

DECEMBER 2021

Christian Cannabis™

It's Time to Have the Conversation

US CANNABIS MARKET

The US cannabis market is set to more than **quintuple** from the \$8 billion recorded in 2018 to an estimated \$41 billion by **2025**.

The US CBD market is expected to reach \$20 billion by 2024.

CALIFORNIA CANNABIS MARKET

The licensed California market grew by 23% to \$3.1B in 2019.
By 2024, the state's licensed cannabis industry is expected to exceed \$7B.

CHRISTIAN CANNABIS USAGE

30.2 million California consumers are 21+.

75% approve of legalizing cannabis.

Of these, **13.5 million** are Christian, and **6.8 million** use **cannabis** products. **California** is the trend-setter for **US cannabis consumption** patterns.

CHRISTIAN CONSUMER SPENDING

41 million faith-driven consumers nationally.

2 trillion in buying power each year.

85% don't feel welcomed by their current brands.

79% have different needs than the market at large.

77% seek brands with their worldview.

83% switch brands when a better option is discovered.

O

Trusted Christian cannabis brands.

The market is under-served.



The market is ready.



**We are uniquely positioned to capture
these consumer dollars.**



The background features a faint, golden-brown line drawing of several cannabis leaves, showing their characteristic serrated edges and palmate shape. The leaves are scattered across the page, with some overlapping, creating a subtle texture behind the text.

**Christian Values + Generational Data
tells us the market is ripe for a values-
based brand like Christian Cannabis™.**

Millennials and Generation Z

Millennials and their cohort generation —Gen Z, are anticipated to spend close to \$50 billion on cannabis-related products over the next decade.

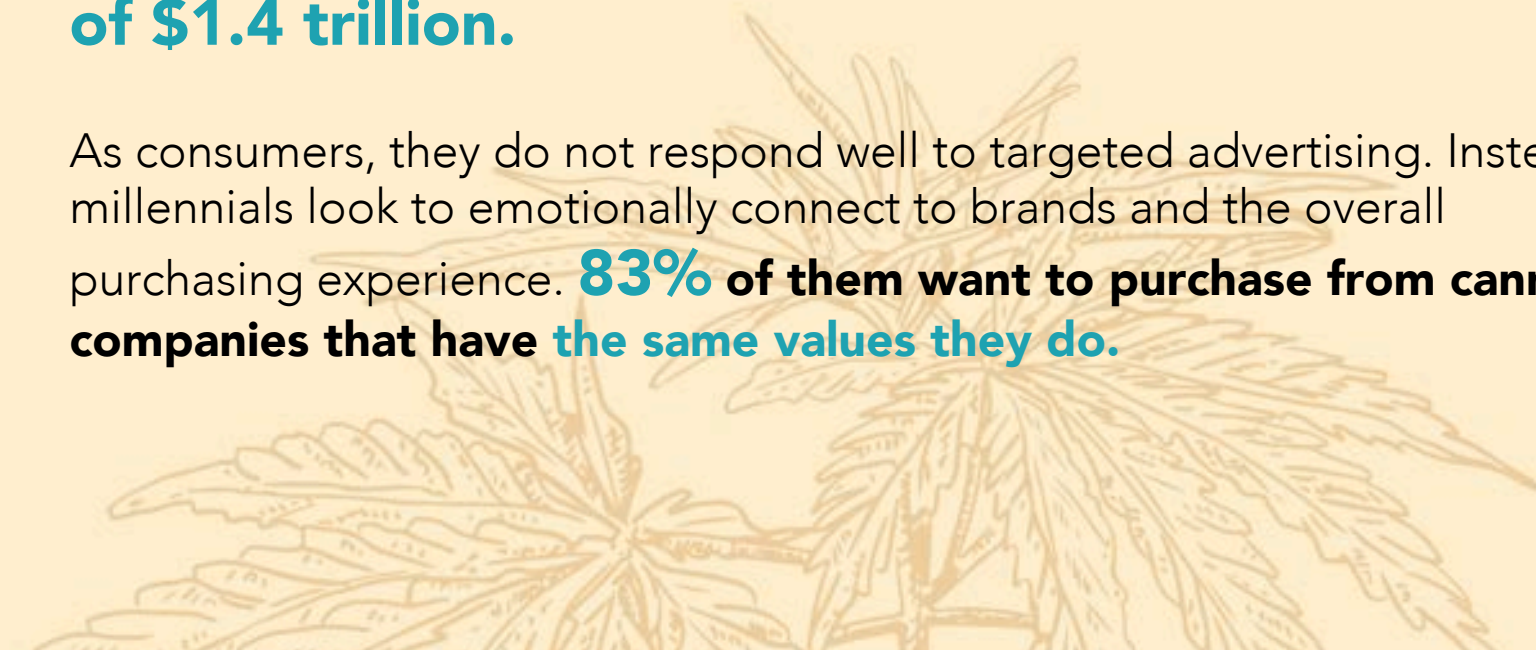
Deloitte's annual millennial report surveyed more than 10,000 millennials and 18,000 Gen Z-ers from 36 countries regarding employment and consumer expectations. Results show that both generations want success to "be measured in terms of more than financial performance." They believe corporations are responsible for having a positive impact on society and the environment, and successful businesses are expected to work toward improving people's lives.

Millennials and Gen Z-ers alike are inspired by a more health-conscious and environmentally-friendly point of view. These kinds of shopping trends caught the attention of The Organic Trade Association a few years ago. Their survey found that at 75 million, millennials were the largest consumer group for organic products in the United States.

