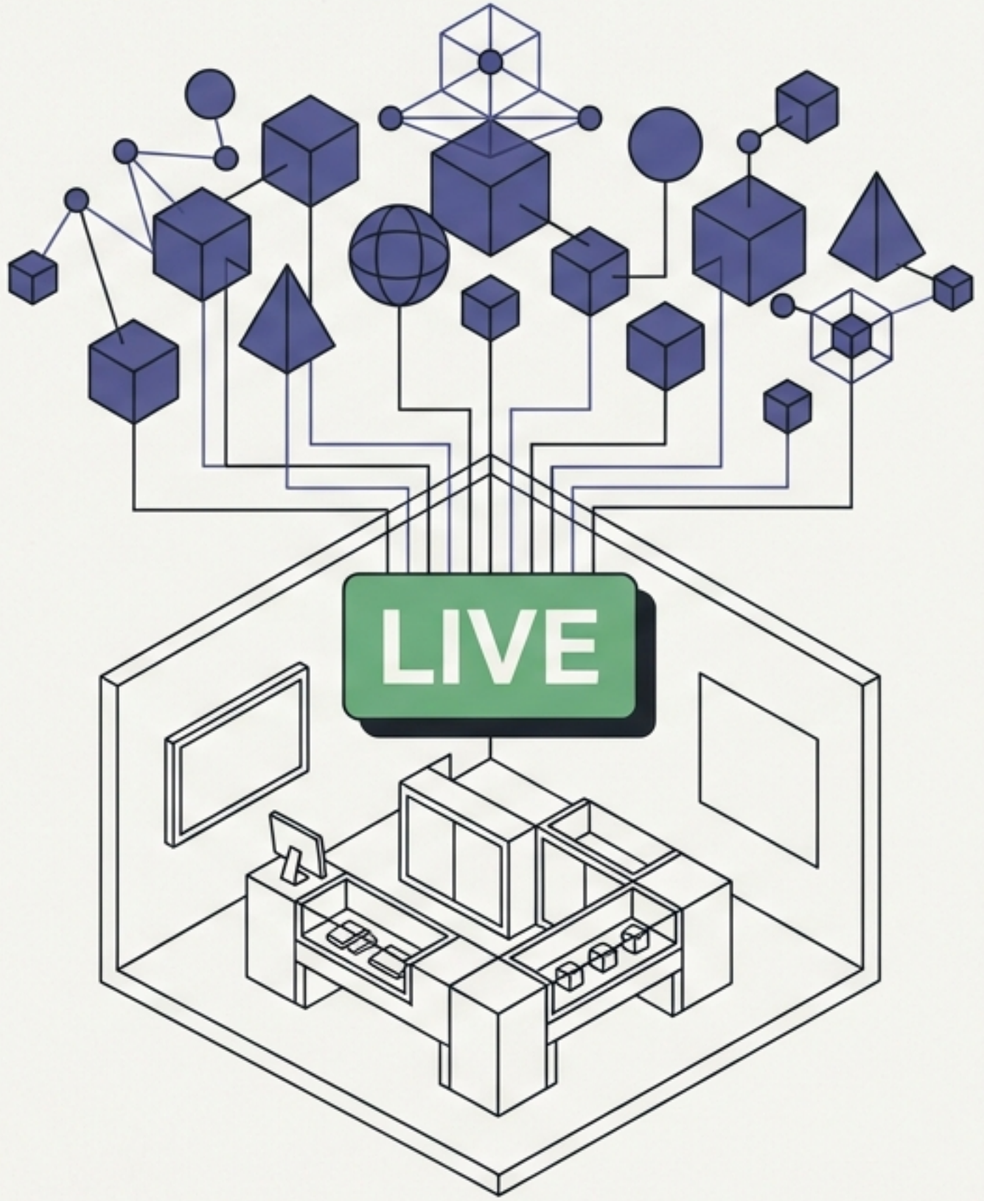
The Connected Tabletop

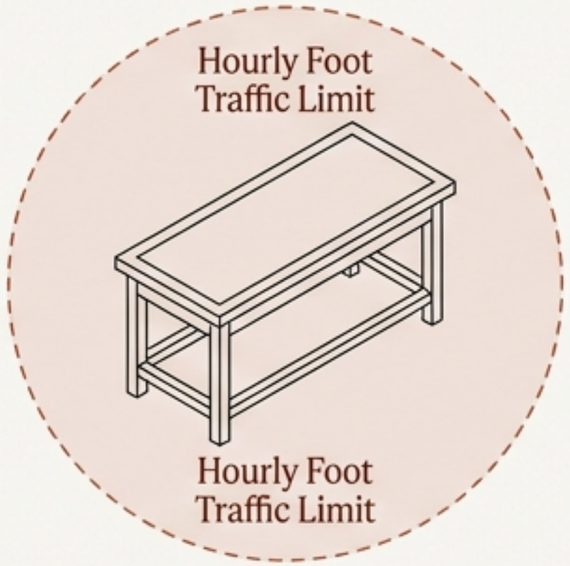
Scaling Cannabis Pop-Ups Through Hybrid Streaming with BudVizion

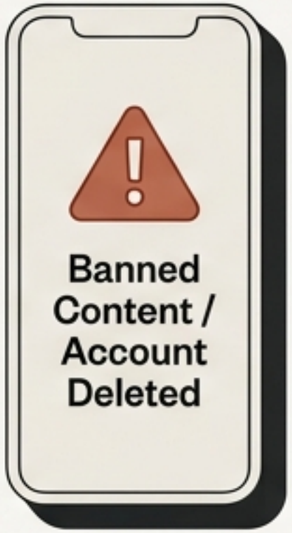


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Breaking