

JAN 2021

BUSINESS PROPOSAL

T!PSY STIX

VODKA FREEZIES



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1.0 EXECUTIVE SUMMARY



Tipsy Stix is an innovative concept created and operating under Marquis Innovation Group Inc. The company aims to bring to market Ready-to-Drink Vodka Freezies within Alberta, Saskatchewan and British Columbia.

The purpose of this plan is to showcase a viable business plan and secure grant funding in order to cover general start-up costs including inventory, manufacturing tools, AGLC fees and digital media expenses.

1.1 Business Overview

OBJECTIVES

Marquis Innovation Group Inc, is an Alberta start-up company that is looking to launch a new and modern adult-friendly product called “Tipsy Stix Vodka Freezies”, which is essentially an ice pop containing 6.9% alcohol.

The company was officially established on Aug 10th 2020 and is currently in the concept development stage, with the following tentative launch schedule:

- Feb-March 2021: Production test run to ensure formula is of the highest quality and fully ready for final production
- March-April 2021: Film ordering with design included and batch mixing flavours taking place, along with final production of product and shipping to AGLC
- May 2021: Products available in AGLC and stores within Alberta.

MISSION

Tipsy Stix’s mission is to establish a first class ready to drink vodka ice pop brand that brings back one’s favorite frozen childhood memory with a fun twist of adulthood.

1.2 Company History

Tipsy Stix is a concept that was put together by three young and driven individuals, Tim Marquis, Ben Marquis and Dave White.

The idea came about on a hot summer day when they were all hanging out together and were longing to taste something new and cold that would contain alcohol in it. They then started to look for a product that would quench that desire but couldn't find what they were looking for. From there, the trio immediately saw that there could be a demand in the market for such goods if they were to create it.

Tim, Ben and Dave then ended up coming up with the idea to make premium tasting vodka freezies and started actively working on the idea. So far Tipsy Stix has efficiently managed to initiate product development by purchasing the main machinery required to make the freezies (*see Appendix 1*).

In addition, the company has also invested in the following:

- Comprehensive business plan development (*see Appendix 2*)
- Company incorporation (*see Appendix 3*)
- Procurement of web domain tipsy-stix.com and tipsy-stix.ca (for a 5 year period) as well as Trademark of "Tipsy Stix" (*see Appendix 4*)
- Design development of logo and 3d renderings of packaging (*see Appendix 5*)
- GS1 Barcodes to meet retailer compliance (*see Appendix 6*)

Tipsy Stix is currently working with O.T Brewing Company as the product distiller and is in the final stages of the manufacturing process, all while ensuring to take all the necessary measures in order to be able to bring product to market by Spring 2021.

1.3 Founders

Tim Marquis, Ben Marquis, and Dave White are the founders of Marquis Innovation Group Inc.

Tim, Ben and Dave are all currently working within the oil and gas sector but have been looking for a different alternative for a while now. The team has ample expertise in sales and operations management, which is certainly an asset when it comes to the overall logistics and marketing of the Tipsy Stix brand.

Ben Marquis finished high school early and moved out west from the Toronto area. He was able to work hard and grow the ranks early on as a Rig Manager for Essential Coil Well Servicing, at the age of 22. Ben then moved companies and went to Element Technical services where he became a Field Superintendent by the age of 27. Within that position, he was in charge of managing over 100 field guys, along with overseeing equipment maintenance and repairs. Ben has expertise with human resources as he was also tasked with hiring new employees, and letting some go when required. Ben also ensured to handle crew moral, along with following rules and regulations of the AER. With the Oil & Gas industry recently taking a hard hit, Ben has been looking for different ways to excel in his life. In the past he has had the opportunity to help set up a facility at Jackson Trigs Winery in Niagara Falls, setting up a concert hall, which made him realize that he has always been intrigued by the possibility of being able to create a product that people could enjoy and have good memories with. With the creation of Topsy Stix, he is thrilled to be able to bring that vision to life through the development of the Vodka Freezies.

Tim Marquis has worked in health care from a young age and transitioned to the oil industry at the age of 20. He then started running crews at 21, which allowed him to move up quickly into a managing role comprised of handling crews and equipment, in Northern B.C. At the Age of 29, Tim started consulting for an engineering firm within the oil industry and did that for about 4 years, within the oil sector. After which, he started a new service company to help get them up and running. He currently does Technical Sales and Operations Management for U.S and Canada. With crews of up to 100 individuals, and revenue in excess of \$100M a year, he has started and ran several successful small businesses throughout the years, but none were what he truly enjoyed. He has now been working on the Topsy Stix project for the past 8 months and has thoroughly enjoyed the process. Tim looks forward to successfully growing this project nation wide within the next 3 years, and has a long-term vision of expanding to the USA.

