

Growth & Marketing Strategy 2025

Srijan Mishra



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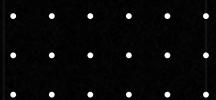
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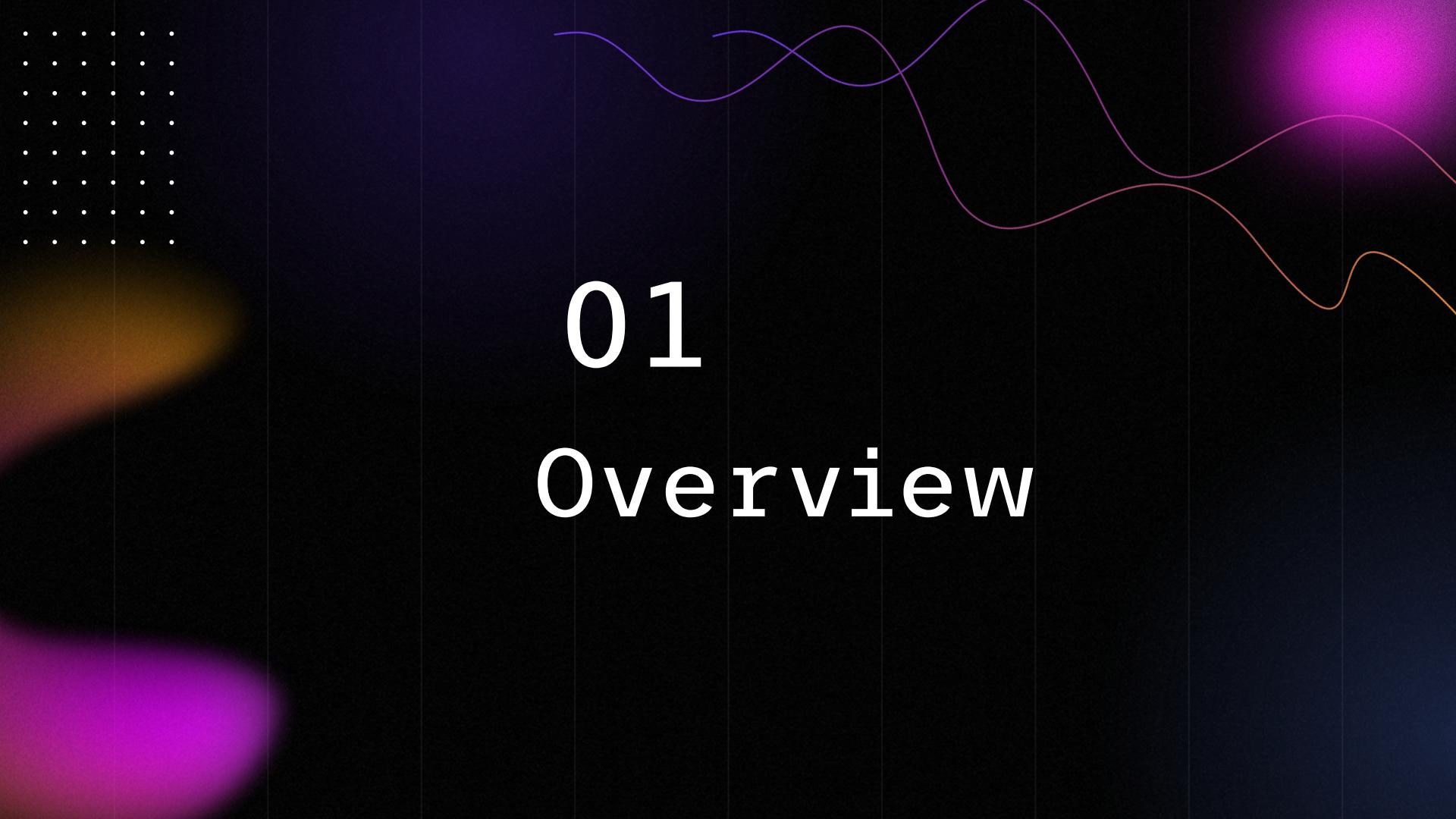
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01

Overview

Overview & Objectives

Atua AI is an on-chain AI assistant providing AI-powered text, image, and code generation for Web3 users.

