

GHS

Cannabis Multiverse

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INTRODUCTION

MISSION

SUPPORT HUMANITY TRANSIT TO BIOECONOMY

Cannabis is an outstanding source of material benefits. It heals the environment, grows quickly and densely, capturing and storing large amounts of carbon. Requires very little to grow and gives plenty of resources in return. Long lasting with plenty of good properties and zero waste. From food to construction, from textiles to composites, from medical applications to bioplastics as well as super-capacitors for batteries. Low-tech or high-tech, Cannabis can be 3D printed into houses, woven into healthy, functional and beautifully aging fabrics, braided into strong cording, moulded into different geometries, mixed into board, concrete or insulation materials, pressed for nutrients, fractioned for molecules and much more... Cannabis is the multiverse material.

BIOECONOMY IS A PROFITABLE AND VIABLE FUTURE

The bioeconomy refers to the sustainable use of renewable biological resources, such as plants, animals, and microorganisms, to produce food, energy, and materials. It is an important concept in our society because it offers a way to meet the growing global demand for resources while also reducing environmental impacts and promoting economic growth.

The bioeconomy encompasses a wide range of industries, including agriculture, forestry, fisheries, and biotechnology, and has the potential to create new jobs, drive innovation, and support rural development. By using biological resources more efficiently and developing new biobased products and processes, the bioeconomy can help to reduce reliance on fossil fuels, cut greenhouse gas emissions, and promote a more sustainable future.

Overall, the bioeconomy represents an exciting opportunity for businesses, governments, and individuals to work together to create a more sustainable and prosperous society.



GLOBAL IMPACT



The bioeconomy can contribute significantly to the achievement of the United Nations Sustainable Development Goals (SDGs), which are a set of 17 interconnected goals aimed at ending poverty, protecting the planet, and ensuring prosperity for all.

Here are some examples of how the bioeconomy can help to achieve the SDGs:

1. Goal 2: Zero Hunger - The bioeconomy can help to increase food security and reduce hunger by promoting sustainable agriculture and fisheries practices, and by developing new plant varieties and animal breeds that are more resilient to climate change.
2. Goal 7: Affordable and Clean Energy - The bioeconomy can help to provide affordable and clean energy by promoting the use of biofuels and biogas, which are derived from renewable biological resources.
3. Goal 12: Responsible Consumption and Production - The bioeconomy can help to promote sustainable consumption and production patterns by developing new biobased products that are more environmentally friendly and by promoting the circular economy, where waste is minimized and resources are used more efficiently.
4. Goal 13: Climate Action - The bioeconomy can help to mitigate and adapt to climate change by reducing greenhouse gas emissions through the use of bioenergy and by promoting sustainable land use practices that sequester carbon in soils and biomass.
5. Goal 15: Life on Land - The bioeconomy can help to protect and restore terrestrial and marine ecosystems by promoting sustainable forestry and fisheries practices, and by developing new biobased products that can replace those made from non-renewable resources.

These are just a few examples of how the bioeconomy can contribute to the achievement of the SDGs. By promoting sustainable and responsible use of biological resources, the bioeconomy can help to create a more equitable and sustainable future for all.



VISION BIO-CANNABIS

Industrial cannabis, also named Hemp is a versatile crop that has been used for centuries for a wide range of applications, including food, fiber, and medicine. Today, hemp is experiencing a resurgence of interest as a potential source of sustainable and renewable biomaterials, energy, and nutraceuticals.

Hemp is a member of the *Cannabis sativa* L. species and is distinguished from other varieties of cannabis by its low levels of THC, the psychoactive compound that is responsible for the "high" associated with marijuana. In many countries, including the United States, hemp is legal to grow and use for industrial purposes, as long as it contains less than 0.3% THC by dry weight.

Hemp has a number of potential applications in the bioeconomy. Here are a few examples:

1. **Fiber and textiles:** Hemp fiber is strong, durable, and naturally resistant to pests and disease, making it a promising alternative to cotton and synthetic fibers. Hemp fiber can be used to make a variety of products, including clothing, paper, and construction materials.
2. **Building materials:** Hemp can be used to make a variety of building materials, including insulation, particleboard, and hempcrete, a lightweight, durable material that can be used to make walls, floors, and roofs.
3. **Biofuels:** Hemp can be used to produce biofuels, including biodiesel and ethanol. Hemp biodiesel has a lower carbon footprint than petroleum diesel and can be produced using a relatively simple process.
4. **Nutraceuticals:** Hemp seeds are a rich source of protein, healthy fats, and other nutrients, making them a popular ingredient in health foods and supplements.

