



AN AWARD WINNING CANNABIS DISPENSARY

Proprietary and Confidential Property of Gravenstein 116 LLC

# A Brief Profile of Solful

- Founded in 2015 - led by local entrepreneurs - began operating in 2017 in Sonoma County
- Aspired to build a mission-driven company with a relentless focus on delivering a great customer experience and creating a safe, inclusive and professional workplace. We live by the mantra of “solve not sell”.
- An established cannabis dispensary with a mission of “Cultivating Health And Happiness In Our Community”
- Hyper-locally focused company who collaborates closely with the residents and businesses in the communities we serve



# Our Leadership Team

## Co-Founders



**Peter Dickstein, Executive Chairman**

- 37-year SF resident
- Raised family in Inner Sunset
- Successful serial entrepreneur



**Eli Melrod, CEO**

- Born & raised in SF
- Resides in Sebastopol
- Cannabis industry expert

## Equity Partner



**Heidi Hanley**

- First Latina to own and operate a dispensary in San Francisco dedicated to providing safe and affordable access
- Successfully obtained SF's second fully permitted MCD in 2008
- Releaf was one of first seven dispensaries to allow sales of adult use cannabis
- Became a Verified Equity Applicant in 2019

Heidi, Eli & Peter share a deep commitment to serving the Inner Sunset by consistently and generously supporting local initiatives that further enhance neighborhood quality of life.

# Hoping to Make a Great Home and Neighbor in the Inner Sunset

- We view the Inner Sunset as a unique, diverse and vibrant ecosystem of local retailers, restaurateurs and highly involved and caring residents that has become a “destination”.
- Irving Street is a perfect fit for our community-oriented and personalized retail experience.
- We will promote existing and new local brick and mortar retail in the face of today’s many challenges
- Our leaders are locals (SF natives and long-time Inner Sunset residents)



# How We Will Serve You, the Inner Sunset Neighborhood and The City

- Increase retail foot traffic for our business neighbors
- Support and meaningfully engage with vital community organizations and initiatives that benefit neighborhood residents and businesses
- Increase neighborhood safety via sophisticated security crime prevention technologies, operational protocols and close coordination with local law enforcement
- Add a new, visually beautiful, welcoming and professionally managed retail operation



Today



2022

# More Benefits We Intend to Provide

- Provide 20-25 new living wage jobs with health benefits and professional development programs
- Generate significant new tax revenue (~\$750K annually)
- Reduce youth access to cannabis products
- Increase public education about how cannabis can be used responsibly by adults to safely and effectively address health and happiness goals

We're Excited to Collaborate with All Stakeholders!

DISCUSSION / QUESTIONS



THANK YOU!