



Use of Proceeds Statement

2 pages total

(Word Document also provided in excel)

USE OF PROCEEDS STATEMENT

The Use of Proceeds Statement is created by totaling all of the set-up costs listed in the business plan. These costs included the following:

- I. **Product Setup Costs:** How much will you spend setting up and developing your product including items such as?
 - a. Product formulation (recipe, packaging, etc.)
 - b. Buildout (construction, bringing space up to code, etc.)
 - c. Equipment & furniture (shelves, lighting, storage, etc.)
 - d. Initial inventory
 - e. Initial supplies
 - f. Other (describe)

- II. **Competition Setup Costs:** How much will it cost you to develop the following:
 - a. Brand (name and logo)
 - b. Patents, copyrights or trademarks
 - c. Other (describe)

- III. **Industry Relationship Setup Costs:** How much will you spend securing the following relationships including down-payments to suppliers or distributors, investment in joint venture, etc.?
 - a. Suppliers
 - b. Distributors
 - c. Joint-ventures
 - d. Enterprise Customers (such as dispensaries; not individual consumers)
 - e. Other (describe)

- IV. **Marketing and Sales Set-up Costs:** How much will you spend launching your product?
 - a. Market research
 - b. Website development
 - c. Brochure & flyer
 - d. Launch party
 - e. Customer support



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f. Other (describe)

V. **Staff Set-up Costs:** How much will you spend on the following:

- a. Finding your staff
 - i. Training your staff
 - ii. Other (describe)

VI. **Infrastructure Set-up Costs** – How much will it cost begin operating in the space including items such as?

- a. Construction costs to bring space into compliance
- b. Equipment purchase
- c. Purchase of furniture and fixtures
- d. Computer purchase
- e. Phone purchase
- f. Software purchase
- g. Payment system
- h. Security system
- i. Facility lease deposit
- j. Building purchase
- k. Vehicle lease deposit
- l. Vehicle purchase
- m. Other (describe)

VII. **Compliance Set-up Costs:** How much will the company spend on the following to set-up the company:

- a. Permits/Licenses/Fees
- n. Legal
- o. Bookkeeping/accountant
- p. Insurance
- q. Other taxes - Non-Income
- r. What the company's estimated Federal tax rate %
- s. What the company's estimated State tax rate %
- t. Other (describe)