# PayDay Token Roadmap

## November - December 2024

- Community Distribution Campaign:  
 - Distribute tokens to early adopters (target: 600,000 members).  
 - Engage users on LinkedIn and Telegram to build a strong community.  
  
- Presale Campaign:  
 - Conduct presale at $0.0006 per token.  
 - Raise funds for exchange listings and project development.

## January 2025

- DEX Listing:  
 - List PayDay Token on TON-based decentralized exchanges (mid-January).  
 - Enable early liquidity and trading opportunities for the community.  
  
- CEX Listing Preparation:  
 - Complete documentation and compliance requirements for centralized exchanges (CEX).

## End of January 2025

- CEX Listing:  
 - Official listing on major centralized exchanges.  
 - Increase market access and attract institutional investors.

## Q1 - Q2 2025

- Payroll System Integration:  
 - Begin partnerships with businesses for payroll integration.  
 - Promote blockchain-based employee payment solutions featuring instant cross-border transactions and low fees.  
  
- Adoption Campaign:  
 - Roll out educational and promotional content to drive adoption among businesses and individuals.

## Q3 2025 and Beyond

- Gold Debit Card Launch:  
 - Introduce PDAY Gold Debit Cards for borderless payments.  
 - Enhance token adoption and demand through real-world usability.  
  
- Ecosystem Growth:  
 - Develop additional use cases and establish strategic partnerships to strengthen the PDAY ecosystem.