



Hemp Conference

February 2021



CONFIDENTIAL

Our Vision

“Create a brighter future for our planet and stimulate American manufacturing by introducing wood substitute products with lower ecologic footprints than timber alternatives.”

Our Mission

Fibonacci strives to be a catalyst for a cultural shift to sustainable materials and lifestyle by using the algorithm of a tree, reverse engineering the natural growth cycle, and utilizing bio-mimicry to transform hemp fibers and protein based bonding agents to disrupt the \$60 + billion wood industry.



Our Story



The algorithm of a tree is the foundation of life. Reverse engineering the natural growth cycle and utilizing bio-mimicry, plant fiber and protein based bonding agents can make a beautiful eco-friendly wood substitute.

$$S_{12} * T^x = WS$$

The idea of using hemp derived from experiences while working for a bamboo flooring company. Greg and his technology team have spent over 10 years adapting the bamboo process to different plant species including, Eucalyptus, HEMP and Tasmanian Oak. HempWood IP is 100% owned by Fibonacci.

Our mission is to benefit humankind by removing the devastating effects of deforestation and help the farmers of the world by disrupting the \$60 + billion wood industry.

Simplified: its pretty cool to turn hemp into wood 😊

Hemp Supply:

2020- 1,000 tons grown + open market purchase
2021- 2,000 tons objective



Chemistry: Constant Improvements



HEMPWOOD
SAFETY DATA SHEET
Issue Date: 4th, DECEMBER 2019

Section 1 - CHEMICAL PRODUCT AND COMPANY IDENTIFICATION
PRODUCT NAME HEMPWOOD
RECOMMENDED USE INTERIOR, NON-STRUCTURAL, WOOD ITEMS
SUPPLIER Company: FIBONACCI LLC Address: 301 ROCKWOOD ROAD, MURRAY, KY 42071 Email: gwilson@hempwood.com Telephone: (+1-270-275-6555)

Section 2 - HAZARDS IDENTIFICATION
STATEMENT OF HAZARDOUS NATURE This material is not considered hazardous under the OSHA Hazard Communication Standard (HazCom 2012).
HAZARD RATINGS Flammability- 1 Toxicity- 0 Body Contact- 0 Reactivity- 0 Chronic- 0 SCALE: Min/Nil=0 Low=1 Moderate=2 High=3 Extreme=4
RISK None under normal operating conditions.

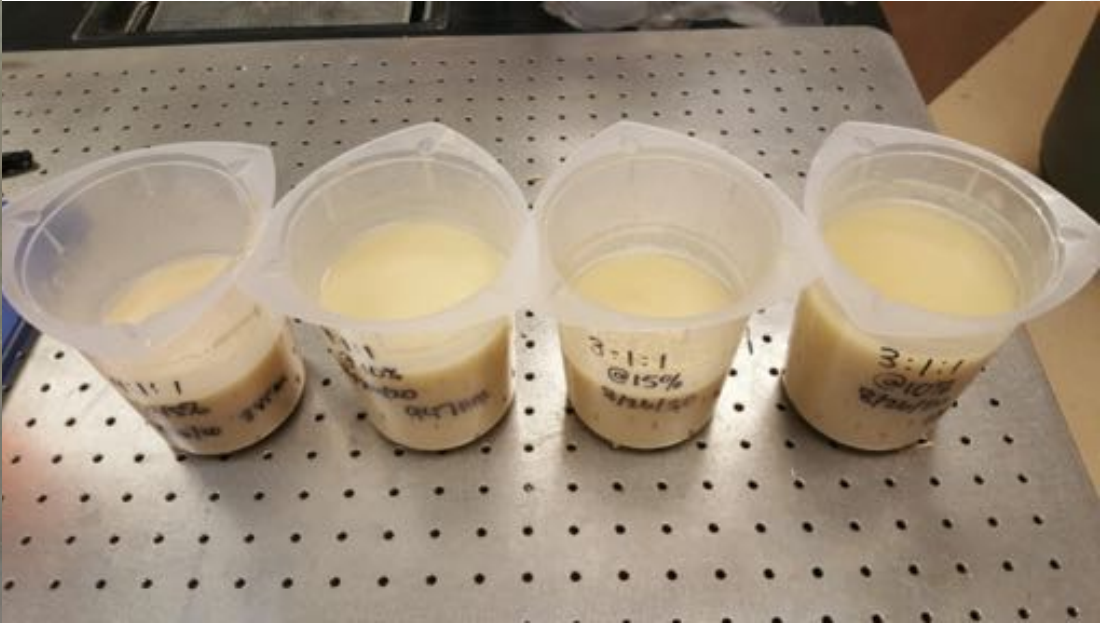
Section 3 - COMPOSITION / INFORMATION ON INGREDIENTS			
NAME	CAS RN	INT HAZ	%
Hemp	-	None	>80
Soy	-	None	<15%
Cured Resin	-	None	<5%
Other	-	None	<2%

