

**Jim Woods
Special Report**

**Profiting
Under the
Radiation of
A Benevolent
Mushroom
Cloud**

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Profiting Under the Radiation of A Benevolent Mushroom Cloud

Growing up as a child during the Cold War, I had a persistent, if not immediate, sense of fear omnipresent in my mind. That interred fear was caused by what was then a very real possibility of a global thermonuclear war between the United States and the Soviet Union.

Indeed, the horrifying idea of a world engulfed in a skyline of atomic “mushroom clouds” capable of wiping out humanity was the unthinkable thought in what I suspect was buried in the back of every school kid’s developing brain from the 1950s all the way up until the fall of the Berlin Wall, when the “Doomsday Clock” was finally dialed back.

The ominous fear generated by the thought of a nuclear mushroom cloud capable of incinerating the planet and ushering in a post-apocalyptic landscape with few, if any, survivors was the stuff of Cold War kids’ nightmares.

In fact, I can vividly conjure up the thought of a mushroom cloud, and to this day it gives me a deep sense of impending doom. Well, at least it did until I discovered what I suspect could be the next big development in human health, and physical and mental performance.

You see, I think we could be ready to experience a very different kind of “mushroom cloud,” one that’s capable of generating a benevolent radiation throughout humanity.

A radiation that not only will benefit mankind’s collective health, but one that also could radiate huge profits for savvy investors who get in during the early stages of this health, fitness and medicinal explosion.

This new, benevolent mushroom cloud comes to us courtesy of a company whose express purpose is to “create the future of human optimization through natural and medical fungi derived solutions.”

That company is **Optimi Health (OTC: OPTHF; CSE: OPTI)**, and in this special report, I am going to introduce you to this leader in the “functional mushroom” market, and I am going to show you why this company is one you should be thinking about as an investor, right now.

A Most-Unusual Fundraiser

In November 2020, I attended an unusual gala fundraiser in Malibu, California. This gala celebration was the first “real-life” event I attended in pandemic 2020; it was held outdoors, and the attendees all were tested for COVID-19 before entering the premises.

This fundraiser also was unusual in that it celebrated freedom, reason and capitalism, with no apologies for the virtue of any of these values.

One of the capitalists celebrated that night was Lululemon Athletica creator Chip Wilson. The Canadian businessman and philanthropist, and the man who is basically responsible for creating the athleisure trend, also happened to be quite approachable.



Lululemon founder Chip Wilson

I introduced myself to Wilson that night, and we exchanged pleasantries. I also told him I was a big admirer of his work, and his fantastic achievement with Lululemon. I also joked with him about how much money I’ve spent

over the years buying his products. He laughed with me on that front, and then he said that he was working on some new projects that I could spend my money on.

Now, Wilson didn't mention any specifics about what he was working on that night, but I was intrigued. After all, when you have a track record of creating a mega success such as Lululemon, investors pay close attention.

Fast forward about 11 months and I discover the new project Wilson was working on—and that project is Optimi Health, as Wilson is an advisor to the company as well as an investor.

So, what is Optimi Health's mission?

Well, it's actually quite philosophical, and if you are familiar with my work, it shouldn't come as a big surprise that the company's message resonates with my own sense of life.

Here's the money quote from Optimi Health's Initial Public Offering presentation:

“Optimi Health believes that personal identity is a fluid and evolving aspect of all our lives and encompasses our physical, spiritual and mental well-being.”

Now, that is a broad and ambitious idea. I mean, what kind of company talks about a fluid sense of “personal identity” that includes “physical and spiritual well-being” in its mission statement?

Well, it's the kind of company that wants to bring medical and nutraceutical mushrooms into mainstream use.

Fungi of the Gods

For thousands of years, perhaps even tens of thousands of years, humans have been ingesting mushrooms.

Yet it hasn't been until just recently that we are beginning to really understand the incredible healing power of this fungi.

Indeed, over the past several years there has been a newly discovered awareness of the efficacy and potential medicinal and health benefits of mushrooms, and Optimi Health is one of the companies spearheading this effort to pierce the consciousness of consumers worldwide.

You see, Optimi Health is engaged in developing a vertically integrated Canadian functional mushroom brand that focuses on the health and wellness sector. The company has one reportable operating segment being that of the farming, processing and distribution of agri-foods. It also intends to cultivate, extract, process and distribute high-quality strains of fungi products at its facilities located in Princeton, British Columbia.

What are those products?

Well, they are often called “functional mushrooms,” and they include varieties such as Chaga, Reishi, Lion’s Mane and Cordyceps extracts.

Now, while you may have heard of these products, and while like me, you may even be using one or more of these compounds as part of your fitness regimen, the fact is that this industry is really just in its nascent stages in terms of mass adoption.

