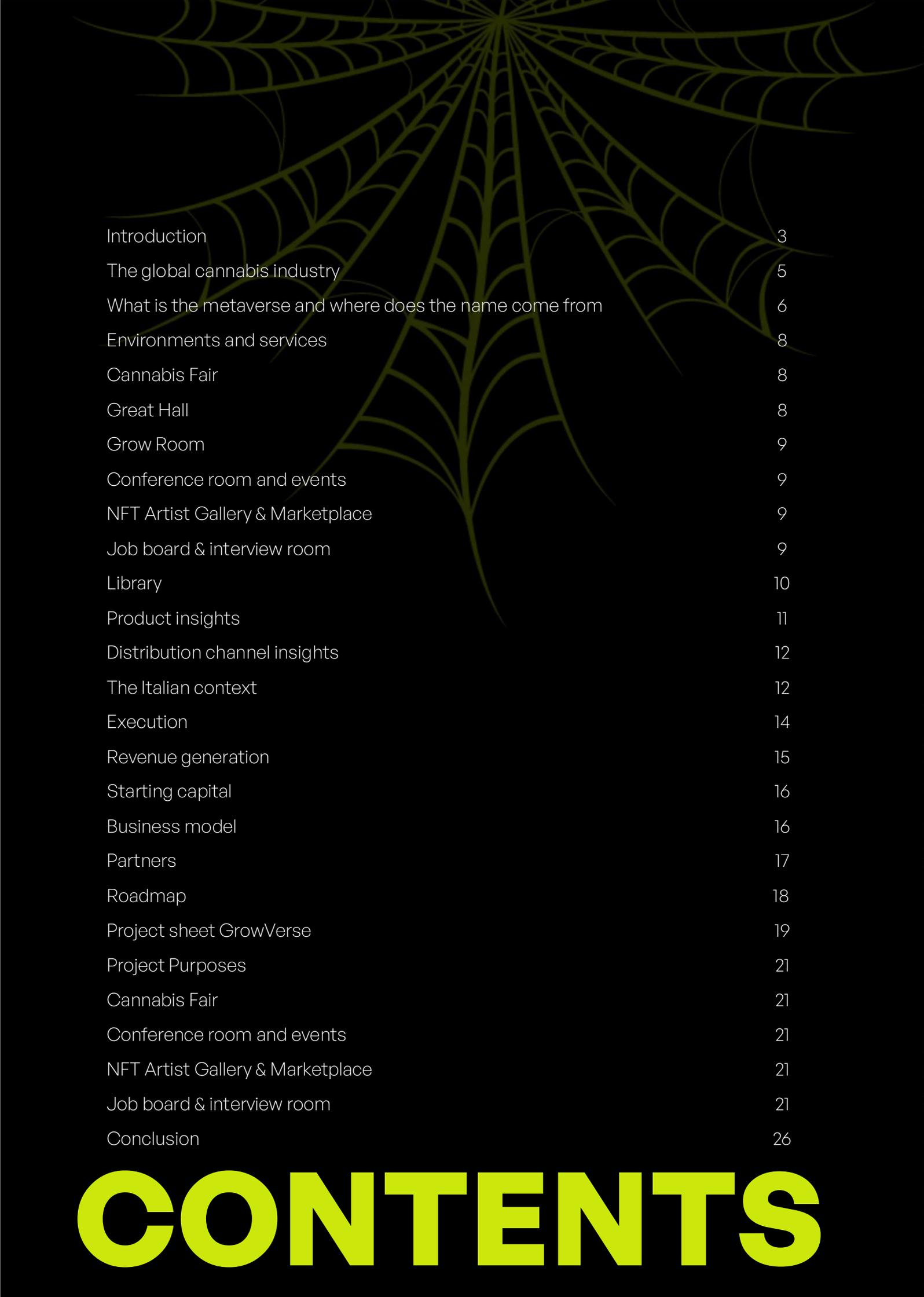




GROWVERSE LEAF PAPER





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INTRODUCTION



420WHITE IN COLLABORATION WITH DOTLABS PRESENTS GROWVERSE, A METAVERSE WHERE CANNA-ENTREPRENEURS, BUYERS & SELLERS, STUDENTS OR SIMPLE CURIOUS USERS, WILL CREATE ALL TOGETHER THE WEB3.0 SOCIAL NETWORK THAT WILL UNITE EVERY CORNER OF THE WORLD

Everything comes from experience and I have noticed, in 20 years of my experience on the subject, that there is no real connection between those people who cultivate, those who buy, those who hire, those who create and sell products, and the big brands that commercialize them.

My idea is to finally make that connection.

That's why 420White was born. White is me. 420 is history. In a Californian school class, students began making appointments to smoke together after school at exactly 4:20 pm. In a short time, spreading like wildfire, this custom took hold in all schools, so on 20th April, or rather 4/20, appeared the World Cannabis Day, the "Cannabis Day".

Here, I would like every day of the year to be 20th April and this is why a place is finally born, a place where you can experience that day every day, where you can get to know each other, where you can compare notes, in order to learn how to cultivate, use a product, or where simply grow.

I wanted to exaggerate, and that's why I propose a new Social, dedicated to Our world.

A spot where a user who lives in a small town will be able to share his nutrient table, his technique, or simply give his opinion with other users coming from all the world.

Great direct collaborations between brands and users and vice versa will easily arise, which has never happened before.

I asked Zisto, a renowned Artist, to draw this NFT, and he created a drawing that embodies the spirit I want to convey to you, a planetary interconnection, a spider web that connects every point in the world.

This is the concept that underlies 420White, sharing, union and knowledge.

The study that will lead to the solution of many problems. Problems for some and solutions for all others.

Unfortunately, people have remained in the past, avoiding what has always been in front of their eyes.

