

“The secret of change is to focus all of your energy, not on fighting the old, but on building the new.”

## **Socrates**

The COVID-19 pandemic has reached our home city and touched into most countries globally. As we are watching the news with disbelieving eyes, the facts of this deadly disease are undeniable. With a strong reality check on our own fragility, priorities are shifting for many of us quickly. We must learn a new way to live in these circumstances to protect our mental and physical health. We are piloting a home-office scenario, with our digital teams working remotely. Our creative team began R&D for a new application called Foodbuk. This idea was sparked in response to the stay-home mandates, since many are now finding themselves preparing their meals more frequently and don't have the convenience of going to the market for simple ingredients. With Foodbuk we will create a database for users to find recipes based on what is already in their kitchen.

We have made lots of progress with our development and backend coding of the Foodbuk app. After some trial and error, Foodbuk has evolved into a search engine concept, rather than a database. Users can input the ingredients that they have in their kitchen in a search engine format and the app will generate websites that closely match their search. For now, we have predominately linked Turkish websites and are in the Turkish language. Version 1.0 will be launched this month.

The COVID-19 pandemic is still dominating the world and touching our lives more than ever. Our team has done a great job at being flexible with new work environments, curfews, and lifestyle restrictions. We hope that everyone is taking all of the precautions necessary and #maskingup.

We have gotten some feedback on our Foodbuk launch and are working through bug fixes, improvements, and coding in English. We plan on adding more cuisine options and also adding filters for dietary restrictions. Our goal is for these to be ready to launch by the end of the month. We are also beginning R&D for implementing a Task Center to gamify Foodbuk.

Our creative and coding team have been super inspired and thinking outside of the box. We have begun developing another app in response to the massive shift of shopping trends to online spaces. The idea was sparked when we realized there wasn't the same convenience in online shopping as there is with going to a shopping mall. When going to shop, or even to window shop and check on prices of things, you could go to a mall and pop into several stores in a short amount of time. With online shopping on your smartphone, many sites are still not smartphone friendly and downloading apps for each store just to browse is time consuming and clutters your data capacity. What we want is to create a homepage where all of the major shopping sites are listed and users can browse between them as simply as they would while shopping in person.

Along with this, we are coding a price tracking feature for the Indimi app where users can save a product from any of the sites and receive notifications on price changes and view the price history of products to make a smart purchase.

Indimi 1.0 is ready to launch. Our homepage has accumulated 50 affiliations with major Turkish shopping sites and the app is currently coded for the Turkish audience. Our goal with this month is to code for everything to be in English, and continue to add more Turkish sites. We are in working to collaborate with our partnered retail brands (Eldori and Macchinga) to promote them via in-app ads.

Foodbuk has begun gaining traction and hit the top 50 category in Food & Drinks application. We also began a YouTube channel teaching Turkish recipes with basic and understandable subtitles, hoping that this will bring another avenue towards engagement with the app.

Indimi's launch was successful, and we received good feedback from the initial userbase and are working on bug fixes and an even more user-friendly design. We are going to also shift our focuses towards R&D for a task center and gamification model for Indimi.

We are getting more views on YouTube and our social media with the short cooking clips, as well as infographics showing basic ingredients for recipes. This traction is giving us some engagement and increasing our downloads. Our creative team is working with an in-house chef to develop more content for this avenue.

Our technical team is doing a lot of R&D on connecting the gamification concept and creating our own cryptotoken. We named the cryptotoken that we will be creating "Kupp," and are working through possible implementation strategies.

With the continued engagement on Foodbuk app, we have made a lot of improvements. We have added more sites (Turkish & global), and added an option for users to search for specific recipes. Version 2.0 will go live this month.

We are still working on Task Center brainstorming for both Foodbuk and Indimi which is constantly evolving into a more sophisticated format. Our goal is to have these task centers ready to launch as soon as we establish Kupp as an ERC20 token.

Since we have all had so much idle time on our hands while in this extended COVID-19 lockdown period, we have all gotten tired of the usual vices – watching TV, playing videogames, etc. We came up with two smartphone puzzle game ideas in response to this. Our creatives and technical team are working on design and coding for this.

Online shopping has been continuing to be the dominating force for retail, and we are anticipating the holiday season to bring in even more business. We are constantly reaching out to more affiliate websites and have even established some commission agreements. We are also expanding to add on global affiliates like Amazon.

Our coding process was super smooth with our puzzle game applications – dGame and aGame. dGame is a speed based puzzle game, and aGame is more strategy based. Each of them has super minimalistic user faces and instructions are in Turkish and English. These are ready to launch on iOS and Android. We're all already competing with each other and addicted to the games, which is a great sign.



