CANNVIA

Simplifying Medical Cannabis Gummy Access in Brazil

Business Plan - 2026

Executive Summary

CannVia is a digital platform designed to simplify access to medical Cannabis products in Brazil. The core opportunity is clear: patients need doctors, prescriptions, Anvisa authorization, product guidance, international purchase support and delivery tracking in one simple experience.

The initial focus is a professional, compliant import model for medical gummies. CannVia should not be presented as a traditional reseller holding stock in Brazil. The strongest short-term model is a software-enabled import pathway in which each order is tied to an individual patient, a prescription, an Anvisa authorization, a product record and a compliant shipment.

For international gummy suppliers, CannVia offers a direct route into a growing Brazilian medical market without requiring an immediate local regulatory structure. The initial step is to validate specific SKUs, certificates of analysis, cannabinoid strength, labels and export documents against Anvisa's patient-import pathway.

The Opportunity

Brazil has an active and expanding medical Cannabis market, but access is still fragmented. Patients often need to find a qualified prescriber, obtain a prescription, register with Anvisa, choose a foreign product, import it, manage documentation and wait for release and delivery. This is exactly the journey CannVia can simplify.

The CannVia model positions edibles as an attractive initial category because they are discreet, easy to dose, familiar to patients and suitable for repeat purchases. That positioning works when gummies are treated as a medical oral dosage format, supported by prescription and documentation, rather than as an ordinary consumer candy or retail food product.

Competitors such as Blis, Click Cannabis, CannaCare, Gravital and other platforms validate the market by combining medical access, Anvisa support and home delivery. CannVia can differentiate by specializing in high-quality gummies and by building a cleaner import workflow for patient-specific orders.

What CannVia Solves

The patient journey today is still difficult. A patient may have a legitimate medical need but lack a simple way to move from prescription to authorized product import. CannVia turns this into a guided process.

- A patient creates an account and is guided to a qualified physician or uploads an existing prescription.
- The system checks whether the prescription includes the commercial product name, dosage, date, professional signature and registration number.
- CannVia helps prepare the Anvisa patient authorization and tracks whether the product is in the automatic-approval list or needs technical analysis.
- The platform connects the patient to the foreign supplier, organizes documents, tracks the shipment and supports reorder reminders based on the prescribed dose.
- The value is operational simplicity: fewer abandoned patients, fewer document errors, more predictable reorders and a better experience for the patient, physician and supplier.

How the Gummy Import Model Works

The cleanest model is a patient-by-patient medical import flow. The Brazilian patient or legal representative is the importer. The prescription controls the product, the dosage and the quantity.

CannVia acts as the software and coordination layer: physician network, prescription intake, Anvisa registration support, SKU matching, payment flow, shipment tracking and post-purchase support.

For product suppliers, the process should be prepared like a medical export program. Each gummy SKU should have a full technical file: commercial name, formula, cannabinoid profile, delta-9 THC and total THC per unit and per package, CBD/CBN/CBG content, batch COA, origin, manufacturing license, labels, ingredients, shelf life and stability data.

The initial commercial phase can start with a limited catalog: for example CBD gummies, CBD/CBN sleep gummies, CBD/THC low-dose gummies and specific physician-directed formulations. CannVia can then expand based on prescriptions, patient demand and Anvisa feedback.

Competitive Basis

CannVia's market review identifies Blis as a leading digital platform that offers medical consultation, digital prescription, Anvisa authorization and home delivery. It also references Click Cannabis as a fast-growing low-cost consultation platform, Gravital as a specialized medical-clinic model and CannaCare as an integrated import and support platform.

Public information from CannaCare supports the same market pattern: Brazilian platforms are already educating patients, connecting doctors, helping with Anvisa authorization, importing products and supporting recurrent purchases. This validates the opportunity for CannVia to build a focused edible/gummy pathway rather than a generic Cannabis marketplace.

