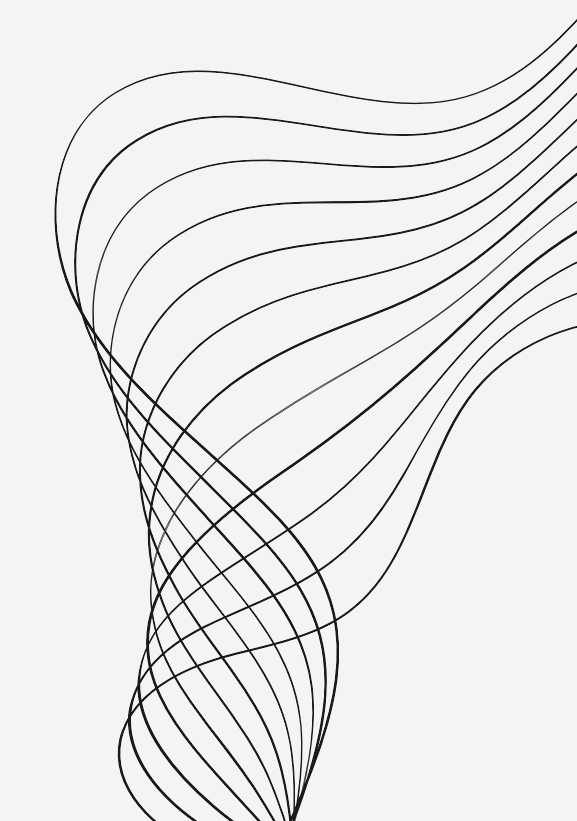


**MH**

**MISTRY HEALTHCARE**

[www.mistryhealthcare.ca](http://www.mistryhealthcare.ca)



# The Problem

As each generation ages, demand for medical cannabis is accelerating, driven by a growing shift toward alternative treatments over traditional medications like opioids. However, the medical cannabis industry is struggling to keep pace with public healthcare needs, particularly for seniors who face significant stigma and barriers to reliable information. With limited physician expertise in cannabis and scarce resources in walk-in clinics, many patients are left relying on unreliable sources, such as general online searches or retail outlets. This lack of professional guidance and specialized care not only limits patient outcomes but also hinders the industry's evolution to meet the needs of an increasingly receptive population. Bridging this gap could support responsible industry growth and provide patients with safe, well-informed options in their healthcare journey.



**MISTRY HEALTHCARE**

A research and consulting group specializing in plant-based, holistic health transformations through learning and innovation.

**Building  
cannabis care  
into curricula,  
providing  
accessible,  
expert-led  
guidance for  
every patient**

Mistry Healthcare is passionate about embedding cannabis care into curricula, aiming to make expert-led guidance on medical cannabis accessible to every patient, regardless of location. Leveraging extensive experience in both the cannabis industry and technology, Mistry Healthcare seeks to create a seamless platform where patients can receive personalized, evidence-based recommendations from trusted professionals. The goal is to empower individuals to make informed decisions about their health and wellness, breaking down barriers to access and ensuring that quality cannabis care is available to those who need it most, no matter where they are. Through this initiative, Mistry Healthcare is committed to advancing the role of cannabis in healthcare on a global scale.

## Product Market Fit:

A professional cannabis care platform lies in addressing the unmet need for credible, accessible, and specialized guidance in medical cannabis use. As demand for medical cannabis grows more professional resources and support are needed. A telemedicine-style platform providing expert cannabis consultations and educational resources would meet this demand, enabling patients to make informed decisions and healthcare providers to enhance patient outcomes. This approach aligns well with the shift in public health toward personalized, integrative care options.

## Market Behavior:

**Increasing Demand Across Generations:** As more generations embrace cannabis for wellness, the demand for specialized knowledge is growing, driven by preferences for natural and multi-modal treatment approaches.

**Shift Toward Digital Health Solutions:** Patients are increasingly comfortable with telemedicine and digital health services, with many preferring virtual consultations and remote guidance, especially for stigma-associated areas like cannabis.

