ITcoin Roadmap

To the Moon and Beyond!

Current Status: Countdown

Funding
The ITcoin project is currently entirely unfunded. All funding to date has been provided by the creator, Mentor of AIO, or through Creator Fees earned through trading on Pump.fun. All funding has been exhausted as of November 17, 2025

Operations
The ITCoin project has substantial operational infrastructure and processes in place. Each of the items below represent a significant setup that has been completed, allowing us to focus on moving the project forward:

- Hostinger
  - Web hosting
  - Application development
  - Marketing automation
- ClickUp (project management)
- Google Drive (file management, content dev)
- Buffer (automated social posting)
- Pixlr (photo editing)
- OpusClick (video editing)
- Zapier (application integration)
- Manus (AI automation)
- ChatGPT trained (content development)
- Custom GPT (Izzy)
- Sora 2 (video development)
- Upwork (contract work)
- Streamflow (token lock)
- Dexscreener (token listing)
- Social properties
  - Facebook
  - X Profile (MentorofAIO
  - X Community (The ITcoin Channel)
  - X Spaces
  - Telegram
  - Instagram
  - TikTok

- ○ Youtube
- ○ SubStack
- ○ Medium
- ○ Quora
- ○ Blue Sky
- ○ Threads
- ○ Discord
- ○ Reddit
- ○ Pump.fun

Websites

The overall project consists of three complete websites:

- [The ISIT Awareness System](#)
- [The ISIT Game](#)
- [ITcoin](#)

All websites are cross-linked with each other and share common branding and look and feel
All websites have complete content, but content development continues on all sites.
All websites include lead capture forms.

Functionality Development

The functionality behind this project revolves around the ISIT Game — a multi-user, collaborative game designed to help people raise their awareness levels while validating a consensus model of reality.

The creator, Mentor, has been attempting to build this game for over a decade, and currently has a rough prototype running at https://game.isitas.org. The prototype is currently based on a Wordpress plugin named Quiz and Survey Master integrated with another WP plugin named GamiPress. While quite capable, these plugins are entirely inadequate to provide the functionality Mentor has designed.

The primary immediate objective of the ITcoin project is to raise the funds needed to hire a professional application developer to get the minimum viable product (MVP) of the ISIT Game developed.

Promotion Campaigns

For over a month we have been consistently running four basic campaigns:

- Pump.fun Livestreams
- SPX6900
- 50%-50% creator fees

- Substack articles

Posts around those campaigns have been going with a frequency of approximately 2x/day on the following platforms:

- X
- BlueSky
- Facebook Page

Mentor has been consistently following relevant contacts on X and engaging with relevant content published by followed people. The @MentorOne1 account currently has over 300 followers, starting from zero less than two months ago.

Content
The project already includes a vast amount of content that can be multi-purposed for virtually all channels. Content has been developed in various formats, including:

Text
- Website content
- Articles on Substack/blog posts
- White paper
- Roadmap
- Extensive writings of Mentor on Google Drive
- Conversations with AI

Images
- Icons
- Logos
- Coins
- Backgrounds

Video
- Over 100 videos on Youtube
- Over 80 videos on Pump.fun
- Videos for related projects (ISITAS, ISIT Game)
- New video - ITcoin: To the Moon and Beyond

Infographics
- ITcoin project blueprint
- Development fund
- ISITAS Technology Stack
- ISIT Construct

- ITcoin vs IScoin
- ISITAS business model

Community Development

Over the last two months, fledgling communities have been established on the following platforms:

- X (26 members)
- Telegram (69 members)
- Discord (6 members)
- Youtube (35 subscribers)

We have an established community manager and four community mods on Telegram, and a different moderator on Discord. All mods are also active on X.

Mentor has been engaging regularly with this core group of promoters, and has been engaging on each of these platforms. Trust relationships are just starting to form.

Lore

As he writes this, Mentor is completely broke, with the $1.75 in his checking account representing the grand total of his financial holdings. Everything else he owns is squeezed into a 5x6 storage unit — mostly objects of sentimental value.

What's more, this is just another normal day for Mentor, whose bank account chronically hovers around the $10 range, just as it has for his entire adult life.

Buried deep under massive debts, Mentor worked for years in six-figure jobs in the digital marketing space, but could never rise above the cost of misfortunes and mistakes of the past.

Mentor's social network atrophied as he was driven into isolation by his financial circumstances, creating a vicious cycle of diminishing opportunities.

Now he has very little support from anyone in his social or former professional circles, and he must venture forth alone into the dangerous domain of the meme coin degens to find the financial fuel he needs to fund his epic vision.

Fully aware of the severity and the stakes of his situation, Mentor nevertheless keeps his cool and executes on a plan to harness the power of his present circumstances — the lore itself — to finally achieve the success that has eluded him all these years.

