

SEED & STONE

Business Plan

CITY OF WHITE ROCK

Seed & Stone Business plan for the Mayor and The Council

Vikram Sachdeva

Founder & CEO

Contents

- Letter of Intent..... 3
- Executive Summary..... 4
- Mission, Vision and Values..... 5
 - Mission Statement..... 5
 - Vision..... 5
 - Values..... 5
- Company Objectives 5
- Curriculum Vitae 6
 - Strategic Advisory Team 6
 - Christina Clark | First Nation Relations Advisor..... 6
 - Mark Catroppa | Strategic Business Advisor 6
 - Brig. Satbir Sachdeva | Compliance Advisor 6
- Management Team..... 6
 - Vikram Sachdeva | Founder & CEO 6
 - Christoph Grzywacz | VP of Corporate Development 6
 - Samir Chaudhary| Head of Procurement 7
 - David Holender | Area Manager..... 7
- Organization Structure..... 7
- Proposed timeframe for commencing retail sales of Cannabis..... 8
- Compliance with Government regulations..... 8
 - Aesthetics..... 8
 - Sidewalk Safekeeping..... 8
 - Noise Management..... 8
 - Odor Management..... 8
 - Environmental Plan..... 8
- Good Neighborhood Agreement 9
- Proposed Education Initiatives 10
 - Community..... 10
 - Employees..... 10
- Operation Details 11
- Location..... 11
 - Current Location 11



Store Design	12
Proposed Location	13
Community Engagement	13
Social Well Being.....	13
Economic Growth.....	13
Community Safety & Security	13
Corporate Social Responsibility Activities.....	13
Hiring and remuneration policies	14
Local hiring preferences.....	14
Diversity Plan	14
Anti-harassment policy	14
Employee well-being.....	14
Employee Manual and Handbook.....	14
Personnel Training	15
Personnel Background Screening	15
Personnel Records	15
Security Measures.....	15
Workforce Security	15
Store Premises Security	15
Fire and Safety plan	16
Insurance.....	16
Appendix 1 – LDB Guidelines.....	17
Appendix 2 – Community Engagement.....	18
Appendix 3 – Insurance.....	23
Appendix 4 – Retail Profile.....	24



Letter of Intent

Jan 15, 2021

The City of White Rock
15322 Buena Vista Avenue
White Rock, BC V4B 1Y6

The Honorable Mayor and Councilors,

Subject: Application for non-medical cannabis retail store

I, Vikram Sachdeva, on behalf of Seed & Stone, have entered an application to operate a non-medical cannabis retail store at **1421 Johnston Road, White Rock**. Seed & Stone has received support with the rezoning application and supporting documents from BOSA Properties, the developers of the new Miramar Village project

About Seed & Stone

Seed & Stone is an owner operated non-medical cannabis retail brand. Currently operating one store in Chilliwack and focused on expanding its retail network throughout British Columbia. Seed & Stone has successfully completed the "Fit & Proper" phase of multiple applications and recently received support of the Province and City of Victoria to operate a non-medical cannabis retail store in The Bay Center

Owner Vikram Sachdeva has over twenty years of experience in the retail space. He has served as a board member for Subway's Advertising Trust Fund for 2 consecutive terms, has a proven track record, successfully owning and operating 3 Subway franchise stores in Chilliwack, BC. He has also managed operations for BC Liquor store in lower mainland, BC, where he was leading the inventory management and customer success teams.

Location of proposed Seed & Stone Store

Seed & Stone is proposing to open a non-medical cannabis retail store at **1421 Johnston Road , White Rock**. **This location was chosen for numerous reasons including:**

- Is easily accessible with parking and on a public transit route
- The store is compliant with current policy framework recommended by the provincial and city government, including distance from schools
- As per Jan 13 council, This location has been zoned for cannabis and approved for up to three stores, with only one being operational at this time

The size of the proposed non-medical cannabis retail store is approximately 1040 square feet. We envision 80% of the space to be utilized for retail and remainder to be utilized for loading, office, storage, and administration.



Executive Summary

Seed & Stone is looking to expand their footprint in the British Columbia cannabis industry. The brand plans to operate an adult-use, non-medical cannabis retail store at 1421 Johnston Road, White Rock

This property is easily accessible with parking, and on a public transit route. The store is compliant with current policy framework recommended by the provincial and city government, including distance from schools, daycares and any facility catering to vulnerable peoples and frosted windows to prevent youth from viewing the contents of our location. The facility will solely operate as a retail cannabis store, there will be no cultivation, consumption or manufacturing taking place on or around any Seed & Stone location. Social responsibility posters, including the risks of cannabis in youth will be visible from all points of this location.

Seed & Stone takes the good neighbor agreement to heart and its focus is not just the store but the community surrounding the store. With that in mind, Seed and Stone will install carbon filters in any area storing cannabis to limit any potential odors, state of the art 24 hour security monitoring will keep the neighboring area safe and our recycling and graffiti removal programs will keep the area clean. Seed and Stone is fully prepared to operate 7 days a week from 9am – 11pm, this at the discretion of the community. Seed & Stone is a state-of-the-art cannabis retail brand, bringing a carefully curated collection of cannabis to our customers. We seek to redefine the cannabis retail experience by offering a unique and inviting take on cannabis education and retail. Its these core concepts that allows Seed & Stone to establish trust and a deeper connection to our communities and their values.

The Seed & Stone team has launched a successful location in Chilliwack BC and prior to joining Seed & Stone, their Operations Manager has opened 4 retail locations under a separate cannabis brand. Our retail experience does not stop there, CEO Vikram Sachdeva has been at the forefront of setting up a chain of Subway franchises and employs more than 30 community members. Our retail cannabis locations are being developed to incorporate state-of-the art technology combined with green practices that are innovative and futuristic. Compliance and the safety of our customers, employees and the community are key components of our operations. This includes offering a comprehensive plan incorporating the RCMP “Crime prevention through environmental design” program.

Seed & Stone recognizes its role as a responsible corporate citizen and neighbour within the community and agrees to work with City and its departments to resolve concerns on an on going and continuous basis. To summarize these efforts and others, Seed & Stone has assembled a business plan to outline key company objectives and missions that are critical to the core of our business.

Seed & Stone looks to have a positive impact on our customers by encouraging them to discover “The Journey Within”. Know more about us in Appendix 4.



Mission, Vision and Values

Mission Statement

To provide our customers with an exceptional cannabis retail experience that speaks to local sensibilities. Through our community engagement, Seed & Stone is committed to creating a safe and convenient place to interact with Cannabis products.

Vision

Seed & Stone is the foremost cannabis retail chain in Canada with a wide variety of products amongst all categories available for recreational purposes to consumers.