the Physical Ceiling

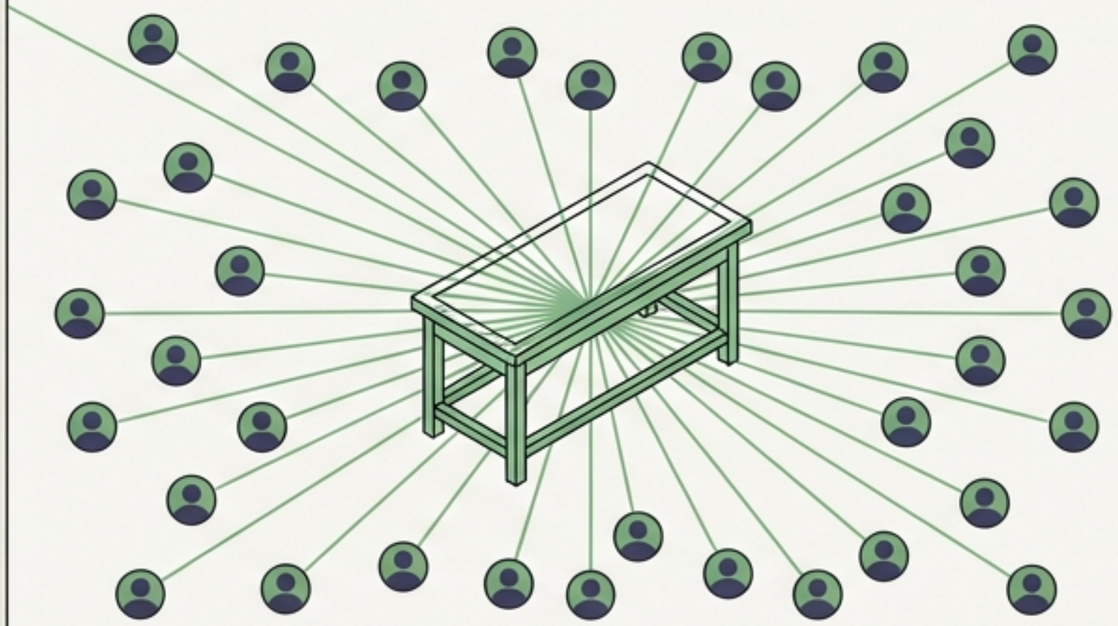
The Traditional Ceiling





- Traditional social media aggressively bans cannabis content.
- Physical tabletops are limited strictly by hourly in-store foot traffic.

