

GEMSTONE SPRING®

GEM GRADE
CBD INFUSED BOTANICAL TEAS
BOTTLED AT THE SOURCE, UNION MAINE

OPPORTUNITY PRESENTATION



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For purposes of the Business Plan, a “Competitor” means any person or entity which at relevant times engages or is making plans to engage in whole or in part in business activities which are the same as, similar to or in competition with the business of the Company and its affiliates (“Affiliates”) and their affairs. Recipient agrees that such information will be held inviolate and confidential, and that Recipient will conceal the same from any and all other persons, including but not limited to, Competitors and potential Competitors of the Company and the recipient will not impart any such acquired knowledge.

DESCRIPTIVE BUSINESS PLAN

This Business Plan has been prepared to provide some information to the Recipient in order to familiarize him/her or it with the business of the Company. The information contained in this Business Plan is a summary description of the business and industry only and should not be treated like, relied upon as, or deemed to be full disclosure regarding all relevant and material information.

If Recipients are interested in pursuing an investment in the Company, the Company advises Recipients that they should perform their own financial and legal due diligence. Information regarding the business and industry in question may, and in all likelihood will, change from the date of this Business Plan. This Business Plan does not contain specific terms of a transaction.

DISCLAIMER

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IF YOU DO NOT WISH TO RECEIVE THIS BUSINESS PLAN SUBJECT TO THE FOREGOING TERMS AND CONDITIONS, PLEASE IMMEDIATELY RETURN IT TO:

Graj + Gustavsen
210 5th Ave, 8th Floor
New York, NY 10010

About Gemstone Spring®

The idea for Gemstone Spring® was born in our Art Cafe MAMACHA in NYC. As artists, and with so many creative people as customers, we were inspired to create a line of beverages with healthful benefits that also helped people relax and rediscover the magic in their lives, thereby lifting the creative spirit. Our brand name was inspired by the crystalline earth through which our water travels and is purified. Our goal is to create and nurture a brand that stands out in the market as something special and unique — a blend of the old world and new, poetry meets science.



MAINE'S BEST WATER

Gemstone Spring® is a naturally occurring source of spring water located in Union Maine. It was discovered when local store owners decided to test the water on their property in order to make sure the water quality was sufficient to serve coffee and other beverages. When the state of Maine drinking water program tested the water, they were so excited by the natural purity of it that they immediately contacted the owners to exclaim “this water is Maine’s Best” because it was literally the naturally purest water they had tested in the state. The water itself is naturally alkaline as it bubbles up through a complex crystalline granite body that also happens to be rich with limestone. Maine is known the world over for its pristine drinking water and this source is at the top of the list.

OUR BRAND

Gemstone Spring® was created to help people feel Inspired, energized, relaxed, and foster a creative spirit.

The ingredients in **Gemstone Spring**® beverages are there to foster the rediscovery of magic in one's life, which can only happen when we eliminate physical and emotional stress.

Gemstone Spring cares about the environment, that's why we use glass bottles for all distribution purposes, and heavy-weight, non-leaching RPET (recycled plastic) for all mail orders. And with the passage of the 2018 farm bill that will soon disrupt all sectors of industry by replacing toxic materials with hemp fibers, seeds, oils, and resins, Gemstone Spring will be one of the first companies to implement hemp plastics for all our plastic requirements.



ABOUT

Gemstone Spring® beverages are made from pure Maine gem-grade spring water that flows through crystalline earth infused with the highest grade botanicals.

Hemp derived CBD is the key ingredient for relaxation in most of our drinks. We also offer a cold-brew coffee beverage for those who desire the simultaneous effect of energy along with relaxation.



OUR LABEL IS DIFFERENT BY DESIGN

The soulful apothecary aesthetic was created to stand out at retail among a sea of minimalist labels. It is intended to capture the magic of pure spring water flowing from crystalline earth and our brand spirit of helping people rediscover a sense of childlike wonder.



