



## Investor Deck

March 12, 2020





**Emerald Coast Holding Company** is a land management company that offers turnkey solutions for investors in the cannabis and hemp industries, with revenue streams in real estate, equipment, and plant touching sectors.



# Executive Summary

**Emerald Coast Holding Company (ECHC)** is led by a world-class team of cannabis industry veterans that have a deep understanding of all aspects of this emerging industry. **ECHC** includes a subsidiary firm (Full Circle Cannabis Consultations) that has operated for **10 years** in the state of CA. Due to legalization, we now see a very clear opportunity to expand and grow our business.

We are seeking **6 million dollars** for our first project to purchase land equipment and cover operating cost. We have identified a commercially eligible property in Mendocino County with two 80-acre parcels and **have a waiting list of growers to lease the property.**

Properties that are qualified for commercial licenses are in high demand. Most growers don't have the resources to purchase these eligible properties that have accepted by the state of California for commercial cannabis farming. **We solve this problem for growers and will allow them to legally scale their farming operations.**

We expect high investors returns as this is an emerging industry and demand for cannabis related products is growing. **This is truly a ground floor opportunity.**

Our business model is predicated on a consistent, manageable expansion of real estate and equipment holdings, **producing a cumulative benefit to our shareholders** as our holdings continue to increase.

**ECHC** is currently raising **\$6 million** in (platform equity capital) for this project and partnership for future projects

## EQUITY INVESTOR ECONOMICS

Equity offering \$6 million

8X – 10X ROI

100% of investments as Equity in Company (Class B Common Stock)

25%-75% will be raised through investment

25%-75% will be matched by private lenders



# Board of Directors



**Jason Browne**  
Founder and CEO

With 20+ years' experience in The medical cannabis industry, Jason is an innovator and has worked closely with the government for years to create compliance and legalization through government regulations and licensing. Jason has deep relationships with government officials, growers and the cannabis community. Additionally, Jason serves as an expert witness in cannabis related court cases and is an industry consultant.



**Sequoia Nys**  
Chief Operating Officer

Sequoia has over 20+ years of industry experience, ranging from constructing, upgrading, and managing indoor and outdoor cultivation and nursery operations; He is a second generation grower, and a native of Humboldt County, Sequoia has been on the industry forefront in technology, engineering and Cannabis horticulture by virtue of his varied experience working with a broad range of professional cultivators, cloners and manufacturers;



**Ari King**  
Chief Financial Officer

Ari has over 20 years of finance experience and has worked with Omni hotels, Veteran Affairs and many others. Ari received his education in Business Administration from Prof. Chris Haroun, Professor at Hult International Business School. Ari is student of modern finance and has continued his education in business administration, management & Six Sigma/ISO 9000 through education provided by Argosy University, Kellogg School of Management & iCollege Certifications;



**Jon Flatt**  
Chief Investment Officer

Jon Flatt was the founder and former CEO of RED McCombs Media AKA RMM Online, where he guided the company to over \$500M in revenue. The company was twice named one of the "INC 500" fastest-growing private companies nationwide, before becoming a publicly traded company. RMM was purchased by Lin Digital in 2009. Jon recently brought KERV Interactive to market, generating over \$3M in revenue in the first 12 months. KERV has multiple Lumiere Awards, the Oscar equivalent in advertising technology. It was also recognized by The Silicon Review as one of the top "50 Most Valuable Brands of the Year" by The Silicon Review



**Timothy Twitchell**  
Bookkeeper and Exec. Director

Timothy is a real estate owner, investor and manager, with over 10 years of experience in the real estate sector. He has 15 years of experience in accounting and graphic design, and holds degrees in geology, geography and oceanography, with a certificate in Geographic Information Systems. He is currently employed by the federal government while completing his higher education. Not only is Timothy a private investor in ECHC, but also a bookkeeper and executive director for the company.

