



# CANNABIS COUNTRY

Metaverse | Expo | Festival | Conference

A platform for next the generation.



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# About **Cannabis.Country**

CANNABIS.COUNTRY Our goal is to create the largest cannabis platform and trade show in Europe, combining the latest developments and trends in cannabis technology with the metaverse. Recognizing the role cannabis plays in society, it's time to provide a platform that is exciting and forward-looking for both exhibitors and visitors. Our team is composed of experienced professionals from various fields, including event management, technology, marketing, and finance. We are passionately committed to showcasing the latest developments in cannabis technology while simultaneously creating a unique experience in the metaverse. We believe that the potential of blockchain technology and cryptocurrencies in the cannabis industry is enormous, and that this presents an exciting opportunity to connect these two sectors.

# Business Idea



Our business idea is to create a hybrid platform and trade fair focused on medical cannabis, recreational cannabis, cannabis technology, and cannabis entertainment. The fair will take place both physically and in the metaverse, allowing participants from all over the world to attend. Our unique selling proposition is the combination of a high-quality venue, top-notch speakers, innovative exhibitors, and an associated metaverse platform that is accessible throughout the year.

## Event

The event will take place in Lisbon in early October 2024. Cannabis.Country will offer an innovative fair and online platform where exhibitors and visitors can showcase their products and services in the areas of cannabis technology and the metaverse. The event will include various areas, including exhibition areas, a conference area, a crowdfunding area, and an integrated metaverse platform. Within the metaverse, we also offer an online shop that showcases a variety of cannabis products from all over Europe.

## Metaverse

Metaverse technology plays an important role in Cannabis.Country, as it offers the ability to present virtual exhibition stands at any time and create numerous additional opportunities such as gaming, an integrated crowdfunding platform, and medical metaverse rooms for pharmaceutical companies. The event also includes a music festival featuring renowned hip-hop artists and leading electro DJs.

## Block Chain

In collaboration with medical companies, groundbreaking solutions will be presented and the development of medical cannabis will be advanced. By integrating blockchain technology and cryptocurrencies into the cannabis industry, exciting opportunities arise to connect these two industries.

# Business Idea



Our goal is also to involve participants and exhibitors in an interactively and provide them with an unforgettable experience. For this reason, we have developed an innovative game called "**CannaAdventure**", which is integrated into the official event app.

## Aim

"CannaAdventure" allows players to explore the fair and collect points and rewards by interacting with the exhibitors. The points can be redeemed for prizes sponsored by the exhibitors to promote their products and services.

## Online & Offline

The "CannaAdventure" game will be part of the cannabis.country event, taking visitors on a virtual journey through the metaverse and the online booths of exhibitors. Players must first register and create a profile to track their progress and rewards.

They have the opportunity to immerse themselves in the metaverse and visit the exhibitors' booths virtually. There, players can collect points and rewards through interaction with the exhibitors, presentations, and demos.

## Prizes

The points can then be redeemed for prizes sponsored by the exhibitors, like discounts on their products or services within the metaverse. The game also has an NFT component, where players can win digital collectibles sponsored by the exhibitors, which can be used on our internal platform 420.work combined with Cannfinity (BNB Network) in the metaverse.

Additionally, we have developed our own NFT marketplace [www.420.work](http://www.420.work), which allows participants to interact directly with exhibitors and conduct transactions within the fair through our own blockchain, using a coin called Cannfinity. This coin is also used as a currency for the "CannaAdventure" game to make the player experience even more interactive.






# Business Idea



Players can compete against other players and measure themselves in leaderboards to make the game even more interactive. They can also trade on virtual marketplaces and build their own digital cannabis plantation and generate revenue from the Cannfinity coin.



Players can also receive hints and tips on how to optimize their experience at the fair and get the most out of their interactions with the exhibitors.

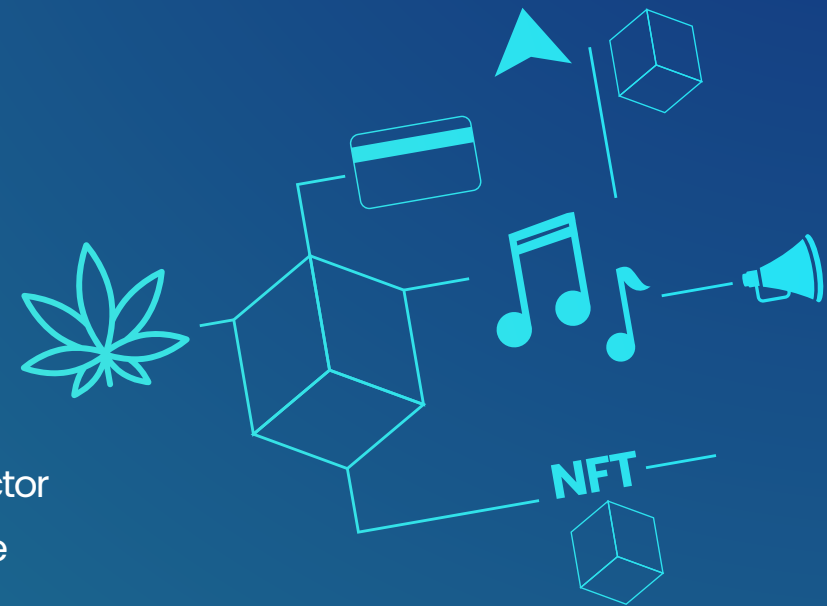


Cannabis.Country aims to create a unique experience by bringing together the cannabis industry, music scene, and digital technologies. With a vision to revolutionize cannabis events and highlight the importance of technology in the cannabis industry, Cannabis.Country is ready to become a year-round event that plays an important role in the industry and revolutionizes it.

# Products and Services

## Our Products and Services Include:

- Physical trade fair with exhibition areas, presentations, and workshops
- Digital metaverse platform for year-round interaction and networking
- Conference program with industry leaders and experts
- NFT marketplace for trading cannabis-related digital assets
- Online shops integrated into the metaverse
- Crowdfunding platform for start-ups and investors in the cannabis sector
- Music and entertainment programs revolving around cannabis culture



# Our Team

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Our team consists of highly motivated and experienced experts in various areas such as event management, marketing, technology, and finance. We work closely together to create the best possible experience for our customers and visitors. Our event management team has extensive experience in planning and executing large-scale events and will ensure that Cannabis.Country runs smoothly and successfully. Our marketing experts will promote the event and maximize the presence of our exhibitors and sponsors. Our technology team will showcase the latest innovations in cannabis technology and the Metaverse and ensure that the technical aspects of the event run smoothly. And our finance team will ensure that all aspects of the event are financially efficient and successful. Together, we are working to create a unique and forward-looking event that showcases not only the latest developments in the cannabis industry but also in the technology and entertainment industries.

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