Values

Employees, Education, Customers and Products:

- Employees: Seed & Stone is focused on creating a conducive environment for its employees. We value their opinion and treat them with utmost respect
- Education: We invest in expanding knowledge of cannabis usage amongst employees and customers. Encourage our patrons by keeping them engaged in creative programs
- Customers: We take care of our customers. Focussed on creating a customer friendly store environment through which they can touch, smell, and feel the products
- Products: Offering legal and safe products sourced from Liquor and Cannabis Regulation Branch (LCRB) of Province

Company Objectives

Seed & Stone's key objectives are:

- To obtain approval from the City of White Rock to open a cannabis retail store
- To serve the growing demand for clean and safe cannabis in the White Rock community
- To become the preferred cannabis retail location among patrons and visitors within the City of White Rock
- To educate recreational cannabis users, allowing them to make informed decisions on their purchases
- To showcase our compliance with municipal, provincial, and federal government regulations
- Create a welcoming environment that caters to the recreational Cannabis user by providing exceptional customer service
- To create a professional brand image, to earn trust and respect within the communities we serve
- To keep cannabis away from the youth of White Rock, and adhere to all municipal and provincial laws and regulations



Curriculum Vitae

Management Team

Vikram Sachdeva | Founder & CEO

Vikram Sachdeva is an enthusiastic, thoughtful, and determined entrepreneur with 20+ years of experience in the retail space. At a young age Vikram took to the path of becoming a leader in the Quick Service industry. He has been at the forefront of setting up a chain of Subway franchises in the community of Chilliwack and employs more than 30 community members. He holds an Associate degree in Hospitality and Retail Management from Douglas College. His background and experience in working with the BC Liquor Distribution branch at the retail level for over 7 years, makes him an ideal candidate to help the Legal cannabis market in BC grow responsibly. Vikram is a family man with an 11-year old son and understands the responsibility of regulating and distributing cannabis under the current regulations and help the communities understand the cannabis retail market. This is evident in how his brand Seed & Stone operates in Chilliwack

Christoph Grzywacz | VP of Corporate Development

Chris is a highly experienced professional who possesses the required level of management know-how to inspire, lead, develop and motivate staff. A result-driven, hardworking, self-motivated individual who has the right qualifications along with 15 years of work experience in project management, working to the highest standards. He holds an associate degree in Hospitality and Retail Management from Douglas College and a BBA in Business in Entrepreneurial Leadership from Kwantlen Polytechnic University. Chris has owned and operated a Lotto Ticket center for the highly regulated BC Lottery Corporation for over 18



years. He understands regulations, standards and strives to help guide the Seed & Stone brand in the right direction

Samir Chaudhary | Head of Procurement

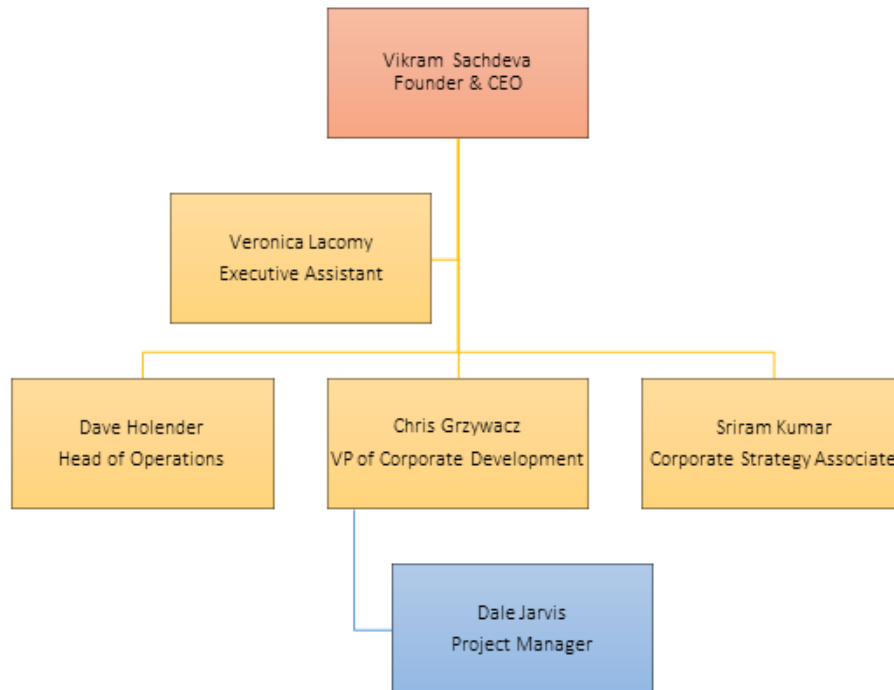
Samir is an international businessman with over 25 years of experience running a successful business in the automobile industry. As the leader of his organization, Samir was responsible for over 300 employees. Here, team building, technology up-gradation, production, procurement at the right price to be competitive in the market was his forte. At Seed & Stone he is responsible of branded accessories procurement from Canada, India, China, and the US.

David Holender | Area Manager

David is friendly and technical savvy graphic designer, office, and cannabis expert with over a decade experience from coast to coast of Canada. He has successfully opened multiple retail stores for other cannabis brands in British Columbia.

Organization Structure

Seed & Stone is currently operating with a strength of seventeen employees, of which four are in corporate management and others in store operations. Highlighted below the current organization structure –



Proposed timeframe for commencing retail sales of Cannabis

Upon issuance of any and all permits, Seed and Stone estimates a maximum of 90 days to finalize all licensing requirements, hire and train staff, complete renovations, purchase and stock store with cannabis and accessories plus integrate a compliant POS(Point of Sale) system

Compliance with Government regulations

Aesthetics

Seed & Stone focusses on maintaining the decorum and avoids having detrimental effect on the area. The goal is to make the site look like any other retail store and to ensure that the planned site does not draw any unintended attention. No signs may include any logos or information defining, advertisement, or listing services or products.

Sidewalk Safekeeping

Through the retail store team, Seed & Stone will maintain the sidewalk for cleanliness and limit any loitering. The security staff will have a highly visible presence and only allow adults aged 19 and older to enter and browse premises. This team will also be alert about any suspicious behavior outside the premises and intoxicated patrons. A neighborhood cleaning program will be implemented throughout the working day with regular checks.

Noise Management

Seed & Stone will aim to minimize any noise emissions from the premises and its immediate vicinity. Seed & Stone shall apply strict rules to maintain low noise emission for employees, customers and visitors who enter and leave our building.

Odor Management

A carbon filter will be added to all rooms in our store that contain cannabis products. These filters are highly successful in eliminating the odor caused by the permeation of our cannabis products. The filters have a strong ventilator, which pushes the air from the room and pushes it through the odor eliminator and brings cleaner air back into the room.

Environmental Plan

Seed & Stone is environmentally friendly, from energy consumption, water usage and waste generation, Seed & Stone shall consult and retain an Environmental or Architectural Engineer. To optimize energy consumption, Seed & Stone will implement the following measures –

- Usage of LED / fluorescent lighting in every part of the store
- Use of low energy consumption HVAC products
- Seed & Stone will instruct, train, and educate its staff to adhere to water conservation measures
- Use of paper, plastic and other containers made using recycled materials, where appropriate
- Employees will be trained in recycling programs by local waste and recycling providers



- Recycling bins will be placed at the locations entrance and any cannabis will be disposed as per regulations including:
 - Date of disposal
 - Type of cannabis disposed
 - Amount of cannabis disposed

Good Neighborhood Agreement

Seed & Stone implements forward thinking practices and focuses on its impact on neighboring businesses. For this reason, we fully support a neighborhood agreement.