The Digital Bridge



BudVizion transforms the physical pop-up into a broadcast studio, capturing in-store momentum and scaling it digitally without algorithmic bans.

NotebookLM

Choose Your Selling Identity

The Brand Rep



- **Target:**
  You represent specific brands or SKUs.
- **Handle Strategy:**
  Match your brand identity (e.g., missstizzynyc).
- **Action:**
  Stream directly featuring your established products to drive direct loyalty.

The Influencer



- **Target:**
  You want to monetize your reach across multiple labels.
- **Catalog Access:**
  Apply as an Influencer to access hundreds of BudVizion SKUs.
- **Action:**
  Feature diverse products in your shows and earn direct commissions.

Create Free Account → Click Sign up to sell → Get Approved to Stream

NotebookLM

Pre-loading the Pop-Up

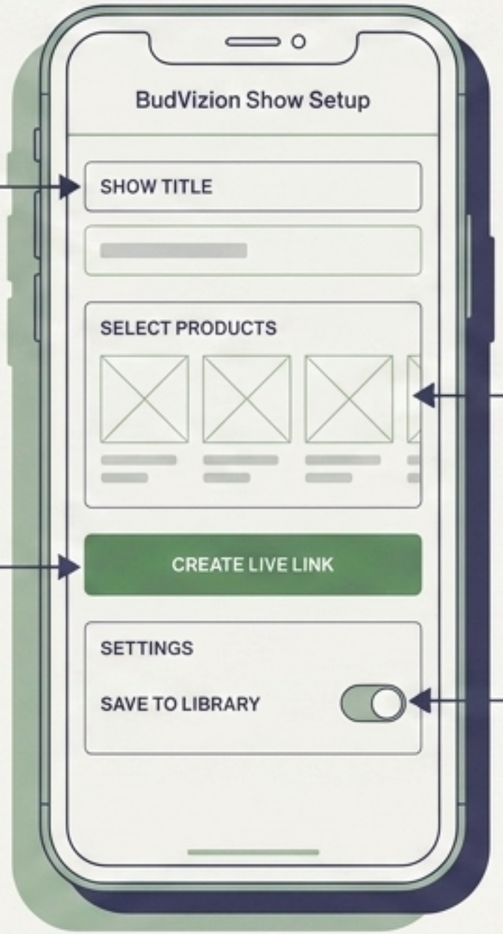
Show Title

1 Location = 1 Show

Must include Dispensary Name, Location, Date, and Time.

Direct Buy Link

The most critical element.
Route this link directly to the specific product page on the host dispensary's website.



Product Selection

Focus on a single product

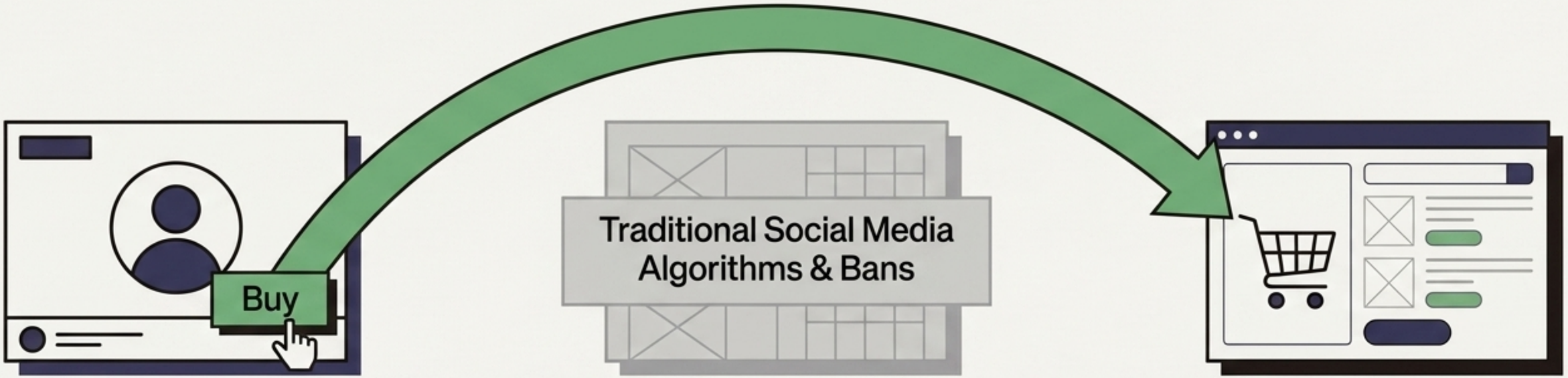
per short show. If featuring 8 products in-store, create 8 distinct shows.