Millennials: 1981-1996

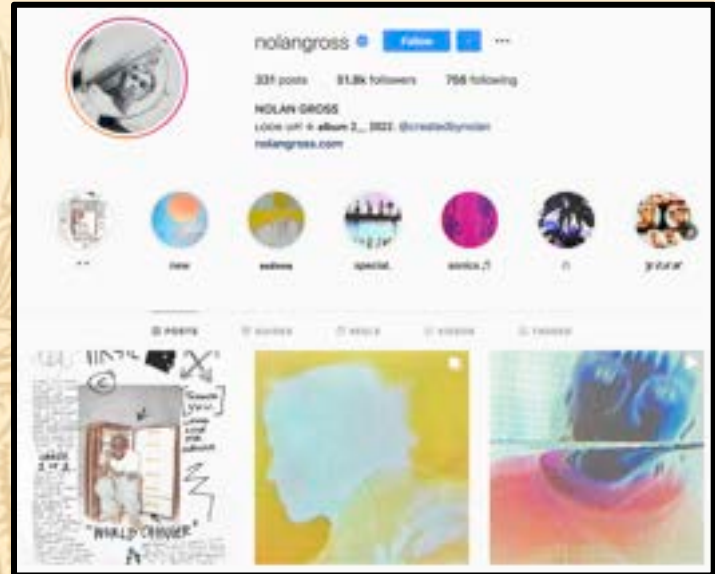
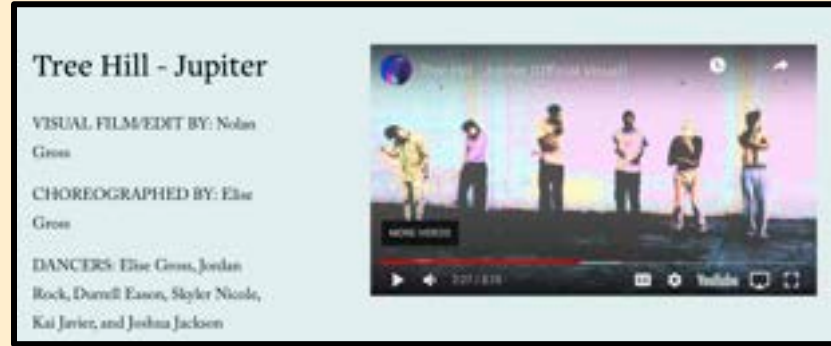
Mostly the children of Gen X parents, millennials currently represent the **largest group of consumers in the U.S. and have a buying power of \$1.4 trillion.**

As consumers, they do not respond well to targeted advertising. Instead, millennials look to emotionally connect to brands and the overall purchasing experience. **83% of them want to purchase from cannabis companies that have the same values they do.**



Gen Z: 1997-present Turned 21 in 2018. College Market and Early Career (21-24 in 2021)

Gen Z have a lot in common with millennials but many of their own distinct shopping habits. **Gen Z seeks cannabis brands that are authentic and support social causes that align with their values, such as protecting the environment and increasing diversity and inclusion.**



A Strong Foundation For Success

History of success in multi-generational ecommerce, bridge-building, educating and infusing the light of Christianity into a shadowy sector with XXXChurch.com.

Established national media relationships and credibility. Founder Craig Gross is recognized as a leading expert on Christianity and cannabis.

Unlike other brands, we have the ability to leverage existing Christian infrastructure, distribution outlets, community groups, retail outlets, media and Christian leaders to create a powerful grassroots marketing, education and cultural groundswell. We will forge the ultimate omni-channel sales experience. Our unique positioning will make us the only brand that is leveraging a mature market segment where impressions and powerful grassroots interest already exists.

PRESS COVERAGE

Millions of Media Impressions in 2019

CHRISTIAN CANNABIS IS RELEVANT, TIMELY AND IMPORTANT. IT HAS RECEIVED 104+ MILLION IMPRESSIONS IN OVER 50+ OUTLETS.

THE TIME IS NOW.

WE HAVE ARRIVED.

THERE IS A SHIFT IN CULTURE.

WE ARE DISRUPTING THE NARRATIVE.

DISRUPTION, INNOVATION AND RELEVANCE ARE EMBEDDED INTO THE BRAND DNA.

The New York Times



VICE

The Christian Post

RELEVANT

dope
MAGAZINE

NOT
YOUR
MAMA'S
CHRISTIAN
PODCAST

 World Religion News

CHURCHLEADERS
Lead Better Every Day

fw FAITHWIRE

THE
BADCHRISTIAN
PODCAST

READY TO BUILD

Existing online presence and media network shows concept validation. Pre-commercialization groundwork has been laid.

Opportunity to access proprietary high CBD strain development by the co-founder and original grower of the #1 premium California cannabis brand.

Seasoned executive-level cannabis branding and sales experience with immediate ability to activate multiple sales channels (retail and delivery).

Market-specific strategic alliances for exclusive delivery to Christian groups.

An origination team that has a proven cannabis and mainstream business experience. A strong legacy of innovation and market disruption is in the DNA.

MARKET OPPORTUNITY

US CANNABIS MARKET IS EXPECTED TO REACH OVER \$40 BILLION BY 2025

\$8Bn

The total sales of all legalized cannabis in the U.S. reached \$8 billion for just 11 states and Washington, D.C.

\$41Bn

This number is expected to grow 5 times over \$41 billion as more states likely follow suit and create new legalized recreational markets.

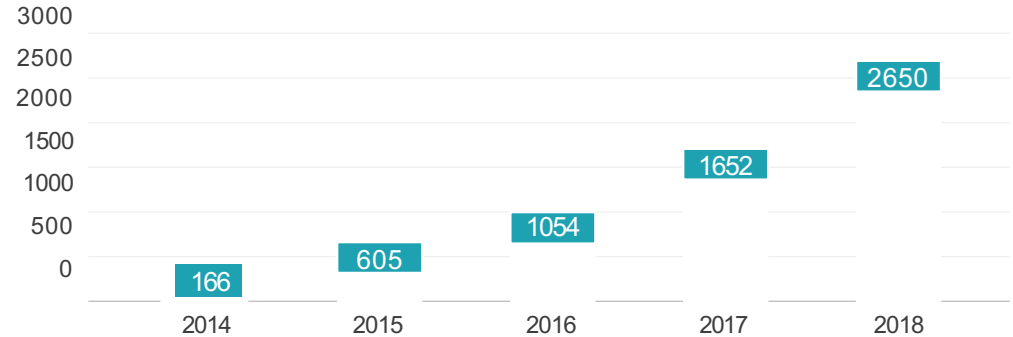
Projected U.S. cannabis sales

2018 _____ 5X _____

2025 _____

THE NUMBER OF CANNABIS BRANDS HAS GROWN QUICKLY

Explosion in cannabis brands ■ # of brands



Challenges we have solved:



Obtaining mainstream media ads and exposure.

