

# THE CANNABIS REVOLUTION

Powered by the  
**TOKES PLATFORM**



2016. [tokesplatform.org](http://tokesplatform.org)

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## Executive Summary

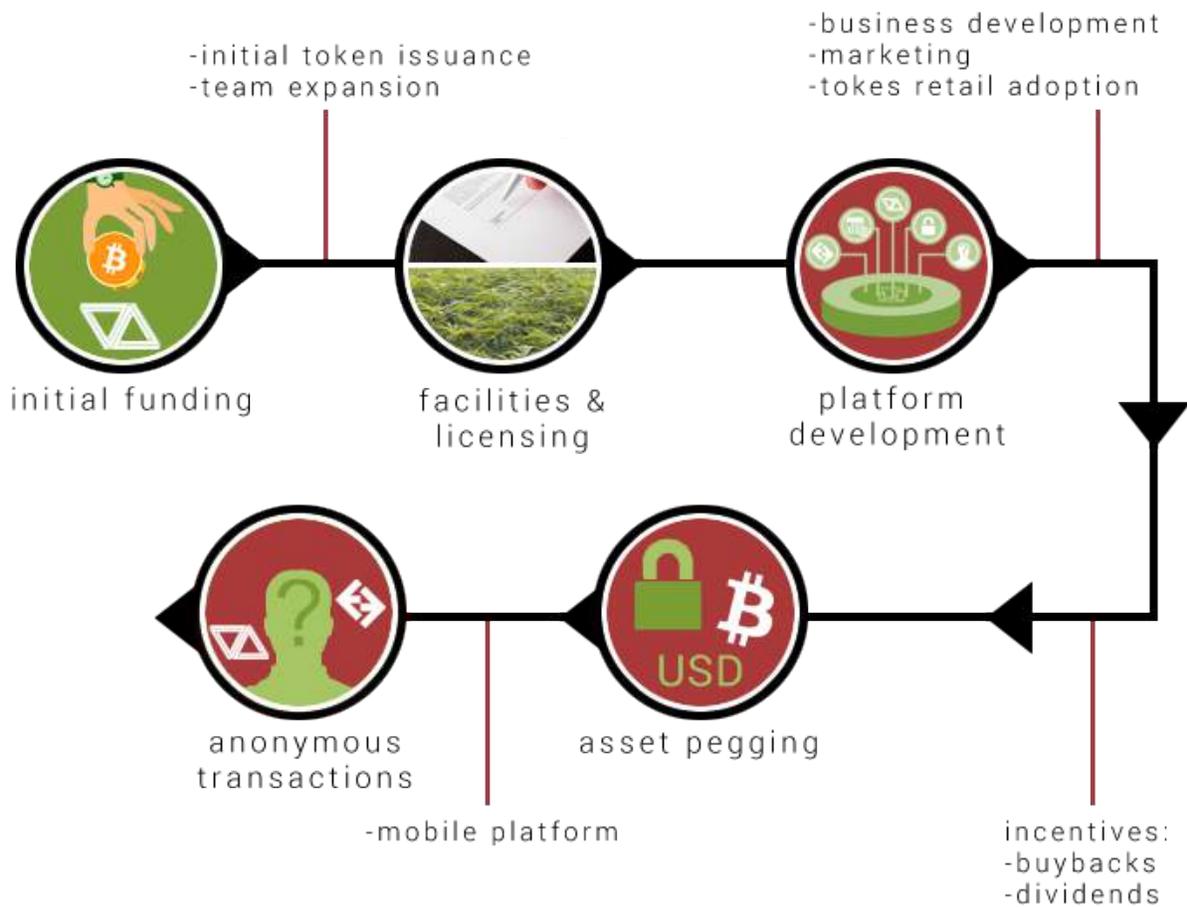


The Cannabis Revolution™, powered by the Tokes Platform™, is a cannabis business and social movement using cryptocurrency and blockchain based technologies to further cultural acceptance of marijuana legalization. With this in mind, the Tokes Platform™ (ticker: TKS) will be a crypto-asset built on the WAVES blockchain that will serve as a means for cannabis businesses to conduct commercial transactions in the current climate of tenuous federal legality. Given the increasing legalization of both recreational and medical marijuana at state levels, coupled with the economic restrictions upon dispensaries imposed by existing federal laws, TOKES will serve as a means of financial mobility and freedom for marijuana businesses forced to transact in fiat.

