

Social Network and eCommerce Platform for the Marijuana Community providing a Vehicle for Physicians, Dispensaries and Businesses to Engage Patients and Consumers



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“I think that the thing that people in the cannabis community want and are looking for is not just a social network or an ecommerce platform but they are looking for a combination of both.”
- Robert Sirianni Jr.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Sirianni, what is the idea behind Weedable?

Mr. Sirianni Jr.: Weedable is a social network and ecommerce platform for the marijuana community. We have a social network where people, users and

marijuana dispensaries can post blogs and information and gain followers, shares and likes. Attached to that, we have an ecommerce section as well where dispensaries and businesses are able to post products THC and non THC products to a marketplace. Then they can direct consumers to their doors.

CEOCFO: Are there many such networks that have developed? What is your competition?

Mr. Sirianni Jr.: What differentiates us in the market is that we have a standalone social network that users can engage in the social community. It is free to use the social network and the hybrid community that we credit is a connection between ecommerce and social networking. What differentiates us in the ecommerce section is more like a shopping experience. Instead of actually going to a map targeting based on location, people are actually shopping for products versus going to a dispensary in store. They are actually looking for products versus the actual physical location first. I think the big factor that separates us from everyone else is that we are focused on products versus location and mapping.

CEOCFO: What kinds of information might people share in your social network that they would not do in an ordinary network?

Mr. Sirianni Jr.: Other networks like Facebook, Twitter and Instagram you are not allowed to place ads, but in the Weedable universe, businesses can actually target consumers based on location or geography and actually place intrastate ads, and ads that are directed to a city or area or interest. That is one aspect of these things. We are very ad friendly and want businesses to be able to talk about the products and consumers to be able to gauge those products. As far as what users are talking about, there are two types of users. There are private users and public users. Basic customers are able to go set up a social network and choose whether or not they want to keep their profile public or keep it private and if it is private, only people within their network can engage that audience. If it is public, some of the content that they are talking about may be available to other people because they want those views to be public. They are talking about everything from advocacy to products to dispensaries and products reviews. One aspect on Weedable that is also a little bit different from other networks is consumers can go to the ecommerce section of the site and engage products on the ecommerce section and they can share those products to the social network and talk about them, if those products were bad or good or interesting or if not had a good use.

CEOCFO: What types of business are taking advantage of your offering?

Mr. Sirianni Jr.: The dispensaries are the main ones that take more advantage of it because they are able to post THC products and they can post THC and CBD content on the products. There are also some ancillary businesses like CBD