

MARY MODERN

CANNABIS BOUTIQUE

— 317 CORTLAND AVENUE —

Mary Modern is an innovative brand of retail cannabis boutiques designed for women, by women.

Mission Statement

Our mission is to create safe spaces where women & allies can gather, share, experience, educate, and explore wellness products in their community.



Mary Modern Team Leaders



Jade Elizabeth *VP of Operations*



Holly Ellis *Creative Director*



Teri Alden *Co-Founder*



Alexandra Hall *Customer Experience*

Meet The Rest Of The Team

Andrea Baker *Community Outreach & PR*

Andrea Baker Consulting, Owner

Nastaran Mousavi *Architecture Design & Concept*

Studio Banna, Principal Architect

Anouk Tapper *Logo & Brand Designer*

CMA Brand Creative, Owner

Vijay Patel *Project Sponsor*

Hotelier & Real Estate throughout San Francisco & California

Skip Alden *Project Sponsor*

Foli Media, CEO | Guest Impressions, CEO
Roomfinds, CEO | Exit Info, CEO
30+ years in the hospitality and marketing/advertising industries as a sales professional with experience in print & digital marketing, business management, and cannabis retail

Scott Wolff *Equity Applicant & CEO*

Hospitality, Operations & Consulting

Manuel Leguer *Web Deign & SEO*

Foli Media

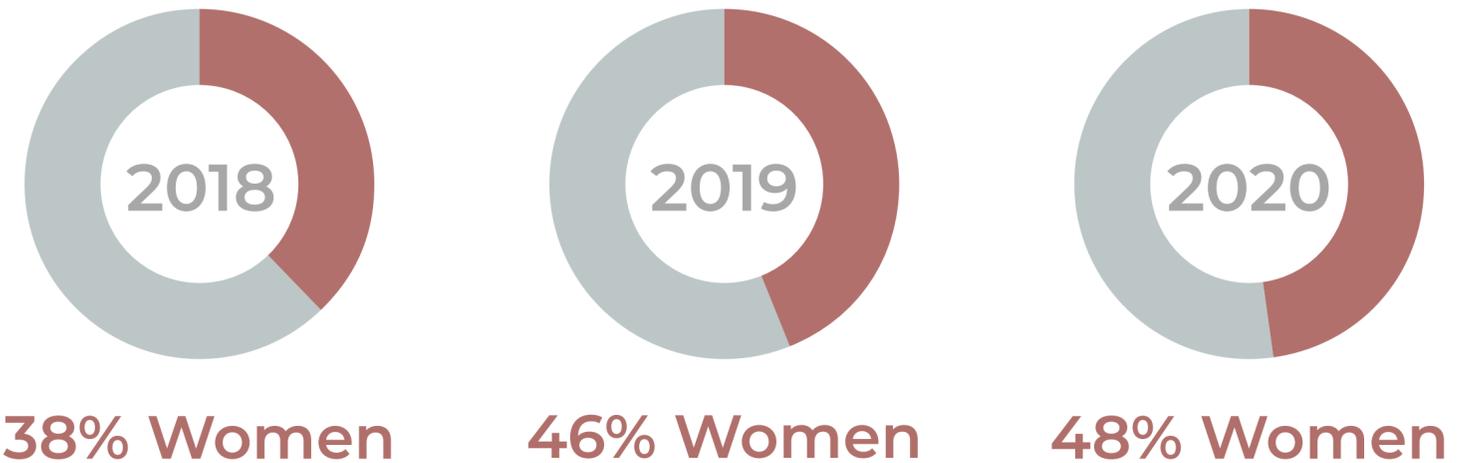
Women & Cannabis

Studies show that more women are using cannabis each year and this trend is predicted to continue. With nearly half of the Bernal Heights population identifying as women, Mary Modern aims to cater to this demographic and curate our offerings to their needs.