Section 4 - FIRST AID MEASURES
Wash or clean dust residues or splinters with water. Consult doctor if ingested.

Section 5 - FIRE FIGHTING MEASURES
Follow established procedures for extinguishing wood source fire.
PERSONAL PROTECTION -Glasses -Gloves -Respirator

Section 6 - ACCIDENTAL RELEASE MEASURES
Not applicable

New Trials w/ Cargill, BASF, and Solenis



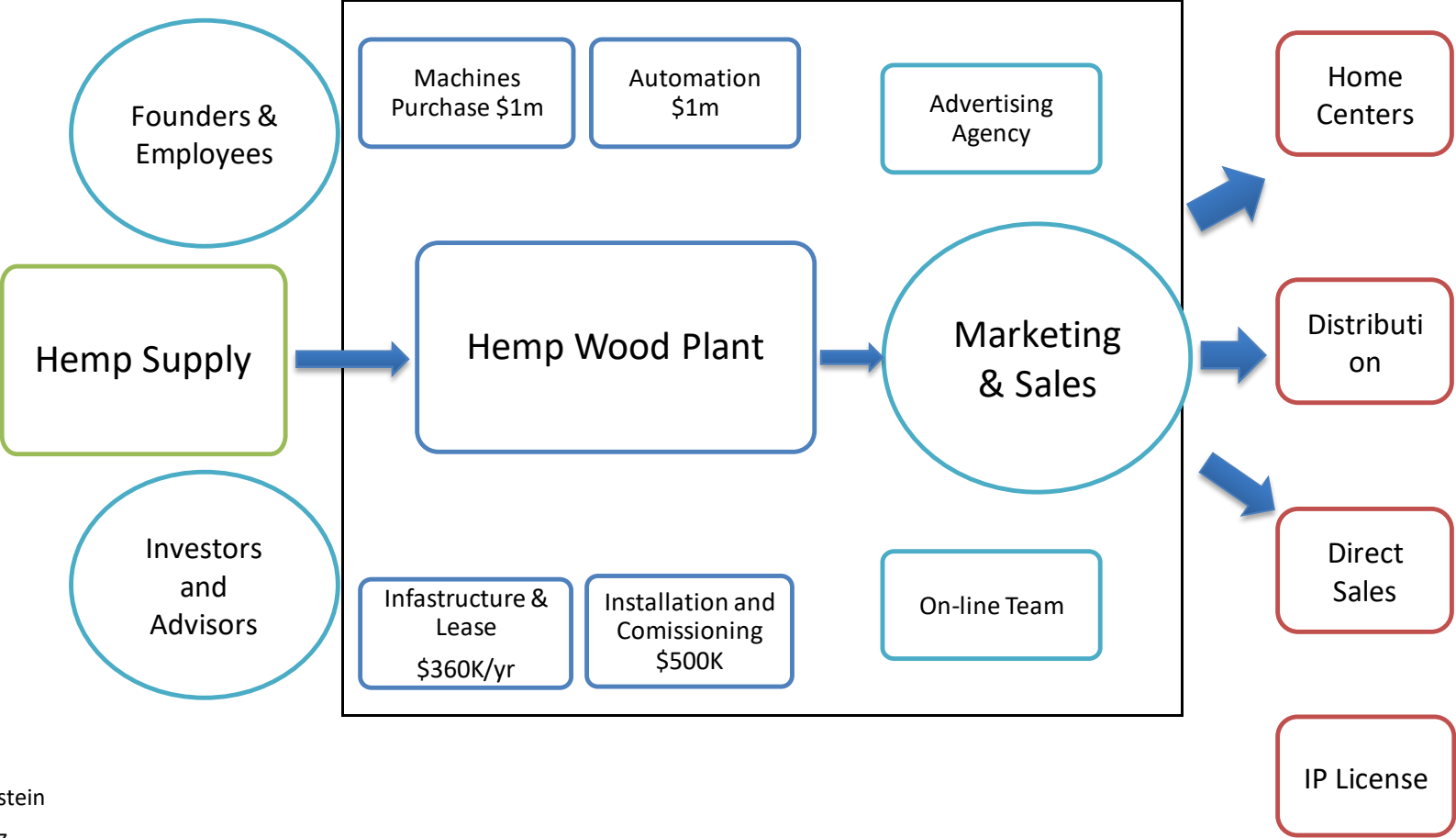
Business Leadership

Fibonacci

Production

Commercial

Sales and Distribution



Board of Directors

Chairman Greg Wllson

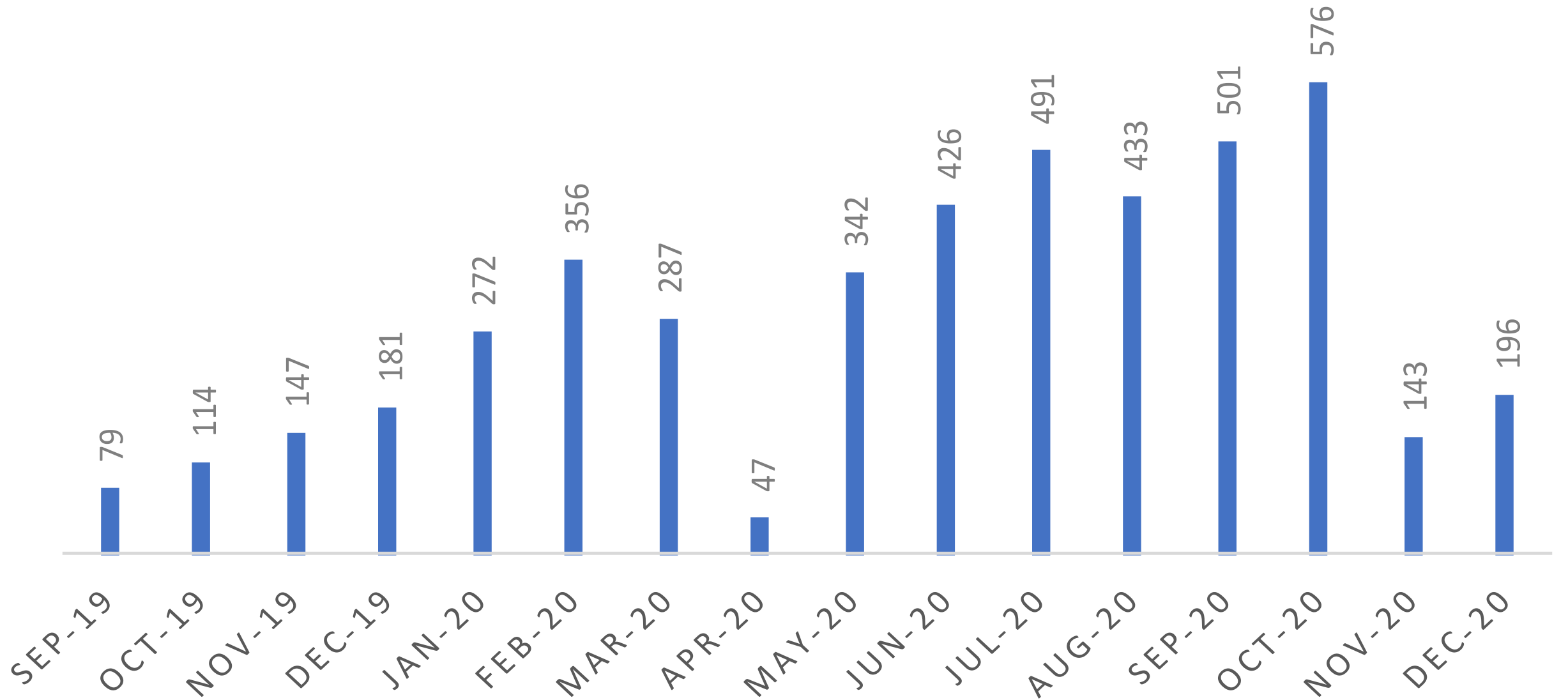
Members David Wildenstein
Jeff Moskowitz
Robert Swift

