# The Green Pearl Business Plan

Our goals at the Green Pearl are to lead the state of Alaska in this new industry. By this we mean to be the example of compliance within the states guidelines. A good standing in the community and an asset to the local economy. The community of Big Lake has experienced a downturn in businesses over the years and we think our business will add to the revitalizations efforts of the community.

The Green Pearl owners are lifelong community members, business owners and residence of Big Lake. We think that we can operate and manage this business in a competent and respectable manner. We will be involved in the community by leading and sponsoring a "Keep Big Lake Beautiful campaign". We at the Green Pearl love and care for our community and we will continue to seek ways of making Big Lake a great place to live and visit.

LOCATION

The Green Pearls physical address

3678 S Wolverine Dr. Big Lake, Alaska 99652.

Directions from the Parks Highway. Travel West on Big Lake Road to the "Y" (South Blg Lake Rd and North Big Lake Rd) turn left at the "Y" continue ½ mile to intersection of Hollywood and Big Lake Lodge Road. Turn right at Big Lake Lodge Road. Travel ½ mile to The Green Pearl on left at the end of the road adjacent to the (now closed) Big Lake Lodge.

History of business location property

The property 3.75 acres adjacent to the Big Lake Lodge was part of the Big Lake Lodge property. When the Big Lake Lodge was sold the said property was divided and kept by Helmi and Roland Blank (Big Lake Lodge owners/operators for more than 40 years.)

The property was purchased in May of 2014 by Sanford Bowles and Roger Tischner whom opened the business (Finnlanders Boat-N-RV Storage and Service.) The property "when purchased" was overgrown with shrubs, alders and stumps from fallen trees. The previous owner neglected the property and the property fell to junk autos and trash of every kind including whole cars and trucks, auto parts, misc steel and metal, household trash including toilets. The fence around the property was in disrepair and incomplete.

We purchased the property and commenced a massive two year clean up of the property. We removed 3 tractor trailer loads of metal, 8 whole cars and trucks, over 150 tires, 50 car batteries. 3 toilets and 50 pickup truck loads of general trash.

We donated all the downed trees and wood to individuals that could use the material for wood home heating. We hired a bulldozer two separate times to level and clean. We repaired and or replaced the fencing. The estimated cost of cleanup was 50,000 dollars.

The property now looks very clean and orderly, fenced in and mowed flat. Buildings painted and upgraded with new doors, windows, plumbing, heating and lights. Outdoor security lighting upgraded.

During our cleanup effort, many times a neighbor would stop and say how nice the property was looking. 2 of our neighbors now enjoy a view of Big Lake that was previously obscure to them.

Our property has in fact increased in value and we believe our neighbors properties have increased in value due to our efforts.

This is a clear example of how we intend to move forward in our new business. We will continue to improve our property both in efficiency and appearance.

**Market Analysis**

**Company Description**

The Green Pearl is a licensed Cannabis cultivation facility and a retail cannabis store. The Green Pearl will cultivate and sell cannabis to the public and to other licensed cannabis cultivators and retailers under the state of Alaska's guide lines.

**Executive Summary**

The management at The Green Pearl understand the issues of Alaska's new cannabis industry. We are grateful to be selected and trusted to pioneer our state into the future of the cannabis industry.

We understand all regulations and accept the terms and rules governing the industry. We understand that more regulations and rule changes will accrue as the industry grows and matures and our goals here include strict maintaining of compliance.

We understand that our license to do business is a privilege and can be revoked if our business is out of compliance. We understand the complexity of the industry and the sensitivity of the public opinion.

Our goal is not only to do business but, to lead the state in compliance and to be the example of a fine respectable business. Our success greatly depends on the success of the entire industry. We will network with other licensed businesses and assist in their development.

We love our community and we have a goal to have a beautifully groomed eye appealing property and business. We have a goal to start and sponsor a “Keep Big Lake Beautiful Campaign”

We are confident that our business and the industry as a whole will generate new jobs and other supporting businesses that our community needs to grow.

We understand that this new industry will be critiqued and monitored by the public and our goal here is to prove to all that the industry can in fact exist within the community and be an asset to the community by generating jobs, generating other businesses and increasing the value of properties around us.

The industry; risky, un-proven, new, unknown. We accept those conditions and the financial risk to ourselves and our company. We think that we are the most qualified, most prepared business in our community to initiate this new industry and carry this industry forward to a success.

## Organization and Management

The Green Pearl is a business under Finnlanders LLC. Finnlanders was founded in 2013 when Sanford Bowles and Roger Tischner purchased 3.75 acres and started a boat storage business.

The Green Pearl Organization

| | |
|---|---|
| Sanford Bowles | Co-CEO |
| Roger Tischner | Co-CEO |
| (Name) | Office Manager/Public Relations |
| (Name) | Retail employee # 1 |
| (Name) | Retail Employee # 2 |
| (Name) | Cultivation facility employee # 1 |
| (Name) | Cultivation facility employee # 2 |

## Service or product line

The Green Pearl will cultivate and sell Cannabis to the public and other licensed cannabis retailers and licensed facilities. Green Pearl will operate an internet coffee shop and retail merchandise store that will provide a designated area for public consumption of products purchased at our retail.

**Marketing and Sales**

The marketing and sales of cannabis products is regulated by the state of Alaska. The Green Pearl will market and sell cannabis under compliance of the state of Alaska's guidelines.

**Funding**

The Green Pearl is 100% privately funded

**Financial Projections**

| 2016 | 2017 | 2018 |
|---|---|---|
| 89,000 | 300,000 | 575,000 |

**Cultivation building wastewater plan**

The cultivation building will get its water supply from a well on site. The water will be filtered prior to plant feeding. After feeding, the water will be recycled to a 500 gal tank and reused as plant feed.

The expected usage is approximately 200 gal per day.

Any water that is sent to our septic system will be filtered prior to draining.

Our goal at Green Pearl is to recycle 100%. As we move forward we will obtain the best water treatment technology available to reach our goals.