

**Canagra**  
THE MAGIC OF NATURE

**CANAGRA**  
**INTIMACY BLENDS**

Increase Sexual Performance and Pleasure  
[www.canagra.com](http://www.canagra.com)



# Intro

Canagra was founded by Roy Luzon in 2019. There's no age limit on intimacy. Individuals and couples of all ages can find themselves seeking solutions to bring more youthfulness and fun into the bedroom, but more and more customers are seeking effective products that are also organic and natural.

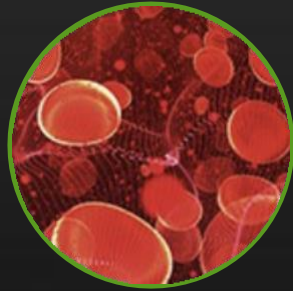


# Executive Summary

**Canagra provides** all-natural and organic supplement blends that can increase sexual performance and pleasure, utilizing methods like digital marketing, word-of-mouth, and partnerships with relevant brick-and-mortar stores.

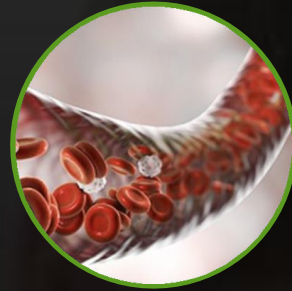
**Thanks to online** order capabilities, customers are able to secure the supplements they desire in an anonymous and discreet fashion. Canagra's in-store offerings allow customers to browse in person as well. All products are organic and natural, filling a market demand for health-conscious supplements.

# Problems



## Intimacy Improvement

Couples that find themselves lacking in intimacy are searching for fast and effective solutions to regain their spark.



## Discretion

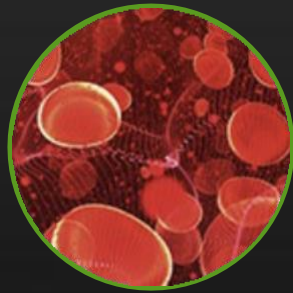
Purchasing intimacy products in stores can feel overwhelming and may be embarrassing.



## Natural Ingredients

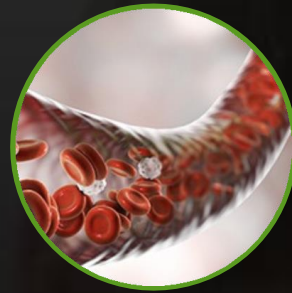
Users may be opposed to taking traditional medicines such as Viagra because of the unnatural and potentially unhealthy components.

# Problems



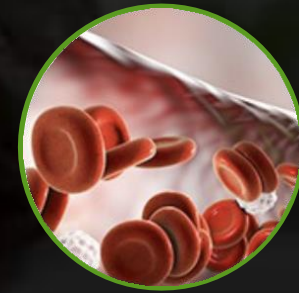
## Intimacy Improvement

Canagra provides intimacy supplements that are easy to consume and start to work within one to two hours after use.



## Discretion

Online ordering processes provide the anonymity that many customers are searching for, but for those who do prefer in-person shopping, Canagra will partner with brick-and-mortar locations as well.



## Natural Ingredients

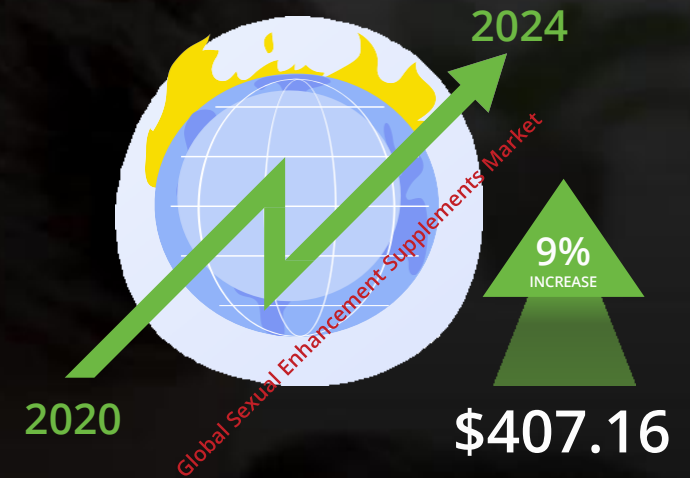
Canagra contains an all-natural formula that is 100% organic.

