



## IMJ Special Report on Hemp Life Today™ - Ubiquitech Software Corp. (OTC:UBQU)

We are excited to initiate coverage on [HempLife Today™ \(HLT\)](http://www.HempLife.com) and its parent company Ubiquitech Software Corp., a company that is in a unique position of being a leader for hemp based CBD products. While there may be other companies offering hemp based products including hemp seed oils, there are few companies offering products that contain a high concentration of Cannabidiol (CBD), a key ingredient in cannabis which has many health benefits.

This is what makes the company unique, it produces and sells a product that is 100% legal in the United States and can be sold all throughout America, unlike marijuana which can only be sold in states which have approved it for medical or recreational use. Because of FDA regulations, the company cannot state that its products are a medicine, so for the purpose of this report we will be using the term “health benefits”. We suggest you do your own research on CBD as you will come to the same conclusion that we did, it does have many medical benefits for various ailments.

Before we get into the full report on why we think the company has significant upside for shareholders, here is a quick overview of the company.

### Company Snapshot

- Sales of \$3.5M in 2015, expected sales in 2016 is \$10-12M
- National presence with strong branding and marketing
- Management team with a strong Internet and marketing background
- Tight share structure for an OTC listed company – only 52.8M S/O
- Great company website [www.HempLifeToday.com](http://www.HempLifeToday.com) and brand name in CannazALL™
- Great marketing materials and packaging

Current Share Price - **\$0.0415** (Dec 9, 2015)

52 Week High/Low: **0.15 / 0.015**

Market Cap: **2.2m** Shares Out: **52.8m**

**Target Price: Short Term is \$0.25-\$0.30, Longer Term is \$0.75-\$1.00**

## Company Overview

Ubiquitech Software Corp. is a leader in Internet marketing, plus Direct Response TV and Radio advertising through its acquired subsidiary [Blue Crush Marketing Group, LLC](#) (BCMG). In 2013, the company turned its focus on hemp based products, medical marijuana and various advertising platforms within the sector, shortly after they acquired Hemp Life Today™ (HLT) in 2014. The company is currently going through a name change and will soon be known as CannaMark Brands Inc. For the purpose of this report, we will refer to the company as CannaMark Brands, but the publicly traded company is still Ubiquitech Software Corp. (OTC:UBQU) at the time of this writing.

Over the last two years, HLT has become a leading hemp oil products company and the creator of CannazALL™, one of the purest CBD oils available today. Created by a group of health minded people, the highly motivated and skilled team developed Hemp Life Today™ and CannazALL™, a highly recognized name in the CBD hemp oil based health products industry.

With sales grossing over \$3.5 million in 2015, this company is not a start-up looking to raise significant capital and enter the market. They are well established and the company now plans to expand its product offering, grow its customer base and seek out new opportunities that will add value to the company and shareholders throughout 2016.

They are committed to bringing the finest health care related products to the domestic market and then eventually expand to international markets with a focus on CBD hemp oil based products. Given the marketing and media experience that management has, and then add to that strong buying power and an entrepreneurial team, the company is assured success and this already shows with the sales they have achieved so far and a growing customer base. We can expect more great things to come in 2016 from CannaMark Brands Inc and Hemp Life Today™.

The success of any company relies heavily on management; the cannabis and hemp oil market will be no different as the emerging industry continues to grow. UBQU and the HLT brand are headed up by CEO James Ballas, the key marketing and creative force behind the company. With over 20 years as an on camera talent and spokesperson, Jim started his career at a young age being chosen to be a part of the very first Bush Gardens Adventure Island theme park commercial. This lead to a career in direct response TV and radio, he has been featured in hundreds of commercials. Luke Dreyer, the COO, has a strong background in sales, marketing and Internet businesses. The company also employs other highly talented people for all facets of their business.

[Watch the Company Video](#)



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Prepared by Invest In MJ, Website: [www.InvestInMJ.com](http://www.InvestInMJ.com)

## Hemp Based Oil Products

With the move toward legalization of cannabis and hemp, many individuals and companies are looking to enter the market. Most of them are focused on starting operations in states where marijuana is legal, applying for a license, enduring the cost associated with opening and operating a commercial grow facility or dispensary and then bringing their product to market. While on the onset this may seem like a great idea, many of these companies will fail if they cannot build a brand that is internationally recognized.

