 Strain Tree Logo

Strain Tree

The GitHub for Cannabis Genetics

PROFESSIONAL GENETICS TRACKING FOR CANNABIS BREEDERS

Cannabis breeders lack purpose-built tools for tracking genetics

CURRENT METHODS FAIL

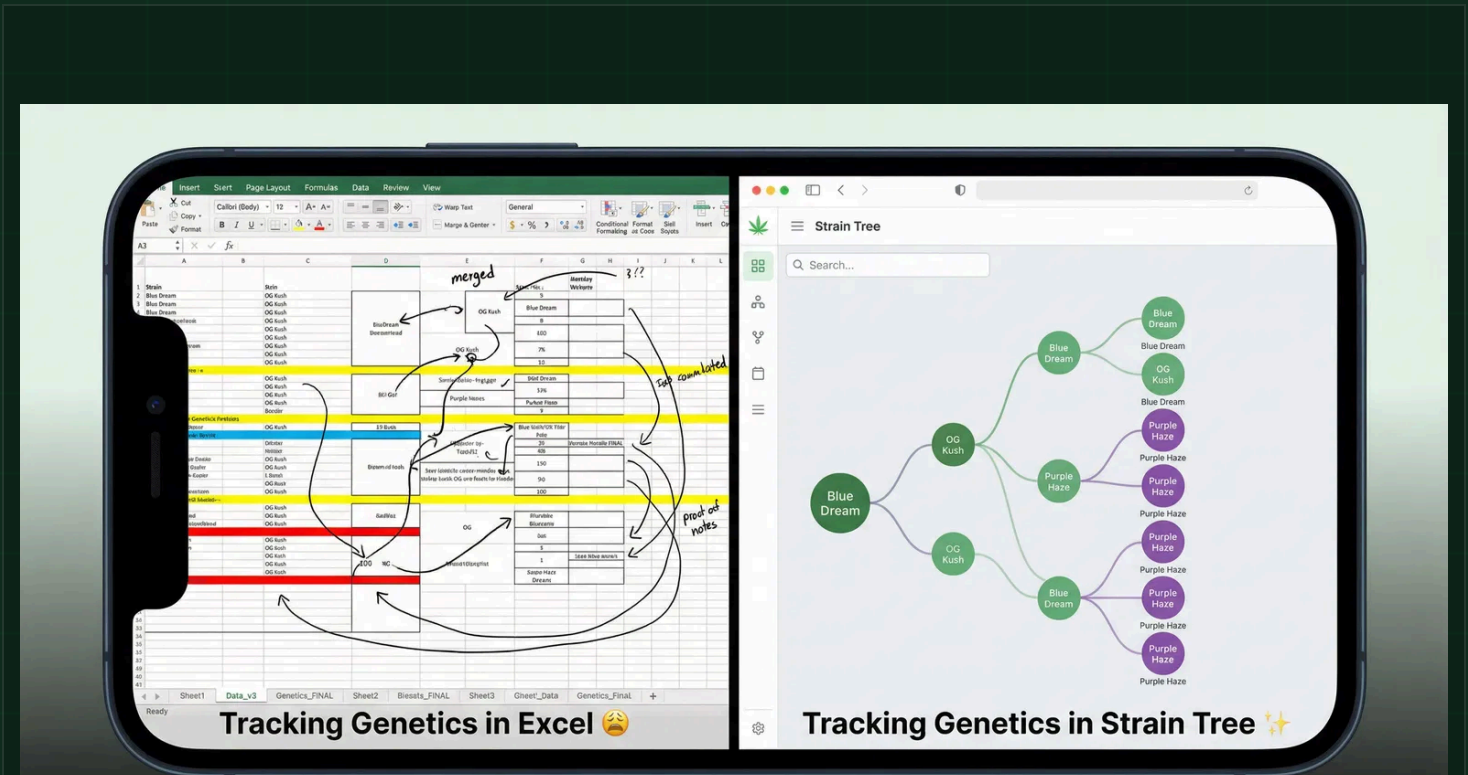
- ✗ **Excel** Messy, error-prone, doesn't scale
 Spreadsheets: across generations
- ✗ **Paper** Easily lost, damaged, unsearchable
 Notebooks: data
- ✗ **Memory** Valuable genetic lineage lost
 Alone: permanently