Factory Build-Out

All Major Hempwood Equipment Installed



BLOCK PRODUCTION



Market Opportunity



US Hardwood Market

\$67B

- US Export > \$10 billion
- Oak: > 50% market share
- Bamboo flooring (peak)
 - \$ 1 billion global market
 - \$500 million US market
 - 3-5% US market share
- LVL: \$5 billion US Market



HempWood Market Potential

\$1B ^{YR. 10}

- Company Revenue: \$100 million
- Superior performance
- Environmentally friendly
- Trending industry (hemp)
- Made in USA
- Larger sizes than oak

Customer Profile



Home Projects

Price Sensitive

Middle & Upper Income home- owners who are interested in hemp products and helping the environment.

(Whole Foods Customers)



Flooring Customers

Price Sensitive

New home and renovation projects. New home builders buy in volume from warehouses. Renovation projects are typically bought online or via dealer/retailer

(Cali Bamboo Model)



Architects and Designers/Builders

Less Price Sensitive

High end residential and commercial buildings in urban areas with focus on new products and LEED certifications.

(A&D Program Launched)

Products and Marketing

Products

1. Commodity: block/board/lumber
2. Flooring: engineered flooring
3. Consumers Goods: picture frames



Marketing

1. Online Direct
2. NWFA Trade Show
3. IWF Trade Show
4. Dealer/Retailer Program
5. Factory Rep Program

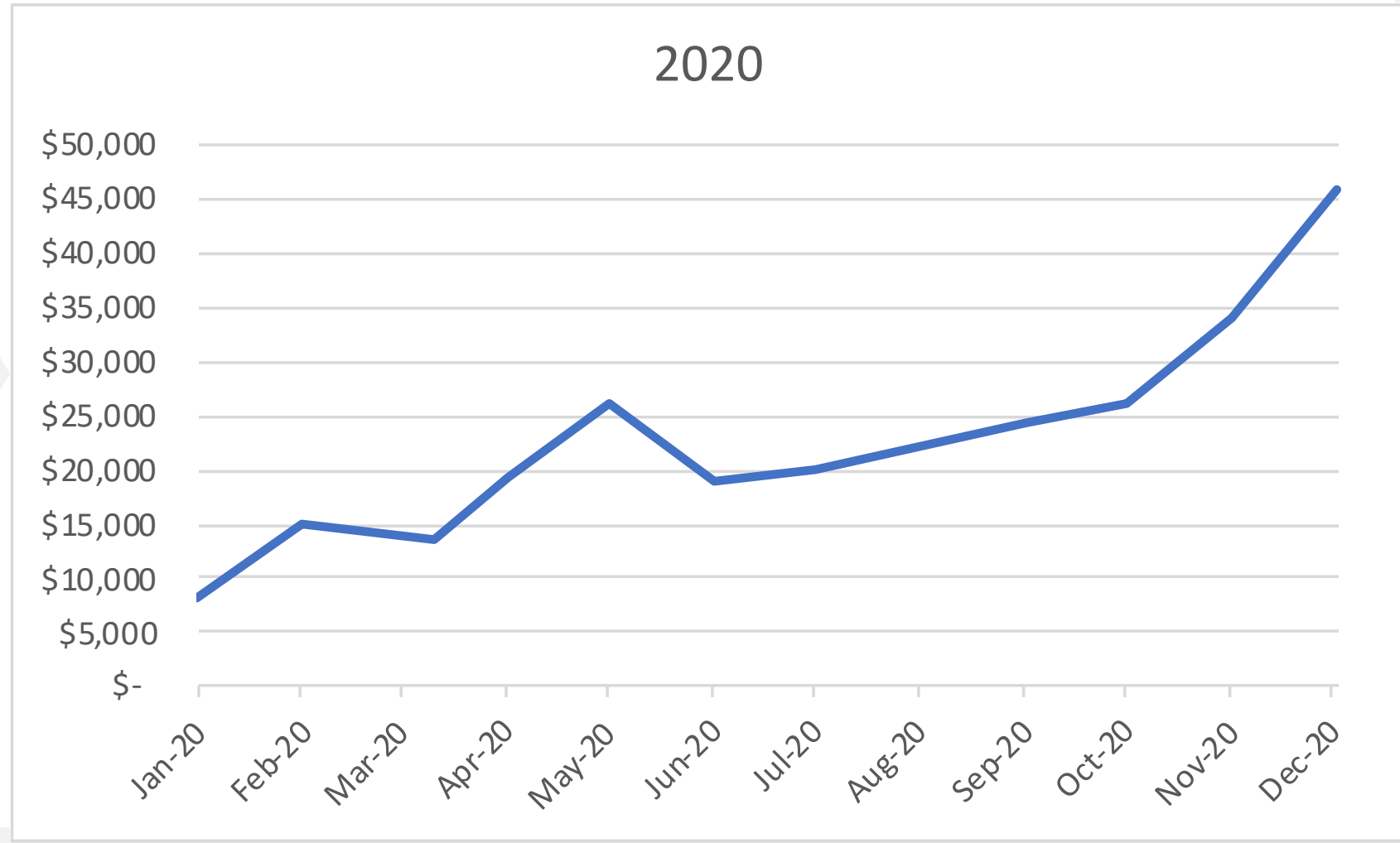


Pricing

LUMBER			FINISHED GOODS		
Blocks per linear ft			Table Top Kit (no legs- self assemble)		
\$30	6x6x48/72"	each	\$175	42x30"	Desk
\$25	6x6x48/72"	8	\$200	42x42"	4 top table
\$20	6x6x48/72"	36	\$300	72x42"	Conference Table
Lumber per linear ft			Cabinet Kits		
\$2.5	1/4x5.25x48/72"	Single board	\$200	17x15.5"	Solid wood or glass
\$1.75	1/4x5.25x48/72"	Dealer	\$250	22x19"	Solid wood or glass
