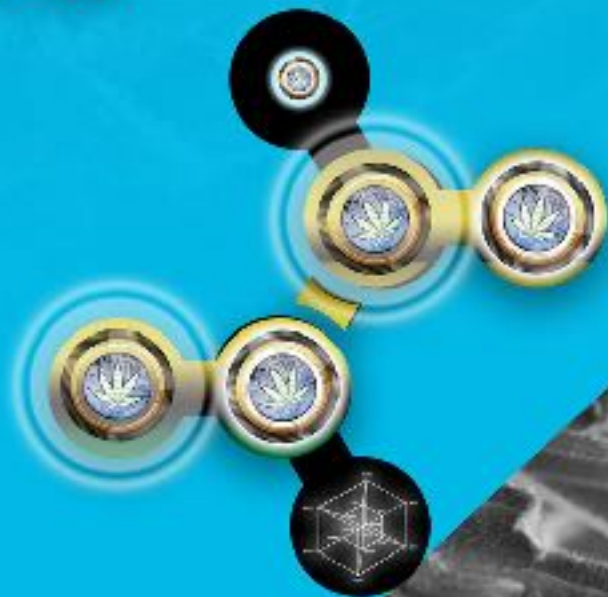


The CannaToken & 420Coin

is the World's First Cryptocurrency that is based on Cannabis production within the legal US Marijuana Market

CannaToken CTK and 420Coin Whitepaper
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Disclosures & Notices

NOTICE I:

This White-paper does not constitute an offer to sell or buy any securities by CannaToken, it's Founders, Partners or Associates.

NOTICE II:

The CannaToken (CTK) ICO, is a utility token for the express use within the CannaToken Transaction Platform™ (CTP). The CTK is a utility token for the express purpose of cannabis tracking, loyalty programs and POS network, within the CTK ecosystem and not a form of investment.

NOTICE III:

The 420Coin is a theorized, "Cannabis Securitize Investment" offering and as such; The founding partners of the 420Coin (420c) ICO and 420Coin Ecosystem are actively seeking SEC, approval or exemption under the securities act of 1933: and will NOT provide 420Coins to NON Accredited Investors until SEC decision or approval regarding current ICO investment issues.

Notice IV:

Revenue model is based on REAL and current cannabis production of one Cannabis Bit Farm™ hosed by partner farmer.

Disclosures :

Investing in Cannabis involves a high degree of risk. In deciding whether to purchase ownership of any Cannabis products offered by CannaToken and it's founding partners, you should carefully consider risks inherent in investing in the cannabis marketplace, and risks related to market instability. Such risks related to market instability include, but are not limited to, federal and state intervention on cannabis cultivation and sell of Cannabis.

No communication contained herein should be construed as a recommendation for any security offering. This website provides general and preliminary information about cannabis ownership offered through 4 Twenty Financial inc. and is intended for initial reference purposes only.

It is not a summary or compilation of all applicable information and is not complete.

For investment into the current beta 420Coin, please download investor accreditation form at CannaToken.io

Abstract

Increasing Cannabis Asset Verification by CannaToken (CTK) and the 420Coin: An analysis of “Cannabis Bit Farms™” benefits by integrating Blockchain technology with smart farming as a method to improve cultivation; coupled with verification software that will lead to lending and future asset securitization of cannabis.

For the past Six years 4 Twenty Financial Inc, a company built to finance cannabis production, along with their cultivation partners, has relied on standard lending practices to help meet market needs. As the company has grown, so has our understanding of issues facing cannabis farmers within the US legal marijuana market and consumers as well.

version 2.1

Research and Data

In 2012, 4 Twenty Financial began developing financial relationships with medical and recreational cannabis farmers and co-op farmers in Colorado, California, Washington State and Oregon. A total of 389 US marijuana farmers were interviewed over a a five year process. This was done to help have a firm quantitative understanding of the industry and cultivation challenges, minus federal regulatory issues. In 2013, 4 Twenty Financial expanded their focus to include dispensaries, for over 5 years they collected data from 154 dispensary owners and that data has led to real quantitative data on the US legal marijuana market.

This white-paper and analysis is written with the granted use of “proprietary” survey data from 4 Twenty Financial Inc. This analysis was written with a firm understanding, that current financing options are limited do to federal banking law, even with future federal intervention and banking regulation there will still be a need for “REAL” verification of growth for cannabis assets.... We seek to solve the latter.

For a complete the technical research and data white paper along with full market metrics and data sets, please email info@4twentyfinancial.com

INTRODUCTION

The CannaToken (CTK) ICO and 420Coin brings together cannabis production and the security of blockchain technologies; to produce a transparent direct investment platform option within the U.S. legal marijuana market.

There are many barriers, some seen and most unseen, to investing in the recreational and medical marijuana markets. From strict and stringent state licensing to capitol start up cost and farming experience are just a few examples of what it takes to build a revenue stream in an uncharted marketplace. 40% of cannabis grow startups fail within the first 9 months.

420Coin is a direct cannabis production and investment platform that aims to solve this problem by enabling investors a stable direct cannabis investment with little risk.

The largest barrier to this lucrative market isn't capitol, but experience.

Every US state that has passed legal marijuana legislation has some form of mandated state or third party tracking software requirement. All current tracking software includes some form of genetic testing, seed-to-sale tracking, and inventory control; but none attempts to give a form of yield forecasting or asset verification.

Current cannabis tracking software has only a few metrics in place none of which gives a way for the state or investors to determine cannabis yields accurately.

What we learned

The U.S. legal marijuana market is hard and very difficult for the average investor, the legal marijuana market is aggressive and risk prone.

Why?

Due to lack of federal approval, states that have chose to legalize have also chosen very strict state over-site with little to no incentive to remove black markets.

With strict state mandates on mold, mildew and pesticides, it takes experience and a firm methodology of cultivation to reach return on investment "ROI".

BACKGROUND GOVERNMENT REGULATIONS

Medical and recreational marijuana, as well as marijuana derivatives, are being legalized and/or decriminalized in some form in many parts of the world. As of today, in the USA, a total of 29 states, including the District of Columbia, Guam and Puerto Rico offer medical marijuana and cannabis programs, with 19 more states offering limited access to marijuana-related products.¹ In 2017, Canadian Prime Minister, Justin Trudeau, has announced a plan to fully legalize recreational marijuana by summer of 2018, with medical marijuana being legal for the past decade. Italy, Germany, U.K, Uruguay, Netherlands, Spain have already legalized marijuana for medicinal purposes; Australia, Chile, Czech Republic, India, Portugal and many others are not falling behind.

