



Redeem™

T H E R A P E U T I C S

Redeem™ Therapeutics™, Inc.
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PROSPECTUS

Our mission is to provide safe and natural, scientifically sound alternatives to traditional pharmaceuticals and provide the best tools for you to create and maintain good health and wellness.

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OPPORTUNITY



THERE IS OPPORTUNITY

The US CBD market is expected to reach \$16 Billion by 2023. This represents 20X increase over the 2018. The forecasted market expansion provides a unique opportunity for Redeem™ to acquire market share.

Redeem™ Therapeutics™ is a post revenue start-up in the manufacture and sales of Cannabidiol (CBD) and Cannabidiol products. We launched direct to consumer sales online in August of 2019. Our intention is to build a vertically integrated, “Seed to Shelf” business, with five revenue streams: direct to consumer (eCommerce), wholesale distribution, white label and bulk ingredients, industrial scale hemp processing, and hemp cultivation.

REDEEM™ IS AT THE STARTING LINE

We are starting the race with a two tiered attack on the marketplace. First, we have created a line of Redeem™ branded products (oil based tinctures for humans and pets, topicals, and water compatible THC-free formulations). Our own branded products reinforce our credibility and our commitment to the future of quality CBD and its benefits to the consumer.

Our second march into the CBD arena is with a B2B white label and private label products and services strategy. We provide turnkey solutions to companies that wish to continue or start their own brand. These includes brand creation and development, formulation, filling, packaging, warehousing, and/or fulfillment services

We provide bulk CBD distillate, crude, and formulated products in 1 liter bottles to 55 gallon drums. CBD isolate is available by the kilogram. Redeem™ plans to offer industrial scale hemp processing to regional farmers and hemp brokers and processing can be performed on a fee or a percentage split of the resulting crude or distillate produced.

FUNDING THE FUTURE

Projected investment options include Plan 1 - \$4M in equity

investment with \$1.5M of debt which allows Redeem™ to execute the entire plan to include industrial scale processing.

Another investment option includes Plan 2 - \$1M in equity funding with \$500K of debt which will allows Redeem™ to implement the plan without industrial scale processing.

Funding is needed in for the purchase of capital equipment and or 2020 marketing expenses. We plan on upgrading our existing commercial extraction capabilities, improving throughput (800%) and CBD yield (80%) - \$479K.

Plans include:

The purchase flash chromatography equipment for removal of THC from distillate for the production of “Broad Spectrum” CBD Products (0.00% THC)

The purchase homogenizing equipment for the production of water compatible CBD (Microfluidizer) - \$80K

Upgrade existing filling and packaging capabilities - 50K

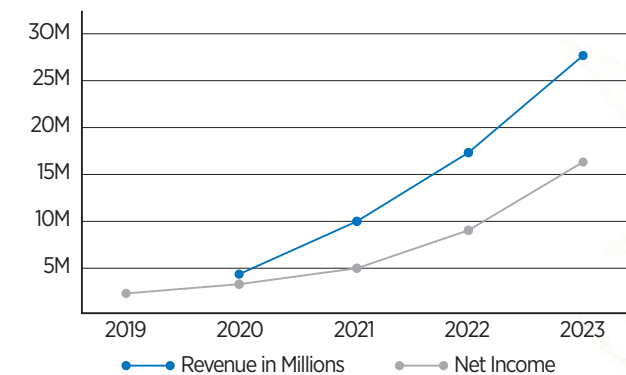
Install and commission an automated Industrial Hemp Extraction Center capable of 10,000 lbs per day - \$3.2M

Redeem™ plans to spend approximately \$500K in direct to consumer marketing in 2020 in order to acquire customers rapidly during the prime expansion period of the CBD market

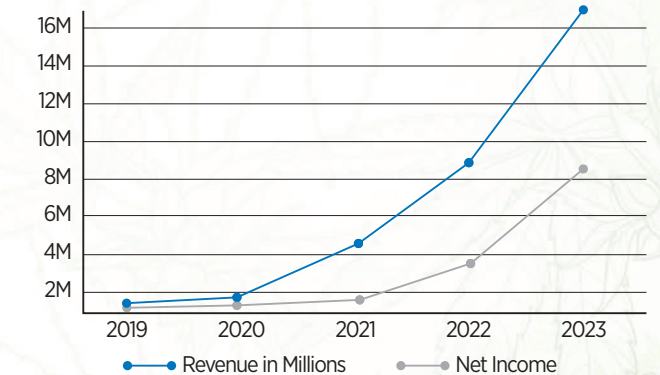
STRENGTHS TO WIN THE RACE

Due to the projected growth of this market, there are many new brands rushing into this space. Most are aggressively marketing low quality, poorly formulated products. Redeem™ has several advantages over the majority of these companies. Our executive management has over 60 years of experience in a FDA regulated industry and our team has worked in Fortune 500 medical device and pharmaceutical companies in several technical, quality systems, and regulatory capacities. We understand the inevitable wave of regulation that is coming

OPTION 1 REVENUE & NET INCOME



OPTION 2 REVENUE & NET INCOME



for the CBD industry and have designed our processes accordingly by implementing a GMP compliant facility.

Redeem™ is vertically integrating. We are currently extracting hemp on a commercial scale, and formulating our own unique Optimal Spectrum™ products and producing white label/private label products for other brands. We are the most consistent product on the market, offering Optimal Spectrum™ CBD. We ensure a standard formulation of cannabinoids and terpenes by testing each lot and adding any components that are below our minimum requirements. This process ensures consistency in formulation and effectiveness with the highest quality CBD products made from certified organic and organic ingredients. We have a serious commitment to honesty. Every lot of product is tested by an accredited third-party laboratory and the results are posted on the laboratory's website.

REWARD ISN'T WITHOUT RISK

The primary risk is the potential for the FDA to ban the sale of CBD in any product that has not been granted the agencies drug market clearance. We feel that FDA regulations of CBD is inevitable, but that the regulation will stop short of requiring drug clearance. The most likely scenario is that CBD will be regulated under nutritional supplement laws.

Investor ROI:

Dividends: The financial model presents a adequate year end cash balances starting in 2021 to pay dividends. Redeem™ is committed to out 20% of net revenue annually (\$1.1M in 2021).

Public Trading: By the end of 2023 and with consideration for market stability, Redeem™ will be in a position to consider a public offering or reverse merger using an established shell.

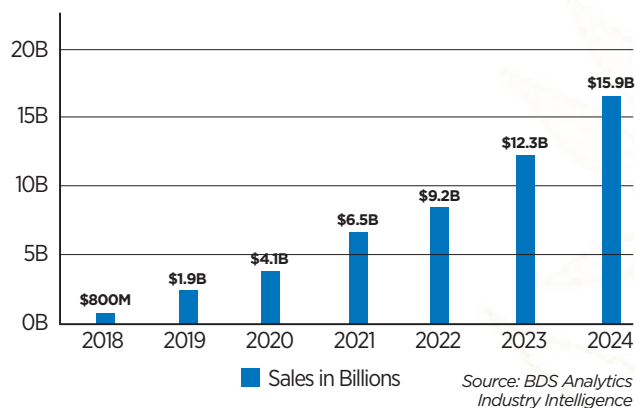
Acquisition: Redeem™ is open to potential acquisition strategies that provide sufficient upside for our investors in cash or equity in the acquiring entity.

Currently, Redeem™ participates in the hemp-derived portion of the market (<0.3% THC). By many published estimates, the US Cannabidiol (Hemp Derived and Marijuana Derived) market consisting of food and beverage, nutraceutical, and drug segments are expected to grow at rates that may create a market value of \$15.9 Billion by 2024 (\$800 million in 2018). Some analyst estimates are as high as \$23B. The estimate for the global CBD market is in excess of \$200 Billion by 2026.

