



Joel Gonzalez
EXTRACTS



BUSINESS PLAN

SUMMARY

Joel Gonzalez Extracts is a business that will perform a service of extraction. Producing different concentrates for licensed cannabis businesses. Our facility will be located in the Colusa Industrial Park area. This location is perfect for our business to operate enabling us to easily provide our services to the local farms and other licensed cannabis businesses of Colusa and throughout Northern California.

THE PRODUCT AND PROCESS

Joel Gonzalez Extracts will be an owner/operated business. The focus of Joel Gonzalez Extracts will be production, at significant and increasing volumes. For more than five years Owner/Founder, Joel Gonzalez has trained with experienced cannabis extractors, studied and researched extraction techniques and manufacturing practices, aligned with a knowledgeable and competent advisory committee, and learned the disciplines involved in the management of an efficient manufacturing facility. Joel also has approximately three years of experience in operating the **Precision PX10 Extraction System** that will be the closed-loop system used at this facility, and he provides an extensive background in the cannabis industry, his training, and knowledge in volatile-extraction technologies make him acutely aware of both the advantages of hydrocarbon solvents as well as the safety risks.

MAIN OBJECTIVE

- To obtain a license to manufacture cannabis in California.
- To meet our goal of Owning and Operating our facility.
- To be fully compliant with all local and state municipalities.
- To become the preferred cannabis manufacturer in Northern California.

OUR MISSION

Our mission is to become the best-of-the-best in cannabis extraction and set higher efficiency, ethics, and safety standards.

To achieve our goal of successfully serving businesses across the state of California, building our knowledge of the ever-changing industry, and eventually expanding nationwide with the passing of federal cannabis reform.

KEY TO SUCCESS

- Joel Gonzalez Extracts has obtained a Precision® X10 Extraction closed-loop system, that will be operated in a compliant C1D1 extraction room. As well as post-extraction ovens and other equipment used for this process.
- Our extraction procedures and post-extraction processes will produce safe, consistent, high-quality products.
- Provide California cannabis companies with our extraction services. We do not sell to the consumer directly, so we will not compete with the clients we serve.
- We are committed to and looking forward to getting local approval from the City of Colusa and our California State Annual license. We plan on providing preferred service to our neighbors in the Colusa Industrial Park, providing them with consistent, compliant, products, with a maximum yield end product.

OPERATIONS

Joel Gonzalez Extracts will remain focused on always exceeding the expected safety and health standards. Continuing to research methods, processes, and benefits of use, along the journey, as we believe cannabis concentrates are the most accessible way to consume some of the most beneficial aspects of the cannabis plant.

CHIEF EXECUTIVE OFFICER – JOEL GONZALEZ

- Represents the company in all aspects of the business and will be running the daily operations for Joel Gonzalez Extracts.
- Will provide direction for the business.
- Creates, and implements the operations, vision, mission, and overall direction.
- Ensures that the company meets our goal and exceeds the expected safety and health standards at all times.

Founder Joel Gonzalez has been an advocate for the use of cannabis for both medical and adult use. He is passionate about being part of the legal cannabis industry, he has been part of the cannabis culture for over 20 years. It was in 2008 when his cousin was diagnosed with stage 4 pancreatic cancer that Joel saw firsthand the benefits that medical cannabis can offer someone. Since then, he has been researching, training, consulting with skilled cultivators, and extractors, and aligning himself with a knowledgeable Board of Advisors to help keep him up to date with the technologies and techniques. Joel started with cultivating and has fully embraced the change and direction of the industry with concentrates.

FACILITY ADMINISTRATOR MANAGER

- Responsible for overseeing the smooth running of administrative tasks for the organization.
- Carries out onboarding and training of any new team members.
- Responsible for ensuring training is completed.
- Oversees the smooth running of the daily business activities.

BOARD OF ADVISORS

Todd Talley, Ph.D.

Chief Scientific Officer

After his years of research in Toxicology, Crystallography and Neuropharmacology, Dr. Talley consults and oversees scientific operations for private companies.

University of California, San Diego, La Jolla, CA, US Postdoctoral training in Molecular Pharmacology, 2006
Advisor: Professor and Dean Palmer Taylor.

University of Montana, Missoula, MT, US Ph.D. in Organic/Medicinal Chemistry Thesis advisor: Professor Charles M. Thompson, 2001.