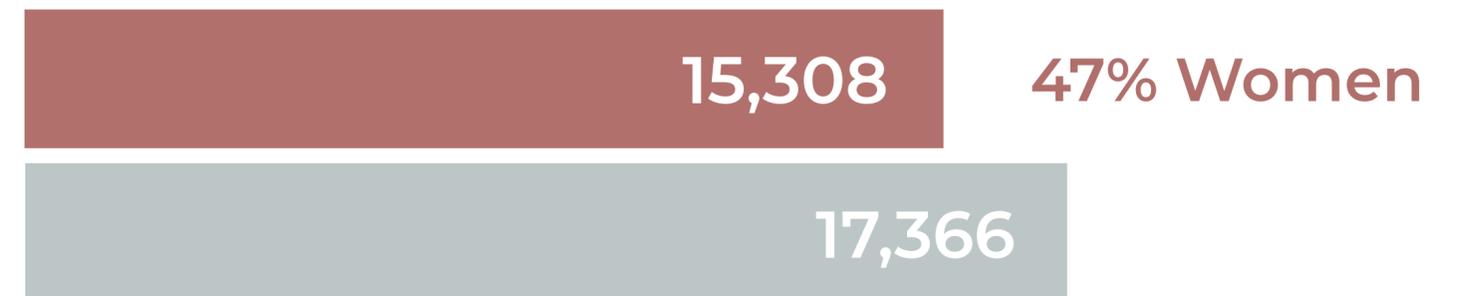
Top 3 Reasons Women are Using Cannabis

- To sleep
- To ease pain
- For recreation

Cannabis Users by Gender



Bernal Heights Population



Sources: "Bernal Heights Demographics" gathered from the latest U.S. Census Bureau release, Cannabis user Demographics from "State of Cannabis 2020" report from eaze.com

Social Responsibility

With cannabis consumption on the rise, it is important to remember the effects it can have on its consumers and the community. As the community grows, we have the opportunity to do it right from the beginning and help break the stigmas that surround cannabis by advocating responsible use, both socially and privately to its patrons.



To ensure the safety of the community and our neighbors, Mary Modern is dedicated to uphold our promises as outlined in the **‘Good Neighbor Policy’** and set an example for other like businesses.



Community Outreach

Due COVID-19 restrictions, typical community outreach efforts were limited. As an alternative, we dedicated the front end of the current Cortland storefront to showcasing the plan for Mary Modern and our core values. With the display being up for over a year, we've received valuable feedback from the community.

We have currently received over 55 letters of support from our neighbors and local merchants

