

ViWo Roadmap (2024 – 2029)

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Table of Contents

Executive Summary

Phase 1: Core Development and Launch (Months 0–12)

Phase 2: Market Penetration and Growth (Months 12–24)

Phase 3: Scaling and Expansion (Months 24–36)

Phase 4: Strategic Scaling and Metaverse Integration (Months 36–60)

Risk Analysis and Mitigation

Competitor Analysis

Financial Projections (2024–2029)

Operational Scaling and Talent Acquisition

Conclusion



Executive Summary

- ViWo aims to establish a decentralized, eco-conscious marketplace powered by V-Coin, combining e-commerce, NFTs, and sustainable products. This roadmap outlines a phased
- approach, emphasizing steady growth, core product development, and selective integration of advanced technologies like NFTs and metaverse features.

Phase 1: Core Development and Launch (Months 0–12)



Key Objectives:

Develop the ViWo platform and integrate V-Coin.

Establish foundational supplier partnerships.

Execute beta testing and initial launch.



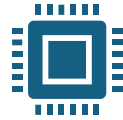
Milestones:

App Architecture and Design (Month 2).

Supplier Onboarding (50 digital, 25 physical) by Month 6.

Beta Launch (Month 9).

Public Launch (Month 12).



Resources Required:

\$4 million development budget.

\$2 million marketing budget.

20 developers, 3 designers, 4 QA specialists.



Marketing Strategy:

Social Media Teasers: Launch on Instagram, TikTok, and LinkedIn.

Influencer Partnerships: Collaborate with micro/macro influencers.

Referral Programs: Incentivize early adopters.



Sustainability Initiatives:

Launch tree-planting program with each product sold.

Partner with One Tree Planted or similar NGOs.

Phase 2: Market Penetration and Growth (Months 12–24)



Key Objectives:

Scale the user base to 2.5 million.

Expand eco-friendly product lines and launch ViWo Bank.

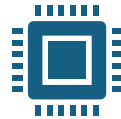


Milestones:

1 Million Users Reached (Month 18).

ViWo Bank Launch (Month 15).

Eco-Product Section Launch (Month 20).



Resources Required:

\$1 million marketing budget.

\$500,000 for banking partnerships and legal setup.



Marketing Strategy:

Localized Ads (Targeting NA (North America), EU, and SEA (Southeast Asia)).

Freelancer Outreach via Fiverr, Upwork, etc.



Sustainability Initiatives:

Offer reduced fees (2%) for sustainable products.

Introduce carbon offset options at checkout.

Phase 3: Scaling and Expansion (Months 24–36)



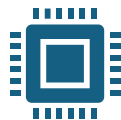
Key Objectives:

Reach 5 million users.
Launch incubator ecosystem for startups.
Expand B2B/B2C offerings.



Milestones:

Supplier base reaches 10,000 (Month 30).
5 Million Users (Month 30).



Resources Required:

\$1 million marketing and partnership budget.
\$500,000 for incubator setup.



Marketing Strategy:

B2B Campaigns targeting SMEs and corporates.
Startup Incubator Launch with VCs and accelerators.



Sustainability Initiatives:

Expand tree-planting goal to 1 million trees.
Partner with rehabilitation programs for tree planting.

Phase 4: Strategic Scaling and Metaverse Integration (Months 36–60)



Key Objectives:

Develop ViWoVerse (Metaverse platform) by Year 4.

Expand to Africa and Latin America.

Establish ViWo as a cross-metaverse currency (V-Coin).

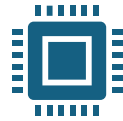


Milestones:

10 Million Users (Year 4).

Launch limited metaverse events (Year 4).

Full metaverse rollout (Year 5).



Resources Required:

\$1 million for virtual land and metaverse expansion.

\$750,000 for event integration and development.



Marketing Strategy:

Global Expansion through digital campaigns in emerging markets.

Collaborate with Sandbox and Decentraland for NFT auctions.



Sustainability Initiatives:

Expand tree-planting goal to 1 million trees.

Partner with rehabilitation programs for tree planting.

Risk Analysis and Mitigation

Key Risks:

- **Regulatory Compliance:** Crypto licensing and KYC requirements.
- **Market Saturation:** Competition from major e-commerce platforms.
- **Security Vulnerabilities:** Smart contract risks.

Mitigation:

- **Legal Partnerships** for compliance and audits.
- **Quarterly smart contract reviews.**
- **Diversify** into smaller, underserved markets.

Risk Analysis and Mitigation



Financial Projections (2024–2029)

Revenue Streams:

- **V-Coin Transactions.**
- **Marketplace Commissions.**
- **Supplier Onboarding Fees.**
- **NFT and metaverse sales (later phases).**

Operational Scaling and Talent Acquisition



Core Team Growth (Year 1):
Developers, designers,
marketing managers.



Expansion (Year 2–3): Banking
experts, metaverse architects.



Community Teams (Year 4–5): VR
developers, sustainability
officers.



Conclusion

- The roadmap balances innovation with practical scaling strategies. By focusing on core marketplace development first and integrating advanced technologies gradually, ViWo can position itself as a sustainable leader in decentralized commerce.