



INVESTMENT GUIDE, OCTOBER 2026

The cannabis source that **people and AI trust**, and the first one that remembers you.

The category .com held since 1997, five live properties, open cannabis data that twenty-plus AI systems already read every day, an AI concierge with persistent memory on every property, and a non-custodial payments rail. Now raising a seed round to turn an established footprint into the industry's data, memory and trust layer.

1997

DOMAIN HELD SINCE

22,900+

DISPENSARY LISTINGS

24

COUNTRIES

5

LIVE PROPERTIES

PREPARED FOR QUALIFIED INVESTORS AND STRATEGIC PARTNERS | [GANJA.COM/INVEST](https://ganja.com/invest) | NOT AN OFFER TO SELL SECURITIES

Legal cannabis is a \$29 billion US industry that cannot advertise, cannot take cards, and is losing its search traffic to AI.

Ganja.com sits on all three problems at once. It owns the most international word for the plant as an exact-match .com, it runs the open data that search engines and AI assistants pull from, and it operates a payments rail that never touches merchant funds. The business is non-plant-touching, so any investor can hold it.

What exists today

Five live properties under one brand: the Ganja.com marketplace, Maps.ganja.com (22,900+ dispensary listings in 4,700+ cities and 24 countries), Rewards.ganja.com (strain database, coupons, the 4:20 Club), CBD.ganja.com, and Pay.ganja.com. Around them sit three content hubs built for the way people and AI now search: the Cannabis Price Index, the Cannabis Laws hub, and the Federal Hemp Ban hub. Across all of it runs an industry first: an AI concierge with persistent memory that remembers a returning shopper's preferences, city and past deals, with no login and no app.

What is already proven

Google shows Maps.ganja.com for roughly 800,000 searches a month and served 80,000+ distinct listing pages to real visitors in a single month. More than twenty AI systems, from OpenAI and Anthropic to Google, Apple and Amazon, make 1.2 million requests a month across the network. The published datasets are CC-BY licensed and machine-readable, which is why they get cited.

What the raise converts

Inventory and authority came first; a directory with a paywall at launch has no inventory. Now every product sits on a published self-serve rate card, bought online with no sales team, and the raise funds converting audience, data and rate card into recurring revenue.

The thesis in one sentence: **the incumbents sell dispensary ads, hide the data consumers want, and forget every visitor; Ganja.com publishes the data, earns the citations, remembers the shopper, and monetizes the trust.**

The round

A seed round with a target of \$2.0 million (minimum first close \$1.0 million) funding the eighteen-month plan in section 11: page-one rankings, the 4:20 Club as a paid data workforce, the Price Index API and MCP server for AI agents, deeper coverage of the United States and Canada and then the countries where "ganja" is the native word, card checkout on every product, and the Ganja consumer brand through merchandising deals, products and franchising (section 05). Today's inventory carries \$28 million to \$38 million a year of capacity (section 08); the raise funds its conversion. Valuation and instrument are set with the lead. Strategic minority stakes and written acquisition offers are also considered.

A legal industry with the **marketing stack of a black market.**

Adult-use cannabis is legal in 24 US states plus the District of Columbia and medical cannabis in 40, Canada sells C\$5.5 billion a year through a fully legal system, Germany has opened a medical market of 900,000 patients, and Thailand built the largest dispensary market in Asia. Yet the companies that serve this market still cannot use the tools every other consumer category takes for granted.

\$29.1B

US LEGAL SALES, 2025
(WHITNEY ECONOMICS)

11,400+

ACTIVE US RETAIL LICENSES
(Q1 2026)

0

GOOGLE OR META ADS
ALLOWED FOR THC

59%

OF DISPENSARY RECEIPTS
STILL PAID IN CASH

Door one, advertising. Google, Meta, TikTok, Snapchat and Pinterest prohibit advertising of THC products in every jurisdiction, legal or not. A dispensary cannot buy the keyword "dispensary near me". Every dollar of cannabis demand generation flows to the few owned destinations that rank organically, which is why directories became the industry's advertising channel in the first place. Dispensaries commonly put 15 to 25 percent of their marketing budget into those directories.

Door two, payments. Visa and Mastercard rules do not permit marijuana transactions. Cashless-ATM workarounds have been shut down repeatedly, most recently in a March 2026 outage that took payments offline at more than a thousand dispensaries in a week. Cash is still 59 percent of receipts, and every alternative rail charges a premium for the privilege of access.

