

THIZZ COIN Whitepaper

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EXECUTIVE SUMMARY

Thizz Coin introduces \$THIZZ, a Solana-based utility coin designed to power a decentralized cannabis lifestyle ecosystem. Rooted in the cultural legacy of the iconic underground Oakland-based Thizz brand, this project extends the influence of music, entertainment, streetwear, and social movement into the Web3 economy. Rather than pursuing traditional vertical integration, Thizz Coin scales through strategic brand licensing agreements with cultivators, manufacturers, and retailers across regulated cannabis markets.

The \$THIZZ coin functions as the primary medium of value within the Thizz Coin network. It enables coin-based discounts at licensed retail outlets, priority access to exclusive strain drops and branded merchandise, and participation in curated events. Future staking and reward mechanisms will further incentivize loyalty and community engagement, while preserving the brand's ethos of decentralization and local empowerment.

Built on Solana for low-cost, high-speed transactions, the \$THIZZ infrastructure integrates seamlessly with dispensary point-of-sale systems, digital wallets, and NFT-gated experiences. This allows both customers and retail partners to benefit from a frictionless blockchain-enhanced transaction model without compromising on compliance or user accessibility.

One goal of Thizz Coin is not to coinize cannabis products directly, but to embed a coin-driven economy within a broader lifestyle movement-where \$THIZZ represents cultural participation, access, and value alignment. This whitepaper outlines the structure, incentives, and roadmap for realizing that vision.

INTRODUCTION

Thizz Coin is the Web3 extension of one of Oakland's most iconic cultural brands, rooted in the legacy of Thizz Entertainment and the hyphy movement. What began as a grassroots music phenomenon has since grown into a broader lifestyle identity that resonates across generations and geographies. With the legal cannabis industry continuing to expand, Thizz Coin presents an opportunity to fuse cultural relevance, brand equity, and decentralized technology into a unified platform for community-driven participation.

The cannabis market-particularly in California-remains highly fragmented and competitive. Thizz Coin does not seek to become another vertically integrated cannabis conglomerate. Instead, it leverages a brand licensing model: working with compliant, experienced growers, manufacturers, and retail operators while focusing internally on quality control, marketing, and consumer engagement. This flexible, scalable model enables rapid deployment in multiple jurisdictions while preserving local authenticity and regulatory compliance.

The \$THIZZ coin is central to this vision. It serves as a utility coin within the Thizz Coin network-offering holders discounts on products, access to exclusive releases, limited-edition merchandise, and invitations to branded events. As the ecosystem grows, \$THIZZ may also unlock experiences, collaborations, and community governance features, providing tangible and cultural value to holders beyond speculation.

By aligning cannabis consumption with blockchain-enabled incentives, Thizz Coin redefines what it means to participate in a brand. \$THIZZ is not just a coin-it is a passport to an evolving ecosystem of music, cannabis, fashion, and digital ownership. Through this whitepaper, we

MARKET OPPORTUNITY

explore how \$THIZZ can help decentralize brand access, empower local operators, and reward a community that has supported the culture from the beginning.

The convergence of cannabis culture and blockchain technology represents a timely inflection point. In 2024, the U.S. legal cannabis market alone is projected to exceed \$40 billion in annual revenue, with California leading all states in both sales and brand saturation. At the same time, consumer brands-particularly in cannabis-face increasing pressure to differentiate in an oversaturated market. Traditional loyalty programs and marketing channels are becoming less effective, especially among younger demographics who demand transparency, community ownership, and experiential engagement.

Cultural Capital with Authentic Reach

Thizz is not a new brand. It has long-standing credibility rooted in West Coast hip-hop, and its influence remains especially strong in Northern California, one of the most mature cannabis markets globally. This gives Thizz Coin a native audience and cultural legitimacy that cannot be manufactured. Unlike other cannabis-branded coins that struggle with identity or outreach, \$THIZZ has an existing community to activate-many of whom are already familiar with Web3 technologies.