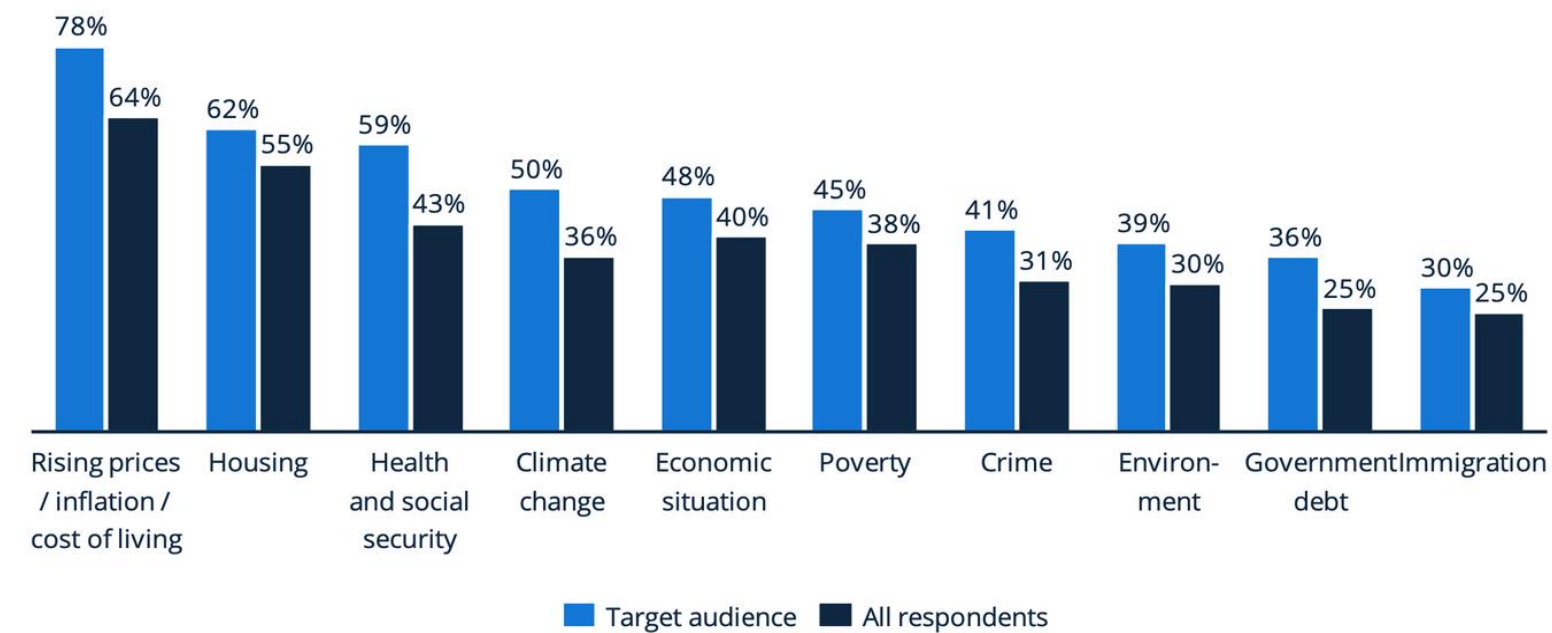
**Knowledge Gap and Trust in Expertise:** Patients currently lack accessible, trusted sources for cannabis health information, often turning to non-expert sources (e.g., dispensary staff or online information), which may lack medical accuracy. This gap creates a demand for credible, professional-led support, particularly in clinical cannabis use.

**Health Provider Interest:** More healthcare professionals are interested in incorporating cannabis into patient care, but limited formal education creates an unmet need for professional development and support resources.

## A relatively high share of Baby Boomers think that health & social security are issues that need to be addressed

Consumer attitudes: challenges facing the country

The 10 most important issues facing Canada according to Baby Boomers



21 Notes: \*What do you personally think are the most important issues in your country of residence that need to be addressed?; Multi Pick; How old are you?; Single Pick; Base: n=1430 Baby Boomers, n=12118 all respondents

