

# Prim



Gardens Inc.

The first and only  
Build Your Own Blend  
CBD store on the planet.

W H I T E P A P E R

Primo Gardens Inc. and PRIMO TRC-20 Token



# Company Overview

Primo Gardens Inc. is a manufacturer, wholesaler, distributor, and retailer for hemp products utilizing the PRIMO TRC-20 Token blockchain technology. This allows a blockchain focus for product inventory, cryptocurrency rewards, and supply chain visibility tools.

Primo Gardens is a vertically-integrated store partnership and retail model providing comprehensive track-and-trace seed to sale. This includes ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), POS (Point of Sale), analytics, inventory management for cultivators, manufacturers, distributors, and retailers. Primo Gardens is one of the few hemp industry companies to use blockchain technology for a store partnership and retail model. We also provide:

- manufacturing
- white label
- private label
- consulting
- formulization
- retail
- genetics
- cropshare programs
- extraction/distillation
- national/international marketing
- franchising

Primo Gardens' diverse product array serves businesses and farmers of any size, across multiple sectors. We want to help farmers take control of their own supply chain and make informed decisions. Primo Gardens has addressed many problems and needs to help fix the supply chain issues in the newly created hemp industry. We have a franchise model (Build Your Own Blend) that is turnkey with a state-of-the-art CBD product line.

Primo Gardens will use blockchain technology with the Primo TRC-20 Token to assure hemp industry farmers and customers the products they are buying contain what is advertised and information regarding their origin. With the Primo TRC-20 Token, companies and consumers can see every time there was a change in the state of the product such as when plants are harvested and dried, or when something goes from bulk and unprocessed to refined and crude.

As a tokenized set of technology solutions, the Primo TRC-20 Token is integrated with all our products and services across brands. A breakdown of the token use cases will be discussed later in this document.



