

# CANNALYTICS

## ML for LM (Legalised Marijuana)

RON OLSHANSKY-LUCERO  
METIS SF FALL 2016

# Greener Outlook Each Day



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- AK, CO, OR, WA (recreational OK)
- DC (possession/cultivation OK, but not recreational commercial sale)
- Decriminalised and medical in 12 states
- 22 states left (possession/sales illegal)
- CA Prop 64 (Adult Use of Marijuana Act)

# Ganjapreneurship

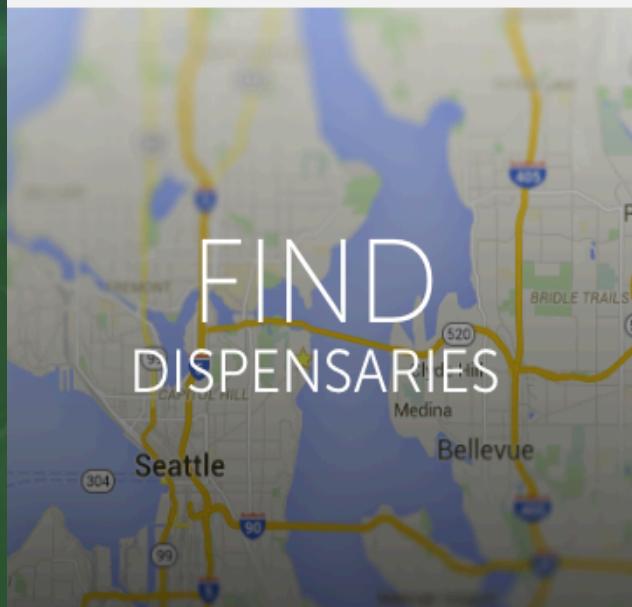
- World's most profitable plant
- Worth \$47.7million per square kilometre vs. coca (cocaine) at \$37.7 million
- \$5.4 billion in legal sales in 2015 (medical and adult consumer/recreational sales)
- \$22 billion by 2020
- Growing number of startups (nearly EVERY COMPANY in this field is a start up)

# Ganjapreneur: Leafly

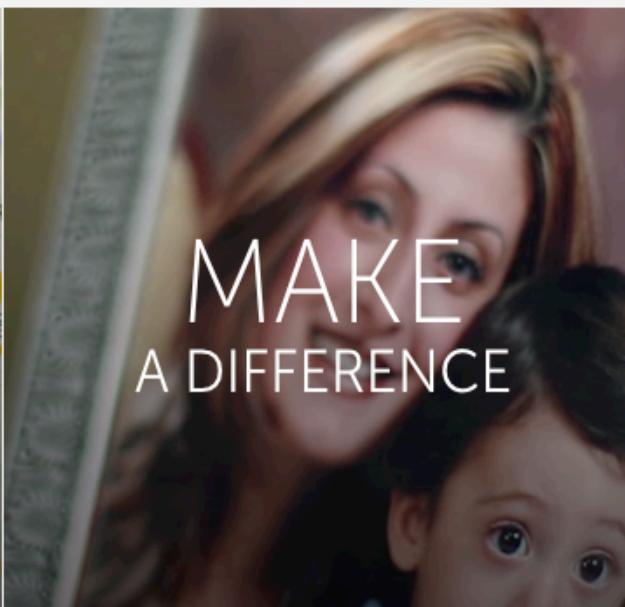
- World's largest cannabis website
- Dispensary locations
- Information on strains (and where to find them)
- Top trending dispensaries/retail stores
- Top trending strains



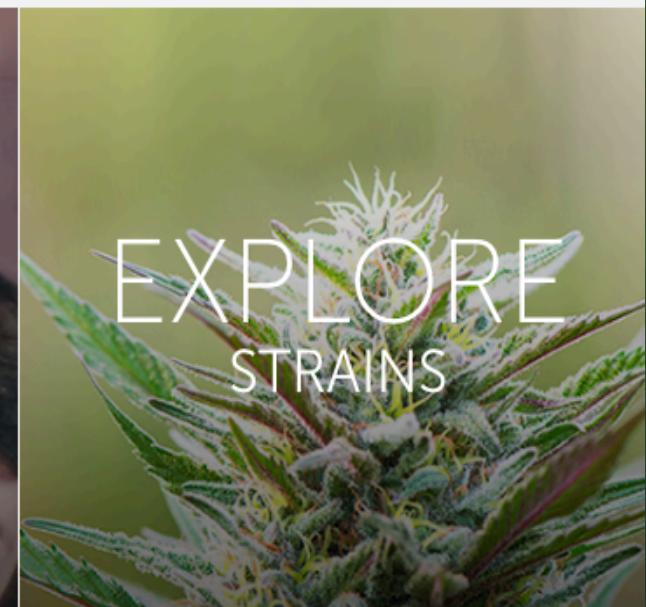
The World's Cannabis Information Resource



