



A customer acquisition and retention platform driven by actionable data

“Duby’s technology is unparalleled, not just in cannabis but advertising as a whole. Our ads receive a ton of positive engagement and their analytics platform is simply mind-blowing. The transparency provided gives us peace of mind that real connections are being built with people who buy our products.”

Jeremy Heidl, owner, OpenVAPE

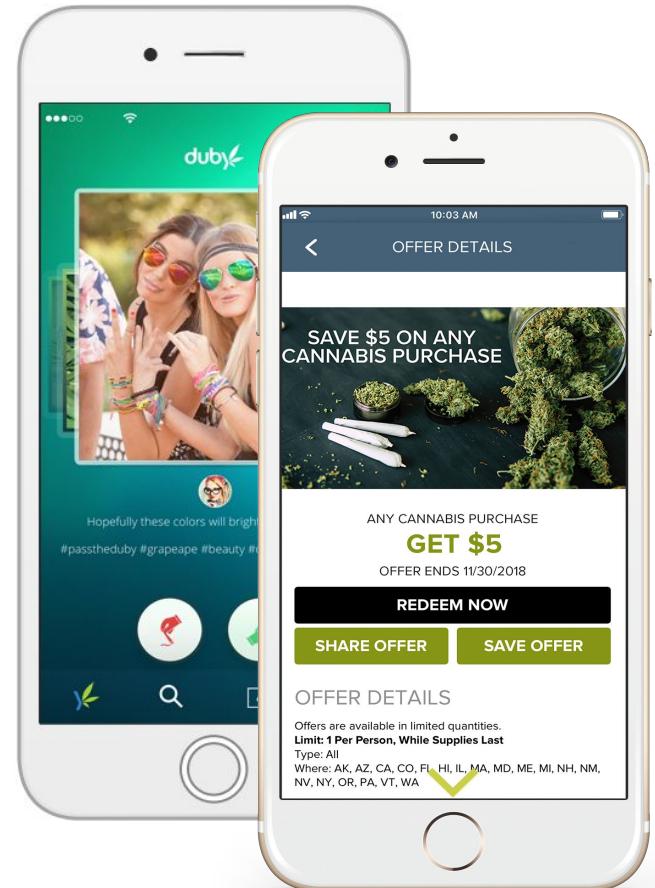
WHO WE ARE



Duby Powered by Cannopoly ("We" or "DPBC") is the **largest social network** dedicated to today's rapidly expanding Cannabis industry.

Our Company was created by the recent merger between Duby, a **gamified social network**, and Cannopoly, a **digital rebate and retention platform**."

- ❖ Our social gaming features use a proprietary algorithm that helps DPBC retain the industry's highest recorded number of daily active users.
- ❖ We are the only cannabis dedicated digital platform to provide the industry's customers with **cash-back rebates**, referral incentives, strain education, location mapping, and exclusive offers.
- ❖ Our proprietary, machine learning technology aggregates and breaks down customer receipts and POS data to provide brands, dispensaries, and doctors (our "**Clients**") actionable demographic and purchase behavior analytics that help our Clients more effectively market to their targeted demographics..
- ❖ The analytics we provide on our 24/7 portal enables Clients to track in real time, their marketing spends true ROI .
- ❖ Our platform is stress-tested and fully scalable.





We estimate that there are more than 50,000 cannabis related businesses, or prospective DPBC clients, operating between Canada and the United States.

Many say that the next leg up in the cannabis sector is marketing and branding. Outside of DPBC, these businesses have very limited options and capabilities to help them promote brand awareness and customer engagement.

We provide Clients and customers the most comprehensive solution to connect and transact across the cannabis industry.

Why Customers Use DPBC:

- ❖ Our proprietary algorithm connects users and allows them to discover trending brands and dispensaries.
- ❖ Users like the social gamified nature of the secure platform to share content with their friends.
- ❖ Our cash back, rebate program literally saves our customers' money.

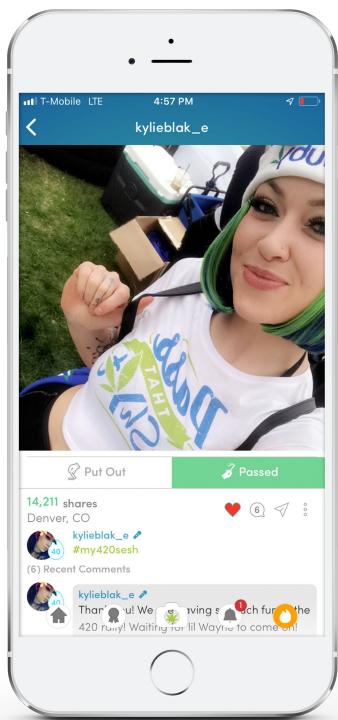
Why Clients Use DPBC:

- ❖ Unhindered by the content restrictions enforced by Facebook, Instagram and other social networks, Clients can freely promote their brands and services.
- ❖ Our proprietary technology enables our clients to track and analyze their consumers' purchasing behavior, allowing the clients to adjust promotional strategies to more accurately target customer preferences and convert engagement into revenue with visibility to a true ROI.
- ❖ We deliver data to our Clients on what people are searching, viewing, sharing, liking, posting and most importantly buying.

