

# CP Group Growth Plan

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## Pillars

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**CP Group Ecosystem is built on Three main pillars: CP Banq, CP City and CP Pad.**

CPCoin is the utility token that gives the access to different services and utilities into the CP Group ecosystem.

## CP Banq

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The cutting-edge financial platform of CryptoPerformance Group is called CP BANQ.

The platform provides global CP BANQ accounts with IBANs as well as the ability to exchange fiat currency for cryptocurrencies or vice versa.

After signing up to CP BANQ every user will also be able to obtain a Visa Crypto card, which offers ATM withdrawal and deposit possibilities, is another fantastic feature.

In addition, CP BANQ offers its own App.

These integrated services provide countless opportunities for users or investors holding CP Banq NFT.

CP Banq NFT, more specifically, is a non-fungible token that allows holders to take part in the CP Banq DAO.

Every participant to the DAO will earn a result-based commission in CPCoin at the end of every year.

## CP City

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CP City is the core of CP Group.

A real metaverse on the Cx0 blockchain that creates a meeting point for different targeted audiences.

Users will be divided in five main categories:

- Retailers
- CPCoin Investors and CP Banq NFT holder
- Startups
- Established Projects
- IDO/ICO Pad Investors

Retailers, will be able to navigate CP City Metaverse and discover the unlimited opportunities CP group can offer.

Some of the areas will be restricted and unlocked as soon as they step into one of the other four categories.

CPCoin Investors and CP Banq NFT holder, will have full access to the entire CP City ecosystem and discover and invest in more projects on the Cx0 chain.

Startups, are projects launched by CP Group through the CP Pad program.

They will be able to access services like: Full-stack marketing and development services, Legal and Financial and Advisory (pre and post launch)

Established Projects, who want to bridge to the Cx0 chain will be welcomed and assisted during the process.

IDO/ICO Pad Investors, will be able to discover and invest in new projects launched by CP Pad launch program. Investors will be able to navigate CP City gathering all

the information available on a specific project required before Staking CP Coin and access the CP Pad as IDO/ICO investors.

## CP Pad

CP Pad is the first IDO/ICO platform on the Cx0 Chain.

It will allow companies to launch their own project, distribute token, raise liquidity and Retailers to invest in selected new projects through a Tier system based on the amount of CPCoin staked in the Pad.

For the Companies who decide to sign-up to the CP Pad launch program, there will be different packages, including:

Marketing Services pre and post launch, Developer team, Legal and Financial Team and Project Advisory.

More details on the CP City Portal below.

## CPCx0 Roadmap

Product/Service	Description	Release
CP Developer Portal	White label token creation & digital assets	Q1 2023
CPCx0 Chain App	Wallet app with all the functions of the smart wallet	Q2 2023
CP Answer (TBD)	Question & answer platform for the communities to support each other	Q2 2023
CP Banq DAO	NFT holders will be able to take part to the CP Banq DAO in the decision-making process	Q2 2023
CP City and The Space Mall	Users will be able to navigate the CP Group Metaverse and discover our unlimited services and opportunity	Q3 2023
NFT Marketplace	Digital marketplace for crypto collectibles and non-fungible tokens. Buy, sell, and discover exclusive digital items	Q3 2023
CPCx0 Chain Advanced Services	Subscription, Escrow and Shufflings are some of the features	Q3 2023
CP Pay	The crypto payment gateway for all crypto communities (based on integration)	Q3 2023

CPCx0 Chain App Update	All-in-one application for CPCx0 Chain user. A combination of the smart wallet, developer portal, and the notification system	Q4 2023
CP Smart Contract	The fundamental building blocks of CPCx0 applications	Q4 2023
CPC Staking Program	On chain staking program for CPC user (Solo staking & Staking as a service)	Q1 2024
CP Cloud	Store all your data securely and Share your data to earn strategy	Q2 2024
CP Mail Manager	Private and public email management system.	Q2 2024
CP Secure Password	Password storage solution for everyone	Q3 2024
CP Secure Contact	Contact management system for iOS and Android users, directly integrated with the CPCx0 Chain App	Q4 2024
Cross-chain connection (ETH compatible)	Enable the fast and easy token swap in the smart wallet and CPCx0 Chain App	Q2 2025
CP Pay	Native solution for crypto payment with FIAT & Crypto Payments	Q4 2025
CPCx0 Chain Upgrade	New consensus mechanism with the combination between POS and POW	Q4 2026

## Marketing

The fundamental aspect of our marketing strategy will revolve around the community. Hence the focus will be in Creating a real and active community and nurture it with informational content, weekly contests, and IRL and Metaverse-based activities.

CP Banq NFT: The Second Pillar of our platform is the CP Banq NFT, a non fungible token that revolutionizes the concept of decentralization, giving the ability to all types of investors to take part in the creation and growth of a Neo Bank.