Creating new customer bases from scratch



Differences in legal status between states.

Heavy regulation and packaging mandates and restrictions.



Truly Differentiated Products.

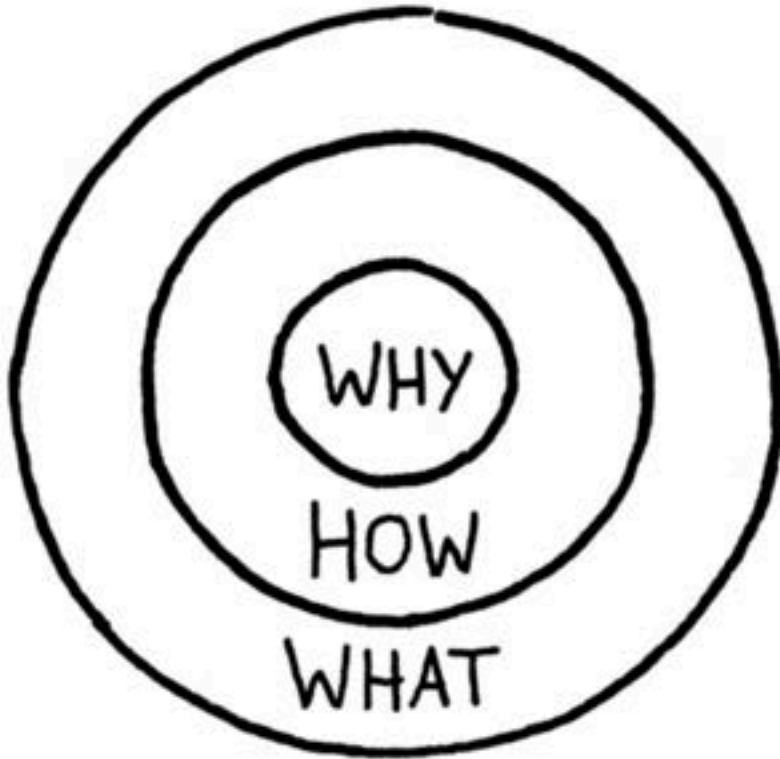
Costly Slotting Fees.

Large MSO's buying in with no heart.

PEOPLE DON'T BUY WHAT YOU MAKE,
THEY BUY WHY YOU MAKE IT.

WHY

THE POWER AND PURPOSE OF WHY



WHAT

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

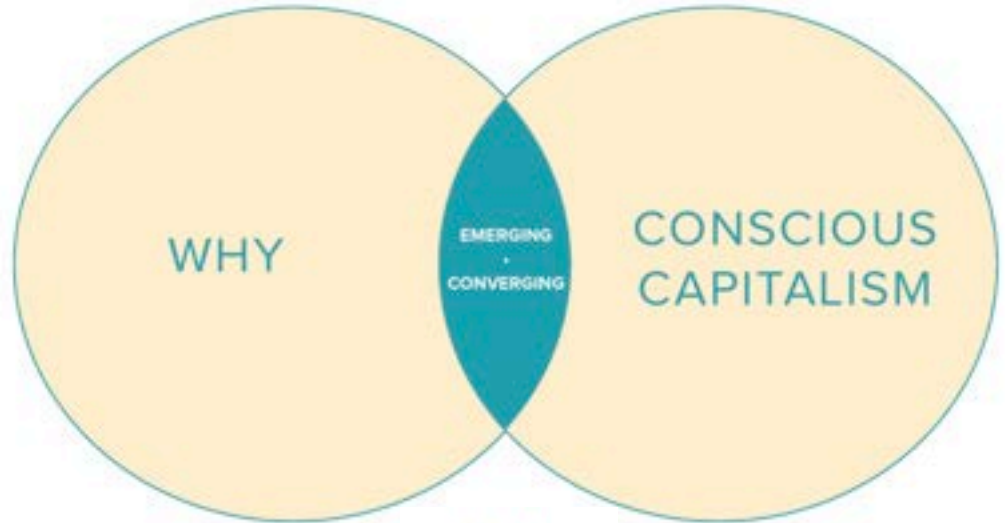
EVOLVING BRANDS AND BUSINESS

This is where high-growth brands such as Honest Company and Allbirds Shoes are coming from.

They lead from "WHY" and merge with "Conscious Capitalism" to create more well-being in the world.

This emerging trend insight has even further implications for brands that have direct offerings in the health and wellness space.

Christian Cannabis will explore forward-looking market segmentation in this area and bring forward tomorrow's segmentation insights today.



Christian Cannabis™

CREATE LOYALTY

TRANSFORM. ENRICH. INSPIRE.

Only **AUTHENTIC EMOTION** creates sustaining loyalty.

THE TRUE HEALTH OF A COMPANY IS MULTI-DIMENSIONAL.

It exists only as part of a **GREATER ECOSYSTEM**. This more "Sophisticated" definition is embraced by Millennials and GenY.