Sources: Statista Consumer Insights Global as of January 2024

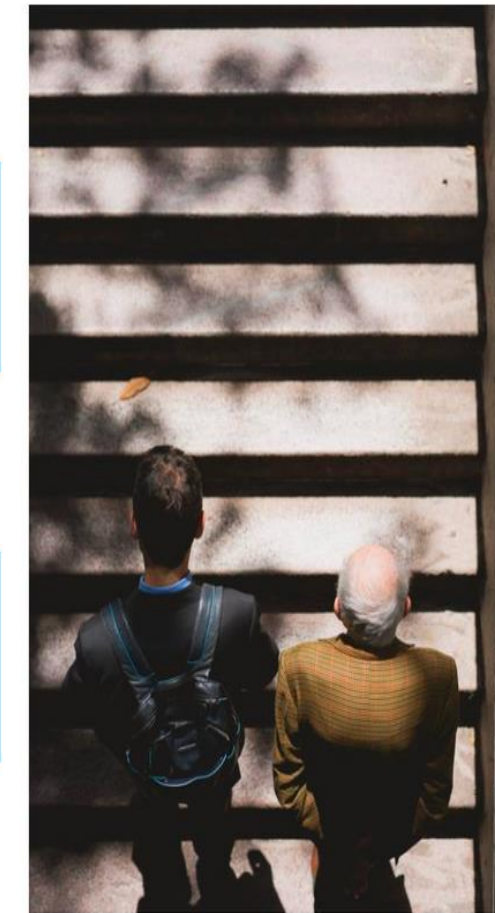
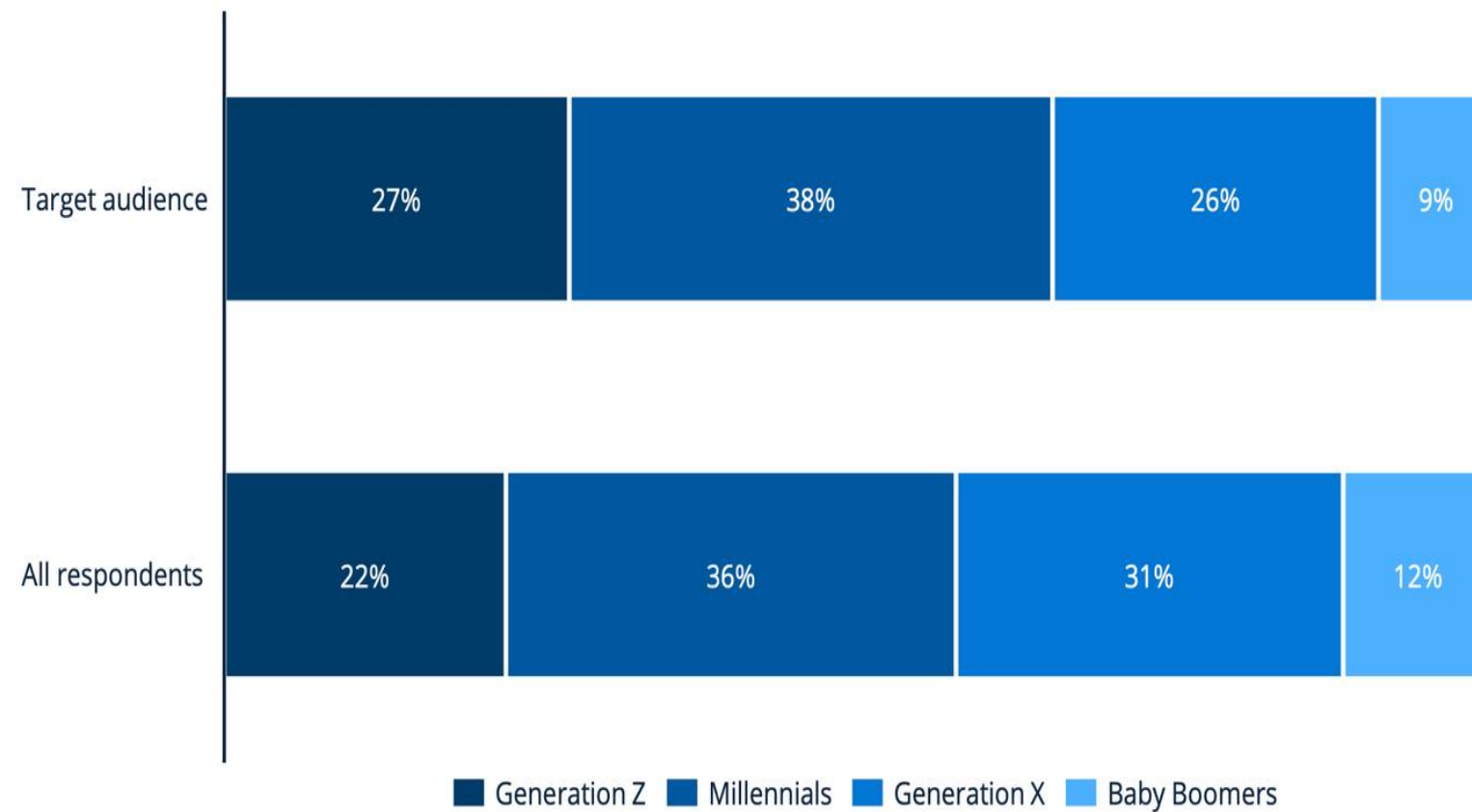
Consumer Insights  
by statista

As our population ages around 59%, face health issues among older individuals. Medical cannabis emerges as a promising option, especially for those looking to lessen their reliance on multiple medications and opioids.

# Cannabidiol (CBD) users tend to be younger, 27% are part of Generation Z

Demographic profile: life stages

## Age of consumers in Canada



5 Notes: \*How old are you?; Single Pick; Which cannabis products do you consume at least occasionally?; Multi Pick; Base: n=412 cannabidiol (CBD) users, n=12118 all respondents

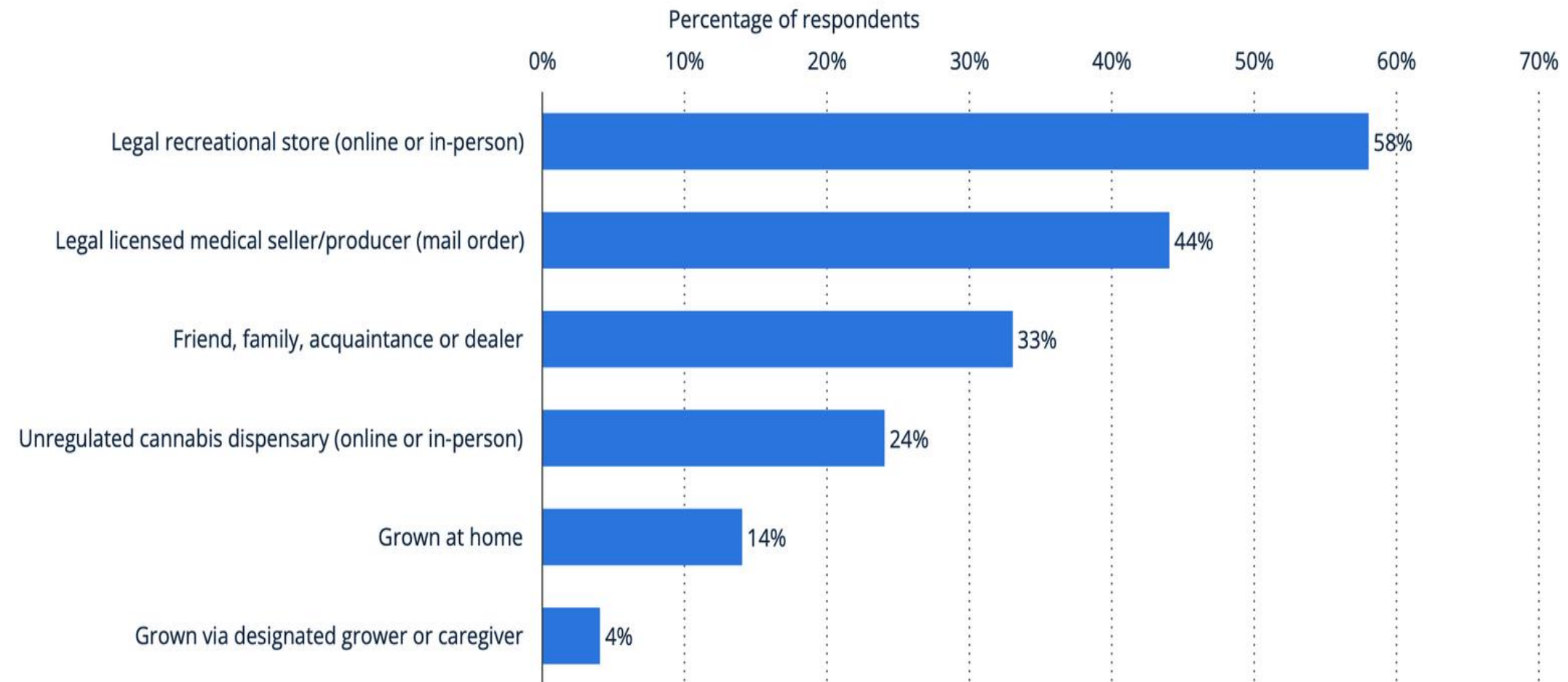
Sources: Statista Consumer Insights Global as of January 2024

