

weedtailor

personalizing weed

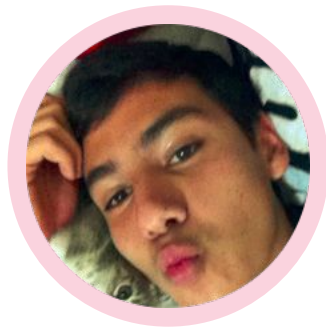
Team



YJ Kim
COO
EIA, Xendit



Faye Han
Design
Intuit, Evernote



Carlos Sanchez
CEO
Co-Founder Green Team



Emily Pedersen
Engineer
Microsoft, Mozilla



Brian Nguyen
Design
Adobe, Uber, KPCB, Helix

Saturated Market



1551 different types of strains

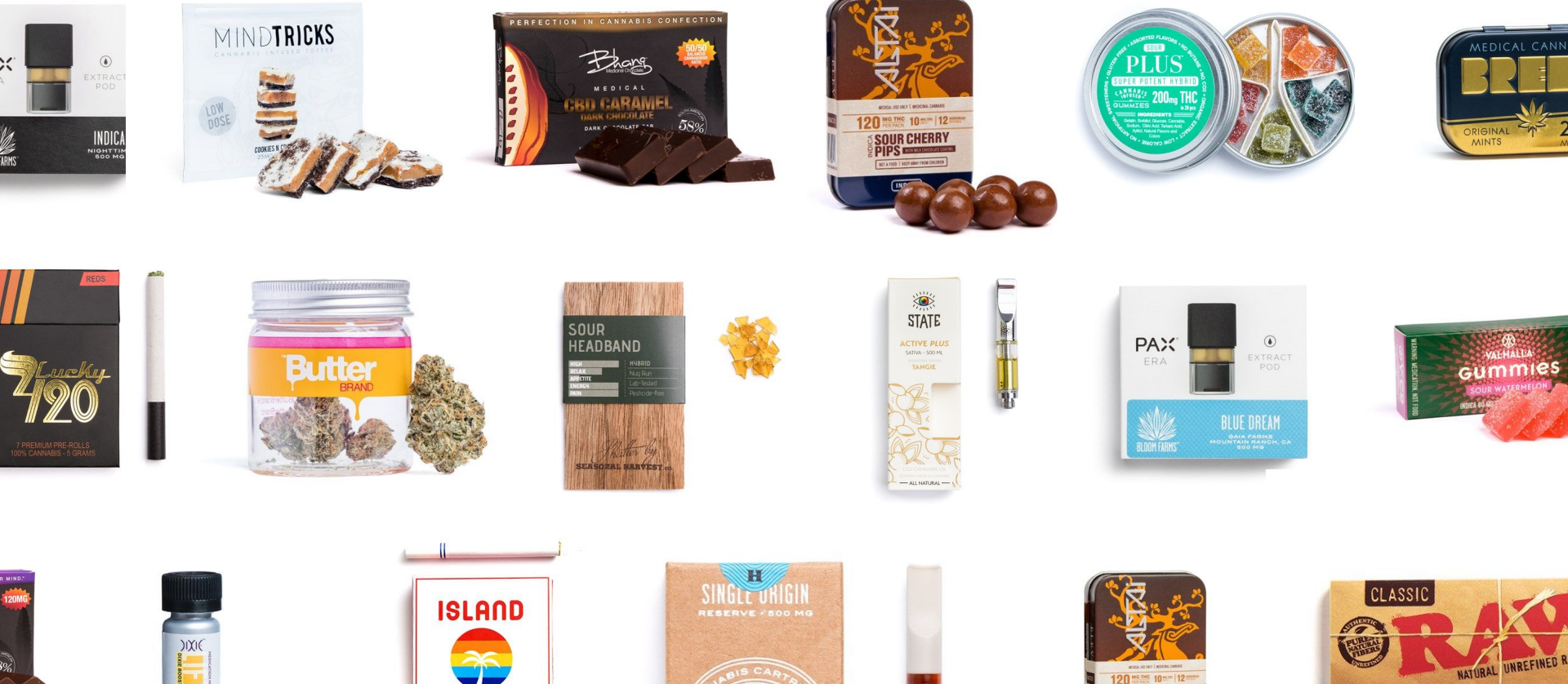


5,000 cannabis services

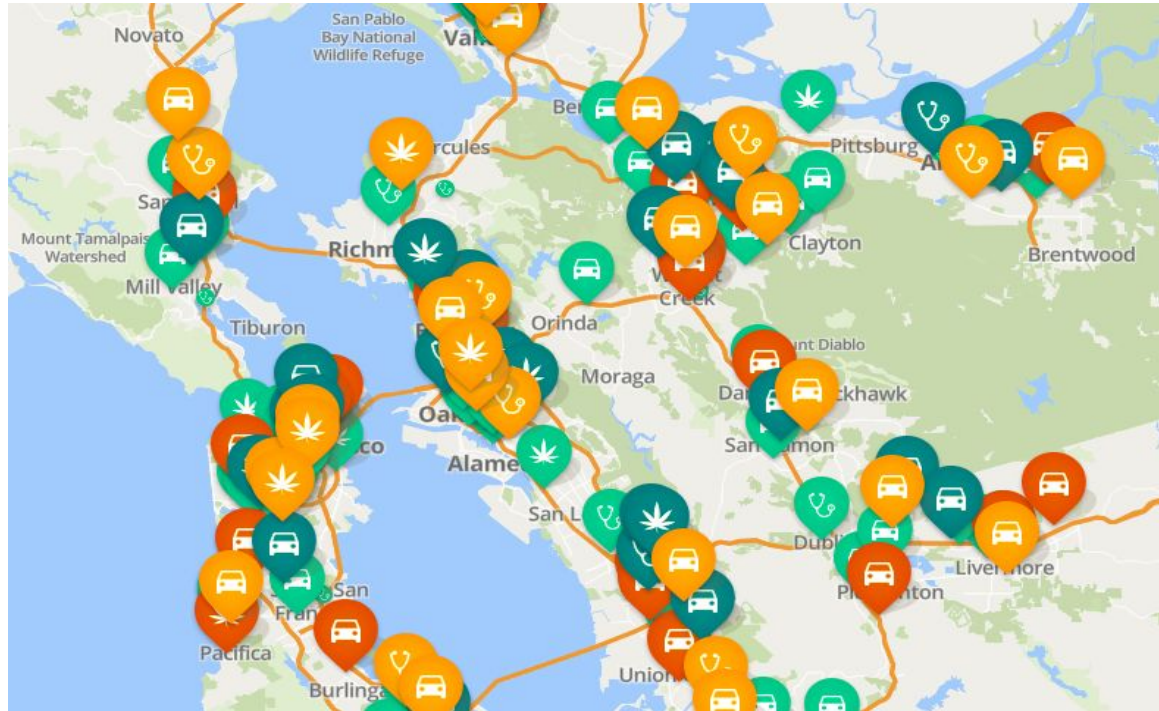


1000s of different brands and ways to
consume them

Saturated Market



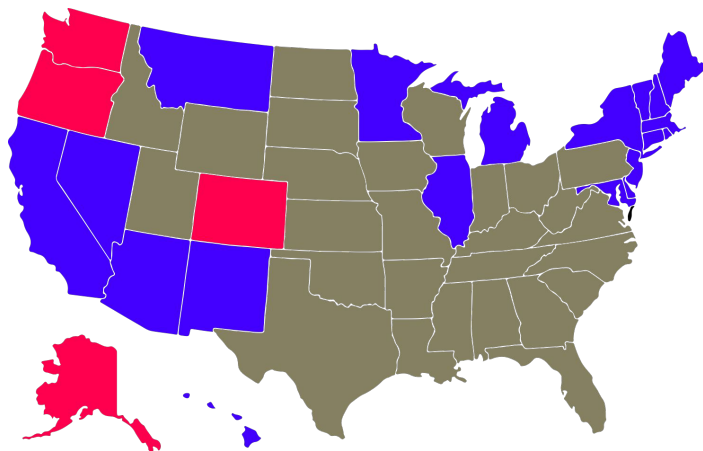
Saturated Market



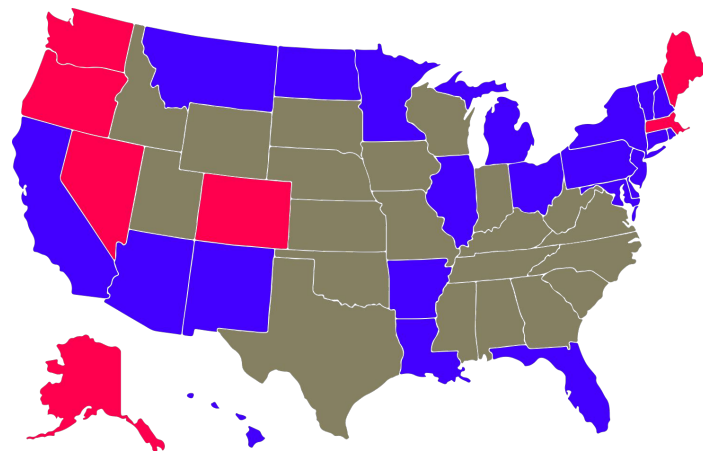
Services in the Bay Area

