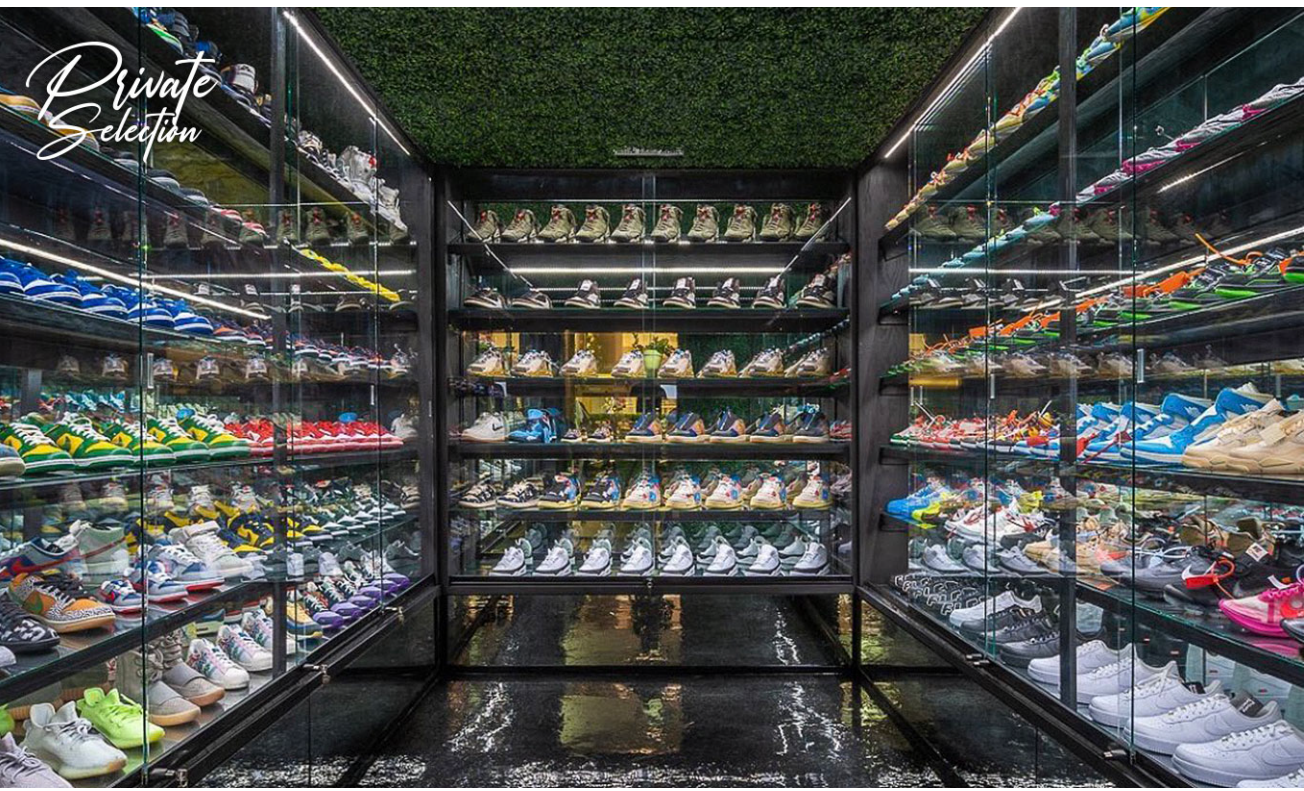


A selection of recent graphic work

Zane Snyder

310-699-0353
z.snyder.design@gmail.com
zanesnyder.com

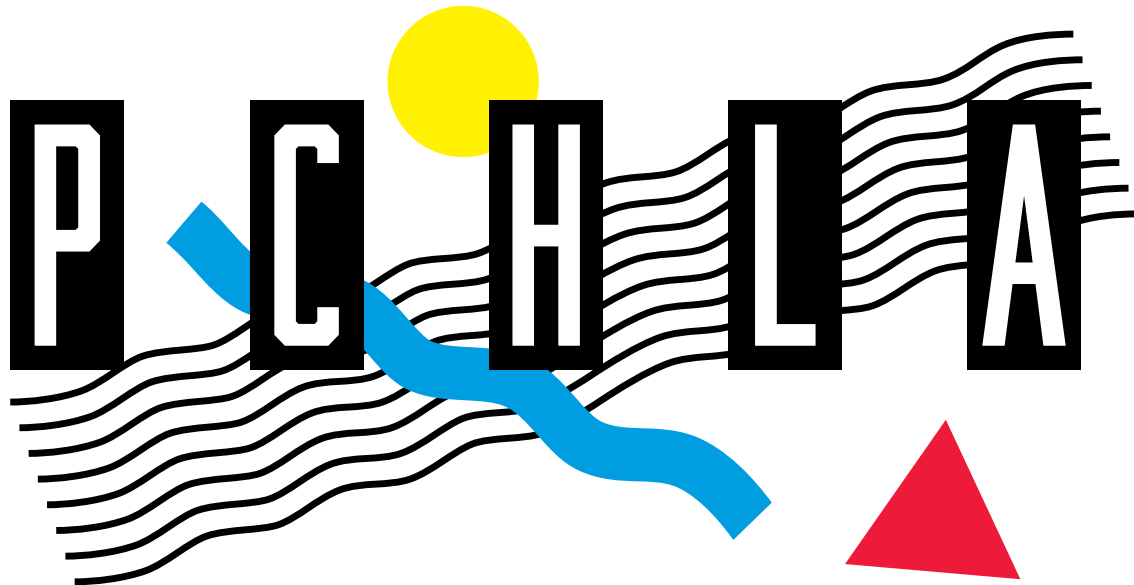
Complete presentations for these projects can be found at
www.behance.net/zalexander



