



# Bidi 2021 Review for GoPuff



# CURRENT SALES TO DATE - CONSUMERS

**\$160,901.01**  
gross sales in this period

**\$7,661.95**  
average gross monthly sales

**\$153,752.50**  
net sales in this period

**\$7,321.55**  
average net monthly sales

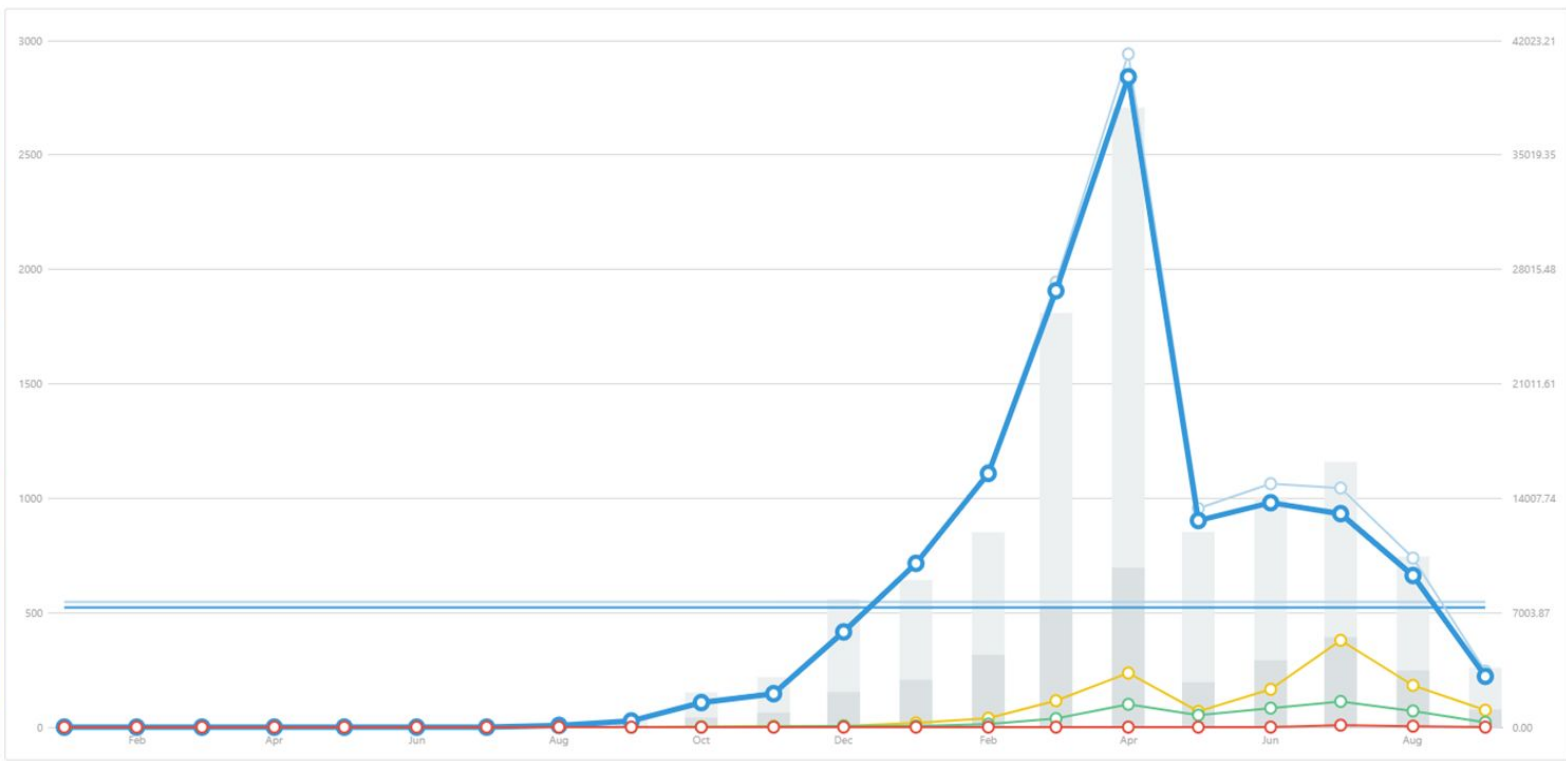
**3223**  
orders placed

**11012**  
items purchased

**\$174.80**  
refunded 4 orders (9 items)

**\$7,033.00**  
charged for shipping

**\$18,038.70**  
worth of coupons used





# CURRENT SALES TO DATE - WHOLESALE

**\$4,914,219.05**  
gross sales in this period

**\$234,010.43**  
average gross monthly sales

**\$4,899,359.05**  
net sales in this period

**\$233,302.81**  
average net monthly sales

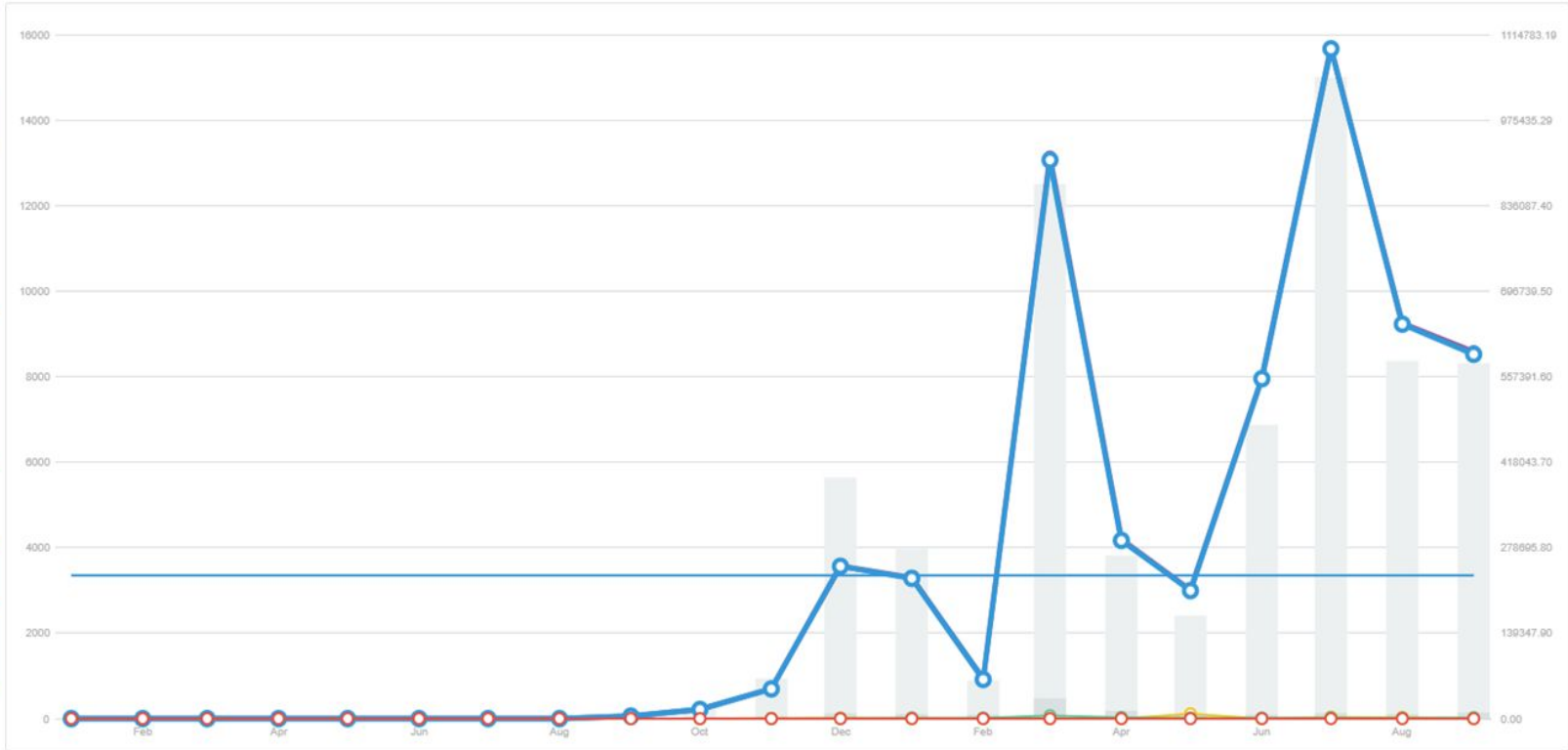
**1663**  
orders placed

**68973**  
items purchased

**\$2,801.00**  
refunded 2 orders (36 items)

