**Idea:**

WeedDJ is your personal DJ that finds you a fun new music playlist that relates to and complements the weed you buy, in order to enhance your smoking experience.

**Problem:**

How many times have you had trouble deciding what to listen to when being high? We want to solve that problem. With cannabis laws becoming legalized, cannabis parties and events will occur all over the place, and a need for DJ’s who specializes in music for high people, will be in demand. We want to help automate that, which makes it cheaper for venues to use compared to hiring a DJ.

**How Does it Work?**

User logs in the app which connects with their trellis account. User is able to select one of their purchases and the application generates the best playlist for it which they can listen to.

**ROI:**

* Can be distributed with an app for a monthly subscription (like youtube RED)
* Can be integrated into jukeboxes at social venues/bars/raves. These places can use our services to generate the best playlist based on what customers are currently buying in real-time.
* Music advertisement/promoting companies can pay to also include their song in the playlist if its relevant enough.
* Customers can pay premium fee to exclude advertisement songs in playlists.
* Partner with party supply companies or entertainment companies providing entertainment products/services and bundle for lower price.

**How playlists are generated:**

For demo purposes it is limited to keywords in the strands. However, to make it interesting, we could expand to:

* Playing music from the time the strand was first made
* Similarity such as synonyms, acronyms or keywords associated with the strand
* Take into consideration if its recreational or medicinal, quantity and order
* Seeing what the community loved listening to when using that strain, getting their feedback
* Comparing strand side effect feeling to the types of feelings experienced from songs. For example, if a strand makes you feel really happy and adventurous, a cheery and action-based song will be included. If the strand makes you feel focused, classic music will be included.
* Taking strand odor details into consideration
* Factoring in famous artists that’s based on weed such as Bob Marley and Snoop Dog

**Scaling:**

* Voice controlled interface
* AI based playlist generation based on crowdsourcing
* Web platform with API, ability to integrate with other products such as a couch
* Drone jukebox (flying midair while playing music)