Save & Reuse

Build a library. Save shows to reuse for future visits to the same retail store.

NotebookLM

Direct Routing to the Dispensary POS



Streaming UI

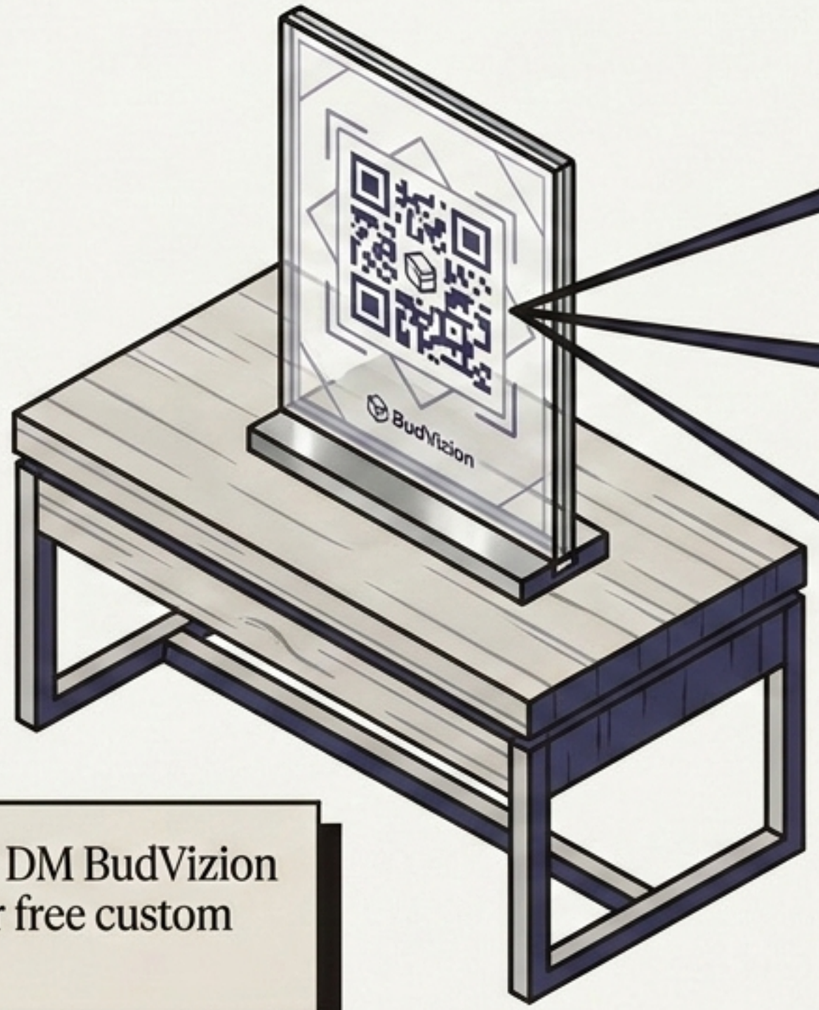
Traditional Social Media Algorithms & Bans

Dispensary POS / Product Webpage

Key Takeaway: You are not just selling; you are driving measurable, direct web traffic to the dispensary's specific product pages while you are physically standing in their store.

