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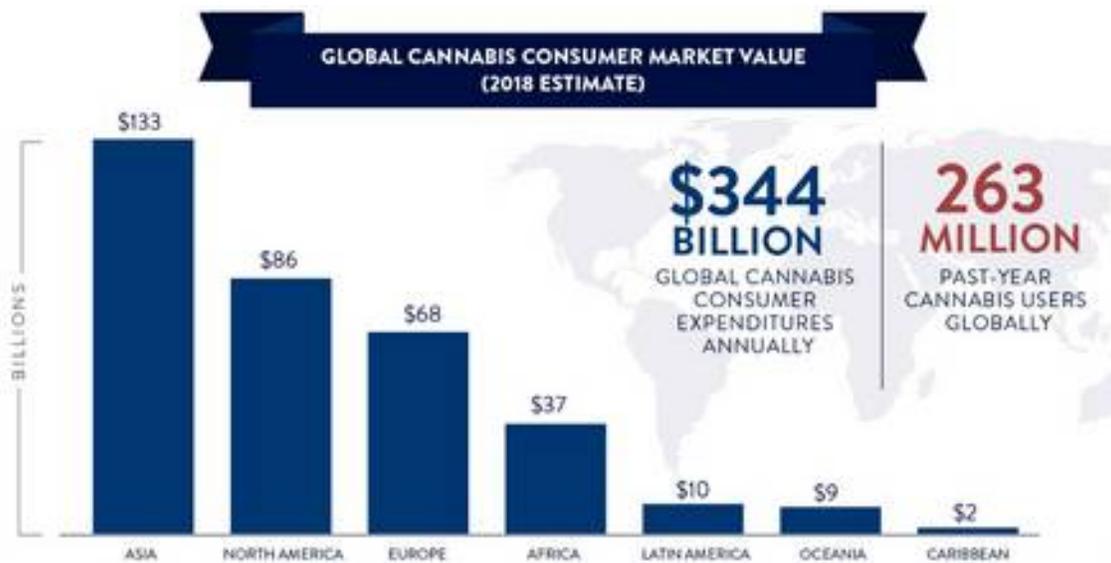
EXECUTIVE SUMMARY

For the most part, regulatory constraints have hindered the global cannabis sector, but the legal market is rapidly emerging as more governments legalize medical and recreational use. Most banks, credit card companies, and payment providers will not accept money generated by the cannabis sector because of its duplicitous image, even in locations where it is completely legal. This leads to inefficient solutions like cash transactions, which only add to the industry's poor image.

To address such issues, we introduce Cannacoin — a modern-age blockchain-based banking solution striving to eradicate the financial restraints confronted by cannabis enthusiasts while performing transactions related to cannabis. Cannacoin will launch a blockchain-based, fully decentralized online banking platform that will allow cannabis businesses and consumers to access banking and financing services that are currently unavailable.

INTRODUCTION

Cannacoin strives to be the best Cannabis cryptocurrency on the market, delivering efficient digital storage and digital payments in the developing industry of Cannabis. The coin is constantly developing and bettering itself with a headstrong team and community. The Cannabis industry needs a digital way to process transactions, and Cannacoin is here to do just that. Overall, things end up complicated for both the consumer and the producer. Cannacoin strives to solve these problems through the utilization of blockchain technology. Cannacoin allows consumers to quickly and efficiently make digital purchases.



Cannacoin's purpose is to utilize the decentralization of the blockchain system and also aims to become the primary currency for Cannabis purchases. Cannacoin will offer storage and digital transactions with quick transactions and low fees. Cannacoin will eradicate current problems with the lack of digital storage through persistent development and constant innovation. We are operating under P2P technology, which is a decentralized blockchain. We work to provide the development of future crypto applications in relation to production, cryptocurrency processing and other Cannabis-related business.

MARKET RESEARCH

(a) Global Cannabis Market Size

According to a 2021 report by Globe Newswire, the global cannabis market size is expected to reach USD 128.92 billion by 2028, exhibiting a CAGR of 26.19% during the forecast period.

Increasing the adoption of cannabis in numerous medical applications such as mental disorders, chronic pain, cancer, and other related health conditions are expected to boost revenue growth in the immediate future.

