



What's the
Library's
potential
"stash" for the
420 Industry

Reefer Madness in Business

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Cannabis Is Now a Potentially Disruptive Industry With Less Stigma



[IL] Cannabis Sales Continue to Smash Records, With Revenue Exceeding That of Liquor (Chicago NBC5, May 2021)



... consumers are interested in a variety of condition-specific canna-treatments. More than half of adults who are currently or were active in the cannabis market express interest in cannabis products for joint care (51%), increased focus/productivity (53%) and sexual health (53%). Almost half (47%) say the same of cannabis products for skin conditions, and 61% of female users would be interested in trying cannabis products for women's health. (Mintel, *Cannabis & Health US Market*, 2021)



Stepping out of the Shadows: Identity Exposure as a Remedy for Stigma Transfer Concerns in the Medical Marijuana Market
Administrative Science Quarterly, vol. 66, 3: pp. 569-611.



EXPLORE CANNABIS FRIENDLY LODGING
<https://www.budandbreakfast.com/>

Creative Weed Banking & Finance



<https://cryptoslate.com/cryptos/cannabis/>

#	Name	Marketcap	Price	24h Volume	Blockchain	Change 24h	Change 7d
1	Tokes #1323 TKS	\$3.4M	\$0.01700	\$17	Waves	-0.03%	-0.04%
2	PotCoin #1380 POT	\$3.06M	\$0.01351	\$3,346	Own Blockchain	+0.06%	-7.68%
3	HempCoin #1492 THC	\$2.04M	\$0.00774	\$597	Own Blockchain	-23.25%	-20.75%
4	CannabisCoin #1851 CANN	\$1.3M	\$0.01687	\$0	Own Blockchain	+2.91%	-1.73%
5	DopeCoin #2104 DOPE	\$303.3K	\$0.00260	\$100	Own Blockchain	+2.91%	-1.73%
6	Cannation #2679 CNNC	\$4.29K	\$0.00173	\$0	Own Blockchain	+2.91%	-1.73%

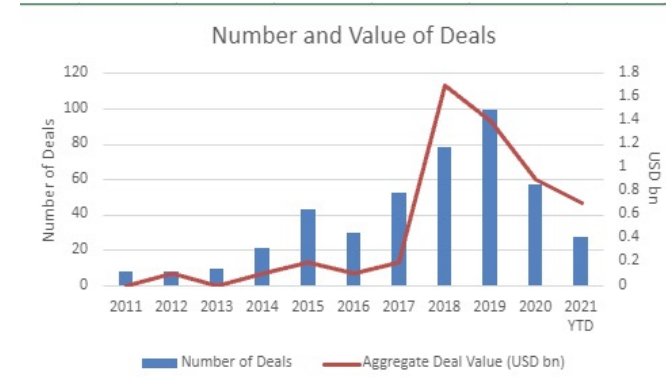
Preqin: Cannabis Popular in Industry searches

VC Deals 2011-21

Venture Overview - Cannabis / Medical Marijuana

Date	Number of deals	Aggregate Deal Value (USD bn)	Average Deal Size (USD mn)
2011	8	0.0	5.7
2012	8	0.1	11
2013	9	0.0	1.8
2014	21	0.1	5
2015	43	0.2	7.1
2016	30	0.1	6.2
2017	52	0.2	3.9
2018	78	1.7	25.2
2019	99	1.4	15.2
2020	57	0.9	19.3
2021 YTD	27	0.7	28.5
Overall	432	5.5	15

Source: Preqin



Some States, such as IL, NY Expunge Pot Crimes, Promote DEI Entrepreneurship

► Up in Smoke: How Expungement of Cannabis Crimes Will Work Under the MRTA (New York State Bar Association)



Black residents of Illinois were **7.5 times more likely to be arrested** for **marijuana possession** in Illinois **before the State regulated purchase and possession** at the beginning of this year.

ACLU
Illinois

Pritzker: Illinois poised to have most diverse cannabis industry in U.S. (CBS Chicago)

A Library's Potential "Stash" of 420 Resources

WHAT'S INSIDE THE BOX?



Cannabis Business LibGuide - University of Illinois