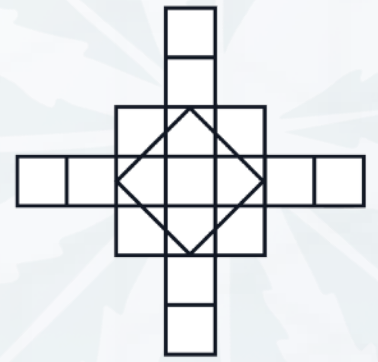
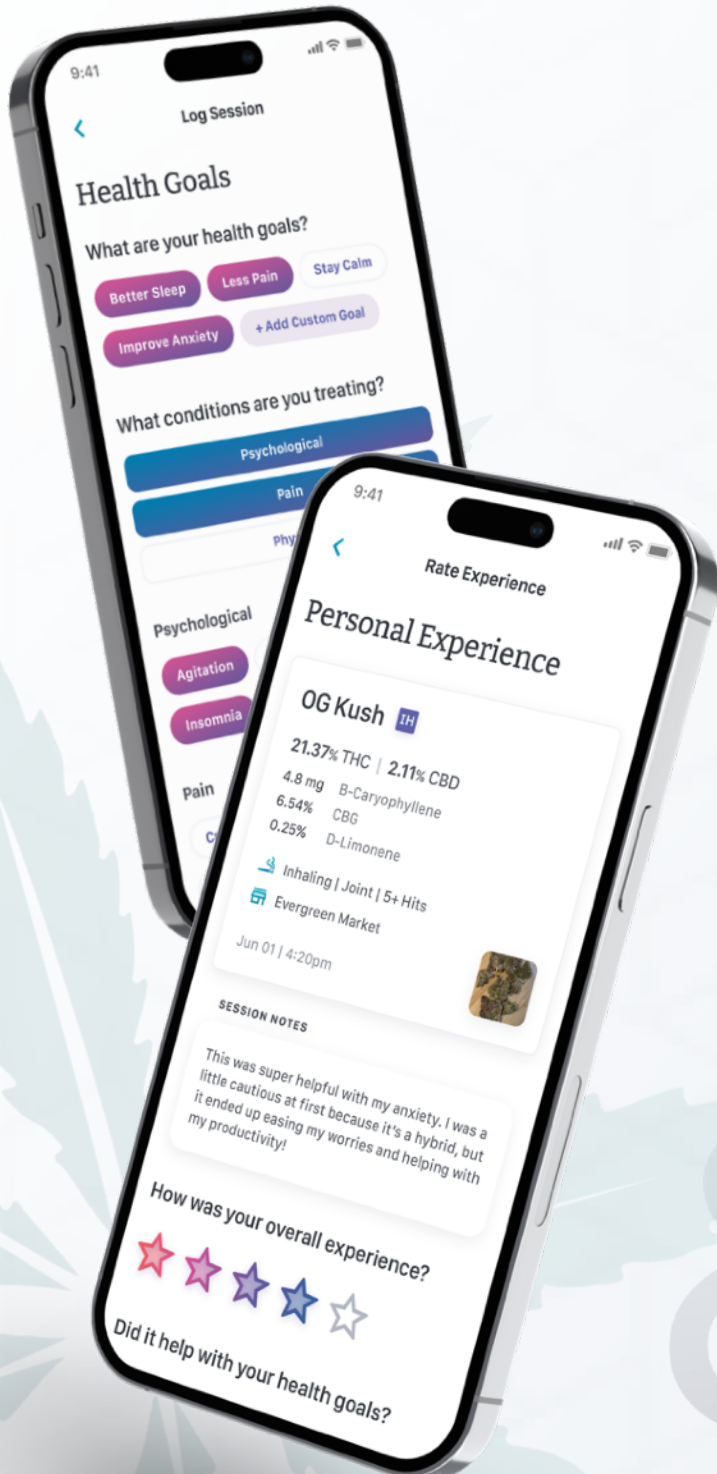


Tetragram



PRESS & MEDIA KIT • 2023



The cannabis market is vast, offering a wide variety of possible healthcare solutions. With millions of products, strains & delivery methods available, you're sure to find a cannabis product to meet **your** needs!

