ROADMAP

Verticate

2022/23 Q1
- Creation of Concept, Strategy
- Appointment of Key Board Members
- Legal, Corporate
- Technical & Compliance Research
- Development Provisions

2022/23 Q1/Q2
- Corporate Structure & Incorporation
- Creation of Whitepaper, Website & Social Media
- Appointment of Strategic Advisors & Officers

2023 Q2
- Crystalize Major 'Signature' Partnerships and Collaborations
- Private and Public Fundraising Rounds
- Token Generation Event (TGE)
- List on Centralized and Decentralized Exchanges
- Launch Major Marketing Campgains

2023 Q3/Q4
Priority Development and Launch of Utilities
- Verticate Digital Identity
- Verticate eSignature
- Verticate Wallet
- Enterprise Portal
- Referral System
- Staking
- Intrinsic Token Burning
- Verticate Analytics
- Decentralized Database of Restricted & Flagged Entities

Each Utility shall function as its own business, each entailing the following milestones to launch:
- Technology Initial Research & Planning
- Addition of relevant specialists/member
- Start of Development
- Creation of dedicated services, marketing, social media, community, and sale teams
- Start of marketing
- Technology Closed Alpha Testing
- Technology Community Beta Testing
- Technology Public Beta
- Start of Marketing Campaign (two weeks prior launch)
- Reveal of relevant signature collaborator (one-week prior launch)
- Official Utility Launch

MARKETING

Q1/Q2 2023
- Finalizing Strategy
- Creation of core marketing team
- Creation of community and fundamental community governance
- Appointment of administrators, moderators, security, and team members, training and creation of materials, designs, events, relevant social media

Q2/Q3 2023
- Marketing Campaign Begins
- Ambassador meeting, setting direction and start
- Announcement of signature collaborator #1, #2, #3
- Influencers / KOL weekly rollout

Q4 2023 / Q1 2024
- Focus on ongoing international marketing for mass adoption and maintaining steady growth of onboarded targeted corporate entities (start-up, small, medium, large)
- Verticate Brand: Future research and products