



eSense-Lab
A DROP OF NATURE'S ESSENCE

Company Update



September 2017

Growth Strategy

COMMITMENT TO IPO STRATEGY

of revenue growth, cost optimization and scaling efforts, to build a leading B2B enterprise technology company while creating substantial shareholder value via our 3 tiered approach



Accelerating sales momentum

- Signed strategic MOUs
- Immediate potential sales growth
- Continued delivery of contracted quantities and additional product development with Allor
- Expanding footprint in USA
- Penetration into Europe
- Negotiation in new and emerging markets

Continued investment in product and technology

- New R&D and production facilities
- Improved technological innovations
- Engaging with leaders in the field for potential JV and collaborative opportunities
- Innovative product development for existing and new verticals
- Continual improvement on existing profiles

Disciplined expense optimization and controls

- Reduced monthly operating expenses via;
 - Increased margins from improved technology
 - Improved third party contracts

Product Development and Sales Process

1

CLIENT IDENTIFICATION

- Company identifies suitable clients, wholesalers and unique JV opportunities

2

SAMPLES & MOU

- Company sends samples according to client/partner potential market or production line
- Memorandum of Understanding (MOU) is executed on definitive interest received, outlining milestones and joint strategies

3

EXAMINATION AND ASSESMENT

- Business development and commercial opportunities are thoroughly assessed between the contracted parties, identifying revenue streams and other income strategies for the benefit of the company

4

PROTOTYPE & UNIQUE PRODUCTS

- Custom-made product development and formulations upon client request
- R&D activity is designed and implemented per client specifications and end-use applications
- End product (prototype sample) is packed and shipped to client for follow-up

5

CONTRACT & ORDERS

- Company is engaged in contract (Definitive agreement) to determine procurement milestones, payment terms, price and quantities
- First order placed on contract approval and execution

6

PRODUCTION & SALES

- Once a contract is executed, the Company commences full production process (per order basis)
- Final product is packed and shipped according to terms of agreements
- Sales are supported with marketing tools and advise provided by the Company (contract specific)

7

RECURRING SALES

- Recurring sales is the most important inflection point in our supplier/clients relationship. Return clients represent product success in the market

How we are positioned

1

CLIENT IDENTIFICATION

- Approached more than 200 potential off-take clients and JV opportunities

2

SAMPLES & MOU

- Shared samples with more than 200 with potential Clients
- Five Signed MOUs to date

3

EXAMINATION & ASSESSMENT

- Currently in an advanced phase with 3 companies

4

PROTOTYPE & UNIQUE PRODUCTS

- Three custom made projects are under evaluation

5

CONTRACT & ORDERS

- Signed a purchase order contract with Allor, with contract initiation announced in April 2017
- Negotiation of two additional contracts are in process

6

SALES







- Allor – Currently receipts of US\$85,000 from customized profiles, from US\$470,000 contracted for fulfillment by 30 December 2017

7

RECURRING SALES

- 1200 litres per annum anticipated recurring sales based on existing non-binding MOUs, with the associated Definitive Binding Agreements anticipated to be finalised within a 3 – 9 month period

Research & Development Timeline

	R&D Activity	Start*	Complete*	Total (months)
	GC-MS operation and establishment of a full unique in house terpene library	Oct-17	Apr-18	6
	Evaluating synergistic/additive effect of eSense products in combination with cannabinoids, endocannabinoids and cannabidiol extractions (Inflammatory model)	Nov-17	May-18	6
	Issue a permit to work with cannabis to be able to analyze its phytochemical composition in-house (Terpene and others)	Nov-17	July-18	8
	Improving eSense products to increase cannabis oriented aroma	Dec-17	Aug-18	8
	Further refining of terpene profiles of our current products	Feb-18	Oct-18	8
	Extending formulations by introducing additional cannabis related phytochemicals such as flavonoids, phenols phytosterol and more....	Oct-18	Oct-19	12