Since marijuana legalization is based solely at the state level and not at the federal level, many of these companies can only build a brand that is recognized and sought after within the local state. However their marijuana based products are not allowed across state lines which makes building a national or international brand much more difficult, unless they have trustworthy strategic partners and various forms of licensing deals.



In the US, importing and selling hemp based products that contain no or very little tetrahydrocannabinol (THC) is allowed even at the federal level. There is no restriction on selling hemp based products into any state as long as it doesn't contain more than 0.3% TCH, which is the psychoactive component of cannabis that gets people high. However hemp, which can be legally imported into the US, can contain a high percentage of CBD and is sold by many companies without having to get license to sell it. In fact many states are now starting to allow growing hemp for multiple uses and this may include the extraction of CBD.

The key ingredient in Hemp Life Today™ products is CBD from the hemp plant, but not all hemp plants are the same. While there are various other companies offering CBD products from hemp, most of them are using hemp imported from Europe's industrial hemp producers. Hemp producers have

many strains to choose from when planting their crop, many which are chosen for industrial use or for the hemp seed production. While particular strains maybe good for industrial use or seed production, they may not be potent when it comes to CBD. So when it comes to choosing a CBD based hemp product for health and wellness, companies that source hemp from the lowest priced vendor may not be using the best hemp based CBD product.

With access to high concentrations of CBD, Hemp Life Today™ produces and sells various forms of CBD based oil products. The company currently produces and sells three different types of products across all 50 states and is building a nationally recognized brand with CannazALL™. The products using CannazALL™ include a CBD Tincture, a “Domestic Pure” CBD Oil and a CBD Vaporizer e-Liquid. Each product has a different method of ingestion and allows patients seeking an alternative health remedy to determine what is best for them. You can [learn about CBD](#) and about the CannazALL™ on Hemp Life Today™ website.



The company has some of their CannazALL™ CBD products derived from European hemp but most of the hemp CBD is sourced from their network of domestic growers using purpose grown hemp strains that produce the best CBD oil possible. Their domestic blend is a premium derived from a Colorado State Agriculture Department hemp strain, and their European CBD Oils are extracted from 100% organic non-GMO plants grown at specific latitudes in specially chosen locations of Northern Europe.

All of their CBD oils are made through the most stringent CO2 extraction process using no solvents or harsh chemicals. This makes CannazALL™ the purest, highest grade, CBD Oils available on the market today. Every batch is lab tested and every Tincture bottle, oral syringe, and e-liquid cartridge of CannazALL™ CBD is lab sealed before being delivered to customers. Compliance being of high importance for the company, all their products have THC levels that are under the FDA legal limit guidelines.

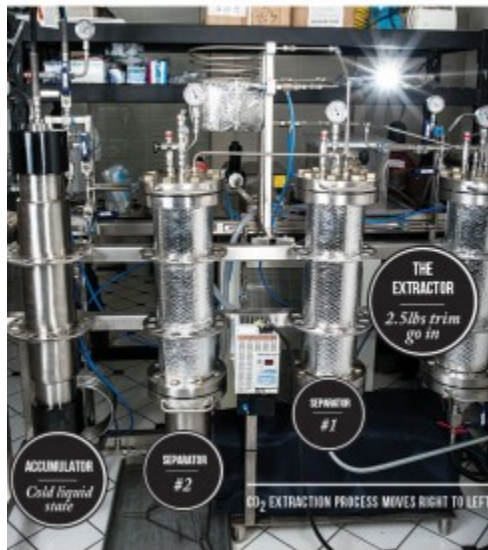




Recently the FDA had issue a warning about several companies who claim to have a CBD in their products, but after testing the products have been show to contain no or very little CBD, much lower than what these companies claim. You can see the list of companies that have been flagged by the FDA, CannazALL™ nor Hemp Life Today™ is not on this list.

**FDA Warning Letters and Test Results -**

<http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm435591.htm>



Having selected the best hemp strains for CBD production, the cleanest extraction methods, products which are lab tested and certified, and having quality packaging and labeling, CannazALL™ CBD products are some of the best on the market in its category. Having the right product mix makes CannazALL™ the purest CBD you can get and why they have generated significant sales in 2015.

The company is also looking at developing several other CBD based products in the coming year. For example they are testing a 500mg CBD Tincture in a one ounce bottle and are also developing a gel cap that will deliver 25-50mg of CBD per dose.

