



FOUNDER & OPERATOR PROFILE

Sweetlife Flora Biotech Division | Tissue Culture & Greenhouse Finishing Platform

The founder brings operational discipline, property ownership, and direct oversight of renovation and activation. The business is operator-led, owner-occupied, and structured to minimize execution risk during the bridge period.

Operator-Led Production Platform

Sweetlife Flora Biotech is a founder-led, operator-driven production platform built around commercial tissue culture and greenhouse finishing. The founder maintains direct oversight of production design, system integration, and operational execution.

With the building renovation complete, this investment phase is focused exclusively on activating a basement-level houseplant production engine—not real estate, not retail expansion, and not speculative R&D.

The platform is designed to operate as manufacturing infrastructure, with execution discipline embedded from inception.

Purpose of the Production Build-Out

The current investment raise supports the establishment of a vertically integrated houseplant production capability, centered on:

- Commercial micropropagation (tissue culture) for rapid, uniform plant multiplication
- Controlled-environment greenhouse finishing to convert lab output into saleable inventory

This capability is designed to:

- internalize a critical supply chain step currently outsourced or imported,
- stabilize margins through production control,
- reduce dependency on offshore suppliers and freight volatility, and
- enable predictable, repeatable output aligned to real market demand.

The production engine functions as the core value-creation asset of Sweetlife Flora Biotech. Downstream sales channels serve as monetization pathways—not the operational foundation.

Why the Tissue Culturing + Greenhouse Finishing Capability Matters

An integrated tissue culture and greenhouse finishing system materially improves business quality by:

- producing disease-free, genetically uniform inventory at scale,
- shortening production and replenishment cycles,
- improving inventory velocity and cash conversion,
- supporting structurally higher margins than wholesale-dependent models, and
- creating an operational moat that is difficult to replicate without capital, expertise, and systems integration.

This is production infrastructure, not discretionary retail.

Returns are driven by throughput, yield, and execution—not consumer trends.

Founder Qualifications — Why This Platform Will Execute

Commercial tissue culture success depends on process discipline, contamination control, and systems thinking, not equipment alone. The founder's background directly aligns with these requirements.

Engineering & Environmental Systems Education

1. **BEng, Chemical Engineering** — process design, quality control, clean systems, failure-mode analysis
2. **MASc, Environmental Engineering** — biological systems, controlled environments, resource efficiency

This combination provides a rare overlap: engineering rigor applied to living biological systems, directly relevant to sterile lab operations and climate-controlled greenhouse production.

Applied Plant & Finishing Expertise

1. Professional Horticulturalist
2. Landscape Designer

This ensures plants are not only produced, but finished to consistent, commercial standards, with attention to structure, form, and market readiness.

Biotechnology & Academic Credentials

- Biotechnology research experience in sterile, protocol-driven environments
- Published scientific papers, demonstrating experimental rigor and documentation discipline
- Teaching Excellence Award, confirming the ability to train staff and translate complex processes into repeatable SOPs

This background supports knowledge transfer, SOP development, and long-term operational resilience.

Operational & Execution Discipline

- 22 years of military service with extensive experience in project management, phased execution, and high-stakes operations
- Proven ability to coordinate complex systems under time, budget, and quality constraints

This experience directly supports:

- phased activation of lab and greenhouse systems,
- strict SOP adherence,
- disciplined scaling of production capacity, and
- risk-managed execution during early commercial ramp-up.

Production Platform Outcome

Upon completion of the basement production build-out, Sweetlife Flora Biotech will operate as:

- a commercial micropropagation and greenhouse finishing hub,
- a margin-positive production asset, and
- a scalable, repeatable manufacturing platform suitable for expansion or replication.

The focus of this investment phase is capability creation, not proof-of-concept.

Summary for Investors

Sweetlife Flora Biotech's production platform is execution-ready, not speculative.

It is supported by:

- engineering-based process control,
- environmental systems expertise,
- applied horticulture and finishing experience,
- biotechnology research discipline, and
- operational leadership rooted in execution under constraint.

This combination significantly lowers execution risk and supports predictable production, scalable economics, and long-term platform value.