

# Introducing hemp into the mexican basic food basket

Dallas, Texas

**Revolución**  
con  
**Flores**



# About us

Revolución con Flores was founded on January 1, 2021. We are the company that integrates and fosters the growth of a strong, equitable, professional, innovative, and sustainable Mexican cannabis industry.

## Mission

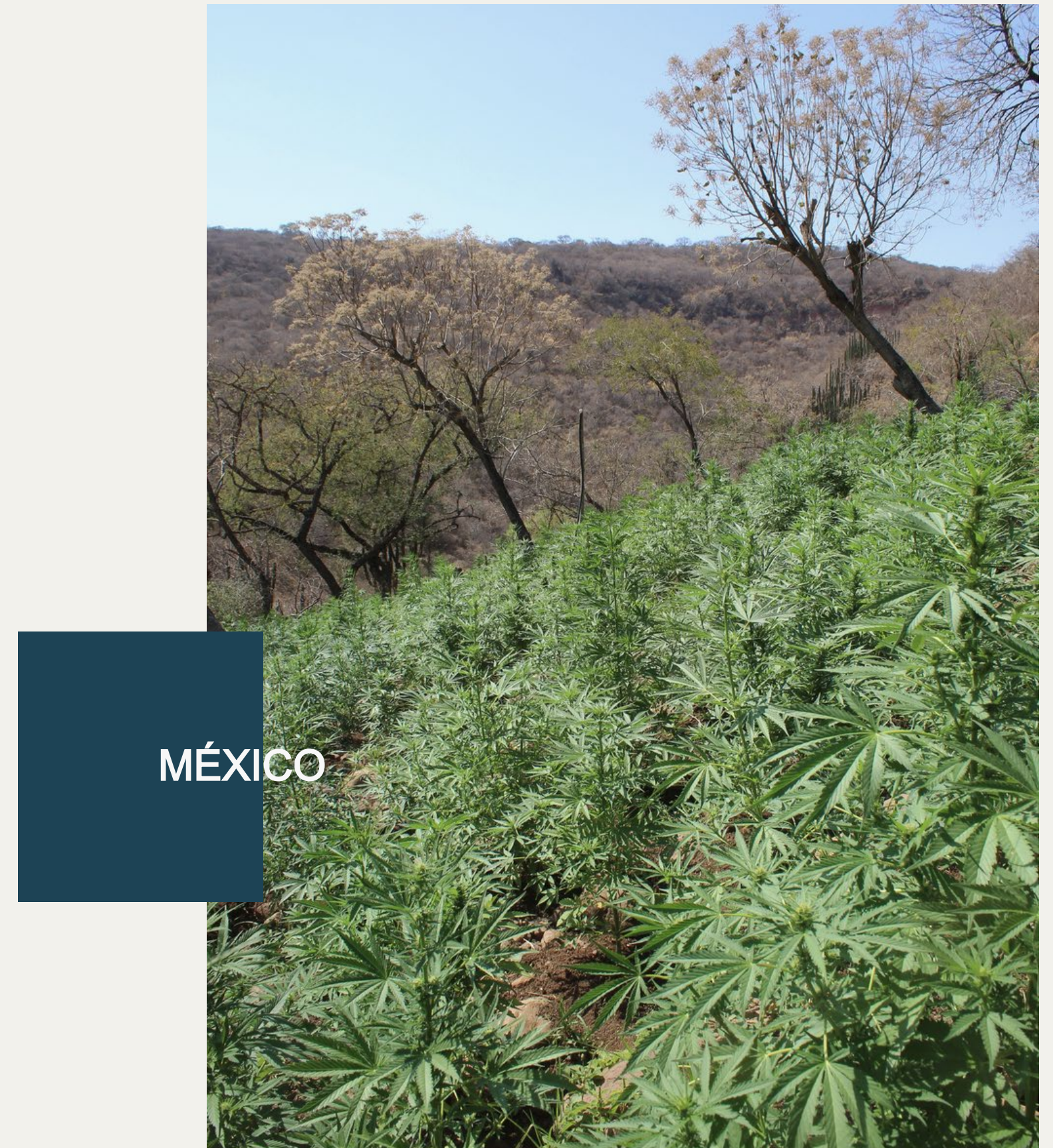
To generate, disseminate, promote, and stimulate standards and guidelines that establish best practices for the cannabis industry in Mexico.

## Vision

Through collective work, research, and innovation, we seek to strengthen the value proposition for the consumer, the ecosystem, and society in general.

## Values

Nationalism. Empathy. Equity. Coherence. Non-Violence. Loyalty. Respect. Honesty. Commitment. Freedom. Responsibility. Trust.