FIND  
DISPENSARIES



MAKE  
A DIFFERENCE



EXPLORE  
STRAINS

New to Cannabis? [LEARN MORE](#)

## Featured Locations

Highlighted Cannabis Dispensaries, Retail Stores, Access Points, and Other Locations

[VIEW ALL](#)



LEAFLY LIST



The top cannabis adult-use stores and medical dispensaries in North America.

[SEE ALL LEAFLY LIST](#)

LEAFLY LIST

## Leafly List: The Best Cannabis Locations in North America, September 2016

The Leafly List ranks the top cannabis dispensaries and retail stores in major US and Canada cannabis markets every month.

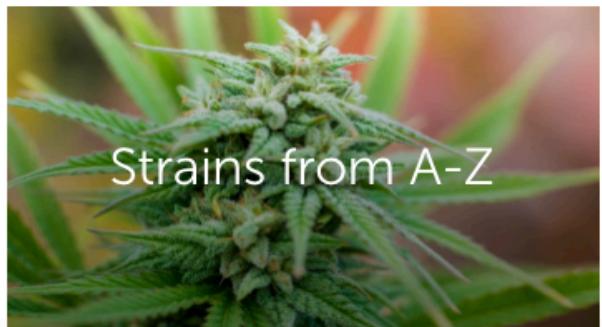
LEAFLY STAFF

# Explore

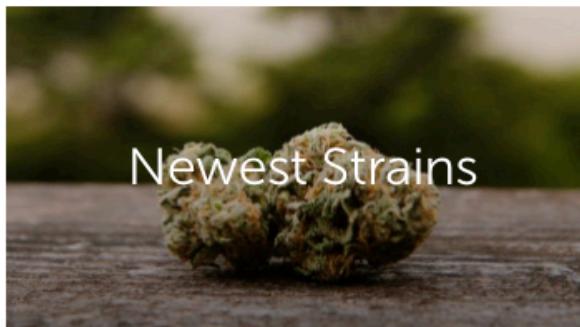
Marijuana Strains and Infused Products



Popular Strains



Strains from A-Z



Newest Strains

# Ganjapreneur: Confident Cannabis

- Etsy for cannabis
- Only free Laboratory Information Management System for cannabis testing
- Measure, track, share product information (data transparency)
- Map and compare strains for quality control
- Largest database of legal cannabis in the world
- Used by growers to get products tested to demonstrate quality compared to state average
- Certificate of Analysis (used in labelling)
- Used by retailers to source high quality inventory
- Used by consumers to understand product ingredients
- LOTS OF NEW (PRODUCT/LAB) DATA!



# In Stock Today

Menu Subject to Change at Anytime  
Last updated 2016/10/17 02:01 am

Flowers Pre-Rolls Concentrates Edibles Seeds Merchandise

**RESET SORTING**

Sort By:

New at SPARC

Genetics

Grow Method

Effect

THC %

Highest to Lowest

Price

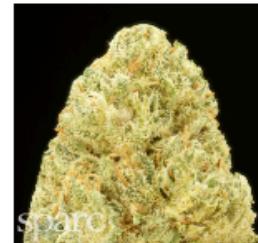
Medicine & Menu

Member Services

Learning Center

Become a SPARC Member

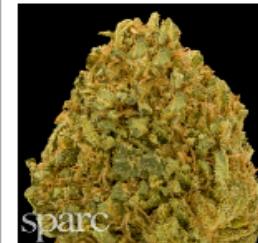
ACDC (GH)



\$10 gram  
\$25 1/8th  
\$45 1/4th  
\$170 oz  
0.7% THC  
13.4% CBD



Harle Spring OG (OD)



\$15 gram  
\$40 1/8th  
\$75 1/4th  
\$270 oz  
6.2% THC  
11.4% CBD



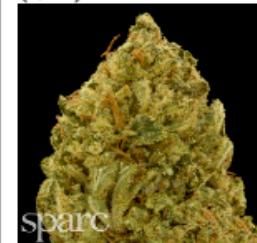
Lion Fire



\$17 gram  
\$50 1/8th  
\$95 1/4th  
\$310 oz  
11% THC  
11.3% CBD



Love & Hope (OD)