# Strategic Advisors



Jacob Berkman  
Corporate Advisor

In addition to his role guiding clients of Prospectus.com and project management of firm engagements to ensure clients' value propositions are framed in ways that best appeal to accredited investors, he serves as an advisory board member to merchant bank SenaHill Partners. Jacob is active in various philanthropic initiatives, including advising organizations focused on improving the lives of Service-Disabled Veterans and their families.



William Blunt  
Real Estate Broker

Over 20 years of firsthand experience. The only CRS (Certified Residential Specialist) in Tehama County. The only GRI (Graduate of the Real Estate Institute) as well. Voted "Best Agent" in Tehama County by the readers of the Red Bluff Daily News, twice. Bill is exceptionally experienced with navigating northern California's rural real estate markets.



Dave Varshock  
Real Estate Broker

Calling Humboldt County home since 1995 and bringing over a decade of experience to the table, I help Buyers, Sellers, and property owners realize the full potential of their real estate investments. 1st time home buyers or seasoned investors, selling a starter home, multi-unit residential or commercial endeavor, bare land or a sprawling ranch I have the skill-set and resources to get things done while minimizing typical issues that arise in most transactions.



Vincent Luttuca  
Real Estate Appraiser

Vince is now semi-retired, as a Real estate expert with 30 years of experience. He also has over a decade of experience as a commercial NYS real estate appraiser, and is an advanced MAI candidate, with clients including financial institutions, government agencies, municipal authorities and private corporations. Background includes creative private redevelopment of Industrial properties



Bernie Bunning  
Cert. Public Accountant

Bernard Bunning is a certified public accountant and M&A advisor with over 40 years of experience. He is the owner of BBRS, LLP which was recognized by Forbes Magazine as one of the Top 10 Leading Providers in the Accounting Professionals industry. Mr. Bunning holds a Master of Science in Taxation, Master of Business Administration, a Juris Doctorate, Master of Law in Taxation, and is authorized by the US Department of Treasury as an Enrolled Agent with the IRS.

# The Cannabis Industry

California's Medical Cannabis Market has existed since 1996, and has effectively been regulated by the State, through the adoption of various Acts of Legislation, High Court Rulings and Administrative Findings.

California's Recreational Market has existed since 2018. Additionally, Industrial Hemp has now also become legal in California, on the cusp of a rapidly growing national market in Hemp derived CBD products.

It is anticipated that State and Local regulations will continue to evolve and settle, at least through 2023, when Type 5 Cultivation Licenses will be issued by California. These licenses are relatively unlimited in size, as compared to the existing Licenses available now.

California has a Population of approximately 39 million people and many Dense Census Metropolitan Areas. California's existing Medical Cannabis Market consists of approximately 750,000 - 1,500,000 qualified patients. In regard to potential recreational sales and Tourism dollars, California receives approximately 280 million visits each year, and tourists spend over \$134 billion in California every year. Our research indicates that California represented approximately 24% - 36% of the legal cannabis market in the United States, as of 2018 (with national sales totaling approximately \$10.4 billion at that time), and that the State

had an estimated 2800 Legal Dispensaries as of 2016, with statewide annual revenues exceeding \$844 million. This number is only expected to increase, for at least several years, as more communities opt for regulation and taxation, over prohibition and local bans.

<https://www.canorml.org/medical-marijuana-patient-population-in-ca/tps://www.statista.com/statistics/585154/us-legal-medical-marijuana-patients-state/>

