



CANNALAND

# White Paper

THE WORLD'S FIRST, DEDICATED PLACE WHERE CANNABIS ENTHUSIASTS  
AND THE "CANNA-CURIOUS" COME TOGETHER AS A "COMMUNITY OF ONE"  
FOR ALL THINGS CANNABIS...

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Producing, manufacturing, processing, possessing, distributing, selling, and using cannabis is a crime under U.S. federal law. Under the Controlled Substances Act of 1970 (the "CSA"), cannabis is classified as a Schedule I drug, which is defined as having a high potential for abuse and no currently accepted medical use. CANNALAND does not knowingly or intentionally engage in the activities listed above.

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Welcome To CANNALAND

## 2.0 – Executive Summary

Cannaverse Technologies, Ltd. has created CANNALAND, which will become the world's first virtual cannabis themed community and marketplace globally, by appealing to Cannabis Enthusiasts and the Canna-Curious. CANNALAND will embrace all aspects of the cannabis industry, B2B and B2C, including cultivation, infusion, manufacturing, packaging, retail and dispensaries, and will include a content infrastructure designed to immerse consumers in a digital experience focusing on ecommerce, entertainment and gaming, personalization, education, latest medical research and insights, public policy. A CANNALAND Token (CNLT) will provide transactional utility within CANNALAND with the aspiration of becoming THE preferred cannabis token accepted wherever cannabis is sold around the world.

Our vision is to offer a deeply immersive CANNALAND experience where virtual neighborhoods and communities exist allowing residents to shop, go to concerts, attend comedy shows, or stop by their local cannabis consumption lounge for a virtual toke. There will be sponsored venues hosting cannabis events, universities for cannabis education, ability to plan travel, and for the gamers and others. Farmland will allow

adult participants to buy land to plant, grow, and harvest cannabis, and go from seed to store while testing skills and competing for competitive titles.

CANNALAND will promote the safe and responsible cultivation, manufacturing, distribution and dispensary sales of cannabis around the globe where legal. CANNALAND will provide existing and new cannabis companies virtual access to leading service providers within banking, branding and marketing, legal and regulatory, distribution, logistics, and much more. The most powerful aspect of CANNALAND for cannabis enterprises will be the access to the largest cannabis community globally while providing a truly immersive shopping experience for residents that far exceeds any current retail experience.

Our goal and unique market position is to be THE PREFERRED METAVERSE DESTINATION for BOTH the B2B Community and the B2C Global Consumer Cannabis Culture, surrounding all things cannabis including Hi-THC and Low/No THC brands (Hemp, CBD, etc.). CANNALAND will unite this community for the sole purpose of enjoying and promoting the future growth and acceptance of cannabis.

Our path to providing a truly immersive consumer experience starts with creating a Web 2 platform that incorporates the latest technology allowing consumers to engage in real time, learn, visualize and leverage the insight of fellow cannabis consumers providing a personalized shopping experience. This will also create immediate access to help us test, learn, and experience today prior to Web 3's full debut, and expand business verticals around it including launch of our token utility and ecommerce platform.

CANNALAND will become the single most sought-after cannabis destination for brands, whether large global iconic or smaller emerging brands with regional and local appeal looking to expand their audience reach.

**We would be grateful to have you  
join us in this spectacular journey.**



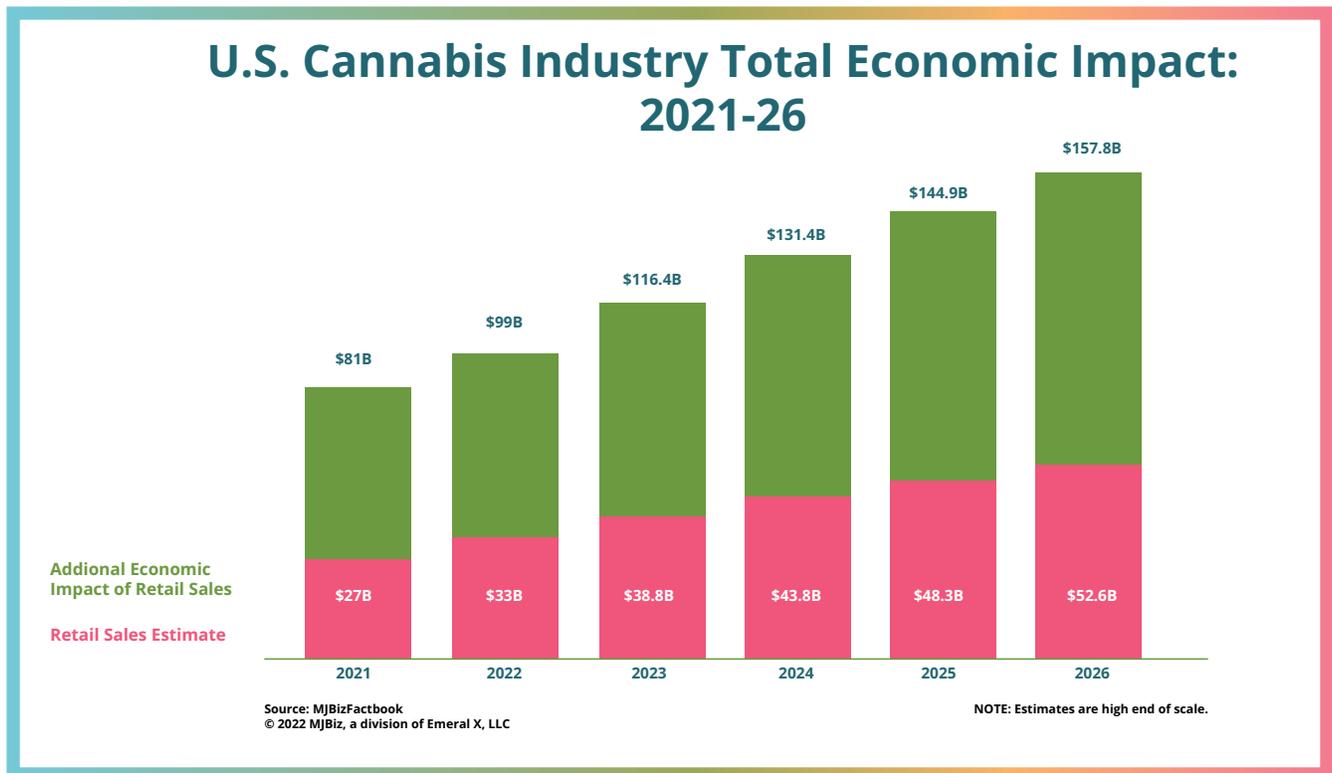
# 3.0 – The Convergence

Two High Growth Segments from Different World's Combining to Create One Powerful New Global Business Channel and Investment Opportunity...  
Cannabis and The Metaverse

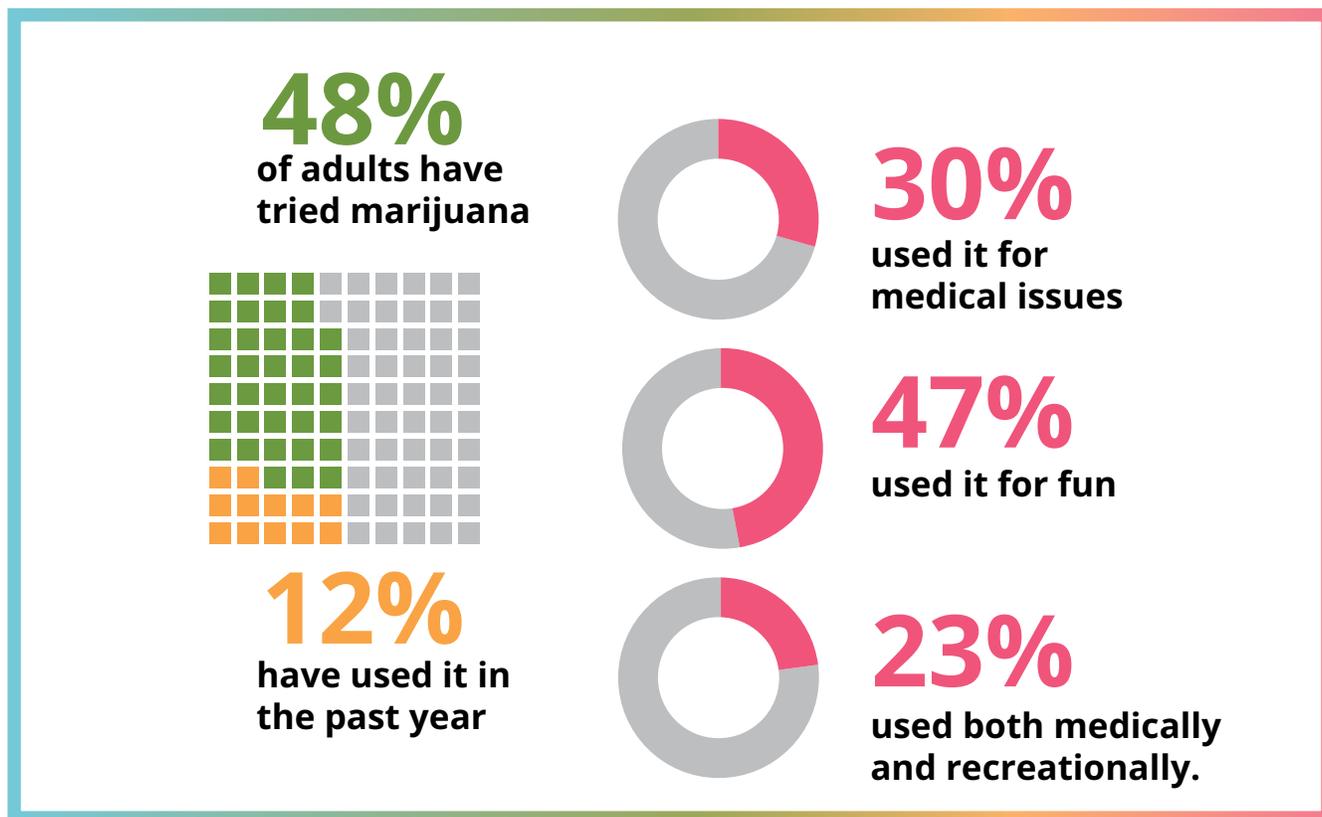
## The Global Cannabis Industry

The global cannabis industry (high THC and low THC-CBD/Hemp) is witnessing tremendous growth throughout the globe. Perceptions and changes in legislation regarding medical and recreational use are paving the way for new product entrants and more outlets within the global marketplace. Consumer attitudes and usage is changing rapidly with 268M people having consumed cannabis at least once in 2020. Globally 70 countries have legalized some form of cannabis for medical use. Sales of high THC cannabis through legal regulated markets totaled \$24B in 2020 and is projected to grow to \$51B by 2025 while sales of low THC (CBD/Hemp) cannabis through legal regulated markets totaled \$3B in 2020 and is projected to grow to \$19.5B by 2025. Most notably, 94% of cannabis spend was in unregulated channels (Sources: New Frontiers & Fortune).