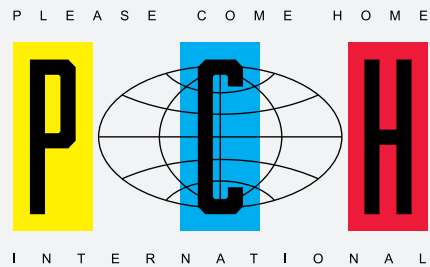
Private Selection
Footwear Resale
Designs for the Private Selection merchandise line
Logotypes and marks





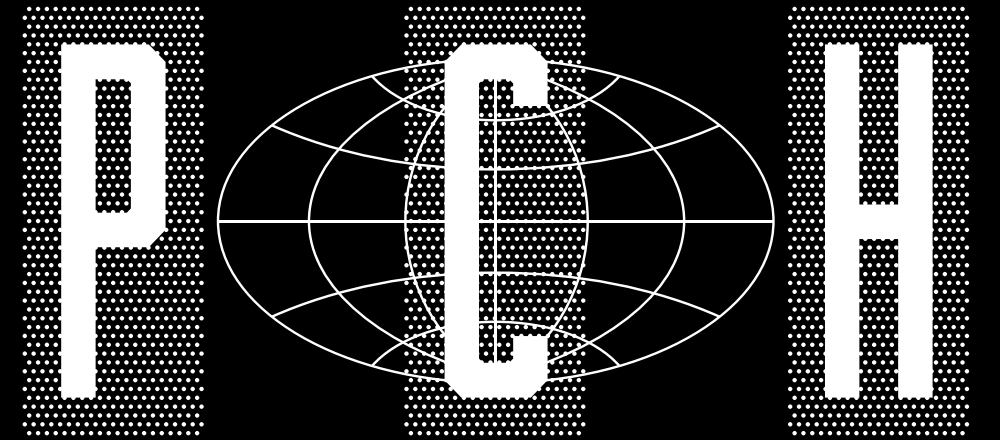


Get Back To Where
You Once Belonged



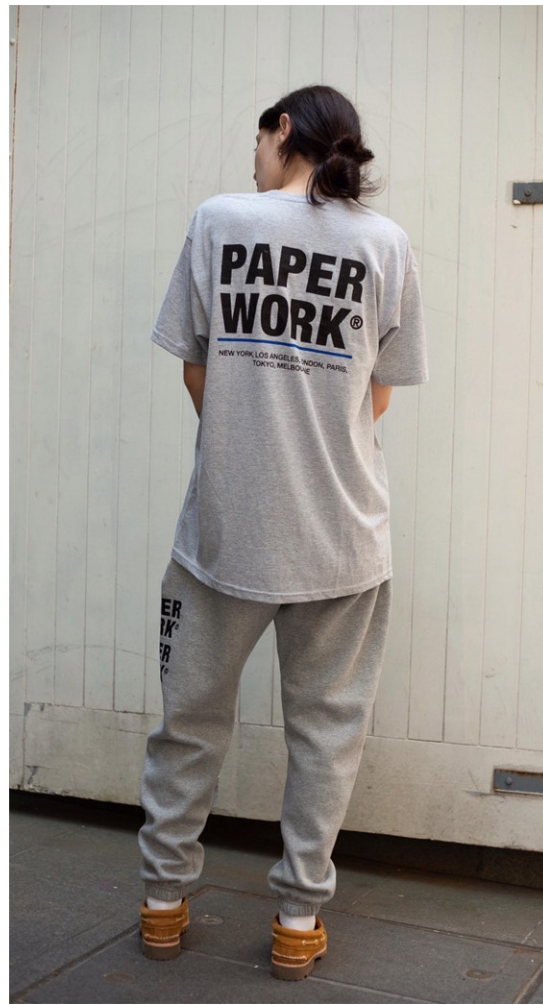
