Armacoin GZM

Market Analysis and marketing strategy by Armacoin

https://armacoin.info/
PR and Marketing Strategy

Regional Media

- Coinblaze.us (USA)
- Coincronicia.de (German)
- Bit coin vietnam (Vietnam)
- Kryptort.ch (Switzerland)
- Coin Turk (Turkey)
- K investor (Korea)

Media Mentions

- The OdysseyOnline
- ZYCrypto
- Coinspeaker
- Investfeed
- Crypto-News
- BlockZodiac (Sponsored Article)
- Silicon Investor
- Coins Newbium
- BTChunts (Sponsored Article)
- Thecryptoupdates (Sponsored Article)
- Kryptomoney
- DailyHodl
- Digital Journal
- News Publication (Newsone6, KPTV, WMTV, CBS8, fox19, KLTV etc.)
PR and Marketing Strategy

**REVIEW + FEATURED LISTING**
- BTC Hunts (ICO review)
- Coin Chronica (ICO review)
- Theicoshowcase (Featured)

**INTERVIEW**
- Btchunts
- WN.com
- Thecryptoupdates
- Coinedict

**BANNER S**
- Coinedict
- Thecryptoupdates

**YOUTUBE REVIEWS**
- Crypto ICO review
- Crypto Coin Investor

**Email Newsletter to ICO Investors ➔ 50K**

**OTHERS**
- Reddit Featured article in Top 5 in – Subrredits r/EThtrader, r/Ethereum, r/Cryptocurrency, r/ICO Crypto etc.
- Promotion on Social Media (FB, Twitter and LinkedIn)
- Promotion on Steemit
PR and Marketing Strategy

Strategic Brand Marketing Roadmap

Regional Media

• Bitjournal.media (Russian)
• bitcoin news arabia (Saudi Arabia)
• bitcoin news indo (Indonesia)
• Bitcoin news brazil (Brazil)

Media Mentions

➔ Investing.com
➔ Yahoo finance
➔ Thecryptoupdates (Sponsored Article)
➔ Moraingstar
➔ CoinIdol
➔ Coin Scribble
➔ Daily Herald
➔ ICOBliss
➔ Cryptovibes
➔ Digital Journal
➔ Themerkle(NullTX)
➔ CCN
➔ Blockonomi
➔ Coindoo Bitcoin
➔ Insider
➔ Fintechranking
➔ Coinwisdom.org
➔ DailyHodl Coinfunda
➔ Enterpreneur or Hacked
➔ Bitcoin WIKI
➔ PR on News Media Outlets 300+
PR and Marketing Strategy

**INTERVIEW**
- Investfeed
- Theoddesseyonline
- Steemit
- Icoshowcase
- Btchunts
- Icoshowcase
- The Merkle (Null TX)

**ICO REVIEW + FEATURED LISTING**
- Crypto fox (ICO Review)
- Icoholder (Featured)

**YOUTUBE REVIEWS**
- Crypto Coin World
- Crypto Chemist
- ICO REVIEW
- Crypto Wowka

**Strategic Brand Marketing Roadmap**

Email Newsletter to ICO Investors ➔ 50K

**OTHERS**
- Reddit Featured article in Top 5 in –
- Crypto Chemist Subrredits
  r/EThtrader, r/Ethereum,
- ICO REVIEW
- Crypto Wowka r/Cryptocurrency,
  r/ICOCrypto etc.
- Promotion on Social Media (FB, Twitter and LinkedIn)
- Promotion on Steemit
IEO/ICO RATINGS, TRACKERS, LISTINGS (Worldwide)

- Project placement in 50+ ICO/IEO free and paid trackers and listings (additional budget for paid trackers/premium placements is covered by Customer);
- Creating and maintaining of spreadsheet with current statuses of placements with links;
- Updating the information on the trackers should any changes take place in the project;
- Working with trackers/ratings to improve and increase the score/rate of the project by sending additionally required information and updates;
- Access to partnership discounts from lots of ratings for premium placements;

BOUNTY CAMPAIGNS (Worldwide)