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# Token Development

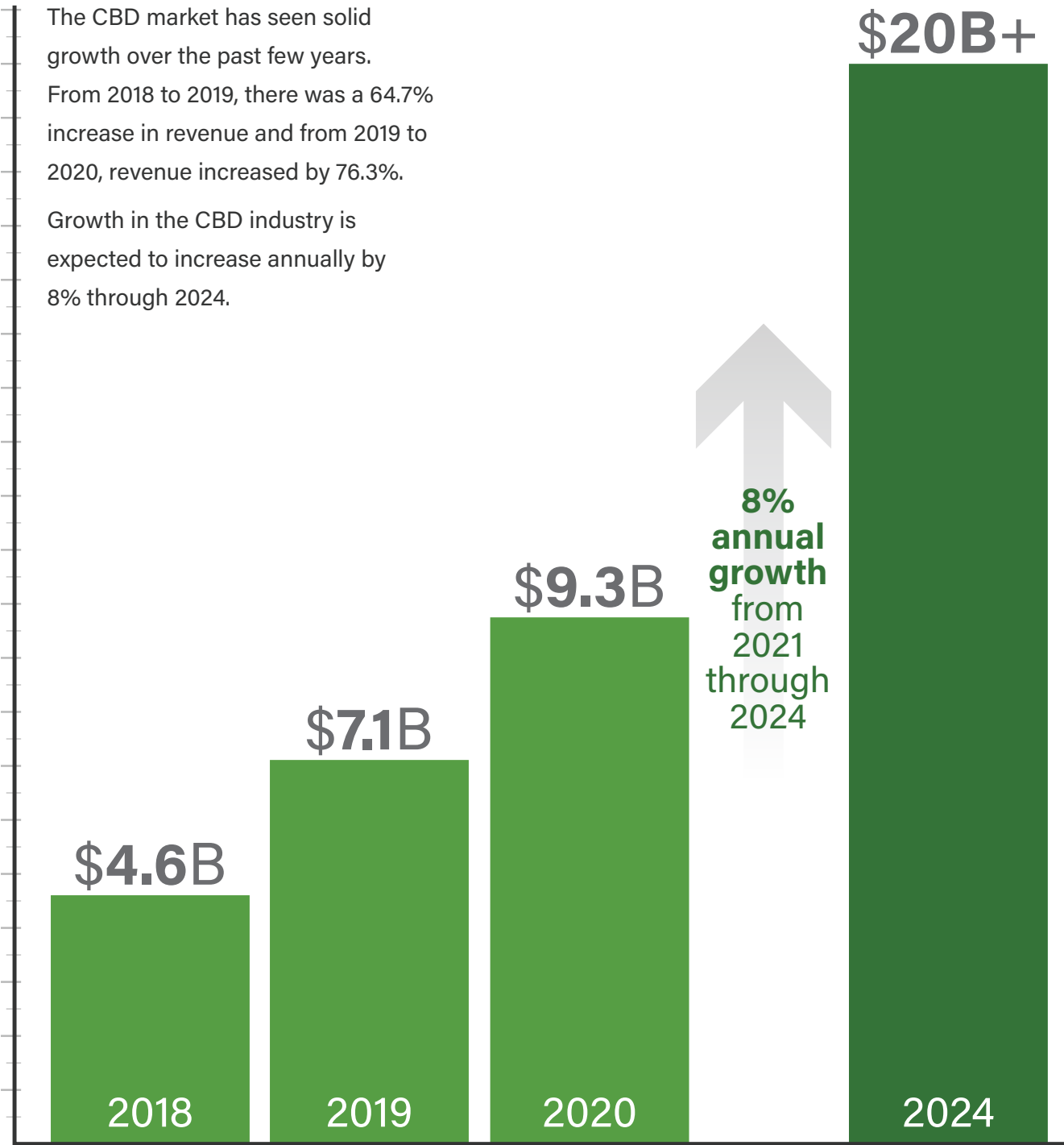
## \$PRIMO TRC-20 Token | 2021

- Create new Primo TRC-20 Token
- Community and board voting on blockchain use cases
- Stacking and freezing program
- Service desk
- Coin Market Cap listing
- Primo Token integration into multiple chains (e.g., BSC, Stellar, ETH) with no increase in supply
- Buyback and burn program
- 50% team rewards used for buyback/burn (Reducing supply)
- Primo Token added for discounted purchases
- Pursue exchange listings (e.g., Poloniex, KLV, Kucoin)
- iTraceIT integration with MJ Freeway and Metrc  
Data stored on Blockchain





# CBD Market Opportunity



# About Us

Primo Gardens is the first and only Build Your Own Blend (BYOB) CBD store on the planet.

Primo Gardens' focus is linked to our strategy of specialty ingredients and BYOB CBD solutions and branding.

Primo Gardens' business consists of:

- cultivation
- brands
- processing/extraction
- retail/wholesale
- delivery form solutions
- franchising opportunities

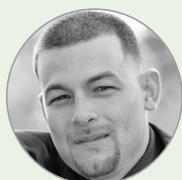
The **Seed to Sale** process ensures the highest level of profitability and ability to expand into new cannabis research and development without barriers.

Our manufacturing vision is broken in two steps.

STEP ONE	STEP TWO
Site Security	Global Hemp Scope
License Compliance	Delivery Forms
Cultivation	Manufacturing
CO <sub>2</sub> Extraction	Distribution
Ethanol Extraction	Retail/Wholesale
Testing	Franchising
Tracking	







**Mike Alvarado**  
CEO & FOUNDER

Mike has a vast knowledge of the cannabis cultivation, extraction & manufacturing process. He has a passion for sustainability, leadership, and extensive research to bring forth innovative and effective solutions and provide the highest quality CBD-derived products in the market.



**Zacc Lester**  
COO

Zacc has a long history of sales management and strategic leadership with substantial knowledge of the CBD/Cannabis Industry. He is an experienced leader who delivers against key metrics, promotes personnel development, and fosters an environment of accountability.



**Erica Baca**  
CFO

Erica has over 13 years of experience in the financial industry. She has proven experience in financial operating strategies, projections, and capital forecasts.



**Chance Sowers**  
CHIEF RISK & STRATEGY OFFICER

Chance holds a Bachelor of Specialized Studies with concentration in Business, Communications, and Human Resources. An Agribusiness & Farm Insurance Specialist (AFIS) and licensed hemp farmer, he's knowledgeable about insurance, blockchain, ag, business, and hemp supply chains. This insight will help us evaluate risk, build strategically, and provide valuable advice.