**\$14,860.00**  
charged for shipping

**\$14,220.00**  
worth of coupons used





# CURRENT PROFIT TO DATE

**For Consumers,**

$$\text{\$14.99} - \text{\$8.59} = \text{\$6.4 (Profit)}$$

$$\text{\$6.4} \times 7,000 \text{ Bidi Sticks} \\ = \text{\$44,800.00 TOTAL PROFIT}$$

**For Wholesale,**

$$\text{\$14.99} - \text{\$8.59} = \text{\$6.4 (Profit)}$$

$$\text{\$6.4} \times 524,660 \text{ Bidi Sticks} \\ = \text{\$3,357,824.00 TOTAL PROFIT}$$



# MARKET UPDATE - PMTA APPLICATION

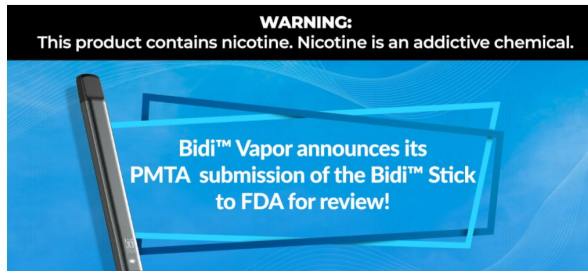
Bidi Vapor submitted **one of the most comprehensive PMTAs of any ENDs** manufacturer with a robust documentation standing as a testament to our primary goal of deterring underage use of vapor products, while illustrating our commitment to responsible marketing and regulatory compliance.