Door three, discovery itself. Search is moving from ten blue links to AI answers. Pew found that users click a traditional result on only 8 percent of searches that carry an AI summary, against 15 percent without one, and Similarweb measured zero-click Google searches rising from 56 to 69 percent in a single year. The cannabis directories that built their businesses on page-one rankings now face a new gatekeeper: whichever sources the AI engines trust and cite.

The incumbents were built for a world with only the first two doors locked. Weedmaps sells dispensary subscriptions at about \$2,800 a month, reported revenue of \$42.4 million and 5,040 paying clients in the second quarter of 2026 with both figures falling, guided the next quarter lower, and left Nasdaq for the OTC market in April 2026. Leafly lost its Nasdaq listing in 2025. Neither publishes the thing consumers search for most, which is price, because price comparison undercuts the advertisers who pay them. That gap is the opening.

Four catalysts, two with dates.

1 December 11, 2026: the federal hemp redefinition takes effect.

Congress rewrote the definition of hemp to a total-THC standard with a cap of 0.4 milligrams of THC per container. Whitney Economics projects a \$28 billion reduction in hemp retail revenue and 225,000 displaced jobs, and surveyed operators expect fewer than one in ten of their current products to remain compliant. THCA flower, delta-8, hemp drinks and most edibles fall outside the new line. Thousands of hemp retailers lose their core inventory in the same week and their customers all search for answers at once. Ganja.com built a 62-page hub for that moment months in advance, with per-product verdicts and per-state answers that hand off to licensed dispensaries on Maps. The licensed channel inherits the demand, and Ganja.com is the index of the licensed channel.

2 Federal rescheduling is in motion.

State-licensed medical cannabis moved to Schedule III on April 22, 2026. The hearing on rescheduling all marijuana concluded in July, in August the DEA itself asked the judge to recommend Schedule III for the whole category, and on September 29 the judge paused the proceeding to weigh a new Government Accountability Office report. The direction is set even if the date is not. Rescheduling relieves the 280E tax penalty, which cost operators an estimated \$2.24 billion in excess federal tax in 2025 alone, and that money becomes marketing budget. Whatever the final shape, operators will have more to spend and the same two doors (mainstream ads and cards) stay locked for the foreseeable future.

3 AI search has reached the mainstream.

"AI visibility" became a marketing category in 2025 and 2026: Profound raised \$180 million at a \$1.8 billion valuation in September 2026 to tell brands how often AI assistants cite them. In cannabis, the brands being measured cannot buy their way to visibility. The sources that AI engines already read and cite win by default, and the Ganja.com network records 1.2 million AI-engine requests a month today.

4 Stablecoins got a federal rulebook.

The GENIUS Act, signed in July 2025 and taking effect no later than January 2027, gave US dollar stablecoins a federal regulatory framework. For a cash-heavy, card-excluded industry, a dollar-denominated digital rail that settles directly to the merchant's own wallet is the first payment option in a decade that does not depend on a bank's tolerance. Pay.ganja.com already supports USDC and is non-custodial by design.

The window is specific. Content that will rank on December 11 has to be live and aged before December 11. It is. The next question is how fast the rest of the plan can be executed, and that is a question of capital.

Five properties, one audience, **one name the whole world knows.**

Every cannabis consumer in the United States and Canada, the two largest legal markets in the world, knows the word "Ganja", and it is the name of the plant itself in Jamaica, India, the United Kingdom, much of Europe, and across Southeast Asia. Of the three global names for cannabis (weed, cannabis, ganja), it is the one that travels furthest, and this is the .com, held continuously since 1997. Category .coms keep repricing upward: in 2026 alone Green.com sold for \$7.5 million and Club.com for \$10 million, both as bare names.

ganja.com

Consumer home page, multi-vendor marketplace for accessories, CBD, seeds and growing supplies, the Cannabis Laws hub, the Cannabis Price Index, the Federal Hemp Ban hub, a press wire, and an AI concierge that answers "where can I find X near me" in seconds and remembers the shopper on the next visit.