# Get to Know Us



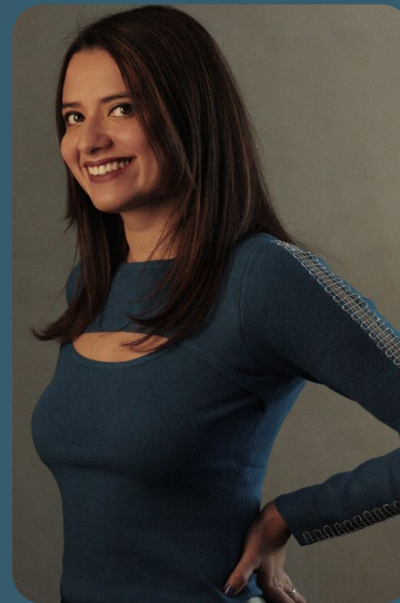
**DENYSE ESPINOSA DE LOS MONTEROS**

- \*CEO & Co-founder of Revolución con Flores
- \*Creator of Cannivore Mx
- \*Interpener certified by Trichome Institute Mx

Specialist in communication strategies, social analysis, coolhunting, and project management. Extensive experience in the tourism and luxury sectors.

Graduated of FES Acatlán, UNAM.

Entrepreneur, opinion leader, and activist in the Mexican Cannabis Industry with over 7 years of experience.



**HEIDY ALEXIS SANCÉN GÓMEZ**

- \*COO & Co-founder of Revolución con Flores
- \*CEO of Don Pipa Dom
- \*Ambassador for Trichome Institute Mx

Specialist in Business and International Relations, as well as best practices in the Cannabis Industry.

Graduate of UVU Utah, UIC, and the University of Santiago de Compostela.

Entrepreneur, opinion leader, and activist in the Mexican Cannabis Industry with over 9 years of experience.



**GRISELDA GONZÁLEZ**

- \*Training Director & Co-founder of Revolución con Flores
- \*IAB Mexico Instructor
- \*Continuing Education Professor at Universidad Panamericana
- \*Strategy Director & Co-founder of Killer Pixel

Graduated of FCPYS, UNAM.

Specialist in editorial media, and in the development and formation of digital audiences.

Over 8 years of experience in staff training.





# Let me tell you a story...





# Objective

The audience, to gain a clear understanding of two fundamental points:

- Integrate hemp as a strategic component within the Mexico's comprehensive development plan.
- Current status of the cannabis industry's development in Mexico.



MÉXICO

# Plan México

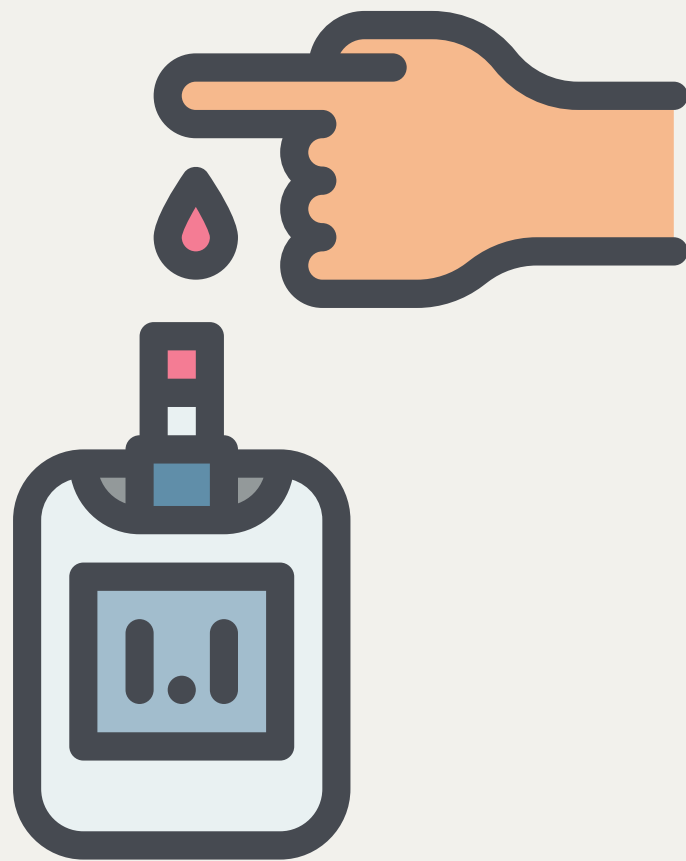


- Strengthen the local economy
- Promote innovation and technology
- Drive productive sovereignty
- Enhance Mexico's reputation

