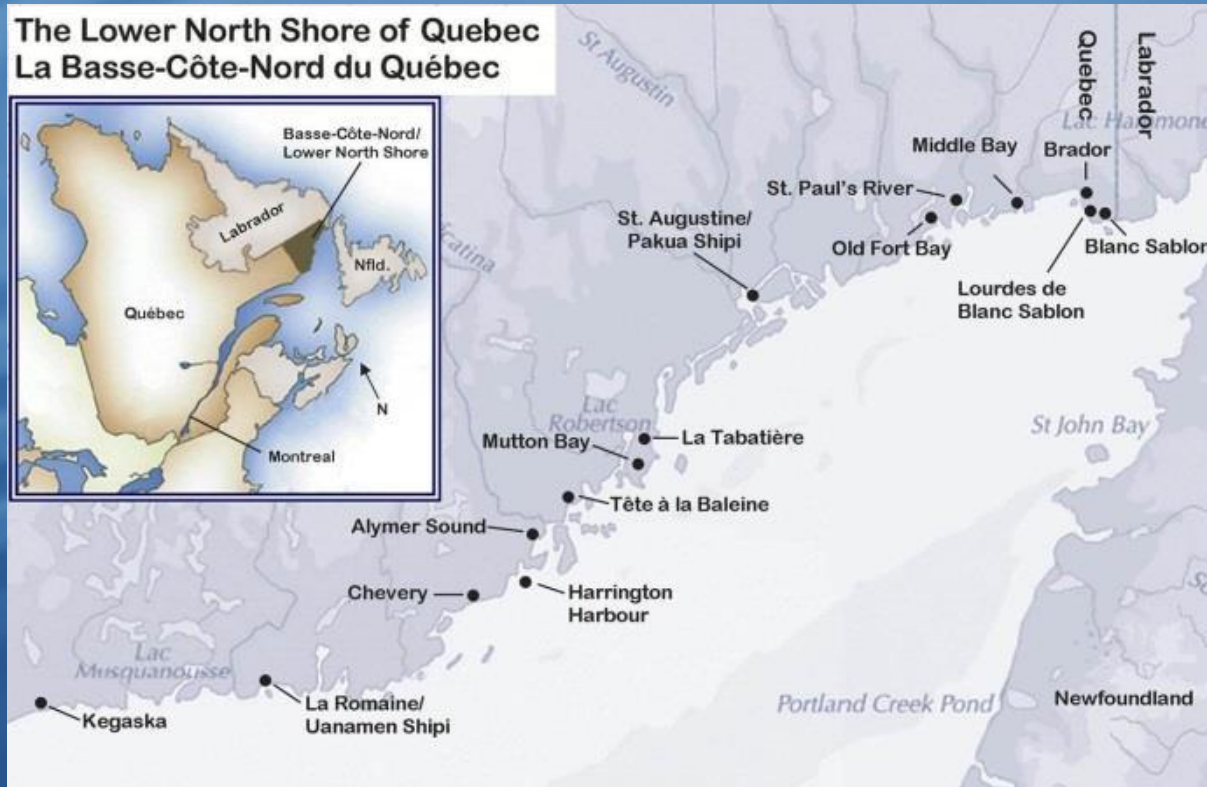




Developing the North through Innovation

*Coasters Association Inc and Lower North Shore
Bio Products Solidarity Cooperative*

Marine, Wildberry and Non-Timber Forest Product Development in the Lower North Shore Region



Land mass: 65, 148.50km²
5 Municipalities
13 Communities
2 Native reserves

Population: 5126
70% Anglophone
60%

Unemployment rate

Lower North Shore

Bio-Products Solidarity Coop

The Lower North Shore Bio-products Solidarity Cooperative was formed in 2012. Its mission is to stimulate local economic diversification through the sustainable and added-value exploitation of indigenous wild berries and other natural resources.



The Bioproducts Solidarity Cooperative is a leading
Innovator transforming
“Traditional Ecological Knowledge”
into local economic development opportunities...



