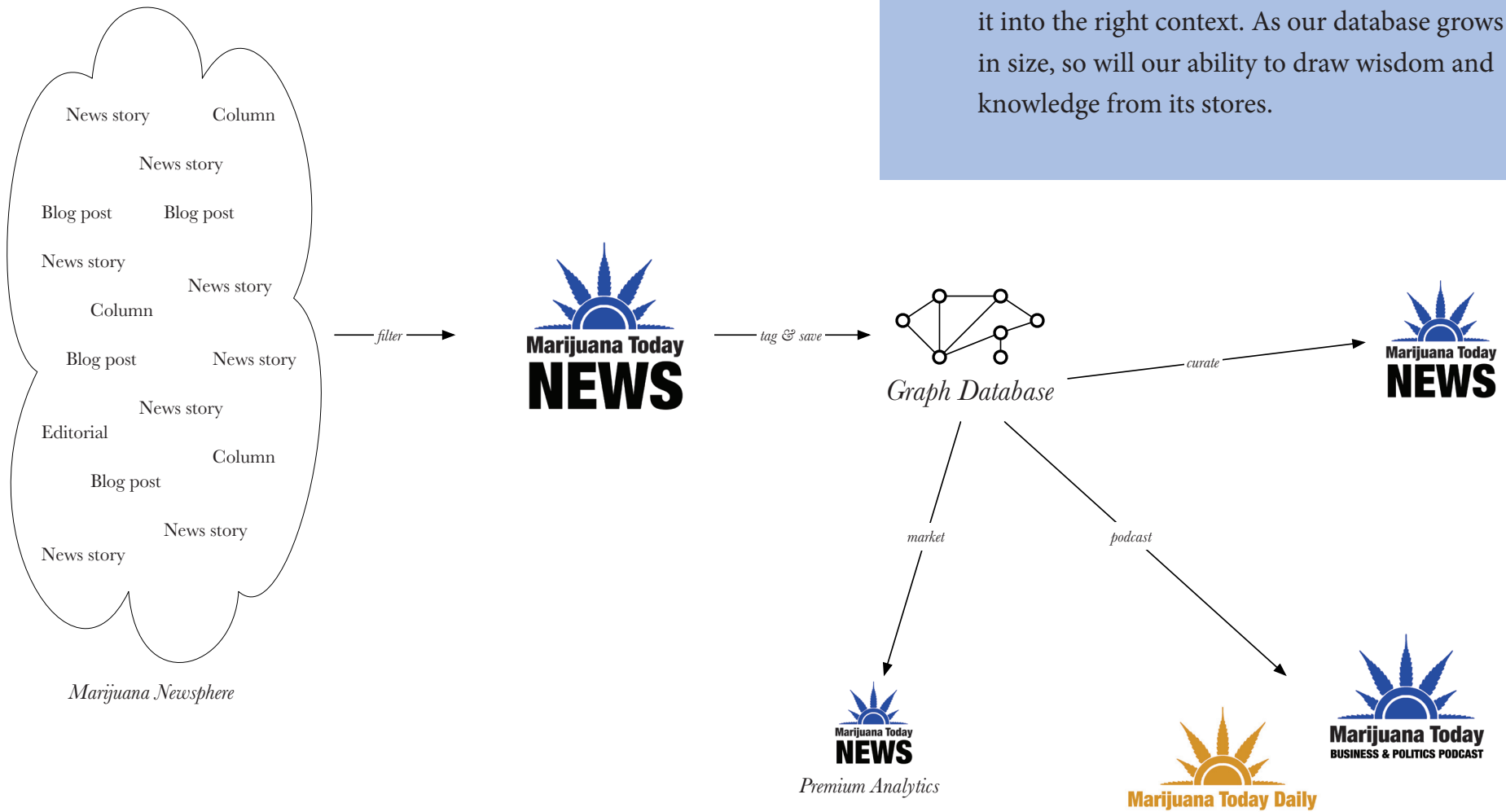


# Filter, tag, sort, & store

We will filter the signal from the noise and put it into the right context. As our database grows in size, so will our ability to draw wisdom and knowledge from its stores.



# The parsing of a story.

*Marijuana Today News* will parse and capture every story about marijuana published on the internet.

