## **Unified Wildcard, Thousands, and WC Launch Strategy**

### **Bringing Wildcard, Thousands, and $WC to Market – Balancing Two Opposing Audiences**

In 2025, we are launching the Wildcard web2 game and IP, alongside an exciting new type of web3 "affinity token" called $WC. These products will be showcased via a brand new decentralized streaming network called Thousands, powered by its own infrastructure token called $THOU. This is not a typical game release nor a standard Web3 token launch—it is the introduction of an entirely new ecosystem where playing, watching, and earning all intersect.

At the heart of this strategy is the Wildcard Exhibition Series, a high-stakes streaming event designed to showcase Wildcard’s fast-paced, spectator-first gameplay, introduce Thousands as a premium interactive streaming platform, and provide early participants with opportunities to acquire $WC through competition, streaming, and viewer engagement.

However, these launches serve two fundamentally different audiences, with conflicting expectations:

* **Core gaming audiences**, including Web2 players and content creators, want Wildcard to stand on its own as a great game. They distrust Web3, dislike crypto-based monetization, and see tokens as a cash grab. For them, the focus must be on Wildcard as a competitive, strategy-driven game that is fun to play and stream.
* **Web3-native audiences**, including token holders, speculators, and early adopters of blockchain gaming, care less about the game itself and more about how they can acquire, stake, and trade $WC for potential profit. For them, Wildcard is an economic opportunity first and a game second.

These two groups are historically at odds, which means the marketing strategy must carefully manage the messaging and onboarding experience for each. Instead of forcing a Web3 agenda onto gamers—or trying to turn speculators into lifelong players—we will market Wildcard, $WC alongside Thousands and $THOU, as distinct but interconnected opportunities, ensuring that:

* Gamers and content creators can engage with Wildcard without ever needing to interact with tokens or Web3. Their entry point is Steam, Twitch, and traditional gaming platforms.
* Web3 users and speculators can engage with $WC and Thousands without ever needing to care about the game. Their entry point is token-gated events, staking mechanics, digital asset ownership and speculation.
* The Wildcard Exhibition Series bridges both audiences—streaming to Twitch, YouTube, and TikTok for gamers, while also running on Thousands for an invite-only Web3 audience that wants to earn, trade, and speculate.
  + Note: Ultimately we anticipate (and are designing) Thousands to bridge this divide, becoming a broadly accessible platform catering to high-affinity audiences coming from both web3 AND web2. This will take time though, and we’re intentionally not focusing on this expansion until Wildcard is fully available in early access later this year (which also gives us more time to truly nail product-market-fit for content creators and their communities on Thousands.)

By structuring our launch this way, we allow both audiences to get what they want, without alienating either group.

### 

## **Objectives & Key Results (OKRs)**

### **Unified Objectives**

* Successfully launch Wildcard as a game, Thousands.tv as a platform, and $WC as a token—without allowing Web3 skepticism to damage Wildcard’s mainstream appeal.
* Establish Wildcard as a must-play multiplayer game among MOBA and TCG players
* Position Thousands as the best way for streamers and content creators to engage their most dedicated fans and monetize their audience.
* Ensure Web3 users and token holders see $WC as a valuable digital asset with real utility, without disrupting Wildcard’s core gaming community.
* Use the Wildcard Exhibition Series as the bridge between these two worlds, allowing each audience to engage in a way that aligns with their motivations.

### **Key Results**

#### **Wildcard Game Launch (Core Gaming Focus)**

* Achieve 25,000+ Steam wishlists and pre alpha signups ahead of Early Access.
* Secure 50+ content creators on Twitch and YouTube to create both sponsored and organic Wildcard content.
* Convert 70% of wishlisters to Early Access players in 2025
* Drive 50,000 players to play Early Access in 2025

#### **Thousands & WC Token Launch (Web3 Focus)**

* Reach an average of 1,000 non-Wildpass viewers per Thousands broadcast by the end of the Exhibition Series.
* Achieve 25,000+ WC token holders within the first 6 months.
* Convert 20%+ of Exhibition Series viewers into Wildcard Steam wishlists through interactive streaming activations.
* Convert 50% of Thousands viewers into paying customers
* Drive $143 ARPU per stream
* Drive $286 ARPPU per stream
* Launch a staking program for $WC with 70%+ retention among participants.

# Wildcard Launch Strategy

Wildcard’s marketing strategy is structured around two parallel campaigns—one focused on launching Wildcard as a premium core gaming experience using live events, both physical and broadcast, and another dedicated to bringing the $WC token and Thousands.tv platform to market. Both campaigns are anchored by the Wildcard Exhibition Series, a high-production streaming event that will introduce the game to a wide audience. The Exhibition Series will be streamed and uploaded to traditional gaming platforms like Twitch, YouTube, and TikTok while also being broadcast on Thousands.tv to an invite-only, curated audience. The goal is to drive awareness and engagement on mainstream platforms while converting high-intent viewers into paying customers through Thousands’ premium interactive experience.

### **PRESS RELEASE**

**Distribution: Traditional Gaming Publications**

**FOR IMMEDIATE RELEASE**

## **WILDCARD IS NOW ON STEAM – WISHLIST TODAY & SIGN UP FOR THE CLOSED ALPHA**

**McKinney, TX – 2/20/2025** – Wildcard, the highly anticipated MOBA meets collectible strategy game, has officially launched its Steam page. Players can now wishlist the game and sign up for exclusive Closed Alpha playtest sessions, starting March 7, 2025, and running through the end of spring.

In the vast Wildcard galaxy, the delicate balance of the life-sustaining energy source known as the Song of Creation was once threatened. Humans on Earth were unable to hear the Song until a select few were awakened to its existence, revealing their place in an intergalactic community governed by The Consortium. The Consortium invited the awakened humans, called Wild Cards, to help participate in the solution. The Wild Cards introduced changes to the ancient ritual called The Great Balancing, transforming it into a thrilling game known as Wildcard. This game became the key to maintaining universal energy balance, with winning Houses generating more energy for the Song of Creation.

Wildcard matches deliver spectacles that are as exciting to watch as they are to play. Players compete in high-energy, arena-based battles where Champions and their Summons clash in fast-paced combat, blending real-time skill with deep strategic planning. The Closed Alpha is the next opportunity for players to experience Wildcard’s thrilling matches and unlock exclusive in-game content.

## **WHAT IS WILDCARD?**

Wildcard combines the best elements of MOBAs and trading card games into a fresh, competitive experience. Players take control of powerful Champions, build decks filled with dynamic summons, and battle in intense arena combat against an opposing team.

* Champions and Summons – Players choose a Champion and build their deck with powerful summons, each with unique abilities that shape the battlefield.
* Arena-Based Combat – Players command their Champion in fast-paced battles, calling Summons, executing abilities, and making strategic plays to outmaneuver their opponents.
* Deep Strategy, High Action – The perfect mix of skill-based real-time combat and tactical deck-building keeps every match unpredictable and competitive.

## **JOIN THE CLOSED ALPHA & UNLOCK EXCLUSIVE REWARDS**

Wildcard is inviting early players to test the game before its full release through a Closed Alpha playtest. Participants will not only gain early hands-on access but will also have the chance to earn exclusive in-game rewards The Closed Alpha will feature exclusive rewards that will never be available again after this phase.

To sign up for the exclusive Alpha playtest:

1. Visit the Wildcard [Steam Page](https://store.steampowered.com/app/497120/Wildcard/) ]
2. Click ‘Add to your Wishlist’.
3. Click the "Request Access" button.
4. Await a confirmation email for access to upcoming playtest sessions.