GROWTH OF REGULATED MARIJUANA MARKET

The U.S. legal marijuana market has proven to be the most lucrative cannabis marketplace on the planet; set to surpass 40 billion by 2020.

As things go up they must come down; while being a powerful marketplace, it does come with dangers and high RISKS.

Consumer, business, and political support for cannabis has increased significantly over the past 12 to 16 months. Based on the results of the 2016 elections, the cannabis industry is set to expand significantly over the next five years, and beyond.

Some analyst estimates that in 2017 total legal cannabis sales in the U.S. reached \$11.6 billion, with forecasted sales increasing to \$24.1 billion by 2019.

The combination of increasing political support for cannabis legalization, along with growth in overall market size, has attracted more investor demand and interest.

Approximately \$1.2 billion was raised by cannabis companies in 2016. So far, through April 21, 2017, the Tracker is showing that over \$734 million was invested in cannabis companies, versus \$108 million during the same period in 2016.

Anticipation of further expansion for both medical and adult-use legalization in more of the U.S. and Canada has stimulated increased deal flow.

Mergers & Acquisition activity continues to increase as consolidation is spreading. In the final quarter of 2016, a New York advisors group tracked 44 closed M&A transactions, or an average of 3.4 deals per week. That marked nearly a 250% increase from the previous three quarters.

WHO WE ARE & MISSION STATEMENT

Marijuana Growers, Visionaries, Tech & Data Nerds and some just cool dudes in general.
“Its is easy to talk but difficult to walk”

OUR MISSION

Is to bridge our multi-state network of cannabis production that is funded solely by cryptocurrency.

OBJECTIVES

Our short-term objectives are: 1. To create a cannabis based utility token, the CannaToken Token (CTK) for the worldwide cannabis space; 2. Based on existing medical marijuana CBD canavanaCBD.com platform: (a) to further develop and launch a transaction mechanism allowing to use CTK tokens as payment for recreational marijuana; (b) to launch an transaction network allowing for dispensaries and farmers to accept and process CTK token based transactions; 3. To implement a loyalty program based on CTK token; 4. To carry out a comprehensive marketing campaign, aimed to educate existing 420Coin users and participants of online cannabis marketplace on benefits of using CTK token; 5. To design, develop and launch blockchain-based transactions and exchange platform; 6. To develop and implement decentralized token emission and withdrawal function.

Founding Partners and Associates

4 Twenty Financial Inc. (4TF), is the custodial funding partner of the CannaToken ICO and 420Coin. 4TF has over 5 years of cannabis cultivation funding with an extensive network of **legal U.S. marijuana farmers.**

Green Junky LLC. and its Master Growers has over 20 years of experience in medical **marijuana cultivation** and their associate framers have on average of 10 years growing experience.

Defining digital trust

Trust is a risk judgement between different parties, and in the digital world, determining trust often boils down to proving identity (authentication) and proving permissions (authorization).

Put more simply, we want to know, 'Are you who you say you are?' and 'Should you be able to do what you are trying to do?'

In the case of blockchain technology, private key cryptography provides a powerful ownership tool that fulfills authentication requirements. Possession of a private key is ownership. It also spares a person from having to share more personal information than they would need to for an exchange, leaving them exposed to hackers.

Authentication is not enough. Authorization – having enough money, broadcasting the correct transaction type, etc – needs a distributed, peer-to-peer network as a starting point. A distributed network reduces the risk of centralized corruption or failure.

This distributed network must also be committed to the transaction network's record keeping and security. Authorizing transactions is a result of the entire network applying the rules upon which it was designed (the blockchain's protocol).

Authentication and authorization supplied in this way allow for interactions in the digital world without relying on (expensive) trust. Today, entrepreneurs in industries around the world have woken up to the implications of this development – unimagined, new and powerful digital relationships are possible. Blockchain technology is often described as the backbone for a transaction layer for the Internet, the foundation of the Internet of Value.

In fact, the idea that cryptographic keys and shared ledgers can incentivize users to secure and formalize digital relationships has imaginations running wild. Everyone from governments to IT firms to banks is seeking to build this transaction layer.

Authentication and authorization, vital to digital transactions, are established as a result of the configuration of blockchain technology.

The CannaToken (CTK)

Market Analysis

The CannaToken (CTK) and 420Coin is aiming to address gaps in the financial, investment and loyalty sectors that plague the cannabis industry. Our objective is to employ decentralized blockchain technology and provide the industry with the best available solutions to advertise their products, reward customers, perform fast and secure peer-to-peer payments, purchase/sell cryptocurrencies, omitting third-party fees. Most importantly, the CannaToken Transaction Platform (PTP) will be free, secure, and user-friendly.

The CannaToken, long tail Business Plan

simple overview

Our revenue plan is based on the participation of the non-paying user of the CTK ICO Ecosystem and the low subscription fee's that is paid on the client side: Farmer & Dispensary via CannaToken CTK

Loyalty programs have mushroomed across travel, retail, financial services, and other economic sectors.

The average U.S. household participates in over 20 different loyalty programs, the result is a maze of point systems and redemption options, with cumbersome processes for exchanging points among program partners.

Loyalty programs are overdue for some kind of disruptive innovation that would make them easier to use.

Organizations are throwing away billions of dollars annually on customer loyalty programs that just don't work like they used to.

This was revealed in the Accenture report, "Seeing Beyond the Loyalty Illusion: It's Time You Invest More Wisely." The study gauges the experiences and attitudes of 25,426 consumers around the world about their current loyalty relationship with brands and organizations.

Hundreds of millions of loyalty points are sitting dormant, and the majority of U.S. consumers (78%) are retracting their loyalty at profit-crushing rates.

In fact, 54% of U.S. consumers have switched provider in the past year, and almost one fifth (18%) confirmed their expectations around brand loyalty have completely changed, or have a negative or non-existent reaction when brands try to earn their loyalty (16%), the study said.