In the US alone, the cannabis industry's Total Economic Impact is expected to grow from \$8B in 2021 to \$158B by 2026. (Source: BDSA)



While the majority of those who use cannabis, use it for recreational purposes, the largest growth segment is expected to be focused on medical issues. In 2021, medical-use was over 53% of cannabis revenue.



Much of the landscape and growth in legal cannabis has been driven by changes in public policy, including decriminalization, legalizing for medical use, and ultimately approvals for recreational use. While it has been a slow process, momentum is gaining. In the US, there are 18 states that are currently looking to change legislation providing over 96% of Americans access to some form of access to legalized cannabis by the end of 2022. Similar legislation changes are occurring across the globe.

## Challenges in Cannabis

There are a number of challenges facing the cannabis industry that are impeding faster growth.

Globally, in most countries cannabis (THC) is prohibited for recreational use and laws around the world vary in the areas of possession, distribution, cultivation, how it can be consumed, and what medical conditions it can be used to treat. In the US, because cannabis is still illegal under federal law there are many restrictions for marketing and branding cannabis. Questions about the legality of cannabis in different states regarding usage, cultivation, and distribution create complexity for companies to establish brand identity both here in the US and globally.

Additionally, the lack of access to financial services such as traditional banking and capital is well noted, with most big banks shunning cannabis companies because cannabis is illegal at the federal level. That has created a conundrum for any company that touches cannabis as they are often forced to deal in cash.



## Off Limits to Cannabis Companies



Federal SBA microloans, 7(a) loans, and 504 loans



Small business loans from banks or credit unions



Lines of credit from banks or credit unions



Use of a Visa, Mastercard, or other credit cards

The Cannabis retail and online experience is still dogged by regulatory limitations and stigmas associated with purchasing cannabis products. For many a trip to the dispensary is filled with anxiety brought about by an overabundance of dispensary rules, high visibility security, extensive product selection with varying degrees of “effect,” and the inability to utilize credit cards or debit cards for purchases. In addition, many of the dispensaries are not located in the best of neighborhoods. For those who desire anonymity and use online dispensaries the experience is antiquated. For these reasons and many others, the Metaverse will play a critical role in helping to address these issues, and create greater acceptance through worldwide access, shared knowledge, and a more educated community through CANNALAND and its convergence with Cannabis.

## The Metaverse

The Metaverse is a network of 3D virtual worlds focused on decentralization and social connection where the immersive digital experience is enhanced through the use of VR (virtual reality) and AR (Augmented Reality). “Essentially, it’s a world of endless, interconnected virtual communities where people can meet, work, and play, using virtual reality headsets, augmented reality glasses, smartphone apps, or other devices. The Metaverse may be the next generation of the internet (think Web 3 vs Web 2) and the experience is beginning to include everything we use the internet for today like discovery, education, gaming, ecommerce, entertainment access, media and advertising, smart manufacturing, fitness/health care, social connectivity, etc, but without the traditional boundaries or constraints found in our natural physical world. It even allows for the creation of digital twins for ourselves for immersion in virtual communities like CANNALAND. Leading into a fully operational decentralized Web 3, Web 2 will provide a fertile testing ground for these new technologies that will change the way we connect, work, and trade with each other including as AI (Artificial Intelligence), Virtual immersion, Machine Learning, etc. while also allowing for the creation of advanced e-commerce platforms to help drive revenue in the short and long term and early learning in preparation for Web 3.



## 4.0 – CANNALAND Vision

Utilizing expertise in blockchain, crypto, advanced technologies, and the cannabis industry, CANNALAND will become the world's first Web 3 cannabis dedicated platform with a vibrant community and ecommerce marketplace where all aspects of socially responsible cultivation, extraction, manufacturing, distribution, retail sale, and consumption of cannabis and hemp products can be experienced by residents of the community. Real-time users engage the platform for business, community socialization, entertainment, collaboration, and more. Starting with a Web 2 platform will provide the testing grounds for our application of these new technologies, powerful 3D graphics and use of machine learning that will ultimately shape the new Web 3 experience. We need to be ready now to optimize the Web 3 evolution.

CANNALAND is the birthplace for new Cannabis brands providing a unique platform that will enable worldwide businesses to operate virtually within one domain, without boundaries and without the constraints found in the traditional physical world. This not only opens the landscape for the globalization of current, emerging, and new cannabis brands, but provides the platform for leading consumer brands and others a way to enter the cannabis market and the Metaverse to expand their enterprise value.



# 5.0 – The CANNALAND Proposition

CANNALAND's Unique Value Proposition focuses on building a global cannabis platform and community that eliminates geographic restrictions and boundaries associated with cannabis, and features an ecommerce and land acquisition component to anchor the platform in revenue producing assets. Cannaland will deliver a Unique B2B AND B2C consumer Metaverse experience that is quite simply "Out of This World."

While many other players in the Metaverse singularly focus their business models on the consumer experience, CANNALAND's unique point of difference is its community that has been designed to appeal to BOTH the consumer AND B2B brand and business owners who seek more reach, visibility, and consumer engagement for their brands, products or services through an immersive experience. Web 2 will act as the proving grounds to successfully launch CANNALAND.

CANNALAND delivers a deep immersive consumer experience that provides the ability for visitors and the B2B community to socialize, collaborate, educate, have fun, and transact all in a single dedicated location. Created by Cannaverse Technologies, CANNALAND is based on blockchain utilization, cryptocurrencies and NFT's that enable transactions via the CANNALAND Token, CNLT. CANNALAND will bridge the physical and metaphysical worlds to allow a seamless experience across the digital virtual and physical worlds.

## Tokens

The coin of CANNALAND is the CANNALAND Token – CNLT, an Ethereum based cryptocurrency that can be used to buy land and other assets in the virtual reality world. A Token Sale promotional campaign will launch the availability and sale of CNLT Utility Tokens.

## Virtual Commerce

Advertising, Product Placement, Avatar Development/ Personalization, Branded Wearables, Cross-Transactions Virtual to Physical World (i.e. NFT Currency), etc.

## Virtual Real Estate/Property

Property Appreciation/Rental/Sublet (pre-sale Office SandBox, who sells and stipulations for purchase), property tax. Get legal advice.

## Sponsorships

Corporate events, entertainment including concerts, games, promo events, lounges, and smoke rooms

## Education Campus

University, Seminars - R&D, Legal, Marketing, Capital, Services

## Virtual Conferences

CANNALAND VIP news, progress updates, PR, and more.

## Digital Assets

NFT sales, digital merchandise supporting events, experiential NFTs, collectibles, for purchase or trade.

## Ecommerce

Purchase a wide variety of merchandise, brand apparel, lifestyle wearables, consumer products, concert tickets, and vacation travel, through the CANNALAND virtual online portal.

## Longer Term

The CANNACARD (Think AMEX Travelers Checks or Octopus Card in Hong Kong). CNLT to become the universal currency for Cannabis transactions.



## 5.1 – The CANNALAND Platform and EcoSystem

The CANNALAND platform allows for goods and services to be traded in the decentralized metaverse.

The CANNALAND Eco-System is a tightly knit model integrating the following elements and content that help monetize the business and create a virtual environment that is ideally ***designed to be immersive, interactable, smart, intuitive, and a digitally enhanced environment*** that delivers strong levels of “visitor pull” and powerful WOM (word of mouth).

### 5.1.0 – The Web 2 and Web 3 Internet

Web 2 is the reference for today’s internet, where content is more user generated and has greater utility for users vs the earlier versions. Web 2 transformed the digital era and represents a shift in how the internet was used to a higher level of information sharing and interconnectivity among users, but is owned and operated by private corporations and gov’t entities. Web 3 is decentralized and uses cutting edge technologies like blockchain, cryptocurrencies, and NFT’s to give back the power and control to the users in the form of ownership.

While Metaverse technology is a core feature of the Web 3 internet, the Cannaland Platform will reside technically in the Web 3 with testing and application of the new technologies now in today’s Web 2, as Web 2 has few if any specific tech upgrades as part of its infrastructure. This provides a good opportunity to explore, test, and deploy new features as a live learning lab leading into the evolution of Web 3. Capturing these learning now will also help define CANNALAND’s value proposition.



