

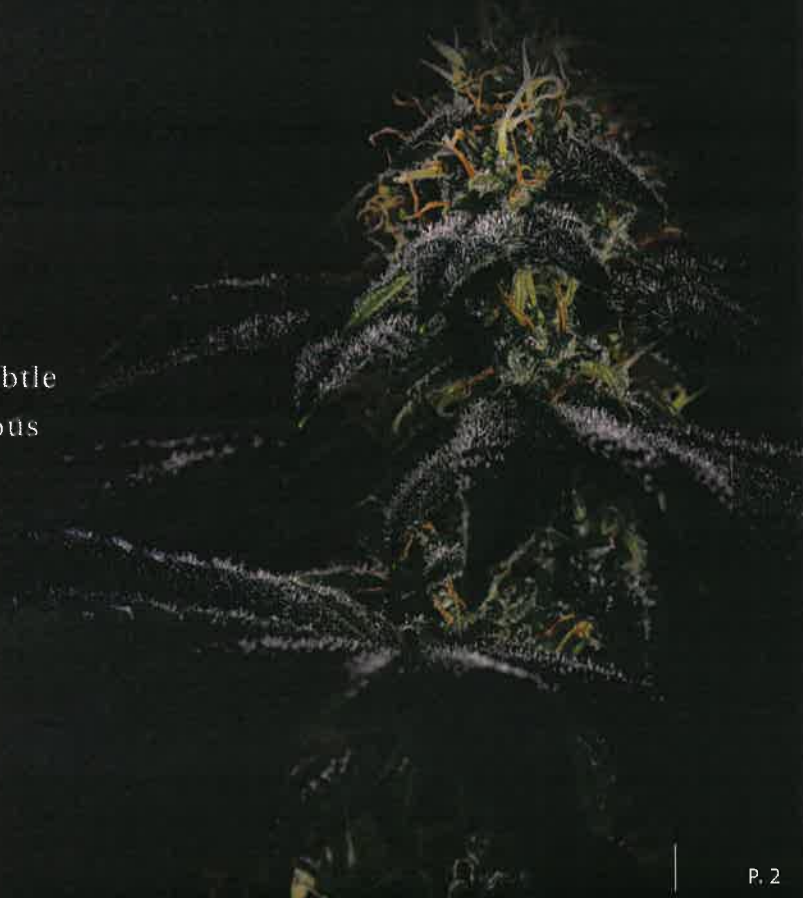
EARTH TO SKY  
CANNABIS

## A STORY BEHIND THE NAME:

The name "Earth to Sky" speaks to more than just our natural roots in the province of British Columbia - to us, Earth to Sky represents the duality and abundant possibility of the cannabis plant. We seek to meet the diverse needs of the Canadian cannabis consumer by helping them find their personal cloud nine, whether in the grounded tranquility of Indica-Dominant products ("Earth"), the expansive euphoria of Sativa-Dominant products ("Sky"), or the many possibilities that lie in between - as we see it, the Hybrid balance of "Earth to Sky."

## EARTH TO SKY LOGO

The Earth to Sky logo utilizes the theme of constellations providing a subtle cannabis leaf. Subtle approach of the brand enables flexibility for various uses with a broad customer base.





# PRIMARY TARGET AUDIENCE

Robin the Nature Lover, 31

Robin is a social media influencer who spends most of his time outdoors. He livestreams hikes, rock climbing adventures, and loves to spend hours taking picturesque landscape shots of BC's beautiful wilderness. Robin consumes 4-5 times per week, especially before heading into the great outdoors. To Robin, cannabis forms a core component of his yoga practice and helps him take stock of the present moment. He values being able to direct his experience and doesn't like the sense of being unprepared for or poorly educated about the product he's consuming. Robin is passionate about environmental and drug-reform activism, and wants to respect the long struggle it took to allow him to consume cannabis freely in public.

## Robin Needs:

- Access to products that support the local economy so he can feel good about what he's purchasing.
- Ample information about the product he's consuming so he can finetune his experience to suit the mood and activity.
- Informative content to keep him engaged. He's especially interested in the stories and history surrounding BC Bud.