Dispensaries, Farmers and other Cannabis retailers need to understand the loyalty languages of their most profitable customers and implement the optimal mix to ensure they're delivering the experiences that drive advocacy, retention and seed organic growth.

Users have an appetite for extraordinary, multi-sensory experiences, hyper-personalization and co-creation are changing consumer dynamics around loyalty and forcing brands and organizations to shift their approaches and programs.

The CannaToken ICO and CannaToken Transaction Platform™ (CTP) Blockchain may just be the answer. Best known as the technology behind bitcoin, blockchain enables a open ledger of transactions to be shared across a network of participants.

When a new digital transaction occurs (for example, a CTK loyalty token is issued, redeemed, or exchanged), a unique algorithm-generated token is created and assigned to that transaction. Tokens are grouped into blocks (for example, every 10 minutes) and distributed across the network, updating every ledger at once.

New transaction blocks are validated and linked to older blocks, creating a strong, secure, and verifiable record of all transactions, without the need for intermediaries or centralized databases.

The CannaToken CTK and the CannaToken Transaction Platform™ (CTP), provides Clients with a decentralized loyalty platform that gives:
Cannabis Manufacture rebate & coupon
This is an unique tracking measure of the CannaToken Ecosystem, giving clients data on quality, customer wants and insights

Multi-Vertical Loyalty Program

The CannaToken ecosystem ingrates into current client loyalty or customer tracking platform

Real Time Inventory Control

Real time inventory control is provided by the CannaToken Transaction Platform™ (CTP) using the blockchain of the Quantificational Cannabis Tracking System (QTS) patent pending, allowing for “Just in time” ordering by dispensary and gives market forecasting to Farmers.

E-store online dispensary fulfillment platform

The CannaToken Transaction Platform™ (CTP) will allow clients on a state-by-state bases to integrate their e-store menu with Crypto POS via the CannaToken Transaction Platform™ (CTP)

Crypto POS function of the CannaToken ICO

The CannaToken Transaction Platform™ (CTP) also serves as a full service Crypto POS and API function. Users can use standard credit and or debit card or any cryptocurrency for the low fee of ₱0.10.

The CannaToken Transaction Platform™ (CTP) has a Blockchain at its core.
Here are five basic principles underlying the technology.

1. Distributed Database

Each client, i.e. Marijuana Farmer and Dispensary, on CannaToken CTK blockchain has access to the entire database and its complete history. No single Client controls the data or the information. Every party can verify the records of its transaction partners directly, without an intermediary.

2. Peer-to-Peer Transmission

Communication occurs directly between peers instead of through a central node. Each node stores and forwards information to all other nodes.

3. Transparency

Every POS, dispensary or Marijuana Farmer made transaction and its associated value are visible to anyone with access to the system. Each node, or user, on the CannaToken Transaction Platform™ (CTP) blockchain has a unique 30-plus-character alphanumeric address that identifies it. Users can choose to remain anonymous or provide proof of their identity to others. Transactions occur between blockchain addresses.

4. Irreversibility of Records

Once any POS, dispensary or Marijuana Farmer transaction is entered in the database and the accounts are updated, the records cannot be altered, because they're linked to every transaction record that came before them (hence the term “chain”). Various computational algorithms and approaches are deployed to ensure that the recording on the database is permanent, chronologically ordered, and available to all others on the network.

5. Computational Logic

The digital nature of the open ledger means that CannaToken CTK blockchain transactions can be tied to computational logic and in essence programmed. Clients can set up algorithms and

rules that automatically trigger transactions between nodes such as the F2D farm to dispensary allowing a dispensary to order “just in time” needed inventory right from farmer inventory.

For consumers juggling an array of dispensaries and other cannabis retailer loyalty programs, The CannaToken Transaction Platform™(CTP) blockchain could provide instant redemption and exchange for multiple loyalty point currencies on a single platform. With only one “wallet” for points and Cryptocurrencies, consumers would not have to hunt for each program’s preference, condition, and redemption rules.

What is the CannaToken (CTK)?

The CannaToken is three stage cryptocurrency asset: 1.) CannaToken (CTK) is an utility payment token that allows for loyalty programs, cannabis POS transactions, peer-to-peer trading; 2.) the purchase of 420Coin; 3.) the CannaToken (CTK) also is the payment method for the dividends payment of the 420Coin Ecosystem.

The CannaToken (CTK) is an omni purpose utility token; operating on a multi-platform blockchain exchange and it adheres to the ERC223 token standards.

The CannaToken (CTK) is designed for the CannaToken Transaction Platform™ (CTP)

The CannaToken Transaction Platform™ (CTP) gives Dispensary as well as Cannabis Farmers an easy fast way to exchange payment, tracking data and customer feed back. The CannaToken (CTK) also serves as Global Cannabis Loyalty Platform; with a Point of Sale Transaction System at its core.

The CTP can be used online and offline by dispensaries, the CTP will integrate with any POS on the market and allow CTK token as the main incentive medium.

Immediate Use:

The autonomous CTK utility token can be used for immediate DIRECT purchase of Medical Marijuana via the current CannaVanaCBD.com an E-store platform.

How are The CannaTokens (CTK) are created?

After the original Token generation of 77,700,000 CannaTokens (CTK), all additional Token are to be generated at the discretion of CannaToken Transaction Platform™ (CTP) and after SEC application the CannaToken will be mined via the Cannabis Data Mining Device™ of the 420Coin Ecosystem.

CannaToken CTK Ecosystem

CTK Acquisition scenario 1

User purchases CTK from any cryptocurrency exchanges.

CTK Acquisition scenario 2

When user purchases cannabis or cannabis related products from any participating partner retailers and dispensaries, the dispensary can assign points from every sell to equal portions of a CTK.

scenario of use 1

Users may use their CannaToken (CTK) as a payment method with any partner dispensary or cannabis retailer.

scenario of use 2

The CannaToken (CTK) can be used on the current CannaVanaCBD.com an E-store platform.

scenario of use 3

Partner dispensary and their users will be able to convert acquired in-house loyalty points into CTK utility tokens.

scenario of use 4

The CTK will be accepted payment medium for payments between dispensaries and US marijuana farmers helping to eliminate the use of cash.

scenario of use 5

The CTK is a crypto-POS allowing for the purchase of cannabis via any cryptocurrency.

