2/2/17 v1

**CannaPur.com.uy Website Requirements**

**CANNAPUR INTRO** CannaPur is a manufacturing startup company in Uruguay, South America. It will grow a specially engineered strain of high CBD hemp, extract and refine the valuable plant oils, and package the oils into therapeutic products. The products will be sold into countries where new markets exist due to deregulation of cannabis (hemp and marijuana), and will target specific diseases known to respond positively to CBD. In time the CBD oil will be infused into consumer products for mainstream consumption. Uruguay was chosen because its federal law enables a 3x more efficient CBD production than in the US, Canada or Europe. Additionally, CannaPur processing will be in the Free Trade Zone (FTZ) to eliminate many taxes and greatly reduce costs. Finally, Uruguayan law ensures our CBD production and export is 100% legal. Thus, CannaPur aims to be the most profitable, and safest, CBD manufacturing company in the world.

**WEBSITE OBJECTIVES** The objective is 1) to look like professional/serious company, 2) to get investors excited about the possibility of investing with CannaPur, 3) to get investor email and phone numbers and build a sense of community. Potential investors should become excited that this is their “window of opportunity,” because CannaPur is made up of extraordinary people who all have made successful business before, that the location in Uruguay is a huge benefit, that we will become the biggest and best CBD-oil manufacturer in Latin America, and that we focus on all-legal medicinal CBD oil extracted from hemp.

**KEY AUDIENCE** Potential investors looking to invest between $30,000-$1,000,000 USD.

**SITE STRUCTURE** See <http://joshsyoung.wixsite.com/cannapur> for reference (DO NOT FOLLOW THEME). Three pages: Home, Members Only, News (blog)

* **Menu:** Home, Members Only, About, Team, News (blog), Contact
* **Home (top-down):** Logo/tagline, scrolling news, Infographic, CannaPur Intro (see above text), People, Contact Information.
* **Members Only:** see <http://joshsyoung.wixsite.com/cannapur/members-only> for reference. Requires password “cannapurcbd” (does not require email)
* **News:** blog page

**SITE BRANDING** Uruguay colors: sky blue, golden sun. Medicinal. Legal. Mainstream. Hemp. Professional people. Opportunity/Money/Investor. Uruguay. Latin America. 1st to Market.

**TECH SPECS** This is an information-only website (blog). We must be able to update content, and add blog posts. Website shall be created in Wordpress.

**COMPETITORS** The competitors shown all are selling product so their objective is to sell. Our objective is to excite investors about the opportunity, because we will be the 1st large scale producer in Latin America.

* <https://pluscbdoil.com/>
* <https://hempmedspx.com/about-hemp-stalk-oil/>
* <https://elixinol.com/>
* <https://canabidol.com/>
* <https://www.endoca.com/en/>