HOW IT WORKS

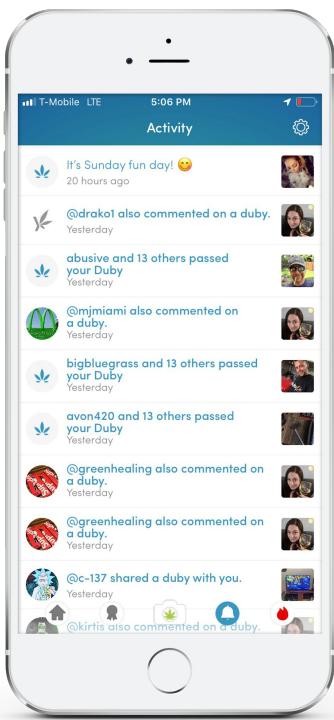


SOCIAL WITH A HOOK



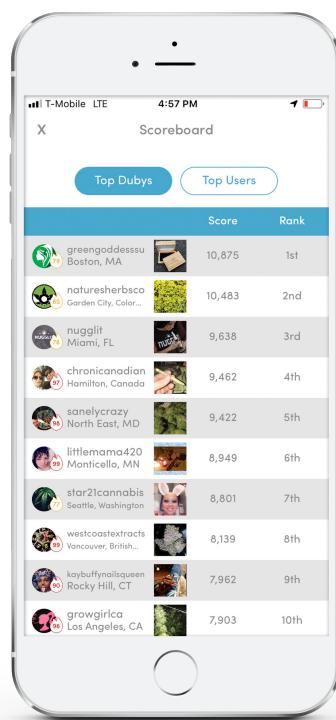
Users post a duby (picture or video) if users like the content they “pass” your duby to recently active users nearby and to your followers.

EXPONENTIAL SHARING



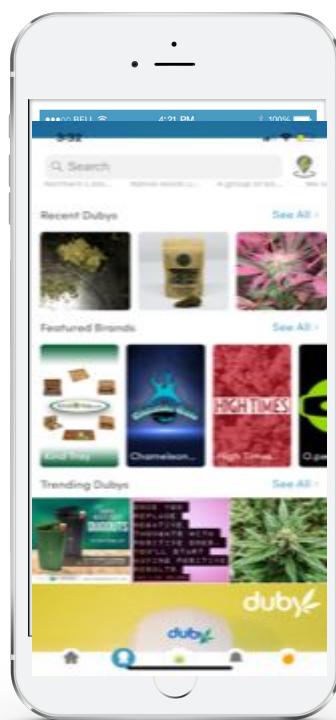
Content goes viral:
Users score higher
with shares and
mentions to friends

GAMIFIED ENGAGEMENT



Users get ranked on
the scoreboard for
high-quality content

SEE WHAT'S TRENDING

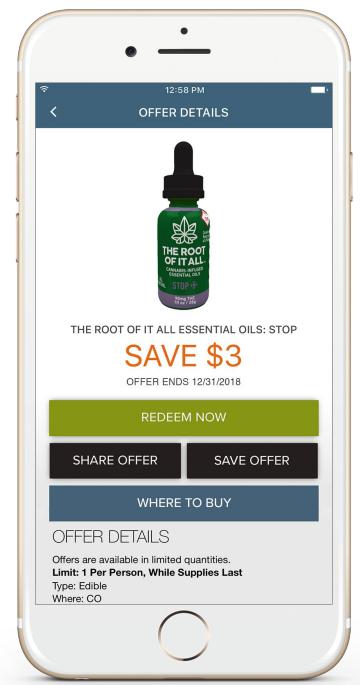


Users see what's trending

HOW IT WORKS cont.



SEARCH FOR EXCLUSIVE OFFERS



Scroll through exclusive offers in the app

MAPS AND MENUS



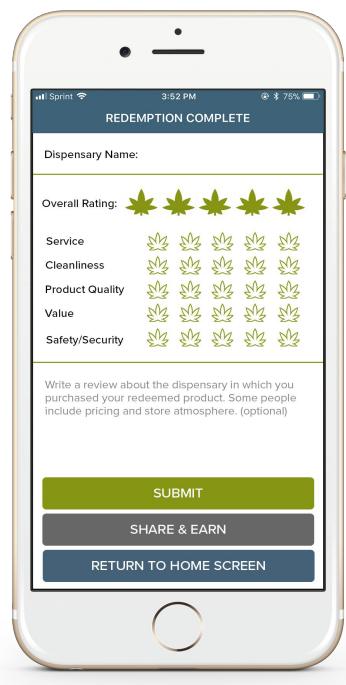
Brands provide product distribution lists in the “Where to Buy” feature, allowing consumers to locate exclusive offers and ensure product availability