The CannaToken token is a utility token and it is not backed by any hard asset only the value of cannabis products sold by E-store platform and by partner retailers and dispensaries, no profit is to be allocated to token holders by the Company.

CTK token can be used now to purchase current products from the CannaVanaCBD.com E-store platform and within further developed platforms.

Token holders may generate profit as a result of their own entrepreneurial efforts on the platforms. Although the price of CTKs may increase with time, we do not promise such increase and it shall not be the reason to acquire CTKs. CTKs will run on a decentralized blockchain technology, ensuring transparency and security of all financial transactions.

The CTK can be used as a method of payment for Cannabis Investments and wholesale cannabis services on the Fractional Farm Investment and Exchange Platform™ that use the cannabis backed cryptocurrency asset “420Coin” coming late 2018.

After the completion of the Crowd-sale and satisfaction of KYC protocols, PTP token generation event will take place.

420COIN MARKET ANALYSIS

There are many barriers, some seen and most unseen, to investing in the recreational and medical marijuana markets. From strict and stringent state licensing to capitol start up cost and lack of marijuana farming experience are just a few examples of what it takes to build a revenue stream in an uncharted marketplace.

40% of cannabis grow startup fail within the first 9 months.

How We Provide Proven Returns

United States Investment Market: Too much of a good thing?

Global growth has lifted the U.S. economy and multinational earnings to their strongest position in years. But, with an eight-year-old U.S. expansion, imbalances gradually building, and expensive market valuations, we believe some caution is warranted for U.S. equities. The general forecast is lackluster for the U.S. equity market returns in 2018.

Alternative Investments are becoming more attractive to mainstream investors. Alternative markets early adopters are taking full advantage of the social and political changes within the Cannabis industry .

The CTK and 420Coin investment Ecosystems are allowing investors to move from failing traditional market with poor returns in favor of the proven high returns in the cannabis market.

Notice IV:

Revenue model is based on REAL and current cannabis production of one Cannabis Bit Farm™ housed by partner farmer.

The Revenue Model

a simple overview

The Rewards

A Cannabis Bit Farm™ consists of 10,000 sq ft, of cannabis cultivation space and 500 legal marijuana plants, grown in a 10 gallon “pot”. A pot is a container that the cannabis plants grows in throughout its life cycle.

Each harvest is on average of 500 lbs. all legally harvested Marijuana, 500 lbs. equals 226,500 grams with a market value of \$679,500.

One Cannabis Bit Farm™, produces 4 harvest every year; each harvest has an average market value of \$679,500.

Every Cannabis Bit Farms™ produces 4 harvest a year with a market value of \$2,718,000.00

We currently have over 40 partner farmers within the CannaToken and 420Coin Ecosystem.

What is the 420Coin?

The 420Coin, Direct Sales Business Model

simple overview

Our revenue plan is based on the participation of individuals who wants a direct investment into the cannabis market. The 420Coin and Crypto-Cannabis Exchange Platform™ “CCEP” allows investors to purchase the direct sale of Cannabis hard asset with a life cycle of 12 months, with returns up to 20-30% and a guarantee of 8%.

The 420Coin is apart of the CannaToken CTK ecosystem, the CTK purchase rate of one 420Coin to 1500 CTK's.

The 420Coin is a Smart-Contract solution for the devolvement of a cannabis investment.

One 420Coin is ownership of one cannabis plant gown by a U.S. legal marijuana farmer.

The utility token CannaToken (CTK), will be one method of payment for the 420Coin with direct purchase of the 420Coin via the Crypto-Cannabis Exchange Platform™ “CCEP” ecosystem (PTP), once developed by 420Coin.

Cannabis cultivation is provided and guaranteed by Cannabis Bit Farms™ that are hosted by partner growers within the Pacific Northwest of the United States of America.

The 420Coin is a unique and direct Cryptocurrency investment into the Cannabis Market. Moreover, the 420Coin adheres to ERC223 token standards and modern security standards, these standards are the basis of worldwide financial blockchain systems.

The Crypto-Cannabis Exchange Platform™ “CCEP” use the 420Coin, as a Native coin of the CCEP ecosystem.

The 420Coin is based on anticipated marijuana production value of a hard Cannabis Asset and is exchanged on the Crypto-Cannabis Exchange Platform™ “CCEP”.

Crypto-Cannabis Exchange Platform™ “CCEP”

The CCEP will enable a secure, transparent cannabis investment trade platform allowing for a stable investment into the **U.S. legal marijuana market.**

CCEP, combines seed to sell cannabis tracking software with a open ledger “blockchain” that records cannabis data regarding: Cultivation, Lab Testing, Cannabis Asset yield, Purchase and Payment transactions are all recored on CCEP's blockchain; the end result is the **Quantificational Cannabis Tracking System (QTS) at its core.**

While there may be many barriers to this lucrative market; the 420Coin solves investment barriers by the Crypto-Cannabis Exchange Platform™ “CCEP”

The Crypto-Cannabis Exchange Platform™ “CCEP”, is designed as an autonomous, decentralized, self-regulating mechanism. Once launched, the platform will exist independently of 420Coin and will be regulated by the participants of the blockchain i.e. Partner Farms, dispensaries and state marijuana regulating agencies.

The 420Coin can be purchased on the CCEP via CannaToken (CTK's); the CTK's price is based on the discretion of the market and token availability.

The utility token CannaToken (CTK), will be one method of payment for the 420Coin with direct purchase of the 420Coin via the Crypto-Cannabis Exchange Platform™ "CCEP" ecosystem (PTP), once developed by 420Coin.

420Coin PLATFORM ARCHITECTURE

why blockchain?

The U.S. legal marijuana market requires tracking of all cannabis growth from “seed to sell”.

Trust, security and Visual Transparency of an cannabis investment

The Crypto-Cannabis Exchange Platform™ “CCEP” uses Blockchain technology tailored for cannabis Cultivation and investment. CCEP is built on a public blockchain, based on the Ethereum technology.

The key advantages of Ethereum is that it is open-source, and offers a full variety of instruments such as “Smart-Contracts, which are needed to bring our project to life right out of the box.

The Crypto-Cannabis Exchange Platform™ “CCEP” and 420Coin takes the best of state-of-the-art agricultural smart farming techniques and **blends them** with an ETHEREUM “smart-contract” a blockchain technologies. This allows for an unshakable verification of systems and investments.