(b) Global Cryptocurrency Market Size

2017 was undoubtedly one of the most successful years in the history of the cryptocurrency market. The year kicked off with a combined market cap of \$17.7 billion, but cryptocurrency valuations scored close to \$60 billion by the end of the year, indicating about a 30% increase. Cryptoslate.com reports about \$52.28 billion worth of cannabis cryptocurrency in circulation daily, with a total market cap of over \$180.664 billion.

Cryptocurrencies are down this year, with a market value of \$1.6 trillion as of Monday, down from \$2.3 trillion at the start of 2022, a decrease of about 30% in three weeks.

According to CoinGecko, the market correction has wiped out about \$700 billion in value, with bitcoin (BTC) down 28% for the year and ether (ETH) down 40%.

Even though cannabis and cryptocurrency are brand-new industries yet, they both have several similar characteristics. Their common challenges provide an opportunity for them to grow together. Cryptocurrencies provide accountability and transparency to cannabis operators, while cannabis operators create a stable and valuable customer base for cryptocurrencies, besides the injected capital.

CURRENT INDUSTRY CHALLENGES

The Cannabis Industry is expected to reach a whopping USD 146 Billion by 2025. Despite its enormous potential and the fact that it has already been approved by a number of states in the United States and Canada, the industry and its customers are currently struggling with a number of difficulties.

Listed below are some of the main issues faced by the industry:

- 1. Access to banking is restricted for cannabis:**

Even though Cannabis is legal across several states, thousands of cannabis businesses operating in these areas still struggle with banking access. Because cannabis remains illegal under federal law in the United States, and the federal government regulates all banks and credit unions in the country, banks are often hesitant to open accounts for these businesses. The reason being, banks are required to file reports to the central government and federal agencies detailing a customer's suspicious or illegal activities. That can prove costly. If a bank records its transactions incorrectly or if a future bank regulator accuses it of not following the reporting guidance properly, it could face significant fines.

- 2. Inefficient and costly payment methods:**

Even in countries where cannabis is entirely legal, most banks, credit card companies, and payment providers will refuse to handle the money generated by the industry. Companies in the cannabis market have few, if any, payment methods that are tailored to their needs. "You may not use the PayPal service for activities that: pertain to transactions involving drug paraphernalia/ goods that encourage, promote, facilitate, or instruct others to engage in unlawful behavior," according to PayPal's policy. For example, the Payoneer terms and usage statement also restricts users saying "You may not use the Payoneer service for activities that: relate to transactions involving drugs such as Cannabis that encourage, promote, facilitate or instruct others to engage in illegal activity." VISA policy statement: "Transactions in the US. involving the purchase or trade of Cannabis are not permitted on the Visa network, until federal law allows."

3. Privacy Issues:

Privacy issues in this digital generation, consumers are careful with sharing information, especially when it is linked to cannabis. Consumers are forced to supply third parties with far more personal information than is really necessary. Consumers, for example, are expected to provide their bank account number and full names in order to complete an online order (bank account, full names), or to present an identity card while visiting a Cannabis store, forcing them to disclose more personal information than is required.

Cannacoin ECOSYSTEM

OUR MISSION

To establish a blockchain banking platform for the global cannabis industry, to bring Cannacoin to the masses and to make the world a better and safer place. We want to be your coin of choice for cannabis and build our brand on the core values of customer service and care hospitality, the highest quality standards, honesty, integrity, and community outreach.

OUR VISION

Our vision is to be a dominant pioneer in the Cannabis business banking industry through our cryptocurrency, establish long-lasting business dominance, and carry out the Cannabis business in a more secure and modern way.

OUR SOLUTION

The Cannacoin project will establish a decentralized banking platform enabling trust-less and secure banking for all to revolutionize the cannabis industry by eliminating the challenges faced by its consumers and helping bank the unbanked.

1. Banking for All

The Cannacoin will work as a blockchain-based bank that decentralizes banking access to everyone, including but not limited to cannabis users, by allowing them to serve as their virtual banks through the creation of online wallet-based bank accounts in a seamless, cost-effective and efficient manner.

Moreover, it is important to mention that Cannacoin is a pioneer of the crypto banking platform for the cannabis industry worldwide. Also, we believe that our business model will enable cannabis companies to use cryptocurrency as a medium of payment for performing cannabis transactions within the industry

2. A decentralized payment network

Cannacoin strives to create a decentralized payment network solely to serve the cannabis industry. The main goal is to provide a more cost-effective alternative payment solution for legal cannabis businesses than what is now available. This payment system will be built around the Cannacoin Token (CCN), the native token within the Cannabis financial ecosystem, and serves as a digital currency that acts as a means of exchange and the unit of account in this system.