<https://cannabusinessplans.com/california-cannabis-market/>

**CALIFORNIA LEGAL CANNABIS PROJECTIONS (IN BILLIONS)**



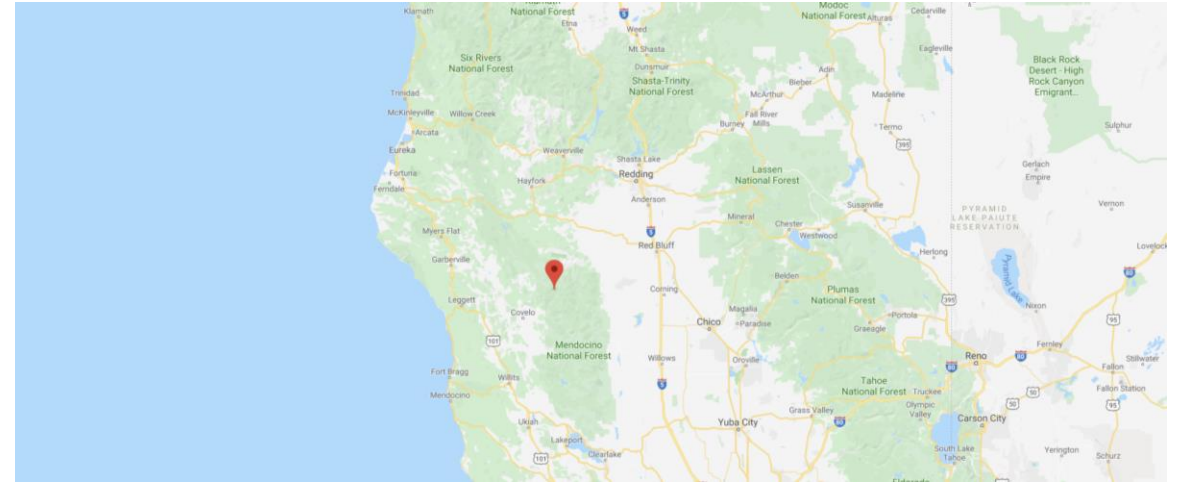


# Foster Ranch Project In Mendocino County

“Foster Ranch” (Mendocino County) – We have unique access to 160 acres (two 80-acre parcels divided by a road), with a perfect natural meadow consisting of nearly 8 acres.

We’ve received an estimate from a local Environmental Engineering Firm to handle the permitting application process, and it will cost at least \$35,000 + \$15,000 in county fees in the first year, to initiate the development of the lower parcel. The upper parcel could conceivably be leveraged for development capital, offered as a bargaining chip in negotiations with various government agencies, or developed as a homestead and then sold or maintained as a corporate asset. The upper parcel could also be used as a secondary water source for the lower parcel. Our initial plans here deal only with the development of the lower parcel.

The total purchase cost for this property is currently \$250,000. Our initial investment in this property is \$50,000. Our year-one expenditures in this property is roughly \$300,000. Our Year-Two expenditures for this property include road improvements (\$500,000), property build-out (\$450,000) including power, well, septic and purchase of a Modular Home, in preparation for completion of the Administrative Permit process. Our total investment acquiring this property for year-two is \$950,000. Our total investment in acquiring and preparing this property to initiate commercial cannabis development is \$1,250,000. We plan to initiate the application process for Local and State commercial cannabis cultivator Licenses as soon as Mendocino County allows for new applications in 2021.



# Process To Launch Development

## Phase 1:

Identify property and its market status (listed, unlisted, availability, comparable and asking price). Complete initial ECHC Real Estate Survey and research all regulations impacting the parcel. Identify development and build out costs. Identify alternative revenue streams from property and recovery options.

2

## Phase 3:

Purchase property or secure deposit. Inform shareholders of new acquisition and planned phases of development, in Quarterly Investor Report. Upon the successful closing of escrow, revise company stock valuation to include new acquisition.

4

## Phase 5:

Consummate initial long-term commercial leases (including real estate, buildings and equipment). Upon successful acquisition of commercial licensing and initiation of leases, revise company stock valuation accordingly.

6

1

## Phase 2:

Initiate contact with local government representatives and licensing agencies and identify any potential remediation costs. Conduct independent Appraisal with Strategic Advisors and research comparable in the area. Develop phases of development and draft Proforma for shareholders, highlighting stages of development and returns.

3

## Phase 4:

Begin improvements and initiate timeline for stage-one of operations. Expedite all developments in order to achieve commercial licensing and begin initial leases within a 36-month window.

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## Phase 6:

Develop expansion plans in accordance with maximum potential for the property, and revise company stock valuations upon the completion of expansions and the subsequent increase to lease revenues.