REVISED DRAFT – CONFIDENTIAL  
BIDI VAPOR  
PMTA FOR BIDI STICK  
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REVISED DRAFT (AUGUST 2020)  
BIDI VAPOR, LLC

Premarket Tobacco Product Application  
(PMTA) for  
Completely Self-Contained Disposable Product  
- Mint Freeze Bidi™ Stick  
Nicotine Levels – [60 mg/mL]  
Bottle Sizes: [1.4 mL]  
Submission Date: [\_\_\_\_\_]

**PMTA Application**



*After months of extensive information collection and hard work, Bidi™ Vapor seeks an order to authorize the marketing of the Bidi™ Stick.*

MELBOURNE, Fla., September 8, 2020 – Bidi™ Vapor has submitted a group of premarket tobacco applications to the U.S. Food and Drug Administration (FDA) for the Bidi™ Stick. A grant of these orders would allow these products to stay on the market after September 9, 2020, the FDA's deadline.

Bidi™ Stick, a disposable vape pen, comes in a nicotine concentration of 6% weight/volume. Over 285,000 pages submission bundled the 11 flavor varieties of Bidi™ Stick, highlighting its science-based evidence that it is appropriate for protecting public health. The applications include a range of scientific studies, three independent and one "combined" consumer surveys, in-vitro and in-vivo toxicity testing, and HPHC (Harmful and Potentially Harmful Constituents) aerosol and e-liquids tests.

"To get approval to market the Bidi Stick, we make sure that our PMTA submission was based on science and facts," said Niraj Patel, the president and CEO of Bidi™ Vapor. "It is our mission to provide every adult smoker an option to traditional, combustible tobacco that meets their nicotine needs while combating underage use."

Bidi™ Vapor implemented age- and identity-verification restrictions to ensure that no underage individuals can access or use the Bidi™ Stick.

**Press Release**



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# MARKET UPDATE - FLAVOR NAME CHANGES



Bidi Vapor's commitment to preventing youth access to the Bidi Sticks spans further than stringent age-verification systems. We also ensure that our product and marketing efforts remain unappealing to the underage market.





# MARKET UPDATE - FLAVOR NAME CHANGES

Switching up the Bidi Stick's flavor names allows us to focus our goals and continuously be in line with our principles and government regulations.

**The Bidi Sticks with new flavor names will hit the market mid-October, around the 10th to 15th.**

OLD NAMES	NEW NAMES
Mint Freeze	Arctic
Classic Tobacco	Classic
Jungle Juice	Zest
Lush Ice	Winter
Blazing Vibe	Tropic
Fruity Mango	Gold
Icy Mango	Marigold
Dragon Venom	Regal
Kick Start	Summer
Berry Blast	Solar
Champion Juice	Dawn





# Bidi Youth Access Prevention Program

The screenshot shows the Bidi STICK website with a dark background. At the top, there is a navigation menu with links for Shop, Wholesale, Our Company, Bidi STICK™, Blog, Contact Us, and Bidi Cares. The Bidi STICK logo is prominently displayed in the center. Below the logo, the word "WELCOME" is written in white. A message states: "Bidi stands firmly against access for minors! To enter this site, you must be 21 years or older." Below this message, there is a form with three dropdown menus labeled "MM", "DD", and "YYYY" for entering the date of birth. A "VERIFY AGE" button is located below the form. In the background, a "UNDER 21" sign with a red prohibition symbol is visible.

The **BIDI™ STICK** is the *vaping industry leader* aggressively educating and prohibiting underage vape product sales.

- ❑ Implementation of Age Verification Process along with Signature Delivery





# Bidi Youth Access Prevention Program

## COMPREHENSIVE AGE VERIFICATION PROCESS



Age verification pop-up appears in the Bidi™ Vapor website verifying that the user is 21 years old and above. This is to prevent young consumers from seeing the website, Bidi™ Vapor products, and other information that may be used by the underage website visitor.



Bidi™ Vapor requires a government-issued identification card indicating the age and other necessary information.



Pieces of information such as the age of the customer and other necessary information will be checked by **AgeChecker.Net**. In case this third-party service provider is unable to verify the provided information, the transaction will be put on hold until a customer service representative confirms the authenticity of the identification card.



Bidi™ Vapor also calls the customer within the same day as the transaction date to further confirm and verify whether the purchase was done by the person indicated in the documents provided.





# Bidi Youth Access Prevention Program

## THIRD-PARTY COMPANY

Age Checker is an advanced age-verification provider with a robust network and secure system. They provide clients with an easy check out experience while keeping the site up to date with the latest age regulations in your industry.



AgeChecker.Net

## FEATURES

- **Instant Verification**  
Packed with intelligent matching technology with an average ID verification time of just 10 seconds
- **Increase Sales**  
Direct verification on the website checkout. Reduce e-commerce fraud and chargebacks
- **Compliance**  
Customizable verification rules for instant updates that complies to the latest government regulatory requirements, state laws, and merchant account policies





# Bidi Youth Access Prevention Program

## RETAILER PLEDGE

This is an undertaking between Bidi™ Vapor and its authorized retailers of the Bidi™ Stick. The company encourages its retailers to comply with age-verification and underage sales restrictions.