ICO proceeds will initially serve two primary purposes. As perhaps a first in the crypto-asset community, funds will be allocated to the procurement of the necessary licenses and facilities required to operate a legitimate marijuana cultivation, dispensary, and product development business within Las Vegas, Nevada. In Nevada, medical marijuana is already legal, and recreational cannabis is on the horizon with the successful passing of a ballot measure in November of 2016. Our terrestrial business will serve as a revenue stream that provides leverage for the distribution and promotion of TOKES, as well as an additional unique characteristic of our offering – a token repurchase program. Under the program, a portion of quarterly profits will be dedicated to absorbing TOKES supply through open market purchases at select exchanges, thus supporting the value of TOKES for investors. Second, the TOKES platform will serve as a cryptographic transaction layer for the domestic cannabis industry, which currently operates in physical fiat. The platform will include such features as asset pegging, providing dispensaries and customers a mechanism to bypass the volatility often associated with digital currencies. Other features include anonymous transactions (an obvious feature given the tenuous federal legality of cannabis), a mobile platform for quick point of sale

transactions, and features that allow for better customer/business interaction (e.g., product reviews, cannabis strain wiki, business locator, etc.).

The ICO will take place in multiple phases beginning December 2, 2016, and will end on January 15, 2017. Investors will receive their funds following the close of the ICO. Investors can expect to see Tokes platform features and adoption to begin in early 2017.



## Business Description

The Cannabis Revolution™ is being developed on the backbone of the marijuana legalization movement, with initial operations slated for execution in Las Vegas, NV. The broad cultural shift away from the demonization of marijuana towards social acceptance has taken place over the past 20 years, with the adoption of legal medical marijuana legislation passing in California in 1996. Since then an additional 27 states plus the District of Columbia have all passed some level of reform with respect to marijuana possession and consumption. As of November 2016, eight states have outright legalized the recreational use of cannabis, including California, Washington, Oregon, Colorado, Alaska, Maine, Massachusetts, and Nevada. It is our strong belief that the wider cultural acceptance of marijuana coupled with the expected tax revenues generated by its legal sale will encourage more states to pass favorable legislation.

Following the close of the Tokes Platform™ ICO we will begin the process of registration and license procurement in the state of Nevada to operate as a fully legal and compliant medical marijuana establishment (MME) business. Because recreational use has passed in this election cycle, we will target licenses for legal participation in that field as well. Both founding members, Michael Wagner and Gabriel Allred, are Las Vegas natives with extensive entrepreneurial networks in the city. These personal connections will largely benefit the procurement of the necessary licenses.

As a fully state licensed and legal MME, the Cannabis Revolution™ facility will actively engage in cultivation, production, and dispensary operations. Each of these primary activities are independent revenue streams, and worth taking a moment to describe in greater detail:

- **Cultivation:** Cannabis cultivation encompasses the physical growing of marijuana flower. Cannabis horticultural experience will be pivotal here, as the specific nutrient mixes, light exposures, and life cycles of cannabis plants are quite specific. Equally

important, and easily overlooked is the layout of the cultivation facility to maximize plant production output, while maintaining a continuous cycle of new plants.

- **Production:** Production includes the packaging of all products after processing and distilling the cannabis. Common examples include edible products (i.e. chocolates, candies, cookies, etc.) sodas and juices, and pure THC/CBD oils.
- **Dispensary:** The dispensary license enables our entity to sell products direct to consumers who possess verified state approved medical cannabis cards. Dispensary operations will require staff and overhead, including management, “budtenders”, and other experts knowledgeable about the products we produce.

The Tokes Platform™ and TOKES currency unit will be integral to our physical entity operations from the outset. Due to the federal regulatory environment, cannabis sales are only legal at the state level of government. This constraint forces many in our enterprise to absorb risks not typically taken by legitimate businesses. Notably, all product sales are processed in physical fiat – “cash only.” Additionally, cash receipts are not able to be deposited at traditional banks due to their federal oversight. The result is that many companies in the industry resort to retaining the cash receipts in onsite vaults. We feel that these risks are unfairly burdensome to both companies and customers, and the TOKES mechanism will provide a means to resolve this issue.

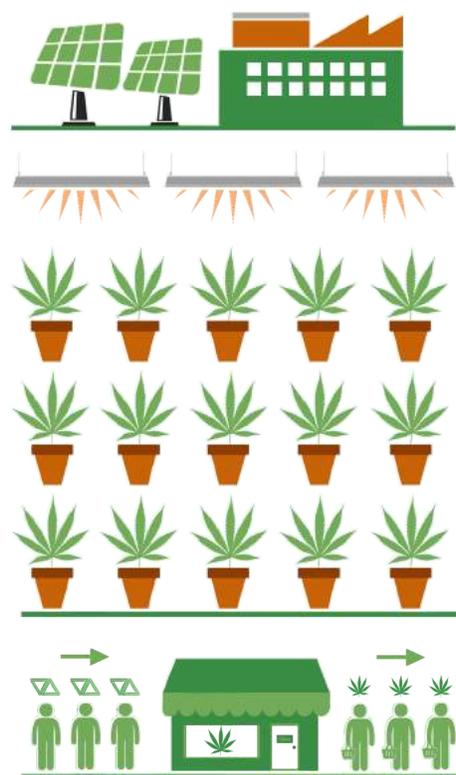
## Products and Services

We will review the various products and services through the lens of business lines, with the cannabis facility being one product line, and the Tokes Platform™ as a second.

