

Abstract background with golden lines radiating from the top left corner, creating a sense of motion and energy.

BOMB Money

Strategy

v 0.2



TABLE OF CONTENTS

- 01 BOMB Money Ecosystem Strategy 2022
- 02 Executive Summary
 - 02 • The industry problems we're here to solve and how we'll capitalise on these
 - 03 • Market Positioning and Development - how we'll expand our investor base
 - 03 • Marketing & Communications - how we'll build brand awareness and loyalty
 - 04 • Revenue Generation and Ecosystem Sustainability
 - 04 • Keeping Our Investors' Funds Safe and Secure
 - 04 • How We Will Measure Success
 - 05 • Our Roadmap
 - 06 • Our Approach To Shaping the Strategy
- 07 The Thinking Behind Our Strategy
 - 07 • SWOT Analysis - used to determine potential focus areas
 - 08 • Market Segments & Positioning - used to determine segments we want to serve
 - 09 • Product and Market Expansion Approach - used to determine our approach to entering new markets and deepening penetration in existing markets
 - 10 • Key Execution and Operational Risks - used to determine areas that require careful monitoring as we execute the strategy
 - 10 • Value and Sizing Approach - used to determine roadmap priorities
- 11 Our Objectives and Key Results

BOMB Money Ecosystem Strategy 2022

This document outlines the BOMB Money Ecosystem strategy developed in July 2022 and updated in October 2022. Its primary purpose is to provide a clear view of our strategic objectives and how we will execute against them to achieve our mission.

Mission:

We provide the simplest way to earn high yields on blue chip crypto. Our mission is to become the largest and safest crypto staking platform by 2025.



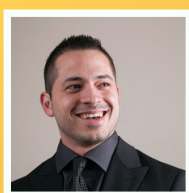
Executive summary

- At BOMB Money we're on a mission to become the largest & safest crypto staking platform in the world. As one of the longest-standing teams in Decentralised Finance (DeFi) we have a strong track record of delivering innovative solutions to create wealth for our investors. We're confident we have the most comprehensive strategy in DeFi, and our skilled, experienced, and transparent team are fully committed to its delivery. We will differentiate from our competitors through leading the way in transparency & trust, providing an optimal user experience, and providing high yet sustainable returns.
- We've already launched investment protocols on two blockchains (BNB Chain and Avalanche) and are expanding to Polygon in October, with a further two before the end of 2022. We are also rapidly progressing development of a revolutionary mobile app, powered by our own proof of stake blockchain - BOMB Chain. Both the app and BOMB Chain are due for release in Q4 2022.
- Our roadmap will deliver additional value for our investors, while also targeting new segments spanning Traditional Finance and Centralised Exchange users. Along with delivering a range of exciting innovations to benefit investors, our roadmap will increase revenue generation across the ecosystem, supporting overall health and resilience.

Our strategic objectives are:

- 1 Provide innovative solutions to create wealth for our investors
- 2 Provide a simple user experience, removing barriers to entry for new investors
- 3 Instil trust in our investors through robust protocol security and being regarded as leading experts in DeFi.

Our Executive Leadership Team



Aaron Shames
FOUNDER & CEO

As a serial entrepreneur, Aaron has operated numerous successful businesses. A passion for DeFi has led to our active & growing ecosystem.



Rob Lindsay
CHIEF OPERATING OFFICER

Rob is responsible for driving the execution of our strategy, along with overseeing day-to-day operations. Previously a senior manager at a large international bank, he brings a wealth of experience in programme management, regulatory compliance, HR and systems implementation.



"We set out to create the most comprehensive strategy in DeFi, with a roadmap to deliver value for our existing investors while expanding into new segments. Our mission to become the largest and safest staking platform by 2025 is certainly a huge goal, but we believe we have the expertise and commitment to make this a reality. If you have any feedback on our strategy please do get in touch."