Like Babe Ruth calling his shot to the left field bleachers, Mentor is stating with bold audacity that he now intends to go from being one of the poorest people on Earth to one of the wealthiest within the space of a matter of months — through the ITcoin.

People will be able to watch in real-time as he either succeeds or fails in his quest to launch the greatest meme coin the world has ever seen.

It all comes down to Belief.

Mentor's Belief in this project comes from the knowledge that everything needed to achieve a successful moonshot is firmly in place, and that the only thing needed to set things in motion is one whale or dolphin with influence over a pod of dolphins.

Mentor already realizes that only one whale or dolphin will come in and snap up $IT at a $5K MC and get that 1000x gain that they dream of. As this very message gets repeated in X Spaces, it is inevitable that one dolphin or another is going to realize that they are actually looking at the Arkenstone of meme coins and that they have a brief opportunity to be the first onboard this rocketship to the moon and beyond.

As soon as that first IT backer comes on board, the rush will be on. And this time, Mentor will be ready.

Chart

Current MC: $5,600
All time high: $423K

After achieving our ATH on 11/2/2026, $IT dropped to a floor of $12K where it hovered for about a week before then gradually declining to the current level.

Mentor agrees with the philosophy of the SPX6900 community that "the chart doesn't matter". Nevertheless, Mentor intends to leverage the existing chart to make the case for $ITcoin being a hidden gem.

With an ATH of $423K, $IT has already demonstrated that it can achieve 100x growth — twice. But it is currently down about as low as it can go. Bargain basement.

Why? Is it because the coin is inherently flawed?

No. It's because it's too involved and too serious for the typical degen to wrap their head around in 15 seconds. That doesn't mean it's too involved or serious to work. It just means it requires someone to take a few moments to appreciate what the ITcoin project actually is.

And while people like that are few, they do exist.

Phase 1: Launch (November 2025)

Phase 1 of the ITcoin project will last two weeks from 11/15 -11/30/2025. This is a critical phase of the project to ignite our moonshot.

Funding

Funding for this phase of the project will come from two sources:

1. Mentor's network
2. Triggered whale/dolphin event

Mentor's Network

With the new promotional video to show and the planned event coming up, Mentor will approach his personal and professional network with the offer to help them buy ITcoin in advance of the big event, with their promise that they can only double their immediate winnings, and have to let the rest ride for at least a month.

It is uncertain how many will be interested, but Mentor is shooting to raise $10K through this network.

Triggered Whale/Dolphin Event

The funds Mentor raises through from his network will prime the pump for a triggered dolphin/whale event. This event will be triggered by Mentor starting to attend Chill and Shill X Spaces and pitching $IT as the Arkenstone of hidden gems and making the case for an inevitable moonshot. Mentor will attend Chill and Shills throughout the day for the duration of this phase.

Leverage and Synergy

Mentor will use the fact that he is doing X Spaces as leverage with his personal network — if the dolphins and whales wake up to ITcoin first, his friends and family will miss out on the opportunity. But he can't wait for them, so he's forging ahead with the degens. His friends better get in quick.

After the triggered dolphin/whale event, Mentor will return to his friends who had passed on the opportunity the first time to give them a second chance at future gains. Their disappointment at missing out on the first opportunity will motivate them to come in, producing a third wave of subsequent investment, prompting further confidence and investment from the degens.

Thus, Mentor will create a synergistic effect between these two sources of funding.

Operations

During this brief phase, we will continue to streamline the various processes involved in the project, including:

- Set up email marketing program
- Automatic streaming to Pump.fun
- Transfer of video from Pump.fun to Youtube
- Video clipping
- Posting to social networks
- Community engagement analytics

Websites

All of the websites will continue to have additional blog posts and miscellaneous updates as needed during this phase of the project.

Functionality Development

During this phase, Mentor will work with the various application developers he has already made contact with through Upwork to refine the specifications for the ISIT Game MVP and to sharpen the cost and timeline estimates.

Promotion Campaigns

Phase 1 marks the beginning of aggressive marketing campaigns to promote the sales of ITcoin.

In addition to the currently running campaigns and social media outreach, during this phase we will launch two new core campaigns:

- **ITcoin: To the Moon and Beyond video**
- **X Chill and Shill Spaces**

ITcoin: To the Moon and Beyond video

This campaign revolves around the newly created video titled: ITcoin: To the Moon and Beyond which was just uploaded to Youtube — an exhilarating review of all the aspects of the project that make it the ultimate hidden gem.

This video has been split into four segments, each one with an end cap that points the viewer to the website to see the full video.

Mentor and the current crop of supporters will begin sharing these segments on social media organically at a high frequency in order to raise general awareness. We will roll out the different segments across the various channels in loosely coordinated fashion.