CBD (Cannabidiol) is one of over 100 cannabinoids that can be derived from the cannabis sativa plant. Our bodies also produce cannabinoids ("Endo"- cannabinoids). CBD simulates endocannabinoids and activates the same receptors as these natively produced compounds to influence brain and body regulation of inflammation, anxiety and mood, appetite, sleep, and other critical functions. In many cases, substituting cannabidiol (CBD) in place of pharmaceuticals provides a safe, more holistic approach to your ailments, reviving your body's natural ability to fix itself. This is the basis of our tag line, "TAKE BACK YOUR HEALTH".

According to a 2018 Healthday/Harris Poll, 85% of Americans support medical marijuana and 57% support legalization of recreational marijuana use. This growing acceptance of cannabis and cannabis derived products has the potential to go well past the sale of CBD tinctures and even past CBD itself to include other cannabinoid and terpenes that research is showing have their own medicinal value. Additionally, several alternate CBD dosage forms, including beverages and foods, are gaining popularity. The potential growth of the CBD across several categories of consumer products is almost unprecedented.

US CBD SALES





RISK V REWARD

RISK ASSESSMENT

Along with the excitement and impressive projections associated with CBD, there are some risks to consider. CBD has two problems.

The first problem is the FDA has not determined a safe or efficacious dose for CBD. The market is ahead of the science mainly because up until the passage of the Farm Bill, CBD was classified by the Controlled Substances Act of 1970 as Schedule I, prohibiting research.

Due to the language of the act, any compound found in the flower of the marijuana plant is considered to be marijuana, even if it is not psychoactive. Schedule I substances such as marijuana, heroin, LSD, and peyote are deemed to have no medicinal value. The safety and efficacy of CBD has been the topic of research outside of the US that has largely been the only scientific voice in support of CBD. Anecdotal evidence in support provided by those that use CBD is overwhelming and is winning over new users every day. To date, all scientific and anecdotal information suggests that CBD is safe, even at high doses.

While the Farm Bill made it legal to cultivate and process industrial hemp (cannabis that contains less than 0.3% THC) in CBD products, Federal law surrounding supplements states that any compound that is approved as a drug prior to being sold as a supplement cannot be legally marketed as a supplement. It must be cleared for market as a drug. CBD was approved by the FDA in Epidiolex and therefore cannot be marketed as a supplement. As such, the FDA could decide that CBD cannot be marketed without the product first clearing the FDA drug approval process. Currently, the FDA is only pursuing enforcement action against companies that market CBD with health claims.

The flip side to the potential risk is that the social and political climate does not seem to support banning CBD. There are powerful lobby groups on both sides of the argument. The pharma industry would like to see the FDA enforce supplement law as written. We believe that the FDA's decision will ultimately be swayed by public opinion.

The real issue on the consumers mind is purity and potency of the products they are purchasing. Senator Mitch McConnell of Kentucky is leading the charge in the area. In September of 2019, the senator introduced new language that would require the FDA to issue an "enforcement discretion policy and appropriate regulatory activities" on the sale of hemp-derived CBD products.

It is worth noting that inconsistency, with regard to regulating CBD, and cannabis is the norm.

Marijuana is still federally illegal despite individual states legalizing medical and recreational marijuana at a steady pace; mainly due to public opinion over the misclassification of marijuana as a Schedule I substance.

The FDA accepted the New Drug Application (NDA) for Epidiolex while CBD was still a Schedule I substance (which should have precluded the drug from consideration for market clearance in the first place).

Provide Congress with a report to develop an enforcement discretion policy on hemp-derived CBD. A process for which CBD meets the definition of hemp will be evaluated for use in products within 90 days.

Issue a formal enforcement discretion policy on products containing hemp-derived CBD within 120 days.

Keep the enforcement discretion policy in effect until the agency has implemented its final regulatory process.

Ensure that CBD manufacturers will be able to share safety data through existing FDA notification

procedures to be fully compliant with federal law and policy.

Another effort is underway to ease hurdles associated with banking and financing for CBD businesses. The House Financial Services Committee has taken up and passed (09/25/19) the "Safe and Fair Enforcement Banking Act" as introduced by Representative Ed Perlmutter. The passage of this act in the Senate would pave the way for FDIC insured institutions to offer banking and financing services to the CBD industry.

The Transportation Security Administration (TSA) formally issued clarity on regulations surrounding CBD products and air travel, authorizing hemp-derived CBD products to be carried by passengers. This followed a period of confusion in the law due to state-by-state differences in enforcement.

The U.S. Department of Agriculture (USDA) issued a legal opinion clarifying that the interstate transport of hemp-derived products is protected under the 2018 Farm Bill. Per the USDA, state law is superseded by the Farm Bill, which removed hemp from the Controlled Substances Act in the United States. This is intended to prevent state law enforcement from blocking shipments or transport of legally produced hemp products across state lines, though states may still prohibit production and sales within their borders. The USDA also began accepting hemp related applications for intellectual property protection.

Redeem™ believes that reasonable regulation is on the way and will be good for the industry and for the consumer. Given public opinion toward cannabis, the investment that is pouring into the CBD industry, and the favorable legislative momentum, we believe that the risks of banning CBD or enforcing the FDA market clearance process are minimal.



LEADERSHIP

STRONG FOUNDATIONS

Redeem™ is a wholly owned subsidiary of STL Group, Inc. (Michigan Corporation). STL serves as a holding company for five (5) subsidiaries: Surgiform Technology, Ltd., Surgical Technology Laboratories, Inc., Redeem™ Therapeutics™, Inc., International Polymer Technology, Inc., and Medico, Inc.

Surgiform Technology, Ltd is a distribution, sales and marketing company specializing in facial implant, PTFE suture, and surgical instrumentation. Surgiform's product offerings can be seen at www.surgiform.com.

Surgical Technology Laboratories, Inc. is a registered FDA medical device establishment with ISO13485 certification. Surgical Technology Laboratories manufactures silicone and ePTFE facial implants, implant materials, and the Saf-T-Vac smoke and fluid evacuator. These products can be seen at the website above. Surgical Technology's FDA registration can be seen @ <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfRRL/rl.cfm?rid=3966>

International Polymer Technology, Inc. has been established to produce ePTFE raw material for Surgical Technology Laboratories and eventually to offer OEM PTFE materials and components to the medical device industry.

Medico, Inc. is an established shell corporation that is being maintained as a vehicle for a possible spin off and currently holds intellectual property.

CAPITAL STRUCTURE & INITIAL OFFERING

Redeem's capital structure has been established by the authorization 20,000,000 shares of Redeem™ stock with 5,000,000 shares issued to STL Group, Inc. The strategy behind the issuance of Redeem™ stock is to facilitate direct investment in Redeem™ with the intention of spinning Redeem™ out from underneath STL's umbrella.

STEERING THE SHIP

Redeem's management has the industry experience to navigate the certain wave of FDA regulation that is on the way for the CBD industry. The management team has a successful track record in establishing, certifying, and operating pharmaceutical and medical device facilities and implementing sales and marketing campaigns within the medical device industry.

Redeem's President Mathew Fairfax, has 29 years of experience in the pharmaceutical and medical device industries. After receiving a Bachelors of Science in Biology and Chemistry from Presbyterian College, Mathew accepted a position with Bausch & Lomb as a chemist at the Greenville, SC Contact Lense Solution Facility. While at Bausch & Lomb, Mathew served as a Chemist, Microbiologist, Chemistry Lab Manager, and Quality Supervisor. Since leaving Bausch & Lomb in 2000, he has served in several Operations and Quality Systems management positions of increasing responsibility in multiple companies including Holopack International (now Rite Dose Corp), and has worked as an independent regulatory/Quality systems consultant for Eli Lilly and Merck among others. Mathew has served as the President and CEO of STL Group, Inc, Redeem's parent company, since 2006 and has successfully taken Surgiform into profitability with a global distribution.

Vice President of Operations fill in the blank...

Director of Operations fill in the blank...

MAT FAIRFAX

JOHN BARTHE

MARK CRAWFORD

OUR COMPETITIVE EDGE

MARKET ANALYSIS

The consumer CBD market segments in which Redeem™ is entering, shows the immediate focus for our own branded products as well as B2B white/private label products and services.

