



**SINSEMELIA**

CHANGING THE WAY WE LOOK AT CANNABIS

**WE BELIEVE THAT TRUTH  
IS THE ROOT OF CHANGE.  
WE ARE SINSEMEDIA.**

**SINSEMEDIA.COM**

# WE ARE ORIGINATORS.

WE CREATE PRODUCTS, GROW BRANDS, AND DEVELOP NEW IDEAS FOR THE EMERGING CANNABIS INDUSTRY. WE EXECUTE PROJECTS FOR OURSELVES, IN PARTNERSHIP WITH OTHERS, AND FOR PAYING CLIENTS.

# ARE YOU SUFFERING

CANCER, CHRONIC PAIN, GLAUCOMA, PARKINSON'S DISEASE, HIV / AIDS, SPINAL INJURY, EPILEPSY, MULTIPLE SCLEROSIS, GASTRITIS, BRUXISM, TICS, PTSD

THE ONLY MEDICINE WITH AN FDA APPROVED CANNABINOID OIL

www.cannavia.com

# UNDERSTANDING MEDICAL MARIJUANA




TABLE OF CONTENTS

- Introduction
- What is Marijuana?
- Medical Marijuana
- How to Use Marijuana
- Legal Issues
- Conclusion

Cannavia



# WE SEE CHALLENGES

-  1. MYTHS AND MISINFORMATION ABOUT CANNABIS HAVE POLLUTED THE HISTORY AND PERCEPTION OF THIS PLANT.
-  2. A STRONG UNDER CURRENT IS HEADING TOWARD THE END PROHIBITION, MAKING WAY FOR BUSINESSES TO EXPLORE THESE UNCHARTED WATERS FOR OPPORTUNITIES, RISKS AND REWARDS.
-  3. WITH ALL THE INVESTMENT NOW POURING INTO THE CATEGORY FROM OUTSIDERS, IT WILL BE HARD FOR INDUSTRY VETERANS TO AVOID A MUTINY.

# WE IGNITE SOLUTIONS.

**CATEGORY SPECIALISTS. WE BRING A CORE CREW OF TOP LEVEL PROFESSIONALS HAND-PICKED FROM THE WORLDS OF CANNABIS, ADVERTISING, CREATIVE AND MARKETING AGENCIES. WE BRING AUDACITY, EXPERIENCE, A CLEAR VISION, AND A DEDICATED CREW WITH A SKILL SET THAT IS MULTIDIMENSIONAL.**

**A NEW KIND OF COMPANY FOR A NEW AGE. OUR INSIDER KNOWLEDGE, BUSINESS ACUMEN AND THOUGHT LEADERSHIP HAVE BEEN FORGED IN ADJACENT CATEGORIES LIKE: BEVERAGE ALCOHOL, PHARMA, TOBACCO, HEALTH AND SUSTAINABILITY.**

**GROWTH HACKERS. WHETHER WE'RE LAUNCHING A PRODUCT, PROMOTING A NEW SERVICE, RE-INVIGORATING SALES, OR HELPING SCALE FOR THE FUTURE, GROWTH IS OUR FOCUS.**

# WE ARE A HYBRID AGENCY, CONSULTANCY, & INCUBATOR 🌱

## WE WORK FOR YOU.

- ✔ Branding
- ✔ Packaging
- ✔ Content Development
- ✔ Creative Execution
- ✔ Pitch & Investor Decks
- ✔ Marketing & Activation
- ✔ Social & Web
- ✔ Consumer Experience

## WE WORK WITH YOU.

- ✔ Collaborations
- ✔ Research & Insight
- ✔ Business Planning Consulting
- ✔ Category Growth Strategies
- ✔ Extending Existing Brands
- ✔ Proof of Concepts
- ✔ Equity & Executions

## WE WORK FOR US.

- ✔ GREEN - best-selling book series
- ✔ POSTERSERVICE - poster license
- ✔ CANNASTER - packaging solutions
- ✔ GOOD KAYA - brand / charity

# WE WORK FOR YOU 🌱

WE WORK BEHIND THE SCENES WITH BRANDS, BUSINESSES AND MANUFACTURERS FROM START-UPS TO FORTUNE 500 COMPANIES AND INTERNATIONAL BRANDS:





# WE WORK WITH YOU

## A COLLABORATION CASE STUDY: MASHABLE

### PROBLEM

A global, multi-platform media and entertainment company wanted to engage the cannabis community to expand their network and diversity of premium content.

### SOLUTION

Partnering with Mashable.com, we developed a custom and interactive infographic to allow visitors to pick which types of cannabis strain are right for them based on several factors including effects, personal preferences and other criteria.

### RESULTS

The post quickly became a top choice and the velocity of shares around the world wide web was a major success drawing in a new stream of visitors to the site while offering current users new and relevant content.

# Which type of weed is right for you?

Share on Facebook | Share on Twitter | +



BY CHRISTINE BRICKSON & BOB EL-ARABY  
APR 14, 2016

Marijuana has grown a reputable name for itself in the past few years. Gone are the days when the leafy plant signified stoner-status. Weed is a booming industry that's taking up millions in tax revenue.



