



SIX LABS
A CANNABIS COMPANY

2020 MEDIA KIT

MEDIA KIT

Six Labs

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VIDEO



SIX LABS | VIDEO INTRODUCTION

INTRODUCTION



ABOUT SIX LABS

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Six Labs is a vertically integrated Licensed Cultivator in the state of Michigan focused on the cultivation of premium craft cannabis products that give a consistent sensation consumers can depend on, and trust.

We cultivate all our own cannabis with a complete focus on quality and precision, and passion for advanced research, development and technology. We are setting the industry standard for the processing of cannabis in our cultivation labs. The result is a desired sensation our consumers didn't realize they could experience. Our cultivation labs enable the creation of precision products with meticulously calibrated, made-to-measure profiles, potencies and flavors.

Our indoor cultivation lab is where science meets nature for the rigorous care of plants. Developed by our team of brilliant agricultural engineers and featuring revolutionary low energy lighting, a unique air system and precision practices throughout, our Cultivation Lab produces top notch cannabis flower with none of the harmful chemicals. This results in products that match our guaranteed quality and reliability levels.

With the most advanced and recent biodynamic techniques, we are able to produce consistent, dialed-in sensations for our consumers. Our products will allow consumers to make purchasing decisions based on the sensation they're trying to achieve rather than requiring them to spend time researching various cannabis products to find those that will provide that sensation.

Every product we create uses a highly calibrated cultivation processes in our state-of-the-art laboratory that delivers consistent sensations that consumers are looking for from premium cannabis products. We are currently developing high-quality formulations and manufacturing capabilities for our own proprietary products, as well as positioning itself to contract manufacture products for consumer packaged-goods brands.

We are dedicated to empowering people to bring cannabis into their lives, secure in the knowledge they've found the highest standard of cannabis; proof that cannabis brands can elevate to be as highly perceived and regarded as the finest established consumer brands— a brand that will drive evolving attitudes of cannabis products, and rise above the competition.

VISION FOR THE MARKET

We aspire to grow the highest possible quality of cannabis in the highest-tech facility available. Under laborious oversight by dedicated cultivators passionate about the art and (especially) science of cannabis product quality, we are establishing an elevated standard in a rapidly emerging industry.

Ultimately we wants to empower people to bring cannabis into their everyday lives, secure in the knowledge they've found the highest standard of cannabis; proof that cannabis brands can elevate to be as highly perceived and regarded as the finest established consumer brands.

LEADERSHIP TEAM



JOHN TAYLOR

DIRECTOR OF SALES AND CLIENT RELATIONS

John is a successful entrepreneur with comprehensive business management experience in the restaurant and catering services industry. John currently co-owns and operates two successful restaurants in the Chicago suburbs, one of which expanded from a modest 40 seat establishment to a vibrant 220 seat "local institution" in the highly competitive Naperville restaurant scene. Under John's leadership, these expansion plans were funded in short order, finished ahead of schedule and investor's repaid early. John's high standards and leadership resulted in being awarded the prestigious Couples Choice Award as a top caterer in the nation.



ANDREW MASTRINO

DIRECTOR OF ACCOUNTING, FINANCE AND COMPLIANCE

With extensive experience in finance, Andrew applies his entrepreneurial mentality to every aspect of his professional life. He has worked at large global financial institutions in various roles. Andrew previously led J.P. Morgan's \$250 million public sector debit card business which covered 40 percent of the nation's Electronic Benefit Transfer (EBT) programs. In this role, Andrew invented a fraud detection patent that is in use in the financial industry today. Andrew is currently responsible for Bank of America's global treasury services business billing, cost management and investment function.



JOSEPH ORI

GENERAL COUNSEL AND GOVERNMENT RELATIONS

Joseph is a successful trial attorney, restaurateur, investor, entrepreneur, and also serves as general counsel to one of the nation's largest private security companies. Joseph is the founding partner of the multi-state law firm of Angelini, Ori & Abate, LLC. Joseph co-founded a highly successful restaurant company in Phoenix, Arizona, called Conceptually Social, LLC. Joseph has earned the respect of his peers, being recognized as an Illinois Super Lawyer for six consecutive years in row, an honor bestowed on less than five percent of the nation's attorneys.



