
EQUITY CAPITAL BUSINESS PLAN [DRAFT]



“The True OG Cannabis Hemp Network”

Weed Connection, Inc. is a Multiversal Corporation

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ATTACHMENTS

- A. Franchise Disclosure Document
- B. Franchise Agreement
- C. NDNC
- D. Operations Manual
- E. Old Business Plan Summary
- F. Media Services
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I. Executive Summary

Weed Connection, Inc., “*The True OG Cannabis Hemp Network*,” Legally Connects People w/ Cannabis Goods, Dispensaries, Lounges, Events, Information & Entertainment

- ◆ Unofficially Established OG Caregiver in ‘97; Licensed Media Business in ‘007
- ◆ Since ‘006 Provides “Information & Entertainment” [@WeedConnection.com](https://www WeedConnection.com)
 - Media, Directory, Advertising & Merchandise Based Business Model
- ◆ New in ‘22: Incorporation, Business & Franchise Development
 - Licensed Cannabis Dispensaries, Lounges, & Consumer Goods

The new business model is based mostly on franchising Weed Connection stores and lounges while simultaneously expanding product lines and manufacturing abilities. The intergalactic golden arches of the legal cannabis industry in development.

Weed Connection can become the largest cannabis franchise in the multiverse for all of eternity. Our vision is not only to create a sustainable business that is profitable to investors, but also to provide both medical patients and recreational users with the best quality products and affordable pricing.

We will provide a safe environment for our staff and customers. What differentiates us from our competitors are deep roots and mass appeal. This business is not only about the money, but WC is also true to the cause. Weed Connection is the most powerful name and inevitably to be the biggest lifestyle brand in the entire industry.

The target market for WC is all humans who use cannabis hemp in any of its many forms for any of many good reasons. We do not discriminate. Cannabis is for everyone, but our lounges will be for members and guests. The initial marketing strategy is based on efficiency not limited to mixed media, but also with focus on geography for natural grassroots word of mouth and foot traffic. We have major plans for international marketing through all relevant channels. Our flagship location and initial model storefront(s) will be placed in populated urban areas that attract millions of tourists annually.

The current financial state of Weed Connection is rebuilding from ground up with experience and foresight. The projected financial state is inevitably generating billions of dollars in annual revenue through thousands of legal franchises across the globe.

Weed Connection is **raising \$420M for 21% equity** to develop the franchise and a full-cycle operation. The plan is a quick equity buyback upon legal settlement or then to raise an additional \$580M for another 21% to be used on international expansion. This includes debt purchase of purchase of real estate for retail stores and lounges, a headquarters on a ranch where growth and manufacturing of brand name products will be sourced.

- ◆ WC is Currently 100% Owned & Operated by Creator [@RussellRope](https://www RussellRope)
- ◆ Shares = Equity Investment; 50% of Money to Creator’s Budget; 50% Expansion

II. Company Description

Weed Connection is an industry pioneer that began as a caregiving business shortly after passage of Proposition 215 legalized medical cannabis in California and gave birth to the green rush. Starting in Agoura Hills, a utopian bubble also known as “[L]A-Town” located near the Northwest border of Los Angeles County, the operation expanded to serve patients and other caregivers throughout the Conejo Valley including Ventura County: Calabasas, Oak Park, Westlake Village, Thousand Oaks, Newbury Park, Moorpark; Malibu and the San Fernando Valley; Mostly Woodland Hills and Northridge, then later expanded to Boulder, Colorado.

Weed Connection basically got all the forementioned cities on lock by serving not only best medical cannabis on the planet, but also from offering an optionally more affordable selection, and thereby became so successful that staying in the quasi-legal business was too much of a risk at the time. The first version of WC was retired around 2004.

Weed Connection returned as a Dot Com launched in 2006. It is an original source for medical cannabis information and entertainment based on being one of the first ever directories of cannabis businesses. There was nothing like it at the time of inception. Weed Connection LLC was licensed in 2007 purely as a media business until being dissolved in 2021. Located in the heart of Hollywood, California for most of that time, the business model was based solely on advertising and merchandise.

Weed Connection, Inc. was formed in 2022.... **ENTER LEGAL RETAIL FRANCHISE**

The legal cannabis industry is saturated with dispensaries containing weightless names that no one is attached to, which lack the pull to attract customers using one of the most powerful and fundamental marketing tools being the business name. Most of stores were named for reasons of differentiating themselves from each other and as to appear to be legitimate medical businesses. Times are changing and the industry is already starting to see massive mergers, acquisitions, and consolidations.