CAVS, utilizes a decentralized blockchain technology that is allowing for the building of a network with a transparent Cryptocurrency investment transaction into the cannabis market.

Crypto-Cannabis Exchange Platform™ “CCEP is unlike other cannabis investment options on the market the 420coin is the only direct cannabis investment option allowing for 100% of funding going into cannabis production.

Unlike traditional centralized investment markets and platforms there are no **middle** man fees associated with 420coin and the Crypto-Cannabis Exchange Platform™ “CCEP”

The Crypto-Cannabis Exchange Platform™ “CCEP”, gives the U.S. legal marijuana market a stable platform that will allow individuals, group and organization seeking cannabis investment options.

The platform will incorporate a cryptocurrency wallet, the 420Coin Wallet will be free to all users.

Cannabis Cultivation and Verification

Cannabis Bit Farms™ and Partner Farmers

Leveraging CannaToken's founding partners and their network of over 40 U.S. legal Marijuana Farmers, the CannaToken ICO ecosystem provides **traceability, branding, inventory control and cultivation expansion.**

These are just a few benefits of the CannaToken ICO to our partner farmers.

Cannabis cultivation is provided and guaranteed by Cannabis Bit Farms™ that are hosted by partner farmers. Each hosted Cannabis Bit Farms™ consist of 200 - 1500 cannabis plants hydroponically grown by State licensed legal U.S. marijuana farmer

Cannabis Bit Farms™ allows any state licensed legal U.S. marijuana farmer to become a partner farmer.

A NEW MARKET REQUIRES A NEW METHOD

The 420Coin gives investors access to a never before seen asset class

Cannabis Asset Verification System™ "CAVS"

The 420Coin and Crypto-Cannabis Exchange Platform™ "CCEP" are a direct investment options into the U.S. legal marijuana market, with total "Asset Verification".

Combing our Quantificational Cannabis Tracking System (QTS) with BlockChain technology we have captured the "Asset Verification" process.

Our Cannabis Asset Verification System™ "CAVS" removes a layer of risk and allows for financial over-site within a risk prone market this is done with the help of Cannabis Crypto Data Network™ "CDMD".

Cannabis Data Mining Device™

The 420Coin and the CannaToken (CTK) are unlike any other cryptocurrency or token assets; the 420Coin is based on real cannabis production while the CannaToken (CTK) is based on the yield of cannabis production.

Both 420Coin and the CannaToken (CTK) are limited in number do to space and farm availability.

The Cannabis Data Mining Device™ "CDMD" patent pending, gives asset verification of cannabis cultivation.

To ensure optimal 420Coin plant growth, conditions are given and the following metrics are monitored:

- Temp
- Humidity
- Co2
- Ph
- Ec/ppm
- Spectrum analysis

The CDMD is a collection of sensors installed within the heart of the legal Marijuana cultivation centers to ensure optimal yields. Sensors nodes collects data on these listed metrics 24 hours a day, all nodes are integrated into a mesh network with data recored and aggregated.

Once all metrics are met a complex algorithm is used to determine optimal plant growth conditions to insure a high yield, the algorithm also creates and assigns an allotment of CannaTokens (CTK) for every gram of cannabis grown.

The Cannabis Data Mining Device™ "CDMD" combines serial numbers and yield amounts, making every CannaToken (CTK) a unique cryptocurrency.

CCEP will have the following features: Cannabis Security Pricing™, 420Coin emission and withdrawal, and a unique arbitration mechanism.

420Coin team will be engaged in the development, launch, marketing and further technical support of CannaToken Transaction Platform (PTP).

Transparency Tools

Escrow Tool

Cannabis Escrow Service™ feature is designed to benefit the dispensary owners, forcing farmers to fulfill their obligations, hence, improving cannabis quality and speedy service. The escrow service also benefits the 420Coin investor, ensuring fulfillment of promises outlined by the 420Coin smart contract.

Arbitration Tool

The Decentralized Arbitration System™ “DAS” is a built in trust mechanism to the 420Coin ecosystem; the DAS will provide transparency to all disputes. Incorporating the DAS feature in all financial transactions will benefit the Farm to Dispensary “F2D” relationship. The Decentralized Arbitration System™ establish best business practices that will help build a transparent market.

Cannabis Security Pricing™

Is a security pricing metrics that maintains the current and most updated market data to determine value of cannabis by the gram.

Investors, framers and dispensary whom are engaged in online transactions involving 420Coin and the Crypto-Cannabis Exchange Platform™ “CCEP” will benefit from the Cannabis Security Pricing™ service.

This service will aim to provide up to the minute cannabis pricing to insure market transparency. Cannabis Security Pricing™ feature includes escrow, arbitration, and appeal services and is executed by our Cannabis Growth Evaluation™.

Cannabis Growth Evaluation™

is a comprehensive assessment of cannabis cultivation through all stages of development.

Cannabis Growth Evaluation™ use careful quality control metrics that are assigned by our master growers.

Our quality control metrics removes fraud in the marketplace while stimulating Growers to build trustworthiness. This paid service will aim to reduce low quality cannabis from reaching the marketplace while stimulating our continuing network of partner farmers to build trustworthiness.

Cannabis Growth Evaluation™ executes escrow, arbitration, and appeal services within the 420Coin smart contract.

Dispensary Partner Program

The Dispensary Partner Program™ (DPP) is a tool that provides dispensaries with further control over inventory and pricing.

The DPP gives dispensaries the CTK environment that will allow dispensary to understand customer purchasing habits and gives the dispensary further control over inventory and pricing.

The Dispensary Partner Program™ “DPP” allows the CTK loyalty and POS system integration into the dispensary current “rewards” or loyalty platforms allowing the CannaToken CTK to be used as a method of payment for products and services at participating cannabis and non-cannabis merchants. Dispensaries who participate with in the Dispensary Partner Program (DPP) will have full access to the Dispensary Partner Program (DPP) an investment offering with other securitized products offered by 420Coin platform, pending SEC regulatory submission.

The DPP Benefits

The Crypto-Cannabis Exchange Platform™ “CCEP” has a direct benefit to dispensary owners and their customer base via Cannabis Growth Evaluation™ to ensure the highest quality cannabis throughout production the Cannabis Growth Evaluation™ will use state of the art quality control software and dispensary client side crypto token device to confirm delivery of cannabis within allocated timeframe all at no cost to dispensary client.

