



**POSHCOIN**  
WHITE PAPER

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## The Synopsis of the Cannabis Market

The legal cannabis market has grown to be a multibillion-dollar over the last ten years. It has touched industries including healthcare, pharmaceuticals, fast-moving consumer goods (FMCG), industrial hemp, etc. Additionally, we can also think of several peripheral ones, including specialized laboratory tests, broadcast assets, staffing, consultancy, and much more.

As of 2020, more than 35 US jurisdictions in the US and Canada have authorized cannabis either for medicinal or adult recreational use, or both. North America is paving the way. A 2021 Pew Research Center survey found that 91% of US citizens believe cannabis should be allowed for medical use, while 60% of them say it ought to be permissible for recreational use.

Due to the size of the addressable market, the industry is also attracting established blue-chip firms.



In the US, despite the rapid growth of the cannabis business coinciding with such a broad range of municipal legislative modifications, we see a lack of unified regulation on the national scale. For instance, cannabis is still illegal on a federal level in the US, prohibiting most banking organizations and payment service providers from providing services to cannabis businesses.

Due to the more severe negative connotation surrounding cannabis and its reliance on the United Nations Single Convention on Narcotic Drugs, which lists cannabis as an illicit narcotic drug, European banking organizations are also cautious about providing to the sector. The Single Convention endorses the use of cannabis for medical purposes, but banking institutions have been sluggish to recognize this.

The industry's tainted reputation has been aggravated by unrealistic solutions, like cash payments. In addition, despite significant sector growth and a considerably higher inflow of public funding, the fragmented regulatory environment creates several problems down the road that impact both consumers and enterprises.

## **Challenges present in the cannabis industry**

The cannabis market, despite its rapid expansion, is still in a very nascent stage. Therefore, participants in the market face various difficulties, such as patient verification, compliance, supply management, and payment processing. Additionally, their financing cost has increased dramatically due to financial institutions' hesitation to participate fully in the market.

### **Financial limitations:**

More than 35 states in the US now allow the use of cannabis for medical purposes, while more than 17 states allow its use for recreational purposes. However, most financial institutions, such as banks covered by the Federal Deposit Insurance Corporation (FDIC), won't work with cannabis enterprises. Reason - cannabis is still classified as a Schedule 1 substance at the federal level.

Elsewhere, Federal regulations severely restrict the use of digital transfers and debit or credit cards to purchase recreational cannabis. According to Visa's policy statement, without a federal policy, no transactions involving the purchase or sale of marijuana are permitted on their network within the

United States. As a result, significant payment problems have arisen, forcing business owners to use less advantageous payment methods, particularly cash. It increases the likelihood of theft and other related crimes.

Cannabis was rescheduled by UN member nations last year in acknowledgment of its therapeutic potential. Banks are now gradually ratifying their policy concerning medical cannabis businesses. However, due to the long-standing stigma associated with cannabis products, this is a gradual process. It is still difficult and time-consuming for companies involved in the cannabis industry to register corporate bank accounts, and this situation is likely to persist for years to come. Per Euromonitor, the sector is set to rise from \$28 billion in 2020 to \$95 billion by 2025 and needs urgent resolutions to the above-mentioned issues.

### **Transparency limitations:**

The product's provenance is frequently ambiguous because growing and distributing cannabis are not generally regulated throughout Europe. As a result, participants have less information about the origin of the product. It becomes increasingly challenging for them to verify the legitimacy and the quality of the commodities as they move through the manufacturing chain.

There is a severe lack of product transparency when it comes to over-the-counter vitamins or topicals like cannabidiol (CBD) products.

The overwhelming number of CBD companies that have gained worldwide recognition don't make their own CBD. Instead, they purchase fully extracted goods from manufacturers.

Production of cannabis-based medical goods has become somewhat standardized. For instance, most non-US markets are urging manufacturers to adhere to Good Manufacturing Practice (GMP) requirements. However, even there, different nations have different levels of regulations.

For instance, Denmark wants to manufacture medical cannabis of the finest caliber possible throughout Europe. They, therefore, have stricter GMP requirements than countries like Portugal or Macedonia. However, in the past, as the product has not been available in abundance, doctors tend to be more concerned about accessibility and cost than real product quality.

## Discretion Issues:

Consumers exercise caution when disclosing sensitive information during digital transactions, especially when it comes to cannabis-related products, as they continue to carry a stigma in many countries. Customers frequently have to provide their full names, addresses, and debit or credit card information to complete an online transaction. Data security is also becoming a bigger problem for the recreational and medical cannabis industries. Legal experts in these disciplines need to be mindful that, compared to many other strictly regulated markets already in existence, such as the healthcare industry, the cannabis industry is still getting its bearings and navigating a new regulatory landscape.