**Ashley Alvarado**  
R&D DIRECTOR

Ashley, the R&D Director, studied Speech Communication with concentration in Marketing and Public Relations at Metropolitan State Univ. of Denver and graduated with a B.A. She has vast knowledge with essential oils and the endocannabinoid system, thus bringing both niche markets to Primo Gardens. Highly passionate about holistic health and helping others, she makes sure proper research goes into each Primo Gardens product.



**Matt Malec**  
DIR. OF INFRASTRUCTURE

Matt, an experienced leader in infrastructure for over half a decade, has been working with Amazon Web Services for years. He runs one of the largest blockchain bots in the TRON cryptocurrency community (over 400k active users) and has been with the company from the beginning. Additionally, he lead the development of Primo Gardens' flagship iTraceIT technology and is excited to currently be leading the technical infrastructure.



**Scoot Root**  
DIRECTOR OF TECHNOLOGY

Scott has been coding since high school and has since built a strong understanding of programming fundamentals and data structures while attending Digipen Institute of Technology. While at TLG Learning, he has earned Microsoft Certification in nearly every Microsoft product. In addition, he is proficient in several languages such as C#, C++/CX, Javascript, Solidity, XAML, XML, and HTML.



**Kevin Glor**  
SALES & MARKETING DIRECTOR

Kevin is talented in business development and also specializes in networking and marketing. He has a degree in exercise physiology and has been working in the health and wellness industry for over 20 years. He runs his own company and uses his passion to help others to improve their wellness and to find the motivation to succeed.



**Ryan Gary**  
CO-DIRECTOR OF TECHNOLOGY

Ryan Gary has 11 years in the military as an IT Professional and Management. He has a degree in Science with the focus of IT Security. Some of his certifications include SEC+, CCNA, and CEH. With his leadership skills, professionalism, and technical knowledge, he is a key asset to the technical team and leadership here at Primo Gardens.



**Kelly Burns**  
PRIMO GARDENS TRAINER

Kelly worked as a Customer Service Representative in the Insurance Industry for 25 years. She loves working with people and being able to help people. When she was introduced to CBD she realized there was another way to help people so she joined on with this CBD journey to help educate as many people as possible of CBDs miraculous benefits.



**Joel Baca**  
EVENT COORDINATOR

Joel has owned and operated his own business since 2001. With his effective marketing strategies, he has developed a strong team and set record sales numbers from 2009 thru 2013. Joel has 8+ years of experience with setting and coordinating both private and company events in order to maximize exposure.



**Cameron Young**  
CONTENT WRITER

Cameron is a college professor and holds a Master of Arts in English with concentrations in debate and rhetoric and creative writing. He has studied tertiary coursework in the fields of psychology, sociology, political science, and history. An accomplished author of several works, he serves as the primary content writer on pieces ranging from the CBD industry to the technicals of the field.



# Shopper's Guide to CBD

Our goal at Primo Gardens is to produce high-quality, hemp-derived CBD products that our customers can trust. We take great care in our sourcing, manufacturing, and testing, so our customers know what they are getting. This is a rapidly-evolving industry, which means companies may take shortcuts to take advantage of the market opportunity.

Before you purchase a CBD product, make sure to check for the following quality markers:

**Products should be tested for heavy metals, pesticides, and microbial contaminants.**

**The label should indicate that the product contains "CBD" or "Cannabidiol."**

**Labeling should disclose the amount of CBD in the product.**

**The label should indicate that the product is lab tested.**

**METRC shows compliance for product tracing.**

**Product employs blockchain data storage.**

**Specific batch analysis lab reports available.**





# Products and Services

At Primo Gardens, we offer CBD done your way. Everything is 100% customizable with our private label model so you can create the product line you want to sell. We also offer bulk pricing on our products. If you are not looking for a full private label, we offer your own personal blend with our Build Your Own Blend (tinctures and roll on). We will always be expanding our product offering in the future.