The data indicates a few predicted shifts in consumer preferences represented as a percentage of the total CBD product sold. Most notably a decrease in consumer preference for inhalables. A break down by dosage form indicates that the majority of consumers have purchased ingestibles with topicals (predominately for muscle and joint pain) following as a close second.

Currently, Redeem™ offers 1500mg pain cream, and tinctures for people and pets in multiple CBD concentrations and flavors. We have completed formulation of THC free products and water soluble CBD products that will be launched in the next few months.

Further analysis indicates a shift away from dispensary sales that is inevitable as CBD becomes more mainstream and more widely available in areas without legal marijuana. Large retailers have initiated sales of CBD product (some offering topicals only). Many are offering their own brands (produced by White Label manufacturers) along with established brands such as Charlotte's Web.

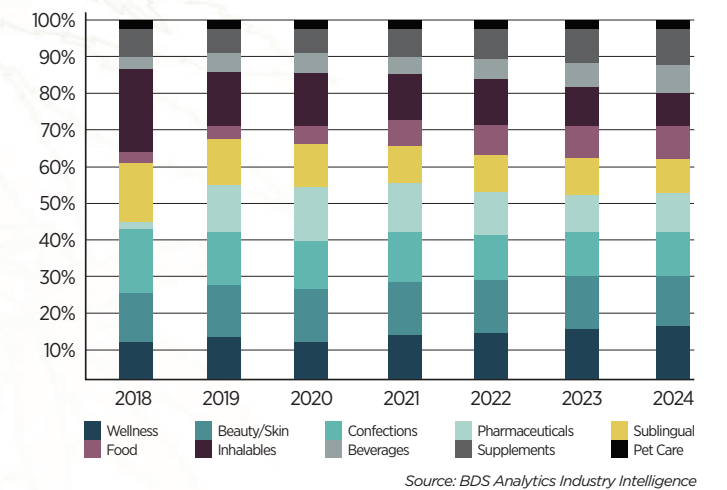
Redeem™ is currently offering the Redeem™ brand on our website (www.redeemrx.com) and in local (Columbia, SC) retailers. We have established that our current Redeem™ brand is not compatible (would be devalued) with vape, smoke shops, and convenience stores. As a result, we are pursuing the development of multiple niche brands for specific customer personas and retail locations. Redeem™ is pursuing a distribution plan for national and international distribution of our branded products.

OUR ADVANTAGE IS YOUR ADVANTAGE

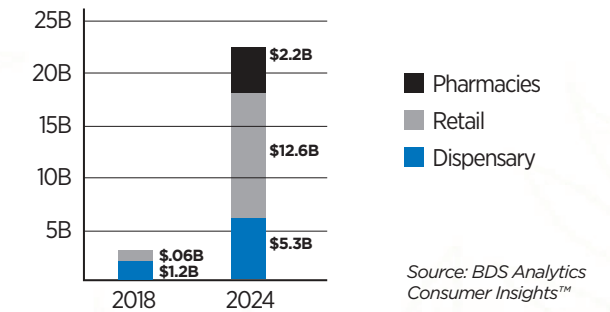
According to the Bright Field Group's most recent CBD Market Report, there are more than 1000 CBD brands doing business in the US. No one company is dominating the market. The projected market expansion means that there is room to succeed without the necessity to take market share from the competition.

However, many of the newly created brands are simply rushing to market with mediocre products and aggressive marketing. They aren't sustainable. A "shake out" will occur. We believe long term growth can be assured by following some simple strategies:

TOTAL CBD PRODUCT CATEGORY SHARE



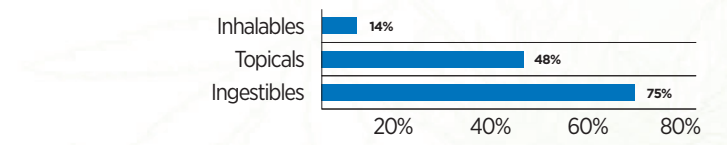
US CBD SALES (IN BILLIONS)



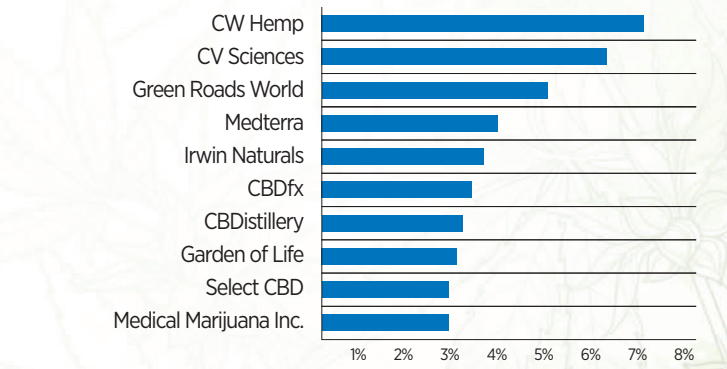
RETAIL CHANNELS FOR HEMP PRODUCTS*



TYPES OF HEMP PRODUCTS (2018)*



TOP 10 CBD BRANDS



*Hemp Consumer-Has consumed non psychoactive products containing hemp, hemp extracts, hemp CBD, or other hemp cannabinoids (not purchased in the dispensary). Source: BDS Analytics Consumer Insights™

DIFFERENTIATED BRANDED PRODUCTS

We are not afraid to be different, especially if “different” meets the customers’ needs better. As an example, Redeem™ launched tinctures with a sprayer rather than a dropper. Our research showed that the sprayers are easier to use and result in higher bio-availability of the CBD due to the increased surface area and small droplet size facilitated by atomizing the oil. Customer feedback is terrific!

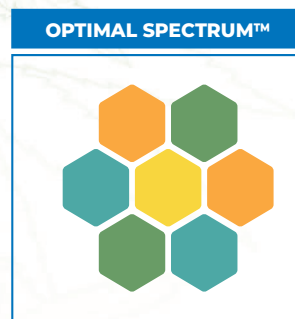
The most important differentiation between Redeem™ and the competition is, we offer Optimal Spectrum™ CBD products. The market buzz around “Full Spectrum CBD” comes from the demand for products that achieve the “Entourage Effect”, or the synergistic relationship between cannabinoids and terpenes responsible for CBD’s therapeutic benefits. The Entourage effect is the synergistic relationship between CBD and other cannabinoids and terpenes present in hemp extract that is necessary to get the full therapeutic effect. The “Entourage Effect” was discovered by Dr. Ethan Russo as published in his ground breaking research. Full Spectrum simply means that the extract contains all of the cannabinoids and terpenes that the hemp has to offer. However, the full story is that all hemp is not the same and does not contain the same ratios of cannabinoids and terpenes.

Each crop, even a section of a field, will contain different ratios of cannabinoids and terpenes. Therefore, a “Full Spectrum” extract is not consistent in cannabinoid and terpene profile.

Redeem’s Optimal Spectrum™ products are consistent because we test our extracts before using them to formulate product. Then we add any cannabinoids and terpenes necessary to that are below our standard concentrations. The bottom line is a consistent product that is crafted to closely match the ratios found in the hemp oil Dr. Russo used in his research. Redeem™ has applied for trademark protection for Optimal Spectrum™ and we are using the term consistently in our education and messaging.

QUALITY (REAL AND PERCEIVED)

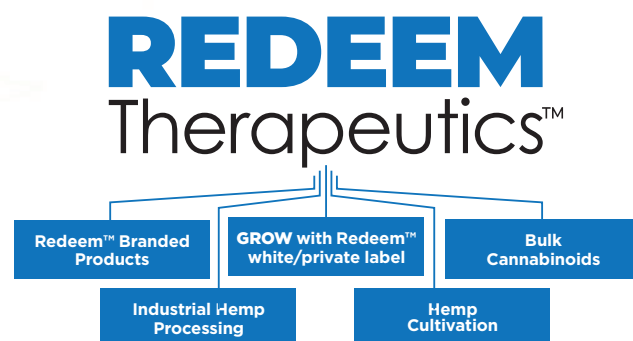
Redeem™ is operating as a cGMP (current Good Manufacturing Practices, CFR21 Part 211) manufacturing facility, the same quality system used by pharmaceutical companies. We are committed to truth and transparency and demonstrate this commitment through third party testing of our products. In fact, each bottle of our CBD oil has a QR code that will take the customer directly to the test results on the third-party laboratory’s website! Our quality is verifiable. A customer’s perception of quality is informed by intangible indicators such



as a company’s principles, social causes, and sense of compassion. These things indirectly affect a customer’s opinion.

