



INVEST IN [MUSHROOMSUPPLIES.COM](https://mushroomsupplies.com)

MushroomSupplies.com \$8.77mm in 2023 revenues and \$4.17mm in first year of operations

mushroomsupplies.com Westminster, CA 

Highlights

- 1 Sold 360,000+ mushroom grow kits, into the booming functional & psilocybin space in less than 3 yrs
- 2 IP & proprietary sterilization methods for scaling massive mushroom cultivation in the USA & beyond
- 3 \$8.77M in revenue in 2023, up from \$4.17M in our first full year—an impressive 110% growth in 1 year
- 4 Current CEO & CRO were former VPs who exited Select Cannabis at \$948M.

5 Insiders invested \$5.3M+, with nearly \$1M converting debt to equity

6 Investor group has over \$5.6 Billion dollars in exits.

Featured Investor



Angelo Joseph Lombardi
Syndicate Lead

Follow

Invested \$5,000 ⓘ

“I have spent time reviewing the industry and the opportunity as well as the competitive space. I strongly believe that the team at Mushroom Supplies is ready to break out and lead the space. Their product, brand and direct to consumer model is head and shoulders above other options. Additionally, I’ve had the opportunity to discuss the business with leadership and reviewed the investment materials. I would invest more if I was in a position to do so. Their customer list and revenue growth proves that the consumer sees the same opportunity that I do.”

Our Team



Kevin Keeland CEO

Former SVP of Ecommerce who exited Select Cannabis at \$948M. \$8mm a month run rate in E-Commerce sales at SelectCBD before the acquisition to publicly traded Curaleaf.



Richard Pala CRO

Former VP of Business Development at Select Cannabis who grew sales to \$150mm a year at Select before selling for \$948mm to Curaleaf.



Amber Fidler Head of HR

HR for Select Cannabis during their exit for \$948mm to Curaleaf, a publicly traded company.



Trey Maxwell Mycology Systems Engineer

Created and developed SST technology IP with the founders. Revolutionizing steam sterilization processes for mushroom cultivation.

Making Mushrooms Easy



MAKING MUSHROOMS EASY™

Regulatory Compliance & Scope of Operations

Before proceeding with the contents of this fundraising deck, it is important for all readers, potential investors, and stakeholders to understand the nature of our operations at MushroomSupplies.com and our compliance with regulatory requirements.

Non-Involvement in Controlled Substances: MushroomSupplies.com specializes in the manufacturing and distribution of cultivation supplies for mushroom growers. It is imperative to note that our operations, products, and services **DO NOT INVOLVE** support, or facilitate the cultivation, distribution, or use of Psilocybin mushrooms or any other controlled substances. Our focus strictly lies in providing high-quality supplies for the legal cultivation of mushrooms.

Compliance with Legal Standards: We adhere to all local, state, and federal laws and regulations governing our operations. Our commitment to legal compliance is unwavering, and we take rigorous steps to ensure that our products and services are used in a manner that is fully compliant with applicable laws.



Since late 2021, MushroomSupplies.com has been simplifying mushroom cultivation for people across America and beyond.

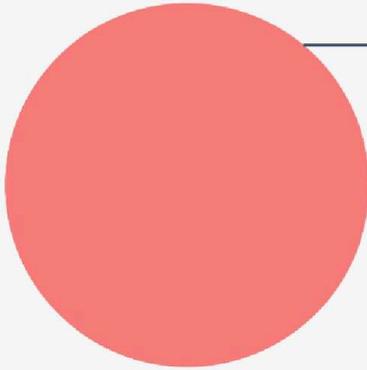


2022 REVENUE: \$4.17MM
2023 REVENUE: \$8.77MM



OVERALL MUSHROOM MARKET

The Next Explosion



OVERALL GLOBAL MUSHROOM MARKET
\$112.71 BILLION
BY 2030 - OVER 50% GROWTH

Source



The **functional mushroom** market size was valued at USD **\$31.71 billion in 2023** with an expected compound annual growth rate (CAGR) of 11.2% from 2024 to 2030.

This doesn't even include the luxury goods markets that are adding mushroom mycelium to their brand portfolios.

How One Product Turned a \$60 Million Company: The Mud Water Success Story

Stella McCartney, Balenciaga, and Hermès are introducing handbags, shoes, and coats made of mycelium leather; it's an alternative to animal hides and is created from roots of mushrooms. This new fabric is made by companies like Bolt Threads and MycoWorks. Jun 10, 2022

Forbes
<https://www.forbes.com/story/how-fashion-can-swear-off-animal-leather>



STARTUPS
Handbags and hats made of mushroom leather could become the next luxury items for brands like Hermès

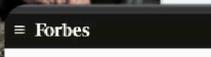
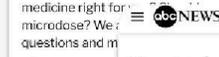
Catherine Boudreau Aug 10, 2023, 2:35 PM PDT

Share Save



PSILOCYBIN LEGALIZATION

THE EXPLOSIVE GROWTH OF A PSYCHEDELIC REVOLUTION





THE INDUSTRY PROBLEM

IMPORTED MUSHROOMS WITH LITTLE TO NO QUALITY STANDARDS



HEAVY METALS & TOXINS

HEALTH RISKS

Mushrooms are incredible at absorbing nutrients from their environment. But this superpower becomes a serious risk when they're grown in contaminated soil, which end up in your supplements.