### Cannabis Revolution Facility:

As we discussed in the business description, the core activities of the facility will encompass cultivation, production, and dispensary operations.

- a. Regarding cultivation: cannabis comes in a wide variety of genetics, with the primary species sold being *Cannabis Indica* and *Cannabis Sativa*. There are pure forms of each species, as well as numerous hybrid strains. In addition to production of strains in high demand, the Cannabis Revolution facility will work to produce new strains through selective breeding of strains with desirable qualities. This endeavor will enable us to create valuable intellectual property, and an additional potential revenue streams.



Based on early projections of production capacity, cultivation output exceeds our ability to distribute products through dispensary operations. As a result, Cannabis Revolution intends to identify additional wholesale partners laterally within the industry to distribute to. The fostering of these relationships will benefit us through additional diversity of our offerings, enhanced distribution channels, and improved relations for TOKES adoption.

- b. One of the most exciting developments, and also broadest industry opportunities, is the production of cannabis concentrates for edible consumption. This activity falls under

the cannabis “production” license. It is a business segment that broadly expands our customer base by introducing sales to customers who oppose consumption via traditional methods, such as smoking and vaporizing.

However, perhaps the most appealing element of this business line is the tremendous variety in potential products. In essence, the only limiting factor is creativity. While candies and sweets are the most popular product categories to date, we feel that innovation in this category will ultimately drive sales in the future. While it is too early to discuss specifics, Cannabis Revolution is currently working on a line of products that introduces edible CBDs - a molecule produced by the cannabis plant with reported health and pain relieving benefits.

- c. The dispensary will serve as a dedicated storefront for the distribution of our products. While we intend to distribute the products we cultivate and produce in-house, this will also provide us with the opportunity to display creations from other innovators in the industry. Not only will this enhance the offerings available to customers, thereby increasing our competitive appeal, it will also build and improve our relationships across industry partners.

#### Tokes Platform™:

As a fully integrated, yet separate organization, the Tokes Platform™ brings a technological component to the marijuana industry that has not yet been seen. While we are aware of the various competitors in the digital currency space, we feel that execution on promises has been lackluster, at best. We will elaborate more on the technical specifications of the platform in the section dedicated to it below, but will discuss some of the offerings to be facilitated by TOKES below. It is important to clarify that the Tokes Platform™ is intended to operate as a non-profit entity, to the benefit of the industry, customers, patients, and



users alike. While the model is not necessarily intended as a profit stream, digital token economics would indicate that user adoption will drive token price through the impact of supply and demand. As demand for TOKES increases, the value of the underlying token *should* increase along with it.

First and foremost, we envision TOKES as an altruistic service offering. Its intended purpose is to benefit society and cannabis industry partners through a safer means of transaction processing. We would like to abandon the current archaic method of transaction processing, which is cash sales via physical fiat, and transition to an on-blockchain solution. As we continue development on the platform, future versions will offer such features as product and dispensary reviews, dispensary locators, and information dedicated to various strains on the market.

Ultimately, the non-profit nature of the Cannabis Revolution will work to lobby politically for the benefit of all industry participants. This means improving relationships with regulators and legal entities, enhancing the quality of products available by increasing transparency, making this medicine more available for patients in need, and improving the cultural imagery for continued social acceptance.

## Sales and Marketing

Location, Location, Location. With initial operations upstarting in the entertainment capital of the world, Las Vegas, Nevada, we will be operating in a favorable region geographically for cannabis sales. Nestled on the borders of California and Arizona, both of which have a large cannabis consumption demographic, we have access to an enhanced customer base. Additionally, as the movement progresses into legalization, the exposure to a booming tourist audience will be a tremendous asset. While our initial sales will be targeted to the Las Vegas local medical cannabis user, our business plan incorporates a probability that recreational legalization will occur. We will target our initial customers through a fairly traditional marketing campaign, including billboards, media placements, social media campaigns, and grassroots “feet-on-the-street” promotion.