Consumer Insights  
by statista

Cannabis was legalized on October 17th, 2018. The highest consumer group is those aged 12 to 27, born between 1997 and 2012. The legal consumption age varies by province or territory but is typically set at 19.

# Percentage of Canadian patients who obtained medical cannabis from select sources as of 2020

Sources of medical cannabis amongst Canadian patients 2020



27

**Description:** The majority of Canadian medical cannabis patients reported a legal recreational store (either online or in-person) as their source, and 14 percent of respondents reported growing cannabis at home. This statistic shows the source of medical cannabis over the past year among Canadian patients, according to a survey conducted in July-August 2020. [Read more](#)  
**Note(s):** Canada; July 20 to August 1, 2020; 1,000 respondents; medical cannabis patients  
**Source(s):** Abacus Data; MCC



Roughly 58% of Canadians obtain medical cannabis from recreational stores. However, unlike pharmacies, these outlets often lack educational resources and guidance.



# MVP

**The early adopters for a tele-cannabis care platform would likely include:**

## **Seniors and Aging Populations**

- Many older adults are increasingly open to medical cannabis as an alternative to traditional medications, particularly opioids, for managing chronic pain, sleep disorders, and anxiety. These users may be hesitant to visit dispensaries or lack access to knowledgeable healthcare providers, making a digital, expert-led solution appealing.

## **Patients with Chronic Conditions**

- Individuals managing chronic illnesses like arthritis, PTSD, anxiety, or multiple sclerosis often seek alternative therapies. These patients tend to be proactive about their health and may appreciate an accessible platform for reliable, professional cannabis guidance.

## **Caregivers and Family Members**

- Caregivers of seniors or individuals with chronic conditions may be motivated to seek accurate cannabis information to help their loved ones safely integrate cannabis into their treatment plans, especially in cases where traditional healthcare channels are lacking.

## **Health-Conscious Millennials and Gen Z Adults**

- Health-focused millennials and Gen Z adults, who are typically open to holistic and preventive health practices, are more likely to view cannabis as a wellness tool. They are digital-first consumers and would likely appreciate the convenience and professional support a telehealth-style platform offers.

## **Cannabis-Friendly Physicians and Healthcare Providers**

- Early adopters in the medical community who are already interested in integrative medicine or cannabis as an adjunct therapy would be inclined to use a platform that provides tools, resources, and a professional network for credible cannabis guidance.

## **Cannabis Educators and Advocates**

- Certified cannabis educators, advocates, and other professionals in the field may use the platform to expand their reach, validate the service, and help build a trustworthy reputation for cannabis healthcare support.

# Why Mistry Healthcare?



**EXPERT  
HEALTH PROFESSIONAL  
FINANCIAL SERVICES**



**EST. 2022  
PRIMARY & SECONDARY  
RESEARCH**



**ESTABLISHED PROFESSIONAL NETWORK**



**MARKET SIZE AND GROWTH POTENTIAL IN  
ALTERNATIVE TREATMENTS**



Why are we the best?



Because we are the only ones paving the way at this pace, focused on building bridges rather than just profits, ensuring our approach is rooted in community and meaningful impact.

# Solution

## Mistry Healthcare Education Hub



**Comprehensive Benefits**

Mistry Healthcare empowers clients with wellness consulting that merges evidence-based practices and plant medicine, transforming health into a natural, holistic journey.



**Informed Empowerment**

**Vision:** Revolutionize medical cannabis with accessible education, personalized guidance, and global holistic well-being.



