

# Sales Proposal

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The goals we are trying to achieve and how they **align with the Cannabis Industry**

Our alignment with the Cannabis Industry is grounded in a shared commitment to innovation, sustainability, and community well-being of our Budtenders. **We aim to increase product sales while advocating for responsible consumption and education.**

Our partnerships with producers and retailers foster a collaborative ecosystem that prioritizes ethical practices. Together, we strive to break down stigmas, support local economies, and ensure that the benefits of Cannabis are accessible to all.

Mamma Canna offers **FREE online Education designed to enhance the skills of Budtenders**, focusing on selling through product knowledge rather than solely relying on consumption experiences

# What's offered out there

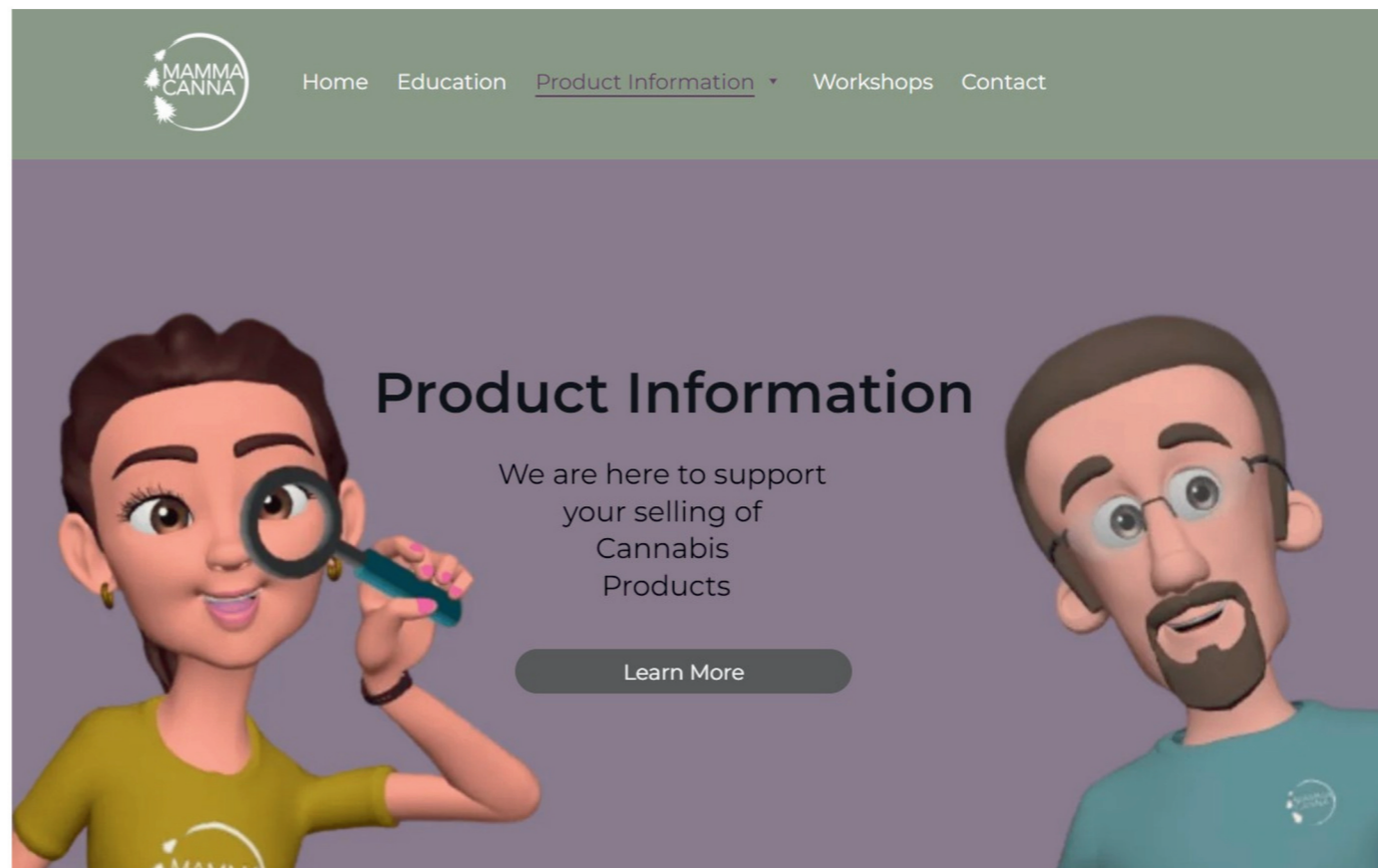
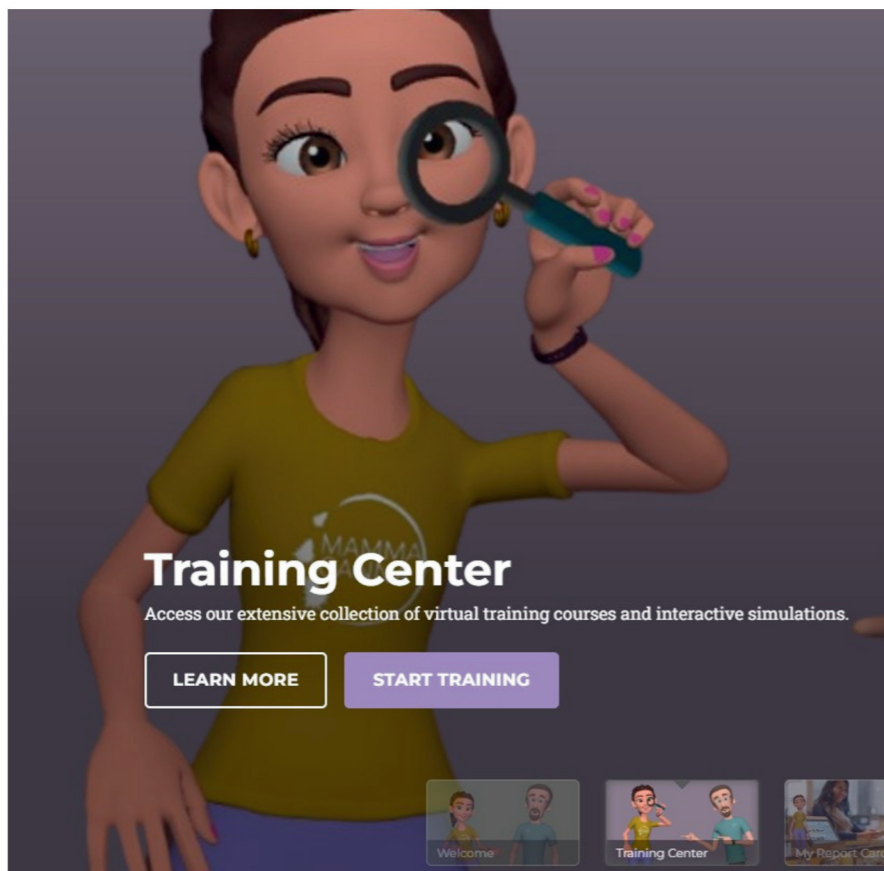
	Mamma Canna	Leafly	Spiffy
Website	✓	✓	✗
Product Listing	✓	✓	✓
Sales Training	✓	✗	✗
Workshops	✓	✗	✗



