



Executive Summary

CMN.ai

CMN.ai has developed a content streaming platform which helps business grow and entertain audiences through channel development.

By offering a network of tools creating multiple channels through brand specific engagement, CMN presents WEEDTV as a leading cannabis related social media experience.

This brand develops commerce and influencers to build global recognition and monetization through technology constantly building activity in the cannabis industry.

Good Times

BRAND DEVELOPMENT

✓ EXPERIENCE



HARVEST

Our Mission & Vision

To empower and inspire people, business and industry through Video, Voice and Visual experiences. Creating. Connecting. Content.

AI

Four C's

1. **Creating:** the target audience.
2. **Connecting:** the product or service.
3. **Content:** what makes the product unique or why the audience should buy it over another.
4. **Commerce:** make it count.

Our Vision

“Leveraging AI and Federated Learning for Smart Data”
“Creating Social Entertainment with Channel Partners”
“Building Brands and Marketplaces for Industry”

LIFESTYLE MEDIA

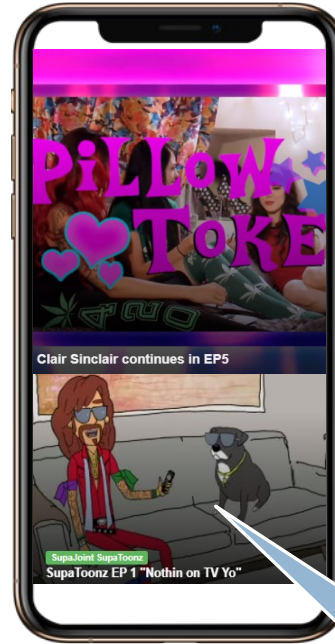
Product Solution

CMN is building a powerful media, marketing and merchandising company positioned to become the dominant player in both the business-to-business and consumer sectors of the Cannabis Industry. As of October 2021, 36 states have legalized marijuana for medical use, and 11 states for recreational adult use, comprising of approximately 83,000 business that supply 48.2 million consumers.

* BDSA.com a data software company

\$62 B

Global Cannabis
Sales 2026*



Attract and engage users. CMN adds value to cannabis brands by providing key business tools.

Video CMS

Upload videos to WeedTV's advanced CMN Video CMS System to deliver the best video experience to audiences. In addition to providing, you the ability to have a single or multi-channel platform, the WeedTV CMN Video CMS system also allows you to boost viewers' engagement with frame-accurate VOD assets for later playback.

CULTIVATE

Content Curator

Help audiences find the content they want quickly and intuitively. Create a suite of channels with curated content using categories and playlists.

A built-in online community for WeedTV personalities and their fans to rave about what's new, trending, and popular on WeedTV.

WeedTV personalities can engage their audience to react, upvote or downvote, participate in polls, and comment on published content.

Users can interact with each other and engage in live chats with a WeedTV personality.

Foster Users

CREATE CONTENT

Create a channel or simply Publish video and sponsor live events.

MONETIZE

PPV, Subscription, Sponsorship, Advertising, Content Marketing, Live Events. Unlimited possibilities to monetize content.

01.



60M
Consumers

\$50m
Potential

80,000
Related
Businesses

02.



70%
Gross Margin

03.

DATA

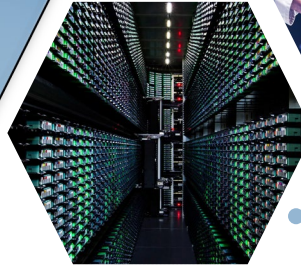
Integrated data intelligence platform monitors and personalizes content for audiences with built-in analytics and recommendation tools.

CONVERSION

Increase conversion, maximize retention, and optimize revenue.

CMN allows you to segment by filters, powering marketing efforts by sending emails, push notifications, and even SMS to specific groups of users.

04.



Digital Marketplace

A digital marketplace is a platform-in-the-middle business that enables third parties to distribute and monetize their content while retaining a line of the economics.