Additionally, because of the historically fragmented and often changing nature of cannabis policy, enterprises with the best intentions frequently face challenges in interpreting and adhering to pertinent laws and regulations. This trend is undeniable in the case of data security, which emerging organizations repeatedly fail to recognize as a significant risk and management concern. This led to several high-profile data breaches across cannabis companies in 2020, resulting in growing data protection worries from regulators and cannabis transactional groups.

## Costly operations:

It is quite disintegrated in the cannabis industry. There isn't a central e-commerce supplier and seller aggregator like Amazon in this still-developing and rapidly expanding sector. Instead, the industry is alive with various outlets, distributors, manufacturers, dealers, and fiercely competing for technological solutions.

In contrast to the more developed consumer sectors, there are better cost-efficiencies in advertising, exploration, understanding marketing analytics, and data exchange because there is no vast sales platform and the resultant economies of scale.

## What is PoshCoin?

PoshCoin is a new crypto token that is set to create a wave in the digital economy. It addresses various friction points, ensures trust, and promotes a higher acceptance rate. If blockchain technology is widely employed, this young but rapidly expanding industry will gain from a focused and streamlined currency along with the government's support.

The goal of PoshCoin is to reduce the existing friction among those involved in the cannabis sector. It will set itself apart from other marijuana-related coins. By providing tools and a top-notch user experience to businesses along the cannabis value chain, PoshCoin seeks to gain market share.

Rapid PoshCoin token acceptance strategy involves launching platform tools, growing the user base, enlisting strategic industry media assets, and mobilizing a sizable congregation of distinctive monthly active users.



## Solutions Provided by PoshCoin

Given the prospects mentioned above, PoshCoin seeks to eliminate wasteful and expensive transactions by providing completely decentralized virtual money that is secure, rapid, and compatible with local laws. Users can monitor the course of cannabis goods from cultivation and sales through delivery to clients thanks to PoshCoin's track and trace function, which adds a new level of transparency. A ranking system with a secured user identity will boost industry confidence, credibility, and validity.

### Tracking:

Every supplement brand seeks to differentiate itself, but vertical integration is essential to over-the-counter legal cannabis and hemp-derived products because every production stage affects the final product's quality and consistency. However, strategic alliance is complicated and pricey, given the industry's current level of development.

PoshCoin simulates a vertically integrated network by integrating seed-to-shelf tracking tools. This makes it easier to trace the development of the flower from its genetics via growth, preparation, extraction, and transformation to the final product sold in stores. It will also monitor the products' expiration dates.



## Medical usage:

PoshCoin network offers a secured digital ID card to identify legal medical cannabis patients. The identity verification process will involve submitting the summary care records from the prescribing physician after using identification cards or a driver's license. The patient's ID and medical history will subsequently be hashed and encrypted to a specific PoshCoin address.

Patients can incorporate their DNA profiles into PoshCoin's encrypted platform to significantly improve patient data outcomes. According to research, a person's DNA profile significantly impacts how legal cannabis affects their endocannabinoid system. By integrating such data, patients and doctors would be able to gain more hyper-customized knowledge of patient outcomes. Such insights would enable physicians to provide specialized formulations and dosage advice.



**Ease of payment:**

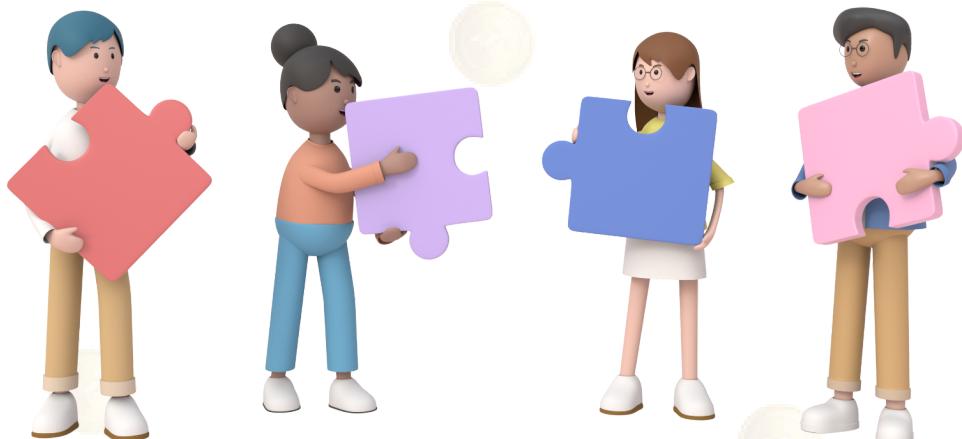
PoshCoin provides solutions for financial payment gateways and has a PoshCoin wallet. Financial transactions involving cannabis are now simpler owing to the availability of cryptocurrency and high-risk transaction platforms like CloudPay Technologies. Commercial accounts are not required to accept deposits and carry out electronic transactions. Smartphones make it simple to buy PoshCoin. Cannabis retailers would be wise to adopt cryptocurrency as reports indicate that the number of digital transactions is steadily rising. Owing to the irreversible and public ledger-based blockchain technology, corporations can transact with PoshCoin without constraints and are not subject to any bank-imposed boundaries.