Dave White grew up in the food and beverage service industry in Brooks, Ab. His family owned and operated restaurants throughout his childhood. Dave worked in these restaurants from an early age, until he was of legal age, and then moved to bartending as well as helping in all of the other aspects within the food and bar operations sector. Eventually, Dave moved to the Oil & Gas industry while putting himself through school at the University of Lethbridge, where he completed his Bachelor of Management degree (major in MIS). Right after university, Dave continued in Oil & Gas with a global service company, working as a supervisor for 5 years. After which, he moved out of the field ops and into office settings, following a career in Information Technology. Eventually, filling a role as Canadian Sales Manager for an international company (Can/US) with revenues in excess of \$60M a year. Dave currently continues to work in the Oil & Gas industry as a Manager – Sales and Marketing while leveraging his network to find and grow opportunities in the global market. Dave joined the Topsy Stix team 6 months ago, and has been identifying growth opportunities within the target market, while facilitating logistical solutions to expedite distribution.

The Founder's interest for entrepreneurship coupled with their work ethic, sales and management experience are qualities that are extremely valuable to help grow Topsy Stix. Tim, Ben and Dave will all be running the business on a day-to-day basis and plan to use resources wisely, operate profitably, all while abiding by laws and regulations of the sector.

1.4 Location

Tipsy Stix is based in Calgary, Alberta at address 2104, 1078 6 AVE SW, T2P 5N6.

Eventually, the company would like to contribute to the local economy by setting up their own facility in Alberta, but for the time being, the business will be ran from a home office in order to minimize operating cost.

An experienced Albertan distiller will be in charge of manufacturing the products within their facilities. Tipsy Stix will be working with O.T Brewing Company based out of Calgary, Alberta, in order to develop to help handle the production and packaging of the Vodka Freezies.

1.5 Structure

Tipsy Stix operates under Marquis Innovation Group Inc., which is set up as a corporation in order to decrease potential personal financial risks as the business expands overtime.

The company was founded by Ben Marquis, Tim Marquis and Dave White.

At this time, securing any intellectual property such as patents, trademarks or copyrights are not required; however, the company took the initiative to apply for the trademark “Tipsy Stix” within U.S and Canada (the application is currently processing and is estimated to take approximately 6 months to a year for approval).

In addition, Tipsy Stix will be applying for licensing through the following government agencies:

- **Alberta Gaming, Liquor & Cannabis:** AGLC is the agency responsible for administering the Gaming and Liquor Act, Regulation and related policy.
- **Saskatchewan Liquor and Gaming Authority:** SLGA is a Treasury Board Crown Corporation responsible for the distribution, control and regulation of beverage alcohol in Saskatchewan.
- **Liquor and Cannabis Regulation Branch:** LCRB oversees liquor and non-medical cannabis regulations within British Columbia.

Business Insurance for owners and key employees as well as liability insurance will also be acquired.

2.0 MARKET RESEARCH

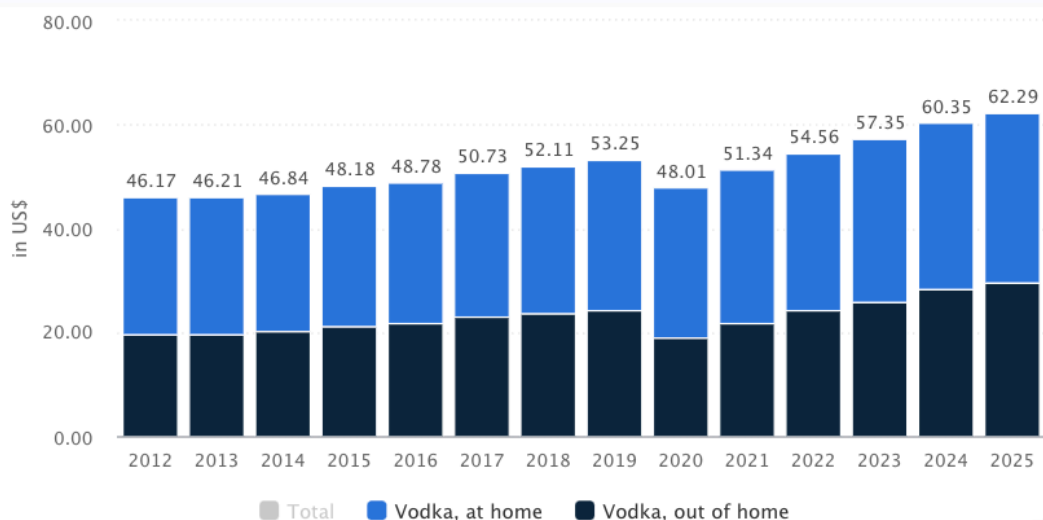
2.1 Industry Profile and Outlook

INDUSTRY OVERVIEW

According to an article published by *The spirits Business*, a new report from credit rating agency Moody's states that the global beverage industry predicts that the sector will grow operating profits by high single digits to low double digits over the next 12-18 months, following "unprecedented declines" in the first half of 2020 due to the pandemic.

