



大麻地圖
DaMaMaps.com

BUSINESS PLAN

SaaS | PaaS

B2B B2C



漢麻國際集團
HanMa International Corporation



大麻地圖
DaMaMaps.com

First & Only
Chinese Version of



weedmaps®



Leafly.

TABLE OF CONTENT

P3	About Us
P4	Our Team
P5	Our Story
P6	What We Do
P7	Moats Matter - SaaS & PaaS
P8-11	Business Road Map (Phase 1 - 5)
P12-13	Competitive Advantages

P14-15	Perfect Global Intellectual Property
P16	Market Analysis
P17-18	Operations Statement
P19	Projected Income Statement
P20	First Year Expenses
P21	Return on Investment

ABOUT US

WHO WE ARE

* 大麻地图 DaMaMaps.com is a pioneering legal cannabis technology and e-commerce company based in Toronto, Canada. As the first and leading legal cannabis-related Chinese social media platform, we offer a comprehensive online social network and communication platform for the global Chinese community.

➤ *Cannabis Version of*



+

amazon

+



➤ *Chinese Version of*



+

Leafly.

+



dutchie

* “大麻”“DaMa” in Chinese translates to “Cannabis / Marijuana / Weed/Hemp”

OUR TEAM

Lawrence Qiao *Founder & CEO*

Entrepreneur, Investor, Actor, Influencer



- Senior Sales Consultant at Mercedes Canada Inc.,
- Founder & CEO of FUTU Fashion Group
- Co-founder / Chair of The Board of Directors at Young Canadian Chinese Professionals and Entrepreneurs Association
- Professional Actor at ACTRA Toronto (IMDb)



Mercedes-Benz



Dylan Liu MBA, Marketing Director & Product Manger

Shimmer Gui RBC, Senior Back-end Developer

Richard Qin Senior Full-stack Developer

Lena He Graphic Designer & UX/UI Developer



OUR STORY

“ I am a **serial entrepreneur** with my newest venture. The loss of my father to pancreatic cancer inspired me to create a company that raises awareness on the medical effects of cannabis, specifically for patients suffering from cancer, epilepsy, depression, and other illnesses.

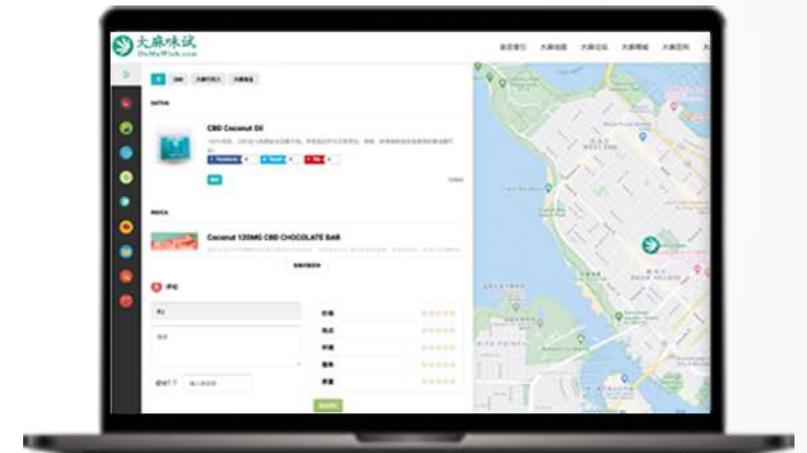
Our vision is to become a leading force in the cannabis industry by providing patients with safe, reliable, and effective products that enhance their well-being.”



