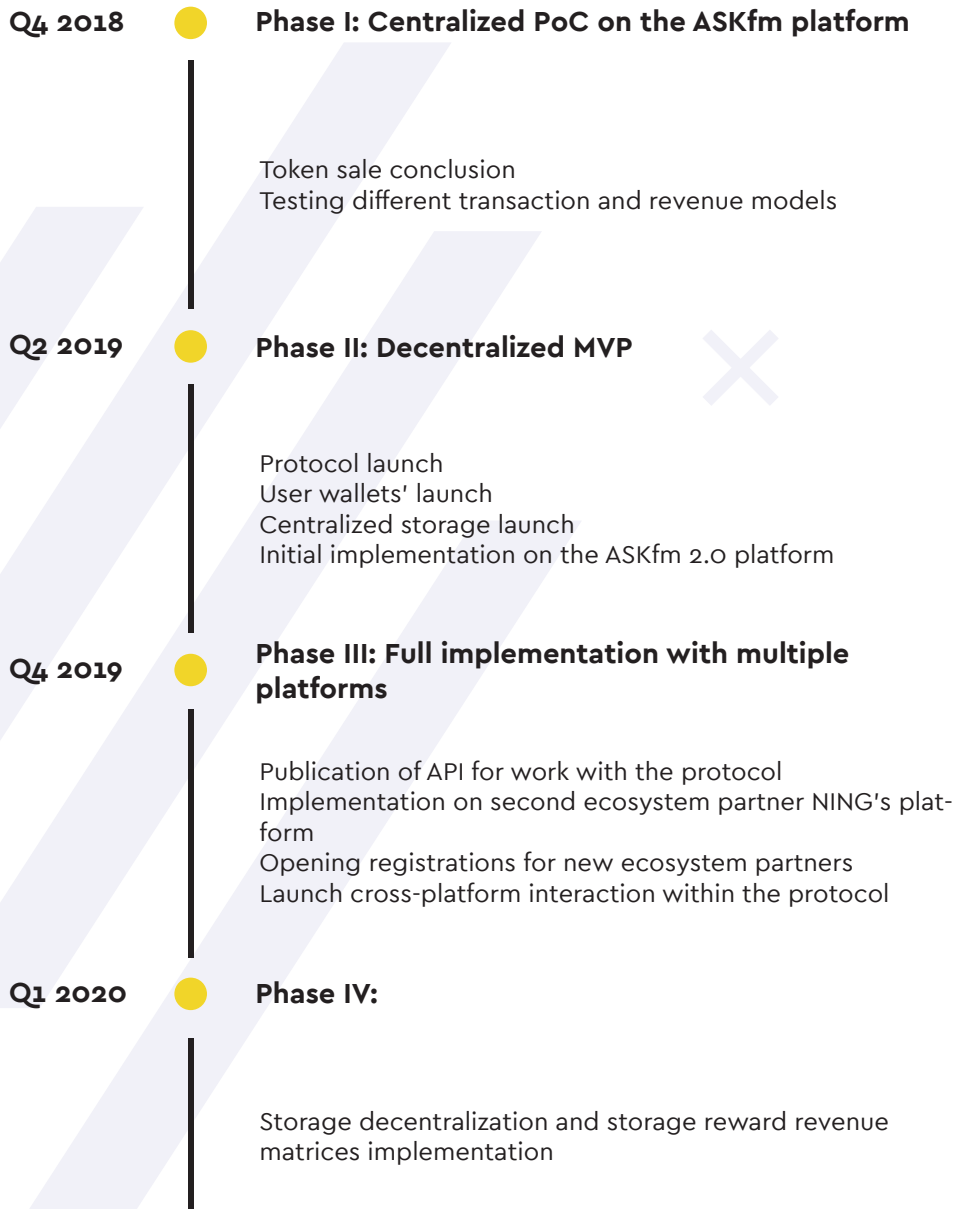# 8. ROAD MAP & GO-TO-MARKET STRATEGY

8.1. PROJECT ROAD MAP

As the first phase of the **ASQ_Protocol** launch, we will test different transaction and revenue models for the content on the current **ASKfm** platform as a centralized proof of concept.

For the second phase of the project, after the conclusion of the token sale, we will launch a decentralized **ASQ_Protocol MVP** that will cover the most typical use cases for **ASKfm**. We will then launch the **ASKfm 2.0 MVP** on it.

For the third project phase, we plan to launch additional ecosystem partners (starting with **NING**).

Q4 2018 ● **Phase I: Centralized PoC on the ASKfm platform**

Token sale conclusion
Testing different transaction and revenue models

Q2 2019 ● **Phase II: Decentralized MVP**

Protocol launch
User wallets' launch
Centralized storage launch
Initial implementation on the ASKfm 2.0 platform

Q4 2019 ● **Phase III: Full implementation with multiple platforms**

Publication of API for work with the protocol
Implementation on second ecosystem partner NING's platform
Opening registrations for new ecosystem partners
Launch cross-platform interaction within the protocol

Q1 2020 ● **Phase IV:**

Storage decentralization and storage reward revenue matrices implementation

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[3] In case we choose Orbs as a blockchain provider