VALIDATE PURCHASE & GET CASH BACK



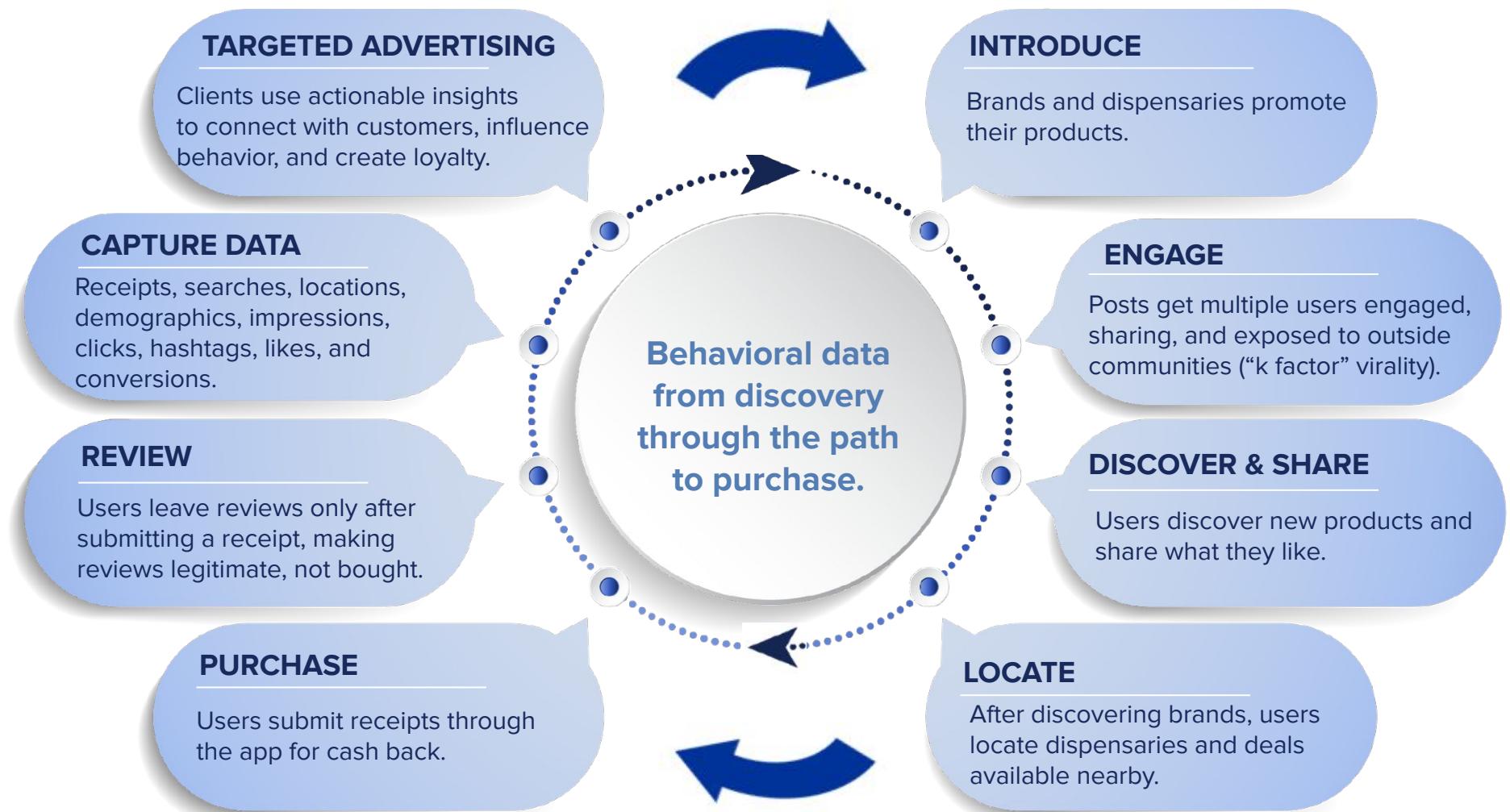
Take a picture of the receipt as proof of purchase, receive cash back within 24 hours via PayPal