\$6	3/4x5.25x48/72"	Single board			
\$4	3/4x5.25x48/72"	Dealer	Cabinet Doors or Picture Frames		
\$7	4/4x5.25x48/72"	Single board	\$80	16x14.5"	Solid Wood or glass
\$5	4/4x5.25x48/72"	Dealer	\$100	22x18.5"	Solid Wood or glass
\$10	8/4x5.25x48/72"	Single board			
20% Discount for Truck Loads (>\$50K)			Flooring per Ft3		
			\$8/ft2	5/8x5x48"	No coating
			\$9/ft2	5/8x5x48"	Bona coating
			\$10/ft2	5/8x5x48"	Bona coating with stain
Panels			Samples		
\$25	1x10x48"	each	\$10	Includes Shipping*	Wood Sample
\$20	1x10x48"	Dealer	\$10	Includes Shipping*	Flooring Sample
\$120	1x48x48"	each	\$20	Includes Shipping*	A&D Pack
\$100	1x48x48"	Dealer			
			*lower 48 states		
			Your Logo or Name Here		

Sales: 2019 to 2021

- **2019- \$37K**
 - 1st Year
 - 4 months in operation
- **2020- \$271K**
 - Monthly Growth- 19%
 - Quarterly Growth- 41%
 - COVID-19 Impact
- **2021- \$1.5m**
 - Finished Goods > 50%
 - Direct Sales > 50%



Growth Strategy

Stage 1: Short-Term (Strong Market Push)

Marketing & Branding

- Digital Advertising- Facebook, Instagram, Youtube, & Google

- Flooring Direct Program- App, Sale, Deliver, recommend installer

Sales hire new sales reps (2)

- Direct- online and Architect projects

- Dealer program- lumber companies, custom builders, Industry partners

- Factory Rep Program

- Value Adders- furniture, flooring, wood working

Stage 2: Mid-Term (In-house Flooring Program)

Beginning 2021 Q3 flooring inquiries overtook lumber request. Lack of stable supply and outsourcing cost of flooring production lose 75% of business. Retailers/dealers require discounted pricing and end customers require lead time of 15-30 days. If we can sell our flooring at a profit for \$6-8/ft² with a lead time of 15-30 days our flooring sales will increase 10 X in a 24-month period.