Market Size

Feb 2016



Mar 2017



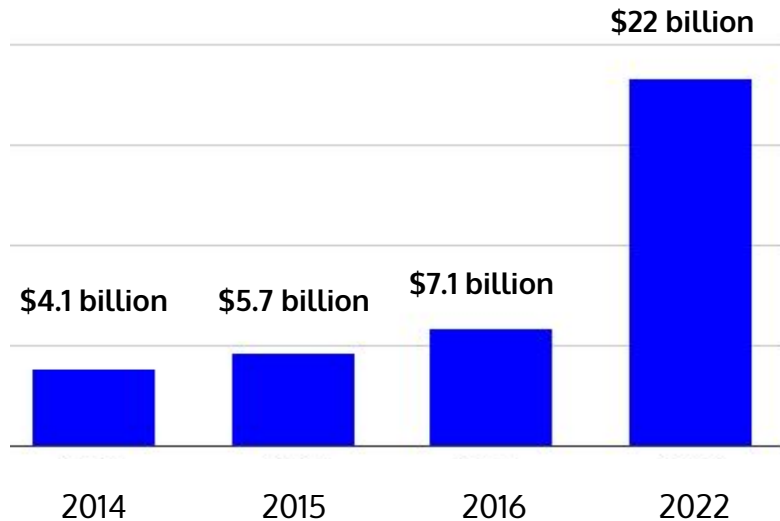
Recreational and Medical



Medical

Market Size

25% annual growth rate | **\$7.1 billion** Yearly revenue of dispensaries

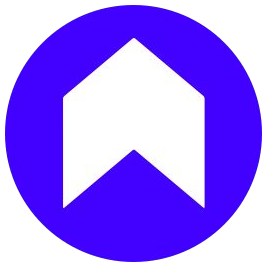


National Cannabis Market Prediction from Forbes 2016

Problem

Cannabis consumers have so many options for how to consume cannabis and where to buy their products. Dispensaries can no longer **differentiate** based off products alone, and are struggling to retain customers. Fix this to bullets

Customer & User



Customer

Cannabis dispensaries



User

Medical patients and
recreational cannabis
consumers

Market Research



Based on 20

80% of dispensaries say the most difficult part about staying relevant is competing with other dispensaries

21% average churn rate for dispensaries

Dispensaries do different deals **everyday**



Based on 80

75% of customers go to multiple dispensaries

75% of customers said it took months to find the right product

Current Alternatives

Dispensaries spend **30%** of revenue towards acquiring and retaining customers through these platforms.



Solutions



Engine

Recommends best products based on its chemical profile, frequency of user, taste, smell, and other preferences



