

# 2022 CryptoDonkeys ROADMAP

## 4 MONTHS

- Get advice
- Customer development
- Messaging and positioning

## Q2

- Beta test
- Start building anticipation
- Finalize launch content
- Gather reviews from beta testers

## Q1

- Create launch plan & content
- Prep marketing team
- Develop go-to-market strategy
- Find promoters/affiliates

## Q3

- SOON..