Community Feedback

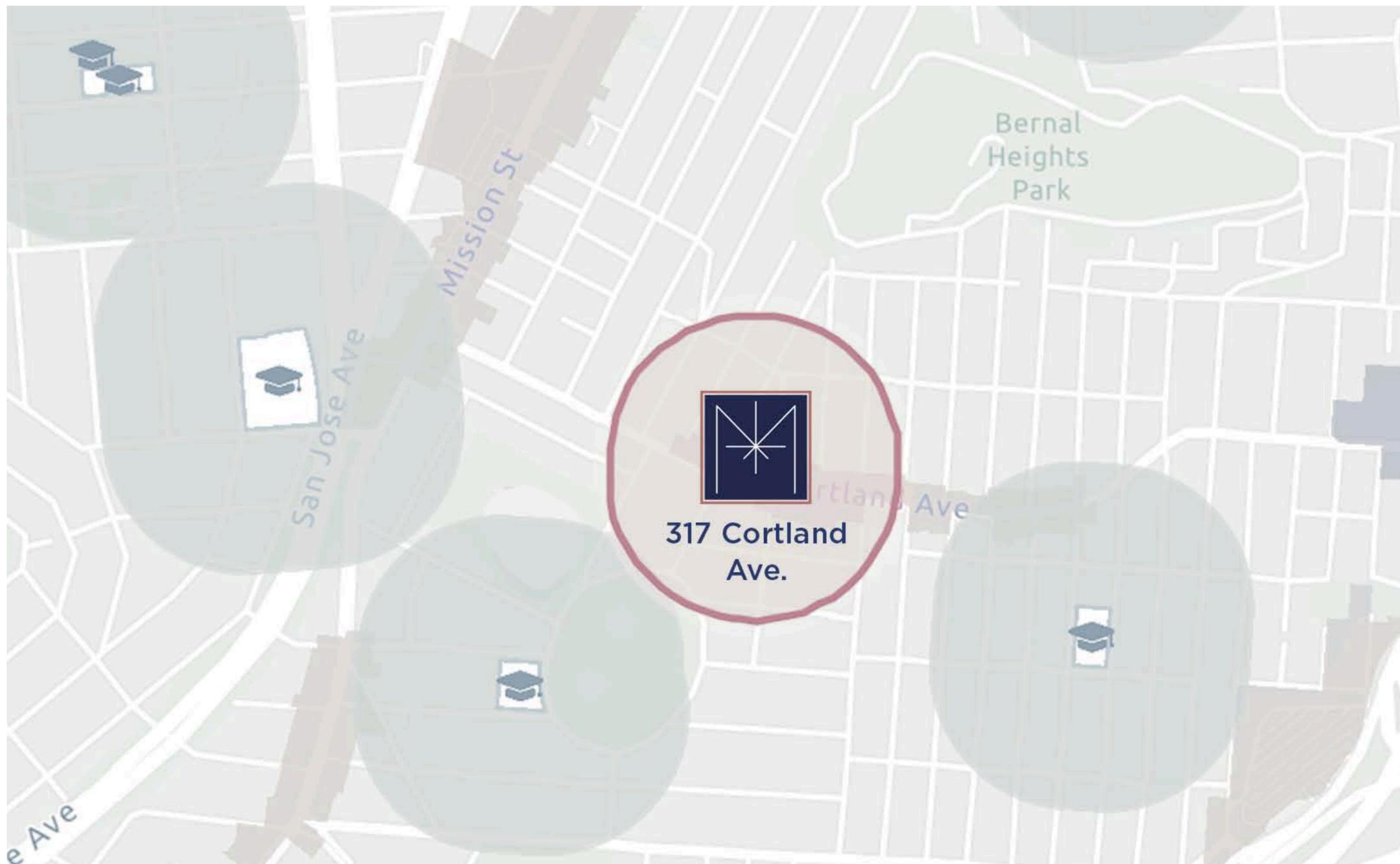
Through various outreach strategies, we continuously solicited feedback from the community to answer questions and address concerns. Among all of the positive responses, traffic congestion and public safety were the top concerns.

- **Traffic**

- Floorplan designed to mitigate sidewalk congestion from waiting patrons
- Technology platforms implemented to promote ordering ahead for pick-up & scheduling arrivals
- On-site security will enforce double parking laws & patrons who double park will be denied entry

- **Ensuring Community Safety**

- Professional armed security guards, as suggested by Police Captain Woon, will provide added security in a much needed time as the Bernal Heights neighborhood & its merchants have been experiencing high volumes of vandalism & burglary
- 24/7 high resolution security cameras and strong exterior lighting may help deter future property crimes
- Data shows property and violent crimes decreased in areas near licensed dispensary locations



Proposed Mary Modern Location

in relation to local K-12 schools

Community Benefits

- Thoughtfully Designed
 - Consultation area to discuss recommendations & safe consumption
- Supporting meaningful cannabis brands
 - Pledging 30% of shelf space to social equity brands
 - Majority of shelf space dedicated to women-owned brands
- Product discounts for seniors & cancer patients
- Charitable partnerships
 - Commitment to donate 1% annual profits to local & global charities
- Neighborhood Cleanup
 - Daily litter removal
 - Routinely pressure-washing sidewalks



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Mary Modern Cortland Location