Aaron, Rob and the BOMB Money team



The problem we're here to solve

- Between June 2020 and the peak of the 2021 cryptocurrency bull run the value held in DeFi protocols increased 300x from \$600M to \$180B. This was driven by Retail and Institutional investors alike realising the potential to earn incredible returns, along with removing their reliance on centralised parties.
- The cyclical nature of cryptocurrency markets is well established and, unsurprisingly, the market has seen a significant downturn since Q4 2021. This has been exacerbated by the backdrop of challenging macroeconomic conditions.
- Many DeFi protocols have simply given up during this period leaving their investors with losses and no potential solution to regain their initial capital.
- At Bomb Money, we're continuing to provide new and innovative ways for our investors to create wealth regardless of market conditions. Most importantly though, we believe now is a once in a lifetime opportunity to build the ideal proposition to capitalise on the next crypto bull run. With many of the world's largest & most prestigious organisations like BlackRock, Fidelity, Tesla, and JP Morgan already dipping their toes in the water, we know there will be significant institutional investment in the coming years, and undoubtedly the largest retail inflows ever experienced.
- DeFi comes with a raft of challenges for new & existing investors: complex onboarding processes that are time-consuming and intimidating, poor user interfaces, anonymous teams that exist solely with the intention to scam their users, unsustainable returns, and poor security protocols to name just a few.
- These challenges result in many investors never making the leap into crypto, let alone DeFi. In fact, our customer research revealed that while 70% of respondents would like to invest in crypto, they simply don't know how or worry it would be too complicated for them to get started.
- Even those who consider themselves DeFi natives regularly cite poor user experience, complex fiat on-boarding processes and concerns over the safety of their funds as major issues they'd like to see resolved.

At BOMB Money, we have huge plans to address these pain points and we are already rapidly executing against these. Read on to learn how we'll capitalise on these to become the largest and safest crypto staking platform in the world.

Capitalising On the Challenges

Industry pain point: Complex on-boarding process requiring KYC (centralised exchanges) or installing browser extensions (DeFi).

Our points of differentiation: iOS & Android Mobile app with extreme ease of use, allowing users with no prior crypto knowledge to set up an integrated Web3 wallet and begin earning on their crypto in less than 2 minutes.

Our solution:

- Our Mobile App will provide a seamless user experience with integrated wallet setup, portfolio view, swap functionality and high yield staking options. This will include fiat on ramps for major currencies.
- PegHub.com will provide a simple way for DeFi users to earn high yields on their crypto.

Industry pain point: Unethical practices, anonymous and untrustworthy teams.

Our points of differentiation: Full transparency delivered through BOMB Chain, audits to evidence the backing of BOMB Chain assets, high-quality security procedures, and a highly visible executive leadership team.

Our solution:

- Our fully transparent single staking solution delivered through our mobile app will be powered by BOMB Chain. Investors will be able to verify all activity on this public blockchain, giving them full comfort that their assets are safe.
- We'll continue to invest in high quality audits across our smart contracts.
- Our executive leadership team will continue to be highly visible to our investors.
- We'll regularly release audits to evidence BOMB Chain assets are 100% backed.

Industry pain point: Unsustainable returns on crypto staking

Our points of differentiation: High but sustainable yields (greater than CEXs) delivered through fixed term staking, allowing effective management of our underlying investment strategy.

Our solution:

- We'll offer high returns on staking with full assurance that the yields are sustainable.
- Our mobile app will only offer locked staking, utilising our seigniorage protocols to generate the yield. We expect the majority of TVL to come from mobile app users, and therefore the majority of liquidity within the protocols to come from fixed staking deposits. This will ensure the ongoing health of all protocols. Not only does this mean mobile app users receive great returns, but this will also increase the desirability of our share tokens, therefore increasing returns across our entire DeFi ecosystem and buy backs of PHUB - our revenue sharing token.



Market Positioning & Development - how we'll expand our investor base

To expand into investor segments that currently lack the knowledge, confidence or motivation to enter DeFi, we'll develop intuitive protocols that rival the experiences TradFi and Centralized Exchange firms offer. Our objective will be to minimize the amount of guidance required through simplicity of design. BOMB Money will be our primary brand to serve less experienced investors and those looking for extreme use of use, with PegHub remaining a core part of the ecosystem servicing more experienced DeFi users.