CTK loyalty program & DPP platform gives direct benefit to dispensary customer base current and future by allowing customers to: (a) pay for cannabis and non-cannabis products. (b) dispensary will be the first point of contact for new products, brand and events and that will further seed customer interaction.

Predictive Cannabis Analytics™

Looking beyond Cannabis Market forecasting

The cannabis industry is an known, unknown and Predictive Cannabis Analytics™ (PCA) helps make the unknown the KNOWN by anticipating cannabis market trends;

Marijuana Farmers Needs:

What strains to grow and in what amounts?

Issues:

Inventory and Cost-to-Grow

Dispensary Owners Needs:

What to Buy and Why?

Issues:

Inventory, price and customer needs

Investor Needs:

Where to invest and how?

Issues:

Trust, Security, ROI

Predictive Cannabis Analytics™ (PCA), uses predictive models to exploit patterns found in historical and transactional data of the cannabis industry to identify risks and opportunities.

PCA, models capture relationships among many factors to allow assessment of risk or potential associated with a particular set of conditions, from state regulation changes and federal issues, to tracking customer buying habits, PAC is guiding of our decision making.

The defining functional effect of these technical approaches is that Predictive Cannabis Analytics™ (PCA) provides a predictive score known as a “probability” for each individual investor, dispensary and marijuana farmer in order to determine, inform, or influence their brand or investment within the cannabis industry.

Predictive analytics is an area of statistics that deals with extracting information from data and using it to predict trends and behavior patterns. Often the unknown event of interest is in the future, but predictive analytics can be applied to any type of unknown whether it be in the past, present or future.

The core of Predictive Cannabis Analytics™ relies on capturing data relationships between Marijuana farmer, dispensaries and customers. Capturing data relationships variables such as the predicted variables from past occurrences, and exploiting them to predict the unknown outcome. It is important to note, however, that the accuracy and usability of results will depend greatly on the amount, level data analysis and the quality of assumptions regarding issues.

SELF REGULATORY FUNCTION OF 420Coin (420c)

To maintain CTK token liquidity in the marketplace, The Crypto-Cannabis Exchange Platform™ “CCEP” (PTP) will be engaged in the emission of new 420Coins, as well as the withdrawal of 420Coin from circulation at the time of 420Coin Buy Back Guarantee. The emission of new 420Coins are to be minted from the from the Cannabis Crypto Data Network “CDMD” patent pending.

A withdrawal of 420Coin from circulation and destruction by means of burning will also included CTK tokens that were collected as fines and fees for using Cannabis Security Pricing™ and Cannabis Value Evaluation™ features. The emission and withdrawal of tokens will be conducted with the help of hard-fork feature of the blockchain.

WHY SELF-REGULATORY FUNCTION:

Low commission fees for conversion of 420Coin into fiat currency and vice versa; 2. Lower risks of financial volatility; 3. In case of arbitration process, the refunds and the set fines will be reimbursed at the same value as at the start of the arbitration process, avoiding devaluation of CTK tokens in question.

These unique investment features of the 420Coin will allow the 420c to cross industry barrier and be implemented in any other investment market. In addition, the Crypto-Cannabis Exchange Platform™ “CCEP” (PTP) will fully support CTK token based loyalty and advertising programs available to all participants of The CannaToken Transaction Platform™ (CTP) PTP CTK ecosystem.

420Coin Buy Back Guarantee

On the 18 month after purchase of 420Coin the Buy Back Guarantee is automatically initiated by the Crypto-Cannabis Exchange Platform™ “CCEP.”

The Buy Back Guarantee insures that the 420Coin is automatically purchased back at the original cost of the 420Coin, plus or minus 10%, market cost may affect the value of the 420Coin.

Every 420Coin is issued a unique serial number from state mandated tracking systems; when Buy Back Guarantee initiates the 420Coin is collected and held for 3 days, then burned.

HOW AND WHY WILL THE CannaTokens (CTK) BE USED?

At various stages of CannaToken token promotion, we will institute different marketing mechanisms to stimulate CTK use in the marketplace.

The CTK will be an accepted payment medium between US marijuana farmers and dispensaries also advertising on existing 420Coin platform, as well as CTK loyalty programs. We will provide massive marketing to promote the use of CTK by mainstream users within the digital marketplace.

Moving further, as the mainstream user will get accustomed to using CTK token for financial transactions, and will prefer it over other currencies due to lucrative reward programs, we will cease sponsoring CTK token based loyalty programs. Driven by user demand, merchants will seek to purchase CannaToken tokens via cryptocurrency exchange or from individuals that seek to sell tokens. Businesses will purchase tokens to keep up with demand for CTK token-based loyalty programs. Implementation of these loyalty programs will help businesses to stay ahead of the competition. At the same time, mainstream buyers will be stimulated to accumulate CTK tokens through collecting rewards on their purchases. Moreover, the launch of CannaToken Transaction Platform and the Cannabis Security Pricing™ feature will provide additional stimulus to cannabis related businesses to accept CTK token. Dispensaries will accept CTK token as a method of payment for their goods and services because they will be able to use the collected CTK tokens further for B2B transactions, “D2F” Dispensary to Farm and loyalty programs, as well as to pay for Cannabis Security Pricing™ service.

THE CTK LOYALTY PROGRAM

The CTK loyalty program is executed via an API loyalty Platform that will be fully integrated into the CannaToken Transaction Platform™ (CTP). The CTK loyalty is at no cost to user and will allow cannabis based businesses and dispensary to engage their customers boosting customer return rates and seeding organic growth by offering an additional reward incentive.

The CTK loyalty program allows participating merchants to implement their current in-house loyalty or rewards with the CTK as a transaction medium for various loyalty programs. A merchant can choose to award points to their customers for multiple purchases, product reviews, referrals, or as percentage kickbacks calculated from the total sale volume.

Points

Merchant will decide number of points to be award per sale or by dollar amount spent, the number of “merchant points” that will equal 1 CannaToken is at the discretion of the market and token availability.

The loyalty program will give cannabis based businesses a competitive edge compared to those without reward programs. Merchants with E-store user-base will integrate into the CannaToken Transaction Platform (CTP).