## Robin is frustrated by:

- Products and brand stories that are too corporate and/or don't respect the history of cannabis prohibition or honour its connection to the natural world.
- A lack of information. On top of the experience he can expect, Robin wants to be able to peruse terpene contents, cannabinoid contents, and genetic lineage to really dial in his experience.



## IAN LAING - PRESIDENT

Ian is the co-founder and Chief Operating Officer of WEEDWORKS, having successfully led the application, zoning, and full construction of the Company's Sooke, BC processing facility, which was approved by Health Canada as a Licensed Producer of Cannabis in 2018.

Ian has had a focus on cannabis opportunities over the last 5+ years having founded and owned a number of BC municipally-licensed cannabis retail locations and now has several BC cannabis retail license applications submitted with the BC Liquor and Cannabis Regulation Branch in various stages of approval (some now approved).

Over the last 21 years Ian has specialized in real estate development, zoning, and construction with projects ranging from custom homes to subdivisions, breweries, hotels, apartments, and other commercial and industrial buildings. His projects have culminated in many hundreds of millions of dollars' worth of transactions. Prior to that, Ian attended the University of Victoria and University of British Columbia, majoring in Urban Land Economics.

Since 1998, Ian has consistently proven his ability to build and grow multi-million dollar projects from the ground up. Whether he's renovating a heritage building or developing a condominium, Ian's boots are on the ground from conception to completion, and his dedication and passion for his work is unmistakable.





## RETAIL SPACE

Smooth finishes, a minimalist space, and casual environment cater to the discerning customer. A relaxed energy encourages the customer browse at their own pace with a visually striking store interior.





## OUR MISSION

Earth to Sky Cannabis intends to help consumers reconnect with the ancient tradition of cannabis consumption through our thoughtfully curated line of cannabis flowers, oils, seeds, and accessories.

Whether you're after a half ounce of organic slow-cure or a single tasty joint for your next night out, our staff will be happy to find what makes your heart hum.

## STRAINS EXPLAINED

Varieties of cannabis are classified according to their genetic lineage. These differences are typically defined under three main categories: Indica, Sativa, and Hybrid — each with its own unique properties and effects.

**HYBRID**  
Hybrid strains combine the genetic traits of both "parent strains," though most are now leaning toward the "Sativa-Dominant" based on effects.




**SATIVA**  
Sativa strains are associated with a more cerebral, uplifting, and cerebral high, known for their energizing and creative effects.

**INDICA**  
Indica strains are known for their relaxing and sedative effects, often associated with a "body high" and a sense of calm.

While the scientific world is slowly beginning to understand the particular cannabis strain varieties and their genetic lineage, we offer more than just the science to our customers. Our plants have a rough idea of the genetic lineage and the effects they produce.

## TERPENE GUIDE

Terpenes are fragrant essential oils found in cannabis, each lending a distinctive aroma and flavour to the flower. Terpene scents like lemon, pine, lavender, and berries are common across varieties of cannabis. These oils, when heated with THC and CBD, play a strong role in determining effect. This interaction is called the 'entourage' effect, and each variety will provide a unique experience depending on the composition of terpenes and cannabinoids.