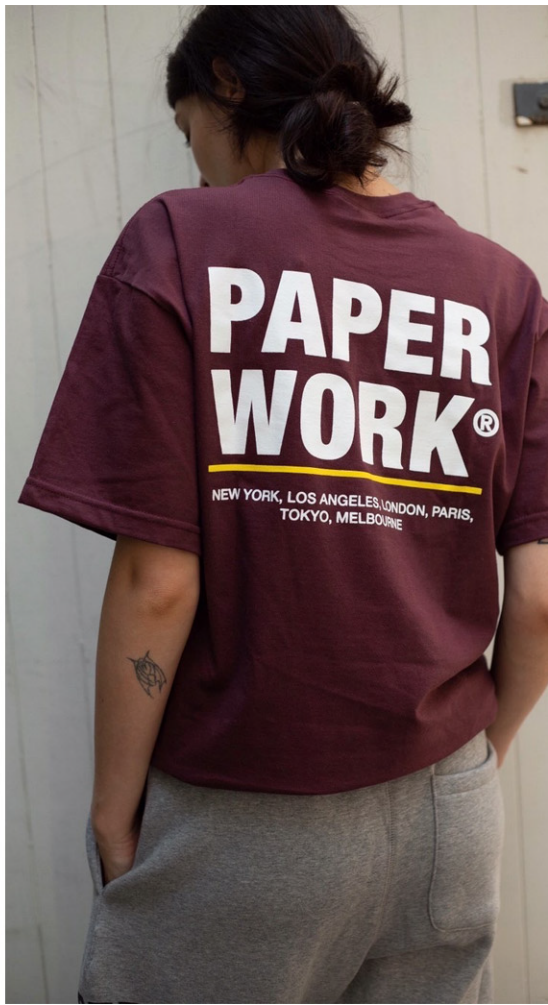
Please Come Home
Retail stores
Design of the PCH apparel line
Logotypes and marks

P L E A S E C O M E H O M E



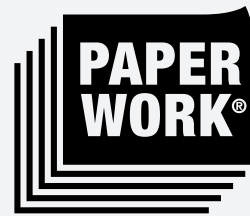
I N T E R N A T I O N A L



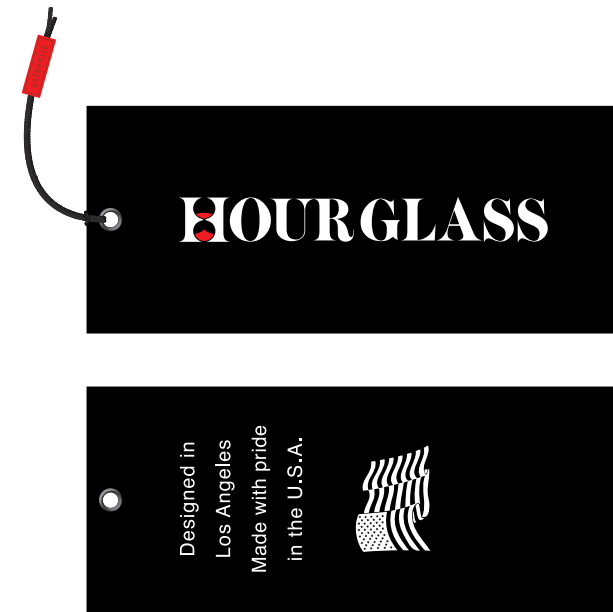
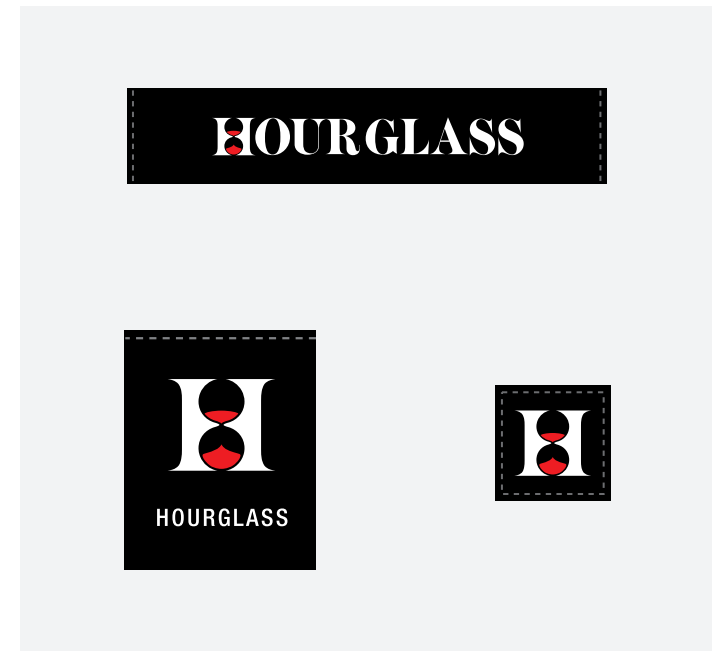