I am exposing myself. Yes, I know. With my own face, so they will remember it.

I do it just for Us. For us lovers of nature and all that it offers, without demonizing or exploiting a utility already present in planetary biodiversity.

We are ready to bring this meeting place to life and we need your help. By buying these NFTs you will give us the opportunity to pave the way for you to learn for free, simply by speaking, in a virtual grow shop, a themed metaverse, "The Growverse", with users from all over the world, an exclusive possibility so far for those who participate in cannabis cup, limited and annual.

There will be a brand for merchandising, for the production of 5 different products under our brand, an e-commerce and the Growverse.

Normally, products are sold in a grow shop; the innovation of the Growverse lies in the fact that the active geolocation will allow you to complete the purchase order in the grow shop closest to your home, thus allowing all the grow shops in the world to increase their sales simply by subscribing to the program.

In the Growverse, which will resemble a cannabis cup, a cannabis fair, virtual stands will be rentable in order to advertise your brand, thus monetizing any

The Growverse is a virtual dimension that combines elements of gaming, education, and culture into an immersive and engaging experience. With the advent of augmented and virtual reality technology, the Growverse offers the opportunity to interact with digital environments in increasingly realistic and captivating ways.

advertising space present and increasing profits, which will be shared 30% with the holder, the holders of the NFTs; or more simply you can participate in the tour as a tourist and/or customer, with the possibility of buying any product on display.

By buying the NFTs, you buy the right to receive the annual profits divided in this form (30% ÷ 4200 nft holders), and specifically 30% will derive from merchandising, 30% from the CBD product brand, 30% from e-commerce, 30% from the Growverse. Every nft 4 rewards.

You will be able to keep the 4 companies under control through the 420WhiteApp, from the point of view of earnings and company developments.

Erasing borders to create a real and solid global cannabis supply chain, integrating it with the new businesses that are born around it every day, such as our NFTs by Zisto, which will give you the opportunity to earn from all this.

GROWVERSE will be the meeting point between famous brands, which are at the top, and emerging brands, and in turn with the simple curious who wants to discover this world or who even wants to study it and be part of it.

Gaming is a significant component of the Growverse, featuring digital worlds where players can explore and collaborate with others from around the globe. A wide range of options is available to players, from discovering fantastical realms to engaging in realistic cultivation simulations.

Lessons and culture also form an integral part of the metaverse. Through the use of virtual classrooms and environments, users can participate in interactive lessons, workshops, and presentations, facilitating enjoyable and engaging learning experiences. Furthermore, the Growverse offers the chance to explore a permanent Cannabis museum, visit an art gallery, and partake in other cultural experiences. Finally, the Growverse also provides the opportunity to earn passive income from the revenues generated within the metaverse itself. This new virtual dimension is opening up numerous opportunities for users worldwide.

The global cannabis industry

The United States have been the promoters of the rebirth of this market by promoting a law that made it legal, voted in the Senate in June 2018, making it a de facto crop, like any other, cultivable and usable in industry.

The world market is estimated, according to a report by Grand View Research, at 4.71 billion dollars in 2019 with a forecast of reaching 5.7 billion in 2020 and a forecast of reaching 26 billion in 2025, making it of the best entrepreneurial initiatives with an annual growth of around 34%.

But some European research gives even more striking forecasts in which it is expected to reach 123 billion euros by 2028. 6 countries have announced laws favourable to cultivation and sale. Italy is one of the most promising markets.

In 5 years, the European market will be the largest in the world. In the research “The European Cannabis Report” (the European report on cannabis), published in January 2019, the company puts black and white the numbers of the boom which, at current growth rates, would occur in the next ten years in Europe, bringing the cannabis (THC) market to a total value of 123 billion euros by 2028, around 70% of the current total turnover of the pharmaceutical industry in the continent (data as of June 2016). 58 billion would be produced, in fact, in the medical-pharmaceutical sector and 65 billion would come from “recreational” use.

The numbers appear even more significant if we consider that they mainly include THC-based products (tetrahydrocannabinol, psychoactive), while data on sales of CBD (cannabidiol, also known as “cannabis light”, non-psychoactive) were not included in the final calculation, both because it is still difficult to find them, and because it is a substance that does not require a medical prescription, and has therefore been excluded from market estimates on cannabis for pharmaceutical use.



What is the metaverse and where does the name come from

“Writer Neal Stephenson created this word to describe the virtual environment in which the digital avatar of the protagonist of the novel *Snow Crash*, released in 1992, lived.

The idea is this: you wear a headset or a pair of glasses and find yourself immersed in a gigantic virtual city where you can decide what to do, just like you would click on a link in your browser. You can follow a meeting with your office colleagues, go shopping as if you were at the supermarket, try on the new collection of your favorite clothing brands or play, draw, invite friends to your virtual home and so on without leaving your living room. With opportunities that have to be defined yet: from virtual reality journeys to the possibility of investing in virtual real estate, from collecting to new job opportunities; if you really manage to make it a reality it will be a truly enormous operation.”

- *QQITALY*

“Businesses’ and consumers’ annual global spending related to the metaverse could reach \$5 trillion by 2030, according to a new report from consulting firm McKinsey & Co.

E-commerce in the metaverse will comprise some \$2 trillion to \$2.6 trillion of the total, while virtual advertising endeavors will make up another \$144 billion to \$206 billion, McKinsey said.

McKinsey released its new estimates for the metaverse in a study on the subject that also included the results of a survey of 3,104 consumers in 11 countries and a poll of C-level executives at 448 companies in 15 industries and 10 countries

Seventy-nine percent of respondents said they have already made a purchase in the metaverse as it exists today, with 47% of those people saying they had made in-game purchases, 37% reporting buying virtual cosmetic items and 33% saying they purchased real-world items that were offered through virtual platforms.”