# Sources and Uses of Funds

Year 1 Operating Costs for ECHC			Estimated \$	
Marketing Budget (online marketing, tabling events, product merch.)			30,000	
Retain Staffing Company & Technical Support Company			50,000	
Pay back initial start up loan, including interest payments			25,000	
Retain Investment Brokerage Services			50,000	
Retain CPA Firm for 1st year filing fees and all taxes			25,000	
Ongoing Banking, Cap-Share, Mailbox, Office Supplies & Travel \$			5,000	
Retain Website & S.M. Consultant (\$500/m+)			12,000	
Company Headquarters & Office, annual lease (+/-)			62,000	
Retain Business Attorney 1st year			50,000	
Initial Salaries for Officers (5 x \$6500/m @130 hrs./M)			290,000	
Initial Salaries for Staff 1st year (ECHC)			156,000	
Closing Costs for Start-up Loans			100,000	(+/-)
Initial F.T.B. Tax Obligation 2017-2019			10,000	
Additional Filing Fees (F.B.N.S., B.L., S.P., I.R.S., etc.)			5,000	(+/-)
Establish Solely owned LLC's for Real Estate (per each property)			6,000	(+/-)
Convert both MBNPC's into NPCA's and maintain status annually			6,000	
Secure Intellectual Property for all entities-Trademarks, Copyrights			10,000	(+/-)
Sub-Total			992,000	
*Foster Ranch = 300,000 + Sub-Total =			1,292,000	
*Shasta Lake Mall = 6,000,000 + Sub-Total =			6,992,000	
Total			7,136,000	



# Total Pipeline for the Next 11 Years (Tables)

## Foster Ranch Project

Year	Expenses	½ ECHC Expenses	Returns	Total Expenses	Total Returns
2020	\$1,280,000	\$418,000	\$0	\$1,698,000	\$0
2021	\$4,117,152	\$375,000	\$1,326,975	\$4,492,152	\$1,326,975
2022	\$411,715	\$500,000	\$2,653,950	\$911,715	\$2,653,950
2023	\$10,593,475	\$500,000	\$4,765,950	\$11,093,475	\$4,765,950
2024	\$1,017,576	\$500,000	\$14,656,500	\$1,517,576	\$14,656,500
2025	\$1,017,576	\$500,000	\$14,656,500	\$1,517,576	\$14,656,500
2026	\$1,017,576	\$500,000	\$14,656,500	\$1,517,576	\$14,656,500
2027	\$1,017,576	\$500,000	\$14,656,500	\$1,517,576	\$14,656,500
2028	\$1,017,576	\$500,000	\$14,656,500	\$1,517,576	\$14,656,500
2029	\$1,017,576	\$500,000	\$14,656,500	\$1,517,576	\$14,656,500
2030	\$1,017,576	\$500,000	\$14,656,500	\$1,517,576	\$14,656,500
				<b>\$28,818,374</b>	<b>\$111,342,375</b>

