

dutchie

Series B Investor Deck

Dutchie powers online ordering for the cannabis industry. Dispensaries embed our software into their website and can begin accepting orders immediately.

10% of all legal cannabis in the world is currently bought through dutchie.

The cannabis industry is exploding.

Global Retail Cannabis Sales



CAGR

26%

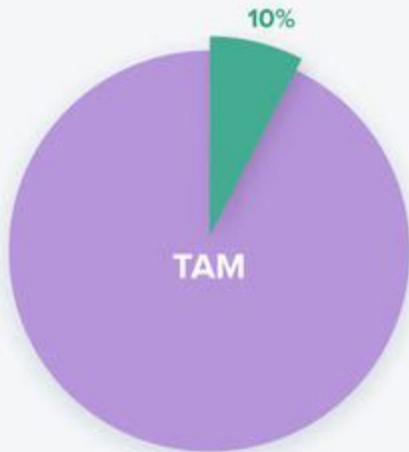
The global growth in the cannabis industry is nearly unprecedented.

- United States
- Canada
- International

We've captured a significant portion of the market.

dutchie

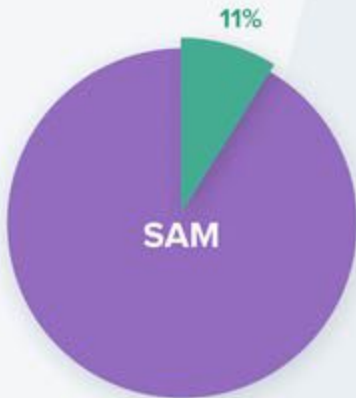
Today, roughly 10% of all cannabis in the world is purchased through dutchie.



TAM

\$21.5B

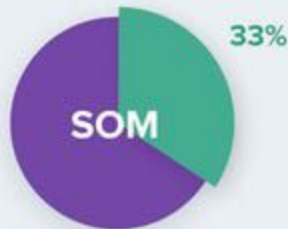
Global Retail Cannabis Market



SAM

\$19.8B

North American Retail Cannabis Market



SOM

\$6.9B

Amount of cannabis purchased online in North America*

We're the market leader in North America.

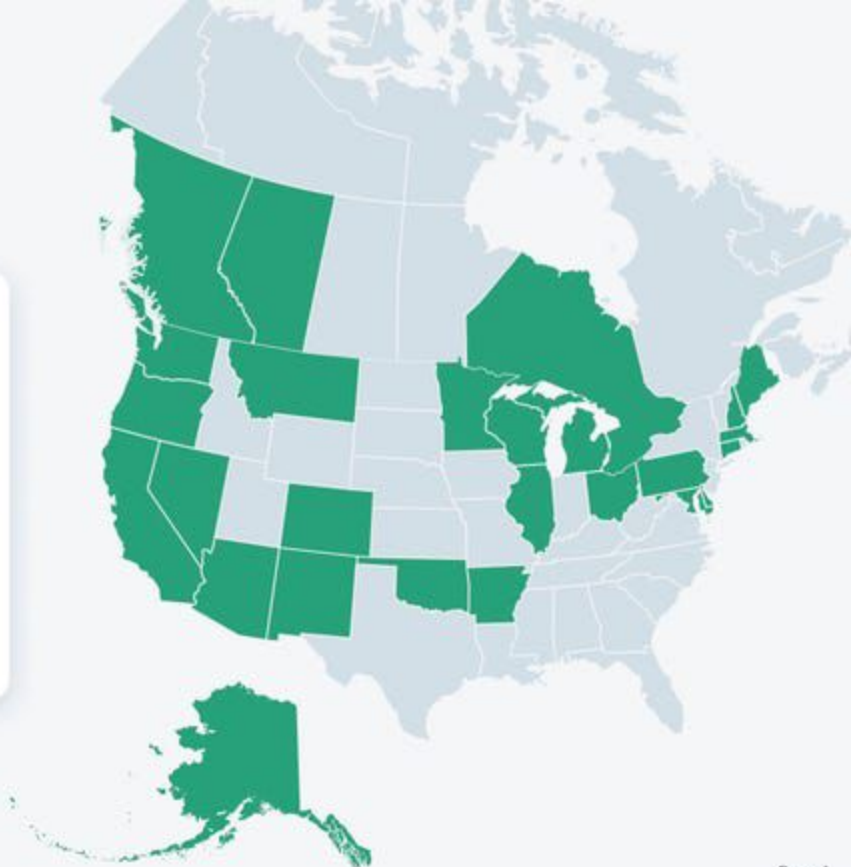
North American Market

5220 Total Dispensaries in North America

1300 Dutchie Dispensaries in North America



Today, dutchie has roughly
25% of all dispensaries in North America



We're seeing exponential growth.



GMV
\$2.3B

Dutchie is currently processing \$2.3B in GMV annualized weekly.



COVID PANDEMIC - MARCH 2020

The world transitions to an online-only model, forcing a shift in consumer behavior for buying cannabis. Experts agree this shift will be longlasting.

We're adding dispensaries at a rapid pace.



1300

Dispensaries use dutchie for online ordering.



