OPP TOKEN
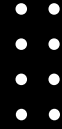
Business Plan Updates 2022

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Here's a quick rundown of what the opportunity token is all about.

2 OUR CEO

Learn more about the founder and the qualifications he brings to the project's success.

3 MISSION & VISION

Learn about our well-defined mission and vision for the project's long-term success and projections.

4 BUSINESS MODEL

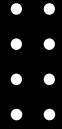Discover our company model and approach to achieving excellent results.

5 TIMELINE

Take a peek at our most recent roadmap timeline.
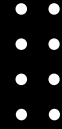
6 OUR SERVICES

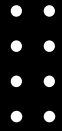Take a look at some of the current services we provide to our clients.

About Us

Owners Purpose functions as a revolutionary virtual-aided platform

For holders to effortlessly produce new cryptocurrency initiatives, use-cases, business proposals, designs for contracts, and much more. The objective of the token is to offer our users and holders within our ecosystem of partnerships access to publish any related cryptocurrency content with the top industry lead trading and SEO practice criteria.

Our objective is to enable the frequent holders an opportunity to become advanced Owners by establishing their cryptocurrency initiatives from the early phases of development till the token project and launch. We believe we can achieve this goal while we intend to retain the majority of clients and partners we attract into our ecosystem of token services.
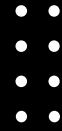
The journey to establish the Owners Purpose project is organic and built to link the users who come into our services with an easy-to-follow step-by-step roadmap. We recognize that for us to retain the clients who approach us we needed to develop a platform to keep a database and a system that provides our users the option to resume any projects at any stage.

# Message from the CEO

Chazzy

CEO & FOUNDER

C.A Fenderson is Owner's Purposes' CEO. He started the initiative in March 2022 and holds his BA in Metaphysics with a concentration in Marketing and Entrepreneurship from AWAI.

Charles was born and raised in San Diego. His family owned a small business, which inspired him to help other local organizations thrive.

"As the bitcoin market has become more volatile, we are seeing an inflow of organizations, governments, and industries adopting these alternate trading techniques.
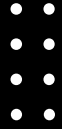
"We aim to provide an easy-to-follow step-by-step tutorial that will instill a favorable attitude toward investing in our ecosystem among all users."
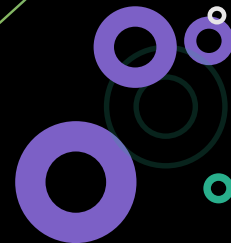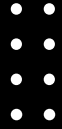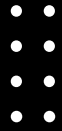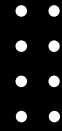
Our Mission

INSPIRING TRADITIONAL INVESTORS OR BUSINESS OWNERS TO CONSIDER NEW WAYS TO CONVERT INTO A BLOCKCHAIN-BASED TRADABLE CURRENCY.
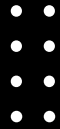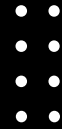
Our Vision

OWNER'S PURPOSE PROJECTS

BY ELECTRIFYING THE INTELLIGENT SIGNALS OF THE ALL-KNOWING FROM FAR BEYOND, WE TRY TO PROVIDE EXAMPLES OF THE GREAT POWERS OF CREATIVITY.

Our Business Model

INSERT YOUR SUBTITLE HERE

The first major partnerships of OPP is with RC Launchpad. But the extent of services and use cases of OPP tokens are not just reserved for RC Launchpad.

Major Brand Marketing Guerrilla-style SEO copyright Methods.

Google Analytics and Keyword Research Key SEO tools

7% BNB Weekly Bonuses To holders who Keep a minimum Of $200 in OPP Tokens.
Major Brand Promotions / Prizes and Cash

Customer Relationships Personas
Bitcoin Users
Novice Investor

Channels
YouTube
Google
TikTok
Pinterest
Instagram

Customer Segments
Freelancers
Marketing Services,
Dispensaries,
Musical Artists,
Coaches,
Content Creators.
Small Businesses
Real Estate,
Travel Agencies,
Payroll Services,
Legal Services,
Lending Services

The OPP token platform is expected to cost less than $10,000 and less than two months to complete. The project is updated with the developer team after fair launch May 6th, 2022.
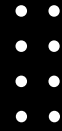
Revenue streams will be generated by our services, ad revenue, clothing apparel, and taxes contained within the contract, all of which will be used to create the OPP token platform.
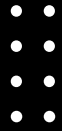
Our Timeline
OWNER'S PURPOSE PROJECT

WEEK 1-2
200-300 HOLDERS

2022 MAY
ON PINKSALE, THE OPP TOKEN FAIR WILL BE LAUNCHED ON **MAY 6TH** FOR **5 DAYS** WITH A LOW MC AT THE TIME OF LAUNCH.