**PAPER
WORK®**
ART & PUBLICATIONS
www.paperworknyc.com

PAPER WORK®
ART & PUBLICATIONS



Paper Work
Art Publishing
Image of the Paper Work apparel line
Logotypes and marks
Photography: Mike Krim



Hourglass
Apparel
Branding
Logo Design



Cross Colours
Apparel
Design of textiles and prints
Logotypes and Illustrations



PROS & CONS



Pros and Cons
Skate Shop and Apparel
Image of the P & C retail location,
clothing line and accessories
Logotypes and illustrations



REMEMBER

Weigh

YOUR OPTIONS

PROS AND CONS

“Pro et Contra”

CLOTHING CO.

(Los Angeles, California)

QUALITY MENS FURNISHINGS

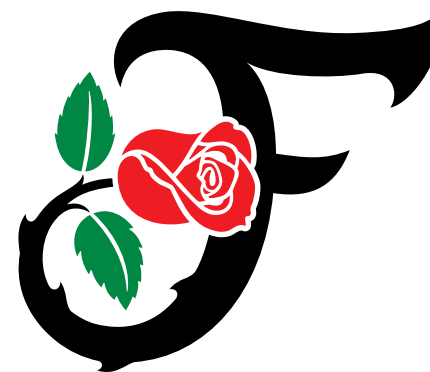
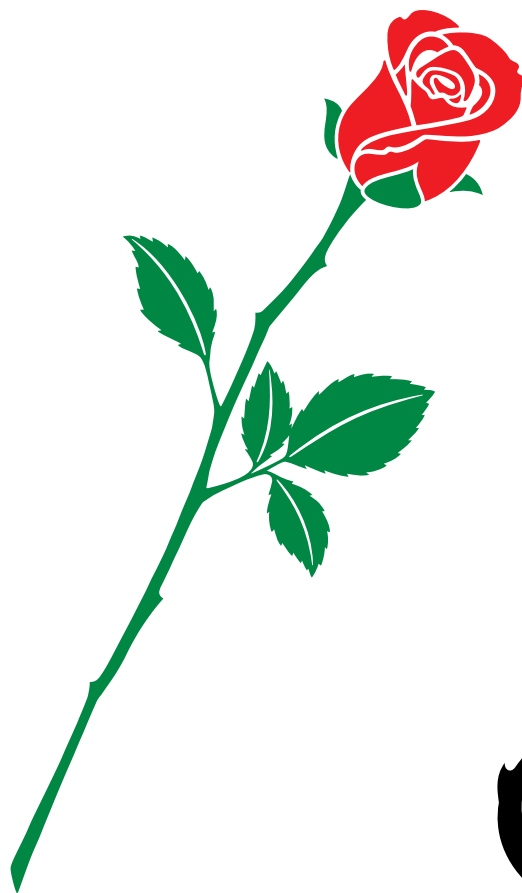
Solely Designed by

UNION MEMBERS

BOOSTERS LOCAL 484

2010

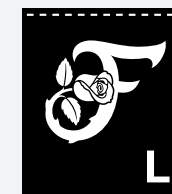
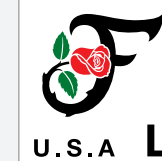
There is a Middle Ground in All Things. Est. Mochus In Rebus



From The Ground Up
Apparel
Design of clothing labels and embroidery
Logotypes and marks

From The Ground Up

From The
Ground Up



Hourglass

student homie
UNION

Tapphouse

WESTERN

Alley Cats

GRNAPPLE

PAPERWORK

Hammerfist
orange ea

sinformation

LOS ANGELES
Diablos

Upwuly Art

Wildlife



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.