maps.ganja.com

22,900+ dispensary and cannabis-business listings across 4,700+ cities in 24 countries, with menus, hours, coupons, reviews and claim-and-verify flows. Fifteen thousand US listings, 2,400+ in Canada, 2,400+ in Thailand, and the rest across Europe, Jamaica and beyond.

rewards.ganja.com

A 588-strain database published as an open dataset, on-demand coupons for any strain at any location, and the 4:20 Club: a game that pays players in Nugs for the work the directory needs most, such as street price reports, photos, hours checks and reviews.

cbd.ganja.com

Direct retail of federally legal hemp products, run on the network's own checkout. Catalogue being aligned to the December 11 standard ahead of the date.

pay.ganja.com

Hosted crypto checkout for merchants who cannot get a card processor. Per-order addresses derive from the merchant's own wallet; the network never holds, touches or forwards funds, and never sees a private key. Seven assets live including USDC on Base, Bitcoin, Ethereum and Solana. Flat 2% network fee billed in arrears. Public API, webhooks and WooCommerce integration.

The data layer underneath

Cannabis Price Index 26 US city pages, open CSV and JSON, monthly release

Cannabis Laws hub 72 pages, every US jurisdiction

Hemp Ban hub 62 pages, products and states

Strainbase 588 strains, CC-BY dataset

Persistent concierge memory encrypted, per visitor, on every property

llms.txt on every property AI-readable manifests

Schema.org Dataset markup on every hub

Every number on this page is publicly verifiable; the verification list is in section 14.

One name, worn, sold and franchised.

The network has used "Ganja" as a destination. The plan uses it as a consumer brand. Consumers in the United States and Canada, the two largest legal markets in the world and the first targets for every line below, know the word; consumers in Jamaica, India, the United Kingdom, Europe and Southeast Asia use it as the name of the plant; the company owns the .com behind it and a 4:20 Club audience that earns and spends inside it. Each brand line below is non-plant-touching: the company licenses the name and the systems, and partners who hold their own licenses sell the product.

1 Merchandising and licensing deals.

Apparel, accessories and lifestyle goods under the Ganja.com mark, made and distributed by licensing partners who pay a royalty on sales. The company carries no inventory and no factory; it supplies the name, the designs, the audience and the storefront on ganja.com.

2 Products and gear.

Own-label lines sold through the Ganja.com marketplace and CBD.ganja.com: federally legal hemp products, grow gear, glass and accessories, with the 4:20 Club as the launch audience and Nugs redeemable against them. The checkout, the vendor base and the card-and-crypto rails already exist.

3 Franchising.

Ganja-branded retail operated by licensees who hold the cannabis license in their market, under a franchise agreement that supplies the name, store identity, the directory placement, the concierge, Pay Ganja and the rewards program, in return for an initial fee and a continuing royalty. The United States and Canada are the first markets, state by state and province by province as the law allows, followed by the countries where "ganja" is the native word. The brand owner stays non-plant-touching, the structure that let Cookies build a worldwide store footprint without holding a license itself.

4 The mark comes first.

Registering the Ganja.com mark in the classes that matter (apparel, accessories, retail services, software) is in the legal budget of the plan, and every licensing and franchise agreement is written on top of it.

Why it matters to the round. Licensing and franchising revenue is royalty revenue, independent of the directory's ad inventory and of any single regulatory outcome, and it compounds the same asset the whole network is built on: a name the world already uses for the plant.

An audience that is already here, and already searching.

2.37M

GOOGLE IMPRESSIONS, 90 DAYS (MAY TO JUL 2026)

80,782

DISTINCT LISTING PAGES SERVED IN ONE MONTH

1.2M+

AI-ENGINE REQUESTS PER MONTH

20+

DISTINCT AI SYSTEMS CRAWLING DAILY

Google Search Console for Maps.ganja.com shows 2.37 million impressions in the May to July 2026 quarter across more than a thousand distinct queries. "Dispensary near me" alone produced 32,000 impressions in the quarter. The index footprint, the authority and the content are built; every ranking gain from here compounds on an audience Google already sends.