- *The Wall Street Journal*

“There are 350 million people who already inhabit the metaverse, 43 digital worlds that currently exist. Fortnite and Roblox games are the favorite games for users. A few months after, Facebook’s parent company Meta launched the metaverse concept, followed by similar announcements from other tech giants, this is the worldwide reality of the new virtual dimension we’ll be confronted with in the world of work and entertainment over the next three to five years.”

- *ILSOLE24ORE*

THE GROWVERSE

The structure of the Growerse will appear as a leaf with 7 points, divided into 5 major points and 2 minor points, identifying 7 different settings and services.

At the entrance we will find 420White, a complete virtual grow shop equipped with every important product in cultivation, from nutrients to soil, exactly like a real grow shop, and

you can order the products that will be sent to your home, or prepared for collection on site, from the grow shop closest to your home.

Proceeding into the Growerse just after 420White will open a door to the real Cannabis Fair.

We will find a gallery to virtually exhibit your own themed NFT works and then exchange them, buying and reselling them on the internal marketplace. We will find a carousel room where we can sit and watch industry advertisements to discover new products,

listen to reviews as a true curious amateur would do. In the marketplace, NFTs of quarterly or six-monthly seeds will be available which can be used to plant our virtual plant in the tip dedicated to the grow room, a place where we will be able to exchange opinions between users on each phase, product or technique used. At the end of the three or six months, the reveal of the NFT seeds will take place by revealing the corresponding NFT bud, NFTs that can be resold and traded in the Marketplace.

Inside the Growerse there will be a great hall where several lessons will be held regarding cultivation, legal information, up to the strict chemistry of cannabis.

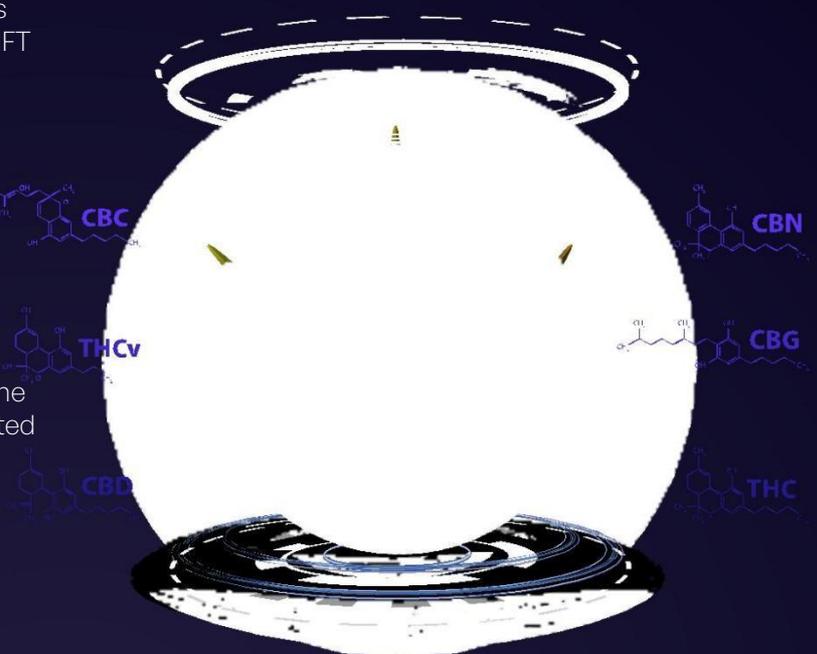
There will be a wing used as a conference room where meetings between investors and proponents will be organized, giving everyone the opportunity to present new Startups to interested investors and above all in the sector.

The central point will be a space full of attractions, stands and themed games, where you can get to know each other, give birth to collaborations, buy and sell your products, first by redirecting customers to your sites or places, and over time by implementing the Growerse you will have the possibility to sell within the ecosystem.

It will be an environment studied in every detail to ensure a sensory experience that makes us relive a true Cannabis Fair, with the difference that here every business card, every product, every banner, everything, will be monetized to increase the holders' remuneration.

A minor point will be dedicated to the library, a place where you can read texts on the subject in silence, thanks to our virtual librarian who will find most of the texts, by means of a pdf aggregator, able to find on the web every text available for reading only, enjoying it in an inspiring and relaxing environment, where you can concentrate to study or simply browse.

The last minor point, but not least, will be dedicated to the bulletin board for job announcements, requests and offers, including a private environment where you can carry out a professional interview in smart working.



ENVIRONMENTS AND SERVICES

Grow shop

Find what you need in a few seconds

Are you looking for a specific product? Easily find what all nearby grow stores have to offer with our geolocated virtual store!

Cannabis Fair

Your virtual cannabis fair, where big or emerging brands will be able to promote their products thanks to the interaction with the public and the possibility of displaying their banners and advertising.

Great Hall

A real lecture hall, where teachers, researchers and industry experts will hold lessons ranging from plant botany to chemical interactions within our brain, it will be a place where you can learn everything on the subject at 360°, raising the hand and interacting with the professors.

For each lesson, the profit will be divided as follows:

80% teacher
10% translator
5% creator/procurer
5% platform

Example:

if 100,000 people are running on the platform, and let's take as a plausible percentage that 1% is interested in listening to a lecture, for example, on plant biology, let's assume that 1000 people take part, the lecture will cost 1 Leaf (which can be bought 1:1:1 leaf/eur/usd, or earned by watching for example, advertising), which will be gladly paid by the user who may have earned it for free in the game.

In this case, the profit would be divided as follows: 800 leaflets to the teacher 100 leaf to the translator 50 leaf to the creator/procurer 50 leaf to the platform for an hour of class.