# Our Solution

The cannabis industry often expects minimum-wage budtenders to sell products without proper education. **We address this gap by providing immediate training through our onboarding process for on-the-job experience.**

Additionally, **we support retail management with product purchasing guidance**, ensuring that every team member is well-equipped to succeed.





# Advertise with Us

We market to the Budtenders with our Brochure that is also a cheat-sheet for compounds found in Cannabis Products

## Mamma Canna Brochure

- Printed on 2000 Mamma Canna Brochures per province and state. Each retail store will receive 3 brochures in each province and state as we launch
- Instagram posts of your joining the Mamma Canna network

We launch the concept of selling based on compounds as you market your products on our website to educate budtenders on how to sell your products

## Our solution in more detail



## Our Solution

At Mamma Canna, for FREE we teach you how to understand the fundamental cellular responses to cannabis. This knowledge empowers you to guide your customers in selecting the right products based on the specific compounds found in cannabis products, helping them achieve the exact experience they're looking for

## Our Approach

Mamma Canna Educates Budtenders on Cellular Responses for Better Product Recommendations. Additionally, we support retail management with product purchasing guidance, ensuring that every team member is well-equipped to succeed

@mammacanna420

Visit our website to learn more [www.mammacanna.com](http://www.mammacanna.com)



Gain the product knowledge and expertise to become a **top-tier Budtender with Mamma Canna**. Learn how to confidently recommend **the right products, boost customer satisfaction, and increase your sales**



## Phytocannabinoids

<b>THC</b> Partial Agonist CB1 Receptor CB2 Receptor	<b>CBD</b> Agonist TRPV1 Receptor Serotonin Receptor	<b>CBG</b> Agonist TRPV1 Receptors TRPA1 Receptors Partial Agonist CB2 Receptor Antagonist Serotonin & TRPM8 Receptors
<b>CBN</b> Agonist TRPV2 Receptors Partial Agonist CB1 Receptors CB2 Receptors	<b>CBC</b> Agonist TRPV1 Receptors TRPA1 Receptors Partial Agonist TRPV3 Receptor TRPV4 Receptor	<b>THCV</b> Agonist CB1 Receptors TRPV3 Receptors TRPV4 Receptors Partial Agonist CB2 Receptors TRPV1 Receptors
<b>HHC</b> Agonist CB1 Receptors	<b> CBDV</b> Partial Agonist TRPA1 Receptors TRPV1 Receptors TRPV2 Receptors	<b>THCP</b> Agonist CB1 Receptors

## Receptor Functions

<b>AGONIST</b> Full strength receptor	<b>PARTIAL AGONIST</b> Partial strength receptor	<b>ANTAGONIST</b> Prevents receptor function
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## Receptors

<b>CB1</b> Affects sensation and perception	<b>CB2</b> Stimulates the Immune System
<b>TRPA1</b> Affects the stimulation of pain, cold, tears, itch and cough	<b>TRPV</b> Affects the sensation of mood, pain and swelling
<b>TRPM</b> Affects the sensation of temperature	<b>GABA</b> Produces a calming effect and assists in controlling anxiety, stress and fear
<b>PPAR</b> Affects regulation of cell development and metabolism	<b>Adenosine</b> Affects may promote sleep and suppress arousal
<b>Dopamine</b> Affects movement, emotions and rewards systems in the brain	<b>Serotonin</b> Mediates Sleep/Wake Cycles, Temperature, Appetite, Movement, Sexual Behavior, Gut Motility and Blood Coagulation

## Terpenes

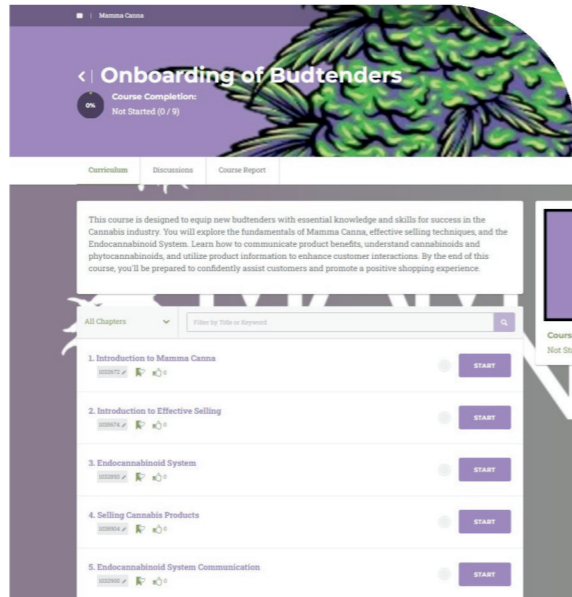
<b>Bisabolol</b> Agonist TRPV1 Receptors	<b>Camphene</b> Agonist TRPV1 Receptors	<b>Farnesene</b> Agonist Serotonin Receptors
<b>Eucalyptol</b> Agonist TRPM8 Receptors	<b>Caryophyllene</b> Agonist CB2 Receptors TRPV4 Receptors PPARa & PPARb Receptors	<b>Humulene</b> Partial Agonist CB2 Receptors
<b>Linalool</b> Agonist PPARa Receptors TRPA1 Receptors	<b>Limonene</b> Agonist A2a & A2b Adenosine Receptors	<b>Nerolidol</b> Agonist GABA Receptors
<b>Ocimene</b> Partial Agonist Serotonin Receptors	<b>Myrcene</b> Agonist TRPV1 Receptors	<b>Pinene</b> Agonist GABA Receptors
<b>Valensene</b> Antagonist TRPV1 Receptors	<b>Terpineol</b> Agonist CB1 & CB2 Receptors D2 Dopamine Receptors	