But with *millions* of products comes *millions* of ways to get overwhelmed trying to find just the right cannabis products to suit your health goals. **That's why we created Tetragram, an all-in-one app solution** to help you **document, decode & discover** your path to better wellness.

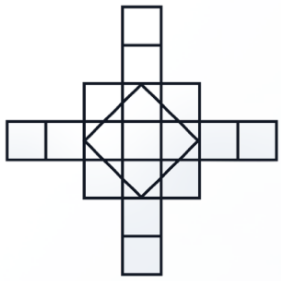
Tetragram is free for **Users**, helping you document how various cannabis products impact your health goals, while our community helps you discover new solutions to your unique symptom-specific needs. Rest easy knowing your **Healthcare Providers** can monitor vital symptom data in your individual patient profile. Your favorite **Brands & Dispensaries** can gain greater insight into what motivates their customers & develop a tailored, helpful community experience.

Designed by health-motivated cannabis users for cannabis users, **Tetragram is the key to unlocking your optimal cannabis experience.**

Document
& Decode
Discover

HOW CANNABIS WORKS FOR YOU





Tetragram

The Key to *Your* Optimal Cannabis Experience

Otha Smith III FOUNDER & CEO

In 2006, I barely survived a terrible car accident. I was pretty much pronounced dead on the scene after being ejected over the steering wheel of my small sedan. I suffered a traumatic brain injury & ended up with a whole lot of scars, a whole lot of pain. My doctors responded with pill after pill, opioid after opioid. Yet, none of it worked. I was in constant pain. Nothing helped, nothing made it better. I was quickly losing hope of ever being active again, of regaining the life I used to have. Until I decided to ditch the opioids & find relief in cannabis.

No joke, cannabis gave me my life back. Cannabis took my untreated, intractable pain & replaced it with much-needed full-body relief. Most importantly, when compared with opioids, cannabis offers all this relief with fewer side effects and far less risk of serious harm, whether you're talking about the risk from addiction, overdose, or with some opioids, even sudden heart attacks.



Cannabis

GAVE ME MY *LIFE* BACK.



With Tetragram

I can give a better *life* back to
the *cannabis* community that
has given *so much* to me.

As wonderful as that relief was, it took far too long for me to find. I vividly remember my first-time buying cannabis legally from a dispensary. As someone who has consumed cannabis for over 20 years, I thought I knew *everything* about it. Unfortunately, my journey to find pain relief was still filled with unnecessary delay, frustration, confusion, and expensive trial & error. If my journey was this frustrating, despite decades of experience, I couldn't imagine how overwhelming it must be for a first-time user! **Cannabis' greatest strength is simultaneously its greatest weakness**; its many different strains, products, and delivery methods means there's a solution out there for everyone! But those many different forms also mean it's easy to get lost in the details, overwhelmed by the countless options, and feeling like you'll never find the perfect solution for you. It's demoralizing to know the perfect solution is out there, somewhere, but trying to find it could take agonizing months, or even years.

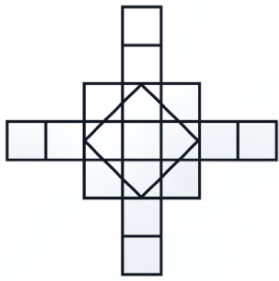
That's why I created Tetragram, because finding relief shouldn't — and *doesn't* — have to take so long. Tetragram was designed to streamline each individual's unique search for their own perfect cannabis solution. Through symptom tracking, cannabis journaling, and utilizing community to source wisdom from the crowd, Tetragram paves the fastest, most efficient path to relief for every cannabis user. Our added features for healthcare providers, dispensaries, and brands, ensures every corner of the cannabis industry can work together to streamline that path to the optimal cannabis experience.

Cannabis gave me my life back. With Tetragram, I can give a better life back to the cannabis community that has given so much to me.