The CannaToken Transaction Platform™ (CTP) will allow individual users and cannabis based businesses alike to buy and sell goods and services within the digital marketplace using CTK token as well as fiat currencies.

The contribution points can be collected within the 420Coin ecosystem as well as through partnering networks. This will expand the CTK token usability, providing limitless economic possibilities.

To achieve further acceptance and widespread use of CannaToken CTK by mainstream and the 420Coin ecosystem, a CTK Transaction Platform (PTP), will be developed and implemented.

PTP is set to run on 7 decentralized blockchains connecting the existing CTK Wallet with the 420Coin cryptocurrency wallet. In addition, the CTK Transaction Platform (PTP) will allow for CannaToken to be implemented into a POS system, and online transaction terminals, using the QR code and 420Coin NFC Visa Card (coming early 2019).

WHAT IS PTP?

The **Precision Time Protocol (PTP)** is a protocol used to synchronize clocks throughout a computer network. On a local area network, it achieves clock accuracy in the sub-microsecond range, making it suitable for measurement and control systems.

PTP was originally defined in the **IEEE 1588-2002** standard, officially entitled "*Standard for a Precision Clock Synchronization Protocol for Networked Measurement and Control Systems*" and published in 2002. In 2008, **IEEE 1588-2008** was released as a revised standard; also known as PTP Version 2, it improves accuracy, precision and robustness but is not backward compatible with the original 2002 version.

"IEEE 1588 is designed to fill a niche not well served by either of the two dominant protocols, NTP and GPS. IEEE 1588 is designed for local systems requiring accuracies beyond those attainable using NTP. It is also designed for applications that cannot bear the cost of a GPS receiver at each node, or for which GPS signals are inaccessible."

SELF REGULATORY FUNCTION OF CTK TOKEN

To maintain CTK token liquidity in the marketplace, The CannaToken Transaction Platform™ (CTP) will be engaged in the emission of new CTK tokens, as well as the withdrawal of CTK tokens from circulation.

A withdrawal of CTK token from circulation and destruction by means of burning will employ CTK tokens that were collected as fines and fees for using the CTK Loyalty program.

WHY SELF-REGULATORY FUNCTION: 1. Low commission fees for conversion of CTK token into fiat currency and vice versa 2. Lower risks of financial volatility 3. In case of arbitration process, the refunds and the set fines will be reimbursed at the same value as at the start of the arbitration process, avoiding devaluation of CTK tokens in question.

These unique features of the CTK token will allow the token to cross industry barrier and be implemented in any other market. In addition, the Fractional Farm Investment and Exchange Platform™ (PTP) will fully support CTK token based loyalty and advertising programs available to all participants of PTP financial ecosystem.

CannaToken (CTK) ACQUISITION

CTK tokens can be acquired by purchasing, earning, trading, and participating in loyalty programs via the CannaVanaCBD.com an E-store and participating dispensary partners via the Dispensary Partner Program (DPP).

Individuals will have an option to purchase CTK tokens: (a) trading on the cryptocurrency exchange (b) directly from holders of CTK tokens (c) during Pre-sale and Crowd-sale events.

Social Media user Engagement Programs

CTK's will allow user to collect contribution points through social media engagements held by participating dispensary partners via the Dispensary Partner Program (DPP), allowing dispensaries to further incentivize customer base.

Furthermore, users can earn CannaToken by active participation on the site, utilizing CannaToken cannabis rating system. Users can earn contribution points awarded by peers by posting of high-quality content of purchased cannabis products.

The contribution points can be further converted to CTK utility token using 420Coin cryptocurrency Wallet.

TOKEN (CTK) USE AFTER COMPLETION OF CROWD-SALE

At the end Crowd-sale CTK token generation event, individuals and businesses will be able sign up and join CTK loyalty program and DPP platform.

TOKEN USE AFTER LAUNCH OF CTK TRANSACTION PLATFORM

Individuals and businesses can use CTK tokens to do the following: exchange tokens for cryptocurrencies such as Bitcoin and Ethereum using cryptocurrency exchange; use CTK token to pay for products or investment products via 420Coin; transfer CTK tokens between users (peer-to-peer), businesses, B2B, B2C, C2C and Farm to Dispensary (F2D) transactions.

ETHEREUM SETTLEMENT LAYER

Users wishing to convert CTK tokens into and out of CTK

Transaction Platform (PTP) can do so via the public Ethereum network, which will serve as the currencies decentralized settlement layer. This option will allow the early version of the system to solve any possible blockchain hindrances involving private keys, transaction time and fees.

CTK and 420Coin RISKS

CTK or 420Coin is not a currency, directly or indirectly, issued by any national, Supranational union or central bank or organization.

There are multiple factors that may directly or indirectly influence the value or price of CTK and 420Coin that may not be within the control of the CTK Transaction Platform and/or 420Coin The Fractional Farm Investment and Exchange Platform™. CTK token is not in any way backed by any hard assets or other credit. In late 2018 420Coin will seek SEC exception and or registration to act as an hard assets and other credit.

Trading of CTK tokens will depend on the consensus of its value among market participants. At any given time, there may be no available market for CTK, nor to buy and sell CTK. No one is obligated to purchase any CTK from any holder of CTK.

There is no guarantee that liquidity will be provided, or that at any given time there is an active market to buy or sell CTK, or that there is a market price of CTK at any given time.

CannaToken (CTK) & 420Coin

MARKETING PLAN

We recognize that the implementation of CTK token & 420Coin into the digital marketplace will require aggressive marketing and social media campaigns.

Our in-depth analysis breaks down CTK token & 420Coin integration into five phases: Phase 1: Dispensary Partner Program (DPP) education; Phase 2: CannaVanaCBD.com an E-store preference; Phase 3: market stimulation; Phase 4: B2B education; Phase 5: promotion of Cannabis Security Pricing™ feature.

PHASE 1: Dispensary Partner Program (DPP)

At this stage, we are planning to actively promote the CTK and 420Coin to an existing 300 registered marijuana dispensary and cannabis companies across 6 states. For this purpose, we will set aside 10 million CTKs.