We've already completed a number of 2022 roadmap items, including launching our BOMB Evolution NFTs and expanding our seigniorage protocol offering to Avalanche. We'll expand to a further 3 chains in 2022, expanding our reach and offering investors more choice in tokens they can earn great returns on – these will primarily cater to DeFi natives but also benefit less experienced DeFi investors through broadening the range of cryptos available to farm in the **PegHub.com** autovaults.

The most critical milestones on our roadmap centre around launching a revolutionary mobile app and our own decentralised proof of stake blockchain - BOMB Chain. Our app will enable us expand in to TradFi and CEX segments through providing a user friendly platform with unparalleled yields. Users, regardless of their level of experience will be able to download the app, create a Web3 wallet, buy or transfer crypto and begin earning high yields on it in less than 2 minutes.



Marketing & Communications - how we'll build brand awareness and loyalty

Our strategy will be underpinned by a robust, multi-channel marketing plan and a generous referral system to raise awareness of our mobile app.

Our marketing strategy will encompass typical DeFi channels like AMAs, Twitter, partnerships with DeFi influencers, and banner ads on crypto sites to deepen market penetration with DeFi natives. However, we'll also focus on marketing channels to engage CEX and TradFi communities.

Our referral system will allow anyone who's downloaded our mobile app (launching in Q4 '22) to refer an unlimited number of friends and earn a generous reward in the form of a staked Bitcoin position. Not only will the introducer receive a reward, but the referred user also receives a bonus on initial staked position.



Revenue Generation and Ecosystem Sustainability

Through improvements to our existing protocols, our new innovations, and strong marketing approach we expect to significantly increase TVL and revenue generation across the ecosystem. This will support our underlying peg tokens, and therefore drive our share tokens to appreciate in value. This increases the value of protocol allocations, enabling us to increase & diversify our treasury holdings. Increased revenue will also lead to additional buy backs of PHUB - our limited supply, revenue-sharing token. This will contribute to further price stability and growth.

We'll also expand the BOMB Chain ecosystem in 2023, providing opportunities for builders to develop their own innovative Web3 solutions.



Keeping Our Investors' Funds Safe and Secure

We will invest in additional audits through the most reputable blockchain security firms throughout 2022. Additionally, we'll implement multi-sig and time-locking to our primary contracts, further minimizing the risk of exploits. Our team will continue to engage openly with our community on a twice-weekly basis through Twitter and YouTube AMAs.



How We Will Measure Success

Community feedback will continue to be a key measure of our success, along with our performance against the metrics shown on page 15. This includes a \$10,000 PHUB token target price, significantly building our treasury holdings, and our Total Value Locked (TVL) reaching \$10 billion.

We believe we have all the ingredients to become the largest and safest crypto staking platform in the world by 2025, making our goals more than achievable.

Our Roadmap



Our approach to shaping the strategy

We set out to build the most comprehensive strategy in DeFi. To do this, we utilized the SOSTAC framework, created by globally renowned product & marketing expert PR Smith.

We performed a detailed situation analysis - assessing our strengths, weaknesses, opportunities and threats giving careful consideration to the political, economic, social, technological and environmental factors impacting our current and future markets.

We then considered the key segments we should target and typical investor characteristics.

This was then used to define opportunities to expand into new target markets and deepen penetration within existing markets. We then considered our product and market development approach using an Ansoff matrix.

We then consolidated all potential opportunities and assessed the value they'd deliver for our investors, along with resources required to deliver these. This was used to assign a weighted value score. High-value, low-effort items were prioritized for delivery, with large scale, more resource intensive items naturally falling later in our roadmap.

If you're interested in more of the detail behind our thinking, you'll find this below.



