



Roadmap & milestones

	Phase 1 [Launch/PoC]	Phase 2 [Community]	Phase 3 [DAO]
Date	August 2021 - October 2021	October 2021 - January 2022	February 2022 - June 2022
Nb of games	~10	~100	~1000
Tech/product features	-working scavenger hunt interface & smart contracts -demo on Steam -dev tools to hide keys	-staking platform -reward proportional to ISH holdings -key registry open -first audit of staking and key hunt contract	-developer dashboard -DAO and governance tools to rate & reward games -hunt organization interface -game promotion interface
Hunt frequency	-only 2 hunts	-from once per month at beginning of phase to one per week at the end	-players can start a hunt at any time -third-party may organize hunt events, invite influencers, charity, etc...
Where to earn ISH	-scavenger hunt rewards for players	-scavenger hunt rewards for players -staking rewards (classic yield) -scavenger hunt rewards for investors (staking on players)	-hunt reward for players -staking reward (classic yield) -investor hunt reward (betting or staking on players) -participate in governance (eg rate games) -developer rewards
Where to use ISH	-...	-staking for yield -staking for hunt rewards	-staking for yield -staking for hunt rewards -fee for hunt rewards (eg betting) -fee for hunt organization -fee for ads/promotion -staking for governance/ game curation
Marketing & partnerships	-ISH launched on PCS -youtuber partnerships -CoinMarketCap, CoinGecko, dAppRadar listing -Facebook and Twitter ads -Twitch streamers partnerships	-partnerships with NFT and crypto gaming projects (one for each hunt event) -youtuber partnerships -PR & articles (Crypto Daily,, CoinTelegraph, Hackernoon) -banner ads on DexTools, PooCoin, CoinGecko -social media ads	-partnerships with mainstream gaming orgs (eg game engines, game marketplaces) -promotion in mainstream media (Forbes, BusinessInsider, Kotaku) -CEX listing
Developers community	-most games made internally -first private partnerships	-growth of private developer community -partnerships with game schools and game jams	-public community: permissionless, decentralized (eg DAO of developers)