The gap is specialization. Most platforms are broad access systems. CannVia can present itself as the edible-specialist layer: medical onboarding, compliant import workflow, product education for prescribers and a repeat-purchase system for gummies.

Brazilian Legal Framework

Brazilian law affects the model in a clear way. Under RDC 660/2022, Anvisa may authorize individuals to import Cannabis-derived products for their own health treatment, with a prescription from a legally qualified professional. The authorization is patient-specific and the products are imported exceptionally.

The prescription is central. It must identify the patient, the commercial product name, the dosage, the date and the professional's signature and license number. When the product is on Anvisa's predefined automatic-approval list, the process is faster. If it is not on the list, the request may still be submitted but requires technical review.

Under this route, the imported product is personal and non-transferable. It is not a wholesale import, inventory model or Brazilian retail resale model. This is why CannVia should be positioned as a compliance software and coordination platform for patient imports. A future local commercial model would require a separate Anvisa registration or sanitary authorization route.

THC, Delta-9 THC and Milligramage

For Brazil, the most important point is that RDC 660/2022 does not create a single universal limit such as '5 mg' or '10 mg' of THC per gummy. The practical limit is medical and documentary: the product, strength, daily dose and import quantity must be compatible with the prescription and with the patient's Anvisa authorization.

This means each SKU should be prepared with exact milligram disclosure: CBD per gummy, delta-9 THC per gummy, total THC per gummy, other cannabinoids, total cannabinoids per bottle/package and number of gummies per package. CannVia can then convert that into a prescription and import-check workflow.

For U.S. sourcing, delta-9 THC rules are also changing. Historically, U.S. hemp products relied on the 0.3% delta-9 THC dry-weight threshold. Recent federal changes are moving toward total THC and a reported cap around 0.4 mg of total THC for consumer hemp-derived products, with a late-2026 compliance timeline reported by legal and industry sources. A 30-count bottle with 5 mg or 10 mg THC per gummy would therefore need export review under the correct U.S. pathway and should not be treated as an ordinary hemp retail product. This does not replace Brazilian medical import rules, but it can affect which U.S. gummy products can be legally manufactured, sold or exported from the U.S. side.

The message is simple: Brazil can receive prescribed medical gummies through the patient-import pathway, but the SKU must be documented precisely and matched to prescription, Anvisa authorization and shipment records.

Products Already in the Import Channel

Anvisa's automatic-approval list is not a consumer catalog and the extracted list does not clearly label products as 'gummies.' It lists product families, companies and composition ranges. For gummy product diligence, the correct approach is to use the list as a basis for SKU review, not as a public retail menu.

Product / family	Company / origin	Composition shown	Why it matters
cbdMD CBD	CBD Industries LLC - USA / North Carolina	30-60 ml / 30-60 cp / 1500-75000 mg	Product family appears in Anvisa automatic-approval list; this is not a confirmed gummy SKU and does not provide per-gummy milligramage.
Canna River	Canna River LLC - USA / California	15-120 ml / 50-100 cp / 1000-20000 mg	Relevant oral-product family; exact gummy SKU to verify.
CannAid	Alternative Health LLC - USA / North Carolina	30 ml / 10 ct / 1000-20000 mg	Unit-count format; useful benchmark for edible discussions.
Akras Honest CBD	Well Life Harmony Solutions LLC - USA / Florida	30 ml / 20-30 units / 200-12000 mg	Unit-format CBD product family on automatic list.
Hempgan CBD	Hempgan Wellness LLC - USA / California	30-60 ml / 20-30 cp / 500-12000 mg	Oral/capsule-style imported product family.
Aunt Zelda's - THC Infused Olive Oil	Aunt Zelda's TM - USA / California	30-60 ml	THC-containing example already listed by Anvisa.
Boticann THC Oil	Pharmacol Cannabis SAS - Colombia	30 ml / 750 mg	THC product example in the import list.
Helius CBD/THC	Helius Therapeutics Ltd - New Zealand	30 ml / 300-3000 mg	CBD/THC example in the import list.