Rebel

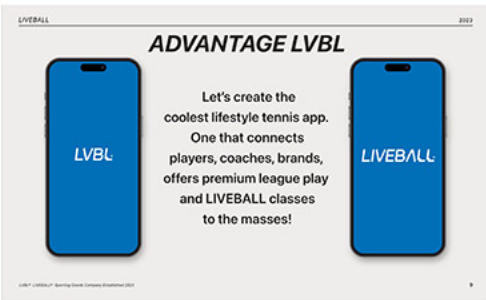
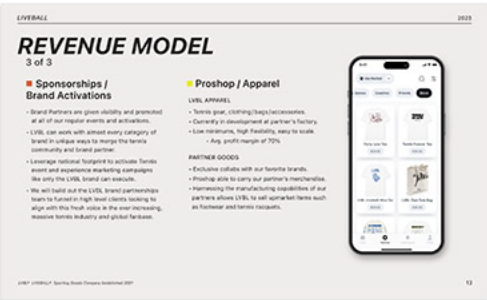
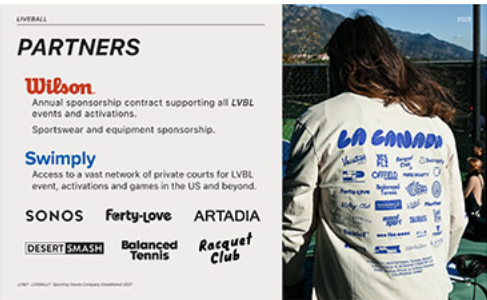
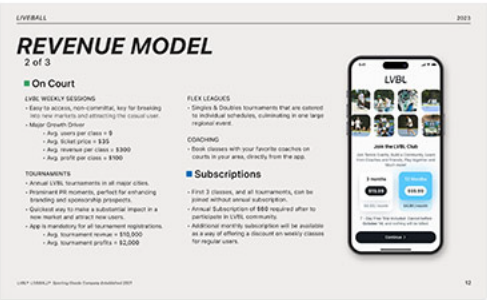
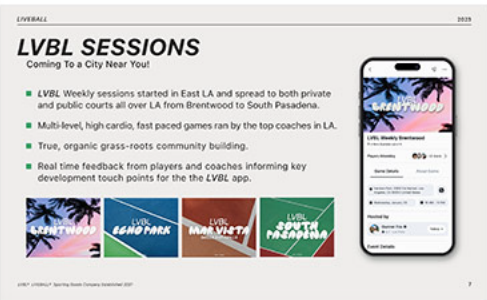
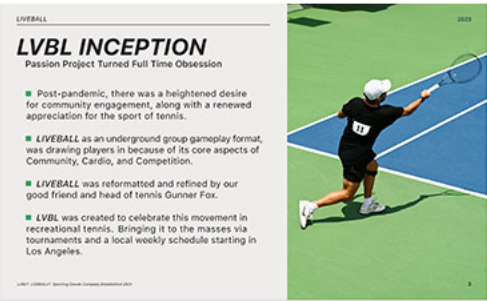
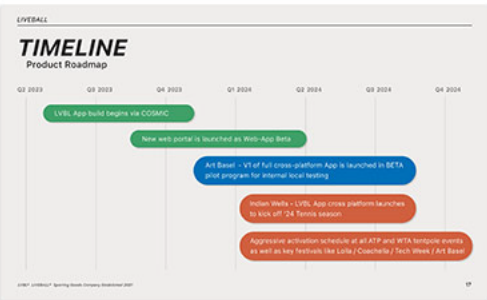
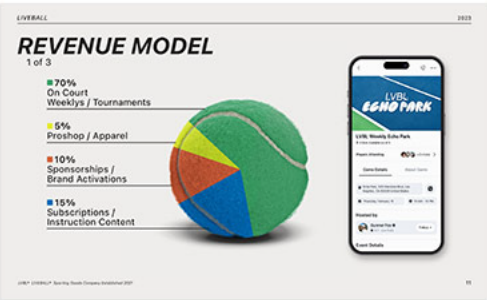
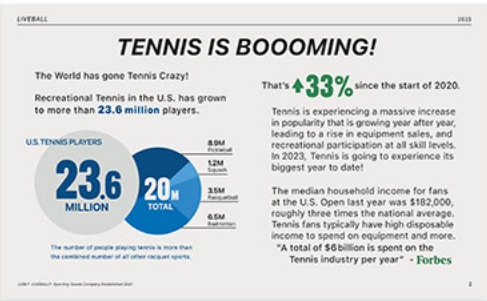
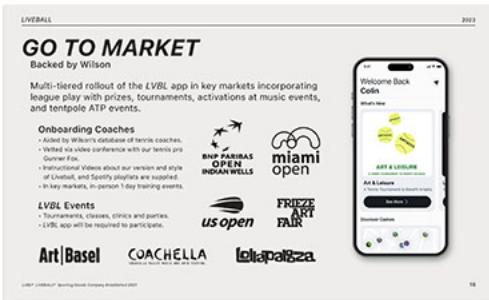
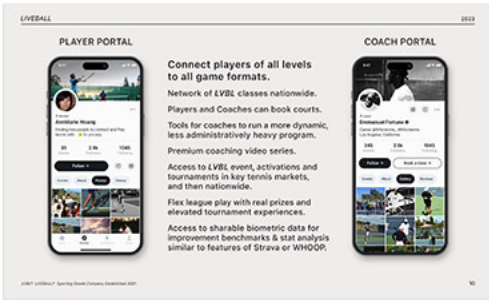
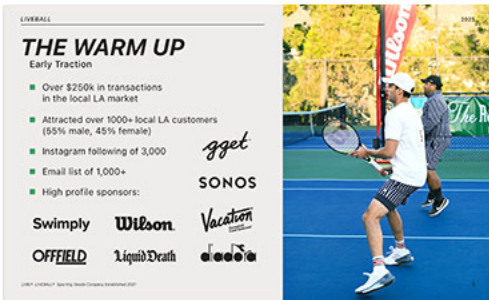
Rebel is software that organizes your Web3 collective.