DEMOGRAPHIC

The CBD Consumer:

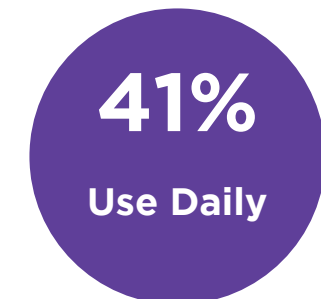
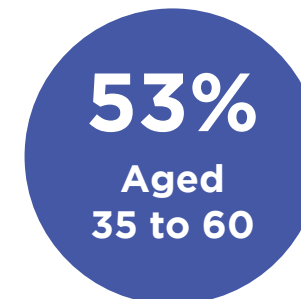
With increased public awareness and changing demographics, the CBD market is gaining momentum as our target consumers search for more natural remedies.

What is important to them?

- Taking care of family
- Eating well and exercising
- Staying active and social
- Clean house, neighborhood, planet
- Status and achievements

What they want to avoid?

- Anxiety, fatigue or pain
- Putting on weight
- Not meeting responsibilities
- Neglecting social life



22% are aged 26 to 34
31% are 35 to 49
22% are aged 50 to 60
58% of users are Women

41% use on a daily basis
Average monthly spend on
CBD products is \$80+

FLAVORS

Gemstone Spring® is being introduced in six flavors all with full spectrum water soluble CBD:

Moonstone

Maine spring water
with full spectrum
water soluble CBD

Emerald

A detox formula:
Chlorella, Spirulina,
Guayusa

Sunstone

An anti-inflammatory
tea: Tulsi, Turmeric,
Ginger

Rubellite

A Chinese tonic formula:
Schizandra Berry, lemon
essential oil

Obsidian

A cold-brewed, certified
organic shade-grown
coffee with Chaga
Mushroom

Sapphire

A calming formula:
Lavender, Blue Majik,
L-Theanine, Chamomile

Each is a beautiful, glowing natural color that matches its namesake gem and comes from its unique botanical blend. We also offer a concentrated version of beverage in Hemp Derived **CBD “Drink Drops” Elixir.**

