



Greetings everyone, and welcome to the 6-month review of FomoHunt. Much has taken place since the initial ideas were scribbled during an international flight, further ironed out on a beach in Bali, and the founding team secured shortly after. In this article, we will cover what the team has been concocting and what you can expect to see for the rest of 2019.

History

From its launch in early 2019, the platform, and soon to launch mobile app, FomoHunt has expanded rapidly. The cryptocurrency discovery site is less than half a year old and is well on its way to achieving its goal of becoming the “Homepage of Crypto.” The platform caters to both crypto enthusiasts and businesses alike.

The FomoHunt Vision is becoming the encyclopedia of crypto and blockchain technology, delivering it in a uniquely colorful and social way.

FomoHunt is the latest project from CEO and creator, [James “Digital” Lawrence](#). Lawrence draws from his experience in the cryptocurrency industry as a digital marketer, event organizer, brand ambassador and product manager.



“Look we’ve all been there as a newbie in crypto. Questions like: ‘What is a Private Key?’ ‘Is Bitcoin safe?’ etc. Even my family has difficulty working a hardware wallet or backing up a seed phrase. I wanted a place where people of all experience levels can get value in learning about the cryptocurrency industry.

The data show that crypto is a \$50+ trillion industry, and we want to be a guiding light in the uncertainty.”

James and business partner Chase Cattaneo planned their version of a website dedicated to serving clients and community building and quickly saw traction in the market.

Chase is an entrepreneur in his own right. He has been writing code and shipping products for 20 years and spent the last 10 years working in startup environments, cultivating a network of full-stack engineers, entrepreneurs, and Silicon Valley veterans. Together, Lawrence and Chase form the leadership team behind FomoHunt.

Opportunity

The blockchain industry is on track for record growth and true disruption comparable only to the internet. From its humble beginnings in 2009, the overall market size is projected to over [\\$60.7 billion](#) in the next five years, according to the Market Reports Center. This projection represents a 50x growth based on current research. With the announcement of Facebook's native cryptocurrency, Libra, becoming available to its over 3 billion users through its suite of products, the world is poised for global crypto awareness and, more importantly, adoption. This paradigm shift in online commerce means that people and companies who have only heard the word "Bitcoin" will now be able to take part in potentially the most substantial economic market in the world.

Social media networks represent a massive opportunity; Facebook, Twitter, Instagram, and WeChat have a combined global audience of over 3 billion users. By tapping into collective awareness, FomoHunt is poised to steal a non-insignificant portion of that market share. As the premier crypto/fintech/blockchain portal, FomoHunt is ready to embrace the tsunami of new participants.

Progress



"I've watched Lawrence really step into his power while bringing the idea of FomoHunt to life. Watching him bring it into reality has been SUPER cool to watch. I think FomoHunt corners a specific part of the market that not many people are thinking about and I'm excited to see it expand."

Michael Nye
[@MrMichaelNye](#)

At its core, FomoHunt is a discovery platform for the cryptocurrency industry. Its primary use case is the ability to search for cryptos, events, news, and influencers in multiple languages. By integrating these into a user-friendly website, FomoHunt is positioning itself to be a

multi-national hub of useful information. As a community hub, developing relationships between users is a crucial metric. To date, FomoHunt has:

- Indexed over 7,000 companies/projects
- On-boarded thousands of users and teams
- Indexed 1,000+ crypto events
- Maintained a mailing list of thousands of subscribers and 20+ crypto-specific merchants

FomoHunt has spent time and resources making the process of connecting to users and companies as simple as possible. By providing an unrivaled user experience and decreasing the friction to onboard new users, FomoHunt will become a flagship hub for the explosive industry.

FomoHunt is currently in beta and developing quickly with 100% organic traffic. Over 1,000+ unique visitors a week visit the platform with an average growth of 15-20% new users each month. These are impressive numbers for a website that is less than 6 months old, not bad for still being in diapers.

Through this growth, FomoHunt has been explicit in remaining true to its value of ethical standards in every aspect of its business. Advertisers and partners are vetted using a multi-point system and must sign an agreement governing their products and interactions with customers.



"I love the idea of FomoHunt. Crypto is still in its early stages, and it's challenging to find events on non-crypto outlets. Meetup.com is great, but you won't find a comprehensive list of events. FomoHunt does that, and I think they will play a crucial role in mass adoption in the near future."

Wendy O
[@CryptoWendyO](#)



FomoHunt benefits from an international community of users by being able to host/sponsor events all over the globe. We have sponsored events in cities such as New York, San Francisco, Manila, and Hong Kong. High turnout is maintained by selecting well-known events and partnering with industry-recognized companies, like the Beaxy exchange.

Features

Utilizing a robust platform to power its desktop client, FomoHunt is built with the future in mind. Boasting one of the world's largest collections of blockchain-specific information, FomoHunt is making this data easily accessible across the industry. Through its suite of internal products, partners and clients alike will benefit from the ecosystem. A summary of features is as follows:

- Event Platform – users can browse, favorite, and RSVP events. They can also host their industry events directly through the platform. FomoHunt has created a conference-specific [SMS scheduling tool](#). This free service auto-generates event itineraries based on RSVPed events in real-time
- Data Aggregation – founder and company pages on FomuHunt display information feeds from multiple sources, e.g., Twitter, Reddit, Medium, etc.
- Social Feed – dynamically loaded information on industry updates, including news, coin prices, featured marketplace items, new coin listings, etc.
- Market – will host the most extensive suite of crypto merchants globally. Current inventory includes t-shirts, hoodies, and art.
- API – allows other platforms to pull price, events, founder information, and news data directly from our custom backend database.