According to industry estimates, the global functional mushroom market is growing at a pace of about 6% annually, which is expected to net to \$34 billion globally by 2025 with \$18 billion of the market share from nutraceuticals.

Indeed, interest in functional mushrooms continues to grow globally for all forms, including fresh, extracts, mycelium, and fruiting bodies. Basically, customers are highly interested in mushroom-focused nutraceutical products, with over 50% of the overall functional mushroom market attributed to nutraceuticals.

The Fruiting Bodies of Future Profits

When it comes to growing fruiting bodies (which is just the spore-producing organ of a fungus, i.e. the mushroom or toadstool), Optimi Health has few competitors, especially in its home country of Canada. The company aims to position itself as the pre-emptive grower of fruiting body mushrooms in North America.

The reason why this matters is because fruiting bodies offer higher purity and net 35% higher average revenue per serving. While more costly, farming fruiting bodies positions Optimi to offer a differentiated product. This also is why customers are willing to pay more for fruiting body-based products. Research heavily favors fruiting body-based products due to their inherent increased potency.



Optimi Farms

**FACILITY ONE:
OPTIMI FUNCTIONAL**

Optimi Farms Facility #1 is focused on growing high demand functional mushroom varieties such as Lion's Mane, Reishi, Turkey Tail and Cordyceps.

Operational Considerations:

- Immediate sales of Canadian grown functional mushrooms
- Efficient design configuration & multiple dedicated areas for maximum yield
- Integrated environmental controls and cultivation systems (Argus Controls)
- Multiple climate controlled rooms allows for a variety of strains and reduces contamination risk (GMP)
- No extraction markup or loss in wholesale margin from co-packers using Optimi functional mushroom growth formulas and methods.

Yet to tamp-down that cost, Optimi invests in advanced extraction processes and related production techniques designed to increase efficiency. A focus on cost-effective solutions to the production process that reduce the dollar cost per serving is one key business reason to smile upon this most-interesting company.

Another reason to like Optimi is its diverse product lines.

The graphic here shows you the variety of its nutraceutical offerings, which include

Nutraceutical Products

Optimi Products for an Optimized Lifestyle

MINDFUL MUSHROOM CAPSULE

Lion's Mane is used by high performance individuals looking to get an edge.

IMMUNITY MUSHROOM CAPSULE

Turkey Tail is one of the most commonly found mushrooms in the world. Yet, its incredible benefits and this mushroom is a league of its own.

LONGEVITY MUSHROOM CAPSULE

The Longevity capsules are here to repair and recharge. Known as the "Queen of mushrooms" and "mushroom of immortality," Reishi has been used for over 2,000 years by eastern societies to help promote longevity and wellbeing.

DEFENSE MUSHROOM CAPSULE

The Defense capsules are your protector and fighter. Chaga is often called the king of medicinal fungi and has been used as a medicinal fungus in Asia for thousands of years.

OPTIMI FORMULATION CAPSULES

Meet your daily mushroom complex. A proprietary blend of 8 functional mushrooms formulated to optimize your day-to-day performance. We created the Optimi Formulation with your betterment and peak performance in mind.

PERFORM MUSHROOM CAPSULE

Wild cordyceps is a parasitic fungus that use insects as a host to flourish. The Perform capsules are here to replenish and provide antioxidant and immune support.

LIMITLESS VEGAN PROTEIN

Designed for maximum human optimization, we've combined our proprietary blend of five functional mushrooms with a delicious vegan protein powder. This perfect stack of nutrition and functional mushrooms will keep you fueled and thriving. We created the Optimi Vegan Protein Formulation with your betterment and peak performance in mind.

optimi

Limitless Vegan Protein +
Mushrooms extract powder
Formulation

Chaga	100mg
Reishi	70mg
Lions Mane	50mg
Turkey Tail	50mg
Cordyceps	50mg

ALSO CONTAINS:
VEGAN
BLACK TALENT PURE
VEGAN POWDER
CITRIC ACID
MUSHROOM POWDER

immune-enhancing mushroom extract blends that also are designed to stimulate peak physical performance, enhance relaxation, promote better sleep, and increase overall physical well-being.

Optimi believes that being in both the functional mushroom growth and health food industry provides it with an advantage over its competitors, which are largely either solely involved with farming mushrooms or producing wellness products. Well, with Optimi, both of these ends are covered.

Because of its Optimi Farms division, which in July 2020, entered an agreement to lease and build two GMP-capable 10,000 sq ft. purpose-built cultivation and processing facilities in Princeton, BC, the company has sufficient facilities necessary to grow, process, research and develop functional and future mushroom products.



Optimi Farms

FACILITY TWO: OPTIMI DEVELOPMENTAL

Optimi Farms Facility #2 is designed to accommodate either functional mushroom or pharmaceutical grade production (GMP) of functional or psychoactive mushrooms (i.e. containing psilocybin), and is intended to service both large scale medicinal, and potential wellness market opportunities.