THE IRONY...

Mushrooms are marketed to support against the same ailments that contamination can cause!

ISSUES CAUSED BY HEAVY METALS

- Organ damage
- Nervous system disruption
- Increased cancer risk
- Weakened immunity
- Hormonal imbalances
- Cognitive Decrease



OUR HERO PRODUCT THE INDUSTRY SOLUTION

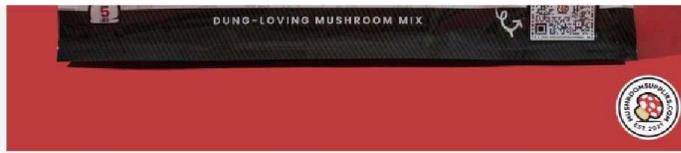
ACCESSIBILITY

Making high-quality mushroom growing possible for anyone in America

USA BASED PRODUCTION



Ensuring quality and supporting local economies



GROW KIT IN-A-BAG™

ALL-IN-ONE GROW BAG

BENEFITS

HIGH YIELD: Can grow more than 2.5 pounds of fresh mushrooms per bag!

EASY: Comes with everything you need, only requires 10-20mL of spores or liquid culture.

CONVENIENT: Mushrooms grow directly in the bag. Ditch the bin and other costly supplies!

MYCOLOGIST RECOMMENDED: Perfect for first-timers and commercial growers.



SUPERIOR STERILIZATION

Pre-sealed, sterilized, and batch-tracked



PERFECT AIR EXCHANGE

Micron filter patch for contamination-free air exchange



INSTRUCTIONAL VIDEOS

QR code to a how-to video



SAFE INOCULATION

Self-healing injection port



PREMIUM INGREDIENTS

Perfectly hydrated and sterilized compost, grain, coco coir, vermiculite and gypsum



3 EASY STEPS

- 1. INSERT BAG WITH TUBA OF SPORES OR LIQUID CULTURE.**
- 2. SHAKE 10-15% TO COLONIZE.**
- 3. HARVEST UP TO 4 POUNDS OF MUSHROOMS!**

OUR INNOVATIVE STERILIZATION IP SCALES!

WHAT WE DO

Sealed-Sterilization Technology™ (SST) revolutionizes production by leveraging safe low-pressure sterilization, significantly enhancing scalability and reducing reliance on costly clean rooms during manufacturing.

Our process also leverages Bio-Indicators* to assure quality standards.

***LEARNING MOMENT:** Biological indicators are test systems that contain viable microorganisms with a defined resistance to a specific sterilization process. They help monitor whether the necessary conditions were met to kill a specified number of microorganisms for a given sterilization process.



MUSHROOMSUPPLIES.COM REVENUE

REMARKABLE GROWTH



\$63K

2021



GROW KIT IN A BAG™

INSANE CONSUMER GROWTH

As of JUL, 2024

360,000+

MUSHROOM GROW KIT BAGS SOLD

196,355

CUSTOMER'S

139,736

CUSTOMER EMAIL SUBSCRIBERS

60,820

SMS TEXT SUBSCRIBERS



3PL TO INTERNAL SHIPPING

MARGIN BOOSTER!

In 2024, we have moved to internal shipping vs. 3PL. This has a massive impact to margins as it requires less touches before it gets to the end consumer. **This will bring our contribution margin to over 50% after shipping cost, COGS and all variable cost.**

Order ID	Order Date	Age	Shipping Service	Ship To	Item Name	Quantity	Rate
40000	11/21/2024	23h	Free Shipping	US	4 (Shrimp)	4	
40001	11/22/2024	21h	USPS GroundAdvant	USA IN-PNE USA	Mushroom Grow Kit	6	
40002	11/22/2024	21h	Free Shipping	NE ANGLER OHIO	Mushroom Grow Kit	1	
40003	11/21/2024	22h	Free Shipping	US	4 (Shrimp)	3	
40004	11/22/2024	21h	Free Shipping	US	4 (Shrimp)	2	
40005	11/21/2024	22h	Free Shipping	US	4 (Shrimp)	2	
40006	11/21/2024	22h	Free Shipping	US	4 (Shrimp)	2	
40007	11/22/2024	21h	Free Shipping	NE ANGLER OHIO	Mushroom Grow Kit	1	
40008	11/22/2024	21h	USPS GroundAdvant	USA IN-PNE USA	Mushroom Grow Kit	2	
40009	11/21/2024	22h	USPS Ground	Wash. Lone Lone	Wash. Lone Lone	1	
40010	11/21/2024	22h	USPS Ground	USA IN-PNE USA	Mushroom Grow Kit	1	
40011	11/21/2024	22h	Same-day shipping	MI 48113 MI 48113	Shrimp Grow Kit	2	
40012	11/22/2024	21h	USPS GroundAdvant	MI 48113 MI 48113	Shrimp Grow Kit	1	
40013	11/21/2024	22h	USPS GroundAdvant	MI 48113 MI 48113	Shrimp Grow Kit	1	

