

HOGGE LEADERSHIP ROADMAP

THE FIRST 100 DAYS

TIMELINE OF KEY ACTIVITIES TO BE PERFORMED BY LEADERSHIP

- Asset Transfer**

Transfer remaining assets (such as hosting, media and industry accounts etc.) to new Leadership team bringing administrative control under one roof – to be executed via Executive Order

Complete
- Ecosystem Bylaws**

Create bylaws and requirements for new projects to be part of the Hoge Ecosystem, establishing a uniform standard required for Hoge support

Complete
- Leadership Wallet**

Create a Leadership Wallet that can be used for limited discretionary funding (capped \$25k) of key project activities. Any funds over \$25k will move to War Chest wallet and be subject to community approval for spend

Complete
- Website**

Version 3.0 of Hoge Website – centralized platform for Hoge communications and 'Golden Source' of information

75%
- V1 vs V2 Contract**

Discussion on if V1 or V2 best serves our needs and objectives

If needed
- Hoge Project Integration**

Integrate projects related directly to Hoge, thereby building the brand and utility of the project e.g. OptiSwap, HOGEVault, HogeOTC, Hoge Wallet

Ongoing
- Marketing Initiative**

Propose key marketing initiatives to the community for progression with available funding, thereby adding value and visibility to the project, for example marketing campaigns, Twitter verification etc.

Ongoing
- TikTok Promotions**

Give the community and new eyes a place to go for quick, shareable information and content. Goal is to grow this social platform to over 10k followers

Ongoing
- Top 5 Fund (\$500k)**

Confirm to the community that Top 5 Exchange funds are for that purpose only – to be executed via Executive Order

Complete
- Social Media Management Development**

Onboard managers to step up our management of key social media platforms enabling more effective communication with our community

Complete
- War Chest Wallet**

Convert BSC wallet into 'War Chest Wallet' for funding. Raise \$50k target for funding key initiatives. Any activities to be funded from this wallet would require community approval

Complete
- HOGGE Smart Contract Ownership**

Provide clarity on ownership of Hoge Smart contract via Executive Order

Complete
- Hoge Inc.**

Integrate Hoge Inc to facilitate paying day-to-day operational bills and expenditure

Complete
- Trademarks & Intellectual Property**

Trademark and Intellectual Property filings in relevant national and international jurisdictions to protect the Hoge name and brand
- Central Exchanges**

Continue to pursue Top 5 exchanges, reinforcing 'attractiveness' through revitalized team and eco system of projects

Ongoing
- Merchandise Shop**

Launch of the official Hoge Merchandise store that will directly help fund marketing initiatives as well as grow over time to offer physical art and NFT integration. Any community member can design a shirt

Complete
- Leadership Election**

Election of new members to leadership roles and ratification of those staying on, placing the running of Hoge in the hands of the community

To Start