**Risk Reduction**

**Mission:** Promote health through optimal living and education, rooted in scholarly expertise. We advocate green living via technology, empowering for healthier lives and our planet's well-being

# Consultation Services

Let's Meet	Follow Up	Let Me Help
<b>FREE</b>	<b>\$25</b>	<b>\$40</b>
15 minutes	30 minutes	60 minutes
1:1 Consultation	Additional Care Planning	New Clients
Education Engagement	Cannabis Recommendations	Comprehensive Assessment & Analysis

Program Features	Mistry HealthCare	Pharmaceutical Companies	Private Courses	Ontario Cannabis Store	OPHIEA
Evidence-based Resources	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tailored Programs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Adverse Outcome Reduction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Education	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Comprehensive Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Holistic Advocacy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Informed Decision Making	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Innovative Driven	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Currently Operating at a Profit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

marijuana

23K views · Aug 18, 2021  
YouTube · Discover Marijuana

15.6K views  
YouTube

**Why experts warn cannabis may worsen anxiety for those trying to treat it**

Millions of people have tried cannabis in the United States in the last year, but some experts are...

YouTube

Short videos of treat anxiety with c

YouTube @Howledge The Best CBD for

YouTube @Dr James Gill Why CBD Might

YouTube @Gabriella To... Medicinal cannab

YouTube @Sun Jane Here are a few co

YouTube @Michigan Foot Benefits of Cann...

Explore more

Psilocybin mushrooms

Peyote

Ayahuasca

Image: Shutterstock, Data: Wikipedia - weedmaps, i  
appainmanage.org - webmd.com  
Wikipedia text under CC-BY-SA license

Feedback

Temu  
<https://www.temu.com> Deal

**Fast Relief From Anxiety | Fast Relief From Anxiety - Temu**

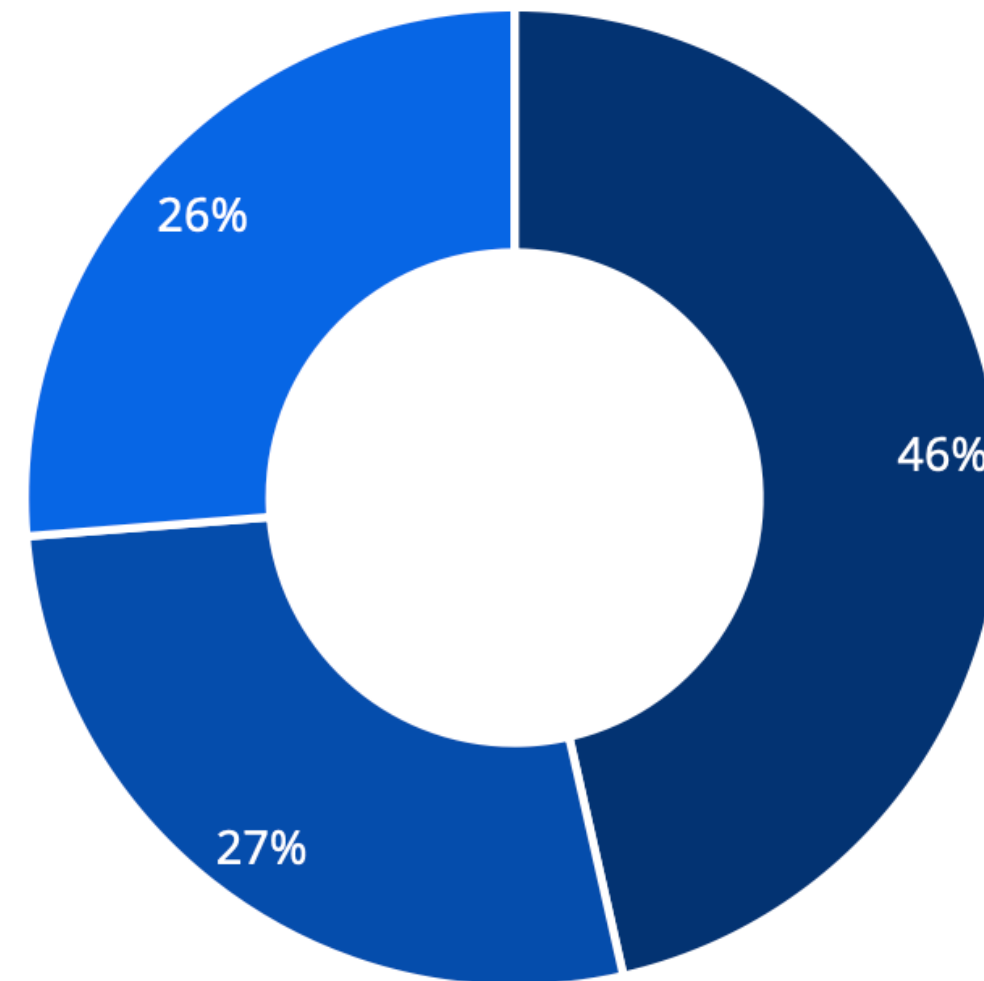
Ad Don't swipe away. Massive discounts on our products here - up to 90% off! Only Today, Enjoy  
Fast Relief From Anxiety Up To 90% Off Your Purchase. Hurry & Shop Now.  
Site visitors: Over 1M in the past month

While it's true that individuals can access information about medical cannabis online, relying exclusively on unfiltered internet sources presents significant drawbacks. The complexity of the endocannabinoid system (ECS) means that cannabis affects individuals differently based on various factors, including genetics, health conditions, and medication interactions. The abundance of information available online ranges in credibility and accuracy, with many sources lacking peer-reviewed validation.