## MANUFACTURING

### WHITE LABEL

### PRIVATE LABEL

### CONSULTING

### FORMULIZATION

### CO-PACKING

### GENETICS

### CROPSHARE PROGRAMS

### EXTRACTION/DISTILLATION

### FRANCHISING/PARTNERSHIPS

### WHOLESALE AND RETAIL



# Product Lineup

When you ingest a product, place it on your skin, or give it to your pet, you want to ensure it's safe, effective, and of the highest possible quality. When you choose Primo Gardens and our **Build Your Own Blend** model, your **Seed to Sale** product line will be some of the highest quality items on the CBD market.

Our R&D team frequently adds new products, saving you the time and stress of developing product lines.

## Popular Products include:

### TOPICALS

- Lotion
- Salve
- Beard Oil
- Roll On

### FLOWER

- Wide variety of flowers

### EXTRACTS

- Isolate
- Distillate
- Capsules
- Cartridges

### EDIBLES

- Gummies

### TINCTURES

### WHOLESALE

### GENETICS

### PET PRODUCTS

### VAPE PRODUCTS

### PRIVATE LABEL





# Competition

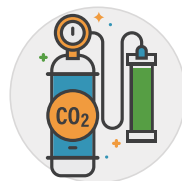
Primo Gardens is the first and only BYOB CBD retail store in the world, period. Competition? There really is none.



**First BYOB Model in Cannabis Space**



**100% Vertically Integrated**



**In-house Cultivation and Extraction**



**Premium Quality Products**



**Global Marketing and Expansion**



**PRIMO Crypto Currency Token**



# Store Partnership Opportunity

When you join Primo Gardens, you become part of the solution to current hemp supply chain issues.



## The Farm

- Annual CBD or CBG inputs
- Top genetics in the country
- Pest control
- Cropshare program
- Crop insurance
- 24/7 support
- Consulting
- Blockchain and Metrc tracing



## Retail

- National marketing program
- Store front
- Consulting
- 24/7 support
- Online marketplace
- Loyalty program
- Accept crypto
- Business owner insurance
- Build Your Own Blends and products to fill/open your store



## Processing

- Extraction/distillation
- Co-packing
- Blockchain/Metrc
- Formulization
- Manufacturing
- White label
- Private label
- Commercial insurance
- Build Your Own Brand
- 24/7 support



## Primo Gardens Team

- When you become a store partnership owner, you become part of the Primo Gardens family!
- We will be here 24/7 to support your store partnership, seed to sale.
- Helping to bring success to your Build Your Own Brand turnkey location.
- Primo Gardens online marketplace.



# Store Partnership Options

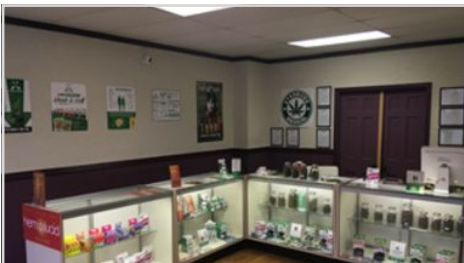
## BYOB Store Front



**ROYALTIES**  
**5%**

- Full infusion lab
- All POS hardware included
- 100% stocked for opening
- Multiple niche brands
- BYOB capabilities on all products
- Extraction setup options
- Free extraction of personal hemp
- R&D competition
- Flowhub, Metrc, and iTraceIT included
- Primo Gardens storefront sign

## Primo Outlet Stores



**ROYALTIES**  
**None**

- 100% stocked for opening
- Multiple niche brands
- Primo Gardens storefront sign
- All POS hardware included
- Flowhub, Metrc, and iTraceIT included

*Note: Store partnership responsibilities include all location bills (e.g., rent, utilities, internet, store-specific marketing), packaging, and raw materials.*





# Seed to Sale

The Primo Gardens supply chain utilizes blockchain technology. The BYOB **Seed to Sale** retail model means your business is in great hands. With our process and guidance, you will be turning revenue from day one.



## Genetics and Farming

We start by growing the finest genetics available in the world. Our goal is to have every client receive locally-grown product by insuring we have some of the best farmers on the team.



## Formulation and Manufacturing

Primo Gardens' BYOB model ensures the customer receives a true one-on-one experience that suits their needs.

Primo Gardens also formulates and manufactures a wide range of niche specific brands for our outlet store model and many private label brands.



## Product Delivery

With a Primo Gardens BYOB model, you can deliver a 100% custom-blended CBD product in minutes. Our stores carry a large variety of raw materials, terpenes, essential oils, CBD types, and much more!