THE CONSEQUENCES

- ⚠ Breeding decisions rely on guesswork
- ⚠ IP documentation is impossible
- ⚠ Strain authenticity cannot be verified

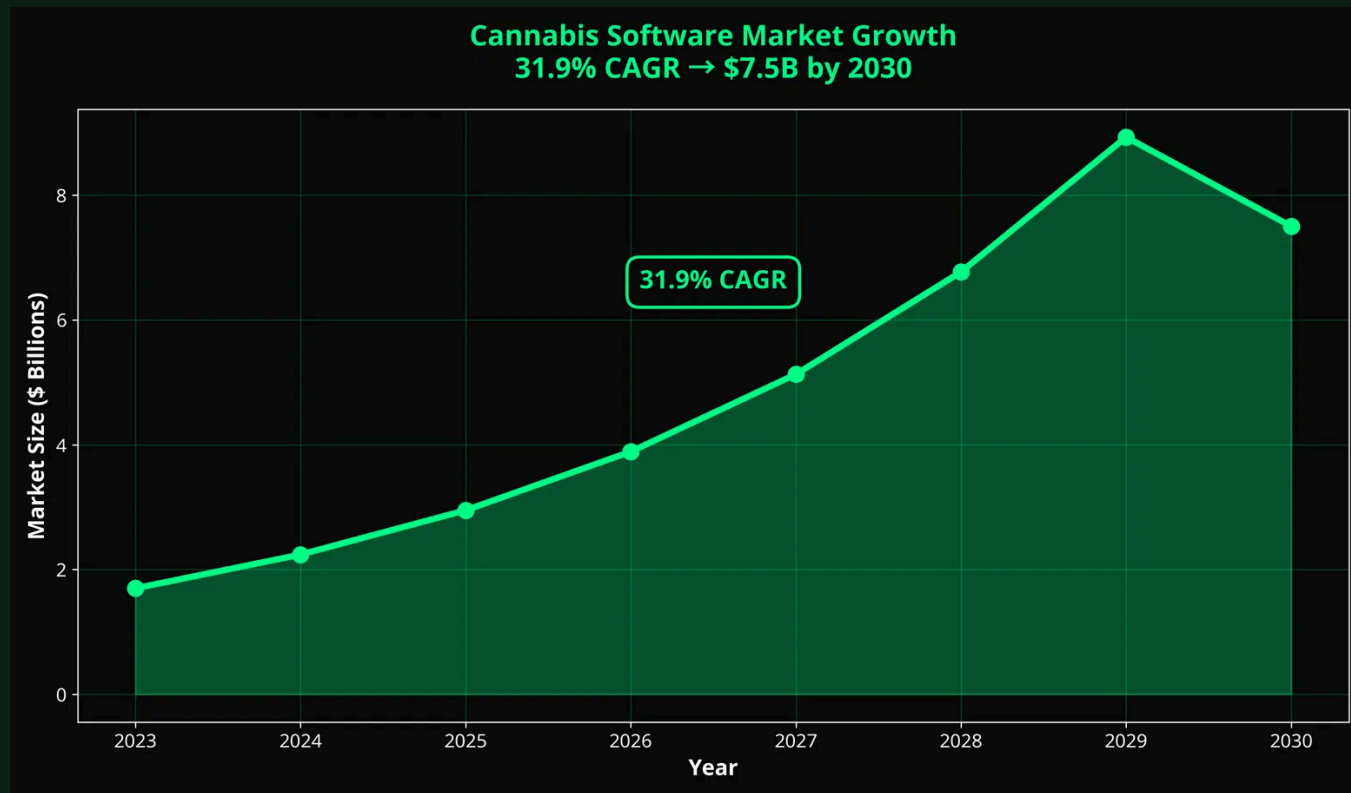
"I couldn't find any genetics tracking software. I went for building my own App."

— Verified Breeder on Reddit



Which would you rather use?

