

# Joiner Go to Market strategy ( Pre IDO Phase )

Target segment

Target customer

Approach

Brand pillars



**Traditional Web 2.0 users**

Active people 16 - 60. Travellers, Expats, Sport. Want to find people for their ideas or find what to do with a friends.

- Facebook and Instagram
- Ads campaigns
- Influencers special campaign
- App install campaigns
- Offline events
- Collaboration with business

Easy to use Tinder Like app what helps you find what to do, or with whom to do.



**Crypto (web 3.0 users and traders)**

Crypto traders  
ICO, IDO watchers  
Crypto enthusiasts  
NFT owners  
People who engaged to earn tokens in web 3.0 (run to earn, play etc)  
Crypto VC

- Twitter and Instagram
- Discord & Telegram community
- Lead generation
- Crypto influencers
- Cross channel marketing
- Collaboration with Launch Pads

Token growth driven by real market needs and an increase in the number of open markets.

Your bridge to web 3.0 world. Earn tokens by join or create your own event.

And explore Metaverse events!



**Business**

Who wanna Reach new customers.  
Decrease aquasition cost, Operate with crypto payments or use Metaverse as field for their events. Who tired to pay Google/FB and marketologs

- B2B Seller team
- Ads
- Organic interest

Attract customers directly with low acquisition cost and without any broker.

Transform your clients into influencers inside their socium

## Joiner Go to Market Plan

Q3 2022

- Web 2.0 v1.0 release
- Crypto community building start
- Compaings to attract VC
- Preparation to IDO
- SMM active start

Q4 2022

- Web 2.0 Product Soft launch
- Web 3.0 introducing
- Public token Marketing
- TGE events
- Airdrops
- Massive Influencer Campaigns

Q1 2023

- Web 2.0 Dubai/Singapore market launch
- Web 3.0 Soft launch
- Huge Special offline events
- Affiliate programs
- Special Tik Tok collaboration
- Exclusive NFT drops

Q2 2023

- Web 2.0 new market (USA or Asia)
- Web 3.0 Launch
- Special Metaverse event to promote
- Massive collaboration with offline businesses