2022 MAY
POOCOIN, GOOGLE, AND THIRD-PARTY ADS ARE USED FOR MAJOR BRAND MARKETING. AT MAJOR EVENTS, MOBILE TRUCK DIGITAL AD WITH OPP SONG AND DANCE CHOREOGRAPHY FOR HYPE.

WEEK 3-4
500-600 HOLDERS

WEEK 5
600-800 HOLDERS

2022 MAY
TRENDING ON MAJOR SITES, MORE POOCOIN ADS, USE OF TRENDING SERVICES, PLANS FOR PLATFORM DEVELOPMENT, PARTNERING WITH DIFFERENT LAUNCHPADS AND ECOSYSTEMS TOKENS
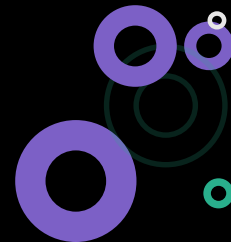
JUNE 2022

BEGIN THE FIRST PHASES OF THE OPP PLATFORM PLANNING. SETUP OF USER ACCOUNTS AND VIRTUAL ASSISTANT AIDED GUIDE.

WEEK 1-2
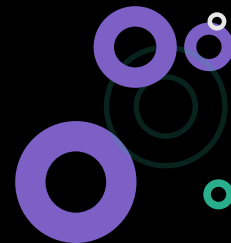800-1000 HOLDERS

WEEK 3
1000-1200 HOLDERS

JUNE 2022

ANOTHER EFFECTIVE MARKETING CAMPAIGN MOBILE TRUCK DIGITAL AD AT A MAJOR EVENT. ON SOUNDCLOUD, PRESENT OPP TOKEN MUSIC. DANCERS AND SHOWCASE ARTISTS.

JUNE 2022

SUBMIT AN APPLICATION FOR A FAST TRACK LISTING ON CMC AND CG. APPLY TO ALL IMPORTANT LISTINGS. WEBSITE OPTIMIZED FOR GOOGLE ANALYTICS SEARCH AND TRACK. SET UP APIS AND EMAIL PROTOCOLS.

WEEK 4
1300-1400 HOLDERS

2022
JULY

BEGIN THE LAST PHASES OF THE PLATFORM BY IMPLEMENTING CONTENT GENERATORS, DASHBOARDS, VIRTUAL ASSISTANT, STAKING, AND UTILITIES FOR OPP HOLDERS BRIDGING WITH NEWLY ESTABLISHED PARTNERSHIPS.

2022
AUGUST

BEGIN THE NEXT STAGES OF THE TOKEN PLATFORM'S SERVICES, WHICH WILL OFFER COACHING AND MENTORSHIP COURSES, AS WELL AS CONTENT MANAGEMENT TRAINING FOR PROJECT MANAGER AND PROJECT OWNERS.

2022
SEPTEMBER

BEGIN TARGETING DIFFERENT BLOCKCHAINS AND TOKEN PROJECTS ON DIFFERENT LAUNCHPADS. TO EXTEND THE REACH TO INVESTORS, CREATE A NEW PAIR ON ANOTHER CHAIN. PLANS TO CREATE AN NFT MARKETING PLACE AS WELL AS CLOTHING APPAREL LINE AND OTHER BRANDED PRODUCTS.
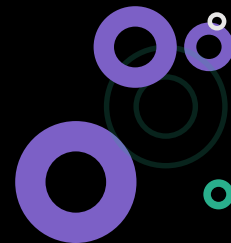
Our Services

OWNER'S PURPOSE PROJECTS

SEO ARTICLE PAGES

Build a multi-page, SEO optimized resource to build brand awareness, trust, and authority
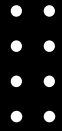
WEB DESIGN

