

White Paper

Social Cannabis and the age of Cannabis Social Media

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INTRODUCTION

Cannabis remains largely absent from today's social media landscape due to the prevailing policies and regulations imposed by various countries. As a result, modern social media platforms have yet to catch up with the evolving times. StonerTok aims to bridge this gap and propel social media to the next level by bringing together brilliant minds, developing innovative products, and cultivating an environment that stays attuned to the surrounding world. Catering to individuals aged 18 and above, StonerTok aspires not only to become a leading player in social media but also to revolutionize media and marketing from within. By eschewing traditional marketing techniques, StonerTok aims to create novel ways to promote its advertisers and support its community in unprecedented ways, diverging from the norms of traditional social media.



WHOS BEHIND THIS?

The CEO of StonerTok, having been born in the early 80s, have had to deal with Spectrum Disorders and first and foremost as a Patient, is just trying to help other Patients, keep the online support structures they create within there online communities.

They embarked on a social media journey in the early days of chat boards and Yahoo chat rooms. Found the connections, though not tangible, created something they could not seem to accomplish IRL. They garnered experience by serving on moderation teams for several platforms and assisting others in building their communities. In 2013, they transitioned to advocacy work in the cannabis industry. In Kansas, they tirelessly engaged in conversations about legalization, even as neighboring states were already embracing this "greener" path. They continued their efforts until 2018 when they decided to personally partake in the industry's growth. They also have certifications and training in: Culinary Arts, Drone Piloting, are Ordained and have been self-taught in quite a few other mediums.

In Colorado, they contributed to the budding cannabis tourism industry and witnessed how regulations hindered opportunities. They joined forces with like-minded individuals to advocate for reform. This reform coincided with their decision to establish an inclusive community that could breathe new life into an industry that was just beginning to find its footing. Their success was underpinned by their preparedness, ensuring they could achieve their goals regardless of the projects initial support. Ultimately, they raised around \$3500 from 75 backers on Kickstarter. This made them the first in Social Cannabis to be funded on the Platform. Armed with their knowledge and unwavering determination, they hope to have the required additional backing soon to keep the lights on when they bring the app online later this summer.

KEY FINDINGS

AGE IS THE BIGGEST BARRIER



Age serves as a crucial factor in how traditional social media platforms handle cannabis content within their communities. These platforms strive to attract the largest possible age demographic to secure the most significant market share compared to their competitors in the space. StonerTok, on the other hand, aims to be inclusive of individuals within the 18+ age bracket, as this aligns with the typical age for medical cannabis use in most regions. For recreational cannabis, the medium age is 21+, which may be enforced for premium content, potentially including adult entertainment creators. Moreover, StonerTok is actively discussing and confirming the inclusion of other legal products as they gain mainstream acceptance, thereby fostering a diverse community.

Illicit Sales is the nail in the coffin of Social Cannabis Communities



Are you tired of spam accounts infiltrating your inbox as a cannabis content creator? This predicament represents one of the toxic consequences that have plagued the cannabis industry for years on traditional social media platforms. Due to the ease with which anyone can create numerous accounts, spam accounts have proliferated across most communities. While platforms have implemented measures for users to mitigate these interactions, the issue must be addressed at the server level—a step that has been lacking.

StonerTok aims to generate revenue from brands subscribed to the app through a software-as-a-service (SAAS) program. This revenue will facilitate the creation of new jobs by nurturing both new and existing cannabis influencers through various programs. A portion of these funds will be allocated to establish a dedicated department responsible for verifying the legitimacy of cannabis brands by examining their licenses in the respective states. Non-compliant accounts will be promptly removed at the server level, where stringent security measures will be implemented to deter bad actors and prevent rampant

Traditional Social Media and Cannabis Advertising has Failed



Has your account been taken down or restricted as a Cannabis Brand? What about being a content creator and fighting the daily battle to have to rebuild communities after TOS Violations and account take downs? Because of some of the reason already explained its hard to be in Cannabis and on traditional social media.

StonerTok brings together like minds and the cannabis industry. Its goals included a Paid Maser Class Program that will help create new Creators in the Space, Verified Brand Accounts, and a Wholesale Offering Marketplace where producers within there respective markets can discuss products and availability. Then all sales would be handled within state requirements and each states required system and through in person transactions. This will be one of the free perks coming for brands that also includes discounts on “Creator Pool” Campaigns, Account/Brand Verifications, access to your target market the cannabis consumer and more.