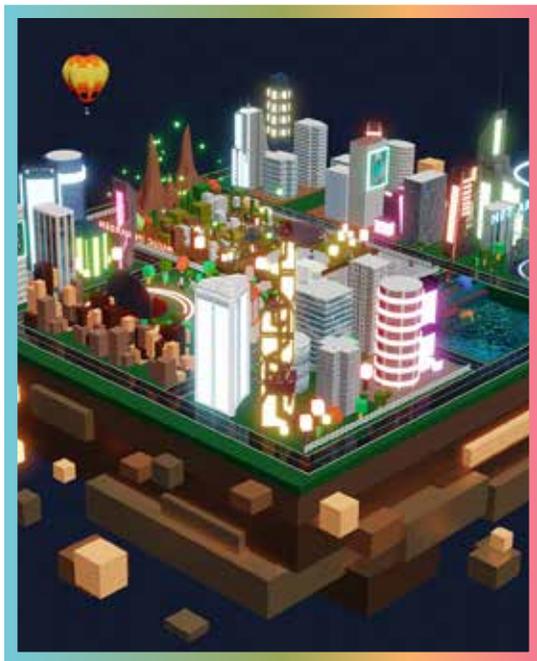
### 5.1.1 – Metaverse

The global Metaverse market size is \$61.9B today growing to \$426.9B by 2027, with a CAGR of 47.2%. Drivers of growth include technology advancements, gaming, APAC, and AR devices.

The Metaverse is the single most significant emerging tech trends of modern times and like other tech before it (think the internet, mobile phones, etc.), is predicted to revolutionize the economy, society, and physical life we live in today. It is being considered the future iteration of the internet, and is a watershed moment supported by all the news, businesses, and brands who are jumping into Metaverse Mania. The Metaverse is an integrated network of 3D virtual worlds and home to CANNALAND, where users can enter this digital universe using their virtual identity in the form of Avatars and can move across various metaverse spaces

for shopping, hanging out, or meeting friends similar to the real physical world.

The big difference is, users can do this from the comfort of their homes and the experience is seamless.



### 5.1.2 – Virtual Land

CANNALAND plans to sell both residential and commercial properties. Buyers will be able to develop their property within virtual neighborhoods and commercial zoned areas. Residents will be able to enjoy living in some of the most iconic cannabis friendly cities around the globe while cannabis - companies will be able to create storefronts and entertainment venues for this global cannabis community.



### 5.1.3 – Entertainment

The Global Metaverse Entertainment market size will be \$28.92B by 2026 with a CAGR 8.5%. Drivers of growth include rising consumer spending on entertainment, immersion of VR gaming, rapid adoption of new devices, and improved 3D/4D. 33% of the market's growth will originate from North America.

Whether it's virtual music concerts, comedy clubs, festivals, sporting events, movies, gaming, or other popular forms of entertainment, CANNALAND will offer interactive and immersive experiences that take the audience to a level that far surpasses its physical world counterpart, where they will be able to engage with relative consumer and industry artists, sports figures and other personalities.

## 5.1.4 – Retail Branding

CANNALAND offers Virtual Retail Venues on Mainstreet where Companies and Brand owners can showcase their products to a consumer audience in:

- Stand-alone branded retail venue-store front, billboard, and section for innovation/new product news.
- “Store within a Store” where the branded product is secondary to the branded retail venue, featured on a shelf or within innovation section which acts as a launch pad for new brands
- The sale of virtual products, promotion of brands, connections with consumers, the ability to get feedback on your products and company with consumers on new product development and cross promotions with the physical world.
- The creation of the ultimate consumer experiences through cannabis sommeliers via avatar-incorporated AI to allow consumers to ask questions about product directly.



## 5.1.5 – Business Services

CANNALAND will allow for other Business Services to operate within the community and across the different Metaverses.

- Legal Services
- Travel Services
- Financial
- Software
- Training
- Event Planning
- Marketing Services
- Health & Wellness Consulting
- Tech Support
- Others



## 5.1.6 – Education

CANNALAND will build a curriculum, use top cannabis science and research, video education, and participation by at least one of the top cannabis insights groups to validate and bring authenticity: (BDSA, Brightfield, MJ BIZ)

- Universities
- Recreation Consumers
- Medicinal Consumers
- Cannabis Companies
- Government / Legal / Regulatory / Compliance
- R&D
- Service Industries

CANNALAND is partnering with some of the leading universities who are offering cannabis certificates and degrees, in addition to curriculums in Chemistry and Biology.

<https://cbdoracle.com/news/cannabis-education-training-schools/>



## 5.1.7 – Public Policy

Globally the laws are changing quickly and in the US, 37 states have now approved medical marijuana use, and 18 of these states including Washington DC also have approved recreational use. CANNALAND will partner with leading experts on Metaverse Law and the evolution of Global and US (Federal and State) laws impacting business and consumers, to help educate the Public on the changing cannabis and metaverse legal environments, through access to an online library.

<https://law.metaversepolicy.org/metaverse-law/>



## 5.2 Why the CANNALAND Platform is Different

While most of the entrants into the Metaverse space are focused on the consumer, CANNALAND is the world's FIRST Cannabis Platform that features a B2B component to our business model, in addition to virtual land sales and other revenue driving features, to optimize the monetary opportunity for investors.

### Benefits:

- The consumer/B2B model creates a 360-degree immersive experience where businesses, services, product, and other appealing digital lifestyle items surround the consumer encouraging them to participate and transact.
- No geographic boundaries exist to restrict reach so CANNALAND creates a truly worldly universe of commercial opportunity.
- The cost of doing business in the Metaverse is significantly less as Digital Assets and products cost less to produce (no actual formulation of ingredients-beverage or food, no actual packaging produced, no co-packing needs), until the product is cross promoted and developed in the physical world.
- Allows for conversational marketing and immersive experiences that help move the needle for participating brands.





### 5.3 – What CANNALAND Means for the Consumer

An engaging site and sound experience like no other where the consumer can have a virtual twin of themselves and interact with a product/brand from the comfort of their home, and with other avatars and virtual friends.

- Allows for providing live feedback and insights to the brand owners about the brands they are exposed to and interact with.
- Becomes a shared environment and economy for people, regardless of their location or ability to physically go to it.
- Provides a safe and comfortable way to educate yourself on cannabis on your time, at your own speed, and alone or with virtual friends, colleagues, and industry experts.

Finally, CANNALAND and the Metaverse allows consumers a momentary escape from the confines, traditions, and problems often found in their real physical world .

## 6.0 – Landscape Today

The world of cannabis is highly fragmented with numerous community and industry groups scattered about online. Currently cannabis related activities are segregated into a few broad areas – public policy, education, research, community and ecommerce. Nearly all of the cannabis content is stuck in Web 2.

### Landscape Today



The foray into the metaverse has been largely around entertainment and commerce exclusively. Many of the well known metaverses have strict policies against the sale of cannabis - Meta's Horizon Worlds, Roblox, and Sandbox are strictly against even linking out to marijuana sites. However, both Voxels and Decentraland are two metaverse players that have allowed cannabis activity.

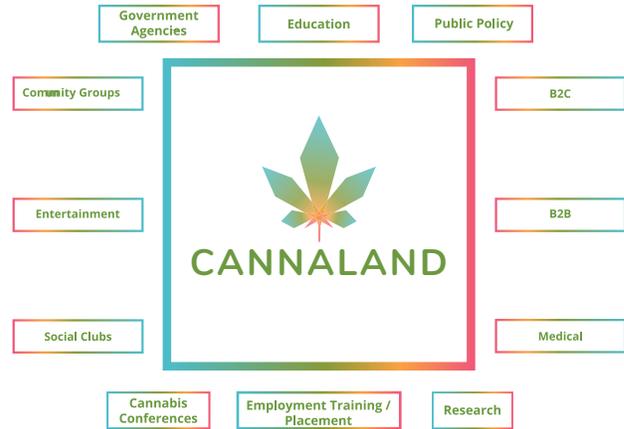
Higher Life CBD became one of the first cannabis brands to launch a real CBD dispensary in the metaverse, offering customers a fun, digital, gamified shopping experience. That, unlike others, translates into a tangible product delivered to your doorsteps in all states in the US. Higher Life CBD's metaverse dispensary was launched on Voxels, one of two major metaverse platforms to support cannabis.

Then there are groups like the Crypto Cannabis Club (CCC), an organization focused on about 10,000 "NFTokers" that give holders discounts on cannabis products and hosting weed-themed meetups at the Decentraland metaverse. CCC uses different metaverses depending on its needs. In addition to launching a direct-to-consumer offering—featuring collectible NFTs—in partnership with delivery company Campnova, CCC is building a dispensary in Voxels to showcase products from partner brands.

## Before CANNALAND



## After CANNALAND



Golden Ark is launching the first-ever Alpha Version of a Metaverse platform targeting marijuana consumers. The platform aims to bring to the participants everything they want and need to do. From social networking to social gaming, finding different dispensaries in Ark City, and obtaining wearable marijuana-related items, such as t-shirts and accessories from Golden Ark Stores, growing digital weed, and exchanging it for real products in Seed Horizons.

When users access the Golden Ark Metaverse, they enter The Ark Tree. From this tree, users can teleport to the Ark City, a fully navigable urban landscape and the capital of the Golden Ark Metaverse, Seed Horizons, a universe where users can cultivate and monetize their own virtual weed farms, or the Lounge Zone, a communal space for users to socialize, smoke, or show off their latest NFTs. Residents can hop on an Arcade machine to play Skunktastic Voyage, an exciting arcade game with a

play-to-earn and earn-to-burn strategy that rewards users with tokens that can be redeemed at another key destination: Golden Ark Stores.”

