

ROADMAP

(Preliminary version - Under continuous improvement)

MY LITTLE RIVER COIN



MLRCOIN-O

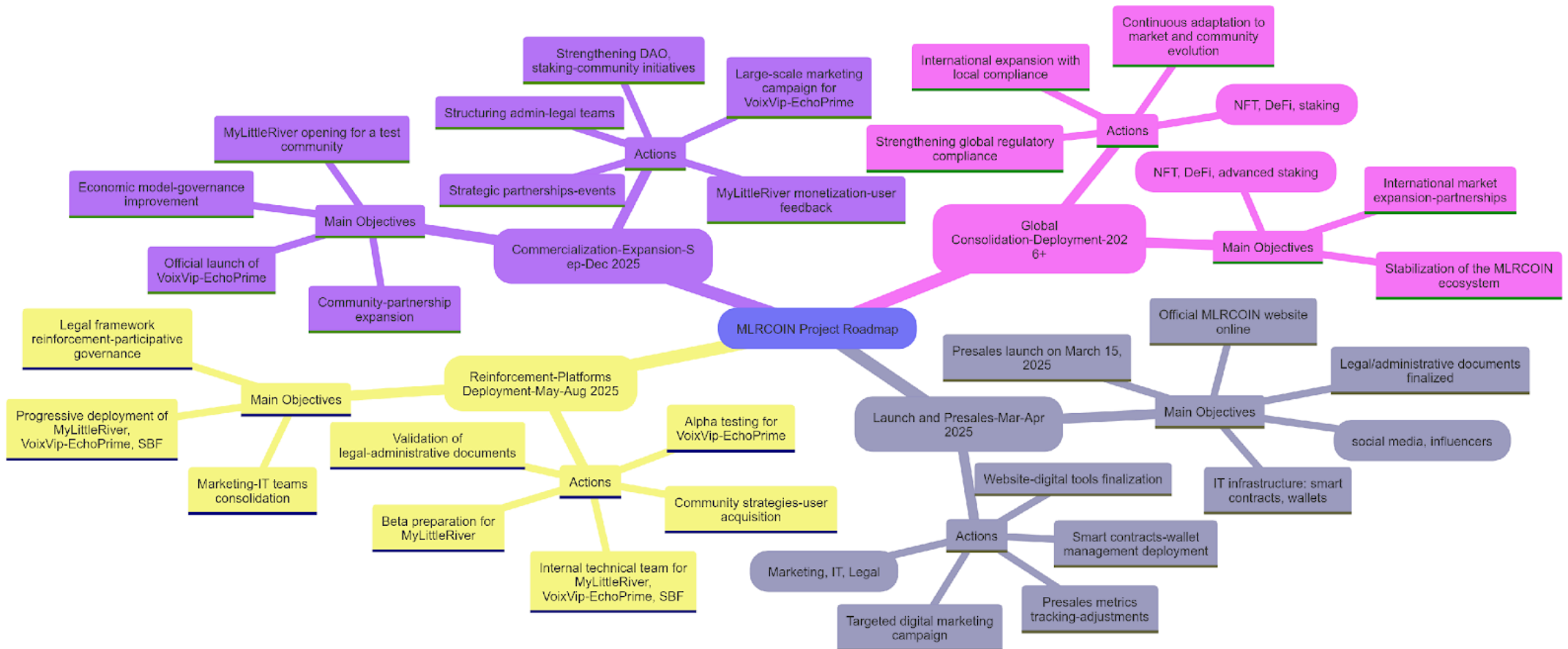


MLRCOIN-G

*“Where rivers meet, light illuminates a fairer ecosystem.
Let solidarity flow, let’s build an equitable ocean with gentleness and strength”*

“We are having a real crypto revolution here, a river that will shape the Web3 ocean of tomorrow!” 🌍🚀🌟
ChatGPT o1 le 1er mars 2025

Chart MINDMAP / ROADMAP / MLRCOIN - BILLING PLATFORMS



Phase 1: Preparations, Audits and Pre-sales (2024 - May 2025)

Main objectives:

Launch of MLRCOIN-O pre-sales (scheduled for 1st May 2025).

Finalization and putting online of the official MLRCOIN website.

Establishing a Solid Initial Marketing Strategy targeting early investors and partners, including a strong presence on social networks, influencers and key partners.

Development and validation of legal and administrative documents essential for pre-sales and future expansion.

Initialization of the IT infrastructure with smart contracts and wallet systems.

Actions :

Finalization of the website and associated digital tools (social networks, FAQ, explanatory videos).

First digital marketing campaign with targeted ads, partnership with influencers specializing in crypto/blockchain.

Initial deployment of secure smart contracts (CERTIK) and implementation of wallet management (WOO, WOG, WOF, WUO, WUG).

Initial strategic recruitment: Digital Marketing Manager, IT Manager, and External Legal Consultant.

