

00:00

hi friends my name is carolyn i'm the

00:02

founder of a plant-based edible bakery

00:04

well girl goodies i live in boston i

00:07

love music and i have a passion for the

00:08

healing arts

00:10

i'm a student of yoga ayurveda and

00:12

herbal medicine and i love teaching

00:13

others about these powerful practices

00:16

i'm also a female entrepreneur on a

00:18

mission to make people feel great in

00:19

their body

00:20

and that's why i'm making this video for

00:22

you i have a vision one day to have a

00:24

plant-based

00:25

edible bakery and cafe in boston i'm

00:28

talking newberry street vibes with

00:30

an outdoor patio a library even a small

00:32

stage for concerts somewhere where you

00:34

can consume an infused pastry and a

00:37

pre-roll

00:37

or even have a deep conversation with a

00:39

good friend i've made everything from

00:41
chocolate chip cookies to
00:42
cinnamon rolls to raspberry bars to full
00:45
size cakes and making everything vegan
00:47
is not as hard as some people think
00:50
i use simple clean ingredients like flax
00:52
eggs and oat milk as replacements for
00:54
eggs and milk
00:56
lavrov goodies has been a passion
00:57
project of mine for the past three years
00:59
and it's brought me so much joy
01:01
to be able to craft my brand my recipes
01:04
my packaging
01:05
my procedures and business plans i've
01:07
been so lucky to be able to collaborate
01:09
with friends of mine
01:10
and support their businesses in
01:11
photography graphic design
01:13
merch design videography herbal healing
01:16
and the community that i've built
01:18
through instagram has led me in so many
01:20
different directions and connected me
01:21
with so many new wonderful people

01:23
a typical loud girl baddie is someone
01:26
who appreciates
01:27
high quality goods and visually pleasing
01:29
aesthetics
01:30
they love cannabis for a multitude of
01:32
reasons i've had customers tell me
01:34
before that it's helped reduce their
01:36
stress and anxiety
01:38
helped with pain management and even
01:40
helps with a lifted mood and creative
01:42
sessions
01:43
i'm at the point where i'm ready to take
01:44
laboral goodies to the next level
01:46
after researching the requirements and
01:48
legislation over the past three years
01:51
i know i'm ready to tackle the city and
01:53
the state level licensing
01:54
processes in order to sell my gummies on
01:56
a larger scale
01:57
the future alone girl goodies is
01:59
multi-faceted and will occur over the
02:01
next several years

02:02

the most immediate iteration of the

02:04

business looks like me hiring a team

02:06

where we'll make goodies package them up

02:08

and send them to retail dispensaries so

02:10

that they can distribute them to their

02:12

customer base

02:13

i'll still be on social media connecting

02:15

with people as i have from the beginning

02:17

but i won't be able to sell directly to

02:18

consumers just yet

02:21

we'll start out with three products

02:22

chocolate chip cookies gluten free

02:24

chocolate chip cookies and brookies

02:26

a number of things need to happen before

02:28

you can buy low remedies at your local

02:30

dispensary

02:31

for example i need to test every batch i

02:33

make to ensure accurate dosing

02:35

i need to secure a commercial kitchen

02:37

that i can make out of

02:39

i need to comply with all of the state's

02:41

thorough security requirements and i

02:43
need to move through the city in the
02:45
state level licensing processes
02:47
as you can imagine opening up a licensed
02:49
marijuana establishment is financially
02:51
demanding and time-consuming
02:53
these are the biggest barriers i face
02:55
today i've been a one-woman show for
02:57
years and i'm so proud of the business
02:59
i've created but it is high time that i
03:01
add some additional team members so that
03:03
the business
03:04
can grow to its full potential i'm
03:06
looking for this investment so that i
03:08
can hire a solid team
03:10
pay for a year of rent pre-operation
03:12
while i move through the state and the
03:13
city level licensing processes
03:16
purchase all necessary kitchen and
03:18
security equipment
03:19
test my goodies so that i can maximize
03:21
shelf life
03:22
move through that r d process test the

03:25

goodies during that r d

03:26

process and cover lawyer fees and other

03:29

associated costs

03:31

i'm starting this business because i

03:33

love weed i've seen it help people in a

03:35

multitude of ways and i believe in the

03:37

plan

03:38

i want to start a cannabis business so

03:39

that i can uplift women in other

03:41

marginalized groups

03:42

i want to give employment opportunities

03:44

to those who have been disenfranchised

03:46

by the war on drugs

03:48

and i want to create a community that

03:50

disrupts the weed industry

03:51

as we know it i want to give my

03:53

community a chance to invest in a small

03:55

business with the possibility of making

03:57

money

03:57

back when love property starts to

03:59

generate revenue i've heard from so

04:01

many people in the past how can i

04:03

support you how can i support your

04:05

business

04:06

this right here is how you can support

04:08

my business

04:09

this is an intensely capital demanding

04:12

industry

04:12

but i believe that people will love loud

04:15

prophecies i have no doubt in my mind

04:17

that the brand will succeed and become

04:19

profitable

04:20

if you have the means please consider

04:21

donating to my campaign

04:23

and supporting me on this wild journey

04:25

and if you want to chat on the phone i'm

04:27

always just a phone call away

04:29

thank you so so much for taking the time

04:31

to listen to me talk about my passion

04:33

project and i can't wait to get started

04:44

[Music]

04:45

you