Sign Ups: The Third pillar of our platform will be the number of Sign Ups given a simple Sign Up will allow users to join our community and all the content that will be shared there, initiating a virtuous loop that will ultimately convert ideally 35% of general sign ups into paying users over the course of 3 years.

## Social Media Marketing Plan

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Youtube: Youtube will be one of our main platforms. We are planning to release weekly videos in the form of:

Financial Guide, Blockchain-related Guides, Deep Dives, Reviews, Podcasts and Interviews

All the traffic will be then re-routed to our platform and our Spiderweb Funnel.

Instagram: Instagram will be one of our main platform to target millennials. We are planning to release daily content in the form of:

Carousel Guides, Informational Reels, News-based Stories, Podcasts bits and Interviews Highlights

All the traffic will be then re-routed to our platform and our Spiderweb Funnel.

TikTok: Instagram will be one of our main platform to target Gen Z. We are planning to

release daily content in the form of:

Informational TikToks, News-based Stories, Podcasts bits, Interviews Highlights

All the traffic will be then re-routed to our platform and our Spiderweb Funnel.

LinkedIn: LinkedIn will be one of our main platform to target the corporate and SMEs sector. We are planning to release daily content in the form of:

Carousel Guides, Informational Reels, News-based Stories, Podcasts bits, Interviews Highlights, Deep Dives, Reviews, Podcasts and Interviews

All the traffic will be then re-routed to our platform and our Spiderweb Funnel.

Twitter: Twitter together with Facebook will be one of the Institutional channel in which we will redistribute all content that we share on the other platforms.

Facebook: Facebook together with Twitter will be one of the Institutional channel in which we will redistribute all content that we share on the other platforms.

In addition, Facebook will host our Support community.

Telegram: Telegram will be used as a general communication channel to share all content created and keep the most interested users up to date on a weekly basis on the platform developments and relevant information.

All the traffic will be then re-routed to our platform and our Spiderweb Funnel.

## Advertising Strategy

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Our advertising Strategy is based on our Spiderweb funnel and will be delivered on the following platforms:

Meta: We will leverage the Meta network to deliver ads on Facebook, Instagram, the Meta Audience Network and all relevant placements.

Youtube: We will leverage Youtube to deliver ads and push our on content to relevant audiences and retargeting all potential users that have interacted with our business.

AdRoll: We will leverage AdRoll to deliver ads and retarget all potential users that have interacted with our business.

CoinZilla: We will leverage CoinZilla to gain placement on Blockchain related outlets and placements.

Twitter: We will leverage Twitter to deliver ads and push our on content to relevant audiences and retargeting all potential users that have interacted with our business.

Reddit: We will leverage Reddit to deliver ads and push our on content to relevant audiences and retargeting all potential users that have interacted with our business, in related Subreddits.

Quora: We will leverage Quora to deliver ads and retarget all potential users that have interacted with our business, in related Quora topics and groups.

## PR Strategy

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CoinZilla: We will leverage CoinZilla and the dedicated Blockchain-related News outlet to release weekly and monthly articles with deep dives and informational content to drive traffic to our Spiderweb Funnel and retargeting system.

Organic Outreach and Blog Partnerships: We will establish relationships with relevant news outlets in the Financial and the Blockchain-based outlets in order to have organic coverage of our updates.

Podcasts & Webinars: Our partnership and Marketing team will focus on having a Podcast and Webinar every other week in order to have relevant and fresh content on a monthly basis.

## Micro Influencer Strategy

Twitter: Being relevant on Twitter will be the main focus of our Micro Influencer Strategy, in order to do that we will create an Ambassadors and Partners Roster that will focus on posting Review Threads, Giveaways, and promotional Tweets.

Instagram: Instagram will be the main platform to talk to Millennials and therefore we will create an Ambassadors and Partners Roster made of Millennial Instagram Micro Influencer that will produce on a weekly basis:

Story Promo, Follow and Action based Giveaways, Dedicated Reels, Explainer Carousels

TikTok: TikTok will be the main platform to talk to Gen Z and therefore we will create an Ambassadors and Partners Roster made of TikTok Micro Influencer that will produce on a weekly basis:

Duet Challenges, Follow and Action based Giveaways, Explainer TikToks, DeepDive Stories, Dedicated Lives

Youtube: Youtube will be our main “broadcasting” platform to talk to the public and therefore we will create an Ambassadors and Partners Roster made of Youtube Creators that will produce on a weekly basis:

Pre-roll Promo, Interviews, Podcasts, Promoted Review, Dedicated Lives

Crypto/FinTech Communities: Crypto/FinTech Communities are vital for reaching the hidden communities out in the Web3 space. Partnering with these types of communities will allow us to produce on a weekly basis:

AMA Sessions, Community Contests, Promoted Review, Dedicated Lives

## Financial Plan

CP Group Financial Plan as of today, takes in consideration CP Banq and CP Pad.

The full financial plan is visible at this [LINK](#)