A key differentiator between the Cannabis Revolution and our competitors is that our customer scope will be much wider. Aside from the retail customers we will be targeting with the dispensary, we will also aim toward wholesale and industry partners with our cultivation and production facilities. This initiative potentially expands our customer base to all legal entities within the United States, and eventually internationally.

Not to be overlooked, one of the greatest marketing advantages we have as a business will be the symbiotic benefits seen through our social advocacy initiative with the Tokes Platform™. This altruistic initiative will benefit us through increased networking and relationship building. As we foster those connections, we anticipate improved sales through the for-profit component of the Cannabis Revolution. We feel that these advantages, coupled with the enhancements provided via the mobile platform provide an excellent foundation from which to promote the business.

## TOKES Platform

The TOKES Platform will be the technological backend implementation of our business operations. It is the merger between the cultural shift we are deeming to be the Cannabis Revolution and the technological progress in blockchain and fintech developments. We feel that the marriage of these two broad advancements in society will assist in driving the company's success.

As discussed previously, the regulatory environment is the primary motivator driving the necessity of the TOKES token. Federal regulations make currently state-legal marijuana entities un-bankable, and subject them to unnecessary security burdens. The first step of the TOKES platform implementation makes an exchange-of-value token accessible to both dispensaries and customers. The result will be a reduction in risks to both carrying and collecting cash for sales. Unlike other tokens that have had similar objectives, our team is dedicated to establishing these new relationships and driving token adoption.

However, the TOKES currency unit is just the intro to the platform. As we continue with development, numerous features will be implemented into the mobile wallet. For example, we will provide a dispensary locator which will list all of our partner dispensaries that accept TOKES as a payment method. In addition to the locator, members will be encouraged to make reviews of both dispensaries and the products they carry. As a reward, active reviewers will be compensated with additional TOKES deposited direct to their wallet. A third prominent feature will be an informational database – a wiki of sorts – that provides customers and potential customers with a wealth of information about products, processing methods, concentrations, and other valuable details about the products they are consuming.

TOKES itself will also implement several other key characteristics from various technologies in the crypto-sphere. Notably, these three characteristics will be Asset Pegging, Anonymous Transactions, and WAVES Blockchain Implementation:

- **Asset Pegging:** TOKES will utilize various mechanisms to ensure that once a transaction occurs, the value of that transaction in USD will not change for the holder of TOKES. Similar mechanisms can be seen in stable assets such as BitUSD, NuBits, CoinoUSD, Digix, and Tether. This feature provides businesses with the peace of mind that volatility in the underlying token will not impact the bottom line financials (either negatively or positively). We believe this will result in much higher adoption rates for businesses interested in this technology than we've seen with our peers.
- **Anonymous Transactions:** This feature requires little explanation or justification. As an industry on the cutting edge of the legal system, many participants desire anonymity with their purchases. We intend to have this advantageous system built directly into our transaction layer.
- **WAVES Blockchain Implementation:** As long-time supporters and analysts of the various developments in coin technology, we feel that executing our initial asset issuance on the Waves Platform will be a valuable partnership. The cutting-edge features proposed by Waves, such as fiat gateways and an enhanced crowdfunding interface will largely benefit early adopters and investors in TOKES. We also believe that a partnership with this blossoming platform will assist with the cross-promotion of both technologies.

As frequent investors in digital currencies and technologies, we understand that a value driven, motivated team is pivotal to the success of any project. Because of this, we envision several mechanisms to help improve the value of your investment in the Tokes Platform. Like many other tokens available, market price is largely driven by forces of supply and demand. While the price of the token is not our sole focus, we intend to drive adoption of TOKES with an aggressive sales and promotion team, thereby increasing demand for the token.

However, as perhaps a first in the digital currency space, the Tokes Platform is associated with a terrestrial revenue-generating cannabis entity. We intend to leverage the cash flow stream from the business to support TOKES. Our proposal is to utilize a portion of quarterly profits to institute a token-repurchase program in which we'll actively purchase TOKES from targeted exchanges, reducing market supply. We will subsequently use those repurchases to further enhance adoption with industry peers via giveaways, promotions, and strategic partnerships. To our knowledge, a token-repurchase program is unprecedented in the industry, and we feel is a huge driver of value in a Tokes Platform investment.