Learn with Mamma Canna how to sell based on compounds found in Cannabis Products

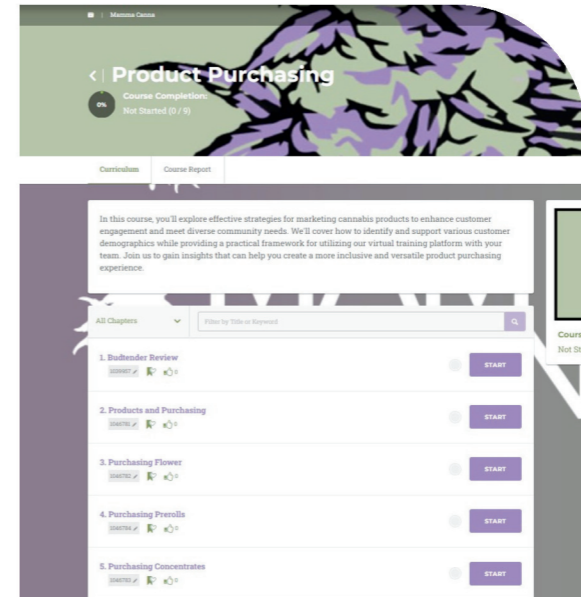


# Our solution is FREE online Education



## Onboarding

Start your Budtenders with this 40 minute onboarding to sell Cannabis Products



## Product Purchasing

Ensure products purchased sell quickly through strategic planning

# Advertise with Us

# Rates

1

## Website Banner Advertisements

- 12 banner Advertisements Available
- Listed on the Mamma Canna Website
- Instagram posts of your products listed

**\$300/month**

2

## Product Listing

- Each Category of Flower, Prerolls, Concentrates, Edibles and Beverages, Oils, and Topicals will host a page with your product listing
- On the category page up to 6 products will be listed

Product Listing Page	Set-up Fee	Monthly Fee
1 Category Product Listing	<b>\$200</b>	<b>\$100</b>
2 Category Product Listings	<b>\$300</b>	<b>\$200</b>
3 Category Product Listings	<b>\$400</b>	<b>\$300</b>
Product Listing Update	<b>\$125 per Listing Page</b>	<b>no monthly fee</b>



# Advertise with Us

# Rates

**1**

## Website Video Banner Advertisements

- 12 banner Advertisements Available
- Listed on the Mamma Canna Website
- Instagram posts of your products listed

**\$400/month**

**2**

## Product Listing

- Each Category of Flower, Prerolls, Concentrates, Edibles and Beverages, Oils, and Topicals will host a page with your product listing
- On the category page up to 6 products will be listed

Product Listing Page with Video	Set-up Fee	Monthly Fee
1 Category Product Listing	<b>\$300</b>	<b>\$150</b>
2 Category Product Listings	<b>\$400</b>	<b>\$300</b>
3 Category Product Listings	<b>\$500</b>	<b>\$450</b>
Product Listing Update	<b>\$125 per Listing Page</b>	<b>no monthly fee</b>

# Mamma Canna's Launch

Join now and receive **2 months FREE** as we begin the official launch of Mamma Canna this includes listings and website advertisements

## Phase 1

March 2025

- Soft launch of our Website for the Budtenders in Canada
- Onboard 6 licensed producers per province and provide the initial listings for Budtenders in Canada
- Produce Brochure for March 2025 Launch

## Phase 2

May 2025

- Soft launch of our Website for the Budtenders in Canada
- Onboard 6 more licensed producers per province and provide the initial listing
- Launch of our virtual workshops for Budtenders in Canada

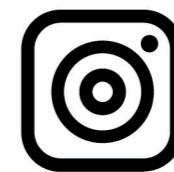
## Phase 3

August 2025

- Expand our retail network through the sales education for Budtenders and Management offer for FREE on our website
- Onboard an additional 6 licensed producers per province in Canada
- Facilitate our virtual workshops to introduce products to our Budtender community



**Thank you, and we  
look forward to  
working with you**



[Instagram](#)

**[www.mammacanna.com](http://www.mammacanna.com)**