

Copilot Supporting Documents for Prince George Retail Cannabis License Application

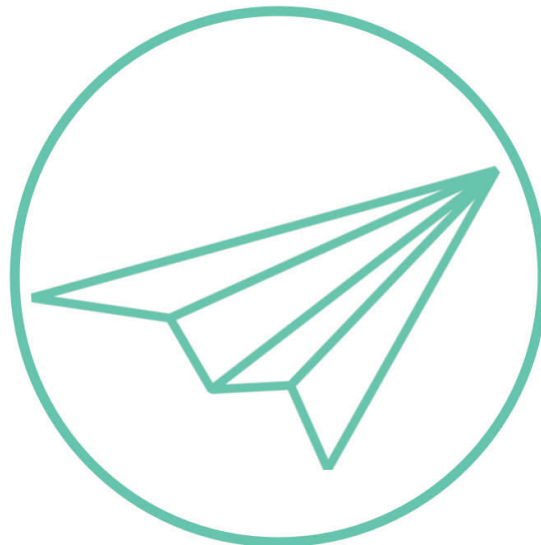


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Introduction

Thank you for considering our application to become one of Prince George's trusted cannabis retailers. Copilot is pioneering cannabis retail at airports across Canada, starting in Prince George. While 1 in 4 Canadians have already traveled with cannabis, there are no existing cannabis stores in airports. To meet this need, Copilot will provide a safe and simple cannabis purchasing experience for travelers at our retail stores. We hope to launch our initial store in the summer of 2022 at Prince George, with several other airports around the country interested in opening additional stores.

While the recreational cannabis industry has been in existence for almost three years, we at Copilot believe there are still many opportunities to improve where, when, and how cannabis is sold. We feel very lucky to have had the opportunity to work with the team at the Prince George Airport and are committed to not only improving the experience of all travelers in and out of YXS, but also to contributing to the community of Prince George as a whole.

We believe that launching a Copilot store at the Prince George Airport is an opportunity for the City of Prince George to be at the forefront of innovative retail in a world changed by COVID. The team at Copilot has spent many months thinking about the best way to launch our initial store and address potential concerns. We hope that the following document reflects the amount of time, energy, and resources invested in this process. We are very grateful for your consideration and hope to meet the high standards of your evaluation committee. Thank you in advance for your consideration.



Executive Summary:

Value Proposition

Copilot is bringing our curated and convenient cannabis retail experience to airports across Canada, starting in Prince George. Copilot will make travel a less stressful and more enjoyable experience by offering a safe, simple, and sophisticated cannabis purchasing experience. Shopping at a Copilot store will feel as familiar as buying a pre-flight coffee or a product at a Duty Free store.

Bringing Copilot to the Prince George Airport offers a unique opportunity for both the City of Prince George and YXS to improve upon its current retail offerings. Launching a Copilot store at the Prince George Airport will generate a significant amount of earned media and customer traffic, as the novelty of a cannabis retail store at an airport will generate huge amounts of interest from travelers visiting town and local community members. Furthermore, adding a Copilot store will help differentiate the Prince George Airport from other Canadian airports, while creating a new source of airport revenue.

Copilot believes that our pilot launch will generate significant revenue and publicity for YXS, so Prince George thus has a major “first mover advantage” among airports in British Columbia and North America more broadly to embrace cannabis retail at airports. Copilot’s store will not only satisfy existing customer demand, but will improve the experience of airport travel in a world changed by COVID by offering a solution to reduce traveler anxiety while increasing airport revenue.

Target Market

While 6 out of 10 Canadians are currently using or are interested in cannabis, it is inaccessible and inconvenient to buy and consume while travelling. Copilot will empower the 80% of Canadians who use cannabis for the purpose of relaxation and the 1 in 4 Canadians who have already traveled with cannabis to improve their flying experience. Our market research with other cannabis stores in British Columbia indicated that interest in cannabis is spread over all demographics and ages, with customers ranging from ages 19 to 90.

Copilot’s customers will be adults of legal purchasing age (19+), including passengers on domestic flights to or from Prince George Airport, members of the community, passenger escorts, and off duty airport employees. For passengers, our store employees will confirm the customer has a domestic flight itinerary and valid boarding pass, as passengers departing on international trips are not allowed to purchase products at the store. We will also allow employees who have finished their shifts and local community members to purchase products.

Business Strategy

Copilot's goal is to meet the unfilled demand for a wellness-focused cannabis retail experience for travelers. We are excited about the opportunity to launch at the Prince George Airport, as it is the perfect location to operate our first store and develop our unique retail experience. This valuable location will allow us to offer products that travelers are looking to purchase without having to travel to the multitude of downtown locations that serve the same products.