The cannabis software market is growing at 31.9% annually with a massive underserved segment



TOTAL ADDRESSABLE MARKET

\$7.5 Billion

Global cannabis software market by 2030 (31.9% CAGR)

SERVICEABLE MARKET (SAM)

\$50-120M

Underserved B2C genetics segment (500k-1M breeders)

Growth Drivers

- Legalization expanding (38 states medical)
- Consumer demand for verified genetics
- Declining DNA sequencing costs
- Multi-generation breeding programs

Schedule III rescheduling creates massive regulatory tailwind



FINANCIAL IMPACT

The "280E Dividend"

Elimination of 280E tax code allows businesses to deduct expenses for the first time. This unlocks massive budget for software and R&D.

~70% Increase in Free Cash Flow



STRATEGIC IMPACT

The IP Gold Rush

As interstate barriers fall, proving genetic ownership becomes a legal necessity. Breeders need a "Notary Public" for their work.

Strain Tree = System of Record



PRODUCT IMPACT

Medical Validation

Federal recognition validates cannabis as medicine. Focus shifts from "hype" to data-driven breeding for specific medical outcomes.

Analytics become Essential



This regulatory shift de-risks the market and accelerates demand for professional tracking tools.

THE SOLUTION

The Complete Genetics Platform: Data, AI, and IP

Visual lineage + AI optimization + Blockchain monetization.



Visual Lineage

Family Trees & Tracking

Interactive family tree visualization showing strain ancestry, traits, and breeding history.

- ✓ Multi-generational tracking
- ✓ Trait inheritance mapping
- ✓ Shareable public profiles

✓ LIVE



AI & Verification

Optimization & Trust

AI-powered breeding calculator predicts offspring traits. Public-facing verification badges and QR codes build trust and prove authenticity.

- ✓ AI trait prediction (THC/CBD)
- ✓ Lab COA upload & verification
- ✓ Verification Badges for websites
\n
- ✓ QR Codes for seed packaging

✓ LIVE



Blockchain IP & Royalties

Monetization & Protection

Immutable NFT minting on Base Mainnet provides proof of creation. Automatic royalties create passive income.

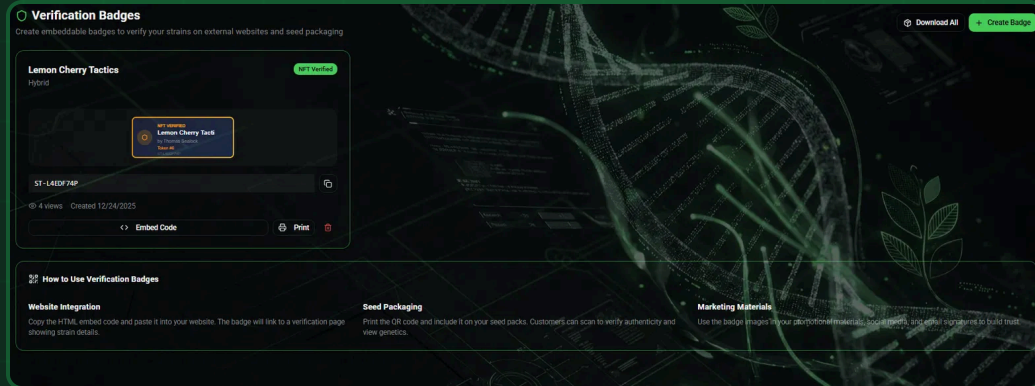
- ✓ NFT minting on Base Mainnet (low cost)
- ✓ Automatic 5% breeder royalties
- ✓ Immutable IP proof

✓ LIVE NOW

✓ LIVE NOW

StrainTree Verification Badges: The Trust Layer

Embeddable badges to verify your strains on external websites and seed packaging.



The breeder's dashboard for creating and managing verification badges.

Website Integration

Copy the HTML embed code and paste it into your website. The badge links to a verification page showing strain details, proving authenticity and NFT ownership.

Seed Packaging

Print the QR code on your seed packs. Customers can scan to verify authenticity and view genetic history.