VERIFIED REVIEWS & SHARING



Complete verified review and then share the app for additional cash

THE DPBC VALUE PROPOSITION



DPBC RECEIPT DATA CAPTURE

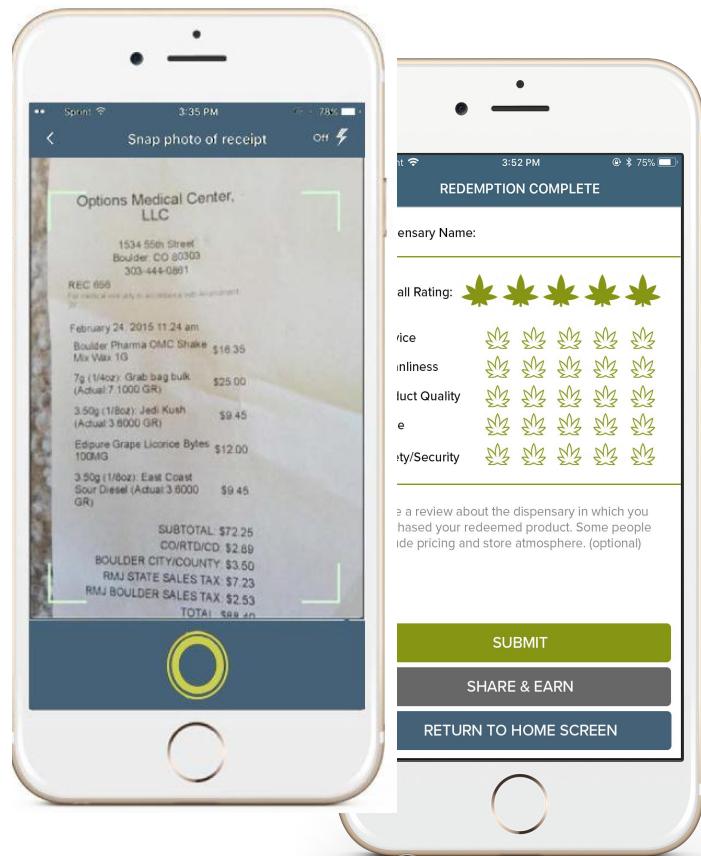


When customers upload a picture of their itemized receipt to receive their cash back rebate, our software captures and organizes all pertinent data.

Customers are then prompted to review the dispensary and share the app for additional cash.

Some Collected Data Points

- ❖ Consumer location
- ❖ Age
- ❖ Gender
- ❖ Shared offers
- ❖ Total purchases
- ❖ Product name
- ❖ Product category
- ❖ Pricing information
- ❖ Adjacent products (basket analysis)
- ❖ Repeat purchases
- ❖ Merchant of redeemed offer
- ❖ Consumer loyalty

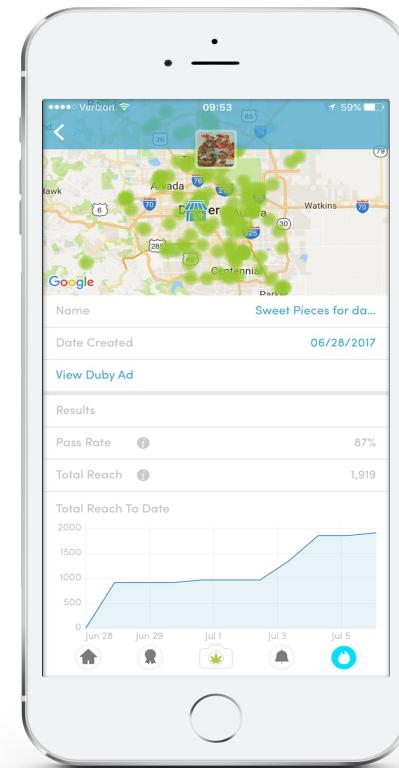


*We adhere to the Personally Identifiable Information (PII) Rules & Regulations.

DPBC CLIENT PORTAL & REAL TIME ANALYTICS



We use **Machine Learning Technology** that provides our Clients the ability to track in real time, all advertising related ROI.



With the new **DPBC portal** available 24/7, clients can sign up, manage their profile page, host their menu, track purchasing and demographic data, **access verified consumer reviews**, and purchase in-app media all while managing their spend and ROI.



DPBC TARGETED ADVERTISING



We provide our Clients actionable marketing insights and strategies they can use to better target their customers and promote brand loyalty

Our approach:

- ❖ Targeted push notifications
- ❖ In-App messaging
- ❖ Dedicated brand & dispensary newsletters
- ❖ Featured weekly newsletters
- ❖ Featured offer banners
- ❖ Blog and social media posts
- ❖ Banner ads

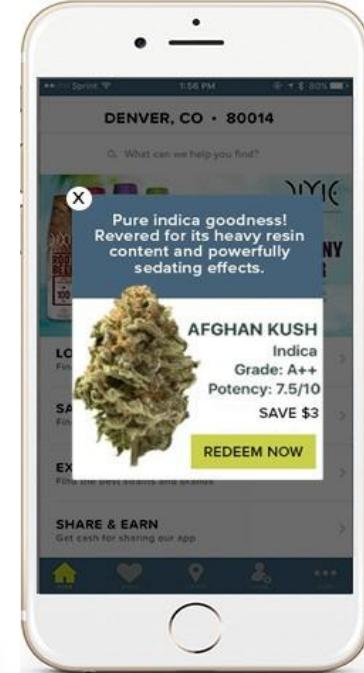
Clients can create personal messages with:

- ❖ **Predictive Segmentation:** We divide our users based on their likelihood of redeeming a certain product category.
- ❖ **Intelligent Scheduling:** Messages are triggered based on consumer actions, i.e. offer redemption, offer share, search.
- ❖ **Personalized Messaging:** We send our users relevant, personalized messages leading to 3x higher conversions.

FEATURED PLACEMENT



IN-APP MESSAGING



USER ACQUISITION STRATEGIES



Grassroots: Networking events, community gatherings, branded promotional items.

Influencer Program: DBPC is the only platform where cannabis influencers can share content and grow their personal brand with no risk of having their accounts shut down.

Digital: Using our proprietary optimization process for mobile ads, video, affiliate, ASO, and social media to feed our viral gamification.

Gamification and Rebates: Gamification and the incentive of receiving cash back promote viral expansion.

Referrals: Customers, Clients, influencers, budtenders and bloggers can customize their referral code and share the app on social media. They receive referral money for each friend who redeems successfully.

Our management's experience in previous apps shows that over 50% of users growth comes from referrals. We believe that with the viralness of the front end coupled with the ability to earn cash for referrals is where we will predict significant growth.