**date published:** Apr 13, 2016, 2:09 pm

**writer:** Richardo Baca

**screen shot:**

**original tags:** black market, Colorado, colorado marijuana sales, Colorado marijuana taxes, colorado medical marijuana, colorado pot, colorado pot shops, colorado recreational marijuana sales, colorado tax results, february 2016, legal marijuana, marijuana black market

The screenshot shows the article 'Colorado marijuana shops sold more than \$92 million of pot in February '16' from The Cannabist. The article is dated April 13, 2016, and written by Richardo Baca. It reports that Colorado recreational and medical marijuana sales showed strong growth in February, with recreational sales jumping 48% from January and medical sales jumping 35%. The article also mentions that Colorado cannabis shops sold more than \$58 million of recreational pot products in February, a 3 percent jump from January and a 48 percent leap from February 2015. The article includes a section titled 'Sales stats for Colorado weed' which shows a month-by-month look comparing sales of recreational and medical marijuana. The stats show that 2016 recreational sales total \$181,205,007, 2016 medical sales total \$14,490,544, 2015 recreational sales total \$137,234,219, and 2015 medical sales total \$10,193,943. The article also includes a section titled 'More on marijuana sales, taxes' which mentions that 2015 pot sales totals Colorado marijuana sales skyrocketed in 2015 to almost a billion dollars. The article also includes a section titled 'Vape, shatter and hash oil are different types of cannabis concentrates' which mentions that among the taxes collected on retail pot sales is the school-funding 1.1 percent excise tax on wholesale marijuana transfers, which amounted to a record-setting \$4 million in February. One of the concentrates of the campaign that successfully won Colorado's pot-regulating Amendment 64 says that the first \$40 million raised by that excise tax will go toward school construction projects. That specific tax totaled \$13.3 million in 2014 and \$55 million in 2015, and industry analysts are confident it will easily top \$40 million in 2016. Colorado marijuana outlets sold more than \$699 million of product in 2014 and more than \$946 million in 2015. Year-over-year totals for taxes and license fees grew too, from \$76 million in 2014 to \$139 million in 2015. There are three types of state taxes on recreational marijuana: the standard 2.9 percent sales tax; a 10 percent special marijuana sales tax; and a 15 percent excise tax on wholesale marijuana transfers. For February, Colorado collected more than \$12.2 million in recreational taxes and fees and more than \$1.9 million in medical taxes and fees.

**Sales stats for Colorado weed**  
A month-by-month look comparing sales of recreational and medical marijuana

| Month | 2016 Recreational (2 months) | 2016 Medical (2 months) | 2015 Recreational (12 months) | 2015 Medical (12 months) |
|-------|------------------------------|-------------------------|-------------------------------|--------------------------|
| Jan   | 45                           | 15                      | 35                            | 10                       |
| Feb   | 48                           | 15                      | 35                            | 10                       |
| Mar   | 45                           | 15                      | 35                            | 10                       |
| Apr   | 48                           | 15                      | 35                            | 10                       |
| May   | 45                           | 15                      | 35                            | 10                       |
| Jun   | 48                           | 15                      | 35                            | 10                       |
| Jul   | 45                           | 15                      | 35                            | 10                       |
| Aug   | 48                           | 15                      | 35                            | 10                       |
| Sep   | 45                           | 15                      | 35                            | 10                       |
| Oct   | 48                           | 15                      | 35                            | 10                       |
| Nov   | 45                           | 15                      | 35                            | 10                       |
| Dec   | 48                           | 15                      | 35                            | 10                       |
| Jan   | 45                           | 15                      | 35                            | 10                       |

**2016: \$181,205,007**  
**2015: \$996,184,788**

**More on marijuana sales, taxes**  
2015 pot sales totals Colorado marijuana sales skyrocketed in 2015 to almost a billion dollars. Cannabis funding schools: how are Colorado schools benefiting from recreational marijuana sales? 400 money: This is why pot shops (and the U.S. will soon set sales limits) need more dispensaries: Get pointers of The Cannabist Show. Subscribe to our newsletter here. Watch The Cannabist Show.

**Vape, shatter and hash oil are different types of cannabis concentrates.**  
Among the taxes collected on retail pot sales is the school-funding 1.1 percent excise tax on wholesale marijuana transfers, which amounted to a record-setting \$4 million in February. One of the concentrates of the campaign that successfully won Colorado's pot-regulating Amendment 64 says that the first \$40 million raised by that excise tax will go toward school construction projects. That specific tax totaled \$13.3 million in 2014 and \$55 million in 2015, and industry analysts are confident it will easily top \$40 million in 2016. Colorado marijuana outlets sold more than \$699 million of product in 2014 and more than \$946 million in 2015. Year-over-year totals for taxes and license fees grew too, from \$76 million in 2014 to \$139 million in 2015. There are three types of state taxes on recreational marijuana: the standard 2.9 percent sales tax; a 10 percent special marijuana sales tax; and a 15 percent excise tax on wholesale marijuana transfers. For February, Colorado collected more than \$12.2 million in recreational taxes and fees and more than \$1.9 million in medical taxes and fees.