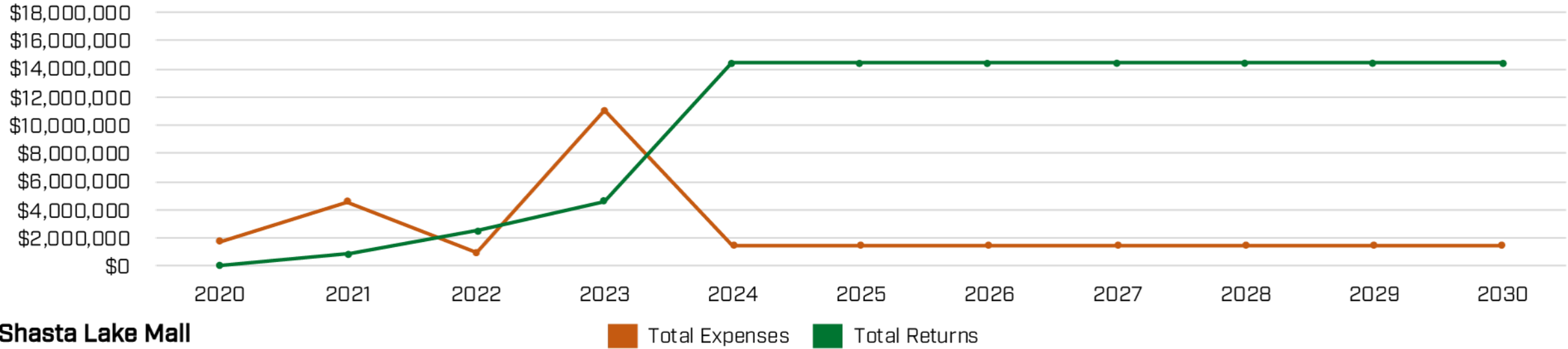
## Shasta Lake Mall

Year	Expenses	½ ECHC Expenses	Returns	Total Expenses	Total Returns
2020	\$6,000,000	\$418,000	\$0	\$6,418,000	\$0
2021	\$600,000	\$375,000	\$2,880,000	\$975,000	\$2,880,000
2022	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
2023	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
2024	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
2025	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
2026	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
2027	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
2028	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
2029	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
2030	\$600,000	\$500,000	\$2,880,000	\$1,100,000	\$2,880,000
				<b>\$17,293,000</b>	<b>\$28,800,000</b>

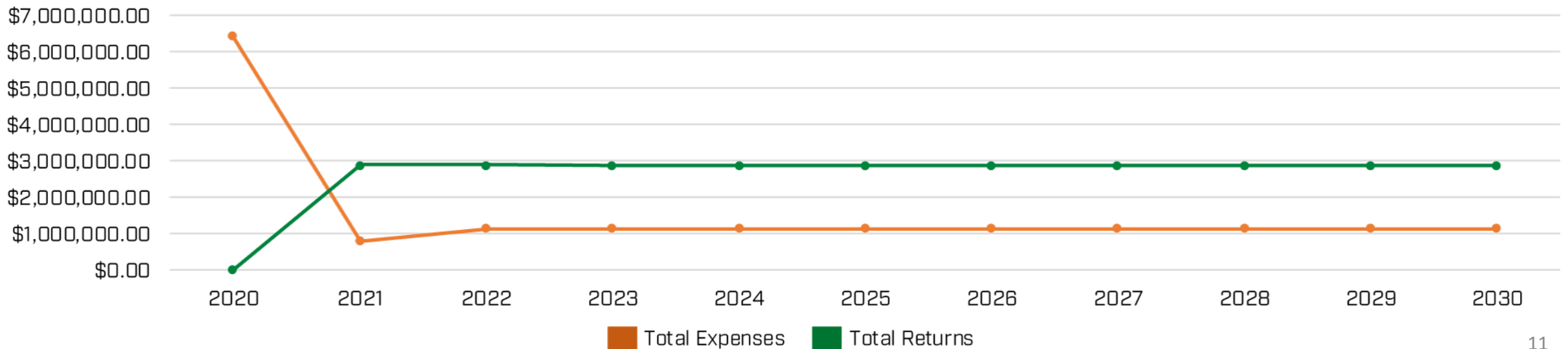


# Total Pipeline for the Next 11 Years (Graphs)

## Foster Ranch Project



## Shasta Lake Mall



# Next Project And Pipeline

**Shasta Lake Mall** - We're poised to enter into a purchase agreement with the owner of this **prime cannabis real estate**. It's located in Shasta Lake City and is permitted for construction. This property is zoned Heavy Industrial and is in the "Cannabis Sector". The parcel has been approved for construction on 4 separate APN's.

In this negotiation, we are prepared to accept the financial responsibility for completing the development and initial construction of 4 buildings, their shared infrastructure and utilities. Our own costs will also include the internal build-out of our two buildings. This cannabis business mall is ideally located and zoned to accommodate commercial cannabis cultivation, manufacturing, distribution and laboratory testing facilities.