## Market Analysis

**53% of worldwide cannabis revenue comes from therapeutic and medical cannabis usage**

Worldwide Cannabis revenue in 2022 in billion US\$



■ Recreational Cannabis ■ Therapeutic Cannabis ■ Medical Cannabis

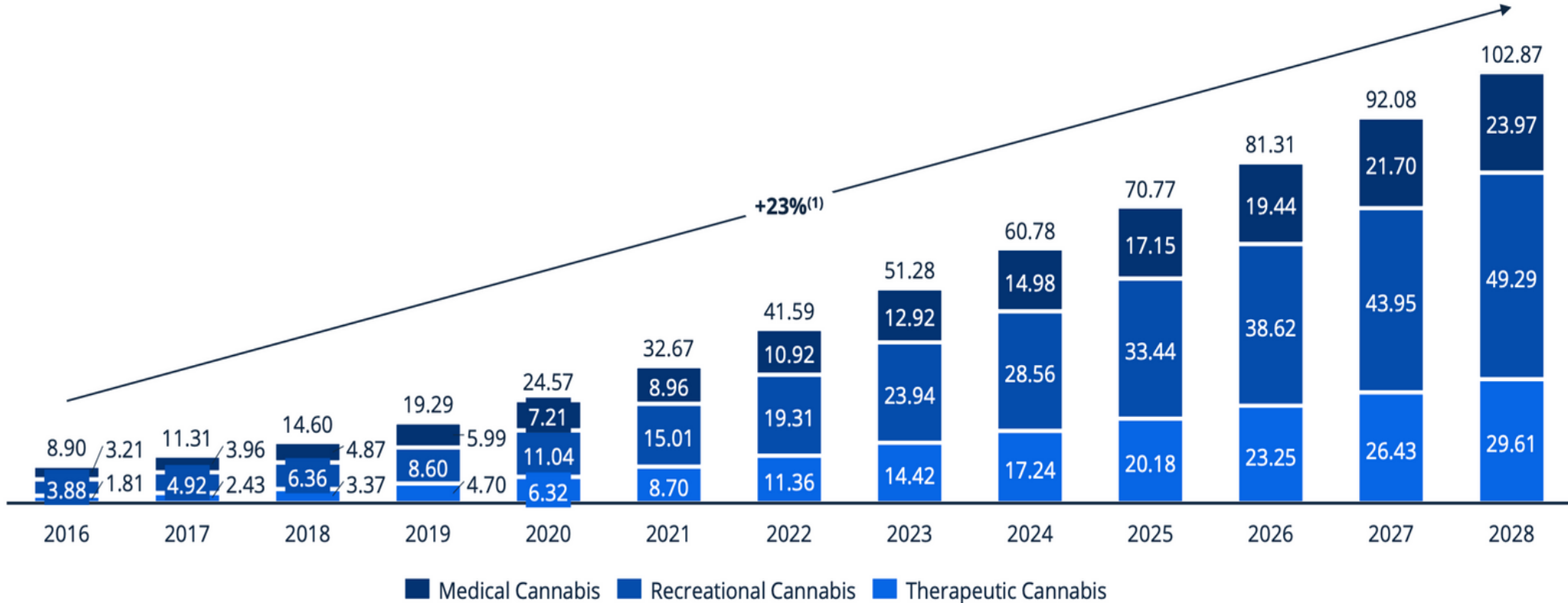
# Market Analysis

**This growth of the market is expected to reach almost 76% by the year 2028.**

The future growth of the market is mainly driven by legalization and higher user adoption

Overview: Sales Figures (1/3)

