GREENMED

Blockchain-based credit card
payments for legal marijuana

Whitepaper
V2

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INTRODUCTION

Our mission

Our mission is to provide electronic and credit card payments for the medical marijuana industry.

"*Medical marijuana sales are projected to grow from $4.7 billion in 2016 to $13.3 billion in 2020*" [1]

With twenty-eight states where medical marijuana is now legal, and eight others where recreational marijuana is also legal, customers are still unable to make purchases without first making a trip to an ATM.

Due to federal regulations medical marijuana companies are unable to process electronic payments or use traditional banking. They are forced to only accept cash payments. "*[…] An estimated 70% of medical marijuana companies do not have bank accounts.*" [2]
This excludes many consumers who often do not carry cash and instead prefer to pay for purchases with the swipe of a card or the wave of their phone.

As cash-only operations, the legal marijuana industry is every day losing out on potential new business transactions and revenues from the card-paying public. Also the legal marijuana businesses face greater security risks and the excessive costs of constructing highly secure facilities and providing round the clock surveillance and protecting merchandise and assets. This is an unsustainable burden particularly if the industry is to remain competitive and profitable in the long run.

Banks will however work with a cryptocurrency token company. As a company we use cryptocurrency token purchases to facilitate debit card, credit card, and EFT transactions between customers and dispensaries. We process all USD based transactions and allow dispensaries to accept traditional fiat payments. Whenever a customer is initiating a purchase with a credit or debit card, GreenMed processes the transaction as a token sale. The GreenMed app then transfers the token to the merchant's wallet, and then converts it to USD to finally end-up in a bank account or the GreenMed debit card.

Dangers of accepting cash

Only accepting cash payments can lead to dangers and complications for dispensary owners and customers. Legal marijuana dispensaries have to pay for security and transportation of the cash. Cash takes up space and is difficult to securely store.
When a dispensary owner has to transport cash, it can cause potentially hazardous situations. Dispensaries are easy targets for robberies at any time and are usually forced to either hire security or carry firearms. Due to regulations, handling large amounts of cash is a necessary but extremely dangerous part of being a dispensary owner. We hope to solve this issue and increase the safety of the legal marijuana transactions by providing electronic payment options such as credit card processing and EFT for these companies.
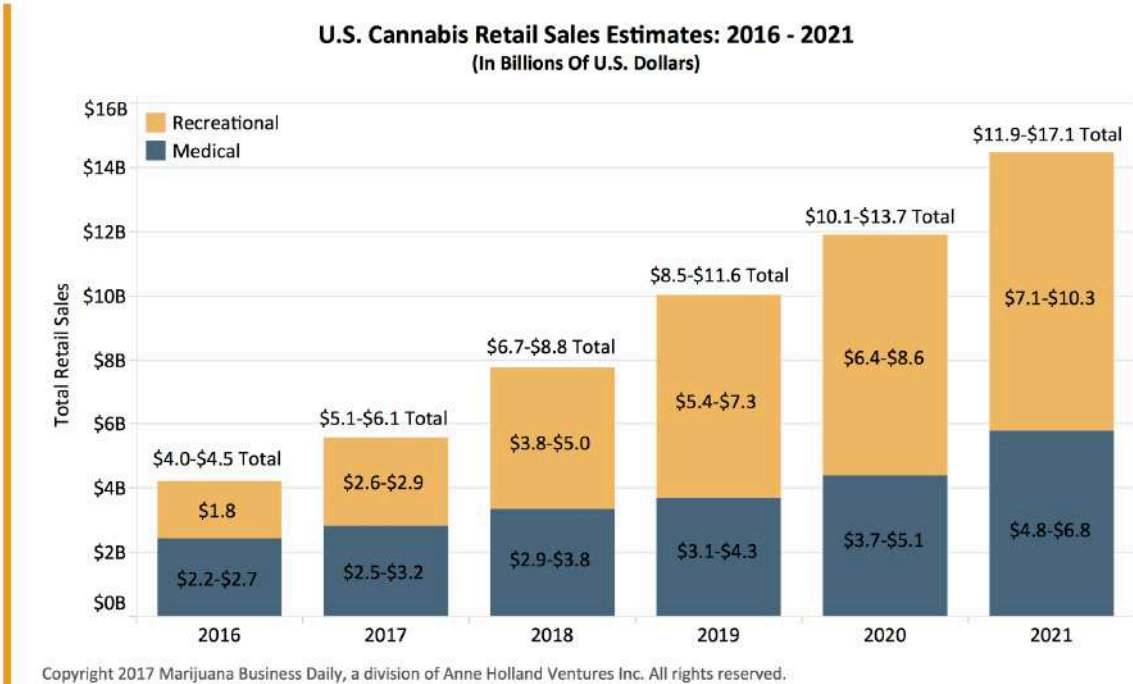
How dispensaries currently deal with cash