To achieve the desired result, the following will take place: All partner dispensaries will be offered to receive 100,000 free CannaToken (CTK) upon opening of CTK Wallet. Partner dispensaries will be offered to use CTK tokens as part of their loyalty program, awarding CTK tokens to customers as bonus for purchasing goods and services; Financial companies that provide POS systems to dispensaries and other cannabis-related businesses will be offered to integrate CannaToken token as a method of payment for goods and services, as well as loyalty programs.

PHASE 2: Loyalty and Social Media

The purpose of this stage is to ensure that CannaToken is the preferred payment medium for the critical mass of mainstream users. To achieve this CannaToken and 420Coin will continue to stimulate the opening of CTK Wallets by awarding free CannaTokens to followers. In addition, we will offer a reward bonus for all online and offline purchases.

The reward bonus will consist of 3% kickback, calculated from a number of total sales conducted through CTK Wallet. The kickback will be deposited into the user's Wallet automatically on monthly basis. To implement this marketing program, we will set aside 2 million CTK tokens.

PHASE 3: Market Stimulation

At this stage, we predict that the critical mass of mainstream users will be accustomed to and prefer using CTK token as payment medium and for collecting rewards. Further, we will offer dispensaries and other cannabis-related businesses to take part in the CTK token based loyalty program by purchasing CannaToken tokens through cryptocurrency stock exchange or directly from blockchain participants that wish to sell their tokens.

An increase in demand for CannaToken will boost the value of CTK token on the stock exchange, stimulating Buyers to purchase goods and services from Sellers within CannaToken token ecosystem. As an outcome, more businesses will accept the token as payment for goods/ services and use it for loyalty.

To promote CTK token use in loyalty programs, we will provide marketing support by engaging traditional and social media. A widespread, pro-CTK token marketing campaign will attract more businesses to participate in the program and more users to take advantage of CTK token based loyalty.

PHASE 4: Promotion of CannaToken Transaction Platform™ (CTP)™

Our goal predict that the majority of cannabis dispensaries will be using CannaToken token as a payment medium, and taking advantage of unique services offered by CannaToken Transaction Platform. Including payments for advertising, acquisition of inventory and supplies, payment of salaries, rent, etc. We will execute a massive promotion of Cannabis Security Pricing™ service to all 400 + farmer and dispensary owners in 420Coin business directory. Further, we will stimulate the utilization of Cannabis Security Pricing™ feature in all 420Coin' E-store transactions. In addition, we are planning to enforce a loyalty program designed to benefit all E-store and business directory participants. The loyalty program will be designed to reimburse Cannabis Security Pricing™ service fees to participating merchants by awarding them with bonus CannaToken for endorsing and employing the Cannabis Security Pricing™ feature. To carry out such marketing strategy we will need a budget of 2,000,000 CTK tokens.

PHASE 5: 420Coin

By this time, we predict to have a fully functional Beta version of The Fractional Farm Investment and Exchange Platform™ along with Cannabis Security Pricing™ with its cannabis grading feature. The Cannabis Security Pricing™ service will be in high demand for all large-summed Farm to Dispensary (F2D) transactions.

We are planning to conduct numerous online and offline demonstrations of PTP, explaining the advantages of using our platform to business owners. Simultaneously, we will educate the cannabis based businesses on benefits of using CannaToken Transaction Platform for all F2D transactions, emphasizing the importance of Cannabis Security Pricing™ with its cannabis grading feature.

The Road Map

A Comprehensive Assessment Business Expansion Plan and Strategy

Dec 1999 Founding Partners Initial Medical Marijuana cultivation Research and Testing

Oct 2009 Bata Test Cannabis Cultivation under Washington State Medical marijuana program

Sep 2010 First Medical Marijuana dispensary

Nov 2011 Cannabis edible product testing

Jan 2012 Edible Brand established "Happy Hasher"

Jun 2013 Application to Grow and Sales Recreational Marijuana

Feb 2014 Approval of Recreational Marijuana License

Recreational Marijuana Financing

Mar 2014 First Financing of Recreational Marijuana project

Jun 2015 Financing of Recreational Marijuana project 2

Jul 2015 Financing of Recreational Marijuana project 3

Sept 2015 Financing of Recreational Marijuana project 4

Nov 2015 Financing of Recreational Marijuana project 5

Dec 2015 Financing of Recreational Marijuana project 6

Medical Marijuana brand design

Nov 2015 Medical Marijuana market analysis

Dec 2015 Medical Marijuana market competition review

Jan 2016 Medical Marijuana brand design

Feb 2016 Medical Marijuana brand formulation

Jun 2016 CananVanaCBD.com a Medical Marijuana is introduced to the market

ICO and Crowd Funding

Dec 2016 Fact Finding mission regarding ICO and crowd funding

Feb 2017 Business canvas ver 1.0 and Proof of Concept

Feb 2017 Identify all stake holders and partners
Apr 2017 Execute Business canvas ver 1.0
May 2017 Business canvas update ver 2.0
Jun 2017 CannaToken Marketing Analysis
May 2017 Dynamic content site
Jun 2017 Cannabis Tracking software analysis metrics

Ecosystem Exchange Platform Concept test Build

Jul 2017 Concept CannaToken CTK
Aug 2017 Concept 420Coin
Aug 2017 Schematics design of CannaToken CTK
Sept 2017 Proof of Concept of CannaToken CTK and Loyalty platform
Sept 2017 Schematics design of the CannaToken Transaction Platform™ (CTP)
Oct 2017 Schematics design of the 420Coin
Oct 2017 Schematics design of the Crypto-Cannabis Exchange Platform™
Jan 2018 Concept For functions and tools needed
Jan 2018 Schematics design of Cannabis Data Mining Device™ "CDMD"
Feb 2018 Soft CTK launch
Mar 2018 Outside Representation and Council sought to begin SEC Application
Mar 2018 Smart Contract Live
May 2018 CannaToken CTK wallet and login portal
Jun 2018 Desktop Platform Beta
Jun 2018 Mobile Platform Beta
Jul 2018 iOS and Android Apps to access content
Jul 2018 Test Platforms Live
Aug 2018 Listing CTK token on 1-2 Exchanges
Sep 2018 Plugin Extension for sending payment integration with all POS platforms

Oct 2018 Seeking Application for SEC approval or exemption under the securities act of 1933

Dec 2018 Listing 420Coin token on O-1 Exchanges

Jan 2019 420Coin ICO stage 02