THE CANNIES

"re-inventing the cannabis competition"

the best. cannabis. products. period.

who: produces? processes?

what: do millenials like? gen-Xers? boomers?

when: are different groups buying products?

where: do behaviours vary (by zip code)?

why: do customers prefer various products?

WHO KNOWS?? no 'massive open online data' available

existing situation

in the past…

winning Cannabis Cup was prestigious

...akin to winning an Oscar or Emmy

impact: massive recognition, status, revenues

last 7yrs: explosion of cannabis competitions

result: dilution of impact

existing mechanism

perception: popularity contest

events: limit participation regionally

products: sampled one after another, no delineation

judges: limited or no public input

conclusion: results not trusted, no data collection

introducing... "the Cannies(r)"

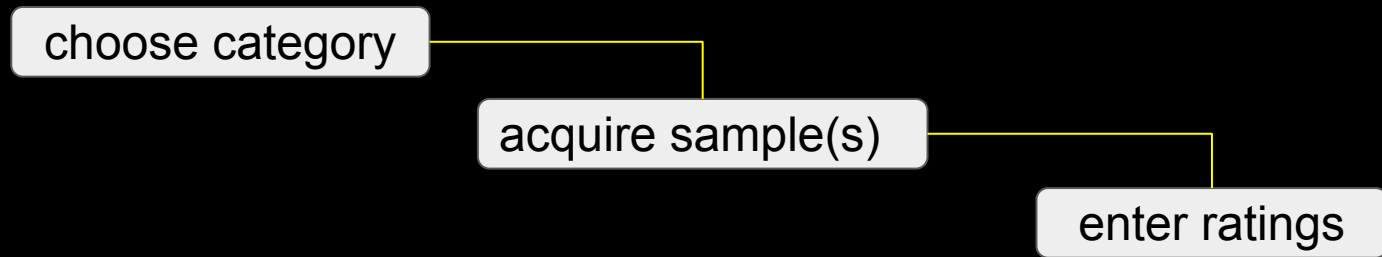90 day contest, complete secrecy of results until...

Marquee Awards Show at a world-class facility

in the mode of the People's Choice Awards

- entrants submit products, supply to retailers
- retailers supply the samples to the judges
- judges rate the samples from anywhere, enter ratings in the app
- massive open online data collection - unparalleled breadth of info
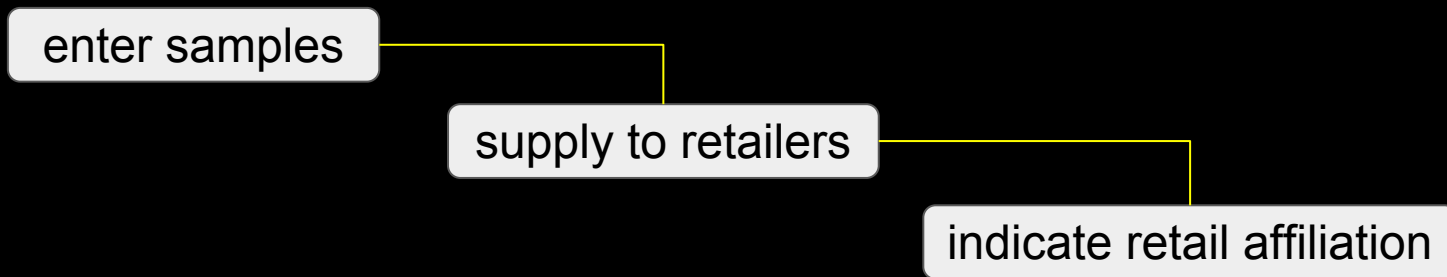- raw data on regional and demographic preferences

the contest - judges

judges user journey

```
┌─────────────────────┐
│  choose category    │───────┐
└─────────────────────┘       │
                    ┌─────────────────────┐
                    │  acquire sample(s)  │───────┐
                    └─────────────────────┘       │
                                        ┌─────────────────────┐
                                        │   enter ratings     │
                                        └─────────────────────┘
```