WHAT IS OUR NEXT MOVE?



HELLOBLENDS™

A high-end USA grown and lab tested, **PERSONALIZED MUSHROOM** supplement, grown in the very supplies we sell...



THREE TOP SELLING MUSHROOM PRODUCTS ON AMAZON... ARE USING CHINESE MUSHROOMS!

COMPETITOR #1 Real Example

\$573,313/MONTH
BLEND - MUSHROOM CAPSULE

COMPETITOR #2 Real Example

\$747,253/MONTH
MUSHROOM COFFEE

COMPETITOR #3 Real Example

\$1.85MM / MONTH
LION'S MANE CAPSULES

ASK & USE OF FUNDS FOR REG CF

\$5MM

- **Launch Reg CF (\$5 Million at \$45mm Value for first \$200,000 RAISED & \$50mm valuation after)**
Legal fees and audits for launching a fundraising round using Reg CF/Reg A. Reg CF is regulation crowd fund, allowing us to raise money at retail valuations before ever going public, every dollar spent on marketing is increasing the companies value and bank account.
- **Launch Reg A (Up to \$75 Million at valuation of around \$100m with a 60-90 Day approval process with SEO)**
- **Launching HelloBlends Supplements**
Start selling hot mushroom supplements with a better story. **WE ARE NOT MADE IN CHINA!**
- **Get GMP Lab Certification from our Facility**
GMP allows us to go from spore to capsule or final product all in ONE building and gives us a huge margin bump.

Education Platform Expansion

Create MS.com Academy with free content to increase LTV and paid content to increase margin

MycoMentor AI Updates

Your virtual mycologist guide, expertly assisting with all your cultivation queries.



WHAT ELSE MAKES US SPECIAL?



MYCOMENTOR™ AI CHATBOT

Your virtual mycologist: Currently Live on MushroomSupplies.com and training 24/7



LEAD GENERATION

The chat application allows the MycoMentor to request email addresses and suggest calls to action.

SELF-LEARNING OPEN AI

Use customer support tickets, FB comments, DMs, and Instagram, continuously enhancing its expertise.

MASTERING EXTENSIVE DATASETS

data from over 10,000 websites and mycology publications.



MUSHROOM SUPPLIES EDUCATION

LEARNING MANAGEMENT SYSTEM



SPOTIFY PODCAST



CUSTOMERS BECOME OWNERS!

Market Visibility

Increases brand exposure and market presence, increasing demand for the company's stock.

ENHANCE TRUST

Compliance with SEC regulations enhances investor trust.

Democratizing Investment with Added Loyalty

Access for All: Allows everyday investors, not just accredited ones, to invest in our company, as little as \$500.

Creating a community that supports each other!



DREAM TEAM

Proven eCommerce, Operations, and Management Experience



Kevin Keeland
Co-Founder, CEO
SVP of eComm - SelectCBD



Rich Pala
Co-Founder, CRO
VP of Biz Dev - Select



Chris Crouch
COO
VP of Retail - Volcom



Kristina Plummer
Creative Director
Creative Director - MobileCoin



Randy McClelland
General Manager
GM - Nike



Sam Knapp
CFO
CFO - Select/CuraLeaf Acquired



Amber Fidler
Chief People Officer
Asterla



ADVISORS/INVESTORS

\$2B+ in Exits

KALI-MATA ADVISORS

Karan came to the United States from India with \$50 and turned that into starting Saber Software out of college and selling to EDS for over \$470mm in 2007. Karan went on to create the mobile tech investment bank MergerTech. In 2014 Khanna's turned his attention to the cannabis markets and turned Cura Cannabis and its Select brand into the largest cannabis company in the world before selling it for almost \$1BB to Curaleaf. Karan focused on a different side of the healthcare market in the gyms and spas business and recently sold his gym business for over \$200MM. They

EL CRISTIANO 1761
TEQUILA



currently own a family office focused on investing in and running companies in the alternative health space including Artha Spas, Goldleaf Cannabis, El Cristiano Tequila, and of course advising on our strategy and operations here at MushroomSupplies.com



MAKING MUSHROOMS EASY™

THANK YOU



JULY 24