MIKE LEUZZI

DIRECTOR OF PRODUCTION

Michael founded and built a successful multi-million-dollar commercial plumbing company in Chicago which currently employs 30 people. Key customers include Hyatt Hotels, CVS, Walmart, and Sam's Club. Michael has extensive experience in commercial land and real estate development, having worked on several multi-story residential condos and large scale retail developments in Chicago. Michael co-founded Six Labs in 2019 and is currently overseeing the company's production of branded cannabis products throughout the state of Michigan.



MIKE MONACHOS

DIRECTOR OF RESEARCH AND DEVELOPMENT

Michael brings a breadth of business experience, with a history of working in family-owned establishments that include a retail jewelry company. Michael started his own painting company soon after graduating high school while he obtained his college degree. After graduating from college, Michael founded a video production company that specialized in filming real estate. In 2017, Michael expanded his company to include shooting commercials, music videos, entertainment, and is in the process of producing its first film. Michael's company is the winner of several advertising awards including Silver Addy, Creative Media and PR Week 2018, and has also been a finalist for the Shorty Awards and Digiday Content Marketing Awards.



Product Information

SIX LABS

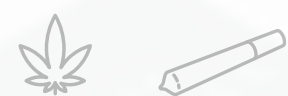
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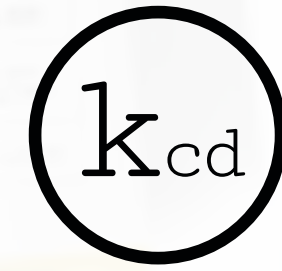
SIX LABS

Six Labs was founded on a commitment to advancing the frontier of cultivating craft cannabis for the masses. We cultivate all our own cannabis with a complete focus on purity, quality, and reliability for both medical and recreational consumers. We produce exceptional craft batches of premium cannabis flower. Each batch is thoughtfully and expertly cultivated, and hand-trimmed for the highest quality. Every single product is meticulously crafted from the seed up.

Six Labs offers our most popular and consistent strains, at dispensaries and retail locations in the State of Michigan.

FORMATS





candela

illuminate your intensity

CANDELA

Candela as a brand that produces lower-THC cannabis products to support mild experiences that are controlled and consistent for daily wellness. We're committed to elevating the use of cannabis to ensure powerful benefit to body and mind through a curated selection of carefully produced products. Candela products will include balms to help with aches, body lotion to rejuvenate skin to honey sticks to aid in sleep.

FORMATS





RITUAL

Consumers crave products and experiences that are unique to their daily needs. The purpose of Ritual is to provide a line of cannabis products that's easily relatable made to meet their individuality. Our branding helps consumers understand how cannabis will affect them, and give them the ability to pick out different products on their own for their desired daily rituals.

Ritual takes a simple, elegant approach to the delivery of cannabis products. Recategorizing strains into an effects-based architecture is central to the experience, and it's a nod to approachability for both experienced cannabis consumers and novices alike. Our cannabis products are offered in one of six different varieties (effects): Enhance, Explore, Heighten, Relax, Wellness, and Treatment.

Ritual will be available in retail in 2021



Appendix

PRESS RELEASE

MICHIGAN'S NEWEST CANNABIS COMPANY ANNOUNCES LAUNCH

Chesaning, MI –September 15, 2020 – Six Labs, Michigan's newest cannabis cultivator, aims to become the largest craft grower in the state. The team combines ancient knowledge with modern science to grow premium cannabis in Michigan's highest-tech cultivation lab. Six Labs combines high-quality products with a mission to create a Cannabis 2.0 Culture that empowers consumers to bring cannabis into their lives while creating a brand that inspires evolving attitudes towards cannabis products and its benefits.

"We are thrilled to be launching our first cultivation lab in the Michigan market to provide retail partners and customers with access to uncompromising, high-quality cannabis products," said Joe Ori, Founding Partner and Director of Communication. "We're confident that our premium cannabis will exceed expectations in Michigan, and we are positive that connoisseurs and new customers alike will appreciate the experience our products deliver."