Seed & Stone will augment the value and integrity of the neighborhood through our welcoming yet elegant branding. Local business will see an increase in traffic with Seed & Stone driving new customers to the community.

In addition,

- Seed & Stone will be following all bylaws laid out by city council and governing bodies regarding non-medical cannabis retail.
- Seed & Stone are committed to improving the quality of life for residents and visitors. To do this, we have
 - Implemented a garbage and recycling program to keep the community clean
 - Bright and efficient lighting will be placed around the location to discourage theft
 - Cover any unwanted graffiti and replace with commissioned mural from community
- Seed & Stone recognizes its role as a responsible corporate citizen and neighbor within the community and agrees to work with City and its departments to resolve concerns on an on going and continuous basis

Seed & Stone promotes the following being included in a good neighborhood agreement:

- The company has no tolerance for criminal activities within or adjacent the store premises at any time of the day
- Entry of minors, i.e., below 19 years of age is prohibited in the store. They would not be allowed to stay within the premises even if accompanied by adults
- All potential employees must first complete a police information, as per the cannabis control and licensing act
- Promptly bring to the attention of the RCMP any criminal charges brought against the license holder or any employees of the licensed business
- Prohibit banners, flags, string lighting, or similar advertisement methods and display on the exterior of the store premises at any time
- Notify the business contractor of the city about any change in contract information for any responsible persons
- Prohibit the consumption of alcohol and cannabis products within and near the store premises
- Restrict smoking/ vaping of products within or near the store premises
- Discourage the use of cannabis products immediately after the purchase of product, or outside the immediate premises.
- Minimize the impact to pedestrians and the neighborhood, and to comply with the provincial health act, WorkSafeBC, and city bylaws regarding consumption of cannabis



- To ensure that all persons working in the store are at least 19 years old and have a valid Selling It Right license
- To make sure that all employees and staff members have read the provincial worker qualification guidebook and understand the intent of the work qualification regulation
- Actively participate in community activities initiated by the city or RCMP to monitor and coordinate non-medical cannabis retail activities within the community
- Designate a staff member to inspect the outside of the premises daily to ensure there is no garbage, litter, or any other general objects associated with the business disturbing the surroundings of the premises

Proposed Education Initiatives

Seed and stone places emphasis on education, not just for its employees but for the surrounding community. All employees must complete their selling it right training along with receiving their cannabis workers clearance, but seed and stone does not stop there. Seed and Stone promotes and encourages the use of Canada's "Lower-Risk Cannabis Use Guidelines", an evidence-based tool used to guide choices and improve the health of Canadian cannabis users. (referenced in Appendix 1)



Seed and stone have partnered with Leafly to provide up to date training for all employees. This training includes but is not limited to, identifying, and refusing service to minors and dealing with intoxicated patrons.

Seed and stone will plan and present community events to inform and educate the on safe cannabis use, the negative effects of cannabis in youth as well as understanding THC, CBD, and other cannabinoids along with different consumption options. These events will be available to all community members through our seed and stone newsletter, webpage, and social media. Throughout COVID, Seed and Stone plans to use remote technology such as "Zoom" to reach the community.

In store signage will be prominent and cover the dangers of intoxicated driving and consuming cannabis while pregnant.

Community

Education is the backbone of our value system. With not much awareness around usage of non-medical cannabis products, the corporate development team is focussed on engaging patrons and retail associates in training programs to expand their knowledge on products, Terpenes, endocannabinoids plus THC and CBD ratios. The firm is also dedicated in uplifting internal well being by conducting monthly yoga classes conducted by professional instructors open for locals of the city.

Employees

Seed & Stone invests in the professional development and education of its personnel to uphold a standard of excellence and provide customers a comprehensive product knowledge when selecting their cannabis products. We will require all employees to participate in the assigned education and training programs. Any employees that fail to pass the education and testing requirements may experience disciplinary action and/or termination.



All retail store employees will go through comprehensive training. The program incorporates provincial requirements and regulations including background checks, as well as new-hire training and continuing education protocol

Operation Details

Seed & Stone is proud to offer the community a warm, clean, inviting yet professional storefront with the intent of creating a safe and comfortable alternative to purchasing non-medical cannabis from the legacy.

Our location will have frosted windows to align with federal and provincial laws requiring that cannabis not be visible from outside the store. Seed & Stone is willing to work with the City of White Rock to ensure that the aesthetics of the store exterior suits the design character of the surrounding community.

Seed & Stone will employ up to 12 staff members, including a Store Manager and at least one Assistant Store Manager. At no time will a staff member be required to work alone. Seed & Stone will offer a living wage and all employees will be found through our community hiring fair. Our focus is to bring in upstanding members of the White Rock community to join our team. Seed and stone will offer competitive benefits to all employees immediately following a 90-day probation period.

Seed and Stone is currently operating 7 days a week from 9am – 11pm. We understand the importance of hours being consistent with the White Rock community and we will consult with local government before finalizing any hours.

Location

Current Location

Address: 8050 Lickman Road #103, Chilliwack, BC V2R 0Y3

Retail location summary –

- The location is 500 meters away from Highway no. 1
- The store is in an industrial area which is away from schools and parks of the city
- Abiding by regulations, the location is away from the outreach of youth in the locality. Accessibility to youth is low.

Store View –





Store Design

The store layout is created to provide an inviting, clean, and professional environment for our customers. Structured in a way to provide a seamless retail and educational experience allowing Seed & Stone to help reduce the stigma surrounding the use of cannabis.

Transactions are smooth and seamless as all products are displayed on a wall to ceiling product display, right behind the POS station.

With a knowledgeable staff and a passionate licensee, we have created a modern-day retail experience that allows every potential customer to become educated about recreational cannabis.



Proposed Location

Address: 1421 Johnston Road. Proposed store location summary –

This application is located an acceptable distance from childcare facilities and any business catering to at risk and vulnerable peoples. Seed & Stone will also provide coverage for all windows to prevent minors from viewing any cannabis products or accessories. There will be no Cannabis or marijuana icons/photos/emblems on all exterior signage.

Community Engagement

Safeguarding the community is a priority for Seed & Stone. The corporate team has been reaching out to residents and businesses to assess acceptance of non-medical cannabis in the community. Keeping in mind the various risks involved with teenagers and young adults, we have been taking certain measures to create a safe cannabis retail experience. The activities incorporated in store operations for community engagement are mentioned below.

Social Well Being

According to statistics, approximately 17% (675,000 people) of British Columbians accepted the use of cannabis before legalization, of which 23% fell under the age group of 15 to 24. Keeping cannabis away from the outreach of youth, i.e., below 19 years of age, it is vital to have at least 1 legal non-medical cannabis store in each district of BC.