We project DPBC's 380,000+ user base to exceed 1 million by Q2 2020.

REACH AND RETENTION



380K+ App Users | 50M+ impressions per month | users connect 4.6 times per day

The algorithm created the most **uniquely viral social app** in the sector..

Our proprietary algorithm works like a reverse virus, distributing content by proximity to a receptive radius of users that remain entertained by gaming features to incentivise positive engagement and interaction.

Duby's content spread like waves in a pond, giving businesses the ability to reach thousands of nearby consumers within hours.

Estimated minutes per user per day in 2018:



20+



20+



8-10



20+



5-7



20+

68%

Utilize the platform to discover new products or brands.

81%

Prefer Duby to discover brands and products over print media and other social networks.

88%

Are likely to purchase something they discovered on Duby.

60%

Have purchased a product they discovered on Duby.

Some of our clients like to pronounce our name DUBY “Do-buy”



Privileged and confidential. Not to be re-distributed without approval of Duby powered by Cannopoly.

REVENUE MODEL & PROJECTIONS



SUBSCRIPTIONS: 62% of FY 2021 Revenues

Our Clients select one of four available subscription packages to access the social community and rebate platform, and to receive our in-depth customer engagement analytics.

ADVERTISING: 20% of FY 2021 Revenues

We offer our Clients a wide variety of strategic advertising options, all powered by our proprietary technology.

SELLING DATA TO OUTSIDE INDUSTRY: 18% of FY 2021 Revenues

The data revenue starts to grow as our user base grows to 15% in year 2 and 18% in year 3.

Post Merger	Year 1 August 2019 to July 2020	Year 2 August 2020 to July 2021	Year 3 August 2021 to July 2022
Clients	775	2,225	3,600
Revenue	\$2,841,706	\$15,006,642	\$30,818,891
Operating Expenses	\$3,683,931	\$5,550,061	\$6,560,086
EBITDA	\$(842,225)	\$9,456,581	\$24,258,804
EBITDA Margin	-29.6%	63.0%	78.7%

*With limited data, these numbers are what we could find and we are sure that this will continue to grow.

REVENUE DRIVERS



As the Cannabis industry's largest and most active social network, our platform and technology provide Clients the most effective means to engage with and monetize their targeted customers .

SUBSCRIPTION PRICING

BRONZE PACKAGE \$149/month

- ❖ Duby for business account and dashboard reporting
- ❖ Duby content scheduling and analytics

SILVER PACKAGE \$449/month

- ❖ Business profile with live menus & product descriptions
- ❖ Advanced data package: engagement stats & rebate data

GOLD PACKAGE \$749/month

- ❖ Premium data package: engagement stats, basket analysis & market data, trending search terms
- ❖ Full product line profile

LIMITED EMERALD PACKAGE \$3,000/month*

- ❖ Full social media content management (Instagram, Twitter, Facebook, and Duby)
- ❖ Three influencer posts and blogger outreach
- ❖ Limited to only 5 brands in each of the 10 categories.

ADVERTISING PRICING

FEATURED APP PLACEMENTS

- | COST | |
|-------------------------|-------|
| ❖ Homepage Banner | \$999 |
| ❖ Deals Section Banners | \$499 |
| ❖ Category Page Banners | \$299 |
| ❖ Feature Offer Banners | \$299 |

WEBSITE HOMEPAGE

- | | |
|-----------------------|-------|
| ❖ Featured Dispensary | \$250 |
| ❖ Featured Brand | \$250 |
| ❖ Featured Offer | \$250 |
| ❖ Duby Blog Article | \$450 |
| ❖ Social Media Posts | \$499 |

NEWSLETTER FEATURES

- | | |
|--|-----------------------------------|
| ❖ Dedicated Brand & Dispensary Newsletters | \$500–\$5,000
(based on reach) |
| ❖ Featured Weekly Newsletters | \$250 |

NOTIFICATIONS

- | | |
|-------------------------------|---------|
| ❖ Targeted Push Notifications | \$2,500 |
| ❖ In-App Messaging | \$999 |

CURRENT OFFERING & USE OF PROCEEDS



We are in the middle of a \$2M bridge financing, in the form of a convertible note. The note converts at a 25% discount to the post-money valuation of our next round of financing. The note matures in April 2020 and carries a coupon of 5%.*

Use of Proceeds:	
Sales and Marketing	\$729,970
Tech: Integration & Enhancement	\$438,791
Equity and Debt Purchase	\$338,295
Operations (G&A)	\$337,944
Banking Fees, Legal	\$155,000
Total	\$2,000,000

*The bridge conversion is capped at \$22M, which matches the combined valuation for both companies at the completion of their last round prior to merger.

