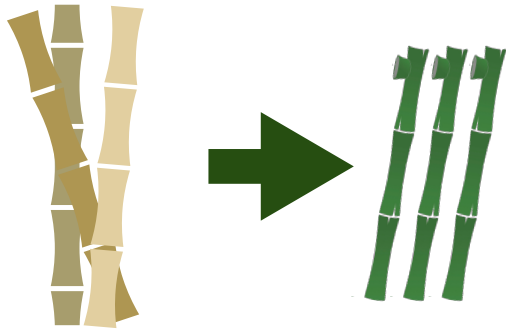


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## Environmental Problem

*Arundo donax*, or giant reed, is an invasive plant species that thrives around rivers and streams. Individual *Arundo* stems can grow up to four inches per day and reach a height of 30 feet. The plant infests hundreds of thousands of acres across the country, and approximately 10,000 acres of land throughout California. Affected riparian landscapes have **less available water, increased risk of both fires and floods, and reduced habitat quality**. *Arundo* removal projects are imperative for controlling the reed, but are laborious and expensive.



## Environmental Solution

Bad Grass creates consumer products thus promoting demand for *Arundo* biomass. By **introducing a line of cannabis pipes** that are strategically positioned between joints and pipes, we can attract customers interested in smoking out of disposable pipes. Since the pipes will be intended for a handful of uses, **consumers** will continue to purchase more. By **reinvesting profits**, Bad Grass will help the environmental problem by putting **money back into *Arundo* removal**.

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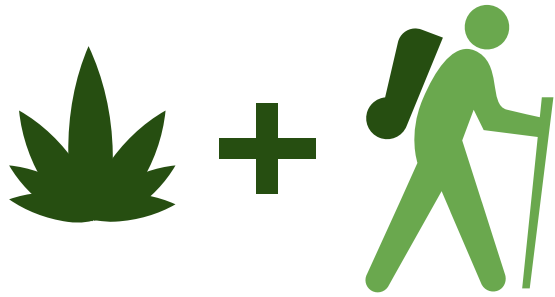
Founded by passionate eco-  
entrepreneurs bringing  
innovative solutions to a  
protracted invasive plant  
environmental problem.



Find us at

[https://badgrassucsb.wixsite.com/  
badgrass](https://badgrassucsb.wixsite.com/badgrass)

## Customer Problem



Customers like pipes, but the positives do not always outweigh the negatives. First, **pipes** are almost solely made from glass, which **break easily**. Second, pipes are much more expensive than **joint paper**, which is a common substitute but do not allow consumers to control how much they smoke and are **not durable**. Finally, pipes become unusable after enough residue has built up.

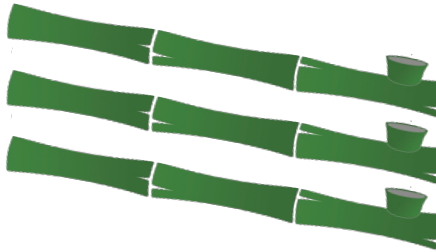
We have identified the perfect customer segment to target: **people who consume cannabis while adventuring outdoors**. Bad Grass makes a durable, compact, all natural compostable pipe. We are not competing directly with joints or pipes, we are re-segmenting the market by adding a **new smoking apparatus** that serves a unique role.

## Customer Solution

**Bad Grass makes a durable, compact, all natural compostable pipe!**

*"I like joints but they are wasteful. Prefer pipes but do not want to break when adventuring outdoors."*

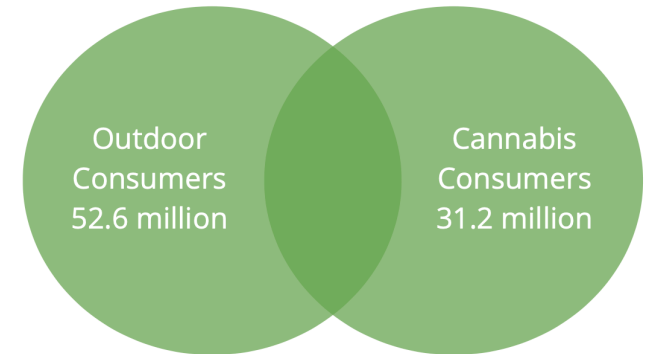
Anonymous Customer



### Why Bad Grass Pipes?

Particularly **well-suited for outdoor adventuring**. They offer a **sustainable alternative** with better intake control for people that prefer joints, and give pipe smokers a sturdy and convenient way to enjoy pipes in the outdoors. Understanding our product's value proposition led us to research the outdoor industry as well so we could narrow down our exact market.

## Market Opportunity



From our interviews in the weed industry we identified a common demographic—there are many 21-45 year old cannabis consumers who also participate in the outdoor industry. From our interviews we found that about 70% of cannabis consumers were also outdoor enthusiasts and 50% of them consume cannabis while adventuring outdoors. This is the perfect customer segment, with more than **10 million customers**. We anticipate this customer base to continue growing and the leading force behind that is the rapid growth of cannabis consumers.

INCREASE IN  
ANNUAL LEGAL  
CANNABIS SALES

**31%**  
IN 2019



**Bad  
Grass**

The logo for 'Bad Grass' is written in a stylized, cursive font. Below the word 'Grass', there is a small illustration of a pipe with smoke rising from it.