In reality, Cannacoin will be sent straight from customers to merchants, bypassing any middlemen.

3. Privacy Issues:

While in traditional banking platforms, all user data is recorded on a centralized database which is often prone to hacking and cyber-attacks. Moreover, as discussed earlier, consumers often require information that is not normally required for other types of transactions that single out the cannabis users and irritate them at times.

To resolve such issues, while the Cannacoin Platform will ask for a KYC (know your customer), it will keep all user records completely encrypted and store this data on a decentralized blockchain ensuring that no third party has access to it. The Cannacoin Token will enable trustless payments that are decentralized in nature and facilitate a fully secured, quick, and efficient exchange and transfer of value.

COMPETITORS ANALYSIS

- **HempCoin (THC)**

- Proof of Stake system but no way to have a master-node
- Focuses on agricultural industry along with marijuana industry
- Focused on the business to business transactions rather than consumer to business transactions
- Max Supply: Uncapped
- 5% staking return

- **PotCoin (POT)**

- Proof of Stake system but no way to have a master-node
- 1% fee for businesses
- Max Supply: 420,000,000 POT
- 5% staking return

- **DopeCoin (DOPE)**

- Proof of Stake system but no way to have a master-node
- Max Supply: Uncapped
- 5% staking return

OUR COMPETITIVE ADVANTAGE

For Cannacoin (CCN), these are the primary competitors. All of these coins work on PoS concepts and have staking rewards. Although all of these coins have staking rewards, the rewards for staking Cannacoin are slightly lower at **2%** per block to ensure rarity and fair distribution. Also, in comparison to these coins, Cannacoin is the only one to have master-nodes. Even after the staking stage is done, this allows users to still earn Cannacoin.

More so, Cannacoin is aligned with NORML in order to support the efforts of legalization and **2%** of each transaction fee for retail Cannacoin purchases will be donated to NORML.

1. Market Trends

Just like any industry, the cannabis industry trends are continuously fluctuating, and if we want to preserve our resources and maximize our overall ROI, then we must do everything within our capacity to stay abreast of the ever-changing trends in the industry.

2. Target Customers

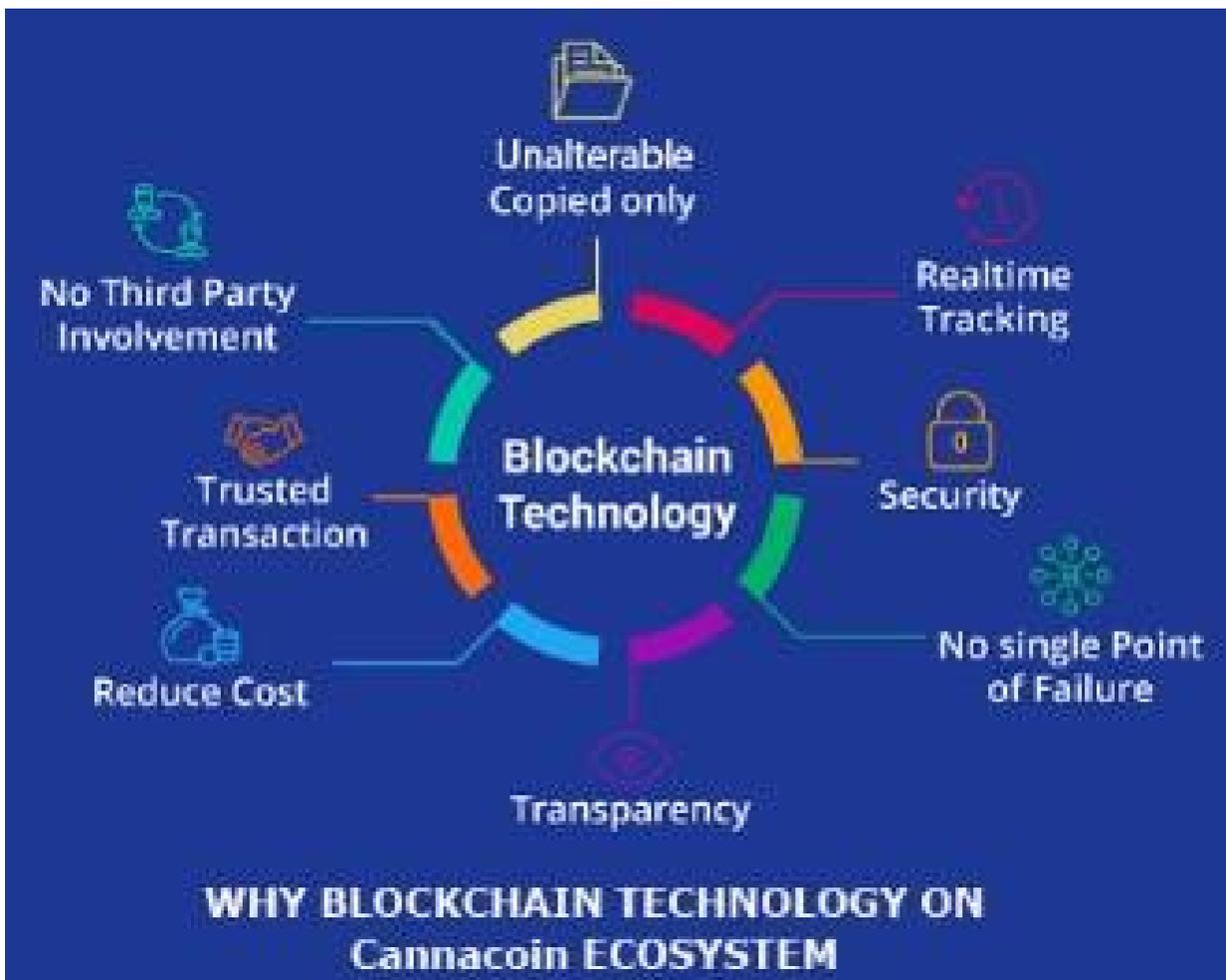
Since Cannacoin intends to offer a unique banking service for cannabis businesses using blockchain technology to provide similar banking services offered by commercial banks, we suppose that our major customers will be accredited investors and cannabis business owners. However, the industry's rapidly changing landscape creates an opportunity for us to capture a wide range of investors different from the customers mentioned above.