- Creating of a structure of bounty campaign based on projects tokens allocation for bounty;
- Delivering Bounty to 5-7k+ bounty members;
- Design and create bounty thread on Bitcointalk;
- Moderate bounty thread till the end of campaign;
- Creating of signatures for Bitcointalk bounty campaign;
- Creating of registration forms;
- Support of bounty participants community in separate telegram chat;
- Tally and count the shares/reposts/likes, etc and keep a record in a spreadsheet;
- Verify these records to be true/fake;
- Calculate total stake value, and award coins accordingly in the table;
- Deliver the table with names, addresses and number of tokens that should be awarded to client;
- Promotion (once) on http://bounty-ico.com - divided newsletter;
- Bounty campaigns: i. BitcoinTalk signature campaign (+ included design of signature for all ranks); ii. Translation campaign; iii. Social media campaign (facebook, twitter); iv. Extended social media campaign (instagram, linkedin, google+);
- Youtube campaign;
- Article/blog campaign;
- Reddit campaign;
- Medium campaign;
COMMUNITY MANAGEMENT (Worldwide, ENG)

• 24/7 community support services in public Telegram chat of the project;
• 3 community managers working by 8 hours shifts, covering all 24 hours;
• Moderation & Engaging Community with content and updates on project;
• Creating/Updating pinned message on Telegram;
• Creating/Updating FAQ with tailored answer;
• Fighting Spammers and Scammers in the group;
• Maintaining reasonably short response time (typically below 1 Minute);
• Driving investors (private/public) directly to projects team;
• Installing of necessary Telegram bots to maintain the group clean from spam links etc.
• Sending invitations to join the Chat among the biggest Telegram crypto and blockchain chats
• Guaranteed 300-500+/week live participants to join public Telegram chat of the project

SOCIAL MEDIA MANAGEMENT (Worldwide, ENG)

• Creation of corporate accounts of Project on Facebook, Twitter, Medium, Telegram (channel), Reddit, Linkedin (Optional: Slack, Steemit);
• Manage the company’s social media profiles;
• Creating, updating and implementing of content plan with the proposed post topics for nearest two/three weeks for all social media channels;
• Copywriting, designing and posting of new content (text + branded picture) in social media channels according to the content plan drafted - one post per day, (optionally more);
• Creation of official Bitcointalk ANN thread for the project;
• Answering questions on all channels
TELEGRAM CHANNELS
160 Telegram Channels:
• Tier 1 - 20 channels 50,000 - 100,000 participants each;
• Tier 2 - 60 channels 20,000 - 50,000 participants each;
• Tier 3 - 80 channels 5,000 - 10,000 participants each.

Examples of channels:
• https://t.me/OneMillionChallenge
• https://t.me/kRSsignals
• https://t.me/wallstreetTraderSchool

YOUTUBE CHANNELS
20 YouTube Channels:
• Tier 1 - 10 channels ~ 60,000 participants each;
• Tier 2 - 10 channels ~ 15,000 participants each.

Examples of channels:
• https://www.youtube.com/user/aantonop/about
• https://www.youtube.com/user/TogscCreed/videos

INSTAGRAM:
40 Instagram Blogs:
• Tier 1 - 20 channels ~ 80,000 participants each;
• Tier 2 - 20 channels ~ 30,000 participants each.

Examples of blogs:
• https://www.instagram.com/cryptoeplorer/
• https://www.instagram.com/businesslogics/
CONTENT MARKETING

Content Creation and Distribution
Researching your project and coming up with topic ideas that will explain your product to the community in simple words and build trust;

Copywriting of one of three different long-reads:

- Long-read research article about your product and market + infographic;
- Interview with a team. This will help to build trust within a community;
- “Futuristic” article for a broad audience of IEO investors and tech enthusiasts

Content distribution through the most popular medias and social (more than 15M+ total reach):

- Hackernoon.com (10,000,000+ monthly unique users)
- Cryptopanic.com (2,000,000+ monthly unique crypto traders and investors)
- Howtotoken.com (100,000+ monthly unique loyal crypto users)
- Reddit.com (republish and create discussions)
- Quora.com (create answers with backlinks)

Examples:

Long-read research:
- https://howtotoken.com/explained/try-decentralized-prediction-markets-right-now
- Futuristick: https://hackernoon.com/predicting-cryptocurrency-price-in-a-decentralized-way1d57a36d3dce
GROWTH HACKING PACKAGE

1 Month Plan Increasing of project’s overall reputation.
Content distribution and bringing to the top of relevant hashtags at Reddit and Medium. Boosting project’s exposure and growing following. Weekly reports.