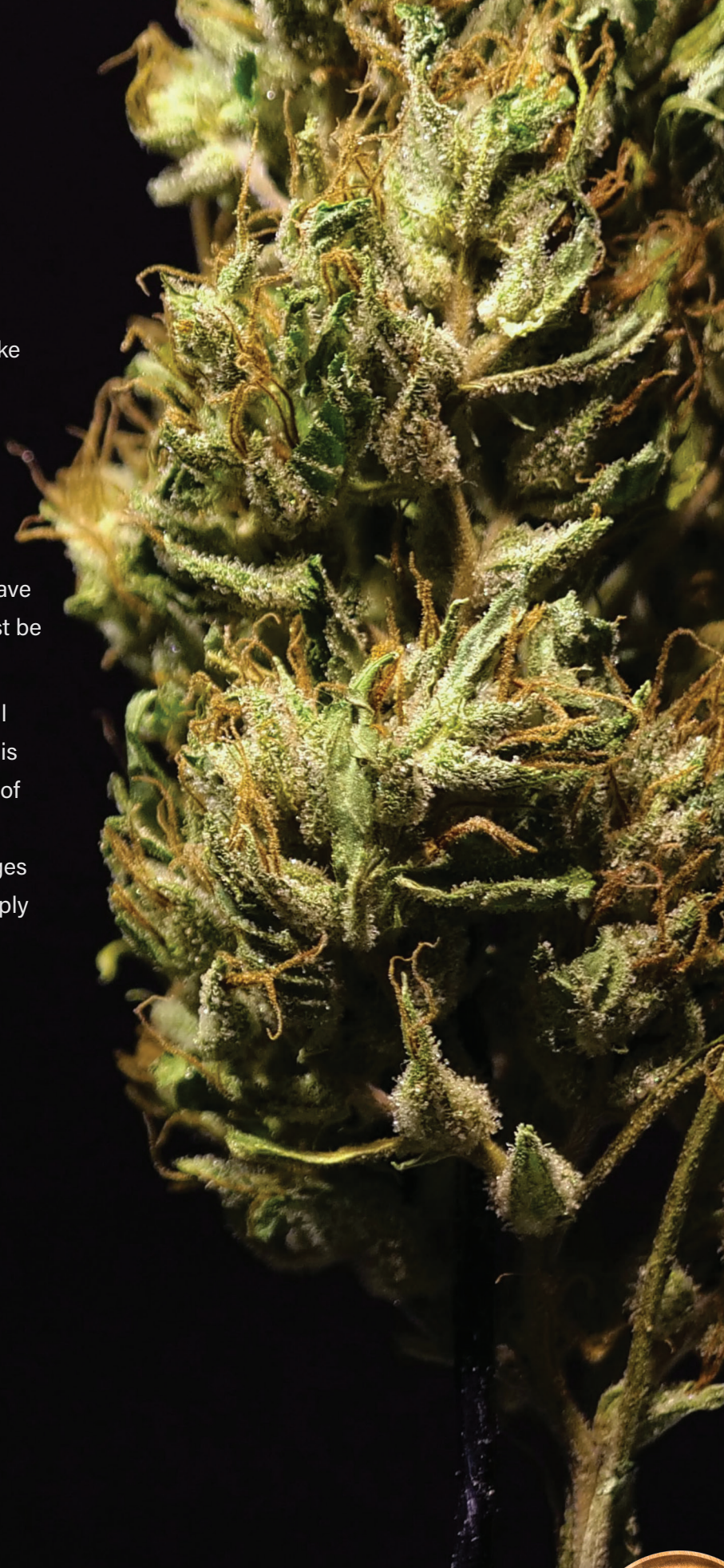
# Problem

The CBD industry includes contributing factors like biomass inflation, wholesale market trend, extraction bottle neck, quality, and compliance.

As production increases in the hemp industry, harvesting crops is the first bottleneck.

At harvest, the market floods with biomass which is sold over the coming year. If you don't have a **Seed to Sale** plan, this means the material must be processed and stored for longevity and quality.