## ICO Details



The Tokes Platform ICO will be launched in partnership with Incent using the following distribution characteristics:

<b>Total Coin Supply: 50,000,000 TOKES</b>	
Retained for Growth: 2,500,000 TOKES	
<b>Crowdfund Timeline: 45 Days</b>	<b>Crowdfund Objective: \$5,000,000 USD</b>

<b>ICO Launch Date: December 2, 2016 00:00 UTC</b>	
<b>Bonus Phase</b> (12/2/2016 Midnight UTC for 24 hours)	7,500 TOKES / BTC
<b>Phase 1</b> (12/3/2016 – 12/16/2016 23:59 UTC)	5,000 TOKES / BTC
<b>Phase 2</b> (12/17/2016 – 12/31/2016 23:59 UTC)	4,000 TOKES / BTC
<b>Phase 3</b> (1/1/2016 – 1/15/2017 23:59 UTC)	3,000 TOKES / BTC

**Founder's Club:** Introducing yet another first in the digital currency space, the Founder's Club is a unique offering that provides additional value to large investors in the platform.

Any participant purchasing a minimum of 50,000 TOKES during the ICO will be assigned an exclusive FCID#, Founder's Club Identification Number, which will be associated with a specific tokens wallet address. Membership will have numerous perks extending beyond the standard redemption of ICO proceeds.

A key benefit for FC members will be early access to our quarterly tokens repurchase program. Additionally, any FC member who wishes to redeem tokens for BTC during the repurchase period will do so at a 10% premium over prevailing market rates (based on a trailing VWAP at an aggregate of exchanges). Other early benefits include special access to private events hosted by the tokens platform, and free branded items such as t-shirts, hats, stickers, etc.

The 50,000 minimum can be accumulated in any stage of the ICO, but must be completed prior to our close on January 15, 2017, as membership enrollment is only valid during the ICO. Join the revolution.

**Incent Bonus:** As a result of our partnership with the Incent Loyalty team, all TOKES ICO investors will receive a special bonus in the form of Incent tokens upon close of our ICO. In addition to your allocated TOKES purchase, 1% of the value of your investment will be rewarded as additional Incent tokens (i.e. 1.0 BTC investment equals .01 BTC in Incent). Details about the Incent project can be found at <https://incentloyalty.com/>

## Founders and Team

### **Michael Wagner**

#### *Co-Founder*

Michael has worked with the largest investment management firms in Las Vegas (Investment Counsel Company, United Capital, and Arista Wealth Management) in select capacities, including investment analyst, relationship manager, and portfolio manager. Having recently completed the Level III CFA exam, he has achieved the last of the qualifications necessary to apply for the coveted CFA Charter designation. His background is coupled with a deep passion and enthusiasm for the cryptocurrency ecosystem, of which he has been involved since 2013. As a Las Vegas native, he has a deep network of entrepreneurs, developers, and fintech enthusiasts, including advisers in the legal cannabis distribution industry. His skill set will drive business operations and aid in maximizing value for TOKES holders.

### **Gabriel Allred, M.A.**

#### *Co-Founder*

Aside from his work with cryptocurrency since 2011, Gabriel is currently pursuing a PhD in cognitive science at the University of Nevada, Las Vegas. He has a background in data sciences and has contracted for the Air Force Research Labs conducting applied research for intelligence analysts. His current dissertation work focuses on the cognitive factors within behavioral economics. Gabriel is heading TOKES platform development and the technological infrastructure of the company.

## **WOLF**

### *Codebase Developer*

Renowned cryptocurrency developer WOLF has joined the TOKES team, bringing a masterful proficiency of C, CUDA, and OpenCL. He is well known among the BitcoinTalk.org forums for his work on sgminer-gm, wolf-xmr, and wolf-lbry, among other crypto projects.

## **Kristy-Leigh Minehan**

### *Codebase Developer*

Kristy has worked behind the scenes with WOLF on cryptocurrency projects and possesses fluency in Python, Erlang, C++, and OpenCL. She will be among our programmers developing the codebase of the Tokes platform.

## **Anthony Grevich**

### *Network Engineer*

Anthony has worked as a Senior Network for Everi Holdings, Sands Corporation, Bally Technologies, Forsythe Technology, and Vial Corp. His skill-set and knowledge will be crucial in the implementation of the network and node infrastructure of the Tokes platform.

## **Tim Deneau**

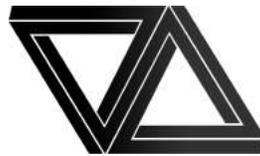
### *Interface Design / Developer*

Tim has over a decade of experience designing and developing user interfaces for web applications and platforms at creative agencies and startups. He will serve as UI developer for our mobile platform and is head of creative marketing for the Tokes platform.

## Jon Tran

### *Community Manager*

Jon has worked for the Desert Research Institute ensuring data quality across national laboratories on grant funded projects for NASA and the Lander Foundation. Additionally, he handled Southern California operations for NBC from 2014 to early 2016 until joining our team. He will be managing our community outreach and communications.



Join the Revolution.

[Tokesplatform.org](https://Tokesplatform.org)