WHAT WE DO

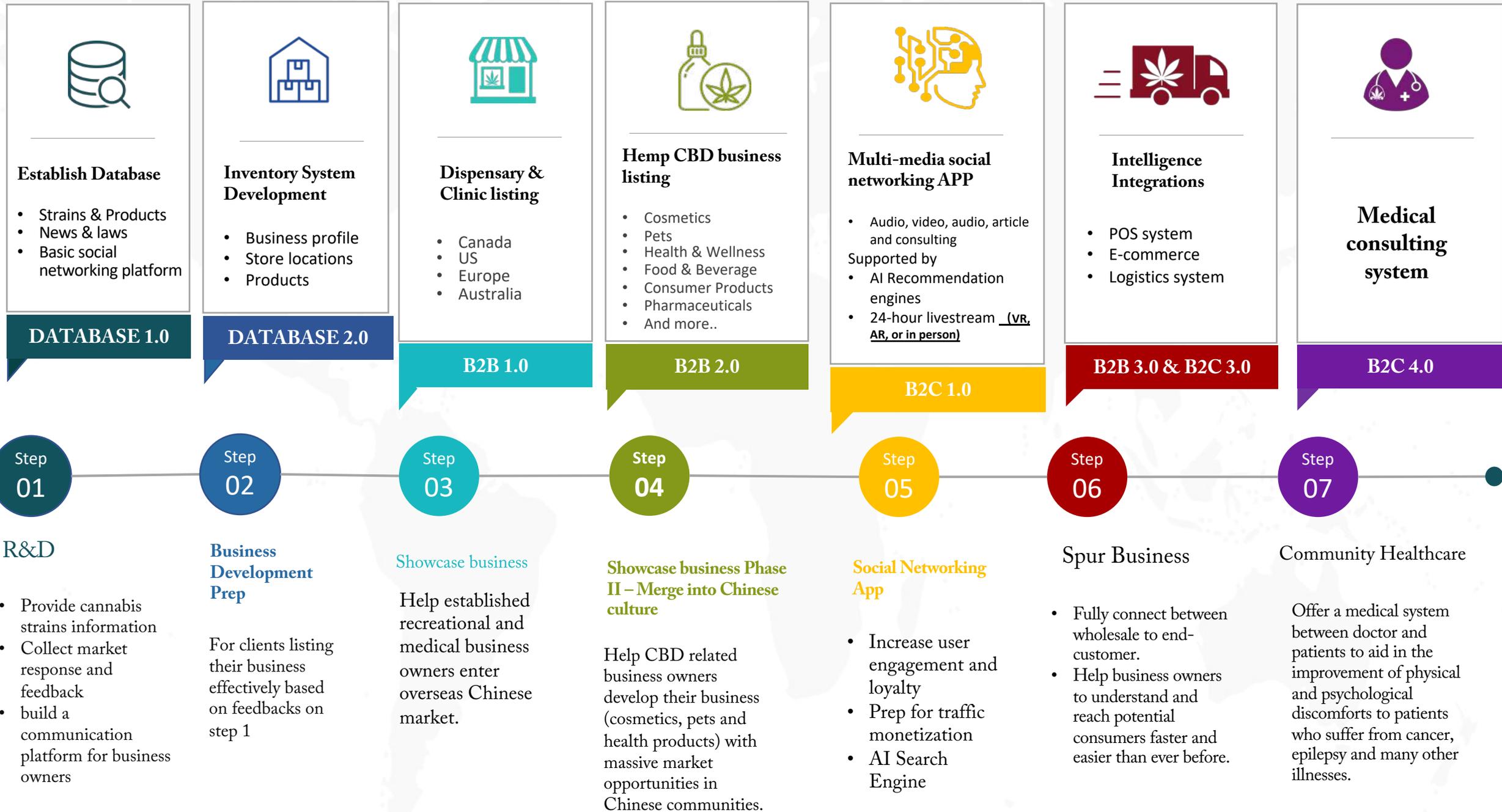
* **大麻地图** DaMaMaps.com is a pioneering legal cannabis technology and business advising company based in Toronto, Canada. As the first and leading legal cannabis-related Chinese social media platform, we offer a comprehensive online social network and communication platform for the global Chinese community.

- Listings (Product/Service/Medical/Brand/)
- Product Reviews
- Online Ordering
- Deals and Promotions
- Industry News and Updates
- Other Cannabis Related Product listings