If the Metaverse is to be the next generation global community and ecommerce platform that transcends the physical world, the current strategy delivers on consumer experience but fails to provide a B2B agenda. The Metaverse has the potential to be an aggregator of not only communities searching for the right cannabis product to purchase but to provide a platform for cannabis companies to engage with business service providers (legal, financial, marketing), cannabis research, public policy organizations, educational institutions, and employment agencies. Combining these two markets will create the largest cannabis community globally and will bring about more awareness, support and ultimately lead to a more efficient and safe place for the transaction of legal cannabis products.

# 7.0 – Economy | Tokenomics

The **CANNALAND token, CNLT**, will enable commerce that will drive CANNALAND.

- CNLT is an Ethereum-based cryptocurrency that can be used to buy land and other digital assets.
- A Token Sale promotional campaign will launch the availability and sale of CNLT Utility Tokens on major exchanges.
- 600M tokens will be issued at an initial listing price of \$0.12.

CANNALAND's value proposition to all businesses in the cannabis industry is that they can fully capitalize on the economic interactions between their presence and potential customers/visitors. The platform will allow three things to be traded: currency, goods, and services.

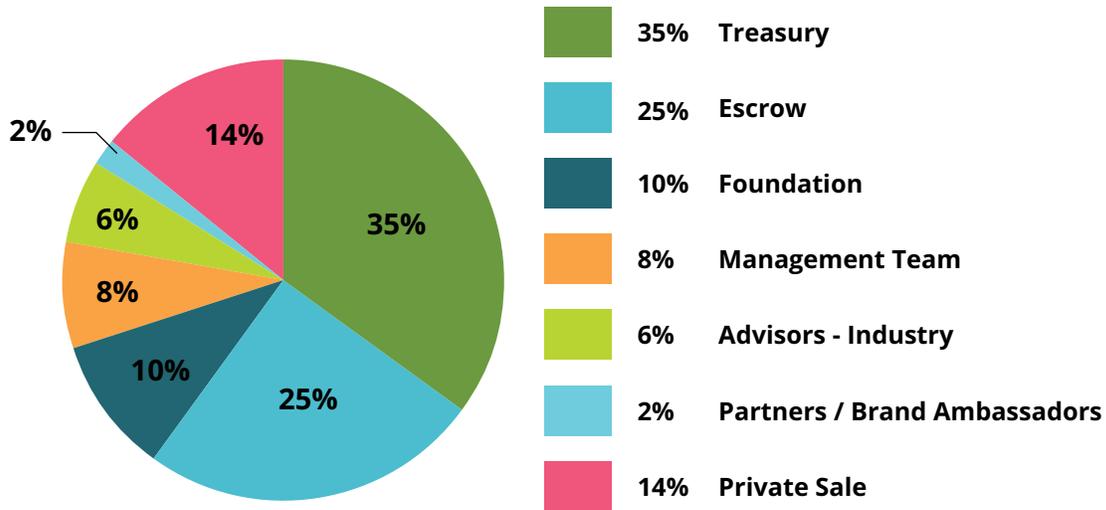


## Holding CNLT means:

- Discounts on NFTs
- Priority-access to drops for holders
- Exclusive access to creator coins
- Participation in liquidity pools and staking
- Access to exclusive content
- CANNALAND Metaverse benefits



# Token Supply Allocation



## CannaToken ECONOMICS

<b>Tokens to Be Issued</b>	<b>600,000,000</b>
<b>Listing Target Price</b>	<b>0.12 USD</b>
<b>Market Capitalization</b>	<b>\$72,000,000 USD</b>
<b>Target Listing [Recognized Exchange] Date</b>	<b>Q4 - 2022</b>



## Ecommerce

CANNALAND will be the first cannabis platform that will enable worldwide businesses to operate virtually within one domain without boundaries and without the constraints of the unique localized regulations that exist. This opens the landscape for the globalization of current and future cannabis brands while providing major consumer products, beverages and related other products looking for a way to enter both the cannabis market and a Metaverse platform to establish and build their brands.

CANNALAND will offer an innovative approach to revenue generation, deriving revenue from both Web 2 and Web 3, through product marketing, manufacturing, and merchandising for cannabis brands looking to distinguish themselves from the increasingly crowded physical and limited global marketplace. CANNALAND will interact with other adjacent worlds and platforms with a fully functioning economy where the world's best brands, cultivators, extractors, and infusers will come together to create a B2B and B2C experience for cannabis enthusiasts that can only be found in the virtual reality of CANNALAND.

## Ecommerce - B2C

Companies can effectively launch innovative cannabis brands directly to the largest cannabis community globally. Our vision is for the CANNALAND Token ("CNLT") to provide transactional utility not only within CANNALAND but anywhere cannabis products are sold making CNLT the globally accepted cannabis cryptocurrency. CANNALAND will be the global marketplace for all new and existing companies to brand and market cannabis products & services for all segments of consumers.



# 8.0 – Marketing CANNALAND

## B2B Marketing

From a B2B point of view, the marketing strategy is to create high levels of awareness, relevance, and interest in CANNALAND to generate virtual property purchases through pre-sales and on-going solicitation of potential property buyers from our targeted partners in priority channels and businesses.

## B2C Marketing

From a consumer marketing POV, the launch and introduction of CANNALAND, particularly in its early evolution will be focused on CREATING AN EXISTENCE and DESIRE for users (consumers) to discover what CANNALAND, the Metaverse, and new virtual world is and the value it creates for them.

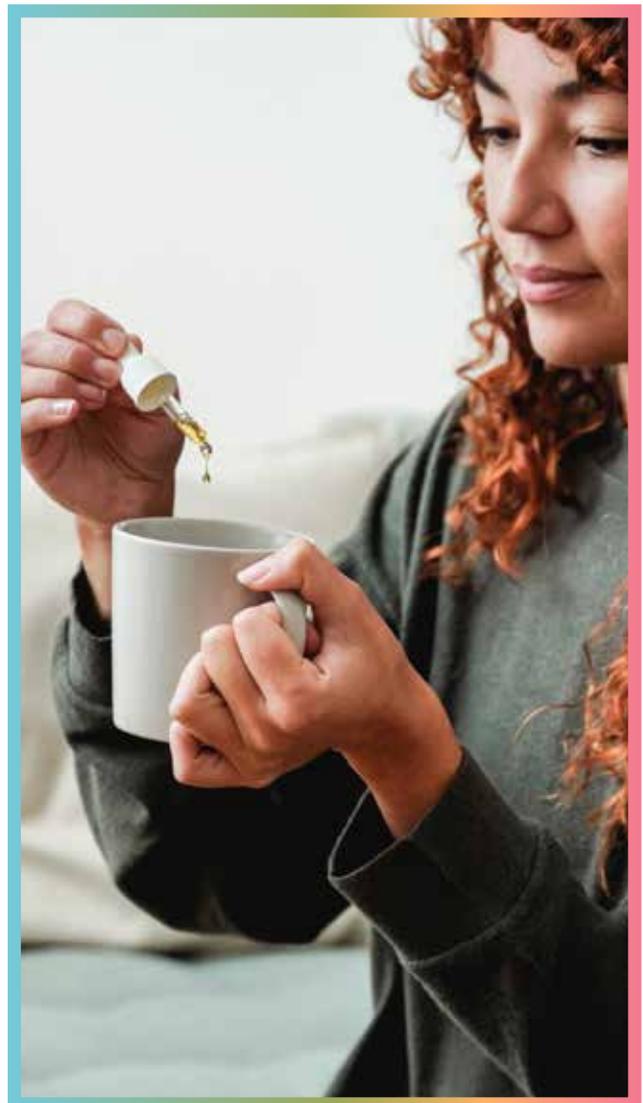
## 8.1 – Consumer Profile

**Adult Cannabis Enthusiasts and Curiosity Seekers** looking for natural solutions to address a variety of medicinal wellness and recreational purposes including anxiety, depression, insomnia, chronic pain, weight loss and others in ingestible and topical formats.

Users who consume THC, cannabinoids, and hemp in through a variety of cannabis consumption methods: flower, edibles, vape pens, pre-rolls, dabbing/concentrates, beverages, topicals, tinctures & sublingual, capsules, and transdermal patches .

The **CannaGamer**, where approximately

- 50% ingest marijuana while they game, and Gamers in general, primarily males. (3.4 billion gamers online, 27% between 21-30)
- Ages: 21-44, primarily male (THC), females dominant CBD (cannabinoids)
- Metaverse Explorers, gamers, and digital natives



## 8.2 – Targeted Partners

### B2B

Existing & new product companies and brands, and those seeking to enter global marketplace or expand footprint beyond their existing limited physical location(s)

- Retailers
- Trade Show Agencies
- Regulatory/Gov't Agencies
- Manufacturing/Industry Suppliers
- Product Suppliers
- Wholesalers/Distribution/RTM Services
- Testing Labs and R&D Centers
- Category/Brand Leaders (Cannabis, Non-Cannabis)
- Cannabis Start-Ups
- Dispensary Brands
- New Market (Country) Entries
- Services (Consumer Lighthouses, Research & Insights, PR Services, Other Support to Cannabis Industry)
- Cannabis Tech
- Non-Cannabis Companies Expanding Product Line
- Growers, Infusers of Cannabis Products Who Desire B2B Exposure

CPG companies who understand and are committed to the H&W benefits associated with cannabis (cannabinoids, hemp) and are interested in engaging and learning more about branding and commercial opportunities (example: Nestle Health Science-Garden of Life brand)

Pharma companies who recognize the value and future potential of cannabis (example: GW Pharmaceuticals-Jazz sleep medicines)

Largest operators of growing, cultivating, and warehousing facilities who are seeking to expand their footprint (examples: Ultra Health, Palo Verde Center, Canopy Growth, Westleaf)

Examples cannabis companies and brands: KushCo, Tinely Beverage Co, Canopy Growth, AKERNA, Cresco Labs, High Tide, Tilray, WYLD, Rhythm, Marley.