Cannabis Loyalty Reimagined

Traditional cannabis dispensaries offer rewards through in-house apps or SMS-based point systems. These models are isolated, non-transferable, and lack real ownership. The \$THIZZ coin enables interoperable loyalty: consumers can use the coin for discounts across multiple partner

dispensaries, unlock gated product drops, and participate in raffles, experiences, or events-all without being locked into a single vendor's ecosystem.

Fragmented Brand Partnerships

Cannabis remains state-bound due to federal restrictions, and this makes national vertical integration costly and complex. Thizz Coin's licensing model-supported by coin-based incentives-allows for rapid expansion through local partnerships while maintaining consistency in quality, design, and brand experience. This structure mirrors the success of other lifestyle IPs in the cannabis space but is enhanced through coinized reward alignment.

Underserved Web3-Native Cannabis Consumers

Despite the hype surrounding NFTs and DeFi, relatively few blockchain projects have targeted cannabis users with meaningful on-chain incentives. Step'n and similar apps showed the potential for behavioral coinomics (i.e., move-to-earn). Thizz Coin applies a related logic: consume-to-earn or participate-to-save. \$THIZZ rewards cannabis purchases, referrals, and merchandise interaction in a way that feels natural to Web3-native users and provides meaningful value to new users.

PLATFORM AND FEATURES

The Thizz Coin platform integrates consumer incentives, partner enablement, and cultural branding into a coinized ecosystem. Unlike vertically integrated cannabis companies, Thizz Coin leverages decentralized tools and partnerships to create a distributed but cohesive brand experience. The \$THIZZ coin functions as the connective layer between licensed producers, retailers, and consumers.

Brand Licensing with Coin Utility

At the core of the model is a licensing framework: cultivators and manufacturers use the Thizz Coin brand, but now \$THIZZ serves as an embedded mechanism for verifying authenticity, managing access to genetics, and tracking coin-based entitlements. Licensed partners may be required to stake \$THIZZ to access exclusive strain IP, qualify for co-branded marketing campaigns, or participate in high-volume distribution programs. This ensures alignment between the brand's growth and coin adoption.

Consumer Rewards and Discounts

Consumers who hold or spend \$THIZZ receive tangible rewards. Participating dispensaries may offer point-of-sale discounts, limited product drops, or coin-gated experiences-ranging from studio sessions to branded merch bundles. Unlike isolated dispensary loyalty programs, these benefits are interoperable across retail partners. Holding \$THIZZ is not merely speculative; it becomes a way to access of the full footprint of cultural.

Exclusive Product Access and NFT Tie-Ins

Select product drops will be coin-gated, requiring users to verify wallet ownership of \$THIZZ or affiliated NFTs. These NFTs may represent early supporter badges, rare merchandise claims, or direct lineage to proprietary Thizz Coin strain genetics. Future drops could include redeemable merch, artist collaborations, or collector-edition packaging authenticated on-chain. This structure builds community status and creates secondary market opportunities for participants.