X Chill and Shill Spaces

Armed with the ITcoin to the Moon videos, and backed by his intrepid band of boosters, Mentor begins attending X Chill and Shill Spaces to pitch the ITcoin project. In each pitch, Mentor will feature the ITcoin to the Moon video and make the case that:

- ITcoin is the Arkenstone of meme coins
- ITcoin is ready for the next whale/dolphin event
- Only one whale or pod of dolphins is going to get to buy IT at a $5K MC and realize the 1000X gains

Content

During this two-week phase, Mentor will continue to produce content in the form of articles for the ISITAS project, as well as infographics and additional promotional content as needed. However, this phase is more focused on outreach than on creative production.

Community Development

With a budding core team of community mods forming, we will begin to coordinate our activities via the Telegram and Discord communities to make a huge push to expand the community.

We must demonstrate and instill a sense of Belief in the project. The key to this two week period is generating enough belief to drive an internally motivated effort to grow the community in conjunction with Mentor's push into the X Spaces and his personal network.

In other words, growing the community during this stage will require great effort, and incentive for that effort can't be Sol on the barrelhead — it has to be the belief that the efforts will return far greater rewards when people finally recognize ITcoin for what it is.

Lore

This is the make or break phase for Mentor and the ITcoin project. With virtually no resources available to him but the web and his own words, Mentor is attempting to make a miracle happen.

- Will Mentor be able to rally some support from his own personal network who have shown no interest to date?
- Will his tiny team of degens rise to the occasion and create a chorus of cheers around the project?
- Will others be as inspired by the video as Mentor is?
- Will his message resonate with at least one dolphin or whale through the X Spaces?

We don't know the answers to these questions currently, as this is the phase we are currently beginning.

Chart

As this phase begins, the $IT MC is currently sitting at $6K. By the end of this phase, we will achieve the following objectives:

Market Cap

During Phase 1 we will boost the coin price floor by 10x to $50K. This is the level that the MC settles in after all spikes have subsided.

All Time High

The target ATH for this phase is $500K, which will break our current record, but by a very modest and achievable amount.

If both of these objectives are accomplished, the creator fees raised will be enough to fund the execution of the Phase 3 of the project.

Phase 2 (December 2025)

Phase 2 will extend through the entire month of December, lasting twice as long as Phase 1. This phase will be considered our moonshot.

Funding

With $10-$20K in funding through Mentor's networking and the Phase 1 creator fees, we will have the resources to execute on Phase 2. We will use these funds as the fuel to drive sales of $IT to new heights and thus start up the creator fee stream that will fund the project through subsequent phases.

The objective is to raise at least $100K in creator fees over the course of Phase 2.

Of this, 50% will go back into purchasing $IT to bolster the coin's liquidity. This will leave approximately $50K for development, management, and promotion for Phase 3.

Operations

Ongoing improvements in operational efficiency will continue around the areas of:

- Content development
- Organic social promotion
- Analytics and dashboards
- More users on ClickUp

● Integrations between platforms via Zapier

However, the focus for this phase is not establishing infrastructure, but doing outreach with whatever infrastructure is available.

Websites

The Shill Kit will continue to expand as more and more promotional assets are developed. Otherwise, ongoing updates to content and ad hoc changes to functionality as needed are the extent of website activity.

Functionality Development

With funds available from Phase 1 creator fees, we will be able to begin development of the MVP of the ISIT Game.

We will develop the game in short sprints so we can synchronize them with the Roadmap phases. We will establish sprint objectives that are clearly achievable within the one-month timeframe of the phase to ensure each development phase is a success.

The MVP of the game will include the essential elements:

● Basic Web3 platform with membership accounts and back-end admin
● Simple polling tool
● Elementary game layer associated with the polling tool

Promotion Campaigns

Phase 2 will see the expansion of all of the previously running campaigns, plus the addition of a couple new ones. In terms of existing campaigns:

● **Pump.fun Livestreams** - We will shift from daily live 1-hour shows to 24/7 pre-recorded highlight clips.
● **SPX6900** - We'll get a new set of backgrounds, headlines, and taglines to increase the number of memes by 4x to 10x
● **50%-50% creator fees** - We will get much more frequent and much larger
● **Substack articles** - We will have funds to pay to promote articles and grow our subscriber base
● **ITcoin go the Moon video** - We will create an original music score with the same timing signature as 'In the Lap of the Gods' to replace that background music so we can advertise it. Then we will start our first paid campaign based on the video.
● **X Chill and Shill Spaces** - We will identify other people in our community who can repeat Mentor's pitch on Chill and Shill Spaces so we multiply our footprint in that venue.