The global revenue in the vodka segment is projected to reach \$1.95M USD in 2021 and the overall market is expected to grow annually by 5.8% (CAGR 2021-2025). The "Vodka at Home" segment, which represents the off-trade market, covers all retail sales via supermarkets, convenience stores and similar sales channels, is estimated to have an average per capita consumption of \$29.47 USD in 2021 with an anticipated growth rate to \$32.63 per capita by 2025.

Average Revenue Per Capita (2012-2025)



Source: Statista (Forecast adjusted for expected impact of COVID-19), October 2020

CANADIAN MARKET

In December 2020, *Statista* reported that the average Canadian household spends over \$1000 Canadian dollars per year on any sort of alcoholic beverages and Vodka was found to be the leading spirit consumed in Canada in 2018, with consumption volumes reaching around 4.6 million 9L cases.

Current economic trends and forecasts within the alcohol sector indicate that Topsy Stix has the opportunity to capitalize on the rising market especially since Alberta regulator has recently been trying to ease impact of bruising pandemic restrictions by allowing Liquor stores to offer virtual tastings and restaurants to deliver pre-mixed in-house cocktail. The vice-president of AGLC mentioned that they have been making an effort to provide Albertans with unique product choices while easing regulatory burden for businesses and are committing to support liquor licensees during the pandemic, along with working closely with the industry to deliver unique offerings.

READY-TO-DRINK MARKET

Another incentive supporting the Topsy Stix Vodka Freezies concept is the rising demand for ready-to-drink alcohol beverages.

According to *Beverage Daily*, consumers are embracing RTD beverages and those products are expected to continue gaining market share in the upcoming years.

2.2 Key Competitors/SWOT Analysis

Brands	Strengths	Weakness	Opportunities	Threats
HARD ICE VODKA FREEZIES	Established brand carried by many retailers across U.S and Canada	Website could be improved in terms of design and functionalities	Global Expansion	Unforeseen changes within the industry Market could be flooded with entry of new competitors due to increasing demand New laws can also disrupt the market at any time Current pandemic could have further impact on the sector
HARDPOPS	Products are made with all natural ingredients and are carried by many retailers within Alberta	Small market share in B.C (only 2 retailers carrying the brand)		
FREEZE-A-RITA	Great product design and packaging	Low on brand awareness, no direct company website and not available in Canada		
SHIVR POPS	Outstanding brand awareness with press features on major outlets	Only available in U.S retailers		
<u>TIPSY STIX</u>	Premium product taste combined with efficient sales and logistics strategies	New market entrant		

TIPSY STIX MOODBOARD—COMPETITOR IMAGES



2.3 Target Market

Tipsy Stix aims to cater to the following region:

- Year 1: Alberta
- Year 2: Alberta, Saskatchewan
- Year 3: Alberta, Saskatchewan and British Columbia
- Year 4 and onwards: U.S expansion

The brand's main target markets are male and females between 20-45 years old with a buyer persona that has interests in the following activities (or similar lifestyles):

- Summer parties
- Pool and patio hangouts
- Music festivals
- Summer cottage gatherings

2.4 Keys to Success

To ensure keys to success, Tipsy Stix will develop and maintain strong business practices and standards.

The company will focus on building strong relationships with local and state regulatory agencies, as well as retailers, in order to ensure compliance at all levels.

Tipsy Stix will also aim to acquire and maintain customers through developing high quality products and raising brand awareness via digital marketing.

3.0 SALES AND MARKETING

3.1 Pricing Strategy

Tipsy Stix will be adopting a B2B model and will be selling directly to Connect Logistics, which is the distributor for Alberta Liquor Retailers.

The company will offer competitive pricing to Connect and will sell its products for an average of \$1.50 per Vodka Freezies with a minimum order quantity of 1 case containing 100 pieces comprised of 4 different flavors:

- 25 Cherry Vodka Freezies
- 25 Orange Vodka Freezies
- 25 Lemonade Vodka Freezies
- 25 Blue Raspberry Vodka Freezies

The suggested retail price for retailers is \$2.25 per product.

3.2 Marketing Strategy

The overall brand of Topsy Stix Vodka Freezies aims to deliver a good tasting and eye catching product that consumer can have a memorable time with. In order to do so, the company will mainly focus its marketing efforts on developing a strong social media presence, as the company feels that getting the brand name out there and implementing an aggressive digital campaign is of critical value when it comes to creating awareness and catching consumer's attention in stores.

