

# GANA

## Executive Summary

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TEAM GANA

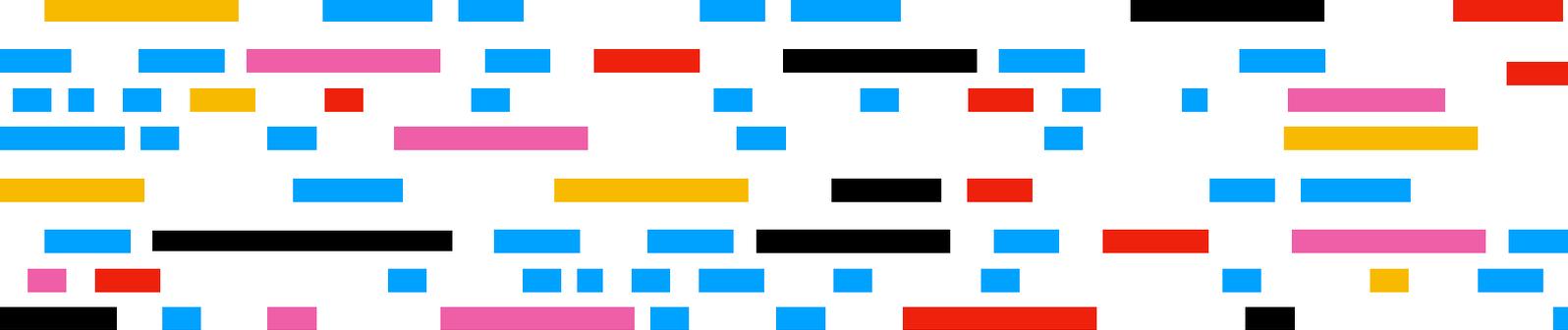
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## **Overview**

More than 20 countries have fully or partially legalized medical and recreational cannabis, including the USA, Canada, France, Germany, and the Netherlands. The cannabis industry is growing exponentially in these countries, but relevant data collection and analysis lags far behind. This lost data could be used to help cannabis users with therapeutic and other recommendations, and to help the cannabis industry with business intelligence that increases efficiency and profits.

GANA Technologies solves the data loss problem by creating a blockchain ecosystem which collects and shares data from cannabis users, retailers, growers, distributors, and researchers. GANA intends to use blockchain technology to become the biggest data holder and AI provider in the cannabis industry.



## Personalized data collection and recommendations

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GANAI will collect and analyze data on gender, race, weight, emotion, and much more. GANA will use blockchain technology to maintain user data integrity, reliability, security, transparency and anonymity.

**Members of the GANA cannabis user community can share their activities with GANA AI and with other members. Users are encouraged to do so since sharing data through the mobile application is rewarded with GANA tokens. The GANA network will also offer token rewards for verified-purchase consumer reviews, loyalty, and for referring new customers.**

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There are so many things for GANA AI to learn and so many ways that it can help cannabis users. Take “Sam” for example. GANA AI is learning about Sam to give him custom-tailored advice. Sam has had a hard day. He is under a lot of pressure, so he has trouble sleeping. He needs a product to de-stress, so he can go to sleep. The GANA PA (“personal assistant”) helps Sam. First, GANA AI looks through many data points to find someone like Sam, with a similar background and symptoms. GANA PA then makes a cannabis recommendation. Sam can then use GANA tokens to buy the recommended product using the one-touch GANA mobile payment app.

“Sara” suffers from rheumatic arthritis and recently heard about the effectiveness of medical cannabis for reducing the symptoms of her disease. Sara has no knowledge about cannabis components such as THC and CBD and doesn’t know which she should consume for therapy. GANA AI informs Sara’s GANA PA about two products found to work by other GANA PA users with similar health issues symptoms, age, body type, etc: Harlequin Sativa and Blue Dream, each with a different THC:CBD ratio. Sara tries both and finds Blue Dream to be the one that gives her fast and long-lasting relief from her symptoms. Sara leaves feedback for GANA AI on her GANA PA so that it can learn more about her and make better recommendations to other users.