Short-Term Goals (Next 3-6 Months)

1. **Secure OTC Investment Deals:** Sell \$TUA tokens in bulk to VCs and private investors with tiered incentives and vesting schedules to boost liquidity.
2. **Enhance Community & AI Engagement:** Deploy an AI-powered Twitter engagement bot, run viral marketing campaigns, and introduce staking rewards to increase adoption.
3. **Secure a Top 15 CMC Exchange Listing:** Finalize negotiations and meet liquidity requirements to get listed on Binance, OKX, KuCoin, or Bybit.

Overview & Objectives

Atua AI is an on-chain AI assistant providing AI-powered text, image, and code generation for Web3 users.



Long-Term Goals (6-12+ Months)

1. **Expand \$TUA Token Utility & Use Cases:** Develop premium AI features, staking pools, and DeFi integrations to increase demand and reduce sell pressure.
2. **Achieve Mass Market Adoption & AI Expansion:** Scale Atua AI's Web3 user base, onboard major partnerships, and integrate multi-chain AI solutions.
3. **Sustain Price Growth & Liquidity Stability:** Implement market-making strategies, staking incentives, and a long-term deflationary tokenomics model to support \$TUA value.



02

Digital Optimization

Digital Platform & App Optimization

Website Enhancements

- 1. Improve UI/UX, onboarding flow, and navigation.
- 2. Create a dedicated investor portal for OTC deals, tokenomics, and staking benefits.
- 3. Implement structured SEO strategies for better Web3 & AI search rankings.

AI-Powered Features

- 1. Introduce DeepSeek, Llama, etc. & consistently push updates on AI integration.
- 2. Implement AI chatbots & guides to assist users in navigating the platform.
- 3. Enhance user retention by suggesting AI tools based on previous activity.

Application Improvements

- 1. Fix Tools bugs and glitches. (multiple tools not responding)
- 2. Create app for Windows, iOS & Android for on-the-go Web3 users.
- 3. Enable smooth \$TUA transactions and staking via MetaMask & Trust Wallet.

Scalability & Social Media

- 1. Launch a YouTube channel for Atua AI's capabilities, tutorials, and investor insights.
- 2. Create engaging AI-generated GIFs, Instagram Reels, and YT Shorts for marketing.
- 3. Expand presence on Reddit, Twitter, Discord, and LinkedIn with AI-powered posts & community engagement.



03

OTC Investment & CMC Exchange Listing

OTC Investment Strategy



Attracting institutional investors & VCs:

- Target crypto VCs, hedge funds, and private investors in the Web3 & AI space.
- Structure exclusive OTC deals to drive liquidity without market volatility.

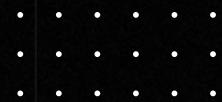
Tiered incentives & token vesting:

- Offer bulk purchase discounts with vesting schedules to prevent dumping.
- Create institutional staking options with higher yields for major investors.

Execution roadmap for bulk \$TUA sales:

- Phase 1 (Weeks 1-4): Identify key investors & initiate outreach.
- Phase 2 (Months 2-3): Close first OTC deals & announce partnerships.
- Phase 3 (Months 4-6): Leverage investor backing for CMC exchange listing negotiations.





Major CMC Exchange Listing

Targeting High-Impact Exchange Listings

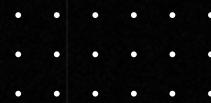
- Prioritize Binance, Coinbase, and Bybit: platforms offer high liquidity, large user bases, and credibility for \$TUA.
- Initiate discussions with OKX, KuCoin, and Crypto.com to understand listing requirements and feasibility, along with leveraging MEXC Listing.

Community & Market Support for Listings

- Activate Atua AI's community to request \$TUA listings on major exchanges via Twitter, Telegram, & exchange request pages.
- Collaborate with Crypto, Web3 influencers and liquidity providers to accelerate the listing process.