REDDIT:
• 100+ boosted posts at relevant SubReddits
• 250+ comments at project’s SubReddit
• 35+ upvotes on every post at project’s SubReddit
• Posts, comments and upvotes are from trusted high karma accounts
• 500+ SubReddit subscribers MEDIUM:
• 24 000 claps at project’s Medium (for 12 articles)
• 2000 claps per each post BITCOINTALK:
• 10 posts daily (questions, comments etc.) at project’s Bitcointalk thread from Junior Member accounts and higher to keep the thread at top TELEGRAM:
• Inviting of 2000 targeted telegram members
• Daily comments in telegram group (questions, comments etc.)
TELEGRAM AIRDROP BOT

• Automated airdrop for the project via Telegram bot;
• Bot rewards users by tokens for entering the IEO/ICO Telegram group, for email validation and for friends inviting to do the same;
• 15k+ users attracted in maximum 7 days to the telegram group;
PR PACKAGES FOR IEO

PR TIER 1 Publications

- Publication in Top Worldwide media
- Copywriting of 1 (one) long-read article
- Discounts for 2+ publications

- buzzfeed buzzfeed.com 5-7 days Mention $3,800.00
- Investing.com Investing.com 3-7 days Mention or Full analysis article $2,470.00
- Yahoo Yahoo.com 5 - 6 days News by access wire / feature by another news sites $3,230.00
- Reuters Reuters.com 5 - 6 days News $3,800.00
- NBC nbcrightnow.com/ 5 - 6 days News $3,800.00
- CBS cbs8.com 5 - 6 days News $3,800.00
- Huffington Post huffingtonpost.ca 5 - 6 days Feature/Mention $3,040.00
- Los Angeles times latimes.com 3 Weeks Mention $4,750.00
- WSJ wsj.com 3 weeks News $4,750.00
- theodysseyonline theodysseyonline.com 1 week Feature/Mention $2,660.00
- Entrepreneur entrepreneur.com 3 weeks Feature/Mention $3,800.00
- Forbes forbes.com 3 weeks Feature/Mention $4,750.00
- Forbes Interview forbes.com 3 weeks interview $5,320.00
- Cointelegraph cointelegraph.com 3 weeks News $4,500.00
- Coindesk coindesk.com 3 weeks News $4,500.00
- Daily Press www.dailypress.co m/ 3 weeks Mention/Feature $3,800.00
- Chicago turbine www.chicagotribun e.com/ 3 weeks Mention/Feature $4,560.00
PR in Crypto Media Packages

- Publication of the press release/article in 50 relevant business, crypto and fintech medias
- Copywriting of 3 (three) long-read article
- Translation up to 6 languages

FULL LIST:

https://docs.google.com/spreadsheets/d/15R-G3IESWWR815XF_b42SuOgGd_c6Jgj4CxgyKVyoc/edit?usp=sharing

PR in Crypto Relevant Medias - Mentions, Quotes, Links

- 30, 20 or 10 Publications included
- Publication in format of article with the relevant topic and native mention, quote and link to the project
- Publication time - from 1 week, depending on media
- Copywriting is provided by constant contributors/authors working with chosen media platform
- Medias - NewsBtc, CryptoPotato, Coinspeaker, Coinews, Usethebitcoin etc
KOREA MARKETING, COMMUNITY MANAGEMENT AND PR

Buzz Marketing

- Posts on Crypto Community (forums, Naver, KakaoTalk groups)
- (60 posts/month * 2 community website)

Community Management KakaoTalk/Telegram Management:

- Management Policy Formulation & Basic Moderation
- Community Enlightenment
- Support Service
- Crisis Management
- Support from 9 AM to 12 AM local time
- 1coin 1coin.co.kr 46K
- outstanding outstanding.kr 75.89K
- Moneta bbs.moneta.co.kr 7K
- Naver https://www.naver.com 600.72K
- Bitcointalk https://bitcointalk.org/index.php?board=82.0 6.28M
- Blockchain and cryptocurrency 1 post each 3 days:
  - threads creation and administration
  - content broadcasting

PR Press Release distribution

- More than 100 media
**BlockMedia**

(https://www.blockmedia.co.kr/)

1 article (Writing & Posting & SNS spread)
50,000 people community
Popular now\strongly recommend

**BlockinPress**

(https://www.blockinpress.com/)
1 article (Writing & Posting & SNS spread):
70,000 people community