Should the retailer fail to comply with the terms and conditions of the Retailer Pledge, Bidi™ Vapor has the right to discontinue any order that a retailer place and to cancel the retailer's distribution rights. This is to ensure high quality monitoring and assessments are being observed for Bidi™ Vapor's authorized resellers and its commitment not to engage non-smokers and underage youth with any vape products.

### Bidi Vapor Retailer Pledge Terms

Below you can see the terms for our Retailer Pledge regarding purchasing and reselling of the Bidi Stick.

If you have any questions, please email us directly at [support@bidivapor.com](mailto:support@bidivapor.com).

#### Eligibility and Inclusion

The terms of this pledge are open to acknowledged and authorized distributors, retail stores, and brick-and-mortar retailer partners of Bidi Vapor. All retail partners who dive into reselling and re-distributing Bidi Vapor's Bidi Stick are bound to the terms and conditions of this pledge, incumbent wholesalers, or new partners.

#### Pledging in the Terms

Bidi Vapor commits to its responsible marketing with only adult smokers as our intended audience. All retailers and distributors working with Bidi Vapor must share the same responsibility in preventing youth access to this product. Bidi Vapor strictly steers away from underage access and use in support of the current laws on vaping. As of December 20, 2019, the legal age to purchase any tobacco and nicotine product is 21 years old. Selling any nicotine or tobacco product to anyone under the age of 21 is a violation of the Tobacco 21 Federal Law.

#### Comprehensive Age Verification Process

Bidi Vapor will not sell to any online or brick-and-mortar retailers, who have a history of selling to minors as indicated at the FDA's retailer inspection database. The company ensures to conduct a comprehensive age verification process before any sale or transaction. We employ a state-of-the-art third party company that verifies the age and identity of consumers across multiple databases to guarantee that no underage buyers get access to our products. Bidi Vapor retailers and distributors must share the same responsibility to uphold the company's policy in preventing sale to minors. To adhere to the strict age verification process of Bidi Vapor, retailers and distributors must:

- Require the consumers to present a government-issued identification card before allowing any transaction. If the third-party company fails to verify the consumer's age and identity, the purchase will be put on hold until a customer service representative confirms the identification.
- Secure online purchases with adequate age-verification online technology. Distributors and retailers must incorporate a reputable age verification software to ensure that no minors can make purchases online.
- Require a signature upon delivery to ensure that the product will not fall in the hands of a minor
- Limit the quantity of flavored and cartridge-based ENDS to 30 Bidi Sticks only.
- Only allow vending machine sales of Bidi Sticks in an adult-only facility.





# Bidi Youth Access Prevention Program

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

THE  
RETAILER  
PLEDGE



[CLICK HERE TO WATCH  
VIDEO](#)



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# Bidi Youth Access Prevention Program



## MYSTERY SHOPPERS

Mystery Shoppers are being sent to retail stores to ensure that retailers are strictly complying with the stringent measures of the age verification process. If Bidi™ Vapor's authorized retailers fail to uphold the terms of the Retailer Pledge, Bidi™ Vapor is authorized to cancel all the orders of the wholesaler and pull out its distribution rights for the Bidi™ Stick.



## SIGNATURE UPON DELIVERY

Bidi™ Vapor ensures all our transactions follow a strict age verification process; whether a person buys a Bidi™ Stick online or in our store, we make sure to verify the identity and age of the buyer to make sure he or she is of legal age.

We also ensure a signature upon delivery to verify the identity of the customer and if the buyer is of legal age.





# Bidi Youth Access Prevention Program

## SOCIAL MEDIA MARKETING



When it comes to social media platforms, these are the things that Bidi™ Vapor is doing to make sure every campaign is in line with the regulations. These measures apply to all our social media platforms, such as Facebook, Instagram, LinkedIn, and YouTube.

- Age-gating in social media
  - To make sure that our followers are of legal age, Bidi™ Vapor follows the age-gating requirements set by all platforms. If they are found to be younger than the legal age, social media managers take them out from our social media network immediately.
- Content sweep on social media pages
  - The brand makes sure that the content in our social media pages does not:
    - Depict youth culture and lifestyle appeal
    - Portray its product as something that resembles social or cultural identity
    - Use slang, memes, and cartoon references



# Recycling - Bidi Cares

# bidi<sup>TM</sup>CARES

Here at **Bidi<sup>TM</sup> Vapor**, we created the **Bidi<sup>TM</sup> Sticks** to lead the way to an **environment-friendly** and **conscious usage of e-cigarettes**.

We have launched a program focused on promoting sustainable practices of using the Bidi Stick – the **Bidi<sup>TM</sup> Cares initiative**. With this program, we strive to save the environment one step a time through proper disposal of vapor products. For every ten empty Bidi Sticks returned to our facility, a **FREE** stick awaits.

