
BRAND LICENSING PORTFOLIO

Three Brands. One Platform. Every Market.

Portfolio Overview

VendraIS offers operators the option to license purpose-built consumer brands alongside VCAS™ technology deployment. Each brand targets a distinct consumer segment. This is a technology licensing model—not a franchise—with no FDD, no franchise registrations, and no complex legal overhead.

Brand	Positioning	Target	Tagline
HERB N' GO™	Premium QuickServ	Upscale urban	Fast In, Fast Out, Cannabis Simplified
The Budega™	Neighborhood dispensary	Urban, culture-forward	Your neighborhood dispensary
Kush N' Karry™	Value grab-and-go	Suburban, mass market	In and out. Simple as that.

The QuickServ Operational Model

- 1-3 staff per location (vs. 8-12 traditional)
- 800-1,500 sq ft (vs. 2,000-5,000)
- 70-80% pre-order pickup, VCAS-automated compliance
- Delivery-ready day one; standardized, replicable SOPs

Licensing Options

Option 1: VCAS Technology Only (White-Label)

Operator's own brand on VCAS infrastructure. Fastest deployment for operators with established brands.

Setup: \$5,000-\$15,000. Platform fee: \$3,000-\$6,000/month.

Option 2: Brand License + VCAS

Full brand license under any portfolio brand. Includes brand assets, branded app, marketing materials, SOPs, training, and ongoing brand support.

Brand License Fee: \$25,000-\$50,000 (one-time).

Monthly Fees: \$1,500-\$2,500/month brand fee + \$3,000-\$6,000/month platform fee.

Option 3: Hybrid ("Powered by")

Operator branding with VendraIS co-brand. Full technology access with lighter brand commitment.

Setup: \$10,000–\$20,000. Platform fee: \$3,000–\$6,000/month.

What Brand Licensing Includes

- Full brand identity package (logo, colors, typography, signage specs)
- Branded customer mobile app (iOS and Android)
- Marketing materials and templates
- Standardized QuickServ SOPs
- Staff training program
- Ongoing brand and technology support

Operator Investment (Brand License + VCAS)

Category	Range
Brand License Fee	\$25K–\$50K
Buildout	\$200K–\$400K
VCAS Hardware + Install	\$35K–\$45K
Inventory	\$50K–\$100K
Working Capital	\$50K–\$100K
Total	\$360K–\$695K

Financial Performance Model

Metric	Projected Range
Annual Revenue	\$1.5M–\$3.5M
COGS	45–55% of revenue
Labor	8–12% (vs. 20–30% traditional)
EBITDA Margin	15–25%
Payback	18–36 months

Priority Markets (2026–2028)

Market	Timeline	Brand Fit
Washington, DC	Q4 2026–Q1 2027	HERB N' GO, The Budega
Virginia (350 licenses)	Jan 2027	All brands
Maryland	2027	All brands
New Jersey	2027–28	The Budega, Kush N' Karry

Pennsylvania	2027-28	HERB N' GO, Kush N' Karry
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Early licensees receive preferential terms and territory consideration.

Next Steps

Contact info@vendrais.com to explore brand licensing opportunities.

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