Due to many instances in which marijuana dispensaries are not being able to deposit their cash into bank accounts, marijuana companies need to find different methods to store their cash.

This includes methods such as storing their cash at their home or some other unsecured storage facility. This is incredibly dangerous and can lead to theft and loss. With electronic payments, the dispensary owner eliminates this risk factor from their business.

Dispensary owners have to also pay all their employees in cash, pay all their taxes in cash, and all of their business expenses in cash. This can be complicated and cumbersome to do. Keeping track of all these cash transactions is expensive and can lead to mistakes.

Giving dispensaries the ability to track all their transactions through the GreenMed app makes it easy for them to track all their costs and expenses. And because dispensaries are being paid directly by GreenMed and into their bank account or GreenMed debit card, they will be able to pay all their expenses using traditional banking methods. Thus reducing dangers, loss, mistakes, and helping them staying compliant with all financial regulations.
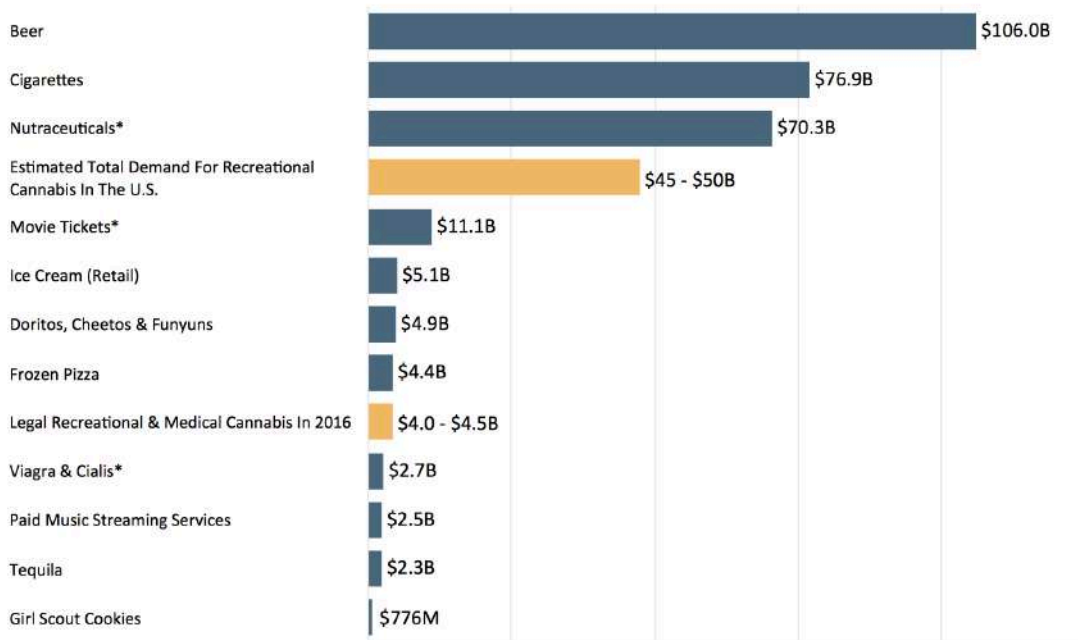
Market size

As of January 2017 there was nearly 3000 legal marijuana dispensaries in the US. This growing market, as well as the states that will legalize in the near future, will set the stage for impressive growth over the next five years. By 2021, it is projected that annual retail marijuana sales in the United States could top $17 billion, which would represent a 300% increase from 2016. [3]

This constitutes a significant market with a tremendous potential for growth considering that there is no credit card processor for the legal marijuana industry.