# Market Research – Intimacy Products

It's expected that the global sexual enhancement supplements market will grow by \$407.16 million during 2020 to 2024, progressing at a CAGR of 9% for the period. The U.S. sexual wellness market size was valued at \$9.1 billion in 2019. It is expected to progress at a CAGR of 5.2% from 2020 to 2027.

## Sources

**The-Global-Sexual- Enhancement-Supplements-Market-is-expected-to-grow-by-407-16-mn-during-2020-2024-progressing-at-a-CAGR-of-9-during-the-forecast-period.html**  
<https://www.grandviewresearch.com/industry-analysis/us-sexual-wellness-market>



# Market Research – Organic Products

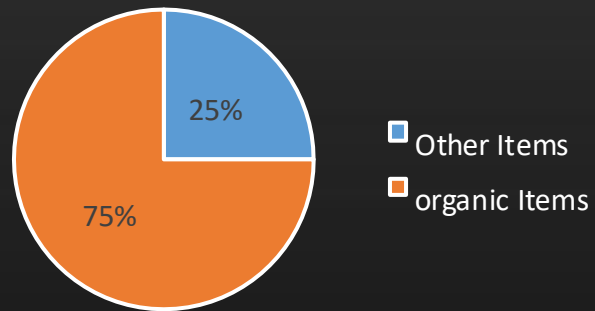
**Organic items** are now available in nearly 75% of grocery stores.

**The global organic** food and beverage market was valued at approximately \$220 billion in 2019 and is expected to progress at a CAGR of 16%, reaching a valuation of \$260 billion by 2026.

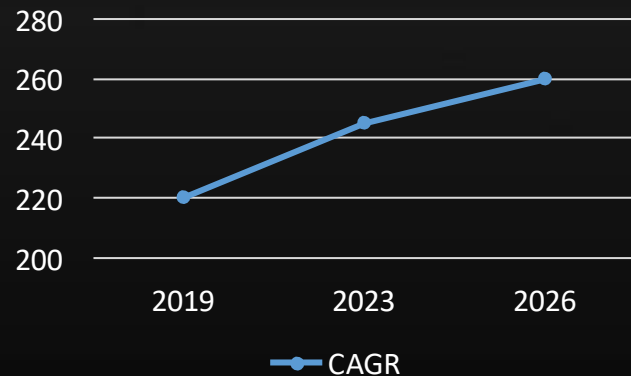
## Sources:

<https://www.ers.usda.gov/topics/natural-resources-environment/organic-agriculture/organic-market-summary-and-trends/>  
<https://www.globenewswire.com/news-release/2021/02/02/2168238/0/en/Organic-Food-And-Beverages-Market-Size-Estimated-to-Reach-a-Value-of-USD-620-00-Billion-by-2026-Facts-Factors.html>

Grocery Store items



CAGR



# Market Research – Online Purchasing

**Consumers spent** a record \$861.12 billion with online purchasers in 2020 (thanks in large part to the coronavirus pandemic), up 44% year-over-year.