## 8.2 – Targeted Partners (cont.)

### B2C

- Companies and brands whose products align with the cannabis lifestyle and canna-culture, and/or enhances the experience of either.
- Top Social Media listening interests of cannabis users including food and travel, fashion/ beauty, health & sports, home and community, music & arts, news and pop culture
- Companies with brands that appeal to the CannaGamer and Gamers broadly, primarily males
- Top cannabis dispensary and retail chains who embrace medical and recreational cannabis, and retailers who acknowledge the value and potential of cannabinoid (CBD) products as natural solutions for their customers.
- Leading education and training businesses, publishers, brands, and university systems around the globe dedicated to learning and the advancement of knowledge surrounding natural and medicinal plant chemistry with emphasis on cannabis.

CANNALAND will offer a CANNA-U Education platform offering experienced-based learning, supported by world class programs, educators and universities offering degrees in Medicinal Plant Chemistry (Niagra College & Canopy Growth, THCU, EuroLife Brands).

<https://cbdoracle.com/news/cannabis-education-training-schools/>

Examples: Charlotte’s Web, Medterra, Green Roads, Gaia Herbs, CBD American Shaman, Curaleaf, Native Roots, The Green Solutions, Truelieve, Planet 13.



## 8.3 – Public Relations

CANNALAND and CannaVerse Technologies has retained Rubenstein Public Relations as Agency of Record, and to utilize RPR's established media relationships and expertise in blockchain, crypto, metaverse, and cannabis to craft corporate messaging and strategizing brand positioning to capitalize on the global commercialization opportunity surrounding CANNALAND.

### Objective:

Secure trade and consumer media (print, broadcast, and online) for CannaVerse Technologies to drive awareness, showcase CannaVerse as a pioneer in the industry, and highlight their services, products, and partnerships.

### Strategies:

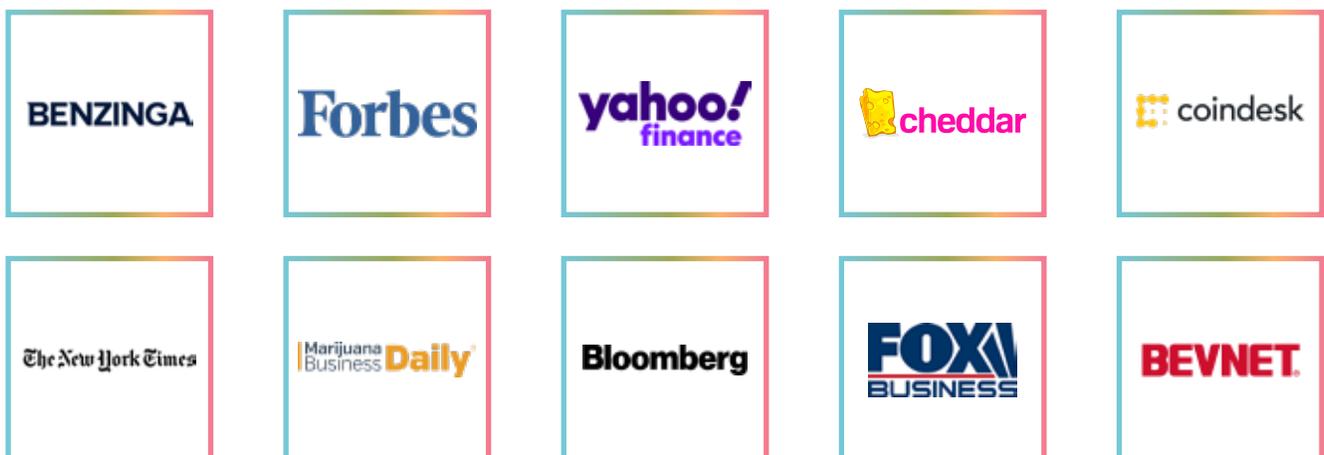
- Target local and national broadcast, cannabis, blockchain and crypto trade publications, financial and business media outlets
- Monitor for and capitalize on business, cannabis, blockchain, crypto, NFT, and metaverse trends in the marketplace
- Highlight latest company news and partnerships.
- Build out the company press kit

### Tactical Plan Highlights:

As of July 18, 5 press releases have reached over 1,800 media outlets generating over 1,110,000,000 impressions through leading publishers and news outlets across print, online, and television coverage.

Interviews featuring CannaVerse Tech Leadership, Matt Morgan generated 216,192,267 impressions

Top Media outlets include: Benzinga, Forbes, Yahoo Finance, Cheddar, CoinDesk, NY Times, MJ Business Daily, Bloomberg, FOX Business, Wall Street Journal, BevNet.



## 8.4 Marketing Strategy, Content, Social & Influencers

**Goals and Strategies: Get the Word out! Build Trust, Advocacy, and Delivery of a Compelling Virtual Experience that is Unparalleled in the Cannabis and hemp space**

### B2B

- Secure anchor clients critical to the build out, attraction of new virtual landowners and delivery of the CANNALAND consumer experience
- Launch and introduce our token (CLTN).
- Introduce “Brand House” and “IBC/ House of Brands” Virtual Store concepts
- Brand House: features Store Front, Billboard
- Signage, and New Products and Brands section (example: Curaleaf Dispensary)
- IBC House of Brands: features branded store within a store, on-shelf visibility, and featured shelf for new product innovation and other branded products (example: Marley Mellow Mood CBD Infused Drinks)
- Market and promote in traditional physical world through PR, trade, and social/professional channels, in addition through virtual means
- Cross-pollinate with other Metaverses to build an inclusive business and consumer culture
- Close virtual real estate property sales in CANNALAND.

### B2C

Drive awareness, consideration, engagement, and WOM to generate visits to CANNALAND, through the placement of digital ads/content on key Metaverse platforms, digital campfire sites, publications, social media, and educational Channels such as:

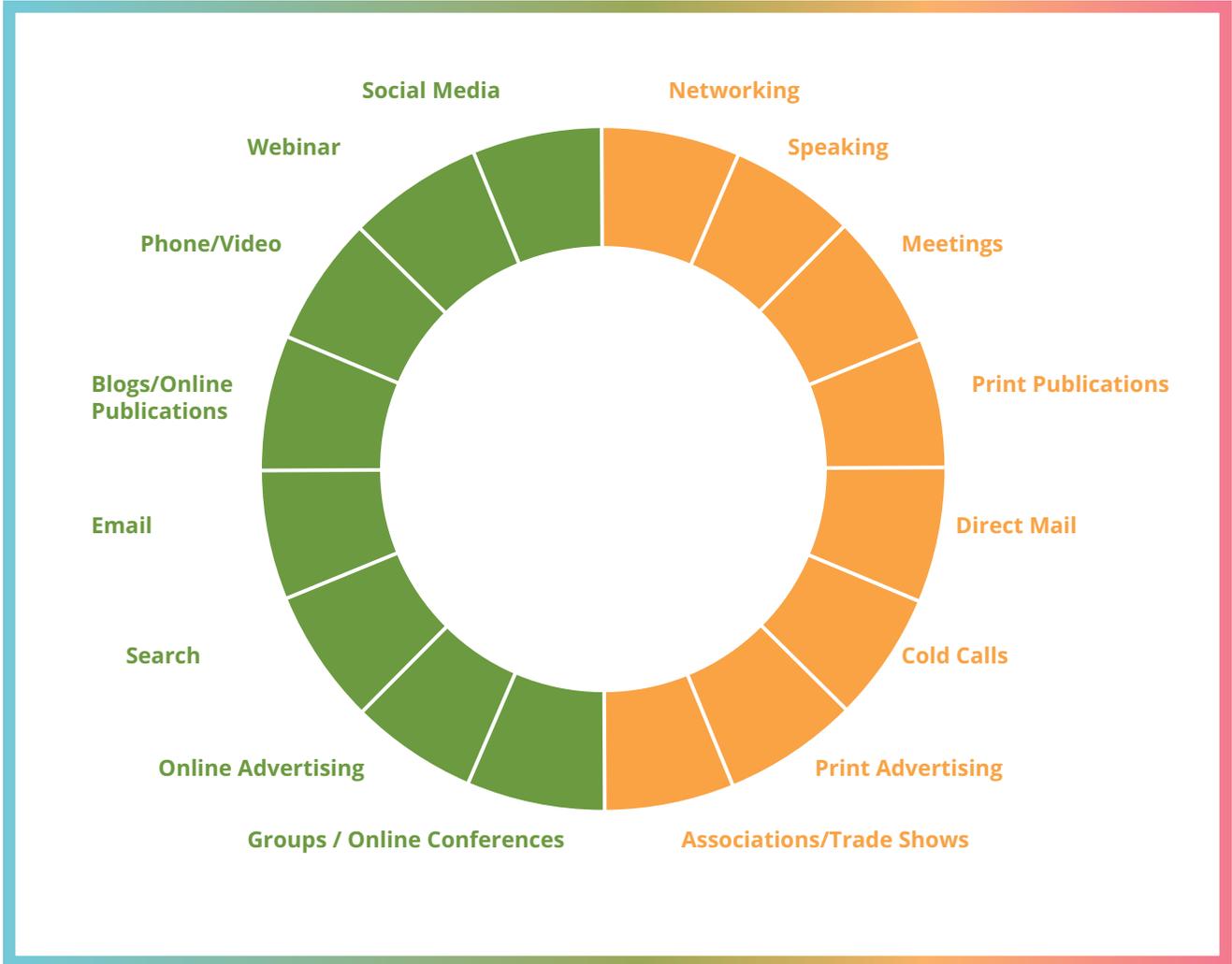
- Roblox
- Fortnite
- Reddit Forums
- Discord
- YouTube
- Instagram
- Twitter
- TikTok

CANNALAND’s experience, based on the key drivers of excitement for consumers who prefer immersive virtual experiences, will create visits using the following immersive content framework:

- Connectivity with people, brands, and businesses
- Having the ability to explore digital worlds beyond just CANNALAND
- Collaborating with peers and colleagues
- Having access to and participation in entertainment based virtual activity with VIP options (concerts, festivals, events)
- Offer personalization and customization (avatars with accessories to purchase)
- Educational learning events and CANNA-U
- Ability to shop online and purchase virtual or physical goods

Utilize CANNALAND and its “House of Brands” virtual venue to collaborate with consumers on brand creation, innovation, and gathering of consumer insights and feedback.