# Data sharing with the cannabis industry

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GANA Technologies will provide business intelligence services for cannabis companies that require insights deduced from the GANA data pool. Those companies can enter into a partnership with GANA.

In order for a company to participate in GANA's data sharing network, it must hold a certain amount of GANA tokens and pass a GANA certification process. The hold amount is determined by the scope of data sharing and the purpose of the participation. Companies that provide data to GANA will be rewarded a certain amount of tokens based on the value of their data.

## Product Verification

Partners who enter a product verification agreement with GANA Technologies will receive certificates for their products. These certificates include details on the cannabis components contained therein and their effects, as well as information on the grower. Users can access cannabis certifications through the mobile application.

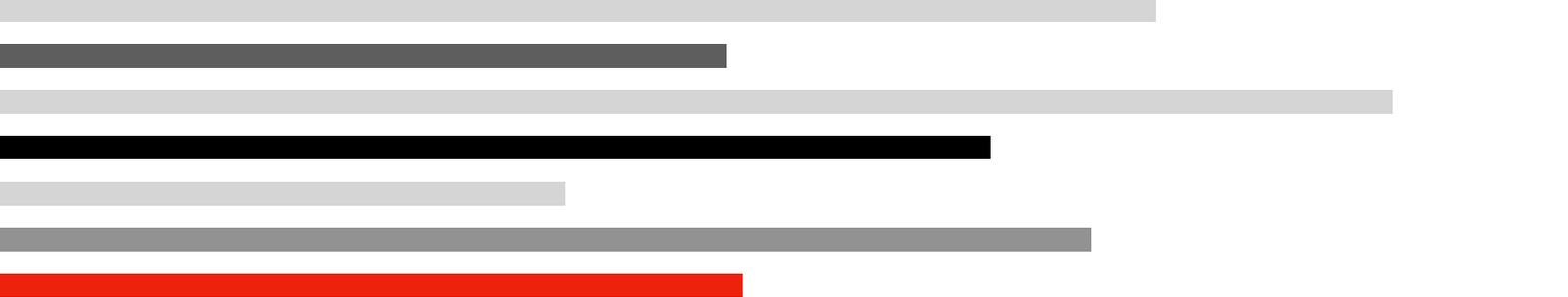
GANA will also develop a seed-to-sale tracking system to assure users that the information on the certificates is reliable. The GANA blockchain will track the certification process and prevent third-party manipulation of information.

## GANA Payments

GANA tokens will be used as currency in the cannabis industry. A GANA POS(point-of-sale) system will first be launched in a country where cannabis is legal, such as Canada. GANA Technologies will accelerate the circulation and utilization of GANA tokens by adopting new partners and places to apply the payment system.

Businesses can use GANA tokens for business-to-business payments on the platform. The GANA cryptocurrency ecosystem will facilitate remittances for the cannabis industry, easing major pain points for the cannabis sector caused by loss of cash funds. Security liabilities such as employee theft and robbery of cash reserves will be largely eliminated.

GANA will provide financial mobility and freedom for cannabis businesses whose cash reserves are to one degree or another "unbankable". GANA tokens are not subject to asset seizure like bank accounts and custodial accounts, as there is no centralized entity holding a company's GANA token assets.



## Business Intelligence

Marketing and advertising technology is critical to business success. But, unlike traditional businesses, legal cannabis faces a unique dilemma. Cannabis entrepreneurs have had almost no solid information on which to base business decisions and had to rely mostly on instinct. GANA aims to solve that problem.

