



Dear \$SDX Holders,

I am thrilled to unveil the vision document for Steakd for the upcoming year. It has been an incredible journey of growth and success, and as the CEO of Steakd, I am excited to share our vision for the future.

In this document, we will outline our strategic focus areas that will drive our progress in the coming year. These areas encompass key aspects of our operations and development, guiding our efforts towards achieving our goals and maximizing value for our \$SDX holders.

Our commitment to innovation, fueled by the steadfast support of our community, has set the stage for our continued success. As we look ahead, we are enthusiastic about the opportunities that await us and the impact we can make in the web3 ecosystem and the hospitality industry as a whole.

Thank you for your unwavering support and trust in Steakd. Together, we will continue to push boundaries, create value, and work towards our vision of financial empowerment and innovation solutions.

Warm regards,

John Buskie CEO, Steakd LTD

# KEY FOCUS AREAS FOR THE YEAR:

- Infrastructure Development
- Product Development
- Marketing and Outreach
- Partnership and Collaboration
- Innovation and Future Development
- UnstoppaBulls join the family!

[www.Steakd.com](http://www.Steakd.com)



## Infrastructure Development

Steakd will be very focused on Infrastructure development this year. As a cornerstone of our project's operational efficiency and stability this focus ensures compliance and robust financial management. This will include crucial tasks such as business incorporation, finalizing legal and accounting service providers, initializing bank accounts and insurance arrangements. Moreover, it encompasses the establishment of the OrderUp operational team, which is poised to scale rapidly as our operations grow.

## Product Development

We will maintain a high focus on Product Development this year. Starting with the refinement and perfection of our first industry offering, the OrderUp delivery app. This includes beta testing all modules to identify and rectify any issues before the official launch, ensuring a seamless and intuitive platform for users to place and receive orders efficiently. Penetration testing will follow Beta testing to ensure all safety protocols are in place to protect sensitive data. OrderUp will offer functionality, reliability, and convenience, ensuring the best user experience...



## Product Development (cont.)

Product development will continue post-launch, with planned version 2 upgrades of OrderUp already outlined, alongside the introduction of supplementary industry utilities. A key feature will be the new B2B portal within OrderUp. This online store will offer businesses a convenient way to order custom-branded hardware, Marketing/business products, and printing supplies in one place.

Securing a reliable hardware partner for tablets and printers is crucial to support the technological needs for efficient order processing and delivery management. The B2B portal will serve as a one-stop online marketplace for businesses, streamlining the ordering process.

## Marketing and Outreach

Marketing and outreach will be vital for establishing OrderUp's brand recognition, attracting users, and fostering engagement within our target audience. This will include a wide range of activities, including outreach to the industry, executing targeted marketing campaigns, and promoting our services through various channels. These channels include a complete social media setup for OrderUp, covering platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok. Leveraging these platforms allows us to engage with potential users, build a community around our brand, and amplify our marketing efforts, ensuring a comprehensive and effective outreach strategy.

## Partnership and Collaboration

Partnership and collaboration initiatives will play a pivotal role in expanding OrderUp's network, leveraging synergies, and fostering mutually beneficial relationships. We will continue collaborating with not-for-profit partners "The Burnt Chef Project" to support meaningful causes and extend our reach to a broader audience.

Additionally, finalizing partnerships with hardware providers ensures access to essential resources and technologies necessary for our operations. These partnerships strengthen our project's foundation, enhance its capabilities, and position us for sustained growth and success.

## Innovation and Future Development

Innovation and future development initiatives are essential for Steakd and OrderUp for driving continuous improvement and fostering long-term viability for our project. We see continued development of OrderUp to maximize user experience and the development of a second complimentary utility as essential.

Integrating new utilities into our App not only sets us apart from existing market offerings but also establishes an ecosystem of comprehensive hospitality services unified under one platform. This strategic approach allows us to explore parallel avenues of expansion and revenue generation, ensuring the long-term sustainability and adaptability of OrderUp and maximizing royalty revenues that will flow to holders of \$SDX.