Economic Growth

According to our primary and secondary research campaigns, having a non-medical cannabis retail store in local business marketplace helps boost the local economy in many ways. With greater foot traffic in the area, the neighborhood businesses are positively impacted with greater outreach and eyeballs to their brands. We are also focussed on hiring local talent for retail store associates and believe in paying higher wages than minimum wage offered by the provincial government. With growth in number of retail stores for Seed & Stone, opportunities at retail store operations are rising simultaneously.

Community Safety & Security

Following the mandate outlined by the British Columbia government, our retail network is equipped with high-end technology equipment which helps in reduction of potential crime in the locality. Some measures we have taken to maintain a safe, secure environment:

- 24x7 surveillance within and without the stores, security alarm system, a permanent security personnel safeguarding the store and ample artificial lighting outside the store premises.

Corporate Social Responsibility Activities

Aimed towards contributing to societal goals and volunteering to partner with nongovernment organizations for causes which impact the society. Seed & Stone has partnered with MADD (Mothers against Drunk Driving) to empower their activities of supporting victims to road crimes or tragedies



through monetary and volunteer support. The corporate management team also has a proven track record of supporting local communities engaged in sports activities and city councils engaged in development of the district through annual economic support. On top of this, Seed and Stone pledges to donate up to \$10,000 or 1% of annual sales to causes linked with development strategies of **White Rock**.

Refer Appendix 2 for an elaborate community engagement plan

Hiring and remuneration policies

Seed & Stone is committed to the recruitment of only qualified applicants. At the same time, preference will be given to applicants who are based out of the City of White Rock. We will do this recruitment through local job fairs and other recruitment activities. Our employees will be paid a wage which is significantly higher than the minimum wage. Before starting their new job, they will have a criminal record check successfully carried out.

Local hiring preferences

The minimum wage set by the government of British Columbia is \$14.60 (as of June 1, 2020). All Seed & Stone employees will be paid a living wage which is more than British Columbia’s minimum wage with an average hourly rate starting at \$17.84

Here is a summary of the minimum salaries paid to Seed & Stone’s retail store employees:

Designation	Seed & Stone wage	BC minimum wage	Variance
Retail Store Associates	\$16.50	\$14.60	+13%
Security	\$16.00	\$14.60	+9.6%
Store Manager	\$21.00	\$14.60	+43.8%
Average	\$17.84	\$14.60	+22.2%

Seed & Stone will also conduct annual employee assessments where pay raises will be given based on their annual performance

Diversity Plan

Seed & Stone is fully committed to be an equal opportunity employer and is opposed to all forms of unlawful and unfair discrimination.

Anti-harassment policy

Every employee has the right to a work environment that provides respect for the individual and is free from personal or sexual harassment. Seed & Stone will take reasonable steps to provide such an environment where if an individual behaves in a manner not in accordance with this policy will be reprimanded as appropriate. Harassment is a form of discrimination and is therefore contrary to employment and/or human rights legislation.

Employee well-being

Employee Manual and Handbook

A comprehensive handbook has been created to provide information and guidance to employees. The manual addresses:



- Seed & Stone’s Philosophy
- New employee onboarding procedures
- Attendance, tardiness, and uniform policy
- Safety/Security policies and guidelines
- Drug and Alcohol policy
- Anti-Discrimination Policy
- Anti-Harassment Policy

Personnel Training

All retail store employees will go through comprehensive training. The program incorporates provincial requirements and regulations including background checks, as well as new-hire training and continuing education protocol

Personnel Background Screening

We will perform background checks on all employees, volunteers, principals, directors, and board members. We will also perform background checks on any contractors or vendors who regularly work within the facility or will be employed there for an extended time. Copies of any public records obtained through the background check process will be provided to the individuals concerned. To ensure transparency, the entire background checking process will be conducted by a third-party

- Seed & Stone will ask applicants to submit a piece of ID to obtain their age
- A criminal background check will be run and any applicant not meeting the criteria will be immediately disqualified for the position

Personnel Records

We will maintain personnel records for each employee, agent, or volunteer that includes:

- Employee application
- Documentation of all required training
- A signed statement from the individual indicating the date, time, and place that he or she received training and the topics discussed, including the name and title of the presenters, and
- Record of any disciplinary action taken against an employee at any time during employment.
- These personnel records will be maintained for a period of at least six months past the end of the individual’s affiliation with us

Security Measures

Workforce Security

Security for Seed & Stone is about securing each of our retail locations and having emergency response protocols in place to ensure safe routine operations. Consistent, effective policies and procedures for organizational protection significantly reduces the possibility of emergencies.

Store Premises Security

We will have a state-of-the-art security system with over 12 HD remote monitoring cameras which are backed up remotely and kept for up to 6 months. Over 10 motion sensors, protected walls, steel vault for inventory, 24/7 monitoring and alarm system with 30 days of recording capability of DVR. is also in place. We will adhere by any requirements of the City of White Rock to ensure security is a top priority.



Fire and Safety plan

Seed & Stone will partner with a fire extinguisher sales and service company to evaluate our retail location and surroundings to assist us in crafting a comprehensive plan. We fully understand the importance of fire safety for operations. Seed & Stone will do its best to learn from other examples to prevent problems from occurring with our retail store. Below is a summary of preventive safety measure Seed & Stone is planning to put in our retail store:

- Customer service area
 - Promulgation of strict no-smoking policy and other fire prevention rules to all members
 - Clearly marked and illuminated exits and evacuation routes
 - A store employee trained and routinely drilled in the proper procedures to evacuate members
- Fire Suppression
 - Seed & Stone will employ many techniques to mitigate and control fires if they occur. Smart mitigation techniques limit fire damage and danger, and they conserve the resources of the fire department by reducing the number of incidents that require a response by firefighters. These mitigation techniques include the following:
 - Fire Alarms
 - Sprinklers
 - Extinguishers
 - Monitoring Services
 - Fire Evacuation Plan
- Standard of procedures
 - Standardization of procedures is the only way to ensure accountability and comprehensive preparedness. Accordingly, Seed & Stone will develop a set of standardized forms and checklists to ensure that our safety procedures are correctly implemented and followed. In our Fire and Safety Plan we will provide a sample of these safety procedure forms and checklists:
 - Fire Risk Survey
 - General Fire Prevention Checklist
 - Exits Checklist
 - Flammable and Combustible Material Checklist
- First Aid and Safety
 - A first aid kit will be provided to employees and customers in case of an emergency.

Insurance

A commercial insurance will be arranged after the license for operations is approved by the city. The current store at Chilliwack is insured with CANSURE insurance with general liability at \$5,00,000. A similar insurance policy will be implemented at the proposed store.

Refer Appendix 3 for Insurance document for our current location at Chilliwack, BC.