The Wildcard Alpha kicks off on March 7, 2025, and leads up to early access. Playtests will be released in waves, with Wildpass holders and active community members receiving priority access.

## **THE ROAD TO EARLY ACCESS**

Wildcard’s path to Early Access includes a series of exciting milestones, content updates, and community-driven events. As the Alpha progresses, new Champions, summons, and gameplay features will be introduced, offering fresh challenges and opportunities for players to refine their strategies.

### **UPCOMING MILESTONES**

* Introduction of new Champions and Summons
* Expanded playtest sessions leading up to early access
* Competitive community challenges and events
* Additional refinements leading up to Early Access launch

Join the Wildcard community for updates, announcements, and exclusive sneak peeks by joining the official [Discord](https://discord.com/invite/playwildcard):

## **SIGN UP AND WISHLIST TODAY**

The Wildcard Alpha Steam page is live now. Players can wishlist the game, sign up for the Alpha, and be among the first to experience Wildcard’s thrilling arena battles—

For more information, visit: <https://store.steampowered.com/app/497120/Wildcard/>

**Press Contact:**[Insert Contact Email]   
[Wildcard Website Link] [www.wildcardgame.com](http://www.wildcardgame.com)

## **Key Messaging**

### **Wildcard’s Positioning**

* Wildcard is a high-energy arena battle game that blends the best of MOBAs and trading card games, where players command powerful Champions and summon creatures to dominate the battlefield.
* A fresh take on multiplayer strategy, combining real-time action with deep deck-building mechanics.
* Designed for both players and spectators, offering dynamic, high-impact gameplay that is just as thrilling to watch as it is to play.

### **Core Selling Points**

* A True Hybrid of MOBAs and TCGs – The strategic depth of deck-building meets the real-time action of arena-based combat.
* Champions & Summons Drive the Action – Every Champion brings a unique playstyle, with summons that change the course of battle.
* Fast-Paced, Team-Oriented Matches – Whether teaming up with friends or battling against rivals, every match delivers unpredictable, high-stakes moments.
* A Game Built for Players & Spectators – Wildcard’s gameplay is designed to be thrilling for both players and viewers, making it the perfect game for interactive live streaming.

### **Exhibition Series as a Content Engine**

* The Wildcard Exhibition Series will serve as the core promotional event leading up to Early Access.
* Matches will be streamed live on Twitch, YouTube, and TikTok, ensuring visibility among core gaming audiences.
* An exclusive, invite-only broadcast on Thousands will target highly engaged users, converting them into long-term players and paying customers.
* Viewers will have opportunities to win exclusive in-game rewards for watching and engaging with Exhibition Series matches.

### **Community-First Approach**

* Wildcard is not just another game—it’s a community-driven experience, shaped by the players who engage with it.
* The Wildcard Discord and Steam Community will serve as the central hub for updates, discussions, and early access feedback.
* Regular developer updates, AMAs, and behind-the-scenes content will keep the community invested and engaged leading up to launch.

## **Go-To-Market Execution**

### **Influencer & Content Creator Strategy**

Wildcard will build a network of gaming creators to drive organic awareness and Steam wishlist growth.

* **Targeted Influencers**:

We currently have a considerable amount of marketing capital allocated to a [Team Liquid sponsorship](https://docs.google.com/document/d/1yz4L6_8nY1KOjlEZFogFeecnEnPY03QI44CyXAoqSDE/edit?tab=t.0#heading=h.fmys44cqjv20) that we are in the process of reworking such that we can leverage team liquid to recruit more content creators, or use the resources left from that deal to leverage our relationship with groups like GWM or Loaded to secure a broad selection of creators who will play our game regularly and passionately, recruiting their friends to do so with them.

We will target:

* + MOBA creators from League of Legends, and Smite, we will target away from DOTA enthusiasts as they are too hardcore for this game and game mode.
  + Strategy card game influencers from Hearthstone, Marvel Snap, and Legends of Runeterra.
  + High-engagement Twitch streamers with interactive communities.
  + YouTube creators known for deep-dive gameplay breakdowns and strategy content.
* **Execution Plan**:
  + Paid and organic content activations through Twitch, YouTube, and TikTok creators.
  + Invitational creator tournaments featuring high-profile influencers.
  + Steam wishlist challenges and giveaways run through influencer channels.
  + Exclusive early access to influencers who drive the most engagement.
  + Twitch Drops Activations - Offer exclusive in-game content to people watching Twitch Streams

### **Paid User Acquisition Strategy**

Wildcard’s multi-platform advertising campaign will focus on high-impact, performance-driven channels to maximize Steam wishlist conversions.

* **TikTok Ads**:
  + Short-form video ads featuring high-energy gameplay highlights.
  + Influencer-led ads where creators explain Wildcard’s mechanics.
  + Engagement-based ads where viewers can interact with content.
* **YouTube Ads**:
  + Pre-roll and mid-roll ads targeting MOBA and strategy game audiences.
  + YouTube Shorts optimized for high engagement and viral reach.
  + Sponsored video integrations with gaming content creators.
* **Google Search & Display Ads**:
  + Search ads targeting players searching for new multiplayer strategy games.
  + Retargeting campaigns for users who visited the Steam page but didn’t wishlist the game.
  + Display ads placed on gaming news sites and community forums.
* **Reddit & Twitter/X Ads**:
  + Targeted campaigns in MOBA and card game subreddits.
  + Twitter/X engagement-driven campaigns promoting Wildcard content.
  + Community-driven discussions and AMAs with developers and influencers.

We have kicked off

## **Community Engagement & Long-Term Growth**

The Wildcard launch strategy is built around **sustained community engagement** leading into Early Access and beyond.

* **Building an Active Player Community**
  + Wildcard’s Discord will be the primary hub for player discussions, developer interactions, and exclusive content.
  + Steam Community forums will host Q&As, patch notes, and strategy discussions.
  + Weekly live streams featuring developer updates, gameplay breakdowns, and interactive play sessions.
* **Content Cadence & Social Engagement**
  + Weekly content drops on Twitter, TikTok, and YouTube featuring gameplay clips, developer insights, and community-driven content.
  + Monthly Steam updates with new gameplay features, character reveals, and playtest results.
  + Regular challenges and rewards for community participation, driving ongoing engagement.

# Thousands & $WC Launch Strategy

The Thousands go-to-market strategy is centered around positioning the platform as the future of interactive streaming and digital asset monetization, while simultaneously launching Chat Apps as the core economic driver of this new ecosystem, using $WC to showcase how creators can leverage Thousands to launch and create value for new tokens.

This campaign runs in parallel to the Wildcard game launch, leveraging the Wildcard Exhibition Series as the primary activation to showcase Thousands’ unique streaming model and introduce $WC to early adopters.

Unlike the Wildcard launch campaign, which targets core gaming audiences, the Thousands and $WC campaign is designed for Web3 users, digital asset enthusiasts, and blockchain-native communities who are looking for opportunities to engage, earn, and trade within a token-powered streaming ecosystem.

The Exhibition Series will serve as a test case for Thousands' ability to convert viewership into monetized engagement, allowing invite-only Web3 participants to access exclusive digital assets, early staking opportunities, and platform-first incentives. By demonstrating real-world demand for interactive, tokenized streaming experiences, Thousands will establish itself as the premier destination for Web3-powered creator monetization and build an early base of engaged token holders.

The campaign will be executed through:

* Token-gated viewing experiences on Thousands, where early adopters can stake WC, participate in exclusive drops, and engage with high-value content.
* Strategic partnerships with Web3 influencers, blockchain communities, and digital asset platforms to drive early adoption.
* Cross-promotions with the Wildcard game launch to capture gaming audiences who may be interested in $WC’s economic potential.
* Targeted Web3 marketing campaigns, including Twitter Spaces, Discord activations, and direct engagement with token-focused communities.

# **$WC & Thousands Go-To-Market Plan**

## **Purpose**

The purpose of this section is to define the Objectives and Key Results (OKRs) for the launch of *$WC*, anchored by a series of live broadcast events for the Wildcard Exhibition Series. This plan outlines the go-to-market (GTM) strategies, defines marketing channels and partnerships, and details the tactics that will be executed to achieve our goals.

## **Objectives**

1. **Establish Thousands as the most beloved premium platform for publishers, streamers and content creators** by proving it offers superior engagement and monetization tools compared to Twitch and YouTube.
2. **Drive meaningful early adoption for Thousands** by aligning with Web3 entrepreneurs, superfans, and interactive-content pioneers who will showcase the platform’s unique value.
3. **Seamlessly expand Thousands from a Web3-native audience to a broader Web2 creator economy** by demonstrating 10x monetization opportunities for creators and 10x more efficient UA spend for publishers.
4. **Launch the $WC token as a value-generating asset for Web3-native participants** while making it clear that this is a use case for how tokens launched via Thousands will accrue value towards $THOU.
5. **Create an unmissable, premium live broadcast experience** that makes the Thousands platform synonymous with premium interactive streaming.

## **Key Results**

* **Drive an average 1,000 non-Wildpass viewers on each Thousands Broadcast** by the end of the first Exhibition Series.
* **Achieve an average viewer ARPU of $286+ in the initial Web3-focused campaign** (Feb-May 2025).
* **Achieve an average viewer ARPPU of $143+ in the initial Web3-focused campaign**
* **Drive 50%+ conversion to spender** by Q4 2025.
* **Launch a WC staking campaign** with a retention rate of 70%+ during the exhibition series.
* **Onboard at least 25 high-engagement streamers** (Web3 & Web2) to participate in the Exhibition Series and showcase Thousands’ features.
* **Grow the Thousands waitlist to 1,000+ streamers and shoutcasters** by January 2026.
* **Stream for 112** hours over 28 streams, an average of 4 hours/stream

## **Target Audience**

* **Web3 Entrepreneurs & Superfans** – Users who will stake $WC token for long-term revenue-sharing opportunities.
* **Other Projects -**  We will use $WC to showcase how other projects can utilize Thousands
* **Mid-Tier Web2 Streamers** – Creators frustrated with Twitch and YouTube’s monetization limitations, looking for a supplemental **platform that rewards and helps monetize their most engaged viewers**.
* **High-Interaction Content Creators** – Streamers who thrive on audience participation, such as DougDoug-style "twitch hacker" streamers.
* **Competitive Gaming Fans** – Viewers who enjoy deep strategic gameplay and high-stakes competition.
* **Publishers** - Game Developers & Studios looking to acquire users at a fraction of the standard industry costs while deeply engaging their most ardent supporters and reciprocate that support with premium interactive content

## **Key Messaging**

"Thousands isn’t just another streaming platform. Every second of engagement, every rally, every viewer interaction fuels a new creator economy. Give your most active viewers a VIP area to call their own"

"For Web3 power users, Thousands is your early-mover advantage. $WC isn’t just another in-game currency—it’s the foundation of an entire creator-powered ecosystem. Staking the token unlocks revenue-sharing, exclusive access, and a role in shaping the future of interactive entertainment."

## **Go-To-Market Strategy**

### **Multi-Channel Marketing Approach**

We will create and execute marketing campaigns with messaging that appeals to core gamers, web3 gamers, and web3 speculators. We will deploy this messaging with as much targeting as possible in the channels where these audiences are most likely to consume it. A detailed marketing calendar and activity tracker can be found [here](https://docs.google.com/spreadsheets/d/1eQqUgU_kGAwCwskBTJUGoqfPJuVs78ykPUm7obnXhxg/edit?gid=1668273799#gid=1668273799).

#### **For Web3 Gamers, Speculators & Investors:**

* **Web3 Twitter (X) Campaigns**: Position $WC as an opportunity for creators to power their own creator economy with staking incentives and future revenue-sharing models.
* **Token-Gated Prized Broadcast Events**: Use the Wildcard Exhibition Series as an opportunity to showcase Thousands VIP features.
* **Crypto & NFT Influencer Partnerships**: Partner with influencers like Threadguy, Easy, Rug Radio, and “The Vape Cabal”, Dingaling, EllioTrades, and Alex Becker,in orderto reach Web3-native audiences.
* **Token-Gated AMAs & Discord Activations**: Use Discord as a community engagement hub with exclusive content for token holders.
* **Rally-Powered Web3 Monetization Tests**: Highlight early monetization success via Web3 whale-driven rallies.

#### **Chat Apps are the Core Monetization Mechanism with rallies being the first of many!**

* **Chat Apps are Thousands’ primary revenue model**—viewers don’t just watch; they power the content they love.
* **Key Messaging for rallies, the first Chat App:**
  + *"You don’t just watch the action—you control it."*
  + *"rally your favorite players. Shape the game. Influence the stream in real-time."*
* **rallies will be promoted**:
  + **During live Thousands broadcasts** (influencers showcase earning potential).
  + **Across Discord & X communities** (targeting Web3 audiences).
  + **In post-match recaps** (showing how community-driven engagement changed the game)
* **rallies Drops**
  + Ability to earn exclusive in-game cosmetics or rewards for participating in rallies during a WC Exhibition Match on Thousands

## **Thousands Wildcard Exhibition Series**

Wildcard’s Early Access launch will be **anchored by the first Thousands Exhibition Series**, a **high-production, competitive streaming event** designed to:

1. Showcase Wildcard’s **spectator-first gameplay**.
2. Demonstrate Thousands’ **unique monetization & engagement tools**.
3. Drive early adoption among **both Web3 and Web2 audiences**.

### **Exhibition Series Schedule & Format**

We will **ramp up the first exhibition matches at the end of February**, with Web3 streamers playing Wildcard in **limited-time showcase windows** over 2 days.

To ensure **global accessibility**, there will be **three 2-hour play windows** timed to allow participation in all major regions:

* **Europe & Africa:** **6:00PM - 8:00PM GMT**
* **North & South America:** **6:00PM - 8:00PM EST**
* **Asia-Pacific:** **6:00PM - 8:00PM JST**

## **Tactics & Execution Timeline**

### **February - March 2025: Pre-Launch & Exhibition Series Setup**

* **Weekly Streams:** Wildcard will host the first two exhibition streams on 2/27 and 3/6. Following these streams, Thousands will host two Wildcard streams each week, on Tuesdays and Thursdays.
  + Week 1: 2/27
  + Week 2: 3/6
  + Week 3: 3/11, 3/13
  + Week 4: 3/18, 3/20
  + Week 5: 3/25, 3/27
* **Onboard 10-15 Web3 streamers** for the first Thousands broadcasts.
* **Drive Wildcard Steam Wishlist campaign** via community incentives.
* **Launch first Exhibition Series events**, focused on early Web3 adopters.
* **Engage analysts and shoutcasters** to commentate the first matches.
* **Migrate Wildpass Collection to Eth Mainnet**

### **April - June 2025: Wildcard Early Access Launch**

* **Weekly Streams:** Thousands will host the first two exhibition streams on 2/27 and 3/6. Following these streams, Thousands will host two Wildcard streams each week, on Tuesdays and Thursdays.
  + Week 1: 4/1, 4/3
  + Week 2: 4/8, 4/10
  + Week 3: 4/15, 4/17
  + Week 4: 4/22, 4/24
  + Week 5: 4/29, 5/1
* **Expand Exhibition Series to Web2 streamers** to broaden reach.
* **Begin Showcasing In-Game** rallies (viewers pay to impact actions in Wildcard during broadcasts
* **Feature Team Liquid partnership & competitive activations.**

# **PRESS RELEASE - $WC + Thousands**

**Distribution:** Wildcard Blog, Decrypt,

**FOR IMMEDIATE RELEASE**

### **Wildcard Launches first Exhibition Series, Powered by Thousands and $WC**

### *Premium Viewing Experiences, Powered by Thousands, with $WC Rewards*

**McKinney, TX– 2/20/2025** – *Wildcard*, the highly anticipated competitive, spectator-first game, announced that Early Access will start in June. Players will be able to download Wildcard from Steam or Epic to start playing and earning from the first event!

In celebration of this pending launch, *Wildcard,* is teaming up with *Thousands*, the next-generation premium interactive streaming platform, to launch the Wildcard Alpha Exhibition Series - an exclusive, high-stakes competition where players, shoutcasters, and viewers earn rewards for participating.

Alongside this launch, *Wildcard* is thrilled to announce an official partnership with Jake Lucky and Gaming World Media, one of gaming’s leading news personalities, to cover the game, host Exhibition Series events, and personally compete in Wildcard matches. From late February through the end of May, Wildcard will host a 28-event, invite only, Exhibition series with an increasingly valuable set of rewards for all participants including, players, viewers, and shout casters. The first event kicks off on February 27th at 10AM PT. Our first matchup features the content creators of the year from 2024 and 2025, Sam Steffanina and <Creator>. These content titans will shoutcast heads-up Wildcard matches from our most goated community members. The more exciting their and their stream, the larger their share of over an airdrop worth 2.5MM $WC token.

During each match viewers and shoutcasters will be competing to increase the value of their airdrop. 3MM $WC token is up for grabs! Viewers can earn $WC by chatting, rallying, and otherwise interacting during Exhibition matches. Shoutcasters will be rewarded based on the volume of chatter and rallies applied during streams they are hosting.

Event capacity will be extremely limited: Each exhibition match will have an attendance cap. Owners of digital assets like Wildpasses will receive priority access to the queue.

“Thousands is a premium, VIP online viewing experience designed to allow content creators and game developers to reward their most active and engaged viewers,” said Paul Bettner, founder and CEO of Wildcard. ”We envision a world where Twitch streamers and popular shoutcasters invite their most engaged community members to join them on Thousands and be rewarded directly for their support. Wildcard is just the beginning.**”**

**What Makes This Different?**

* **Chat Apps:** Chat Apps serve as a primitive component to the Thousands ecosystem, allowing developers to deploy their own unique monetization mechanisms.
  + **Thousands’ rally System - The first Chat App**: Viewers don’t just watch—they impact streams by directly rallying the viewing and chat experience, unlocking rewards, and driving engagement in a way that is unique to Thousands.
* **Exclusive Early Access**: The first Exhibition Series will be invite-only, with hand-selected Web3 and Web2 streamers showcasing Wildcard’s competitive depth.
* **Seamless Web3 & Web2 Integration**: While Thousands embraces cutting-edge Web3 monetization through its native token, it is built for mainstream gaming audiences, ensuring that Web2 gamers can enjoy Wildcard without friction.
* **Viewer-First Approach**: With partnerships with content legends like Jake Lucky, *Thousands* is positioning itself as the go-to premium streaming platform for content creators and organizations, competitive players, and interactive content creators who are interested in rewarding their most active viewers.
* **Interact to Earn -** At the end of each match, our AI Agents will quickly parse through all of the event data and reward the viewers who chat, rally, and otherwise interact with the stream, the most. This might be the only VIP experience that pays the VIP for participating

### **Key Dates:**

* **February 2025**: First Thousands Wildcard Exhibition Series matches begin with some of the top creators.
* **April 2025**: Expansion into Web2 creators and broader gaming audiences.
* **Spring 2025**: Wildcard Early Access launches on Steam, bringing Thousands into the largest PC gaming ecosystem.
* **Q4 2025**: Thousands expands into a full hybrid Web3/Web2 streaming platform.

For more information on *Wildcard* and the *Thousands Wildcard Exhibition Series*, visit [Website Link].

## FREQUENTLY ASKED QUESTIONS (FAQ) – THOUSANDS MARKETING STRATEGY

### **1. What is the Thousands Wildcard Exhibition Series?**

The Thousands Wildcard Alpha Exhibition Series is a competitive, high-production event where hand-picked streamers compete in Wildcard matches live on Thousands. The series will demonstrate Thousands' Chat App system, Wildcard’s spectator-focused gameplay, and the power of real-time audience engagement.

### **2. How is Thousands different from Twitch and YouTube?**

Thousands is built for high-engagement streamers and viewers, prioritizing audience interaction over passive viewership.

Thousands introduces Chat Apps. Similar to Farcaster Frames, Chat Apps provide a fundamental new primitive for viewer engagement that runs during the live stream. rallies are the first such Chat App. rallies are a new monetization system where viewers directly impact streams by supporting their favorite players and shoutcasters, triggering special in-stream events, and driving revenue beyond subscriptions and ads. Thousands serves as a velvet rope, premium experience alongside Twitch and YouTube.

**3. Who are the key streaming partners for this launch?**

We are **partnering with Team Liquid** to reach **competitive gaming audiences** and **Jake Lucky** to bring Wildcard into mainstream gaming conversations. Additional curated streamers include:

* **Web3 streamers**: Key influencers in the crypto & NFT gaming space. [[List]](https://docs.google.com/spreadsheets/d/1WfSchaspdZ4FGVjc67oMWO6OWkqlyZMwuLfi3bUgTcM/edit?usp=sharing)
* **Web2 streamers**: Interactive, high-engagement creators like Jake Lucky and Team Liquid.

### **4. How does the rally system work?**

rallies are real-time audience-driven interactions that allow fans to directly impact games and streams. rallying can:

* **Power-up players** during matches.
* **Trigger special in-game effects** for Wildcard matches.
* **Generate direct revenue for creators and publishers**, giving them a monetization model beyond traditional ads and subs.

### **5. What role does Web3 play in this strategy?**

During this initial exhibition series, the Thousands experience will be fully powered by Thousands multi-chain protocol including gating access to events, distributing rewards, and tracking user data.

Long term, Thousands integrates Web3 monetization mechanics for early adopters (staking, token utility, on-chain rewards) while ensuring that Web2 gamers and streamers **don’t need to interact with crypto if they don’t want to.**

### **6. What marketing channels will be used to reach audiences?**

We will leverage: Twitter (X), Discord, Crypto/NFT influencers, and targeted ads on Web3 platforms.

### **7. How does Wildcard’s Early Access launch fit into this strategy?**

* Wildcard will initially launch **on Steam**, maximizing its reach among competitive PC gamers.
* The **Thousands Wildcard Exhibition Series** will act as **Wildcard’s Early Access showcase**, driving **wishlists and pre-launch buzz.**
* Thousands will serve as **the best place to watch high-level Wildcard gameplay**, positioning it as the next breakout hit**.**

### **8. What happens after the Exhibition Series?**

* **April - May 2025:** Thousands expands into broader Web2 creator audiences, driving more organic game adoption.
* **August 2025:** Thousands and Wildcard scale beyond their Web3 origins, reaching mass-market audiences.
* **Q1 2026:** Thousands fully opens as a permissionless platform, allowing any creator to join.

### **9. How can streamers get involved?**

* Content creators will be invited to participate by the Thousands team during this early campaign**.**

### **10. Will there be a Thousands Token and What will it do?**

* [Public] We do not have any information about a Thousands token at this time
* [Internal] We will announce the Thousands token once we’ve created traction and excitement around the $WC token and demonstrated that tokens distributed on Thousands platform will accrue value to the $THOU token.

**11. How can I participate?**

* Follow us on X for regular updates: <https://x.com/PlayWildcard>
* Watch restreams on Twitch or YouTube to catch the action and see what the VIP viewing experience looks like
* Purchase a Wildpass and get ready to receive rewards and invites to exclusive events: <https://www.wildcardgame.com/wildpass>
* Add Wildcard to your Wishlist on Steam and Request to Join a Playtest

## **Appendix A For Web3 Gamers, Speculators & Investors:**

Web3 Gamers, Speculators and Investors are interested in understanding how they can make money while playing Wildcard and watching streams on Thousands. They seek information about which games, products, and tokens are worth engaging with, largely, on X (formerly Twitter), Discord, and Telegram.

On X, large influencers drive hype and interest in new and upcoming tokens by posting about them on their timelines, and making calls to private DM groups composed of their followers, or trading partners.

On Discord and Telegram, groups of traders get together to share insights and make calls (predictions) about which tokens they think will provide financial returns. While there are several burgeoning media outlets focused exclusively on the web3 gaming audience (Gam3s.gg, Catalyst, Wayfinders), these groups heavily overlap with the trading groups in general, such that, by targeting the trading groups, we will capture the web3 gaming audience.

#### Positioning and Key Messaging:

We will position Wildcard as a premium video game that is going to attract and monetize the core gaming audience. A percentage of the money driven from this core gaming audience will fuel the $WC token ecosystem, making it an exciting investment opportunity with staking incentives and future revenue-sharing models.

Key messaging will lean into describing how, when Wildcard makes money, the value of the $WC token goes up, and that all of this serves as a proof of concept for how value accrual towards $THOU will work. We will ramp into talking about $THOU over the course of the campaign, and most messaging will occur in back channels via ambassadors.

### Channel Marketing

**Web3 Twitter (X), Telegram, and Discord Campaigns**:

**Owned and Operated Channels:**

Each week, we will produce and publish exciting gameplay, behind the scenes videos, lore, and other content specific to Wildcard, in addition to features highlighting how Wildcard is using Thousands to elevate the viewing and streaming experience.

**Partner/Influencer Channels:**We will recruit Crypto & NFT Influencers like Threadguy, Easy, Rug Radio, “The Vape Cabal”, Dingaling, EllioTrades, and Alex Becker, in order to reach Web3-native audiences.

We will recruit these influencers by reaching out and offering them fiat/stablecoin compensation, in addition to $THOU token allocation, in exchange for promoting Wildcard, Thousands and $WC to their audiences.

Each influencer will be asked, at minimum, for the following promotional support:

1. 2 YouTube or otherwise long-form content videos describing their experience with Wildcard on Thousands
2. 4 social posts across all active social platforms promoting the Wildcard Exhibition series, including what rallies are and why they are awesome
3. 2 calls in the alpha groups they participate in, we will execute this via a combination of spot checking where the team is in the same alpha groups, and the honor system.

During select Exhibition series bout, we will recruit one of these influencers to participate as a shoutcaster, providing a web3/degen perspective on the action on screen alongside a traditional gaming shoutcaster.

We will activate the existing Wildcard community via Token-Gated AMAs & Discord Activations: Use Discord as a community engagement hub with exclusive content for Wildpass and token holders.

### Example Blog:

#### $WC: The Token That Puts the Community in Control of Wildcard

In *Wildcard*, the best players compete for glory—but behind the scenes and on the screens, the real power belongs to the community.

With $WC, you don’t just hold a token—you own a piece of the game’s economy. Every time a *Wildcard* player buys cards to play, $WC stakers earn rewards—just like running a digital trading card shop. And unlike traditional Web3 launches, there’s no insider allocation, no early investor dump, and no team reserve—100% of the $WC supply will be distributed directly to the community.

This isn’t just another in-game currency. This is an ecosystem where the players, streamers, and viewers control the marketplace.

#### How $WC is Distributed: 100% Community Owned

Unlike most tokens that launch with pre-allocations for investors and teams, $WC is entirely community-driven from day one.

Here’s how it works:

* 100% of $WC will be distributed through community events and engagement.
* Airdrops to existing Wildcard community members and partner communities will ensure that early supporters are rewarded.
* Players, viewers, and content creators will earn $WC by interacting with Wildcard streams on Thousands.
* The Thousands Wildcard Exhibition Series is the only way to earn $WC before distribution is complete.
* No token will be tradeable until 100% of the supply has been allocated via community streams and events.

This means no VCs, no team allocation, no private sales—only the community earns and controls $WC.

#### Stake $WC → Become a Digital Trading Card Store Owner

The power of $WC goes beyond holding—it’s about staking and earning.

🔹 Stake $WC → Produce Wildcard Card Packs

* Every $WC staker becomes a distributor of Wildcard cards, just like a digital trading card store.
* Players buy Packs to play—and stakers profit from every transaction.

🔹 More Staked = More Influence

* The number of decks you produce and your priority in the Wildcard storefront are determined by how much and how long you stake.

🔹 Earn Immediately Once Distribution is Complete

* As soon as 100% of $WC is allocated, staking will go live.
* *Wildcard* launches into Early Access later this year, meaning real gamers will start spending, and stakers will start earning.

This isn’t just about playing a game—it’s about owning a piece of its economy before it even launches.

### Earn $WC by Watching & rallying on Thousands

You don’t have to buy $WC to start earning it. By participating in the Thousands Wildcard Exhibition Series, competitors, viewers, and content creators can accumulate $WC before it even enters circulation.

🔥 Watch Wildcard streams on Thousands → Earn rewards over time.  
💬 Engage in chat & community-driven events → Get exclusive $WC drops.  
⚡ Use rallies to impact streams in real-time → The more you engage, the more you earn.

Once 100% of the supply is distributed, you’ll be able to stake immediately and start producing Wildcard decks for sale.

### Why $WC is the Most Powerful Web3 Gaming Token Yet

Unlike most Web3 gaming tokens that rely on speculation, $WC has real, built-in demand from core gamers.

📈 "When gamers buy card packs, $WC stakers benefit."  
🚀 "Stake $WC and become a digital trading card store owner."  
💰 "Earn $WC by watching streams, engaging in chat, and using rallies on Thousands."  
🔥 "This isn’t just another token—this is a next-gen gaming economy."

The entire Wildcard community will benefit from the economy—no whales, no insiders, just real distribution, real utility, and real value.

Get in early. Earn your $WC. Control the economy. Get paid.

## **Appendix B: rallies as the Core Monetization Mechanism**

rallying is Thousands’ primary revenue model—viewers don’t just watch; they power the content they love. With Thousands’ rally System, viewers don’t just watch—they impact streams by directly rallying the viewing and chat experience, unlocking rewards, and driving engagement in a way that is unique to Thousands and Wildcard.

The rally pricing is dynamic allowing users to participate within their own respective budgets! However, the larger the monetary rally the larger the impact on the stream and game. Whales are able to make a big splash while the minnows can coordinate to prove their power in numbers. rallyers are easily identifiable by the streamer to highlight, shoutout and recognize their monetary support to the stream and game.

* + - Need Tutorials and support marketing assets for what wallets, currencies and are supported and how to interact with rallies. What should a user expect when activating a rally, ideally have short video reels captured from Thousands platform.
  + Publishers and streamers are able to reward these high value viewers with in-stream and in-game rewards uniquely through the Thousands platform that current streaming platforms cannot offer. The reciprocal nature of this ingratiates the most die hard fans to support more and for longer.
    - Show flow of users being rewarded with WC tokens after matches for the rallies they use. Ideally have content creators capture their visceral reactions to earning WC token from participating in rallies.
  + During the WC early access, rallyers will see their impact on stream, in game and have direct rewards from the publisher of WildCard in the form of WC tokens! These WC tokens are directed to the viewers that are supporting the game and stream the most. This type of positive identification and reward mechanism does not exist in the current streaming landscape offering a unique product positioning and ability to attract hardcore fans with tangible experiences and rewards for spending money to support the games they love like WildCard.
    - Celebrate the rallyers: short video captures of matches where players and streamers are calling out rallyers.
    - Video captures of chat blowing up with emotes and the big rallyers being easily identifiable.
* **Key Messaging for rallies:**
  + *"You don’t just watch the stream—you control it."*
  + *"rally your favorite players. Shape the game. Influence the stream in real-time."*
    - rallyers will see the direct impact of their actions real-time through the WildCard match being played, in-chat experience and rewards from the publisher.
      * Highlight & Capture moments when rallies will visually display through the stream in the stadium and on the Hero/Player a viewer rallies. The most popular players will be prominent in the match compared to the lesser, encouraging each player to rally support behind their cause from the viewership.
      * Highlight and capture where chatters feel special. Through emotes and highlights the chatting peers will see who the biggest rallyers are! The game casters and players are directly rewarded for rallyer support so they are highly incentivized to shoutout, thank and recognize these rallyers for the support offered to encourage ongoing rallies.
      * BTS dev diaries from WC valuing that publishers are able to get real data on who the superfans of their game are that are heavy spenders through the rally system. In WildCard’s case they are rewarding fans with the WC token to encourage deeper engagement in the WildCard game ecosystem and give back to the rallyers that are monetarily supporting their content apparatus.
* **rallies will be promoted**:
  + **During live Thousands broadcasts** (influencers showcase earning potential).
    - Video capture: every WC match during the exhibition phase has 3m WC tokens available as rewards! rallying more earns the rallyer a higher allocation as well as the casters and players that are encouraging the rallyers to do so! Shoutcasters and Players are thus incentivized to elicit as many rallies as possible to reward every participant.
  + **Across Discord & X communities** (targeting Web3 audiences).
    - Video capture: Players, Streamers and Casters are eager to share the earning potential of WC tokens and the rally system as the more rallyers they can bring to match results on more WC tokens rewards to them.
  + **In post-match recaps** (showing how community-driven engagement changed the game)
    - Video Capture: after every match the Ai referees give post match support recognizing the largest rallyers, the impact they had on the match and what rewards they are entitled to. rallyers, Casters, Streamers and Players see in real time the effect they have on each match.
* **rallies rewards** 
  + WC Token: a value-generating asset for Web3-native participants that allows for unique access and revenue sharing opportunities from the WildCard game.
    - Highlight to users the long-term utility of the WC token and potential monetary value from the WildCard game economy.
      * Will want content creators to make threads and videos to highlight the utility of WC token. Bullposting on why you should stake, long-term value of token to encourage heavy spending now and discourage selling upon full unlock.
    - Bounty rewards: each stream a set amount of USDC is available as an alternative to WC tokens to demonstrate to the rallyer, Streamer, Player or Shoutcaster the monetary value of the token. This monetary value should be set to a specific FDV to set the floor of the WC token once it becomes available on secondary markets. Any WC tokens exchanged for rallies rewards go into a general marketing pool to be used at the sole discretion of Thousands.
      * The Bounty rewards in USDC will result in a 2x-5x cost of spend on the rallies to acquire the WC tokens.
      * The Bounty rewards are available to all users but has certain conditions required to unlock during each stream whether it’s amount of rallies, amount spent on rallies or number of unique rallyers.
      * The Bounty rewards may be offered at random to rallyers.
      * Bounty rewards make the rallyer make a decision if they want USDC or hoard their stack of WC tokens.
      * Bounty rewards encourage WC token earners to spend more on rallies because there is a direct monetary valuation anticipated once WC token goes live.

### Example Blog

### rallies: The Future of Interactive Streaming & Monetization

In the world of live streaming, engagement is everything. But what if viewers could do more than just watch? What if they could actively shape the stream, influence what their favorite streamers audiences are seeing, and earn rewards while doing so? That’s exactly what *rallies* offer—a revolutionary way to turn passive viewership into a dynamic, interactive experience.

### What Are rallies?

rallies are a core monetization feature of the *Thousands* streaming platform, allowing viewers to directly impact streams in real-time. Instead of just watching, fans can impact what other viewers are seeing oand gain exclusive recognition within the community.

rallies aren’t a one-size-fits-all system. They operate on **dynamic pricing**, meaning anyone—from casual fans to big spenders—can participate. Whether through small contributions that add up collectively or massive rallies that make an immediate impact, the system is designed to be inclusive while still rewarding the biggest supporters.

### Why Viewers Love Using rallies

##### 🔥 Control the Action in Real-Time

rallyers control the stream—they shape it. By activating rallies, viewers can affect what everone watching the match in real time. Imagine seeing your favorite player win big in a crucial moment—your rally could create a unique score celebration for your team of choice..

##### 🎁 Unlock Exclusive Rewards

rallying isn’t just about making an impact—it’s about **getting rewarded** for it. Viewers who use rallies can earn **WC Tokens**, a valuable digital asset with long-term utility in the *WildCard* game ecosystem. These tokens can be staked, traded, or used for unique in-game benefits. Additionally, rallyers may have access to **bounty rewards** in USDC, giving them tangible monetary value for their participation.

#### 💡 Be Recognized by the Community

The biggest rallyers aren’t just anonymous supporters—they become **heroes of the stream**. Streamers, casters, and players actively **shout out and celebrate** those who rally, whether through in-game callouts, on-screen visuals, or chat highlights. rallyers stand out in the chat with special emotes and identifiers, ensuring they get the recognition they deserve.

#### 🎮 Engage Deeper with the Game & Streamers

Traditional streaming platforms offer limited ways for fans to support their favorite creators. rallies, on the other hand, provide **a direct connection** between viewers and the content they love. This creates a **reciprocal relationship**, where fans feel more invested, and streamers gain dedicated, high-value supporters.

#### How rallies Work in WildCard

During the lead up to early access, rallyers will see their influence take shape across **three key areas**:

1. **Real-Time Chat Reactions** – The chat lights up with emotes, animations, and leaderboard-style shoutouts, showcasing the biggest contributors.
2. **WC Token & Reward Allocation** – The more a viewer rallies, the higher their reward potential, ensuring top supporters are directly compensated.

Every *WildCard* match will have **3 million WC tokens available as rewards**, which means those who participate in rallying have a direct way to earn valuable digital assets simply by engaging with the stream.

### The Power of Community-Driven Monetization

rallying isn’t just about individual contributions—it’s about **community power**. Even small rallies can collectively shape the outcome of a game, making every viewer an active participant. This model encourages social engagement, creates exciting, unpredictable moments, and fosters a **thriving ecosystem** of players, streamers, and fans.

#### 🎥 Capturing the rallying Experience

To make the rallying experience even more compelling, content creators and influencers on *Thousands* will highlight the most epic moments, such as:

✅ **Streamers & Casters Reacting to Big rallies** – High-energy shoutouts and live reactions keep the excitement going.  
✅ **Chat Exploding with rally Celebrations** – Emotes, notifications, and animations make rallyers feel special.  
✅ **Post-Match Recaps Highlighting rallyers** – AI-powered referees analyze the match and recognize top contributors.  
✅ **Behind-the-Scenes Dev Diaries** – Insights into how rallying gives publishers real-time data on superfans and big spenders.

#### rallies: A Game-Changer for Stream Monetization

With the traditional streaming landscape offering limited monetization options, rallies present a **new frontier**. Instead of passive donations or subscriptions, viewers get **tangible, real-time impact and rewards**—a revolutionary approach that benefits both fans and content creators alike.

🚀 **You don’t just watch the action—you control it.**

rally now. Shape the game. Influence the stream. 🎮💥

## Appendix C: For Competitive Gamers & Web2 Players:

* **Steam Platform & Early Access**: Build Wildcard’s wishlist to **25,000+ before launch**, leveraging Steam’s **merchandising tools**.
  + Announce/Intro video, Story video, Gameplay video
  + Screenshots
  + 1-2/wk Updates
  + [Leaderboards] posted as Monthly Update?
  + Steam Next Fest Demo: June 2025
    - Deadline to Enter: April 29
* **Team Liquid Partnership**: Use their **brand credibility and audience** to amplify Wildcard’s potential.
  + Host Invite-only Tournament [?]
* **Jake Lucky Coverage & Participation**: Feature Wildcard within his gaming news content and bring him into the Exhibition Series as both a host and a player.
* **Paid and Organic Influencer Campaigns on Twitch & YouTube**: Onboard **YourFavoriteSon, DougDoug, and other high-engagement streamers** to showcase Thousands.
  + Find streamable moments for bite-size postable clips
  + Highlight Individual Streamers and what makes their stream interesting, specifically around Wildcard’s novel streamer-viewer interactions
    - Host Invite-only Tournament [?]
* **Player Community Building:** build loyalty and grow the size of the community with regularly-cadenced engagement on Discord, Telegram, TikTok, Twitter, Steam, and Epic.
  + Discord Community Challenges: Individual and Aggregate
    - Daily or weekly
  + Discord posts and polls
    - AI Chatbot for random interactions
  + Discord: Monthly Update on Game, Player spotlights and next steps in production
  + Telegram Channel: create and get regular content updates scheduled
  + TikTok Posts: gameplay and “slice of life” random content (sweet plays, epic fails, player interactions and stories, etc)
* **Paid advertising** -
  + YouTube, Twitch, Reddit
* **Location-based drops**: players who enter and dwell in set geofences worldwide unlock in-game loot. Tease coordinates on social. Great for conferences specifically
  + E.g. <https://omniscape.com/>
  + Geofence minimum 50m radius
  + [Step-up] Pitch Niantic on helping if needed
* **Easy onboarding:** welcome Web2 players to the new frontier.
  + AMA Discord/Reddit with Wildcard/Thousands team members targeted at web2 players
  + User-friendly step-by-step instructions and videos
  + FAQ

Appendix D: Open Questions:   
  
**Summary of Comments in the Document**

Below is a consolidated summary of all the comments left in the document:

1. **Clarification on Target Audiences** – Make the distinction between Web3 and Web2 audiences clearer. Specifically, crisper definitions of who they are and how messaging should be tailored for each group.
2. **Thousands Token Launch** – There is an internal note under the FAQ section stating that a Thousands token will be announced later but is currently marked as “Public: No information at this time.” This implies a need to align messaging internally before making public statements.
3. **rally System Messaging** – A suggestion was made to refine the language around the rally system, particularly to ensure that Web2 audiences understand its value proposition without being confused by Web3 terminology.
4. **Marketing Channels for Web2 Players** – A comment highlights that while the campaign mainly focuses on Web3 gamers, more effort should be made to optimize messaging for Web2 players, especially around Steam, Twitch, and YouTube engagement.
5. **Finalize Key Metrics for Success** – There is a note questioning whether certain KPIs, such as “Achieve an average viewer ARPU of $X+” and “Secure X primary content partners,” should have clearer, finalized numbers before the strategy is presented more broadly.
6. **Steam Wishlist Goal Feasibility** – A comment questions whether the 25,000+ wishlist additions for Wildcard within the first 90 days of Early Access is realistic given the current marketing budget and campaign strategy.

### **Open Questions, Disagreements, and Problems to Resolve**

1. **How should the Web3 vs. Web2 audience segmentation be refined?**
   * There is an open discussion about making the distinction between these two groups clearer and ensuring the messaging speaks directly to each audience’s expectations.
2. **When and how should the Thousands token be publicly announced?**
   * Internally, the token is planned, but externally, no details have been shared. Should this be teased earlier, or should there be a coordinated reveal once traction with $WC is established?
3. **How do we ensure the rally system is easily understood by Web2 gamers?**
   * The messaging is currently Web3-heavy. Should there be a simplified explanation for Web2 users that focuses more on engagement and interactivity rather than tokenization?
4. **Should additional marketing efforts be directed at Web2 audiences earlier?**
   * The campaign is currently Web3-heavy until April-May. Should the team consider expanding Web2 outreach sooner to ensure a smoother transition?
5. **Are the target KPIs realistic and measurable?**
   * Some key results (e.g., viewer ARPU, content partner goals) have placeholders instead of finalized targets. Should these be defined more concretely before execution?
6. **Is the Steam wishlist goal of 25,000 realistic?**
   * Given the marketing budget and outreach strategy, is this a feasible target? If not, should expectations be adjusted or marketing efforts expanded?

**Appendix E - Creative Briefs:  
  
Creative Briefs for Wildcard & Thousands Content**

### **1. Rallies Promotion – Illustration / Infographic**

**Objective:**Educate and excite viewers about Rallies, explaining how they work and why they enhance the Wildcard Exhibition Series experience.

**Target Audience:**

* Wildcard viewers new to Thousands
* Players looking to maximize rewards
* Web3 users interested in earning $WC through engagement

**Key Messaging:**

* "Your Support, Your Impact!" – Rallies let you back your favorite team and get recognized by the stream
* "Engage & Earn!" – Every Rally contributes to real-time audience stats, visible to casters, players, and the community.
* "Bigger Rallies, Bigger Rewards!" – Higher engagement means more $WC distributed through Thousands’ AI-powered referee system.

**Concept Summary:**A dynamic illustration/infographic explaining how Rallies work, featuring:

1. Step-by-step flow from rallying a team to seeing the real-time impact.
2. Live example showing how Rally support changes match momentum.
3. Reward breakdown showing how $WC distribution is influenced by engagement.
4. Thousands Stream App UI preview highlighting Rally participation.

**Visual & Design Notes:**

* Bold, clean layout with clear, numbered steps.
* Real-time data visualization showing shifting Rally percentages.
* Arena-inspired background with an overlay of live chat and team stats.

**Call to Action (CTA):**“Join the Action—Rally for Your Team Live on Thousands.tv!”

### **2. Introduction to Stream Apps – Video**

**Objective:**Showcase how Thousands’ Stream Apps enhance viewer engagement during the Wildcard Exhibition Series.

**Target Audience:**

* Wildcard fans watching on Thousands, Twitch, and YouTube
* Viewers unfamiliar with interactive streaming mechanics
* Web3 users looking for unique ways to earn $WC

**Key Messaging:**

* "Streaming, but Supercharged!" – Thousands Stream Apps give you interactive tools to impact live matches.
* "Vote, Rally, Predict, and Earn!" – Interact with real-time decisions that shape the stream experience
* "More Than Just Watching" – Your participation matters, and the AI Referee ensures it counts.

**Concept Summary:  
A fast-paced, high-energy video demonstrating Stream Apps in action, featuring:**

1. Opening hook – “What if you could do more than just watch? Now you can!”
2. Showcase of Stream Apps – Rallies, predictions, polls, and more.
3. Live footage of a match with an overlay showing real-time audience interactions with stream impact.
4. Behind-the-scenes AI Referee breakdown – How engagement turns into rewards.
5. Closing CTA driving people to Thousands.tv.

**Visual & Editing Style:**

* Snappy, motion-graphic-driven UI callouts.
* Split-screen footage showing gameplay + real-time audience activity.
* High-energy soundtrack to build hype and engagement.

**Call to Action (CTA):**“Level Up Your Viewing—Join Thousands.tv & Interact Live!”

### **3. Introduction to the Queue – Infographic**

**Objective:**Explain how the Thousands Queue system works, allowing users to get involved in upcoming events.

**Target Audience:**

* Wildcard players looking impact Exhibition Series streams.
* Viewers who want to interact in special events and get recognized by top-tier competitors.
* WildCard community members utilizing their NFTs and $WC tokens to engage further with the ecosystem

**Key Messaging:**

* "Get in Line for Greatness!" – The Queue system lets you join live events on Thousands.tv
* "Priority Access Through Engagement!" – Active viewers can earn spots in the next matches.
* "Community First!" - WildPass & $WC Token Holders skip the queue and get right into the action.
* "Play, Watch, Earn!" – Whether you're in the arena or in the audience, Thousands make it rewarding.

**Concept Summary:  
A clean, modern infographic explaining:**

1. What the Queue is – A system allowing players to sign up for future Wildcard events.
2. How to Join – Step-by-step sign-up flow on Thousands.tv.
3. Selection Process – Engaged players, top Ralliers, and active participants get priority spots.
4. Rewards for Queuing – Even if you don’t get selected, you still earn $WC for participating.

**Visual & Design Notes:**

* Sleek UI-inspired layout matching Thousands’ branding.
* Bright, dynamic color palette emphasizing engagement and action.
* UI/UX of the queue and what to expect while waiting.
* Showcase how to skip the queue
* Visuals showing a viewer moving from the queue to the arena.

**Call to Action (CTA):**“Join the Queue—Your Shot at the Spotlight Starts Here!”

### **4. $WC Token Distribution Breakdown – Infographic**

**Objective:**Visually explain how the $WC token airdrop works, including its distribution model, earning mechanics, and timeline.

**Target Audience:**

* Wildcard community members looking to claim $WC
* Web3 users interested in earning through engagement
* Thousands viewers who want to maximize their rewards

**Key Messaging:**

* "Earn $WC by Watching, Playing & Engaging!" – The only way to get $WC is through Wildcard & Thousands participation.
* "100% Community-Owned Economy!" – No team or investor allocations, only the community earns and controls $WC.
* "Your Engagement = Your Rewards!" – Tokens are distributed based on participation, not speculation.

**Concept Summary:**An infographic breaking down the $WC distribution with:

1. What is $WC? – A quick intro to the token and its role in Wildcard’s ecosystem.
2. Initial Airdrop - What amount and where did initial $WC tokens get airdropped?
3. How to Earn $WC – Watch Wildcard streams on Thousands, engage in chat, and interact with streams.
4. Distribution Model – 100% of $WC is allocated to the community, distributed over multiple streams.
5. Referee System & Rewards – AI referees track engagement and distribute rewards fairly.
6. Utility Breakdown – Holders can stake, use in the in-game economy, and unlock special content.

**Visual & Design Notes:**

* Clean, Web3-inspired layout with futuristic UI elements.
* Step-by-step earning flow, showing how users can get involved.
* Graphical representation of token distribution (e.g., pie chart, allocation breakdown).
* Callout boxes for staking benefits and long-term utility.

**Call to Action (CTA):**“Earn Your Share of $WC – Watch, Play & Engage Now!”

**Appendix F - Events Strategy:  
  
Events Strategy: Where Wildcard Shows Up IRL**

Events are not just for visibility—they're leveraged touchpoints to build credibility, activate creators, generate content, and show momentum to both web2 and web3 audiences. We've selected high-impact opportunities aligned to the product roadmap and designed to reinforce the narrative we're building across channels.

### **LVL Up Expo (Las Vegas) — May 2025**

Primary Objective: Launch the Jake Lucky partnership and drive high-energy awareness via live gameplay and creator content.

* Debut our relationship with Jake Lucky during a hosted panel featuring the Wildcard founders.
* Panel will position Wildcard as a creator-first game built for stream culture and interactive broadcast.
* On-site Exhibition Series match will be streamed live from the show floor, with Jake providing play-by-play and recap coverage.
* Content created from this event (clips, commentary, BTS) will support our longtail social strategy.
* This moment publicly anchors our crossover appeal between core gaming and the creator economy.

### **Gamescom LATAM (São Paulo) — July 2025**

Primary Objective: Activate core web3 player communities and align with leading titles in the ecosystem.

* Wildcard will be featured inside the Ola GG Web3 Content House, alongside games like LOL Land (YGG), Parallel, RavenQuest, and Off the Grid.
* A live Exhibition Series match will be streamed from inside the house, supported by local creators and community coverage.
* Pending confirmation, Wildcard will also appear as a featured gameplay partner in the Ava Labs / OpenSea booth.
* Ideal environment to test narratives, gather player feedback, and establish credibility within LATAM’s growing web3 player base.
* Low-pressure, high-value exposure to complementary audiences.

### **PAX West (Seattle) — September 2025**

Primary Objective: Showcase gameplay to web2-native audiences, engage creators directly, and build grassroots credibility.

* Opportunity to host a Wildcard-branded content house near the venue to run Exhibition Series matches and livestream gameplay.
* Strong chance of securing speaking panel opportunities for founders, creators, or community leads.
* The Glittercloud team is local and will be on the ground to support production, logistics, and creator activations.
* PAX West offers an ideal testing ground for mainstream reception and gives us hands-on visibility with players who care about gameplay first.

### **Gamescom Europe (Cologne) — TBD**

Primary Objective: Evaluate fit based on game readiness and web3 activation goals.

* If the live client is stable and public-facing, this is a tentpole opportunity for international gameplay capture and community-building.
* If the product isn’t ready for wide demo exposure, we can pursue a lower-friction option through content house sponsorship with other web3 games.
* Either approach gives us visibility in a high-volume creator ecosystem and keeps us active in the European player pipeline.
* We'll make a go/no-go decision by mid-summer based on team resourcing and product readiness.