



CBIA is a sub-penny-priced company that could become a leader in North America's fast-growing micro markets industry.

Hello everyone,,

Self-checkout at grocery stores and big box retail stores became a game changer for many consumers over the years.

The idea of getting your things and quickly checking them out without human contact has resonated with a massive customer base.

Why? Because it's convenient for one. Eliminating the traditional need for cashiers results in shorter wait times. Second, the pandemic has highlighted the health advantages of contactless shopping.

This arena has a name and it's called the micro markets space.

This retail sector is closely associated with the vending machine industry, which has for many years allowed consumers to quickly grab things on the go.

The North American micro market landscape is positioned for significant growth, with a projected size of [USD 10.54 billion by 2030](#). This trajectory is underpinned by an impressive compound annual growth rate (CAGR) of 13.0% spanning from 2023 to 2030.

A big contributor to the market's continued surging expansion is the rising consumer awareness and acceptance of micro markets. Micro markets are in greater demand as more customers discover their advantages and convenience, which has led to more of them being installed.

With the future of shopping and eating on the go evolving into a more independent, streamlined activity, it's only natural to see if Wall Street is a host to any public companies that could reap the benefits.

Hurry and add [Canopus BioPharma Incorporated \(OTC: CBIA\)](#) to your radar!

Trading in the OTC markets at *sub-penny levels*, **CBIA** could be poised for tremendous growth ahead.

It was only a few months ago that **CBIA** announced it completed a reverse takeover and change of ownership... turning its business into **Blue Heaven Coffee, Inc.**



<https://www.blueheaven.cafe/>

A name change request has been filed with OTC Markets, and that process is currently pending. Once approved, the Company's trading symbol will change to reflect the new name, providing enhanced visibility and recognition in the market. Keep an eye out for this development.

These developments mark an exciting chapter for **CBIA** as it embraces its new identity. The company is now focusing its efforts on expanding its retail network across North America.

With a track record of over five years in operation, the Company has successfully generated positive revenue and currently possesses over \$2 million worth of deployed assets!

This achievement is bolstered by secure Government contracts, showcasing the Company's strong financial foundation.

So, what does CBIA do?

CBIA specializes in providing client-tailored, profit-driven opportunities via their fleet of automated retail devices which are connected and managed through a unified platform, enabling the company to provide **state-of-the-art programmatic advertising revenue opportunities** in a hassle-free manner.

In addition to exceptional service, products and technologies, the company also offers its clients the opportunity to profit and tap into the vast and lucrative world of programmatic marketing revenue.

Programmatic advertising is a form of digital advertising that leverages automated software to facilitate the real-time buying and selling of ad inventory through online advertising exchanges. This acutely targeted and data-driven approach enables advertisers to effectively reach their desired audience with precision and efficiency.

Some notable features of programmatic advertising include real-time bidding, data-driven targeting, cross-device targeting and the optimization of ads using algorithms, machine learning, data analytics and artificial intelligence.

How does this tie into the growing micro market space?

CBIA's retail network will feature a wide variety of unattended and attended retail solutions ranging from touchless vending services, smart kitchens, micro markets, café kiosks, digital water coolers, and workplace coffee services.

The opportunity...

Unattended retail, also referred to as self-service retail, has emerged as a prominent trend within the retail industry and has gained substantial momentum in recent years.

The North American market is specifically witnessing remarkable growth in unattended retail due to the rising popularity of vending machines, self-service kiosks and other similar automated systems.

Micro markets are a natural fit for unattended retail, as they can operate without the need for an attendant, providing a cost-effective and convenient option for customers. They can also be customized to meet the specific needs of the location and customer demographic, offering a personalized shopping experience.

Flagship Kiosks....

Launched in 2018, **CBIA's** flagship Blue Heaven Café Kiosk (BHCK) featured high-quality beverages, snacks, meals and grab-and-go convenience items.



Framed as a proof-of-concept opportunity, BHCK successfully brought its unique quick-service concepts to reality, achieving profits and an opportunity to open additional café kiosk's based on client-driven request(s).

The company has several locations across Canada already.

CBIA recently unveiled a detailed overview of its innovative fleet of touchless and traditional vending machines, strategically situated in high-traffic, high-impact locations

across North America.

The company's touchless vending machines are powered by artificial intelligence (AI) which elevates the user experience through a seamless user interface and automated programmatic ad scheduling capabilities.

This feature provides media owners robust controls over creative content timing, management, and monetization of their digital signage. By leveraging real-time buying and selling of ad inventory, advertisers can strategically target their audiences with unprecedented speed and efficiency.

All of the vending machines feature cashless payment options, ensuring a contactless, hygienic transaction experience. Customers can pay using credit or debit cards (either by swiping or tapping) or through mobile payment options such as Google Pay and Apple Pay.

Cold-Beverage and Snack Combination Vending Machines

BHC's versatile cold beverage and snack combo touchless vending machines leverage optical sensor technology to adapt to consumer behavior and demographics, delivering unparalleled insights into shopper preferences. This sophisticated approach facilitates full screen video advertisements, product animations, combo deals, and QR code-based product recommendations.

Designed for a user-centered experience, these machines offer an appealing touchscreen interface that instantly engages customers with the products they desire. Their speed, convenience, and instant product delivery make them ideally suited for high-traffic areas.

Coffee & Hot Beverage Vending Machines

For coffee enthusiasts, BHC delivers a round-the-clock unattended coffee shop experience through its advanced hot beverage vending machines. They feature an intuitive, self-service touchscreen interface and an extensive drink menu, including drip coffee, cappuccinos, espressos, café mochas, hot chocolates, tea, and other on-the-go beverages. **Select locations even offer premium Jamaican Blue Mountain Coffee, emphasizing BHC's dedication to delivering a superior coffee experience.**

CBIA CEO Justin De Four commented, *"The successful completion of our Reverse-Takeover and our recent approval of our name change in Nevada marks a significant milestone in our journey as we transition to Blue Heaven Coffee Inc. These strategic moves reflect our vision and allow us to focus on expanding our retail network, incorporating advanced digital advertising solutions, and introducing the world-renowned Jamaican Blue Mountain Coffee to our customers. **We believe these initiatives will enhance shareholder value and position us for long-term success in the evolving retail market.**"*

In summary...

The future is definitely changing. Contactless shopping and payments are becoming more "the norm." **Micro markets are perfectly poised to meet the needs of grab-and-go consumers and CBIA sees a lucrative opportunity.**

Since its inception, **CBIA** has been at the forefront of unattended and attended retail solutions revolutionizing the customer experience through its extensive network of custom-engineered touchless vending machines, smart kitchens, micro markets, workplace coffee services and digital water coolers.

The Company, which currently trades at UNDER A PENNY, is poised to increase its footprint across multiple markets, steadily emerging as a trusted name in automated retail.

As **CBIA continues moving forward and awaits its name change and ticker symbol change, Wall Street may then quickly absorb the potential of this underfollowed micro markets focused company!**

The Team

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