



CORE STATE HOLDINGS, CORP.

CannaSOS – Comprehensive social network and a sophisticated advertising platform developed primarily for the cannabis domain.



Type: Equity pitch (available for US and non-US investors)

FEATURED PITCH

Description: Founded in 2014, **CannaSOS** is a social network that was developed primarily for the cannabis industry. Throughout the 4 years, CannaSOS has grown from a small, educational website to a breathing, living organism. CannaSOS is divided into multiple sections that are used by hundreds of thousands of people every month: Dispensaries (search for businesses via a Map), Strain Database, Business Directory, News, Pulse, Advice, Product Display, Social (find friends, groups, etc); all developed primarily to generate leads for businesses.

Since opening the doors to the public in January of 2014, CannaSOS acquired over 330,000 registered members, +5,500 business pages, +9,040 marijuana strain database, +280 social groups and much more.

CannaSOS was built to address the following major problems facing cannabis users:

- **Education** – Not enough information and educational materials in the market when it comes to cannabis and specific strains. This for both the medicinal and recreational sectors.
- **Censorship** – All social networks and most news sites do not allow information about cannabis to be published. This filter is most strict when it comes to promoting businesses and even products.
- **High Political and Financial Risk** – Federal banks do not allow cannabis businesses to open bank accounts and platforms like PayPal do not support the purchase or selling of cannabis-related goods.
- **Advertising** – There are very few effective advertising platforms in the cannabis industry. Facebook and Google Display Ads, for example, do not support advertising of cannabis-related businesses.

Solutions:

- **Mobile App** - Access CannaSOS on-the-go with the CannaSOS mobile app for Android and iOS.
- **Cryptocurrency settlement** – Allow businesses to advertise on the platform with crypto funds.
- **Marketing of PTPWallet Point of Sale (POS) system** – All businesses that open a business page on CannaSOS will receive the ability to use the PTPWallet POS system.
- **Optimization of CannaSOS** – Improve CannaSOS SEO in order to increase traffic to 10 million sessions per month.

Features:

- **Search for businesses via a Map** – Find a business in your area using our Map.
- **Strain Database** – Educate yourself on over 9,040 strains in the CannaSOS strain database. It is the largest North-American-based strain database in the world. Over 12,300 user strain reviews left. Read individual reviews for males and females!
- **Business Directory** – Find the business you are looking for by using multiple available filters. Over 5,500 business pages available.
- **News** – Over 5,330 educational articles created throughout the past 4 years. Mostly written by users, doctors, authors, journalists, businesses, and more. Search the database by categories such as *Hot News*, *Health*, *Stories*, and others.
- **Advice** – Over 2,300 questions asked by users and professionals. Users are able to see the answers and further educated themselves.
- **Product Display** – Looking for a specific product? Check out the Store in order to see over 1,000 items placed on display by businesses registered on CannaSOS.
- **Social** – CannaSOS has over 280 Groups, millions of posts, and is used by more than 14,000 people on a daily basis
- **CannaSOS Ads** – Businesses are able to advertise their business, brand, and/or product with the CannaSOS Ads platform.

Financial Forecast:

CannaSOS

Year	Revenue	Expenses	Net Income	Margin
2020	\$ 1,727,986.74	\$ 1,546,531.04	\$ 181,455.70	11%
2021	\$ 2,275,812.10	\$ 1,605,808.63	\$ 670,003.47	29%
2022	\$ 2,990,310.44	\$ 2,058,572.89	\$ 931,737.55	31%
2023	\$ 3,808,578.41	\$ 2,551,872.11	\$ 1,256,706.30	33%
2024	\$ 4,551,006.90	\$ 3,036,985.75	\$ 1,514,021.15	33%
2025	\$ 5,284,352.93	\$ 3,460,484.81	\$ 1,823,868.12	35%

Accomplishments:

- Since January of 2014, CannaSOS reached and surpassed:
 - 2,370 questions in the Advice section
 - 9,260 strains in the Strain Database
 - 5,440 articles
 - 5,580 business pages
- Since January of 2019, CannaSOS has received three updates focused on optimization and website speed
- Since January of 2019, CannaSOS has received a UI upgrade to the Map and Business Directory section including the speed of the Map being optimized
- Since July of 2018, CannaSOS has seen a 114% increase in traffic

Management:

- **Oleg Cheine (CEO)**
- **Sergey Shneron (CTO)**
- **Daniel Cheine (Director of M & BD Department)**

PITCH TYPE: EQUITY

EQUITY ON OFFER: 15%

MINIMUM INVESTMENT AMOUNT: \$1,000

TOTAL INVESTMENT GOAL: \$2,250,000