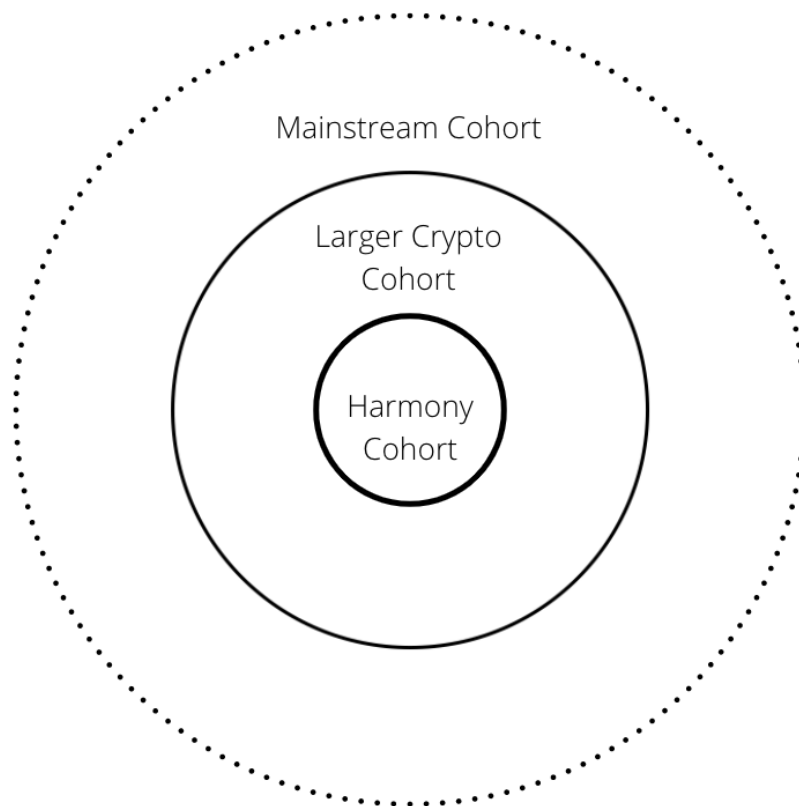


GEN Z AS BULLS EYE AUDIENCE

-start in and work out



- Harmony Cohort
- Larger Crypto Cohort
- Mainstream Cohort

Ranges from digital natives who are heavily involved in crypto ecosystem (trade altcoins and stablecoins, flips NFTs, etc) and desires a wallet that is social to easily connect/flex with their crypto community all the way to the decentralized college student who wants to make their first investment and needs a thoughtfully designed, aesthetic wallet that is secure, beginner friendly, has customer support, and access to community so they can begin to make web3 friends and connections (chats)

Beyond the ability to buy/sell/trade crypto, the P0 features to include in GTM are social features of this social wallet
-for now, the chat will be most valuable (good enough for soft launch and beta test)

-in future, events and ticketing will be most valuable (crucial to build these features in order for wallets to stick, scale, and succeed). The app cannot succeed as it is right now. "Social" is not enough differentiation from other platforms for people to switch. The chat is barely sufficing. We need events and ticketing..could look into integrating the Timeless calendar (which I still need stats on...)

I'm not going to lie, the NFT tab is basically worthless. There is no immediate social aspect of it, more of a showcase for the user. No real value tho lol.... Would be down to scrap this entire tab and replace with the timeless calendar integration for NFT events ticketing

Q1: Beta Test with app as it currently is with Gen Z in Harmony

Target Gen Z already aware of or integrated in Harmony's ecosystem.

DAOs

-Wallet utility will focus being able to on buying, selling, trading, converting \$ONE

Conferences

-Wallet utility will be through migrating huge conference chats and groups from Telegram to 1Wallet

Partnerships

-Launch campaign with easily accessible orgs/platforms within Harmony (ie: DeFi Kingdoms)

Ambassador program

-take most passionate individuals from Harmony cohort and start the Ambassador Program

NFT collab

-begin partnerships with crypto friendly brands/organizations to launch exclusive NFTs (could acquire some Mainstream Cohort users but this should not be a priority)

Q2: Acquire Gen Z outside of Harmony ecosystem by launch new events/NFT ticketing/POAP/calendar features

Once we build out more events/ticketing features, we can begin acquiring Gen Z part of the Larger Crypto Cohort who currently use other wallets.

1Wallets new value add/utility for this user group is the NFT events/NFT ticketing/POAP/calendar feature.

ie: Organize series of crypto parties in major tech hubs organized by 1Wallet Ambassadors

We can also begin heavily acquiring Mainstream Cohort since the new events tab bridges our crypto wallet with a familiar feature

ie: partner with third party legacy and mainstream brands to use our wallet as ticketing service for different events and festivals

Q3: Expand 1Wallet to Ethereum, Solana, Etc.

As wallet technology expands to accommodate eth/sol/etc., switch all efforts to target Gen Z in larger crypto ecosystem and mainstream

-Launch College Ambassador program

-idea

-idea

-idea

-provide convenience and collaborate to create utility around \$ONE token

utility : why would someone want to hold token beyond speculating on value

Collaborating with DeFi Kingdoms to use \$ONE to buy real estate,

Other use:

yield farm, derivatives

DAOs

Claiming scholarship funds

Converting \$ONE to fiat

Hosting events sponsored by funding from Harmony

Can also start brand ambassador program with ppl like Ami

May 2022

As wallet technology expands to accommodate eth/sol/etc., switch targeting efforts to Gen Z in larger crypto ecosystem and mainstream

(community and events focus)

As wallet expands tech into eth/sol, we expand customer acquisition outward from inner circle (insert diagram)