

OTC Markets Group

Joining us today is Geoff Selzer, the CEO of Resonate Blends the trades on our OTCQB Venture Market under the ticker KOAN. Based in Calabasas, California, Resonate Blends is a cannabis holding company focused on their holistic wellness and lifestyle brands. The company's strategy is to create growth by building a portfolio of research organizations with innovative emerging brands and retail channels. Geoff, thanks so much for joining us today.

Geoff Selzer

Thank you, Cecilia. It's nice to be back.

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So last year you joined us for a discussion to introduce Resonate Blends story to our listeners, and we're very pleased. You've back for an update. Remind us about the origin of Resonate Blends and your vision for the role of cannabis in the wellness industry.

Geoff Selzer

All right. Well, I started working in the cannabis industry about, about the four and a half years ago now. And it was at a, at a time in working with people that were moving from the gray market into the compliant market. And one of the things that we noticed while we were going through this is, is one, there was an enormous amount of anecdotal evidence about the, the, the benefits of cannabis in a, in a healthy lifestyle, but there was also a tremendous amount of confusion about it. people were not clear about the benefits, how to use it, how to calibrate it, how it fit into a lifestyle. And we decided to build our brand and build our around demystifying cannabis, providing a context for cannabis to become a healthy part of our culture and a healthy part of people's day to day normalized lifestyle. So, we, we came up with this idea of the, the resonate the resonate scale and the idea behind that is to give people a sort of mind map of the different, different capabilities of, of cannabis, the different benefits it provides, and then to develop a line of products that, that tie directly in to the resonate scale. Um we have been spending the, the last year or so perfecting what we call experienced targets, which tie into that. And we have developed a product line that we think is uniquely suited for the wellness lifestyle marketplace, but the origin was really seeing that we had a need to define what cannabis was gonna be for our culture going forward.

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Give us an update and overview of your brands and products, as well as your recent launch of THC based cordials.

Geoff Selzer

Okay, great. We have not launched the cordials yet. We are, we are in manufacturing, there's a hundred thousand bottles in, in the boat from China, 42,000 packages. We are on the way to launching in early March. Cecilia, forgive me, I don't remember exactly where we were the last time we talked. I believe we were prepping the launch for a line of vape products. Is that, is that correct? Do you recall?

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Yes, that's correct.

Geoff Selzer

Yeah. Okay. So, so right around, right around the time we were gonna launch the, the, what, what has been, become to be known as the vape crisis hit us and what that was, was there, there was some problems with the vape products that were causing illness for, for people around the industry. And we were pretty clear on, on what it was. We knew that people were cutting products with, with additives that should not ever be inhaled in the lungs. It turned out it was vitamin E but, but we are a wellness brand. We are completely emotionally, spiritually business wise dedicated to being a wellness brand. And we felt that we could not launch that product into that more market space. So, we decided to pivot. So, after we pivoted away from the vapes, we, we were dedicated to creating another product that would have certain characteristics that were similar to the vapes. One of those is that it could be used socially and two that it would be a product that very accurately and precisely provided the, the type of experience target that we were focused upon now with our, with our cordials, they are water soluble. and that means they are gonna act more like a tincture or a smoke product than they are gonna act like an edible. And that implies that, that the onset will be relatively fast and relatively smooth. And it will be predictable and consistent use after use. there are three ways to take our cordials. One is to treat it, treat it like a, a tincture, and you put it in your mouth and swish it around or swirl it around for about 30 seconds and then swallow it. You have an onset time of about, of about 15 minutes, or you can just shoot it like a shot, but most interestingly, you can take this water soluble product and pour it into any drink that you want. And I, I use ginger beer. I pour it into ginger beer and sip it, sip it throughout an evening. And it allows you to micro calibrate the experience

throughout the evening. And we focus our experience targets. We're launching six target at, at the launch in early March. And they are calm. Calm is very interesting. It's below the psychoactive threshold, so you don't get what people call high, but it, it, it acts very much like an anti-anxiety product and within 15 minutes, it just defragments the mind quiets you down and puts you in a place where you can focus on whatever, whatever you need to, we then have a product called balance, which is the same type of product, except it's just above the psychoactive threshold. So, it puts you a little bit into the flow state love product is designed to reduce the inhibitions around intimacy. Our create product is designed. It, it, it actually has some similar characteristics to love, but it's a little higher vibrational energy inducing for any type of creative process. It's quite a unique product in terms of its effect. And then we have play, which is designed for social experiences, going to concerts, maybe going out and dancing or taking a long hike, something like that. And then wonder, which is the classic sort of cannabis experience that some people might call spiritual it, it opens up your heart and mind and allows you to be contemplative. And, and that it's a little bit more of a solo product or one with a very intimate friend. So, the cordials it's not hyperbole to say that there's never been a product like this in the consumer's space. You literally can share it in a social environment and identify and focus on and bring yourself to an emotional experience that that is highly focused and, and formulated to support your mindful intention about what you wanna do during a particular time, we think it's a social product and there's literally nothing like it in the marketplace. We're very excited about its launch and all the testing we've been doing. We do beta testing. We've been talking to dispensaries, distribution channels and all that people are very, very excited about the product.