**Other PR:**

- http://www.hankyung.com/ 4.96M
- https://coinpan.com/ 1.90M
- https://kr.investing.com/ 833.38K
- cointoday.co.kr 177.49K
- http://www.futurekorea.co.kr/ 262.33K
- https://tokenpost.kr/ 99.6K
- http://www.dailygrid.net 137.84K
Japan Crypto Special Package

- Press Release (General Media: 20-30 medias)
  Press Release (Crypto Media: 6 medias)
  *Coinpost, CoinChoice, Crypto Times, Bittimes, Crypto Currency Journal, Token Economist
- Interview Article (Crypto Medias: 4 medias)
  *Article (Crypto Times, Bittimes, Crypto Currency Journal, Token Economist)
- SNS Spread (Twitter, LINE: 4k followers by Interview Article)
- Goods Drops (5 Influencers: 50k followers / Total: up to 20 items)

Community Management WeChat

Community Management:
- Management Policy Formulation & Basic Moderation
- Community Enlightenment
- Support Service
- Crisis Management
- PR Crypto Press Release Package:
  4 Medium Level Crypto Media
ASIAN PR SPECIAL PACKAGE

List of media for Asian PR Special Package:

- https://coinpost.jp/
- http://news1.kr/
- https://siamblockchain.com
- https://blockchainmedia.id
- https://coinotaku.com/
- https://coinpan.com/
- http://www.thailandcurrent.com
- https://www.digination.id/
- https://www.zerokarabitcoin.com/
- https://tokenpost.kr/
- https://www.dailynews.co.th
- https://bitcoinindonesia.net
- https://bittimes.net/
- http://www.hankyung.com/
- https://cryptoslate.com
- http://nextmoney.jp/
- https://kr.investing.com/
ASIAN PR SPECIAL PACKAGE

List of media for Asian PR Special Package:

- https://bitcoin-addict.com/
- https://coin-media.jp/
- https://www.coinhills.com/ko/
- http://www.siamfocustimenews.com/
- https://www.digitaljournal.jp/
- http://www.ddaily.co.kr/
- https://thaicryptoclub.com
- https://coinhack.jp/
- http://cointalk.co.kr/
- http://thailand.shafaqna.com/
- https://www.token-economist.com/
- http://cointoday.co.kr/
- https://coinpicks.org/
- http://www.futurekorea.co.kr/
- https://coinmarket.media/
- https://bitweb.co.kr/
- https://crypto-currency-camp.com/
- http://www.dailygrid.net
- https://meroko.jp/
- https://tradebitlab.com/
- https://btcfx-guide.com/
- https://crypt-osusume.com/
- https://ittoinfo.com/
- https://bitcoin-news.tokyo/
MARKET MAKING

GENERAL QUESTIONS

1. What bots can I connect?
   Bot-autodetector of patterns of technical analysis - Bot for high-frequency trades - Bot that fills exchange spread - Bot for correction of trade volumes - Telegram bot to track token movement

2. How can this improve the situation?
   General liquidity of asset will be increased - Due to an increase in the token price, its total cap increases as well - Favorable trade chart will be formed - Interest in cryptocurrency among third-party traders will be increased
Preventing loses

We are always supporting chart 24/7 to prevent appearing of manipulators, foreign bots, prevent difference in prices on each and every pair to prevent arbitrage between them. We have all the signalizators and alarms which gives us information if there is some even small differences in balances to have a look in the same time when they appear and re set up the algo’s.

marketmakers.ai
MARKET MAKING

WE WILL ALSO SET UP FOR YOUR COMFORTABILITY:

- Coin transfer scanner (from wallet to wallet/exchange, from exchange to exchange)
- Manual setting up desire Volume on every pair through telegram manager
- Checking balances of your accounts through telegram in one click
- Calculator of real/our Volumes in real-time
## BUSINESS MODELS