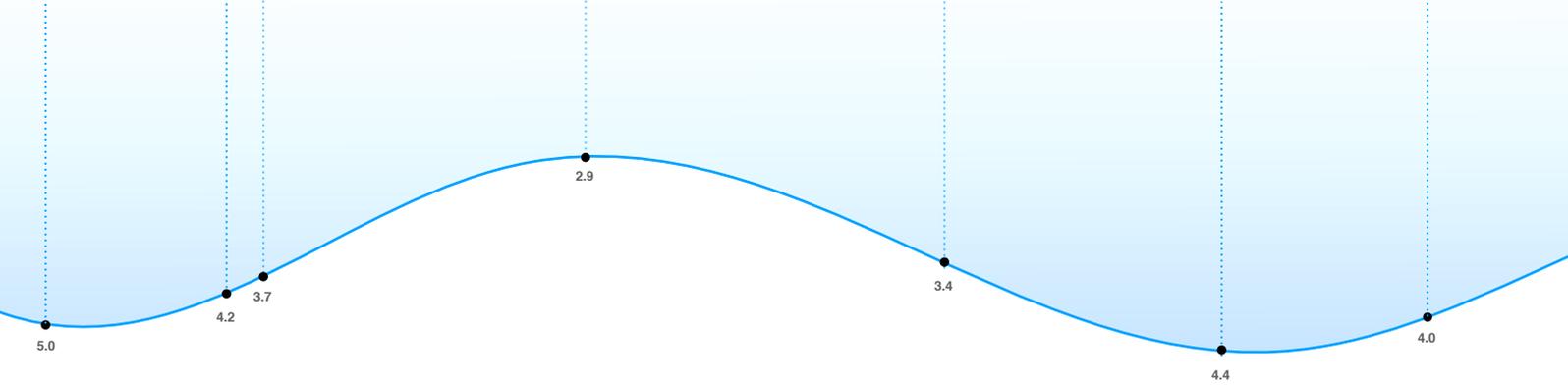
The GANA token cryptocurrency ecosystem is designed to enable GANA Technologies to establish the data collection network needed to build out the GANA business intelligence platform. The platform will provide valuable insights to cannabis businesses that never existed before. Data will be collected from ecosystem partners with the help of GANA's first strategic partner Dreamfields, a leading operator both in recreational and pharmaceutical cannabis that has an enormous reach to the entire cannabis industry.

GANA will enable businesses to make data-driven decisions based on actionable data published in real-time. GANA's business intelligence will come from a broad GANA install base of retail integrations and cannabis user's mobile devices, looking at experiences and transactions in aggregate to identify market trends.

GANA will aggregate data to be used to expand the capabilities of the business intelligence suite, tracking market trends, and allowing businesses to optimize product selection and production using live data. Suppliers and marketing partners will be able to target relevant advertisements to users.

All data will be hashed and posted to the Ethereum blockchain, allowing for transparent third-party auditing of the GANA's business intelligence performance and accuracy.

Content consumption analytics will inform and guide content creators according to market trends. A content analysis module will allow content creators to submit video content OTT (Over The Top) to the user base.



## Research Intelligence

The GANA mobile application will connect users and GANA AI, gathering quantitative and qualitative information. GANA AI will be capable of clustering similar groups of mobile app users to verify a statistical hypothesis. Research data will also be acquired by GANA Technologies from surveys, labs, communities, and academic sources and inputted into GANA AI.

### Pharmaceutical company Use case:

A pharmaceutical company plans to develop a daily cannabis-based anti-epileptic drug. The development of new drug requires large-scale clinical trials, which are time-consuming and costly. GANA AI is used to minimize costs by studying data collected from medical users of various cannabis strains, from which the pharmaceutical company can make basic assumptions and adjustments before proceeding with its clinical trials.

### Research institution use case:

A research institution wants to study the correlation between various diseases and therapy methods using cannabis. To do so, the research institution used to interview nurses, patients, and physicians. This process was time-consuming and costly, and it was hard to collect consistent and trustable quantitative data. GANA AI network researchers are provided with new personalized data collected from the GANA mobile application. The research institution gains statistically valid insights using their own methodologies to process results from similar studies shared with GANA AI, develops and implements its own more efficient and less costly study, and then shares its own research results and conclusions with GANA AI.