Worldwide Cannabis revenue in million US\$



8 Notes: (1) CAGR: Compound Annual Growth Rate  
Sources: Statista Market Insights 2023

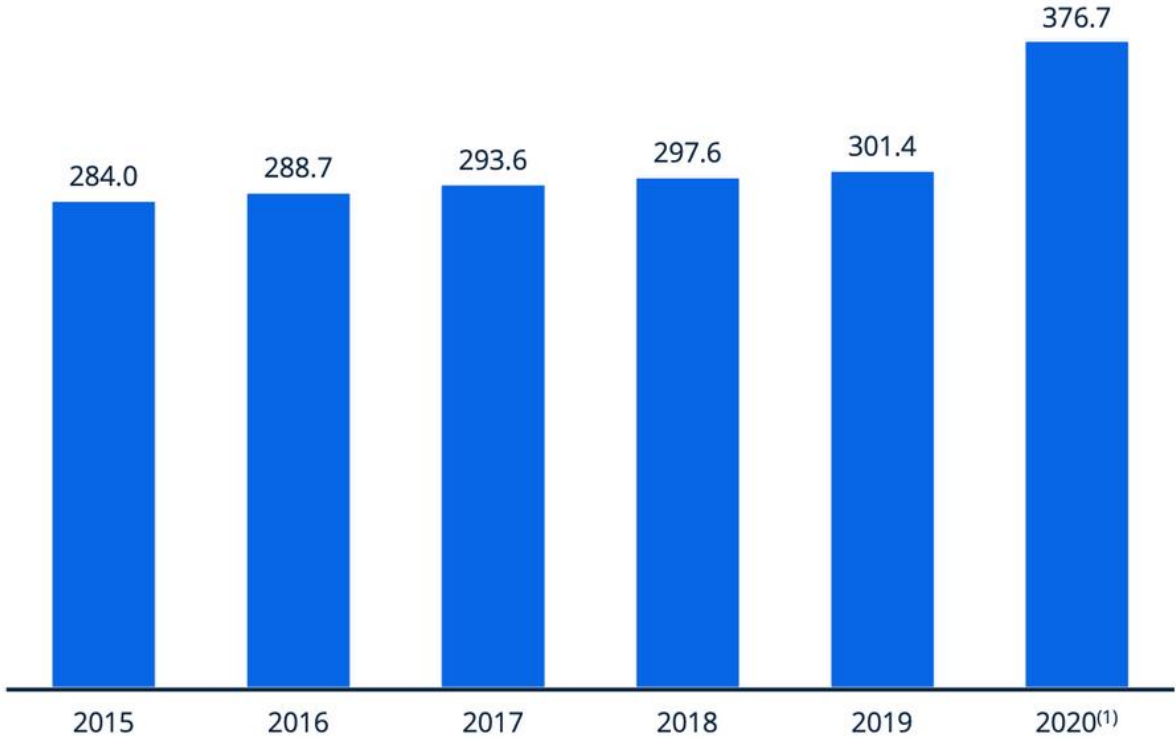
# Market Analysis

Many factors, such as anxiety and stress, significantly impact our mental health, especially now more than ever. As a result, the demand for cannabis products is expected to rise.

### Growing stress and anxiety levels are likely to increase the demand for cannabis products

Drivers (1/8)

Number of people with anxiety disorders worldwide in million



Factors such as hectic lifestyle and the emergence of new diseases such as COVID-19 have resulted in consumers experiencing higher levels of stress, anxiety, and physical and mental health issues over the years.

In fact, according to the WHO, global prevalence of anxiety and depression increased by 25% in 2020. This has augured well for the Cannabis industry, with an increasing number of users turning to Medical and Therapeutic Cannabis products in order to receive aid.

A 2020 survey conducted by Brightfield Group in the U.S revealed that 44% of respondents who stated they used cannabis multiple times per day planned on increasing their usage during the COVID-19 outbreak. A more recent 2021 survey conducted by Statista revealed that 43% of the users in the U.S. had consumed Cannabis/CBD, with 19% using it to reduce anxiety, 18% for relaxation and stress relief and 16% to help them with sleep aid. 26% of the users stated that they could imagine taking Medical Cannabis/CBD in the near future.

We believe that the existing/growing burden of diseases and disorders will continue to drive the market, resulting in many first-time users as well as repeat users.

15 | Notes: (1) Own Estimation  
Sources: Our World in Data, WHO, Statista Consumer Insights 2023



## **Value Proposition for Mistry Healthcare**

Mistry Healthcare is a pioneering wellness consulting group that uniquely integrates sustainable living and plant medicine. We provide personalized guidance that transcends traditional health services, empowering individuals to achieve holistic well-being. Our approach focuses on eco-friendly practices that nurture the mind, body, and environment, helping clients thrive in a way that is both health-conscious and environmentally responsible.



## Education

Sustainable living and plant medicine

### **Resource Development:**

Micro-Credentials, Lunch & Learns, Webinars, E-books, Podcast, Newsletter, Video Tutorial, Online Resource Library, Workshops & Seminars, Curriculum Development

.

# Meet The Team

**Hiral Mistry**  
**Co-Founder**



Hiral is a health professional with over 15 years of experience as a Registered Nurse, Dental Hygienist, and Certified Cannabis Educator. She is currently pursuing her Master of Education to be a pioneer in medical cannabis education. Hiral's goal is to integrate the endocannabinoid system into curricula and create a medical cannabis pedagogical approach to healthcare education.

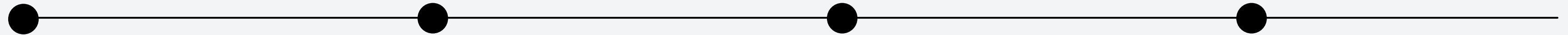
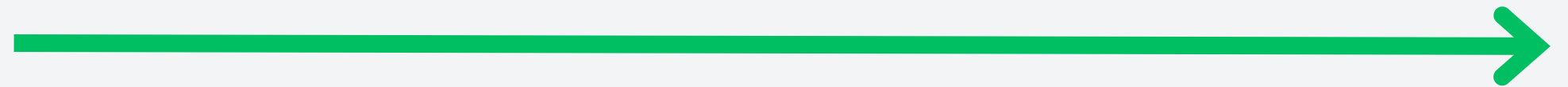
Sunil brings over 15 years of experience in the Canadian finance industry and public education. As an operations analyst, he has a deep understanding of the risks and opportunities within the medical cannabis sector. With international experience in the legal cannabis marketplace, Sunil is dedicated to building global connections and recognizes the vast potential of cannabis in health and wellness worldwide.

