

Roadmap Fuji 2020-2024

Q4 2020

PRODUCT

- Quotas for storage and network.
- Development of forward transactions system.
- Hypothesis of financial models and indicators.
- Pilot project.

BUSINESS

- Telegram bot and ticket system for technical support.
- Engaging liquidity providers and auditors in the platform.
- Implementation of the cost-effectiveness calculator in the project.
- Passing the course to start custom tasks.

MARKETING

- Advocacy program.
- Attending a blockchain conference.
- Initial analysis of the market position of crowdfunding platforms.

Q2 2021

PRODUCT

- Development of a beta version of the platform.
- Decentralized autonomous organization of token holders.
- Cross-chain interconnection.
- Proof-of-Test-Case.

BUSINESS

- Services based on Fuji platform.
- Development of a project analysis system with an analytical department.
- Web control panel for publishing attachments and service management.
- Search for potential business projects to be implemented on the platform.
- Building Investor-Startup Interaction.

MARKETING

- The campaign to promote the services of FUJI customers.
- Blockchain conference.
- Working with the media.
- Social media promotion.
- AB testing of all groups within the platform.

Q4 2021

PRODUCT

- Improvements to the reliable platform.
- Fixing bugs.
- Development of a stock device system.
- Building the Fund's Development Plan.
- Market research for a stock exchange.

BUSINESS

- Approval of the composition of the analytical department.
- Approval of the composition of the security service.
- Approval of the composition of the customer service.
- Launch of the platform.
- partnership with exchanges for ICO.
- Launch of general traffic on the platform.

MARKETING

- FUJI Investors Summit.
- Active work with major media.
- Investment of assets to maintain active social networks.

Q2 2022

PRODUCT

- Exchange of skills.
- Fixing bugs.
- Market research.

BUSINESS

- ICO.
- Bounty programs and airdrops.

MARKETING

- Connecting social networks "Reddit" and "Discord".
- Attending a conference on blockchain and open finance in USA.
- Investing in an open capital forum.
- Increase in the number of startups on the platform.

Q4 2022

PRODUCT

- Trusted platform development.
- Interworking.

BUSINESS

- Improvement of the project exchange office for operations with FJT currency.
- Development of microclimate.

MARKETING

- Organizing events and meetings within the community.
- Expanding the analytics department.
- Development of the marketing strategy 2023.
- Promotion of the product on the USA market.
- FUJI Investors Summit.

H2 2023

PRODUCT

- Competitive market research.
- Creation of a decentralized exchange.
- Integration of the platform with liquidity aggregators.
- Improvement of the aggregator of ICO projects.

BUSINESS

- Preparing the second ICO Pool.
- Searching for projects.
- Increasing the number of projects on MM to 50+.
- Search for guaranteed liquidity providers.

MARKETING

- Asian and African expansion campaigns.
- Sponsorship of crypto and finance events.
- Searching and signing sponsorship and advertising contracts with representatives of the sports industry.

H2 2024

PRODUCT

- API development for integration into third-party services.
- Application development for IOS / Android.
- Application development for IOS / Android.
- Expanding the functionality of the application on IOS and Android.

BUSINESS

- Launching of the beta version of the wallet + spot.

MARKETING

- Finding shared media partners to launch the app's advertising campaign.
- Launching advertising campaigns aimed at app installation.
- General Sponsorship, Partnership at Dubai FinTech Summit 2024.

Q1 2021

PRODUCT

- Rating and SLA.
- Determination of the startups' geolocation.
- Creation of FJT tokens.
- Study of blockchains.
- Market research.
- Development of a module for automatic management of deals and tasks.
- Deadlines for the integration of control systems and network security.

BUSINESS

- Opening of the first round of the FJT sale.
- Buying FJT with Bank Card Integration.
- Banking Transfer Token Purchase for Corporate Customers (fiat gate).
- Purchase of tokens via telegram bot in cryptocurrency.
- Referral system.

MARKETING

- Early Users Support Program.
- Blockchain Life Conference.
- Primary seeding in thematic media.
- Twitter Asset, Telegram.

Q3 2021

PRODUCT

- Trusted Platform prototype (evolution of the installer and own OS distribution).
- Beta testing.
- Custom Profile Attributes (with validation).
- Skills exchange development.
- Data exchange platform development.

BUSINESS

- Attracting traffic to the service exchange.
- Installation of the final version of personal accounts for all types of project participants.
- Implementation of an internal project exchange office for transactions with FJT currency.
- Business traffic test.
- Investor traffic test.

MARKETING

- Publication of the FJT project in major media posts.
- Active development of social networks.
- Attracting customer traffic using the media.

Q1 2022

PRODUCT

- Architecture support.
- ICO Project Aggregator Development.
- Starting the foundation team.
- Obtaining the required licenses.

BUSINESS

- Service support.
- Developing the platform for diverse investment solutions.
- Preparation for the transition of major investors to the domestic fund.
- Creation of microclimate.

MARKETING

- Systematic marketing plan to reach Asian capitals.
- Attending a conference on blockchain and open finance in Asia.
- Investing in an open capital forum.

Q3 2022

PRODUCT

- Development of the support department.
- Team Qualification Development.
- Improving the functionality of the platform.

BUSINESS

- Improving Investor-Startup Interaction.
- Referral system development.

MARKETING

- Event marketing.
- Attending a conference on blockchain and open finance in Europe.
- Active work with major media.
- Increase in the number of startups on the platform.
- Increase in the number of investors on the platform.

H1 2023

PRODUCT

- Analysis and identification of existing problems and shortcomings of the product.
- Simplification and improvement of the registration and verification process.
- Security improvement.
- Closing the pool and distributing funds.
- Product testing.

BUSINESS

- Hiring qualified marketing, sales and customer support professionals in selected regions.
- Training of local employees in the culture and strategies of the company.
- Establishing partnerships with local businesses that accept cryptocurrencies as payment.
- Support and sponsorship of events and communities related to cryptocurrencies and blockchain.
- Collection and analysis data on the number of new users, trading volume and profitability.
- Using analytical tools to evaluate the effectiveness of marketing campaigns and strategies.
- Making adjustments to the development plan and promotion strategy based on the data received.
- Closure of ICO Pool, Return of tokens, Distribution.

MARKETING

- Studying the cryptocurrency market in Asia and Africa, identifying potential countries for expansion.
- Research of competitors and analysis of their strategies.
- Establishing contacts with financial institutions, government agencies and regulators in selected countries.
- Search for local partners, such as payment systems or cryptocurrency companies for cooperation.
- General sponsorship, partnership in Digital transformation summit UAE 2023.

H1 2024

PRODUCT

- Expanding the analytics department.
- Creation of investment efficiency analysis tools.
- Increasing the number of investors on the platform.
- Creation of a platform for the interaction of founders with clients and employees.

BUSINESS

- Approval of the financial model of exchange operations.
- Connecting liquidity providers.
- Launching of margin cryptoasset trading.
- Integration of FJT as a tool for paying commissions on spot transactions.
- Launching of full-fledged spot trading.
- Searching for financial institutions for margin trading.
- Completion of work on the development of software for automated trading operations.

MARKETING

- Calibration of the necessary target for the new geography.
- Preparation of promotional materials for new products.
- Formation of the target audience for new products.
- Connecting media partners.
- Launching of advertising campaigns for new products.
- Launching advertising campaigns for an exchange product.
- Partnering with launchpads.
- Launching an advertising campaign for auto research services.