

# Introduction to Cannify

Matching Cannabis Products to  
Patient Needs with Science

April 24, 2024

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Prepared for  
Senate Committee on Health and Welfare State of  
Vermont

**Cannify**<sup>®</sup>

 [www.cannify.us](http://www.cannify.us)

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Introduction to the founder

## Let Me First Introduce Myself - Linda Klumpers, Founder of Cannify

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Linda Klumpers  
Founder of Cannify

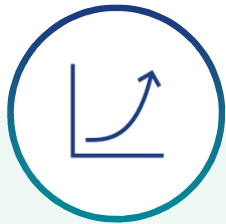
- M.Sc. in Neuroscience from the University of Amsterdam; Ph.D. in Clinical Pharmacology of Cannabinoids from Leiden University; Clinical Pharmacologist degree
- Studying cannabinoids in humans since 2006, well-published
- Six honors and awards in cannabinoid and neuroscience
- Research Assistant Professor of Pharmacology with the University of Vermont
- Co-founder of Verdient Science: Drug Development consulting
- Studying cannabinoids with a \$2 mln Dutch government grant (2021-2025)
- Founded Cannify in 2016

Most of our team members have been with the company for 5+ years

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## There is A Lack of Objective and Actionable Cannabis Advice

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### Increased Exposure

**An increasing number of people** are becoming exposed to cannabis due to the increasing cannabis liberalization



### Increased Health Risk

**Health risks** associated with incorrect cannabis use are an increasing issue

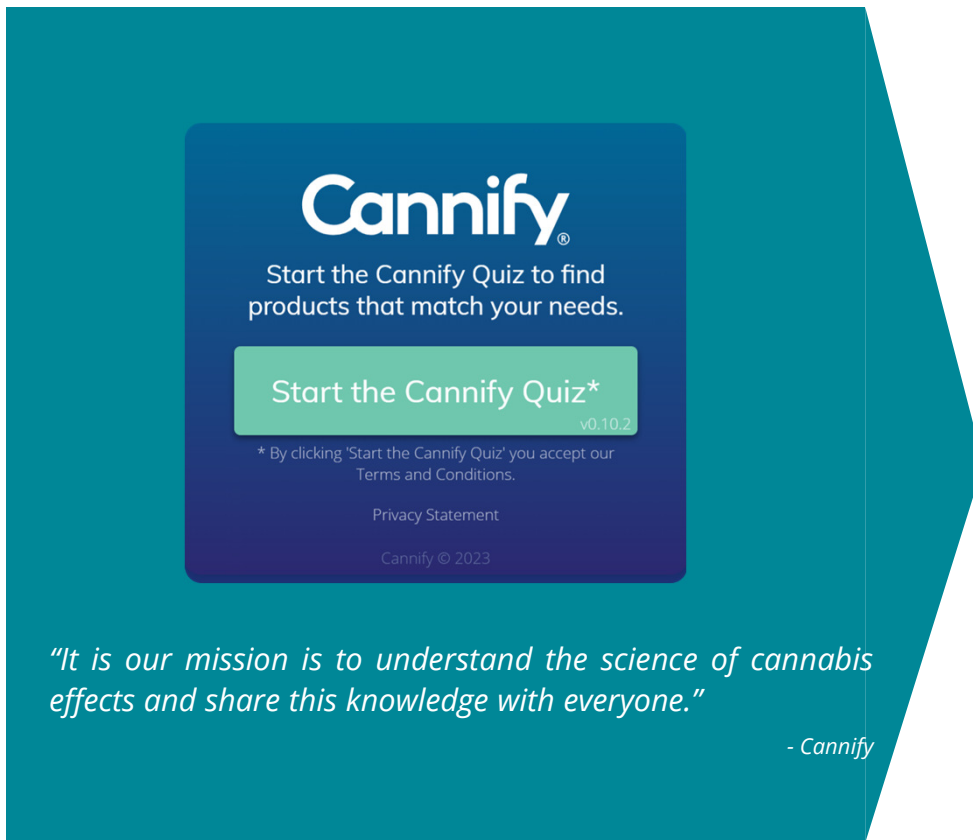


### Lack of objectivity

**No easy way** exists to get objective information on what and how to use:

- Physicians and pharmacists are uneducated on cannabinoids
- Budtenders have no scientific or health-related background
- Scientific publications are too complicated for the general public
- Our initial analysis on popular cannabis effect search terms on Google found that > 80% of the information is unscientific and mostly unhelpful