Rebel

Rebel is software that organizes your Web3 collective.





Liveball
Tennis App
Design of 24 page investment deck
Branding Design, Book Layout

LIVEBALL





OUR STORY

On January 1, 2017 Hollywood woke up to one of its most iconic landmarks altered to read **HOLLYWEED**.

San Francisco Chronicle
California marijuana legalization

Los Angeles Times
Hollywood sign altered to read 'HollyweeD'

HOLLYWEED STUNTS
HOLLYWEED STUNTS
HOLLYWEED STUNTS

The California native artist and cannabis farmer, Zach "Jesushands" Fernandez, eluded authorities to change the famous Hollywood sign in celebration of the end of cannabis prohibition in California.

We spoke with "Jesus Hands" the "HollyweeD" prankster

The bold art stunt was broadcasted by news stations around the world. Posted and reposted more than any other moment in cannabis culture history. It made an exciting celebratory statement securing its spot in international cannabis history. Now the world can celebrate everything that HollyweeD stands for with a full suite of THC and CBD products.

HOLLYWEED

has reached:

Tens of thousands of followers on Instagram
Plus millions of views on Youtube videos

30,000+ followers on Instagram

100,000+ views on YouTube

OUR PRODUCTS

imbue Zach's renegade aesthetic, packaged in elegant, timeless vessels for enlightenment, fun, connection, sleep, and expression.

We are launching initially in California with the THC line, and concurrently direct to consumer with the HEMP / CBD goods

FLOWER

HOLLYWEED has selected the best genetics available to plant at our partner farms in Southern California.

SCALEABLE SUPPLY CHAIN

AWARD WINNING EXOTIC GENETICS

COMPETITIVE PRICE POINT

TESTED AND COMPLIANT

Available in Gram - Eight - Quarter

THC PRODUCTS

PRE-ROLLS

HollyweeD Pre-Rolls are the new smoking method of choice for a creative on the go

5 Pack , 3 Pack and Singles

Travel ready for an active lifestyle

Consistent sun grown flower in every joint

Curated strains for Daytime and Nighttime

ROSE BLUNT

1 gram of Top Shelf organic cannabis rolled in a wrap of organically grown rose pedals

Hand rolled with love

Smooth smoking with the taste of roses

Aromatic floral sensations to elevate you

Promotes world peace

THC PRODUCTS

SAUCE PEN

Pure cannabis oil and natural terpenes with no additives or cutting agents ever

Discreet and odor free

Never needs charging

Lab tested for compliance

Taste tested for experience

CONCENTRATES

HollyweeD is bringing you our favorite Sauce made from our favorite strains

Unique extraction process to maximize yield while retaining flavor and terpenes

The purest experience available for the discerning sauce lover

THC PRODUCTS

GUMMIES

Classic flavors like "Sour Watermelon" with an added kick like never before

Each Star contains 5mg of fast acting Kief

Consistent dosage throughout

Delicious and functional

Additional flavors coming soon

CHOCOLATE BAR

Now Available in a limited edition flavor Creme De Menthe

With each piece containing identical amounts of THC, you know exactly how much to take to get the level you want to achieve.

50mg per bar, 5mg per square

THC PRODUCTS

HEMP PRE-ROLLS

Hemp Pre-Rolls are a great tasting and satisfying alternative to tobacco

20 Pack of filtered Hemp smokes

Contains naturally occurring CBD

Flavored with plant derived terpenes

100% organic sustainable Hemp

CBD TINCTURES

Full Spectrum CBD extract made from sustainable Organic Hemp

Contains 1000mg CBD liquid supplement

A variety of curative calming properties

30 eye dropper servings per bottle

CBD PRODUCTS

CBD GUMMIES

Classic flavors like "Sour Watermelon" with the healing, calming properties of CBD

Each Star contains 15mg of CBD extract

Consistent dosage throughout

Delicious and functional

Additional flavors coming soon

CBD CHOCOLATE BAR

Now Available in a limited edition flavor Creme De Menthe

Each piece contains identical amounts of CBD, so you know exactly how much to take to get the rest and relaxation you need

150mg per bar, 15mg per square

CBD PRODUCTS

APPAREL

Quality streetwear and accessories for a California lifestyle

Made in Los Angeles

Drive excitement and brand recognition by leveraging existing merchandise within the entertainment industry to gift appeal to celebrities and influencers.

