



# ***RELAUNCH ROADMAP***

***BIGGER, UGLIER, AND MORE ABANDONED THAN EVER!***




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***IMPORTANT: Read this roadmap in full to preserve the value of your TUNA investment.***





Tuna is about to be *euthanized*. Tuna 2.0's birth is *imminent*. YOUR NEXT STEPS ARE BELOW.

# Month 1 – A NEW TUNA IS BORN!





## \*\* Week 0: \*\* Transition Phase

-  Announce snapshot of current holders.
  - Snapshot will be scheduled at a random time within 72 hours of announcement.
  - Clear communication of the upcoming changes to Telegram, X/Twitter, and website. If holders need to “do anything”, everyone will be made aware.
-  Instruct holders to burn their old TUNA 1.0 tokens.
  - Provide a step-by-step guide on the burning process.
  - Tik-Tok-style tutorial videos for buying via different SOL wallets.
-  Highlight the extremely important benefits of re-launching.
  - Larger liquidity pool, market stability, and long-term potential.
  - Robust marketing, CEX listings, charity, and a dedicated team.




## \*\* Week 1: \*\* Big Tuna Energy Relaunch

-  Deploy the brand-new smart contract.
  - Airdrop tokens to snapshot-verified holders of ‘TUNA 1.0’.
  - Host high-hype launch event.
    - Live chats on X/Twitter Spaces and Telegram.
    - Giveaways and AMAs for various time zones.
-  Start the marketing, hype, and social media engagement campaigns.
  - Engage on Telegram, X/Twitter, Tik-Tok, YouTube, and Reddit.
-  Begin collaborations with high-quality, trustworthy crypto influencers.
  - Leverage large followings to maximize reach to new audiences.
-  Initiate process for listing on Tier-2 exchanges.
  - Listings on one or more trustworthy centralized exchanges

## \*\* Weeks 2-3: \*\* Launch of NFT COLLECTION and JACKPOT LOTTO

-  Reveal ‘Neglected Fugly Tuna’ NFT collection
  - NFTs will be closely tied to the ugly, unwanted Tuna theme/vision.
  - Showcase best 1/1 and standard NFTs on social media to generate hype before opening resale market (likely MagicEden).  
*More on NFT collection below.*
-  Launch ‘Tuna Jackpot Lotto’
  - Smart contract-powered daily lottery. Play to win daily Tuna jackpots!  
This adds utility, increases the demand for Tuna tokens, engages existing holders daily, and fires up the chat like crazy.
-  Introduce creative contests and challenges for content-creation engagement.
-  Host daily Spaces, voice chats, and AMAs – all open to whole community.

## \*\* Week 4: \*\* Partnerships, Marketing, and Social Media Surge

-  Forge partnerships with major dog brand(s) / good adoption center(s).
  - Collaborate on joint campaigns and events, emphasizing community welfare.
-  Intensify marketing campaigns across multiple platforms.
  - Implement targeted ads and partnerships with content creators.
-  Expand community outreach with online events and AMAs.
  - Host regular AMAs to keep the community informed and engaged.

## Month 2 – Critical Tuna Mass

### \*\* Week 5: \*\* Initial CEX Listing

- ☀️ Secure listings on Tier-1 and Tier-2 exchanges.
  - Push forward exchange negotiations.
  - Keep community up to date on anticipated timelines.
- ☀️ Add user-friendly interface for interacting with the Tuna smart contract.
  - Stake \$TUNA (“Bury Tuna’s Bones”)
  - Burn \$TUNA for rewards (“Put Tuna out of his Misery”)
  - *More to come...*
- ☀️ Upgrade the Tuna website (again!)
  - [www.tuna.pet](http://www.tuna.pet) v3.0
  - Add new features, locked exclusively to Tuna token-holders.
  - Post more guides/videos/FAQs for buying and using Tuna tokens.

### \*\* Weeks 6-8: \*\* Rollout of ‘*NEGLECTED FUGLY TUNAS*’ (NFTs) Collection

- 🎨 Airdrop *Neglected Fugly Tuna* Solana NFTs to Tuna token holders.
  - Detail airdrop eligibility criteria well before release date.
- ☀️ If any remain un-minted after genesis event, offer for sale for Tuna tokens.
  - Set up resale marketplace for Neglected Fugly Tunas (MagicEden).
- 🚀 NFT holders might benefit from a big bonus multiplier to staking rewards...

## Month 3 – Engage Lunar Launch; Exit Earth’s Atmosphere

### \*\* Weeks 9-12: \*\* Organic Perpetual Growth

- 🚀 Strong community feedback loop!
  - Continue hosting daily voice chats, AMAs w/ team, and giveaways.
  - Keep uploading new videos weekly to the Tuna YouTube channel.
- ☀️ Announce the roadmap’s phases (TBD).
  - Preview what’s next; future partnerships, charitable initiatives, ...
  - Outline the progress of new features.
- 🌱 Take a breather, and touch grass.
  - Enjoy the fruits of your unwavering belief in the Tuna community.