The University of Utah, Salt Lake City, UT, US
B.S. in Chemistry (Professional Interdisciplinary), 1995.

Tim Bancroft, P.E.

Chemical Engineering

Consultant, review, and inspection services as well as providing Hazardous Materials program management.

B.S. Chemical Engineering San Jose State University B.S. Chemistry California State University, Chico.

Mr. Bancroft has over twenty years of Environmental, Hazardous Materials, and related Chemical Engineering experience, including an extensive regulatory background focusing on hazardous materials handling, waste treatment, and code compliance.

Dan Elder, BS

Consultant / Advisor

Bachelor of Science degree in Industrial Technologies from Western Washington University, focus was on production processing.

Provides consulting services, and provides information/training to improve productivity, profitability, and safety.

Steve Tarr

Consultant / Advisor

Very knowledgeable in cannabis compliance, extraction equipment, and training.

Steve provides advisory and consulting services for public and privately held companies.

Former Chief Operating Officer of Precision Extraction Systems, the world's leading provider of cannabis and hemp extraction technology.

WORK FORCE AFTER YEAR ONE (OR SOONER AS BUSINESS ALLOWS)

EXTRACTION OPERATOR ASSISTANT

- Assist the owner with the extraction process.
- In charge of operating machines that are used in the extraction of cannabis by using a solvent.
- Responsible for taking care, maintaining the machines and equipment in the extraction facility, and setting up service for regular maintenance when needed.

SALES AND MARKETING

- Will meet and market to cannabis cultivators and distributors.
- Manages external research and coordinates all the internal sources of information to retain the organization's best customers and attract new ones.
- Reach out to new partners, and business opportunities.

LOCATION

Our extraction facility will be located in the Colusa Industrial Park at 2876 Niagara Ave. Colusa, CA This location is ideal for our business, we are not open to the public, and we are not a retail facility.

OUR HOURS OF OPERATION:

8:00 pm – 8:00 am 7 days per week. We will operate during PGE's "Off Peak" hours.

SERVICES

Joel Gonzalez Extracts will provide extraction services to licensed cannabis cultivators. This provides them an avenue to increase their gross revenue and allows them to obtain a high-quality product, for a low cost to increase their revenue with bigger margins.

CHECK LIST AND MILESTONES

- Business Name Availability Check: **Completed and Secured**
- Securing Point of Sales (POS) Machines: **As Per Regulation, After Approval**
- Application and Obtaining Taxpayer's ID: **In Progress**
- Application for business license and permit: **In Progress**
- Leasing of facility and construction of the processing plant: **Completed**
- Generating capital from family members and friends: **Completed**
- Writing of Business Plan: **Completed**
- Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
- Design of The Company's Logo: **Completed**
- Recruitment of employees: **Will be completed as business allows**
- Purchase of Extraction & post-extraction equipment needed to operate: **Completed**
- Creating Official Website for the Company: **In Progress**
- Creating Awareness for the business both online and around the community: **In progress, pending Approval to Operate**
- Establishing business relationship with vendors – wholesale suppliers/merchants: **In Process with Vendors Currently – Network of companies ready to do business with us, once we obtain our license**
- Joel Gonzalez Extracts will be Owner Operated; The Primary operator will be the founder, Joel Gonzalez. Joel has spent the past 5 years dedicated to education, research, and networking within the world of cannabis extraction and has formed an

advisory board team of experts to work with, consult, and train under. Joel is committed to operating a fully compliant extraction facility that will provide extraction services to other cannabis businesses throughout the state of California.

ANALYSIS

We have projected our break-even point to be in year two, as in the first 15 Months all money made will be going back into the business for daily operations, and to eliminate any acquired debt from start-up. We are looking forward to opening and building relationships with the local businesses and providing our service to the cannabis farms of Colusa. We are in this long-term and one of our goals is to be the preferred extractor in Northern California. We have met many people in this industry over the years from San Jose, all the way to Colusa, from Vendors, fellow cannabis entrepreneurs, property owners, and managers. We have formed some long-lasting friendships and great business relationships along the way. Until we came to the City of Colusa, we haven't felt like we'd found the right space to start this venture.

We are very pleased with our decision to open our extraction business in Colusa, California and we look forward to operating here for many years to come.

JOEL GONZALEZ EXTRACTS Business Plan

CONFIDENTIALITY STATEMENT

This document (the "Business Plan") contains confidential information proprietary to

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