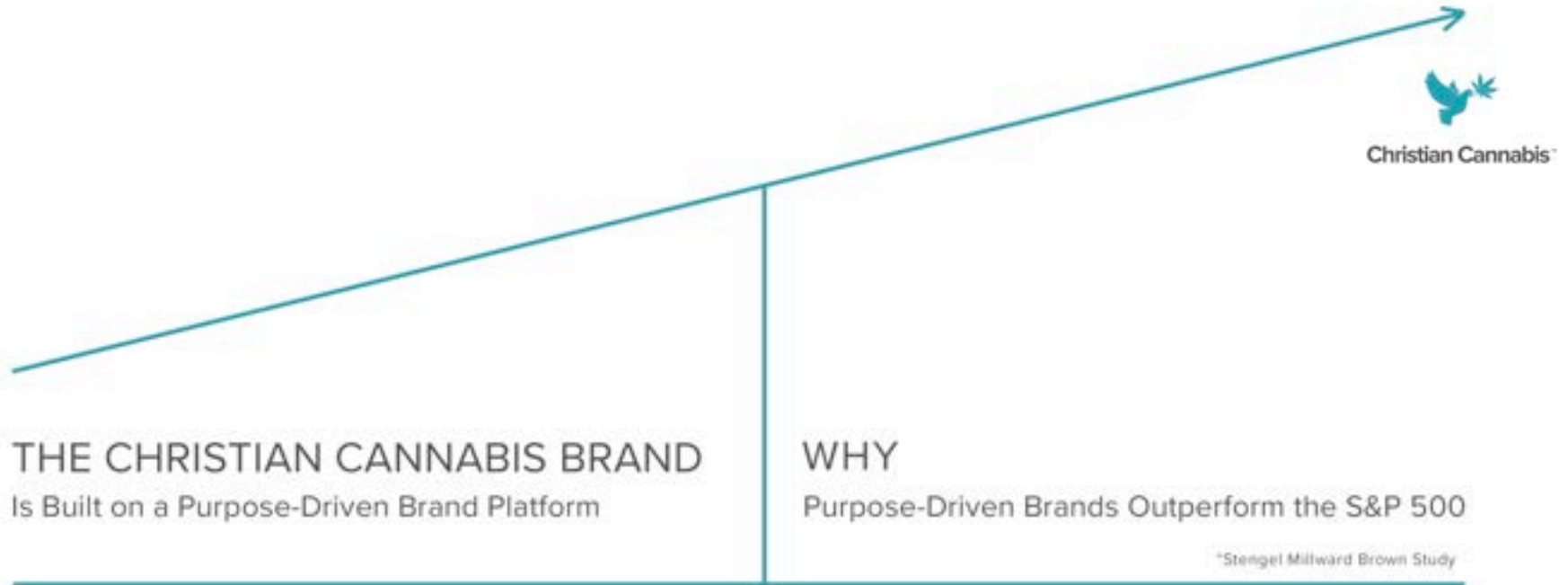
Healthy brands must embody **"AUTHENTIC HUMANITY FROM THE FUTURE"**

in order to be enduring...this is a transformational journey.

The Historical "way of branding" approach is waning. The currency that is valued, trusted and respected is delivering a transformative brand experience.

Values-based brand platforms are the strongest in creating solid consumer relationships and solve needs for the greater good of all. They must now be joined with the emerging theme of **"BENNEVOLENT CAPITALISM."**

PURPOSE-DRIVEN TO PERFORM



PROBLEM

THE CHRISTIAN'S NEGATIVE PERCEPTION OF CANNABIS IS DUE TO MISINFORMATION, STEREOTYPES AND FEAR. FEAR IS NOT THE ENERGY OF THE TRUE GOD. THE TRUTH IS GOD CREATED THE CANNABIS PLANT AND IT HAS LIFE-ENRICHING PROPERTIES.

The main arguments against the use of cannabis are:

01 Fear of mind-altering effects & addictions. There is a belief that consuming cannabis can potentially cause paranoia and addiction to the drug.

02 Public condemnation of using drugs. Many people do not start to use cannabis for medical purposes because of the fear of negative perceptions and rejection.

03 Is it permissible for a follower of Christ?¹ One of main goals of Christianity is to seek and experience a full and clear reality of the glory of God. Use of any psychoactive substances makes the vision of reality distorted.

Sources:

1.—The Bible (1Corinthians 15:12–49; Philippians 3:20–21; 1Corinthians 13:12).

2.—Long-term effects of marijuana use on the brain, PNAS November 25, 2014 III(47) 16913-16918, Fibley et al.,

2.—Dose-related neurocognitive effects of marijuana use - Neurology, 2002 - AAN Enterprises - Bolla et al.

GOD CREATED CANNABIS. CANNABIS IS GOOD.

Conservatism, lack of knowledge, false information, bad breeding of strains, use of toxic pesticides and shadowy misuse of Cannabis as a form of co-dependence and escapism has shaped negative beliefs. It's time for God's truth to shine and for the plant to be set free based on God's original intention and love.



Cannabis's effectiveness is scientifically proven.

Scientific studies report that cannabis use is effective for the treatment of common conditions (chronic pain, drug addiction, depression, etc.) and not addictive.



Cannabis is safer than antidepressants.

Unlike prescribed antidepressants, cannabis does not cause addiction or dependency when used as directed.



Cannabis increases brain connectivity.²

Many studies reveal that there is a significant increase in brain connectivity as an individual begins consuming cannabis. The most noticeable effect is increased clarity of perception and distinctness.

THE PLANT THAT ENDS OPIOID ADDICTION

“Nothing created by the hand of God is to be refused if it be received with thanksgiving”. Timothy 4:4

TESTIMONIAL

A longitudinal analysis of the number of opioid prescriptions filled under Medicare Part D, showed that when medical marijuana laws went into effect in a given state, **opioid prescriptions fell by 2.21 million daily doses filled per year. When medical marijuana dispensaries opened, prescriptions for **opioids fell by 3.74 million daily doses per year.****

“In the depths of my despair, I visited a so-called green doctor in Venice Beach, Calif., and did something that the pious childhood version of me would have considered unthinkable: I asked for a medical marijuana prescription. That evening, I sampled a small dose and experienced what some might call a miracle. The excruciating pain receded and the cloud encircling my head lifted for the first time in months. I laid in bed and wept for more than an hour”.

