



KLÉR Cannabis Software

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<https://kler.io/>

Company Overview: KLÉR offers Software as a Service to the Cannabis (CBD/Hemp & THC) Industry to provide operational management and traceability to a market in need.

Product/Service Overview: KLÉR replaces pen and paper for consumers looking to manage detailed processes and compliance regulations. Farmers, producers, and retailers can control their entire organization in a module based, affordable, scalable software solution.

Market Opportunity: The cannabis market in 2020 is projected to be \$17B and \$43B by 2024. The market is predicted to rise at a CAGR of 32.6% during the forecast period of 2019 to 2026.

Traction: 200+ billed users. We have gained market share by direct sales, strategic partnerships, lead generation, trade shows, industry sponsorship, referral program, social media marketing and a robust reseller network. 3 lucrative strategic partnerships expected to launch in 2020.

M-O-M Recurring Revenue Growth Rate: 44%

Lifetime Value (CLTV): \$35,940

Acquisition Cost (CAC): \$2,419

Management Team:

Jason Saunders, CEO: Before starting KLER Jason was President of Alliance Software Group, a SaaS Automotive company. As CEO of KLÉR his mission is to lead the development of the company's short and long-term strategy.

Education

- Master's in Business Administration Arizona State University
- Master's in Engineering, Statistical Quality Control and Reliability Arizona State University
- Six Sigma Process Engineering Black Belt Arizona State University
- Graduate Certificate in Applied Statistics Arizona State University
- Bachelor of Science in Information Technology University of Phoenix

Brian Benene, COO: Global experienced executive that provides the leadership, management, and vision necessary to ensure that the company has the proper operational controls, administrative and reporting procedures, and people systems in place to effectively grow the organization and to ensure financial strength and operating efficiency.

Jeff Durham, CFO: Cannabis industry experience having worked at a large Arizona industry leader. Jeff drives efficiency and profitability by defining controls for timely and accurate reporting and decision-making. Defining a vision and creating a culture that can deliver on that vision.

Advisors:

Dan Schulz, Advisor: Tech entrepreneur with extensive IT, internet and Software as a Service (SaaS) experience with a history of strong business development, business operations and finance.

Rod Lenniger, Advisor: Rod brings significant global leadership experience with both Fortune 500 organizations as well as entrepreneurial ventures.

Osborn Maledon, Legal Counsel: KLÉR is part of the OM Launch Program.