**RECOVER**  
A company with just 2 employees is now in charge of restoring electricity in Puerto Rico



**SEEK FOMO**  
People are their scratching heads over this city's inclusion on a 'Lonely Planet' list



**TRICKS**  
Facebook launches Halloween-themed camera features, backgrounds, game



## Which Weed is Right for You?

Which strain suits your mood? From hundreds of types of marijuana, we picked nine elite strains of the best built in the world. Check them out below.

CLEAR ALL

Are you looking to feel...

Happy	Cheerful	Euphoric	Alert
Creative	Relaxed	Focused	Energetic
Uplifted	Body Buzz	Sociable	

Then you should probably try...

CLICK BELOW

### White Widow

**Hybrid**  
This strain's dense and luscious bud is so frosty, it looks like it's been dipped in white sugar. Expect a thought-provoking high and a full-bodied buzz.

- SMELL/TASTE:** pungent, earthy, woody
- COMMON EFFECTS:** focused, euphoric, body buzz
- MEDICAL USES:** stress, anxiety
- SIMILAR STRAINS:** Cheesecake, Sassy, Cherry Pie, Super Silver Haze



# WE WORK FOR US 🌿

## CASE STUDY: GREEN

### PROBLEM

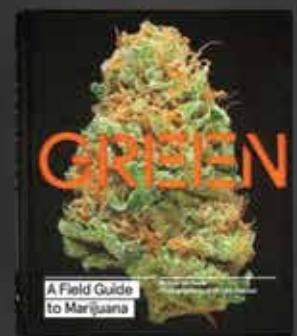
Myths and misinformation about cannabis have polluted the history and perception of cannabis and cannabis culture resulting in negative views and stereotypes toward the industry. As legalization gains momentum, there's a growing need for practical information about cannabis that is not clouded in a haze of nostalgia or clichés.

### SOLUTION

We researched, developed, packaged, wrote, and authored a comprehensive “field guide” to cannabis. The book helps to demystify its subject with a straightforward, almost clinical approach that balances useful information and infographics with images that showcase the natural beauty of cannabis.

### RESULTS

This 400-page tome connected with hardcore fans, casual tokers, and the new-yet-uninitiated. And in the process, it has become the go-to marijuana guide for a new generation of sophisticated and curious pot smokers garnering national media attention and awards, quickly becoming a best-seller. The success resulting in the development and publishing of a first-of-its-kind Journal and an updated Pocket Guide.



## Cannabis Overview

In order to truly appreciate and enjoy all the wonderful things marijuana has to offer, we must first lay a healthy foundation of knowledge on which to build our experiences. Lies, propaganda, and misinformation about marijuana have proliferated throughout history and it is only through proper education and the sharing of accurate information that we can start to undo the harm this has caused. Famous scientist and botanist George Washington Carver wisely said, "Education is the key to unlock the golden door of freedom." Hopefully, with the help of the enlightenment provided in this book, we can all continue to spread the truth that has already begun turning this key.



**“THE MOST BEAUTIFUL  
BOOK ABOUT WEED  
YOU’VE EVER SEEN”**



**“RIGOROUS IN IT’S  
COVERAGE OF EVERYTHING  
FROM BUD BIOLOGY TO  
PARAPHERNALIA”**



**“MARIJUANA GETS ITS  
GLAMOUR MOMENT”**



**“A RESOURCE FOR CANNABIS  
GROWERS AND SMOKERS  
EXPLORING THE WIDE  
WORLD OF WEED”**



**THE  
HUFFINGTON  
POST**

**“A NEW TREATISE  
FOR THE MEDICAL OR  
RECREATIONAL SMOKER”**



**“EVEN IF YOU CONSIDER  
YOURSELF A SERIOUS  
STONER, ODDS ARE YOU  
COULD LEARN A THING  
OR TWO FROM GREEN”**

# WHEN TO ENGAGE US 🍀

## LEARN.

- 🍀 You need help understanding what you can and can't do from a marketing perspective in this restrictive environment.
- 🍀 You're not sure who your audience is.
- 🍀 You need to teach or train people about a product, service or to represent you at dispensary.
- 🍀 You're going to sell a service to the category and need to drive adoption.

## LAUNCH.

- 🍀 You need help launching something new.
- 🍀 You need help figuring out the best way to tell your story or sell your product.
- 🍀 You need data and insights to get your idea pitch ready.
- 🍀 You need a creative way of selling to consumers, retailers or investors.
- 🍀 You need to understand your competitive threats and points of difference.

## GROW.

- 🍀 You're growing and need help with branding efforts.
- 🍀 Your creative team needs a new muse or shaking up.
- 🍀 Your brand needs new thinking.
- 🍀 You want to increase engagement with customers.

# OUR KNOWLEDGE

## PUBLICATIONS

✔ We are best-selling authors.



Green:  
A Field Guide to Marijuana



Green:  
A Pocket Guide to Pot



Green:  
A Marijuana Journal

## ARTICLES/INTERVIEWS

✔ We write for industry leaders.

San Francisco Chronicle  
**GreenState**

**HIGH TIMES**

**CannabisNow**

**VICE**  
**TONIC**

## PRESS

✔ We get mainstream exposure.

**FAST**  
COMPANY

**GQ**

**Slate**

**npr**

**H**  
THE  
HUFFINGTON  
POST

**unrate**

**THE DAILY**  
**BEAST**

**29**  
REFINERY29

**DESIGN**  
INDABA



# THANK YOU 🍷

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