Research data will be hashed and posted to the Ethereum blockchain for assurance of data integrity. Hashed data also allows for the tracking and identification of corrupted or malicious data, allowing for transparent, third-party auditing of the GANA AI's research network performance and accuracy.

# Sales & Distribution condition

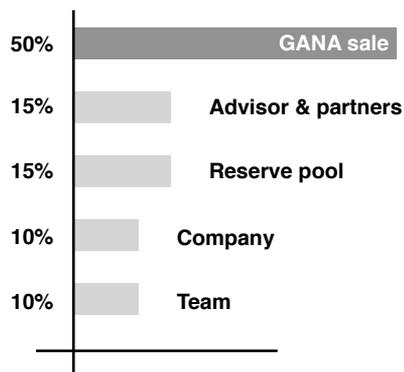
## Sale Condition

Total token amount : **2,400,000,000 GANA** / GANA Token rate : **1 ETH = 20,000 GANA**

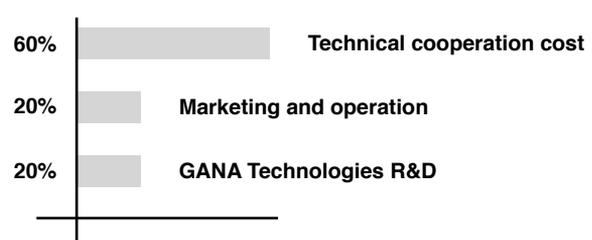
Sale condition	Hard cap	Ratio	Bonus rate	GANA Token per ETH
Private sale	10,000 ETH	16.67%	30%	1ETH = 20,000 + 6,000 GANA
<b>Public sale</b>	50,000 ETH	83.33%	0~10%	1ETH = 20,000 + 0 ~ 2,000 GANA

- Round 1 : Selling before total ETH amount reaches 15,000 : **2,000 (+ 10%)**
- Round 2 : Selling before total ETH amount reaches 30,000 : **1,000 (+ 5%)**
- Round 3 : Selling before total ETH amount reaches 45,000 : **500 (+ 2.5%)**
- Round 4 : Selling after total ETH amount reaches 45,000 : **no bonus**