Moats Matter

SaaS & PaaS



PHASE 1 – DATABASE 1.0



CBD 大麻地图 大麻百科 大麻论坛 大麻商城

- 中国
- 加拿大
- 美国
- 英国

全球大麻贸易：加拿大大麻进出口要求入门

许可证持有人根据《大麻规章》进行大麻进出口

加拿大大麻合法化法规介绍

大麻种植，加工和医疗销售许可证官方申请要求

安大略省/安省/Ontario

英属哥伦比亚省/卑诗省/BC

魁北克省/魁省/Quebec

阿尔伯塔省/阿省/Alberta

曼尼托巴省/曼省/Manitoba

萨斯克彻温省/萨省/Saskatchewan

新布伦瑞克省/纽宾士域/New Brunswick

诺华斯高沙省/诺省/Nova Scotia

爱德华王子岛/Prince Edward Island

纽芬兰和拉布拉多/Newfoundland and Labrador

- News & Laws
- Strains & Products
- Basic social networking platform

NEXT STEP

One-stop Cannabis Global info library

Global News

- Up to date
- Cover very specific topics

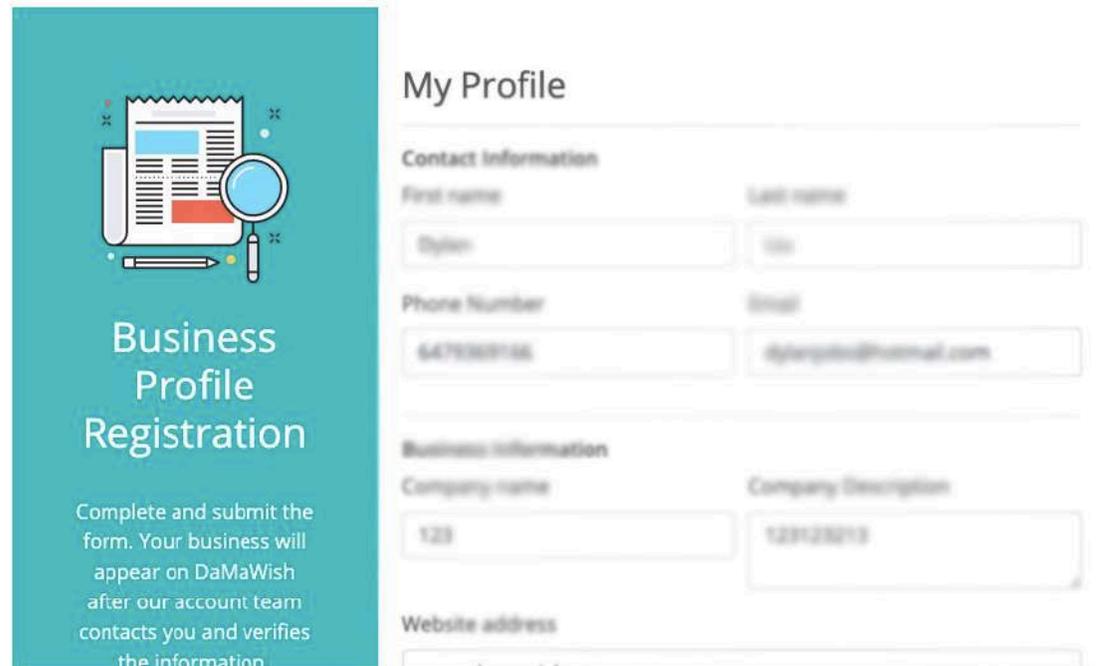
Valid knowledges

- Quality checked
- Comprehensive cannabis medical use info

PHASE 2 – DATABASE 2.0

PHASE 3 – B2B 1.0

Locations Products



Business Profile Registration

Complete and submit the form. Your business will appear on DaMaWish after our account team contacts you and verifies the information.

My Profile

Contact Information

First name	Last name
<input type="text" value="Dylan"/>	<input type="text" value="Lee"/>

Phone Number **Email**

<input type="text" value="6473887166"/>	<input type="text" value="dyl@panda@hanma.com"/>
---	--

Business Information

Company name	Company Description
<input type="text" value="123"/>	<input type="text" value="123123456"/>

