

# Task

Your investment team at MB/A Ventures is looking to make one more investment in your current fund. You've narrowed it down to two potential industries, with four companies in each sector. Take a look at the options. Decide which company you'll invest in, why, and how to sell it to the investment partners.

MB/A Ventures is industry agnostic but is focused on early- and mid-stage startups within attractive markets. Check sizes range from \$2M-\$25M. (For any company looking for more money, the team will help add VCs to the round.)



# BUDDING INDUSTRY: ANALYZING INVESTMENT OPPORTUNITIES

**MB/A**  
Venture Partners

  
**GROUP 27**  
DECISION DOSSIER

## OUR TEAM



**Alex**  
Benson



**Andrew**  
Leshak



**Crystal**  
Mejia



**Evan**  
Roman



**Katie**  
Ferraro



**Lindsey**  
Everson



OUR RECOMMENDATION —————>

OUR RECOMMENDATION

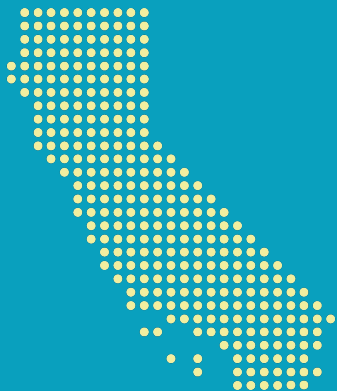
# THE FUTURE OF SOCIAL DRINKING IS HERE

AND IT'S CANNABIS - IN A CAN



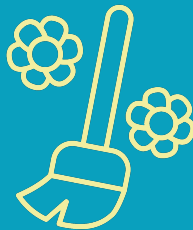
ABOUT CANN →

## ABOUT CANN



Crafted in California

Cannabis-infused  
social tonic



Clean  
ingredients

Celebrity and media  
endorsements



MEET THE FOUNDERS



## MEET THE FOUNDERS

Jake Bullock

Luke  
Anderson



Business Degrees  
Consulting Experience



Consumer Product Experience

VISION & MISSION —————>

## VISION, MISSION, & STRATEGY

“ One day, small-dose cannabis beverages would take a share of beer, wine and spirit sales. ”

# Vision

# Mission

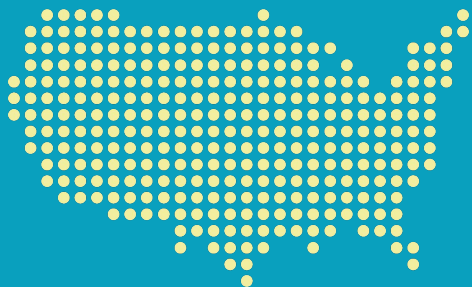
Provide consumers with a product that delivers the fun without artificial ingredients - and NO HANGOVER!

Expand into markets & dispensaries where consumer interest is high while ensuring that brand and flavor profile reflect the vision and mission

# Strategy

CURRENT MARKET →

## CURRENT MARKET



Distributed in many states



Expanding into Canada

Targeting  
Millennials and Gen-Z



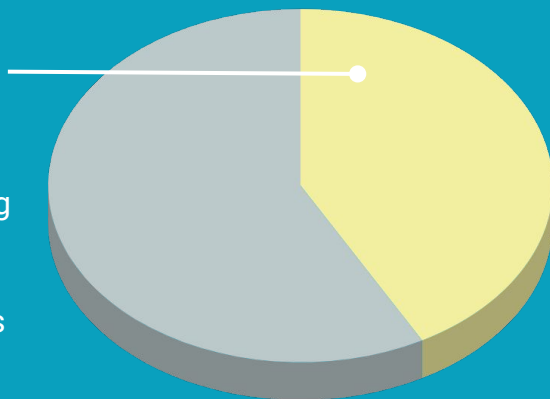
Find heavy  
drinking boring



More  
health-conscious



Live in a state where  
cannabis is legal



# 17.8%

compound annual growth rate for  
cannabis-infused drinks by 2025

ADVANTAGE & VALUE →



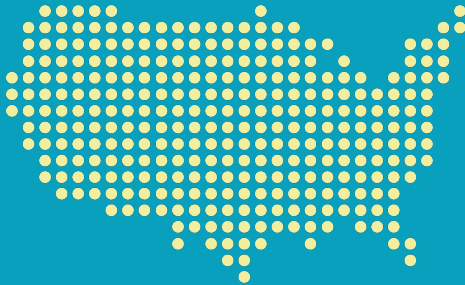
## COMPETITIVE ADVANTAGE & VALUE PROPOSITION



Current trend:  
Less drinking, choosing  
“healthier options”