Overall, hemp has the potential to play an important role in the bioeconomy worldwide. As interest in sustainable and renewable resources continues to grow, hemp is likely to become an increasingly important crop for a wide range of applications.

INDUSTRIAL

The global industrial hemp market size was valued at USD 4.6 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 15.8% from 2021 to 2028, according to a report by Grand View Research. Industrial hemp is a versatile crop that can be used to produce a wide range of products, including textiles, biofuels, and building materials. However, despite the growing acceptance of industrial hemp as a legitimate agricultural crop in many countries, regulatory challenges remain a major obstacle for the industry. The lack of clarity surrounding federal and state regulations has made it difficult for businesses to operate in this space.

MEDICAL

The global medical cannabis market size was valued at USD 13.4 billion in 2020 and is expected to grow at a CAGR of 22.9% from 2021 to 2028, according to a report by Grand View Research. Medical cannabis has been shown to have potential therapeutic benefits for a range of conditions, including chronic pain, anxiety, and epilepsy. However, regulatory challenges continue to hinder the growth of the medical cannabis industry. Despite the legalization of medical cannabis in many countries, it remains illegal in others, which creates significant legal and financial risks for businesses operating in this space.

RECREATIONAL

The legal cannabis market globally is expected to reach USD 90.4 billion by 2026, according to a report by Mordor Intelligence. The potential social and economic benefits of legalizing recreational cannabis are significant, including increased tax revenue and job creation. However, regulatory challenges continue to create obstacles for businesses operating in this space. Despite the growing acceptance of recreational cannabis in many countries, it remains illegal in others, which creates uncertainty and risk for businesses looking to enter this market.



MARKETS



CANNABIS MEETS CONSCIOUS CONSUMPTION

The current Cannabis market size and valuations only include the trade and commercialization of raw product made of, in most cases, 100% Cannabis.

Where GHS's logic and existence comes in with the Blue Ocean mindset is that Cannabis can be incorporated in many products (as described in our introduction) and is supported by heavy scientific research to be a sustainable bio-material which means that Cannabis can tap into the organic and conscious market should the traceability, trust and transparency of the offer meets the highest standards of tomorrow's demand in a bio-economy led market.

The organic and conscious market of products has been growing rapidly in recent years, driven by increasing consumer awareness of the health and environmental benefits of organic and sustainable products. This trend has created significant opportunities for businesses that can tap into this growing demand and offer high-quality, ethically sourced products.

One of the key drivers of the organic and conscious market is the increasing concern among consumers about the impact of conventional farming practices on the environment and public health. This has led many consumers to seek out organic and sustainably produced products that are free from harmful chemicals and pesticides. In addition, consumers are increasingly aware of the social and ethical implications of their purchasing decisions, and are looking for products that are produced in a socially responsible and sustainable manner.

The organic and conscious market includes a wide range of products, including food and beverages, personal care products, clothing, and household goods. According to a report by Grand View Research, the global organic food and beverage market size was valued at USD 151.7 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 10.5% from 2021 to 2028. Similarly, the global market for natural and organic personal care products is expected to reach USD 27.1 billion by 2028, according to a report by Persistence Market Research.

The growing demand for organic and conscious products has also led to increased valuation for businesses that operate in this space. According to a report by Zion Market Research, the global organic food and beverage market is expected to reach USD 440.6 billion by 2026, while the global natural and organic personal care products market is expected to reach USD 32.3 billion by 2027. In addition, companies that prioritize sustainability and social responsibility are increasingly valued by investors and consumers, as they are seen as contributing to a more sustainable and equitable future.

However, there is currently a lack of dedicated social media platforms and ecommerce websites that specialize in connecting businesses and consumers in the industrial hemp space. By creating such a platform, businesses can showcase their products to a wider audience and consumers can easily find and purchase the organic and conscious products they are looking for. Additionally, a social media platform and ecommerce website that focuses on industrial hemp can also provide valuable educational resources for consumers and businesses, helping to promote the benefits and versatility of this sustainable and environmentally friendly crop. Overall, a dedicated platform for industrial hemp can help to meet the growing demand for organic and conscious products and promote a more sustainable and equitable future.