The 45,000 square foot cultivation lab is a fully licensed, state-of-the-art, pharmaceutical-grade facility with a boutique grow operation designed to produce high-quality cannabis in craft batches. The facility combines technology and pioneering science that is changing the landscape of cannabis horticulture.

Nutrition, light, temperature, humidity, ventilation, carbon-dioxide density, harvest timing are all factors that can alter a cannabis plant's chemical expression. Six Labs systems can precisely control these variables with the touch of a screen, effectively making every room a custom-made ecosystem at each stage of plant development.

In every room, there is a veritable orchestra of high-tech gadgets at work to make this level of control possible: smart sensors, custom HVAC systems, custom irrigation, temperature, and humidity controls, and wavelength-adjustable LED lights. Six Labs calculates everything, from the speed and direction of the airflow to the spacing between plants and their pots' size.

"Our indoor cultivation lab is where science meets nature for the rigorous care of cannabis plants," said Joe Ori, Founding Partner and Director of Communication. "Developed by our team of brilliant agricultural engineers, our cultivation lab features revolutionary low energy lighting, a unique air system, and precision practices throughout that produces top-notch cannabis flowers with none of the harmful impurities."

The company's cultivation site will bolster employment opportunities in the area, estimating that it will create 50 new jobs in its first phase and additional jobs as subsequent phases roll out. The team projects that the first harvest will take place in November. The facility will generate raw cannabis products for processing to be sold through both the medical and adult-use programs throughout Michigan.

"The city of Chesaning has been incredibly supportive and welcoming every step of the way," said Joe Ori, Founding Partner and Director of Communication. "The Chesaning leadership team very much wants cannabis to succeed in their municipality, which contributes greatly to Michigan cannabis success overall."

Currently, Six Labs is also developing a portfolio of cannabis brands to be produced, packaged, and distributed within Michigan. These products will meet all types of cannabis consumers' unique needs and preferences. Initially launching in the fall of 2020, the goal of Six Labs is to deliver high-quality products that fit consumers' lifestyles. The company's consumer branding is about the clarity of purpose and providing cannabis products that are easily relatable to meet individual needs without the hassle of researching various cannabis strains.

Six Labs also looks forward to becoming the cannabis supply chain partner of choice for its leading brands. With quality compliance, traceability, and consistency top of mind, the company is launching a brand that will appeal not only to consumers but to businesses that need a trusted enabler brand partner.

"We are offering consumers a new vision for the cannabis category. One that is more akin to a high-end beauty brand that focuses on experience rather than a high," said Joe Ori, Founding Partner and Director of Communication. "We're providing the modern cannabis consumers the power of choice based in science."

For Immediate Release:

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[Hi-Res Image Link](#) / Credit: Sean O'Connor / Weird Life Films

[Six Labs Teaser Link](#) / Credit: Sean O'Connor / Weird Life Films


[Six Labs - Lab Walkthrough Link](#) / Credit: Sean O'Connor / Weird Life Films

[Six Labs - Cannabis Industry Challenges Link](#) / Credit: Sean O'Connor / Weird Life Films

THOUGHT LEADERSHIP


Joe Ori in Cannabis Explorations
Aug 6 · 5 min read ★

Alcohol Prohibition Can Teach Us a Lot about the Eventual End of the Cannabis Black Market



234 4 responses

Joe Ori in Cannabis Explorations
Aug 31 · 4 min read



Three Things Must Occur Before Michigan's Cannabis Market Catches Up to Its California Peers

300 1 response


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Market Shifts: Why the Cannabis Industry Has to Move Fast, Now

The COVID-19 pandemic has presented the cannabis industry with a huge opportunity — if companies can adapt quickly to marketplace shifts and...

344 1 response

Joe Ori
Feb 25 · 4 min read



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Being an early late-adopter has major advantages

299 1 response

Joe Ori in Cannabis Explorations
Apr 6 · 3 min read

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The coronavirus completely changed the entire Cannabis industry almost overnight.

312


Joe Ori in Cannabis Explorations
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What does the Research say is a Safe Amount of Arsenic in Your Cannabis?

Unfortunately, it says...

300



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