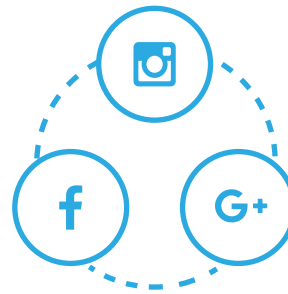
FLAVORS



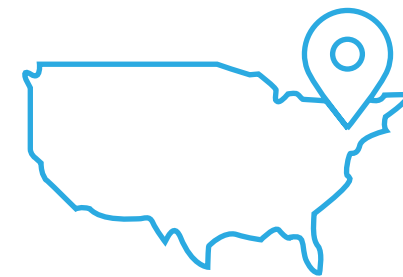
A NEW CPG BEVERAGE OPPORTUNITY POISED FOR RAPID GROWTH



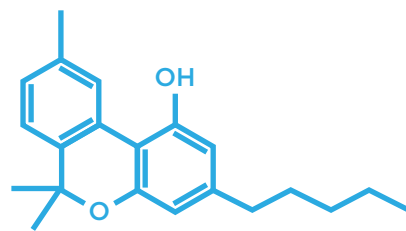
A Growing Category



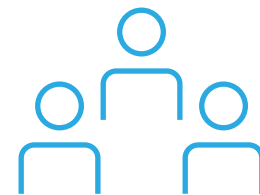
A Social Presence



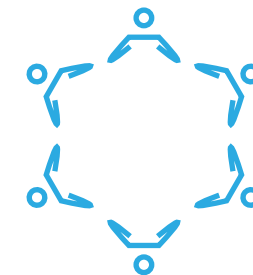
Brick and Mortar Location



CBD Infused Beverage



A World Class Team



High Level Brand Collaboration

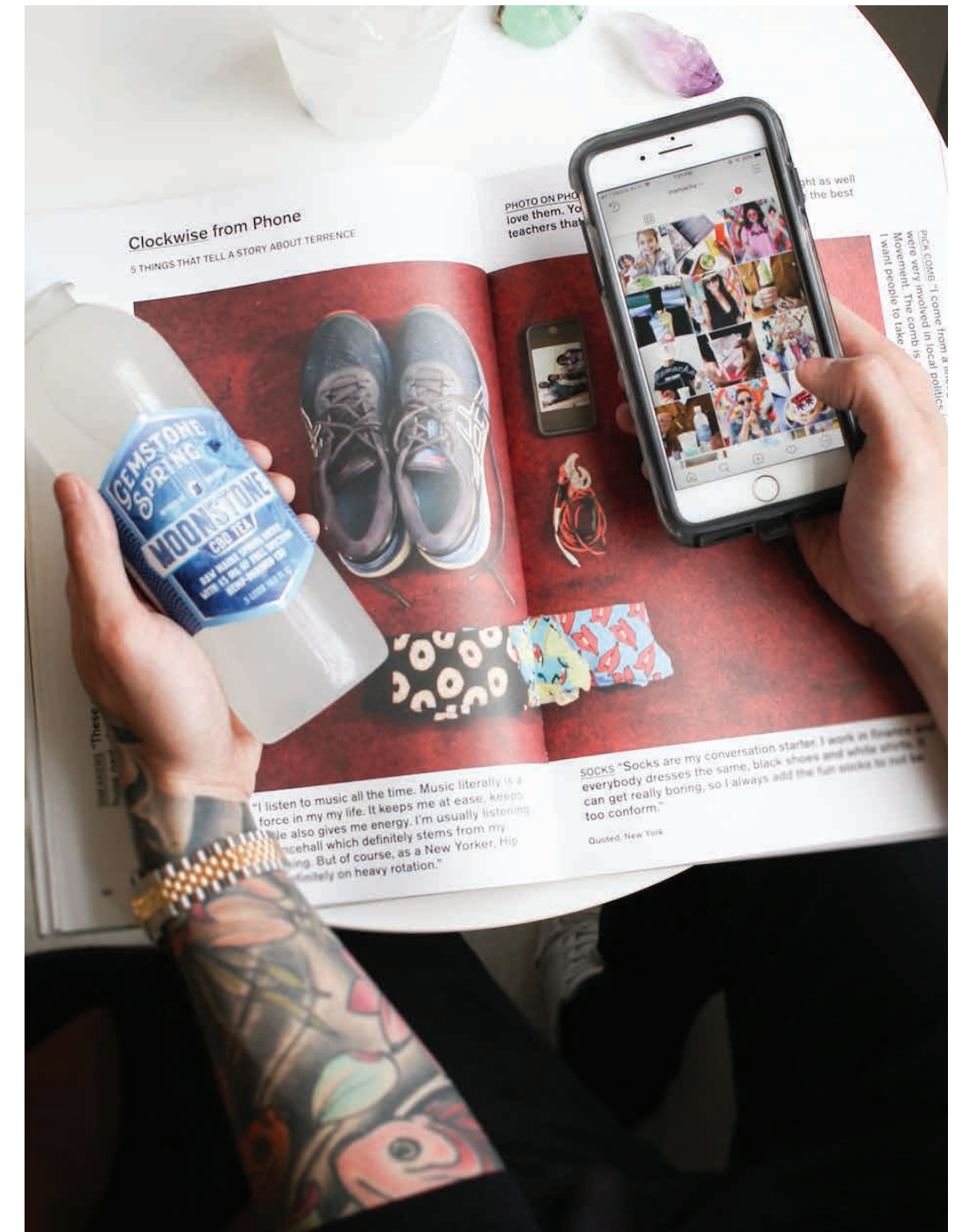
SOCIAL MEDIA

Gemstone Spring:

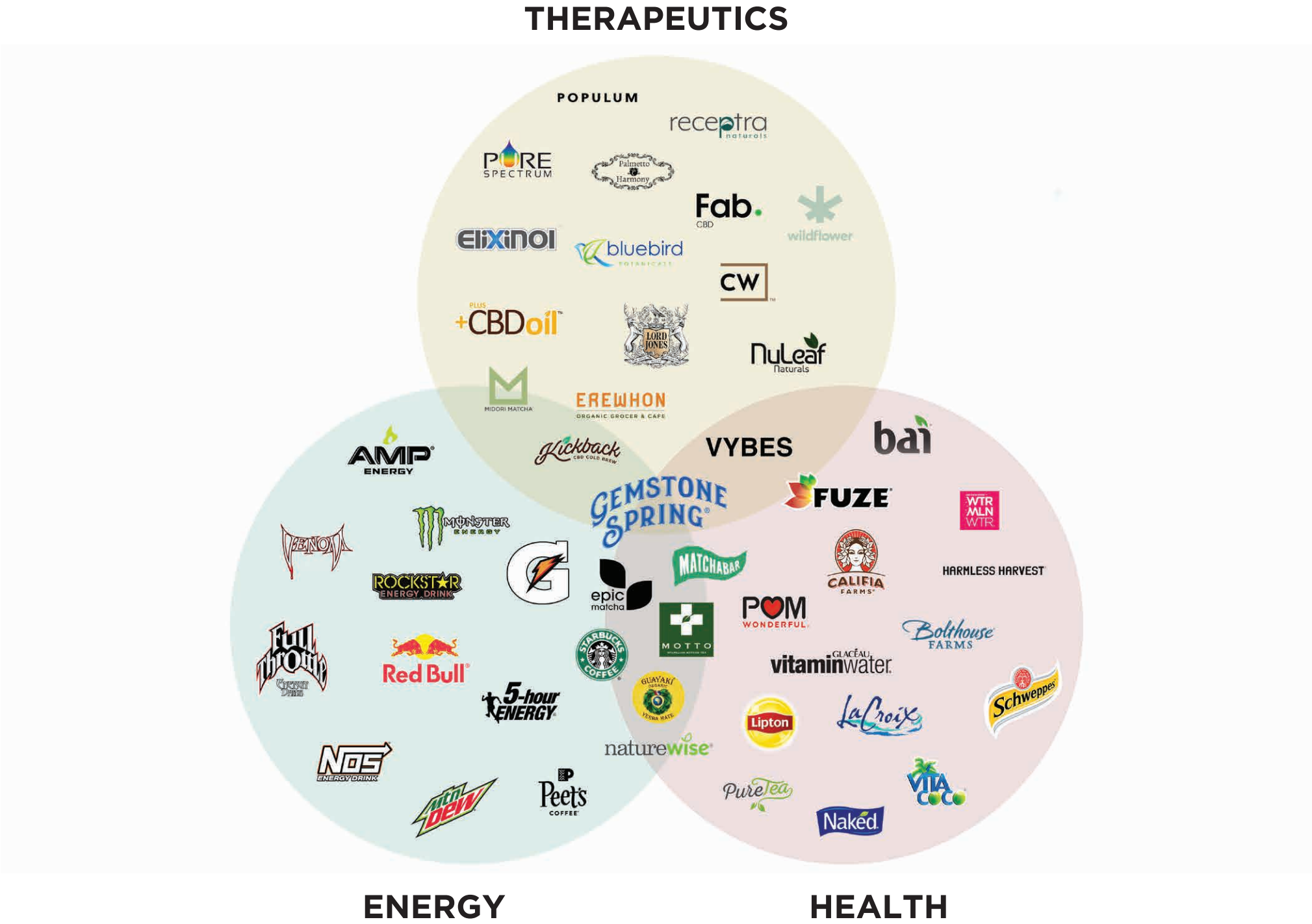
www.gemstonespring.com

www.instagram.com/gemstonespring

www.facebook.com/gemstonespring



POSITIONING IN THE MARKET



POSITIONING IN THE BEVERAGE MARKET



COMPETITIVE WATER ANALYSIS

Brand	Price	Dose	Whole Plant / Isolate	Oil/Nano/WS
Moonstone By Gemstone Spring	\$5.99	15mg	Whole Plant	Proprietary Water Soluble Blend
Cbd Living Water	\$5.99	10mg	Isolate	Nano
Cannaki	\$5.99	5mg	Isolate	Nano
Root Origins	\$7.99	8mg	Isolate	Nano
Hemp'd	\$5.99	5mg	Whole Plant	Oil
Cannanano	\$5.99	10mg	Whole Plant	Nano