Revenue

FomoHunt is in early-revenue with its current financial model: marketplace, advertising, API Sales, and ticket sales. As a cryptocurrency company, FomoHunt holds itself to practice what it preaches; all current services are purchasable with Bitcoin and other digital assets. Future services, including micro-subscriptions, will also accept crypto for payment.

The merchant page is live and accepts 20 cryptocurrencies: BTC, ETH, XRP, BCH, LTC, EOS, BNB, USDT, TRX, XMR, DGB, WAVES, DAI, DOGE, RVN, BTT, STEEM, USDC, NEO, and LISK.



Several cryptos have been bookmarked to add in the future. The team is also exploring the addition of Bitcoin Lightning payments to the site. The more ways to accept payments, the easier it is for customers to spend their cryptos.

Merchants

Over 20 merchants have found a home on FomoHunt, selling over 150 unique products. While apparel is currently the sales leader, FomoHunt plans to add hardware wallets and mining equipment, including Coinemine and the Casa Hodl Bitcoin node. Cryptocurrency enthusiasts are a unique audience and we plan to cater to those specific tastes as we march towards becoming the Amazon.com of blockchain.

Other sellers include art by [Laurianna Blackwell](#) and [Trevor Jones](#). These are currently live on the [merchant page](#), and over 10 new companies have requested to be listed with us. Artists choose us in part due to the high standards and creative freedom FomoHunt provides. In particular, Laurianna Blackwell offers her original wolf pencil art exclusively on FomoHunt.



“Fomohunt gave me strength by believing in me from the very beginning. They were the first crypto platform who wanted my art to be featured exactly as I created it, without imposing their own vision.”

Laurianna Blackwell

[@Laurianna90](#)



WOLF OF CRYPTO 17

\$150.00



WOLF OF CRYPTO 16

\$150.00



WOLF OF CRYPTO 15

\$160.00

In addition to providing a merchant portal, FomoHunt can act as a merchandise provider; it provides clothing, ships to customers, and handles customer service on a seller's behalf. FomoHunt has a team of in-house graphic designers who can design a custom logo or T-shirt design. The site is ready to be a social media marketing solution that can scale on demand.

Advertising

Advertising is expected to attract significant retailers as the user base grows. Areas of opportunities include social media campaigns, sponsored events, page/banner ads, and sponsored video and print reviews. The platform will be expanding ads per market demands. As in all aspects of the business, advertising partners must adhere to our strict codes of ethics and conduct. While Fomohunt respects the First Amendment, hate speech will result in an instant ban from the platform.

Team

We are growing! The team is being built out with developers, advisors, writers, payment processors, and content curators. The network of active contributors to FomoHunt will help increase growth organically. Expect to see formal announcements as these roles are filled.



Recently FomoHunt filled its first advisory role with [Marshall Hayner](#), the co-founder, and CEO of [MetalPay](#). Marshall brings 5 years of marketing and blockchain development experience to the FomoHunt team. The MetalPay app allows users to send cash or cryptocurrency to each other, earning the sender Metal (MTL).

Roadmap

As you can see, FomoHunt has been hard at work building out infrastructure, creating strategic partnerships, and delivering a unique product. The team is dedicated to creating a foundation for success, and in 2019, plans to implement more features while creating new avenues for revenue.

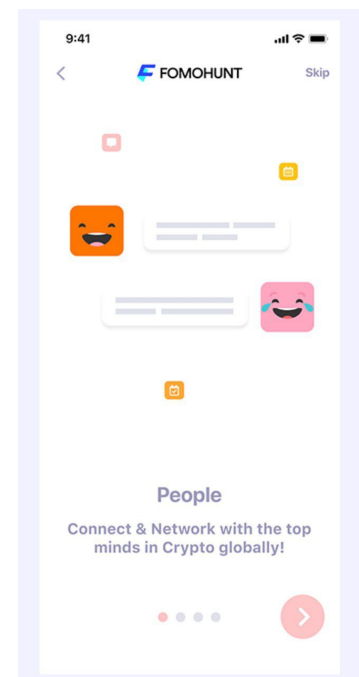
One primary focus will be the native **iOS and Android app**, expected to debut in Q3 of 2019. This will serve as a companion to the desktop/mobile website, allowing users access to all available services in a more natural, fluid manner. The mobile app will deliver increased functionality including encrypted End-to-End messaging, similar to WhatsApp.

The potential of the mobile app cannot be understated. From coordinating events and trading groups to interacting directly with merchant customers, this will be a cornerstone in facilitating up-to-date connectivity.

Please keep your eyes open as we bring back an often requested feature: **The Trollbox**. Users will again chat about coins and tokens in an open, meme-filled environment.

FomoHunt will implement a paid micro subscription service to deliver additional breaking news and data to subscribers, along with exclusive content from select crypto influencers. A beta version of this feature is already live on the site; daily news articles are posted every morning, 7 days a week. Project reviews, price action, and events will be part of this service. Our **API** service will also be monetized as the user base grows.

Also on the roadmap is a **User Guide** for new clients, and a soon to be announced **Global Meetup Tour**.



Our pre-seed round of fundraising is currently active and ongoing.

The FomoHunt team is excited and grateful to have shared this journey with you. Moving into the second half of 2019 they will keep you updated as we build, onwards and upwards, towards the future.

Catch up with all updates by following on Twitter @FomoHunt.

– Kaltoro / @kaltoro_

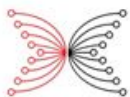
[James “Digital” Lawrence](#)

[Chase Cattaneo](#)

[Crypto Tytan](#)

[Adam “Bitninja” Snyder](#)

[Kaltoro](#)



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“Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.”

– Mark Twain