# Cannify is an Online Educational Platform for Patients and Health Care Providers for Objective and Actionable Cannabis Information



Cannify's value:



For **patients**:

- Objective Education
- Product Information
- Personalized science-based report



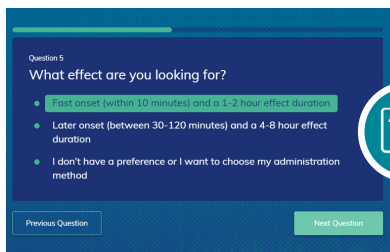
For **HCP**<sup>1</sup>:

- Professional-Grade Science Information
- Data Insights
- CME-level<sup>2</sup> Education

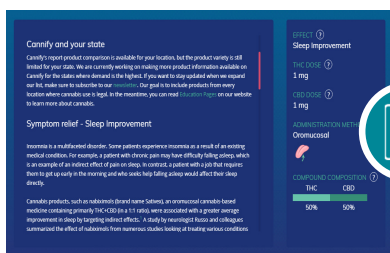
<sup>1</sup> HCP = Health Care Provider,  
<sup>2</sup> CME-level = Continuing Medical Education

# The Cannify Quiz is our central feature

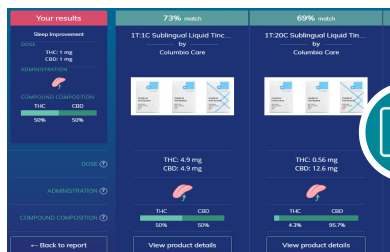
## How Does Cannify Work?



The questionnaire has a **science-based algorithm**



...generating a **personalized cannabinoid report**



...and **matching products** at the user's location



**Do**

- Fill in **symptoms + personal characteristics**
- (e.g. gender, cannabis experience, personality)

**Get**

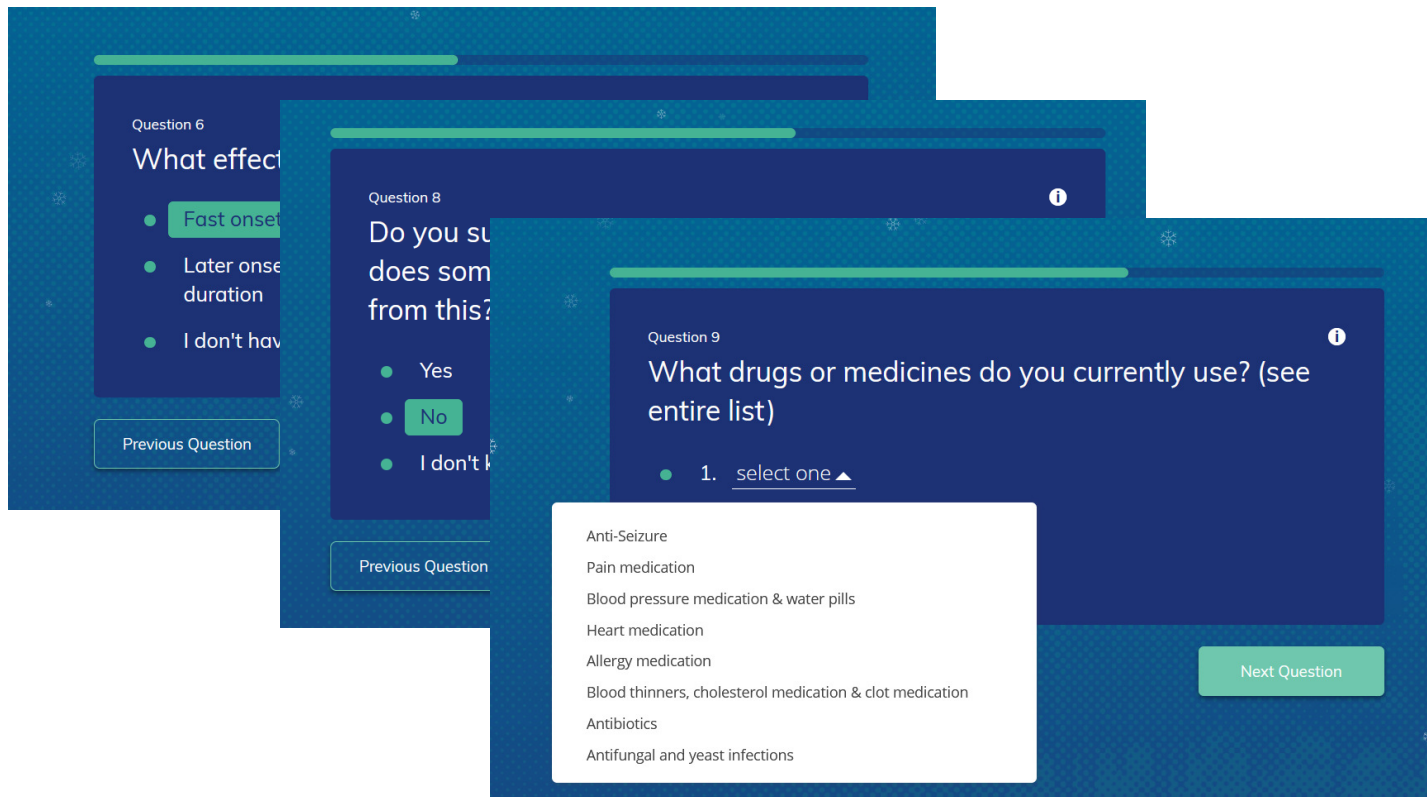
- Get a **report** with cannabis-based treatments that helped people with comparable profiles

