



**WeedWare**  
The Cannabis Platform

Business Model Canvas 2019



## KEY PARTNERS

### Industry Partners

- Emerald (Dispensary group and wholesaler)
- Yilo (Dispensary group and wholesaler)
- Headset Data Analytics

### Key Resellers

- Blue Star (Global IT Distributor – 17k resellers)
- ZARDO (Canada)
- POSRG (US)

### Equipment Partners

- HP
- Zebra
- Star Micronics
- Epson
- APG

### CDW

Referrer Partners  
Trade Publications

### Legal Partnership

Osborn & Maledon Launch  
Program Selected Partner



## KEY ACTIVITIES

- Platform and mobile enhancements
- Customer set-up/training
- ID/add critical staff
- Solidify Reseller Relationships
- Go-To-Market plans by channel
- Formalize processes and docs
- Convert POS to capitalize on Canada's simplified regulations
- RFID Platform Release



## KEY RESOURCES

- Capital to execute the plan
  - Scale staff with key skills
    - CFO
    - Developers
    - Project Managers
    - Sales Team
  - Office equipment
  - Expanded office space/location



## VALUE PROPOSITIONS

**“Providing a comprehensive, secure, 2<sup>nd</sup> generation, enterprise level seed-to-sale software solution.”**

**Security** – 3-way, mirrored backup that stores copies of the database in 2 separate physical locations.

**Data Analytics** – Segment-unique dashboards that are continuously updated in real-time for tracking and managing key information.

**Gamification** – Apply metrics to score and evaluate employees in a fun, game like environment.

**Custom Labels** – Alleviate customer pain point by creating bespoke labels utilizing a built-in label generator.

**Discounting** – Comprehensive discounting system to enable the organization to schedule discounts to occur daily, hourly, monthly, or any combination on any product in the inventory.



## CUSTOMER RELATIONSHIPS

- Post sales set-up process
- Automated self service wizards
- Online user training portal
- LMS to enable employee development
- Full SLA support tiers for all clients to assure satisfaction



## CHANNELS

- Resellers – Blue Star, CDW, others
- Inbound Marketing
- Trade Shows/Expos- with partners
- Industry/Reseller focus
- Limited Direct Sales
- Banks – referrals



## CUSTOMER SEGMENTS

### Current

- Dispensaries (License Holders)
- Growers
- Producers/Processors
- Resellers
- CBD Stores

### Future

- State Systems (track/Audit) unique requirements
- Home Producers
- Major ERP Corps
- Oracle
- Google
- SAP



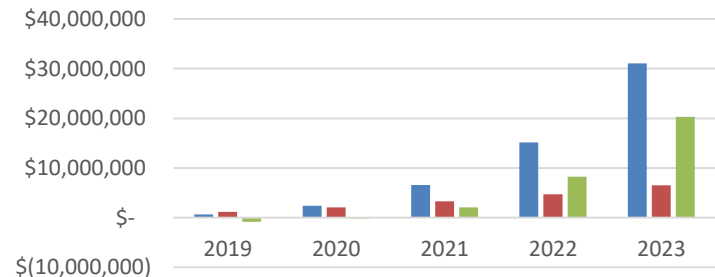
## COST STRUCTURE

	2019	2020	2021	2022	2023
COST OF GOODS SOLD	29%	16%	17%	14%	13%
GROSS MARGIN	71%	84%	83%	86%	87%
OPERATIONAL EXPENSES	211%	78%	42%	25%	16%
NET INCOME	(140%)	6%	41%	61%	71%



## REVENUE

Thousands (\$000)



■ Revenue ■ Expenses ■ Operating Profit