Furthermore, our location will focus on developing a customer experience that is focused on comfort and familiarity. Our goal is to create an experience that is just as familiar as walking into a local coffee shop, alleviating the feeling of confusion and intimidation that first time consumers often face at existing cannabis stores. We will cater to all travelers and members of the Prince George Airport community, whether it's their first time consuming cannabis or their one hundredth.

Community

While Copilot is new to Prince George, we have been taken aback by the kindness, generosity, and excitement of the community as a whole. Copilot is committed to embodying those values and putting the community first in every decision we make. Copilot plans on partnering with the Prince George Airport in a variety of philanthropic efforts as we continue to work together.

In addition to employing local members of the community and generating tax revenue for the Prince George Government, Copilot has already budgeted a community contribution which will help fund charitable contributions that the airport already engages in. Possible recipients of our funds include Hope Air and Youth Around Prince George (YAP).



Mission

To make travel a less stressful and more enjoyable experience.

Vision

Introducing a safe, simple, and sophisticated cannabis retail experience at the Prince George Airport for travelers across Canada.

Values

Customer Safety
Community Engagement
Social Responsibility



Company Summary

History

Copilot was co-founded by Owen Ritz and Reed Horton. Our goal is to redefine the modern travel experience and make flying relaxing and enjoyable again by pioneering cannabis retail in airports. After observing the booming growth of the Canadian cannabis industry, we embraced the opportunity to satisfy existing customer demand and improve the traveler experience.

We are investing the same dedication, drive, and problem-solving framework that we developed as student-athletes and teammates as we launch our initial pilot store and pursue our goal of scaling our model into airports across Canada. Copilot is supported by a team of advisors with diverse experiences in cannabis, travel, hospitality, and other early-stage ventures that have launched successful private-public partnerships and resulted in multi-million dollar retail outcomes.

Management Team



Owen Ritz, Co-Founder & CEO

Owen studied Government, History, and Management at Dartmouth College and Georgetown University, where he served as a captain on the Cross Country & Track teams. Owen has been a leader of teams at every scale, working in Global Marketing at New Balance, and consulting on several early-stage, public-private projects abroad with the Tuck School of Business.



Reed Horton, Co-Founder & COO

Reed studied Engineering at Dartmouth College where he focused on mechatronics as well as ran cross country & track. With Reed's past experience including studying robotics, working at small startups, and managing billion dollar incentive programs at Uber, he's excited to bring a technical and methodical approach to the cannabis retail space. At Copilot, Reed hopes to make travel less stressful and more enjoyable for everyone.

Team Expansion

Copilot currently plans to open our flagship store at the Prince George Airport in the Summer of 2022. In advance of that opening, we will be expanding our team to include managers and store associates from the community. They will be compensated at above-market rates and offered competitive benefit packages.

Store Operations

Location

We are very excited about the opportunity to open our store in the departures hall of Prince George Airport. Our plan is to transform the existing “Power Up Lounge” into a Copilot store. We think this location is the perfect opportunity to cater to domestic travellers before they take off and travellers arriving while they wait for their luggage. Our location will also be easily accessible to members of the community who would like to shop at our store while close to the airport. We will be located over 14 km away from the nearest existing cannabis retail store and as such will be providing valuable service to the residents living near the airport.

Hours of Operation

Copilot is seeking to operate its store during the LCRB suggested hours of cannabis retail from 9am to 11pm.

Security

Copilot is committed to the safety of our customers and our airport partner. As such, we are planning to implement multiple risk mitigation strategies. Every customer will be required to present two forms of valid photo identification and a domestic boarding pass if travelling to ensure that they are of legal age. Transport Canada is aware and supportive of our initial store launch.

Furthermore, our employees will be trained to ensure that customers make responsible purchases. We plan on being proactive in engaging with the airport and any applicable regulatory agency in order to ensure we are going above and beyond in developing adequate safety precautions. Copilot will adhere to the *Cannabis Retail Store Terms and Conditions* document regarding requirements of responsible service training for staff, worker registration, strict regulation against exposure to minors by way of identification methods & entrance signage, disturbance prevention, incident logs, store design and product security, cannabis storage and disposal methods, lawful distribution models, cannabis registers, hours of sale, pricing structures, and approved advertising.

