



# GROWTH MAP 1.0

FortKnoxster

# 1 Define & Review KPI Targets

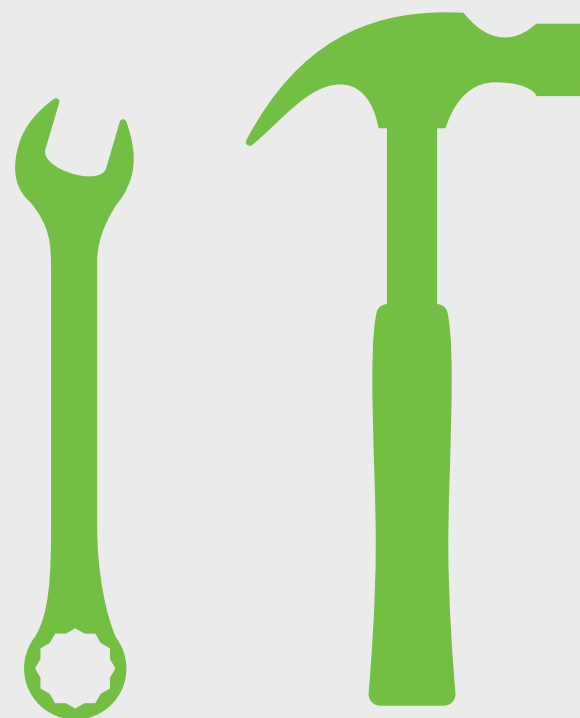
- **Acquisition:** How our customers are finding us
- **Activation:** Our customers first experiences with FortKnoxster as well as the on boarding experience
- **Retention:** Getting people to use your product again and again, and most importantly, making sure that they don't leave
- **Revenue:** The FortKnoxster business model and the ways in which our company will drive revenue
- **Referral:** Our existing customers are telling other people that FortKnoxster is the perfect answer for their security and privacy problems



**Growth and conversion funnel**

## 2 Quality Assurance Testing & Preparation for Analytics

- On going platform testing
- Continuous Implementation using best practices, tools, methodology
- Verification & bug fixes
- Marketing & Communications strategic analysis procedures and implementation



## 3 PR, Social Media, Copy and SEO Strategy Preparation

- Regular content distribution via all media channels for community updates
- SEO Strategy implementation

## **4** Target Audiences & “Persona” Preparation

- Execution of the target audience and persona plan with implementation across multi channels

## **5** Campaign Management

- Executing planned campaigns across all media

## **6** Bounty Campaigns, Referrals & Reward Program

- Implementation of the referrals and rewards campaigns

## **7** Ambassador Announcement

- Announcing the new Ambassador for FortKnoxster

# 8

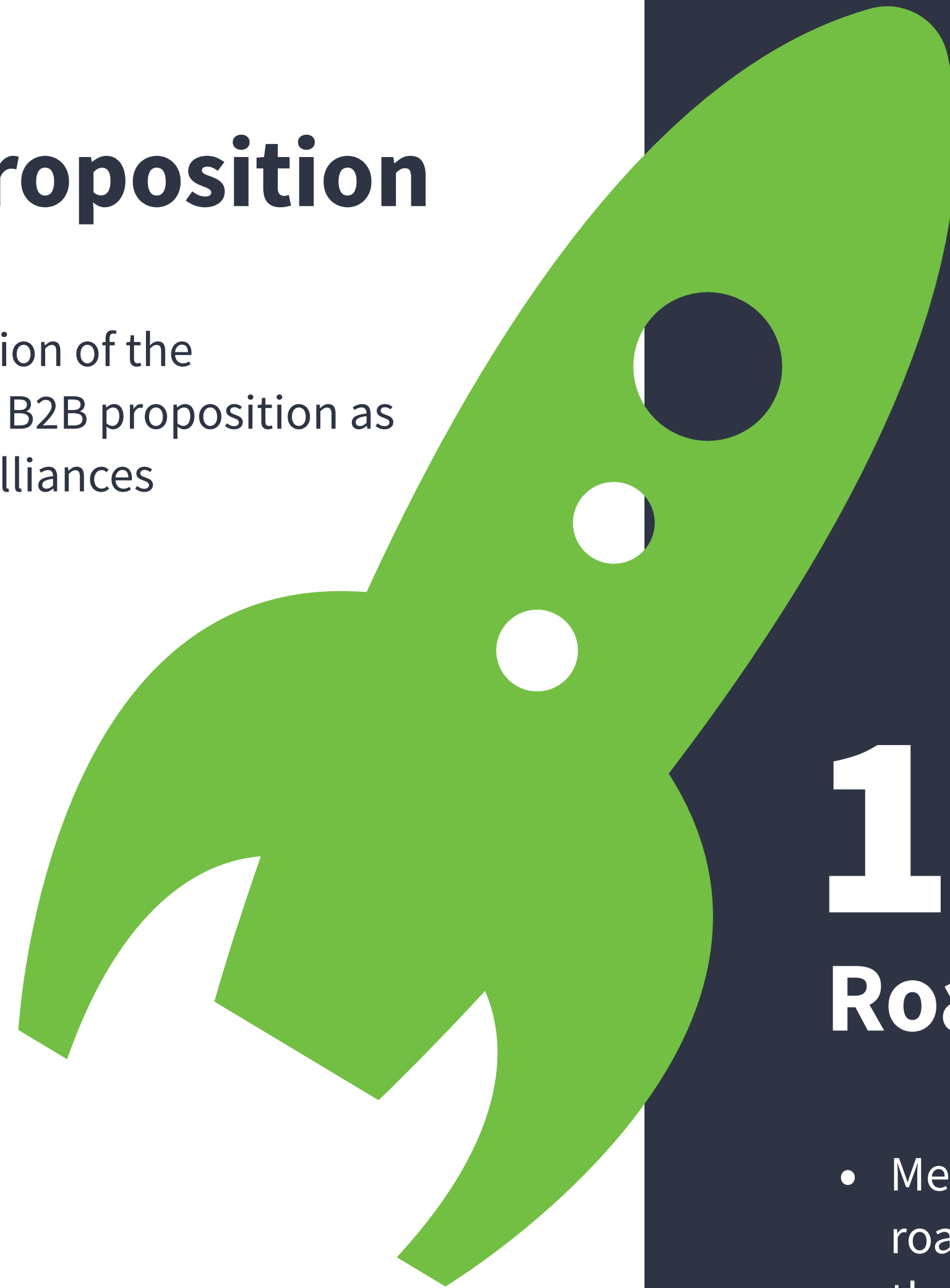
## Alliances & Impending Announcements Regarding Stress Testing

- Establishing ongoing alliances and partnerships as well as platform stress testing, announcements to follow

# 9

## B2B Proposition

- Implementation of the FortKnoxster B2B proposition as well as B2B alliances



# 10

## Roadshows

- Meet the team at several roadshows worldwide throughout the year