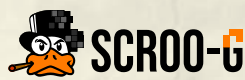# SCROO-G

PRODUCT BOOK

Document version September 27, 2024

OVERVIEW

Welcome to the club!
A club for those with balls.

Scroo-G is your gateway to earning through epic battles and competitions, making it easy and fun. It's a place to shine, create, and communicate while enjoying the thrill of the game.

The Scroo-G ecosystem currently includes a Web3 App and Telegram Mini App and is deployed on The Open Network and BNB Smart Chain:

- Decentralized duels between content creators (including NFTs),
- Mini-games and point farming to snag those token airdrops,
- Attractive referral and ambassador programs,
- A growing decentralized ecosystem for competitions and crypto earnings across all major networks.

Why it's worth it:

- A powerhouse dev team with deep roots in GameFi, DeFi, and MM, with a track record of success.
- $250K of own cash invested.
- $500K raised in two private rounds.
- MVP version of decentralized challenges live on The Open Network and BNB Smart Chain.
- Telegram Mini App loaded with mini-games to farm points for the upcoming project token airdrop.
- Partnerships with Tier-1 market maker on TON.
- A broad network of collaborations with top players in the TON ecosystem.
- Native utility token to power the whole thing.
- An exclusive NFT collection giving the community extra game perks.
- DAO governance for NFT holders.
- CEX listings coming up.
- The best ambassador program and KOL terms in the market.

PRODUCT

Concept

The heart of Scroo-G is competition. The idea of rivalry. Between everyone who's got something to prove. Prove it with all it takes.

You can compete over anything and everything!
People love to compete. They need to be better than someone else. It's in our primal nature.

Competitions are built upon one of the most fundamental human activities — gaming. But Scroo-G is more than just a game, app, or a compilation of both. It's an entire ecosystem of competition and earning. This aligns perfectly with the well-established crypto concept of P2E (Play to Earn), which forms the backbone of GameFi (Game-based Decentralized Finance).

The earning concept in Scroo-G evolves from Play2Earn, through Play and Earn — where the game is not just an add-on — to Event2Earn. It's not just about hitting that "money" button, it's about being part of dynamic events where your actions have real financial stakes. It's earning while having fun.

SCROO-G MISSION:

> To create a platform where anyone can participate in fair and transparent decentralized competitions, earn, stand out, create, and communicate on a unique PvP/TvT multichain platform.

Scroo-G gives everyone with something to show off the chance to go head-to-head with an opponent to:

- Prove their superiority,
- Promote themselves and their content,
- And get paid.

And the rest can watch, vote for the winner, and cash in on his victories. It's just like major sports, Eurovision or the Oscars.

It's not just about the platform anymore; the entertainment itself is in high demand. When people think about competitions, they usually associate them with entertainment. And let's be real, these events have value on their own, regardless of the platform they're promoting.

Competitions aren't just a marketing expense or a line item on a budget — they're a standalone business that can generate profit. Any public showdown is, at its core, a media asset. And you can cash in on that.

Unlike gambling, competitive games offer something crucial: **control**. In Scroo-G, users don't just sit on the sidelines — they get to influence the outcome. That's how they go from passive spectators to active players. By participating directly, they start picking up skills, which is a huge driver for deeper engagement. But don't get it twisted — the thrill of competition is still very much alive!

Even if AI takes over a bunch of jobs we know today, it's never gonna touch entertainment and competition. People love to compete and watch others compete — not robots.

Scroo-G is all about that Homo Ludens spirit, and we've got the perfect arena for it right now.

Web3 arena

Scroo-G is an all-in-one entertainment solution that brings together all types of competitions and cryptocurrency earnings, combining:

- GameFi
- SocialFi
- NFT
- DeFi

Scroo-G offers users the world's first multichain Web3 arena where they can challenge each other to live duels, earn support and donations in real-time, compete in a variety of mini-games, snatch up opponent's stakes, and climb the leaderboards to grab those sweet prizes.

Scroo-G is a unique product:

- The world's first Web3 arena for games and competitions across all major networks,
- Developed and refined since 2022,
- $250K of own funds invested, plus $500K raised,
- Successfully closed MVP beta testing,
- Competitions held — live challenges between content creators,
- Fully decentralized processes,
- Transactions handled transparently by smart contracts,
- Rapidly growing user base from Web2 and Web3,
- Point farming with further conversion to $SCRG tokens via airdrop,
- Engaging and accessible gameplay,
- Over 150,000 players in Scroo-G Mini App in just 1.5 months without marketing support,
- Adding new and modernizing traditional game mechanics.
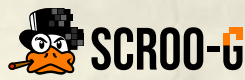
SCROO-G

Right now, Scroo-G is all about farming 🥚EGGS in the Scroo-G Mini App on Telegram to get a piece of the $SCRG token airdrop, and dueling for USDT in the Web3 App on BNB Smart Chain and The Open Network (TON):

Scroo-G

SCROO-G Mini App

- Mini games
- Points farming
- Referral program
- Ambassador program
- Tasks and quests
- $SCRG airdrop

SCROO-G Web3 App

- Duel challenges for USDT
- BNB smartchain
- The Open Network
- Smart-contracts
- Wallet Connect
- TON Connect

NOW

Web3 App

The Scroo-G team has been developing a unique product since 2022. This applies to any existing blockchain network. The team remains flexible in its decisions, dynamically adapting the roadmap based on feedback from users and the market.

Initially, the Scroo-G project aimed to provide content creators with NFTs a platform where they could attract more attention to their content and, of course, monetize it. Not only do the audiences of these creators support their favorites, but they also have the opportunity to earn from their support if they choose the winning side:

> *If you've got content that can be wrapped in the form of NFT (from images to movies), or if you already have NFTs, bring them out and win. If not, support those who do. Either way, you can earn from victory*

This led to creation of the first competition format — NFT Challenges:

- A showdown between two owners of the content, represented in form of the NFTs
- The NFTs are publicly pitted against each other
- All Scroo-G users can support one of the NFTs
- Victory is achieved only by gaining the majority
- This majority must be expressed in money
- Scroo-G users vote for their favorite by donating USDT
- The NFT with the most USDT donations wins
- All those who supported the winner get their share back and take the rest from the opposing side

Over time, Scroo-G's concept expanded beyond just NFTs. Competitions are possible in any area of human activity. Thus, having an NFT to participate in a challenge became optional, and the ability to livestream was introduced for each duelist.