U.S. Cannabis Retail Sales Estimates: 2016 - 2021
(In Billions Of U.S. Dollars)

Annual U.S. Cannabis Sales Vs. Other Industries & Goods

Category	Value
Beer	$106.0B
Cigarettes	$76.9B
Nutraceuticals*	$70.3B
Estimated Total Demand For Recreational Cannabis In The U.S.	$45 - $50B
Movie Tickets*	$11.1B
Ice Cream (Retail)	$5.1B
Doritos, Cheetos & Funyuns	$4.9B
Frozen Pizza	$4.4B
Legal Recreational & Medical Cannabis In 2016	$4.0 - $4.5B
Viagra & Cialis*	$2.7B
Paid Music Streaming Services	$2.5B
Tequila	$2.3B
Girl Scout Cookies	$776M

*Includes U.S. and Canada
Source: Brewers Association, IRI, Mordor Intelligence, MPAA, Statista, Eli Lilly and Company, Pfizer, RIAA, U.S. Distilled Spirits Council
Note: All data is for 2015 or 2016, most recent figures are reported in the chart.

The GreenMed Token

Purpose and usage

The GreenMed token facilitates debit and credit card transactions between customers and dispensaries. When customers attempt to purchase legal marijuana through the GreenMed app they will be asked to input either their credit card information or their banking information. Customers will then need to authorize a transaction for an amount of GreenMed tokens equal to the current USD value of legal marijuana they are trying to purchase. The GreenMed token is then sold on exchanges for USD, which is then transferred to the merchant's GreenMed account. The merchant can withdraw via an EFT to a bank account or using the GreenMed debit card.

Technical implementation

The GreenMed token (GRMD) is implemented as an ERC20-compatible token over the public Ethereum blockchain.

Bringing cryptocurrency to the masses

Cryptocurrency is still not widely understood. Most of the general public lacks an understanding of what it is and how it works. GreenMed makes it simple for a non-technical person to understand cryptocurrency transactions.
Basically, when a dispensary customer purchases with their credit or debit card legal marijuana through the GreenMed app, the consumer would actually be using a cryptocurrency to facilitate that transaction. Upon check-out, the app triggers a GreenMed tokens purchase in an amount equivalent to the purchase in dollars, based on the current exchange rate. The tokens are then placed in the merchant's GreenMed token wallet. In order to provide US dollars to the merchant, the tokens are sold on the exchanges and the dollars sent to the merchant's elected form of pay-out collection.

While most users see cryptocurrency as an instrument of speculation, users are still unaware that cryptocurrency is being used every single day for transactions such as an online purchases. GreenMed's goal is to make the GreenMed token the number one crypto token used in daily day-to-day transactions.

Liquidity and volatility

A percentage of the GreenMed tokens kept by GreenMed will be used to provide liquidity for the platform. GreenMed will use its token reserves to facilitate transactions between customers and dispensaries.

Volatility will not be an issue for any dispensary due to coins being sold immediately after purchase and converted to fiat on exchanges. Merchants will receive payments entirely in USD, ensuring that price fluctuations will not affect their payouts.

Once the supply of GreenMed tokens set aside for transactions is depleted, the platform will be purchasing GreenMed tokens on exchanges to facilitate the transactions. These tokens will then be sold to pay the merchant in USD.

The GreenMed Ecosystem

Dispensaries

GreenMed will be partnering with legal marijuana dispensaries to provide debit and credit card payment options as well as EFT to their customers. GreenMed will start developing partnerships with with legal marijuana dispensaries located in California and Colorado before expanding to the rest of the US and Canadian market.

