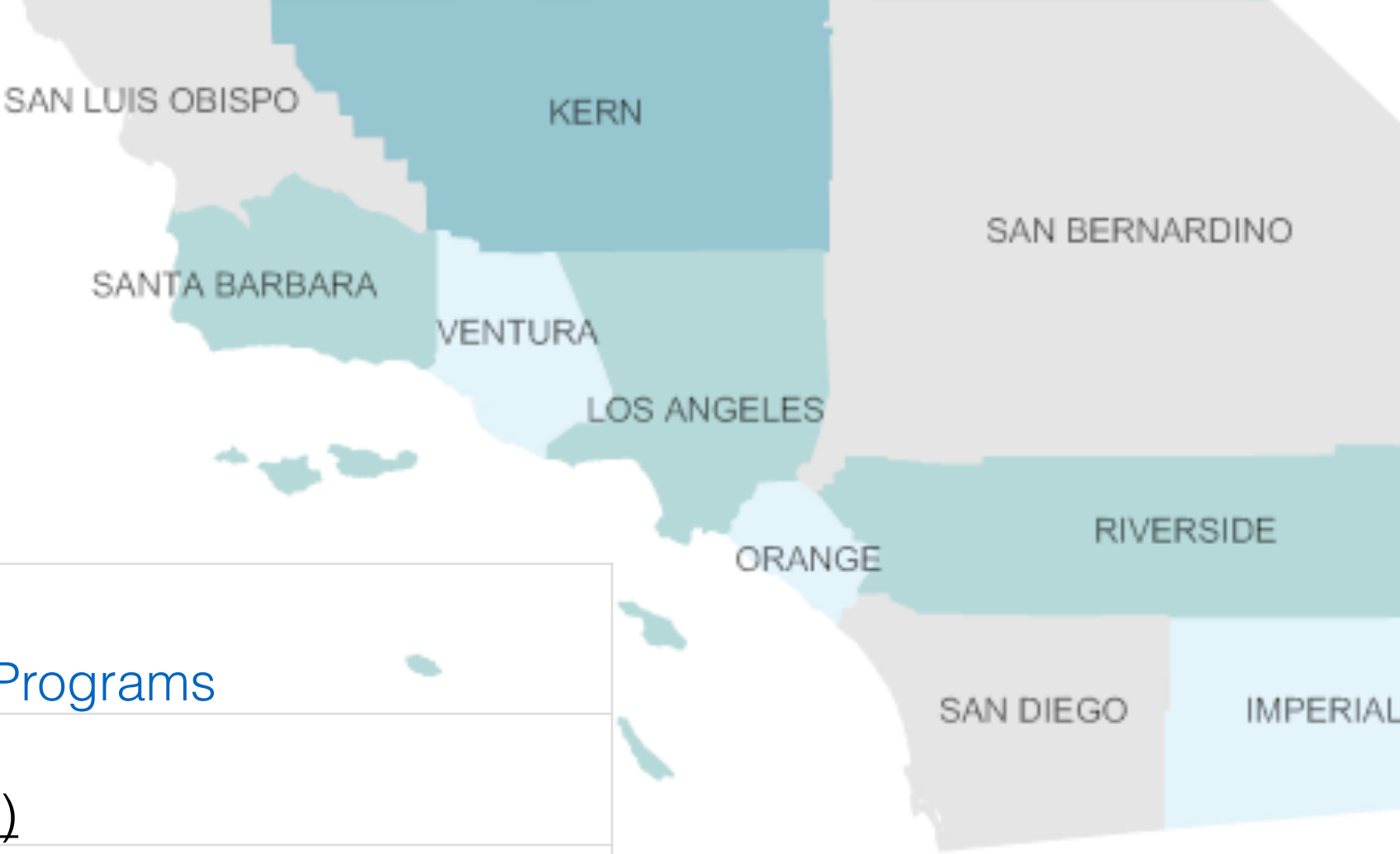
2. California State

3. West Coast

4. Nationwide



The SoCal Market – Initial 2500 Providers



CBD	THC	HC Education Programs
<u>Clinics (targets)</u>	<u>Clinics (targets)</u>	<u>Clinics (targets)</u>
50, each w/50 Docs	50, each w/50 Docs	CBD Wellness = Free
<u>Providers</u>	<u>Providers</u>	<u>Providers</u>
2,500, each w/100 P's	2,500, each w/100 P's	Buy Up Licensing Course
<u>Patients</u>	<u>Patients</u>	\$500 x 100 = \$50,000
250,000	250,000	<u>Patients</u>
5% buy CBD	2.5% buy THC	\$200 x 100 = \$20,000
12,500 orders	6,250 orders	<u>Patient Programs</u>
Avg order \$100/mo	Avg order \$150/mo	\$50 x 500 = \$25,000
CBD per month	THC per month	Edu. per month
\$ 125,000.00	\$ 937,500.00	\$ 95,000.00
Estimated Revenue:		\$ 1,157,500.00



Next Steps

- Build detailed business plan to target providers with multi-touch collateral
- Finalize product sourcing and production for Unity Formulas & Green Relief
- Develop the wholesale channel with CBD & referral system for THC
- Complete sales and marketing plan, including sub-branding, media production, media buy, affiliate programs and launch campaign budgets
- Develop practitioner training materials as HC / Lumir
- Board approval for the plan, timeline, budgeting
- Roadshow to pitch 5-10 centers a week on the Ecosystem





Thank you.