Each setting will have a sector manager responsible for overseeing strategies and services to enhance user access to various features. The manager will serve as the interface between the service and the users.

Grow shop: Manager - Roberto Romagnino. Personnel management and sales monitoring.

Cannabis fair: Managed by the users.

Great Hall: Manager - Valentina Bifulco. Faculty management and lesson organization.

Grow room: Manager - Roberto Romagnino. Personal chat assistance upon user request.

Conference room and events: Manager - Matilde Sortino. Congress and event organization.

NFT artist gallery and marketplace: Managers - Giacomo Pintus and Silvia Papavero.

Job board and interview room: Managed by the users.

Grow Room

Your equipped Grow Room where you can sow your NFT Seed and grow your virtual plant, with the same characteristics and timing of the relative real plant, auto-flowering for 3 months or regular for 6, arriving at the collection of your NFT bud, collectable and resalable in the Marketplace

Conference room and events

A space equipped with an audio and lighting system to be able to organize congresses in the sector and events, including musical ones, such as concerts. It will be the space dedicated to the presentations of new brands and projects, to be able to exhibit one's idea in front of sector investors and give birth to new companies or simple collaborations. Each congress or presentation of a new startup will be free of charge, including admission for the user. However, it will be possible for the listener who considers the idea valid to be able to interact with the speaker and to be able to send leaflets as a donation to support the project.

Each event, such as a concert, will follow the same concept as the Great Hall, where a symbolic ticket (imposed price 1 leaf) will be paid at the entrance to support the artist, in this case only the percentage of 5% will be paid to the platform and 5% to the creator/purchaser, the remaining 90% will go to the artist .

Example:

If 100,000 people are running on the platform, and let's take as a plausible percentage that 1% is interested in listening to a concert, for example, by a rapper, let's assume that 1000 people take part, the concert will cost them 1 Leaf (which can be bought 1:1 leaf/eur/usd, or earned by watching for example, advertising), which will be gladly paid by the user who may have earned it for free in the game. In this case, the profit would be divided as follows:

- 900 leaf to the artist Artista
- 50 leaf to the creator/procurer
- 50 leaf to the platform for an hour concert.

NFT Artist Gallery & Marketplace

A real digital art gallery where you can exhibit your works, discuss them with the spectators present who will be able to interact with the artist and decide to buy his works, thanks to the marketplace, where NFT seed and NFT bud will also be sold exchanged by users

Job board & interview room

This space is dedicated to job offers/searches, having the possibility of interacting with the Notice Board and organizing an interview with the employer/employee, and having the possibility of doing it in smart working, from home, but within a comfortable virtual environment

LIBRARY



Your cultural corner. Here you can search for all the texts on the sector in PDF format that can be consulted on the web, browsing the most authoritative books on the subject comfortably in your virtual library, in a silent environment just like a real library.

For the Creation of the GROWERSE we will rely on DotLabs.

DotLabs

DotLabs was founded in 2012 after a group of friends and gamers decided to pursue a career in video game development. They started their work in 2015 with the first request from a Dutch development house. From that point, they began to make small collaborations with famous video game production houses. The company is made up of a few but valuable figures, specialized in many sectors such as: development interface graphic designer, system programmer, web programmer, level designer, 2d graphic designer and new graphic designer and 3d modeler will be hired for the occasion.

In 2019 he was commissioned to develop a graphical user interface management system used in a triple A video game, studying and thus seeing how work works in a company from triple A.

In 2020 they decided to enter the Web world with the site <https://dotlabs.it>, with the first version of the site where they advertised themselves only as video game developers. Shortly after they decided to open the professional development of websites and applications while maintaining the strong passion for video game development.

All this will be possible thanks to our NFTs, designed by our pride, Zisto.

Zisto is a visual artist from Cagliari, known by his pseudonym since he was 15 years old. He is a self-taught artist who began his journey in the world of visual arts with graffiti as a teenager, but his passion for drawing started much earlier, influenced by his father and elder brother who were painters. He has developed a unique style that combines street art with digital art. He has worked with many renowned artists and brands such as Snoop Dogg,

Xzibit, La Coka Nostra, MC Eiht, Lil Rob, Mr Capone-E, Iron Fist, Noyz Narcos, Vacca, Ensi, Big Fish, Sick Luke e Duke, El Raton e Machete, Abbey Dawn by Avril Lavigne, Venum Fightwear, Harley Davidson and many others, and currently still collaborate with some of them. His most recent notable achievement was joining the Sullen art collective.

Product insights

The oil segment has the largest sales share in the cannabis extract market valued at USD 4.8 billion in 2019. This segment is expected to be the fastest CAGR over the forecast period. This is mainly due to the growing medical applications of the product. Therefore, monitoring the correct consumption of prescribed doses, including tetrahydrocannabinol (THC), CBD and other components, is very important. Thus, the preference for cannabis oil and extract is relatively greater when measuring the accuracy of smoked marijuana. The prospect of healthcare professionals for safer methods of consumption such as oral consumption or beverages or chewing gum should stimulate demand for the product. Most of the manufacturers have started to expand their portfolio of extracts due to the significant demand in end-use industries such as pharmaceuticals, nutrition, skincare products, beverages and food. This product is marketed with specific information about TCH content and single CBD or CBD for medical purposes. The full-spectrum extract includes the full range of cannabinoids

that can be extracted from the marijuana plant. In addition to CBD, there are more than 100 other cannabinoids in their original form. Due to their availability, full-spectrum extracts produce a gang effect, which is the link between terpenes and cannabinoids and enhances the healing properties of cannabinoids. Cannabis isolate is the most reliable form of the single cannabinoid and is obtained through isolation and extraction. It has relatively fewer health benefits than full-spectrum cannabis extract. Additionally, this block retains a variety of ancillary services, which has led to its increased acceptance over the years

Due to strict THC regulations in many countries, the intake of the full spectrum or isolate is relatively low. Doctors also prescribe medicinal potions of marijuana for its tropical effect. Furthermore, the growing pressure from the medical community on legal entities to legalize full-spectrum products should have a positive impact on the future demand for full-spectrum extracts.