We firmly believe that due to a high demand in electronic payments for the legal marijuana industry, and being the first to market will provide GreenMed with a strong competitive advantage and significant room for growth.
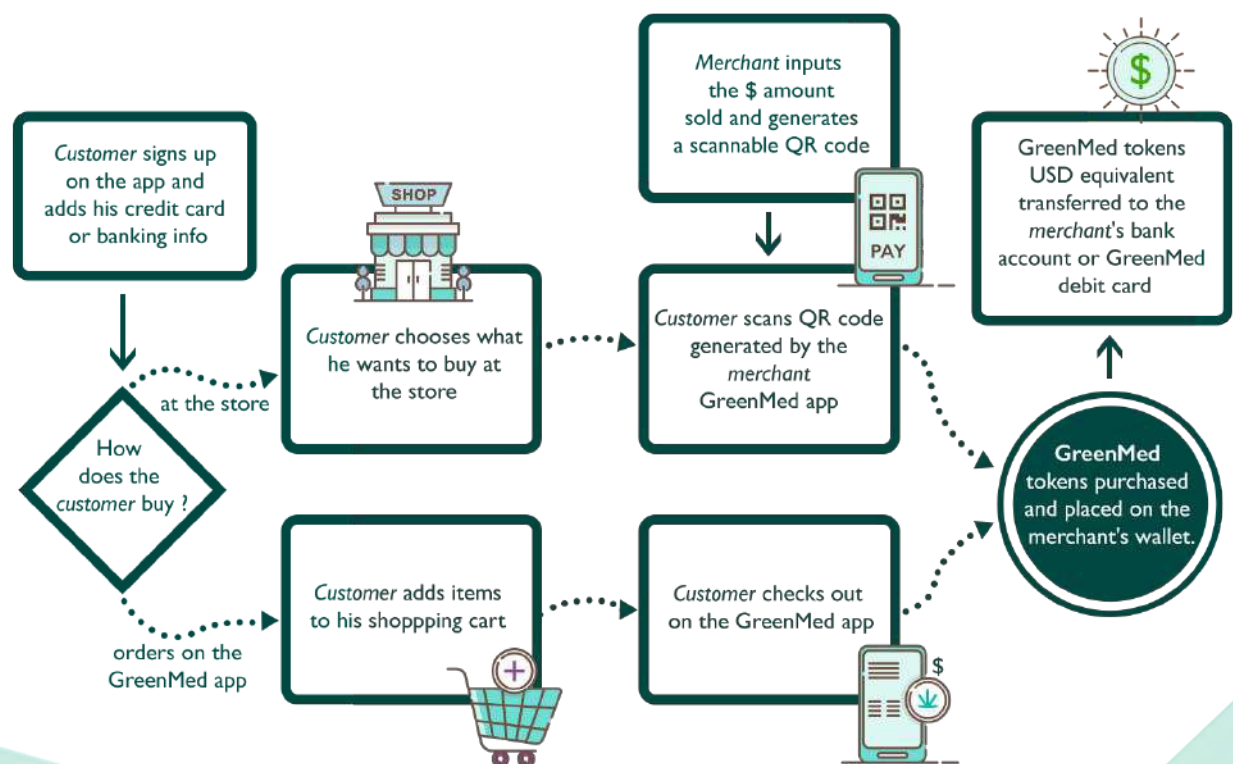
Customers

Customers in the legal marijuana sector have been demanding an easier and more convenient way to pay than cash. In 2017 a majority of people carry either no cash or less than $50 [4].

Giving customers the option to purchase their legal marijuana with a debit or credit card encourages more sales due to convenience. This will increase sales for the dispensaries and provide more convenience for clients.

GreenMed

The GreenMed ecosystem will help connect dispensaries to consumers by showing users which dispensaries accept debit cards, credit cards, and EFT. This will lead to more sales for the dispensaries who partnered with GreenMed, more exposure through the app and increased revenue. Customers who were either delaying a trip to the ATM or who do not have cash available will now be able to make purchases using the GreenMed app and all classic forms of electronic payments.

The GreenMed platform and application will have a multitude of features making it the most powerful cryptocurrency application for the legal marijuana industry. The GreenMed platform will allow users to search for dispensaries that accept electronic payments through the GreenMed app. Users will then be able to look through those dispensaries inventory within the app and place orders for pick-up or delivery in discreet packaging, providing convenience, privacy and ease of mind. If the user would rather pick up their medical marijuana in person, they will also have the option to pay through the GreenMed app at the dispensary.