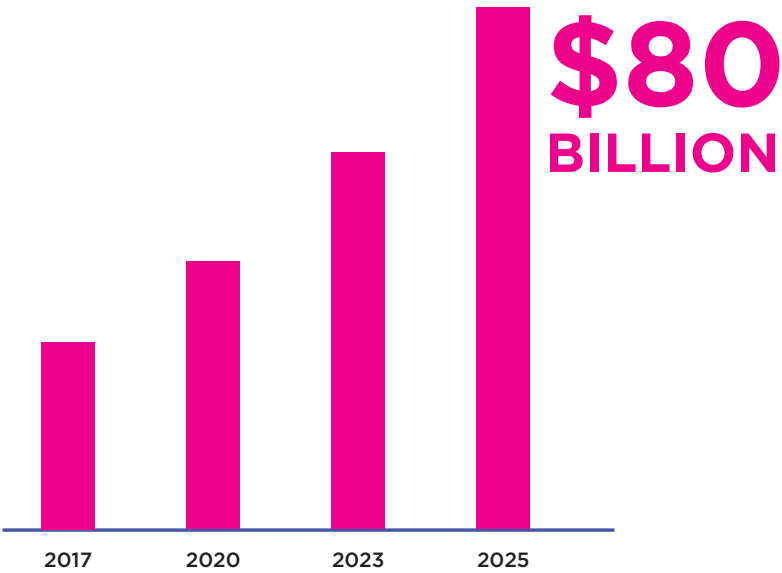


MARKET OPPORTUNITY

THE HEALTHY BEVERAGE MARKET IS EXPLODING

Gen Z is choosing healthier, all natural drinks with less sugar.

THE GLOBAL ENERGY DRINKS MARKET IS EXPECTED TO REACH **USD 84.8 BILLION BY 2025**, UP FROM 50 BILLION IN 2017.



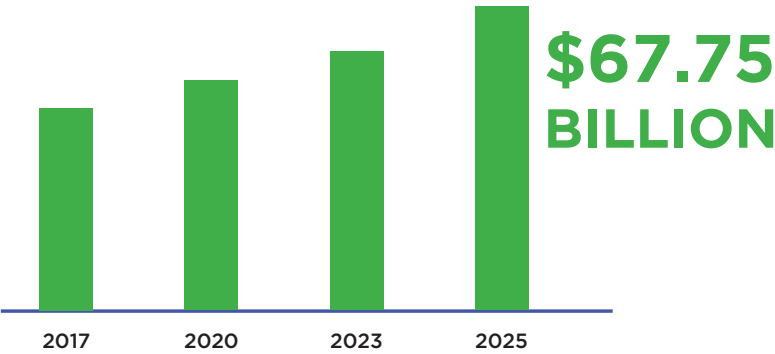
A GROWING LOVE FOR TEA

Tea is globally the most popular beverage obtained from Camellia sinensis plant leaves. It offers various health benefits owing to presence of polyphenols working as antioxidants, vitamins, trace minerals, and different amino acids resulting in stronger immunity, lower cholesterol, increased metabolism, prevention of cancer, and more.

In addition, presence of small amount of caffeine makes tea a mild stimulant preventing fatigue. Major population consuming tea has developed it as a habit, subsequently contributing in the growth of the tea market.

GLOBAL TEA MARKET WAS VALUED AT \$46.4 BILLION IN 2016, AND IS PROJECTED TO REACH AT **\$67.75 BILLION BY 2023**, GROWING AT A CAGR OF 5.5% FROM 2017 TO 2023.