Distribution channel insights

The Business to Business (B2B) segment dominates the market and accounts for the largest share of sales in 2020 with 58.9%. The segment is expected to develop profitably over the forecast period. This is due to the growing number of wholesalers or suppliers of CBD oil and the growing demand for CBD oil as a raw material. Similarly, after CBD products were legalized in various countries, the supply of these products increased significantly as consumers continued to grow.

The hospital pharmacy sub-segment experienced a significant share of sales in 2020. More and more companies have entered into exclusive partnerships with retail pharmacies to increase their visibility and create independent units for customers to purchase products excellent CBD. Furthermore, the CBD market is expected to offer significant opportunities for market players due to the increased supply of pharmacies, the companies' unique partnerships with retail pharmacies, and the increase in the number of patients choosing CBD treatment.

The Italian context

In Italy, the law n. 242/2016 made the cultivation of cannabis legal for the production of food, cosmetics, semi-finished products (including powder, wood chips and oil). The legislation is incomplete as the consumption by combustion/evaporation of cannabis derivatives (oil or inflorescences) is not expressly prohibited but is not regulated in any way. However, the low concentrations of CBD and, above all, of THC make the products on the market almost completely devoid of psychotropic effects.

This product sector is also booming in Italy, as is the case throughout Europe. According to Brightfield Company estimates, the sector will grow by 400% in the next four years. One factor of expansion is paradoxically represented by the COVID-19 pandemic.

As confirmed by the WHO, more and more people are turning to cannabidiol to soothe the effects of insomnia and stress. Among the best-selling products, in addition to marijuana, there is hashish, another derivative of cannabis Sativa, characterized by higher levels of CBD.

Vip Access

NFT's will allow you to become an active participant in this new world, granting you VIP access that enables free entry to the services offered. You will have the opportunity to attend workshops, masterclasses, conferences, and events, as well as engage in discussions or showcase your new startup, all at no cost. A wide range of opportunities will be available to you in an immersive and targeted environment. NFT's will open the doors to a new way of sharing knowledge. Upon sell-out, NFT holders will receive a physical collector's edition of the Growverse.

SWOT ANALYSIS

In this specific section, we will use a powerful analysis tool to further understand and categorize the current business under four significant aspects, Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T).



Strengths:

- Union, belonging will be created, partnerships and new jobs will be born in smart working.
- The CBD market will grow with attractive growth rates over the next five years.
- CBD products have massive use in different market segments.
- We will make our profits sharply positive by continuously innovating and renewing the company's monetization process.
- The CBD market will have a significant impact on the European economy over the next ten years.
- There is no leader.
- We are creating a metaverse accessible from any platform (PlayStation, Nintendo, xbox, tablet, smartphone, computer) and we will share 30% of the net profits with the holders of our NFTs
- Ease of business management.
- Short hierarchical line.
- Scaling the business is easy as the basics will already be there



Weaknesses:

- The company has to bear an average amount of start-up expenses.
- We will need to implement a good set of marketing strategies to build awareness of our brand.



Opportunity:

- Ability to scale within the market sector by introducing innovative services and products.
- Opportunity to use digital tools to spread the business and improve its activities.



Threats:

- Possibility of entry of new competitors in the specific branch of the market, for this reason we will always be working to be at the forefront to improve the company and preserve its profits.

Execution Marketing

The company will use a specific professional advertising campaign through PR Distribution to spread business quickly. Secondly, we will use a dedicated website to publicize our activities and our entire brand. Our industry requires a strategic process with intelligent and guided planning. Therefore, 420WHITE will have a unique marketing plan to improve customer experience to launch our services. Marketing will help create a marketing plan that aligns priorities with business goals, achieves a realistic business goal, and primarily grows and evolves with changes over the course of the business. 420WHITE has developed the following marketing strategies

Search Engine Marketing (SEM)

It includes all activities to ensure that our services are visible on search engine results pages. Using Pay-Per-Click (PPC) paid search ads.

The company can reach the customers by typing a particular keyword in the SEM, that the business will appear as a top result for that search query, conversely, within GROWVERSE we will get paid for each advertising space, banner or exposed product in CPC and CPM (clicks and views)

Email marketing

Email marketing involves sending educational or entertaining content and promotional messages to people who voluntarily subscribe to messages from 420WHITE's services. The primary objective is to deepen our relationship with the customer or prospect by sending personalized marketing messages.

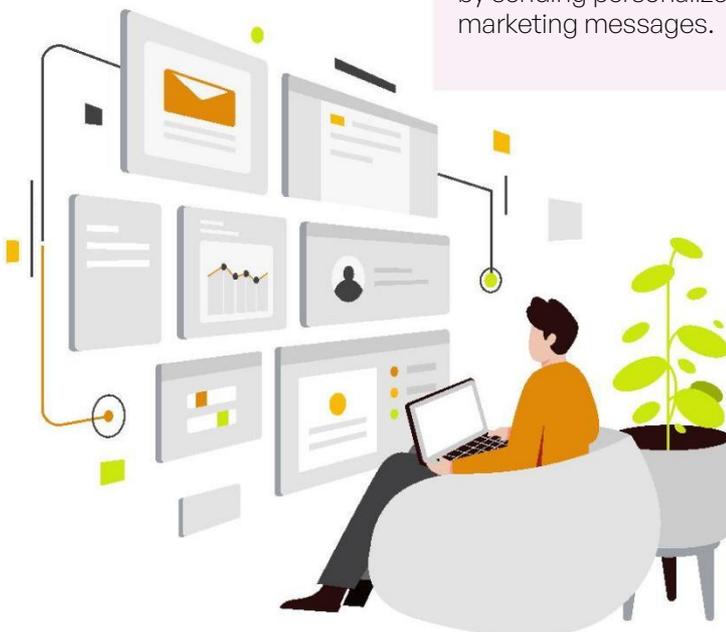
Conventional marketing

The ability to have 1-to-1 personal conversion, phone calls, events and field marketing between service providers or clients will help 420WHITE market our services much more.