Canada's Lower-Risk Cannabis Use Guidelines (LRCUG)



CANADIAN RESEARCH
INITIATIVE IN
SUBSTANCE MISUSE

INITIATIVE CANADIENNE
DE RECHERCHE
EN ABUS DE SUBSTANCE



[Evidence Brief]

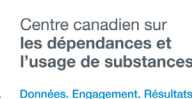
An evidence-based tool to guide choices and improve the health of Canadians who use cannabis

Reference

Fischer, B., Russell, C., Sabioni, P., van den Brink, W., Le Foll, B., Hall, W., Rehm, J. & Room, R. (2017). Lower-Risk Cannabis Use Guidelines (LRCUG): An evidence-based update. *American Journal of Public Health*, 107(8). DOI: 10.2105/AJPH.2017.303818.

Endorsements

The LRCUG have been endorsed by the following organizations:



Council of Chief Medical Officers of Health (in principle)

Acknowledgment

The Lower-Risk Cannabis Use Guidelines (LRCUG) are an evidence-based intervention initiative by the Canadian Research Initiative in Substance Misuse (CRISM), funded by the Canadian Institutes of Health Research (CIHR).

A briefer version of the LRCUG, mainly aimed at people who use cannabis, is available at camh.ca.

Cannabis use and health

Cannabis use is common, especially among adolescents and young adults. There are well-documented risks from cannabis use to both immediate and long-term health. The main risks include cognitive, psychomotor and memory impairments; hallucinations and impaired perception; impaired driving and injuries (including fatalities); mental health problems (including psychosis); dependence; pulmonary/bronchial problems; and reproductive problems.

Why Lower-Risk Cannabis Use Guidelines?

Cannabis has been illegal for decades, but Canada is moving toward legalizing and regulating use and supply. The main goals of this policy are to protect public health and public safety. Towards that end, education, prevention and guidance on cannabis use and health are key elements for reducing cannabis use-related harms and problems in the population. Extensive data show that cannabis use has inherent health risks, but users can make choices as to how and what they use to modify their own risks. The main objective of Canada's Lower-Risk Cannabis Use Guidelines (LRCUG) is to provide science-based recommendations to enable people to reduce their health risks associated with cannabis use, similar to the intent of health-oriented guidelines for low-risk drinking, nutrition or sexual behavior.

How were the LRCUG developed?

The scientific version of the Lower-Risk Cannabis Use Guidelines was published in the *American Journal of Public Health* in 2017 (see "Reference" on back), where all data and sources can be found. The original LRCUG had been tabled in 2011; the current version has been updated by an international team of addiction and health experts.

Who are the LRCUG for?

- The LRCUG are a health education and prevention tool for:
- anyone who is considering using cannabis or has made the choice to use, as well as their family, friends and peers.
 - any professional, organization or government aiming to improve the health of Canadians who use cannabis through evidence-based information and education.

FAST FACTS

- Canada has among the highest cannabis use rates in the world.
- Fatal and non-fatal injuries from motor-vehicle accidents, as well as dependence and other mental health problems, are the most common cannabis-related harms negatively impacting public health.
- About 1 in 5 people seeking substance use treatment have cannabis-related problems.

The LRCUG recommendations

The following section presents context and evidence summaries, as well as the LRCUG’s 10 recommendations for people who use cannabis. Note that these recommendations are mainly aimed at non-medical cannabis use.

Abstinence

As with any risky behaviour, the safest way to reduce risks is to avoid the behaviour altogether. The same is true for cannabis use.

- **Recommendation 1**

The most effective way to avoid any risks of cannabis use is to abstain from use. Those who decide to use need to recognize that they incur risks of a variety of – acute and/or long-term – adverse health and social outcomes. These risks will vary in their likelihood and severity with user characteristics, use patterns and product qualities, and so may not be the same from user to user or use episode to another.

Age of initial use

Studies show that initiating cannabis at a young age—primarily before age 16—increases the risks for a variety of adverse health outcomes. For example, users who start young are more likely to develop related mental health and education problems, or to experience injuries or other substance use problems. A contributing factor may be the impact of cannabis use on brain development, which is not completed until the mid-20s. The younger a person is when starting cannabis use, the greater the likelihood of developing health problems that are also more severe. Therefore, deferring cannabis use at least until after adolescence is advised.

- **Recommendation 2**

Early initiation of cannabis use (i.e., most clearly that which begins before age 16) is associated with multiple subsequent adverse health and social effects in young adult life. These effects are particularly pronounced in early-onset users who also engage in intensive/frequent use. This may be in part because frequent cannabis use affects the developing brain. Prevention messages should emphasize that, the later cannabis use is initiated, the lower the risks will be for adverse effects on the user’s general health and welfare throughout later life.

Choice of cannabis products

Cannabis products vary greatly in cannabis’ main psychoactive ingredient, tetrahydrocannabinol (THC). Higher THC potency is strongly related to increased acute and long-term problems, such as mental health problems, dependence or injuries. In particular, cannabis extract or concentrate products contain extremely high THC levels. Yet evidence suggests that other cannabinoid components, including cannabidiol (CBD), attenuate some of THC’s effects. Using cannabis products with high CBD:THC ratios typically carries less severe health risks. Synthetic cannabinoids (e.g., K2, Spice) are a relatively new class of products. Synthetics generally have more severe psychoactive impacts and health risks, including cases of death.

- **Recommendation 3**

High THC-content products are generally associated with higher risks for various (acute and chronic) mental and behavioural problem outcomes. Users should know the nature and composition of the cannabis products that they use, and ideally use cannabis products with low THC content. Given the evidence of CBD’s attenuating effects on some THC-related outcomes, it is advisable to use cannabis containing high CBD:THC ratios.

- **Recommendation 4**

Recent reviews on synthetic cannabinoids indicate markedly more acute and severe adverse health effects from the use of these products (including instances of death). The use of these products should be avoided.

Cannabis use methods and practices

Many alternative methods for consuming cannabis now exist. Evidence suggests that smoking combusted cannabis, especially combined with tobacco, results in various pulmonary-bronchial problems, possibly including lung cancer. In fact, smoking is likely the most hazardous method of cannabis use. The risks are exacerbated by practices such as deep inhalation. Alternative inhalation methods include vaporizers and e-cigarette devices. While these reduce key risks to health, they are not entirely risk-free alternatives. However, rigorous studies on health outcomes are largely lacking. Ingested or “edible” cannabis products bypass inhalation-related risks but delay the onset of psychoactive effects and may lead to use of higher doses. If accompanied by adequate cannabis product labeling and warnings, edibles may offer the safest method of cannabis use.

- **Recommendation 5**

Regular inhalation of combusted cannabis adversely affects respiratory health outcomes. While alternative delivery methods come with their own risks, it is generally preferable to avoid routes of administration that involve smoking

combusted cannabis material, e.g., by using vaporizers or edibles. Use of edibles eliminates respiratory risks, but the delayed onset of psychoactive effect may result in the use of larger than intended doses and subsequently increased (mainly acute, e.g., from impairment) adverse effects.

- **Recommendation 6**

Users should avoid practices such as “deep-inhalation,” breath-holding, or the Valsalva maneuver to increase psychoactive ingredient absorption when smoking cannabis, as these practices disproportionately increase the intake of toxic material into the pulmonary system.