3.3 Marketing Activities

In order to raise brand awareness, the company will focus on the following Marketing activities once the pandemic slows down and economies re-open:

1. Door-to-door sales to get liquor stores to carry the products
2. Wine and food expos to interact with potential customer
3. Setting up shows in Edmonton, Calgary, Red Deer and Lethbridge to spread name across the province and help scale Topsy Stix
4. Being very active on social media and engaging with customers' posts and feedbacks.

3.4 Marketing Objectives

Topsy Stix marketing strategy will focus on increasing its brand awareness by using both traditional and digital marketing methods such as print advertising, direct mail, and social media.

In addition, the company is also looking to try out innovative platforms such as Bevtri, which is an alcohol sampling App that has partnered with some of North America's leading brands in order to bring samples right to consumers' doorsteps.

The overall objectives that Topsy Stix would like to attain through its marketing efforts are as followed:

- Roll out 50 000 units of Vodka Freezies across Alberta within the first year
- Expand through Saskatchewan and British Columbia in year 2 and 3
- Expand to U.S once well established within Canada

4.0 OPERATIONS

4.2 Human Resources

Tim Marquis, Ben Marquis and Dave White will be responsible for all administrative tasks and management duties including (but not limited to):

- Staff management
- Marketing functions
- Day-to-day operations
- Other applicable duties as needed

No additional staff will be required for the time being but hiring will most likely take place in the future, once the company is well established and demand for the product continues to soar.

4.2 Process/Production

Topsy Stix Vodka Freezies will be made out of natural grain spirit vodka and syrup water. The company's ice pops are estimated to have an expiry date of about one year. Upon doing production run, Topsy Stix will ensure to get a lab test completed in order to confirm the exact timeframe and make sure that the product meets all regulatory compliances.

Production process is as followed:

- Topsy Stix provides the distiller with all the tools required to make the freezies (including machinery and packaging)
- The distiller will then manufacture the product in their facility and inventory will be shipped to Connect
- Liquor retailers will then purchase directly from the Connect Logistics Portal and sell the product directly to consumers, from their stores

Profitability structure for each participant is as followed:

- Topsy Stix generates its profit from wholesaling via Connect
- Connect doesn't take a mark up but does charge various fees including:
 - New product listing
 - Product allocations
 - Receiving Fee
 - Administration Fee
 - Storage Fee
 - Assembly Fee
- Retailers make their cut by marking up the Vodka Freezies

4.3 Risk Assessment

Topsy Stix is responsible for constantly evaluating risks and taking corrective actions to provide adequate prevention, control and risk reserves. The following are the risks associated with this business project:

- **Competition:** There is a high possibility of competitors entering the market at the same time as Topsy Stix, especially since ready-to-drink alcohol beverages are becoming increasingly popular
- **Economic Conditions:** Due to the ongoing pandemic, all sectors have been extremely volatile and uncertain
- **Marketability:** There is always a possibility that the company is unable to convince the market to buy the products
- **Inventory:** Demand could be much higher than anticipated and sell out faster than expected, which could end up being problematic since the time required for the freezies takes an average of 6-8 weeks to be made, and with such a short summer in Alberta, Topsy Stix would miss out on an entire season of sales

In order to mitigate those risks, the company aims to implement the following measures:

- Maximize value by creating a high quality product that stands out from any other competitors
- Quickly adapt business model to market conditions, whenever required
- Develop a thorough marketing campaign to ensure successful marketability
- Ordering additional films ahead of time to prevent production delays, in the event that the Vodka Freezies sell faster than anticipated

5.0 FINANCIALS

5.1 Assumptions

Tipsy Stix used the following information in order to create the company's financial forecast:

- General start up-costs that the company has already invested in amounts to \$47 164 and accounts for business plan, incorporation fee, trademark fee, logo, 3d renderings, 8 pack box design, liquid packing machine and GS1 Barcodes
- General start-up costs that the company has yet to purchase amounts to \$52 836 and accounts for the following:
 - Initial Inventory will be set at 50 000 units with:
 - 1 unit = 200 ML
 - 1 case = 100 units
 - Minimum run size of 50,000 units (equivalent to 500 cases)
 - Ingredients and vodka cost is estimated at \$10.80 per case
 - Pack Fee is estimated at \$12.20 per case (consisting of 100 units each, mixed with 4 different flavours)
 - Procurement of air compressor required for making the product with a cost of \$8850 (*see Appendix 8*)
 - AGLC Registration Fee and Liquor License cost is set at \$400
 - 13 Rolls of plastic films for the Vodka Freezies will cost \$5910 and will be able to accomodate 166 400 units (12 800 per roll)(*see Appendix 9*)
 - A total of \$25 676 will be allocated towards the development of the company website as well as initial marketing cost to launch the brand
- Forecasted incoming inventory are estimated to be:
 - YEAR 1: 50 000 units
 - Cherry Vodka Freezies: 12 500 units
 - Orange Vodka Freezies: 12 500 units
 - Lemonade Vodka Freezies: 12 500 units
 - Blue Raspberry Vodka Freezies: 12 500 units
 - YEAR 2: 100 000 units
 - Cherry Vodka Freezies: 25 000 units
 - Orange Vodka Freezies: 25 000 units
 - Lemonade Vodka Freezies: 25 000 units
 - Blue Raspberry Vodka Freezies: 25 000 units
 - YEAR 3: 150 000 units
 - Cherry Vodka Freezies: 37 500 units
 - Orange Vodka Freezies: 37 500 units
 - Lemonade Vodka Freezies: 37 500 units

- Blue Raspberry Vodka Freezies: 37 500 units
- Numbers of forecasted sales have been estimated based on the following (each unit being sold for \$1.50, with a suggested retail price of \$2.25):
 - 60% of inventory sold in YEAR 1
 - 70% of inventory sold in YEAR 2
 - 80% of inventory sold in YEAR 3
- This financial modelling uses a turnover inventory rate of 6 in order to calculate storage fees
- CLS Charges are calculated based on the following fees:
 - New product listing: \$76.51 per product for 4 different flavours
 - Receiving: floor load cost is set at \$0.42 per case
 - YEAR 1: 300 cases
 - YEAR 2: 700 cases
 - YEAR 3: 1200 cases
 - Administration: \$0.25 per case at the time of receiving into warehouse
 - Storage: \$0.98 per case, per month, until per product annual sales exceed approximately 300 cases, then \$.46 per case
 - Assembly: case rate is \$1.04
- All cost of inventory are calculated based on Ingredients and Vodka cost of \$10.80 per case, in addition to the Pack Fee which is estimated at \$12.20 per case (consisting of 100 units each. mixed with 4 different flavours), with the assumption that product demand will rise and inventory amount will increase year-over-year
 - YEAR 1: 50 000 units (500 cases)
 - YEAR 2: 100 000 units (1000 cases)
 - YEAR 3: 150 000 units (1500 cases)
- Insurance is estimated to cost \$ 1500 a year
- Transportation cost is estimated to be \$15 per case
- For the time being, no salary or wage benefits are accounted for, as Tim, Ben and Dave will be handling the day-to-day operations. They both have other resources of income, therefore won't be paying themselves from Topsy Stix until a few years down the line when the business is highly profitable. Instead profit will be re-invested into the company in order to help it grow.
- Bank Fees are estimated to be \$10 per month
- Legal Fees are estimated to be \$5000 per year, on retainer
- Accounting cost is estimated to be \$2500 per year



5.2 Financial Summary

START-UP COST

START UP COSTS	Cost
General Start-Up Costs (already paid for)	\$47,164.00
Business Plan	\$7,875
Incorporation fee	\$600
Domain Fee	\$230
Trademark Fee	\$1,757
Logo	\$1,200
3D Renderings	\$4,000
8 Pack Box Design	\$2,200
Liquid Packing Machine	\$28,100
GS1 Barcodes	\$1,202
General Start-Up Costs (to be purchased)	\$52,836
Initial Inventory for 50 000 units	\$12,000
Air Compressor (<i>see Appendix 7</i>)	\$8,850
AGLC Registration Fee	\$200
AGLC Application for Liquor License	\$200
Website and Initial Marketing Budget	\$25,676
Plastic Films for 13 Rolls (<i>see Appendix 8</i>)	\$5,910
TOTAL	\$100,000

FINANCIAL FORECAST

	Y1 2021	Y2 2021	Y3 2023
Inbound (inventory)			
Cherry Vodka Freezies	12,500	25,000	37,500
Orange Vodka Freezies	12,500	25,000	37,500
Lemonade Vodka Freezies	12,500	25,000	37,500
Blue Raspberry Freezies	12,500	25,000	37,500
Total inbound	50,000	100,000	150,000
Outbound (Sales)			
Cherry Vodka Freezies	\$11,250.00	\$26,250.00	\$37,500.00
Orange Vodka Freezies	\$11,250.00	\$26,250.00	\$37,500.00
Lemonade Vodka Freezies	\$11,250.00	\$26,250.00	\$37,500.00
Blue Raspberry Freezies	\$11,250.00	\$26,250.00	\$37,500.00