Cannacoin UNIQUE FEATURES

Cannacoin Pay

Cannacoin Pay is a full-service POS solution for canna-businesses to accept Cannacoin for purchases in-store and online. Cannacoin Pay provides:

- Merchants with lower transaction fees than traditional processors.
- The ability to waive traditional credit card fees.
- Marketing support.
- Loyalty and reward program.
- Financing (buying down your entire balance earns you interest).
- Instant conversion to fiat funds in your local currency.



You can accept our cryptocurrency in-store or online with Cannacoin Pay. You can then use the Cannacoin Pay APIs to conduct credit card transactions and save the usual transaction fees associated with those payment methods.

The goal of Cannacoin is to give you control over your finances. We're a brand-new type of digital currency that's revolutionizing how people do business. Thanks to the clever technology integrated into our platform, it's never been easier for retail shops to take cannabis payment. We also offer a selection of amazing tools to help you manage your trading and even develop your business.

Cannacoin ATMs

The Cannacoin ATM or “CannATMs” will be the physical method for procuring Cannacoin in the real world. With “CannATM”, we make purchasing Cannacoin with cash, debit, credit as fast, painless, and secure as possible. The “CannATMs” will be placed at participating cannabis shops and appropriate convenience locations to make loading onto the debit card associated with our mobile app seamless. Just fast, secure payments you can depend on.

Cannachan

Our team is passionate about the subject and continually looking at the evolution and trends in the mobile payments space by introducing “Cannachan”, which will enhance the crypto adoption on the continent by making it more fun, easy to use, and inclusive for all its users. Cannachan will be a mobile wallet for Android and iOS with unique social features which will allow users to add their friends, chat and carry our peer-to-peer transactions within the wallet. Users will be able to check their balance and the current market. There will also be the ability to purchase Cannacoin by associating your payment method. It will have an associated debit card that will draw from your current Cannacoin balance in the wallet for use with CannATM kiosks and Cannacoin Pay POS.

