

CANNASOS

EXECUTIVE SUMMARY FOR PROSPECTIVE TOKEN PURCHASERS

OBJECTIVE

To generate and implement a Ethereum-based utility token, the PerksCoin Token (PCT), in the worldwide cannabis space. The PCT will run on decentralized blockchain technology, helping to address challenges faced by the worldwide cannabis industry in the financial, advertising and loyalty sectors.

THE PROBLEM

Although over 29 US states offer access to medical marijuana and 19 US states offer limited access to marijuana-related products, cannabis remains listed under Section I of Controlled Substances Act, making it illegal on the federal level.

The prohibited status of the substance imposes many industry restrictions, including but not limited to the following:

- Inability to open bank accounts, and accept debit and credit cards;
- Turning to cash as the main transaction medium, thus attracting criminals, endangering clients and employees;
- Inability to engage federal judicial system in case of finance-related dispute or crime; Inability to run wide-spread loyalty programs – one of the most effective marketing tools in the US;
- Inability to advertise via traditional offline and online media, as media giants like Google and Facebook enforce strict anti-drug policies.

THE SOLUTION

To design, develop, and implement a multi-level, online transaction platform based on blockchain technology through the PCT. To allow for integration of the platform with the existing CannaSOS ecosystem.

Uses of the PCT:

Adaptation of PerksCoin Token as the main transaction medium will enable the following:

- Online and offline, non-cash B2B, B2C, and C2C transactions;
- Implementation of loyalty programs (local, country-wide, and globally);
- Employment of POS systems;
- Ability to advertise on the existing CannaSOS platform.

Implementation of PCT Transaction Platform into the daily business routine will enable the following:

- Achieve increased security of all transaction via Secure Sale feature;

- Minimize fraud in the marketplace via arbitration and appeal mechanism.
- Experimental self-regulatory function will allow PerksCoin Token to be self-regulated via the emission of new PCT tokens, and as well as the withdrawal of PCT tokens from circulation

Furthermore, businesses can take advantage of:

- Centralized advertising network, uniting existing CannaSOS advertising platform with other canna niche websites;
- Using the PerksCoin Token as the main transaction medium for all advertising and marketing products;

Implementation of payment gateway, allowing to link the PCT token rate to USD via volatility control mechanisms of PCT transaction platform.

The PCT token will be mainly marketed to dispensaries to:

- Secure online and offline B2B and B2C transactions;
- POS implementation;
- Reward-based loyalty programs;
- Advertising.

PROJECT DEVELOPMENT STAGES

STAGE 1

Generation of Ethereum-based utility token, the PerksCoin token (PCT).

Based on the existing CannaSOS platform:

- To launch a mechanism allowing the use of PCT tokens to pay for advertising;
- To launch an updated version of an E-store, allowing to accept and process PCT token based transactions;
- To implement a loyalty program based on the PCT token;

To carry out a comprehensive marketing campaign:

- Actively promoting PerksCoin token to existing 315,000 + registered CannaSOS users and to all non-registered users that adopt the website;
- Offer to receive free tokens upon opening of PCT Wallet;
- Approaching 1000+ CannaSOS merchants with an offer to accept PerksCoin Tokens (PCT) as payment for goods and services;
- Advocating implementation of PCT token-based loyalty program;
- Acting on signed MOU's in regards to integration PCT tokens into POS systems available to dispensaries and other canna-related businesses

STAGE 2

To design, develop and launch blockchain-based PCT Transaction Platform with Secure Sale feature:

- Delivering enhanced security and transparency to all token-based operations;
- Allowing for escrow, arbitration, and appeal services for all B2B and B2C transactions;

To provide additional incentive to merchants and mainstream users to adopt PCT token:

- By stimulating the public to prefer token based transactions due to lucrative token-based loyalty program involving token kickbacks and give-outs;
- To offer dispensaries and other canna-related businesses to onboard PCT token-based loyalty program by purchasing PerksCoin tokens through cryptocurrency stock exchange or directly from blockchain participants.

STAGE 3

To develop a token emission and withdrawal mechanism via the blockchain hard-fork which will allow for the following:

- Minimization of token market volatility;
- Stabilization of the token rate;
- Enhancing token assimilation as a payment medium in the cannabis domain;
- Crossing cannabis industry boundaries.