For the Content Creators, programs like the Paid Master Class Program that pays a stipend just for being a creator and taking the program after being accepted, brand deals and opportunities, help with content creation, access to merchandising and more. Being created by Content Creators in Cannabis, they are hoping to disrupt traditional marketing and social media by being the first platform to eliminate PPC and other forms of archaic advertising, while providing an inviting community for all. Their SAAS System is built with the creator in mind while providing access to the newest and hottest Influencer Niche and the Community for which they have helped create.

OCT 2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL MEDIA USERS



4.74
BILLION



QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USERS



+0.7%
+34 MILLION



YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS



+4.2%
+190 MILLION



AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



2H 28M
YOY: +0.7% (+1 MIN)



AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



7.2

SOCIAL MEDIA USERS vs. TOTAL POPULATION



59.3%



SOCIAL MEDIA USERS vs. POPULATION AGE 13+



75.9%



SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS



93.4%



FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS



46.0%



MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS



54.0%

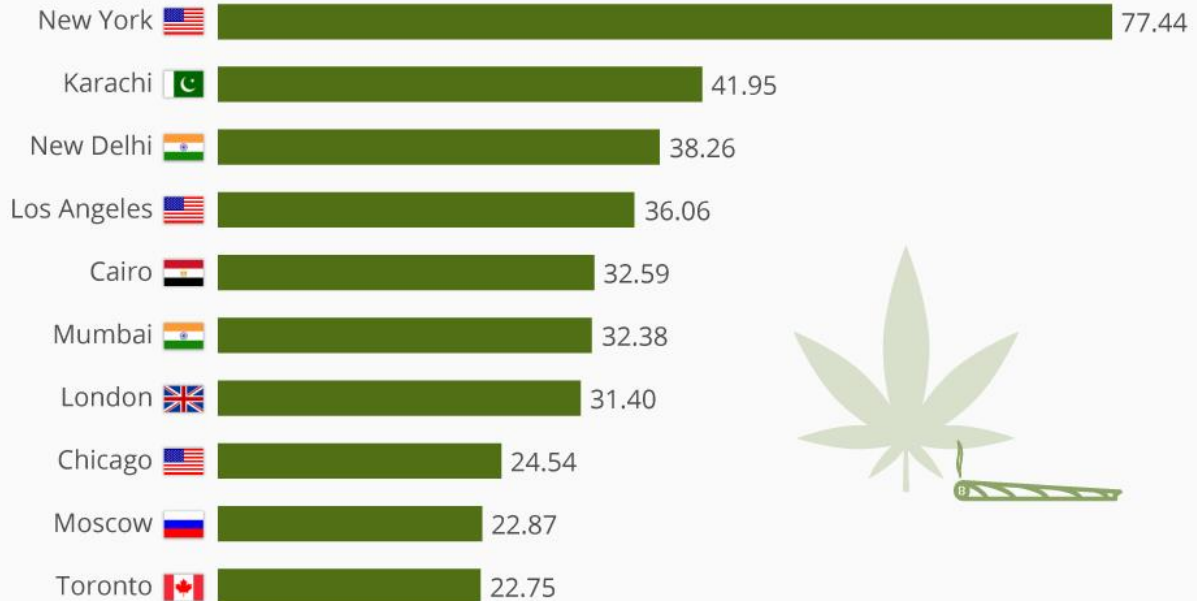
96

SOURCES: KEPOS ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS, CNNIC, TECHRASA, OECD, U.N., U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q2 2022). SEE GWI.COM FOR MORE DETAILS. NOTE: FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND TAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS.



The Cities With The Highest Consumption of Cannabis

Total level of cannabis consumption in 2018 (metric tons)