In early 2024, a successful closed beta test of the MVP was conducted on the BNB Smart Chain network. The first live challenges between content creators were held, where duelists competed in real-time, and the audience voted for them using USDT. The process was fully decentralized, with calculations and payouts managed fairly by a smart contract.
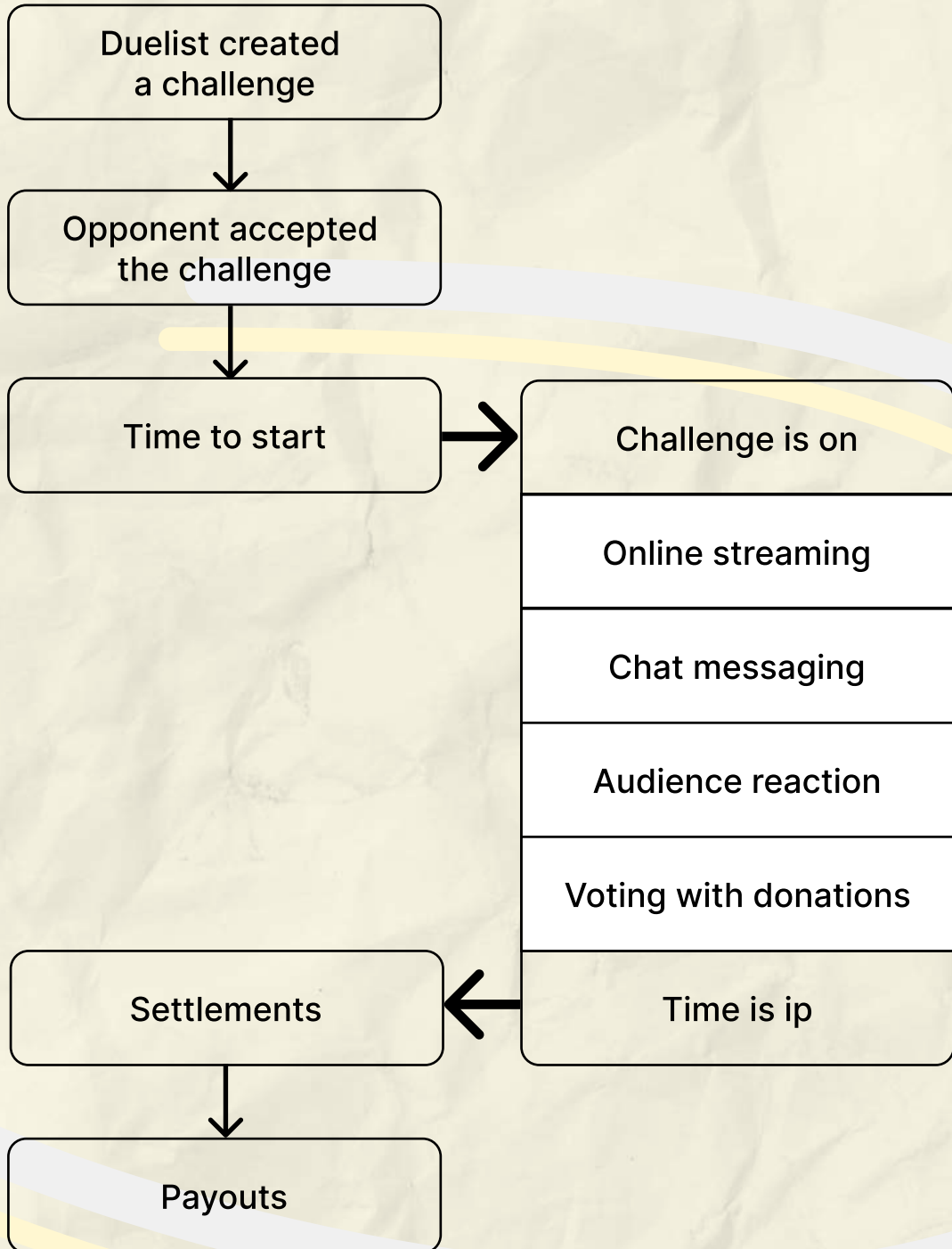
This laid a solid foundation for the Scroo-G web3 arena.
The Scroo-G Web3 arena starts with challenges. The entire project ecosystem is built around them. Challenges are confrontations between two content creators. They can stream, chat, and showcase their NFTs, all to prove who's better. And it's all for the audience and donations. The Scroo-G Web3 arena allows both duelists and spectators to earn from victories.
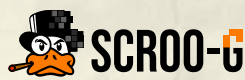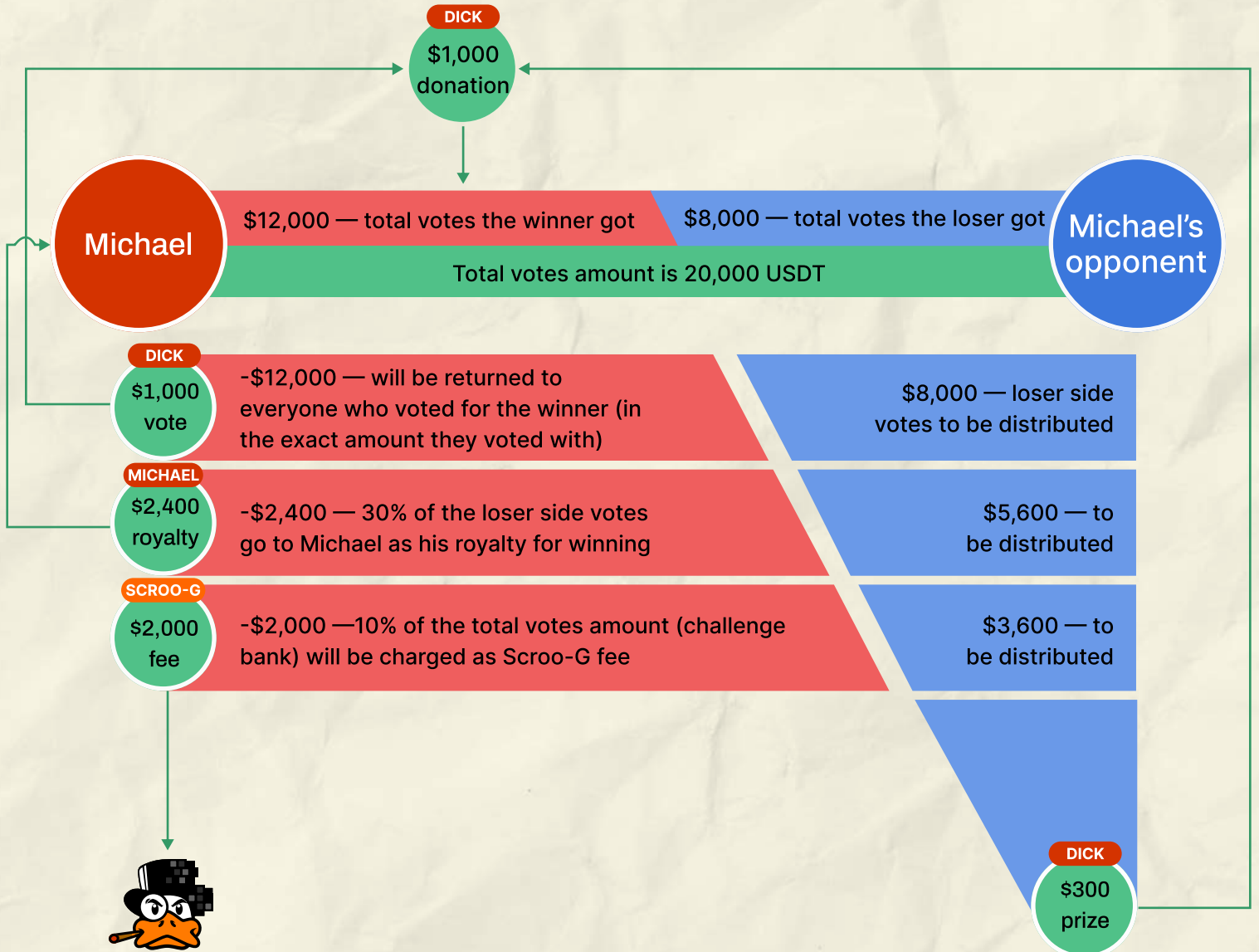
Here's how a challenge works on the arena:

- A user wanting to be a duelist creates a challenge — either open (addressed to an unlimited number of Scroo-G users) or directed (addressed to a specific Scroo-G user). Such a challenge is created in Awaiting status and appears in the list of pending challenges.
- If an opponent accepts the open challenge or the directed challenge, the challenge moves to waiting mode until the scheduled date and time — changing its status to Soon.
- When the time comes, the challenge goes live and changes to Live status.
- While in Live status, duelists can showcase their NFTs, livestream, and chat within the challenge, while spectators can support them by donating USDT, leaving comments, and reacting to NFTs or livestreams.
- All donations are transferred from user wallets to the challenge's smart contract and frozen until the challenge ends.
- By default, a challenge in Live status lasts 30 minutes.
- Five minutes prior to the end of this time, any USDT donation for either side extends the challenge by another 5 minutes.
- If no more donations are made before the time runs out, the challenge ends, and its status changes from Live to Ended.
- After the challenge ends, the smart contract calculates the rewards and automatically distributes them to the winners' wallets.

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┌─────────────────────┐
│   Duelist created   │
│    a challenge      │
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│  Opponent accepted  │
│    the challenge    │
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┌─────────────────────┐        ┌─────────────────────┐
│    Time to start    │ ─────▶ │   Challenge is on   │
└─────────────────────┘        ├─────────────────────┤
                               │  Online streaming   │
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                               │   Chat messaging    │
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┌─────────────────────┐
│      Payouts        │
└─────────────────────┘
```

SCROO-G

Here's what happens to users' donations:

- ○ Those who voted for the winner get their donations back.
- ○ Those who voted for the loser lose their donations.
- ○ Scroo-G takes a 10% platform fee from all donations.
- ○ The winning duelist gets 30% of the losing side's donations.
- ○ The rest is split among the winning voters.

DICK
$1,000 donation

Michael

$12,000 — total votes the winner got | $8,000 — total votes the loser got

Michael's opponent

Total votes amount is 20,000 USDT

DICK
$1,000 vote — -$12,000 — will be returned to everyone who voted for the winner (in the exact amount they voted with)

$8,000 — loser side votes to be distributed

MICHAEL
$2,400 royalty — -$2,400 — 30% of the loser side votes go to Michael as his royalty for winning

$5,600 — to be distributed

SCROO-G
$2,000 fee — -$2,000 —10% of the total votes amount (challenge bank) will be charged as Scroo-G fee

$3,600 — to be distributed

DICK
$300 prize

Scroo-G offers probably the fairest way to redistribute wealth, attention, and respect right now.

It doesn't matter who you are, what you do and how much money you have. Be whatever you like in Scroo-G. In the end - the winner takes it all!

Telegram Mini App

In Q2 2024, we officially chose The Open Network as the primary chain for Scroo-G and began integrating it.

By May 2024, we launched beta version 1.0 of the Scroo-G Mini App on Telegram In a short period and without any advertising support, the Scroo-G Mini App, in its testing regime, has quickly grabbed attention of a large number of Telegram users.

By the end of Q2, the Scroo-G Mini App had attracted over 150,000 players!

In July 2024, we upgraded to beta version 2.0, offering new features like:

- Earn ⚪EGGS by playing games in Telegram, setting yourself up for those $SCRG token airdrops.
- Upgrade your farm to generate passive ⚪EGGS income.
- Unlock in-game bonuses and extra points by inviting friends to join games.
- Complete quests and build your team to maximize your ⚪EGGS earnings.
- Become a project ambassador.

**All ⚪EGGS are points that will be converted into airdrops
of $SCRG project tokens among active players in Scroo-G
Mini App.**

SCROO-G

User's activity and corresponding airdrop share will depend on the following criteria:

- Total amount of ⚪EGGS farmed,
- Level of building upgrades on the farm,
- Activity in mini-games,
- The number of friends invited at all levels,
- Personal and team leaderboard positions in leagues,
- Completed quests,
- Other Scroo-G and partner activities — at the project team's discretion.

As we roll out beta version 2.0, here's what the Scroo-G Telegram Mini App ecosystem looks like:

Scroo-G Mini App

Onboarding

- Mini-games
- Farm
- Referral/ambassador program

- Store
- Tasks

- Leagues and Squads
- Events and Tournaments

AIRDROP

Points

$SCRG

Telegram Chatbots

The user's interaction process with Scroo-G Mini App on Telegram starts with a game chatbot that allows you to:

- ⬤ Launch Mini App with one click
- ⬤ Access support chatbot
- ⬤ Visit official Telegram channel
- ⬤ Get a referral link and view referral stats

Telegram Mini App

The game chatbot gives users access to Scroo-G Mini App. Telegram Mini Apps provide a convenient way to engage with gaming and competitive mechanics directly in Telegram.

Like bots, Telegram Mini Apps support simple authorization, personalized push notifications, and much more.

The technologies applied allow all Scroo-G players to enjoy a flexible interface for gaming and competitions in the Scroo-G Mini App.

Tutorial