As the industry becomes more competitive and regulated, there is a greater need for alliances and partnerships. Weed Connection is an opportunity for smaller dispensaries to compete with the rising number of other franchises. Not only will the brand name move weight across borders, but it will offer a collective pool of funds for international advertising and consistency of quality products while also leaving space for local farms to distribute their products. Cannabis users want to be able to go into a store and know exactly what they are going to get, but also desire freedom to choose from a variety of options.

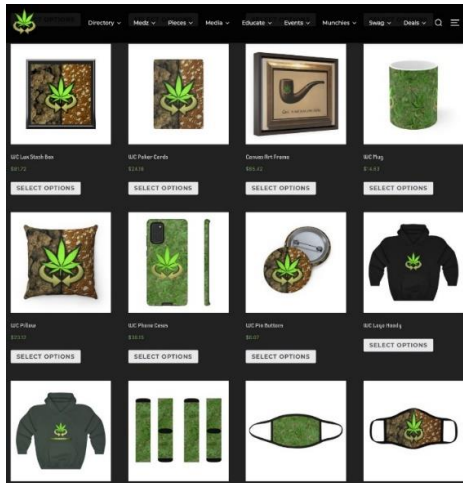
Weed Connection intends to remain a private corporation, may very probably buyback shares with a worthwhile return on investment, but the franchises will always be for the owners not simply because local ownership and control will benefit quality assurance.

The business model is not limited to franchising. Weed Connection will be a joint operation between corporate and local to state collectives each accounting for 50% of cannabis products, and with plans to expand our lines of merchandise and mixed media.

III. Products & Services

Weed Connection Monetizes Everything (All Products To Be Available Online)

- ◆ Franchise – Retail Stores & Delivery
- ◆ Media – Movie, Books, Show/Channel?
- ◆ Merchandise – Branded Products; Apparel & Accessories
- ◆ Cannabis Goods – Flower, Edibles, & Other Medz
- ◆ Hemp Goods – Textiles & Other Materials



- ◆ Advertising to be Replaced w/Internal Advertisements for Network & Affiliates
- ◆ WC Directory to Display Franchise Locations; Third-Party Distributors TBD
- ◆ New Industry Directory Coming Soon or to be Commandeered Via RICO Lawsuit

Media Services @ RRP

- ◆ Official Affiliate
- ◆ Productions & QA
- ◆ Public Relations
- ◆ Media Marketing
- ◆ Consulting
- ◆ Design

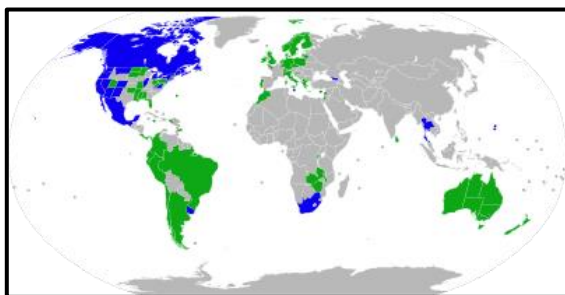


IV. Market Analysis

Weed Connection understands our ideal customer. We started out as both patient and caregiver, then became a media marketing company focused on the niche cannabis hemp industry. We are just like customers and their customers in all relevant respects. Since before publicly launching in '006, our predominant target clientele has been the same groups: cannabis business owners and those trying to break into the industry. WC is mostly engaged in business-to-business selling the gravity of a lifestyle brand and its audience of likeminded individuals. Trust that we want all our people to be successful and not only because we are trying to cut costs and royalties require franchisee success.

- ◆ **Entire Industry** is Currently **Worth** an **Annual** Rate of Nearly **\$40,000,000,000**
 - 10% Control of International Market is Worth More Than \$4B Annually
- ◆ **866 Licensed Dispensaries in California**; 374 Licensed Delivery Businesses
 - Fraction of the Number Per Capita in Other States Where Cannabis is Legal
- ◆ Average Dispensary Generates Nearly \$600,000 in Annual Revenue
 - Successful Dispensaries Can Generate \$4,000,000 in Annual Revenue
- ◆ **19 States**, District of Columbia, Guam & Northern Mariana Islands **Have Legalized Adult Recreational Marijuana**: Alaska, Arizona, California, Colorado, Connecticut, Illinois, Maine, Massachusetts, Michigan, Montana, New Jersey, New Mexico, New York, Nevada, Oregon, Rhode Island, Vermont, Virginia & Washington. Medical Marijuana is also Legal for These Localities.
- ◆ **38 States**, District of Columbia, Territories of Puerto Rico, Guam, Northern Mariana Islands & US Virgin Islands **Have Legalized Medical Use of Cannabis to Varying Degrees**: Alaska, Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Hawaii, Illinois, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Dakota, Utah, Vermont, Virginia, Washington & West Virginia.

