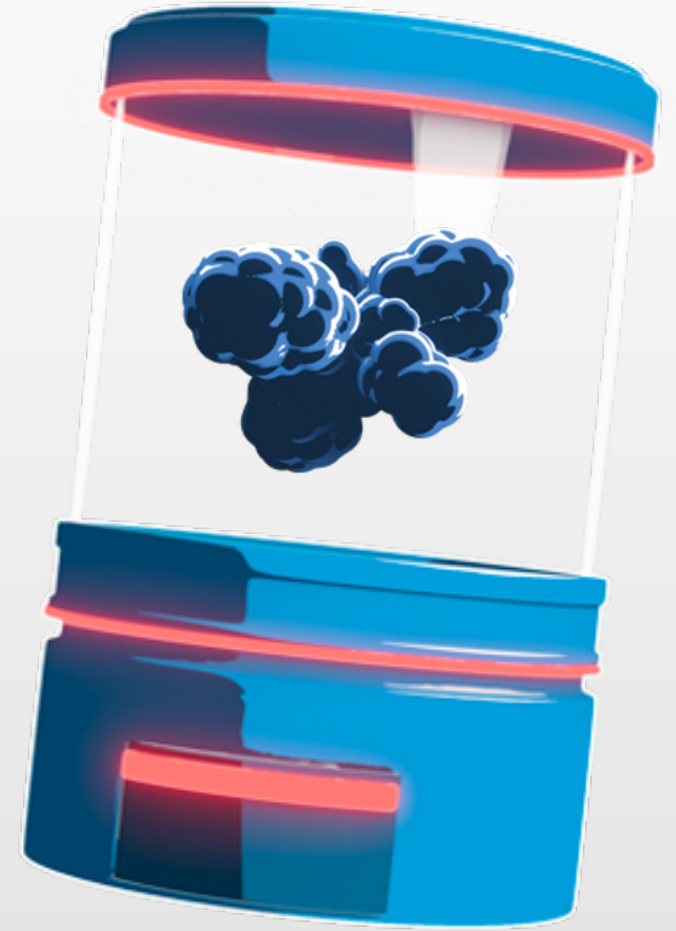


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Proposal **Strategy & Consultancy**

Methanhumans



November 2021

Build an identity that explains the vision, value purpose and collection utility.

Why?
How?
For what?
With how?

CREATE AN IDENTITY AND ITS FICTION NARRATIVE AS THE CORE OF THE PROJECT

Build "network effect", adding a sense of belonging, to contribute to building your own identity.

What makes **Methan Humans** an original project and different from the rest?

We want a network with nodes and branches (hubs and spokes). We want the nodes to be empowered. We want to expand the different types of participation.

We managed to create a "movement" that exceeds our platform

DEVELOP THE NETWORK, WITH CURATORSHIP AND DEMOCRATIZATION OF DECISIONS

METHAN HUMANS becomes a benchmark and transversal project to all other projects. Why? Because its approach methodology is recognized as innovative.

How to execute this plan?

1. Building a fictional storytelling, a NFT movie supported by real events: we are the source of creation of human farts, from remote times.
2. We will create fictional stories (Back to the Future style) demonstrating how MH was present in the most famous farts in history and how the earth is gonna be saved.
3. Generating key alliances with recognized projects: MH will grant unique sounds (farts) to holders of other communities, associating them with their own NFT's. The Ape Fart, the Giraffe Fart, etc.
- 4- We will seek to gain notoriety from the generation of unique, bizarre and fun content for influencers and recognized characters.

**POSITION OURSELVES AS A REFERENCE
POSITION OURSELVES AS GLOBAL AND DIVERSE**

MH is the ally desired by the most original communities.

Because it creates a bridge for them with great personalities, viral themes with highly "produced" material and creativity.

MH offers a community, which, in addition to investing, generates a sense of belonging.

How can we achieve this? From actions that make us feel a fundamental and unique part to solve the story and save the world.

GENERATE COURSES OF EXCELLENCE

The launch of the project will serve as the first pillar of the Methan Humans narrative.

However, we must build a long-term narrative.

