

Page 7 - Online Sales Channels





# Worthy Story

The Worthy stary started in lose 2014 when Análes stambled rive on addiction receivery mon. Having spert most of her adult life in active addiction, it was high time. But shifting to a sheet life did not happen oversight - it was sough work. In 2015, Análes started to get her seat for tile book with the help of 12 Sage sprace, his found a passion for perserving and decided to make join for a living. Nier hope is that, one jures a time, we can memples conversations about addiction and reminde



Over the years Worthy as a brand has emphasia

Nurting to differentiate the brand from the personal story of Ash

scage of self love and worthiness. We achieve this messaging through our social media chan



# Worthy Marketing



## target market

# social media website and SEO

## Online Sales Channels



Since 2017 22K visits Conversion onto of 1 6%

Over \$8k in sales



Since July 2022 7K visits Convention rate FAIRE

Since April 2021 700 visits Conversion rate 5.51

ver \$14K in soles

# Production Partners



# Distribution

### Gordon PODD BERNICE Alberto seide distribution Pollet pick ups

Our valued distribution partners are a vital part of our network. We work with the following distributors & shipping companies to make sure our





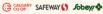
through all major carrier Used to ship parcels outside of Alberto

### World Wide Specialty Food:

Other network of buyers



### Store Partners



















# Ingredients and Raw Materials Suppliers

Worthy needs the best ingredients to make the best join! Below are some of our suppliers:







### Student Employees



To keep the wheels of the jam cog turring we have utilized usbankaded student employees from Venture for Canada. With Asset With the been instrumental in helping Worthy show up professionally in religit and real veroff upsees, while keeping in mind our bottom line. Since 2000 Worthy has hired 5 studes workens through WIY to manage marketing is bucilar, website development & E-commence, \$50, displat materials, buckleping in Street dermon, and grant applications.



# Digital Data and Historical Records

At Variety we see the value of keeping methodous remode and assurant A otherwith balancial data. Included in the sail of Workly will be two Employ Enhance Mortly Operations and Workly Marketing. the data in these dates or growing you will not be information you need to undison with Workly's growth the balancian to be underlike in this you have been been designed from the continue with Workly's growth the model lime in this you have been been designed from the continue of a COSS amount of COSS amount of COSS amount of the continue of the cost of the

### Worthy Operations

Recipe conting leased on each production run legendent documentation for CFL tracking

Previous grand applications libriture for Canada forms Localiting documentation triy aran wering

Self-sheets stregraphy seaso's relactifished design

Data from province collaboration

### Thank You

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