<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Introduction</td>
<td>We are transforming and strengthening our marketing endeavors</td>
</tr>
<tr>
<td>4</td>
<td>Marketing Milestones</td>
<td>Komodo marketing milestones of 2017</td>
</tr>
<tr>
<td>5</td>
<td>Team &amp; Process Audit</td>
<td>An overview of current marketing issues, and a discussion on proposed solutions</td>
</tr>
<tr>
<td>6</td>
<td>Messaging &amp; Content Audit</td>
<td>Understanding the cause for Komodo’s disjointed messaging and low content production</td>
</tr>
<tr>
<td>7</td>
<td>Brand Audit</td>
<td>A review of how the market perceives Komodo today, and how we can transform Komodo’s outlook</td>
</tr>
<tr>
<td>8</td>
<td>Creative Director &amp; Brand Manager</td>
<td>Announcing the full-time appointment of Adrian Pante, creative lead at In10tion Creative Digital Agency</td>
</tr>
<tr>
<td>9</td>
<td>Current Brand Identity Issues</td>
<td>Current issues facing Komodo’s brand identity, and the importance of resolving these issues</td>
</tr>
<tr>
<td>10</td>
<td>Brand Identity Version 1.5</td>
<td>Progressing Komodo’s brand identity to the next level</td>
</tr>
<tr>
<td>11</td>
<td>Brand Deliverables Timeline</td>
<td>2018 branding and identity deliverables for BarterDEX, Agama and Komodo</td>
</tr>
<tr>
<td>12</td>
<td>Social Media &amp; Community</td>
<td>Maximizing our social-media outreach, and creating bi-directional communication within our community</td>
</tr>
<tr>
<td>13</td>
<td>Business Development</td>
<td>Accelerating the growth of our ecosystem and fostering strategic partnerships</td>
</tr>
<tr>
<td>14</td>
<td>Public Relations &amp; Events</td>
<td>Increasing awareness, exposure and geographical presence</td>
</tr>
</tbody>
</table>
We are actively transforming our marketing organization.

The Komodo Marketing Team

“Your most unhappy customers are your greatest source of learning.”

Bill Gates

“ You can’t build a great building on a weak foundation. ”

Gordon B. Hinckley
Overview

The Komodo blockchain itself is barely more than a year old. It began as a project spearheaded largely by developers, with no experienced marketing team. Around September of this year, after the announcement of our dICO capabilities, several new members joined our team in marketing-related capacities. Over the last few months, these new members learned many of the intricacies of the Komodo ecosystem. While in the learning process, they simultaneously produced various milestone in Komodo’s marketing journey.

2017 Notable Milestones

- Raised our social media presence and outreach
- Created a temporary, ‘placeholder’ website while we consider long-term brand decisions
- Launched an exchange outreach program. Successfully listed KMD on Binance, HitBTC and UpBit
- Launched a YouTuber-influencer outreach program.
- Established relationships with key influencers, with whom we will work in future launches.
- Provided a temporary update to the r/KomodoPlatform subreddit’s visual appearance
- Created a BarterDEX whitepaper for non-developer audiences
- Created a Jumblr whitepaper for non-developer audiences
- Finished The Komodo Foundations Lightpaper (dPoW) (release to the community this week)
- Conducted several Reddit AMAs, providing +40 developed & official responses
- Created many blog posts, newsletters, meetings, graphics, and other messaging contributions
- Attended four block-chain conferences to network with future ecosystem partners
- Conducted several extensive UX research initiatives and audits, both internal and external
- Translated much of our existing material and documentation into multiple languages
- Hired additional marketing team members who are completing behind-the-scenes marketing work
- Most importantly; created a long-term internal plan for Komodo marketing
Current Situation

**Team**
An extremely small team was responsible for the entire marketing department. Mixture of full and part-timers with loose role definitions and no hierarchical structure.

**Process**
Lack of alignment and planning between development and marketing teams. Time-zone differences and lack of resources added to inefficiencies.

2017 Actions (Oct - Present)

**Team**
External hiring of candidates with established industry backgrounds to bring best practices, strategy, and planning for their respective areas.

**Process**
Move to an integrated and structured process:
Business goals decided by management yearly and assessed quarterly, which will drive the product strategy and road map. Marketing will create quarterly plans and campaigns in alignment to the product road map.

2018 Goals & Plans (Q1 & Q2)

**Team**
Hire for gaps on the team: writer, research, country ambassadors. Ensure full time-zone coverage to eliminate downtime.