Make use of our web design services, which includes SEO optimization

MARKETING STRATEGY

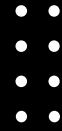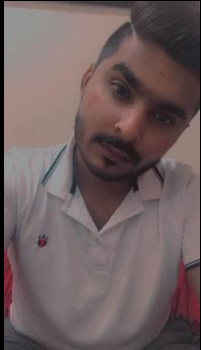Find out who is your ideal customer identify their goals, values, and challenges

INQUIRE FOR MORE DETAILS
INFO@OPPTOKEN.CLUB

Our Team

OWNER'S PURPOSE PROJECTS

Mohsin

Marketing and Team Manager

Mohsin also handles listings and marketing as a great team manager and team builder.

Simon

Marketing and Team Manager

Simon is in charge of day-to-day operations, as well as team management and marketing.

Ash

Contract Dev

Ash is assisting with contract deployment and devs in producing utility services.
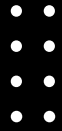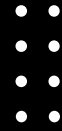
Esther

Marketing and Team Manager

Esther manages and leads a team while also interacting with global users in marketing.

Our Business Process

STEP 01

Create specific target markets for our service tokens.

STEP 02

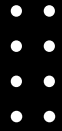Retain qualified leads in order for them to take advantage of our offers and services.

STEP 03

Connect existing and new users to our OPP platform.

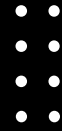## STEP 04

Pay out incentives in BNB rewards to boost the token's value.

Our Core Values

PRIVACY, SECURITY

The primary goal of our token and project trading is privacy and security.
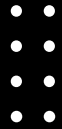
TRUST, TRANSPARENCY

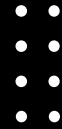To maintain investor confidence, we will keep the project's process transparent.

SAVING TIME

One of the most important aspects we address is time management.

Business Initiatives

OWNER'S PURPOSE PROJECTS

Owner's Purpose has the ambitious goal of producing award winning content.
To help the business do that, our marketing team will pursue the following
initiatives in 2022

Email Marketing Campaign

Description
Over the next 6 months, we'll concentrate on creating a blog email campaign that will serve as a go-to resource for our clients' burning questions – as well as our users content generator platform.
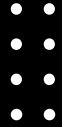
Goal of initiative
To improve our website's Google ranking and generate important top-of-funnel marketing material that will assist our marketing team in starting more engagements with prospects.
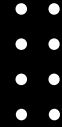
Metrics to Measure
10,000 monthly organic page visits / 5000 total subscribers across all content channels and social profiles, including email subscribers.

Business Initiatives

Use-case Forums

Description
We'll spend the next 12 months establishing a use-case forum to link our users with other project managers working on similar projects to support community inquires.

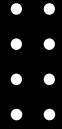### Goal of initiative
To enhance community participation in peer-to-peer sharing of solution-based material within our ecosystem as a trusted resource.

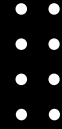### Metrics to measure success
200-500 monthly users who participate in the use-case forum. Monthly topics and conversational threads ranging from 100 to 200.
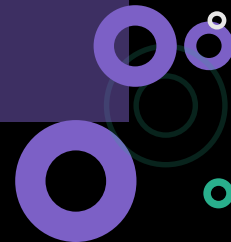
Business Initiatives

OWNER'S PURPOSE PROJECTS

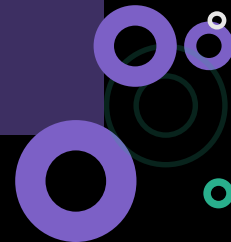## Owner's Purpose Platform

Description
Within the following two months, we will develop our platform to provide project management services to our users within our ecosystem.

Goal of initiative
Improve client relationships by reducing the bounce rate of potential partnerships without relying on third-party platforms.

Metrics to measure success
10-12 weekly OPP token users who actively use the platform generators and paid services.

THANK YOU

Email: info@opptoken.club

Twitter: https://twitter.com/ownerpurpose
YouTube: https bit.ly/3hW6M8v
Website: http://opptoken.club
Telegram: https://t.me/ownerspurpose
GitHub: https://github.com/opptoken