Website address

Image: Inventory system 1.0

Phase 2

- Establish business partnership
- Inventory system development kick-off

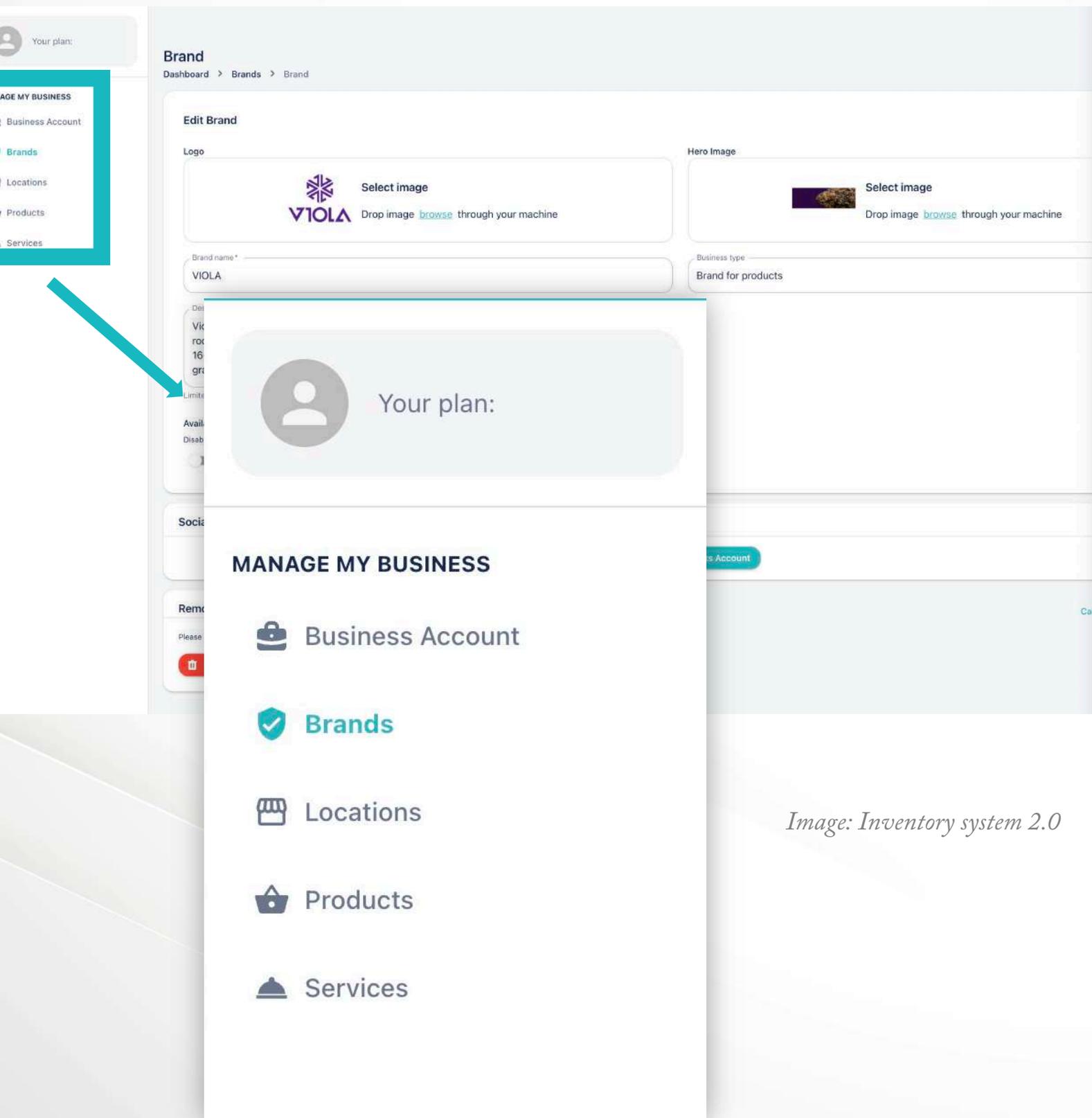
Phase 3

Inventory system 1.0 development

Listing Function Launched

- Business profile
- Store locations
- Products

PHASE 4 – B2B 2.0



Phase 4

INVENTORY SYSTEM 2.0

DEVELOPMENT

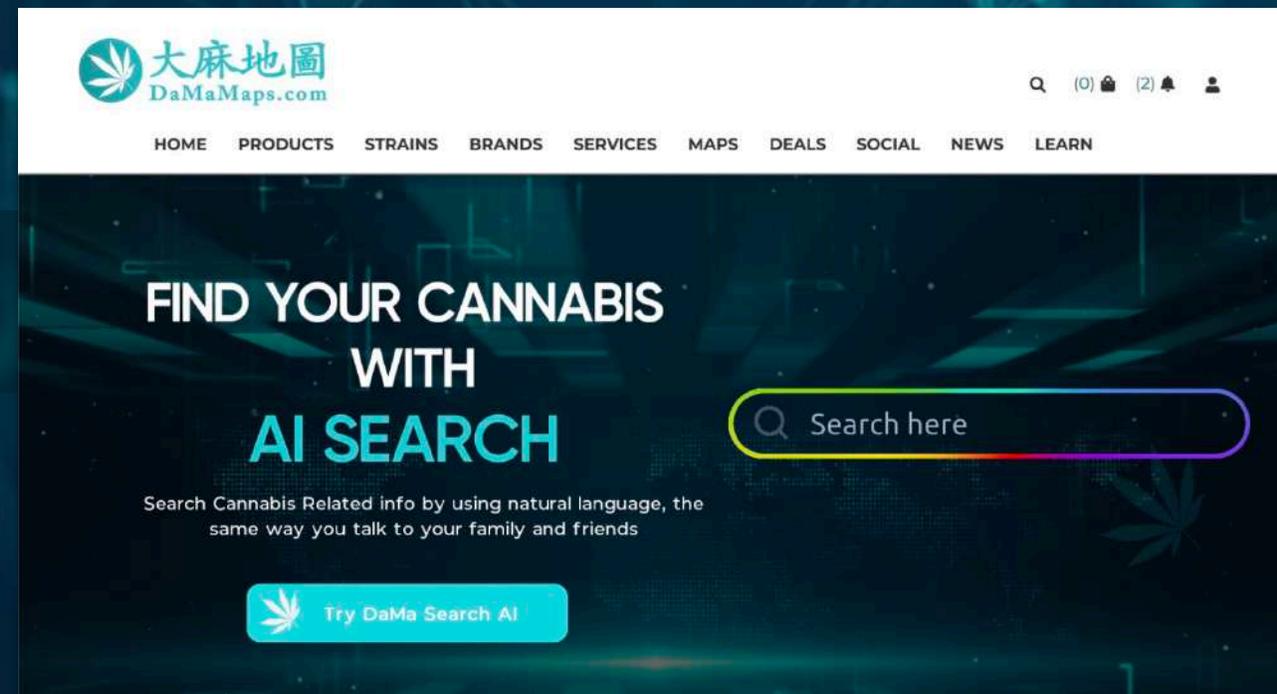
- CBD Product Category
- Corporation Brand Listings
- Service Listings

Image: Inventory system 2.0

PHASE 5 – B2C 1.0

MULTI-MEDIA SOCIAL NETWORKING APP

AI SEARCH



The screenshot shows the DaMaMaps.com website interface. At the top left is the logo with the Chinese characters '大麻地圖' and 'DaMaMaps.com'. To the right are icons for search, cart (0), notifications (2), and a user profile. Below the logo is a navigation menu with links: HOME, PRODUCTS, STRAINS, BRANDS, SERVICES, MAPS, DEALS, SOCIAL, NEWS, and LEARN. The main content area features a dark background with the text 'FIND YOUR CANNABIS WITH AI SEARCH' in white and teal. Below this is a search bar with the placeholder text 'Search here' and a magnifying glass icon. Underneath the search bar is a short paragraph: 'Search Cannabis Related info by using natural language, the same way you talk to your family and friends'. At the bottom of this section is a teal button with a cannabis leaf icon and the text 'Try DaMa Search AI'.