- Allied Market Research



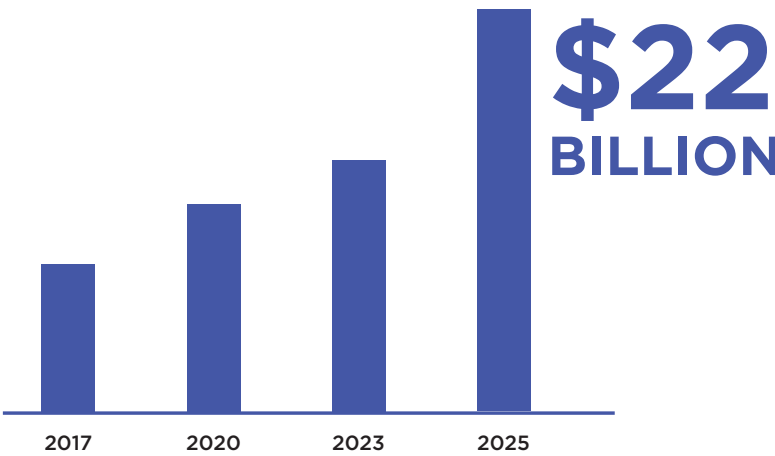
CBD

Cannabidiol (CBD) is a naturally occurring cannabinoid constituent of cannabis. CBD is one of at least 113 cannabinoids identified in hemp plants.

CBD has been shown to help with everything from PTSD and anxiety to MS and epilepsy — without getting you high.

NEW REPORTS PREDICT CBD MARKET WILL HIT **\$22 BILLION BY 2022**.

- Rolling Stone



ACQUISITION CLIMATE

The hurt is accelerating for big CPG (Consumer Packaged Goods). Every single one of the largest eight food and beverage companies has U.S. sales declines in Q1 2016 vs. 2015. This is the “Who’s Who” : Nestle. PepsiCo. Unilever. AB Inbev. Coca-Cola. Tyson. Mondolez. Danone. Together, the sales of the group in this short time period - just one quarter - declined a whopping six percent, of \$5.5 billion.

To put this in perspective, in all of 2015, the top five largest CPG’s lost \$13 billion in sales. Which was already bad. But it looks even worse because all this decline is happening while spending on food and beverage is increasing. In 2015, the U.S. consumer packaged goods (CPG) industry grew over three percent from \$648 billion to \$670 billion — the strongest growth rate registered in four years, the winners here were the little guys. Almost half of that \$22 billion went to small (\$100 million to \$1 billion in IRI-measured sales) and mid-size companies (\$1billion to \$5 billion).

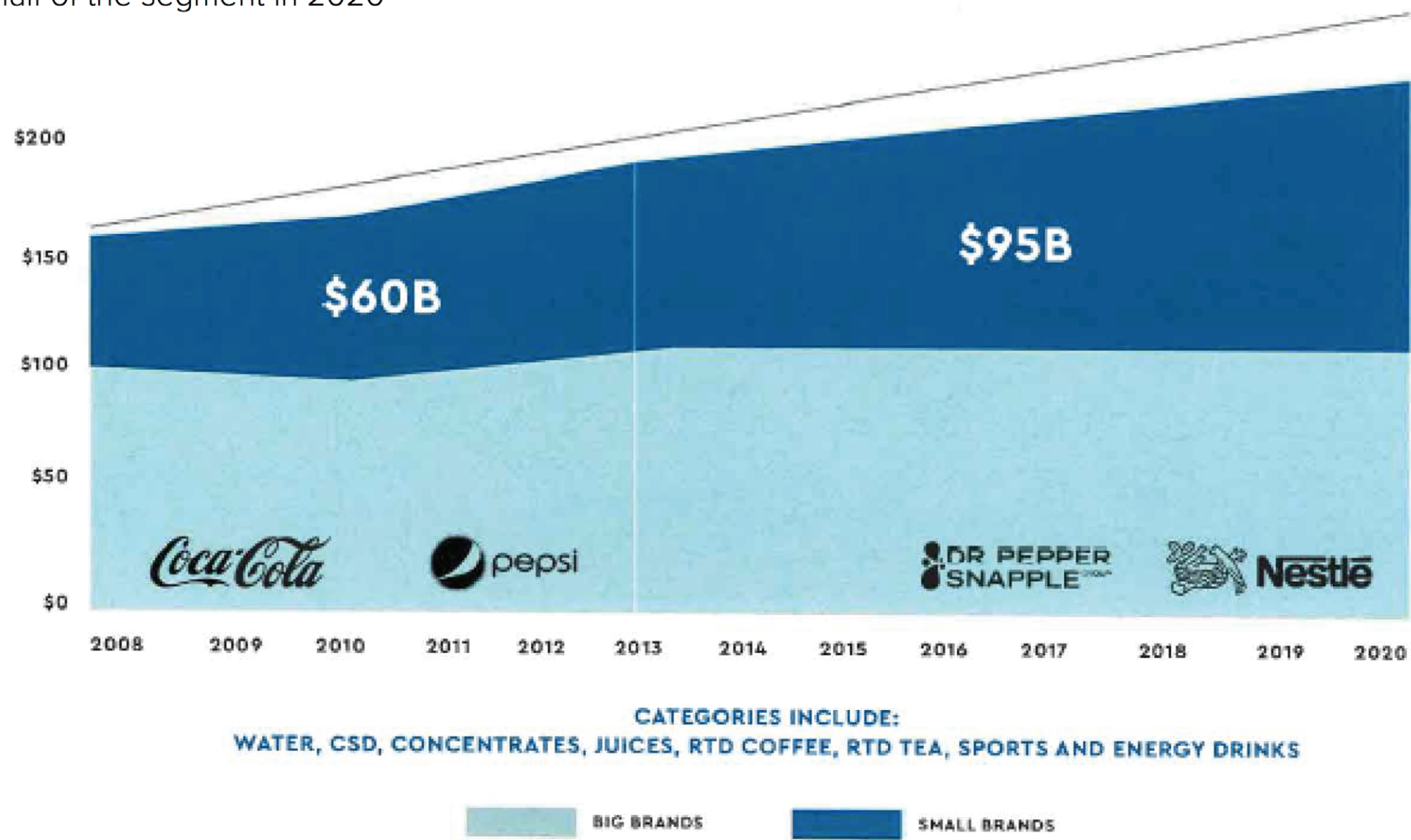
The numbers show that consumers are willing to pay and are spending but their money is flowing away from the CPG giants. The largest reason perhaps is the crossing of consumer distrust of big food and their associated legacy brands with the long-term and accelerating movement towards healthier, “cleaner” foods. Inevitably, that leads consumers to brands created by and driver through smaller, more nimble companies.