Redeem™ demonstrates its values by offering discounts to those that cannot afford full retail pricing and specific groups such as first responders,

Veterans, and those with disabilities. Other initiatives include a commitment to organically grown, non-GMO hemp and partnering with organizations such as the Arthritis Foundation to support education and research.



MULTIPLE DIRECT TO CONSUMER BRANDING STRATEGIES

Developing a brand identity that communicates trust, vibrancy and premium product quality is one of our top priorities. We are protecting the integrity of our brand by ensuring that it is only advertised and offered in high-end, medically oriented locations (online and Brick and Mortar).

However, we realize that there are other valuable segments of the CBD market that will require specialized branding and products to reach. Our white label and private label business allows us to utilize and diversify the skills of our talented brand development team, while maintaining the integrity of Redeem’s health-centered messaging. Examples of alternate branding include:

- Edgier brands appropriate for smoke shops and dispensaries (cannabis culture)
- Convenience stores
- Veterans (think Black Rifle Coffee)
- Gender (specifically feminine)
- Specific health benefits (sleep, athletic performance, stress, inflammation).

VERTICAL INTEGRATION

Vertical integration offers many advantages in the CBD industry which include critical supply chain control, creating an economy of scale that reduces costs, a more diversified and differentiated product offering, and additional revenue streams. The majority of the competition is not vertically integrated. Most buy product from a white labeler or purchase crude or distillate that they formulate into a branded product. Redeem™ intends to reverse integrate to become a “Seed to Shelf” organization – offering products and services at each level of the supply chain. We currently do the following on various scales:

- Formulate and fill our proprietary Branded products
- Offering White Label and Private Label services
- Extract and refine our own CBD distillate to be used in products or sold in bulk
- Produce CBD isolate to be used in our products or sold in bulk

KNOW YOUR CUSTOMER

We are known for “laser focus” on our customers. Redeem™’s goal is to become a top tier national and international brand offering the highest quality, effective products tailored to our customers needs and personal/social identity.

In order to continually evolve and innovate a company must be willing to actively seek out new consumer/customer segments and strategize outreach. We have challenged some of the widely broadcasted wisdom on the target CBD customer and found that as the market is maturing other segments are blooming. Our market research has determined:

The age demographic is expanding rapidly to include an older population. Despite legal limitations on therapeutic claims, targeting specific ailments and health problems in the older population is critical because the chronic health issues translate to more consistent and loyal purchasers.

Millennials predominantly use CBD for anxiety, activity related inflammation, and sleep and make up the majority of the occasional users.

In all segments the popular dose is increasing (25mg from 10mg). This is driving a more critical evaluation of value due to the increasing cost to the customer.

There is an increasing need for THC free products for customers that are subjected to drug screening

CBD beauty products and cosmetics are on the rise. Customer data and market trends drives continual evolution in product development products and strategies for these new segments.

FOCUS ON EDUCATION

Because of the scientific nature of CBD products, the marketing hype, and close association of CBD with marijuana, it is important to constantly inform our customers on the differences between hemp and marijuana, how our products work, and how to use them effectively. We want to maximize the beneficial effects of our products and demystify CBD.

Development of a helpful Dosage Tracker tool that teaches people how to determine a proper dose and gives them the tools to track their success. The Dosage Tracker can be found on our website.



We also expanded our blog content so that is both accessible and informative to consumers of all levels of knowledge about CBD.

Our FAQ section concisely answers most consumer's basic questions and provides links to content that allows them to dig deeper if they desire.

We consistently respond to product and service reviews posted to Trustpilot and try to answer all customer questions and concerns.

INVEST IN ORIGINAL CONTENT

We've put an emphasis on creating entertaining and informative original content that communicates "who" we are as a company. It also allows us to hone our identity and improve the customer experience by generating natural brand loyalty and couple that with our SEO strategy, it will grow brand awareness. The bonus is that organic content can be repurposed across other marketing channels including social media, email, and certain paid strategies.

SOCIAL MEDIA AND EMAIL CAMPAIGNS

The digital landscape is an effective way of attracting new customers as well as re-engaging existing customers. An active and creative social media presence communicates the personality of the brand while also making the company tangible to the customer.

Email marketing is the key to customer retention. By leveraging persona-targeted lists and customer segmentation, we are able to provide information and product deals that are relevant to each individual customer.

PARTNERING FOR SUCCESS

Redeem™ marketing strategy includes partnering with a savvy external digital ad agency to implement our Search Engine Optimization (SEO) strategy and ad placement strategy. We have an in-house team in charge of overall marketing direction, managing the agency's performance, and implementing inbound marketing. This partnership is an essential tool which will continually maximize our Search Engine Optimization (SEO), identify and recruit influencers,

and monitor ad placement and success. Together, we are focused on creating a sales funnel that draws customers to our website and drives new online sales. It will enable better navigation of the complex algorithms used by Google and other search engines which are continually changing, and will keep our SEO presence relevant and effective. Our focus is to maximize our digital effectiveness and minimize customer acquisition costs.

E-COMMERCE MARKETING ROI

Redeem™ understands the need to maximize our marketing dollars. Customer acquisition Costs (CAC) can be expensive and therefore must be efficient. Customer retention is less expensive and critical to maximizing Customer Lifetime Value (CLV).

E-commerce Conversion Rate (ECR) is the total number of website purchases divided by the total number of unique visitors. ECR is a critical measurement of how effectively our website turns visitors into customers. Bad user experience or issues in the conversion or check out path can cost revenue. Our website is designed and continually being upgraded for maximum customer experience.

We use Shopify as our shopping cart and seamlessly integrated our merchant services account to allow the use of all major credit cards and debit cards. Many CBD companies have not been able to integrate card services and rely on complicated payment tools.

Landing pages and product pages are all designed to drive sales with call to action like "Buy Now" buttons and consistent imagery. We perform variant testing (A/B testing) to see which presentation converts users to customers better. Our websites are optimized for speed and effective functionality for either desktop or mobile devices and work together to bolster each other's success.

We utilize every available advantage to capture each and every potential customer, from popups which offers an exiting customers discounts or offers, to pursuing interested users with ads and email campaigns. We take every opportunity to convert every customer's "maybe" into a "yes."

Discounts are a vital way to catch and keep loyal customers, especially ones who are likely to be brand loyal and believers in our product. We've planned discount programs for desired categories such as veterans of the armed forces, first responders, disabled or chronically ill, and seniors.

Our goal is to reach an ECR of 3%. Our research indicates that the average ERC for a CBD website is 1-2%.

As Redeem™ continues to add to our product offerings, we intend to increase our Average Order Value (AOV) by offering

incentives to bundle products such as tincture, pet CBD, and topicals. Our current AOV is \$100.

LIFETIME CUSTOMER VALUE (LCV)

Increasing the number of purchases and how often those purchases are made is key to increasing LCV. Customer retention is critical. Our efforts will focus on using our website, email, targeted ads, and SMS campaigns to:

Maximize Customer Service and Support. Treating our customers like people, offering education, and staying true to our commitment to Truth and Transparency is our top priority. We believe these principles are fundamental to creating customer loyalty.

Increase Touchpoints. Throughout the purchasing process we maintain contact with the customer. Automated emails are used to notify customers of order processing, shipment, delivery are sent. Customers are contacted five days after order receipt to request a product review (TrustPilot). We answer each review thanking the customer for the purchase and addressing any product questions or feedback stated in the review.

Promote Subscription offers. At the time of purchase, the customer has the option to sign up for subscription with an incentive discount. Email campaigns will be designed to target repeat customers with the opportunity to enlist in subscription service.