SIGNAL	MEASURED	WHAT IT MEANS
Published listings	22,977	Counted from the live database on October 13, 2026
Countries / cities	24 / 4,732	Deepest in the US, Canada, Thailand, France, Netherlands
Search impressions	~800,000 / mo	Google Search Console, maps.ganja.com property
Unique listing pages served	80,782 / mo	Long-tail depth: visitors reach tens of thousands of distinct pages
AI-engine requests	1,200,000+ / mo	GPTBot, ClaudeBot, Google-Extended, Meta, Bingbot, Applebot, Amazonbot, Perplexity and more
Contactable merchants	20,000+	Listings with a phone number; 5,000+ with email
Hub pages built for AI answers	160	Price Index 26, Cannabis Laws 72, Hemp Ban 62; each with Dataset or FAQ markup

Measured, not modeled. Every figure above comes from Google Search Console, origin logs of distinct pages served, and crawler logs by named user agent, and the exports are shared with investors in diligence.

Self-serve products on a published rate card.

No sales team, no phone-sold contracts. Every product is priced publicly at ganja.com/advertise, bought online, and paid by card or crypto. The company's job is to grow the audience and the data; the products sell against that audience.

LINE	PRODUCT	PRICE	WHO BUYS
Dispensary upgrades	Verified Partner listing	\$99 / yr	Any of the 22,900+ listed businesses; required to edit a listing
	Featured listing (5 per city)	\$99.95 / mo	Dispensaries competing in a city
	Own Your City banner (1 per city)	\$2,490 to \$4,490 / yr	Leading dispensary or brand in a market
Ancillary vendors	Sponsored tiles, vendor directory, leads	Rate card and custom	POS, payments, insurance, packaging, brokers, lawyers who sell to operators
Brands	Strain sponsorships (588 strain pages)	\$588 to \$2,388 / yr	Cultivators and brands attaching their name to a strain
Data	Price Index API, reports, MCP server access	Per key or per call (x402)	Analysts, operators, media, AI agents
Payments	Pay Ganja network fee	2% of volume	Merchants without card processing
Consumer	Merch, Nug spend sinks	Retail	The 4:20 Club audience

Built-in demand for the \$99 floor

Verified Partner status is required to edit a listing. Every one of the 22,900+ listed businesses that wants to correct its hours, add photos, post a menu or answer a review has a \$99 reason, and the monthly "your page stats" email puts that reason in front of 20,000+ merchants.

Scarcity by design

Five Featured slots and one Own Your City banner per city. In a category where the keyword "dispensary near me" cannot be bought anywhere else, limited placements on a page-one directory are priced to rise with demand, city by city.

Multiply this rate card by the inventory that is live today and the listing and brand lines alone carry **\$28 million to \$38 million a year of capacity**, before payments, data, or a single new country. The arithmetic is on the next page.

Every price shown is live on the public rate card. The operating plan, with twelve- and twenty-four-month ranges by line, is shared with investors in diligence.

The rate card times the inventory that exists today is a \$28 to \$38 million business.

These are not forecasts. They are arithmetic: the published rate card multiplied by the listings, cities and strain pages that are live now, at three penetration levels, with Featured slots capped at the number of listings in each city, so an investor can build an independent model from public inputs. Penetration is the variable the raise is spent on, and the inventory itself grows with every new country.

\$2.27M

EVERY LISTING VERIFIED AT
\$99

\$13.4M

EVERY SELLABLE FEATURED
SLOT, 11,140 ACROSS 4,732
CITIES

\$21.2M

ONE CITY BANNER IN EVERY
CITY, TOP TIER

\$5.8M

PAY GANJA AT 1% OF US
LEGAL RETAIL

LINE	INVENTORY LIVE TODAY	25% SOLD	50% SOLD	FULL INVENTORY
Verified Partner listings, \$99 a year	22,977 listings	\$569,000	\$1.14M	\$2.27M
Featured listings, five per city at \$99.95 a month	11,140 slots, five per city or the listings in that city, whichever is fewer	\$3.34M	\$6.68M	\$13.4M
Own Your City banners, \$2,490 to \$4,490	4,732 cities, one each	\$2.9M to \$5.3M	\$5.9M to \$10.6M	\$11.8M to \$21.2M
Strain sponsorships, \$588 to \$2,388	588 strain pages	\$86,000 to \$351,000	\$173,000 to \$702,000	\$346,000 to \$1.40M
Listing and brand inventory combined	As it stands on October 13, 2026	\$6.9M to \$9.6M	\$13.9M to \$19.1M	\$27.8M to \$38.3M

