

# WEEKLY UPDATE

Weekly Update (#10) for \$WMM 9th August 2022 (week 32)

1. Fund round 2 results 2/6 weeks (week 31):

Achieved result (BRC/BRISE) : 43,4 Bil BRISE (+6,3% vs 40,8 Bil BRISE weekly KPI)

Sources of profit: 100% arbitrage

Achieved result (BSC/BNB) : 43,3 BNB (+0% - exactly on 43,3 BNB weekly KPI)

Sources of profit: 100% trading on Top10 pairs (comment by FT: very hard week due to BNB outperforming most Top10 coins)

Cumulative result (BRC/BRISE) : 85,2 Billion vs 81,6 Billion (+4,4% vs Initial KPI)

Cumulative result (BSC/BNB) : 84,7 BNB vs 86,6 BNB (-2,1% vs Initial KPI)

2. APR on both 45-day pools revised to roughly 6% (extra staking rewards). ↘

3. 15 day pools on BRC & BSC functioning and paying high APR for those who join later or missed Round 2. **Will always be operational. Liquidity mining Pool with APR**

4. NFT Fund Round (basic- NOT Final) info :

- Estimated launch date : last week of August

- Price range : 320 to 420\$ (TBD by Financial team next week)

- Tiers/slots : ranging from 12 to 18% (analysis on next week's report as there are technical and financial issues pending- NOT FINALISED).

5. Marketing campaigns update.

- Press releases moved to week 33 due to final date of NFT Round launch moved to last week of August- on schedule Over 100 press releases to be done.

- Google Ads campaigns launched – third week achieved over 35000 visits, KPI achieved and continuing- very positive results in new investors as well as site KPIs now being measured. ↘



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- Twitter Ads campaigns launched- second week achieved 45.000 reach.
- NewsBTC – new partnership for promotion ongoing- to be finalized soon.
- Economical (elite) sites articles & press releases has been decided by marketing to be launched mid August with target to promote NFT Fund Round launch.
- Cryptobus (Russian community) Youtube partnership launched- already above 15.000 views.
- Polish & German community Youtube videos soon to be launched.
- Trending on Crypto.com campaign (very successful) reached Top 1.
- CMC trending campaign with very positive results – reached even Top2 trending in community.

6. **NEW** : Weekly podcast/VC in our channel every Thursday 19:00 GMT by @Holla Holla with @TonyWM. This week guest star – our Marketing Manager - Stella! Will discuss weekly report and news for more engagement!

7. FIAT investors meeting went excellent, an estimated amount of minimum 100.000\$ will be invested in Round 3 (including equal amounts of NFTs required- to be clarified based on Tier chosen when announced).

8. Site (Whalemaker.fund) refinement completed & launched 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).  
Don't forget to subscribe for weekly reports!

Further upgrades and functions to be added to the site within August, new site team working on it.

9. CEX listing discussions and evaluation – **Top 10 CMC exchange (directly Tier 1 listing)** discussions-negotiations going very well. Date to finalise announcement last week of August. Cannot share name or exchange or any info until something finalized due to NDA.

We want to thank A LOT of exchanges (again cannot disclose which) offering listing so far in extremely favorable terms to even complementary listing free of charge due to quality of project #WMF.