Total outbound	\$45,000.00	\$105,000.00	\$150,000.00
	Y1	Y2	Y3
Average monthly units	7,917	17,083	25,000
Average monthly cases	79	171	250
Average yearly cases	500	1000	1500
CLS Charges:			
New product listing	\$306.04	\$0.00	\$0.00
Product allocations	\$0.00	\$0.00	\$0.00
Receiving	\$126.00	\$294.00	\$504.00
Administration	\$75.00	\$175.00	\$300.00
Storage	\$931.00	\$2,009.00	\$2,940.00
Assembly	\$312.00	\$1,040.00	\$1,560.00
CLS Reporting	\$0.00	\$0.00	\$0.00
Total annual CLS charges	\$1,750.04	\$3,518.00	\$5,304.00
General Start-up Costs			
Already paid for*	\$47,164.00	\$0.00	\$0.00
To be purchased	\$52,836.00	\$0.00	\$0.00
Non-CLS expenses:			
Product Cost	<i>*Included in Start-up Cost</i>	\$24,000.00	\$36,000.00
Insurance	\$1,500.00	\$1,500.00	\$1,500.00
Transport	\$7,500.00	\$15,000.00	\$22,500.00
Bank Charges	\$120.00	\$120.00	\$120.00
Marketing Budget	<i>*Included in Start-up Cost</i>	\$10,000.00	\$15,000.00
Legal Fees	\$5,000.00	\$5,000.00	\$5,000.00
Accounting	\$2,500.00	\$2,500.00	\$2,500.00
Total non-CLS expenses	\$16,620.00	\$58,120.00	\$82,620.00
Total costs	\$71,206.04	\$61,638.00	\$87,924.00
Consignment Revenue	\$43,249.96	\$101,482.00	\$144,696.00
Profit	-\$27,956.08	\$39,844.00	\$56,772.00
Owner's Contribution			
Amount Invested so far	\$47,164.00	\$0.00	\$0.00
Additional Contribution	\$37,836.00	\$0.00	\$0.00
Total Owner's Contribution	\$85,000.00	\$0.00	\$0.00
Inflow-Outflow			
Grant Funding	\$55,000.00	\$0.00	\$0.00
Cash-on-Hand	\$64,879.92	\$104,723.92	\$161,495.92

Closing Statement



Upon in-depth analysis, it has been determined that the development of Tippy Stix is a good venture to pursue since research has shown that the overall Vodka and Ready-to-Drink market projects a continued growth trajectory over the upcoming years, therefore indicating a strong opportunity to enter the market and create a unique product that will disrupt the industry.

In order for Tippy Stix to be up and running, *the owners will be contributing a total sum of \$ 85 000* towards the project and **seeking grant funding of \$55 000** in order to cover the initial development cost of the company.

Tippy Stix is expecting the following profit:

- **Year 1:** (\$27 956)
- **Year 2:** \$39 844
- **Year 3:** \$56 772

The company will not be profitable during its first year in business, however positive profit as early as the second and third year showcases the viability of the concept and its potential for quick growth, which indicates that Tippy Stix Vodka Freezies is indeed a lucrative and scalable business idea.

APPENDIX

1. Liquid Packing Machine Purchased

Order details

View ContractReorder

Order Number: 57128475001024076 Order Date: 2020-10-10 21:13:20

Supplier:



Xi'an Easyrealm Co., Ltd.
Contact Name: Angela Zhao
Registered company address: CN,Shaanxi,Xi'an,Room 804, Unit 1, Building 3, Ziwei Shangceng, No. 5A, South Taibai Road, Yanta District
Company Tel: 0086-29-88447069
Company Email: service@easyrealm.com

Buyer:

No Company Name
Contact Name: Ben Marquis
Company Email: benmarquis@hotmail.com

Product details

No.	Product name	Quantity	Unit	Unit price	Total
	 YLM-480LS Automatic 4 Line Liquid Packing Machine	1.00	Piece(s)	USD 22,255.0000	USD 22,255.00
Product Description:1. Parameters: Model: YLM-480LS; Number of Line: 4 lines; Speed: 10~40bags per line per minute; Bag Size Range: L:120~350mm; W: 35~60mm; Packaging Film Width: Max. 480mm; Packaging Film Thickness: 0.07~0.1mm; Bag Sealing Type: 4 sides sealed; Bag Cutting Type: flat cutting with easy tear open; Control System: PLC + touch screen; Power Supply: customized; Air Consumption: 0.8 MPA, 0.8m3/min; Dimension: about 1555mm*1686mm*2400mm; Weight: about 550kgs; Machine Material: SS304. 2. It includes 1pc of YLM-480LS automatic 4 line liquid packing machine (normal liquid hopper on top with mixer) + ribbon printers + 1pc of take-away conveyor. 3. This machine is used for liquid packing. It produces 4 bags at a time and completes liquid dosing & filling, bag forming & sealing and date printing automatically. 4.Packing: wooden case, suitable for international sea transportation. 5. Terms of Payment: T/T 40% deposit within 7days after the order confirmed, T/T balance 60% when goods are finished. 6. Port of Loading: Guangzhou Port; 7. Port of Destination: Port in Canada; 8. Warranty: it is 12 months from the shipment date. 1) When the machine is used under normal operating conditions for its intended use and it has problems and its parts need changing: - The seller will provide parts for free, with the shipping costs afforded by the buyer. 2) For the following situations, the seller will provide parts not for free but will charge. - Normal wear-and-tear. - If the faults, damage or other consequences is arising by external causes, including catastrophes, power failures, transients, over-voltage on interfaces, environmental extremes, or improper use, maintenance, or application by the buyer or by any third party.					
Total Product Price USD 22,255.00					