 <h3>CARYOPHYLLENE</h3> <p>Caryophyllene is a spicy, peppery terpene that is found in many edible plants, including cloves, cinnamon, and black pepper. Uplifting; this terpene is often cited as helpful for improving mood.</p>	 <h3>MYRCENE</h3> <p>Myrcene is the most commonly found terpene in cannabis and can compose up to 50 percent of the plant's terpenes. Also found in mangoes, hops, lemongrass, and basil, myrcene is linked to the sedating effect of some varieties.</p>	 <h3>LIMONENE</h3> <p>Like its name suggests, limonene has a citrusy bouquet, and it's the second most common terpene found in cannabis. Cannabis varieties high in limonene may elevate mood, bolster attention and focus, and relieve stress.</p>	 <h3>PINENE</h3> <p>Pinene is the most common terpene in the world, and can be found in pine needles, basil, and parsley. Pinene dominant varieties will smell like a forest of pine trees. A higher concentration of pinene may promote focus and alertness.</p>	 <h3>HUMULENE</h3> <p>Humulene carries a subtle earthy, woody aroma with spicy herbal notes. Also found in hops, coriander, cloves, and basil, humulene is thought to suppress hunger and reduce inflammation.</p>	 <h3>TERPINOLENE</h3> <p>Terpinolene is characterized by a fresh, piney, floral aroma and flavor. It can be found in sage and rosemary and is known to offer a relaxing effect that can leave users drowsy and ready for bed.</p>	 <h3>LINALOOL</h3> <p>Linalool is found in flowers and spices like lavender and coriander. Varieties high in linalool are often sedative, creating a mellow, relaxed, and meditative experience.</p>
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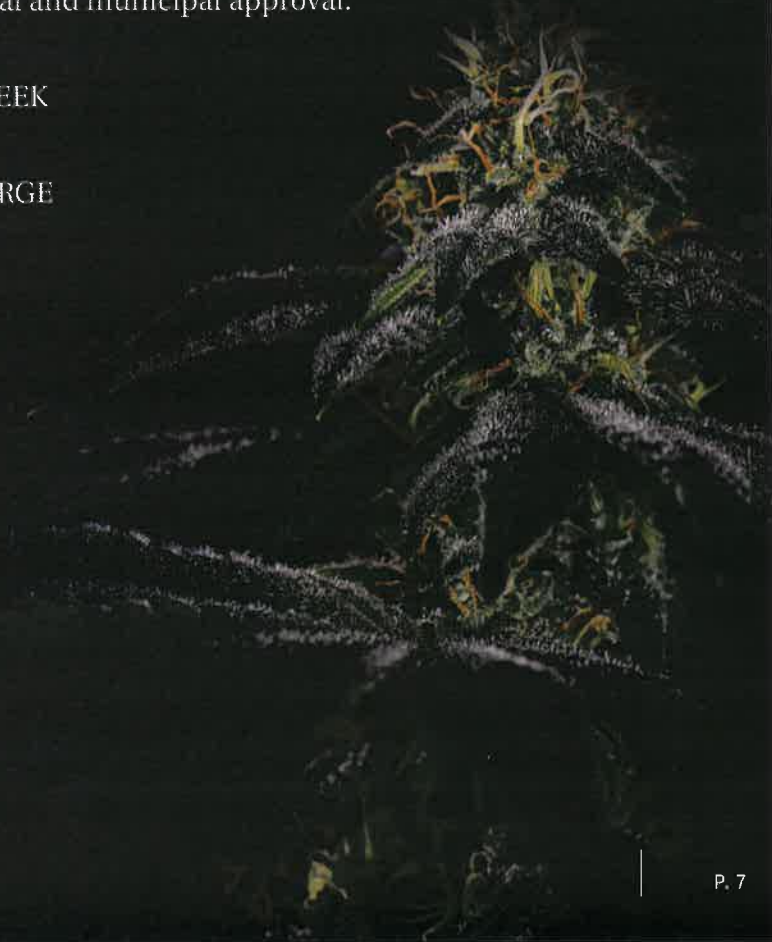




## EARTH TO SKY LOCATIONS

Earth to Sky Cannabis has submitted 5 applications to the BCLCB for retail cannabis licenses. All of which have received provincial and municipal approval.