These companies are too large and slow to innovate to create growth, innovation requires actions and taking risks, but standing still kills. Instead the only option is to aquire market — right brands.

36 BILLION IN PLAY FOR SMALL BRANDS

95 BILLION BY 2020

Small brands which, at \$60 billion in value in 2008, made up roughly 1/30% of the non-alcoholic beverage market, are expected to grow into half of the segment in 2020



ROUTE TO MARKET



TEAM & ASSETS

WORLD CLASS BRANDING AND MARKETING PARTNERS

Partnership with Graj + Gustavsen, a brand strategy and marketing firm with 30 years of experience with CPG brands and retail experiences.

BEST IN CLASS DISTRIBUTION RELATIONSHIPS

In negotiation with Dora and Rainforest for New York City and national for KeHE & UNFI.

SALES AND CONSUMER TESTING PARTNER

Velocity Sales Management
<https://velocitysalesmanagement.net>

STAFFING PARTNER

Force Brands / Josh Wand
<https://forcebrands.com>



WORLD CLASS BOARD OF ADVISORS

Eric Cahan Founder of Gemstone Spring, Mamacha, and seasoned entrepreneur

Seth L. Pruzansky Founder of Tourmaline Spring, The Maine Intellihemp Co., and Amethyst Elixir Company

Adam S. Levit Founder and President @ Velocity Sales Management from Hain Celestial Group

<https://velocitysalesmanagement.net>

Jim Decicco CEO @ Super Coffee / Sunniva

<https://www.kitulife.com>

Mike Anderson CEO @ Factory LLC & formerly Acosta, NS Sales

<http://www.factory-llc.com>

Micah Anderson CEO @ LEEF Holdings

LEEF | HEADY | BOXCAR SUPPLY CO. | PALEO PAW | <http://www.leefholdings.net>

Brian Sudano Managing Partner @ Beverage Marketing Company

FLAVOR HOUSES

Kenneth G. Voorhees III Ungerer and Company / Whole Plant Extractions

www.UngererAndCompany.com | <https://wpextractions.com>

Frederick C. Leonard Allen Flavors

www.allenflavors.com

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THANK YOU

CONTACT

***Investment opportunities and financial projections available upon request.**

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