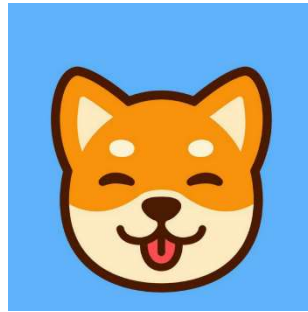


# The Real Keisuke Inu



## Plan of action

The following details an action plan that will be executed, with the primary intent and vision focused towards the growth of both Kei & Hina. Hina Inu and Keisuke Inu were originally intended to be projects that worked together and this will be the 50,000 ft. vision that will be executed diligently.

With the above being stated, the following will be carried out:

- **Website Re-development-** which will be accomplished utilizing the network of the Hina Inu project, with developers on standby, ready to work on the new website. Frag, the previous owner, has provided all details of the current website to get that part moving.
- **The next aspect is the logo development.** The Hina Inu team will work on getting the Logo redesigned, with the help of professional designers. The owner of the Hina Inu project is a gifted artist with a good sense of aesthetics, and he will lead the logo development mission. Right now, the logo consists of only the head; the new one will have a complete body like Hina. The mods from Kei are also free to propose options/designs from other designers.
- **Telegram- Establish China & India Telegrams-** we have done this for Hina that has increasingly assisted in expanding the project's footprint. Similarly, the same things will be done for Kei.
- **Twitter-** Similarly, the new Kei twitter will undergo a complete revamp, with active twitter following, utilizing the momentum and network of Hina for sustained growth.

- **Stickers-** Based on the updated logo, stickers will be developed- atleast of about 20. Felix is extremely good at getting this done, so will most probably require his assistance on that (5-6 stickers can be Hina x Kei- similar to how we did Hina x Foge)
- **Memes-** Memes focusing on Kei AND Kei x Hina will be developed as well. This is also something Felix is adept in getting it done, so we will go with that route
- **Integrated NFT Marketplace with Hina-** When website is complete, a NFT Marketplace will be launched on the Kei website which will display a range of well, made NFT's focusing on Kei and also Kei x Hina. The same is actively being worked on by the Hina Team as well. The NFT's will be developed using the active social network of the developer leading Hina Inu.
- **Instagram-** Not a lot of action occurs there for the crypto space in specific, so not too focused on that at the moment. Social media focus will mainly be in Telegram, Twitter and Youtube
- **Integration-** Hina and Kei will be integrated, in which the following will occur:
  1. **Both websites will display the logos of each dog playing in the background-** that will be the visual theme. (once the Kei x Hina stickers are out, those stickers can be utilized to implement this).
  2. **Integrated NFT marketplace-** Both tokens will have their own marketplace where the NFT's on offer show digital art that focusses towards the Hina and Kei partnership. Both websites will have a different set of NFT's produced, in order to avoid repeatability
  3. **Whitepaper-** The whitepaper of Kei will be focused towards a good summation of all the above elements plus many more aspects. Simultaneously, a second, V-2 version of the Hina Inu could be published highlighting the integration of Hina & Kei
  4. **Joint AMA sessions**
  5. **Joint Twitter interaction-** with each other and with the community

6. Telegram integration- where the communities from both groups will join the each of the 2 projects, thus broadening the visibility of Hina x Kei
7. Merch Store- Integrated Hina x Kei store that will have some great merchandise
8. Dual Swapping system – Where Hina x Kei can have a joint Swap, thus promoting the integration concept
9. Any other aspects that could perhaps be implemented at a later stage of this vision depending on its relevance and functions to the above work functions

The success, trust and commitment that the owner of the Hina Inu project built with the Hina Inu community will be brought over to the Kei project as well, with the above work functions executed in a “Water-Fall” style of process-flow.

The owner of the Hina Inu project will be making an introduction to the Kei hodler community- this will be the first thing that will be done. Along with the introduction, a summary of this action plan may perhaps be provided/shown to the community as well, in order to develop trust and community sustenance. The direction of this particular aspect will be decided in due time.

**Please note- As Animalia is in current development, the introduction of Kei to Animalia can be conducted after Animalia gets ready to launch. In the meanwhile, the owner of the Hina Inu Project will utilize his vast network effectively to partner with similar animal based tokens, considering the fact that he already has 2 tokens already actively partnering with Hina Inu which are- Kuma Inu & Fat Doge. There are other animal projects that the owner is in active talks with, and the Kei project will be an integral part of this scenario as well. These partnerships will be based on a variety of work functions conducted jointly together.**

There are currently 13 mods with Kei. Those mods who are busy with various other aspects and cannot necessarily provide some commitment towards the growth of Kei can exit the team, there is no pressure. The owner of the Hina project had the pleasure of conversing with a couple of moderators today.

As a part of this process, the new owner who will work and lead the vision will be the owner of the Hina Inu project. To give a brief background: The Hina Owner, Frag, Boris and Felix (who was one of the first community member to join & actively work with us) were the first set of folks who formed a crucial step in taking both projects forward; much, much before any/most of the folks who joined as moderators for Kei.

With the hard work, vision and most importantly success, that the Hina Inu owner laid out and achieved that included in developing a solid Hina work team among many, many functions, will be the same commitment brought to Keisuke Inu as well.

**With these elements in mind, the owner of the Hina Inu project is committed to and will lead the Keisuke Inu project towards success.**