Beyond the listing inventory

LINE	ILLUSTRATIVE ASSUMPTION	ANNUAL REVENUE
Pay Ganja	1% of US legal retail (\$290 million) settled at the 2% network fee	\$5.8M
Pay Ganja	3% of US legal retail (\$870 million) at 2%	\$17.4M
Data and agent access	1,000 paying keys for the Price Index API, reports and the MCP server at \$1,200 a year	\$1.2M
Ancillary vendors	500 industry suppliers on sponsored tiles, directory and leads at a \$2,400 average	\$1.2M

Why the ceiling keeps rising. Every new country adds cities, every city adds five Featured slots and a banner, and every strain added to Strainbase adds a sponsorship. Deeper coverage of the United States and Canada comes first; Germany, Thailand and Jamaica follow in the plan. Prices are live on the public rate card; counts are from the live databases.

A game that produces the data, and data that produces the traffic.

Photos, reviews, verified hours and live prices are what move a listing up the rankings and into AI answers. The incumbents produce them with sales reps and paying dispensaries. Ganja.com produces them with players, across all 22,900 listings at once. And the data they produce is the data shoppers want: 77 percent choose a dispensary based on promotions, 89 percent return to stores with competitive prices, and the average discount off shelf price has climbed to 27 percent.

- 1 The 4:20 Club pays for work the directory needs.**
 Players earn Nugs for street price reports, listing photos, hours verification, menu snapshots and reviews. Every submission passes an AI moderation gate before it publishes. Nugs convert to coupons, merch and status, never to cash.
- 2 Street prices feed the Cannabis Price Index.**
 GasBuddy for weed: crowd-reported prices by city and product, published monthly as an open dataset with embeddable widgets that link back. Nobody else publishes this because it undercuts their advertisers.
- 3 Richer listings rank higher and earn citations.**
 Photos, reviews and verified hours are exactly the signals Google and the AI engines reward. The same content that moves rankings is what makes a listing worth \$99 a year to its owner.
- 4 The Coupon Loop closes the circle.**
 Every coupon carries a QR code that opens a store page; shoppers confirm whether the store honored it. Honoring stores rank first in the concierge and the feed. Dispensaries that welcome Ganja.com customers get more of them.
- 5 AI agents become customers, not scrapers.**
 A cannabis MCP server and a price API let assistants and agents query the data directly and pay per call through x402. The traffic that is eroding other publishers becomes a revenue line here.
- 6 The concierge remembers every shopper, an industry first.**
 Every property runs an AI concierge backed by a persistent, encrypted memory layer, the first in cannabis. A returning shopper is recognized without a login, their preferences and past deals are recalled, and the answer is shaped to them. Memory compounds with every conversation, which is the one advantage a stateless chatbot cannot buy, and it follows the shopper into checkout when the storefront opens.

The incumbents are built to sell ads. Ganja.com is built to be cited.

	GANJA.COM	WEEDMAPS	LEAFLY	DUTCHIE / JANE
Model	Self-serve rate card, data products, payments fee	Dispensary subscriptions, phone-sold, about \$2,800 / mo	Dispensary subscriptions plus strain content	B2B point of sale and e-commerce; no consumer destination
2026 trajectory	Self-serve rate card on a growing audience; no sales team required	Revenue and paying clients both declining; moved from Nasdaq to OTC in April 2026; market value under \$70 million on \$171 million of revenue	Off Nasdaq since January 2025, deregistering	Private, well funded, B2B focus; Dutchie last priced at \$3.75 billion in 2021
Publishes prices	Yes, open dataset	No	No	Only inside a store's own menu
Publishes laws by state	Yes, 72 pages plus hemp ban hub	Limited	Yes	No
Open, AI-readable data	Yes, CC-BY with schema.org Dataset markup	No	No	No
Payments	Pay Ganja, non-custodial, 2%	Partner integrations	None	Dutchie Pay (ACH, custodial)
International	US and Canada first, plus 22 more countries where the name is native	US and Canada	US and Canada	US and Canada
Crowdsourcing engine	4:20 Club	No	No	No
AI concierge with persistent memory	Yes, an industry first: on every property, encrypted and visitor-controlled	No	No	No

Why the incumbents cannot copy this

Their revenue comes from the dispensaries whose prices a public index would compare. Publishing the data would cannibalize the subscription. A structural conflict, not a product gap.