Established “unspiked” line  
to expand market reach



Already established in multiple states,  
unlike competitors






Named “Best of”  
in 2021



Premium  
price point

RISK STRATEGY →

## RISK MITIGATION STRATEGY

CATEGORY	IDENTIFIED RISKS	MITIGATION PLAN
 <b>Compliance</b>	<ul style="list-style-type: none"><li>• Regulations limit where THC/CBD products can be sold and distributed</li><li>• Restrictions on marketing strategies</li></ul>	<ul style="list-style-type: none"><li>• Scope expansion to markets where consumer interest is high and regulations permit sale of the product.</li></ul>
 <b>Financial</b>	<ul style="list-style-type: none"><li>• Large upfront costs (state-by-state regulatory licenses, manufacturing, and distribution)</li></ul>	<ul style="list-style-type: none"><li>• Partner with dispensary chains (i.e. Ascend) to streamline efforts for getting into new stores</li></ul>
 <b>Strategy</b>	<ul style="list-style-type: none"><li>• Dosage of THC per can is far lower than competitors</li><li>• Market timing. “Is it too early?”</li></ul>	<ul style="list-style-type: none"><li>• Lower dose = more controlled experience</li><li>• Ensure branding and flavor profile reflects the vision of a “healthy hedonist”.</li></ul>

HOW MUCH TO INVEST →

## HOW MUCH TO INVEST

# \$3 MILLION

at a \$250 million valuation

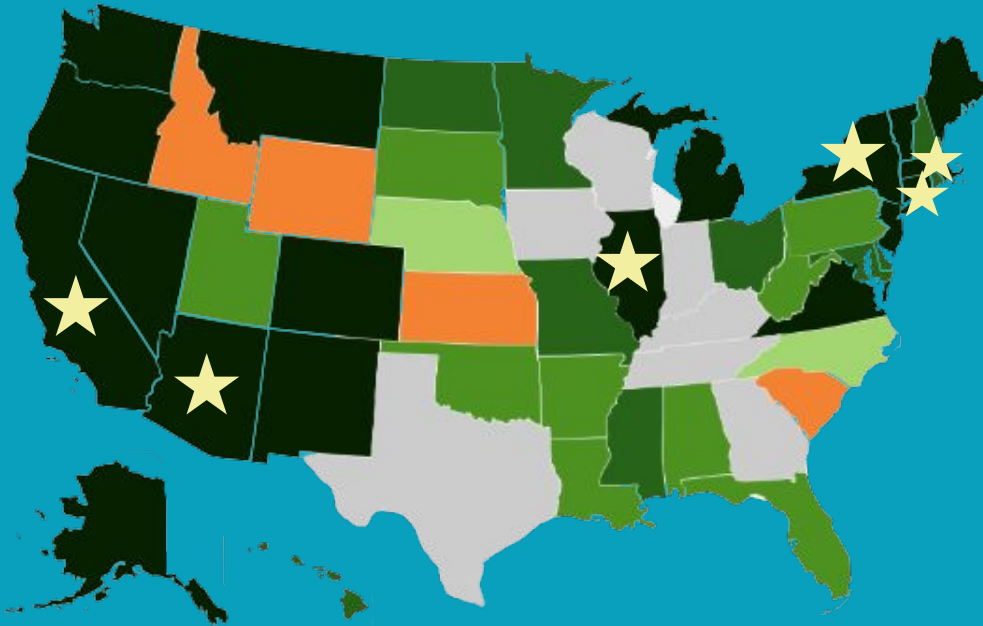


Cann has 9% market share of the  
\$2.8B estimated market size in 2025

GROWTH POTENTIAL →

## GROWTH POTENTIAL

● Legalized ● Medical and Decriminalized ● Medical ● Decriminalized ● CBD Only ● Fully illegal



- Wider distribution
- Option for less government regulation with “unspiked” version
- Leverage “healthy living” for unique collaborations

GROWTH POTENTIAL →

THANK YOU