Frequency and intensity of use

Frequent or intensive patterns of use increase the likelihood of developing multiple health problems, including changes in brain development or functioning (especially at a younger age), mental health problems, cannabis dependence, impaired driving and related injuries, educational outcomes and suicidality. Overall, based on scientific evidence, frequency and intensity are among the strongest and most consistent predictors of severe and/or long-term cannabis-related health problems.

- **Recommendation 7**

Frequent or intensive (e.g., daily or near-daily) cannabis use is strongly associated with higher risks of experiencing adverse health and social outcomes related to cannabis use. Users should be aware and vigilant to keep their own cannabis use—and that of friends, peers or fellow users—occasional (e.g., use only on one day/week, weekend use only, etc.) at most.

Cannabis use and driving

Cannabis impairs cognition, attention, reaction and psychomotor control—all of which are critical skills for driving or operating machinery. Numerous studies have shown that the risk of accident involvement and driving-related injuries, both non-fatal and fatal, is two to three times higher among cannabis-impaired compared with non-impaired drivers. Acute impairments set in shortly after use and persist for up to about 6 hours, but they vary depending on the individual’s characteristics and constitution, as well as on the potency and type of cannabis used. There is no evidence for safe levels of cannabis use for driving. Irrespective of legal stipulations, users should refrain from driving during the period of acute psychoactive effects from cannabis. The risk of an accident is even higher when cannabis and alcohol are used together, since these drugs result in multiplicative impairment effects.

- **Recommendation 8**

Driving while impaired from cannabis is associated with an increased risk of involvement in motor-vehicle accidents. It is recommended that users categorically refrain from driving (or operating other machinery or mobility devices) for at least 6 hours after using cannabis. This wait time may need to be longer, depending on the user and the properties of the specific cannabis product used. Besides these behavioural recommendations, users are bound by locally applicable legal limits concerning cannabis impairment and driving. The use of both cannabis and alcohol results in multiply increased impairment and risks for driving, and categorically should be avoided.

Special-risk populations

Studies have identified subgroups of people who have higher or distinct risks for cannabis-related health problems. For example, a substantial proportion of cannabis-related psychosis, and possibly other mental health problems (especially cannabis use disorders), occurs among users who have their own or a family history of such problems. Furthermore, cannabis use during pregnancy increases the risk of adverse maternal and neonatal health outcomes, including low birthweight and growth reduction. These high-risk groups are advised to abstain from cannabis use altogether.

- **Recommendation 9**

There are some populations at probable higher risk for cannabis-related adverse effects who should refrain from using cannabis. These include: individuals with predisposition for, or a first-degree family history of, psychosis and substance use disorders, as well as pregnant women (primarily to avoid adverse effects on the fetus or newborn). These recommendations, in part, are based on precautionary principles.

Combining risks or risk behaviours

Combining any of the higher-risk behaviours described above is likely to further increase and amplify the risks of adverse health outcomes from cannabis use.

- **Recommendation 10**

While data are sparse, it is likely that the combination of some of the risk behaviours listed above will magnify the risk of adverse outcomes from cannabis use. For example, early-onset use involving frequent use of high-potency cannabis is likely to disproportionately increase the risks of experiencing acute and/or chronic problems. Preventing these combined high-risk patterns of use should be avoided by the user and a policy focus.

19+

GET CANNABIS CLARITY

SEED & STONE &

1421 Johnston Road, White Rock



Vikram Sachdeva
Founder & CEO

Ph: 778-895-7192
E: VikramS@seedandstone.com

Christoph Grzywacz
VP of Corporate Development

Ph: 604-779-8918
E: ChrisG@seedandstone.com



A licensed cannabis brand, focused on providing an exceptional retail experience.

We require your support in creating a safe and convenient community in White Rock

Seed & Stone will create a storefront that is appealing and compatible with the city's architecture. To achieve this, Seed & Stone will get in touch with White Rock's council members and discuss various storefront ideas to align with city's vision.



WE ARE HERE FOR YOU

Seed and Stone is committed to the social and economic development of its community



Committed to be a good neighbour



Corporate sponsorships and events

- We commit to donate \$10,000 from our annual net profits to the Parks and Recreational Department of White Rock to support family-friendly programs organized by the city
- Free meditation and yoga classes on 4th Sunday of each month by professional instructors for our patrons
- Partners with Mothers Against Drunk Driving (MADD) and law enforcement to create awareness on safety and security related to cannabis
- Clean White Rock Campaign: Seed and Stone is committed to keeping the environment clean and tidy. We'll be organizing a clean up drive once a month and offering cannabis recycling solutions at our store





YOUR BENEFITS MATTER THE MOST

Cannabis in your community :

- With LCRB being the sole distributor, all products are licensed and safe for consumption
- An increase in foot traffic will help growth of other businesses in the community
- Abiding by the law, we double check identification and prohibit sales of cannabis products to minors
- We believe in fair pay; our basic wage is higher than minimum wage of the province

**Your Safety and Security is of utmost importance to us.
Share in our dreams by scanning the appended QR code
and signing the petition.**



1. **Open the camera app on your phone and scan the code**
2. **Sign the petition for Cannabis in White Rock**

Visit our website for further details: <https://seedandstone.com/>



SEED & STONE



Experience Seed & Stone at Chilliwack –
8050 Lickman Rd #103, Chilliwack, BC V2R 0Y3



CERTIFICATE OF INSURANCE

This is to certify to: Lickman Road Development Ltd.
8050 Lickman Road, Chilliwack, BC, V2R 3Z9

that policies of insurance as herein described have been issued to the Insured named below and are in force at this date.

NAMED INSURED: 1186354 B.C. Ltd D/B/A
Seed And Stone

MAILING ADDRESS: #57-14952 58 Ave, Chilliwack, BC, V3S 9J2

OPERATIONS / LOCATION TO WHICH THIS CERTIFICATE APPLIES:
Location Address: #103 - 8050 Lickman Road, Chilliwack BC V2R 3Z9
Liability is Restricted to Premises

COVERAGE	POLICY NO.	LIMITS OF LIABILITY
Commercial General Liability (CGL) - Including: 3rd Party Bodily Injury/Property Damage/Personal Injury Products & Completed Operations Tenants Legal Liability Deductible: \$2,500	WIP1273206	\$2,000,000 per occurrence \$5,000,000 general aggregate \$2,000,000 aggregate \$500,000
Non-Owned Automobile Liability (NOA)	WIP1273206	\$2,000,000

INSURER(S):
Northbridge General Insurance Corporation (10%) & SGI 100% CGL, NOA
CANADA Insurance Services Ltd.(20%) & Non-Marine
Underwriters At Lloyd's - Agreement#B1306C501421800 (30%) &
Temple Insurance Company (40%)

EFFECTIVE DATE: 11Dec2019 EXPIRY DATE: 11Dec2020

SPECIAL CONDITIONS & CLAUSES

This certificate is issued as a matter of information only and confers no rights upon the Certificate Holder other than those provided by these policies. The certificate does not amend, extend or alter the coverage afforded by these policies.

