A Botanically Complete Ingredient
Rich in Natural Cannabinoids

G. Randall & Sons, Inc.
strause@cannaka.com
www.randysclub.org
This presentation is for discussion purposes only. The material is based upon information that G. Randall and Sons Inc. (GR&S), the legal administrators of Cannaka™, consider reliable, but do not represent that it is accurate or complete, and it should not be relied upon as such. All timelines, prices and rates referenced herein are indicative of and subject to market conditions.

The material available in this presentation may contain forward-looking statements that are based on current expectations and assumptions that are subject to risks and uncertainties. These statements can be identified by forward-looking words such as “may”, “might”, “will”, “should”, “expect”, “plan”, “anticipate”, “believe”, “estimate”, “predict”, “optimistic”, “potential”, “future” or “continue”, the negative of these terms and other comparable terminology. All such assumptions are inherently subject to significant economic and competitive uncertainties and contingencies beyond our control and upon assumptions with respect to the future business decisions, which are subject to change. Accordingly, there can be no assurance that actual results will meet expectations and actual results could differ materially due to various factors.
The Opportunity

● We have developed a brand new product for (CAM) *complementary and alternative medicine* market that promotes a healthy inflammatory response and supports the central nervous system.
  ○ Two products currently being sold; an oral supplement and a topical lotion
  ○ These products work synergistically by working systemically (oral supplement) as well as locally (topical lotion)

● Financial growth:
  ○ Complementary and alternative medicine market is a $9 billion market.
  ○ Over 263 million people use CAM’s for pain management
  ○ Over 95 million people use CAM’s for inflammation
The Problem

How to navigate and capitalize on the regulatory, legal and social changes surrounding botanical products?

1. Pharmaceutical products
   a. Known path, limited market,
   b. High risk and high cost

2. CAM market (nutraceutical and botanical health care industry)
   a. Emerging product
   b. Known regulatory structure
   c. Limited claims
   d. Known marketing rules
GR&S Inc. has entered the billion dollar nutraceutical and botanical health care industry with Randy’s Remedy products, **powered by Cannaka**:

Cannaka, a botanically complete ingredient rich in natural cannabinoids that is:

- Not-intoxicating
- Scientifically formulated to utilize the whole plant including added terpenes
- Consistent quality and potency for oral and topical products
- Consistent with federal guidelines
The Advantage
powered by Cannaka™

- Randy’s Remedy products are sold online at www.randysclub.org
  - **Randy’s Remedy - Daily**: A daily oral health supplement to benefit the entire body
  - **Randy’s Remedy - Lotion**: An everyday skin cream to bring relief to affected areas.
  - Taken together, they support a healthy inflammatory response and provide systemic benefit and immediate relief to affected areas.
  - **Randy’s Remedy - Companion**: A oral supplement for our beloved pets

- GR&S team is suited to grow in this space with:
  - Recognized experts in the global pharmaceutical field
  - Advisors, legal and industry, with first-hand knowledge of the regulatory agencies and as industry advocates
  - Qualified to respond quickly to changing regulations and lobby as regulations are being drafted.
G. Randall & Sons, Inc. is seeking to raise $500,000 to:
1. Increase branding and marketing of our Randy’s Remedy products, powered By Cannaka,
2. Scale up production, automate current sale platform
3. Expand our current product line and,
4. Establish relationships with distributors and retailers.

In exchange for an investment, we are offering:
1. 20% equity in G. Randall & Sons, Inc.
2. A minimum investment of $125,000 is requested from our initial partners.
3. We are pursuing bridge investors and have plans for larger investment opportunities in the future.
Business Model

Growth Strategy

Product Development and Scale:
- Scale up current production, packaging and distribution of 3 current products
- Expand market to include retail sales and wholesale distribution
- Develop new Randy’s Remedy products, powered by Cannaka

Targeted Marketing Strategy:
- Utilize transmedia marketing and lean startup model
- Focusing initially on inflammation, psoriasis, and seizures
  - Will provide relief for the symptoms
  - Need for CAM products as an alternative to pharmaceutical treatments, which are less-effective and/or have negative side-effects
## Target Markets

<table>
<thead>
<tr>
<th>Market</th>
<th>Number of Competitive Products</th>
<th>Average Monthly Price of Natural Product</th>
<th>Total Number of People with Ailment</th>
<th>Number of People with Ailment in Target Age 18-65 yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflammation</td>
<td>50</td>
<td>$18.00</td>
<td>97,000,000</td>
<td>6.8 million</td>
</tr>
<tr>
<td>Psoriasis</td>
<td>20</td>
<td>$17.00</td>
<td>7,500,000</td>
<td>2.9 million</td>
</tr>
<tr>
<td>Seizures</td>
<td>25</td>
<td>$15.00</td>
<td>2,300,000</td>
<td>1.5 million</td>
</tr>
</tbody>
</table>
Website statistics: May 22 - June 21