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Capturing In-Store Momentum



Join BudVizion Account
(Shopper signs up on the spot)

Follow Streamer
(You capture the physical audience permanently)

Follow Dispensary
(You add digital value to the retail partner)

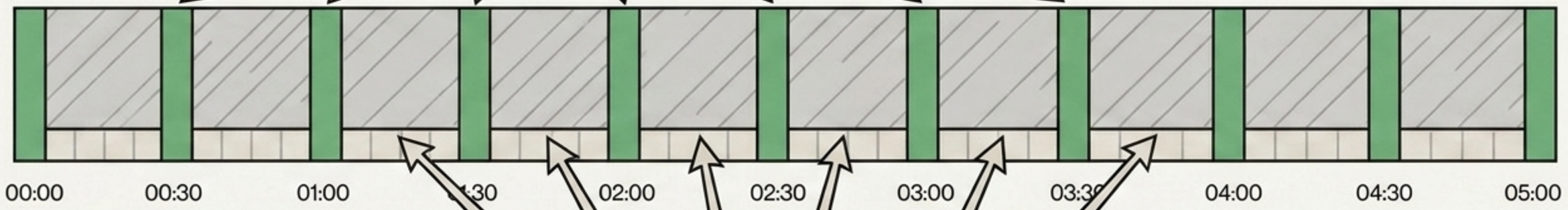
Note: Email or DM BudVizion to receive your free custom QR table card.

NotebookLM

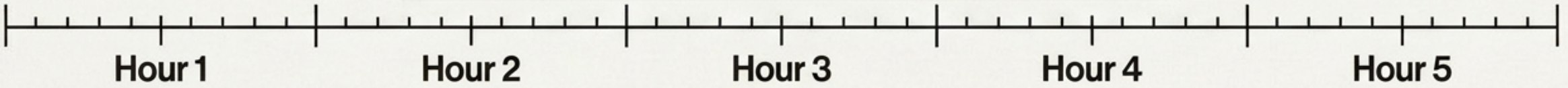
The 30-Minute Stagger Rule

Live Broadcast
Go live for a few minutes to showcase 1 of 8 pre-loaded products. Reach the digital audience and direct clicks to the store site.

Shift Strategy:
- Total Duration: 5 Hours
- Total Inventory: 8 Products
- Total Execution: 8 Short Pre-loaded Shows



In-Store Engagement. Engage physical foot traffic, push QR code scans, and build in-store relationships.