The onboarding process for Scroo-G Mini App ensures a smooth and gradual introduction to the main game mechanics and systems. The tutorial consists of several stages:

1. User registration
2. Learning the Falling Eggs mini-game
3. Learning the Farming mode
4. Completing tasks
5. Joining a squad
6. Basics of the referral program
7. Shopping in the store
8. Getting to know the project's roadmap

Mini-Games

One of the main game modes in version 2.0 of Scroo-G Mini App is the Falling Eggs mini-game. The main goal of the game is to collect eggs falling from the top. The user taps on the eggs to collect them, earning ⬤EGGS and consuming energy with each tap. The process continues until the energy runs out.

In the store, users can spend ⬤EGGS to purchase upgrades for the Falling Eggs mini-game:

- Increase tap power, and thus the ⬤EGGS income per tap on each egg
- Increase the maximum energy capacity, allowing more taps
- Accelerate energy regeneration
- Increase the number of daily uses of the energy regenerator, which instantly restores energy to the maximum level

The game is endless, with constant upgrades available for purchase.

In the Falling Eggs game, there are three types of eggs:

- Regular: Grant ⬤EGGS equal to the current tap power when tapped.
- Golden: Grant ⬤EGGS equal to double the current tap power when tapped.
- Rotten: Provide no ⬤EGGS and consume energy equal to the current tap power when tapped.

New mini-games will be added to Scroo-G Mini App with future updates.

Farming

This is an additional game mode in Scroo-G Mini App, where users build and upgrade buildings on their duck farm using 🥚EGGS. The main goal is to level up farm buildings as much as possible to earn a higher passive income of 🥚EGGS.

While users are in Scroo-G Mini App, 🥚EGGS farming happens in real-time, filling the farm's storage. Players can collect 🥚EGGS when the storage reaches 25% or more. When the user exits the Scroo-G Mini App, farming continues in passive mode until the next login, with the accumulated 🥚EGGS being automatically collected.

The storage collects 🥚EGGS for a limited time (by default, for 1 hour). When the storage is full, farming stops. In the Scroo-G Mini App store, users can extend the storage time by spending 🥚EGGS. Each upgrade level adds 1 hour to the storage time. At the maximum 24th level, the storage can accumulate 🥚EGGS for up to 24 hours.

Buildings play a key role in the development of the farm and production of 🥚EGGS. In version 2.0 of Scroo-G Mini App, users can build and upgrade 13 types of buildings in 4 categories:

- ⬤ **Life:** Buying and upgrading increases the hourly 🥚EGGS income and the number of the underdogs.
- ⬤ **Work:** Buying and upgrading increases the hourly 🥚EGGS income and converts underdogs into workers.
- ⬤ **Leisure:** Buying and upgrading increases the hourly 🥚EGGS income and converts workers into playboys.
- ⬤ **Special:** These have specific requirements for construction and upgrades and may be limited, available for purchase only at certain times.

To buy and upgrade buildings, users need resources — three types of ducks:

Underdogs: Obtained by buying and upgrading buildings in the "Life" category and used as a resource for conversion into workers when building and upgrading "Work" buildings.

Workers: Obtained by converting underdogs when buying and upgrading buildings in the "Work" category and used as a resource for conversion into playboys when building and upgrading "Leisure" buildings.

Playboys: Obtained by converting workers when buying and upgrading buildings in the "Leisure" category.

Upgraded buildings can house more ducks of the corresponding type and produce more 🥚EGGS per hour. Every 10 levels of building upgrades not only increase the hourly 🥚EGGS income and the number of ducks but also change the building's appearance. After level 100, the building's appearance no longer changes, but levels and parameters continue to increase.

The farming gameplay is endless, with constant upgrades and development. New buildings for the duck farm will be added with the future updates to Scroo-G Mini App.

Tasks

Besides mini-games and farming, users can earn 🥚EGGS by completing tasks. Tasks are divided into two types:

- **One-time tasks:** These do not reappear after completion.
- **Repeatable tasks:** Available daily for 24 hours.

In version 2.0 of Scroo-G Mini App, users can complete the following daily tasks:

- Collect 1,000 falling eggs in the Falling Eggs mini-game
- Purchase any upgrade in the store
- Invite a friend
- Log into Scroo-G Mini App

One-time tasks are also thematically divided into:

- **Scroo-G:** Tasks related to user activity as part of the project's community ecosystem (e.g., subscribing to the project's official social media accounts).
- **Game:** Tasks related to player achievements in Scroo-G Mini App (e.g., collecting a certain number of 🥚EGGS, inviting referrals, advancing through leagues, upgrading farm buildings).
- **Squad:** Tasks related to the development of user squads (e.g., advancing the squad through leagues, increasing the number of participants).

As Scroo-G Mini App develops, new tasks and task types will be added, including cross-marketing tasks from Scroo-G partners, where users can also earn project partners' tokens.

Squads

These are user groups formed to participate in team rankings and jointly achieve goals and earn bonuses, such as:

- Completing complex joint tasks that cannot be done alone
- Building and upgrading team buildings, accessible only to squad members
- Participating in team tournaments and events