It is hereby understood and agreed that Lickman Road Development Ltd. is added as an Additional Insured but only insofar as the legal liability arises out of the operations of the Named Insured.

Should any of the above policies be cancelled before the expiration date thereof, the issuing company will endeavour to mail 30 days written notice to the additional insured named on this certificate, but failure to mail such notice shall impose no obligation or liability of any kind upon the company, its agents or representatives.

The insurance afforded is subject to the terms, conditions and exclusions of the applicable policy.

E&OE

DATE: 11Dec2019


Authorized Representative

THIS POLICY(S) CONTAINS A CLAUSE OR CLAUSES WHICH MAY LIMIT THE AMOUNT PAYABLE

SEED &
STONE



CANNABIS RETAIL

*the
journey
within'*

Seed & Stone is **redefining the cannabis retail experience**, by offering a **unique and personalized** take on wellness. In the new world of legalized cannabis, their vision is to establish trust and a deeper connection with their customers, community, and what matters to them.

Creating **meaningful experiences** that impact and help guide consumers on their individualized journey.

CORPORATE PROFILE

Seed & Stone is a recreational cannabis retailer.

Currently operating in Chilliwack, BC. Seed & Stone is looking to expand their brand to multiple retail stores by the end of 2020.

MISSION STATEMENT

Committed to bringing quality products and education to our communities.

VISION

Creating beautiful spaces with an exceptional customer experience, through product knowledge, innovation and expertise on everything cannabis

VALUES

Employees, Education, Customers and Products

PROCESS & BRAND

Seed & Stone operates one flagship store in Chilliwack, BC.

With an increase in sales by 30% month over month.

With plans to expand their retail locations exponentially, they have two applications under review with the council in Township of Langley and two upcoming stores in collaboration with the Songhees First Nations in Victoria.

The brand is targeting to have at least 1 store in the City of Burnaby, City of Delta, and City of Vancouver by the end of 2020.

The corporate governance team is leading the process of finding suitable locations and building the corporate structure. The operations team is spearheading activities related to store management, inventory expansion and building the pipeline of talented individuals to join salesforce for upcoming stores.

Founder and CEO Vikram Sachdev brings decades of experience running successful retail with his team of industry experts in real estate, branding and marketing. They are excited for the growth opportunity of Seed & Stone.



Keeping people safe at Seed & Stone during

COVID-19



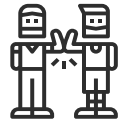
wearing gloves, washing hands regularly and using hand sanitizer



increased cleaning of work surfaces including payment keypads and limited store capacity



Support systems in place to help anyone who becomes affected by the virus



Removed smell jars, installed safety screens at the till, applied strips on the floor with advisory notice across the store

HIGHLIGHTS



The Retail Space

We have re-imagined the typical retail environment of a cannabis store with an open space concept and a cannabis bar



Extensive Product Portfolio

Offering a variety of products under six categories – Dried Cannabis, Inhalable Extracts, Edibles, Ingestible Extracts, Topicals and Accessories



The Retail Brand

Seed & Stone stores offer an impressive collection of products, knowledgeable staff, and a welcoming environment for both beginners and experienced consumers



Premium Store Experience

Creating a memorable experience is what we do! It's all in the details. Customer experience is at the core of our brand

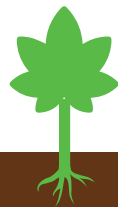
TIMELINE

FEBRUARY 2020



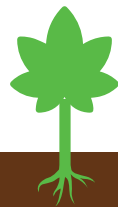
First Seed & Stone store in Chilliwack, BC

JULY 2020



3 applications submitted for licenses in 3 cities

JUNE 2021

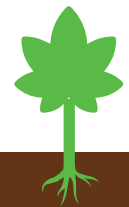


Opening first store in Victoria BC, in partnership with Songhees Nation

JULY 2021



Opening second store in Victoria BC



Opening 1st store in White Rock BC

CANADA'S NEW GROWTH INDUSTRY

1.2^{bi*}
2019

2.5^{bi**}
2020

4.1^{bi**}
2021

* Actual sales of cannabis
through retail outlets

** Estimated sales of cannabis
through retail outlets



ONGOING SHIFT TOWARDS LEGAL RETAIL PURCHASE

- 🍁 Consumers are buying almost two-thirds of products from legal retailers.
- 🍁 Legalization has opened the market to a more sophisticated clientele along with various segments of consumers.
- 🍁 Increased buying frequently since Covid-19
- 🍁 Edibles, extracts and topicals entering market in 2020 are driving further demand

DEMAND FOR RETAIL EXPERIENCE

- 🍁 Consumers are wanting more than just a transaction. They are looking for a retail experience. Whether online or offline.
- 🍁 Consumers are demanding high-quality products at a range of competitive price points.
- 🍁 Privacy and security when purchasing are key considerations for consumers.
- 🍁 Increased interest in building brand loyalty with customers.

CORPORATE RESPONSIBILITY

Seed & Stone takes their environmental footprint seriously. Here are some of the ways they are making a difference



Usage of LED / fluorescent lighting in every part of the store



Use of low energy consumption HVAC products



Use of paper, plastic and other containers made using recycled materials, where appropriate



Employees will be trained in recycling programs by local waste and recycling providers



COMMUNITY ENGAGEMENT

*“Community is at the heart
of everything we do.”*

Seed & Stone are committed to donating 1% of their annual net profits or \$10,000 every year. This contribution goes towards the parks and recreational department of the city in which stores are operating.

They are also proud partners with Mothers Against Drunk Driving (MADD) which is a charitable organization that is committed to stopping impaired driving.

“It’s more than just building beautiful retail stores. It’s about being apart of our communities and making a positive contribution towards our neighbours and fellow business owners.” - Vikram