**Discover**

- Learn about **cannabis & symptom** of choice from your report
- Compare** your report with available quality products

The Cannify Quiz

## This Is What Questions Look Like



The Cannify Quiz

## After the Quiz, You Get a Personalized Report

Download as PDF    Store in my Account    E-mail me the report    Go to product comparison

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### Report

Thank you for completing this questionnaire! We are proud to have you fill out the basic Cannify Quiz and we are happy to know you value scientific proof as much as we do. The information in your report is taken from various studies (referenced below) and applied to your symptoms and preferences. Keep in mind that this questionnaire comprises only necessary information needed to create your basic cannabinoid report.

[Create a free Cannify account to get an extensive cannabinoid report.](#)

Having an account also enables you to save your cannabinoid reports and gives you the access to all our educational quizzes (there are more options coming soon). Keep reading for the list of information that the comprehensive Cannify Quiz provides.

### Cannify and your state

Cannify's report-product comparison is limited or not available for your location at this moment. If you'd like it to be, let us know [here](#) so we can help make such information available.


We are currently working on making product information available on Cannify for the states

**EFFECT** ?  
Sleep Improvement

**THC DOSE** ?  
1 mg

**CBD DOSE** ?  
1 mg

**ADMINISTRATION METHOD** ?  
Oromucosal



**COMPOUND COMPOSITION** ?

THC	CBD
50%	50%

All scores are calculated by scientific algorithms

## Your Report Score is Compared with Product Matching Scores

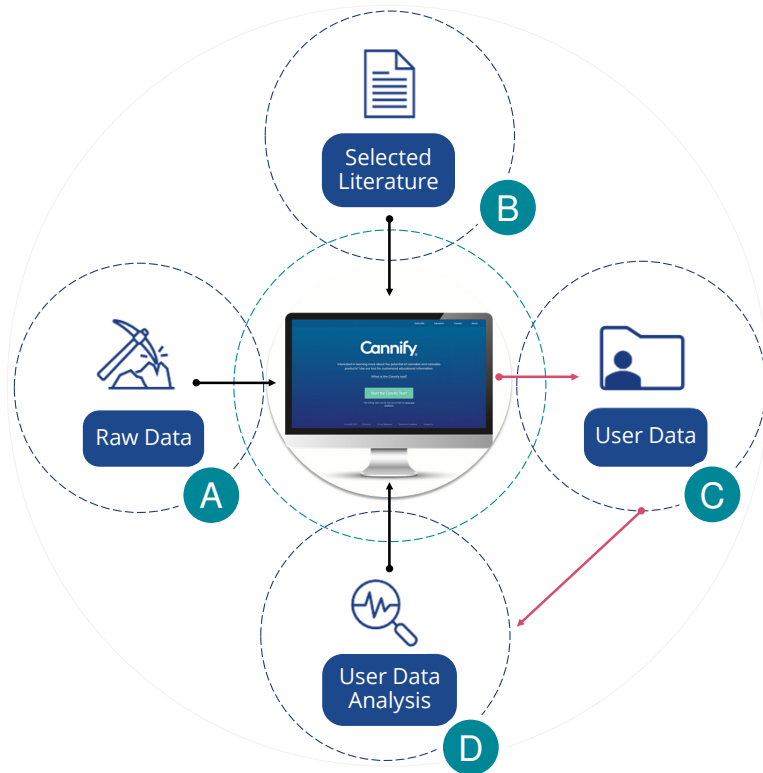
Showing 30 products. Sort on: sponsored

	73% match	73% match	71% match	63% match	63% match
<b>Your results</b> Sleep Improvement DOSE THC: 1 mg CBD: 1 mg ADMINISTRATION  COMPOUND COMPOSITION THC 50% CBD 50%	 Blend Tincture   300mg ... by Sunset Lake Cannabis	 THC+CBD Terpene Enhanced... by Upstate Elevator	 Balance Blend Tincture   600... by Sunset Lake Cannabis	 Snoozeberry 1:1: Gummies 5... by Highly Rooted	 Peach Hibiscus   5... by Alchemy Na
DOSE ?	THC: 5 mg CBD: 5 mg	THC: 5 mg CBD: 5 mg	THC: 10 mg CBD: 10 mg	THC: 5 mg CBD: 5 mg	THC: 5 n CBD: 5 n
ADMINISTRATION ?					
COMPOUND COMPOSITION ?	THC 50% CBD 50%	THC 50% CBD 50%	THC 50% CBD 50%	THC 50% CBD 50%	THC 50%
<a href="#">← Back to report</a>	<a href="#">View product details</a>	<a href="#">View product details</a>	<a href="#">View product details</a>	<a href="#">View product details</a>	<a href="#">View product</a>



How is our science integrated?

## All Input is Analyzed by Cannify's Science Team



Our data input and output sources:

- A** The Cannify Quiz collects data from top tier research organizations\*, qualified by our scientific team.
