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Commercial offer

for the development of project documentation.

Discovery Phase

Resources engaged in the Discovery Phase:
- Solution Architect
- Business Analyst
- Tokenomics Expert

Timelines: 8-10 weeks

Payment terms: 100% prepayment for the Discovery Phase (7500$)

Approach on Discovery Phase: Fixed Price.

Benefits of starting the project with the proper Discovery Phase
1. Identified risks and dependencies
2. Aligning blockchain with the product needs
3. Ready Proof-of-Concept as an interactive prototype in Invision
4. Cost savings
5. More precise estimates and plans
6. Better fit customers' needs

Fundamental Goals of the Discovery Phase
- Define functionality
- Define architecture
- Define project timelines and team composition
- Estimate detailed project cost

Deliverables
- BRD documentation
- Clarification of tech specifications
- Detailed Game mechanics
- Detailed in-game activities
- Features prioritization and finalization

Timeline: 8-10 weeks
Cost: $7500*

*All prices are indicated without the cost of the design and when paying with cryptocurrency. When paying with fiat + 15% of the cost.

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Brand code

Basic document for all other stages.

- Mission / Goals;
- Vision & Scope;
- Value propositions;
- Slogan;
- Style;
- Target Audience;
- Product/utility;
- Key partners, Key activities , Key resources;
- Interactions with clients;
- Cost structure;
- Sales channels;
- Income streams;
- Market segmentation by 6W method.

As a final result, we give documents in two formats:
- **Google docs** format (.docx\.xlsx files)
- **Gitbook (optional)** (with moving to your account)

Timeline: 5-7 workdays
Cost: $3000*

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Tokenomics

Content:
- Purpose;
- Functions;
- Scalability;
- Cost;
- Stability;
- Distribution;
- Issue.
-

As a final result, we give documents in two formats:
- **Google docs** format (.docx\.xlsx files)
- **Gitbook (optional)** (with moving to your account)

Cost: $3000*

Game mechanics development

Content:
- Game Idea (genre, description of the game world, game stages, game world features, etc.);
- Proposal for a list of mechanics;
- Game activities;
- Basic user interactions;
- Separation and clustering of the game's stages;
- The concept may include a small marketing part (optional);
- Activity diagram (optional).

As a final result, we give documents in two formats:
- **Google docs** format (.docx file)
- **Gitbook** (with moving to your account)

Timeline: 5-8 workdays
Cost: $3000*

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Business plan (token growth factor calculation)

The document will be about 20 pages long.
The business plan will form the basis of the numbers in the white paper.

The business plan includes:

1. **Market description**

We detail the state of affairs in your particular niche and consider the main recent changes. This shows the background and global/local trends for the creation of the product. The market needs identification gives us the opportunity to forecast the future development of this market. In other words, the factors which will influence the industry in the future will be considered.

2. **Financial model**

Overview of the platform's monetization process.

3. **Token economics part**

4. **Financial plan for 3 years**

It will be calculated:

- Token economy
- User acquisition cost
- LTV
- Necessary marketing budget
- Projected income

As a final result, we give documents in two formats:

- **Google docs** format (.docx\.xlsx files)
- **Gitbook (optional)** (with moving to your account)

Timeline: 2 weeks
Cost: $6000

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Light Paper

A Litepaper is a shortened and concise version of a whitepaper.

The document will be up to 15-20 pages long

Content (according to your project) may includes:

1. Project essence;
2. Approach to the problem solution;
3. Technical description of the project;
4. Token economics;
5. Roadmap;
6. Project team;
7. Summary.

As a final result, we give documents in two formats:

● **Google docs** format (.docx\.xlsx files)
● **Gitbook** (with moving to your account)

Timeline: 2 weeks
Cost: $4500*

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White paper

WhitePaper will be written in English. The document will be up to 50 pages long, including the legal part, which your lawyers will provide.

Content (according to your project) may includes:
1. Project essence;
2. Market description;
3. Approach to the problem solution;
4. Marketing analysis;
5. Technical description of the project;
6. Financial model;
7. Token economics;
8. Roadmap;
9. Project team;
10. Summary.

1. Project essence
In this chapter, we briefly describe the cryptocurrency and the project itself.

2. Market description
We detail the state of affairs in your particular niche and consider the main recent changes. This shows the background and global/local trends for the creation of the product. The market needs identification gives us the opportunity to forecast the future development of this market. In other words, the factors which will influence the industry in the future will be considered.

3. Approach to the problem solution
The analysis involves reviewing existing solutions with their advantages and weaknesses. This makes it logically possible to reach a conclusion about the feasibility of the chosen way of tokenization.

4. Marketing analysis
We will assess the volume, structure, and trends of the market in which you operate. The strengths and shortcomings of the company will be described (in comparison with other players). We conduct market research and make assumptions about the future share of your company in the niche. This market analysis saves you time and money on the next steps of the company's development.