<table>
<thead>
<tr>
<th>Current expenditures per month</th>
<th>1 month</th>
<th>2 month</th>
<th>3 month</th>
<th>4 month</th>
<th>5 month</th>
<th>6 month</th>
<th>7 month</th>
<th>8 month</th>
<th>9 month</th>
<th>10 month</th>
<th>11 month</th>
<th>12 month</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operational expenditures</td>
<td>68 250</td>
<td>68 250</td>
<td>51 650</td>
<td>51 650</td>
<td>816 430</td>
<td>1 119 500</td>
<td>2 000</td>
<td>2 000</td>
<td>2 000</td>
<td>49 500</td>
<td>49 500</td>
<td>49 500</td>
<td>2 330 230</td>
</tr>
<tr>
<td>Payrol</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>4000</td>
<td>48 000</td>
</tr>
<tr>
<td>Total expenditures</td>
<td>72 250</td>
<td>72 250</td>
<td>55 650</td>
<td>55 650</td>
<td>820 430</td>
<td>1 123 500</td>
<td>6 000</td>
<td>6 000</td>
<td>6 000</td>
<td>53 500</td>
<td>53 500</td>
<td>53 500</td>
<td>2 378 230</td>
</tr>
</tbody>
</table>
## BUSINESS MODEL

<table>
<thead>
<tr>
<th>CFS Monthly</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>75 000</td>
<td>150 000</td>
<td>300 000</td>
<td>450 000</td>
<td>675 000</td>
<td>900 000</td>
<td>1 200 000</td>
<td>1 350 000</td>
<td>1 500 000</td>
<td>1 650 000</td>
<td>1 800 000</td>
<td>1 950 000</td>
<td>12 000 000</td>
<td></td>
</tr>
<tr>
<td>Operational expenses</td>
<td>72 250</td>
<td>72 250</td>
<td>55 650</td>
<td>55 650</td>
<td>820 430</td>
<td>1 123 500</td>
<td>6 000</td>
<td>6 000</td>
<td>6 000</td>
<td>53 500</td>
<td>53 500</td>
<td>53 500</td>
<td>2 378 230</td>
<td></td>
</tr>
<tr>
<td>Taxes</td>
<td>3 750</td>
<td>7 500</td>
<td>15 000</td>
<td>22 500</td>
<td>33 750</td>
<td>45 000</td>
<td>60 000</td>
<td>67 500</td>
<td>75 000</td>
<td>82 500</td>
<td>90 000</td>
<td>97 500</td>
<td>600 000</td>
<td></td>
</tr>
<tr>
<td>CF</td>
<td>-1 327 730</td>
<td>-1 000</td>
<td>70 250</td>
<td>229 350</td>
<td>371 850</td>
<td>-179 180</td>
<td>-268 500</td>
<td>1 134 000</td>
<td>1 276 500</td>
<td>1 419 000</td>
<td>1 514 000</td>
<td>1 656 500</td>
<td>1 799 000</td>
<td>7 694 040</td>
</tr>
<tr>
<td>CF накоплением</td>
<td>-1 327 730</td>
<td>-1 328 729</td>
<td>-1 258 596</td>
<td>-1 029 819</td>
<td>-657 280</td>
<td>-836 460</td>
<td>-1 104 960</td>
<td>29 040</td>
<td>1 305 540</td>
<td>2 724 540</td>
<td>4 238 540</td>
<td>5 895 040</td>
<td>7 694 040</td>
<td></td>
</tr>
<tr>
<td>DCF</td>
<td>-1 327 730</td>
<td>-999</td>
<td>70 133</td>
<td>228 778</td>
<td>370 613</td>
<td>-178 435</td>
<td>-267 161</td>
<td>1 127 407</td>
<td>1 268 022</td>
<td>1 408 402</td>
<td>1 501 441</td>
<td>1 641 391</td>
<td>1 781 107</td>
<td>7 622 967</td>
</tr>
<tr>
<td>DCF накоплением</td>
<td>-1 327 730</td>
<td>-1 328 729</td>
<td>-1 258 596</td>
<td>-1 029 819</td>
<td>-659 205</td>
<td>-837 641</td>
<td>-1 104 802</td>
<td>22 605</td>
<td>1 290 627</td>
<td>2 699 028</td>
<td>4 200 469</td>
<td>5 841 860</td>
<td>7 622 967</td>
<td></td>
</tr>
</tbody>
</table>
## BUSINESS MODEL

### Profits, USD

<table>
<thead>
<tr>
<th>Month</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange turnover</td>
<td>500 000</td>
<td>1 000 000</td>
<td>2 000 000</td>
<td>3 000 000</td>
<td>4 500 000</td>
<td>6 000 000</td>
<td>8 000 000</td>
<td>9 000 000</td>
<td>10 000 000</td>
<td>11 000 000</td>
<td>12 000 000</td>
<td>13 000 000</td>
<td>80 000 000</td>
</tr>
<tr>
<td>Platform revenue</td>
<td>75 000</td>
<td>150 000</td>
<td>300 000</td>
<td>450 000</td>
<td>675 000</td>
<td>900 000</td>
<td>1 200 000</td>
<td>1 350 000</td>
<td>1 500 000</td>
<td>1 650 000</td>
<td>1 800 000</td>
<td>1 950 000</td>
<td>12 000 000</td>
</tr>
</tbody>
</table>