» [www.bidicare.com](http://www.bidicare.com)



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# Legislative Stand on Counterfeit Products

## Statement of the Problem

Bidi™ Vapor wants to be part of a solution that eliminates or significantly curtails black market vaping products and establishes a level playing field across the vaping industry. To achieve these objectives, Bidi™ Vapor supports several reforms to tackle access to counterfeit and illegally imported and distributed vaping products entering the U.S. market.



# Legislative Stand on Counterfeit Products

## Importation of Illicit Goods from China

Major international e-commerce platforms based in China, such as **DHGate** and **Alibaba**, are leading sources of counterfeit and black market vaping products that are currently widely available across the United States.

Counterfeit and black-market products can harm both consumers and manufacturers because the origins and components of these products are unknown and unregulated.

These issues lead to:

- The opportunity for illegal vaping products to reach youth via black market distributors who sell out of unregistered warehouses and vans;
- Delivery of counterfeit vaping products from unknown origin into the stream of interstate commerce without the ability to track and trace the product to the ultimate consumer;
- Inability of the U.S. government to collect appropriate import duties and stamp taxes at the state level;
- Unregulated distribution chains operating within states on a cash-only basis, therefore avoiding payment of state sales tax and excise taxes, where applicable; and,
- Negatively impact the U.S. economy with local business closures and lost jobs due to these black market activities.



# Legislative Stand on Counterfeit Products

## Solution at the Federal Level

As part of a comprehensive solution in the fight against counterfeit and black-market products entering the U.S. market, Bidi Vapor supports:

- Banning Chinese e-commerce platforms known for selling counterfeit products such as DHGate, Alibaba or AliExpress, among others;
- Requiring the U.S. Treasury to require that nicotine importers are registered with CBP, similar to tobacco import regulations;
- Imposing restrictions on all shipping companies and mandating declaration of appropriate import items;
- Requiring DHL to comply with the regulations on illicit products shipped from China to the United States via DHL;
- Engaging federal and state law enforcement authorities to seize counterfeit shipments at the port of entry into the U.S. and within interstate transit.



# Legislative Stand on Counterfeit Products

## State-related Concerns

1. Bidi™ Vapor supports comprehensive state regulation and nicotine product tracing.
2. To prevent black market products from being distributed, Bidi™ Vapor supports:
  - Allowing access to nicotine only for registered companies
  - Introducing a "Track and trace" system for vaping products, similar to those used in pharmaceutical supply chains and to capture illicit trade in tobacco products, as adopted by the European Union

Introducing these measures will lead towards:

- Collecting state sales and stamp tax;
- Eliminating unregistered distributors who operate on cash-basis only;
- Reducing access to youth from non-retail channels through unregistered distributors;
- Facilitating recalls of vaping products similar to the Vitamin E / THC outbreak last year ; and
- Promoting public safety by keeping illicit vaping products out of the hands of unknowing consumers.



# Legislative Stand on Counterfeit Products

## Monitoring Social Media Channels

Bidi™ Vapor is very concerned to see inappropriate content on online social media channels like YouTube, which host videos of youth vaping and tampering vaping products on their platforms. The company supports flagging and removing videos and social media posts that contain underage use of vaping products.



# Legislative Stand on Counterfeit Products

## BEWARE OF FAKE BIDI™ STICKS

### Fake Bidi™ Sticks in the market.

Buying counterfeit product from unauthorized websites increases the risk of potential dangers in using it. Due to its substandard materials, it may contain toxic chemical and pose physical threats to the consumers.

As fake products continue to be sold in the market, Bidi™ Vapor works hard to keep every consumer safe. We want to protect our customers from danger and provide a premium vaping experience to every Bidi™ Stick user.

Fake Bidi™ Stick differ from the authentic product in more ways the one. Read the signs of a counterfeit Bidi™ Stick and be smart about your purchase.

**BEWARE OF FAKE bidi™ STICK**

**3-Level Authentication for your Bidi Stick**

At Bidi Vapor, we have boosted our anti-counterfeit efforts to ensure your security from fake Bidi Sticks. To combat the rising numbers of fake products we have created an authentication system and redesigned our packaging to help you check your product. For your convenience, we have created 5 different steps for you to verify if your product is authentic.

**Check Authenticity**

1. Locate the anti-fake sticker
2. Perform Water Test
3. Perform Smear Test
4. QR Code verification
5. Check pop-up message for authenticity

**Welcome to the Bidi Authenticator**  
Thank you for choosing Bidi Stick

After performing the water and smear test, try to the unique machine code to authenticate your Bidi Stick.

**AUTHENTICATE**

**How to Authenticate Your Bidi Stick**

**STEP 1:** **Locating the sticker on your Bidi Stick**  
The anti-fake sticker is located on the side of the packaging. If you can not find the sticker, you might have a counterfeit. Also, study contact us immediately for <https://bidi.vapor.com>.