CHATGPT
OpenAI



COMPETITIVE ADVANTAGES

1. FIRST & ONLY Cannabis Platform for Chinese community including advising, social media, e-commerce and more!

2. Massive Business Networks and Connections

- Corporate with Yunnan Province Industry Hemp Trade Association
- Corporate with HanMa Investment Group
- Compliance services
- Franchise resources
- Contacts with wholesale suppliers
- Social media influencers
- Local media resources
- POS & Delivery integration providers and much more.



云南省工业大麻协会

YUNNAN PROVINCE
INDUSTRY HEMP
TRADE ASSOCIATION



会长：禹海滨



汉麻投资集团

HANMA INVESTMENT
GROUP CO., LTD.



董事长：谭昕

COMPETITIVE ADVANTAGES

3. Presence/Integration in the Global Asian Community

Prototype website already gained over **1,000,000+ page views** and **70,000+ visitors per year by organic search.**

4. Fully integrated INVENTORY & MEMBERSHIP SYSTEMS Officially Launched

with backed research and development in addition to approaching local dispensaries and clinics in Toronto as well as nationally and internationally.

5. Lead / Referral System is Launching

6. Well Prepared for Overseas Japanese TaiMaMaps.com &

Korean  DaeMaMaps.com **Market**

GLOBAL ASIAN
Cannabis / Hemp / CBD Market

DaMaMaps.com

TaiMaMaps.com

DaeMaMaps.com



CHINA 

JAPAN 

KOREA 

ASIA 

ASIAN
Cannabis / Hemp / CBD Market

HanMaMaps.com

AsaMaps.com

DaeMaChoMaps.com

“WEED” NOT ALLOWED*

DaMa  = TaiMa  = DaeMa  = Cannabis/Weed

HanMa  = Asa  = DaeMaCho  = Hemp / CBD

Also including “CanabisMaps.com / CanamoMaps.com / HennepMaps.com / BangiMaps.com”

*The **RESTRICTION** of using the words “weed”, “cannabis”, “marijuana” as an IP in the Asian market ensures difficulty for “Weedmaps” to fully expand its cannabis related business into the Chinese/Asian markets and that is where **DaMaMaps.com** can be of assistance to expansion .

TC

WeedMaps Acquires Marijuana.com For A Kushy \$4.20 Million

Jason Kincaid @jasonkincaid / 10:46 PM EST November 28, 2011



Yes, really.

General Cannabis Inc. has just announced that it's acquired [Marijuana.com](#). The company didn't disclose the details of the deal, but we've confirmed that the acquisition price was \$4.20 million. Naturally.

The executives involved obviously have a sense of humor, but General Cannabis is a serious business: it's traded on the OTCQX market, and a year ago it acquired [WeedMaps](#), a popular 'Yelp for Cannabis Dispensaries' site with a large following. WeedMaps was [topping \\$400,000](#) a month in revenues at the time of the acquisition and it's growing nicely — the site did over \$1 million in gross revenues in July, and now sees 10 million page views a month.

The acquisition includes both the valuable Marijuana.com domain name and the existing site/content, which currently consists of a bulletin forum that centers on cannabis discussion and generates 3.5 million page views per month. WeedMaps Media, which is a subsidiary of General Cannabis, will be 'bridging' its membership database with the forum's, allowing WeedMaps users to log into Marijuana.com with their existing accounts. The company says that it will also be expanding the amount of content and functionality available. The domain and site will be transferred early in 2012.

TechCrunch
Early Stage

April 20, 2023
Boston, MA

Register Now



How Much Will WeedMaps Pay for DaMaMaps.com?

A Kushy \$\$\$ Million?