[CONTACT OTHA SMITH III](#)

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Tetragram

The Key to Your Optimal Cannabis Experience

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[Tetragram on LinkedIn](#)

IMAGE ASSETS:

[Headshots, Logos & Screenshots](#)

IN THE PRESS:

[Baltimore Business Journal 2020](#)

[Baltimore Business Journal VC](#)

[Cannabis Science & Tech Feature](#)

[The Cannigma: Best Journaling App](#)

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HIGHLIGHTING 40 PIONEERS IN THE CANNABIS INDUSTRY

MARIJUANA VENTURE

BEST-SELLING MAG/

OFSSIONALS

40 UNDER 40

RISEING STARS IN THE CANNABIS INDUSTRY

Otha Smith III

CEO OF TETRAGRAM



feature

Tetragram Provides Cannabis Users a Safe Environment to Explore the Medicinal Benefits of the Plant

BY MADELINE COLLI

SUFFERING FROM A tragic accident, Otha Smith III sought out medical cannabis to treat his underlying health conditions. At first, some health professionals were that there were no instructions or guidelines on how to use medical cannabis. While awaiting a reference, Smith wanted to see how the plant could be used. He found a government-licensed cannabis dispensary along the lines of Florida, Oregon and Washington (2015, respectively). Smith, and his wife, because of his scheduling, it is difficult to obtain research on cannabis so that more can be known about the plant. Smith wanted a platform where users and more experienced users could anonymously share their experiences as well as what cannabis products worked and did not work for them. With this idea, Tetragram was born. Smith created Tetragram as a mobile application that can be easily downloaded onto your mobile device, tablet, and so forth. By using this app, users can anonymously track cannabis products and take a cannabis regimen with products best suited for their needs. Then, Smith shares his personal journey and how it led to an app to help advance the cannabis industry through real-world data.

A Patient First
In 2007, Smith was involved in a serious car accident where he almost lost his life. From the accident, he had a side-inch, jagged crack near the top of his head. Once he was discharged from the hospital, Smith was prescribed several different kinds of opioids for his neck and back pain. "After three years of using prescription pills, I decided I wasn't going to use pills every day for the rest of my life and completely stopped use," Smith said.

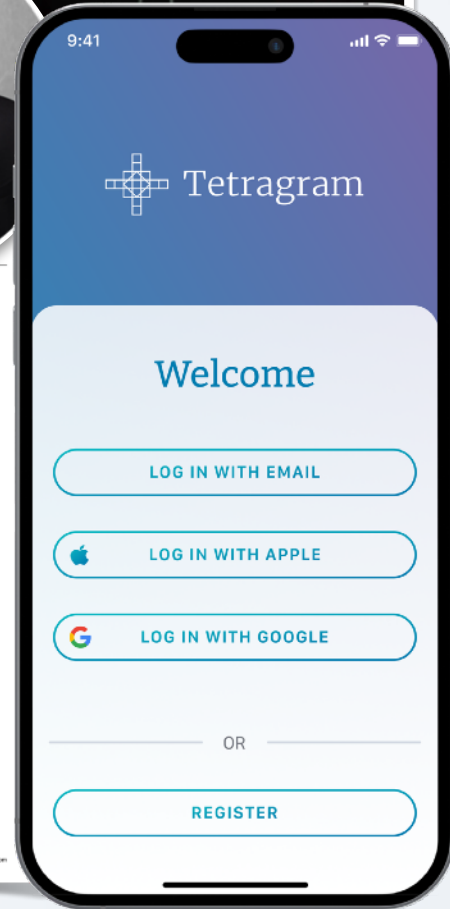
Never did medical cannabis, as he had been a fan of the plant during high school and college, Smith decided to take a chance on cannabis to self-medicate for his health ailments rather than use pills. "Once Mary and I figured out cannabis for medical use, I hurried up and got my medical card,

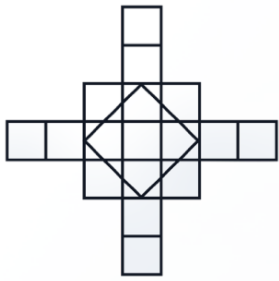
but I will never forget how overwhelmed I felt during my initial visit to a dispensary," he explained.