Promote Rewards. A rewards or customer loyalty program is being developed.

Initiate Referrals. Email campaigns will be utilized periodically to offer discounts for customer referral. Customer recommendations of our product to their friends and family has a very high conversion rate. Additionally, we intend to invite loyal customers to join our affiliate program paying 13% of purchase.

Retarget. The same concept used in reapproaching customers that abort the sales process can be used to reapproach existing customers that have made prior purchases. Retargeting related to new products, upsells, and refill reminders are being implemented and will be automated where possible.

Redeem™ currently assesses the LCV to be \$700. We believe the LCV will increase as we fill out our product line.

CUSTOMER ACQUISITION COST (CAC).

Customer acquisition costs are typically high for startups.



CBD company startups must be prepared to compete in the ecommerce arena as efficiently as possible with an eye to sustainable growth. Our research indicates that Customer Acquisition Cost is approximately \$60 in 2020, dropping to \$40 by 2023 with a Customer Life Time Value is \$94 increasing to \$286 by 2023.

THE COMPANY WE KEEP

We've partnered with the Arthritis Association because of their progressive attitude to CBD and are finding ways to connect with the industry. Recent Arthritis Foundation publications have provided guidance to their members on the use of CBD, listed and detailed the results of surveys they have undertaken to investigate the efficacy and usage of CBD by their members. The Winter 2019-2020 issue of Arthritis Today (November 2019) summarizes much of this information.

Of 2,700 members surveyed:

29% of respondents currently use CBD, 17% used CBD in the past, and 33% are considering trying it.

87% of these CBD users, do it to manage their arthritis symptoms

94% of these CBD users, use it to relieve their pain

66% of these CBD users, talked to their doctor about using it

63% of these CBD users, use it daily

62% of these CBD users, take it via oral application of a liquid solution

In addition to our advertising in Arthritis Today, we are looking for opportunities to sponsor events such as 5Ks with the Arthritis Foundation and other patient organisations in other therapeutic areas of interest, such as anxiety, PTSD, and Opioid/Addiction.

WHOLESALE CHANNELS AND DISTRIBUTION

We are actively seeking "Brick and Mortar" opportunities with small to medium size retailers such as health food chains, regional franchised pharmacies, and health and wellness stores. Due to our branded products retail price point, high end, medicinal brand image, and the high level of consumer brand loyalty, Redeem™ is employing a selective retail distribution plan for Redeem™ Branded Products. Initially, we will secure distribution contracts with regional chain retailers, such as Earth Fare (health food stores), Long's Drugs (regional independent pharmacy chain), and Pets Supermarket. As brand recognition grows we will move into larger national chains.

While mass eCommerce sites like Amazon are not a good fit for the Redeem™ brand, other niche online retailers like Chewy.com (pet supplies) are ideal. Again, we have the option of selling our Redeem™ branded products with such retailers or potentially turning them into a white label customer (for example, a "Chewy" brand of CBD.)

Targeting distributors to specific market segments is an especially lucrative strategy. Suppliers to chiropractors, physical therapists, alternative medicine practitioners, and veterinarians are all potential targets. Due to our vertical integration we have the ability to sell our current brand into these channels or create a channel specific brand. Alternatively, we can white label product for individual distributors.

BRANDING WITH THE BEST



GROW WITH REDEEM™

The quality of our branded products will be our calling card to B2B development. We will leverage Redeem's growing brand recognition as we reverse integrate capabilities and capacity. We are positioning the GROW with REDEEM™ white/private label business to take advantage of the needs of growing market of CBD growers and entrepreneurs who need these specialized line products and services.

Sales and marketing for the B2B side of our business will be less media intensive. We've separated the B2B business segment from the D2C segment to minimize confusion to the D2C customers while leveraging the brand's success and perceived quality. GROW with REDEEM™ will maintain a relationship with Redeem Therapeutics™, while minimizing SEO competition between the two.

Approximately, 25% of the digital ad spending and marketing firm expense will be allocated to the B2B. Approximately 85% of trade show expenses will be allocated to the B2B model. Marketing will create a B2B funnel using paid ads placed by our marketing firm and our participation in tradeshow. Our goal is to capitalize on the quality and image of our Redeem™ brand, offering the promise of the same quality and brand clarity to our customers.

GROW with REDEEM™ marketing will create and maintain partnerships with customers, helping them vertically integrate and GROW in the expanding CBD market. Linking the GROW with REDEEM™ and the Redeem™ branded site, referrals and trade show attendance will bolster success for both. Our GROW customers will include:

Farmers processing of raw biomass into crude and distillate; some will want white label product made from their biomass.

Ecommerce sites and retailers (no manufacturing capabilities) - providing white label and private label products.

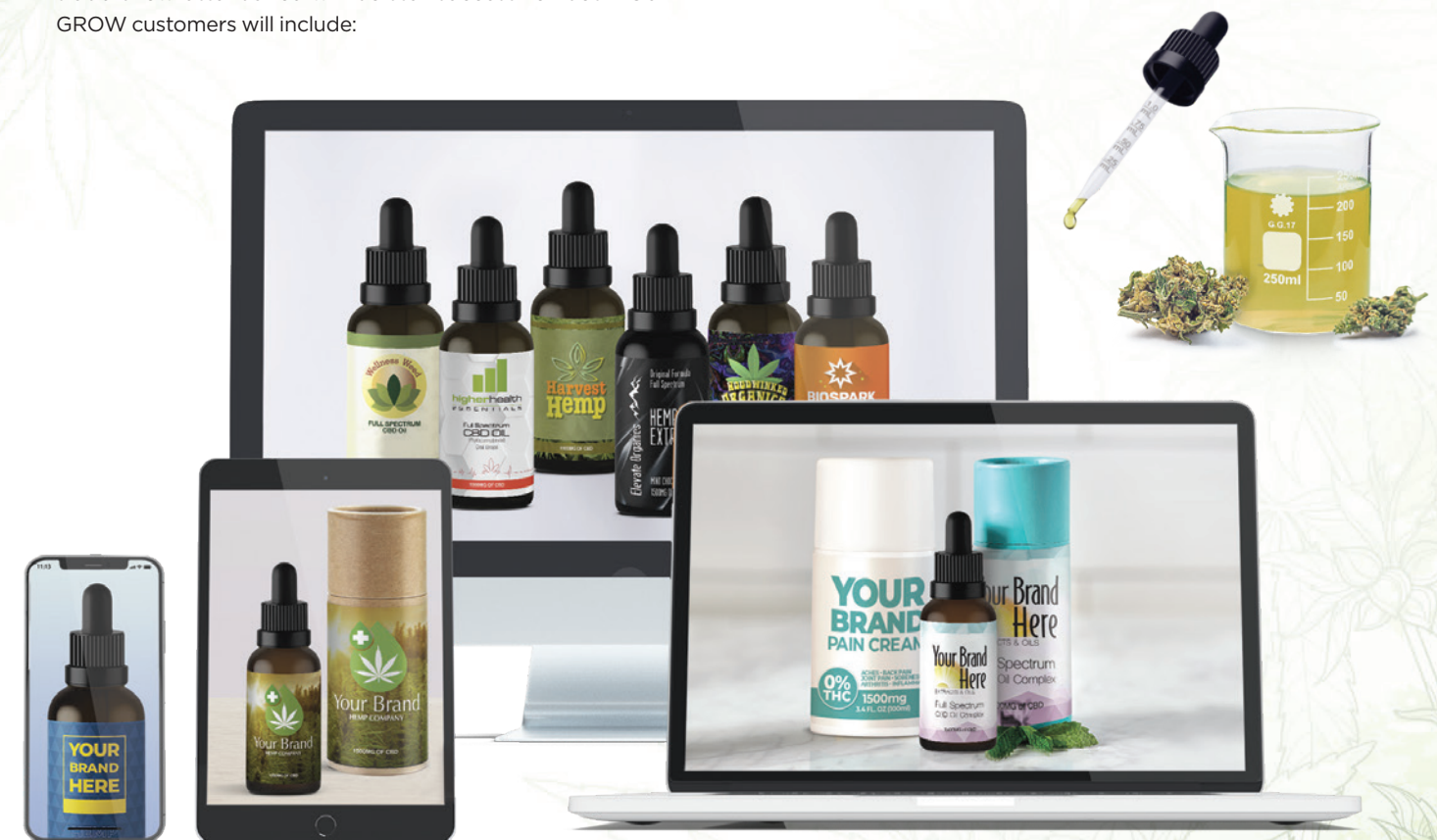
Branded food, beverage, and wellness manufacturers providing CBD (crude, distillate, isolate) and formulated bulk finished products such as tinctures, topicals, water soluble formulations.

