



# MyDx**360**: A SAAS-based Community Engagement Platform

Helping Companies Use Real-Time Feedback to Innovate

# About Us



**MyDx is a consumer products & data analytics company focused on the cannabis industry**

**Who Are We?**

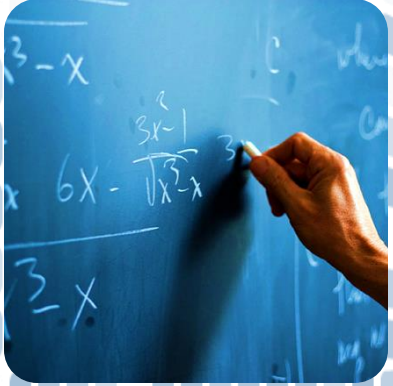
**We develop and deploy products and services by using the consumer-generated data we source from our smart devices and partnerships with third party providers**

**What Do We Do?**

**We can apply what we've learned to help you better manage the development, deployment and tracking of cannabis-related brands at a relatively low cost**

**Why It Matters To You?**

# What our Data Shows



**Chemical composition of Flower-based Marijuana Varies Significantly**

**Patients don't really know what they're buying, despite a given brand name**

**The net physiological effects differs per person and is rarely tracked**

# Budtenders are “Acting” as Doctors

## Most Budtenders Have:

**NO** medical training

**NO** clinical experience, but

**KNOWS** a little about cannabis



## Why That Matters:

Because with a prescription, they are offering relief for ailments without any knowledge of the product's chemical properties or resulting net physiological effects



# Potential Impact

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**Patients are not getting  
the care they need**



**Patients may be  
exacerbating symptoms**



**Doctor's could potentially  
be held liable**

# Partial Solution: Concentrates

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**Uniform  
Chemical Profile**

*Consistency & Reliability*

**Fastest Growing  
Consumption Category**

*Alternative methods of consumption are  
outpacing traditional flower sales*

**Greater Number of  
Delivery Mechanisms**

*Entrepreneurs are driving innovation  
in cannabis consumption*

# Fragmented Concentrate Market



**250 pre-filled concentrate manufacturers**

**LTM Sales of \$146mm as of August 2016**

**Research and Markets estimates that the global vaporizer market will be worth over \$32 billion by 2021**

# Problem With Current Concentrates

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Net Physiological Effect  
is Relatively **Unknown**

**No** Means to Capture Data  
to Analyze in Pre-Clinical Environment

**No** Means to Tie User  
Feedback to the Chemical Profile





# Solution: MyDx360



With 40,000+ consumer-generated, unique data points tied to chemical profiles that are accumulating at a significantly high rate, MyDx knows the net physiological effects of various chemical profiles via its proprietary algorithm

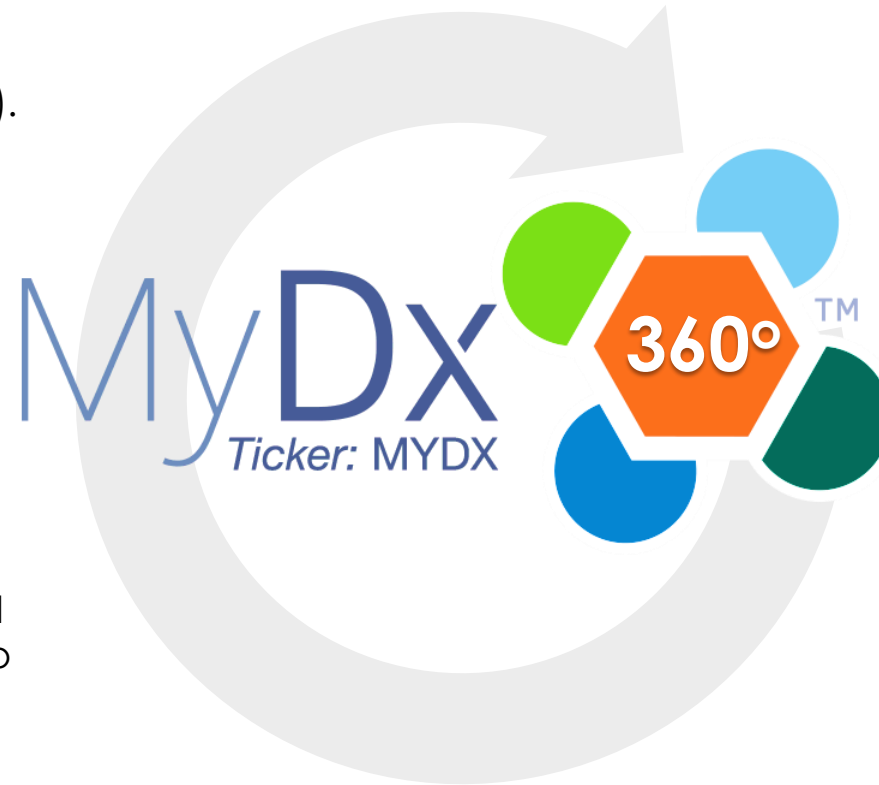
# MyDx360: Full Product Coverage

## Select a Chemical Profile

Select from MyDx's database of targeted formulas and choose an intensity level (Low, Medium and High). Further customization exists for premium contracts.