COMPANY HIGHLIGHTS



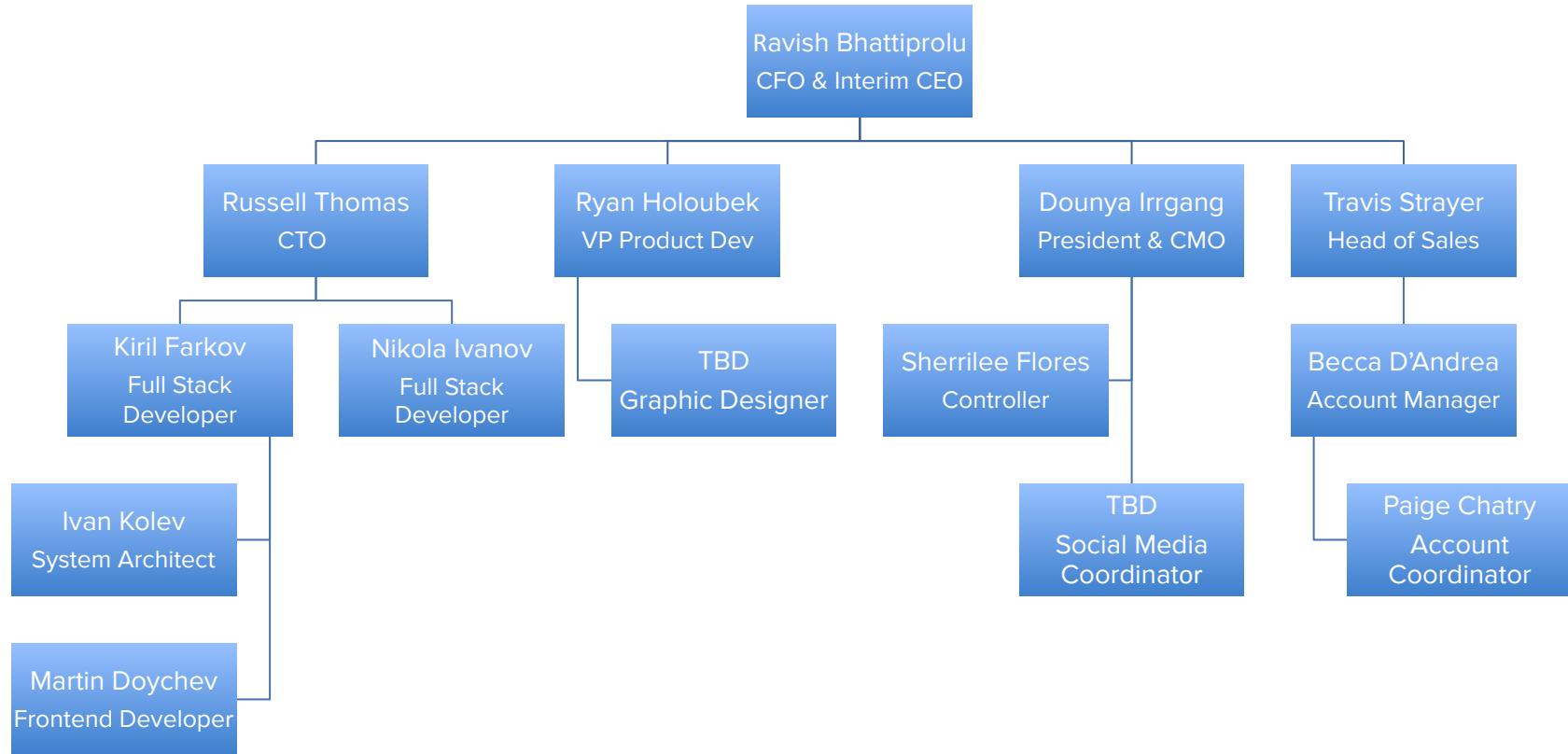
- ❖ We have merged 2 proven and scalable business models.
- ❖ Our combined platform is now at an Inflection point, poised for significant revenue growth.
- ❖ We have a highly engaged user base of 380k + users, accounting for *50M+ impressions per month*.
- ❖ We have a pipeline of committed paying subscribers and project cash flow positive by May 2020.
- ❖ We are led by a tested and proven management team.
- ❖ To date, our team has raised \$4.6 million of outside capital of which 4 are institutional industry focused investors: Dispact, ICFund, Green Growth Capital, Cannasys.
- ❖ Our high powered low cost tech team that we have worked with for over 4 years.
- ❖ We have a simple capital structure with nominal debt \$180,282.17 and no preferred share class.
- ❖ We operate at a low burn rate (57k, until bridge is complete then 90k).

COMPETITIVE LANDSCAPE



	duby	weedmaps®	Leafly	Leafbuyer.	BDS Analytics	LOOP
IOS & Android	✓	✓	✓	✓	✗	✗
Social Network	✓	✓	✗	✗	✗	✗
Digital Rebates	✓	✗	✗	✗	✗	✗
Gamification	✓	✗	✗	✗	✗	✗
Hardware Required	✗	✗	✗	✗	✗	✓
Validated Purchases	✓	✗	✗	✗	✗	✗
Machine Learning AI	✓	✗	✗	✗	✗	✓
Real-Time Analytics	✓	✗	✗	✗	✓	✓
In-App Marketing	✓	✗	✗	✓	✗	✗
Location Services	✓	✓	✓	✓	✗	✗
Educational Content	✓	✓	✓	✓	✗	✗
Monthly Subscription pricing	\$149 - \$3,000	\$1000 - \$10,000	\$500 - \$10,000	\$500 - \$5000	\$1000-\$10,000	Requires hardware purchase