SOLUTION

Eliminating the barrier of entry for Christians to explore the benefits of Cannabis. Creating "intentional use" not "recreational use".

Christian Cannabis is a brand that is building a culture and community that will dissolve the biases of the Christian community and change the world.

What We Stand For:

- 1 Spiritual Development
- 2 CBD Potent, Organic, Whole Flower
- 3 Strong Family-Centric Community
- 4 Education – Intentional Use
- 5 Natural Wellness – Healthy Planet
- 6 Proprietary Strains

Christian Cannabis will introduce the first exclusive high potency CBD line of products based on 4 stages of learning and usage. Formulations are based on biblical knowledge. All products are designed for integrative healing and wellness. Education and sharing testimonials will play a large role.

Proprietary 4-Stage Usage Scale



CBD Is Always the Hero



THE JOURNEY TOWARD PURPOSE





Christian Cannabis

BRAND EQUITY PYRAMID

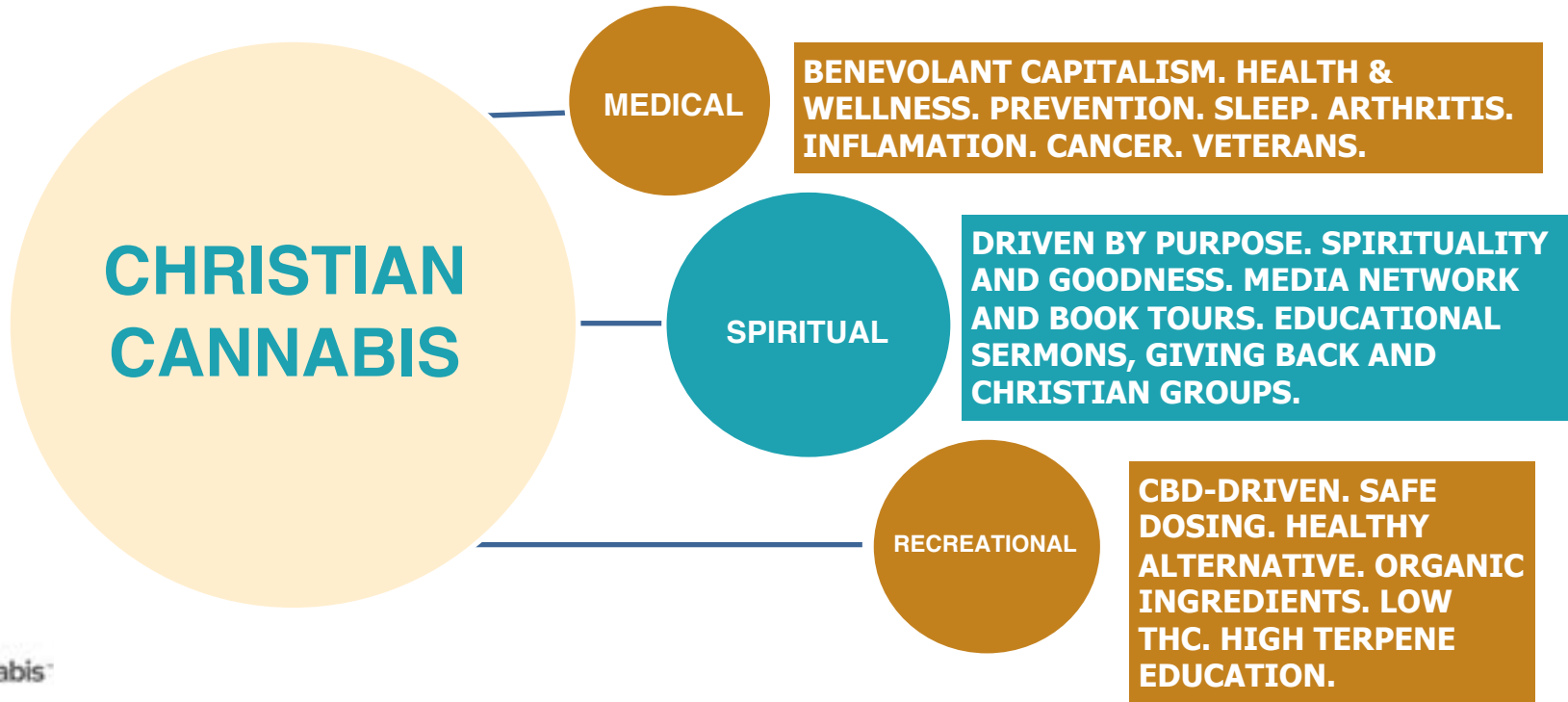


**WE ARE LIKE THESE BRANDS.
GOOD VALUES. SIMPLE OFFERING.
POWERFUL LOYALTY:**



Christian Cannabis

WE ARE A PURPOSE-DRIVEN BRAND



CBD/THC SAFE SCALE™



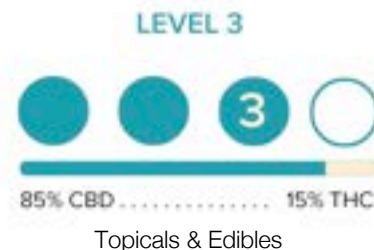
- Proprietary and Exclusive Strains and System
- On-Pack Designations Make It Easy for Consumers to Shop
- Four Levels of Potency
- Builds Consumer Trust and Long-term Loyalty
- Easy Consumer Product Migration Path



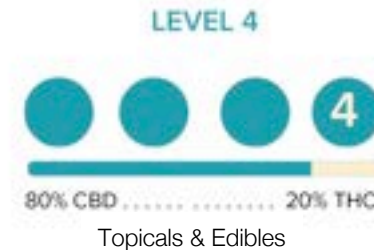
Marketed and Sold Everywhere
Easy Brand Entry
Education Starts



Marketed Everywhere
Sold in Dispensaries/Delivery
High CBD Proprietary Strains
Stimulates Easy Consumer Trial



Marketed Everywhere
Sold in Dispensaries/Delivery
High CBD Proprietary Strains
Safe Exploration and Trial



Marketed Everywhere
Sold in Dispensaries/Delivery
High CBD Proprietary Strains
Safe Potency Offering

PRODUCTS

Our ownable point of difference in the market is that our products all anchor on high CBD. This is an intentional positioning that supports the brand values of doing no harm, easing pain and enriching life. This positioning also promotes trust. We will focus on God's original intention of the plant and God's truth. All products are driven by plant wisdom and wellness

..

