

TON_Partnership proposal: GamepadBot_

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About GamepadBot

GamepadBot is a free-to-play-to-earn gaming platform in Telegram.

Key components:

- 40+ HTML5 casual games now and we will add new games continuously
- 3 types of daily / weekly tournaments
- team of players (referral program)
- Telegram bot for authorization and communication with players (+ chat and channel in Telegram)

Main Differences from another gaming platforms:

- Players can enjoy playing games and win real cash prizes in daily tournaments, quests and weekly championships.
- We have a great performing referral system that helps us to attract 8.000 - 10.000 new players daily.

Key metrics in March 2021:

Our unit economics is profitable. We don't buy users, we attract them by the referral system now.

- 20M gameplays
- 15 000 daily active users
- 177 000 monthly active users
- Retention 1 / 7 / 30 days = 30% / 8% / 2%
- Telegram bot @GamePadBot with 700.000 subscribers.
- Telegram channel @GamepadPrize with 38 000+ subscribers
- Telegram chat @GamepadBotChat with 28 000+ subscribers

Motivation & Goals

Our Partnership Offers:

GamepadBot undertakes to promote TON Crystals among its players and demonstrate the power of Free TON technologies.

Goals:

- Ensure recognition of TON Crystals through our users base.
- Motivate players to spend TON Crystals on our platform

Solution:

Our players will have the opportunity to withdraw their money prizes in TON Crystals and we will build mechanics where they can spend these prizes.

Free TON community benefits:

1. GamepadBot is a great testing ground for Free TON blockchain technologies like Stablecoin , NFT and etc. We have already used cases where we can expose the power of these technologies.
2. TON Crystals promotion to 15.000 daily users and TON Surf installs.

3. It is also a great showcase of Free TON power to game industry and attract new game developers to the community.
4. We will introduce in-app market, where our players can spend their TON Crystals.
5. We can also promote other Free TON projects across our user base.

Realisation

Money prizes withdrawal in TON Crystals:

- We will motivate users to install and use TON Surf from the very beginning of their player journey on the platform. We want to use only TON Crystal for our withdrawals in the future.
- TON Crystals withdrawal will have higher priority from UX standpoint (in-app promo banners, promo in money withdrawal admin panel, TON Surf installation as one of four initial onboarding steps on the platform and etc)
- Minimal withdrawal sum in TON Crystals will be lower than in dollars.
- We will run a recurring marketing campaigns highlighting benefits of TON Crystals in our channels (40 000 + channel subscribers and 700.000+ bot subscribers).

KPI (initial commitment)

Initial token request :  100,000 TON Crystals

Token allocation:

- For distribution: 50%
- For integration: 50%

Additional tokens based on the following KPI:

4 TON Crystals for every new user attracted in the Free TON network.

1,600,000 TON Crystals is a maximum capped for that KPI.

GamepadBot team will report on new users statistics and get paid on a monthly basis.

Number of new users will be defined based on number of withdrawals to unique TON Crystals wallet addresses.

New user = withdrawal to unique TON Crystals wallet address.

Further steps

GamepadBot 2.0

In July 2021 we plan to release new version of the platform with new design, localization and new game mechanics.

+ Free TON integration: our players will have an opportunity to withdraw money in TON Crystals.

GamepadBot 2.0 will give opportunity for us to add new languages ASAP. We are planning to translate the platform in Indian, Portugal, Spanish and other languages.

GamepadBot market:

As a next step, we will introduce in-app market , where our players can spend Crystal TON to buy premium packs, game artefacts and NFT of our platform.

Advanced game and social mechanics

We will test and develop new social and game mechanics (leagues, advanced player profile and etc) , where we can use the power of Free TON blockchain technologies.

Additional platforms

We will integrate GamepadBot with other messaging platforms like: Discord and etc.

Advanced mobile game genres

Our long term vision is to support more advanced game mobile genres via cloud

gaming technologies.

Mobile cybersport platform

Mobile cloud gaming technologies will unlock the opportunity to use our cybersport mechanics in advanced mobile game genres.

Proposal supplement: TON ecosystem and NFT developments

TON Crystals will be positioned as the ONLY crypto bonus unit:

- user balance and bonuses will be convertible into TON Crystals
- TON Crystals will be positioned as an exchange unit with other platforms (NFT platforms etc)

NFT developments and integrations

- we will develop a NFT collection of limited-edition gaming artefacts
- tokens will be launched in partnership with a Free TON NFT platform
- we will introduce major integrations with an NFT platform to facilitate transactions with NFTs
- advanced users will get an opportunity to create custom NFTs

NFT Use Cases in GamepadBot.

That is how we plan to use NFT in GamepadBot:

1. Alley of Stars

A new section in GamepadBot. An allusion to the Hollywood "Walk of Fame". There will be a total of 20 stars attached to the owner of the token. We will release 20 tokens, which will be raffled off in the championship, one each week.

2. Unique GamepadBot avatar.

We will issue 10 tokens. The token allows you to get a unique avatar drawn by GamepadBot for the user (optionally by his photo or using his nickname)

3. Home Tournament

A weekly tournament for 50 unique NFT holders.

4. Token Boost.

NFT which boosts the amount of in-game rewards received by 5, 10, 15, 20

5. Branded Game.

A unique branded game for the owner of the token. (For example, the background or sprite is re-created using the player's avatar)

6. Game Shareholder.

The player receives a percentage of the profit of a specific game (For example, a token for 20% of Rocket Jump's profit)

7. Unique avatar frame.

10 gold frames, 10 silver frames, 10 bronze frames for token holders.

8. Token for merch from GamepadBot

9. Game token

Each game has its unique token.

10. Partnership token

We will create and draw NFT with exclusive offers from our partners