**Process**
Continue to assess the process flow and make improvements to increase execution output and efficiency. Move towards a more autonomous model and adopt tools to help with project management, collaboration, and communication.
### Current Situation

<table>
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<tr>
<th><strong>Messaging</strong></th>
<th><strong>Content</strong></th>
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<tr>
<td>Lack of pre-existing core messaging forced the team to start from scratch when creating any content. Lack of an approved messaging framework meant different contributors were producing varying explanations of our vision, technologies and solutions.</td>
<td>Lack of content strategy and resources to efficiently create inconsistent types of content for different personas and channels.</td>
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### 2017 Actions (Oct - Present)

<table>
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<tr>
<td>This was the key roadblock in the team’s inability to describe Komodo in a consistent manner. The challenge is due in part to our complex technology, and our newly appointed team needed time to educate themselves.</td>
<td>Created a content strategy and process flow that will allow for work to be done in parallel vs a serial manner, increasing efficiency and deliverable output. We also hired to fill in resource gaps to ensure less downtime and fewer bottlenecks.</td>
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### 2018 Goals & Plans (Q1 & Q2)

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<th><strong>Messaging</strong></th>
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<td>Continue to refine our messaging and implement focus groups. Hire additional resources to help with competitive and regional specific messaging. Audit legacy content &amp; update messaging respectively. Create persona-based targeted messaging.</td>
<td>Continue to improve content strategy and process. Goal is to create templates and checklists that will allow us to properly plan and leverage a unified effort to create multiple pieces of unique content. With the proper strategy and plan in place, we can move from a reactive to proactive marketing team.</td>
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Current Situation

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<tr>
<th>Brand Strategy</th>
<th>Brand Execution</th>
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<tr>
<td>The team previously had no experience in branding and had no brand strategy, framework, and guidelines in place.</td>
<td>Lack of a brand strategy and approval process created a disjointed and weak brand perception.</td>
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2017 Actions (Oct - Present)

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<tr>
<td>Our brand audit, currently underway, includes comprehensively reviewing our brand framework, strategy, mission, values, culture, visual identity and communication.</td>
<td>We have appointed a current ‘digital agency’ owner as our dedicated Creative Director &amp; Brand Manager. This will allow us to apply industry best practices and help drive our marketing strategy. We are currently working through improving our brand identity, which will be reflected on our website, social media channels and content.</td>
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2018 Goals & Plans (Q1 & Q2)

<table>
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<th>Brand Strategy</th>
<th>Brand Execution</th>
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<td>Management will meet in January to review marketing’s proposed brand strategy and come to a consensus on any changes and plans.</td>
<td>Our first step is to improve our existing brand and incorporate the new messaging framework into our website and content. Simultaneously, we are working towards a complete transformation of our brand. This will also be integrated into all of our sub-brands, go-to-market solutions, and other offerings.</td>
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Who we are
Offices in Australia & Philippines.

We specialize in building and maintaining brands by providing high-quality custom design and digital solutions. We currently have a successful reoccurring business model with over 700 subscribers for products such as Website Care Plans, Website Hosting, SEO Plans, Brand Management Plans, Social Media Management etc.

What we offer
Front-end website designers
Back-end website developers
Graphic designers
Hosting solutions
PHP specialists
CRM & backend integrations
Workflow implementation
Wordpress specialists
SEO specialists
Social-media managers
Graphic designers
Brand-identity managers

Adrian Pante
Owner & Director of
Creative Director & Brand Manager

The full-time appointment of Adrian Pante, creative lead at In10tion Creative Digital Agency
Why our identity needs to progress

**Current Situation**
- Edges inconsistent
- Wrong size proportions
- Bad kerning (Letter spacing)
- Old fashion gradients
- Amateur font face
- Inconsistent thicks and thins
- Inconsistent positive and negative space

**Why our identity needs to progress**

**Updated Logo Version 1.5**
The visual elements of our brand identity are sorely lacking. It is imperative that we resolve this issue, as a unified visual presentation shows confidence and clarity of purpose in the Komodo initiative. To improve this situation, we are progressing the logo through to Version 1.5. This allows us to adjust and manipulate the current version without disconnecting from our current Komodo supporters.