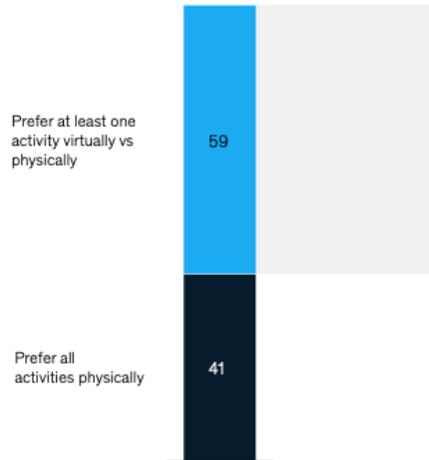
# Getting the Word Out



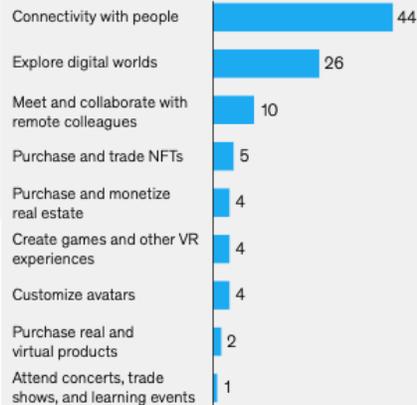
# What Consumers Are Excited About

Approximately 60 percent of consumers are excited about the transition of everyday activities to the metaverse.

Preference for at least one activity in virtual world compared to physical alternative,<sup>1</sup>  
% of respondents



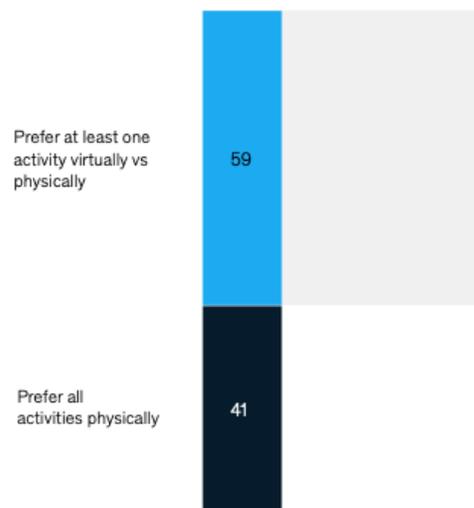
Drivers of excitement for consumers who prefer virtual immersive virtual experience over similar activities in the physical world,<sup>2</sup>  
% of respondents



<sup>1</sup>Q: When you participate in the metaverse, do you prefer that virtual experience over the same activities in the physical world? (n=2,939).  
<sup>2</sup>Only for respondents who preferred at least one activity in the immersive virtual world compared to physical alternative; Q: What gets you most excited about participation in the metaverse? (n=1,210).  
 Source: Intelli Metaverse Consumer Survey in Europe, the Middle East, and Asia (EMEA) and Asia-Pacific (APAC) (April 2022)

Consumers are looking forward to shifting a range of their activities to the virtual world.

Preference for at least one activity in immersive world compared to physical alternative,<sup>1</sup> % of respondents



Top 5 activities most preferred in an immersive world compared to traditional alternatives,<sup>2</sup> % of respondents



<sup>1</sup>Q: When you participate in the metaverse, do you prefer that virtual experience over the same activities in the physical world? (n = 2,939).  
<sup>2</sup>Q: Only for respondents who preferred at least one activity in the immersive virtual world compared to physical alternative; Compared to traditional, non-immersive digital events or activities, how much did you enjoy the following? (n = 1,210).  
 Source: Intelli Metaverse Consumer Survey in Europe, the Middle East, and Asia (EMEA) and Asia-Pacific (APAC); Intelli Metaverse Consumer Survey in United States

## Content, Social Marketing, and Virtual Influencers:

CANNALAND will capitalize on the Creator Economy and leverage the importance of compelling content and messaging, and virtual influencers who are early adopters of the Metaverse.

Influencers will be a key marketing tool to tell the CANNALAND story and “bridge” both the physical and metaphysical worlds.



All aspects of marketing elements from The Physical World will be used to reach consumers:

- Digital/Display Advertising
- Mobile
- SEO Optimization
- Content, Social Media and Video
- PR
- Blogs
- Trade Shows
- Online Webinars and Podcasts
- Influencer Network (Micro, Macro, Nano)
- Eblasts
- Website
- Newsletters

The Virtual Metaphysical World:

- More content/interactive/Experiential in Nature
- Billboard Ads/Signage and Real Estate Signage
- Live Interactive Events for Discovery and Exploration (Hosted)
- IBC/CANNALAND House of Brands Venue with Digital 3D Product Showroom
- Meta-Influencer Avatar Models
- In-Game Advertising
- Branded Assets: Collectibles, Virtual Goods, NFT's
- Virtual Branded Characters
- Rewards
- 3D Characters in AR
- Interactive Content for Exploration and Discovery
- Social Media Channel Integration



## 9.0 – Team

CannaVerse Technologies, Ltd (CTL) is a Bahamian registered company. We have brought together a world class group of leaders in the respective spaces that together provide the leadership needed to successfully launch CANNALAND.

**Team:** We understand that having a solid management team and a proven strategy in place is fundamental to the success of our project. Here, CANNALAND excels — the platform is a collaboration between experts in the blockchain & cannabis industry, professionals in startup development, cannabis enthusiasts and thought leaders in tech.

### **Mark Bonner | CEO**

Mark Bonner has been a serial technology entrepreneur since 1996 when he started a microfinance business in Argentina to assist small companies with capital that were otherwise “un-bankable”. He has founded and participated as a principal in multiple companies, including an international insurer providing credit and risk insurance along with providing early-stage venture capital through a global network of investment resources. Since then, he has been working on multiple projects in technology and alternative energy sectors. He is recognized as a thought leader within the European tech community and was the force behind many tech-community initiatives in his Denmark, UK and throughout the EU. His recent experiments working on a 360 cannabis and technology project in the Isle of Man led him to creating Cannaverse Technologies.

### **Matthew Morgan | CANNALAND Co-Founder**

As a seasoned entrepreneur and successful businessman, Matthew Morgan is the co-founder of several cannabis companies including Bloom Dispensaries, Tryke companies, Reef Dispensaries, Ignite Cannabis Co and Green Axis Capital. He is highly regarded in the cannabis industry as an innovator and thought leader. He has an in-depth knowledge of the industry and has a demonstrated history of bringing businesses to scale quickly and profitably.

### **Jack Smies | CTO**

Jack is a senior executive and has worked in companies such as Accenture and Wipro. He has a broad range of technical experience from large scale dev ops, mobile technologies, web, artificial intelligence to Web3 and Blockchain. He was a very early Bitcoin adopter and has been involved with crypto since 2011. He is the founder of private equity firm IOP Capital and CEO at Elephantthink a technology and AI-focused company. Jack is a keen mentor and has been the technology advisor for a number of startups, including energyweb.org and H2O.ai

### **Adam Hill | Marketing**

Adam is a marketing and systems strategist with over 25 years' experience building trusted international brands. While he is an accomplished professional within the financial services sector, his experience encompasses strategy development that support the overall commercial goals, as well as extensive marketing experience from building teams of creatives, front-end and back-end developers and overseeing corporate operations. He has hands on experience and a successful track record of marketing blockchain projects utilizing different distribution platforms.

### **Peter Kristensen | Director - Business Development**

Peter has over 35 years' experience in European financial markets including key leadership positions. His career began in Denmark's banking industry and by the mid 1990's working for Saxo Bank, one of the pioneers of the online trading industry where he excelled and became the Co-Head of Sales Trading and Technical Analysis. He was then seconded to Synthesis Bank, now Saxo Bank (Switzerland), to lead in establishing their online trading platform market presence. Thereafter, in 2006 he left to successfully establish JP FundServices / JP Integra, a provider of customized solutions for Fund Services, Trusts & Private Client and Corporate Management Services. Peter has complemented his traditional banking career with advisory and participation in the blockchain crypto marketplace along with cannabis related projects in Europe. Additionally, he has participated in numerous blockchain and token listings. Peter will assist Cannaverse Technologies in business development and refining its corporate strategy.

### **Chris Aze | Director - Metaverse Strategist**

Consulting and working in the blockchain space for six years. Chris has been passionate about the disruptive nature of the space and found a home in educating people about the subject matter. Acted as copywriter editor, PA and marketing lead on a variety of projects while helping them expand or rebrand. During the last two years has been building web3 based projects as the founder of Dark Matter (\$DMT) and Grey Matter. Chris has experience working with NFTs and the metaverse and brings hands on experience for both.

### **Joseph J. Messina | Board Advisor**

Joseph J. Messina is currently President, Managing Partner & Co-Founder of InterContinental Beverage Capital. Additionally, Mr. Messina owned a member seat on the American Stock Exchange until its acquisition by the NYSE.