As the hemp industry scales up, farm acreage will scale more quickly than the hemp processors. This means that come harvest, there will be a surplus of biomass material — a welcomed sigh of relief for CBD buyers. However, this does present challenges as buyers will have negotiating power due to supply outpacing demand. The expected result from competition to sell crops is a 50% drop in price for biomass.

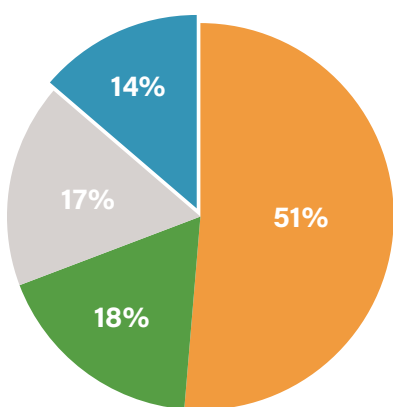




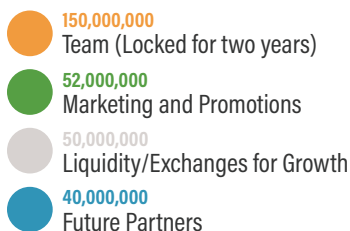
# PRIMO Token Specifications

The PRIMO TRC-20 Token was created in 2020 on the Tron Blockchain. The PRIMO Token was created by Primo Gardens Inc. and developed as a utility that allows our community to be involved and help grow our corporation as a genuinely community-backed, grassroots blockchain startup.

The Total supply of PRIMO Token is three billion and 2,730,001,606 are in circulation at the current time. The remaining balance is held and controlled by the Primo Gardens Board of Directors until the full amount has been put into decentralized circulation.



**PRIMO Wallet: 292,225,847.367307 Tokens**



The Primo Gardens team has developed **six key use cases** that keep our PRIMO Token a utility.

Primo Gardens has independent contractors who specialize in marketing and work for 7% commissions from total annual profits. These profits are to be paid annually in PRIMO Tokens. To become an independent, you must acquire a minimum of 1,000,000 PRIMO Tokens and hold in a hot or cold wallet. Once development of our Freeze Feature is finished independent contractors will not only be required to hold but will have an unfreeze period for 30 days. This gives us the ability to track and pay our W8/W9 independents.

The PRIMO token has a ballot and price oracle feature. The PRIMO Token allows our community to vote and make decisions for the corporation. When you hold the PRIMO Token you become part of a community and get a voice in operations. Ideas are put up by the board of directors and voted on by the community using our PRIMO smart contracts. All votes and decisions are stored forever within the blockchain.

The PRIMO Token is used for payment and discounts within our community ecosystem. We run weekly/monthly specials that either give a % off a product or pays for it based on a specific amount of PRIMO the board/community approves for each promotion.

The PRIMO token will be used as a form of payment for retail and wholesale customers through the blockchain online.

The PRIMO token will be used for inventory management on the blockchain. Our exclusive seed to sale model will track from the harvest all the way to the sale on the blockchain.

PRIMO TRC-20 Smart Contract features:

- No more token swaps
- Updatable code/contracts
- Modular system
- Added security measures
- Token burn/mint functions added
- Able to retrieve its own price from decentralized swaps
- Multiple 'owners'
- Pause/unpause
- Cross Chain — The PRIMO token will be deployed on multiple blockchains (BSC will be first cross chain)





# Go-To-Market Strategy

Primo Gardens employs a unified marketing strategy. We start with the customer and interact between channels to provide a seamless, unified (physical and digital) experience.



**Partnerships  
and Licensing**



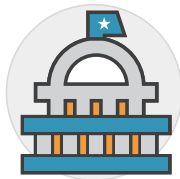
**Product  
White Label**



**Store Partnership  
and Retail**



**Consumer**



**Government  
and Legislature**



# Growth Strategy

Leading cannabis researchers have stated the collective market for CBD sales in the U.S. may surpass \$20B by the year 2024. To achieve success in this blooming industry, it is important to develop a growth strategy.