**Current Website Brand-Identity Issues**
We understand that our current komodoplatform.com website is not an acceptable long-term solution. It lacks solid form and professional identity. As a part of progressing our brand identity through to version 1.5, we expect to release a new website in Q1, and to match its style across all social-media accounts.
Updated Brand Identity Version 1.5

- Custom logo font created
- Still legible when reduced very small
- Strong overall shape, reduces in size very well
Marketing Timeline

2018 - Q1

- Komodo V 1.5 Logo & Branding
- Komodo dICO app GUI Final Review
- Komodo V 1.5 Messaging Posts
- BarterDEX Brand Style Guide
- BarterDEX Social-Media Setup
- Komodo V 1.5 New Website launched

2018 - Q2

- Complete Komodo Brand Review
- Agama Logo & Brand V 2.0
- Komodo 2.0 Brand Report Released
- Agama Wallet GUI Re-designed
- Komodo Brand 2.0 Finalised
- Brand Overhaul Completed

- Komodo Brand 2.0 Development Commenced
- Agama Brand Style Guide
- Agama Website Launched
- Komodo 2.0 Brand Public Survey
- Komodo 2.0 Website Launched
### Current Situation

<table>
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<th><strong>Social Media</strong></th>
<th><strong>Community Engagement</strong></th>
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<tr>
<td>Currently not leveraging our social-media outreach to its full potential. Previously we did not have a dedicated strategy and team to lead this area.</td>
<td>Feedback was often seen as not being heard. We also didn’t arm our community supporters with adequate content to help with grassroots marketing efforts.</td>
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### 2017 Actions (Oct - Present)

<table>
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<tr>
<td>We have hired a dedicated team to help implement a strategy and process for social media as a part of our new integrated marketing plan. Social media will be the bookends of the new content process flow, helping drive awareness and conversations.</td>
<td>We have created a group of trusted long-time community supporters that we will leverage as a focus group, and they provide us with innovative ideas and feedback. We are currently working on a “community sentiment” tracking sheet that will measure what we’re doing right, where we need to improve, and overall perception.</td>
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### 2018 Goals & Plans (Q1 & Q2)

<table>
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<tbody>
<tr>
<td>Increase not only membership counts, but also help foster conversations, education, and support content creation. Leverage tools and best practices to improve content-marketing strategy and increase social-media impact.</td>
<td>We are looking at ways we can capture and document all feedback into a database we can then refer to. We are also looking to build in UX (user experience) functions into our product development cycle to help create visually appealing products. We are also launching our new country ambassador program which will pilot first in Korea, China, Japan and beyond.</td>
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## Current Situation

### Business Development
Working on launching our first dICO partner. Currently leveraging events and inquiries to build out our dICO pipeline.

### Strategic Alliances
Spent 2017 fully focused on developing working technology first. Now we must look at synergistic partnerships that complement our strategy and solutions.

## 2017 Actions (Oct - Present)

### Business Development
We’ve built a healthy and active dICO pipeline. As this is a new area for us. We’re learning and implementing best practices with the goal of creating a seamless and repeatable process.

### Strategic Alliances
Now that the key technology foundation is in place, this will be a creating strategic alliances is focus area for 2018.

## 2018 Goals & Plans (Q1 & Q2)

### Business Development
Identify key verticals and use-cases that will benefit by building on the Komodo Platform. Create customized-solution messaging and demand generation for each vertical/use-case. Develop competitive platform value differentiation. Continue coin integration efforts for BarterDEX.

### Strategic Alliances
Accelerate collaboration across the industry and find complementary and synergistic partnerships.
Current Situation

Public Relations
Previously not a focus area or strength of the team. Little coverage on main news outlets, despite technology leadership.

Events
Attended several key events globally. Lack of a dedicated team and process lead marketing resources to be re-allocated to events, stalling progress on existing marketing projects.

2017 Actions (Oct - Present)

Public Relations
Focus is primarily directed at building working technology and not on thought leadership and promotion. Our new messaging framework and vision will help create a compelling narrative that will capture more coverage.

Events
Building a formalized plan for every event, with the goal of setting a clear vision and calls-to-action, aligning to key announcements, discovering partnership opportunities, and ensuring timely and insightful recaps.

2018 Goals & Plans (Q1 & Q2)

Public Relations
Continue to develop relationships with key media outlets. Create pre-briefing template and process to clearly articulate what we’re announcing and why it’s important. Leverage YouTube and other social-media influencer partners to get our messaging out.

Events
Dedicated events-lead hired for discovery, logistics, planning and support. We also are increasing the number of regional meetups with our new country ambassador program.