- Earning additional 🥚EGGS income

Any user can create their squad at any time based on their public Telegram channel or group. All members of such a channel automatically become members of the corresponding squad when they register in Scroo-G Mini App.

Users can also leave their current squad or join another at any time. While in a squad, all ⚪EGGS earned by the user contribute to the squad's ranking. In addition, squad-specific buildings generate passive ⚪EGGS income for the user. For example, the special Squad HQ building in version 2.0 of Scroo-G Mini App.

Leagues

In version 2.0 of Scroo-G Mini App, there is a ranking system represented by leagues:
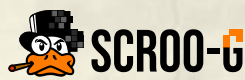
- **Individual Leagues:** Where a user's rank is determined by the total ⚪EGGS earned over time in Scroo-G Mini App.
- **Squad Leagues:** Where squad rankings are determined by the total ⚪EGGS earned by all squad members over time.

Leagues allow users to:

- Increase their rank to reach higher levels and earn better rewards
- Earn ⚪EGGS rewards for reaching new league levels
- Continuously improve their gaming account and unlock new opportunities through earned bonuses and rewards
- Claim a higher airdrop multiplier for $SCRG at higher levels

In version 2.0 of Scroo-G Mini App, there are 10 leagues for both individual and team rankings:

Bronze

Silver

Gold

Platinum

Emerald

Ruby

Sapphire

Diamond

Epic

Legend

SCROO-G

All users and squads initially do not belong to any league — they have a No League status. Progressing from one league to another requires earning a certain number of 🥚EGGS (regardless of the user's current balance).

When moving up to a higher league (both individual and team), the user receives a reward in 🥚EGGS:

Terms and Rewards:

League	Individual		Team (squads)	
	Amount of 🥚EGGS Required to Enter a League	🥚EGGS Reward for Advancing to a New League	Amount of 🥚EGGS Required to Enter a League	🥚EGGS Reward for Advancing to a New League
Bronze	50 000	5 000	10 000 000	2 500
Silver	250 000	250 000	50 000 000	12 500
Gold	1 000 000	100 000	100 000 000	50 000
Platinum	5 000 000	500 000	500 000 000	250 000
Emerald	10 000 000	1 000 000	1 000 000 000	500 000
Ruby	50 000 000	5 000 000	5 000 000 000	2 500 000
Sapphire	100 000 000	10 000 00	10 000 000 000	5 000 000
Diamond	500 000 00	50 000 000	50 000 000 000	25 000 000
Epic	1 000 000 000	100 000 000	100 000 000 000	50 000 000
Legend	3 333 333 333	333 333 333	3 333 333 333 333	333 333 333

If needed, new leagues can be added to Scroo-G Mini App to maintain user interest for those who have reached the highest levels.

Marketplace

The marketplace is a virtual in-game store where users of Scroo-G Mini App version 2.0 can purchase items and upgrades for gameplay using ⚪EGGS:

- ⚪ Upgrades for the Falling Eggs mini-game
- ⚪ Storage upgrades for the Farming mode
- ⚪ Limited Egg cards

Limited Egg is a special item that increases the user's share in the $SCRG token airdrop. There are 10 rarity levels for Limited Eggs:

Bronze	Silver	Gold	Platinum

Emerald	Ruby	Sapphire	Diamond

Epic	Legend

The higher the rarity, the bigger the airdrop multiplier. Limited Eggs of each rarity are sold in limited quantities of 5,000 units in the in-game store. Once 5,000 units of a higher rarity Limited Egg are sold, the next 5,000 units of a lower rarity Limited Egg become available. There are 50,000 Limited Eggs in total.

Gradually, with each update, new items and upgrades will be added to the Scroo-G Mini App marketplace.

Future versions of Scroo-G Mini App will also include:

- Additional currency types for in-game purchases
- Exclusive offers for users meeting certain criteria
- Promotions and discounts
- Bundles and packs
- Limited-time or limited-quantity offers

Partnership Program

Within the Scroo-G Mini App, the partnership program includes:

- Referral program
- Ambassador program

The referral program is designed to attract new users to Scroo-G Mini App through referral links shared by existing users.

New referred users receive a welcome bonus of 5,000 ⚪EGGS for joining Scroo-G Mini App through a referral link and automatically join the referrer's squad.
The referrer earns a percentage of the ⚪EGGS earned by their referrals in Scroo-G Mini App.

In the beta version 2.0 of Scroo-G Mini App, there are 3 ranks of the referral program.

Each rank has 2 levels of depth. The first level consists of directly referred users, and the second level consists of users referred by first-level referrals.
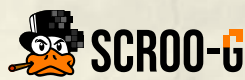
SCROO-G

The referral rewards at each level and rank are as follows:

Level	1st rank	2d rank (1.000+ referrals / in squad)	3d rank (3.000+ referrals / in squad)
1	5%	6%	7%
2	3%	4%	5%

If a user invites many referrals or actively increases their squad size, they can expect higher rewards.

Additionally, the referrer earns ⚪EGGS when their direct referrals advance to the next league:

Next league	Referrer's reward 1st rank	Referrer's reward 2d rank	Referrer's reward 3d rank
Bronze	2 500	2 750	3 000
Silver	12 500	13 750	15 000
Gold	50 000	55 000	60 000
Platinum	250 000	275 000	300 000
Emerald	500 000	550 000	600 000
Ruby	2 500 000	2 750 000	3 000 000
Sapphire	5 000 000	5 500 000	6 000 000
Diamond	25 000 000	27 500 000	30 000 000
Epic	50 000 000	55 000 000	60 000 000
Legend	333 333 333	333 333 333	333 333 333

Furthermore, participating in the Scroo-G Mini App referral program offers several benefits:

- ◯ Grants access to build rare buildings on your farm
- ◯ Boosts your game account
- ◯ Accelerates 🥚EGGS farming