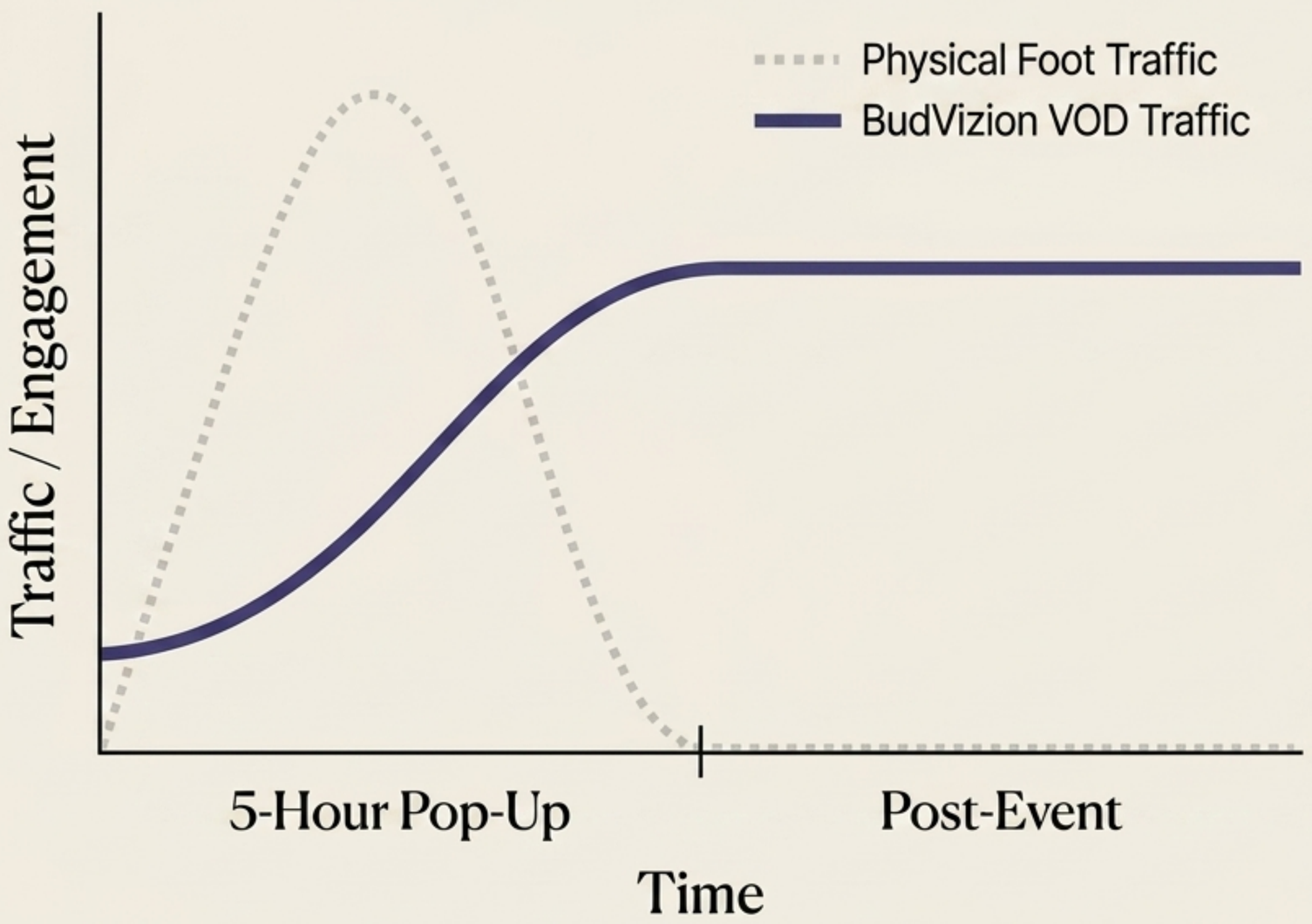
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Aligning with Store Management

The Cova POS Integration Matrix	
Stream on the Dispensary's Account	Stream on Your Own Account
Mechanism: Ask to be a designated streamer on the store's profile.	**Mechanism:** Go live on your profile, linking directly to their Cova-powered site.
Advantage: Embeds your presence entirely in their digital ecosystem.	**Advantage:** You own the audience data while driving direct, trackable sales to the store.
Bonus Outcome: If they aren't on the platform, refer them to earn an onboarding finder's fee.	**Bonus Outcome:** Positions you as a sales-driving specialist, earning larger refill orders for your brand.

NotebookLM

The Perpetual Halo Effect



Every live stream automatically becomes a shoppable Video On Demand (VOD) asset. Links remain fully active.

Gen-Z and younger buyers actively prefer to purchase directly from the source via digital video.

Rollout tests show up to a 50% increase in sales directly related to live stream shopping activity, compounding over time.