### Platform turnover, USD

<table>
<thead>
<tr>
<th>Month</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>500 000</td>
<td>1 000 000</td>
<td>2 000 000</td>
<td>3 000 000</td>
<td>4 500 000</td>
<td>6 000 000</td>
<td>8 000 000</td>
<td>9 000 000</td>
<td>10 000 000</td>
<td>11 000 000</td>
<td>12 000 000</td>
<td>13 000 000</td>
</tr>
<tr>
<td></td>
<td>1 000 000</td>
<td>2 000 000</td>
<td>3 000 000</td>
<td>4 500 000</td>
<td>6 000 000</td>
<td>8 000 000</td>
<td>9 000 000</td>
<td>10 000 000</td>
<td>11 000 000</td>
<td>12 000 000</td>
<td>13 000 000</td>
<td>14 000 000</td>
</tr>
</tbody>
</table>
## BUSINESS MODEL

### 1-2 months

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office rental fees 2 years</td>
<td>10000</td>
</tr>
<tr>
<td>Implementation of Strategic Brand Marketing Roadmap within 1.5 months</td>
<td>18000</td>
</tr>
<tr>
<td>Implementation FUNDRAISING PACKAGE within 1 month</td>
<td>2500</td>
</tr>
<tr>
<td>Hardware, hosting and colocation services expenses (for the entire period of operation)</td>
<td>100000</td>
</tr>
<tr>
<td>Implementation FULL LEGAL PACKAGE &amp; ADVISORY</td>
<td>6000</td>
</tr>
</tbody>
</table>

### 3-4 months

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation of COMMUNITY MANAGEMENT within 1 month</td>
<td>2000</td>
</tr>
<tr>
<td>Implementation of SOCIAL MEDIA MANAGEMENT within 1 month</td>
<td>2000</td>
</tr>
<tr>
<td>Implementation of IEO/ICO RATINGS, TRACKERS, LISTINGS</td>
<td>2000</td>
</tr>
<tr>
<td>Implementation of FULL LEGAL PACKAGE &amp; ADVISORY</td>
<td>6000</td>
</tr>
<tr>
<td>Implementation of KOREA MARKETING, COMMUNITY MANAGEMENT AND PR within 1 month</td>
<td>6500</td>
</tr>
<tr>
<td>Implementation of the Buzz Marketing within 1 month</td>
<td>5000</td>
</tr>
<tr>
<td>Implementation of the BlockMedia</td>
<td>3000</td>
</tr>
<tr>
<td>Implementation of the BlockinPress</td>
<td>3000</td>
</tr>
<tr>
<td>Implementation of the Other PR:</td>
<td>14400</td>
</tr>
<tr>
<td>Implementation of the Community Management WeChat Community Management: within 1 months</td>
<td>4000</td>
</tr>
<tr>
<td>Implementation the of PR Crypto Press Release Package:</td>
<td>6000</td>
</tr>
<tr>
<td>Implementation of the . Japan Crypto Special Package</td>
<td>12000</td>
</tr>
<tr>
<td>Implementation of the ASIAN PR SPECIAL PACKAGE</td>
<td>4900</td>
</tr>
<tr>
<td>Implementation of the TELEGRAM AIRDROP BOT</td>
<td>2500</td>
</tr>
<tr>
<td>Implementation of the PR Press Release distribution</td>
<td>30000</td>
</tr>
<tr>
<td>5 month</td>
<td>6 month</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>IEO Bitstaq+Bittrex International+Upbit</strong></td>
<td><strong>Listing Binance</strong></td>
</tr>
<tr>
<td>Market formation using deposit and market maker services</td>
<td>600000</td>
</tr>
<tr>
<td><strong>Implementation of the COMMUNITY MANAGEMENT within 1 month</strong></td>
<td>Market formation using deposit and market maker services</td>
</tr>
<tr>
<td><strong>Implementation of the SOCIAL MEDIA MANAGEMENT within 1 month</strong></td>
<td>500000</td>
</tr>
<tr>
<td><strong>Implementation of the KOREA MARKETING, COMMUNITY MANAGEMENT AND PR</strong></td>
<td>Implementation of the COMMUNITY MANAGEMENT within 1 month</td>
</tr>
<tr>
<td><strong>Implementation of the Buzz Marketing within 1 month</strong></td>
<td>20000</td>
</tr>
<tr>
<td><strong>Implementation of the Community Management WeChat Community Management:</strong></td>
<td>Implementation of the SOCIAL MEDIA MANAGEMENT within 1 month</td>
</tr>
<tr>
<td><strong>Implementation of the TELEGRAM CHANNELS</strong></td>
<td>2000</td>
</tr>
<tr>
<td><strong>Implementation of the YOUTUBE CHANNELS</strong></td>
<td>Implementation of the KOREA MARKETING, COMMUNITY MANAGEMENT AND PR**</td>
</tr>
<tr>
<td><strong>Implementation of the INSTAGRAM</strong></td>
<td>within 1 month</td>
</tr>
<tr>
<td><strong>Implementation of the CONTENT MARKETING</strong></td>
<td>65000</td>
</tr>
<tr>
<td><strong>Implementation of the COMMUNITY ENGAGEMENT (GROWTH HACKING)</strong></td>
<td>Implementation of the Buzz Marketing within 1 month</td>
</tr>
<tr>
<td><strong>Implementation of the PR PACKAGES FOR IEO</strong></td>
<td>50000</td>
</tr>
<tr>
<td><strong>Implementation of the PR in Crypto Media Packages</strong></td>
<td>Implementation of the Community Management WeChat Community Management:**</td>
</tr>
<tr>
<td><strong>Implementation of the PR in Crypto Relevant Medias - Mentions, Quotes, Links</strong></td>
<td>within 1 month</td>
</tr>
</tbody>
</table>
## BUSINESS MODEL