	Chinese Population	Cannabis Users Ratio	Radical Estimate (same as Cannabis Users Ratio)	Estimate Sales Volume \$
CANADA				
Great Toronto Area	631,050	6%	37,863	\$37,863,000
Greater Vancouver	474,655		28,479	\$28,479,000
Total	1,105,705		66,342	\$66,342,000
UNITED STATES				
New York	893,697	16.8%	150,141	\$150,141,096
California	1,253,100		210,520	\$210,520,800
Total	2,146,797		360,661	\$360,661,896
AUSTRALIA				
Sydney	487,976	10.4%	50,749	\$50,749,504
Melbourne	356,324		37,057	\$37,057,696
Total	844,300		87,807	\$87,807,200
EUROPE				
	2,150,000	7.2%	154,800	\$154,800,000
Grand Total	6,246,802		669,610	\$669,611,096

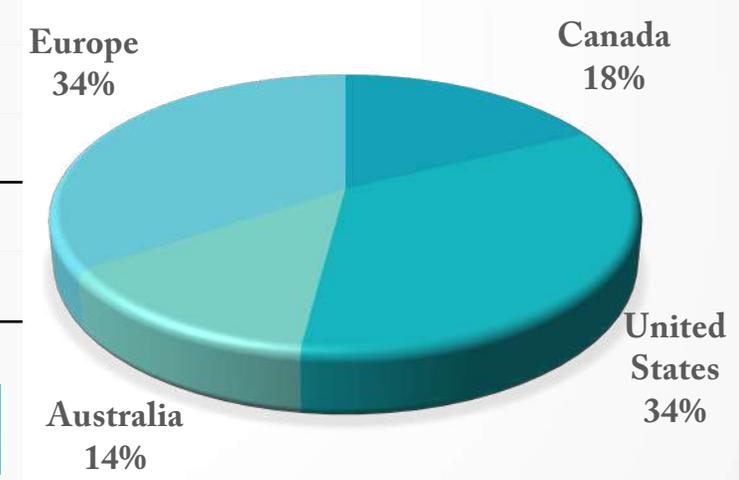
OVERSEAS CHINESE OPPORTUNITY FORECAST

MARKET ANALYSIS

Chinese Community SUPPORT the legalization of cannabis

21%

Neutral: 22%
Against: 57%



*avg. purchase **\$1,000** per year per person

Source: The Global Cannabis Report 2020

OPERATIONS & PROJECTED INCOME STATEMENT

INCOME STRUCTURE

- **Listing Fees** charges fees to cannabis dispensaries, clinics, CBD stores services, and brands to appear on its platform, similar to other online directories.
- **Featured Listings** Businesses can pay an additional fee to have their listings featured more prominently on the DaMaMaps platform, making it more visible to users.
- **Advertising** offers advertising solutions to businesses looking to increase their visibility on the platform. Advertisements can appear in various formats, such as banner ads, sponsored listings, and email campaigns.
- **Data and Insights** provides data and analytics to businesses, helping them track the performance of their listings and advertising campaigns on the platform.
- **Content Marketing** offers content marketing services to cannabis businesses, helping them create and promote branded content on the platform.
- **Transaction Fees** charges a transaction fee to dispensaries for every order placed through our platform. The fee is typically a percentage of the total order value.

OPERATIONS & PROJECTED INCOME STATEMENT

INCOME STRUCTURE

- **Web 3.0 Membership Fees**

2B: Private event/webinar

2C: Groupon/Digital Currency

MEMBERSHIP BENEFITS

1. Sign up as a member and receive \$10 value of DaMaMaps Coin.

- **Recharge \$ 100 - Receive \$115 DaMaMaps Coin**
- **Recharge \$ 500 - Receive \$ 600 DaMaMaps Coin**
- **Recharge \$ 1000 - Receive \$1300 DaMaMaps Coin**

2. For each referral

The referrer and the referee both will receive \$10 DaMaMaps Coin.