PRODUCT
MARKETPLACE

PRODUCT MARKETPLACE

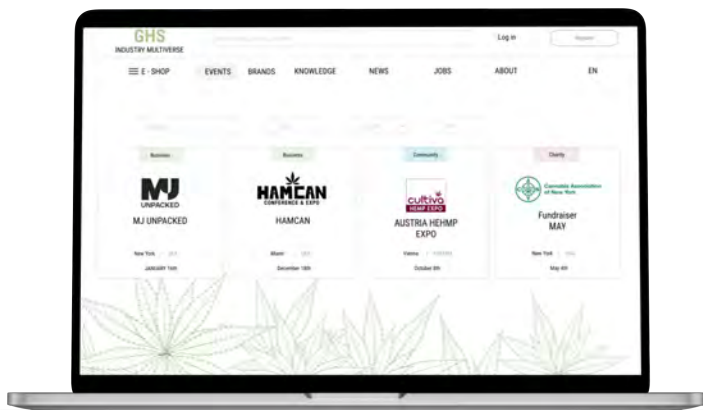


DEVELOPMENT

The current GHS website hosts two main features

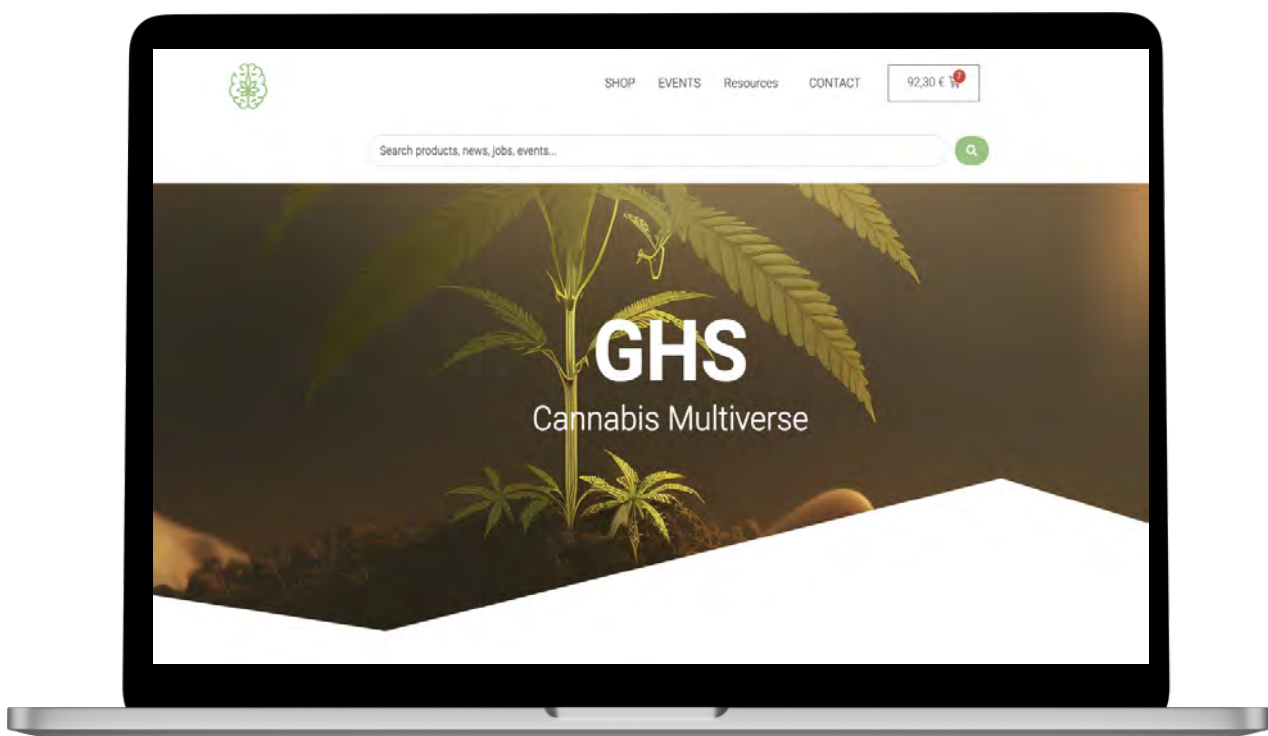
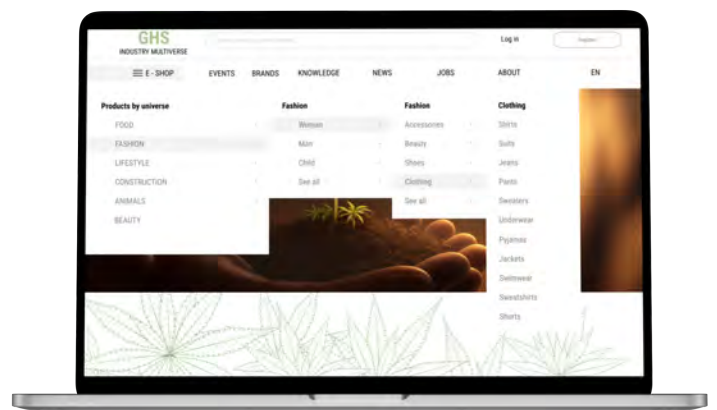
Events Calendar