A Way of Life

Native people lived and thrived off of Birch Water and unique berries with potent antioxidants, minerals and enzymes for cellular skin health and hydration.



The Science Behind the Products

- After teaming up with leading scientists, the coop worked to identify what was the scientific explanation for the health of the population and why were they thriving.
- This led to the discovery of unique antioxidants and healing water from our indigenous sub-arctic lands.



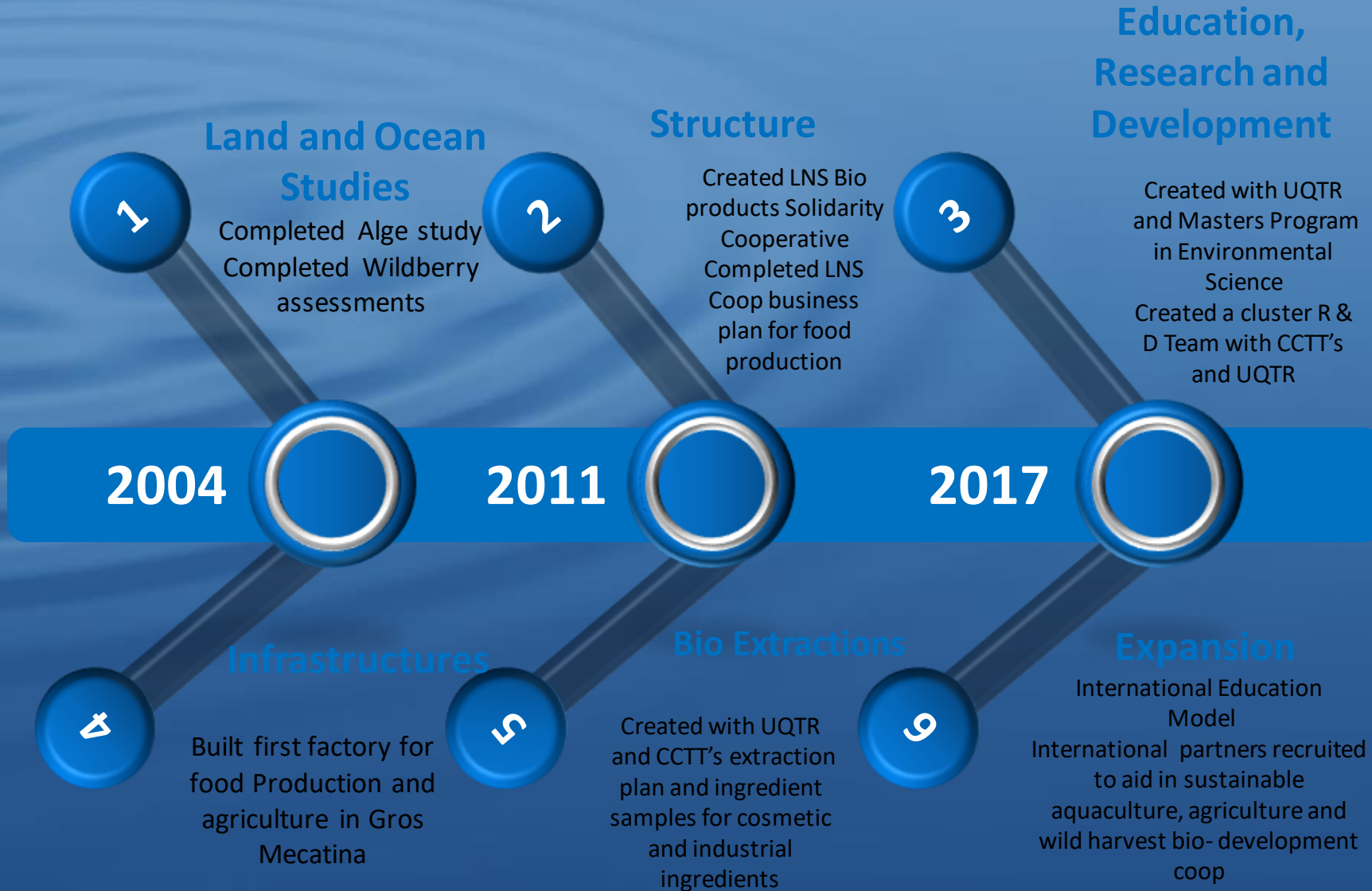
WE ARE **PRESERVING**...