- B** The team selects the literature, mitigating for (1) wrong data interpretation, (2) mixed results, and (3) design issues
- C** The output is User Data which is based on user's symptom of choice and characteristics
- D** The user data is shared and used as input for user data analysis

\*We collaborate with **top tier organizations** for our raw data sample collection:



CHDR



Leiden University  
Medical Center



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## How are the Report Information & Matching Score Calculated?

### Product Information Example: Condition & Compound

Patient is interested in the anxiety symptom



Anxiety can be increased by THC, and is decreased by CBD



Only recommend literature with CBD results

### Matching Score Example: Starting dose

Report: 2 mg, product: 2 mg



The starting dose and the product unit dose are equal



If other properties are similar, this product gets a high matching score

Use cases

## Cannify Has Been Used by Various Audiences

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### Examples of our Users Types:

- 1 Manufacturers
- 2 Pharmacists
- 3 Physicians
- 4 Dispensaries, including online ordering and delivery
- 5 Media Websites



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## Cannify Has Been Used by Various Audiences – Examples

Manufacturers

Pharmacists

Physicians

Dispensaries

Media Websites

### Pharmacists & Physicians

- Report of the Quiz has provided information at the Rocky Mountain Poison and Drug Safety through 24/7 Cannabis Help Line for **after-care and prevention**
- HCP have used the Quiz for special populations as **scientific background** to regular care activities
- Cannify team members have been creating and teaching in **CME-accredited courses**

### Budtenders

- In-store education to dispensary personnel on the Quiz focusing on cannabinoid research and development
- Audience engagement and retention through monthly fun educational Quizzes with a prize raffle

Follow-up Quiz

## Cannify Quiz According to Users

Feedback that we learned from Cannify's Follow-up Quiz:

*"The dosing guide has been helpful. I am still a relatively new user and this helps get **symptom reduction without as much impairment**"*

*"Very informative - lots of links to great information, and in depth profile."*



*"Simple and easy to understand. Especially when you have **older patients** that may struggle with something online. Also like that you take into account weight and other factors. I ran several scenarios and all the recommendations made sense. I've been in the cannabis industry for over a decade. **I plan on using this service with our patients.**"*

*"The research information **helps me to better understand** how cannabis can help me specifically."*

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# Cannify®

Try the Cannify Quiz and let us know what you think!

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