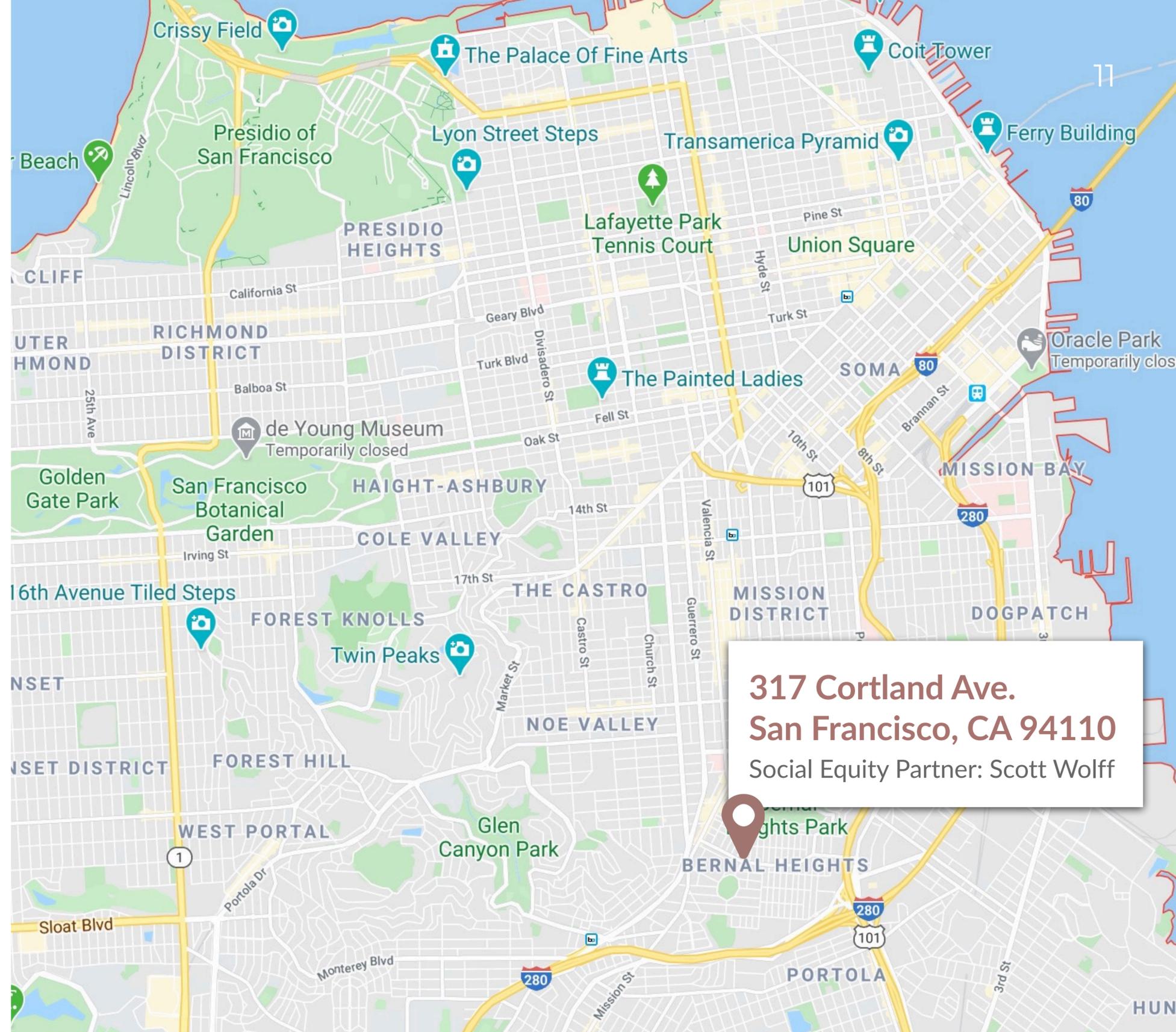
18-20

Jobs created at location



\$125k

Estimated yearly tax revenue



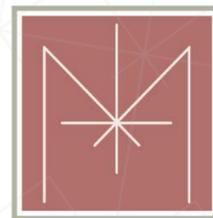


Cortland Rendering

**This design concept is preliminary and is subject to change*



THANK YOU



MARY MODERN

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