**publication:** The Cannabist

**category:** Business

**tags:** business, Colorado, recreational, medical, sales, concentrates, wax, shatter, hash oil, education,

**body text:** Recreational and medical marijuana sales showed strong growth in February, the latest month for which the Colorado Department of Revenue has released tax data for the state's most newsworthy industry.

Colorado cannabis shops sold more than \$58 million of recreational pot products in February, a 3 percent jump from January and a 48 percent leap from February 2015 — making it the state's third highest month for retail sales since they began in January 2014. Medical marijuana sales in February totaled \$34 million, up 7 percent from January and up 17 percent from February 2015.

**sentiment tracking:**

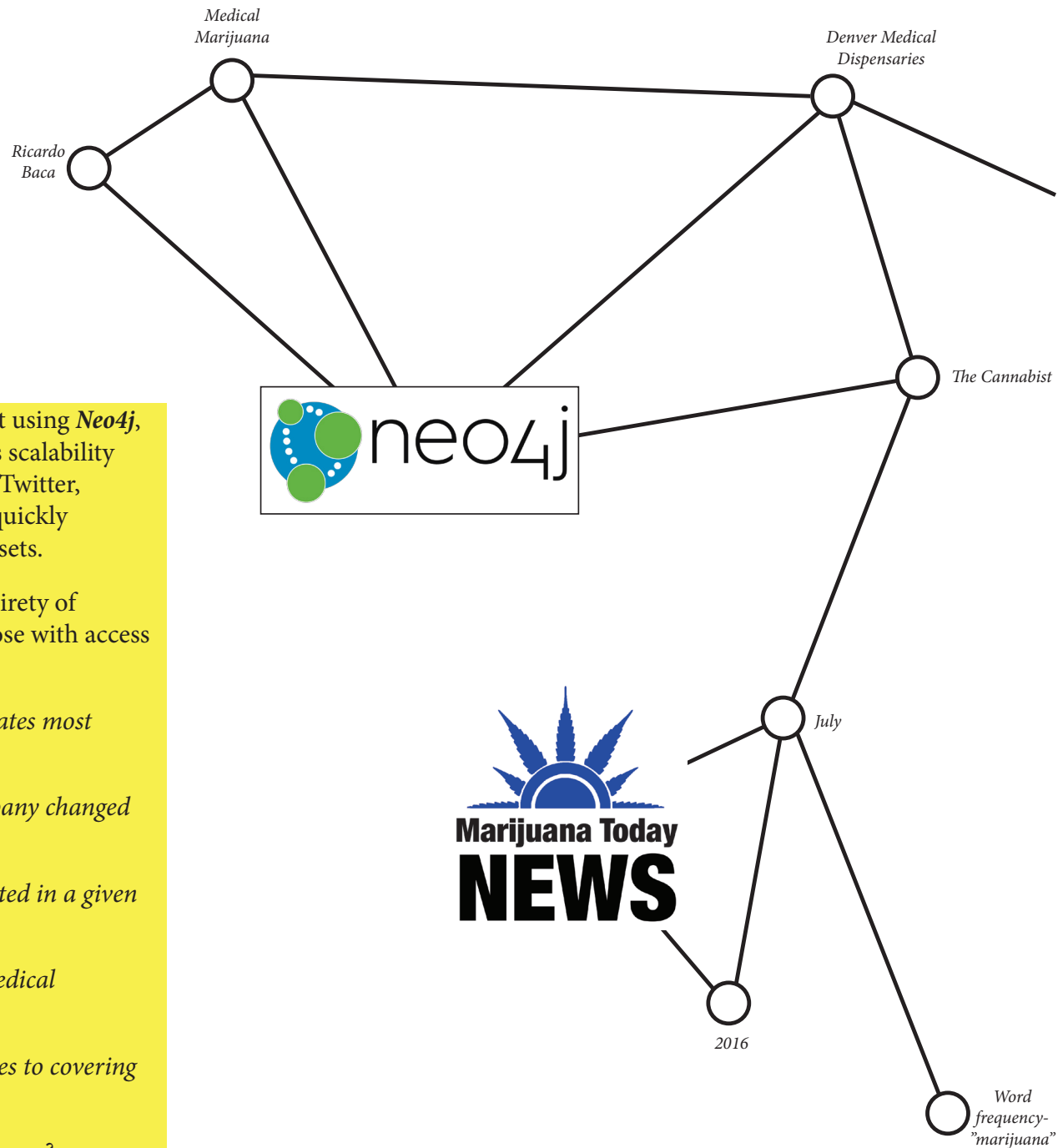
Colorado— Slightly positive  
Colorado recreational market— Very positive  
Colorado medical market— Very positive  
Recreational marijuana— Very positive  
Medical marijuana— Very positive  
BDS Analytics— Neutral  
Roy Bingham— Neutral  
Concentrates— Slightly positive  
Vape Pens— Slightly positive

It's a graph.  
It's a database.