**Online sales made** up over 21% of total retail sales in 2020. Total retail sales reached \$4.04 trillion.

## Sources:

<https://www.digitalcommerce360.com/article/us-ecommerce-sales/>

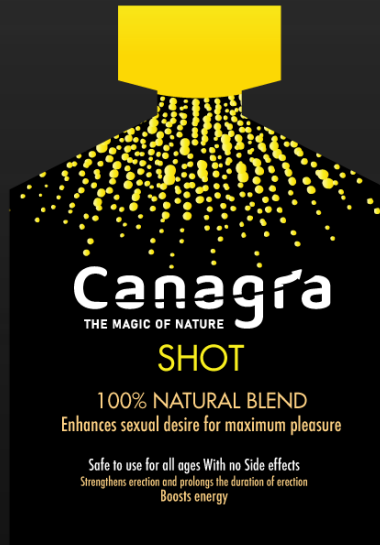


■ 2020



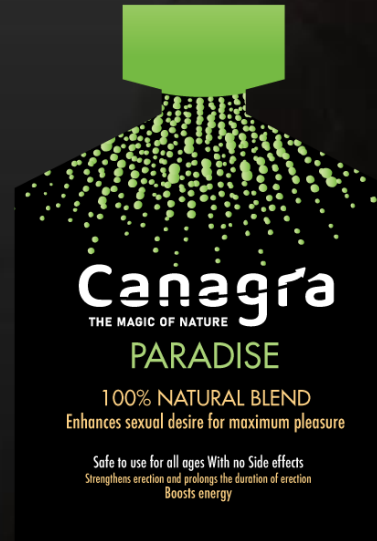


# Product Overviews



## Canagra Shot

This natural male supplement increases sexual desire and leads to prolonged erections. The Canagra Shot features a sweet and sour flavor.



## Canagra Paradise

This natural blend brings the same enhanced desire and stronger, prolonged erections, but with an exotic sweet and sour taste featuring subtle bitter tones.



## Canagra Afrodita

This organic supplement blend provides extended erection and increased libido and tastes sweet, sour, and bitter. All Canagra products are 100% organic and are safe for all ages to consume with no side effects.

# Products – Canagra Shot

**The Canagra Shot** is one of the most popular Canagra offerings. This all-natural supplement extends the length of erections and increases libido and overall energy levels. Canagra Shot tastes sweet and sour for a pleasant consumption experience.

**This product should** be taken one to two hours before intercourse on an empty stomach. Results last for eight to 12 hours after consumption.



# Products – Canagra Paradise

The **Canagra Paradise** offers all the same benefits as the original Canagra Shot, including increased libido, enhanced desire, and prolonged erection. This formula offers a more exotic flavor with sweet, fruity, and sour elements.

**This product should** be taken one to two hours before intercourse on an empty stomach. Results last for eight to 12 hours after consumption.



# Products – Canagra Afrodita

The **Canagra Adrdodita** is an effective and all-natural way to experience maximum sexual pleasure. Sustained erections and increased libido help to improve intimate experiences for users of all ages. This product offers a sweeter taste with subtle bitter and sour notes.

**This product should** be taken one to two hours before intercourse on an empty stomach. Results last for eight to 12 hours after consumption.



# How Canagra Works



## Canagra uses

an all-natural formula to dilate blood vessels and increase blood flow for an enhanced sexual experience.



## Constricted blood

vessels can prevent proper blood flow to the penis, which can make it more difficult to achieve erection. Canagra allows blood vessels to relax and enlarge, leading to faster and more sustainable erections.



## Canagra also works

to actively expand blood vessels and increase the blood flow to the penis, allowing for longer sexual performance and enhanced orgasms.

# Distribution Model



## Direct-to-customer

supplements that can be ordered on our website.



## Listings with

third-party online and brick-and-mortar sellers that offer a range of intimacy products.



## International sales

through individual distributors to each partner country.

# Business Model



## Acquire customer

Foster new customer conversions through digital marketing, advertising in brick-and-mortar stores, and the work of agents and international distributors.



## Expand customer

Upsell product purchases in bulk, introduce new flavors, and expand market internationally.



## Brand awareness

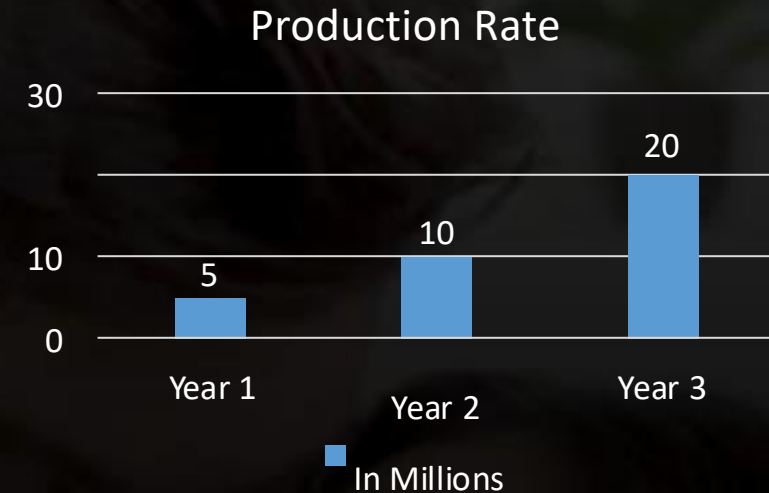
Spread awareness of the brand through social media marketing, word-of-mouth marketing, and celebrity advertising.



