BOUTIQUE GARDENS

Investment Pitch Deck & Pro Forma Analysis

Market Strategy: Wholesale vs. Direct-to-Consumer Delivery

Executive Summary

Boutique Gardens is an emerging, vertically-integrated cannabis operation strategically positioned in the Winnetka, Los Angeles market to capitalize on the lucrative Southern California demographic. We are seeking **$327,898 in seed capital** to secure facilities, build out specialized processing infrastructure, and launch operations.

This pitch deck outlines our comprehensive financial projections, modeling two distinct go-to-market strategies. **Model A** focuses on wholesale distribution to established dispensaries, offering rapid inventory turnover and lower customer acquisition friction. **Model B** explores a vertically integrated, in-house delivery service, bringing our premium products directly to the consumer's door to capture full retail margins.

Through aggressive procurement strategies, in-house processing of raw materials (distillate, flower, and small nugs), and strict operational overhead management, Boutique Gardens is positioned to generate between **$1.13M and $3.02M in post-tax annual cash flow** within Year 1, depending on the chosen distribution model.

Production Strategy & Cost of Goods Sold (COGS)

Our competitive advantage lies in our procurement and processing pipeline. By purchasing raw, unbranded materials and processing them in-house into high-demand end products (vapes, premium rosin, edibles, and hash holes), we manufacture significant margin before the product even leaves our facility.

RAW MATERIAL & PROCESSING PATH	MONTHLY COST	ANNUAL COST	% OF TOTAL
1 Liter of Distillate @ $3,000	$3,000	$36,000	3.09%
30 lbs of Flower per month @ $2,000/lb	$60,000	$720,000	61.84%
50 lbs of Small Nugs (Rosin washing runs 7-12% return) @ $400/lb	$20,000	$240,000	20.61%
Packaging Materials (Jars, Vapes, Edible Bags)	$14,025	$168,300	14.46%
Total COGS	**$97,025**	**$1,164,300**	**100.00%**

Operating Expenses (OpEx)

Boutique Gardens maintains a lean, highly efficient operational footprint. Our monthly overhead is standardized across both models, assuming a dedicated staff of four daily shift employees and one active manager. The facility and infrastructure have been modeled to sustain maximum throughput regardless of whether the final distribution is wholesale or direct retail.

EXPENSE CATEGORY	MONTHLY COST	YEAR 1 ANNUALIZED	% OF OPEX
Payroll (4 employees + 1 manager)	$23,200	$278,400	69.50%
Rent	$4,033	$48,396	12.08%
Repairs & Maintenance	$2,000	$24,000	5.99%
Utilities	$2,000	$24,000	5.99%
General Liability, Worker's Comp & Property Insurance	$1,600	$19,200	4.79%
Sales & Marketing	-	$5,000	1.25%
Licensing Fees	-	$1,000	0.25%
Security Monthly Server Charge	$50	$600	0.15%
Total Operating Expenses	**$32,883**	**$400,596**	**100.00%**

Option A: Wholesale to Dispensary

The Wholesale model allows Boutique Gardens to act strictly as a manufacturer and distributor. By selling directly to established dispensaries, we benefit from bulk transactions and simplified logistics. While pricing is lower than direct-to-consumer (D2C), the volume consistency provides a highly stable revenue floor.

Revenue Breakdown (Wholesale Pricing)

- **Distillate:** 1 Liter @ $25/g (Dispensary price $50-60/g) = $300,000/yr
- **Rosin:** 1.5 lbs (672g) @ $40/g (Dispensary price $80-90/g) = $322,560/yr
- **Rosin Vapes:** 2 lbs (1,792 vapes) @ $35 ea (Dispensary price $70-80) = $752,640/yr
- **Edibles:** 0.5 lb rosin (2,240 packs) @ $17.50/pack (Dispensary price $35-40) = $470,400/yr
- **Packaged Flower:** 30 lbs @ $3,500/lb (Dispensary price $50/eighth) = $1,260,000/yr
- **Hash Holes:** 500 pre-rolls @ $50/piece (Dispensary price $100) = $300,000/yr

