Roadmap

Stage 1: September-December, 2021

- concept, project philosophy and roadmap developments
- logo development
- guideline development
- website creation (design, layout, mobile version, the core of a personal account development)
- issue the tokens on BSC (BEP-20)
- website integration with BSC blockchain
- connection of the methods of the funds' acceptance
- development of modules for the bonus accruals
- development of the system for freezing/unfreezing tokens
- test transactions
- setting up and configuring the backend server
- integration with SMS and mail server
• registration of social network accounts (Telegram, Twitter, Instagram, Facebook)

Stage 2: December, 2021- March, 2022
- development of the marketing plan, SMM plan, content plan
- social network accounts' promotion
- announcement of the **pre-sale round**

Primary KPI after promotion of accounts in social networks:
Telegram - 3K, Twitter - 1K, Instagram, Facebook - 0.5K

Stage 3: April - May, 2022
- organisation of the **pre-sale round** (5% from the total number of tokens - 50 million ALGA at $0.1)
• announcement in social networks, crypto-communities and crypto-publics
• ALGA multi-channel promotion

Stage 4: May - Jule, 2022
KPI after the pre-sale round:
Telegram - 5K, Twitter - 2K, Instagram, Facebook - 1.5K
Number of holders - 3-4K (average check - $300-400)
SoftCap – $1,000,000

- multi-channel promotion and announcement of the **Seed Round**
- resolving the issues of the global partnership with funds and large investors (announcement)
- resolving the issue of obtaining the legal documents (announcement)
- resolving the issues related to the placements on the crypto platforms Coinmarketcap, CoinGecko, CryptoRank (announcement)
- resolving issues related to the organisation and partnership with decentralised crypto-exchanges within the framework of IDO and ALGA listing (announcement)
• holding a **Seed round** (5% of the total number of tokens - 50 million ALGA at $0.165)

Stage 5: August - September, 2022
KPI after the Seed Round:
Telegram - 15K, Twitter - 8K, Instagram, Facebook - 11.5K
Number of holders - 10 K (average check - $500-600)

SoftCap – $3,000,000
- multi-channel promotion and announcement of the **Public Round**
- enter the top search engines such as Dextools, Reddit, Coinmarketcap, CoinGecko
- addressing the issue of involvement and partnership of the blockchain and digital economy fields opinion leaders
- take part in an international forum (or organise one) - UAE, Singapore, Malta, etc. – to announce the future **IDO**
- holding a **Public Round** (8% of the total number of tokens - 80 million ALGA at $0.21)

Stage 6: September, 2022
KPI after the Public Round:
Telegram - 50K, Twitter - 35K, Instagram, Facebook - 1.5M
Number of holders - 25 K (average check - $1000-1500)
SoftCap – $6,000,000

- global marketing campaign for the physical promotion of ALGA ECOSYSTEM in the world
- announcement of the **IDO round**
- closure of the partnership agreements with decentralised exchanges on ALGA listing after the **IDO round**
- holding an **IDO round** (1.5% of the total number of tokens - 15 million ALGA at $0.3)

Stage 7: October, 2022
KPI after IDO:
Telegram - 100K, Twitter - 55K, Instagram, Facebook - 2.0M
Number of holders - 40 K (average check - $1000-1500)
SoftCap – $8,000,000

- listing on decentralised exchanges (announcement)
- maintaining the liquidity pool by the exchange reserve (20% of the total number of tokens - 200 million ALGA - starting price $1)
- resolving the issue of creating own blockchain technology or strategic partnership with existing blockchain technologies.
• transition to own node

Stage 8: November, 2022 – February, 2023
KPI after listing:
Telegram - 120K, Twitter - 65K, Instagram, Facebook - 2.0M
Number of holders - 55 K (average check - $1500-2000)
SoftCap - $10,000,000, 24H daily turnover - $5-8 million.

- preparation of the **ALGA health** platform (announcement)
- start of the medical gadgets' production
- search for partners to invest in modern medical technologies and medicines
- consideration of possible options for entering the stock market IPO of medical companies (consider the mechanism of cooperation with the largest underwriters in the stock market)
• announcement and launch of the **ALGA health** platform

Stage 9: February - July, 2023
KPIs:
Telegram - 130K, Twitter - 85K, Instagram, Facebook - 2.5M
Number of holders - 100 K (average bill - $ 2000-2500)
Cap - $15,000,000 - 16,000,000, 24H daily turnover - $9-9.5 million.

- preparation of the **ALGA invest** platform (announcement)
- announcement of the events that search for modern innovative projects (hackathons, meetups, conferences, exhibitions)
- search and involvement of experts on the selection of investment projects (announcement)
- placement of the projects on ALGA invest to support and vote for the proposed projects by ALGA holders
- signing of the agreements on the project investment (announcement) based on the voting results of the ALGA ECOSYSTEM community
- Marketing wave to launch the platform
• Launch of the ALGA invest platform

Stage 10: July - December, 2023
KPIs:
Telegram - 135K, Twitter - 90K, Instagram, Facebook - 3.5M
Number of holders - 110 K (average bill - $ 2000-2500)
Cap - $200,000,000 - 220,000,000, 24H daily turnover - $110-115 million.

- preparation and announcement of the ALGA education platform
- conclusion of a global partnership with leading and start-up companies in the field of education (placement of educational courses (including through NFT), creation or purchase of online platforms using an interactive translator, search for potential growth projects in the field of education)
- marketing wave for the launch of ALGA education
• launch of ALGA education

Stage 11: January - March, 2024
KPIs:
Telegram - 155K, Twitter -110K, Instagram, Facebook - 4.0M
Number of holders - 130 K (average check - $2000-2500)
Cap - $260,000,000 - 280,000,000, 24H daily turnover - $80-90 million.

- top 300 projects on Coinmarketcap
- announcement and launch of the ALGA ecology project - at the initial stage it will be a charitable project, since it is necessary to increase ratings in the eco-community, as a company that is ready to solve the environmental issues around the world
- selection of good eco-projects together with representatives of the environmental protection organisations (announcement)
- ALGA ECOSYSTEM call to all inhabitants of the world to take part in eco-events by taking part in ALGA tokens purchases
- launch of the ALGA ecology project/

The launch of ALGA consulting, ALGA development, ALGA NFT, ALGA starlink is planned for 2024-2028 once the KPI reaches $1 billion.