## Crowdfunding:

Sites dedicated to crowdfunding specifically for cannabis have appeared to profit from this developing market. They provide investment opportunities spanning from "plant-touching" prospects like retail and cultivation to more "ancillary offerings," sometimes known as the "picks and shovels" of the business, like specialized lighting technology, cannabis REITS, and laboratory diagnostics.

The European cannabis market is still relatively new, and most businesses are private. It makes it challenging for investors to access investment opportunities. PoshCoin will give currency users access to cannabis investing options via its platform. The top European cannabis investing specialists will find and evaluate these changes. Companies looking for funding will be charged a placement fee; however, those companies who test PoshCoin's blockchain technology will receive a discount. Users can choose to contribute with coins or certain amounts of Euro cash.



**DNA-based Solutions:**

DNA tracking and archiving technology are present in PoshCoin. Businesses can further develop and tailor their offers, thanks to the gathered data and PoshCoin's machine learning and AI capabilities. For enterprises, it will be easier to meet the needs of their clients better. Customers may also profit from the highly personalized nature of plant-based medicine, which is uniquely adapted to each person's DNA and past purchasing patterns. Using this information, PoshCoin will be able to offer unique and tailored promotions per the user's preferences.



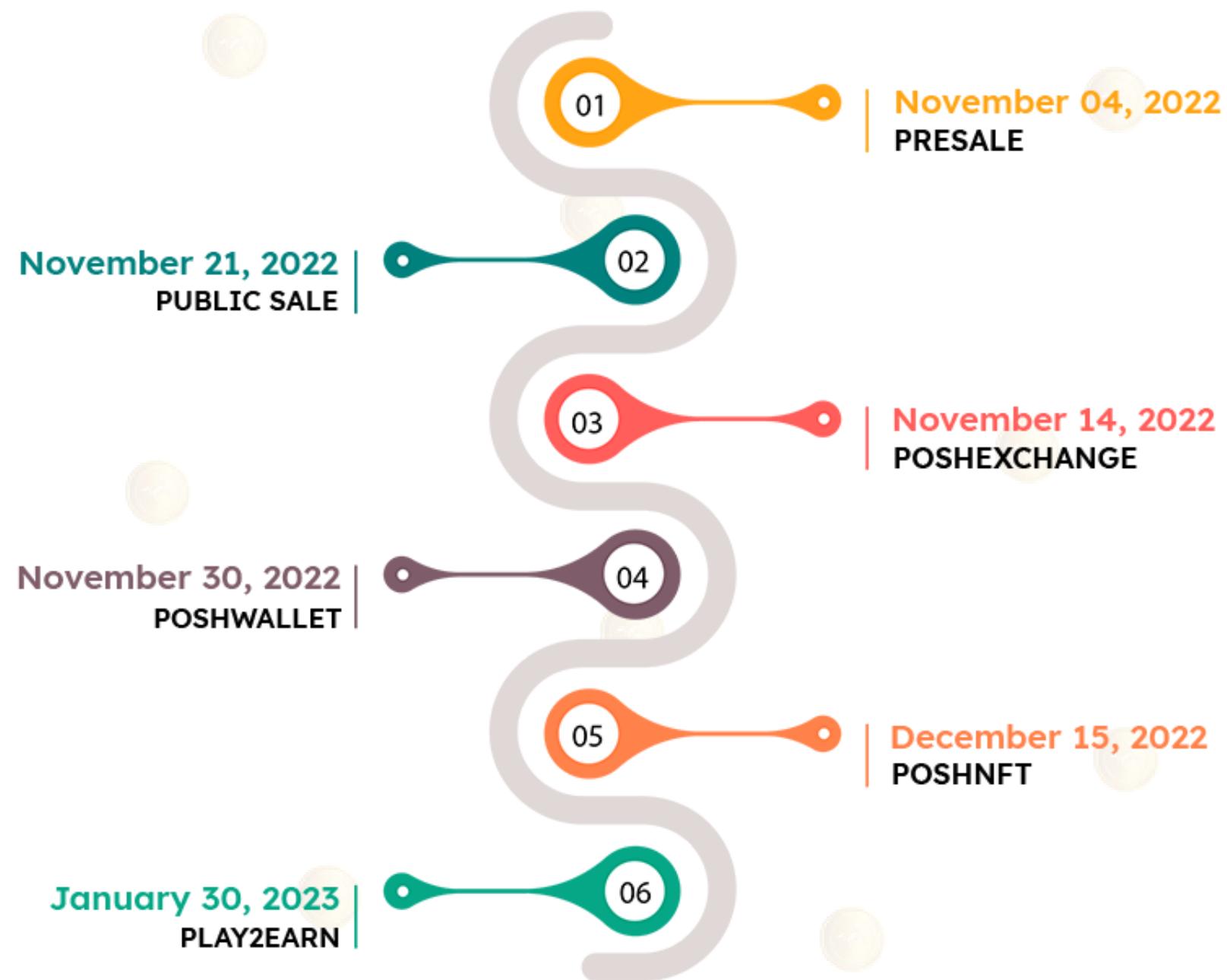
## Opportunities for the cannabis market