- Sponsorships Socials
- Mobile phone and computer
- SEO optimization
- Content, social media and videos
- public relations
- Blogs
- Exhibitions
- Webinars and online podcasts
- Influencer network (micro, macro, Nano)
- Website
- Newsletters
- Billboards/signage
- Live interactive events
- Meta-Influencer Avatar Templates
- In-Game Advertising
- Brand assets: collectibles
- Virtual characters
- Awards
- 3D characters in AR
- Interactive Content for Exploration and Discovery
- Integration of social media channels

Social media marketing

In order to promote our brand and services, social media platforms such as Facebook, Instagram, LinkedIn, Twitter and TikTok can help spread the word of GROWVERSE. We are also creating videos to market our services on YouTube and the GROWVERSE website.



Revenue generation

1) Brand merchandising

A clothing line will be designed and created using the 4 elements that make up the NFT (Snapback, T-shirt, sweat-shirt, jacket) so that by wearing the 4 items, you wear the complete NFT

2) CBD product brands

5 different products containing CBD in different percentages will be branded (CBD oil, CBD Gummies, CBD for cats and dogs, CBD e-liquid, CBD extract)

3) Google AdSense

Each banner, product, business card, etc., clicked, or each commercial watched, will make us pay, from AdSense affiliation, from 0.10 cents up to even 1 euro for a single click.

A practical example, 10,000 people (which are very few for a platform of this type) who make 10 clicks browsing the GROWVERSE, taking as an average 1/5 of the maximum average price per word, we get 100,000 clicks paid 0.20 cents per click. or \$20,000/day, 7,300,000 \$/year, of which 30% or 2,190,000 for the holders, who would obtain an annual income of approximately 520 dollars per NFT held, paid 100 dollars, in this example we would have achieved 520%, gross per annum, only from AdSense affiliation, with only 10,000 people and with only 10 clicks.

4) Rentals

Stands will be made available to existing brands, just as in a fair each exhibitor will be able to customize their stand with their own logos and banners, setting up a real virtual space where they can come into contact with a large catchment area and promote the own business, selling and recovering important contacts around the world, from your own home. We will start with 100 stands, a number that can be expanded upon request, each stand will be free of charge.

The rental section also contemplates the hourly rent of all the rooms, for any activity, whether it is a project or a lesson, the daily rent will correspond to 5% of the proceeds of this activity.

Furthermore, a multitude of static advertising spaces will be contemplated in the design of the GROWVERSE, to be rented to brands that want to stipulate the monthly or annual contract of the aforementioned space.

There is also a gallery where artists can exhibit their works in exchange for a modest rent.

Hence the internal marketplace for the purchase/sale of works, monetizing with the operating fees.

5) Transactions

1% on everything that happens within the platform for each transaction made.

6) 420White

You can have your virtual Grow Shop by subscribing to the program and combining it with your real business, increasing sales and receiving advertising.

Each product in the virtual grow shop will be the same as the original and like when you turn a product around to read the characteristics written on the back, clicking on it will show a redirection pop-up pay per click monetized by the corresponding company.

Obviously being a grow shop there will be product sales exactly like in the physical or e-commerce grow shop.