The key areas to address include:

- Fiber R&D
- Protected territories
- Fostering a high level of operational excellence
  - Turnkey startup
  - Initial produce stock for startup
  - Onsite training on BYOB lab equipment
- Full compliance to CFR
- Quality products through repeatable processes and recipes
- Business analytics to leverage data into sales pipeline
- Social media outlets to grow followers and promote the store partnership
- Website marketplace listing products on [www.PrimoGardensInc.com](http://www.PrimoGardensInc.com) for exposure and online presence





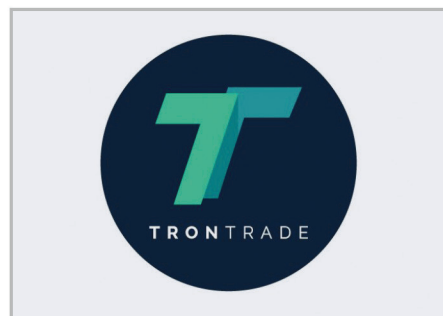
# Business Development Roadmap

<b>2017</b>	Primo Gardens Inc. established ✓
<b>2018</b>	Primo Gardens plants first hemp field ✓
<b>2019</b>	Extraction and manufacturing facility built ✓ Private and white labeling of products ✓ R&D program established ✓
<b>2020</b>	Opened first retail store ✓ Launch store partnership program ✓ Acquired EMS ✓
<b>2021</b>	Implemented MJ Freeway program ✓ Open first store partner in Ohio ✓ Goals: <b>Fiber R&amp;D</b> <b>Continue store partnership expansions</b> <b>Implement subscription boxes</b> <b>Increase niche brands</b>
<b>2022</b>	Goals: <b>Expansion to east coast of U.S.A.</b> <b>Acquire land to expand operation</b> <b>Open MIP facility</b> <b>Implement iTraceIT system in field</b> <b>Add THC products pending regulation</b>
<b>2023</b>	Goals: <b>International store partnerships</b> <b>East and west coast distribution facilities</b> <b>Fiber market R&amp;D program</b> <b>Launch trade school program</b>



# Strategic Alliances

In order to create the most promising business model, Primo Gardens is working with several of the industry's most innovative companies.



## Primo Gardens Inc. Partners

### iTraceIT

Blockchain-based traceability system  
[itraceit.com](http://itraceit.com)

### Metrc

Trusted regulatory cannabis system  
[metrc.com](http://metrc.com)

### Third Eye Brewing Company

Live Life. Do Good. Drink Beer.  
[thirdeyebrewingco.com](http://thirdeyebrewingco.com)

### Metzger Insurance

Trusted Choice Insurance Agency  
[metzgerinsuranceagency.com](http://metzgerinsuranceagency.com)

### Plenty Wellness

Dedicated CBD retailer  
[plentywellness.com](http://plentywellness.com)

### HempWood

Hemp as a sustainable wood substitute  
[hempwood.com](http://hempwood.com)

## PRIMO TRC-20 TOKEN Alliances

### TronTrade

One Exchange. Unlimited Trading.  
[trontrade.io](http://trontrade.io)

### Tron

Decentralize the Web  
[tron.network](http://tron.network)

### Klever

Best all-in-one cryptocurrency wallet  
[klever.io](http://klever.io)

### Bololex

Crypto exchange  
[bololex.com](http://bololex.com)

### JustSwap

Decentralized exchange protocol  
[justswap.org](http://justswap.org)

### Nova

Advanced TRON Telegram bot  
[projectnova.io](http://projectnova.io)





# Compliance



## **Hemp regulation CFR Title 21, Sec. 1308.35**

- Primo Gardens is taking a proactive stance to follow the CFR
- Product safety and quality through compliance is paramount



## **Certificate of Analysis from a third-party laboratory verifying the CBD makeup**

- Hemp of  $\leq 0.3\%$  is legal,  $> 0.3\%$  is not legal



## **Raw material (crude) batch traceability by production date and lot number**



## **Child-resistant product packaging for tinctures**



## **Product labels with all necessary CFR requirements**

- Includes company name, product contents, weights, and disclaimers



## **Store partnership compliance book (SOPs/WIs)**

- Product recipes (e.g., tincture, lotion, salves, roll-ons, vape cartridges, dabs)
- Equipment (e.g., bottle filling, crude distiller, hot plate stirrer, ultrasonic cleaner, scale)
- Calibration and preventive maintenance



## **Primo Gardens makes no claim that CBD prevents, treats, or cures any disease**

- This would be in violation of the FD&C act
- FDA warning letters for claims posted on their primary websites and social media platforms
- "If you think compliance is expensive, try non-compliance."