## **Marketing Strategy**

As the industry evolves and more participants decide to enter the cannabis market, whether it is for marijuana or hemp based products, companies with a great marketing strategy and brand recognition will become industry leaders. We have stated many times in the past, most master growers can grow the plant and many companies will try and enter the market, but eventually there will be a shakeout in the industry and only the companies with a strong brand and market presence will survive and excel. When it comes to investing in the cannabis market, we suggest focusing on companies that have great management, can create a national brand and execute a well-planned marketing strategy.

CannaMark Brands has already built a strong national presence, with sales in excess of \$3M in 2015 across all 50 states; we feel this will excel in 2016. Speaking to the company CEO, they project sales in 2016 to be in the \$10 to \$12 million dollar range, which would be a 300% increase in sales over 2015's sales figures. Not many companies can claim that kind of growth rate over the next year. With a market capitalization of about \$2.1M, the valuation of the company is lower than this year's sales, let alone what is project for next year.

The success so far seen in within the last 2 years can be attributed to the acquisition of Blue Crush Marketing Group by UBQU several years prior. The CEO Jim is a well-known media personality with great success in the direct response TV and radio industry. His unique and considerable talents to help create winning campaigns for both product and companies he works with is a key ingredient needed for successful marketing, he has applied this to Hemp Life Today™ over the last two years.

### **Internet Marketing**

As with most business today, having an internet presence and online strategy is key for CannaMark Brands. The internet has become the most diverse medium for marketing, naturally drawing in customers and site visitors from all around the world with just a click of a button. Any company wishing to prosper and grow their business must take their online presence and marketing strategy very seriously and make that a key priority.

Hemp Life Today™ already does stand out among their peers in terms of their product packaging, online presence and customer service. With a premium website domain at <http://www.hemplifetoday.com/>, the company has a clean professional website which is e-Commerce enabled, secure and already processing transactions. A quality Domain name is key for search engines and optimization, have the words Hemp and Life will help the company be easily sought out and have traffic driven to it, let alone be able to market many different products within the hemp space. The CannazALL™ brand name is also professional, easy to pronounce and is very marketable.

Luke Dreyer, the COO of BCMG has an extensive background in internet technologies and marketing. With many tools at his disposal for internet marketing, the company plans to maximize their marketing budget (estimated at \$1 million for 2016) for maximum exposure to acquire new customers and retain current ones. We can expect to see a greater online presence in 2016 from Hemp Life Today™ and the

CannazALL™ brand. This will definitely result in greater sales and improve their bottom line and thus share price.

### **Current Customers and New Acquisitions**

Over the last two years the company has grown tremendously in terms of new customers. With a current customer base of 15,000 individuals by the end of 2015 and the average customer spending about \$750 a year, this should generate the company about \$11,250,000 in sales for 2016. The sales could increase tremendously if they are successful in acquiring new customers from their marketing strategy, online presence and the estimated \$1 advertising budget for 2016. The sales estimate for 2016 of about \$10M to \$12M seems very conservative given all the initiatives the company is planning.

With every new customer they acquire the company experiences a 20% reorder rate, from that 90% of the customers continue to re-order. The average order is \$180 for first time buyers and repeat orders average about \$250. Since the company has 24 hour customer support, new and existing customers are able to call in, ask questions and order products, add to that a great online presence and the company is generating revenues 24/7 365 days of the year.

Besides the traditional methods of acquiring new customer, the company has an initiative for word of mouth sales and rewarding current customers with a loyalty program. Current customers can receive free CBD products by referring others. The company provides a referral program account for free with a unique tracking link. Participant in the referral program can use this link to forward to others and if they make a purchase, you earn points to redeem free CBD products. It's a fairly simple process and program to have, it helps increase awareness and acquire new customers thus reducing the cost of new customer acquisition and rewards existing satisfied customers for referrals that they would have normally done. This is a Win Win for all.

### **Distribution and New Markets**

At the moment, the company does not have a distribution or reseller channel that they use nor do they have independent sales representatives helping sell the products. All sales are direct from the company which is great for retaining most of the margins. But as most companies realize, in order to grow and build a national brand, they should look at various distribution outlets.

Having retail outlets sell your product and help you build brand awareness is normal course of business for any product manufacturer wanting to expand. Additional online resellers who help promote a company's products is vital for growth and awareness. They say it takes several "touches" before a new customer is acquired, having presence in multiple locations adds 3<sup>rd</sup> party validity and endorsement for any product. The company realizes this and is currently evaluating options for wholesale distribution to various retail outlets. While some margins may be given up with a wholesale business model, we think it is vital for growth, market awareness and product endorsement.