Operational Considerations:

- Health Canada research exemption license - approved
- Health Canada dealers license - pending
- Onsite product cultivation, extraction, testing, fulfillment, shipping, distribution and sales
- Opportunity to supply Health Canada certified research programs, clinical trials & academic studies
- Pre-existing cannabis connections to Europe, and partnerships established in Canada for medicinal purposes through a contractual agreement with BC Green Pharmaceuticals.
- Infrastructure in place to capitalize on the increasing regulatory acceptance of psilocybin.

Growing its own mushrooms for its health food products gives it a commercial advantage over its competition, and that which will ultimately serve to reduce the need for any intermediaries.

The company also can control its products throughout the entire process of growth, extraction, and consumer sales. Those sales are set to commence in the fourth quarter, 2021, through its Canadian e-commerce website platform, so now is the time to embrace Optimi Health shares--before the deluge of sales begins and before mainstream investors discover this potentially explosive profit mushroom cloud.

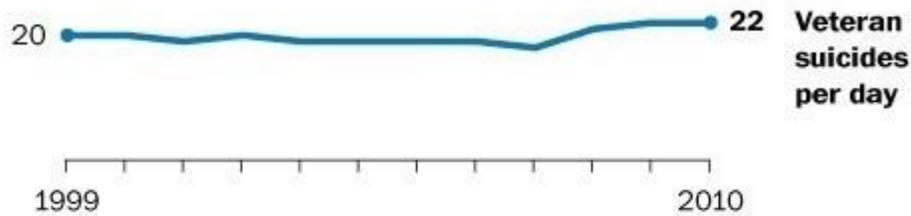
The Pharmaceutical Life Saver

If you're a regular reader of my publications, you likely know that I spent a few years in the U.S. Army. Now, fortunately, I was not sent into combat in one of the many global hotspots our country has been engaged in recent years (Iraq, Afghanistan, etc.). So luckily for me, I did not have suffer any of the trauma and life-ruining post-traumatic stress of war.

And while I was one of the lucky ones, many of my friends and fellow soldiers weren't as fortunate. Many didn't make it back home, and many

more came back seemingly unscathed, yet later had to grapple with the remnants of deep physical and psychological wounds.

According to a 2013 study by the Veteran’s Administration, from 1999 to 2010, about 22 veterans died by suicide every day. That’s about one extinguished life every 65 minutes. And thousands more veterans, men and women just like me only not as lucky, have struggled mightily with post-traumatic stress syndrome, or PTSD.



Percentage of suicides by age and veteran status among males

Age group	Non-veteran	Veteran
29 and younger	24.4%	5.8%
30-39	20.0	8.9
40-49	23.5	15.0
50-59	16.9	20.0
60-69	7.4	16.8
70-79	4.2	19.0
80 and older	3.6	14.5

Source: Department of Veterans Affairs, The Washington Post

Of course, PTSD is an extreme form of stress. And while war-related PTSD is serious, the number of afflicted pales in comparison to the estimated 40 million American adults who suffer from anxiety, and the 17 million or so who experienced at least one major episode of depression.

According to the Anxiety & Depression Association of America, in 2017 approximately 6.7% of American adults 18 or older, or about 17.3 million, grappled with this debilitating depression condition.

Now, statistics are one thing, but when it comes to anxiety, depression, alcoholism and addiction, and even PTSD, the numbers are somewhat shallow. That’s because I am willing to bet that if you are reading this, you likely know a family member, close friend, professional colleague, or

someone you are otherwise acquainted with who has suffered from these or other mental disorders. And if you are unlucky enough, perhaps you are the one grappling with your own inner demons.

If you know someone like this, or if that someone is you, then you know that help is hard to find. Sure, there are many good counselors, and many well-meaning doctors out there. Yet the tools they have to treat these ailments are severely lacking in both efficacy and permanence. In fact, the results are so dismal that all the medical profession can really do at this juncture is give patients daily medication designed to mask the physical symptoms.

Yet what if there were a safe form of treatment that could really “reboot” the human brain and allow it to be more receptive to discarding the anxiety, depression and trauma that so many of us suffer from?

Well, there is such a treatment, and that treatment is medical mushrooms and the psychoactive psilocybin molecules that comprise this healing substance—and those medical mushrooms, along with their psychoactive psilocybin and psilocin components, can be grown by Optimi Health.

Through the company’s research partnership, Optimi has immediate access to a large, and legal, patient base to run clinical trials. Optimi aims to strategically position itself as a large-scale supplier of so-called GMP-grade psilocybin for Stage 2 & 3 clinical trials upon receipt of a dealer’s license.

Current production of legal GMP quality psilocybin is not readily available and will not be able to meet the quality standards set by Health Canada for clinical trials. Yet Optimi Health has already designed and built-in the superior cultivation, advanced research capability, and scalable production ability into an extensive business plan for its ongoing facility build-out.

