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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