# Health in Mexico



- Diabetes



- Desnutrición



- Obesity





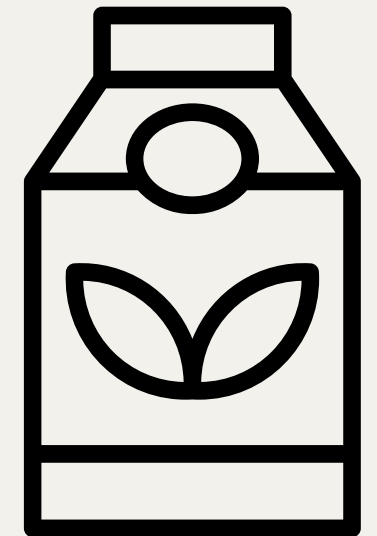
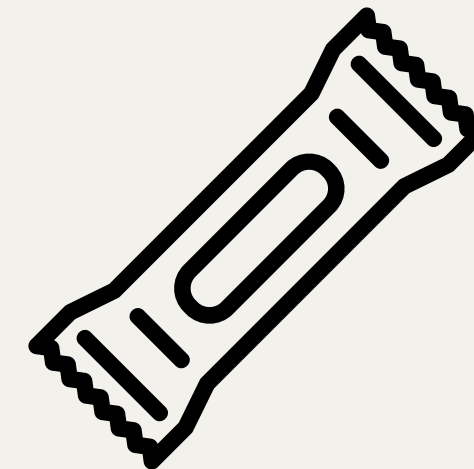
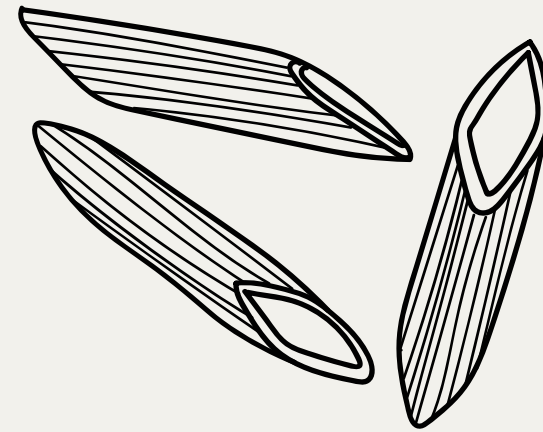
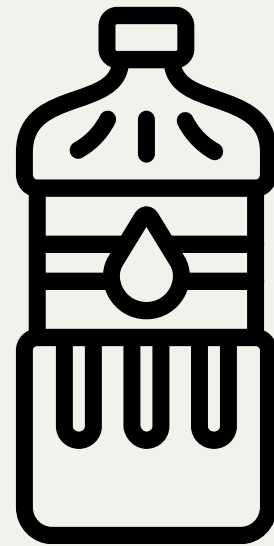
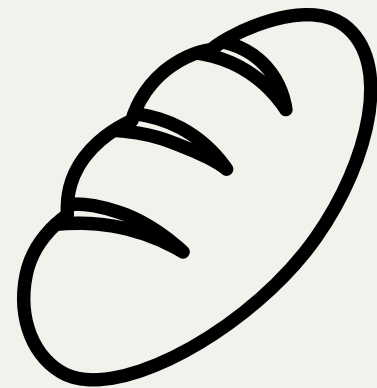
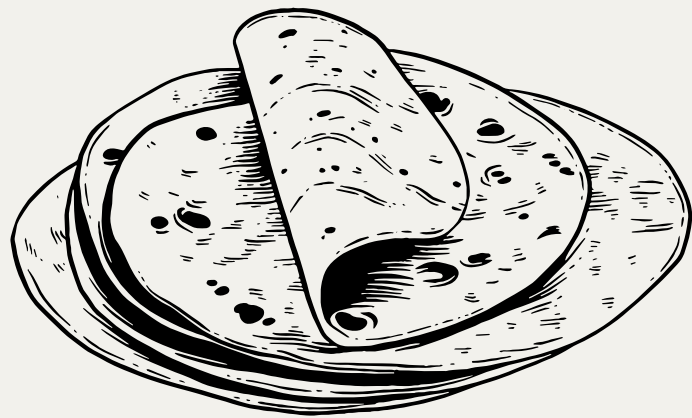
A close-up, high-angle shot of a large pile of hemp seeds. The seeds are small, oval-shaped, and have a light brown, textured surface. They are piled together, creating a dense, granular texture. The lighting is soft and even, highlighting the natural color and shape of the seeds. The background is slightly blurred, focusing attention on the seeds in the foreground.

# Hemp Nutrition



# Food is Medicine

## Hemp as a Nutritional Solution





# Research is possible today in Mexico

Today it is possible to run a protocol research prospecting for cultivation of hemp focused on food use.

Ask us how!