**STEP 2:** **Water Test on the authentication sticker**  
Follow these simple steps for the water test:  
1. Pour a small amount of water on the side of the sticker.  
2. Wipe off the water after a few seconds and watch for the Bidi logo disappears.  
3. Check if the color of the logo is now transparent with water.  
4. If the answer is no, the product is fake. Please report it immediately.

**STEP 3:** **Pin Smear Test on the authentication sticker**  
Follow these simple steps for the smear test:  
1. Smear the anti-fake sticker with a pin.  
2. Wipe the sticker to smudge the paint on the side.  
3. Check if the color of the logo is now transparent with the smudge.  
4. If the answer is no, the product is fake. Please report it immediately.

**STEP 4:** **Unique Code Authenticator for QR code authentication**  
Follow these simple steps for QR code authentication:  
1. Machine subject to use the QR code.  
2. Scan the QR code to get the unique authenticator machine code.  
3. Tap your unique machine code in the authentication machine.  
4. Click the AUTHENTICATE button.  
5. Wait for a pop-up message and check the response on authenticating Bidi Stick authentication.

**STEP 5:** **Check pop-up message for authenticity**  
After following of 4 steps, simply wait the pop-up window to appear. Here you will be able to read whether or not you have an authentic Bidi Stick or not. If the message shows the counterfeit, please report it to us immediately on our the social media platforms or the market. Send us email to [info@bidi.vapor.com](mailto:info@bidi.vapor.com). Please include product photos and the name of the store where you bought.

» AUTHENTICATE YOUR BIDI



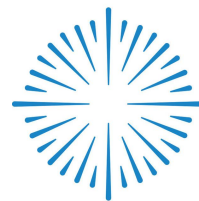


# Flavor Needs as per Survey Results

Bidi Vapor would want to back science behind the goal of the brand to provide a viable alternative to smoking using the Bidi Stick. With this, Bidi Vapor participated in a coalition study joined by different brands to tackle different consumers' perception and usage of ENDS products. This coalition survey garnered responses from 9,849 participants.

Bidi Vapor conducted **three surveys**:

- **Cardno ChemRisk** yielded a total of 195 respondents.
- **Bidi Vapor** to our customer base yielded a total of 205 respondents
- **Technomics, Inc. 2020**, deployed a 15-minute online survey of consumers ages 21+ who use electronic/vape products.



**Technomic**<sup>®</sup>

A Winsight Company



**Cardno  
ChemRisk**



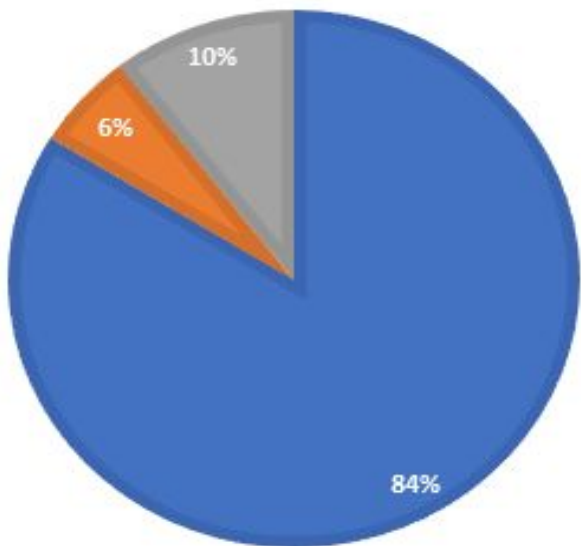




# Flavor Needs as per Survey Results

## FLAVOR PREFERENCE

■ Fruity Flavors ■ Tobacco ■ Mint/Menthol ■



**Flavors appeal to adult smokers more than tobacco/menthol.**

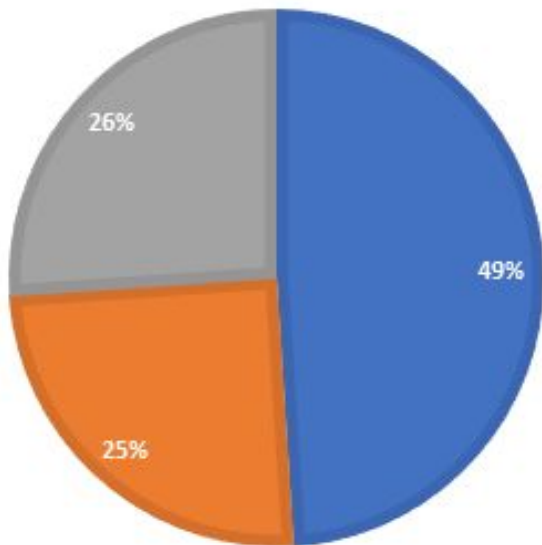
Based on Bidi Vapor survey 1 question 30, **83.8% of our respondents or about 160 adult smokers said they prefer fruity flavors compared to tobacco or menthol.** Only 49.7% (95 respondents) said they liked mint/menthol, and about 5.8% (11 respondents) said they liked tobacco.