\$15 gram  
\$40 1/8th  
\$75 1/4th  
\$270 oz  
6.8% THC  
9.6% CBD



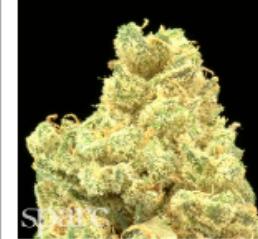
Jamaican Lion CBD



\$17 gram  
\$50 1/8th  
\$95 1/4th  
\$310 oz  
6.2% THC  
8.8% CBD



Black Lime



\$12 gram  
\$45 1/8th  
\$85 1/4th  
\$290 oz  
14.1% THC  
0.4% CBD



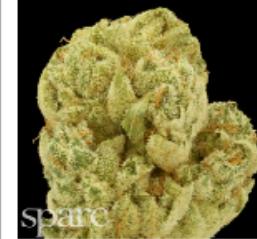
Afghani OG



\$16 gram  
\$45 1/8th  
\$85 1/4th  
\$290 oz  
22.6% THC  
0.3% CBD



Gorilla Glue



\$10 gram  
\$40 1/8th  
\$75 1/4th  
\$270 oz  
21.5% THC  
0.3% CBD

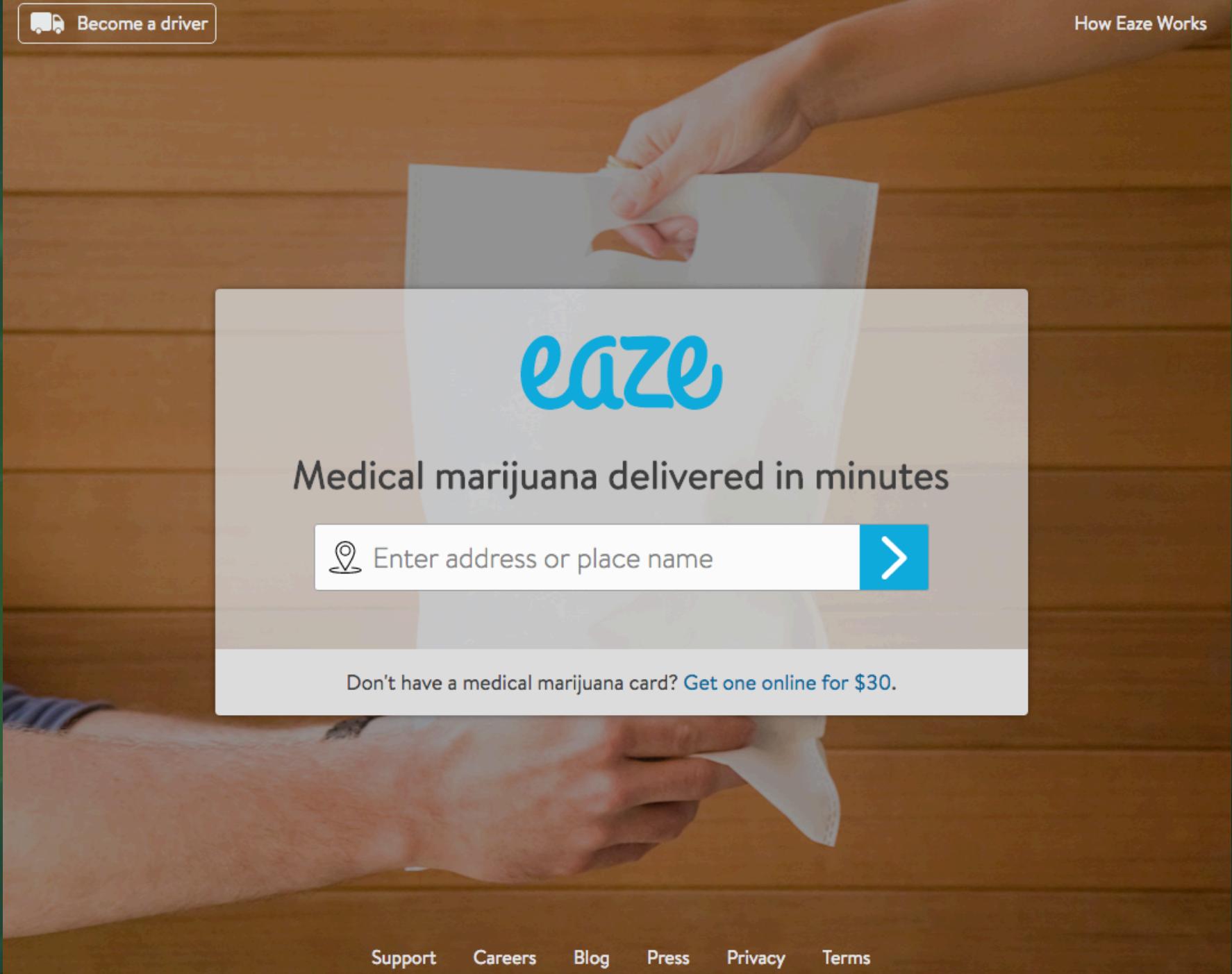


# Ganjapreneur: Eaze

- Uber of marijuana
- Eaze app facilitates delivery in 20 minutes or less
- EazeMD app streamlines process of obtaining MM Dr. recommendations
- Has access to (anonymised) aggregated medicinal marijuana usage data (not available to regulators)
- Works with policymakers to help them understand the industry/patients better
- 1/5 of team are data scientists (UI, logistics, menu enhancements)

 Become a driver

How Eaze Works



eaze

Medical marijuana delivered in minutes



Enter address or place name



Don't have a medical marijuana card? [Get one online for \\$30.](#)

[Support](#)

[Careers](#)

[Blog](#)

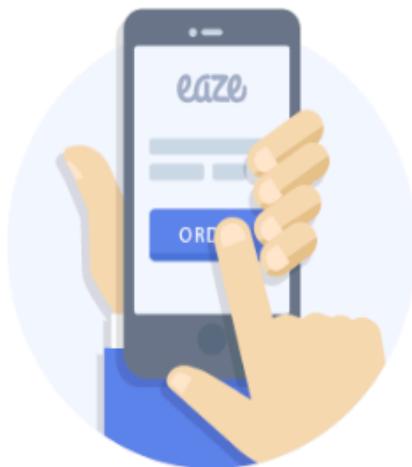
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## Get medical marijuana delivered in 3 easy steps



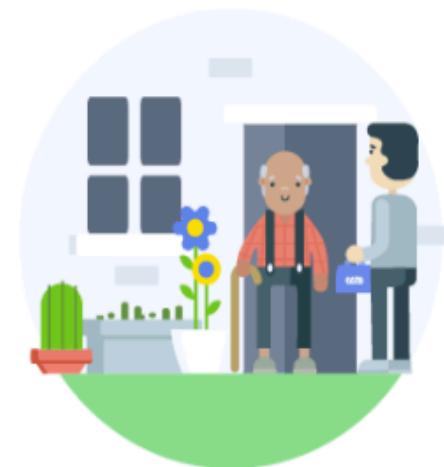
### Order online

All products are high quality and lab tested.



### Track your progress

Your order is routed to a local dispensary and driver.