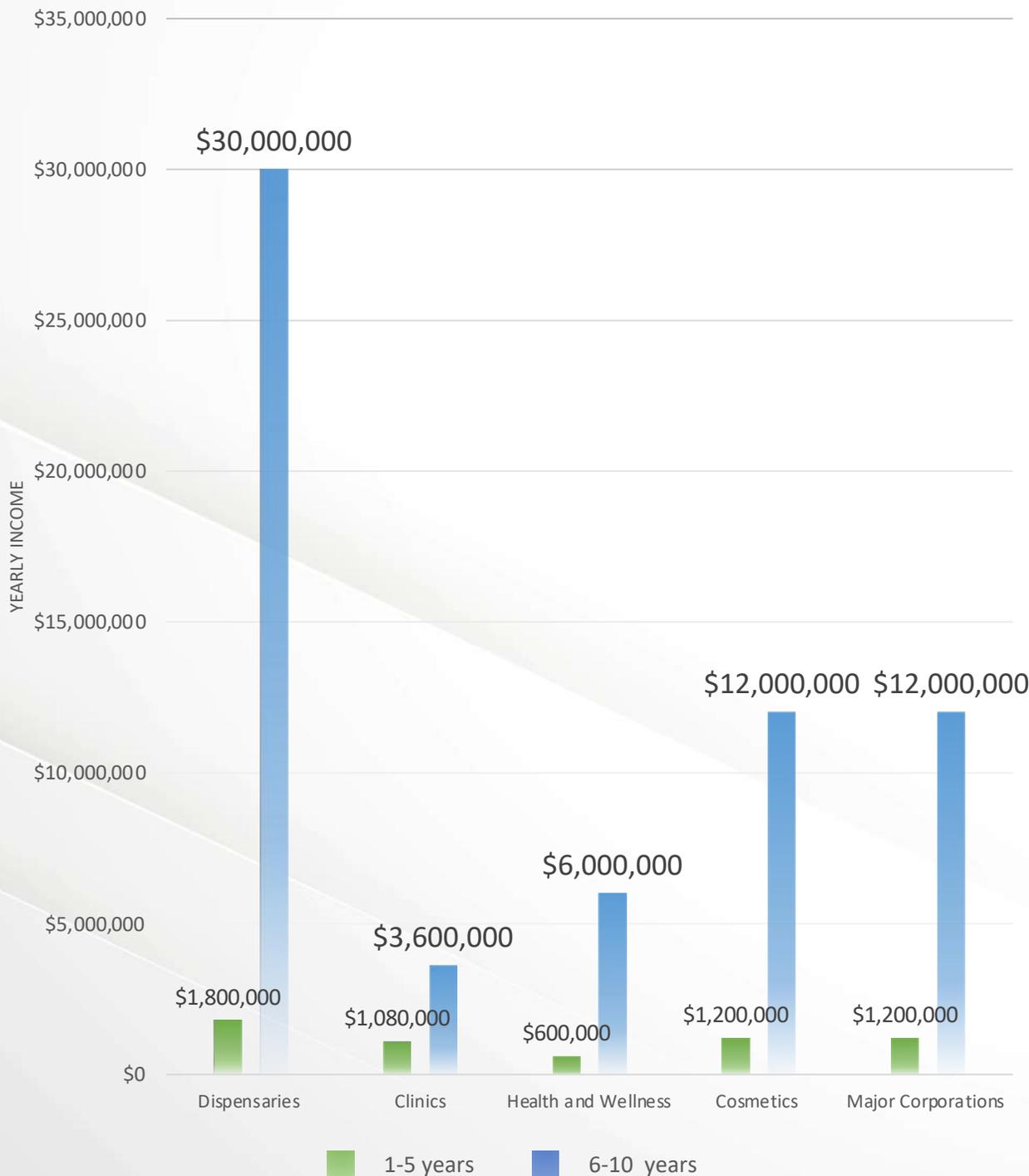
e.g: Issue 1 Million DaMaMaps Coin
\$10 for each member

Gain **100,000** Users



PROJECTED INCOME STATEMENT (MONTHLY LISTING FEES ONLY)

INCOME PROJECTION



\$CAD	1 - 5 Year(s)			6-10 Years		
	Ad fee / business /month	Estimated number of business (Conservative)	Yearly Income	Ad fee / business /month	Estimated number of business (Conservative)	Yearly Income
Dispensaries	\$300	500 +	\$1,800,000 +	\$500	5,000	\$30,000,000
Clinics	\$300	300 +	\$1,080,000 +	\$300	1,000	\$3,600,000
Health & Wellness	\$500	100 +	\$600,000 +	\$1,000	500	\$6,000,000
Cosmetics	\$1,000	100 +	\$1,200,000+	\$5,000	200	\$12,000,000
Major Corporations	\$10,000+	10 +	\$ 1,200,000 +	\$10,000	100	\$12,000,000
Total			\$5,880,000 +			\$63,600,000 +
SG&A			(\$2,082,800)			(\$6,248,400)
EBITDA			\$3,797,200			\$57,351,600
EBITDA Margin/yr			65% +			90% +

EBITDA Margin

1 - 5 Year (s) 65% +

6 - 10 Years 90% +

INITIAL EXPENSES

ITEMS (\$CAD)	MONTHLY EXPENSE	YEARLY EXPENSE
Marketing & Advertisement	\$30,000	\$360,000
Payroll (8 people)	\$80,000	\$960,000
Tech Support and Maintenance	\$5,000	\$60,000
Application development (iOS & Android)	\$41,667	\$500,000
Office Rent	\$6,000	\$72,000
Utilities	\$600	\$7,200
Insurance	\$300	\$3,600
Legal Costs	\$5,000	\$60,000
Others	\$5,000	\$60,000
Total	\$173,567	\$2,082,800