Shipment terms

Shipping method	Trade Terms	Shipping Fee
Sea freight	CIF:You need to afford any of other fees except for the shipment fee and insurance fee during shipment. When the goods arrive at the destination port, you need to do the import customs clearance and pay the import duty as well as any other destination port fees.	-
Shipment date	Shipping From	Export Method
Ship 40 day(s) after full payment is received	CN	OneTouch Agency Export
Shipping Address		
Ben Marquis,+1-3065759095, St John's, NL, Canada,St John's,Newfound Land,Canada		

Payment terms

Payment method	Total Order Amount	Initial Payment	Balance Payment Amount
	USD 22,255.00	USD 8,302.00	USD 13,953.00

Trade Assurance Terms

Post-shipment assurance

- Your actual payment will be fully covered
- If the quality of the products does not match the standards set in your contract or the supplier did not ship the goods on time, you will be eligible for a refund within 30 days of delivery.

Order remarks

2. Business Plan Service Agreement

SERVICE AGREEMENT



Please see below a detailed outline of a proposal for services as well as the terms & conditions:

PROJECT SCOPE & TIMELINE: This project is expected to be completed within approximately 3-4 weeks.

OBJECTIVE: To develop a custom business plan for Topsy Stix

1. Term

The term of this Agreement shall begin upon signing this service agreement and will be ongoing until the project is completed.

2. Services

The Contractor will provide the following services :

Full Business Plan (including the following):

- Company Profile
- Market Research
- Competitive Analysis (Swot)
- Sales & Marketing
- Operations
- Financials (3 year financial forecast)

PRICING: \$ 7 500 CAD

Doc ID: 08617f480f2d7e2791ecb68e8129415af561a975

SERVICE AGREEMENT

3. Compensation

In exchange to providing the services as outlined above, the Contractor will be paid the total sum of \$7500 CAD (plus 5% GST).

FEES AND PAYMENT SCHEDULE: A flat fee of 7500 \$ CAD (plus 5% GST) will be charged for this project (Prices have been determined based on the estimated amount of hours required to complete the project as well as the complexity).

Initial Payment: 50% initial deposit required upon proposal acceptance (3750 \$ CAD plus GST)

Final Payment: 50% due upon project completion (3750 \$ CAD plus GST)

All payments are final.

3. Transaction Record of Incorporation Fee

7/15/2020

Innovation, Science and Economic Development Canada



Government
of Canada

Gouvernement
du Canada

Your order

✔ Transaction approved

This order is now complete. Your transaction of **\$530.00 (CAD)** was approved.
Please print this page and keep it as your transaction receipt.

Transaction record

Merchant:

CIPO

Transaction type:

Purchase

Transaction amount:

\$530.00 (CAD)

Account type:

VISA

Cardholder name:

Benjamin Marquis

Card number:

4510***6209

Date / Time:

2020-07-15 10:42:14

Reference number:

663257740017221270

Authorization code:

064527

Order Id:

8445136

4. Transaction Record of Domain and Trademark Fee

Domain fee-\$230
usa trade mark \$1757.15

5. Topsy Stix Design Development Cost



Attn:	Benjamin Marquis
Client	Topsy Stix
Estimate #	TS-001
Contact Information	306-575-9095
Project	Packaging, Branding, TTB U.S. Gov. Compliance
Date	10/6/20