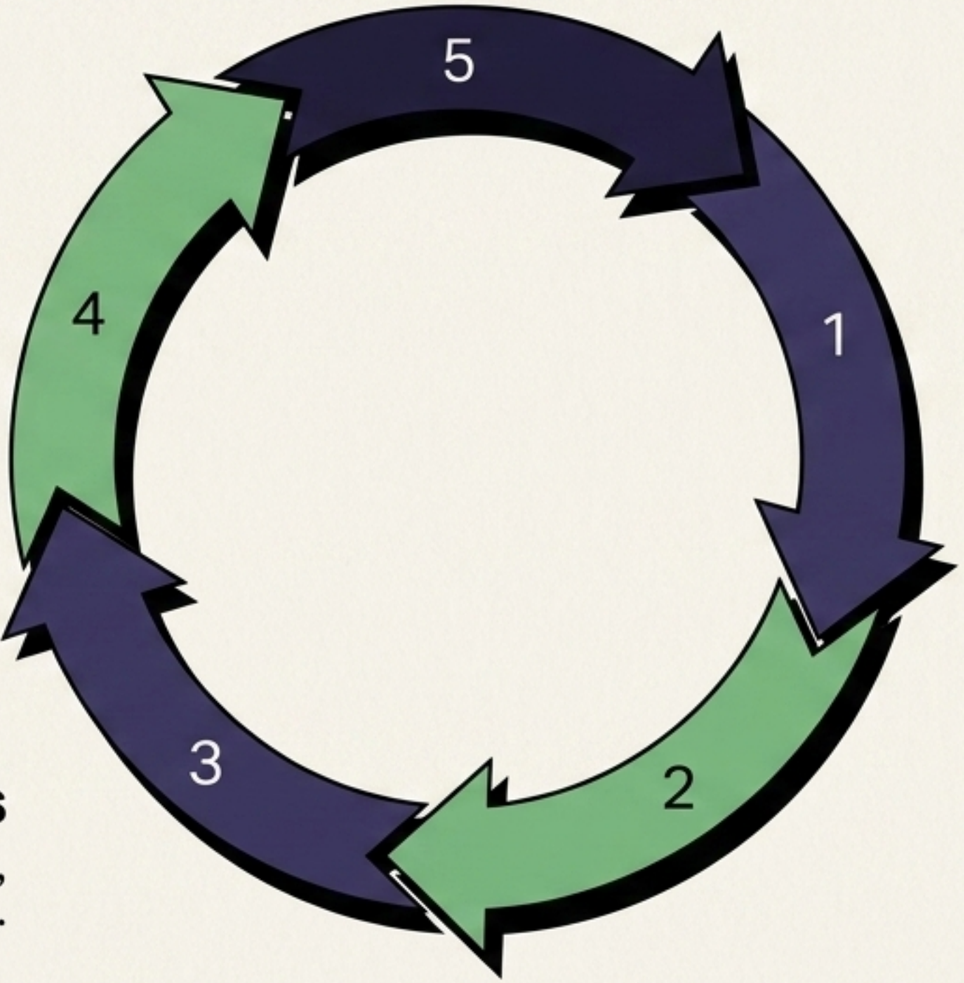
NotebookLM

The Engine of the Proper Pop-Up



Larger Brand Reorders

Measurable ROI proves value to the dispensary manager, triggering the next booking.





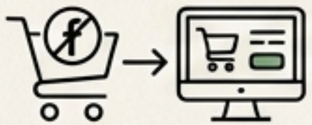
VOD Perpetual Halo

Recorded shoppable video driving offline sales.



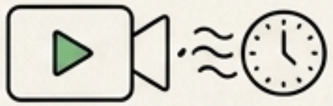
Tabletop Presence

Physical QR capture and manager coordination.



Direct Web Sales

Bypassing social bans, routing buyers to POS.



Digital Stream Capture

Staggered 30-min shows capturing live attention.

NotebookLM

Standard Operating Procedure

PRELOAD

Create distinct shows for each product with exact date, time, and location data.

ROUTE

Verify every buy link points directly to the host dispensary's product page.

ALIGN

Brief the store manager on how your streaming drives traffic directly to their website.

CAPTURE

Deploy the custom QR card on the table to convert physical foot traffic into followers.

PACE

Execute the 30-minute stagger rule across the shift to maximize both audiences.

ARCHIVE

Save, reuse, and build a permanent library of shoppable VOD content for every location.

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