### Meet your driver

A text message will let you know your driver is arriving.

## Drive with Eaze Technology

Earn at least \$16 per hour delivering medical marijuana for a dispensary that uses Eaze technology.

[Get Started](#)

### What is Eaze?

Eaze helps to connect drivers, dispensaries, and patients. As a driver, you can keep your time flexible and earn at least \$16 per hour. You can keep 100% of tips. It's fun, easy, and a great way to positively impact the lives of hundreds of patients across California.

*This is not an offer or solicitation to work for Eaze; the job described is to work for a medical marijuana dispensary that uses Eaze technology.*



Sign In



# Get your Medical Marijuana Consultation for \$30

Consultations provided by Michael F. Sedrak, M.D., A Medical Corporation

Get Started



## No appointment needed

Live video-call with your doctor from your device.



## Works with Eaze

Start shopping with Eaze immediately.



## Private and secure

Your session is confidential. Your information is secure.

# REFERENCES

- [https://ballotpedia.org/California Proposition 64, Marijuana Legalization \(2016\)](https://ballotpedia.org/California_Proposition_64,_Marijuana_Legalization_(2016))
- <http://www.visualcapitalist.com/the-worlds-most-valuable-cash-crop/>
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- <http://420careers.com/>
- <https://cannabisjobsboard.com/>
- <https://www.thcuniversity.org/>
- <http://oaksterdamuniversity.com/>