"Business for Good is Good for Business"

Over the past several years Local Heroes, (a PowerPlant affiliated company) has designed a processing Platform known as the GeN "X-2". The software is built based on the same principals as the credit/debit card networks controlled by Visa and MasterCard. The Platform supports several proprietary Program Models that will dramatically increase sales at small/medium size businesses resulting in more dollars circulating in the communities where transactions take place. Each and every transaction instantly directs a donation, (a minimum of 25% of the Card-holder benefit) to "local-only" nonprofits, public high schools & universities and churches of all denominations. These organizations located in the communities where the Program transactions take place.

It is an irrefutable fact, (Santa Fe Independent Business Report, Angelou Economics) that local businesses reinvest almost four times as much of their gross income in their own communities, where large corporations send most of their income out of the community to corporate headquarters. There the money is paid out in ridiculous executive salaries and is used to purchase goods from national suppliers, **not** in and around the communities where these corporations have their locations. Almost in all cases these funds never find their way back to the community in which they were extracted.

The GeN "X" software will help to level the playing field and competitive disadvantage between Main Street and Wall Street. Given the ongoing national debate highlighting a growing problem of income inequality, Local Heroes intends to be part of the solution and in the process help create a business environment for Main Street that is more balanced.

With even a small percentage shift in customer behavior, (the potential exists to be significant) outcomes would produce a major increase in foot traffic/sales at **local-only** businesses. A business cannot become a Member of Local Heroes unless they maintain local ownership with no exceptions. The Program Models provide Cardholders targeted incentives based on their preferences and transactional history. With increased business comes the opportunity for Merchant Members to hire additional staff and create good paying middle class jobs. With the implementation of Local Heroes in the major US cities, (everything required is now ready), the Programs will create thousands, leading to hundreds of thousands of sustainable jobs. The Programs will also provide for improved relationships between Merchant Members and their representation among local chambers and city/state government.

What makes Local Heroes different and the reason the software was created is that each transaction automatically generates residual and reoccurring donations to organizations in surrounding communities. These groups are suffering from a decline in donations, with a new source of revenue these organizations are equipped to address the serious and systemic problems in these communities,

(community's large and small, rural and inner city). The Programs provide 100% transparency to all participating Merchants, Cardholders and donors. Anyone, (including the public) can visit the program website and track every donation to see where and how the donations are allocated and spent. Finally, the Programs provide the inspiration for all stakeholders to work together for the greater good of their community.

Merchant Membership

Participation for Member businesses is a simple download. The GeN "X" Trigger Module is compatible with over 40 POS devices. Participating businesses can use existing terminals or are provided with an upgraded terminal that includes the POS application. All terminals provide access to a host of value-added applications and real-time CRM Programs. In cases where Merchants cannot afford, the Program Terminals are provided free of charge.   The CRM Platform greatly enhance marketing and promotional efforts of our Member businesses year-round. The Platform provides Merchants with turnkey Applications and data-rich reporting to improve their direct interaction with new and existing customers.

Program Models have been developed to leave very little for Member businesses to consider, except selecting which Applications to engage and when that best suits Members individual marketing and promotional needs. This allows the small business owner opportunities to create personalized loyalty, stored value, VIP and gift card programs and the ability to instantly monitor results. Members have the flexibility to then adjust marketing strategies while remaining competitive as seasonal business cycles dictate throughout the year.

Cardholder recruitment and enrollment will be targeted mostly through public high schools, universities, churches and nonprofit organizations. Secondary distribution will be performed through local banks, community organizations and social networks.   Strategically placed kiosk locations will be setup and staffed to provide community relations and assist in consumer and community awareness.

Revenue Example;

➢   PowerPlant Park has offered the City of Richmond 5% of our gross revenues for their general operating fund as part of our overall revenue model; $30.44M x 5% =s $1.52M
➢   PowerPlant has offered the City of Richmond 5% of our gross revenues for local nonprofits, schools and churches; $30.44M x 5% =s $1.52M
➢   The City of Richmond will also receive 5% tax revenue from our Tenants production which will be approx. $100M x 5% =s $5M
➢   All together the City of Richmond will receive approx. $8M per year from all 3 categories of revenue from production at PowerPlant Park
➢   There are also 28 additional Greenhouses in Phase II, so the revenues above will increase when Phase II is occupied.

Cannabis Regulatory Commission