In addition to these existing campaigns, we will expand the content with at least two new campaigns, including:

- **ISIT Game Demo** - Screenshares of the ISIT Game in action, along with commentary
- **AI Quotes on ISIT Construct** - Memes showing various quotes by AI praising the ISIT Construct

Content

Mentor of AIO is the primary source of content for this project, and during this phase Mentor should actually have more time to generate content as other members of the team pick up the task of generating interest in the project and handling more of the operational duties.

Mentor will write at least two articles per week for the blog/Substack/Medium. He will also continue to produce more educational and promotional videos around all the various aspects of the project (ISIT Construct, ISITism, ITcoin, ISIT Game, ISITAS).

Community Development

Community development during this moonshot phase will start with all existing members of the community greeting the new ITcoin owners to the community and reinforcing the vibe of the community and the key talking points, which are basically the 10 points made in the video.

Lore

By the time we have completed Phase 2, the lore that Mentor predicted just a few weeks earlier will have fully begun. The project will have raised $100K in funding and have a thriving community with tons of material work with and huge enthusiasm. After having believed in the project through so many hardships for so many years, he will be standing at the edge of success.

So what will he do? Rush out and buy a Lambo? Buy a fur coat, hire some hookers, and go on a drug-fueled rampage?

No. Mentor will just remain here in his cozy armchair, cranking out content, teaching people about the project and the philosophy behind it, and encouraging the community to keep on believing. Indefinitely.

Because it isn't about the money for him. He's way beyond that. He's reached the point where he found fulfillment and satisfaction with absolutely no money, and now the money is just the icing on the cake.

Chart

As Phase 2 begins, the $IT MC will have a floor at about 50K. By the end of this phase, we will achieve the following objectives:

Market Cap

During Phase 2, the massively expanded promotional push, including paid ads with the video, combined with all the raw material and lore of the project will trigger 'viral' growth that will boost the coin price floor by 10x to $500K.

All Time High

The target ATH for this phase is $5M, which will already put ITcoin into the elite ranks of top meme coins.

If both of these objectives are accomplished, the creator fees raised will be enough to fund the execution of the Phase 3 of the project.

Phase 3 (January 2026)

Funding

The creator fees from Phase 2 will amount to somewhere in the neighborhood of $100,000. According to Mentor's charter agreement, $50K of this will be invested back into $ITcoin over the course of this Phase 3, driving returns for other holders, instilling confidence, and stimulating new investments.

The other $50K will be allocated to the three main categories of spending:

- Community development (10%)
- Application Development (30%)
- Promotion (60%)

Operations

With the rapid growth of activity and production will come an increased importance of operational efficiency. With funding now available, we will allocate some of it to pay for the tools and expert help needed to take our operations to the next level and more fully integrate our various systems.

Websites

With the development of the next gen ISIT Game, the website focus will turn to the ISIT Game, which will be the primary site.

Functionality Development

With $15K (30% of $50K) to spend on application developers, we will be able to get a much improved ISIT Game platform over the MVP created in Phase 2. This version will be a fully functional application with robust game layer, back-end administration, data analytics, and more. The game content itself will be extensive, providing individual users hours of play time.

During Phase 3 we will also develop our own proprietary tools to facilitate working efficiently with people in the memecoin space. In particular, two standalone apps will streamline the process of working with KOLs, devs, community mods, and shillers.

King KOL - A database of all the top KOLs with their vital statistics, all sortable and filterable with contact info
Snackable Giglets - A database of small, trackable, and measurable tasks that people can do to earn small payments.

Promotion Campaigns

Promotional campaigns will shift into a higher gear in Phase 3 due to the recent funding. With $30K (60% X $50K) to spend on advertising, we can blast the ITcoin to the Moon video across multiple platforms. The ones we are likely to focus on in this phase are:

- Dexscreener
- X
- Reddit
- YouTube

Highly targeted paid ad campaigns will drive awareness and sales of ITcoin to new heights, reinforcing the organic activity.

Content

Mentor will now be more fully engaged in generating content, but by this phase, other creative types who have joined the community will have begun following Mentor's lead and creating memes and videos about ITcoin.

Community Development

By this phase, Mentor will have retired to a large extent from community engagement with the ITcoin project and will be focusing more of his time on the ISIT Game and ISITAS. By this time, other members of the community will have stepped up to take leadership roles, and will help in developing systems and resources to facilitate further community development.

Lore

Chart

Market Cap

During Phase 3, the massively expanded paid ad campaigns will continue to drive enthusiasm for the project that will boost the coin price floor by 2x to $1M.

All Time High

The target ATH for this phase is $10M, which will already put ITcoin into the elite ranks of top meme coins.

If both of these objectives are accomplished, the creator fees raised will be enough to fund the execution of the Phase 4 of the project.