



INVESTOR UPDATE
JANUARY 8TH, 2020

Update

December was a very busy month for ElovaPet.

We achieved some important milestones with regard to supply chain, product development and commercialization driving towards our goal of a Q1 2020 launch.



Supply Chain

RAW MATERIALS

We identified a preferred raw materials supplier and purchased our first lot hemp extract for product development. The supplier is TreeHouse Organics headquartered in Longmont Colorado. They were chosen because of their commitment to quality, science, rigorous testing standards. Their facility has been cGMP (good manufacturing practices) certified by the FDA.

MANUFACTURING AND FULFILLMENT

We formalized a manufacturing and fulfillment agreement with NutraConnection based in Utah. Soren Mogelsvang, a member of Elova's board of directors, recommended the company as he has worked with them successfully in the past. Blake Christensen is the head of NutraConnection and has 20 years of product development and manufacturing experience in nutraceuticals. The company has an impressive fulfillment center that caters to small businesses. NutraConnection is also cGMP certified by the FDA.

Product Development

We engaged *Dr. Robert Silver*, a veterinarian with expertise in treating companion animals with medicinal cannabis, as a consultant to help inform the development of a proprietary, differentiated formulation for companion animals.

We will be developing formulations optimized for pet mobility and pet anxiety. Our product philosophy is to pair hemp with other natural active ingredients to create unique supplements targeting specific conditions. The formulations have been finalized and we are in the process of sourcing ingredients.

At launch we will introduce 6 product SKUs:

ElovaPet Mobility Oil and Soft Chews for Dogs

ElovaPet Calming Oil and Soft Chews for Dogs

ElovaPet Calming Oil and Soft Chews for Cats

Our next steps are to source packaging materials and finalize label designs.

Dr. Robert Silver Bio:

Dr. Silver is a gifted veterinarian, researcher, and author who has been practicing medicine for over three decades. He graduated from Colorado State University's College of Veterinary Medicine in 1982. After working in Colorado Springs, Dr. Silver moved to Boulder in 1993 to establish Boulder's Natural Animal, one of the first integrative veterinary medical practices in the US. For the past 12 years, Dr. Silver has been investigating and recording the influence of cannabis on his patients; leading him to be known as the veterinary authority on treating companion animals with medicinal cannabis.



Marketing

CRM AND MARKETING AUTOMATION

We have selected HubSpot as our Customer Relationship Management (CRM) database and marketing automation software provider. The benefits of a CRM database and integrated marketing automation are the ability to scale seamlessly, the ability to analyze customer behaviors and optimize communications in real time and the ability to track the ROI of marketing initiatives. Follow the link [HERE](#) to learn more about the capabilities of the marketing software.

WEBSITE DEVELOPMENT

We have finalized the architecture of the ElovaPet website and have finalized the written content for 80% of the site. We have also written a series of blog articles for launch to support our SEO (search engine optimization) efforts. We have also completed an e-book - a guide to using CBD in pets to serve as a lead generation tool or email address acquisition.

We have selected WooCommerce as our e-commerce platform and Square as our payment processor. Both of these platforms optimized for integration with WordPress – the content management system powering our website. We are in the process of finalizing the design elements for the website. Our next step is to build out the e-store when the product formulations, packaging configurations and labels have been finalized.



Marketing

INFLUENCER MARKETING

We have selected an influencer marketing platform to drive awareness and engagement with Millennial Pet Parents. Heartbeat is a technology platform that activates real people with influence at scale to promote our brand to their Instagram followers. Through the platform we have access to 250K influencers who are mostly women aged 18-40. We plan on implementing an influencer campaign at launch.

<http://www.heartbeat.com/brands/>

MEDIA AND PUBLIC RELATIONS

We have engaged Neshama Abraham as a part-time consultant to support our media and public relations efforts. Neshama is the Chief Executive Officer and Co-Founder of Abraham Paiss & Associates, Inc. (APA), a national public relations and strategic marketing communications firm based in Boulder, CO. Under Neshama's leadership, APA served for four years as the National Media Contact for the National Hemp Association (NHA) dedicated to the rebirth of industrial hemp in the U.S. Not only does Neshama have expertise in media relations and important media connections, but she is also extremely well-connected with a broad array of stakeholders within the hemp industry.

Neshama's first project is to plan and execute a live ElovaPet launch event in Boulder CO targeting consumers as well as local media. If the event is successful, we will expand to other major cities across the United States.