The Thinking Behind Our Strategy

SWOT Analysis - used to determine potential focus areas



Market Segments and Positioning - used to determine segments we want to serve

Segment	Characteristics and subsegments	Opportunities and market positioning
Degens and DeFi natives	<ul style="list-style-type: none"> Well-versed in navigating DeFi with a medium-high level of investment sophistication. Actively monitor the market and opportunities, often actively engaged in protocol communities. Willing to accept a medium to high level of risk in the pursuit of returns. Higher propensity to move between projects to maximise returns 	<ul style="list-style-type: none"> We'll continue to cater to this market through our seigniorage protocols and a new Tarot fork (leveraged yield farming platform). We'll continue to build loyalty through a strong community – this supports us maximise “share of wallet” for this segment.
Active CEX users	<ul style="list-style-type: none"> Users who hold crypto but often haven't interacted with DeFi. Seeking higher returns than TradFi but may be sceptical of very high returns. There'll be a sub-segment willing to progress to more advanced strategies in DeFi but are unaware of the benefits or how to do this. 	<ul style="list-style-type: none"> Initial focus in 2022 will be to promote the simplicity and great returns of PegHub on Social Media pages and communities these users frequent. Focus on this segment will increase in Q4 2022 as we move towards the launch of our mobile app and BOMB Chain. Our app will offer yields that are high enough to appeal to these users, but not so high they cause investors to doubt their sustainability. This will be coupled with clear guidance on how we can offer such high returns.
TradFi investors	<ul style="list-style-type: none"> Varying degrees of sophistication and risk tolerances – further segment analysis will be performed to shape our marketing approach. 	<ul style="list-style-type: none"> Customers with challenger banks will be a focus given they're showing signs of wanting to escape traditional banks and therefore more likely to be open to crypto. TradFi segments will become an increased focus as we move towards launching our mobile app in Q4 2022. Opportunities to engage these segments through educational resources will be explored.

Product and Market Expansion Approach - used to determine our approach to entering new markets and deepening penetration in existing markets



Existing Market Penetration – how we'll deepen trust and increase investment from our existing investors

- Large scale initiatives in this space will be limited. This is because we believe market development and diversification provide the largest opportunities and in doing this, we'll increase trust and investment from our existing investors. New investment will increase overall protocol health which we know is important to our community.



Market Development – how we'll enter new markets with our existing protocols

- Expanding to other chains will naturally build our profile with new markets, benefiting our existing protocols through the increased visibility.



Existing Product Development – how we'll develop our existing protocols

- We'll continually iterate on the design of our existing protocols.
- We'll focus on simplifying the onboarding experience, breaking down barriers to entry for those with little to no experience in DeFi. Our mobile app will be the key enabler for this.



Product Diversification - how we'll enter new markets with new protocols

- Continuing to expand our offering across different blockchains will allow us to target new investor segments with who may use chains other than BSC.
- Our Tarot fork will provide additional value for existing investors while attracting new investors looking for leveraged yield farming opportunities.
- Our single staking platform launch in 2023 will be critical to penetrating CEX and TradFi segments.

Key execution and operational risks - used to determine areas that require careful monitoring as we execute the strategy

ID	Risk	Inherent		Mitigation	Residual	
		Impact	Probability		Impact	Probability
1	Extended bear market – there's a risk that adverse market conditions persist in to Q4 2022 and beyond	H	M	<ul style="list-style-type: none"> Strong product differentiation and marketing 	M	M
2	Increasing regulation – there's a risk that emerging regulation will hamper our ability to innovate	H	M	<ul style="list-style-type: none"> Explore incorporation in crypto friendly jurisdictions 	M	L
3	Increasing sophistication of bad actors – there's a risk of attempted security attacks	H	M	<ul style="list-style-type: none"> Continue to invest in high quality audits Continue to use battle tested code Introduce multi-sig & timelock on key contracts 	M	L

Value and Sizing approach - used to determine roadmap priorities

Roadmap prioritised by weighted value.

Weighted value = Value/Job Size

Job Size	Job Size Score	Duration
XS	0.5	Less than a week
S	1	1-4 weeks
M	3	4-8 weeks
L	5	8-12 weeks
XL	8	12 weeks+

Value	Reference	Score
Low	Lo	1
Medium	M	3
High	H	5
Very High	VH	8

Our 2025 Objectives and Key Results

Category	OKR summary	Target
Commercial	Total Value Locked across all protocols	\$10 billion
Commercial	Treasury holdings	\$1 billion
Commercial	PHUB price	\$10,000
Marketing	Daily site visitors	10,000
Marketing	Visitor conversion rate	2%