Governance-Driven Expansion

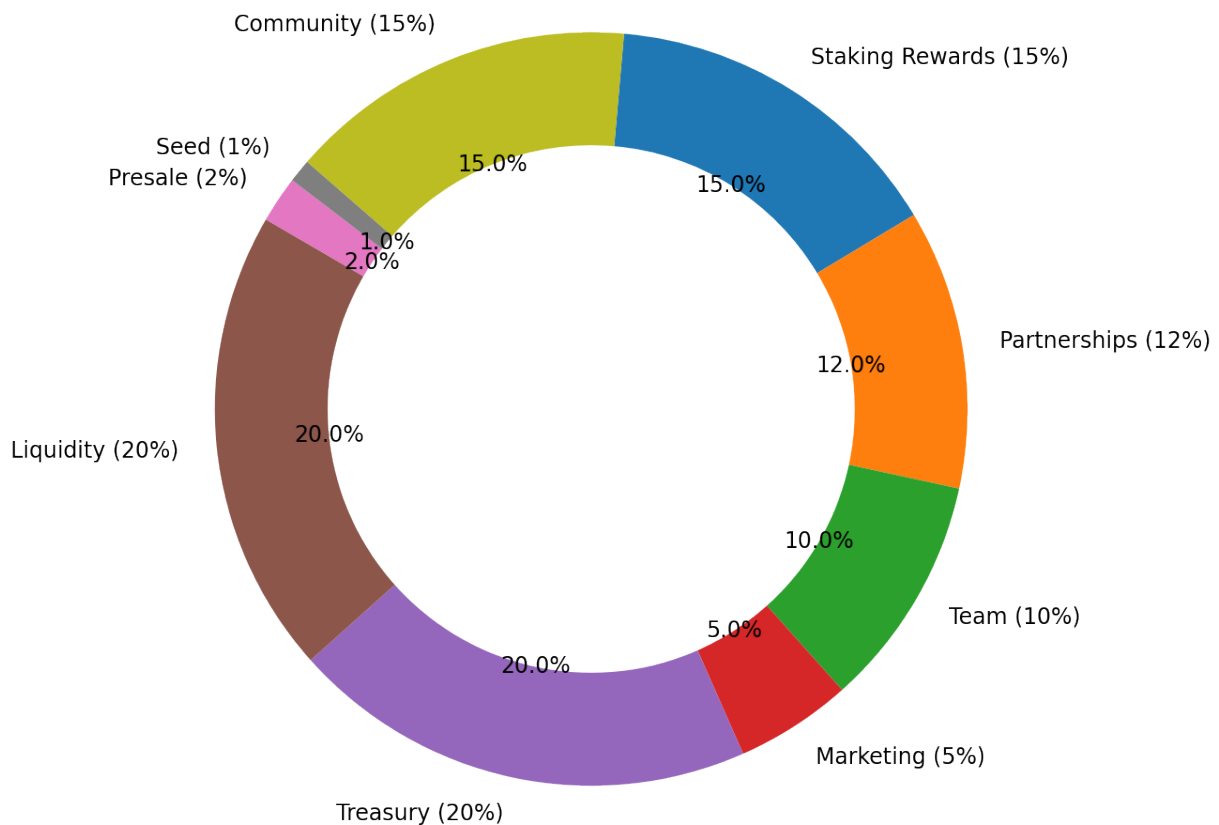
Long-term, coin holders may vote on proposals for regional expansion, strain naming rights, or brand activations. While the Thizz Coin IP is centrally managed, the DAO-like structure ensures that ecosystem participants have a say in how resources are deployed, and which partnerships are prioritized. This model allows Thizz Coin to maintain brand integrity while enabling participatory growth.

Partner Tooling and Onboarding

Retailers and manufacturers will have access to lightweight dashboards that integrate \$THIZZ coin logic into their operations. These tools allow for coin verification at checkout, reward distribution, and partner analytics. While some partners may adopt full on-chain interaction, others may opt for off-chain logic with coin-gated APIs. The platform design accounts for this hybrid approach, prioritizing usability across varying levels of Web3 readiness.

COINOMICS

\$THIZZ Token Allocation



The \$THIZZ coin lies at the center of Thizz Coin's ecosystem, enabling a wide range of utility and access within both digital and physical domains. Unlike speculative coins with limited application, \$THIZZ is directly tied to community incentives, retail commerce, and partnership

onboarding. Its distribution reflects a balance between strategic growth, community alignment, and long-term operational sustainability.

Supply and Allocation

\$THIZZ has a fixed total supply, designed to support both immediate ecosystem incentives and long-term scalability. The initial allocation is structured to reward early supporters while ensuring sufficient reserves for future development, partner onboarding, and liquidity provisioning. A visual breakdown is presented below.

Ecosystem Incentives

The 25% allocation toward the ecosystem is structured to support:

- Retailer and cultivator staking rewards.
- NFT airdrops and coin-gated rewards for holders.
- Subsidized product discounts across partnered dispensaries.
- Community engagement campaigns including artist collaborations, merch drops, and event access.

This allocation is gradually released through on-chain programs, ensuring alignment between coin use and community value.

Treasury and Governance

The treasury holds the largest single allocation at 33%. These funds are intended to provide sustained liquidity for partnerships, legal compliance, DAO tooling, and market entry in new states or jurisdictions. Governance proposals-once active-will allow \$THIZZ holders to determine the allocation of treasury resources for regional expansions or high-profile brand activations.

