

WEEKLY UPDATE

Weekly Update (#11) for \$WMF 16th August 2022 (week 33)

1. Fund round 2 results 3/6 weeks (week 32):

Achieved result (BRC/BRISE) : 43,7 Bil BRISE (+7% vs 40,8 Bil BRISE weekly KPI)

Sources of profit: 70% arbitrage – 30% trading on Top5 pairs

Achieved result (BSC/BNB) : 44,3 BNB (+2,3% - vs 43,3 BNB weekly KPI)

Sources of profit: 100% trading on Top10 pairs

Cumulative result (BRC/BRISE) : 128,9 Billion vs 122,4 Billion (+5,3% vs Initial KPI)

Cumulative result (BSC/BNB) : 129 BNB vs 129,9 BNB (-0,007% vs Initial KPI-on target)

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

3. NFT Fund Round (planned- to be Finalised still) info :

- Estimated launch date : Tuesday 30th August

- Price range : 320 to 420\$ (TBD by Financial team last week before launch due to BNB+ BRISE extreme fluctuations)

- Tiers/slots : 4 tiers – ranging from 12% to 18% depending on amount of NFTs (TBD still).

4. Marketing campaigns update.

- Press releases to be launched this week (by Friday) for NFT round as well as extremely healthy price and community growth. Over 100 sites including AP, Yahoo, MarketWatch, StreetInsider etc.

- Instagram account/ presence created- to be expanded alongside our very successful Twitter account. First partnership to be announced by our Marketing Manager soon- under discussion with multiple influencers- promoters.

- AMA with BRISAGES today 15:00 – GMT/UTC – more AMAs (Ravens, EMBR, Sphynx) to follow next 10 days for extra exposure and explanation of NFTs as well as coin growth so far.

- 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.

- Twitter Ads campaigns launched- third week achieved 55.000 reach.

- NewsBTC – new partnership for promotion ongoing- to be finalized soon and launch this week.

- Economical (elite) sites articles & press releases has been decided by marketing to be launched week 34 with target to promote NFT Fund Round launch.

- Polish video ready to be launched & German community Youtube video pending.

- Trending on [Crypto.com](https://www.cryptocom.com) campaign (very successful) reached Top 1, on going every week due to very good exposure.

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

6. New FIAT Investors meeting planned for 1st week of September for Fund Initial Capital increase. Further info to be shared along with ending of Round 2 (estimated 10th September).

7. Site ([Whalemaker.fund](https://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.

8. CEX listing discussions and evaluation – Top 10 CMC exchange (directly Tier 1 listing) discussions-negotiations almost completed.

Date to finalise announcement last week of August. Co- marketing pre and post announcement is being arranged. 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 our project #WMF