## Data Analysis

As feedback is accumulated, MyDx will provide you insights that can be used to fine tune your product development/ marketing and sales strategies.



## Develop Product

MyDx will send your specifications to one of its concentrate manufacturing partners. Once delivered, you'll be able to brand and then sell them.

## Customer/ Product Feedback

As your brand hits the market, you'll be able to engage your customer base and collect feedback via the MyDx App. More tailored solutions for premium contracts

# MyDx360: Benefits

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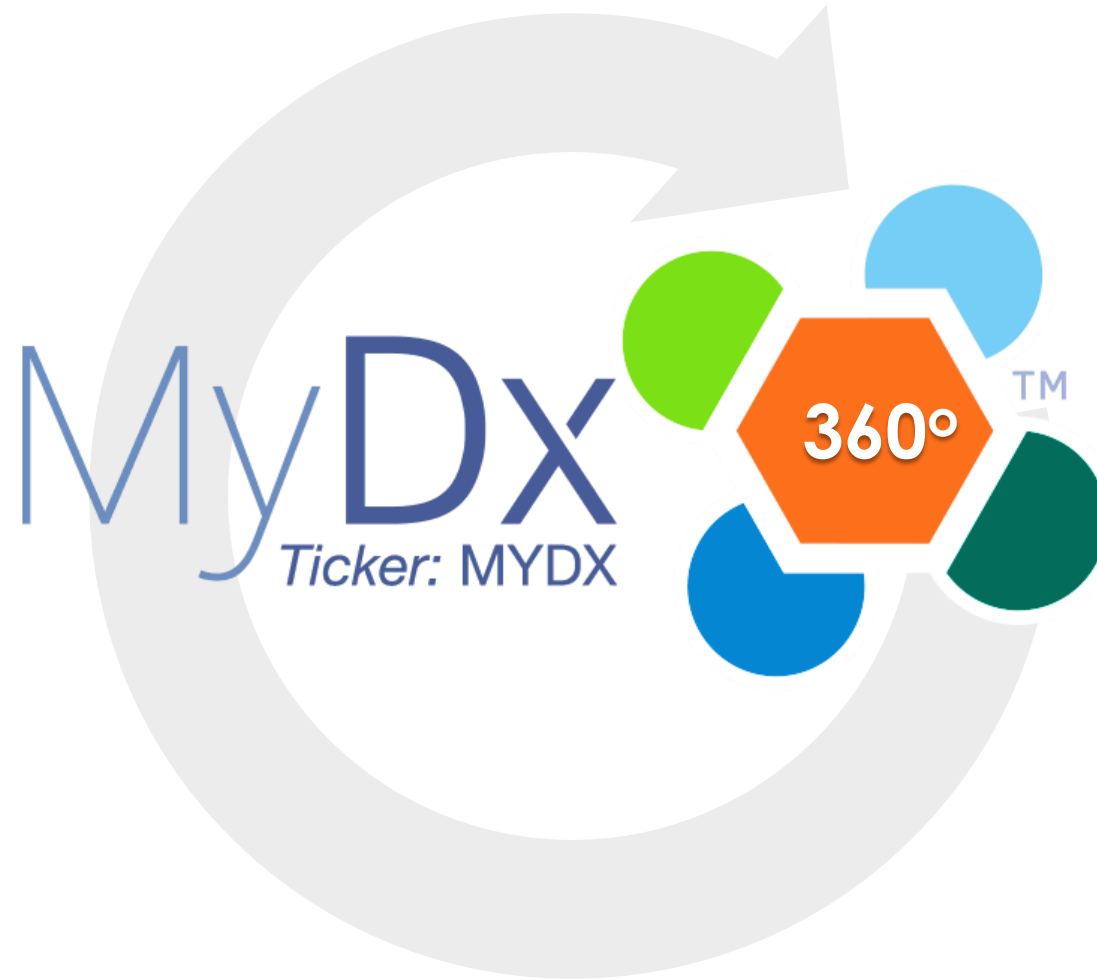
**Bridge Relationship  
Gap Between You and  
Your Customers**



**Get Real-Time Feedback  
to Respond to Changing  
Market Trends**



**Build a Brand at a Low  
Cost/ Barrier to Entry**



For more information on MyDx360, please contact Daniel Yazbeck at [daniel@cdxlife.com](mailto:daniel@cdxlife.com)