Our Traditional Ecological Knowledge

The Coop and Coasters Association are working in collaboration with two (2) Universities, Eight (8) Centres Collegiaux de transfert de technologie (CCTT's), and Industry Partners to maintain the royalty rights to the intellectual property (IP) so they can be invested back into the region and its people.



Timeline



Business Growth

Leading the shift in the bio economy

- Lead through innovation
- Create an education model that could be shared with the international community
- Bring global investment to the province
- Bring growth to Northern regions

A group of women with a dream

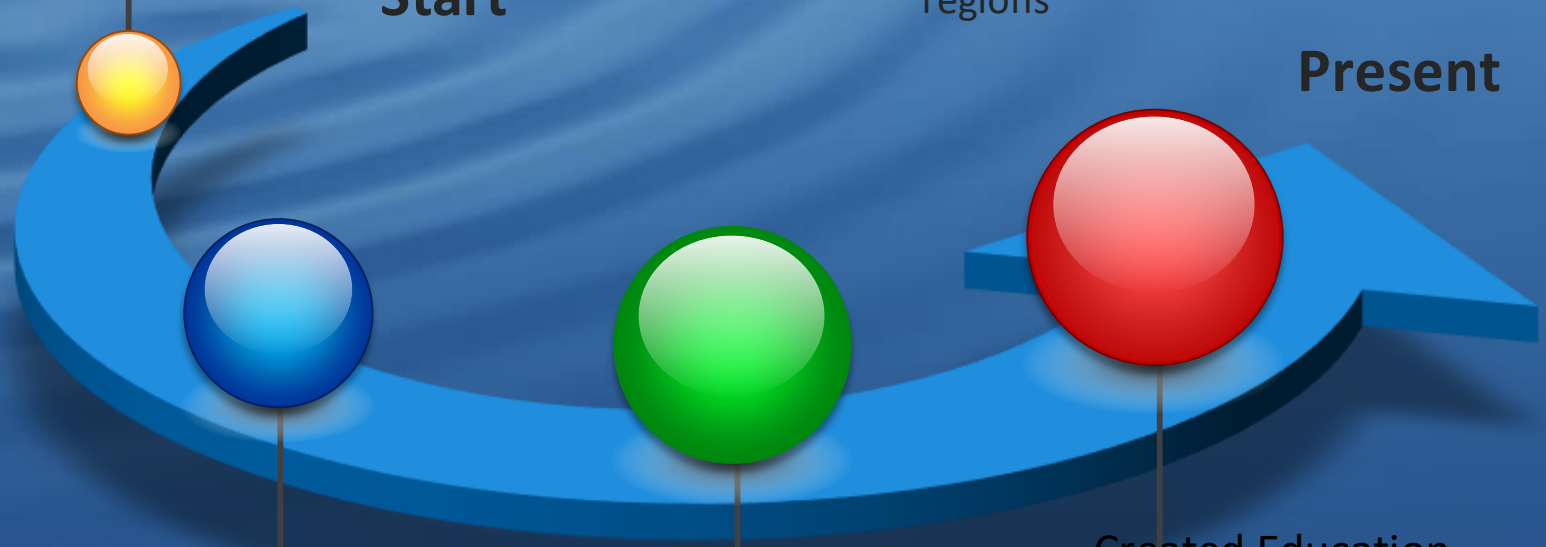
Start

Present

Valorized resources
and created coop
structure

Built first factory and
launched food line

Created Education
model and Research
cluster to develop
extracts for industrial
and cosmetic industry



When We Work Smart and **build together**

We collaborate, build partnerships, increase productivity and deliver quality products.



We are Committed to improving...

the economic & social development of the communities across the region, province, country and world



Our advanced science based research enables our Coop to have a credible place in the food, pharmaceutical and industrial market place

“The sub-artic products developed in the region will be the new Amazon in the market place!”


