



## Sweetlife Flora Biotech

### Investor Overview

#### Canada's First Integrated Houseplant Tissue Culture & Finishing Platform

##### The Opportunity

The North American houseplant market is large, growing, and structurally constrained by one critical weakness: Canada lacks domestic, commercial-scale tissue culture production dedicated to ornamental houseplants.

Today, high-demand houseplants are overwhelmingly:

- imported as finished goods,
- exposed to long lead times, phytosanitary risk, and freight volatility,
- or constrained by inconsistent wholesale supply.

Sweetlife Flora Biotech is building a controlled-environment houseplant manufacturing platform that solves this bottleneck by vertically integrating commercial tissue culture propagation with on-site greenhouse finishing, producing saleable plants year-round within Canada.

**This is not a plant shop and not a farm.**

**It is manufacturing, applied to living product.**

##### The Solution

Sweetlife Flora Biotech combines two proven but rarely co-located capabilities:

###### 1. **Commercial Tissue Culture (Micropropagation)**

High-demand houseplant genetics are cloned under sterile, controlled laboratory conditions, producing uniform, disease-free plantlets at scale.

###### 2. **Purpose-Built Greenhouse Finishing**

Plantlets are acclimatized and finished to saleable size in a controlled greenhouse environment, converting lab output into revenue-ready inventory.

Together, this creates a production-centric value chain with feedback-controlled output:



The result is predictable output, shortened supply chains, improved margins, and reduced dependency on imports.

### **Why This Is Novel in Canada**

While tissue culture is widely used in agriculture and forestry, Canada has no vertically integrated, houseplant-focused tissue culture and finishing operation operating at commercial scale.

Sweetlife Flora's differentiation lies in:

- exclusive focus on ornamental houseplants (not food or forestry),
- integration of lab and finishing under one roof,
- production aligned directly with market demand signals rather than speculative growing,
- immediate downstream monetization through established sales channels.

This is infrastructure, not trend-driven retail.

### **Market & Monetization**

Output from the production platform is monetized through multiple complementary channels:

- direct-to-consumer retail and e-commerce (margin capture and fast feedback),
- regional commercial and installation demand,
- national wholesale supply to independent plant retailers.

This multi-channel approach improves sell-through velocity, stabilizes cash flow, and allows production planning to respond dynamically to demand.

### **The Business Model**

Sweetlife Flora Biotech operates as a production-first platform:

- revenue scales with production efficiency and throughput,
- margins are driven by controlled inputs, labor specialization, and reduced logistics costs,
- capital converts rapidly into inventory and sales rather than long biological timelines.

The model is repeatable, defensible, and expandable.

## **Capital Raise**

### **Capital Sought: \$1,000,000**

This raise is dedicated exclusively to standing up a state-of-the-art production capability, including:

- commercial tissue culture lab equipment,
- greenhouse finishing systems and environmental controls,
- specialized technical staff,
- commissioning, validation, and initial working capital.

The underlying building and infrastructure are assumed complete.

## **Why Sweetlife Flora**

Sweetlife Flora brings together:

- engineering discipline and controlled-environment expertise,
- deep horticultural and production knowledge,
- proven demand channels and brand reach,
- an execution-first approach focused on cash-generating capability.

This is not an experimental venture.

It is the application of established science and manufacturing logic to an underserved market.

## **The Vision**

Sweetlife Flora Biotech aims to become Canada's reference producer of premium, domestically manufactured houseplants, reducing import reliance and establishing a scalable production standard for the category.

## **Next Steps**

Detailed financials, production plans, competitor analysis, and use-of-funds breakdowns are available in the Investor Data Room.