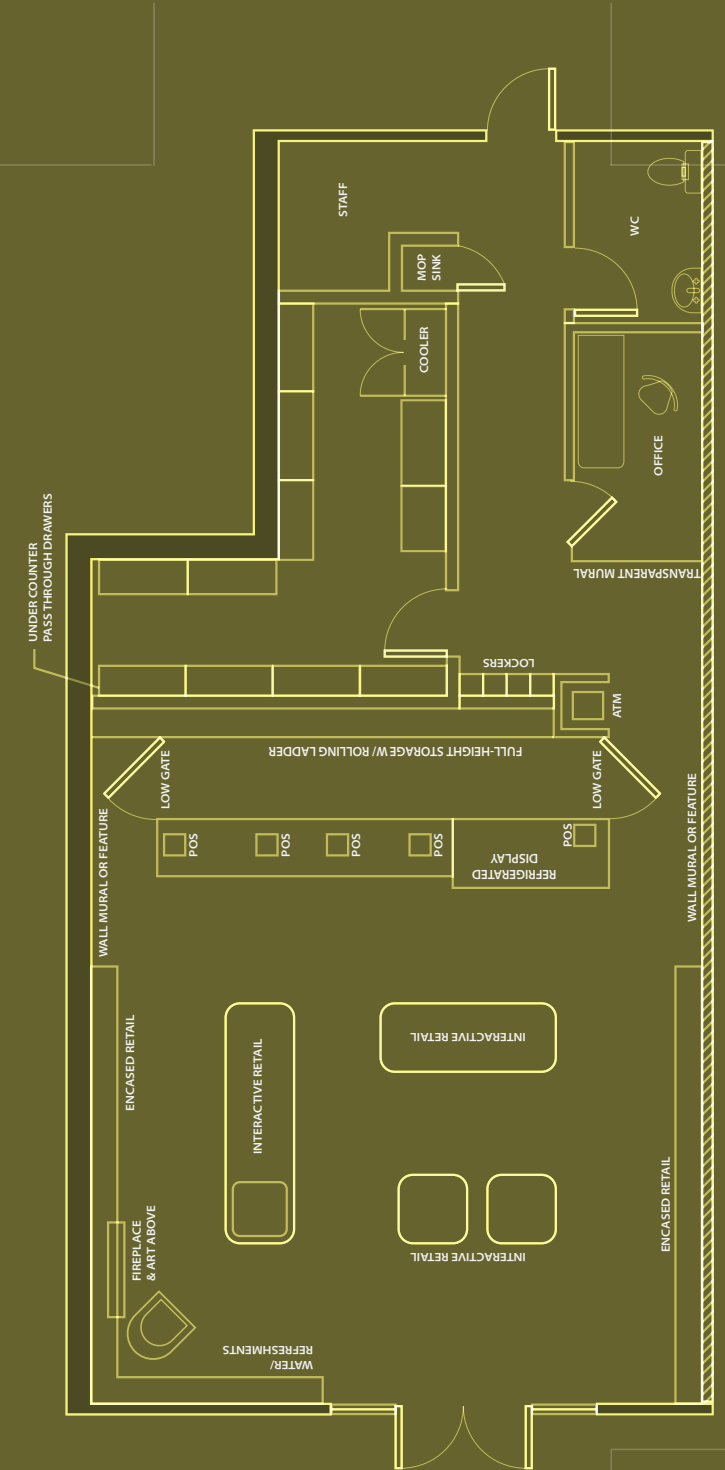
FIRST NATIONS PARTNERS

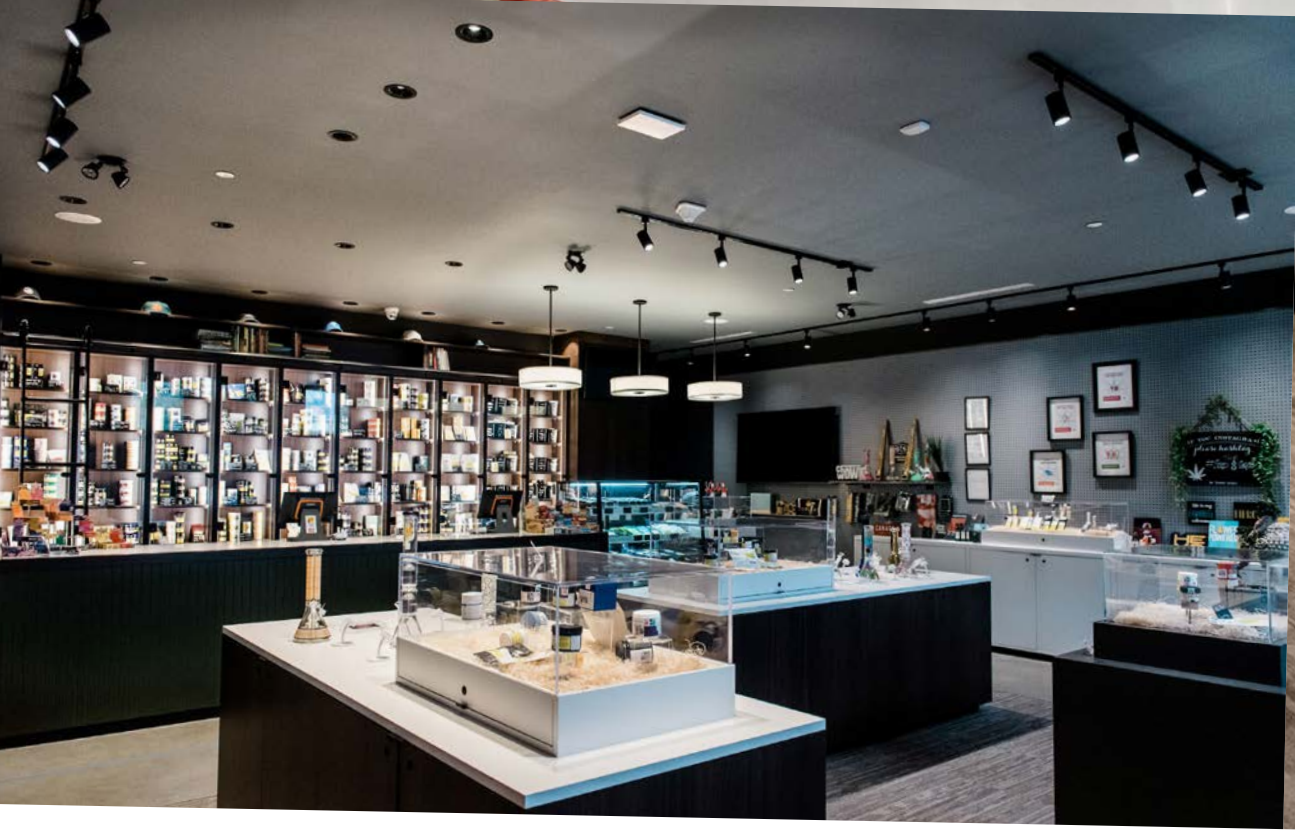
*Seed & Stone is proud to
partner with Songhees
First Nations Band*

We share the same integrity and vision as Songhees and look forward to thriving at their side



STORE & FLOOR PLAN





VIKRAM SACHDEVA

Founder & CEO

Vikram brings over 20 years of retail experience, having successfully operated a food service business with multiple brick/mortal locations. He has over 7 years' experience working for the BCLDB.



CHRIS GRZYWACZ

VP of Corp.Development

Chris is head of development with over 20 years' experience managing commercial construction. He is a highly motivated and hardworking entrepreneur and is an asset to the Seed & Stone team.



SAMIR CHAUDHARY

Head of Procurement

Samir is a detail orientated global businessman with over 20 years' experience running a successful business in the automobile industry.



DAVE HOLENDER

Operations Manager

Dave has spent the majority of his career in the Alcohol and Cannabis industry. From his start as operations manager for a cannabis genetics nursery to more recently being an integral part of the licensing and launch of multiple retail locations.



JOIN US!

CONTACT

Vikram Sachdeva

Founder & CEO

vikrams@seedandstone.com

778-895-7192

HEADQUARTERS

8050 Lickman Rd #103

Chilliwack, British Columbia

V2R 0Y3



seedandstone.com