

INTRO «Money Snake»

Method of project idea development in the solution system for integrated preparation for ICO.



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«WHAT SHOULD BE DONE?» – ETERNAL QUESTION AT THE PREPARATION STAGE WHEN ENTERING MONEY MARKET.

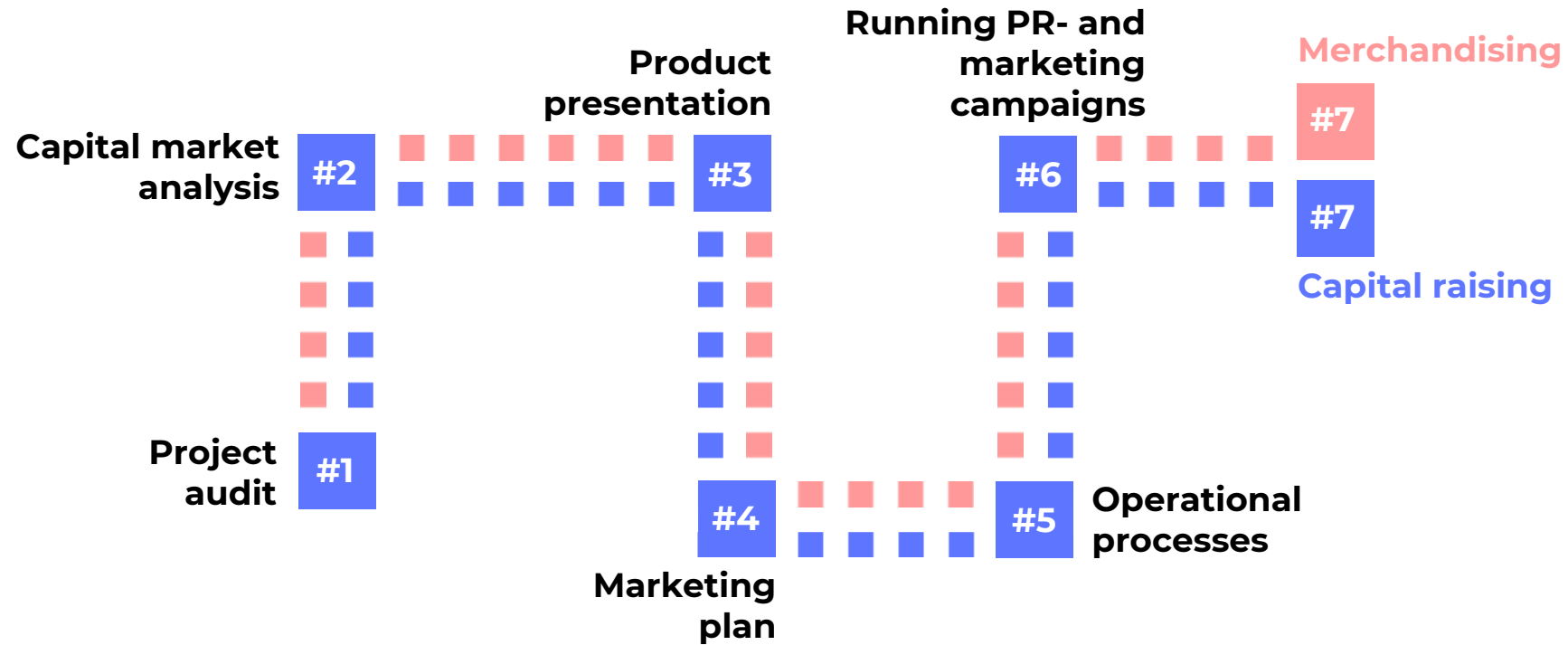
INTRO «Money snake» – an opportunity to observe the entire process of ICO-project marketing and «test» it before start of marketing budget spending.

Structure and sequence of the process, key processes and their significance for TA, relevant surveys of money markets and investors for projects, etc.

Use the opportunity to prioritize, highlight strong and weak aspects of the project and effectively prepare the team and infrastructure to the chaos of ICO.



«Money snake» SYSTEM OF PROJECT PREPARATION FOR RAISING INVESTMENTS:



We use this model for operating in two areas:

- money marketing
 - customer marketing



WHAT SHALL WE WORK ON?

- **Detection/analysis of project weaknesses and opportunities in relation to current expectations of capital and consumer markets.**
- **Recommendations on structuring the product for capital and consumer markets.**
- **Recommendations on road map.**



INTRO WORK STAGES FOR DEVELOPING ROADMAP WHEN ENTERING CAPITAL MARKET:



STAGE 1:

Holding strategic session with the project team (CEO, CMO, CTO).

The work is carried out on the basis of «Money snake» system. The task is to diagnose idea, the team, approach, marketing and resources for compliance with requirements of current capital market and provide recommendations for immediate improvements.

STAGE 2:

Presentation of the results of strategic session with the project team (CEO, CMO, CTO).

Recommendations for systematization of the project – road map of preparation on the «Money snake» algorithm basis.



STAGE 3:

Specification of the «homework» for the project team, preparatory actions plan.

Formation of the final action plan for project preparation. Identification of the team responsibility areas, project opportunities and risks, options on their use or overlapping at the preparatory stage.



INTRO REASIZATION
TERM: 5 DAYS.
COST: 1 700 USD.





**Yulia Vakulenko,
Head of Business Development**

vakulenko@beupto.capital

+38 063 472 39 37

Ukraine, Kyiv, Lva Tolstoho str., 3

We welcome your requests.