Achieve marketing objectives through applying digital technologies and media.

Enact established goals , initiatives and strategies.

Measure your efforts and analyze results.

Gage your users Emotion Experience

Collect Data for analysis to Plan for the future.

Market directly to those that have a verified interest.

Own your media! Learn it and earn it. Collect real consumer interest. Offer multiple ways to buy and connect.

Communicate directly with your users, fans and poi's.



75% ▲

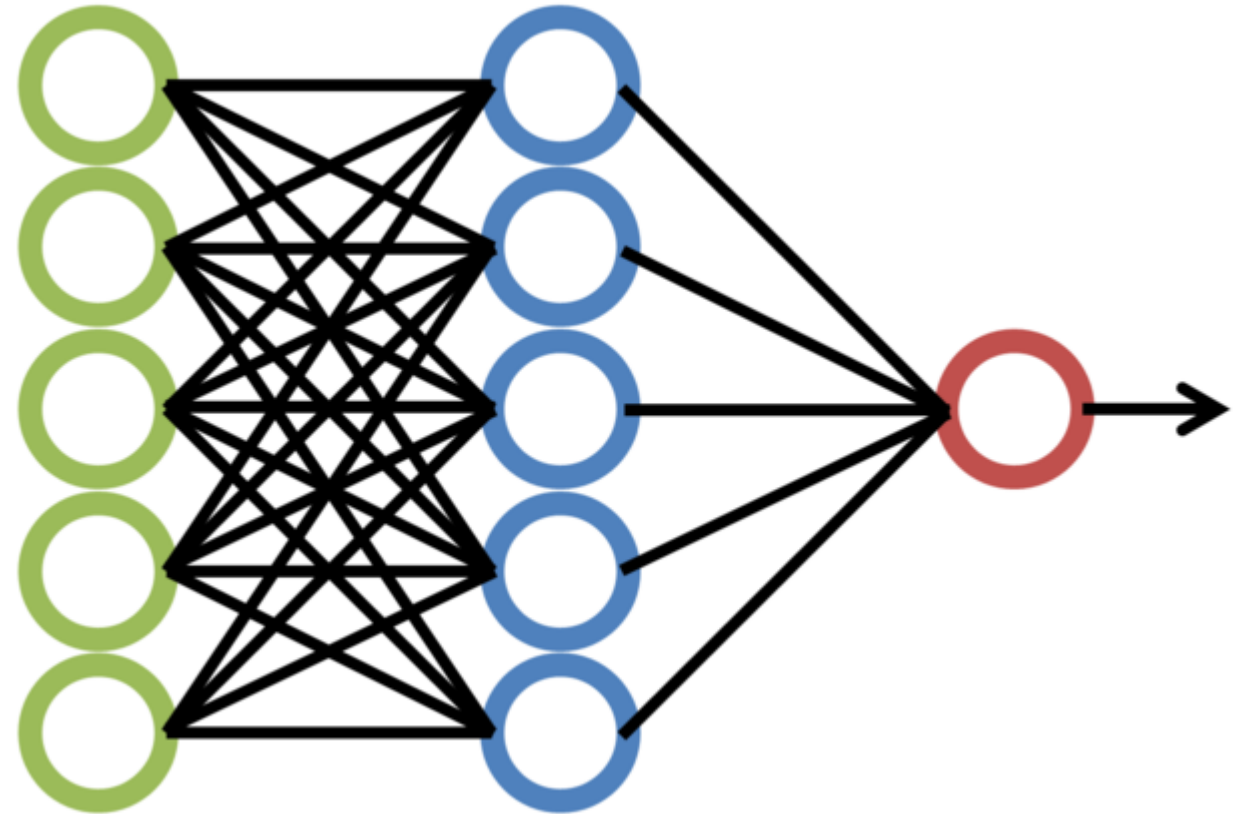
85% ▼

INTEL

Emotion Experience Engine

Algorithms

By incorporating concepts like **data analysis, machine learning, statistics and deep learning**, WeedTV re-targets experiences for business to grow exponentially regardless of the cannabis product or service.