The Marijuana Today News database will be built using *Neo4j*, an advanced graph database system that combines scalability with flexibility, and performance. Companies like Twitter, Facebook, and Ebay value Neo4j for it's ability to quickly perform network and graph analysis on large datasets.

Our database will be a complete capture of the entirety of marijuana industry news and media and allow those with access to answer questions like:

- *In what state are mentions of marijuana concentrates most positive?*
- *How has the sentiment towards a particular company changed over time?*
- *How much press did a particular company generated in a given span of time?*
- *Which writers are most active in writing about medical marijuana?*
- *Which publications are most positive when it comes to covering recreational marijuana?*
- *Which entrepreneur generated the most press last year?*



# Marijuana Today News, The Website

We will tap our news flow and post a daily curated snap shot of the current state of the legal marijuana newsphere. We will build trust as a reliable source of news and gain insight into user analytics to strengthen our data models. This will also serve as a marketing channel for other Marijuana Today properties and projects.

SELECT A STATE

Tuesday, April 12th 2016

NEWS PODCASTS ABOUT

Search this website

**Decrim laws have not reduced racial disparities in marijuana arrests**

**Obama could use UN meeting to promote global decriminalization of drugs**

**Emerald Cup plans to out growers who fail pesticide screening tests**

**Vegas Strip welcomes first medical marijuana dispensary**

**Mexican government calls for 'balanced regulation' of marijuana after national forum**

**Hypocrisy in the marijuana industry: Why we need to do away with most felony-exclusion laws**

**Activist CEO donates \$1M in stock to competing California initiative**

**Ingraham: Voters are doing what politicians won't on marijuana reform**

**Alaska leads way with 'social-use' rules: which states could be next?**

**Massachusetts Senate report isn't all negative**

**Oregon begins merger of medical and recreational cannabis markets**

**Colorado Springs bans cannabis clubs**

**Los Angeles County to crack down on illegal dispensaries**

**Cannabis Cup relocating to California**

**South Dakota medical marijuana bill dies**

**Pennsylvania spends \$2.5M imprisoning nonviolent marijuana offenders**

**Virginia's cannabis oil bill clears last legislative hurdle**

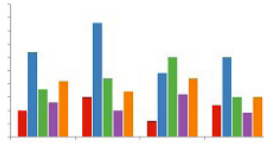
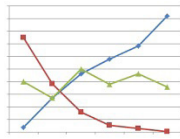
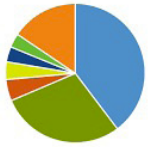
**Predictions for Nevada and Massachusetts: How the traditional rules of supply & demand don't apply to newly legal marijuana markets**

**The marijuana leaf: Is using it in your company logo smart messaging or lazy design?**

**Maine marijuana OUI bill stalls in committee**

**By The Numbers: 2015 Medical Marijuana Sales**

**The marijuana leaf: Is using it in your company logo smart messaging or lazy design?**



- *Most popular stories*
- *Most active publishing outlets*
- *Most active writers*
- *Most active keywords in titles*
- *Most active keywords in body text*
- *Most active names in the industry*
- *Most active companies*
- *Most active industry verticals*
- *Most active states and regions*
- *“Which edibles manufacturer had the most positive press coverage in California in the last quarter of 2016?”*
- *“What kind of press did Entrepreneur Y get in regards to a Company Z?”*
- *“How many press hits did Company X get in June, 2016?”*
- *“In which state did the press coverage swing the most from negative to positive?”*
- *“In which California city were edibles mentioned the most in a positive light?”*

## Premium News Analytics

**There is hidden wisdom to be found in the news flow.** Besides the obvious value of an easy to search database, there are patterns and informational whorls to be found in the aggregated news graph. We'll be capturing the who, what, when, where, and why of the marijuana industry and stitching it up together in a way that allows our clients and customers to find wisdom and insight through advanced graph and network analysis.

We will offer different levels of premium access to our database, including a weekly email newsletter that shares relevant stats from the week's newsflow as well as monthly and annual reports that sums up the lessons to be learned from larger pools of data.