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Activity Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-9 months</td>
<td>Implementation of the BOUNTY CAMPAIGNS (Worldwide) within 3 months</td>
<td>6000</td>
</tr>
<tr>
<td></td>
<td>Listing P2PB2B+Livecoin+Yobit</td>
<td>50000</td>
</tr>
<tr>
<td></td>
<td>Market formation using deposit and market maker services</td>
<td>40000</td>
</tr>
<tr>
<td></td>
<td>Implementation of the COMMUNITY MANAGEMENT within 3 months</td>
<td>6000</td>
</tr>
<tr>
<td></td>
<td>Implementation of the SOCIAL MEDIA MANAGEMENT within 3 months</td>
<td>6000</td>
</tr>
<tr>
<td></td>
<td>Implementation of the KOREA MARKETING, COMMUNITY MANAGEMENT AND PR within 3 months</td>
<td>19500</td>
</tr>
<tr>
<td></td>
<td>Implementation of the Buzz Marketing within 3 months</td>
<td>15000</td>
</tr>
<tr>
<td></td>
<td>Implementation of the Community Management WeChat Community Management: within 3 months</td>
<td>12000</td>
</tr>
<tr>
<td>Investment/Package</td>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td><strong>FUNDRAISING PACKAGE</strong></td>
<td>2,500</td>
<td></td>
</tr>
<tr>
<td>Strategic Brand Marketing Roadmap</td>
<td>18,000</td>
<td></td>
</tr>
<tr>
<td><strong>MARKETING PACKAGES FOR IEO</strong></td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td>SOCIAL MEDIA MANAGEMENT (Worldwide, ENG)</td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td>IEO/ICO RATINGS, TRACKERS, LISTINGS</td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td><strong>TELEGRAM CHANNELS:</strong></td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td>BOUNTY CAMPAIGNS (Worldwide)</td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td><strong>SOCIAL MEDIA MANAGEMENT</strong></td>
<td>15,800</td>
<td></td>
</tr>
<tr>
<td>YOUTUBE CHANNELS:</td>
<td>13,000</td>
<td></td>
</tr>
<tr>
<td><strong>INSTRAGRAM:</strong></td>
<td>6,400</td>
<td></td>
</tr>
<tr>
<td><strong>CONTENT MARKETING</strong></td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td><strong>GROWTH HACKING PACKAGE</strong></td>
<td>2,500</td>
<td></td>
</tr>
<tr>
<td><strong>TELEGRAM AIRDROP BOT</strong></td>
<td>2,500</td>
<td></td>
</tr>
<tr>
<td><strong>PR TIER</strong></td>
<td>67,330</td>
<td></td>
</tr>
<tr>
<td>PR in Crypto Media Packages</td>
<td>35,000</td>
<td></td>
</tr>
<tr>
<td>PR in Crypto Relevant Medias - Mentions, Quotes,</td>
<td>4,900</td>
<td></td>
</tr>
<tr>
<td><strong>FULL LEGAL PACKAGE &amp; ADVISORY</strong></td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td><strong>KOREA MARKETING, COMMUNITY MANAGEMENT</strong></td>
<td>19,500</td>
<td></td>
</tr>
<tr>
<td>Buzz Marketing</td>
<td>15,000</td>
<td></td>
</tr>
<tr>
<td>PR Press Release distribution</td>
<td>30,000</td>
<td></td>
</tr>
<tr>
<td>BlockMedia</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>BlockinPress</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td><strong>OTHER PR:</strong></td>
<td>14,400</td>
<td></td>
</tr>
<tr>
<td><strong>CHINA MARKETING, COMMUNITY MANAGEMENT</strong></td>
<td>12,000</td>
<td></td>
</tr>
<tr>
<td>PR Crypto Press Release Package:</td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td><strong>3. JAPAN MARKETING, COMMUNITY</strong></td>
<td>5,000</td>
<td></td>
</tr>
<tr>
<td>Japan SNS Package</td>
<td>7,000</td>
<td></td>
</tr>
<tr>
<td>Japan Crypto Special Package</td>
<td>12,000</td>
<td></td>
</tr>
<tr>
<td><strong>ASIAN PR SPECIAL PACKAGE</strong></td>
<td>4,900</td>
<td></td>
</tr>
<tr>
<td>Hardware, hosting and colocation services</td>
<td>100,000</td>
<td></td>
</tr>
<tr>
<td>IEO EXCHANGE LISTING AND MARKET MAKING</td>
<td>900,000</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,327,730</td>
<td></td>
</tr>
</tbody>
</table>
Entry data