Curate pop-ups at strategic store locations throughout Los Angeles and California to build conversation around our brand. We will launch our first Pop-Up with the popular Hollywood, CA drive the Canyon.

MARKETING

In 2019, HOLLYWEED soft-launched at the trade show HALL OF FLOWERS to rave reviews and a myriad of press mentions! Our brand was featured alongside the massive industry launches of Post Malone's brand SHABOINK, and TREES by GAME!

Post Malone, "HollyweeD" Artist Zach "Jesushands" Fernandez Debut Cannabis Brands

LAUNCH! Lucify

OUR PLAN FOR GROWTH

↓

There are currently 1000+ delivery services and dispensaries throughout California in 2020

California sales hit **\$31.1bi** in 2019 predicted to be **\$7.2 billion** in 2024

CALIFORNIA PROJECTIONS

With HOLLYWEED being based in Los Angeles, California, naturally we are launching this global brand in our home state first. These numbers represent the projected revenues for California ONLY, with a moderately conservative expansion target of 5 dispensaries per month, and an average order of \$k per dispensary. Our goal is to stay lean and scrappy during this growth period to focus the investment to the tip of the spear, represented with a focus on proper inventory liquidity. We will be utilizing our online cache and cultural connections at the retail level to maximize our marketing spend.

CALIFORNIA PROJECTIONS

	YEAR 1	YEAR 2	YEAR 3	TOTAL
Units Produced	37,500	106,500	930,000	1,077,000
Cogs	\$1,121,250.00	\$3,739,425.00	\$6,351,900.00	\$11,212,575.00
Projected Revenue	\$2,746,125.00	\$7,148,160.00	\$13,895,780.00	\$23,794,065.00
Gross Profit	\$1,624,875.00	\$3,408,735.00	\$7,547,880.00	\$12,624,875.00
Operating Expenses				
Distribution (5%)	\$411,918.75	\$1,072,224.00	\$2,084,907.00	\$3,569,109.75
Operations	\$693,450.00	\$719,116.00	\$719,116.00	\$2,131,648.00
TOTAL Operating Expenses	\$1,105,334.75	\$1,791,340.00	\$2,804,083.00	\$5,700,757.75
EBITDA	\$519,540.25	\$1,617,395.00	\$4,743,797.00	\$6,880,732.25

*Detailed Performa available upon request

MARKET OPPORTUNITIES

Retail sales are set to increase by 35% over 2020.

By the end of 2020, the number of licensed retail stores and delivery services in California was at approximately 1,000. Retail sales are set to increase by 35% over 2020. California's medical market is already as big as the adult market in Colorado, Washington, and Oregon combined. California's medical cannabis industry got off to a slow start, as high taxes, local licensing restrictions and a cumbersome bureaucracy made it difficult for licensed businesses to compete with the state's unregulated black and grey market operators.

By the end of 2020, the number of licensed retail stores and delivery services in California was at approximately 1,000. Retail sales are set to increase by 35% over 2020. California's medical cannabis industry got off to a slow start, as high taxes, local licensing restrictions and a cumbersome bureaucracy made it difficult for licensed businesses to compete with the state's unregulated black and grey market operators.

By 2025, we project total retail medical sales in the United States will reach between \$35 billion and \$40 billion annually, more than a 10-fold increase from estimated annual sales in 2018.

U.S. \$12bi 2019

EXPANSION OPPORTUNITIES

HOLLYWEED is one of the only truly global cannabis brand IP properties in the world.

The media stunt is known by people all over the globe, who may not know the name of any other cannabis brand, influencer, or strain for that matter. With this global recognition, it affords us the opportunity to expand into other markets with a pre-aligned brand recognition that we will easily build upon. Here is a look at U.S. cannabis and hemp market growth.

We see the future path of expansion beyond the California THC launch as follows:

State by State THC Expansion

We will align ourselves with the **BEST IN CLASS** from each legal state to be our licensed franchise partner to grow our proprietary strains, utilize our SOPs and unique processes, so that the same beloved HOLLYWEED edibles or preroll is the same in California as it is in Illinois.

We have a solid format for entering into such licensing deals that maintain quality controls, and inventory audit transparency. It is a winning formula that will take our successful California brand to the next national level. As many legal states as possible.