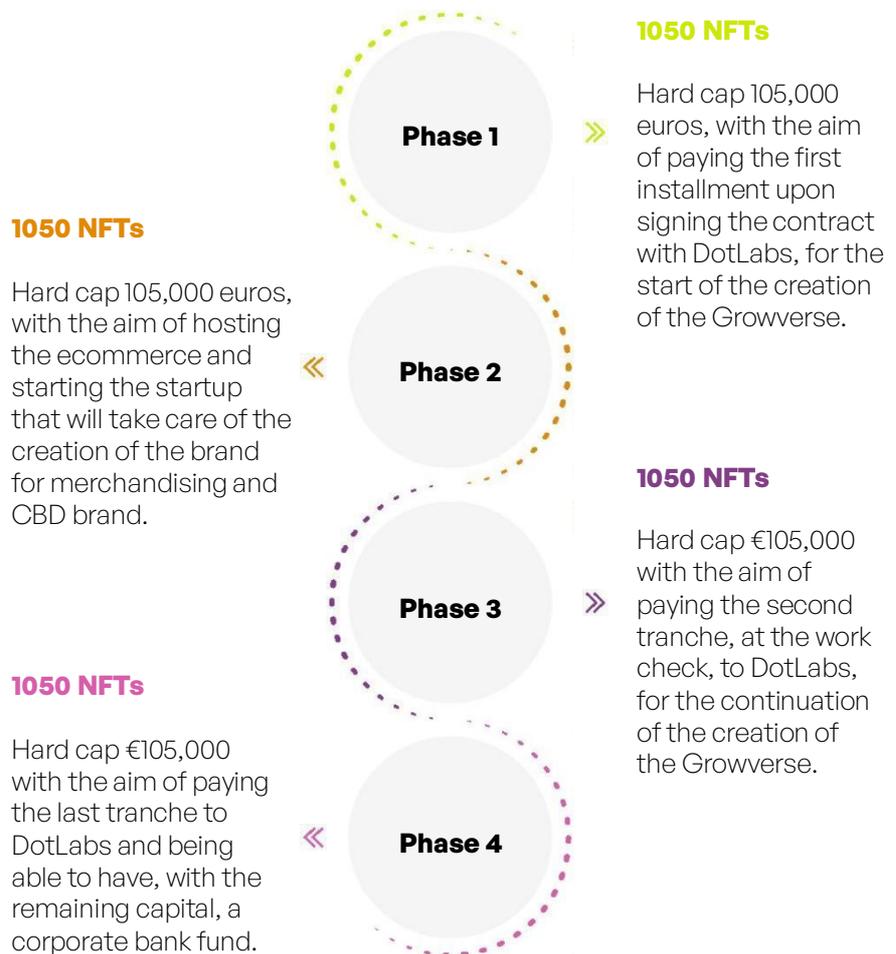


Starting capital

In order to be able to create and market the brand, merchandising and GROWVERSE, the company has set itself the task of raising funds of 420,000 euros.

Business model

The NFT will be created in a limited edition of 4200 units, which will be sold for 100 euros each. They will be divided into 4 sales phases:



Every year, the tax-free corporate profits will be distributed, via Smart Contract, to the holders of the NFT certificate, understood almost as a share in this new business model, in the percentage of 30% of the total tax-free profits.

PARTNERS



Partnerships

- ?? (to be revealed)



Targets

- Big brands
- Wholesalers
- Retailers
- New Brands
- Lab and University
- Research and development centers
- New sector start-ups
- Trade fairs
- Farmers, students and the curious
- New sector technologies
- Translators



Teachers and researchers

1. Stefano Piga (Chemistry)
2. Luca Massimino (Neuroscience)
3. Luca Melis (Pharmacology)
4. Simone Lecca (Herbalist)
5. Ersilia Bifulco (Biology)
6. ?? to be revealed! (Cannabis educational content)



ROADMAP

2022

- Concept
- Building legal frame
- Website
- NFT mint private sale

2023

- Aggressive Marketing Campaign
- Start App development
- Worldwide Summit
- Beta test Growverse

2024

- Release Growverse
- 420White App
- Android and iOS app stores



2023

- Launch Marketing Campaign
- Start Growverse Development
- Launch Public Sale NFT

2023

- Website 2.0
- Release Rewards Smart Contract
- Marketing Campaign

PROJECT SHEET GROWVERSE

by DotLabs



Aim of the project

GrowVerse wants to be an online portal that can be used on most devices. It is a portal that brings together all the Grow Shops where the user of free choice buys products within the portal, follows classes, gets information on the latest news, participates in meetings and job interviews. The interaction between users is the master of this project, in fact the user will be able to interact with other users via written chat or voice chat. The world is made up of a dynamic map that expands according to the number of users who access it.

The Project Plan defines the following:

- Aim of the project
- Objectives of the Project
- Goals and Expectations
- Roles and Responsibilities
- Assumptions and Constraints
- Approach to Project Management
- Basic Rules of the Project
- Project Budget

General Information/ Available Alternatives

Development Platform: Unreal Engine 4 Web Platform: PHP

Assets: For the first phase, use owned assets, then purchase or commission models from external designers.

Sound: Karati Records

Video material: Karati Records

Approach to the Project

Start of Project Development

This first phase consists in the beginning of the development of the GrowVerse by defining the first features required by the project, the creation of a map, the association of the database, the development environment linked to the server.



Software Test

Testing of all the components included in the project, communication between web server and client, between database and server, checking for any development bugs.



Beta Testing

The Beta Testing phase will define the project release times, when the finished product is approved, we will move on to the final release phase.



Web Implementation

In this stage, a server environment is built where users with special access can enter and modify data within the platform.



Asset Implementation

Once the software has been tested in all its functionalities, we will move on to the implementation of the Assets: or rather, we will start composing the world with assets purchased or created by licensed 3D graphics.



Release

The final phase where the project for the various platforms will be produced with subsequent marketing campaigns to finalize the project.



PROJECT PURPOSES

The project aims to collect as many users as possible in the GrowVerse in order to advertise, inform and involve users in this world.

Create 7 Areas

Cannabis Fair

Your virtual cannabis fair, where big brands or emerging brands will be able to promote their products thanks to the interaction with the audience and the possibility of displaying their banners and advertising

Great Hall

A real lecture hall, where teachers, researchers and industry experts will hold lessons ranging from plant botany to interactions with the chemicals inside our brain, will be a place where you can learn all about the subject at 360°, raising your hand and interacting with the professors.

Grow Room

Your equipped Grow Room where you can sow your NFT Seed and grow your virtual plant, with the same features and timing of the relative real plant, auto-flowering for 3 months or regular for 6, arriving at the collection of your NFT bud, collectible and resalable in the Marketplace

Conference room and events

A space equipped with an audio and lighting system to be able to organize congresses in the sector and events, including musical ones,

such as concerts. It will be a place dedicated to the presentations of new brands and projects, in order to exhibit others' idea in front of sector investors and give birth to new companies or simple collaborations.

NFT Artist Gallery & Marketplace

A real digital art gallery where you can exhibit your works, discuss them with the spectators present who will be able to interact with the artist and decide to buy his works, thanks to the marketplace, where NFT seed and NFT bud will also be sold. exchanged by users.

Job board & interview room

This space is dedicated to job offers/searches, having the possibility of interacting with the notice board and organizing an interview with the employer/employee, and having the possibility of doing it in smart working, from home, but within a comfortable virtual environment

Library

Your cultural corner. Here you can search for all the texts available in PDFs that can be consulted on the subject, in a silent environment just like a real library.