Detailed listing and Calendar of Cannabis industry events globally.

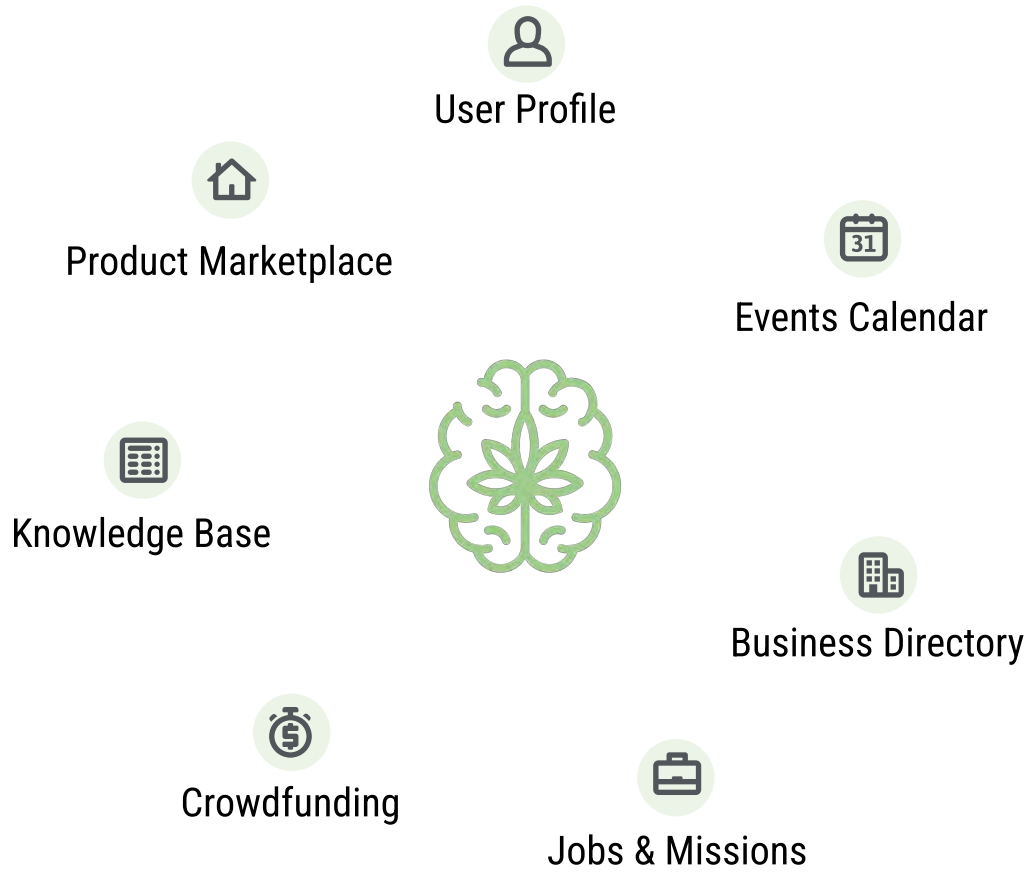


Product Marketplace

Ecommerce shop with over 100 products from selected brands covering 20+ consumer and B2B product categories.