Precious Integrity

On October 5, 2021, Optimi announced its submission for patent on a production method that facilitates the extraction of the natural products psilocybin and psilocin from mushrooms at higher yields than previously possible.

According to Optimi, the instability of psilocybin and psilocin has historically been a difficult problem to solve. Compared to the total alkaloid

content believed to be in mushrooms, analytical chemistry studies have shown a three-fold decrease in the total alkaloid content when the alkaloids are extracted from mushrooms that have been subjected to dehydration.

Yet according to a recent press release, “Optimi has discovered a novel, high-yielding extraction technique by combining multiple process steps that collectively increase the total yield of alkaloids retrieved from the mushrooms.”



Optimi Labs

KEY FUNCTIONS

- Optimize commercial cultivation processes
- Improve strain quality & yield
- Improve extraction efficiencies
- Fungi extract innovation
- Product development
- Innovation in human delivery mechanisms
- Synthetic and non-synthetic compound exploration
- Active compound investigation
- Pharmaceutical development & new drug formulation research

• Optimi Labs is developing an intellectual property (IP) strategy encompassing delivery mechanisms, synthetic compounds, extraction methods, isolation of chemical compounds, new formulations, testing and protocol regimens specific to mushroom based products. To expedite innovation, Optimi Labs works with both academic and strategic development partnerships.

• The Future of Mushrooms: In order to include psychedelic products in the Company's extended research activities, the Company has received a Research Exemption with Health Canada.

Optimi’s press release also explained that many companies in the sector frequently use synthetic psilocybin due to the instability of psilocin, which has been shown to degrade due to its phenolic hydroxy group. However, Optimi’s unique extraction technique not only increases overall alkaloid yield, but also protects the active alkaloids from degradation.

According to Optimi Health Chief Scientific Officer, Justin Kirkland, “I find the compounds produced by these mushrooms as quite precious and am delighted to have developed a procedure that maintains their integrity.”

Precious integrity, indeed.

The Early Bird Play

At the risk of abusing a very old cliché, let me say that when it comes to investing in bleeding-edge biotech, the very earliest of birds tends to get the proverbial worm.

With Optimi Health, an investment in the shares here would definitely be an early bird play.

After all, the company has only been publicly traded since April 2021, but in just a few months, June 2021, the company was uplisted to the OTCQB exchange operated by OTC Markets Group Inc.

That uplisting resulted in a boost in the share price, as did the July announcement that the company brought on board the consulting services of listing specialists Donohoe Advisory Associates to explore strategies to advance towards a potential Nasdaq listing.



Source: StockCharts.com

As of Oct. 5, OPTHF shares traded for \$0.49, so certainly a very small per-share cost reflective of the early bird nature of this potential investment.

In my opinion, if you believe in the thesis that nutraceutical mushrooms and medicinal psilocybin are going to be big growth sectors (and I very much do), as well as the source of future shareholder value, then an early bird entry into **Optimi Health Corp. (OTC: OPTHF)** shares here could represent a fruitful source of future profits in your investment portfolio.

So, I encourage you to explore this potentially profitable, and eminently benevolent, mushroom cloud, as it holds the promise of radiating explosive investment returns.

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Biography



Jim Woods is the editor of *Successful Investing*, *Intelligence Report*, and *Bullseye Stock Trader*, his newest trading service. He is a 20-plus-year veteran of the markets with varied experience as a broker, hedge fund trader, financial writer, and newsletter editor.

His books include co-authoring, “Billion Dollar Green: Profit from the Eco Revolution,” and “The Wealth Shield: How to Invest and Protect Your Money from Another Stock Market Crash, Financial Crisis or Global Economic Collapse.” He’s also ghostwritten many books and articles, as well as edited content for some of the investment industry’s biggest luminaries.

His articles have appeared on many leading financial websites, including InvestorPlace.com, Main Street Investor, MarketWatch, Street Authority, Human Events and many others.

Jim formerly worked with *Investor’s Business Daily* founder William J. O’Neil, helping to author training courses in the CANSLIM stock-picking methodology.

In the five-year period from 2015 to 2020, the independent firm TipRanks ranked Jim the No. 1 financial blogger in the world (out of more than 7,000). TipRanks calculates that during that period, he made 361 successful recommendations out of 497 total, earning a success rate of 73% and a +16.6% average return per recommendation.

He is known in professional and personal circles as “The Renaissance Man,” because his expertise includes such varied fields as composing and performing music; Western horsemanship, combat marksmanship, martial arts, auto racing and bodybuilding.

Jim holds a BA in philosophy from the University of California, Los Angeles, and is a former U.S. Army paratrooper. A self-described “radical for capitalism,” he celebrates the virtue of making money from his Southern California horse ranch.