GROW with REDEEM™ has a dedicated Sales Manager with the responsibility for business development in industrial hemp processing services. The B2B sales model is based on building one to one relationships. Our goal is to partner with the customer to help them build their retail brand. Our website and marketing materials demonstrate this philosophy.

Grow with Redeem™ will offer a menu of services from providing brand development (labeling and packaging) to order fulfillment services for eCommerce based customers.

BULK FINISHED PRODUCT

For customers that have filling and packaging capabilities, we will offer bulk finished products in 5 gal buckets up to 55 gal drums. We will also offer raw and decarboxilated crude oil, distillate, isolate, and water soluble as ingredients to companies that wish to formulate their own CBD products but do not have extraction and purification capabilities.





OPERATIONS

NEW DIGS

Redeem™ has XXXXXXXXXX The new facility offers opportunity to expand operations in White Label/Contract Manufacturing and industrial scale processing hemp for regional farmers and hemp brokers. Specifically, The facility is capable of housing the necessary bottling and packaging lines for our branded product and white label contracts as well as equipment to process 10,000 of hemp (biomass) per day in to clean crude CBD oil (900 lbs or 409Kg of crude per day based on 10% CBD content in the biomass).

A little bit of hemp goes a long way.

Our initial purchase of hemp for 2020 is 2000 pounds. When extracted, that 2000 pounds will yield approximately 95 million milligrams of CBD, which will in turn produce over 60,000 bottles of our highest concentration tincture (1500 mg per bottle). Retail value of the 1500mg tincture is \$120 per bottle, making the potential revenue generated from the 2000 pounds \$7,200,000.

3.3M pounds of biomass in SC

20 processors (most are not operational or are not industrial scale)

Redeem™ could realistically process 10-20% or 330,000-660,000 pounds in 2020

CHALLENGES SOLVED

The main hurdle in setting up an industrial scale extraction facility is securing a distribution channel for

the crude and distillate that will be produced before making the multimillion dollar investment.

Redeem™ has secured and is currently negotiating a processing contract with a hemp broker that would provide a distribution channel for Redeem's share of the split of crude oil and distillate. This 5 year contract specifies:

SOL Farms provides farmers seed and guidance.

SOL Farms dries and delivers biomass to Redeem

Redeem™ processes the biomass into crude and distillate, and receives a 30% split of the crude and distillate produced

SOL Farms will then sell Redeem's 30% split.

SOL receives a with a 5% commision

PROCESSING SPACE AND EQUIPMENT

Redeem™ plans to install an automated hemp processing center capable of handling 10,000 lbs of biomass in an 10 hour shift with 3-4 people. Our new facility has adequate space and utilities to house this operation with minimal upfit.

The industrial hemp processing center will convey biomass into the extraction vessel, perform extraction using ethanol, convey the spent biomass to a drier that recovers the remaining ethanol, perform an initial distillation on the extract to create Crude Oil and recapture the ethanol, and distill the Crude Oil to Distillate (80-90% CBD).

The equipment is custom fabricated with a 6 to 7 month lead time on delivery and a one month period is needed installation and qualification. We would need to be operational by November 1, 2020.

ANCILLARY PROCESSES

Incoming Hemp Storage. A climate controlled storage facility

INVENTORY AND SUPPLIERS

Our most important supplier relationship is with our grower. The strains of hemp grown and the resulting cannabinoid and terpene profile is important to the quality of our extract and finished products. Redeem™ purchases raw hemp (biomass) for extraction from Appalachian Growers in Franklin, NC. The farm is Organic Certified and specialize in strains a high CBD concentration (15-20%). We receive the biomass in bulk Terpene Bags which are stored in a climate controlled room with low humidity to protect against mold growth. Appalachian Growers currently produces 10,000 lbs of biomass per year. Biomass is reserved as a future at a negotiated price per percentage point of the mature crop's CBD concentration and secured by deposit to provide assurance of biomass supply for the coming year. Biomass test results for heavy metals, pesticides, cannabinoid concentration, terpene concentration, % water, and aflatoxin (toxin produced by some molds) are verified by Redeem™ prior to taking possession of biomass.

Other suppliers include businesses that supply ethanol for extraction, MCT oil (tincture carrier oil), terpenes, and flavors. Suppliers of these critical materials chosen based on applicable certifications (ISO) and are required to provide a certificate of analysis for each lot of material received. Where possible, Redeem™ purchases certified organic ingredients. There are multiple high quality vendors for these items.

BIOMASS PROCESSING OPPORTUNITY

There is a nation wide shortage of industrial biomass processing capacity. By some estimates \$7.5 Billion dollars worth of hemp could go unprocessed in 2019-2020 (<https://hempindustrydaily.com/hemp-processing-bottleneck-could-mean-losses-for-farmers-setback-for-industry/>).

3,300 acres grown in South Carolina in 2019

Average yield of 1,100 pounds per acre



will be leased to store incoming biomass or biomass deliveries from the broker will need to be scheduled based on available space in the processing facility. Approximately three days worth of biomass (30,000 lbs) can be stored in the processing facility.

Spent hemp handling. Processing 5000 to 10,000 lbs of hemp per day will result in an equal amount of spent hemp. The spent material may be sold for other uses such as compost material or production of seed starter materials (seed cubes and mats). However we dispose of the material, storage and handling provision will need to be made.

ESTIMATED BUDGET

An equipment, installation, and training quote has been provided by Deutsch Process in Charlotte, NC. Deutsch Process was chosen as the equipment supplier on several

factors to include reputation, pricing, and responsiveness. The quote includes engineering services, equipment, installation services, and process with a cost of \$2.9 million. The cost of ancillary equipment and systems is estimated at \$250,000.

RETURN ON INVESTMENT

The following table details the ROI based on a single contract with SOL Farms. The industrial scale processing system can pay for itself in 26 working day. See the two appendices at the end of this document for details on the contract with SOL Farms.

HEMP CULTIVATION

Average production cost of hemp for CBD in SC is \$10,500 per acre, excluding land, machinery, and labor. Organic practices can add 30% per acre (\$13,650) mostly due to reduced yields from pest and mold. The average yield is 1250 lbs per acre.

At \$30 per pound, one acre will net \$37,000. Integration of hemp production, would save approximately 66% on hemp costs. The combination of hemp cost reduction and improved extraction efficiency would drive our formulated CBD costs down to below \$1 per gram.

In addition to the cost savings, Redeem™ can develop proprietary strains, ensure the quality of our biomass and become a true model a of “seed to shelf” story.

The financial models included in this plan do not address hemp cultivation. We anticipate that acquisition of a farm could occur in 2022 or 2023 using revenue.

FINANCIAL PLANS

Redeem™ is post-revenue company that has been financed by STL Group, Inc through an intercompany loan. By year end 2019, the loan balance will be approximately \$500K. In order to become self-sufficient and meet growth expectations, Redeem™ is seek a combination of equity and dept financing early in 2020. The timing of investment is critical because the steepest portion of the CBD market growth curve will begin in 2020, providing the greatest

CBD Processing and Bulk Cannabinoids

Biomass Testing. Biomass is tested to determine CBD and THC concentration and ensure that it is free of pesticides, mold and heavy metals.

Grinding. Biomass is milled to optimal size for extraction.

