

THE HARVEST CLUB

PREMIUM SEEDS

Investor Business Plan

Capital Raise: \$100,000

Executive Summary

THC Premium Genetics is building a modern premium home-grow cannabis brand focused on premium genetics, flexible seed formats, collectible packaging, retail-ready products, education, AI-powered grow guidance, and long-term customer retention.

The cannabis seed market remains highly fragmented and saturated, with most competitors competing primarily on:

- bulk quantities
- pricing
- generic packaging
- transactional sales

THC is taking a different approach by building a scalable premium consumer brand centered around:

- premium genetics
- single seeds
- 5 seed packs
- 10 seed packs
- 5 seed mix packs
- retail-ready displays
- THC Grow Academy
- AI grow guidance
- loyalty & rewards

THC is raising \$100,000 to accelerate:

- customer acquisition
 - marketing expansion
 - retail rollout
 - team growth
 - ecosystem development
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Investment Opportunity

THC Premium Genetics is seeking:

- \$100,000 investment capital

Target structure:

- approximately 10% equity participation
- based on a \$1,000,000 valuation

Final terms remain open for discussion depending on investor fit and strategic value.

Founder

THC Premium Genetics was founded by Rafel Bleeker with a focus on building a modern premium cannabis home-grow brand combining branding, retail strategy, education, technology, and customer retention into one scalable ecosystem.

Market Opportunity

The cannabis seed market is active but highly saturated and fragmented.

Most competitors still operate with:

- weak branding
- generic product presentation
- poor customer retention

- outdated customer experiences
- limited retail-ready infrastructure

THC's opportunity is not simply selling more seeds, but modernizing the category through:

- premium branding
 - retail-ready packaging
 - education
 - AI guidance
 - customer retention systems
 - stronger consumer experience
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THC Product & Retail Strategy

THC offers flexible seed formats designed to lower the buying barrier and increase repeat purchases.

Seed Formats

- Single Seeds
- 5 Seed Packs
- 10 Seed Packs
- 5 Seed Mix Packs

Each 5 seed mix pack contains 5 different strains, creating:

- more variety
 - lower commitment purchasing
 - stronger discovery
 - better repeat purchase potential
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Retail Strategy

THC is developing retail-ready packaging and countertop displays for:

- smoke shops
- hydro stores
- cannabis accessory stores
- lifestyle retail locations

The retail strategy focuses on:

- premium shelf presence
- collectible tins
- compact displays
- impulse purchases
- simplified wholesale onboarding

This creates an additional wholesale growth channel beyond direct online sales.

Ecosystem & Retention Strategy

THC Grow Academy

THC Grow Academy is fully live and designed for growers of all experience levels.

The academy supports:

- customer trust
 - better onboarding
 - long-term engagement
 - future subscription revenue
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AI Grow Guidance

THC is building AI-powered grow guidance to improve:

- customer experience
- educational support

- engagement
 - support efficiency
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Loyalty & Rewards

THC is building loyalty systems designed to encourage:

- repeat purchases
 - referrals
 - customer engagement
 - stronger long-term retention
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Current Status

THC is already operational.

Current progress:

- website fully live
- supplier and fulfillment network operational
- packaging system developed
- THC Grow Academy fully live
- early customer validation started
- retail display concepts developed

Current main bottleneck:

- marketing budget
 - team capacity
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Revenue Streams

THC revenue streams include:

- Direct-to-consumer seed sales
- Retail & wholesale
- THC Grow Academy

- Premium memberships
 - Digital products
 - Limited apparel merchandise
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Go-To-Market Strategy

THC plans to scale through:

- paid advertising
- influencer partnerships
- educational content
- email marketing
- affiliate & referral systems
- retail outreach
- loyalty campaigns
- repeat customer growth

The focus is not only acquiring customers, but building a customer base that returns.

Use of Funds

Marketing & Customer Acquisition — 50%

Paid advertising, influencer campaigns, content production, acquisition testing, and email growth.

Staff & Team Support — 30%

Marketing support, customer support, content creation, operational assistance, and grow academy support.

Retail Rollout & Sales Outreach — 10%

Retail onboarding, wholesale outreach, retailer support, and display placement.

Platform & Ecosystem Improvements — 5%

AI guidance improvements, automation, rewards optimization, and website conversion improvements.

Operational Buffer — 5%

Tools, software, fulfillment support, and unexpected scaling needs.

3-Year Financial Projection

Year 1

Revenue Projection

Revenue Source	Estimate
Direct Seed Sales	\$90,000
Retail & Wholesale	\$30,000
THC Grow Academy	\$10,000
Total Revenue	\$130,000

Focus

- acquisition testing
- brand awareness
- retail outreach
- retention systems

Limited profitability expected as revenue is reinvested into growth.

Year 2

Revenue Projection

Revenue Source	Estimate
Direct Seed Sales	\$190,000
Retail & Wholesale	\$80,000
THC Grow Academy	\$30,000
Total Revenue	\$300,000

Focus

- scaling acquisition
- improving retention
- expanding retail placement
- improving operational efficiency

Business aims to approach operational profitability.

Year 3

Revenue Projection

Revenue Source	Estimate
Direct Seed Sales	\$360,000
Retail & Wholesale	\$170,000
THC Grow Academy	\$70,000
Total Revenue	\$600,000

Focus

- larger retail presence
 - stronger recurring revenue
 - improved margins
 - higher customer lifetime value
 - potential strategic expansion opportunities
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Key Risks

Main business risks include:

- customer acquisition costs
- cannabis-related advertising restrictions
- payment processing limitations
- slower retail adoption
- future capital requirements

THC aims to reduce these risks through:

- multiple acquisition channels
 - retail and direct-to-consumer diversification
 - education and loyalty systems
 - controlled spending
 - operational flexibility
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Long-Term Vision

THC aims to become one of the most recognizable premium home-grow brands by combining:

- premium genetics
- flexible seed options
- retail-ready products
- education
- AI guidance
- rewards
- customer experience

into a scalable modern consumer ecosystem.

Contact

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