### OTC Markets Group

Very exciting. So, with the current economic and political climate, what is your forecast for U.S. state and federal cannabis initiatives and reforms and 2021?

### Geoff Selzer

Well, I think that's, I think that's a very good question. If you don't mind, I wanna break that down to two parts. One is culturally and two is the regulatory environment. I'll, I'll start with the latter. Assuming, assuming that, that were rationalize our, our political environment again, sometime over the next 30, 30 to 60 days, which I think we all probably anticipate I think that the regulatory environment for cannabis is very, very positive. You're seeing, you're seeing states all over the country adopt cannabis regulation in a very positive way. We we're, we're finding that even in the states that are considered rust belt or, or red states the acceptance and the evolution of cannabis products is evolving very, in a very, very positive sense. So, California is obvious that it's, it's one of the

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leaders in the industry, but states like Oklahoma are very, very accepting expansive and openminded towards cannabis. And one of the most interesting markets that in the country right now, we expect that over the next two years, we're gonna, we to be seeing positive legislation on, on continuing on the state basis. And, and we certainly expect so on a federal basis we all, we all know that Kamala Harris is, is very positively inclined and we expect, we expect the, the, the federal regulation to alter, like I said, within 24 months, I'd be shocked if it took 36 months. So, we're very optimistic about, about federal legalization and we've structured our business and our licensing and our marketing in such a way that we have established ourself to be prepared for federal, federal legalization. in addition to that, we are in the, in, in dialogue, and I want to be very, very careful here, there, early dialogues and, I, don't want to, that anything is gonna happen, but we have already started conversations about licensing in other states. and depending on the state and depending on the regulation, we will either license or we'll set up our own facilities. And that will alter again as federal regulation shift. But what I find even more interesting is what we're seeing culturally about, about cannabis in this environment. So after, after COVID hit us in the early part of, of, of last year, we saw a rapid increase in in, in cannabis sales in California, they were up 30% in a month, and they continued to rise up incrementally across the state. And we also have seen that happening across the nation. And there was a, another phenomenon we saw, which was as reported by, by Kaiser. there was a 60 to a hundred percent increase in the request for mental health services in, in, in, in the state. the implication of that is obviously has to do with, with anxiety and depression caused by the change in lifestyle, which in includes what's going on with us politically includes what's going on with COVID changes in work environment, changes in social environments, all sorts of things, creating anxiety, depression, and just lifestyle changes that people have to adjust to. We, we believe that cannabis has a huge part to play in helping to alleviate some of the stress and some of the, these, these issues caused by the changes in our, in our cold. And we think that the way we have designed our company, and I want to be really clear, we did not design our company for co COVID. We designed our co company for the wellness lifestyle, but, but these people that are struggling with, with environmentally induced anxiety and depression, we don't think they need to go onto SSRI or, or need to go onto Xanax, or are there pharmaceutical drugs that may or may not be addictive, but what if they're able to develop practices utilizing plant-based products that support a healthier, intentional, not only lifestyle, but psychological and emotional state, you know, in the, in the small environment that we work in now, because we're just, we're just testing and we're getting ready to launch. we've had significant impact on people's day to day lives. there's all sorts of all of ways to look at the wellness market about the empowerment market, the, the

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mindfulness market. But one thing that we know for sure is that if you engage in individual and personal wellness, and you're very focused on it, and you turn wellness into a lifestyle, you'll make choices on a day to day basis, that help you create the kind of life that you want, and that will deal with some of these psychological and emotional issues. Again, the evidence for it is anecdotal, but the anecdotal evidence is very powerful. And we believe that if we create an environment for people to be able to choose their mental states and we provide a product that helps support that state, that will not only, not only be support of the time that they're using our product, but it will also raise the consciousness of what the, those states of mind feel like. And, and will, will help people literally learn to be more self-directed on how they deal with their life on a day to day basis on an emotional basis under a great deal of stress. So, we think not only is a regulatory environment perfect for what we're doing, but we think we have a lot to say and a lot to help people during this very difficult period that we're going through as a culture,

#### OTC Markets Group

As an experienced and creative entrepreneur, what are some of the key management tools you have used to help build the Resonate brand?