# The UnstoppaBulls

The UnstoppaBulls, Steakd's highly anticipated second running of the bulls, represent a significant evolution in the bulls journey, as they transition to the Solana network. Positioned as neighbors to their esteemed cousins, the Incredibulls, the UnstoppaBulls introduce an array of innovative features for NFT holders and feature a completely new art offering. Among these features, NFT staking for daily rewards is a lucrative opportunity for holders. Moreover, the UnstoppaBulls offer a unique trait shop, allowing NFT owners to customize and personalize their digital bulls to their liking, fostering a deeper sense of connection and ownership. In a fun twist, certain NFT traits offer higher rewards, creating a collectible element within the collection. Furthermore, the introduction of NFT adventures opens up opportunities for bulls that love to roam, and sometimes they come home with new traits and loot! With these exciting opportunities, the UnstoppaBulls promise to offer great rewards, collectability, and a fun way to engage community. Let's get Bullish!





THE STEAKD AND ORDERUP PROJECT VISIONS ARE EXPANSIVE, ENCOMPASSING A MULTITUDE OF TASKS AND DECISIONS. IN THE SPIRIT OF INNOVATION, WE REMAIN OPEN TO NEW OPPORTUNITIES, CONSTANTLY SEEKING TO ENHANCE AND REFINE OUR APPROACH. THE FOLLOWING REPRESENTS ONLY A FRACTION OF THE TASKS WE ARE FOCUSED ON

### INFRASTRUCTURE DEVELOPMENT

- HIRE LAWYER
- HIRE ACCOUNTANT
- HIRE BOOKEEPER
- CONFIRM INSURANCE
- BUSINESS ACCOUNTS
- 1st OrderUp HIRE

### PRODUCT DEVELOPMENT

- BETA TEST ALL PORTALS
- USER APP FOR ANDROID
  - USER APP FOR IOS
- DRIVER APPLICATION FOR ANDROID
  - DRIVER APP FOR IOS
- OFFICIAL ORDERUP WEBSITE
  - BUSINESS PORTAL
  - ADMINISTRATIVE PORTAL
  - MANAGEMENT PORTAL
  - PENETRATION TESTING
  - B2B PORTAL

### MARKETING AND OUTREACH

- INDUSTRY OUTREACH
- MARKETING CAMPAIGNS
- SETUP SOCIAL MEDIA
- EXPAND OrderUp COMMUNITY



### PARTNERSHIP AND COLLABORATION

- STAR GLOBAL PARTNERSHIP
- THE BURNT CHEF PROJECT
- DRIVER PARTNERSHIPS
- FUTURE OPPORTUNITIES

### INNOVATION AND FUTURE DEVELOPMENT

- SECOND UTILITY
- DEVELOP CONCEPT
  - UI/UX DESIGN
  - INTERNAL BETA
  - BETA TESTING
    - LAUNCH
- OrderUp V2 planning



### THE UNSTOPPABULLS JOIN THE FAMILY

- ARTIST CONFIRMED
  - SOL CHAIN
  - NFT STAKING
- NFT TRAIT STORE
- NFT CONTRACT
  - DAPP



As a team, Steakd is filled with excitement for what 2024 has in store. Our journey thus far has been nothing short of remarkable, and we owe it all to our dedicated community of holders. Thank you for your unwavering support!

With the imminent launch of OrderUp, we're thrilled to contribute positively to the hospitality industry while also generating royalties for our holders. Moreover, future utility offerings, running parallel to the OrderUp App, will unlock new avenues of royalties for holders and provide additional capital to fuel our growth.

We can hardly wait to introduce the UnstoppaBulls, our latest bullish NFT collection on Solana, featuring staking, a trait shop, and exciting adventures. These bulls are bound to be extraordinary.

As always, we deeply appreciate your ongoing support and patience as we finalize the last aspects of app development in preparation for OrderUp's launch.

We're just getting started.