~Shana Nazar, Past VP R & D Estee Lauder, New York


We Produce
Exceptional Results





PARALLELE / 51[®]


Building our Economy

 **Food Products** -Our food products can be branded and sales maximized

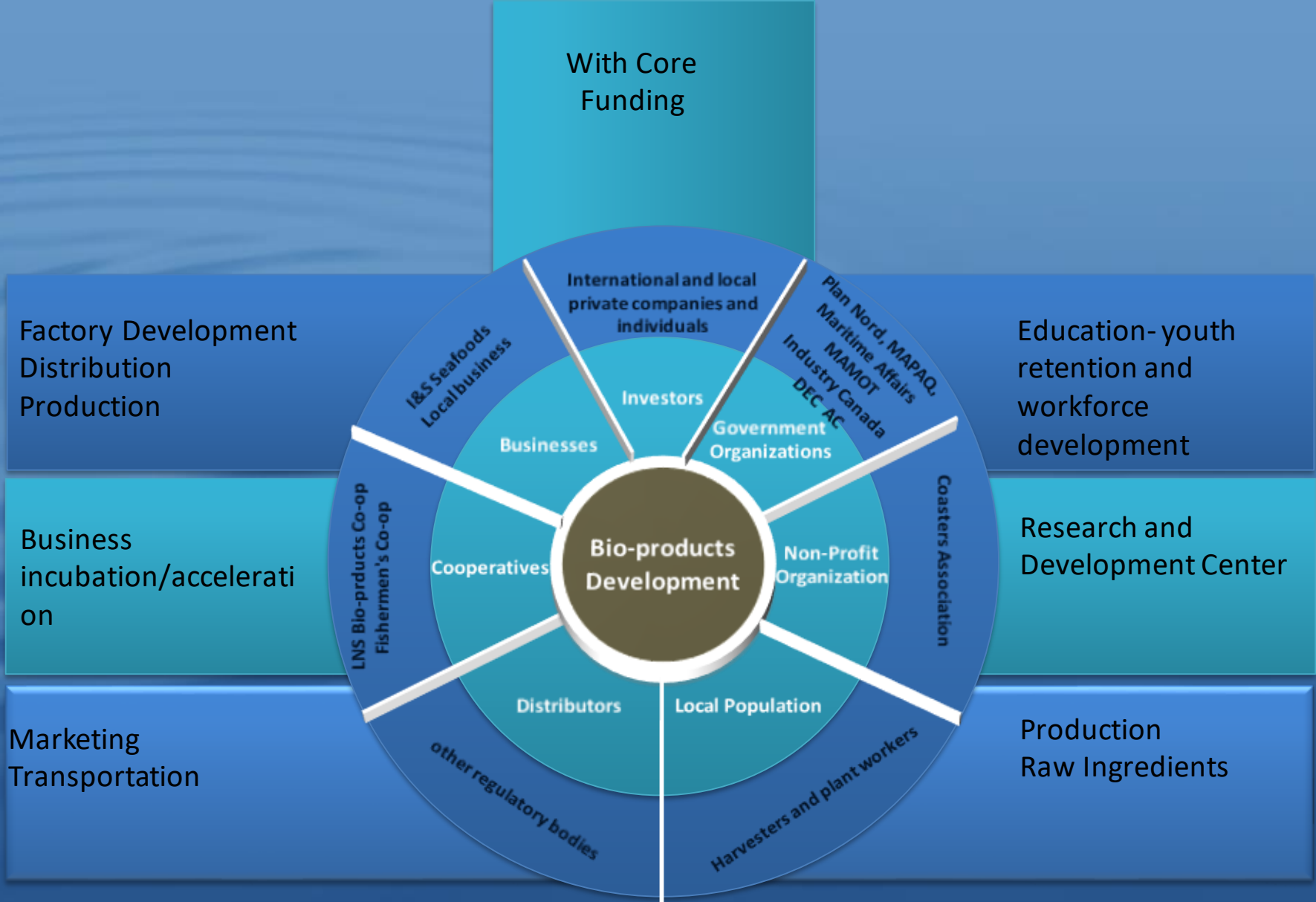
 **Cosmetics**- The northern regions have an incredible story and point of difference to bring cosmetics to the market place.