Marketing Materials

Use badge images in promotional materials, social media, and email signatures to build trust and brand recognition.

TRACTION

Execution is Key: Live Product & Growing Metrics

We are executing on our roadmap and driving adoption with key features.

Key Metrics (Last 90 Days)

1,500+

Registered Users

Strong organic growth from Reddit and X.

150

Paying Subscribers (Breeder Pro)

Conversion rate of 10% from active users.

120+

Strains Minted as NFTs

High engagement with the IP protection feature.

Qualitative Traction & Execution

NFT Royalties Launched

Implemented automatic 5% royalty payout for parent strains, creating a powerful network effect and monetization incentive.

Successful 90-Day Campaign

Launched "Mint Your Strainbank, Get 90 Days Free Pro" campaign, driving a 25% increase in NFT minting activity.

Branded Marketing Assets

Developed high-impact ad creatives, viral memes, and print-ready flyers for targeted dispensary outreach.

Dual Revenue: SaaS & Blockchain Value

Monetization is driven by subscription and future network effects.

✔ Current Revenue (Live)



SaaS Subscriptions

Primary Revenue Stream: Freemium Model

- ✔ Free Tier – Limited Strains & Trees
- ✔ Breeder Pro – \$19.99/mo

PROJECTED YEAR 3 ARR

\$570K



NFT Royalties & IP

Key Subscription Driver & Network Effect

- ✔ NFT Minting drives Pro adoption.
- ✔ Breeders earn 5% automatic royalty.

VALUE PROPOSITION

Immutable IP

🚧 Future Revenue (Roadmap)



Verification Kit

\$129 Direct Sales

PROJECTED YEAR 3

\$150K ARR

Q2 2025



Marketplace

Network Monetization

PROJECTED YEAR 3

\$50K+ GMV

Q4 2025

First-mover in B2C genetics with no direct competition

🚩 First-Mover Advantage

12-18 month head start in the B2C genetics space before competitors can react.

🏠 Network Effects

Public strain database value grows exponentially with each new user and verified strain.

🛡️ Lab Verification

Creates high switching costs for users who build verified portfolios.

SOLUTION TYPE	PRICE POINT	PRIMARY FOCUS	GENETICS FEATURES
Enterprise ERP (MJ Platform, Canix)	\$500 - \$2,000/mo	Compliance & Inventory	Secondary / Basic
Grow Journals (Grow With Jane)	~\$10/mo	Plant Health Tracking	None / Minimal
Manual Methods (Excel, Notebooks)	Free	Data Entry	Non-existent
Strain Tree (Our Platform)	\$19.99/mo	Genetics & Breeding	Advanced + AI

MARKET VALIDATION (COMPARABLE EXITS)

Dutchie
\$3.75B Val

Leafly
\$385M Acq




Flowhub
\$50M Raised

Weedmaps
Public (SPAC)

Multi-channel acquisition strategy targeting lowest-cost users

Months 1-6

User Acquisition




-  Reddit Communities (r/cannabisbreeding)
-  X / Twitter Founder Influence
-  Product Hunt Launch

TARGET

5,000 Free Users

Months 7-12

Conversion




-  In-app AI Upgrade Prompts
-  Email Nurture Sequences
-  Founding Breeder Discounts