Ensuring Compliance & Post-Listing Growth

- Launch exchange-based staking, airdrops, and trading competitions to boost liquidity and engagement.
- Publish press releases on CoinDesk, Decrypt, and CoinTelegraph to maximize awareness post-listing.
- Align with Binance, Coinbase, and OKX's regulatory and security prerequisites for listing approval.



04

Community & AI-Powered Growth Strategies

AI + Community Growth



AI-Driven Twitter Bot for Engagement

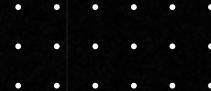
- Deploy an AI-powered Twitter agent to auto-reply, engage in viral discussions, and monitor trends in Web3.
- Share real-time AI-generated insights on crypto, AI, and Web3 developments to position Atua AI as a thought leader.

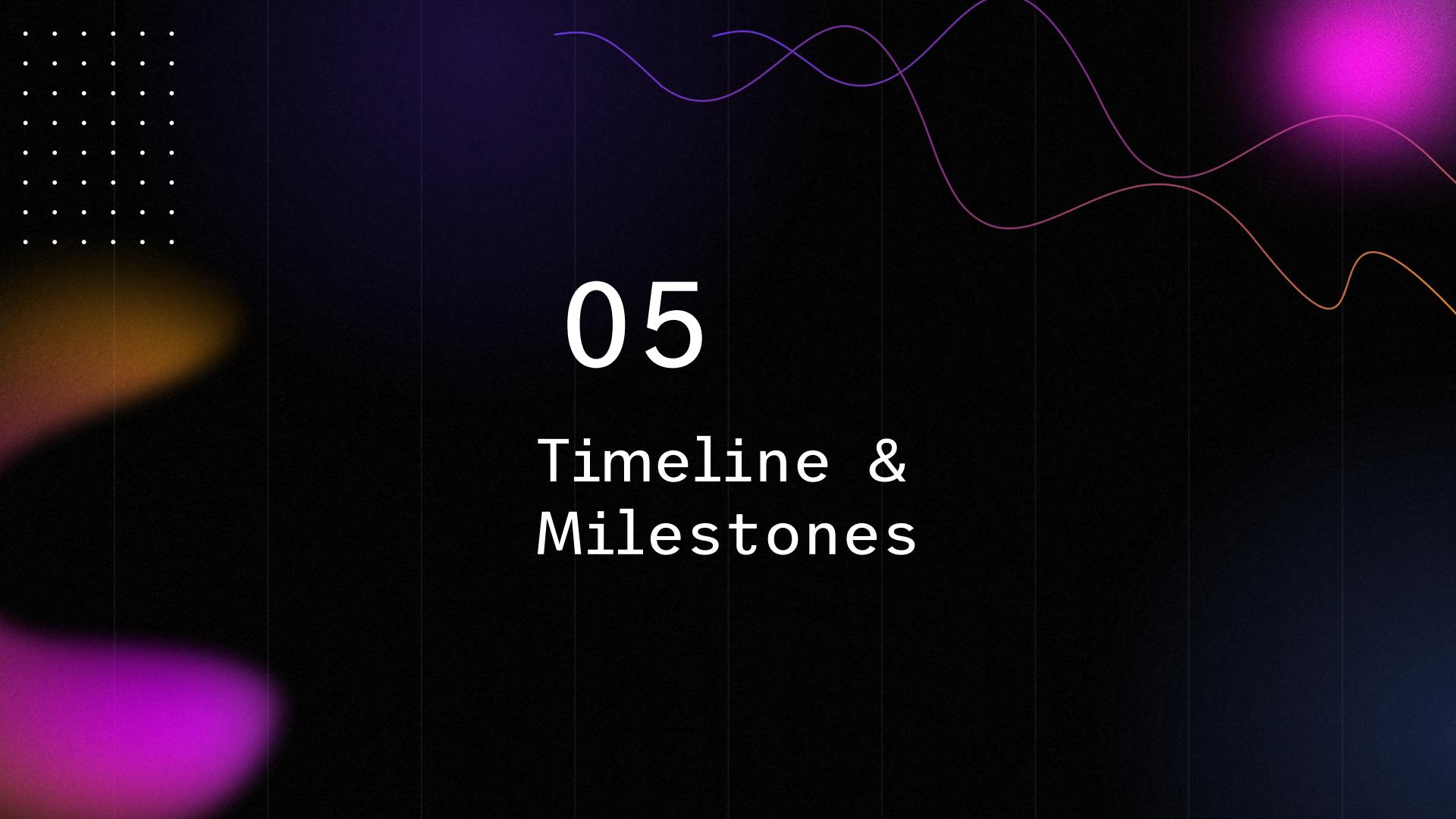
Viral Marketing Campaigns & Staking Rewards

- Introduce a "Create to Earn" (rough idea) challenge where users generate AI-powered content, blog posts, codes, apps, and images for \$TUA rewards.
- Implement community staking incentives, rewarding users for holding and engaging with \$TUA.
- Launch an AI-generated meme contest, encouraging viral engagement across X, Telegram, and Discord.

Web3 Business Adoption & Influencer Outreach

- Launch "AI for Web3 Enterprises" campaign, showcasing how Atua AI can be used for content automation, trading insights, and customer engagement. (just an example)
- Run Twitter Spaces & Discord AMAs with mid-to-top crypto influencers discussing Atua AI's enterprise potential and automation capabilities.
- Partner with Web3 influencers & YouTubers to showcase Atua AI's AI assistant features & real-world use cases.





05

Timeline & Milestones

Timelines

Structured Phased Execution for Atua AI Growth & Exchange Listing

Phase 1	AI Twitter Bot Deployment + OTC Investor Outreach + Website & UI/UX Optimization	Months: 1-2
Phase 2	Secure First OTC Investment Deals + Enhance Trading Volume & Liquidity + Influencer & PR Marketing Push	Months: 3-4
Phase 3	Exchange Listing Applications & Market-Making + Community Engagement (Contests, AMAs, Staking) + Business Adoption & B2B Integration	Months: 5-6
Phase 4	Confirm Major Exchange Listings + Post-Listing Growth Strategies (Trading Competitions, Staking Rewards) + AI Model Enhancements & Feature Expansions	Months: 7-8+



Timeline Details

Immediate Priorities (Weeks 1-4)

- Deploy AI-powered Twitter agent for automated engagement.
- Reach out to institutional investors for OTC funding rounds.
- Refine website & investor portal for enhanced B2B positioning.

Mid-Term Execution (Months 3-4)

- Secure early-stage OTC investments & VC partnerships.
- Scale community engagement via influencer activations & Web3 events.
- Strengthen trading volume & market-making efforts for exchange listing requirements.

Long-Term Execution (Months 5-6+)

- Secure Top 15 CMC exchange listings & amplify trading incentives.
- Expand Atua AI's enterprise adoption & AI model improvements.
- Roll out liquidity-enhancing initiatives (staking, farming, and premium AI tools).





06

KPI & Tracking

Timelines

Measuring Growth, Community Engagement & \$TUA Performance

KPI Category	Metrics to Track	Target Goals
Investor & OTC Fundraising	Number of OTC deals closed, Total \$TUA tokens sold via OTC, Investor retention & engagement	Raise first \$XXM via OTC sales within 3-6 months
Exchange Listing & Liquidity	Daily \$TUA trading volume, Number of CMC exchanges listed, Market depth & liquidity pools	List on 2-3 major exchanges (Binance, OKX, KuCoin, etc.)
Community Growth & Engagement	Active users on Twitter, Discord, Telegram, Number of AI-generated tweets & threads, Participation in community staking & contests	Grow social engagement by 50%+ in the next 6 months
Marketing & Awareness	Number of press mentions & PR articles, Total impressions from influencer campaigns, Engagement on YouTube & Twitter Spaces	5+ major Web3 media coverages (CoinDesk, Decrypt, etc.)
Token Performance & Staking	% of \$TUA tokens staked, Token holder growth, Daily active wallet transactions	Increase \$TUA staking by 30%+ over 6 months

End of Strategy