In Maryland, each dispensary is required to have a clinical director on staff. Smith found this very helpful and was able to learn more about cannabis. "I became good friends with the clinical director at my local dispensary, Doctor Osherson. She was instrumental in educating me on the medical benefits of cannabis," he said. "She was the one responsible for making me aware of tetragram and cannabis needs and the effects associated with each. But consequently, since cannabis affects everyone differently, I didn't feel comfortable with other people's recommendations."

Smith decided to venture out on his own through a lot of trial and error to find the right product to address his medical needs. Figuring out the right product, though, didn't come quickly and was, at times, frustrating due to the huge selection of products to choose from.

Entrepreneurial Drive
Inspired by his own medical cannabis journey, Tetragram was born. "As a patient myself, I can remember how frustrating it was to find the right cannabis product to address my medical needs. More importantly, I've worked in dispensaries and understood how challenging it is for doctors and dispensary staff to make accurate product recommendations to customers," said Smith. "Every cannabis user goes through their own trial and error journey to find the best product or products for them. I vividly recall everyone I spoke with, whether they were a patient, worked at a dispensary, or a doctor, one thing that was constant in all my conversations was people recommending that I keep a journal. I noticed dispensaries would all mysteriously journal and I met a few people that were as far as creating the best journal spreadsheets to keep track of products they purchased and how it made them feel. That value to myself, there needs to be an app that makes the process of recording my experience





Tetragram

The Key to *Your* Optimal Cannabis Experience

We know that **cannabis offers relief** for a wide variety of healthcare needs. With millions of products, strains & delivery methods available, you're sure to find a cannabis product to meet **your** needs!

But with those millions of products comes a million ways to get lost in the details; it can be an overwhelming challenge to find just the right cannabis products to suit your health goals. **That's why we created Tetragram**, an **all-in-one app solution** to help you **document, decode & discover** your path to better wellness.

Tetragram is free for **Users!** Our industry partners - **Brands & Dispensaries** and **Healthcare Providers** - pay for the data insights we offer. Subscriptions start at \$350/mo.

Tetragram is well-positioned to serve the **3.6m patients** using cannabis in today's **\$10.6B** legal cannabis market. We've logged **thousands of customer sessions**, with data that will help to advance cannabis research. By partnering with universities like Rutgers, our users can not only find relief, but help to advance cannabis science for the future.

Key Data:

- Company Type** • Delaware C-Corp
- Incorporated** • 2020
- HQ** • Maryland
- Founder & CEO** • Otha Smith III
- CTO** • Julius Moore, 15+ yrs software engineering experience

Progress Highlights:

- Customers** • 1000+ Sessions Logged
- Advisors** • We enjoy a talented support network, including MindGrub, Christine De La Rosa, and Dr. Amanda Reiman.
- Partners** • Secured relationships with leading national cannabis companies, including **Green Health Docs, Vireo, Green Thumb, and Curaleaf.**



Decode Your Use

& HOW CANNABIS HELPS YOU

Tetragram's **smart journal** tracks which products & delivery methods achieve the **best results** for you & your unique needs.



Track Health Goals

& SYMPTOM IMPROVEMENT

Find relief faster by seeing usage & symptom trends, giving you & your health team **greater insight** into your cannabis journey.