CONSUMERS ARE REQUESTING HIGHER CBD STRAINS IN DISPENSARIES AND AT NATIONWIDE RETAILERS.

EFFICACY, SAFETY, TRUST, SUSTAINABILITY AND TRANSPARENCY ARE KEY CONSUMER DRIVERS.

All products are made from proprietary high CBD and low THC strains. Our focus is whole flower, full-spectrum and cold-pressed. Quick on-set formulations using nanotechnology reduce risk. A proprietary "Safe Scale" helps guide consumer choice. "Farm-to-Home" traceability is achieved through proprietary software called **Know Your Cannabis**[™] and provides peace of mind.



Christian Cannabis[™]

PRE-ROLL ONE GRAM & MINIS



PRE-ROLLS



MINI PRE-ROLLS



BACK



INSIDE



INCENSE STICKS



TINCTURES AND TOPICALS



CREAM



PATCH



BALM



SPRAY



OIL



TINCTURE

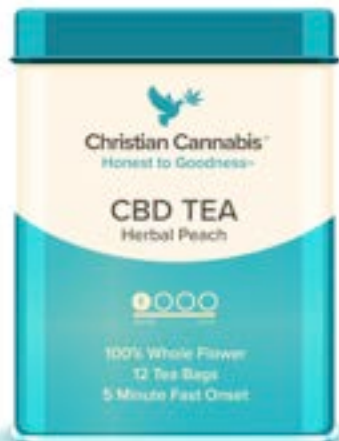


FLOWER



Christian Cannabis™

EDIBLES



TEA



GUMMIES



MINTS



SUBLINGUAL STRIPS

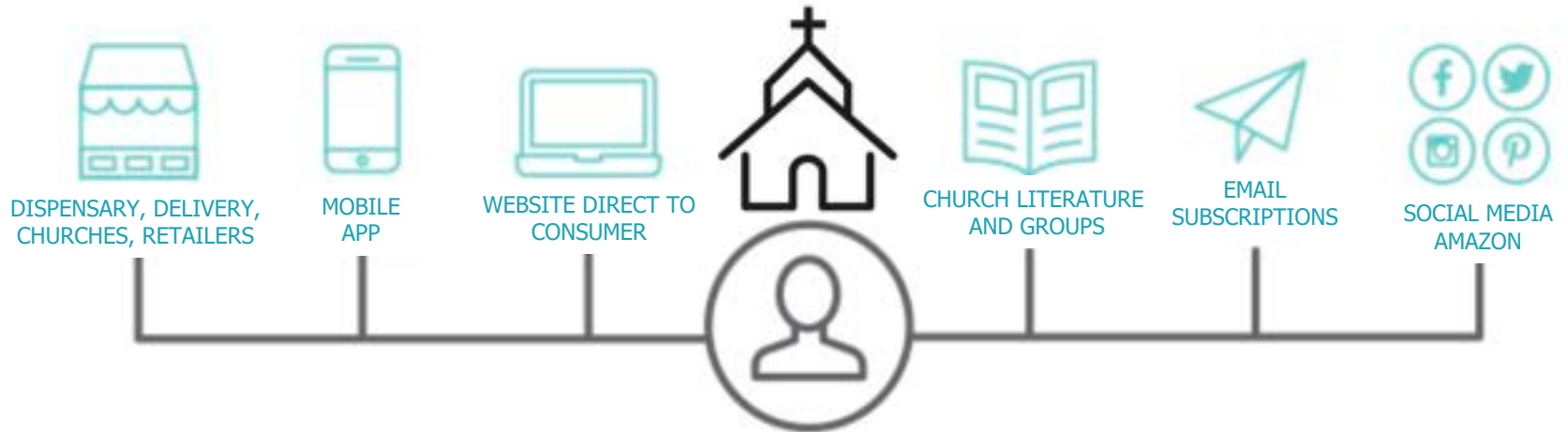




Christian Cannabis™

OMNI-CHANNEL

**Ordered At Church Events
Delivered To The Home**



CHRISTIAN ORGANIZATIONS ARE READY-MADE POINTS OF ENTRY AND EDUCATION

OUR BELIEF

“ WE BELIEVE THAT WHEN IT COMES TO CANNABIS, CHRISTIANS HAVE MORE OPTIONS THAN PROHIBITIONIST STANCES WITHIN OUR WORLDVIEW HAVE GENERALLY ALLOWED FOR.

We are too afraid of the unknown

What if Christians were to begin understanding how something like cannabis could be used in beneficial ways to support their lives?

Any time you join two, perceivably opposing words like “Christian” and “cannabis,” you’re bound to furrow some eyebrows. And we believe there are a lot of eyebrows that need furrowing regarding a topic of conversation that is simply not being had amongst believers in the midst of huge, cultural and legislative shifts that are happening right now.

Quite simply, we believe that when it comes to cannabis, Christians have more options than prohibitionist stances within our worldview have generally allowed for. By and large, the popular consensus among followers of The Way has been outright condemnation – if not blatant demonization – of this oft-controversial plant. While it is our sincere goal to err on the side of caution, we believe this hard-draw line in the sand to be every bit as unhelpful as its “God said that all plants are good, bro!” opposite.

This is a conversation

As such, we hope that this will grow to be a trustworthy resource where you’ll be able to hear a vast array of perspectives regarding the many uses the cannabis plant offers and come to your own, well-informed – responsible – conclusions.