We are further into establishment for gamification using Kupp token and have decided that we will pilot the customizable gamification process using our retail brands Eldori and Macchinga. With this partnership, we will use the e-commerce websites to incorporate a rewards system while shopping. For example, earning Kupp tokens for every \_\_\_ amount spent. Our goal is to be at a point where Kupp token will be enough in circulation that users can shop with Kupp tokens. We are also planning on establishing a Task Center on their websites to increase engagement and encourage loyalty.

Holiday shopping season is now in full force. With Black Friday sales approaching, we want to make sure that everyone is aware of the Indimi app to track the sales on all of the products they want to buy. We established an agreement with a social media influencer to promote the application and got 4k downloads in one night, which showed the appeal and potential for the app in a major way.

Backend panel coding is in full-force for Task Centers on both Foodbuk and Indimi. Since this is a fully customizable concept, we are really looking to create tasks that will be unique both to current users and intriguing to newcomers.

We have continued to increase our video content for Foodbuk and added on English content as well. We added on some paid advertising for this and some of our videos have gotten as much as 5k views. Foodbuk app downloads are still lower than we would like but steadily increasing, which is promising.

We are working on our website for Kupp and in the initial stages of R&D for an accompanying app.

Kupp is now in our Ethereum wallets and ready to be distributed. We have finished our website for Kupp and are now coding for the Kupp app which we hope will be ready to launch on iOS and Android next month.

All of our communities for Kupp are ready (Telegram, Discord, Reddit, etc.) and we are excited to engage and establish a network. For now, Kupp will not be an ICO but will be available to be bought on the website at a 50% discount before it is entered into the exchanges.

Foodbuk tasks are all ready and we are gearing up to launch the Task Center as soon as we can.

We have some exciting announcements for KUPP! We are on track with our road-map plans and have been making progress on community building and KUPP APP & token development.

KUPP APP: launching this month on iOS.

Included in this app is our customized Task Center & gamification features that allow users to earn KUPP tokens.

After a task is complete, you will be able to view your KUPP balance on your dashboard.

Be sure to follow @kupptoken for the official announcement.

AVAILABLE APRIL 1st - KUPP/USDT listing will be available on a TIER-1 exchange.

As this will be our first release of KUPP token on an exchange, we will be offering a limited time only marketing & paid partnership with the exchange.

\$KUPP is now listed on WhiteBIT with both BTC & USDT pairings.

Our team is working tirelessly to stay on course with our roadmap plans. We are proud to have our KUPP.app active for users and downloadable at the Google Play Store. Our plan is to also have the iOS version up and running by the end of the month.

Gamification integrations for FoodBuk and indimi via a 'Task Center' are under works but still not ready to go live. We are motivated to meet our goal of finalizing by the end of the month but want to be sure it is without error.

Our \$KUPP ecosystem is continuing to grow and successfully integrate across our in-house brands, apps, retail products, and digital services. We are proudly working to build a cryptocurrency that enhances the ecosystem and creates a unique & interactive customer experience.

Earn \$KUPP via KUPP.app, trade \$KUPP at WhiteBIT, and stay tuned for our Task Center on FoodBuk, where you can contribute content or edit to earn crypto.

Stay KUPPed

FoodBuk update is completed. Now any user worldwide can become an editor, submit recipes, and get paid. A risk-free taste of the crypto world. Download today on PlayStore and App Store.

KUPP Game is also ready for download. Sign-up for free and explore all of the entertaining ways to engage & earn crypto. No fine print, no obligations, just a risk-free space to play & earn.

We're just getting started in establishing the \$KUPP ecosystem. Now with 2 apps fully integrated with \$KUPP, we are ready to amp up our future integrations. \$KUPP is a one-of-a-kind "Proof of Service" token, paying users for the time they spend on the apps. The more time you spend, play, watch, submit - the more you earn. It's really that simple!

We have been getting ready for Q3 for the past couple of weeks. FoodBuk v3 release was a big milestone for the team so it underlines instead of focusing on marketing, we will keep focusing on the product development even since especially all crypto has gone crazy with scams and meme coins in these days.

FoodBuk users can now daily check in to the app to get a quick \$KUPP. We will try to implament the same with all our apps: indimi and KUPP Games. Web versions of the apps are also under construction. We decided to maximize our capacity with both mediums. In that way people can be more comfortable with doing tasks with their browser.

New FoodBuk website and indimi.net will be reflections of their application versions however not really. Main goal of FoodBuk web is not necessarily to encourage people to submit food recipes but to become a huge recipe database for all cuisines in the world. Thus whenever someone wants to cook with what they have at home can find all possible recipes while getting paid in \$KUPP. How?  
Coming soon ;)