WHOLESALE FINANCIAL SUMMARY	MONTHLY	ANNUALIZED (YEAR 1)
Total Revenue	**$283,800**	**$3,405,600**
Total COGS	$97,025	$1,164,300
Gross Profit	**$186,775**	**$2,241,300**
Total Operating Expenses	$32,883	$400,596
Net Income (Before Taxes)	**$153,892**	**$1,840,704**
Taxes (Fed 21%, State 9%, Muni 2%)	-	$704,448
Annual Post-Tax Cashflow		**$1,136,256**

Option B: In-House Delivery (Direct-to-Consumer)

The In-House Delivery model vertically integrates Boutique Gardens directly to the end user. By operating our own delivery fleet, we bypass the dispensary middleman and capture full retail margins. As demonstrated in the metrics below, selling at standard dispensary rates directly to consumers radically transforms the profitability profile.

Revenue Breakdown (Retail Pricing via Delivery)

- **Distillate:** 1 Liter in 1g vapes @ $40/g (Dispensary price $60) = $480,000/yr
- **Rosin:** 1.5 lbs (672g) @ $60/g (Dispensary price $80-90/g) = $483,840/yr
- **Rosin Vapes:** 2 lbs (1,792 vapes) @ $60 ea (Dispensary price $70-80) = $1,290,240/yr
- **Edibles:** 0.5 lb rosin (2,240 packs) @ $30/pack (Dispensary price $35-40) = $806,400/yr
- **Packaged Flower:** 30 lbs (3,840 eighths) @ $45/eighth (Dispensary price $50) = $2,073,600/yr
- **Hash Holes:** 500 pre-rolls @ $75/piece (Dispensary price $100) = $1,050,000/yr

IN-HOUSE DELIVERY FINANCIAL SUMMARY	MONTHLY	ANNUALIZED (YEAR 1)
Total Revenue	**$515,340**	**$6,184,080**
Total COGS	$97,025	$1,164,300
Gross Profit	**$418,315**	**$5,019,780**
Total Operating Expenses	$32,883	$400,596
Net Income (Before Taxes)	**$385,432**	**$4,619,184**
Taxes (Fed 21%, State 9%, Muni 2%)	-	$1,593,562
Annual Post-Tax Cashflow		**$3,025,622**

Comparative Analysis & ROI

The financial delta between the two models heavily favors vertically integrated delivery. Because our fixed overhead and COGS remain flat across both models, the transition to retail pricing generates disproportionate gains to the bottom line.

WHOLESALE CASHFLOW	IN-HOUSE DELIVERY CASHFLOW
$1,136,256	**$3,025,622**
YEAR 1	YEAR 1

Executing Model B (In-House Delivery) effectively yields a **166% increase in post-tax cash flow** compared to the wholesale model, expanding the gross profit margin from 65.8% to 81.1% on identical production volumes.

Capital Requirements & Use of Funds

To execute this business model, Boutique Gardens requires a single seed injection of **$327,898**. This capital covers physical infrastructure buildout, state-of-the-art processing equipment (including specialized hash rosin setups and automated vape filling lines), vehicle acquisition, and six months of operational runway (rent, payroll, and insurance) to ensure stability through to first sale.

STARTUP COSTS TO FIRST SALE	CAPITAL ALLOCATION
Inventory Acquisition	$94,000
Hash Rosin Setup	$50,000
Rent Buffer (First 6 Months)	$30,198
Workers Pay + Insurance Buffer	$30,000
Vape Filling Machine	$25,000
Delivery Truck	$25,000
Generator	$16,000
Parking Lot Upgrades	$15,000
Security Systems	$10,000
Constructing Rooms	$10,000
Electric Buildout	$8,000
HVAC System	$4,000
Gas Lines	$3,000
Shelving For Materials	$3,000
Plumbing	$2,000

STARTUP COSTS TO FIRST SALE	CAPITAL ALLOCATION
Refrigerators / Freezers	$1,500
Total Initial Capital Required	**$327,898**

Investment Opportunity

With total startup capital capped at **$327,898**, the projected year-one cash flow of **$1.13M to $3.02M** presents a rapid payback period and significant ROI multiplier for our angel investors. We invite you to partner with Boutique Gardens as we scale processing and delivery in the heart of the world's largest legal cannabis market.