Weed Connection hopes to open multiple franchises in all legal states to internationally. 10% of gross sales would come back to the corporation; minimum 4% for collective marketing, 1% for creator royalty, and 5% discretionarily to corporation and investors. WC should reach those goals and provide highly profitable return on investment.



SWOT Analysis

- ◆ Strengths: Name, Logo
 - Branding, Deep Roots
- ◆ Weaknesses: Sabotage by IT
 - Companies & Federal Law
- ◆ Opportunities: Capitalization on
 - Foreseen Change in Federal Law
- ◆ Threats: Obstruction of Justice

V. Strategy & Implementation

Weed Connection has been conducting business in an international niche market being the entire cannabis industry; specifically, under the name “Weed Connection” with few iterations of the same logo since 2006. The logo and name are copyright protected in addition to what is known as a common law trademark. As of 2022, Weed Connection is still the only business known to be using the name or slogan. The only reason Weed Connection does not yet have an official trademark from the United States Patent and Trademark Office is purely financial. Defendants of our federal lawsuit have been trying to keep Plaintiff and Creator imprisoned by not limited to poverty so he cannot afford all vital expenses let alone non-vital expenses; literally on the to do list, and with their obvious intent for spying fraudsters to try and steal the business upon unlikely success of their relentless attempts to falsely imprison and even murder the good man simply because they are greedy and envious. Weed Connection just filed for trademarks in several categories including but not limited to media services, franchises, and consumer goods. This process can take up to a year, but there are no possible legal reasons for denial, so we anticipate becoming an officially trademarked corporation within a year.



Strategy

- ◆ Organization
- ◆ User Database
- ◆ Recycling & Evolution
- ◆ Intellectual Property
- ◆ Completion of All Tasks
- ◆ Best Brand / Product / Prices
- ◆ Legal License & Compliance



Feasible Plans For ROI

- ◆ Legal Claims
- ◆ Pioneering Claims
- ◆ Good Idea Implemented
- ◆ Versatile Monetization
- ◆ Work Ethic

The three overarching factors used to differentiate business in the face of competition:

Cost Leadership

Our franchise will have the capacity to maximize profits by offering lower prices for higher quality product than most of our competitors. By having a uniform line of products available at all locations, we will be able to move more weight not only at a lower cost, but also at more affordable prices. We will also offer a range of options, but consistency to some degree, across the entire globe, will set us apart.



Differentiation

Our product and service offer something distinct from the current cost leaders in our industry and banks on standing out based on your uniqueness. We are not simply going to be a franchise of dispensaries, but a soon to be household name, a lifestyle brand. People are not only going to desire our products, but they our label is going to be something people use to express themselves where you cannot just wave your medz around in public.

Segmentation

Weed Connection serves a specific niche market, which is the cannabis industry as a whole. Our aim is to build traction using smaller franchise audiences before moving on to the broader market through both national and international advertising. The strategy is straightforward; if we build it, they will come, and our pool of collective funds will take marketing to the ultimate level. Cannabis still sells itself and nothing tops our identity. Not limited to many dispensary owners have always commented on how great the name “Weed Connection” is, and that speaks volumes, as does the logo.



Logistics and operations are the workflows we implement to make our ideas a reality. This business plan was not written for our own planning purposes. These details, without providing too much information to grasp, are for you the reader and potential investor. All parts of our planned operations are covered.

Suppliers

Weed Connection products are going to be sourced both internally and through third party vendors. We will do the majority of merchandise production at our corporate headquarters; specifically printing and packaging. Raw materials and brandable items will be sourced from large manufacturers, but we may very probably get into hemp farming and product manufacturing.



Cannabis products will initially be sourced from third party vendors by franchises until federal law changes. We plan to purchase farms designated to growing a few select strains to be available at all franchises after federal law changes. Dispensaries that convert to Weed Connection franchises will already have their own products in place, which will not be expected to see much change until we require an inventory of designated products.

Having been in this industry for nearly three decades, we have thousands of contacts and will provide new franchises with a list of preapproved distributors.

This industry has changed, but cash still rules everything around it. There is certainly more supply than demand. Keeping shelves stocked will not be a problem.