ORGANIZATION CHART



TEAM BIOS



RAVISH BHATTIPROLU | CEO

Ravish brings 20 years of experience in delivering growth for both emerging businesses and established corporations. As a Strategic Finance Business Partner and executive manager, Ravish's expertise spans finance, marketing, operations, and manufacturing. He gained global experience across the consumer, automotive, media, and technology industries. Ravish was Vice President, Finance and Administration at the media analysis group of iHeartMedia where he reduced cost structures by 25% while optimizing business intelligence tools to monetize a new product within six months. For over a decade, Ravish held increasingly senior roles at HARMAN International (now a division of Samsung Electronics), a \$7B Fortune 500 company, where he led both transformation programs on cost and process improvement, as well as growth programs to open new markets in Asia. Ravish is also an advisor to the Board of Directors of Symplast, a medical technology start-up focused on a cloud-based mobile EMR and patient engagement app. Ravish holds an MBA from the University of Toledo, has completed Executive Management courses at Kellogg School of Management at Northwestern University, and is Project Management certified.

DOUNYA IRRGANG | PRESIDENT & CMO

Dounya Irrgang was the co-founder and CEO of BevRAGE, a data capture app gathering behavior insights through rebates in the liquor industry. Within 18 months she developed the business, from concept to over 500,000 users, into a five-star rated app. BevRAGE was merged into a data company called 3x3. Prior to that, Dounya spent five years as Marketing and Business Development Director at Ralph Lauren Home based in Paris. Her business insight and dedication to details, coupled with her tenacity, allowed her to drive sales., introduce new product lines and expanded their market presence drastically. Dounya earned a Marketing Master's Degree from the École Supérieure de Commerce de Paris.

RUSSELL THOMAS | CTO

With more than 25 years experience in Computer Security and Application Development, Russell Thomas was at the forefront of his field when he left it all behind to found Duby in 2014. He holds 15 industry certifications, including CISSP, CISM, and IAM/IEM from the U.S. National Security Agency (NSA). Duby's proprietary algorithm and most of the code running today was written by him. He leads by example with daunting levels of endurance and creative intelligence that have defined the company culture and the highly active user base. He's an engineer at heart. Russell builds, invents, and architects companies, products, and people. His combined vision and cunning strategy combine to create unique solutions to advanced problems. After company reorganization in July of 2018, Russell has assumed the interim role of CEO as the company transitions to re-focus on the market share and user engagement through creative development.



TEAM BIOS



RYAN HOLOUBEK | HEAD OF BUSINESS DEVELOPMENT

Ryan is the Co-Founder and CTO of PiZap, an app with more than 60 million registered users. In the early days of Duby, Ryan helped develop growth metrics and strategies. He now serves as a Mentor to 500 Startups. He has been instrumental in the development of our social growth and user experience. Ryan has 15+ years of software engineering experience.

KIRIL FARKOV | PROJECT MANAGER and FULL STACK DEVELOPER

Kiril Farkov brings over 5 years of technical experience as a lead and senior software development engineer. A few notable achievements include developing and launching two Microsoft products in Azure Marketplace – Microsoft and completing two Microsoft projects in Lead developer role from start to finish. Kiril has a mastery of over 20 different programming languages and technologies making him a perfect fit for practically any development task. Several of these languages and technologies include: C#, Windows Azure, SQL Azure, ASP.NET, ASP.NET MVC 3/4, Razor, Web API web services, REST, JSON, T-SQL, LINQ, AJAX, JavaScript, jQuery, Knockout, XML, HTML 5, CSS 3, and SSRS.

TRAVIS STRAYER | DIRECTOR OF SALES

Travis Strayer brings a Midwestern flair to the Cannopoly Team. Born and raised in Saint Joseph, Missouri he employs an old school customer service approach quickly forming important client relationships. Over the last 20 years, Travis has held multiple sales management roles with Fortune 500 companies, most recently as Director of Sales for startups in the Midwest and Northern California regions. After relocating to Colorado in 2016, he became passionate about emerging cannabinoid delivery systems and consumption options leading him to develop strong professional relationships in the Colorado cannabis space through his roles at Pure Vibe and Dizpot. Moose Strayer has never met a stranger and is consistently driving to make each day better than the last.

ADVISORY BOARD



ANDREW MIRNOFF | HEAD OF ADVISORY BOARD

Andrew prides himself on a career spent dedicating time, effort, and passion to innovation in the hospitality industry. This time includes more than 10 years of culinary education, starting with schooling in his youth and continuing through the completion of a School of Hospitality degree in Denver. In Denver, he was named Head Chef of his class. Andrew has extensive restaurant experience, including working with food and beverage brands such as Avenue Lounge, XXIV Karat Wines, The Charmer Sunbelt Group, representing fine wines and spirits, and more. Beginning at 15, he was instrumental in opening restaurants in New York City for BR Guest Hospitality. At the same time, as a sophomore at Vermont Academy, he proudly competed in Jr. Iron Chef VT. Spending time between Denver and New York City, Andrew has worked as a menu and mixologist consultant for several restaurants and bars. This includes work with the Proximo Spirits brand which represents Jose Cuervo tequila, Three Olives Vodka, and The Kraken Black Spiced Rum, among other notable spirits. He has also worked in multiple Michelin-rated New York City restaurants and led groups for multiple chef's clubs and events.

