

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.