Goals

Create a Common environment where all users can gather. A cross-platform login system with Xsolla including stable servers with suspected 100k user base

AIMS



Conversion of users



Marketing



Collect users within the GrowVerse

Risk Assessment

Your virtual cannabis fair, where big brands or emerging brands will be featured, is a key component of the project. The initial Risk Assessment (next page) tries to identify, characterize, prioritize and document a mitigation approach related to those risks that can be identified before the project starts.

The risk assessment will be continuously monitored and updated throughout the life of the project, with monthly assessments included in the status report (see Communication Plan) and open to modification by the Project Manager.

Since the mitigation approaches must be agreed upon by the project management (based on the assessed impact of the risk, the project's ability to accept the risk and the feasibility of the risk mitigation), it is necessary to allocate time to each meeting dedicated to the identification of new risks and discussion of mitigation strategies.

Risk	Risk Level L/M/H	Probability	Mitigation Strategy
Project			
Console output not ready for the first Release	High	Certain	Entrust us to a specialized company for console conversion
Delays Web Development	Medium	Low	Extend the development time of the initial draft until fulfillment of the Web Software
Development change during production by the customer	High	Certain	Extend Application Development times
Initial setup of servers	High	Certain	Purchase of more servers or more performing servers

HYPOTHESIS

Project hypothesis

- Development delay on the web part
- Development delay on the APP part
- Lack of funds for project development
- Delay in finding a Crypto developer

Constraints

Project Constraints

The following points can be considered the constraints of the project

- The development of the app is bound to the Web part. If the web part is blocked in development, the APP system would work but it would be impossible to insert products, book conferences or events. Web development is necessary because the system must be usable by multiple platforms, consequently a common system is needed for all devices known for client/server communication.

Project limits

Unlike risks, project limits are insurmountable problems that can be destructive to a project initiative. In this design, the following are possible critical barriers:

- Total block of Web development (Backend)

Should one of these events occur, the Project Plan would become invalid.

PROJECT MANAGEMENT APPROACH

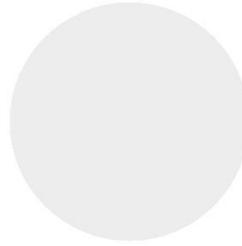
Roles and responsibilities



Roberto Romagnino

Project Sponsor

- Final Decisions regarding the Development
- Provides project funding
- Review/Approves some elements of the project
- Indicates the guide lines to the Project Manager



Emanuele Masala

DotLabs.it, Project Manager

- Manages the Project according to the Project sheet
- Communicate directly with the Project Sponsor
- Supervise the development
- Send guide lines to the participants of the project



Giuseppe Valenza

DotLabs.it, Head Developer

- Will oversee the elements developed within the project
- Will be the lead programmer on the Unreal Engine portion of the project
- Will report to the Project Manager for the implementations to be made.



Giuseppe Urgeghe

TopWebsite.it, Web Developer

- Will supervise the elements developed within the project concerning the Web part
- Will report to the Project Manager for web implementations to be made
- Will be the main programmer regarding the web part
- Will take care of the SEO part of the project
- Will be the marketing consultant of the project
- Will take care of the Adwords and Adsense part of the project
- Representative website development (Frontend)
- Web application development to be connected to the project (Backend)

Problem Management

The information contained in the Project Plan will likely change as the project progresses. While change is certain and necessary, it is important to note that any change to the project plan will impact at least one of three critical success factors: available time, available resources (financial, personnel), or project quality. The decision as to whether to make changes to the Project Plan (including project scope and resources) should be coordinated using the following process:

Step 1:

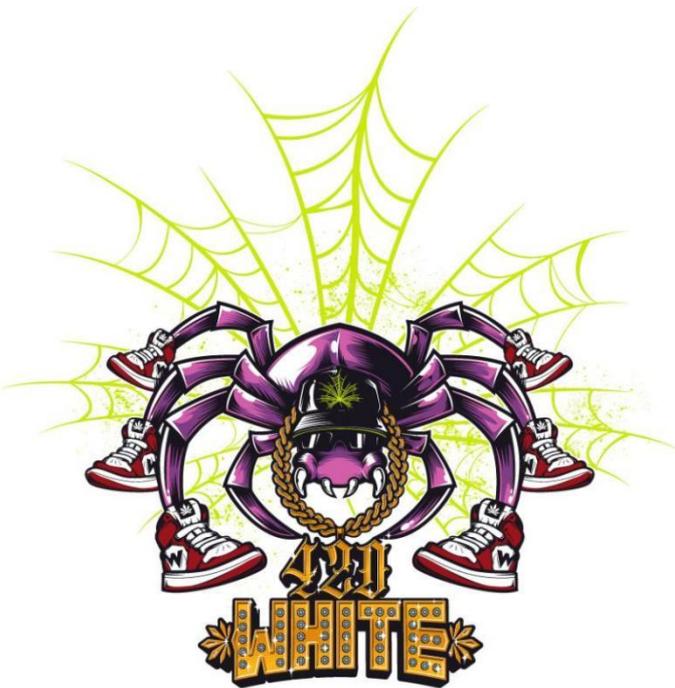
As soon as a change affecting project scope, schedule, staffing or expense is identified, the Project Manager will document the issue.

Step 2:

The Project Manager will review the change and determine the impact associated with the project and escalate the issue, along with a recommendation, to the Project Sponsor for review and decision.

Step 3:

When it is received, the Project Sponsor should reach an opinion on whether to approve, deny or modify the request based on the information contained in the project documentation, the recommendation of the Project Manager and his/her own judgment. If the Project Sponsor is unable to reach a consensus on the approval or rejection of a change, the matter will be referred to the Project Manager, for final resolution.



Conclusion

*I want to finish the presentation of my project with a consideration:
Do you know someone who spends time and money to sell
someone else instead of himself? I do. Me.
Because I don't care about being rich. I want to be free.*

Roberto Romagnino
D.White



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