- DAWSON CREEK
- ENDERBY
- PRINCE GEORGE
- SOOKE
- TRAIL





## EARTH TO SKY - SOOKE, BC

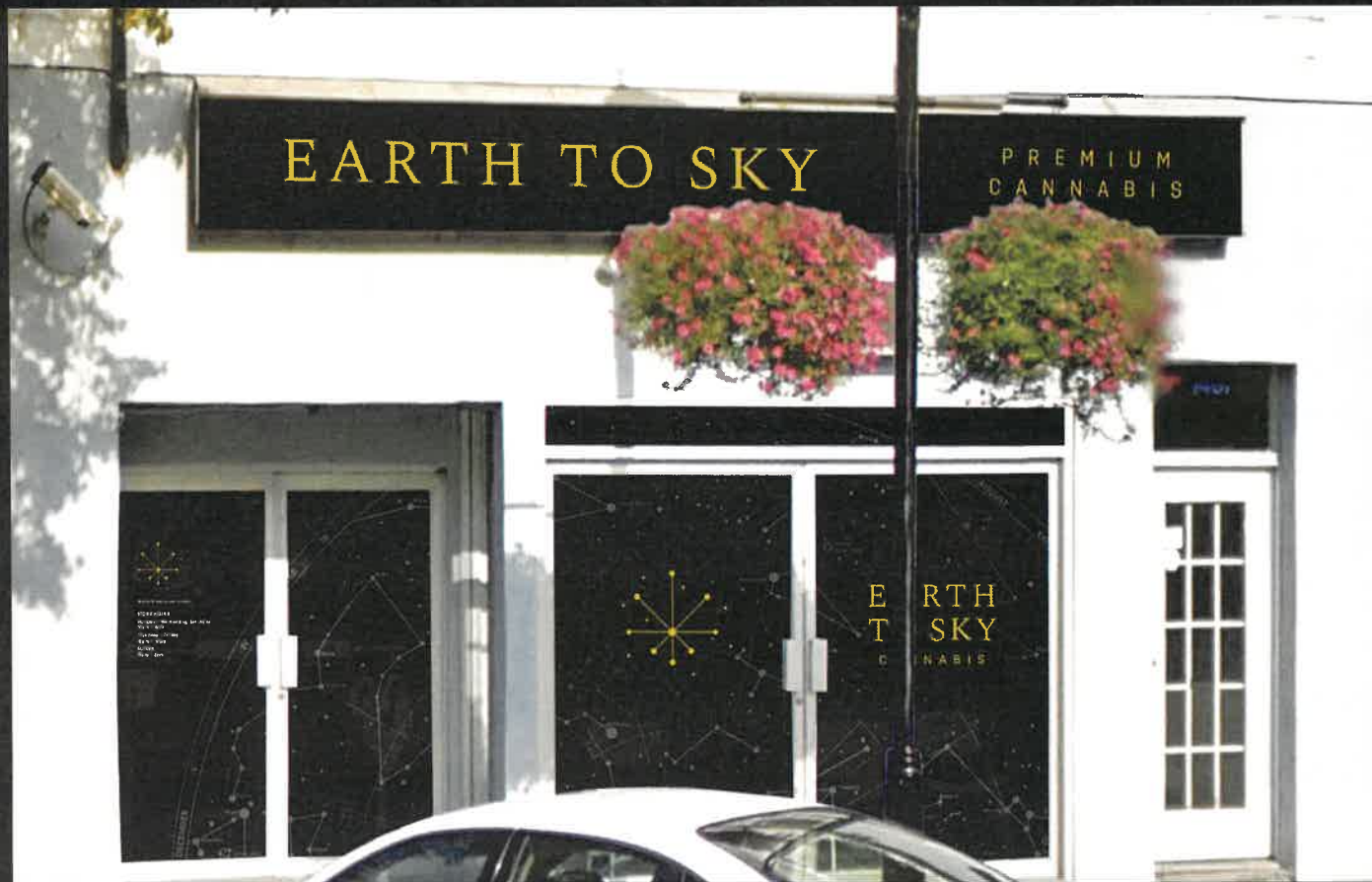
- Store Location: 6691 SOOKE ROAD, SOOKE, BC
- Off main road into Sooke in the Downtown area.
- Municipally and Provincially approved.
- Open





# EARTH TO SKY - TRAIL, BC

- Store Location: 1463 BAY AVENUE, TRAIL BC
- Beautiful buildout, Downtown location.
- Municipally and Provincially approved.
- Open



# EARTH TO SKY - ENDERBY, BC



- Store Location: 612 CLIFF AVENUE , ENDERBY, BC
- Downtown location.
- Only 1 other location has been approved in Enderby.
- Municipally and Provincially approved. In construction.





# EARTH TO SKY - DAWSON CREEK, BC

- Store Location: 11612 8TH STREET DAWSON CREEK
- Located between McDonalds and Tim Hortons on the way to Canadian Tire and Walmart.
- Municipally and Provincially approved.  
In construction.



# EARTH TO SKY - PRINCE GEORGE, BC



- Store Location: 1533 3RD AVE PRINCE GEORGE, BC
- Downtown location! Only 1 other location has been approved downtown
- Provincially approved. Currently scheduled for a council meeting for Municipal approval.