Liquidity and Stability

DEX liquidity is allocated at 16%, establishing initial markets and enabling coin swaps with low slippage. Liquidity will be deployed primarily on Solana-based decentralized exchanges. Market making may be supported via partnerships or community liquidity mining campaigns in the early phases.

Team and Development

To ensure long-term commitment and project delivery, 10% is allocated to the core team, subject to time-based vesting. An additional 12% supports ongoing development, including tools for partner integration, retail wallet apps, and coin-gated consumer portals.

Strategic Sales

Seed and presale allocations-limited to 3% combined-are reserved for early supporters and aligned investors. These allocations are capped to minimize risk of early sell pressure, and include lockups designed to preserve long-term value.

ROADMAP

Q2 2025 - Pre-Launch Phase

- **Partnership Alignment:** Finalize agreements with cultivation and manufacturing partners in California and other key states. Ensure partners are compliant with Department of Cannabis Control guidelines.
 - **Community Buildout:** Launch social media, Telegram group, and onboarding of key influencers and KOLs from the Bay Area cannabis and music scenes.
 - **Brand Integration Prep:** Begin integration of \$THIZZ coin acceptance with select retail and e-commerce partners in the Thizz Coin network.
- August, 2025 - Coin Launch

- **TGE (Coin Generation Event):** Public listing of \$THIZZ on Solana-based DEXes (e.g., Raydium, Jupiter).
- **Retail Discount Activation:** Launch of coin-based discount program for Thizz Coin products at participating locations.
- **NFT Collabs:** Release of limited-edition NFT drop tied to launch campaign, offering merch, backstage access, and cannabis product bundles.

Q3 2025 - Post-Launch Expansion

- **Loyalty Program Rollout:** Introduce the "Thizz Stack" rewards system for holding and spending \$THIZZ, including tiered discounts and exclusive access to events and drops.
- **Retail Integration:** Expand \$THIZZ acceptance to more dispensaries and licensed stores in California and Nevada.
- **Co-Branded Product Launches:** Begin distribution of exclusive Thizz Coin-branded strains and pre-rolls with partner cultivators.
- **Staking + Burn Mechanics:** Launch staking program with coin burn incentives tied to merch and cannabis purchases.

Q4 2025 - Market Deepening

- **Franchise Store Licensing:** Open applications for branded Thizz Coin retail locations in key West Coast cities.
 - **DAO Preview:** Begin testing governance structures for community voting on merch drops, product lines, and future partnerships.
 - **Education & Outreach:** Launch community workshops focused on cannabis equity, crypto onboarding, and Solana wallet setup.
- ## 2026 - Ecosystem Maturation

- **THIZZ COIN DAO Launch:** Formalize DAO governance, enabling holders to vote on roadmap decisions, treasury use, and brand collabs.
- **Interstate and Global Expansion:** Begin regulatory assessments and licensing talks for new state markets and international collaborations.
- **Streaming & IRL Integration:** Tie \$THIZZ utility to music events, metaverse festivals, and Thizz-affiliated streaming platforms.

CONCLUSION

Thizz Coin represents the convergence of cultural legacy, lifestyle branding, and decentralized technology. By launching \$THIZZ on Solana, the project positions itself to deliver real-world utility in a market shaped by state-by-state cannabis regulations, shifting consumer expectations, and growing demand for transparent, community-aligned platforms.

Rather than pursuing a vertically integrated production model, Thizz Coin takes a partnership-driven approach-licensing its brand, collaborating with expert cultivators and manufacturers, and focusing on brand equity and user experience. The \$THIZZ coin is designed not merely as a store of value or speculative asset, but as a medium of exchange with tangible incentives: product discounts, exclusive access, loyalty rewards, and future governance participation.

This whitepaper outlines a strategy rooted in economic alignment, legal compliance, and scalable infrastructure. With a roadmap tied to a culturally significant launch and a coinomics model that balances ecosystem growth with brand integrity, Thizz Coin is positioned to turn community engagement into measurable impact-on-chain and in-store.

As the cannabis and crypto industries mature in parallel, \$THIZZ offers a credible, culturally embedded model for bridging the two-grounded in legacy, driven by innovation, and accountable to its holders.