With all the marketing initiatives in place or being taken in 2016 and a \$1M estimated marketing budget, the company should experience explosive growth in the coming year; this will flow to the bottom line and to the company share price. If successful in their plans, it will be a rewarding time for shareholders.

## Company Financials and Valuation

While we are providing this research report on Hemp Life Today™, please keep in mind we are not financial advisors and you should preform your own due diligence on the company and its financial position. We did gather some information from the [OTCMarkets website about UBQU](#); we suggest you conduct your own research as well.

UBQU Security Details			UBQU Financial Details August 31, 2015		
<b>Share Structure</b>			Cash on Hand : \$ 60,060		
Market Value <sup>1</sup>	\$2,112,320	a/o Dec 08, 2015	Total Assets : \$ 603,334		
Authorized Shares	900,000,000	a/o May 31, 2015	Total Liabilities : \$ 690,682		
Outstanding Shares	52,808,000	a/o May 31, 2015	Total Stockholders' Deficit : \$ (87,348)		
-Restricted	Not Available				
-Unrestricted	Not Available				
Held at DTC	Not Available		2015	3 months	9 months
Float	18,467,000	a/o Aug 29, 2014	Ended	Aug 31	Aug 31
Par Value	0.001				
<b>Transfer Agent(s)</b>			Revenue :	725,202	1,772,965
<u>Action Stock Transfer Corporation</u>			Cost of Goods Sold	371,407	945,419
<b>Shareholders</b>			Gross Profit	353,795	827,546
Shareholders of Record	34	a/o Aug 29, 2014	Expenses	361,969	833,938
			Interest Exp	16,983	51,159
			Net Income (Loss)	(24,884)	(57,551)
			Loss Per Share	(0.0004)	(0.0011)
			Weighted S/O	56,823,333	51,339,889
<b>Short Selling Data</b>			Financial Details from latest filings		
Short Interest	<u>67,390 (647.95%)</u>				
	<u>Nov 13, 2015</u>				
Significant Failures to Deliver	No				

With a Market Value of less than \$2.5M we believe the company is undervalued especially considering the company has generated gross sales of about \$3.5M in 2015 and looks like that will increase significantly in 2016. Having a market value of less than \$2.5M and sales of \$3.5M, the company is trading at less than 1x sales.

Compared to other companies in the sector, many of which have very little or no sales but huge market value based on expectations, UBQU does seem to be worth looking at. While many people may not take an OTC listed company seriously as an investment, we are confident that after doing your own research on the company, it is well worth the speculation if the company succeeds in its plans for growth in 2016.

Taking a look at the 2 year performance of the company's share price, we can see that the stock price at times was much higher in 2014 and 2015 than the current share price of less than \$0.05. Several times during the past two years it has traded to \$0.12 and higher. From a technical analysis and trading



perspective, the RSI indicator is rising and if the stock price can rise above \$0.05 shortly, then the price can easily rise to the September price of \$0.08 and possibly reach \$0.12 like it did earlier this year.

Based on the projected sales for 2016 we feel the short term target price for the stock is \$0.25-\$0.30 early in the New Year and longer term, the stock price will should be \$0.75-\$1.00. Currently at \$0.04, the price of the stock is very cheap with lots of upside potential in 2016.



## Summary

The company has achieved tremendous success in the last two years. They have identified a market that has a low barrier to entry with huge growth and profit prospects. They developed a high quality product based on blend, purity and pricing which is very marketable. They have a great internet presence and an experienced management team when it comes to marketing and media.

Not only do they have a great marketing plan and a \$1M advertising budget for 2016, they have high quality products that are available for sale in 50 states and are building a national brand. Did we mention that they have a significant amount of SALES... \$3.5M in one year is impressive for a company who just launched the product.

With new products coming and possibly distribution in 2016, they can easily expand and increase sales well beyond their conservative estimate of \$10-\$12M. Most of that will flow to the bottom line as their overhead and operating expenses are very reasonable.

With an industry leading in-house marketing department, they also stay a cut above the competitors when it comes to sales and marketing of their products. Being marketers and advertisers first allows them to have insight into new and emerging market places and technologies; they can act quickly and decisively when needed.

All of this...from national branding to product quality... to advertising and marketing... HempLife Today is uniquely positioned to continue the exponential growth in 2016 like they have experienced throughout 2015. We look forward to what next year holds for the company and its share price.

If you have any more questions, please feel free to contact them directly.

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