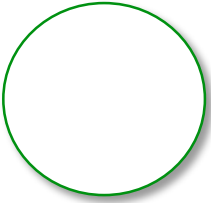
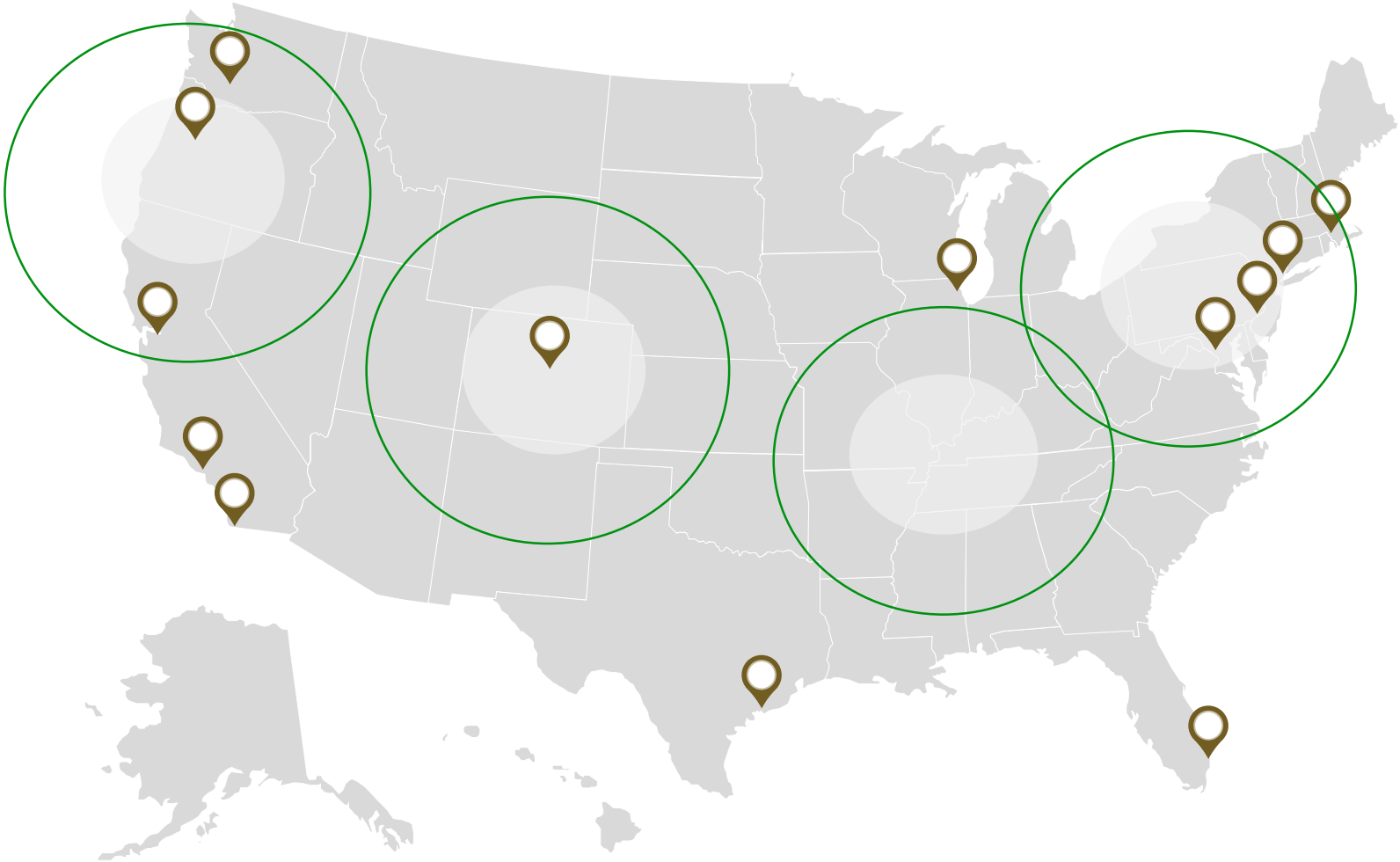
Stage 3: Long Term (Additional Locations)

In listening to the market and pivoting to finished goods production to capture higher margins our HempWood HQ in Kentucky will remain with 1 pressing operation and finished flooring capacity of \$10m per shift. In order to grow long term, we must franchise or license using the craft beer model or regional production and sales.

Expansion

- 1. HempWood USA
 - 1. HempWood West
 - a. Oregon
 - 2. HempWood East
 - a. Pennsylvania
 - 3. HempWood Central
 - a. Colorado
- 2. HempWood Canada
 - 1. Sascatachawan
- 3. HempWood Europe
 - 1. Italy

Long Term Growth



Market

Hemp
Supply

Direct
Sales

Thank You



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Hempwood.com 🌐