# Flavor Needs as per Survey Results

## FLAVOR PREFERENCE

■ Fruity Flavors ■ Candy Flavors ■ Mint/Menthol ■



**Flavors appeal to adult smokers more than tobacco/menthol.**

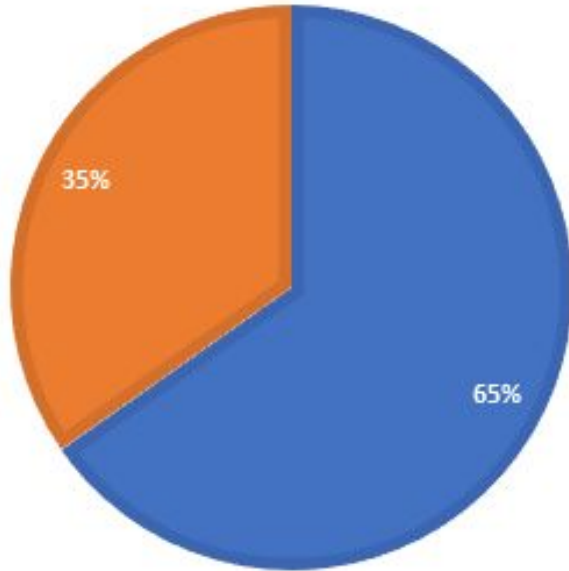
This result is consistent with the coalition survey question 30 results stating; **49.98% (2606) of the respondents prefer fruity flavors**, 25.45% (1353) prefer candy flavors, and tobacco flavor got 26.6% (1557).



# Flavor Needs as per Survey Results

## FLAVOR PREFERENCE

■ Fruity Flavors ■ Tobacco ■ Menthol ■



**Flavors appeal to adult smokers more than tobacco/menthol.**

For the combined consortium findings, **49.98% or about 2606 respondents preferred fruity flavors.** Only 26.60% or about 1557 respondents said they preferred tobacco.



# Flavor Needs as per Survey Results

The real issue is not about the flavors or how vaping products are produced, manufactured, and distributed in the United States. **It all boils down to vaping companies' commitment in preventing their products from being accessible and abused by the younger generation.**

## Bidi™ Vapor and Its Genuine Effort to Support Against Underage Access to Vaping

Bidi Vapor has been advocating against underage smoking even before the regulations and restrictions implemented to ENDS and other vaping products. With its unique product, the Bidi Stick, the brand has been administering strict precautions to prevent the youth from being away from our vapor products. In Bidi Vapor, we pay attention and implement our products' rigorous marketing to control access to the Bidi Stick among the youth completely.

We at Bidi Vapor acknowledge our responsibility in preventing youth access to our vape products. In the last few months, we have committed to adhering to these advocacies through the following marketing, distribution, and purchasing restrictions.





# Manufacturing

## CERTIFIED AND TRUSTED MANUFACTURING PROCESS

Bidi™ Stick operates and follows government regulations within the facility for packaging and manufacturing. Bidi™ Stick processes are GMP and ISO 9001 certified that speaks loudly on the efforts of Bidi™ Stick to ensure safety and consumer's health.



Bidi™ Stick only uses USP (United States Pharmacopeia) Grade raw materials to make Bidi's top-quality e-liquid.

Bidi™ Sticks are produced in our labs in China, and these manufacturing facilities have protocols according to the policies stated by government regulations while following GMP and ISO 9001 certification rules.



Sanitization and disinfection processes in accordance to GMP and ISO 9001 certifications in consumable handling are all in place and followed. For documentation purposes, the following slides are some photos from our labs in China.





# Manufacturing

## QUALITY CONTROL & MONITORING SYSTEM



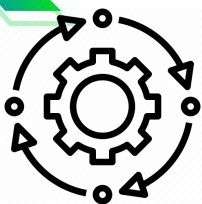
Bidi™ Stick also has QSR 820 quality control system in place to maintain the quality of the product.



Bidi™ Stick has an excellent traceability capability with its properly labeled batch numbers, expiration dates, manufacturing toll gates and data systems to make sure that each Bidi™ Stick is made with only top-quality components for a clean and consistent user experience.



# Manufacturing



## **NEW GENERATION NICOTINE DELIVERY SYSTEM**

Bidi™ Stick is the new generation of nicotine delivery systems offering a stronger nicotine concentration. The salt nic e-liquid in Bidi™ Stick is 6% by weight per volume.



## **PHARMACEUTICAL AND MEDICAL-RATE PAD**

Bidi™ Stick has a pharmaceutical and medical-rate pad instead of the usual synthetic cotton. This protect the customers from e-liquid droplets. This is also a win for the environment since synthetic cotton is more difficult to recycle than the pads used in Bidi™ Stick.



## **HIGH-QUALITY RECYCLABLE BATTERY**

Most batteries in e-cigarettes contain heavy metals that need extensive treatment to remove all its residual metals. Bidi™ Vapor has carefully thought of how we can improve the recyclability of e-cigarette batteries. Every Bidi™ Stick contains a high-quality battery that has been certified by FCC, CE, and ROHS. It may be more expensive than the usual batteries, but also strong enough to be recyclable.