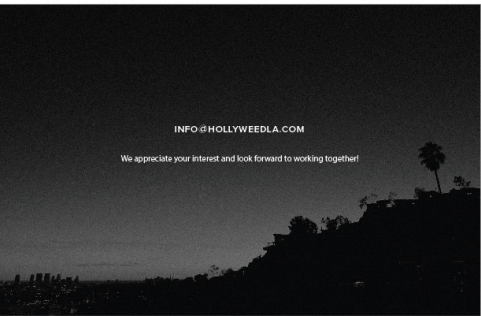
11 legalized states + 22 medical states

CBD / HEMP Expansion

It seems that wherever you go, any radio station you listen to, or store you shop at, HEMP and CBD are everywhere. HOLLYWEED HEMP will leverage the name recognition to stake its claim in the HEMP smokable, and CBD wellness product categories. With THC cannabis brands like LOWELL, Sherbros's and Shaboink launching HEMP / non-THC medicated cigarettes nationwide, HOLLYWEED is poised to jump in and be an industry leader.

Our medicated THC edibles, chocolates and gummies are fan favorites. We will offer these in a non-medicated CBD-enriched formulation direct to consumer. It will act as a huge revenue driver as well as a multi-tiered marketing initiative.

You can order our pure CBD products online for delivery in all 50 states. If you are in states where THC is available, you can get it medicated. It's a WIN/WIN for all involved!



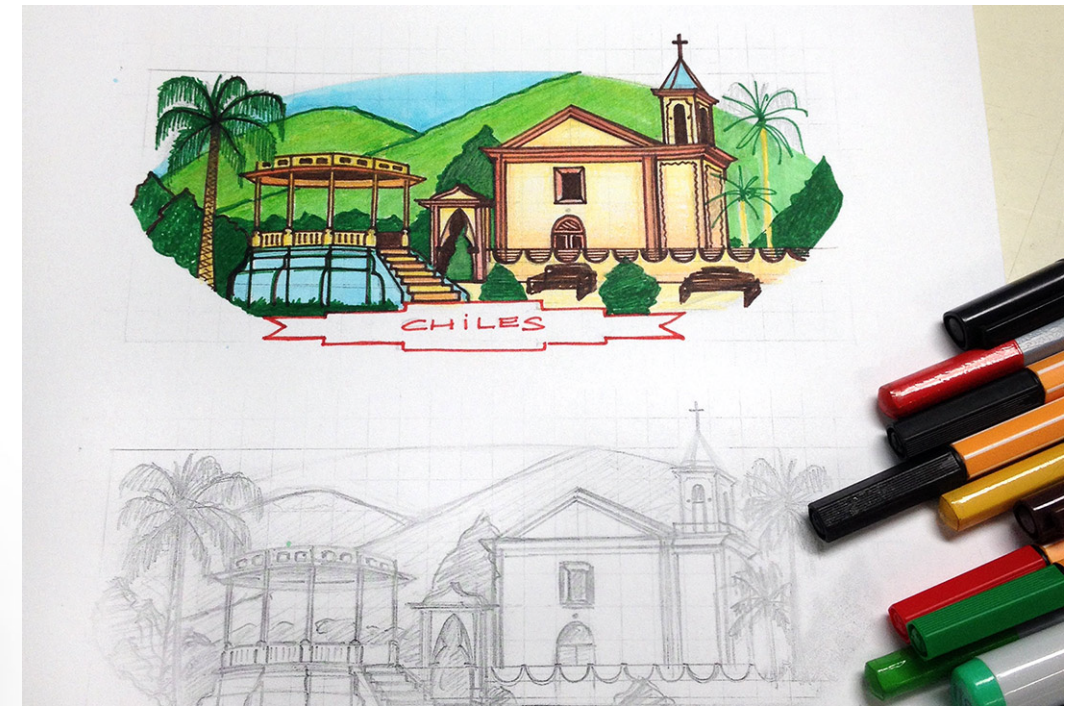
HollyweeD
Cannabis products
Design of 25 page investment deck
Packaging Design, Book Layout



Beers
Web3
Packaging
Brand Design



Luke's
Canned Sauce
Branding and design of food packaging
Logotype and Illustration

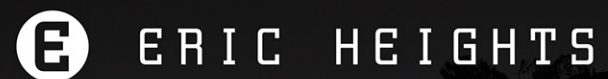




WAVES
Surfboard Shapers Venice, California




Waves
Surfboards
Logotype Design
Trademark



Eric Heights
Cinematography

c: 213 446 6517
medzuno@gmail.com

Production / Photography / Editing / Web Content

web hosting by  socalweb



socalweb

www.socalweb.com

Comprehensive managed hosting and professional Linux consulting