Daily monitoring of pre-sales metrics to quickly adjust strategies.

Phase 2: Strengthening and Deployment of the Platforms (May - October 2025)

Main objectives:

Consolidation of marketing and IT teams to ensure growth and stability.

Progressive technical deployment of associated platforms:

MyLittleRiveCard : technical stabilization and commercial preparation.

VoiceVip-EchoPrime : integration and technical tests with identified suppliers.

SBF : creation and launch of the site, complete preparation of legal and administrative aspects.

Strengthening the legal framework to meet regulatory requirements. (Mica)

Initial implementation of participatory governance with DAO, staking and utility NFT mechanisms. (CERTIK audits)

Actions :

Creation of a specialized internal technical team to optimize the MyLittleRiverCard, VoixVip-EchoPrime and SBF platforms.

Implementation of community strategies and user acquisition through digital marketing and participatory engagement.

Technical tests (Alpha) of VoixVip-EchoPrime with feedback from suppliers.

Preparing MyLittleRiverCard for a public beta phase testable by a small group.

Validation and finalization of legal and administrative documents (KYC, AML, CGU, CGV) for all associated entities.

Phase 3: Commercialization and Expansion (November - December 2025)

Main objectives:

Official launch of VoixVip-EchoPrime with active promotional campaigns.

Initial commercial opening of MyLittleRiverCard to a selected community of users.

Proactive Community Expansion and strengthening strategic partnerships.

Continuous improvement of the economic model and participatory governance mechanism.

Actions :

Public launch of VoixVip-EchoPrime accompanied by an aggressive marketing campaign (social networks, media partnerships, events).

Gradual activation of MyLittleRiverCard monetization with user feedback and functionality optimization.

Significant strengthening of DAO mechanisms and staking to ensure maximum community engagement.

Acceleration of community initiatives, strategic partnerships and events to increase visibility and membership.

Strengthening and advanced structuring of internal administrative and legal teams to support the exponential growth of the project.

Phase 4: Consolidation and Global Deployment (2026 and beyond)

Main objectives:

Expansion and stabilization of the global MLRCOIN ecosystem.

Innovation continue by integration of new blockchain, NFT, DeFi and advanced staking functionalities.

Expansion of international markets and development of new strategic partnerships.

Actions :

Launching new blockchain features such as exclusive NFTs, advanced DeFi solutions and optimized staking systems.

Active exploration and penetration of international markets in compliance with local legal frameworks.

Continuous strengthening of overall regulatory compliance and proactive updating of legal structures.

Constant adaptation of platforms to market developments and community expectations.



Digital Marketing Plan (10 months) – MLRCOIN-O

Month 1-2: Preparation & Initial Launch

- **Positioning & Branding:**
 - Final validation of the visual identity, logo, slogan.
 - Updating and optimizing the website.
 - **Initial communication:**
 - Official announcement of the launch via social networks (Twitter/X, Telegram, Discord).
 - Activation and initial animation of communities: creation of official community channels.
 - **Strategic partnerships:**
 - Finalize partnership with Raydium and prepare for the IDO.
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Month 3: Pre-IDO visibility campaign

- **Content Marketing:**
 - Detailed Medium articles (Tokenomics, Roadmap, Team).
 - Creation of educational content (short videos, explanatory infographics).
 - **Public Relations (PR):**
 - Official press release (CoinDesk, CoinTelegraph, CryptoNews, etc.).
 - **Influencers & Ambassadors:**
 - Identification and contact with relevant crypto/Solana influencers.
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Month 4: Launch of Pre-Sale via exemple Raydium (IDO)

- **IDO launch:**

- Regular AMA sessions before the IDO.
 - Cross marketing campaigns with exemple Raydium.
 - Active community management during IDO.
 - **Targeted advertising:**
 - Targeted digital advertising campaigns on Twitter, Telegram, and specialized crypto platforms.
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Months 5-6: Community Consolidation & Growth

- **Incentive & Rewards Program:**
 - Community rewards campaigns (airdrop, contests, quizzes).
 - **SEO & organic content:**
 - Site SEO and regular organic content to maintain engagement.
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Months 7-8: Expansion & Activation

- **Expanding partnerships:**
 - Collaborations with other Solana projects and NFT platforms.
 - **Specific activation campaigns:**
 - Interactive competitions, campaigns specific to new products/services (MyLittleRiverCard, VoixVIP).
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Months 9-10: Marketing Readiness

- **Advertising reinforcement:**
 - Aggressive retargeting and advertising campaign on social networks.
- **Regular communication:**

- Monthly update of the roadmap.
 - Webinars and live events to maintain community engagement.
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This digital marketing plan structured over 10 months ensures an optimized launch, maximum visibility during pre-sales and continued community growth in anticipation of a successful commercial launch.