JONATHAN RUBIN | CEO OF NEW LEAF DATA SERVICES / CANNABIS BENCHMARKS

Jonathan has more than 25 years of business experience in regulated and unregulated commodity markets, including 15 years in commodity data services advising on strategy, financing, M&A, sales, partnerships, and new business creation. At New Leaf Data Services, his mission is to bring transparency and efficiency to cultivators, dispensaries, investors, traders, and other market participants in the legal cannabis space, through validated production cost data and standardized benchmark price assessments. Cannabis Benchmarks®, a division of New Leaf Data Services, is the world's first Price Reporting Agency to publish U.S. wholesale spot and forward cannabis prices.

ADVISORY BOARD



CHAD A. MCDANIEL | ATTORNEY

Chad is a senior executive with nearly two decades of international legal and broad-based business experience gained at entrepreneurial enterprises, as well as small-cap and large-cap publicly-traded companies. He brings deep knowledge in fundraising, business operations and experience leading global Legal, Human Resources and Environmental, Health & Safety organizations. Chad is the Chief Administrative Officer, Senior Vice President and General Counsel for Lydall, Inc. (NYSE:LDL) and, prior to May 2013, was the chief legal officer for the \$4+ billion global operations of Sikorsky Aircraft Corp, formerly a division of United Technologies Corp. (NYSE:UTX), a Fortune 50 company. During his tenure at UTC, he served in a multi-year rotational role as chief of staff to CEO of UTC's global fire and security business. He began his legal career in private practice, spending five years as a corporate associate focused on mergers and acquisitions, corporate finance, corporate governance and private equity financing/fund formation. Chad is admitted to practice in Connecticut, Massachusetts, and Florida. Chad is also a Director of Chase Corporation (NYSE:CCF), being first elected in 2016. He is a veteran of the U.S. Air Force where he served as a Nuclear Weapons Specialist and was also a member of the Connecticut Air National Guard. He holds a Juris Doctor, with honors, from the University of Connecticut School of Law.

MICHAEL BERKOFF | CEO of BEVMAX

Michael A. Berkoff is the CEO of BevMax and a fourth-generation retailer. Berkoff, who has more than 35 years of experience in the liquor retail industry, runs the company's operations via its numerous departments. Michael plays an integral role in many of BevMax's day-to-day activities and long-term planning. Michael has been named one of the Top Ten Market Leaders and is a member of the elite *Market Watch Magazine* Leaders Alumni, which comprises the top 143 off-premise alcoholic beverage retailers. Additionally, Michael has been the recipient of numerous industry awards.

SCOTT BOGNAR

Scott brings over 35 years of corporate, commercial, consumer banking, and management experience. Most recently, he was SVP for Capital One's Mid-Corporate Division. He is a forward-thinking senior financial services executive with deep experience in client acquisition & brand development. Over his career, Scott's roles have included Division Credit Officer for the Consumer Bank, Division Credit Officer for the Consumer Bank, Division Manager for the Small Business Group, and Market Leader for Commercial Lending.

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APPENDIX

CURRENT AND NEAR-TERM FEATURES



CURRENT FEATURES

- ❖ **Privacy Protected Social Network (PPSN)** used like some of the bigger social networks, we protect privacy by default.
- ❖ **Digital Rebates** that provide cash back and collect actionable data for retargeting.
- ❖ **Inverted Virus** the content is “passed” to a small number of users nearby, infecting them with only the best content.
- ❖ **Gamified Social** with features like scores, badges, and awards, we increase user engagement and retention.
- ❖ **In-App Media** opportunities to target customers based on purchasing behavioral data.
- ❖ **Educational Strain Finder** for customers to discover strains based on filter preferences.
- ❖ **Dispensary Reviews** allows customers to leave verified dispensary reviews after validation of purchase through receipt submission.
- ❖ **GEO Mapping** for dispensaries, head shops, and doctors.
- ❖ **Brand Distribution List** shows where products are available for purchase.
- ❖ **Menu Hosting** for dispensary clients, including pricing and product quantities.
- ❖ **Consumer Behavior** and Data Analytics Dashboard.
- ❖ **Auto Moderation** the user actions determine content distribution. Less desirable content does not spread far, and the best content will travel the world.
- ❖ **Replay Maps** clients can see where their Duby advertisement went and they will replay it.

NEAR-TERM PIPELINE FEATURES

- ❖ **POS Integrations** (Greenbits, Flowhub, MJ Freeway, etc.).
- ❖ **In-App Ordering API.**
- ❖ **In-App Surveys** allow brands to get customer feedback and product preferences.
- ❖ **Verified Strain and Product Reviews.**
- ❖ **Filters and emojis** for content creation.
- ❖ **More Gamification**, including live scoreboards, awards and badges, and game for deals.
- ❖ **Advanced Search Capabilities** powered by Machine Learning.
- ❖ **Interface** with state-provided API to get license & market data.
- ❖ **Canada Launch January 2020.**

New influencer program: Soon, our clients will be able to pay for access to the top influencers on the platform. The geolocation and viral nature of the algorithm allows clients to start a viral awareness from a location that matters.