The GreenMed App

Focused on user experience

Unlike the other marijuana based cryptocurrencies, GreenMed will be making it intuitive and simple for both customers and dispensaries to process transactions. The dispensaries will be able to list all of their inventory through the app, have their business location appear on our GreenMed application map, and accept debit cards, credit cards, and EFT from any client.
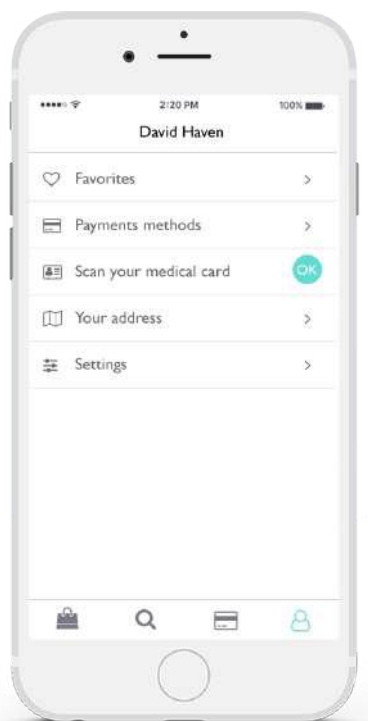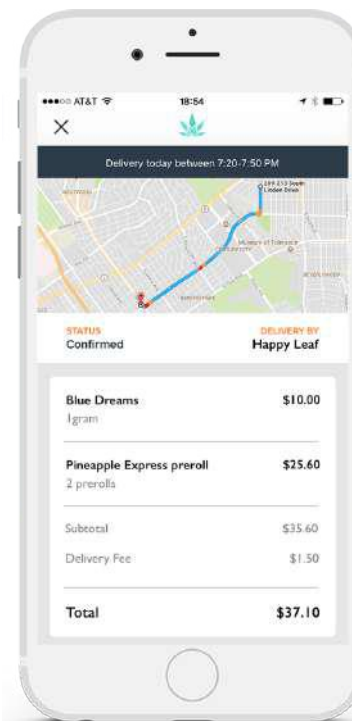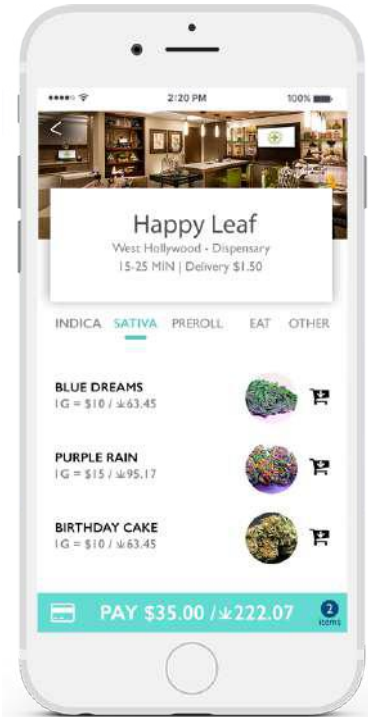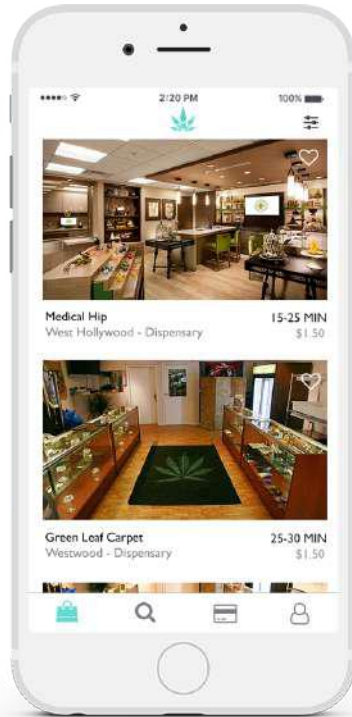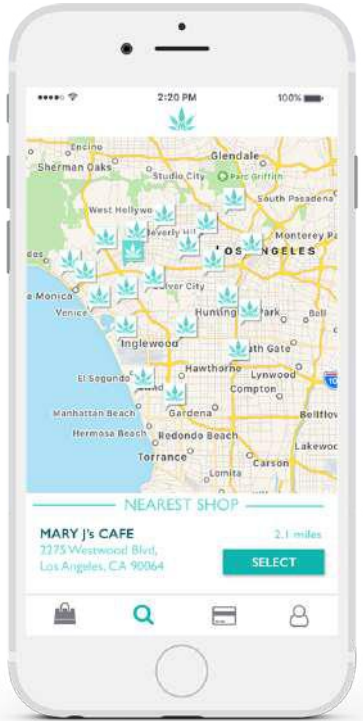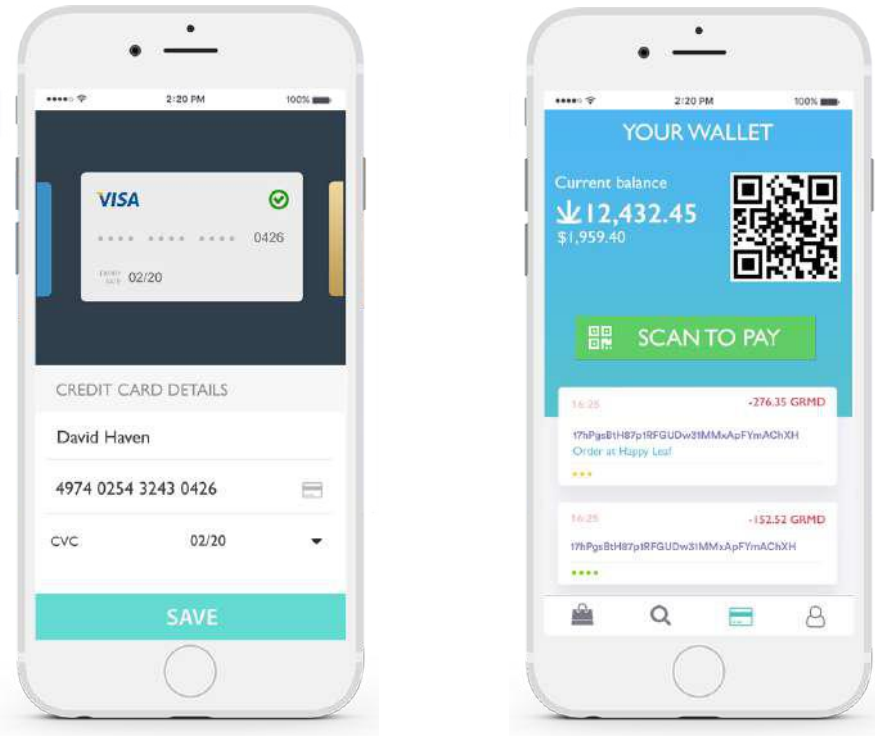
Legal marijuana delivery