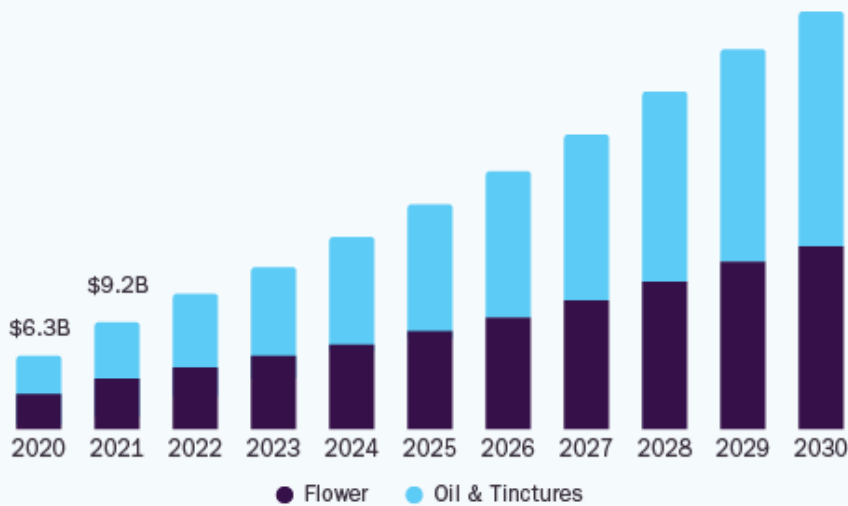


@StatistaCharts Source: ABCD 2018 Cannabis Price Index



U.S. Legal Marijuana Market

size, by product type, 2020 - 2030 (USD Billion)



15.3%

U.S. Market CAGR,
2022 - 2030

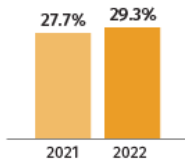
Source:
www.grandviewresearch.com

US Marijuana Retail Forecast

With new markets coming online and existing markets trending upwards, the legalized U.S. cannabis market is projected to surpass \$30 billion in 2022.

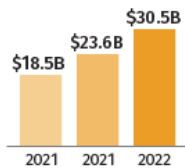
Estimated annual growth

New markets are expected to drive more growth in the coming year.



Projected US sales

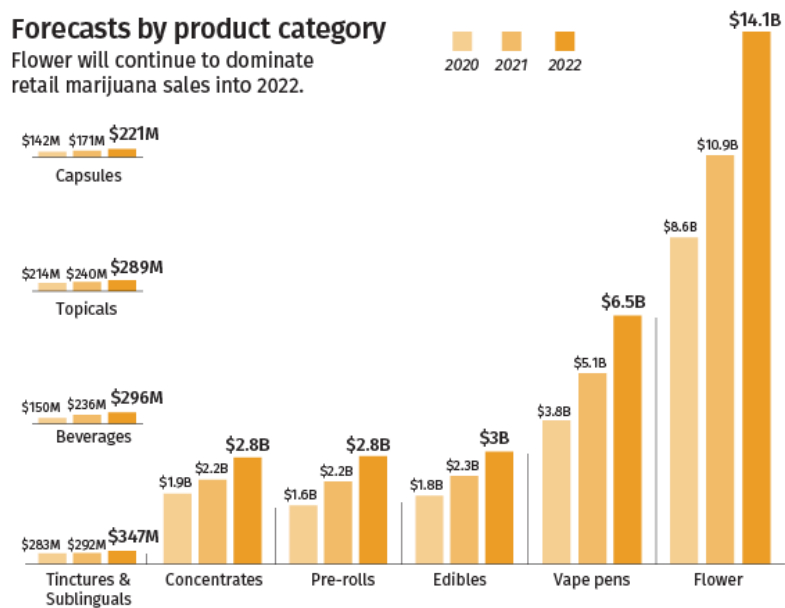
Annual sales are projected to top \$30 billion in annual sales by 2022.



Source: Headset

Forecasts by product category

Flower will continue to dominate retail marijuana sales into 2022.



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CONCLUSION

StonerTok's primary objective is to foster inclusivity rather than exclusivity. It aims to position itself as an alternative to existing platforms, serving as an accessory to users' current social media usage. The platform firmly believes in not imposing exclusivity on creators and will never compromise the community's goals to appease another brand. Developed by creators who actively utilize the platform, StonerTok is designed to be a versatile tool that can be seamlessly integrated into existing social media strategies or utilized independently, adapting to any situation that arises.

Key Takeaways

- Traditional social media platforms fail to cultivate a sense of community when it comes to cannabis-related content.
- Age barriers persist in traditional social media, inhibiting the presence of cannabis-related content.
- StonerTok is disrupting and rebuilding social media to cater specifically to the cannabis industry.
- Alternative social communities for the cannabis industry already exist, including BuddyJane, TheWeedTube(Closed May 1st), Trichomes, PotSmoking.com, Cannabuzz, and now StonerTok.