



pistildata

Series Seed

July 2021

The Problem

Cannabis industry growth has been held back by legacy data solutions, poor market insights, and sub-par market intelligence.

Cannabis data being utilized today

Available data



History Repeating

Every transformative industry has needed a company to organize its data and unlock exponential growth for everyone.

Finance



Internet



CRM



Enterprise



Cannabis



Pistil Solution: **Cannabis market intelligence**

*Pistil applies cutting-edge
computational models to large
volumes of publicly-available
cannabis data.*

Two Years of IP

Our team of 15 engineers and data scientists have applied state-of-the-art machine learning to the industry-specific challenges of cannabis data

1B+ Data Points Every Day

We analyze vast quantities of high-quality public data from eCommerce menus and public APIs

High-value insights

Our powerful IP transforms data into clear, actionable business opportunities specific to the cannabis industry

Leadership Team

We are a team of technologists who know how to build addictive products, scale technology, and grow businesses.

We also have a deep understanding of the cannabis market.



Jeffrey Graham, PhD
CEO



Taylor Jones
VP, Revenue & Customer Success



**We've built the
Pistil Data Platform
to serve the entire
cannabis industry**



**Our first product is “Pistil for Brands”
launched February 2021 in California; added
Colorado in June**



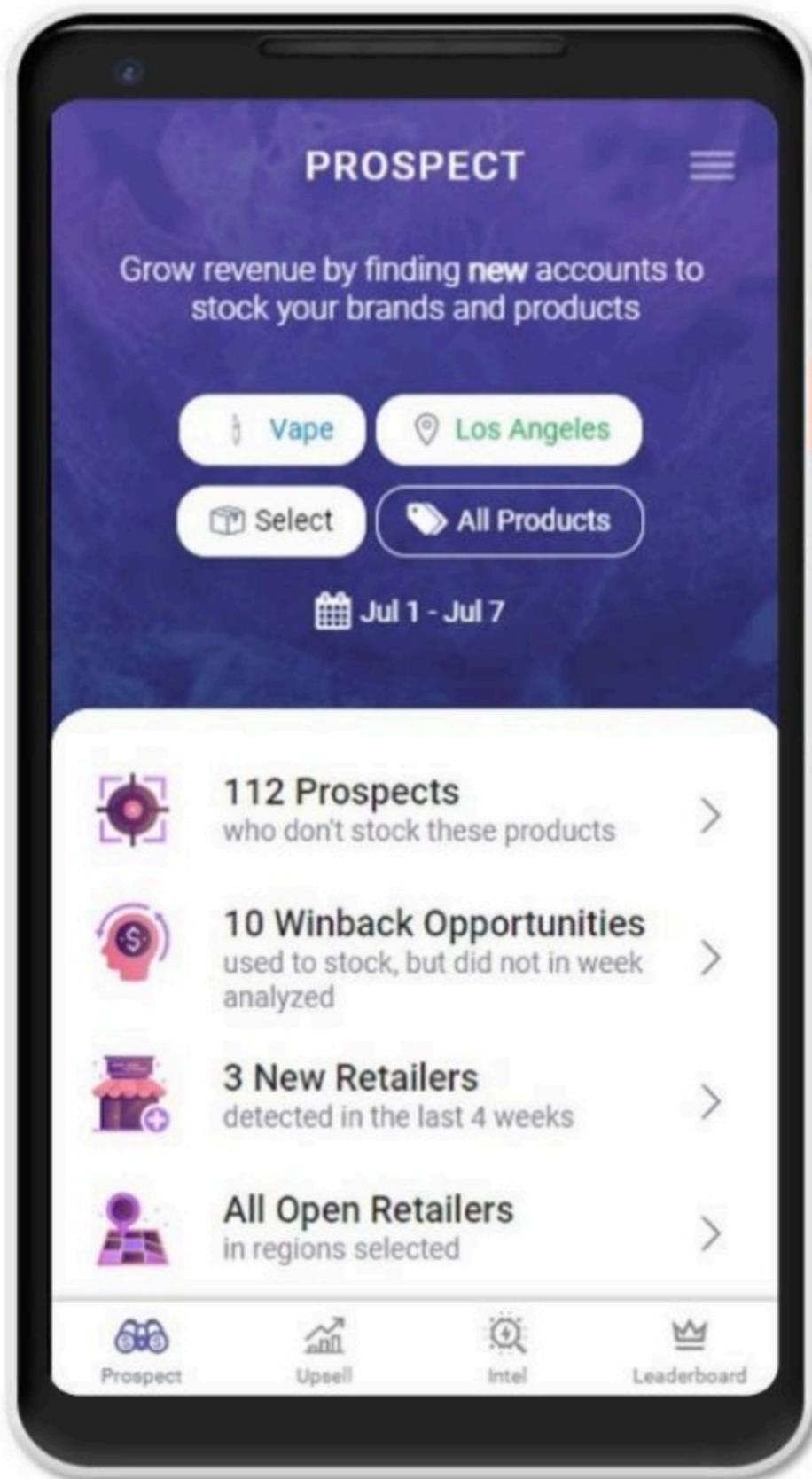
Pistil For Brands User Persona

TERRITORY SALES REP

- *Makes commission by getting products onto shelves and getting re-orders*
- *Spends 10-15 hr/week on Weedmaps for sales intel*
- *50% travel time in car; no laptop*
- *Data-averse*
- *Main questions: "Who should I call?" "What should I say?"*



Live Demo



Broad Industry Adoption



PLUS



BLOOM™



FRUIT SLĀBS



lolo™



BOU
TIQ



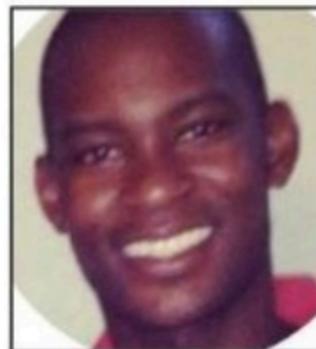
Pistil = ROI for customers



"I won 14 new accounts using Pistil last quarter."

Anthony Bendana, Sales Rep, Plus Products

PLUS



"Pistil saves us money because our team is able to spend less time in front of a computer, and more time on the road."

James Daniel, Sales Director, Claybourne Co.



"Pistil makes me money because it gives me winback opportunities, new prospects, things that I am missing that will put more money in my pocket."

Ryan McDermott, LA Sales Manager, Connected and Alien Labs



"I was doing a ride along with one of my sales guys...I did a geofilter for prospecting, HerbnJoy was on the the list, **I pitched and they bought the whole lineup on the spot.**"

Mary Stuart, VP Sales, Vantage Point Distribution



Pistil is raising a seed investment to scale.

We will use funds over the next 18 months to roll-out Pistil nationally, build new product features, and launch new products for brands and retailers.

Thank You.