Through the GreenMed app, Users will be able to order legal marijuana from the comfort of their own home using a debit card, a credit card, or a bank account. Customers will use the App to look through the selection of dispensaries and legal marijuana products. The ordered marijuana will then be delivered right to their front door by one of our professional hired delivery personnel. A delivery fee will be added with this type of transactions, as well as a tipping option.

Features

- ✓ Map of all dispensaries accepting payment through GreenMed

- ✓ List of the dispensaries menus, including first time customer specials and other promo codes

- ✓ Full transaction history and reporting in the Merchant app.

- ✓ Accept debit cards, credit card, and EFT payments

- ✓ Electronic payments using GreenMed tokens

- ✓ Legal marijuana delivery service using the app

- ✓ Live delivery tracking using GPS technology

- ✓ Real time order pick-up and delivery updates using push notifications

- ✓ Customer service in-app chat capabilities

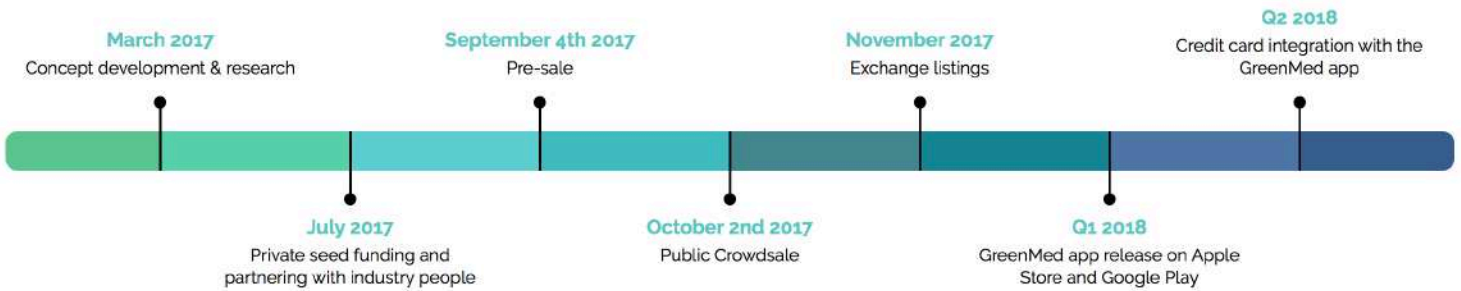# Screenshots

Competitive Analysis

CannabisCoin and PotCoin are the other significant coins attempting to bring electronic payments to the legal marijuana sector.

However, Cannabiscoin and Potcoin are regular bitcoin based currencies. Their app allows customers to make token transfers from the customer's wallet to the dispensary. In order to purchase Cannabiscoin or Potcoin customers will need to go on an exchange. Similarly, merchants will need to sell the tokens manually outside of the Cannabiscoin or Potcoin app to get USD back, making the whole process awkward and cumbersome. This is where the main difference with GreenMed lies.

GreenMed allows Customers to purchase not only using crypto tokens, but also using their debit card, credit card, or EFT. The GreenMed token is only used to facilitate the transaction.

Also, GreenMed is a one stop shop application that will enable users to search for dispensaries and order legal marijuana right from the app. The GreenMed app will provide users with the same payment experience they are used to when using other apps or website with classic payment methods such as debit or credit cards.

Roadmap

March 2017
Concept development & research

September 4th 2017
Pre-sale

November 2017
Exchange listings

Q2 2018
Credit card integration with the GreenMed app

July 2017
Private seed funding and partnering with industry people

October 2nd 2017
Public Crowdsale

Q1 2018
GreenMed app release on Apple Store and Google Play

Token Issuance

The presale and token crowdsale will last for a total of eight weeks. 69 million tokens will be offered during the crowdsale, with 1 million token reserved for bounties, and 30 m token reserved for the dev team and the application.

September 4th 2017
Pre-Sale Week 1
Bonus
+40%

September 11th 2017
Pre-Sale Week 2
Bonus
+30%

September 18th 2017
Pre-Sale Week 3
Bonus
+20%

September 25th 2017
Pre-Sale Week 4
Bonus
+10%

October 2nd 2017
Token Crowdsale
Token price : **$0.20** until October 30th

The token crowdsale will be structured in this way:

Currencies Accepted: ETH & BTC

100,000,000 total tokens
- **30%** retained by the GreenMed team
- **69%** distributed to public
- **1%** for bounties
- All unsold tokens will be burned

Token exchange rate: 1 GRMD = $0.20

Bonus Example: If you contribute $2000, you will get 10,000 GRMD + 40 % Bonus. So you will end up owning 14,000 GRMD.

The public sale ends on October 30th.

Founding Team

David Dahan
CEO, CO-FOUNDER

With a Law Degree from the University of Paris La Sorbonne and a Computer Science degree. David did extensive work in the Financial industry, leading the development of Stock Market Risk Analysis trading platforms. Prior to that, David worked on an innovative credit card processing SAAS acquired by Google and integrated as the Google Wallet.

Bram Kornfeld
CMO, CO-FOUNDER

Early Crypto Investor and Successful E-Marketing Professional. Bram has extensive experience in building strong communication campaigns for the Crypto Currency market. Expert in Social Media Marketing.

Harold Hababou
CTO, CO-FOUNDER

With a Master's Degree in Engineering from ISIMA (France) and 15 years experience as a developer, expert R&D and Project Manager, Harold worked for Orange (Innovation Marketing Department), Murex, Nissan, Michelin, GRDF... He designed an Ad Server which has been acquired by Mobile Network Group.

References

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