Finally, safety is a major consideration in both the store design process and everyday operations. Security cameras will be located on the exterior walls (both outside and inside the terminal) and will cover the entirety of the interior of the store. A state of the art alarm system will be installed to prevent theft and the secure storage room will prevent anyone other than authorized employees from handling cannabis. To that note, no cannabis will be displayed in public areas or be handled by the public (including inside containers such as smell jars).

All of the above safety precautions will also be coordinated and combined with the Prince George airports existing security systems and protocols. As such, they will work in tandem to provide a level of security that maximizes safety and minimizes risk.

Employees / Staff

Copilot will employ approximately 4 to 8 team members at the retail store and serve an estimated 100 of customers per day. There will always be a hands-on Manager will take the lead for security matters including store operations. Copilot Cannabis intends to staff its store to ensure customers are personally attended to one on one and are educated as they shop in a relaxed environment.

Parking and Loading Strategy

The applicant is not seeking any parking / loading relaxation with respect to the application. Product deliveries are relatively small and will be loaded into the store via front access of the building. The floor plan has been created to maximize consumer access to the retail store by way of the main entrance. There is ample parking on the property; however, the store expects its customers to be passing through, on their way to and from somewhere. It is not the intent of the store that it would be a destination location for many of our customers.

Line-ups / Queuing

Copilot does not anticipate line ups within its store for customers on their way to or from traveling. Customers access the retail store from the main terminal and will be greeted by a team member. The store is large enough to allow for interior social distancing and it is not anticipated that queuing will need to occur outside the business.

Loitering / Nuisance Behavior

The applicant will have a zero-tolerance policy for consumption on property. Team members will be trained to continually monitor the area and engage with consumers to educate them. Consumers will be expected to immediately leave the property once a purchase is made. All local bylaws and guidelines for smoking in public will be followed and supported as well as communicated to shoppers. Additionally further education will be supplied to consumers around traveling via plane with cannabis products. Signage will be in place and team members will be trained around the rules and regulations.

Compliance

Prince George will be home to Copilot's first cannabis store and we want to set the expectation that we will always operate in compliance with all municipal, provincial, and federal laws. In addition to maintaining full regulatory compliance, Copilot believes that it is our job to help educate customers so that they can have a safe and enjoyable experience. We plan on going above and beyond existing provincial regulations to ensure a consistent retail experience.

In designing our store layout, we wanted to maximize the chance for our customers to learn and to make purchasing decisions that best fit their needs, even if that is a decision not to purchase any products. Our mission is to help make flying an easier and more enjoyable experience, which requires a legal and safe retail operation which puts customers at ease while ensuring positive relationships with all other stakeholders in the travel industry.



Design

Design Goals

In designing our store, Copilot's goal was to create a familiar and comfortable environment that will not overwhelm or intimidate shoppers. Our store design was inspired by popular coffee shops and retail stores, and we engaged advisors with significant experience designing retail spaces. Our team of advisors have previously designed retail stores for Starbucks, New Balance, Lululemon, and the Gap.

The interior of the store will resemble a comfortable coffee shop, with inviting wood paneling, abundant lighting, and a relaxing environment. Copilot wants every customer's journey to be focused on interacting with our "cannabis baristas" who can answer questions and help guide a patron to a product that is perfect for them.

When a customer enters the store, their first impression will be an informational wall that tells the story of Copilot and our mission. The next wall they focus on will contain educational and informational material until they are facing the menu and point of sale table. There, a "cannabis barista" can help them understand which cannabis product is best for them before the point of sale.

Signage

Copilot will have signage outside which allows customers to locate the storefront and understand what is inside without dominating the terminal wall or intruding on other travelers' experiences. As per provincial regulations, no cannabis products will be visible from the exterior of the store (and interior of the terminal). An example rendering can be seen below.





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BLASTOFF KITCHEN
CANADIAN AIRPORT

FOR _____
DATE _____
28 AUGUST 2020
SCALE _____
AS NOTED
DRAWN BY _____
HW
JOB NUMBER
2019B
REVISIONS _____

PROPOSED PERSPECTIVE

SKA084



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BLASTOFF KITCHEN
CANADIAN AIRPORT

FOR _____
DATE _____
31 AUGUST 2020
SCALE _____
AS NOTED
DRAWN BY _____
HW _____
JOB NUMBER
2019B
REVISIONS _____

PROPOSED PERSPECTIVE

SKA083



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BLASTOFF KITCHEN
CANADIAN AIRPORT

FOR
XXXXX
DATE
26 AUGUST 2020
SCALE
AS NOTED
DRAWN BY
HW
JOB NUMBER
20105
REVISIONS

PROPOSED PERSPECTIVE

SKA082