## Coin Allocation



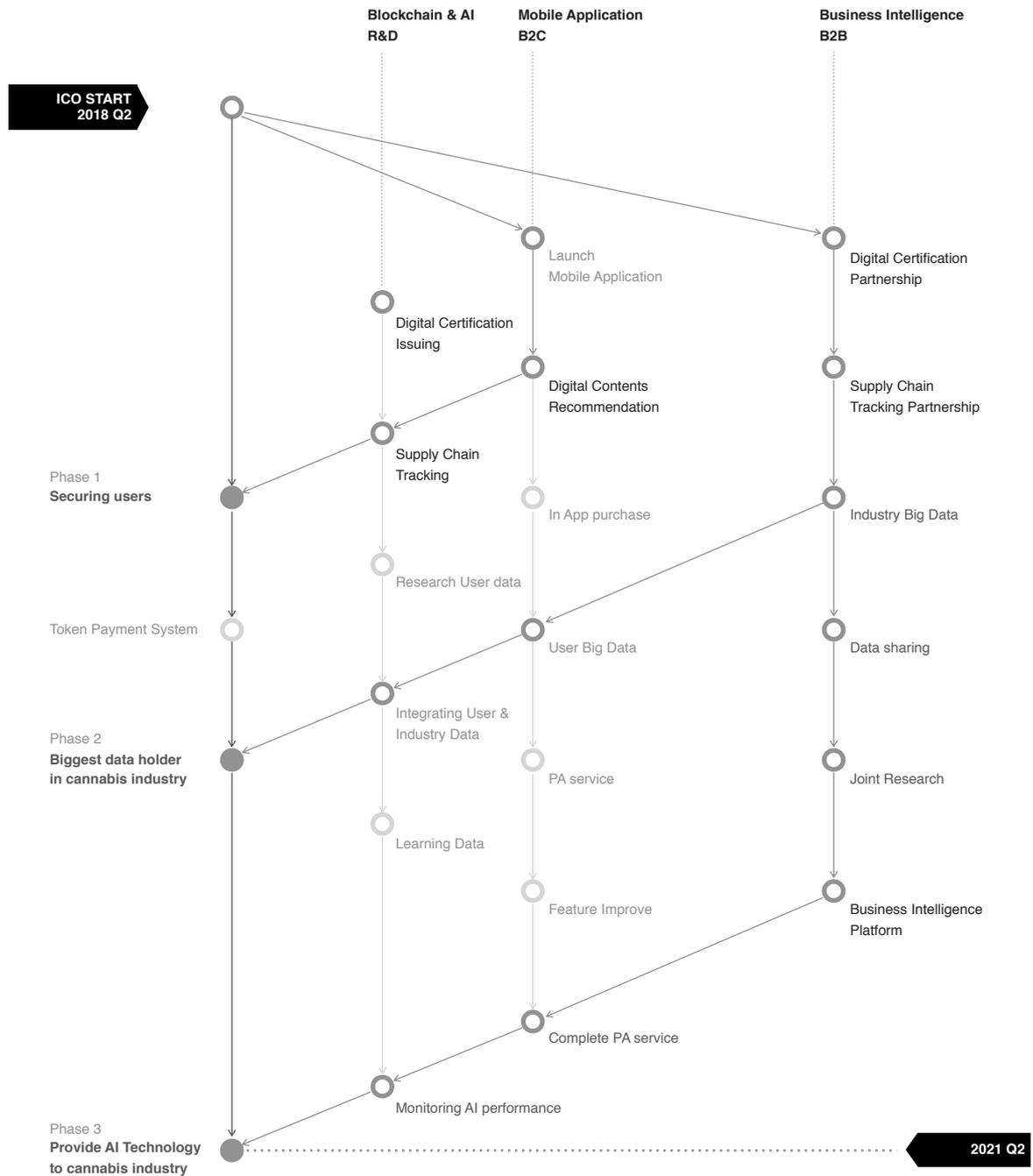
## Use of proceed



## Development scope

- Sold less than 20% ..... Refund
- Sold more than 20% ..... GANA mobile application development for GANA usage / GANA AI development / Personalized data collection and learning / AI development process management system
- Sold more than 50% ..... GANA ecosystem B2B open platform / Data collection channel expansion and partnership / Cannabis industry modernization crew support
- Sold more than 80% ..... Proceed overall project

# Roadmap



## Disclaimers

1. GANA does not make any representations or warranties related to the token sale, and all responsibility for the token sale is the sole responsibility of the token sale participant.
2. GANA is conducting token sales in accordance with laws of the jurisdiction where it is incorporated, and token sale participants participate in the token sale by having complied with all procedures and qualifications required to participate in such token sales in accordance with the law of their nationality. For example (the examples below are not exhaustive):
  - (i) A citizen of a nation that legally prohibits participation in token sales; or
  - (ii) A participant that does not comply with the legal requirements of his or her home country. Any consequences that arise from failure to follow the laws applicable to the procedure and qualifications of the participant's jurisdiction will be borne by the token sale participant.
3. GANA may request token sale participants to undergo certain KYC procedures for the purpose of issuing its tokens. Accordingly, GANA reserves the right to refuse to sell its tokens to any potential buyer pursuant to its internal policies.
4. GANA does not guarantee token sale participants any profits, including the investment principal, with respect to its tokens and does not grant any other rights. If the GANA project is successful, token holders can use such tokens for the various opportunities made available by the GANA project.
5. The token sale participant acknowledges that the participant fully understands the contents of the white papers provided by GANA and it's participating in this token sale with the intention of fully accepting the risk of the failure of the project. The participant also acknowledges that the participant fully understands that its tokens do not constitute any form of currency or security.