



## Use of Funds

### How Capital Will Be Deployed to Launch and Scale 420 Gift Box

The funds raised in this round will be used to launch the 420 Gift Box platform deliberately, compliantly, and at a premium standard. Every dollar is allocated toward building durable infrastructure—not short-term marketing hype.

Total Raise Target: \$250,000

#### 1. Cannabis Crop & Product Inventory

Allocation: \$80,000

This allocation funds the acquisition of premium cannabis flower and participating product samples for the initial launch run.

Capital is deployed toward:

- Securing high-quality cannabis from licensed cultivators
- Purchasing product inventory for the first limited production run
- Structuring fair, paid partnerships with early brand participants

This ensures consistent quality, supply reliability, and credibility with both consumers and brands.

#### 2. Inventory Management & Secure Storage

Allocation: \$40,000

Cannabis requires specialized handling that meets regulatory, safety, and quality standards.

Funds support:

- Secure, compliant storage solutions
- Climate-appropriate inventory environments
- Inventory tracking and controls

This protects product integrity and ensures operational readiness from day one.

#### 3. Merchandising & Box Assembly

Allocation: \$35,000

This allocation covers the physical execution of the 420 Gift Box experience.

Includes:

- Product curation and assembly labor
- Quality assurance checks
- Coordination of multi-brand components into a cohesive offering

Execution quality at this stage defines the consumer experience and repeat demand.

#### 4. Packaging, Branding & Physical Assets



Allocation: \$45,000

Discretion and elegance are central to the value proposition of 420 Gift Box.

Funds are used for:

- Custom bamboo stash boxes
- Branded rolling papers, grinders, accessories, and inserts
- External packaging that prioritizes privacy and aesthetics
- Cohesive branding across all physical touchpoints

Packaging is treated as part of the product, not an afterthought.

## **5. Marketing, Outreach & Brand Activation**

Allocation: \$30,000

This capital supports targeted, efficient go-to-market execution.

Used for:

- Digital marketing campaigns
- Content creation and visual assets
- Influencer and early community activation
- Initial customer acquisition to match inventory availability

Spending is measured, targeted, and aligned with premium brand positioning.

## **6. Operational & Launch Reserve**

Allocation: \$20,000

A dedicated reserve ensures execution continuity through launch.

Supports:

- Compliance adjustments
- Logistics coordination
- Platform refinements
- Unforeseen operational contingencies

This reserve protects against delays and allows the team to execute without disruption.

## **Summary Allocation**

- Cannabis crop & inventory: \$80,000
- Storage & inventory management: \$40,000
- Merchandising & assembly: \$35,000
- Packaging & branding: \$45,000
- Marketing & outreach: \$30,000
- Operational reserve: \$20,000

**Total: \$250,000**

*“You can help shape something valuable”*