

# POLAR ICE PROJECT

## TIMELINE / ROADMAP



### PRE SALE / PROJECT AWARENESS

In this stage, we will be consistently marketing the project through social media along with hosting weekly discord meetings with members. We will also be announcing what the first 500 people who mint an nft early will be getting as a early adopter bonus.

### PRE SALE / MARKETING PUSH

Using our connections within the world of social media influencers paired with our 6-Figure marketing budget we will push the project to the world through shoutouts, events hosted by us, along with online publications

### LAUNCH / MINTING

During this period we there will be 1500 nfts to be minted out of the total of 3333 that will be publicly available. It's important to note that during this minting phase it will only be available to people who join our white list. Once minted you will see the nft hidden in your open sea account until 24 hours after our public sale. The first 500 people to mint a nft will be receiving a early adopters bonus that will be revealed once the pre-sale is sold out

### PUBLIC SALE / GIVEAWAYS

Once our private sale is sold out we will be having a public sale that will be open to everyone. Once the public sale is sold out we will be hosting a Giveaway to 25 people who purchased an nft as our way of giving back to the community. The first winner will be receiving a \$10,000 cash Grand prize, The following 9 winners will be receiving a \$3,000 runner-up Prize. The remaining 15 winners will be receiving a \$500 Amazon gift certificate. This is our way of showing our gratitude to our supporters

### DONATIONS & PROCEEDS

Donations & Proceeds from this project will be getting donated in two forms. The first donation will be made after our Mint / Presales sold out. The second donation will be made after our public sale is sold out. We will be having a poll on our Discord server during the entire time that the pre-sale & public sale is live to ensure that the money is going to a cause chosen by the community.

### LOOK AHEAD / FUTURE PLANS

On the project's look ahead for 2022, we are currently developing a feature to enable our nft holders to have the ability to transform the nft they purchased into a more exclusive art piece. We are planning on releasing this feature in the second quarter of 2022 to the first 500 people who minted an nft in our pre-sale. In late 2022 we will be releasing this to everyone publicly, this feature will not only transform your nft into a more exclusive art piece but will also increase the utility along with the value of it. We are really looking forward to this feature along with releasing more information as the project is developed. We don't just want this feature to be the main highlight of our project so we are also working on developing a documentary, we are still in the very early stages and we can't say too much but it will be in partnership with Netflix in an exclusive series. There's no release date yet but we look forward to releasing more information to our community soon.