Platform

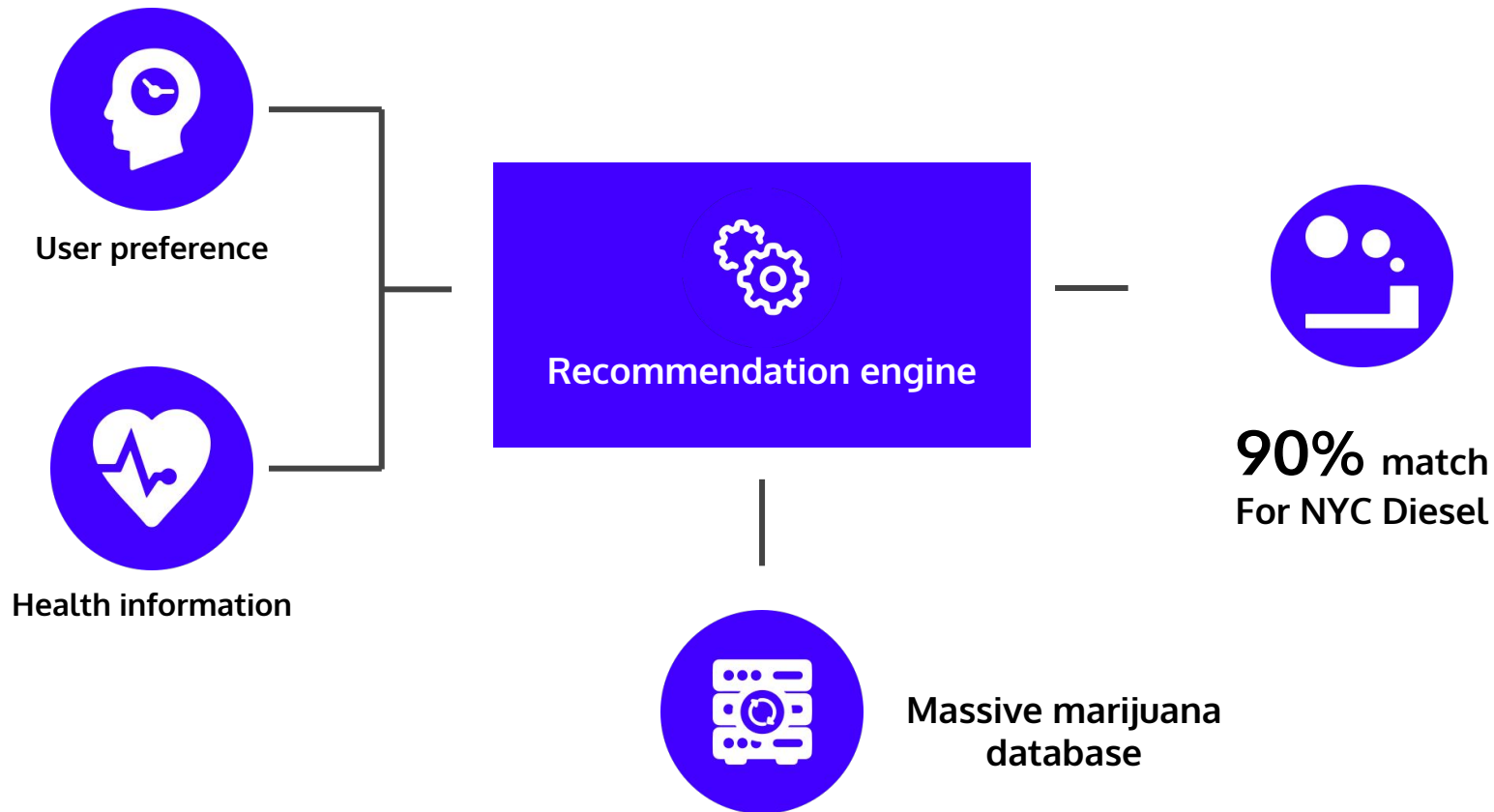
A platform that curates the best scientifically proven cannabis products from local dispensaries



API

Allow brands to integrate our recommendation engine into their platform

Solutions



How much coffee do you drink per day?



0 cups

1 cup

2-3 cups

4-5 cups

6+ cups



FILTERS

THC

CBD

Cannabinoids

Terpenoid Profile

Flavors



NYC Diesel

GreenHouse Cannabis Cultivars

\$35/eighth

View all

Details

Add to Cart

87% match

Hybrid | 25.3% THC | 3% CBD



Butter Brand

GreenHouse Cannabis Cultivars

\$35/eighth

View all

Details

Add to Cart

83% match

Sativa | 19.8% THC | 6.1% CBD

Target Market



TAM: 7.1 Billion

Market Size of United States in 2016

SAM: 408 Million

Targeting top 33% of dispensaries in the Bay Area

SOM: 6,528,000 (in two years)

.016 of their sales with come through our platform.

Business Model

User

Customer

Freemium Model



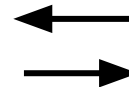
Advertising

\$1000 per month
Per dispensary



Transaction

5% on each
product



Dispensary Acquisition Cost

\$17,612

\$11,172 per dispensary per month

Competitors



Reviews

weedtailor

personalizing weed

Tailored



G2M Strategy

Year 1

Partner with The Green Team Cannabis Collective

Year 2

Partner with 50 dispensaries, such as SPARC and CRAFT

Year 3

Partner with 150 dispensaries

Year 4

Partner with 200 dispensaries

G2M Strategy



Begin developing our algorithm by collecting and compiling data

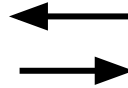


Will pay dispensaries \$5 dollars Per customer per survey

Survey Monkey



Compile Data



Milestones



Financial Projections

Year 1: - \$359,290 (at a deficit) **Year 3: \$7,854,200** (revenue)

Year 5: \$42,700,658 (revenue)

Gross margin Year 5: 90%

Net profit year 5: \$20 million

Accomplishments



Finish Prototype

Development of the platform and algorithm begins



Web Scraping

Analyzing of reviews and data begins



SurveyMonkey®

Survey Questions

Integration of survey with Green team customers