

THE WEEKLY REPORT



WEEKLY UPDATE (#16) FOR \$WMF 20TH SEPTEMBER 2022 (WEEK 38)

1. Fund Round 3 (NFT Round) pools opened 16th of September- combination of NFT+ WMF working smoothly.

Locking date : Monday 26th of September- values to be locked to be announced in next weeks report.

TVL so far on both pools nearly 4.000.000\$ (despite bear market).

2. NFT Fund Round info :

- NFT rarities to be uploaded on Mintpage WhaleMakerNFT.fund within this week – check for yours soon- **small delay due to too busy schedule on devs side for NFT pools openings!**

- NFTs KPIs (cumulative):

Until September end – **1200 NFTs – 980 sold / 81,6% achieved of monthly KPI**



TALK OF THE TOWN:



3. First CEX listing for WMF – this **Friday 11:00 GMT/UTC in DigiFinex** trading starts.

DigiFinex is a robust **CEX Ranked Top 20 in terms of volume with 1,5 Billion USD daily volume and a user base of over 4.000.000 Registered users. We are delighted to have sealed cooperation with them as our starting exchange. (see further common activities below).**

4. Marketing update.

- Banner first page of DigiFinex for 5-7 days prelisting and after listing to attract users of the CEX already up.
- New users (DigiFinex based) promo to be launched along with listing this week on spreading news on social media - over **250.000 WMF in prizes through DigiFinex social media (make sure to be alerted for those prizes).**

- DigiFinex Telegram promotion after listing (weekend) for prizes to attract current clientele of the CEX to engage with WMF tokens.

- New Press releases launched this week (tomorrow) for 3rd round opening as well as first CEX listing on DigiFinex on top sites including AP, Marketwatch, MarketWatch, StreetInsider and further over 400 sites - including NEW Fox Media sites as of this week.

- Google Ads campaigns launched –achieved **over 35000 visits (increased vs last week of August)**, KPI achieved and continuing- very positive results in new investors and price growth this week.

- Twitter campaigns launched- **fourth week achieved 300.000 reach.**

- **Instagram giveaway of 1 BNB competition performed with great success, community growing organically.**



- New languages Youtube videos give to new agency to start from scratch due to inability of previous partner.

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. **Fiat+private investors new meeting arranged for week 40- venue Northern Greece.**

7. Private investors meeting shall be included in above mentioned meeting (change of terms on our behalf as we did not approve initial offer received, to be examined on FIAT basis offer- cannot share further info due to NDA with private investors).

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!

NEW: WhaleMakerNFT.fund - Minting link and page connected to our site.

9. Coingecko listing (and new marketing campaign) to be ready by early next week according to estimations.