Recommend
Data develops knowledge



FOMO
Fear of Missing Out



Be Famous
Endorsement Influencers

Audience Manager

Audience Manager is a platform that helps cannabis companies excite and engage live audiences. Using CMN's platform, WeedTV lets media and broadcasters stream multiple shows to users wherever they are, on a variety of devices, while making every broadcast entertaining and interactive.

- HD Quality
- Screen Casting
- Picture-in-Picture (PIP)
- Live Chat
- Live stream
- Embed player
- Playback Progress
- Timeline Markers
- Global Delivery Network
- Video Optimization
- Multi-streaming



Delivery Engine

Controls

The dashboard allows to manage & dispatch orders, pickup, checkout & delivery

View Order Details

When a new order arrives, the owner gets notified. They can reject an item if no adequate proof is provided

Assign A Picker

After accepting the order, the store owner can either pick-up the items himself or assign a picker



Order Stages

A detailed update on every stage from pickup to delivery is provided to ensure efficiency

Chat

Picker can chat with the customer over selection of items. It's an in-app feature for enhancing communication

Order Delivery Details

Once an order is assigned to the driver, the picker can view driver, customer & the item details

SERVICE

STRATEGY

Data Intelligence

01.



User View History

Time and date a user watched a title
The number of searches and what is searched for

02.



Account Info

User profile information such as age, gender, location, and selected favorite content upon sign up

03.



Device

The device used to stream
Where a user watched the show (by postal code)

04.



Actions

If the show was paused, rewind, or fast-forwarded

05.



Behavior

If the viewer resumed watching after pausing
Browsing and scrolling behavior

06.



Activity

Whether an entire TV series or movie was completed
Scenes users have viewed repeatedly

07.



Time

How long it took a viewer to watch an entire TV series

08.



Rating

Whether the viewer gave the show or movie a thumbs up

"Everyone with a phone has a screen and access to the internet. That is our addressable market. The world's taste, and the world's time, is what we're after."

- Reed Hastings, Netflix

SWOT Analysis

Strengths Analysis

Technology IP to target media and with staff members who are trained in both Television and Entertainment, Cannabis, Artificial Intelligence and Cyber Security also professional engineering/general contracting. Their experience gives a unique advantage.

Small Groups (8-10 employees) – can change and adapt quickly.

3.2M

Statistic



78%

Statistic





SWOT Analysis

Weaknesses Analysis

There is a constant race to develop advanced technology. This creates a demand for capital and regional management. Sales and Marketing staff to create relationships necessary to cause subscribers and increase eyeballs and revenues combined.

01.

Develop Mass Exposure

Develop funds for an advertising and marketing Budget.

02.

Human Resources

Acquiring Staff and Managing growth

Opportunities Analysis

Media Revenues open a major opportunity to develop unique content, creative intellectual property, advertising and shared content monetization platforms.

E-Commerce revenues from recommendations and online marketplaces build exponential returns while Influencer revenues from endorsements develop brand building opportunities for channel partners.



MEDIA
Revenues



E-COMMERCE
& Membership
Revenues



INFLUENCER
Revenues





SWOT Analysis

Threats Analysis

Anyone can become a media site, so other cannabis brands could build their own media site as well. Most potential clients have the false impression of true media value as they feel it is easy to make content and post to social media and feel this is all the need to do.

Tools are needed to make your site successful.

SWOT Analysis

- A SWOT analysis of CMN shows that it is necessary to show value not in the content but the follow up and analytics of this content.
- The primary objective of this SWOT analysis is to help CMN develop a full awareness of all the factors involved in making a business decision.



2022

GOOD TIMES

Thanks For Watching!

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