



Weekly Update (#7) for \$WMF 19th July 2022 (week 29)

1. Final results of Fund Round 1 – 121 Billion Brise paid, 13 billion Brise collected back- a great thanks to the community. Actual ROI deployed 17,2%.

2. Fund Pools (BRISE & BNB) round 2 to be launched : 19th of July around 21:00 GMT/UTC.

New pools will be time locked (no one can enter even if someone removes) and locking shall initiate 5 days later – 24th of July midnight.

Exchange rates (vs BRISE and vs BNB) to be included in next week's report after final price at locking time- estimation remains we will be 3X the value of previous locking minimum.

Found round 2 run duration: 24th July to 6th September 2022.

3. NFT Fund Round first details to be shared by end of July, both from our site as well as during AMA in our TG Channel.

4. WMF BSC pool – paying BNB now (after today's update) available through Sphynx Defi App (both on Google & iOS) – we are the only pool available & visible paying BNB for users to access! Farming (liquidity mining) pools for BSC operational. Available and visible also after today's update in Sphynx Defi App (Google & iOS).

15 days BRISE Pool (staking only) received extra bonus on 10th of July amount 5 Bil Brise, APR 400% paid for those who were in that day.

5. Marketing campaigns update.

- Press releases successfully published in multiple top media as **Associated Press, Market Watch, Street Insider, Fox28 and another 100 sites.**

- Google Ads campaigns launched – first week achieved over 20.000 visits, new target for 30.000 visits weekly running.
- Twitter Ads campaigns launched- test week ongoing – minimum reach target 20.000 investors.

- Crypto related sites campaigns (40+) publications – launching through AVAZONA agency this week.
- Economical (elite) sites articles & press releases (allocated budget for Nasdaq, Bloomberg etc, pending CMC listing) – **CMC Listing live- campaigns TBD when to launch.**

- Influencer media marketing – 2 YouTube channels finally chosen – delay in final deal due to not properly provided demographical data on channels side.

6. Indacoin.io listing is cancelled due to SphynxPay (Fiat buying directly from Sphynx Defi APP) to be launched, service not necessary anymore.

7. FIAT investors monies received, pending decision with financial team for allocation- TBD before launch (price, marketing or initial fund depending on pools size).

8. FIAT investors meeting early August, topic NFT Fund Round participation- estimated minimum amount 500 BNB (roughly 110.000\$) participation from FIAT side.

Venue confirmed- will be the island of CORFU.

9. CoinMarketCap listed with both contracts (BRC+BSC) as actual and proper multichain project.

Add \$WMF to your watchlist to follow BSC price!

10. Site (Whalemaker.fund) refinement almost completed with Newsletter function and ability to subscribe in order to receive weekly report and any significant info to your email without hassle, as well as new functionalities for campaigns (analytics, mailing list, CMC widget tool, buy links), should be live next 48 hours. Don't forget to subscribe for weekly reports!

11. CEX listing planning to be announced within July.