The cannabis market is growing and changing more swiftly than any other sector, with the exception of bitcoin. According to Bryan, Garnier & Co.<sup>4</sup>, over the next ten years, the worldwide legal cannabis market is anticipated to grow by more than 1000%. The EU-based investment company predicts that by 2027, the worldwide market will be at more than \$140 billion. PoshCoin is entering the market at a momentous time.

The medicinal marijuana industry, which is mainly advanced in the region, would serve as the ideal launching pad and springboard for PoshCoin because Europe is still considerably divided regarding its legal status for recreational cannabis.



## Roadmap



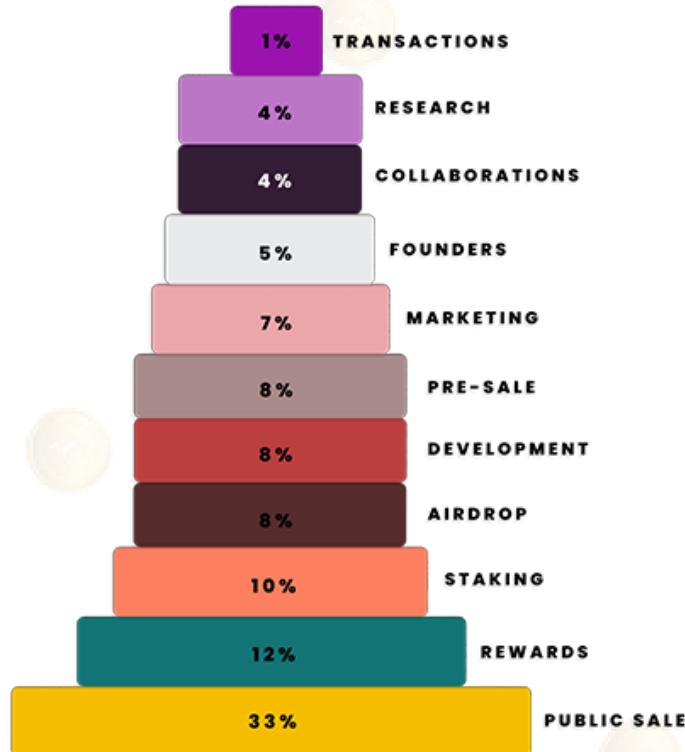
## Tokenomics

Token Name: PSCN

Symbol: PSCN

Type: BEP-20

Total Issue: 1,000,000,000



**1% Transactions:** Transactional gas fee refund to the user

**4% Research:** R&D for new product & services

**4% Collaborations:** Funds used for business partnership

**5% Founders:** Shares given to the founders

**7% Marketing:** Used for Social media Collaborations, SEO, Paid Marketing

**8% Pre-Sale:** Funds used to kick-start the project

**8% Product Development:** Funds used for product development

(PoshMarket, NFT Games, Exchange)

**8% Airdrop:** Funds used for Customer acquisition

**10% Staking:** Funds used for APY

**12% Rewards:** NFT games rewards

**33% Public Sale:** Funds used for CEX and DEX listing

## Applications of PoshCoin

PoshCoin provides a wide range of simple-to-use resource networks that connect the whole cannabis ecosystem and make purchases and goods transparent and traceable. Cannabis retailers, online traders, farmers, and customers would benefit from the resources supplied by PoshCoin. The ecosystem would consist of more than just a decentralized network with a payment mechanism and ID tracking.





THANK YOU!