30

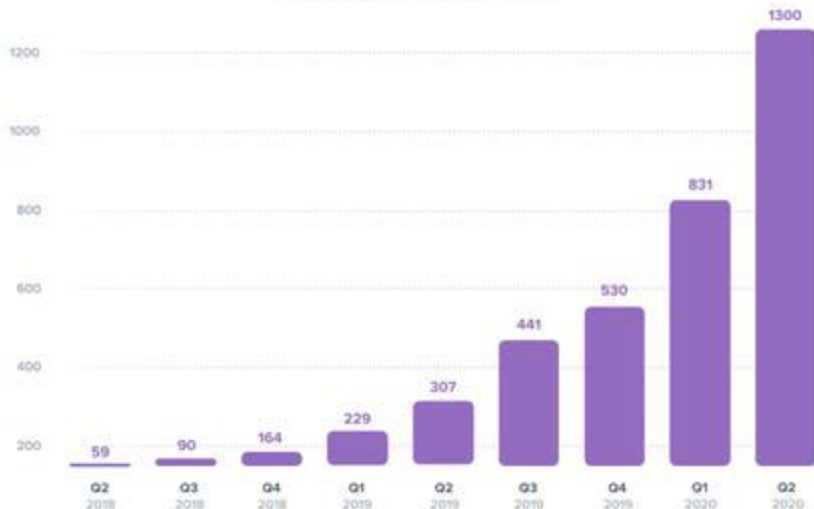
State/provinces have dispensaries on dutchie.



301

Cities have access to cannabis through dutchie.

Dispensary Count (2018 - 2020)



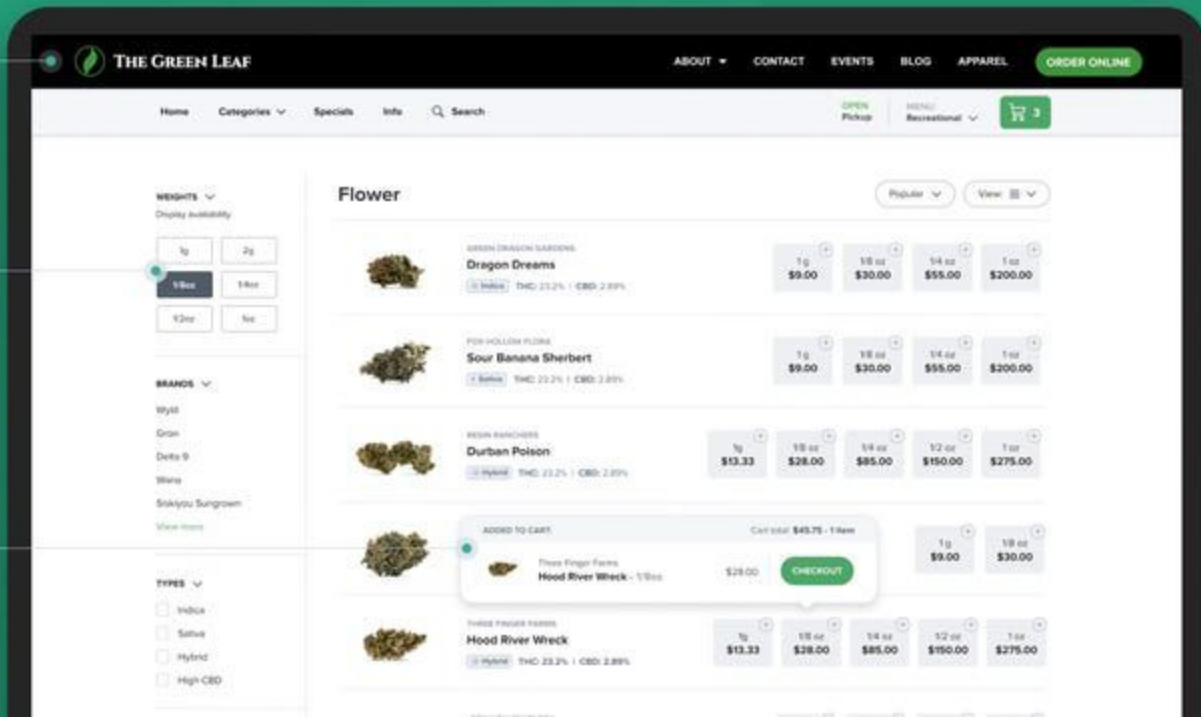
PRODUCT

We're driven by product and design.

Dutchie embeds seamlessly into a dispensary's website.

We understand cannabis, what consumers want, and what drives sales.

Thoughtful product design leads to higher conversions and retention. No one in cannabis does it better.



TEAM

We've been here before. We know the playbook.



Ross Lipson CO-FOUNDER & CEO

Cofounded the first online food ordering platform in Canada, called GrubCanada (Acquired by JustEat - 2012).



Zach Lipson CO-FOUNDER & CPO

Cofounded Function, a UI/UX design agency servicing startups to Fortune 500's, and RepPro, a fintech platform for large insurance carriers (Acquired by RetireUp - 2017).

Core team members from the following companies:

GRUBHUB **HubSpot** **DOORDASH**

Team Breakdown



95

Total Head Count

Investors with experience and expertise:

