1) Community building

2) Preseason (playtesting)

3) Season 01

3a) 0% minted: Donation to The Ocean Cleanup

3b) 25% minted: WhatTheFish Tattoo rebates

3c) 50% minted: WhatTheFish Merch store

3d) 100% minted: Fish bounty/lottery program

4) Aquarium

5) Prepare for Season 2 and beyond