### **Doug Christoph | Board Advisor**

Doug Christoph is a Managing Partner of IBC and a Global Brand Marketing, Customer Business Development, Sales, and Emerging Brands professional from The Coca-Cola Company, Miller Coors, and several early-stage companies. He has demonstrated leadership skills in driving business performance, revenue growth, profitability, and building value-based relationships in large multi-national companies with iconic global brands, complex international business systems, and annual sales of \$4-30B worldwide.

### **Stephen Horgan | Board Advisor**

Stephen F. Horgan is an Executive Vice President, Managing Director & Co-Founder of IBC. He is a senior executive and entrepreneur who has successfully built businesses domestically and internationally. He served in executive positions for The Coca-Cola Company, Coors Brewing, and MillerCoors. Horgan was CEO in the functional beverage industry where he led debt restructuring, investment and rebranding initiatives.

### **Jeff Lombardi | Board Advisor**

Jeff Lombardi is a global investment professional with over 30 years of experience in venture capital, asset management and alternative investments. He has been responsible for building and managing numerous businesses within large global financial institutions. More recently he was a founding partner of Animal Concerts, a metaverse entertainment platform. Currently, Jeff leads web3 projects as Managing Partner at Atlantic International Capital, a digital asset group. During his career Jeff has held positions as the Head of International Alternative Investments at Itau USA Asset Management, Global Head of Private Bank Portfolio Management at Citigroup, Managing Director at Nextgen Capital, Early Stage Capital Development at Alex. Brown, and Principal at Lehman Brothers.

# 10.0 – Timeline



## Q4 - 2021

- Business Model Completed
- Company Formed



## Q2 - 2022

- Complete Private Round
- Engage Corporate Sponsors Discussions
- Launch Consumer Branding Initiative



## Q4 - 2022

- Token Listing Commences
- Initial Exchange Listing App
- Build Collaboration Team



## Q2 - 2023

- Open Real Estate Offerings



## Q1 - 2022

- Management Team Assembled
- Business Summary Completed
- Tokenomics Model Created
- Web Presence Launched
- PR Initiative Engaged



## Q3 - 2022

- Expand Management Team
- Identify Metaverse Partner & Initiate Project
- Build Tech Stack



## Q1 - 2023

- Launch CANNALAND Platform

# 11.0 – Appendix

## Value creation in the metaverse

The real business of the virtual world

### What's the opportunity?



In **2021**, venture capital and private-equity funding into the metaverse reached

**\$13 billion**

By **2030**, the value of the metaverse could reach...

**~\$5 trillion**

In **2022** already, investment into the metaverse space is more than double what it was in all of **2021**

**>\$120 billion +**

### Consumers and brands are already engaging

**59%**

of consumers are excited about transitioning their everyday activities to the metaverse

**57%**

of metaverse-aware companies say they are adopters

#### Top 5 activities consumers are excited about

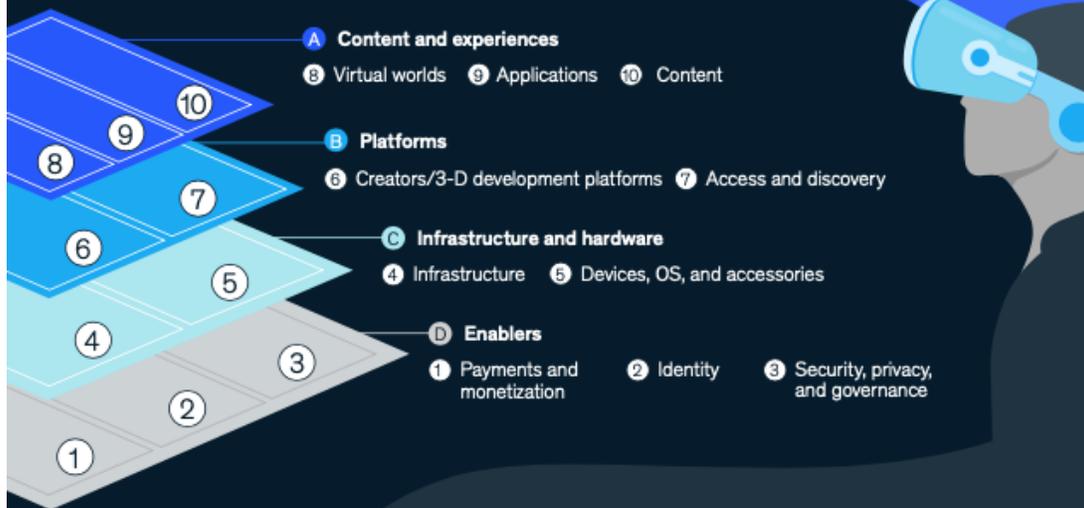
- Social
- Entertainment
- Gaming
- Travel
- Shopping



#### Top 5 enterprise use cases companies are implementing

- Marketing campaign or initiatives
- Learning and development for employees
- Meetings in the metaverse
- Events or conferences
- Product design or digital twinning

## The ten layers of the metaverse



## 3 steps to capture the value



**Develop a value-focused strategy**  
Define your goals and the role you want to play that will generate value



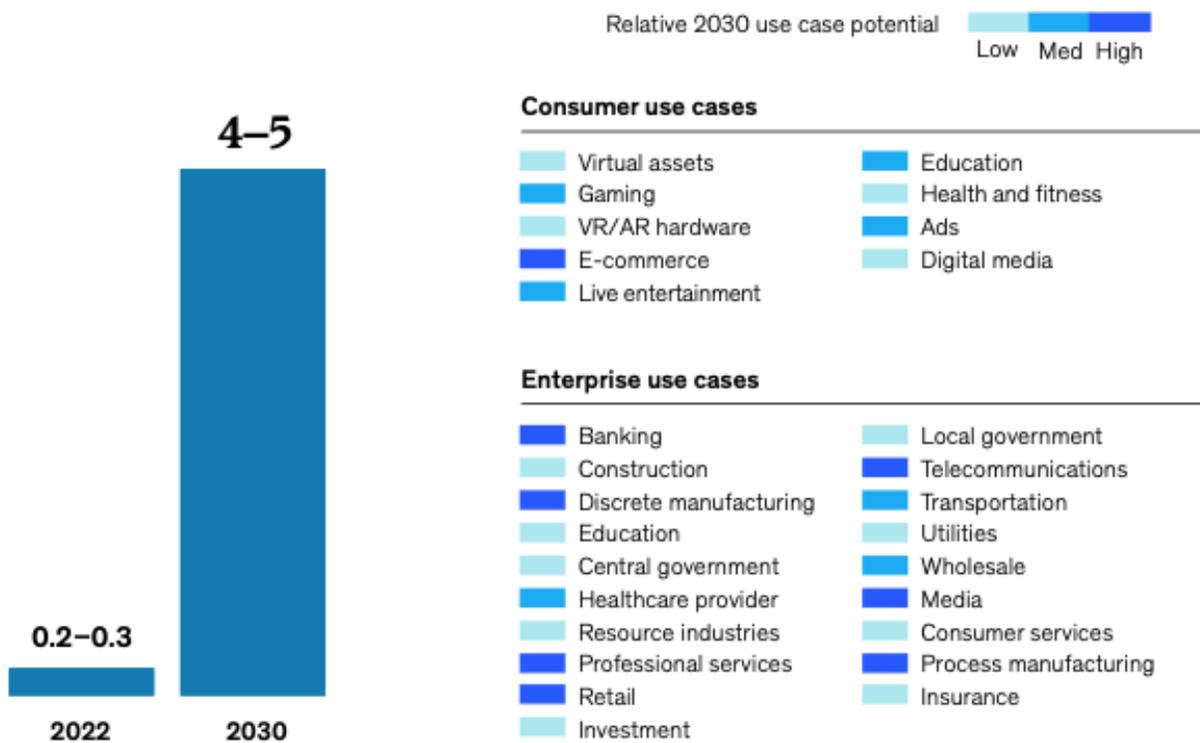
**Test, learn, and adopt**  
Launch initial activities, monitor results, and refine