Alcohol Extraction. Extraction is performed with food grade ethanol under controlled temperature, time and agitation.

Winterization. Extract chilled and filtered to remove waxes and lipids.

Alcohol Recovery. Alcohol is recovered using evaporative technology leaving raw crude oil.

Distillation. Crude oil is purified to distillate containing 80% to 90% CBD.

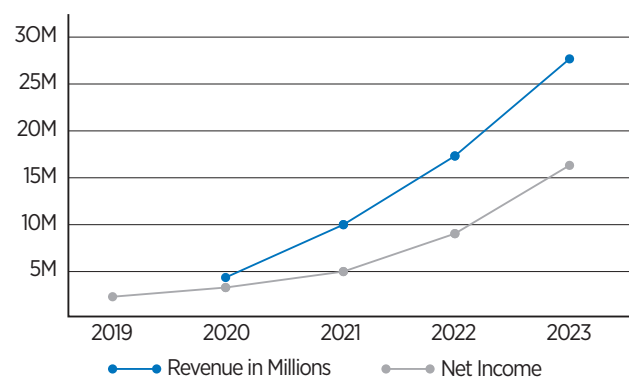
opportunity to gain market share, and it will take at least 8 months to fabricate and install industrial scale extraction equipment for the 2020 hemp season (Nov. 2020).

We envision two financial model options possible for the future. Option 1 describes the scenario of funding all revenue streams discussed in this plan (including Industrial Processing). Option 2 describes the financial projections without funding Industrial Processing. Both models consider and make assumptions for COGS, operational and marketing expenses, overhead, and asset purchases for each segment of the business and provides projected revenue and net income. The models can be provided as excel files upon request.

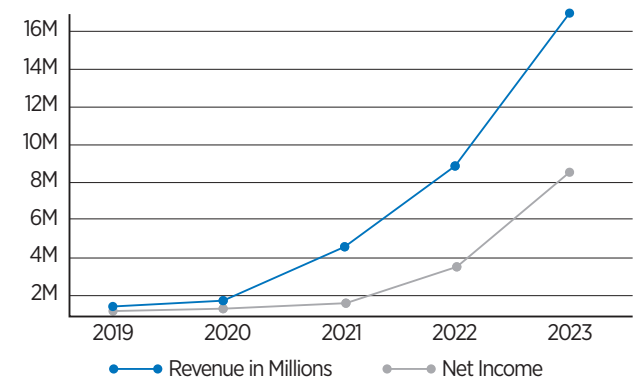
PRESENT CAPABILITIES

Redeem's current capacity is sufficient to meet the immediate need of our branded product and white label production but will not support the project for 2020 and beyond. Commercial scale processing equipment is needed to automate our extraction process, improve yields, and reduce labor. The

OPTION 1 REVENUE & NET INCOME



OPTION 2 REVENUE & NET INCOME



specific equipment that has been identified will process up to 300 lbs of biomass per day all the way through to distillate. The addition of this equipment will support the growth of our branded products, white label services, and allow us to produce excess crude oil and distillate that can be sold as bulk ingredients to other businesses. The associated cost is \$479,000.

The new equipment will pay for itself by an 80% increase in CBD extraction efficiency. Later in this plan we discuss industrial scale processing that may beg the question of why we would need this smaller system? While there are several reasons, the main one is the prevention of possible contamination of our products by hemp that contains pesticides, heavy metals, and mold. The smaller system would only be used to process our fully tested hemp inventory.

FORMULATION

We formulate tinctures and topicals (creams and gels) using traditional pharmaceutical compounding processes in a controlled, cleanroom environment. All formulation is driven from standard operating procedures and documented according to current Good Manufacturing Practices (cGMP). Batch formulations are tested prior to bottling to ensure potency and purity.

Additional formulation equipment is needed for formulation creams and gels increase batch sizes and ensure adequate mixing and emulsification required for product stability. A micro-fluidizer is needed to formulate our water soluble CBD products. The micro-fluidizer produces a nano-emulsion by creating 10 to 20 nano-meter particles of CBD oil suspended in water. Additional formulation equipment will cost \$98,000.

BOTTLING AND PACKAGING

Redeem™ currently leases an automated filling and packaging

line from a nearby co-packer (short term solution). The line fills the bottle, tightens the closure (cap, dropper, sprayer), applies the label, prints the testing QR code and lot information on the label, and places and heat shrinks the neck band (tamper evidence). Redeem™ intends to purchase a similar line for installation in our facility at a cost of \$150,000.

WAREHOUSING & ORDER FUFILLMENT

Our new facility has adequate space to perform warehousing and order fulfillment for Redeem's branded products and our White Label customers that require these services. Our inventory system (Finale) is integrated with our Ecommerce software (Shopify), shipping software (ShipStation), and accounting software (Quickbooks).

QUALITY SYSTEMS

Redeem's quality system is modeled on the pharmaceutical industry's Good Manufacturing Practices. The quality system begins with the qualification of suppliers and continues through order fulfillment. Standard practices include:

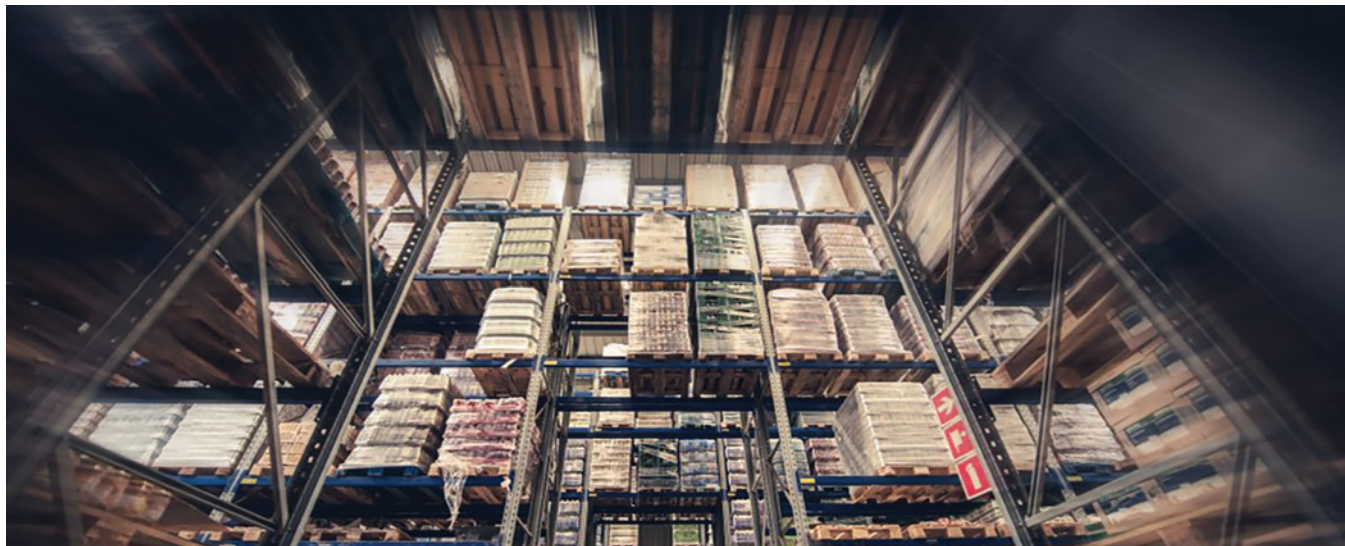
- Incoming inspection and testing of ingredients and packaging components

- Documentation of all processes and review prior to product release,

- Third party testing of each production lot

- Tractability of ingredient lot to product lots; and tractability of product lots to customers

While the industry is not regulated by the FDA currently, we know regulation is coming that will require implementation of cGMP requirements. When that day comes, we will already be in full compliance.