Randy’s Remedy:
- 5% increase in return users
- 14% drop in new users
- 5% drop in bounce rate
- 60% new sessions

National Average:
- 1.2% increase in return users
- 22% drop in new users
- 1.3% drop in bounce rate
- 40% new sessions
## Competition

<table>
<thead>
<tr>
<th>Strength</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Proprietary formula</td>
<td>● Growing market for cannabinoid product</td>
</tr>
<tr>
<td>● Made in USA</td>
<td>● New, exciting product</td>
</tr>
<tr>
<td>● Team is well positioned for success</td>
<td>● Wide area of effectiveness</td>
</tr>
<tr>
<td>● Passionate Story</td>
<td></td>
</tr>
<tr>
<td>● Diversified source of raw materials</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weakness</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Underfunded</td>
<td>● Larger, established competitors</td>
</tr>
<tr>
<td>● Ballooning market with uncertainty</td>
<td>● Large corporations waiting to enter</td>
</tr>
<tr>
<td>● Premium product - limited market</td>
<td>● Limited availability, currently, of raw materials</td>
</tr>
<tr>
<td></td>
<td>● Dropping cost of raw materials over the next 5 years</td>
</tr>
</tbody>
</table>
The Strause Group

Tyler Strause  
*Founder, President*

Subject-matter expert on botanicals.  
Founder of Randy’s Club, GR&S, creator of Cannaka and RC1:1

Linda Strause, PhD  
*Co-Founder, Vice President*

Expert in clinical research, regulatory oversight, human subject protection and faculty of nutrition at UC San Diego.

Brendon Strause  
*Co-Founder, Secretary & Business Manager*

Subject matter expert in nutraceutical products and the nutraceutical / botanical industry. Co-founder Randy’s Club.

The Strause Group includes Linda Strause, PhD and her two sons, Tyler and Brendon. Together they founded G. Randall & Sons, Inc. (GR&S), named in memory of their husband/father whose life and death from incurable brain cancer inspired their vision and define their principles. Dr. Strause brings over 30 years experience and expertise in scientific rigor, clinical trial conduct, human nutrition, and education. Tyler Strause has over 6 years as a subject matter expert, covering all aspects of the plant; its cultivation, extraction, manufacturing, and chemistry. Brendon Strause has worked closely with Tyler forming Randy’s Club, a CA mutual benefit non-profit, responsible for personnel oversight, finances and management, and is pursuing a masters in business administration.

GR&S was founded to satisfy the growing market for legal dietary cannabinoid health products produced using responsibly sourced botanical ingredients. Our products, Randy’s Remedy, are powered by Cannaka.
The Board of Directors

**Susan Snow: Chief Financial Officer**

Susan Snow’s responsibilities include, but are not limited to, identification of key partners from attorneys to bankers, assisting with the development of the private placement memorandum documents, and overseeing all activities of the company pertaining to financial processes and tracking and corporate governance.

Ms. Snow’s experience spans public accounting, financial services, consumer product manufacturing, construction, clean-tech, and defense contracting. She has led HR, IT, Finance & Accounting, Operations, and Sales & Marketing.

Ms. Snow is published in nationally recognized publications such as Accredited Members. An effective communicator, she is frequently invited to speak as a lecturer or a panel member. Finally, Ms. Snow gains the highest level of professional satisfaction by serving as a mentor and collaborator for younger professionals.

**Omar Kaczmarczyk: Chief Relationship Officer**

Omar Kaczmarczyk has expertise in crowdfunding, market development, and engagement. He has 40 years experience in film and transmedia production, marketing, and distribution of major intellectual properties, including motion picture, television and print. He has consulted on over 140 international productions and films worldwide. His experience brings immense knowledge of the worldwide trans-media marketplace.

Mr. Kaczmarczyk is leading our strategy to define and capture the market for botanical health and beauty products and establish the **Randy’s Remedy and powered by Cannaka** brand as a leader in the market.
Our Mission

To transform botanical extracts containing dietary cannabinoids into effective health products which take advantage of the entourage effect resulting in enhanced effectiveness, promoting healthy happy lives.

Our Values

Quality, safety, and a commitment to creating products that radically resist being read as generic.
Use only as many ingredients as is necessary, use as many ingredients as is necessary.
Define the details and refine the product, there’s no such thing as too much information.

Our Vision

Our vision is a brand which unites and inspires people to live a life that is full and meaningful by connecting with their experiences and encouraging them to participate fully with us as we build our brand and our company.