



Skills 2 Earn

GOALS AND OBJECTIVES

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GOALS

1. Achieve a good reputation

A key factor in achieving this is establishing two-way communication with users in which their opinions are valued and taken into account.

2. Increase the number of customers

Something that has a great influence when it comes to achieving this goal is identifying the real audience we are targeting in order to better understand their needs and be able to satisfy them.

3. Build customer loyalty

We must give special importance to our receptivity when it comes to understanding the user, in order to be able to satisfy their needs and manage to cover them better than anyone else.

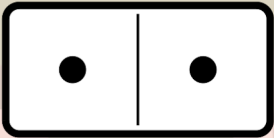
4. Get more (and better) sales

Once you have a positive image and a good portfolio of loyal customers, you can try to increase the average ticket. That is to say, the expense of our clients: to encourage them to buy more or higher value avatars in the classes and that they can increase the amounts of the game, which will translate into an increase in profits.

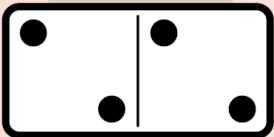


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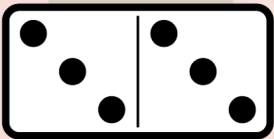
GOALS IN TIMELINE:



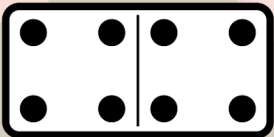
September 2022:
Plan advertising campaign.



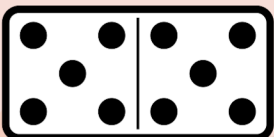
October 2022:
Complete all game modes and Full Gameplay and Rules Assessment.



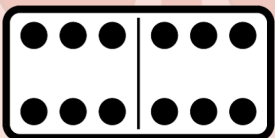
November 2022:
Publish the DEW's web page. Evaluation of environments and avatars inside and outside the game (for example, marketplace vs. game table)



December 2022:
Avatar Sales Events (Pre-Sale Dec 1, Special Sale Dec 15, Special Sale Dec 30).
Full evaluation of DEW (avatar rental system, blockchain compatibility, etc).



January 2023:
Special event for investors.
DEW final evaluations.



February 2023:
Successful launch of DEW.



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OBJECTIVES

1. Develop DEW Knowledge
2. Gain new followers on social media
3. Get more traffic on our digital footprint
4. Boost organic traffic
5. Diversify lead sources
6. Increase number of customer reviews
7. Enhance DEW's reputation
8. Sales increase
9. Increase the quality of leads
10. Decrease customer turnover
11. Improve Return on Investment (ROI)
12. Multiply earnings