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>% commissions (margins)</td>
<td>15.0%</td>
</tr>
<tr>
<td>Tax burden on income</td>
<td>5.0%</td>
</tr>
<tr>
<td>Staff, persons</td>
<td>10</td>
</tr>
<tr>
<td>Wage per person, USD</td>
<td>400</td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>D, months</td>
<td>1%</td>
</tr>
<tr>
<td>NPV</td>
<td>$6 882 531</td>
</tr>
<tr>
<td>IRR, months</td>
<td>24.1%</td>
</tr>
<tr>
<td>PI</td>
<td>6.74</td>
</tr>
<tr>
<td>PP, months</td>
<td>7</td>
</tr>
<tr>
<td>DPP, months</td>
<td>7</td>
</tr>
<tr>
<td>Return on investment</td>
<td>679%</td>
</tr>
<tr>
<td>Profit</td>
<td>$ 9 021 770</td>
</tr>
<tr>
<td>Profit-investment</td>
<td>$ 7 694 040</td>
</tr>
</tbody>
</table>

Profits and expenses, thousands USD

- D, months 1
- NPV $6 882 531
- IRR, months 24.1%
- PI 6.74
- PP, months 7
- DPP, months 7
- Return on investment 679%
- Profit $ 9 021 770
- Profit-investment $ 7 694 040
BUSINESS MODEL

The formation of the market with the services of market makers includes the possibility of using a deposit without spending this budget funds. It is needed to maintain prices on the exchange, as well as to attract traders to trade.

Payment for all the work to the team members is made in tokens, thereby making them also formal investors of this project, as well as encouraging them to work on higher returns.

Lists on other exchanges are also possible and will be carried out for a more extensive capitalization and volatility of the Armacoin token.
Armacoin is capable to gain the first profit and reach the payback period in 5-6 months. Investors can receive their profits from the sale of tokens on exchanges. And also the most important point will be the use of an advertising platform, where advertising capabilities for advertisers will be provided, and, accordingly, the sale of tokens by advertisers from investors.

With large sales of tokens, a discount is provided to investors - with a purchase of $100,000 a discount will be 10% - with a purchase of $200,000 a discount of 12% - with a purchase of $500,000 a discount of 14% - with a purchase of $1,000,000 or more the discount will be 18%.
THANK YOU