Recent product diligence adds a useful benchmark, but it must be handled conservatively. Anvisa's automatic-approval list includes cbdMD CBD under CBD Industries LLC, USA / North Carolina, with a broad family composition range of 30-60 ml / 30-60 cp / 1500-75000 mg. This confirms cbdMD as a visible product family in the patient-import channel, but it does not identify a specific gummy SKU by name and it should not be used to infer per-gummy milligramage.

Blis and similar Brazilian access platforms validate the patient journey by combining consultation, Anvisa authorization support and delivery. Public Blis pages describe the access workflow, but they do not provide a complete public catalog of current products. If a cbdMD gummy is visible inside a patient/order flow, CannVia should capture the exact live catalog entry, label and COA before using it in a physician-facing product sheet.

The practical diligence point is milligramage. The product file should not simply say 'gummy' or rely on an Anvisa product-family line. It should show CBD per gummy, delta-9 THC per gummy, total THC per gummy, CBN/CBG per gummy, total cannabinoids per package, package count, COA, label, prescription quantity and whether the exact SKU maps to an automatic-list product family or requires technical review.

Gummy Milligramage Benchmarks

Gummy reference	Conservative milligramage from public product data	How to use it in diligence
cbdMD Broad Spectrum CBD Gummies	50 mg, 100 mg or 200 mg CBD per serving. cbdMD's FAQ states 30 gummies per bottle, corresponding to 1500 mg, 3000 mg or 6000 mg CBD per bottle. Formula is described as THC-free / below detection.	Useful CBD-only benchmark. Verify the active SKU, label, COA, bottle count and whether the product appears under the cbdMD CBD product-family line before presenting it for prescription support.
cbdMD Broad Spectrum CBD Calming Gummies	25 mg CBD + 3 mg CBG + 10 mg CBN per gummy. Formula is described as THC-free.	Useful non-THC multi-cannabinoid benchmark for calming positioning. Keep CBN/CBG separate from CBD in the product sheet.
cbdMD Full Spectrum CBD Gummies	Official public page confirms a full-spectrum gummy and describes up to 6000 mg of concentrated CBD+THC formula. The public page does not clearly expose a clean per-gummy CBD/THC split in extracted text, while cbdMD's full-spectrum collection describes no more than 2 mg THC per serving.	Do not use oil-style or product-family bottle totals to calculate gummy dosing. Treat this as a candidate SKU that needs current label, COA, gummy count, CBD per gummy and total THC before physician use.
cbdMD Full Spectrum CBD Calming Gummies	100 mg CBD + 5 mg THC + 10 mg CBN per serving; the page describes a simplified one-gummy dose.	Good full-spectrum relaxation benchmark. Requires clear THC disclosure, patient tolerance guidance and prescription fit.
cbdMD Full Spectrum CBD Sleep Gummies	50 mg CBD + 20 mg CBN + 3 mg THC per gummy. Product page also states 1500 mg total CBD, 600 mg CBN and 90 mg total THC per container.	Useful sleep-positioned benchmark. Show CBD, CBN and THC separately per gummy and per package, and confirm package count on the active label.
cbdMD Delta 9 THC Gummies	10 mg delta-9 THC + 60 mg CBD per serving on the manufacturer page.	Higher-THC benchmark. Needs stricter prescription fit, tolerance guidance, export review and total-THC documentation.
cbdMD Delta 9 THC Chill Gummies	10 mg delta-9 THC + 10 mg CBD per serving; 1:1 THC:CBD ratio and one-gummy serving described publicly.	Balanced THC/CBD benchmark. Useful for diligence, but it should be treated as a THC-containing medical SKU, not an ordinary wellness gummy.