OPTION 1 - INCLUDING INDUSTRIAL HEMP PROCESSING

FINANCIAL SUMMARY	2019	2020	2021	2022	2023
Total Revenue	62,200	4,398,120	12,043,984	21,009,832	34,076,897
Direct Costs	(21,900)	(624,882)	(2,082,659)	(3,879,852)	(6,817,224)
Gross Profit	40,300	3,773,238	9,961,325	17,129,979	27,259,673
Operating Expense	(105,000)	(1,345,220)	(3,122,019)	(3,913,820)	(4,438,125)
Operating Income	(64,700)	2,428,018	6,839,307	13,216,160	22,821,548
Depreciation	-	-	(370,000)	(370,000)	(370,000)
Interest Income (Expense)	(1,500)	(16,333)	(23,000)	(9,667)	(3,000)
Earnings Before Tax	(66,200)	2,411,685	6,446,307	12,836,493	22,448,548
Income Tax	19,860	(723,505)	(1,933,892)	(3,850,948)	(6,749,789)
Net Income	(46,340)	1,688,179	4,512,415	8,985,545	15,713,983
Growth & Margins					
Total Revenue Growth		n/m	173.8%	74.4%	62.2%
Gross Profit Margin	64.8%	85.8%	82.7%	81.5%	80.0%
Operating Margin	-104.0%	55.2%	56.8%	62.9%	67.0%
Net Income Margin	-74.5%	38.4%	37.5%	42.8%	46.1%
CAPITAL METRICS					
Cash Balance	60,622	2,174,323	6,286,185	14,357,101	28,532,921
Debt Borrowing	-	500,000	-	-	-
Equity Capital Raised	-	4,000,000	-	-	-
INVENTORY METRICS					
Ending Inventory Balance	330,200	471,783	922,573	1,762,051	3,238,732
Days Inventory Outstanding	6,087	308	185	191	200
REVENUE STREAMS					
eCommerce					
Product Revenue	12,000	535,200	3,175,200	6,690,000	12,573,600
# of Orders	-	5,352	26,460	53,520	96,720
Customer Acquisition Cost (CAC)	-	60	50	43	36
Customer Lifetime Value (LTV)	-	94	192	231	286
LTV / CAC Ratio	0.0x	1.6x	3.8x	5.4x	8.0x
White Label					
Product Revenue	46,000	1,021,200	3,365,164	6,169,282	10,534,612
# of Customers	-	17	51	86	135
Customer Acquisition Cost (CAC)	-	2,048	1,626	1,686	1,482
Customer Lifetime Value (LTV)	-	149,399	166,794	183,482	199,411
LTV / CAC Ratio	0.0x	72.9x	102.6x	108.8x	134.6x
Wholesale					
Product Revenue	7,200	72,000	279,900	604,050	1,454,725
# of Customers	-	6	10	13	19
Customer Acquisition Cost (CAC)	-	3,000	2,160	2,520	2,057
Customer Lifetime Value (LTV)	-	17,000	41,606	71,893	122,025
LTV / CAC Ratio	0.0x	5.7x	19.3x	28.5x	59.3x
Processing Partnership					
Product Revenue	-	2,850,000	5,700,000	8,550,000	11,400,000
# of Partner Processing Runs	-	1	2	3	4

OPTION 2 - WITHOUT INDUSTRIAL HEMP PROCESSING

FINANCIAL SUMMARY	2019	2020	2021	2022	2023
Total Revenue	62,200	1,548,120	6,343,984	12,459,832	22,676,897
Direct Costs	(21,900)	(482,382)	(1,797,659)	(3,452,352)	(6,247,224)
Gross Profit	40,300	1,065,738	4,546,325	9,007,479	16,429,673
Operating Expense	(105,000)	(990,380)	(2,752,437)	(3,528,758)	(4,036,811)
Operating Income	(64,700)	75,358	1,793,889	5,478,721	12,392,862
Depreciation	-	-	(75,000)	(75,000)	(75,000)
Interest Income (Expense)	(1,500)	(16,333)	(23,000)	(9,667)	(3,000)
Earnings Before Tax	(66,200)	59,025	1,695,889	5,394,054	12,314,862
Income Tax	19,860	(17,707)	(508,767)	(1,618,216)	(3,694,459)
Net Income	(46,340)	41,317	1,187,122	3,775,838	8,620,403
Growth & Margins					
Total Revenue Growth		n/m	309.8%	96.4%	82%
Gross Profit Margin	64.8%	68.8%	71.7%	72.3%	72.5%
Operating Margin	-104.0%	4.9%	28.3%	44.0%	54.6%
Net Income Margin	-74.5%	2.7%	18.7%	30.3%	38.0%
CAPITAL METRICS					
Cash Balance	60,622	1,125,595	1,822,558	4,626,946	11,687,302
Debt Borrowing	-	500,000	-	-	-
Equity Capital Raised	-	1,500,000	-	-	-
INVENTORY METRICS					
Ending Inventory Balance	330,200	436,783	827,573	1,572,051	2,918,732
Days Inventory Outstanding	6,087	377	195	193	195
REVENUE STREAMS					
eCommerce					
Product Revenue	12,000	535,200	3,175,200	6,690,000	12,573,600
# of Orders	-	5,352	26,460	53,520	96,720
Customer Acquisition Cost (CAC)	-	60	50	43	36
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LTV / CAC Ratio	0.0x	5.7x	19.3x	28.5x	59.3x

DEUTSCHE PROCESS ROTAX-SPDU ROI CALCULATOR (CRUDE PRODUCTION)

Equipment Cost	\$3,100,000.00	ROTAX and SPDU
Installation Costs	\$200,000.00	Install and Training
ROTAX 500	500	LBS/HR BIOMASS FEEDRATE
CBD Percentage (m/m)	10%	% CBD in biomass
CBD % yield(m/m)	90%	% CBD Extracted
Total mass of CBD in extract (m/m)	20.5	Kg CBD extracted
Percent CBD Extract (m/m)	55%	% CBD in crude
Total mass of extract (m/m)	37.2	Kg extracted crude
SPDU 1.0 3S.F. (DISTILLATION UNIT)	20	KG/HR FEED RATE
Total mass yield	50	% Distillate yield
Rate	10	Kg/per hour
COI Assay	65%	% CBD in Distillate
COI mass yield	6.5	Kg CBD in distillate
Unprocessed crude	17.15	Kg/hr unprocessed
MARKET PRICES FOR CBD CRUDE AND DISTILLATE		
Crude oil	\$2.00	per g CBD, Crude
Distillate	\$4.00	per g CBD, Distillate
OPERATIONAL COSTS		
Electric Cost	0.2	\$/kWh
LP Cost	0.3	\$/LPS/Therm
ROTAX Heating, LPS	1,927,000	BTU/hr
ROTAX Cooling, kWh	378,000	BTU/hr
SPDU Heating, kWh	17,000	BTU/hr
SPDU Colling, kWh	8,000	BTU/hr
ROTAX Utility Costs	27.94	Cost per hour
SPDU Utility Costs	1.47	Cost per hour
Rotax Solvent Loss (%)	5%	% per hour
Solvent Cost, \$/gal	14	\$ per gal
Rotax Solvent Cost, \$/hr	\$212.12	\$ per hr
ROTAX ROI GROSS	\$40,860.00	CRUDE OIL PER HOUR
SPDU Distillate ROI	\$26,000.00	Distillate per hour
SPDU Crude Excess ROI	\$18,860.00	Unprocessed Crude per Hour
SPDU ROI Gross	\$44,860.00	Combined ROI with SPDU/hr
ROTAX ROI NET per hour	\$40,619.94	Crude Oil per hour
SPDU ROI NET per hour	\$44,618.17	Combined ROI with SPDU/hour
NET PER DAY	10	HOUR WORKDAY
Pounds of Biomass Processes per Day	5000	lbs biomass per day
ROTAX ROI NET per day	\$406,199.40	Crude Oil per day
SPDU ROI NET per day	\$446,181.70	Combined ROI with SPDU/day
ROI WITH SOL FARMS CONTRACT		
Equipment Cost	3,300,000	
Minimum Biomass	130,000	lbs
Net Revenue per Day	446,182	
Redeem Split	28.50%	% of revenue
Redeem's Revenue per Day	\$127,161.78	
RETURN ON INVESTMENT		26 DAYS