The sellers total asking price is **\$5 million**. In exchange for this, we will be granted the title to ½ of the mall (2 of the 4 buildings). Once it's constructed, we will also be responsible for the Insurance and Property Taxes for our two buildings, as well as our share of the annual Guard Shack and Security Staffing costs (in the CC&R's). Additionally, we anticipate our own completion of interior build-out to be no more than \$250,000 per building (\$500,000) to complete this project.

We can flip one of these buildings for at least \$6 million and lease the other one out for long-term revenues. Or, we could lease them both out, depending on which option is most beneficial to our investors. We're prepared to confidently charge a lease value of at least \$5.00 per square foot for either parcel. If we include equipment leases, this value could be doubled.

**Building #1:** This structure is designed to be primarily utilized for the indoor cultivation of cannabis, in all capacities (i.e. for both cannabis Nursery and cannabis Production purposes). Its exterior square footage will be 14,000 square feet. Due to its height of 22 feet, this facility will consist of two-stories, with a total potential of **28,000 gross square feet** of leasable space.

**Building Lease** (all tenants): \$140,000 / month (at \$5.00 /sq. ft./ month x 28,000 gross sq. ft.) = (\$1,680,000 / year)

**Building #2:** This structure is designed to be primarily utilized for various ancillary cannabis industry licenses, including Non-Volatile Manufacturing, Volatile Manufacturing, Distribution Facilities, and Testing Laboratories. We anticipate this building will be leased out to third parties, unless we decide to expand our operations and create additional companies to accommodate these other license categories. Its exterior square footage will be 10,000 square feet. Due to its height of 22 feet, this facility will consist of two-stories, with a total potential of **20,000 gross square feet** of leasable space.

**Building Leases** to Third Party Companies: \$100,000 / month (at \$5.00 /sq. ft./ month x 20,000 gross sq. ft.) = (\$1,200,000 / year)

The total purchase and build out price for these two buildings will be roughly \$5,500,000. The lease revenues for both buildings will generate at least \$2,880,000 per year. Or, we could flip one of the buildings for at least \$6 million and then lease the other building out for \$1.2 million - \$1.68 million / year. In either case, this property will make a fine addition to our portfolio.



# Financial Opportunities for ECHC Shareholders

- ECHC provides shareholders with an opportunity to invest in Vertical Integration. Our real estate holdings will increasingly expand to include multiple commercial license categories in the cannabis and hemp real estate sectors.
- ECHC provides shareholders with an opportunity to invest in Multi-State Operations. Our real estate holdings will increasingly expand to include properties in multiple States throughout the U.S.A.
- ECHC provides shareholders with an opportunity to invest in Non-Plant Touching Subsectors of the Cannabis Market. These include: Consulting Services; Real Estate; Hemp, and; Equipment, as well as secondary options in Plant Waste Reclamation; Energy Production, and; Pristine Water Rights related industries.
- ECHC provides shareholders with an opportunity to invest directly in Plant Touching Subsidiaries, as stand-alone opportunities for our shareholders that are not required for investment in ECHC. These two companies are Emerald Coast Nurseries and Emerald Coast Cannabis Farms Inc.



# Notice To Prospective Investors



This presentation contains a summary of certain principal terms of an offering for up to \$6 million of membership interests by **Emerald Coast Holding Company** (the Company) which will be described more fully in a Confidential Private Placement Memorandum (together with exhibits and supplements, the “Memorandum”).

This summary is not intended to be complete, or detailed and does not constitute an offer to sell securities. If the Company conducts the Offering, qualified prospective investors will receive a copy of the Memorandum and are urged to read the Memorandum, which will include a copy of the Company Agreement of **Emerald Coast Holding Company**, in its entirety.

This document contains projections and other forward-looking statements and information with respect to plans, projections, and future performance of the Company. There is no guarantee or assurance that these plans and projections of the future performance of the Company as indicated will be achieved, and actual results could differ materially. Risks and uncertainties could materially impact the Company’s future results, including the risks described more fully in the Memorandum.