



Development of OneMillion.com

2016-2017

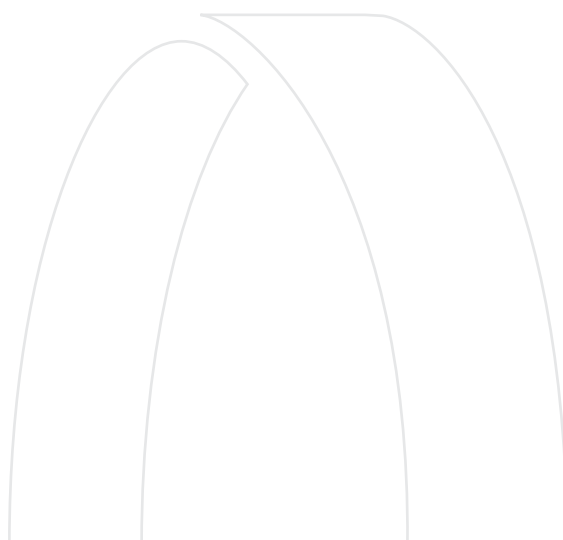
First challenges

The very first months of our work showed us how extraordinary task lies ahead of us and helped us realize the scale of challenges we had to face. Creating the platform we had been dreaming of required not only highly advanced programming work but also designing brand new business models. We understood that our project was unique on a global scale and, if successful, it would change the status quo.

2019

Ecosystem development

It took us four years to test different technological solutions, various models of converting cryptocurrencies, to create our own payment processor that we built from the scratch (cryptocurrency exchange office), to design and create our own cryptocurrency (MONx Token). In those five years we also made so many mistakes that we cannot even count them. Thanks to the hard work of our team, the mistakes we made, the new knowledge and surprising conclusions, right now each person in the world can do their shopping swiftly and safely paying in cryptocurrencies.



2018

Big premiere

The knowledge that through creating OneMillion Shop we would really change the world gave us even more power and persistence to work on this project since 2015 and to create the platform we can present to the world today. In the meantime we also built our own Software House which creates for us all necessary software and in the future it will use the knowledge we gained and the technology we designed for the needs of tokenization of our clients enterprises.

2020

The breakthrough that is already here

This is a special year for us. Our platform is full of various products and it is the time to start the full scale marketing! The work we have done so far is already bringing effects and the world is about to notice us. 2020 is also the year of premieres of new ecosystem platforms and a new version of our website OneMillion.com

January 2020

- Cooperation with a 360-degree marketing agency and planning of marketing activities
- Comprehensive analysis and correction of the company's mission, vision, and marketing strategy
- Investigating company competition, conducting a SWOT analysis creating marketing personas and assigning target groups
- Analysis of strategic goals and methods of their implementation, planning budgets for the entire year 2020

March 2020

- Reorganization of strategic goals for 2020 caused by the economic lockdown
- Acquiring an operational manager with experience in international corporations

May 2020

- Scheduling and starting a marketing campaign - implementation of a holistic digital marketing strategy
- Creating a base of materials for the needs of marketing and sales, which we will use for the next months

February 2020

- Preparation of a sales strategy and marketing in the first stage of distribution MONx tokens

April 2020

- Opening of an internal marketing department in our company
- OneMillion.com website project started - concept work, preparing graphic design, testing various solutions

June 2020

- Conducting a comprehensive rebranding of OneMillion brand and its individual platforms in cooperation with a creative agency and a graphic agency
- Recruitment of employees for the newly created sales and customer support department
- Actions to increase the number of sellers and stocking our store OneMillion Shop as well as familiarization merchants with a new sales platform
- Reaching the level of over 500 merchants on OneMillion Shop

July 2020

- Premiere of the new version of the OneMillion.com website
- Beginning of work on the OneMillion Tokenize (OMT) platform - market analysis, start of programming the project
- Increasing sign-up conversion in OneMillion Partners up to 10% and work on further optimization

August 2020

- Premiere of the OneMillion blog that will help in the implementation of content marketing and educational mission
- Work on videos of the project OneMillion in cooperation with a marketing agency and a professional film crew
- Our banner appeared on the main page of Onet.pl

September 2020

- Launch of a media campaign, publications in the largest media, both digital and in the print, among others Forbes, Newsweek, Business insider
- Among others, articles "Amazon in the cryptocurrency world" or "Be like Tony Stark in business"
- Appearance on TV channels: Polsat Sport, Polsat Sport Fight and SuperPolsat as a polish boxer sponsor - Tomasz Gromadzki
- Related company Spectrum International OÜ licensed by Estonian Financial Intelligence Unit to lead activities of digital services currencies
- The reach of the campaign in social media exceeds 2 million users

October 2020

- Further development of our Software House, employment new employees
- Updating our Whitepaper
- Cooperation with BitBay Pay and InPost - much easier process of payment and shipping in our OneMillion Shop

November 2020

- The implementation of major changes in our store, including new payment processor
- Creating our own user verification system in accordance with KYC and AML standards
- Acquiring 2200 new users of our ecosystem since the beginning of the year



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