5. Technical description of the project
We describe the blockchain and tokenization technologies implementation, as well as details of issuing security or utility tokens for the entire business.
This solution will be presented in terms of the business process model with a logical explanation.

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6. Financial model

Overview of the platform's monetization process.

7. Token economics

The purpose of the token, its function, scalability, cost, stability, as well as distribution, and issuance will be described.

8. Roadmap
- development of programming;
- fundraising;
- platform development;
- market entry plan.

9. Project team

This chapter introduces the specialists who will deal with the project. The work and campaigns previously completed by the team members are reviewed.

10. Summary

In this part of the document, we summarize information about the project, its strengths, development, and financial prospects. Additionally, in this part, we give a link to the pre-ICO or ICO.

As a final result, we give documents in two formats:
- **Google docs** format (.docx\.xlsx files)
- **Gitbook** (with moving to your account)

Timeline: 3-4 weeks
Cost: $9000*

When developing a roadmap, we will offer solutions on how to make the product more interesting and help to form a USP.
We guarantee technical supervision and consultations throughout the entire period of work performed by our company.

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A commercial proposal to finalize the website and promotional campaign organization.

Development

Assessment of the form on the site from 2 to 6 hours.
 (necessary corrections and improvements to the site $25/hr)

- Acceptance of payments in different cryptocurrencies: BTC, ETH, BNB, BCH, Litecoin, Monero - 40h (with testing)
- Token delivery functionality - 6 hours
- It is possible to make a separate smart contract with a method for mass mailing of tokens by Eidrop (240 transactions in a list)

Blockchain/solidity senor work -- $36/hour

Marketing

- Official email campaign (Email Plan, Weekly Newspaper, Remarketing) - $1600.00
- Facebook (Creative banner ads, retargeting, remarketing, paid advertising on related channels) - $3450.00
- Instagram (Creative banner ads, retargeting, remarketing, advertising through bloggers) - $2500.00
- Linkedin (Dynamic content ads, sponsored posts, text ads, dynamic ads) - $2500,00
- Google (Web site structure analysis, usability analysis, target ad testing) - $2500,00
- Youtube (Paid video advertising before and in similar videos, banner advertising, native advertising of bloggers) - $2500,00
- Telegram (Bots for direct messaging to profiles from related groups) - $4500.00
- Bitcointalk, Coinmarketcap, Trending view, Crypto news websites - $2500,00

Total budget for advertising campaign, prices are given for the work of specialist team.

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Remote SMM Team for NFT project

Main activities: Creating and maintaining pages in social networks, communication in messengers

TEAM EXPERIENCE AND EXPERTISE

Each dedicated team includes at least 4 people

Social media manager - at least 3 years experience in B2B, B2C and P2P projects, IT and crypto market that includes various SaaS products and is powered by Blockchain technologies

Social media manager is responsible for:
- Selecting a platform (Instagram, Facebook, Twitter, Pinterest, etc.)
- Determining the frequency of publications on each platform
- Specifying requirements for content and promotion in general
- Analysis and strategy adjustment as needed
- Selection of requirements for projects and opinion leaders for collaborations

Content creator - at least 1 year experience of creating individual content
Examples of content kinds:

- Posts
- Video
- Memes
- Infographics
- Surveys
- Text and visual product description

Community manager - at least 1-year experience of building relationships on social media

Community manager is responsible for:

- Responding to comments
- Maintaining audience interest
- Forming a loyal community around the project
- Collecting feedback from users
- Search for new ways of engagement

Influencer manager - at least 1 year experience of promoting projects through interaction with opinion leaders

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Influencer Manager is responsible for:

- Building and maintaining communication with existing partners and Influencers
- Control of all agreements
- Analysis of the effectiveness of cooperation, generating reports
- Searching and establishing contacts with new partners

Targetologist - at least 1 year experience of setting up and running advertising in social networks

Targetologis is responsible for:
- Target audience research
- Search and gathering of the target audience
- Creation and analysis of advertisements

Content curator - at least 1 year experience of curating and promoting other content that interests client's target audience

Content curator is responsible for:

- Following blogs that would interest your target audience
- Joining groups and monitoring online discussions
- Monitoring trending topics online

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Commercial offer for the development of technical solutions for the release of NFT-collection.

Work list:

Development of a smart contract based on Ethereum

Mint of 10 thousand NFT

Connection of the IPFS-provider

Connection of the wallet to the feed

Time: 8-10 working days.
Cost: $4,700 *

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	Cost, $	Days	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
Brand code	3000	7	■	■	■	■	■	■	■																											
Game mechanics development	2500				■	■	■	■		■	■	■	■	■	■																					
Tokenomics	3000	14								■	■	■	■	■	■		■	■	■	■	■	■	■													
White paper	9000	22											■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■	
Business plan (token growth factor calculation)	6000	14																						■	■	■	■	■	■	■	■	■	■	■	■	■
Total		35																																		

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