**Sunil Mistry**  
**Co-Founder**



# Growth To Date

## Phase 1



**December 2022**

Certified Medical Cannabis  
Educator

**April 2023**

Registered Mistry  
Healthcare as a Sole  
Proprietorship Business

**June 2023**

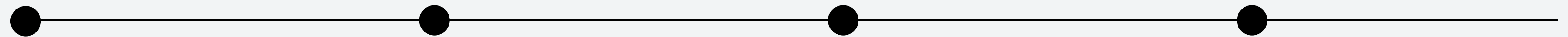
Lift&CO Expo Medical  
Cannabis Speaker Panel

**September 2023**

Montreal Cannabis Expo  
Medical Cannabis  
Workshop for Industry  
Specialist

# Growth To Date

## Phase 1



**October 2023**

Collaborated with PADH for a cannabis presentation with middle school students

**November 2023**

Collaborated with ElionMED for a Lunch & Learn with LTCH's for medical cannabis access for seniors

**December 2023**

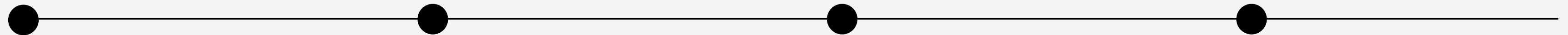
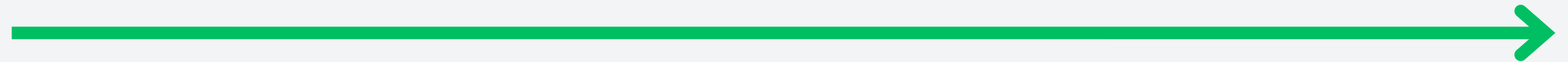
VoiceED Radio podcast recording Redefining Cannabis Education with Stephen Hurley

**January 2024**

Documentary on a incarcerated minor regarding cannabis offence

# Growth To Date

## Phase 1



**February 2024**

Ontario Tech University:  
Let's Talk Cannabis  
Presentation

**March 2024**

Ontario Tech MindSpark  
Podcast recording on  
Cannabis and Mental  
Health.  
CannExpo Toronto  
Cannabis and Sexual  
Wellness Speaker Panel

**April 2024**

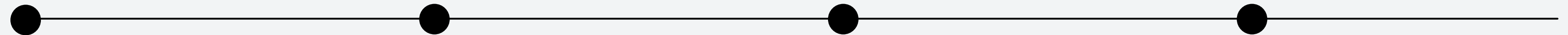
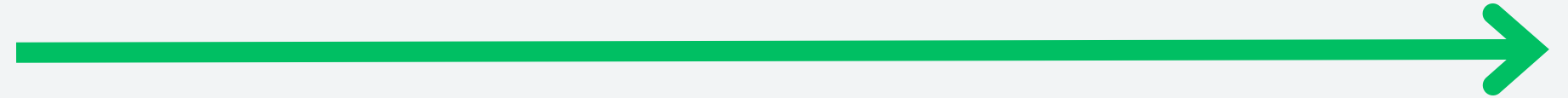
Active Senior's Living  
Center Cannabis  
Workshop

**May 2024**

Endocannabinoid System  
Pressbooks (Open Access  
Resource)

# Growth To Date

## Phase 2



**June 2024**

McGill University Plants to  
People Cannabis  
Symposium Research  
Poster Presentation

**July 2024**

McMaster Centre for  
Medicinal Cannabis  
Research: Research Poster  
Presentation

**August 2024**

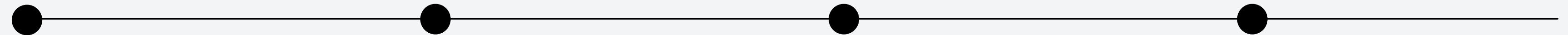
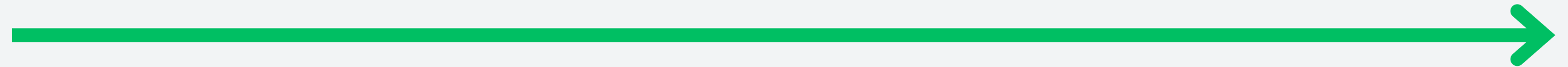
Collaborate with Ontario  
Tech University for  
Cannabis and Sports  
Medicine

**September 2024**

Taboo Show  
Hemp Cooking Workshop  
TESS ecampus Ontario  
Workshop

# Growth To Date

## Phase 3



**January 2025**

**October 2025**

**November 2025**

**February 2026**

Modernizing ECS and  
Cannabis Education

Master of Education

Cannabis and Seniors with  
Georgetown Active Living  
Center

Website Launch  
PDSB Professional  
Development Wellness  
Day

Mistry Healthcare has spent the past few years building a network focused on researching and advocating for the plant's potential to support humanity's pursuit of health, longevity, and wellness. Through dedicated research and advocacy, Mistry Healthcare aims to unlock the full therapeutic benefits of cannabis, with a vision of enhancing the quality of life and contributing to the broader quest for healthier, longer lives.





How can you  
help?



**Support Physician  
Education  
Programs .**



**Develop Digital  
Health Solutions**



**Create Community  
Health Initiatives**



**Enable Insurance  
Coverage**



**Support Advocacy &  
Policy Change**



**Fund Research &  
Clinical Trials**



**Promote Data-  
Driven Care .**



**Foster Collaborative  
Hubs**