 **Industrial ingredients**- Lead the development of such movements as clean ingredients and bio degradable packaging

 **Aquaculture**- The pristine region of the Lower North Shore will be an ideal location to develop various aquaculture initiatives

 **Agriculture**- We have a high potential to develop native crops, supply compost and feed to the agriculture industry





Our Proposal for Development

Three Pillars of Investment Needed



Salaries



Infrastructure
and
equipment



International
Partnership

Steps to Change

Through :

- Education
- Economic Development
- Increased Community Vitality

You will be:

“Giving a region the tools to motivate and save itself”



Our STRENGTHS our SERVICES

Creating a model through

The coop in partnership with the Coasters Association, provides an end-to-end, vertically integrated approach to bringing innovative raw materials and finished products to commercialization. We provide deep technical, operational and commercialization expertise, resources and value that is not available across the Bio-Development and marine industry today.

1

Business Need Identification

Providing over 100+ combined years of business development/brand launch expertise across the health and beauty segments.

2

Ecosystem Sustainability

Monitor and ensure local ecosystem can sustain development initiatives. Provide guidance and training as necessary.

3

Research & Development

R&D facilities - Trois-Rivière, Québec
Formulation lab - Hauppauge, New York
Consulting services analyzing current and new technologies

4

Extraction & Manufacturing

Extraction capabilities in our Lower North Shore 25,000 sq. ft. facility.
Mfg. facility partnerships in Montreal, New Jersey, California and Shanghai.

5

Marketing & PR

Deep branding, marketing, PR expertise with proven track record of developing and launching over 1,000 brands worldwide.

6

Commercialization

Strong multi-channel relationships across ecommerce, MLM, retail segments.
Warehousing/Dist. and Sales network across US, Asia and South America.

Our Team



Kimberly Buffitt
President, Coop SBBCN &
Director of Programs,
Coasters Association



Shelia Downer
Vice President, U Arctic



Simon Barnabe
Chaire de recherche industrielle en
environnement et biotechnologie (CRIEB,
titulaire)
Chaire de recherche industrielle sur la
bioénergie et la bioéconomie régionale
(BEE, cotitulaire)
Université du Québec à Trois-Rivières



Pierre Erwes
Director, Bio Marine Network



Liliana George, PhD
Pure Beauty Concepts

....
.



Tian Wang
Technical Advisor



Shahan Nazar
Technical Advisor



Robyn Watkins
Holistic Beauty Group



Vince Penna
SVP, Clean Culture Labs



James Buckle
President, Dist. Co

Dean McKinnon
V.P., Dist. Co.

Medium Term Goals

Year 1

Nutraceutical
Cosmetics
and raw
ingredients

Aquaculture and
Agriculture

Education,
Research and
Development

2017-2018

Secure staffing to establish center and establish international network and members
Set-up lab infrastructures for extraction
Finalize cosmetic formulations and branding
Complete assessments for

Year 2

Implementation

Agriculture and
aquaculture

Cosmetics &
Industrial
ingredients

Education,
Research and
Development

Manufacturing,
Marketing, Sales &
Distribution

2018-2019

Create a hub for bio development
Expand Agriculture and implement aquaculture
Standardize education
Model for training
Implement manufacturing marketing sales & distribution

Year 3

Expansion

Education,
Research
and
Development

Manufacturing,
Marketing,
Sales &
Distribution

Aquaculture, Bio
development
and agriculture

2019-2020

Expand international network and investment
Education outreach
Expand Manufacturing
Expand marketing sales & distribution

Together on the Road to Success

Investment
in Region

Success

Equals Jobs
and Vitality
in the region

Creates
sustainable
industry and
vibrant
communities



WHAT'S NEXT

The background of the slide is a solid blue color with a subtle, circular ripple pattern that resembles water ripples, centered on the left side and fading towards the right.

Contact Information

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