- ◯ Provides an edge in the rankings
- ◯ Increases the size of the airdrop

Only the results of active Scroo-G Mini App users who have subscribed to the Scroo-G Telegram channel and made at least 10 taps on eggs in the Falling Eggs mini-game during the tutorial will count towards rewards.

If a user actively recruits new players to the Scroo-G Mini App, has more than 3,000 referrals or squad members, and actively promotes the Scroo-G project, they can apply to become a Scroo-G ambassador.

Becoming an ambassador unlocks additional 3 ranks and up to 5 levels in the referral program with higher percentages:

Level	4th rank (for ambassadors) (5.000+ referrals / in squad)	5th rank (for ambassadors) (10.000+ referrals / in squad)	6th rank (for ambassadors) (25.000+ referrals / in squad)
1	7%	7%	7%
2	5%	5%	5%
3	3%	3%	3%
4	-	2%	2%
5	-	-	1%

SCROO-G

Additionally, an ambassador earns more ⚪EGGS when their direct referrals advance to the next league:

Next league	Referrer's reward 4th rank	Referrer's reward 5th rank	Referrer's reward 6th rank
Bronze	3 250	3 500	3 750
Silver	16 250	17 500	18 750
Gold	65 000	70 000	75 000
Platinum	325 000	350 000	375 000
Emerald	650 000	700 000	750 000
Ruby	3 250 000	3 500 000	3 750 000
Sapphire	6 500 000	7 000 000	7 500 000
Diamond	32 500 000	35 000 000	37 500 000
Epic	65 000 000	70 000 000	75 000 000
Legend	333 333 333	333 333 333	333 333 333

Only the results of active Scroo-G Mini App users who have subscribed to the Scroo-G channel on Telegram and have completed at least 10 taps on eggs in the Falling Eggs mini-game during the onboarding process count.

Additionally, the ambassador status:

- ⭕ Unlocks unique structures on the farm
- ⭕ Grants access to exclusive chats and special events
- ⭕ Allows direct communication with the development team
- ⭕ Guarantees an increased airdrop multiplier
- ⭕ Provides early access to new updates, content, and beta tests
- ⭕ Serves as a pass to the special ambassador leaderboard and developer contests
- ⭕ Ensures mentions in news and social media
- ⭕ Enables organizing and hosting in-game events
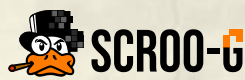
SCROO-G

To become a Scroo-G ambassador, a user must:

- Have at least 3,000 referrals or 3,000 players in their squad
- Submit an application
- Contact a Scroo-G team member responsible for the ambassador program
- Pass a personal interview

A Scroo-G ambassador must:

- Promote the Scroo-G project through social media, blogs, streams, and other
- platforms
- Create quality content: video reviews, guides, streams, and posts about Scroo-G
- Host events to attract new users to Scroo-G Mini App
- Participate in discussions and the development of new ideas with the Scroo-G team
- Provide regular reports
- Adhere to the terms and rules of the Scroo-G ambassador program.

EXPANDING THE WEB3 ARENA

SCROO-G

In the current version of Scroo-G Web3 App, users can:

- ◎ Use USDT tokens on BNB Smart Chain or The Open Network,
- ◎ Create and accept decentralized duels,
- ◎ Stream live challenges through their YouTube or Twitch channels,
- ◎ Participate in challenges as spectators and vote for duelists,
- ◎ Use animated reactions and comment on challenges in chat.

In the Scroo-G Mini App 2.0 and upcoming updates, users will focus on farming EGGS points:

- ◎ Play mini-games and purchase upgrades for them.
- ◎ Buy and upgrade buildings and storage on their farm.
- ◎ Complete quests.
- ◎ Invite referrals to join the fun.
- ◎ Climb the leaderboards — both individually and as part of a team.
- ◎ Participate in events and tournaments.

This is all in preparation for the upcoming $SCRG token launch, where users will be able to exchange their EGGS points for a share of the token airdrop, based on their achievements in the Scroo-G Mini App.

After the $SCRG token launch, Scroo-G Mini App will continue to engage Web2 audiences into Web3. We'll roll out a Web3 Telegram Mini App that syncs with the Web3 App:

- ◎ Web3 Telegram Mini App, Web3 App, and Telegram Mini App integration.
- ◎ Duels across all major networks.
- ◎ Competitive mini-games with cryptocurrency rewards.
- ◎ Event predictions.
- ◎ $SCRG token farming and staking.
- ◎ Partnership programs.
- ◎ Tasks and quests.
- ◎ Tournaments and events.
- ◎ Live streams with crypto donations.

SCROO-G

Scroo-G

SCROO-G Mini App

- Mini games
- Points farming
- Referral program
- Ambassador program
- Tasks and quests
- $SCRG airdrop

SCROO-G Web3 App

- Duel challenges for USDT
- BNB smartchain
- The Open Network
- Smart contracts
- Wallet Connect
- TON Connect

NOW

Scroo-G WEB 3 arena

Web3 Telegram Mini App

Web3 App

- Multi Chain
- Smart contracts
- Mini games for crypto
- Duel challenges for crypto
- Event predictions
- $SCRG staking and farming
- Partnership programs
- Tasks and quests
- Tournaments and events
- Donation-based live streams

UPCOMING

In the upcoming updates to the Scroo-G Web3 App, we'll revamp challenges, and introduce new features and mechanics.

Challenge Updates

Challenges will continue to be the core feature of the Web3 App, but we're spicing things up with some new options:

- **Like-Based Voting:** Soon, you'll be able to create challenges where fans vote not with donations, but with "likes." To participate in voting, users will need to pay a small fee, which will go into the challenge's prize pool. At the end of the challenge, 50% of the pool goes to the winning duelist, and the other 50% stays within the Scroo-G platform.
- **NFT Giveaways:** Not only users will be able to showcase their NFTs, but also wager those as prizes in challenges, adding more stakes to the game.