Important interpretation: THC-containing oral products and gummy-style product families are visible in the medical import discussion, but public lists and market-facing catalogs are not substitutes for SKU-level diligence. The immediate task is to validate exact gummy SKUs against Anvisa list status, prescription requirements, COAs, labels and shipment documentation.

CannVia Positioning

CannVia should be presented as the bridge between international suppliers and the Brazilian medical patient. The platform does not need to overcomplicate the pitch. Its role is to make the regulated journey easy.

This positions gummies as a professional medical format: discreet, consistent, measurable and easy for patients to follow when prescribed correctly.

- For patients: simple access to doctors, authorization, product purchase support and delivery tracking.
- For doctors: clear product information, dosing options and prescription support.
- For product suppliers: a compliant Brazilian channel, recurring demand signals and organized documentation.
- For regulators and logistics partners: traceable patient-specific orders and complete records.

Business Model

CannVia can start with a focused model and expand only after validation. The initial phase should prioritize a limited set of gummy SKUs, a small physician group, patient authorization support and shipment tracking. Revenue can come from service fees, platform fees, consultation coordination and supplier-side commercial arrangements where allowed.

The CannVia model projects attractive unit economics because medical Cannabis treatment is recurring. Gummies fit that logic well: they are easy to reorder, easy to explain and suitable for standardized dosage. CannVia should use the initial 90 days to confirm product-market fit, average order value, reorder interval, documentation time, shipment time and patient satisfaction.

After validation, the company can expand the catalog, add more cannabinoid profiles, build a prescriber education program and negotiate better logistics and pricing with international suppliers.

Next Steps

- Select 5-10 gummy SKUs for Brazil diligence, including CBD-only, CBD/CBN and low-dose CBD/THC options.
- For any cbdMD/Blis-style gummy benchmark, capture the exact live catalog entry, label, COA, bottle count, per-gummy CBD, per-gummy delta-9 THC, total THC and current Anvisa list status before showing it to physicians or patients.
- Build a technical file for each SKU: COA, label, ingredients, cannabinoid strength, delta-9 THC, total THC, package count and manufacturing licenses.
- Map each SKU against Anvisa's automatic list and determine which require technical review.
- Create the physician-facing product sheet with clear dosing ranges and patient instructions.
- Launch a pilot with patient-specific imports, delivery tracking and reorder support.
- CannVia's message should be direct: Brazil is a serious medical market, gummies can be positioned professionally, and CannVia can provide the compliant software layer that turns prescriptions into organized, traceable imports.

Sources Reviewed

- CannVia, Revolucionando o Acesso à Cannabis Medicinal no Brasil, Business Plan 2025.
- Anvisa / DOU: RDC 660/2022 - criteria and procedures for import of Cannabis-derived products by individuals for personal medical treatment.
- Anvisa service page: authorization for individuals to import Cannabis-derived products; authorization valid for two years; prescription must include product name, dosage and quantity.
- Anvisa: Nota Técnica 40/2026 - automatic-approval list under RDC 660/2022; products are not registered with Anvisa and are imported exceptionally for personal use.
- Anvisa import FAQ: products cannot be purchased in Brazil under the RDC 660 route; import is by the patient/representative; resale by Brazilian legal entities is not allowed under this route.
- CannaCare website: example of Brazilian platform combining consultation, Anvisa authorization, product import, home delivery, recurrent purchase and continued care.
- Reuters / sector reporting, 2026: U.S. federal hemp rules are shifting toward total-THC and milligram caps for consumer hemp-derived products, with expected effect in late 2026. This should be checked before a U.S. gummy export contract is signed.
- Blis website: public description of legal medical cannabis access through online consultation, integrated Anvisa authorization and delivery in Brazil.
- cbdMD official product pages: Broad Spectrum CBD Gummies; Broad Spectrum CBD Calming Gummies; Full Spectrum CBD Gummies; Full Spectrum CBD Calming Gummies; Full Spectrum CBD Sleep Gummies; Delta 9 THC Gummies; Delta 9 THC Chill Gummies.