# Production Plan – North America

**We plan to** establish a factory in Canada and achieve a production rate of at least five million units per month within the first year. Within the second year, we will achieve a production rate of at least ten million units per month. Within the third year, we will achieve a production rate of at least 15 to 20 million units per month.

**Products from this** factory will be marketed and shipped throughout North America.



15 to 20 million units per month





# Production Plan – Europe and Middle East

**We also Plan** to establish a factory in Israel and achieve a production rate of at least five million units per month in the first year. Within the second year, we will achieve a production rate of at least ten million units per month.

**Products from** this factory will be marketed and shipped throughout Europe, the Middle East, and the Far East.

# Advertising Budget

**Canagra's initial advertising budget is \$100,000.**

**We will spend** the first four months gauging the market through opinion polls, customer responses, and user feedback. Beyond this initial research period, we will make any necessary alterations or additions to our products or marketing strategies to better suit market demand.

Future advertising budgets are as follows:

**First year thereafter**  
\$1 million to \$2 million

**Second year**  
\$2.5 million to \$3 million

**Third year**  
\$3 million to \$4 million

# Business Expenses



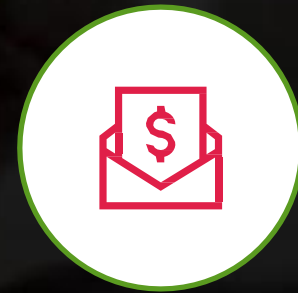
## Space/factory rental

\$60,000 per year  
(or \$5,000 per month)



## Electricity and utilities

\$60,000 per year  
(or \$5,000 per month)



## Employee salaries

\$30,000 per year per employee  
(or \$2,500 per month)

# Competitive Analysis

## Gaia Herbs

What they do: sell vegan male libido liquid supplements.

### Notes:

Not focused on sexual intimacy. Market is much broader and covers a wide range of supplements.

Meant for continued use, not strictly before sexual intercourse.

## Nugenix

What they do: sell testosterone-boosting supplements such as their Sexual Vitality Booster.

### Notes:

Not organic.

Not fully focused on sexual health. Brand also focuses on overall men's health



# Founding Team

Canagra was founded by Roei Luzon in 2019, when he noticed a gap in the intimacy market in terms of organic and natural offerings. Many intimacy products are traditional medicines with unnatural chemicals and potentially harmful side effects. Canagra's mission is to provide reliable supplements for intimacy improvement that also meet the demand for natural ingredients.

# Financials – Product Price Points

**Canagra products** are available for \$15 in our online store.

**We plan to** sell products for \$6.50 to \$7.50 for each unit through our domestic and international distributors and agents.

**We plan to sell** products for \$9 to \$10 for each unit through our in-store sales.

# Testimonials



*"I was hesitant to try Canagra at first because I had bad experiences with similar products before. They all had great reviews and attractive claims, but they really didn't do anything for me. But this product is a total game-changer and truly works."*

**Adam, Toronto**



*"Canagra is the best thing that happened to me. I was able to have a go at it like I was in my 20s again. My wife was very pleased as well. Plus, it didn't give me headaches and other side effects that I'd usually get from Viagra."*

**Bruno, Toronto**



*"Awesome product and works just as advertised, maybe even better. Long-lasting and very potent. Can't recommend it enough."*

**Markus, Toronto**

# Summary

**Many consumers** who are searching for sexual intimacy products are also increasingly demanding all-natural or organic formulations.

**Canagra meets the** needs of multiple target audiences and offers effective, natural products through both online and in-store sales methods.

**Canagra currently offers** three natural supplements that enhance intimate performance.

**The interest in** Canagra will continue to rise because of the increased demand for natural products as well as online ordering capabilities.

**Once funding is** achieved, Canagra will expand our business model to meet international markets.