That said, if you’re looking for a biblical permission slip, OR, a specific, scriptural condemnation, neither clearly exists, thus, we won’t be providing them for you.

As of today, very few resources exist for Christians considering cannabis – whether in theory or action – save a few blogs that, understandably so, err on the side of conservatism, but rarely explore the nuances of cannabis consumption. As folks who wish that we would have had something similar to this when we were working through our own convictions regarding this increasingly-available option, we hope that this might be a place where anyone can come to better understand not just the dilemma Christians face, but also the choices that might be available to them in a post-temperance era.

BUSINESS MODEL

The priority of Christian Cannabis is to focus on licensing. We will build and grow a cannabis culture Christian brand and media organization. Strategic partners will manufacture and distribute.

Christian Cannabis will partner with local cannabis manufacturers in different states to expand the brand.

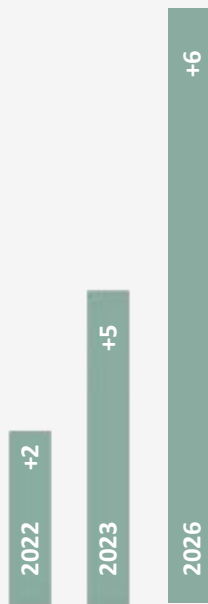
1. Christian Cannabis partners with local manufacturers in each market
2. Local manufacturers produce products under quality control
3. Christian Cannabis white labels products
4. Local manufacturers distribute products to selected channels and consumers

Sources:

1 — Sources: Christian Cannabis analysis 2 — Only Christian CBD

Christian Cannabis will be present in 13+ US states by the end of 2026

Expected number of new markets



The target market for launch stage is California.

■ Current market

□ Potential markets for 2022-2024

□ Future markets for 2023-2028



Omni-Channel Distribution:



Cannabis delivery services



Christian Churches, Organizations and Retail Outlets



Dispensaries



Online

**THE SEASONED TEAM ASSEMBLED
FOR THE CHRISTIAN CANNABIS
BRAND HAS DEEP CANNABIS
EXPERIENCE BUILDING AND
FAST-SCALING CALIFORNIA'S
TOP BRANDS.**



Advisor & Chief Product Officer
Papa & Barkley
Built P&B From Scratch

Guy Rocourt

PAPA & BARKLEY



Former Origination CMO
CannDescent California
Built CannDescent From Scratch
Fortune 50 Brand Builder

Jacqueline Rubasky



Cancer Product Development

Cervical Cancer Survivor

Partnering With Guy Rocourt On Wellness Products



Jeanette Gross

Married to Craig Gross for over 20 years, through good times and in bad, Jeanette found herself facing cervical cancer in 2020.

As part of her healing plan, Jeanette evoked the best modern medicine and integrated Rick Simpson Oil (RSO) into her treatment protocol. Today Jeanette is cancer-free, writing a book on women's health and her own journey back to wellness.

Her role in Christian Cannabis is to bring the truth of her healing journey to the Christian community and to work in partnership with the Innovation Team to develop products with the highest of efficacy and grace.



Christian Cannabis™



Pastor Luke Bricker

Pastor Luke Bricker will guide consumer communication strategy and content development for specific generations. Luke is a Pastor's kid and naturally followed his DNA into vocational ministry at the age of 20. After serving in pastoral ministry and church planting for more than a decade he has made a full-time shift to pioneer new methods of facilitating spiritual community and has become an advocate for the medicinal and recreational use of cannabis in ways that are faithful, spiritual, responsible, and healing.

Luke's role with Christian Cannabis is all about demystifying the taboo of cannabis; *"Everything is permissible, but not everything is beneficial"* says Saint Paul.

"What if we Christians lowered our defense and learned about the incredible benefits of this natural, God-given plant so we can evolve to agree that cannabis is not simply permissible, but it can actually be beneficial".

*"It can add to, and enrich our life, mental state, physicality, emotional well-being, relationships, and most important, **spirituality**.*



Founder & CEO
Christian Cannabis

I encourage and empower people to take the very next step in their life to create the world they've always wanted.

Pastor Craig Gross



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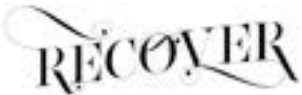


www.christiancannabis.com

As Featured On



Craig's Related Projects



A MICHIGAN PASTOR WHO INVITED CRAIG GROSS TO SPEAK ABOUT PORN IN 2005 OPENED THE DOORS FOR THE CONVERSATION TO 1,800 CHURCHES.

The 2011 TIME 100

Meet the most influential people in the world. They are artists, athletes, scientists and lawmakers, heads of states and systems of thought. They have shaped history and defined our present. Welcome to this year's TIME 100.

Rob Bell
Pastor

By andrew ross | Thursday, Apr 21, 2011

Is hell real? It's a question that has vexed the Christian church for two millennia. Who gets saved, and, more to think of it, what does it mean to be "saved" in the first place?

Rob Bell thinks he knows -- or, more precisely, he thinks we can't know, because the biblical discussion of salvation (as with so much else) is contradictory. Some passages say only those who explicitly acknowledge Jesus as Lord will find eternal peace. Others claim that, in Jesus' own words, "the gates of hell shall not prevail" and Jesus' sacrifice means universal salvation.

Interesting stuff, to be sure, but hardly notable in the world of theology -- except that Bell, the man raising these issues, is an evangelical pastor with a large and growing young following. Bell, 40, is the founder of Mars Hill Bible Church in Grand Rapids, Mich., a master of verbal wit, and the author of a recent best-selling book, *Lane Nine*. Working music, films and a Starbucks-adjacency, Bell is at the forefront of a rethinking of Christianity in America. *Time* readers don't like what they're seeing, for Bell's questions cut to the heart of a faith that requires what the post-Calvinists called a "willing suspension of disbelief."