# Disclosures

**You should carefully consider and evaluate all risk factors before deciding to acquire any PRIMO TRC-20 tokens.**

There is a limited market for PRIMO, the company will use reasonable endeavors to seek approval for availability of PRIMO for trading on additional cryptocurrency exchanges. However there is no assurance that such approval will be obtained or maintained. Furthermore, even if such approval is granted by a cryptocurrency exchange, there is no assurance that an active or liquid market for PRIMO will develop, or if developed, will be sustained after PRIMOs have been made available for trading on such cryptocurrency exchange(s). There is also no assurance that the market price of PRIMO will not decline below the original purchase price. The purchase price may not be indicative of the market price of PRIMO after they have been made widely available on other cryptocurrency exchange(s). PRIMO are not being offered or sold as an investment. Any expectation that the value of PRIMO will increase is purely speculative.

PRIMO is not a currency issued by a central bank or national, supra-national, or quasi-national organization, nor is it backed by any hard assets or other credit. The company is not responsible for, nor does it pursue, the circulation and trading of PRIMO on the market. Trading of PRIMO will merely depend on the consensus on its value between the relevant market participants. No one is obligated to purchase any PRIMO tokens from any holder of PRIMO, including the purchasers, nor does anyone guarantee the liquidity or market price of PRIMO to any extent at any time.

PRIMO TRC-20 are a utility token for the Primo Gardens products, rewards and community involvement. Accordingly, the Company cannot ensure that there will be any demand or market for PRIMO, or what the market price will become in the future.

Negative publicity may materially and adversely affect the price of PRIMO.

Negative publicity involving the Company, or the Company's venture with strategic partners, PRIMO, or key personnel of the Company, regulation of cannabis in the US or worldwide, and/or regulation of cryptocurrencies in the US or worldwide, may materially and adversely affect the market perception or market price of the PRIMO token, whether or not it is justified.

## TO TOKEN PURCHASERS GENERALLY

IT IS THE RESPONSIBILITY OF ANY PERSONS WISHING TO ACQUIRE THE PRIMO TOKENS FROM THE EXCHANGE(S) TO INFORM THEMSELVES OF AND TO OBSERVE ALL APPLICABLE LAWS AND REGULATIONS OF ANY RELEVANT JURISDICTIONS. PROSPECTIVE TOKEN ACQUIRES SHOULD INFORM THEMSELVES AS TO THE LEGAL REQUIREMENTS AND CONSEQUENCES WITHIN THE COUNTRIES OF THEIR CITIZENSHIP, RESIDENCE, DOMICILE AND PLACE OF BUSINESS IN RESPECT TO THE ACQUISITION, HOLDING, TRANSFER, OR DISPOSAL OF THESE TOKENS, AND ANY EXCHANGE RESTRICTIONS THAT MAY BE RELEVANT THERETO.

THIS OPINION DOES NOT CONSTITUTE AN OFFER OF PRIMO TOKENS AND THE EXCHANGE IS THE ONLY DESIGNATED PARTY WITH THE AUTHORITY TO OFFER THE TOKENS ONLY IN THOSE JURISDICTIONS AND TO THOSE PERSONS WHERE AND TO WHOM THEY LAWFULLY MADE BE OFFERED. NOTHING IN THIS OPINION IS INTENDED TO CREATE A CONTRACT FOR PRIMO TOKENS, AND THE EXCHANGE ACKNOWLEDGES THAT THE COMPANY WILL RELY ON THE EXCHANGE'S COMPLIANCE SERVICES WITH RESPECT TO COMPLIANCE WITH THE LAWS OF EACH JURISDICTION IN WHICH THE EXCHANGE IS THE PRIMO TOKENS.







*Photos (on Unsplash) by:*

Ryan Lange (p1)

Esteban Lopez (p2)

Enecta Cannabis extracts (p8)

Add Weed (p13)

Jack H (p15)

Matthew Reyes (p18)

Natasha Miller (p19)

Richard T (p21)

Crispin Jones (p23)