Why a new entrant cannot copy this

A fresh directory can be built in a year. A .com held since 1997 with tens of thousands of indexed pages, two million quarterly impressions, twenty AI crawlers already reading it, and a concierge that already remembers its shoppers cannot. Authority and memory both compound; neither launches.

Eighteen months, seven workstreams.

WORKSTREAM	WHAT GETS BUILT	OUTCOME
1. Ranking	Club-paid photos, reviews and hours on the top 5,000 listings; internal linking from the hubs; US state and Canadian province pages, then country pages for Germany, Thailand and Jamaica	Move the 2.37M-impression footprint to page one
2. Data products	Price Index API, monthly report, cannabis MCP server, x402 metering	First recurring data revenue; AI agents pay instead of scrape
3. Self-serve revenue	Card checkout on every product, monthly "your page stats" email to 20,000+ merchants, vendor marketplace tiles	Convert the inventory that already exists
4. December 11 and beyond	"What to buy instead" state pages, hemp ban coverage, post-rescheduling law updates	Capture the demand shock and keep the authority position
5. Payments	Pay Ganja merchant growth, stablecoin settlement, agent payments	A rail with volume, which is a strategic asset in its own right
7. Brand	Merchandising and licensing deals, own-label products and gear on the marketplace and CBD store, trademark registrations, the franchise framework and the first franchise markets	Royalty revenue independent of the directory
6. Company	Delaware C-corporation, cannabis regulatory counsel, three hires (growth engineer, data and platform engineer, partnerships)	An institutional-grade company around the asset

How a \$2.0 million raise is deployed

INVESTMENT	SHARE	AMOUNT	WHAT IT BUYS
Product and engineering	35%	\$700,000	Two full-time engineers for eighteen months (growth engineer, data and platform engineer) plus contract design. Builds the ranking engine, the Club content pipeline, the Price Index API, the cannabis MCP server and card checkout on every product.
Merchant and audience growth	24%	\$480,000	A partnerships and growth lead; merchant acquisition campaigns across the United States and Canada to the 20,000+ contactable businesses (claim-and-verify, lifecycle email, vendor program); the 4:20 Club reward budget that pays players for photos, verified hours, menus and street prices on the top 5,000 listings; press and AI-visibility work.
International expansion	10%	\$200,000	After the United States and Canada, which the merchant and audience growth line above funds: Germany, Thailand and Jamaica, with local listing data, translation, in-market partners and launch marketing in the countries where "ganja" is the native word.
Payments, legal and corporate	10%	\$200,000	Pay Ganja non-custodial legal opinion and state-by-state review, stablecoin settlement, cannabis regulatory counsel, the Delaware C-corporation and the trademark portfolio.
Infrastructure and AI	7%	\$140,000	Hosting, security, monitoring, and AI inference for the concierge, the memory layer and the moderation gate.
Operating reserve	14%	\$280,000	Held to accelerate whichever revenue line is converting fastest.

Amounts assume the \$2.0 million target. At the \$1.0 million minimum first close the same priorities apply in order: engineering and merchant growth first, international expansion and the reserve deferred until the second close. Eighteen-month milestones: paid listings in the thousands, Featured and city-banner inventory selling in hundreds of cities, the Price Index cited by major outlets, the MCP server live with paying agents, page-one rankings for the core dispensary queries, and Pay Ganja settling stablecoin volume for merchants in multiple states.

A clean cap table and standard terms.

What investors get, in plain words: ownership. Investors buy shares in the corporation that owns Ganja.com and every property, dataset, concierge and payment rail on it. Their share of the company equals their check divided by the company value agreed with the lead. That share pays out when the network is sold, when a later round values it higher, or when it pays distributions: an investor who owns 20 percent receives 20 percent of what the network sells for, and preferred holders are paid back first.

Leadership

Led by its founder, a mechanical, network and systems engineer with more than twenty-five years across automotive, telecommunications and his own companies, with production AI and payments infrastructure in use today. Based in Ann Arbor, Michigan, a \$3.2 billion adult-use market with 845 licensed retailers. Full background is shared with investors on request.

Team plan

The raise funds three hires in the first six months: a growth engineer, a data and platform engineer, and a partnerships and growth lead. Securities and cannabis regulatory counsel are budgeted.