Project 1: Option B: Create a new Topsy Stix logo design	\$1,200.00
Project Details: 1. Ignite will design 3-4 unique logo designs based on client direction. Logos will be designed in conjunction with the packaging design project below to ensure that the logo works with other packaging design/label graphic elements. 2. Final logo will be created in standard industry formats: Jpeg, EPS, TIFF, AI. 3. Ignite will also create a Logo/Brand ID usage page showing a variety of ways the logo can be used. Pantone colors, fonts, sizes, etc.	
Project 2: Complete plastic sleeve layout and final art - Includes 3D rendering and U.S. government compliance	\$4,000.00
IGNITE will design 3-4 photorealistic sleeve packaging designs for based on client direction of product look, feel, and target market demographics. Client will choose one concept which will then be finalized for production. Project Details: 1. Final sleeve artwork according to specifications ready for printing. 2. Photorealistic image of the sleeve that can be used for promotional materials until actual bottle is produced. 3. Artwork created for TTB government or other foreign government approval (COLA). 5. Back/Side of sleeve artwork design with government mandatory items. 6. IGNITE will give detailed instructions to the sleeve printer to explain the parameters of how the artwork should be printed.	
Project 3: 8-pack box design	\$2,200
Ignite will work directly with the client to help conceptualize and develop custom glass designs based on client direction and sample imagery. This project will be completed in tandem with Project #2 above. Project Details: 1. Final 8-pack box artwork according to specifications ready for printing. 2. Photorealistic image of the box that can be used for promotional materials until actual bottle is produced. 3. Artwork created for TTB government or other foreign government approval (COLA). 5. Back/Side of sleeve artwork design with government mandatory items. 6. IGNITE will give detailed instructions to the sleeve printer to explain the parameters of how the artwork should be printed. TIMELINE: 4-6 weeks based on client feedback and number of changes. 3 rounds of changes included in this proposal.	
Total	\$7,400.00

6. GS1 Record of Payment



Bill To:

Marquis innovation group inc.
Attention: Tim Marquis
2104 - 1078 6 Avenue Southwest Downtown
Calgary AB CA T2P 5N6

For details on payment terms, [click here](#)
For payment-related enquiries, please contact us at ebilling@gs1ca.org
For all other enquiries, please contact us at info@gs1ca.org

Invoice

Invoice No.: N-565799
Invoice Date: November 11, 2020
Due Date: December 11, 2020
Customer No.: 0068782385395
Subscriber ID:
Customer P.O. No.:

To pay, [click here](#)

Item No.	Description	Company Prefix	Quantity	Unit Price	Amount (CAD)
AM	GS1 Canada Annual Subscr. - Corporate Level		1	\$1,500.00	\$1,500.00
ACT2	Subscription Activation		1	\$245.00	\$245.00
*AMDIS	SME Subsidy		1	(\$600.00)	(\$600.00)

7. Air Compressor (To Be Purchased)

11/17/2020

Ingersoll Rand UP6-10TAS-150.200-3 10-HP 80-Gallon Rotary Screw Total Air System 208V 3-Phase150PSI



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Ingersoll Rand 10-HP 80-Gallon Rotary Screw Total Air System (208V 3-Phase)(150PSI)

Model: UP6-10TAS-150.200-3

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\$8,849.99

Free Shipping 

Factory-Direct Ships in 4-7 Business Days

Factory items ship direct from the manufacturer. Shipping times vary.

Shipping to T1A+T [Update Shipping Details](#)

8. Plastic Films (To Be Purchased)



PRICE QUOTATION

Customer Name: Marquis Innovation Group Inc						Date: December 30, 2020				
STRUCTURE	DESCRIPTION	WIDTH	REPEAT	UP	ACROSS	IMP AREA (sq. in.)	ROLL LENGTH (meters)	QUANTITY	UNIT OF MEASURE	PRICE CDN \$
ESE 1250 L05HS1	12 microns polyester/50 microns proprietary polyethylene coextrusion 3 Colours - Line	420	381	1	8	31.004	914	MIN 13 26	RL RL	\$454.59 \$368.55
Approximate art and plate charges \$400 - \$600 per color per design for line work with digital files supplied Artwork charges will escalate with each revision Prices subject to review upon receipt of artwork specifications Description above reflects nominal film thicknesses										
TERMS						CONTACT INFORMATION				
Prices are subject to Quarterly review and adjustment for significant changes in raw materials. Shipping is prepaid on orders over \$5000.00. Terms of payment: Net 30 days upon approval. Make and Ship Winpak may require additional application detail before processing a manufacturing order to ensure our structure(s) is correct for your application.						Delivery of quantities at the following levels shall constitute good and sufficient delivery and the Buyer shall pay Winpak's prevailing unit price for goods delivered: Order Line Amount Quantity Tolerance ~\$5,000 Between 50% and 150% \$5,000 to \$10,000 Between 55% and 125% ~\$10,000 Between 65% and 115%				
						100 Saulteux Cres Tel. 204-889-1015 Winnipeg, MB Fax 204-832-7781 Canada R3J 3T3 www.winpak.com				

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LCRB (January 2021), *The Liquor and Cannabis Regulation Branch* [URL](#)

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