#### Geoff Selzer

That's a, that's a really good question. So, one, I believe as in any entity, the quality of the company is based upon the quality of the team. And I you know, we, we have, this team has a lot of experience together. One of the people in this company I've worked with for 25 years, another one I've worked with for a dozen years those who have worked together for a dozen years and, and then together, we've worked together for via added it all up probably 50 years, very, very talented team. And I think the best indication of that and the one that made me most comfortable let's say is, is that when we saw the fake crisis and we had to pivot, we were able to pivot and not only pivot, but we were also able to create a level of innovation and keep to our core principles and ethos and mission as a company. And we did it, we did it rapidly. We did it effectively. We, it professionally, and I, I, I hand this, I give credit to that, to this very, very professional team. But one of the things that, that, that we think about as a as a management team overall, is that communication is absolutely critical, creating a single vision. Having everybody support that vision and continually check back and forth with each other, to make sure that one we're re achieving the levels of excellence that we're looking for. And two that we're keeping on target towards what we're trying to achieve in the context of being in a new market and new company that's evolving. And one of the tools that we use, and it's a, it's a very powerful and, and actually little known tool is we use this process called twinning.

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And that is on, in any major undertaking in the company, whether it's about branding or whether it is, it is it's about pipeline or development or manufacturing or communication and education compliance any of those type of things. We always set up a team of two, and we call that 20. And the reason we do that is because, is because it prevents people from getting, getting locked into a singular way of thinking. When you have two people involved in any particular creative or executional problem, they tend to solve problems much more effectively, much more. And with more flexibility, towards whatever speed bumps you might hit, which you indelibly hit every time you try to try to take another initiative in the, in the business. So, it's how we structure the business, but it fundamentally starts with respect and communicate and an aligned vision.

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What other exciting developments do you have in store for 2021 to leverage your growth?

Geoff Selzer

We fully expect that we are gonna be launching our pro our, a new product line. So, the cordials being first, we think that the market is ready. We certainly know our products are ready for, for vapes. So, we suspect that will be our next product. I'm not, I'm not confirming that, but we suspect it. But as we, as we innovated around the experience targets, which actually we perfected around our vapes, and then we developed this, this technology with this wonderful company called OSA of nano emulsification, which allows these, these products to be water soluble and go through your digestive system in an entirely different way than a normal edible. We are combining those, those technologies to evolve a whole pipeline of products that we have lined up for the next three years. I, I, I can't speak too much about them, but, but we are looking at different marketplaces with similar levels of innovation that we brought to the cordial we're cordials. We're very, very excited about our, our roadmap. so that's, that's one. The other thing which, which has evolved since we talked last year, Cecilia, is, is that we are positioning ourselves as a digital native company. And what we mean by that is that we will, of course use the existing dispensary infrastructure to support our sales, but our value proposition to people is quite unique in the marketplace. And we don't think that there is anybody or anyone that can, can communicate, educate people about cannabis and our products and the way that that we are dedicated to doing so. So, we are setting up a , a storefront and we've, we've arranged a ability to deliver within 24 hours across the entire state of California. So that, so that like these shaver companies or underwear companies, or so companies, or any of these other digital native companies that are out there that have, have proven to be very, very effective we think we're gonna be the first

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fully NA fully digital native company out there. And it's one of the reasons why we're so focused on entire family, family of products, but we think that this innovation is not only important for our communication, but it's also very, very important in the face of COVID people don't like to go out and shop the way they used to because of the obvious concerns. But in addition to that, there is also sort of a bit still a bit of a social stigma about walking into a dispensary. So, we feel having, having the having, having the ability to deliver to home is very, are important. And we look at our business very much as again, a company that communicates in a digital native environment

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Resonate began trading on the OTCQB Venture Market in July of 2019. What is your U.S. IR/marketing strategy for 2021?

Geoff Selzer

Well, all right. So since then, we've spent a tremendous amount of time working on the capital structure of the company. we, we are working right now with a, with a Canadian company that does some individual IRS reach out they've been very successful to us, for us we are working with BOAD securities investment banker of, of the year, by the way to help us raise money. And we are working in concert with the, the Canadian IR company and boasted to reach out and communicate with our investors. We have a very, very hands on approach with our investors David Theon, who runs the investor relations for us has a very intimate relationship with the existing investor base. But it's a combination at this stage of our evolution of BOAD and the Canadian IR that we're using right now, we handle a lot of the communication ourselves, and we have an ongoing relationship with a very professional great IR company called core IR. Um right now it's difficult to work with them as we're involved in, in, in raising company at the, the same raising money at the same time the us company, but we expect that over time the level of attention we give to the investment community, our capital structure, communication to investors takes on the, the same level of intensity and transparency and openness that we, we engage in with our product development and product communication.

OTC Markets Group

Well, it's great talking with you, Geoff, and thanks so much for the updates.

Geoff Selzer

Well, Cecilia, thank you. Thank you again. And we love doing these so happy to update anytime you'd like, and thank you for the time and the tension and the



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wonderful questions,

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Resonate Blends trades under the symbol, KOAN on our OTCQB Venture Market

*\*This is an autogenerated transcript and may contain typos.*