Ownership today

Founder-owned through a Delaware holding company. No outside investors, no convertible notes, no prior rounds. A Delaware C-corporation is formed before the first close; the holding company contributes the domain, the properties, the data and the code, and investors hold shares in the corporation. Entity details are shared in diligence.

What investors receive

Preferred shares in a priced round, or a SAFE with a valuation cap and discount, at the lead investor's election. Pro rata rights, information rights, standard protective provisions and a 1x non-participating liquidation preference, which returns the investment first in any sale. Minimum participation \$50,000 for accredited individuals; the first close is targeted for January 2027. Quarterly investor reporting from the first close.

Paths to a return

Acquisition of the network. The most likely outcome. Platforms, operators and payments companies have a strategic reason to own the category .com with the data, memory and payments layers on top of it. Precedents: Weedmaps paid \$4.2 million for Marijuana.com as a bare name in 2011; Green.com and Club.com sold for \$7.5 million and \$10 million as bare names in 2026; Vireo Growth paid \$47 million in stock for Eaze in 2026. A working network on the name is worth a multiple of the name alone. **A later round or secondary** marks the position up and lets early holders sell part of it. **Distributions** follow once the inventory converts, and preferred holders are first in line.

Three ways to participate.

1. Seed round

Target \$2.0 million, minimum first close \$1.0 million. Priced preferred equity or a SAFE at the lead investor's election; valuation set with the lead. Proceeds fund the eighteen-month plan in section 11. Instrument, rights and the paths to a return are in section 12.

2. Strategic minority investment plus commercial agreement

For operators, technology platforms, payments companies and media groups: a minority stake paired with a commercial agreement (data licensing, payments integration, brand licensing or franchise development, co-branded country launches, or exclusive category placement). The company has no exclusivity obligations today.

3. Acquisition of the network

The company continues to evaluate written offers for the whole network as a clean asset sale (domain, properties, data, code and merchant relationships via escrow), with transition support. No asking price is published; offers are evaluated on merits.

Is it legal for us to invest?

Yes. The network holds no cannabis license and sells no marijuana. It is a media, data and software business, the same category as the public directories and point-of-sale companies that mainstream funds already hold. CBD.ganja.com retails federally legal hemp products. Pay Ganja is non-custodial and never holds customer or merchant funds.

What entity would we invest in?

A Delaware C-corporation, formed before the first close. The Delaware holding company that owns the assets today contributes the domain, the properties, the data and the code to the corporation, and investors hold shares in the corporation. Details are in section 12 and in diligence.

Where is the business in its monetization?

Inventory and authority came first; a directory with a paywall at launch has no inventory. With both in place, every product on the rate card is self-serve and bought online, the inventory is large enough that penetration rather than demand creation is the job, and the plan's milestones from here are measurable monthly.

What about the token?

The Ganja Token on Solana is a rewards instrument inside the 4:20 Club. It is not sold, it is not part of this offering, and no investor return is tied to it.

Why not just sell ads like Weedmaps?

Because that market is shrinking and sold by phone, and because a possible opening of Google and Meta to dispensary ads would hurt a pure ad directory. Data, trust and payments are the positions that survive every regulatory outcome.

Everything that matters is publicly auditable.

- whois.ganja.com for the 1997 creation date.
- ganja.com/near-me/ and the city pages on maps.ganja.com for live listings by country and city.
- ganja.com/cannabis-prices/data.json and rewards.ganja.com/strainbase/data.json for the open datasets.
- ganja.com/llms.txt , maps.ganja.com/llms.txt , rewards.ganja.com/llms.txt for the AI manifests.
- ganja.com/hemp-ban/ and ganja.com/cannabis-laws/ for the content hubs.
- pay.ganja.com for the payments documentation and a testable checkout.
- ganja.com/advertise/ for the public rate card every scenario in this guide uses.
- Search Console and crawler-log exports are shared with investors in diligence.

Start the conversation

Investor inquiries: invest@ganja.com

Investor page and inquiry form: ganja.com/investors

This guide: ganja.com/invest | PDF: [Ganja-Investment-Guide.pdf](#)

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Sources behind the numbers.

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Third-party figures are reported as published by their sources and have not been independently audited by the company. Where sources conflict, the more conservative figure is used.

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