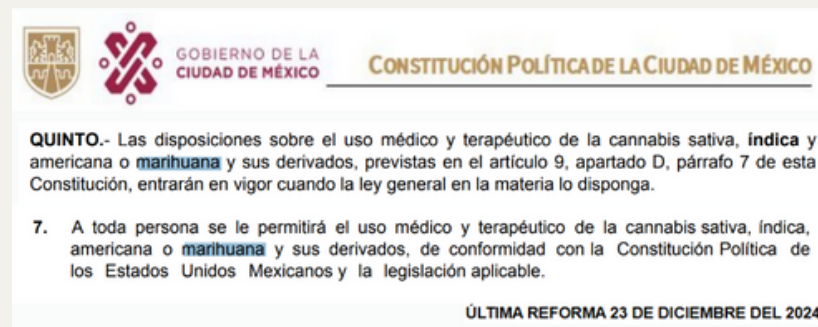




# Regulatory context in Mexico

## Regulatory frame

- Decriminalization of consumption



- Medical cannabis regulation



- Unconstitutionality



## Current Context

- Black Market - illegal sale of products, raw materials in spaces identified as "cannabis clubs" and/or "dispensaries."
- Consumption Permits - difficulty in obtaining them, poor legal and user practices, and limited collaboration from authorities. Involved Authorities: COFEPRIS and Health.
- Unauthorized Consumption Spaces
- Health Risks: Increase in cases of psychotic outbreaks caused by marijuana.

## Authorities

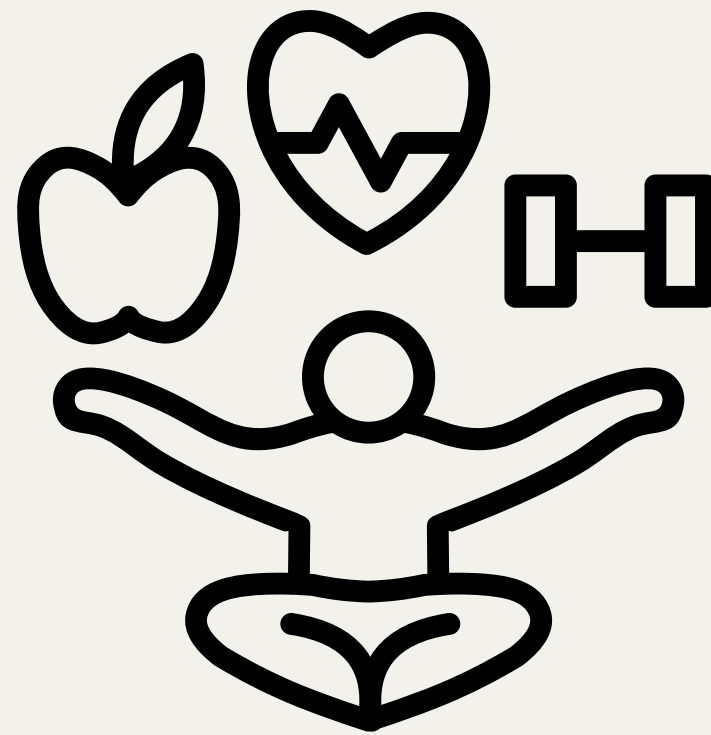


# Medical Cannabis, Wellness, and Adult Use

## Medical



## Wellness



## Adult use



Mexico is the second -largest Medical Tourism destination globally  
and the leading wellness tourism destination in Latin America.



# Factors of Medicinal Cannabis

Phase 1

Doctor



Phase 2

Product



Phase 3

Patient



# Services

## Training

- Development of protocols, manuals, certifications, and standards for skills and competencies of the Cannabis Industry in Mexico
- Training and evaluation of cannabis professionals



Our team has the EC0217  
Competence Standard for the delivery  
of human capital training courses

## Consulting

- Government
- State
- Educational institutions
- National and international private initiative.
- Cannabis industry, consumers, and general society.
- Human Rights.





# Business Opportunities in Mexico



- A market in the making
- Diversity of Markets and their potential: Industrial Hemp, Medicinal Cannabis and Wellness, Adult Use
- Why Mexico is the ideal place
- The Key to Success: Our Expertise

# Join this Revolución con Flores



Revolución  
con  
Flores



# Revolución con Flores



[www.revolucionconflores.com](http://www.revolucionconflores.com)



[Revolucion con Flores](https://www.instagram.com/Revolucion con Flores)



[Revolución con Flores](https://www.facebook.com/Revolución con Flores)



[revolucionconflores@gmail.com](mailto:revolucionconflores@gmail.com)

## ¡Muchas gracias!

Esta presentación, es propiedad exclusiva de Revolución con Flores S.A. DE C.V. ,al ser considerada una obra intelectual, está protegida por la ley federal del derecho de autor.

