

# An EPIC insurance solution for the Cannabis industry

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June 5, 2018 – “We sought to look at a number of insurance solutions and risk management solutions for the cannabis industry. We initially looked at the business side. We were looking at the commercial risks in the industry. We very quickly turned our attention to looking at the consumer and the consumer issues that were being experienced at the time; everything from patient acquisition, patient retention that the LPs were experiencing. It got us to thinking that we really needed to develop more of a patient- centric model.” states Robert Wilson, CEO and Director of Evergreen Pacific Insurance Corporation, in a recent presentation at the 7th Annual InvestorIntel Summit – Buds, Batteries & Blockchain 2018.

**Robert Wilson:** Last few months we have spent a lot of time at Evergreen working on planning what we are going to be doing and now we are actually doing it. We are in execution mode. We are officially launching as an insurance business. We are launching a marketplace and we are launching a brokerage business here in Canada. It has been a bit of a journey. I started a couple of years ago with my colleague and co-founder, Paul Laverty. We sought to look at a number of insurance solutions and risk management solutions for the cannabis industry. We initially looked at the business side. We were looking at the commercial risks in the industry. We very quickly turned our attention to looking at the consumer and the consumer issues that were being experienced at the time; everything from patient acquisition, patient retention that the LPs were experiencing. It got us to thinking that we really needed to develop more of a patient-centric model. Our focus right from the get-go was to focus on

the patient and focusing on the consumer. Because of that the challenge really at the time was looking at the whole process; looking at the experience of the consumer and trying to reduce the friction points. We felt that insurance and insurance products would be a great way to do that. There is also legitimacy and legitimization of the medical cannabis industry. We felt that this would be a great way for us to introduce those products. Also we noted, and I think this is borne out by a lot of the Health Canada statistics that the production-centric model, that the approach that has been taken by the licensed producers, it just has not been effective. It is a real challenge. It has been very difficult for them. Patient acquisition and patient retention is extremely challenging. We can talk about that a little bit later. Our innovative solution is built from the bottom up. We have really taken a hard look at every aspect of the industry and all the friction points and we have tried to address them. We are going to be first to market really for a product to suit the individual. We are doing so in a very innovative way. We are targeting this quarter to launch the product for the individual, which will be shortly followed thereafter for the group. These are employer groups in associations. Paul and I combined, for over half a century of experience in financial services, in particular within the insurance industry. We expect to see a substantial top-line growth in this business just in the individual, just on the consumer insurance. What is the real challenge that we have been seeking just to try and solve? I think the fundamental challenge that we have been looking at is trying to address, what is it that the consumer needed to see? They want to see value clearly. They want better selection. They want service and ease of access and payment. We come in and we focus in on ease of access and payment. That is something we know we can do...to access the complete presentation, [click here](#)

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# Global Cannabis Applications' Brad Moore on the impact of artificial intelligence in the medicinal marijuana market

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April 29, 2018 – “We use different forms of artificial intelligence to actually come up with a product of data that dispensary workers, LPs, and retailers can use to create better prescriptions so that when you go home you have more confidence that certain products can help you with your glaucoma or your arthritis or whatever ailment that you are suffering from.” states Brad Moore, CEO and Director of [Global Cannabis Applications Corp.](#) (CSE: APP | OTCQB: FUAPF), in an interview with InvestorIntel’s Peter Clausi.

**Peter Clausi:** It feels like the cannabis industry has been around forever. I am sitting here drinking my breakfast with an old Abba Medix mug, but the industry is changing rather rapidly. We see it evolving into a more high-tech area and your company is in that space.

**Brad Moore:** Yes it is. A lot has changed over the last couple of years. We have gone from lots of growing. Now into we have to start looking at how we are going to sell this stuff and what products are going to work best and that is data.

**Peter Clausi:** For about the past year Global Cannabis has been working with various forms of blockchain technology and

distributed ledger technology to try and build up data that is saleable. Can you tell us about your basic revenue model?

**Brad Moore:** Sure. Our basic revenue model is we basically look at various forms of data, from the anecdotal side to clinical trial side. We use different forms of artificial intelligence to actually come up with a product of data that dispensary workers, LPs, and retailers can use to create better prescriptions so that when you go home you have more confidence that certain products can help you with your glaucoma or your arthritis or whatever ailment that you are suffering from. Part of the big revenue model comes just from that ability to provide access to people to that data.

**Peter Clausi:** Are you doing the actual testing or are you aggregating test results from third parties?

**Brad Moore:** We are actually aggregating data from two different sources from the clinical studies. We will be participating using our own cryptocurrency and finding clinical studies. We are pretty excited about that as it launches. The other way is we have two input devices which we are launching that will soon have a significant amount of cannabis users on it and we use social listening to bring those anecdotal inputs. You have to remember just because 50 people were in a study and they are talking about what products or they are getting studied to see for a certain strain to see if it helping with arthritis there is tens of thousands of people online having that exact same conversation. We use cutting edge technologies to bring it in.

**Peter Clausi:** Nice. One of the problems in the space is that the government has had a stranglehold on the feed of cannabis for so long there is actually very little data out there. Aggregating reliable anecdotal evidence is a big part of the data.

**Brad Moore:** And you have to measure. That is why the studies

that are there so important. When we look at the way our system looks is we actually look at the individual. We do not look and say, like, 25% of people said this in a study. We look at the exact answers so that when we have people online we compare those and that is where the machine language in the narrow path neurological pathways come in actually extrapolating...to access the complete interview, [click here](#)

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