# Manufacturing

## BIDI™ STICK PRODUCTION DISINFECTION PROCESS

**Bidi™ Stick employs stringent sanitation and disinfection process in its entire production process.**



Before the start of the factory, the Shenzhen Epidemic Prevention Inspection Department inspects the company's disinfection facilities, disinfection materials, and personnel health.

After our facilities have passed the inspection regulations, the work can be started to ensure the cleanliness and safety of the site and personnel, and thus to ensure product safety.



All materials from our suppliers pass through the UV (ultraviolet) disinfection process and note the words "sterilized" on the boxes.



Daily temperature checkup and hand disinfection of personnel that goes in and out of the production workshop ensures both material and employee safety when touching the interior of the product.

Daily disinfection workshop. The staff workshop is equipped with finger cots and masks to provide further product and employee safety.





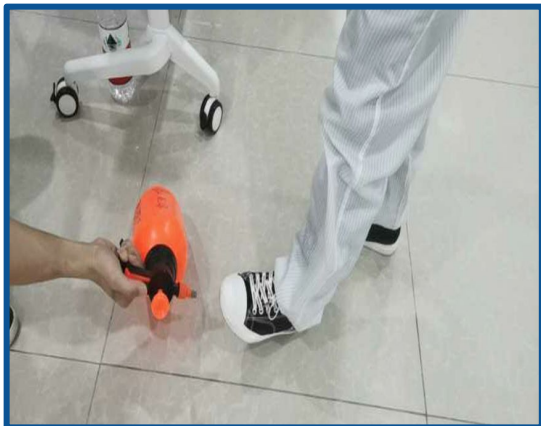
## MARK OF MATERIALS DISINFECTION





# Manufacturing

## MANUFACTURING OPERATIONS



Staff in and out Disinfection



Gloves And Mask Protection During Workshop Operations



Temperature Measurement



# Manufacturing Facility

**WARNING: This product contains nicotine. Nicotine is an addictive chemical.  
FOR ADULT (21+) USE ONLY**



[CLICK HERE TO WATCH VIDEO](#)

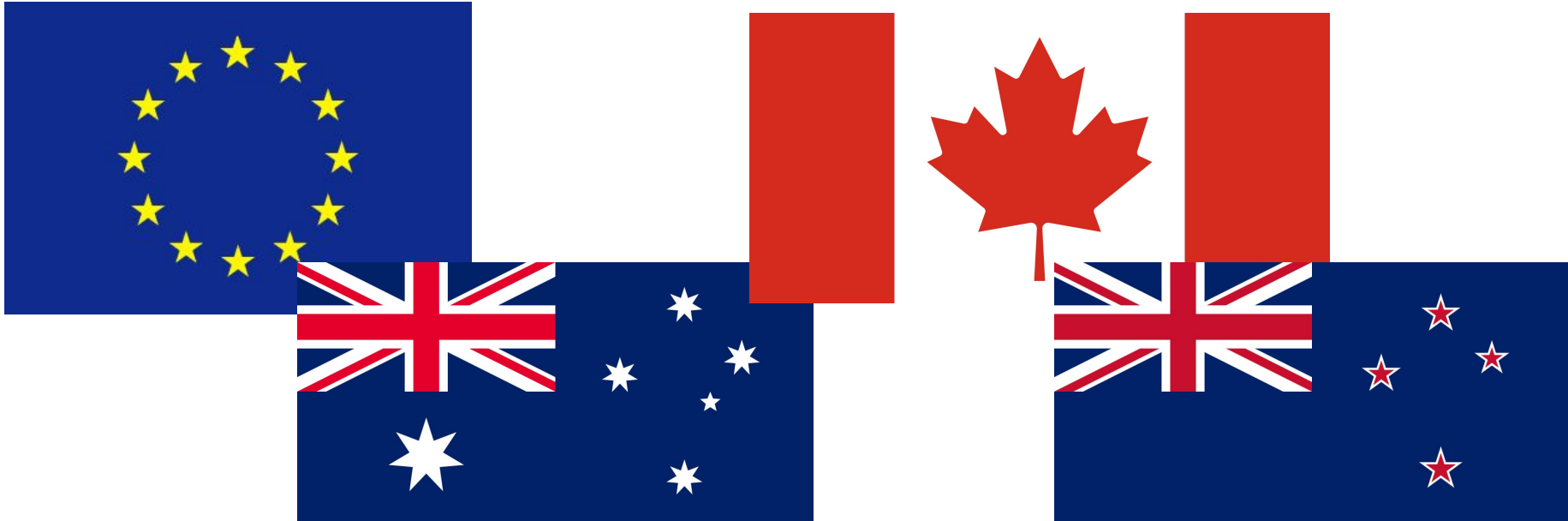


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# Global Update

Bidi Vapor will be expanding to different countries globally. These countries are Australia, New Zealand, Canada, and the European Union.





## 2021 Plans



Bidi Vapor will be reshoring its manufacturing facility to the United States.  
This will be giving 2,500 jobs available to the US citizens.





Contact Us



THANK YOU!