**Prepare to scale**  
Align talent and tech capabilities, embed in your business strategy and operating model

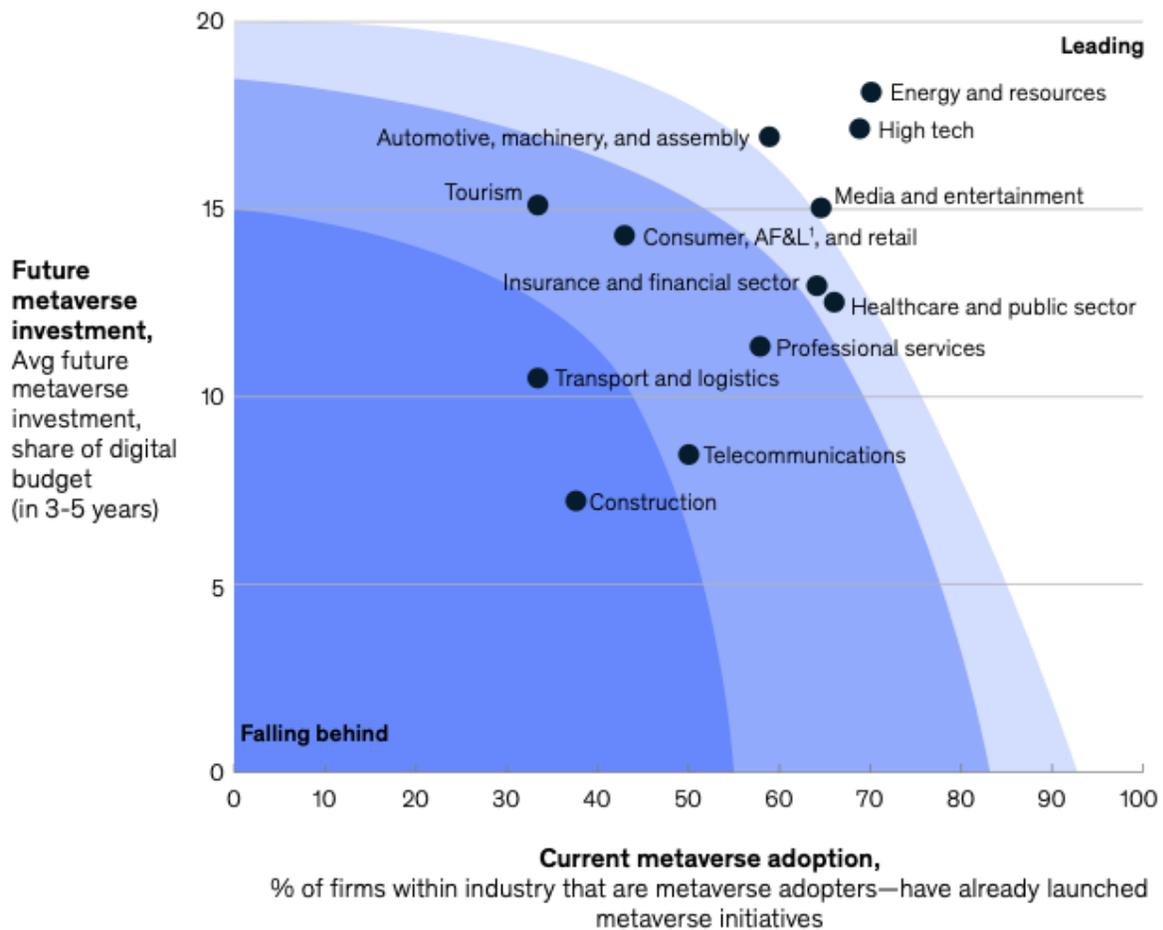
**By 2030 the metaverse could generate \$4 trillion to \$5 trillion across consumer and enterprise use cases.**

**Metaverse impact potential by 2030, \$ trillion**



Source: McKinsey analysis; For a detailed explanation of the methodology behind our sizing forecast, please refer to Appendix B

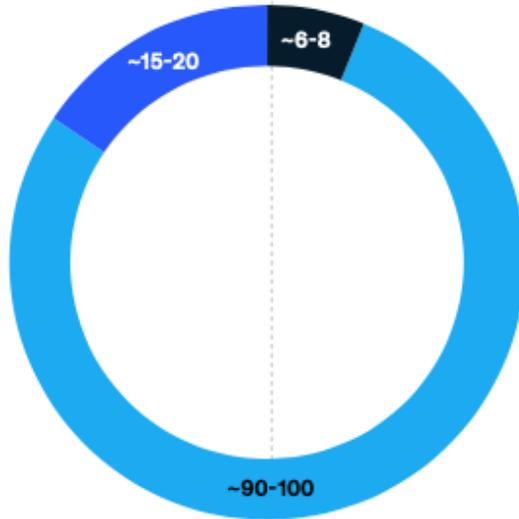
**Sectors leading metaverse adoption today also plan to dedicate a significant share of their digital investment budgets to metaverse.**



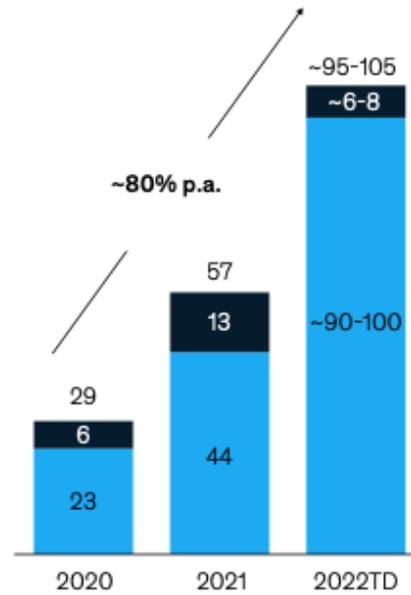
## Value of metaverse-related investments, \$ billions

■ Venture capital (VC) & private equity (PE) ■ M&A ■ Internal corporate investment<sup>1</sup>

**Total investment,**  
\$ billions, 2022 to date



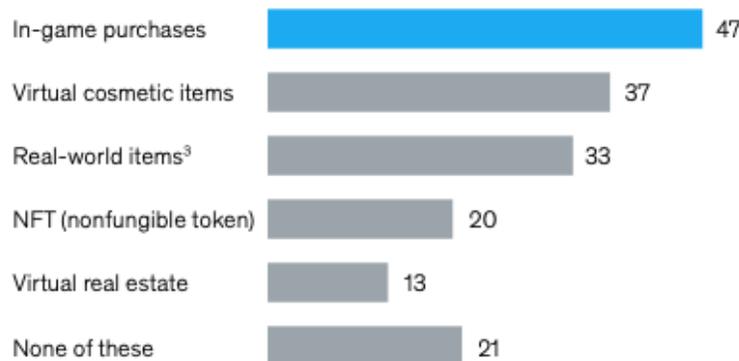
**VC & PE funding and M&A,**  
\$ billions, 2020–2022 to date



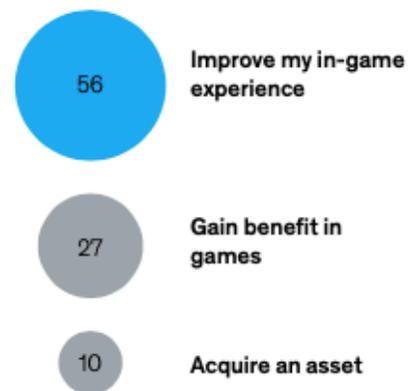
<sup>1</sup>Internal corporate investment in 2022 derived for top 30 companies investing in the metaverse based on publicly announced investment amounts. Source: Crunchbase (Jan 2020–May 2022)

## About 79 percent of consumers active on the metaverse have made a purchase, mainly to enhance their online experience.

**Purchases in the metaverse,<sup>1</sup> % of respondents**



**Top 3 reasons for purchases in the metaverse,<sup>2</sup> % of respondents**

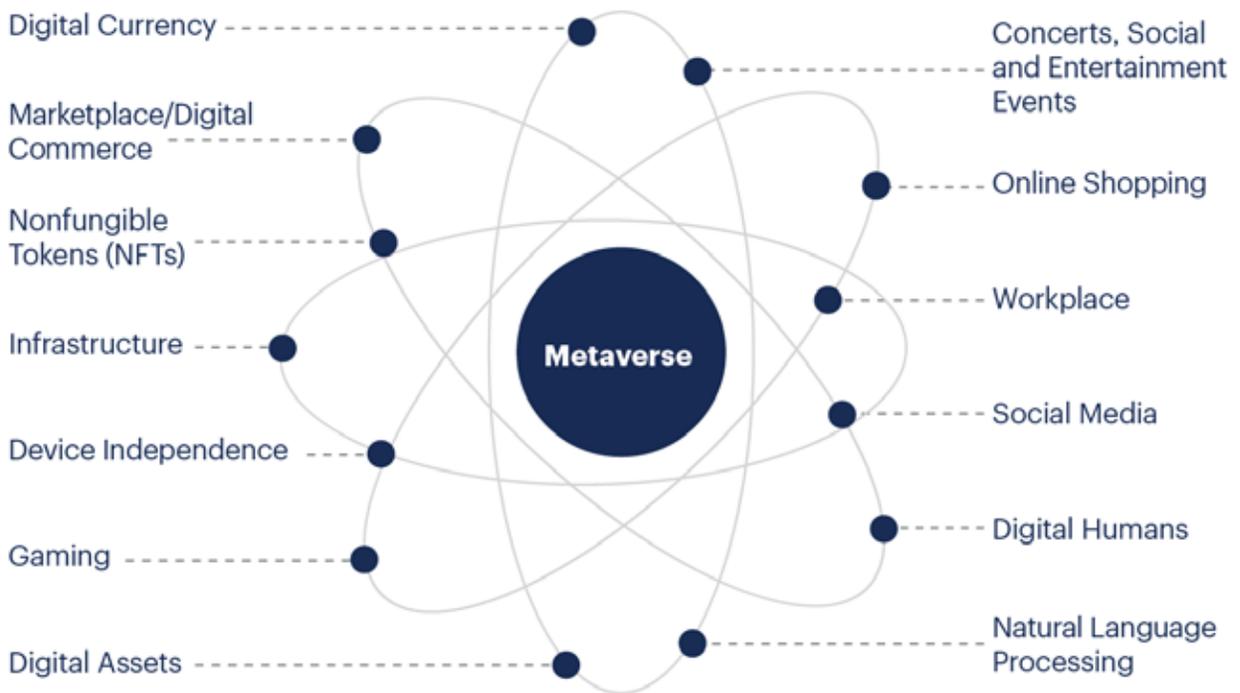


<sup>1</sup>Q: When you are participating in activities in the metaverse, have you purchased any of the following products/services in past 12 months? (n=2,093).

<sup>2</sup>Q: What was the main reason for the purchase(s) you made? (n=1,543).

Source: Intelli Metaverse Consumer Survey in Europe, the Middle East, and Asia (EMEA) and Asia–Pacific (APAC); Remesh Next Gen Consumer – Metaverse Survey in United States

# Elements of a Metaverse



**gartner.com**

Source: Gartner  
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**Gartner**

# CANNAVERSE TECH

CANNAVERSETECH provides the administration and management of a cryptocurrency platform with digital storage and payment services through its blockchain network and Cannaland token [CNLT]

**cannaversetech.io**

## Contact Info



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