Introducing Mini-Battles

We're bringing mini-battles to the Web3 App — competitive mini-games where you can win crypto.

- Fear & Greed will be the first mini-battle launched in the upcoming update. In this game, users predict whether the price of a cryptocurrency (TON, BNB, BTC, ETH, SOL) will rise or fall within the next 15 seconds. Place your bets on your prediction.

- Winners and Losers: If your prediction is correct, you win. If not, you lose. Scroo-G takes a 10% commission from the losers' pool, and the remaining amount is distributed among the winners, who also get their original bets back.

While the project evolves, the mini-battles section will continue to expand with new games and content as they are being developed and released.

Event Prediction

We're adding a feature where users can predict the outcomes of upcoming events with specific and mutually exclusive outcomes.

These events can range from political and sports events to cultural happenings — basically, anything with a competitive angle.

Scroo-G users will also have access to a type of prediction focused on future cryptocurrency prices.

The prediction mechanism is pretty straightforward anyway:

- The user selects an event that will occur in the future.
- The event has a clearly defined and finite set of possible outcomes.
- The possible outcomes of the event must be mutually exclusive.
- The user chooses one of the outcomes and places a bet on it.
- All bets on the various outcomes form a prize pool.
- When the event concludes, those who bet on the correct outcome split the prize pool; everyone else loses their bet.
- Users who placed winning bets share the prize pool among themselves.

Crypto Donation Livestreaming

In addition to streaming during challenges, we're adding the ability to livestream on YouTube or Twitch through the Scroo-G Web3 App, allowing streamers to receive crypto donations directly from their viewers. This is a great way to get more familiar with the Web3 App and gear up for participating in challenges as a duelist.

BLOCKCHAIN TECHNOLOGIES

SCROO-G

At its core, the Scroo-G Web3 arena is a decentralized platform powered by blockchain technology.

Blockchain takes trust issues out of the equation, providing a secure and transparent environment for all ecosystem participants.

The Scroo-G team prides itself on its commitment to transparency and security.

All activities on the Scroo-G platform are governed by smart contracts that ensure fairness and integrity. Events are created and validated directly through smart contracts, guaranteeing that no party can tamper with outcomes or participant funds. Users apply native coins from the respective networks to pay for transactions, ensuring reliability and security.

Fairness is Scroo-G's top priority.

That's why smart contracts automatically disburse winnings to victors at the end of each event — without any side interference. This means event outcomes are entirely unbiased, and payouts are fast and guaranteed.

At the moment, the Scroo-G ecosystem operates on two blockchain networks:

BNB Smart Chain   The Open Network

The following cryptocurrencies are currently used in Scroo-G:

USDT BEP20 (on the BNB Smart Chain network)

USDT TON (on The Open Network)

Future plans include integrating all major networks popular in the crypto community, i.e:

- Solana
- Tron
- Ethereum
- Polygon
- Arbitrum
- And other EVM-compatible networks

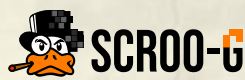Scroo-G also plans to expand its ecosystem to support $SCRG tokens and USDT stablecoins across all popular networks.
The Scroo-G Web3 arena is a world of fair and thrilling virtual competitions where user safety and satisfaction are the top priorities.
Scroo-G is committed to creating a trustworthy, fair, and innovative environment for all crypto battle enthusiasts.

Cross-Chain Bridges

The project's upcoming $SCRG token will first launch on The Open Network and later expand to other popular chains. This setup is convenient for users who use USDT across different networks in the same game or competition — no need to switch between chains or pre-load specific tokens into their wallet.

In Scroo-G activities like games, competitions, or other events, smart contracts handle user deposits and automatically distribute rewards at the end. A smart contract for a specific activity is created on a specific chain. If a user needs to deposit in a different network's cryptocurrency than the smart contract's network, Scroo-G uses automatic cryptocurrency conversion via DEX to $SCRG tokens, followed by automatic bridge transfers to the appropriate chain.

Here's how the process works using challenges as an example:

1. A challenge is created, and a smart contract is set up on The Open Network (TON).
2. A user places their vote by donating USDT on the BNB Smart Chain (USDT BEP-20).
3. The USDT BEP-20 is automatically swapped via a DEX for $SCRG BEP-20.
4. $SCRG BEP-20 is then bridged over to $SCRG TON.
5. $SCRG TON is swapped back via a DEX for USDT TON.
6. The USDT TON is credited to the challenge's smart contract address.
7. Once the challenge ends, the reverse conversion happens, and the user gets their reward (if they backed the winner) in USDT BEP-20.

Users can create, accept, and vote in challenges using USDT or $SCRG on any chain — decentralized multichain smart contracts will automatically handle the network conversions.
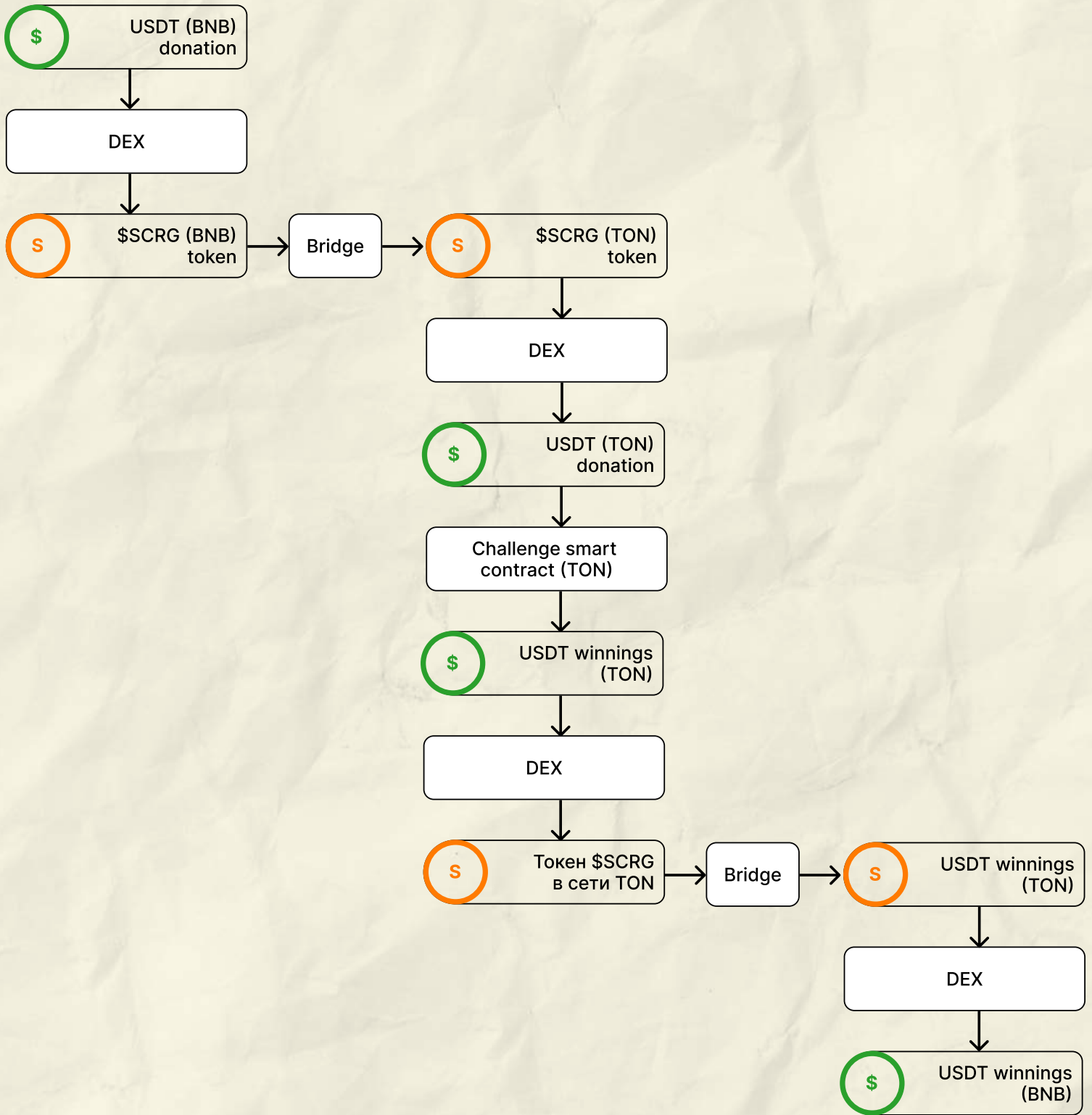
Smart Contracts for Challenges

In Scroo-G, code is law. The smart contracts used in the project ensure trust and make the mechanisms transparent, reliable, and independent.