CANNABIS MULTIVERSE (FUTURE)



The current GHS website is building digital features to be released in 2023

Crowdfunding

Toolset for the launch of group buy and crowdfunding campaigns of Cannabis products

Jobs

Featuring jobs and missions in partnership with HR marketplaces in the Cannabis industry

Knowledge

Featuring online courses in partnership with existing education centers and scientific papers on Cannabis

Business directory

Detailed directory and profile pages for Cannabis brands and external services to the Cannabis industry

ROADMAP

- 2021** Company registration in Delaware, USA
First invested by AppLifeDigital
Alpha version of www.globalhempservice.com
Network build up with Asia Stakeholders
LOI with China Hemp Associations and Media
Textile commerce section deployment
- 2022** Branch registration in France
Network build up with Euro Stakeholders
Member of Green Chemistry Lombardy Association & Hemp Club Europe
Europe tour to meet stakeholders (France, Italy, Austria, Belgium)
Speech at Vienna Hemp Expo
Supplier database reaches 1000 contacts
Beta version of www.globalhempservice.com
First sales on Website
Collaboration with Bratislava tech university for Hemp Carbon Credit research
- 2023** Participation at United Nations Workshop on Hemp as Commodity
Network buildup with Africa stakeholders
Intention for collaboration with Stakeholders
Event database reaches 100+ listings
Multi-vendor marketplace deployment
Team recruitment
- 2024** Mobile App deployment
Physical space prototype deployment
- 2025** Investment in Cannabis Smart farming Software
Franchise deployment
- 2027** Investment in Cannabis Smart Logistics Software
- 2030** Investment in Cannabis Smart Factory Software

PLANS AND BUSINESS MODEL

PLANS

Our plan is to deploy more features in 2023 on our website in order to fulfill the needs expressed by the industry and meet consumer demand. Starting in 2024 we are aiming at deploying prototype of physical projects from our foundation.

Alongside of our 2023 feature releases, we will deploy a substantial marketing effort to onboard both brands and stakeholders as well as build up organic traffic and sales conversion.

BUSINESS MODEL

SOURCE OF INCOME

3% commissions on marketplace transactions

	2024	2025	2026
Brands onboard	1000	5000	10000
Products online	15k	75k	150k
Transactions	0.9M	2M	8M

COSTS

Marketing / Digital Platform Dev and Maintenance

Contact us for more details on plans, projections and financials

MARKETING

GHS COMMUNITY

Today, our founder's network first degree reach on social media is accumulating over 12000 contact points globally and has associated his profile with trust, digital expertise, sustainability advice and hemp topics thanks to sharing and posting accumulation over the years.



GHS R&D FOUNDATION

GHS has been building project scope, gathering research and teams for deployment of:

Showroom

Physical social space in major cities showcasing the cannabis industry and franchise opportunities

Factory

Cannabis factory for the fraction and production of products from agricultural crops

Farm

Smart farm for the Cannabis industry with high environmental and social standards





EXPERIENCE

DIGITAL ECO-SYSTEM & SUSTAINABILITY

The founder of GHS has spent 15 years working on digital products and services. Starting from social network sites development and marketing for communities of over 100,000 members he then moved toward performance marketing agency with SEO and Social media campaigns for international campaigns and became Digital Intelligence Director within the world's largest independent advertising agency network. Moving on toward an interest in sustainability and reducing fashion environmental impact, he consulted with upcoming brands and under served communities to build projects showcasing sustainability, rewarded at Shanghai Design week and presented alongside Shanghai Fashion week. He then focused on analysis and networking within the Fashion industry as well as co-developed an e-commerce solutions in the food industry.

Since 2018, the founder of GHS has been building a network of Cannabis professionals on a global scale, with touch points all along the ecosystem including supply chain and external services. The supply chain is often called "seed to shelf" which refers to the entire process of cultivating and producing cannabis, from the planting of the seed to the sale of the final product. At GHS, we expand this expression to SEED to SOUL, which is a more holistic approach embedding the people associated with the product as well as the actual effects, impact and purpose of the product after it is sold.

The GHS Founder and advisory board began taking their first steps in the Cannabis industry over 10 years ago.

From the beginning, our activities went beyond borders and the initial scope of only textile and fashion sustainability. We have experience and projects in the 3 sub categories that characterize Cannabis, being:

1. Industrial Cannabis (Hemp)
1. Medical Cannabis (Medical Marijuana)
2. Recreational Cannabis (Weed)

Our upcoming plan includes strategies to cover these 3 categories globally with a combination of low risk and safe expansion action items.

CONTACT



www.globalhempservice.com



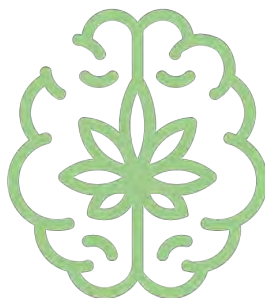
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GHS

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