What will happen next with the farts? Will they evolve? Can they smell each other in the metaverse? Will they be interchangeable?

What makes one fart better than another? Sound? The duration? The owner of the fart?

1. WORK WITH FICTION MICRO STORIES TO SUPPORT THE BIG NARRATIVE.
2. INVOLVE FAMOUS PEOPLE, SCIENTIFIC'S AND REAL EVENTS TO GIVE BACKGROUND.
3. CREATE MYSTERIOUS SOCIAL MEDIA ACCOUNTS (SUCH AS TIK TOK @UNICOSOBREVIVIENTE) TO GAIN REACH.

The great challenge:

- Integrate into storytelling the value that the holders will perceive.
- Make them protagonists of the story.
- Work the project in a gaming format, where the community dodges levels and reveals parts of the story little by little, **as if they were inside a movie.**
- **The story will be told in chapters, on different channels. Users discovering and following the story in real time.**

1.

Content Generation

For community

For influencers

For celebrities

For holders

2.

Own distribution spaces

Discord.

Clubhouse

Twitter Spaces.

Spotify (Podcasts)

YouTube

Both the content and its distribution
can be monetized, not only from the
sale on IMX.

3.

The community as an
exchange and network
group

Involve the community to develop and
imagine the fate of farts. The Fart Journey.

Video games: The Fart producer.
The Fart Contest (sounds that represent
prizes and benefits)

1. Brief and partner with 5/6 Influencers for the kick off
2. PR distribution: focus on original content.
3. 5 or 6 real life famous fart owner sharing MH content
4. 4 a 6 Podcasts to be part of
5. 10 communities to make alliances
6. 3.000 active followers
7. Reach 500.000 people with SM

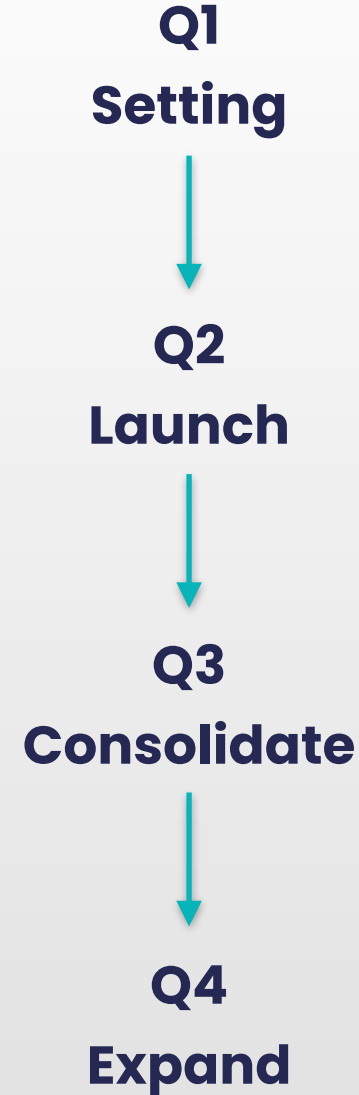
KPI's:

1. Followers
2. Reach
3. Whitelist

- Our PR Experts will personally pitch the project to at least 100+ journalists, bloggers, and media influencers on your behalf to insure guaranteed press coverage for your story
- Professionally designed press/media kit (up to 5 pages): This includes your company background, brand brief, vision, mission, your photos/videos, and more
- Professional Press Release written for you by our PR Experts (up to 1000 words)
- Premium Distribution of Professional Online Press Release. Increase release visibility in relevant search results across major search engines – Google, Yahoo!, Bing and more
- Personalized PR Action Plan (up to 2 pages) on strategies and PR industry secrets to maximize press coverage
- Tailor made PR media list of 2000+ contacts by Account Executive for initial PR outreach
- Guest post about your company published in Google News to Increase brand credibility and online visibility (up to 500 words)
- Feature Story about the project in email newsletter (10,000+ subscribers) and social media channels

NEXT STEPS

- Define Storytelling
- Define value proposition
- Define the business model.
- Define strategic alliances.
- Influencers Plan.
- Plan PR.
- Set up Discord.
- Launching.
- What's next for community?





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thanks!