Deep Sales Insights

FOR DISPENSARIES & BRANDS

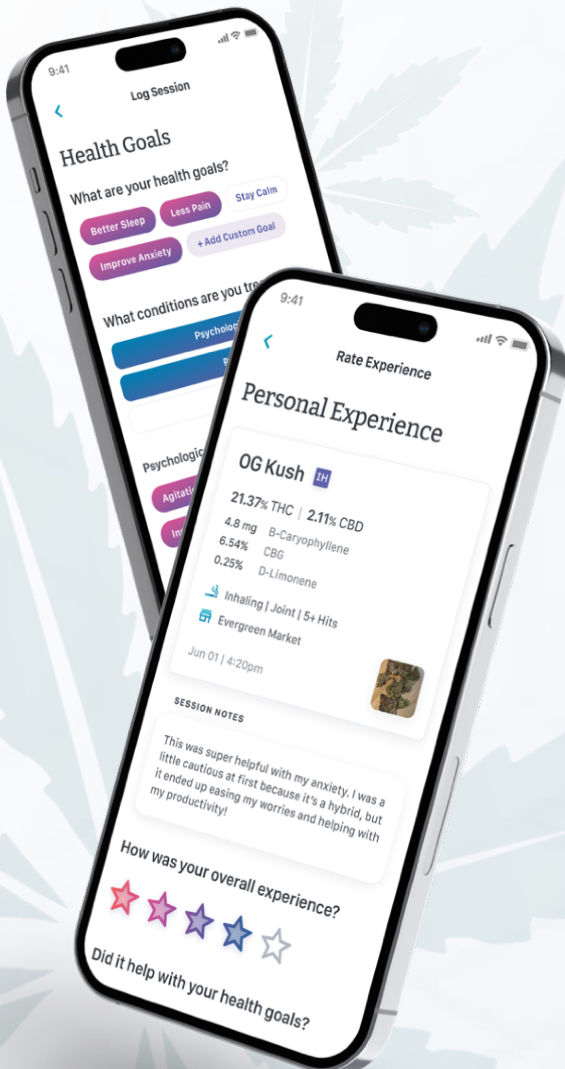
See which products & trends matter most to your customers, **streamlining** your inventory & targeting marketing to **improve ROI.**



Better Healthcare

SYMPTOM/PRODUCT MATCHING

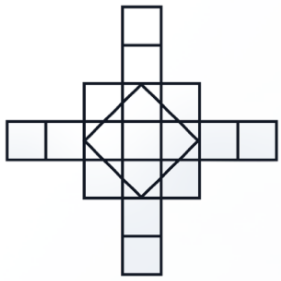
Track product effects & improve recommendations to **streamline patient care** & **improve health outcomes** faster than ever.



Document
& Decode
Discover

HOW CANNABIS WORKS FOR YOU





Tetragram

The Key to *Your* Optimal Cannabis Experience

Ready-To-Print Quotes

CANNABIS INDUSTRY:

"The cannabis industry is unlike any other industry. So much opportunity, constant regulatory changes, coupled with the passion people bring to uncover the benefits of cannabis use is unmatched. With more and more states legalizing cannabis use medically or recreationally, it's a great time to be alive!"

- OTHA SMITH III

OUR CUSTOMER'S PERSPECTIVE:

"I would write down all the products I tried in my little notepad until I found, Tetragram. Tetragram makes it easy for me to keep track of all my cannabis products, plus I can see products reviews from others, which is cool. I love Tetragram!"

- KAITLIN MALLARY

THE FUTURE OF CANNABIS:

"Tetragram is well positioned for significant growth in the coming years. As more states legalize cannabis use. We will have the ability to help more people discover the right product to meet their personal needs. Our data will be the driving force in helping not only consumers, but brands, and doctors understand the impact of the various products in the market."

- OTHA SMITH III

TETRAGRAM'S IMPACT ON OUR USERS' LIVES:

"Seeing the positive impact Tetragram has had on people's lives is still unreal to me. I would be the first to tell you that I never thought I would own a software company, especially in cannabis. As a cannabis patient myself, it's rewarding when people tell me how they understand cannabis better and were able to save a lot of time and money after finding out what terpenes, cannabinoids, and consumption method works best for them."

- OTHA SMITH III

ADVANCING DIVERSITY IN OUR INDUSTRY:

"The wars on drugs, was really a war against people of color. Resulting in people of color being four times more likely to be prosecuted for drug possession than whites, though consumption levels are equal. As a result, less than 2% of cannabis businesses are owned and operated by women and minorities. It's vitally important that states implement laws and create social equity programs that make it obtainable for women and minorities (BIPOC) to successfully win licensure and succeed."

- OTHA SMITH III

thank you