Production

Our merchandise is currently produced on demand. While much of our production will be done in-house, we will probably work with regional print shops for marketing materials to save on shipping but anticipate getting big enough to have our own distribution routes. We will have seasonal workers lined up for busy times and unexpected spikes in demand. It is easy to hire people in this industry and we are going to will inevitably automate training with videos universal to all franchises. All of our media and marketing will be handled in-house at corporate headquarters or subcontracted to the currently parent production company at RRP OG LLC.

Facilities

The plan is to get the first physical retail spaces, flagship stores and lounges; models for franchise development up and running as soon as possible. We hope to acquire a space that is large enough to split into a corporate headquarters, and to start expanding soon after. The first raise of capital would be used to buy and develop commercial real estate in the golden triangle of Beverly Hills and/or on Hollywood Blvd., in Hollywood, Los Angeles, California; very possibly in both locations and for something like \$21,000,000.

The goal is for the corporation to inevitably own the real estate all franchises are located in. The creator may buy equity back from investors upon legal victory, but will never takeover the individual franchises; however, legal victory money will be used to buy more real estate and potentially lower the overhead for franchisees. The point is for everyone to turn a profit while the creator remains in control.

Several hundreds to thousands acre ranches are currently on the market for around \$50,000,000 in the Santa Barbara region of California where would like to start the largest of its kind on the planet ranch with purpose producing and manufacturing all our goods entirely from the cannabis hemp plant. This could also be a hotel and tourist attraction.

Equipment

Weed Connection headquarters and flagship store will need the same standard essentials as any normal media business and storefront. This includes everything from computers, several kinds of printers, cash registers, a safe, display cases, new cameras, lightbulbs, company vehicles, and everything in between. The ranch would require modern farming and manufacturing equipment. We would consult with connections after acquiring funds.

Shipping & Fulfillment

We will be handling as much of the fulfillment tasks in-house as we will also be producing most merchandise and all the packaging in-house. Shipping will most probably through UPS, and we hope to get big enough to have our own people delivering to and checking up on franchises via ground and air.

Inventory

Merchandise inventory will mostly be produced on demand and where stored in our headquarters. Franchises will be responsible for their own inventory of cannabis products until federal law changes, but congress did just pass protections for state regulate cannabis, so this could happen soon, but we need to do more research and then we are going to start or purchase our own farms most probably in California. Inventory will be managed through software as previously mentioned and with all franchises connected to the same system.

VI. Organization & Management Team

President & Creator

Russell Rope, also known as the “True OG,” became President of Weed Connection, Inc. on the day it was legally formed in 2022 but has been in complete control since inception back in 1997. Not only does Mr. Rope have nearly three decades of professional cannabis industry experience, but he has been an entrepreneur for several years longer and remains in control of several other interconnected media business ventures.

Highly educated, street smart, and experienced, Mr. Rope is a real genius with an education level greater than a collective PHD, MBA, JD, and MFA. Focused on everything to do with technology, art, and media since childhood, it was not until after graduating college that business and law were studied and practiced in great depth coinciding with first-hand experience, much of which is not taught in traditional programs.

Born and raised in Los Angeles, California, Russell Rope is a third generation Los Angeleno of European descent whose ancestors migrated from Czechoslovakia, Hungary, Lithuania, and Russia. Both sides of the family are comprised mostly of physicians and attorneys; professionals who value education, and it is relevant to mention that the Czechoslovakian roots were practically royalty; farmers who owned and operated cutting-edge milling equipment during the Industrial Revolution up until everything was taken before their escape from World War II. The genius is not genetic, but values and work ethic have been passed down through the generations.

Right and left brained, traditionally, and self-educated, experienced and most knowledgeable with photographic retention, independent, political and sovereign, there is none other more let alone as qualified to be the True OG.

More information @ <https://russellrope.com/original-genius-og>

Team Structure

It is obvious who is running the show, and there will never be a question as to where the ultimate authority arises, but it is also important for readers to understand that we do place significant value on the team. Unfortunately, there are delusional sociopaths who have been trying to make their lives about being boss of creator let alone equal partners. Those liabilities were cut and anyone claiming any type of control should be reported to the feds and imprisoned. Said liabilities have tainted teams and are still obstructing hiring practices even when nothing but great interest has been displayed by past employees and prospective hires. The organizational structure of new business model will be run similarly to every other corporation and retail business. The most important thing to take from this section is our value of “we not I,” including investors, franchisees, managers, and even those starting from the bottom. Each person will contribute to the inevitable success of our company. Business is war, and no one can win this battle on their own. Teamwork makes the dream work. Join the Real Revolution!