CHRISTIAN TODAY
PUBLISHED BY CHRISTIAN TODAY

MISSION CHURCH MINISTRIES CULTURE

Rob Bell one of Time magazine's top 100 most influential people





THE MEDIA HAS STARTED FOR CHRISTIAN CANNABIS AND THE PASTORS ARE TALKING WITH CRAIG GROSS. ANOTHER 1,800 DOORS ARE ABOUT TO OPEN.



First Pastor In Michigan To Lead A Cannabis Discussion With Craig Gross

In November of 2021, Senior Pastor Harvey Carey and Christian Cannabis founder Craig Gross created one of the first Christian cannabis conversations in Michigan. This is the beginning of opening a nationwide conversation on cannabis for the Christian community.

Since starting the conversation in the church on cannabis in April 2019, we have seen almost 65% of Christians agree that cannabis is not the devil's lettuce. With 18 states now legalizing cannabis, Christian Cannabis is set to become a trusted national cannabis brand with 2 products planned for 2022 in 2 states.

"Don't be drunk with wine but be filled with spirit". It isn't a statement to be reconciled anymore. Christian cannabis is a new and important conversation, not based on "right or wrong or good or bad" but on allowance and the real meaning of love. The message of Jesus unites. Love is a big enough container to include everyone and everything. Love bears all things.

THE MEDIA IS READY FOR THE CONVERSATION ON CHRISTIAN CANNABIS. JUST LIKE XXXCHURCH HAD A PANEL AT YALE AND NATIONAL MEDIA ATTENTION, SO WILL CHRISTIAN CANNABIS.



Yale Student: 'I'm Here 'Cause I Love Porn'

Porn stars and porn preachers engage in fiery 'Face Off' during Sex Week.

By ABC News

February 5, 2008 11:53 PM • 4 min read



Feb 19, 2008 — Yale University is the academic home to numerous Pulitzer Prize winners and Nobel laureates, several U.S. presidents, senators and award-winning actors.

On Friday, the college, which is also known as a hotbed for student debate and political discourse, held a discussion on an unlikely topic — porn.



Porn star Ron Jeremy will appear alongside anti-porn pastor at Daybreak church in Hudsonville

Updated on 02/20/08 10:45 pm. Updated on 02/20/08 11:30 am



Chris Belief Blog

My take: Jesus loves porn stars

Editor's note: Craig Gross is the founder of XXXchurch.com and the author of ...
... You have debated at Yale, Ohio State, University of Southern ...

Aug 7, 2010

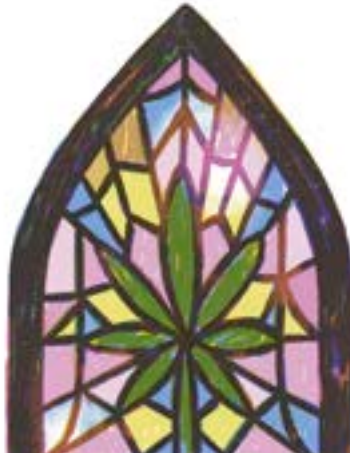
New York Times 6/2019 – Igniting The Cannabis Conversation

The New York Times

The Christian Case for Marijuana

If we are concerned about justice and the mitigation of pain, we must get beyond the just-say-no mentality.

June 20, 2019



Mr. Gross is no stranger to sparking difficult conversations among believers. In 2002, after the explosion of the internet, he started a national organization called [XXX Church](#) with the mission of starting a conversation about the negative effects of pornography. Most Christian leaders felt uncomfortable discussing the topic so openly at the time, but Mr. Gross persisted and soon the issue went mainstream. More than 15 years later, XXX Church facilitates online Bible study groups and has created porn-blocking software. What Mr. Gross did with pornography he hopes to replicate with pot.

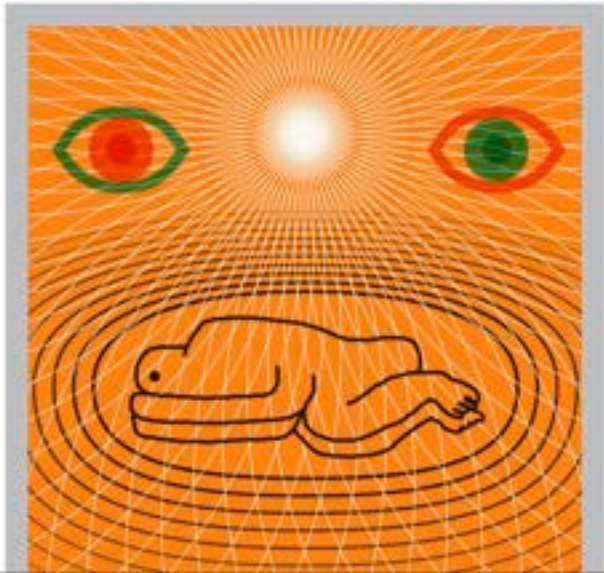
Mr. Gross, who is 42, admits to being personally invested in the issue. After years of struggling with a health condition that resulted in him being hospitalized and on the hook for expensive medical bills, he tried medical marijuana and found both relief from his symptoms and clarity about a new calling. He told me, "Through my experience, the Lord met me in ways more powerful than I've ever known. It convinced me that I am supposed to lead this new conversation."

New York Times 12/2021 – Staying Relevant With New Topics

The New York Times

The Rise of Psychedelic Retreats

Even with cause for concern, retreats in countries like Costa Rica and Jamaica, as well as in the United States, have been popping up for more than a decade.



Throughout the worst months of the pandemic, Mr. Gross and his family lived at Rainbow Ridge, a psychedelic retreat center near Santa Cruz, offering 30 psilocybin retreats for a handful of people at time. He never charged participants. He has since sold his home, worth \$1.3 million, and cashed out his retirement fund.

“The money will come back in different ways,” Mr. Gross said. “We gave this away to over 300 people and the life change that came out of it, it was an evangelistic thing that didn’t need a church or a Bible or a religion.”

“All this stuff that was underground is starting to become above ground,” Mr. Gross said.

A New Conversation

christiancannabis.com