TARGET

\$8,000 MRR

Months 13-24

Scale & Partnerships

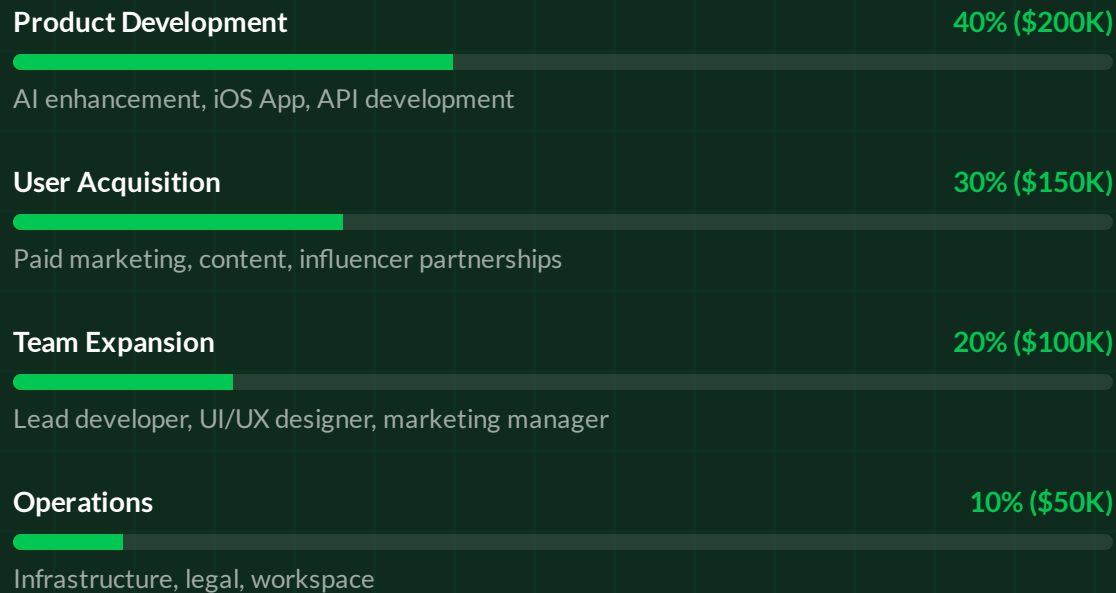
-  Lab Verification Partners
-  Seed Bank Features
-  Scaled Paid Acquisition

TARGET

\$20,000 MRR

Raising \$250K-\$500K for 18-24 month runway to reach \$15K MRR

Use of Funds



Key Milestones

- MONTH 6**
Initial Scale
5,000 Free Users • \$3,000 MRR
- MONTH 12**
Market Penetration
10,000 Free Users • \$8,000 MRR
- MONTH 18**
Series A Readiness
20,000 Free Users • \$15,000 MRR

✓ Product Live & Generating Revenue

🧠 Defensible AI Moat

📈 Capital Efficient (Tulsa Based)

Building from Tulsa provides 50-70% cost advantage versus coastal tech hubs

San Francisco / Coastal

Developer Salary	\$175,000
Office Space	\$5,000/mo
Monthly Burn	~\$40,000

Tulsa, Oklahoma

Developer Salary	\$90,000
Office Space	\$1,500/mo
Monthly Burn	~\$15,000

"\$250,000 in funding in Tulsa provides equivalent runway to \$500,000+ in San Francisco, effectively doubling the value of each investment dollar."



Gradient Innovation Hub

Access to mentorship, resources, and a supportive startup ecosystem within the Gradient community.



Oklahoma Market

Direct access to 2,000+ dispensaries and active breeder community for local beta testing.



Strategic Location

Central US positioning. 2.5 hours from Dallas VC hubs. Easy access to both coasts.

Schedule III Monetization Roadmap

Capitalizing on the 280E Dividend & IP Gold Rush

PROJECTED ARR

\$480K+

Q1 2025

FOUNDATION

Capture the 280E Dividend



Verification Platform

- Lab API integrations
- Public strain database v2.0

Target: \$15K MRR



IP Documentation Suite

- Timestamped creation records
- Mobile breeding journal

Target: \$5K MRR

Q2 2025

VERIFICATION

Build the IP Moat

AI Breeding Analytics

- Trait prediction engine
- Data marketplace beta

Target: \$25K MRR

Q3 2025

ANALYTICS

Medical Validation Demand



Genetics Marketplace

- Verified genetics sales
- Enterprise API access

Target: \$40K MRR

Q4 2025

MARKETPLACE

Monetize the Network

EXECUTION PLAN

Schedule III Monetization Roadmap

Turning regulatory tailwinds into revenue.