VII. Financial Plan & Projections

Income Statement

Weed Connection presently requires very little expenditure to maintain its intellectual property and presence. In fact, the company has not generated any income for several years and is only being sustained out the creator/owner's shallow pockets. Unable to acquire funding or new advertising clients since multiple false arrests and mostly due to sabotage by giant technology and communication corporations who are also suspected to be interfering with our online store, and because sales practices have been limited to through tainted communication technology, Weed Connection is adapting by significantly changing the business model, which could be for the better.

Moreover, all our communication and technology issues will disappear with the rise of proper funding and inevitable legal victory. Weed Connection will move from private web host to running our own Apache server on a dedicated uber high speed connection. This has not been possible because not limited to Defendant corporations have been interfering with not only creator housing, but also the Internet connection at every place business has been conducted since launch. This is also the reason we never released an app; more than not having the extra money to put apps in the app stores, "they" were aggressively disconnecting the Internet connection each time the creator started developing apps. We will also move our email to the same secure server. Additionally, our phone service provider will be changed to a more reliable company and our snail mail will be delivered directly to the business opposed to going through the allegedly secure intermediary at the California Secretary of State Safe at Home program who has already demonstrated vulnerabilities and compromised security in delivering all the mail.

Weed Connection is a rare if not totally unique prisoner of war. Freedom is not cheap let alone free. Our resilience in the face of adversity truly adds a priceless and non-replicable history to the company, which can surely be monetized for all of eternity. The only way is up. Nothing but straight gains in queue.

Balance Sheet

The creator currently owns 100% equity in the business and its intellectual property. The liabilities being debt are nonexistent aside from damage to credit scores. Lumping both creator's personal and previous business credit card debt into one sum, we are only in the hole around \$10,000, which will be paid off in full as soon as we acquire funding. Shareholder equity, calculated as assets minus liabilities, equals pure equity upon initial investment. All true liabilities are cut from this business as soon as they show their hands, so all that remains are assets. Creator is most organized and an expert when it comes to using, quickly learning, or coding his own software, spreadsheets, and databases. The plan is to use whichever is the best business management software on the market to run the entire franchise, but not until things are set in stone with brick-and-mortar business in place. Based on what competitors are using, options have already been identified.

Cash Flow Statement

Weed Connection has not always been without cash flow. The creator started his caregiving business back in the day when demand was greater than the supply. Starting with an 8th, turning that into a quarter, then an ounce, QPs, then half elbows, the original flow grew from the cracks in the pavement to moving a pound of medical cannabis on the daily before becoming larger than life and retiring from retail to focus on education before launching advertising business model based the dot com. There were never any problems with authorities regarding law enforcement until years after all questionable grey area operations ceased. The right move was made because greedy envious human nature still played out as predicted despite passing any possible statutes of limitations.

Weed Connection dot com also had steady cash flow for several years prior to false arrests, which were truly retaliation attempting to discredit legal claims against defendant corporations whose intent was surely unfair competition where they could not otherwise compete with pioneering claims on top of True OG history and solid connections. Regular advertisers included several dispensaries in addition to other random clients listed on the creator's resume. Some cash flow was generated from merch sales, and the monetary value of several trade deals added up into the tens of thousands. The company was paying minimum business taxes and reporting gross revenue of around \$50,000 a year for several years between launching 2006, disruptive false arrests starting in 2014, and through 2016. The dot com could no longer afford minimum business taxes and the decision was made to dissolve the LLC. A fictitious name statement was planned to be filed for Weed Connection under the creator's new parent company RRP OG LLC, but finances were disrupted by corrupt government actors shorting the creator about \$9,000 of promised scandemic relief, and it was then decided to incorporate.

The creator is a clairvoyant alchemist who truly knows how to grow money on trees. This document only contains lowballed numbers. Cash flow will return stronger than expected.

Creator Royalties

- ◆ \$215 of \$420k per Franchise
 - \$60k of \$100k per Renewal
- ◆ 1% of 10% Franchise Gross Sales
 - 4% to Corporate
 - 5% to Collective Marketing



Exit Plan = ROI

- ◆ Equity Buyback @ 1000% Upon Legal
- ◆ Net Profit Share in the Alternative

VII. Make a REAL DEAL

Looking forward to growing good business with you.

READ & Take Action! Join the [REAL Revolution](#)



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** Terms set forth herein are subject to discretionary change by the creator at any time.*