1. choose category
2. acquire sample(s) from retailer
3. judge sample per in-app guidance, enter ratings

the contest - entrants

entrants user journey

enter samples

supply to retailers

indicate retail affiliation
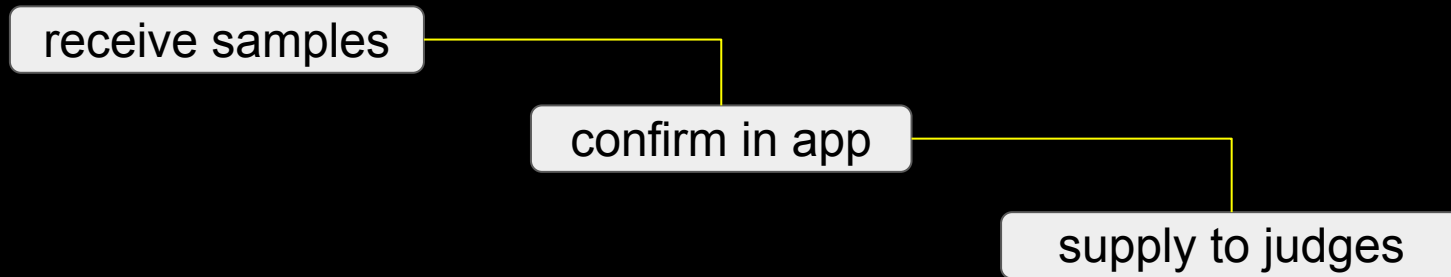
1. enter samples into the contest as often as preferred
2. supply samples to retailers
3. system populates "where samples are available"

the contest - retailers

retailers user journey

```
┌─────────────────┐
│ receive samples │────┐
└─────────────────┘    │
                  ┌─────────────────┐
                  │  confirm in app │────┐
                  └─────────────────┘    │
                                    ┌──────────────────┐
                                    │ supply to judges │
                                    └──────────────────┘
```

1. receive samples
2. confirm in app
3. supply to judges

the contest - budtenders

budtenders user journey

```
receive judges ─────┐
                     └── fulfill samples ────┐
                                             └── accumulate perks
```

1. receive judges on-site at retail establishment
2. fulfill sample per tech platform instructions
3. receive budtender perks

awards show

marquee awards show six weeks after contest ends

7 nominees per category, over 80 categories

high-profile presenters and performers

independent auditor manages tabulation until awards show

festivals

reinforce "most legit award" prestige

idols on tour model

entrants increase brand awareness

public access to nominated products

secondary retail opportunities

tech platform "Shiva"

technology backbone: cloud-based back-end interface to end-user app

manages the judge, entrant, retailer, budtender, and sponsor experiences

randomly assigns samples to judges

receives data call from judges, "black-box" check-in to back-end platform

only the auditor has access to the raw / critical data

data-masking abstraction layer reveals irregularities during the contest

live-ops

app-based ecosystem, contest runs on cloud-based servers

D-A-R-M-A plan: Discovery-Acquisition-Retention-Monetization-Arc

data masking reduces the risk of judges / entrants 'gaming the system'

AR "sample ID'ng" overlay for an Information Intensive experience

AI module improves user journey for judges, entrants, retailers, budtenders

revenue model

projected entry fees

$500 / entry	10 entrants	100 entrants	1,000 entrants
1 entry each	$5k	$50k	$500k
5 entries each	$25k	$250k	$2.5m
10 entries each	$50k	$500k	$5m

entrants cost-benefit profile

only up-front cost is the entry fee

product is paid for per existing system (via retailers)

compare vs other marketing opportunities

secondary benefits of nomination / award

retailers cost-benefit profile

compare cost of customer acquisition vs current

high likelihood of acquiring new customers

judges were purchasing already

potential to upsell on other products

"winning ticket sold here" potentiality

revenue model - extended

contest: sponsors

awards show: sponsors, licensing, gate, murch

festivals: sponsors, exhibitors, gate, murch

app: in-app purchases

data: customized sets by request

data model

projected data points (dp's)

1 entry = 50 dp's	10 entrants	100 entrants	1,000 entrants
1 entry each	500 dp's	5,000 dp's	50,000 dp's
5 entries each	2,500 dp's	25,000 dp's	250,000 dp's
10 entries each	5,000 dp's	50,000 dp's	500,000 dp's

*largest cannabis data collection exercise in history

data revenue

entrants: unfiltered product assessments

retailers: customer experience information

managers: regional, demographic preferences

ancillaries: marketing and product information

the team

game managers: agent86 & dave damit

     40+ yr cultivators / cannacon founders

game producer: stew padese

     experienced video game producer

awards show producers: joe & rich

     blue-chip awards show producers

next steps

currently: thru "Concept Development" (response encouraging)

                     into PrePro phase for Q1 '18, deciding options

                     first playable build in QII '18

option 1:   fund internally

option 2:   allow participation via Income Trust (earn-out) or SAFE

option 3:   be creative, don't be shy (we've heard it all)

wrap

end users: participate, your opinion matters

entrants: increase brand awareness

retailers: acquire new customers

investors: revenue-oriented non-CTE opportunity

"unique new application of massive open online data generation"

JOIN THE TEAM!

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