Q1 2025: Foundation

Capture the 280E Dividend

- ✓ Launch IP Documentation Suite
- ✓ "Tax Savings" Marketing Campaign
- ✓ Mobile App Offline Mode

Q3 2025: Analytics

Monetize Medical Validation

- 🧠 AI Breeding Predictions
- 📈 Terpene Profile Forecasting
- 📄 Enterprise Data Licensing

Q2 2025: Verification

Launch Verification Kit (\$129)

- 📦 Direct-to-Consumer Lab Kits
- 🛡️ Blockchain IP Certificates
- 🧪 Lab API Integrations

Q4 2025: Marketplace

Network Effects

- 🏪 Verified Genetics Marketplace
- 📁 Escrow Transaction System
- 🌐 B2B White-Label Tools

Cannabis tech funding is accelerating with comparable exits

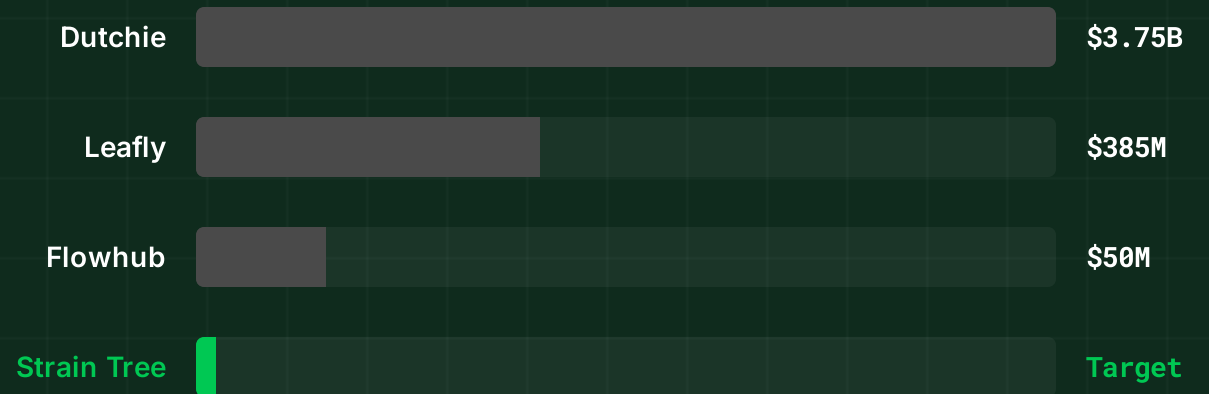
📈 Market Timing

- 38 states with medical programs
- 31.9% CAGR for software segment
- Declining DNA sequencing costs

🔧 Tech Drivers

- AI enabling new breeding insights
- Mobile-first generation of breeders
- Demand for verification & authenticity

Comparable Company Valuations / Exits



ADVANTAGE 1

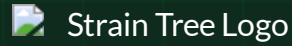
First-Mover in B2C

ADVANTAGE 2

Live Product (De-risked)

ADVANTAGE 3

Defensible AI Moat



Let's build the future of cannabis genetics together

Thomas Sealock

FOUNDER & CEO

✉ ceo@straintree.com

☎ 940-312-9619

🐦 @straintree

📍 Tulsa, OK (Gradient Hub)

RAISING \$250K-\$500K SEED ROUND

Appendix: Market research and data sources

MARKET SIZING

Grand View Research (2024)

"Cannabis Technology Market Size, Share & Trends Analysis Report By Application (Compliance, Inventory Management), By Region, And Segment Forecasts, 2024 - 2030"

New Frontier Data

"The U.S. Cannabis Cultivation Report: 2024 Market Analysis" - Estimating home grow participation rates.

INDUSTRY TRENDS

MJBizDaily

State-by-state legalization tracking and medical program enrollment data.

TECHNICAL REFERENCES

National Center for Biotechnology Information (NCBI)

"Genomic characterization of medical cannabis" - Supporting data for DNA sequencing cost curves.

Leafly Jobs Report

Employment data in the cannabis sector used to estimate professional breeder market size.

FINANCIAL COMPS

PitchBook / Crunchbase

Valuation and funding data for Dutchie, Leafly, Flowhub, and other comparable cannabis technology companies.

Disclaimer: This presentation contains forward-looking statements. Actual results may differ materially. The financial projections are estimates based on current market assumptions. This is not an offer to sell securities.