BUSINESS MODEL CANVAS

<p>Key Partners</p> <ul style="list-style-type: none"> ▪ Cannabis Business Owners ▪ Accredited Investors <p>Revenue Streams</p> <p>Cannacoin will generate its revenue from the following services;</p> <ul style="list-style-type: none"> - Token sales - Cannacoin Pay - Transaction Fee 	<p>Key Activities</p> <ul style="list-style-type: none"> ▪ Blockchain-based Banking Solution For Cannabis Community 	<p>Value Proposition</p> <ul style="list-style-type: none"> ▪ Secure Cannabis Payment Solution ▪ Secured Crypto Investment ▪ Increased ROI ▪ Improve Quality of Outcome ▪ Improve Quality of Life 	<p>Customer Relationship</p> <ul style="list-style-type: none"> ▪ Company website ▪ Social networks: Facebook, Twitter, Instagram, Snapchat, etc. 	<p>Customer Segments</p> <ul style="list-style-type: none"> ▪ Cannacoin Users (Cannabis Business owners and customers) <p>Location</p> <ul style="list-style-type: none"> ▪ Global
	<p>Computer/Technological resources:</p> <p>Computer Internet Mobile phone</p>		<p>Channels</p> <ul style="list-style-type: none"> ▪ Company's facility ▪ Company's website 	

TOKENOMICS

Cannacoin (CCN) is the utility token used throughout the cannabis ecosystem as the basis of transactions and interactions. It is a Scrypt-PoS coin built on its own independent blockchain. Cannacoin was proudly released on March 28th, 2014 under fair distribution on the online cannabis forum known as “Northwest Green Thumb” or “NWGT.org” with 0.00% pre-mine and no ICO. Cannacoin transitioned to "Proof of Stake" at block 370,000 on December 9th, 2014, with a nominal stake interest of 2% annually. There were 4,625,000 CCN mined during the "Proof of Work" phase. Cannacoin has a max supply of 13,140,000.

ROADMAP

(subject to change)

Phase 1

- Recruit Volunteers
- Build a Discord Community
- Deploy a blockchain explorer
- Release a white-paper
- Seek investors and raise funds
- Hire a software engineering team to audit our codebase
- Release updated software for Windows, MacOS, and Linux
- Enlist to an exchange

Phase 2

- Recruit a legal team
- Employ a payment processor
- Subscribe to a risk management service
- Hire a technical support team
- Appoint a customer service specialist
- Enroll a social media marketing and promotion firm

- Enlist a sales team
- Reach out to major cannabis growers, processors, retailers, entrepreneurs, industrialists, publications, influencers, celebrities, and etcetera for collaboration and promotion opportunities

Phase 3

- Release our mobile social enabled mesh network wallet called “Cannachan” with full featured functionality enabling users to access market reports, send Cannacoin between themselves and their friends, with linked debit card for use with CannATMs and Cannacoin Pay POS
- Place Cannacoin “kiosks” (or CannATMs) at participating cannabis retailers and appropriate convenience locations allowing individuals to purchase Cannacoin with Cash, Credit, Debit, and Bitcoin to load onto their Cannachan Debit Card
- Release our retail POS solution, “Cannacoin Pay POS”
- Deploy our online payment processing plug-in called “Cannacoin Pay Online” allowing web based retailers to accept Cannacoin payments on their e-commerce websites

Phase 4

- Release an Ethereum based token with improved economics and utility over the existing coin called "Cannacoin Unlimited" for use in our own VR space called “Cannaverse”

THE Cannacoin TEAM

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Special Thanks to: Satoshi Nakamoto, Charlie Lee, Craigslist, NWGT.org, IRC, YouTube, BitcoinTalk Forum, Reddit, the original development team, Discord, The Reddcoin Team, VashTheStampede, tokyopotato, CryptoKid, GodCloud, promad, cookietoshi, walledgarden, Bill48105, mat195, Hel, mrhobbeys, Mik0, Brian Tugmon, Doc, Nathan, Grimmir (May He Rest in Peace) and the many other devoted and colorful influencers and contributors over the years. We would truly be lost without you.

In gracious memory of Phil Cohen aka RebPhil

Original Lead Development Team

RIP 12/24/2015

CONCLUSION

We are a strong and skilled team of cannabis enthusiasts and IT experts with years of combined experience in cryptocurrency and the cannabis industry under our belts. We all desired something better, and we regarded cryptocurrency as having a bright future. Let's face it: holding all that cash is a dangerous approach, and banks are problematic for cannabis businesses. The world is changing.

Simply said, the idea behind our project is that Bitcoin is becoming too precious to spend on ordinary items like cannabis and that cryptocurrency, in some form or another, will become ubiquitous in the future. Cannacoin is more intelligent, efficient, and secure than traditional currency.