RETURN ON INVESTMENT **IPO** \$30 Billion

USER-BASED VALUATION

Overseas Chinese in Canada, US, Australia, Europe **5 Million**

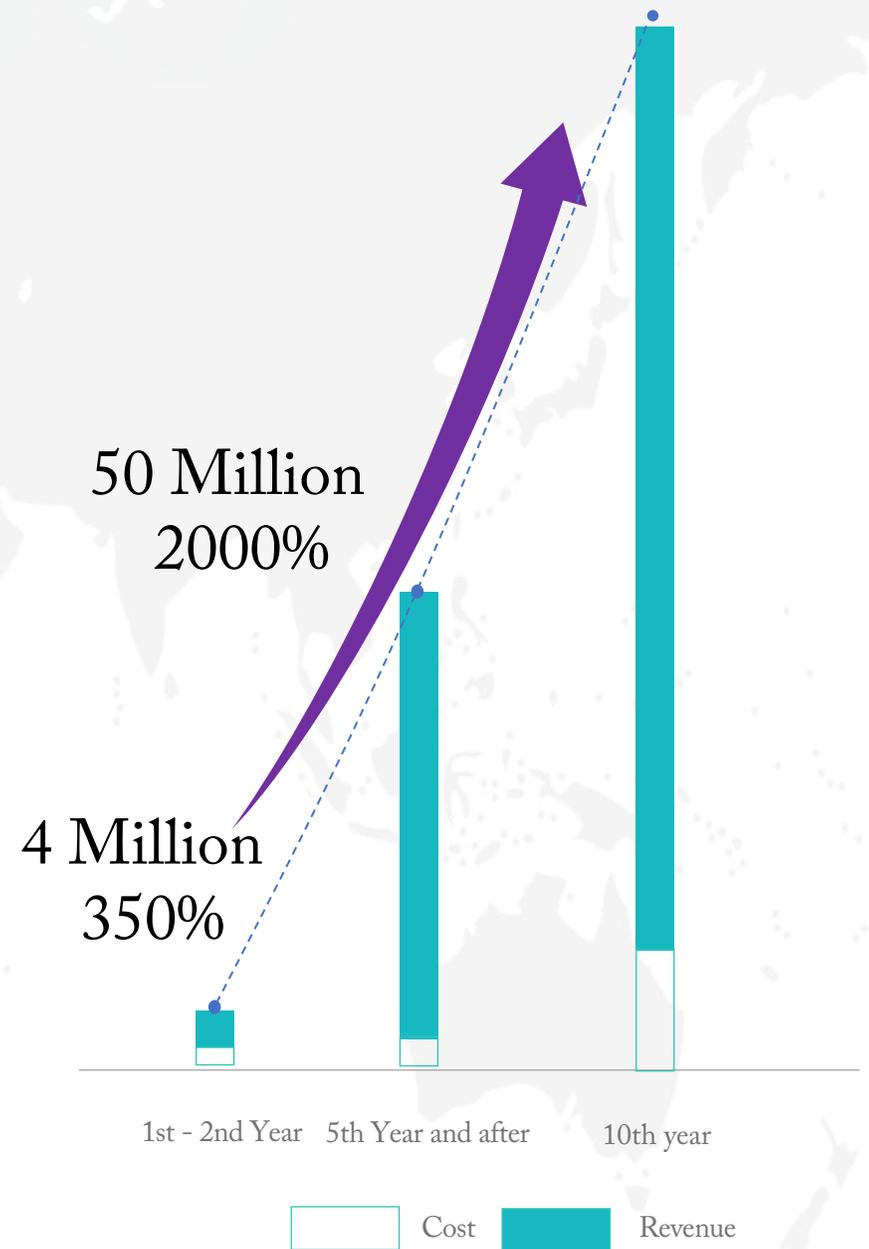
Global Chinese **1,500 Million**

1% of Total Overseas Chinese Users 1st Year 50,000

6% of Global Chinese Users 5 Years 1,000,000

21% of Global Chinese Users 5-10 Years 30 Million

Value: Avg. \$1,000 / User



\$30 Billion

OUR BRANDS

Industrial Hemp Brands in CHINA

MaFun.com 麻梵

CBDMaOil.com CBD麻油

CBDHanMa.com CBD汉麻

CBDMaMaps.com CBD麻图

HanMaCBD.com 汉麻CBD

HanMaMaps.com 汉麻地图

DrHanMa.com 汉麻博士

HanMaKing.com 汉麻王

HanMaWorld.com 汉麻世界

HanMaStyle.com 汉麻生活

HanMaNews.com 汉麻新闻

HanMaTimes.com 汉麻时代

SuperHanMa.com 超级汉麻

HanMaAdvisor.com 汉麻顾问

HanMaFarms.com 汉麻农场

HanMaFactory.com 汉麻工厂

Industrial Hemp Brands in KOREA

DaeMaMaps.com 大麻地图

DaeMaChoMaps.com 汉麻地图

Industrial Hemp Brands in JAPAN

CBDBu.com CBD部

AsaMaps.com 汉麻地图

TaiMaMaps.com 大麻地图

DIGITAL CURRENCY \$ ¥

HanMaPay.com 汉麻支付

MaFunPay.com 麻Fun支付

MaFunCoin.com 麻Fun币



知麻開門

OpenCannabiz.com

B2B B2C C2C

COMING SOON

THANK YOU

info@DaMaMaps.com | +1 647 885 5166



漢麻國際集團

HanMa International Corporation