Scroo-G Web3 App does not have access to user assets — challenges are governed by smart contracts. There can be a single smart contract for multiple challenges or separate contracts for each one. Alternatively, a combination can be used — one main smart contract for several challenges and additional contracts for each specific challenge.
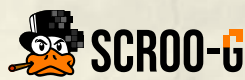
When users vote, their USDT (or $SCRG tokens in the future) are sent to the smart contract addresses. The cryptocurrency remains in the smart contracts until the challenge is completed.

To be able to vote, users must grant permission to the Scroo-G smart contracts to execute the necessary transactions. This is done by calling the smart contract with a transaction in USDT (BEP-20 on the BNB Smart Chain or TON on The Open Network). This permission only needs to be granted once for all subsequent voting transactions.

Creating and confirming challenges also involves calling a smart contract. This is why users are required to pay gas fees in the native currency of the respective network, ensuring that no one can spoof their addresses to claim rewards. This process also ensures that neither party can manipulate the outcome or the participants' funds.

The smart contract address receives the user's USDT for voting, which is held until the challenge ends. Participants will need to use the native currency of the respective network to cover transaction fees, ensuring the security and integrity of each vote.

Users can cast their votes from the start of the challenge until its conclusion. If a transaction is attempted outside this window, only the transaction fee will be deducted from the user's wallet, and the USDT (BEP-20 or TON) or Scroo-G platform tokens will not be debited.

Contributions are accepted only in cryptocurrency used within the Scroo-G Web3 App, not in fiat. All payouts are also made in blockchain-based assets.

After the challenge concludes, USDT is distributed among users. The Scroo-G smart contract automatically disburses the rewards to the winners without any interference. The results are completely unbiased, and the payouts are fast and guaranteed.

Cryptocurrency Wallets

To fully utilize the Scroo-G ecosystem, a cryptocurrency wallet is essential. Users can register in the Scroo-G Web3 App via their cryptocurrency wallet or email.

A single user profile can link up to two cryptocurrency wallets and one email address. In the future, users will also be able to register through their Telegram account.

Connecting a user's cryptocurrency wallet to Scroo-G allows them to:

- Uniquely identify themselves,
- Sign the Terms of Use, Rules, and Privacy Policy of the project,
- Register an account and log in,
- Utilize their owned NFTs,
- Pay for cryptocurrency transactions and network fees,
- Receive rewards for victories.

You can top up your balance to participate in events and competitions without connecting a crypto wallet — just by scanning a QR code and transferring USDT or $SCRG from any wallet, or even an exchange.

However, to receive payouts from smart contracts, the user must connect their wallet to their Scroo-G profile or specify the address of their crypto wallet to receive payments.

User's crypto wallet connects to the Scroo-G Web3 through protocols like Wallet Connect or TON Connect.

Users can utilize any cryptocurrency wallet that suits them, as long as it supports transactions on the BNB Smart Chain or The Open Network. Additionally, if users plan to use NFTs, their wallet must also support NFT technology.

There's no need to register separately in the Telegram Mini App Scroo-G — users can start playing right away with their Telegram account, which automatically links to their Scroo-G Mini App account. Soon, users will be able to connect their TON wallet via TON Connect and link it to their account, which will be used in Scroo-G Web3 App as well as for receiving $SCRG token airdrops.

This means that in future, Scroo-G users (across both Web3 App and Telegram Web3 and Web2 Mini Apps) will have a unified profile that integrates their email addresses, cryptocurrency wallets, and Telegram accounts.

NFT application

Scroo-G Web3 App uses NFTs, which are transformed digital files stored on the blockchain. The platform uses existing NFTs, meaning users can bring in NFTs they've created on third-party platforms or marketplaces.

Users who wish to use NFTs in challenges must be their sole and verified owners. Using NFTs in challenges is optional, depending on whether challenge creators or participants want to include them. However, NFTs in challenges:

- Attract additional audience attention,
- Generate extra monetization from victories,
- Increase their market value and sales potential,
- Gather fans and admirers of digital art.

Different NFTs from various chains can participate in a single challenge, regardless of the network tokens used for voting or donations.

In the future, NFTs won't just serve a supporting role in duels — duelists will be able to stake their NFTs right into a smart contract, which will transfer both tokens to the winner's address at the end of the challenge.
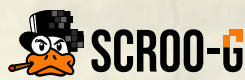
This could take the competitive intensity of challenges to a whole new level, with high-stakes NFTs worth millions of dollars on the line.

Arena Commissions

Scroo-G charges a platform fee of 10% from the total donations in any challenge where a winner is declared.

If the challenge ends in a tie, with donations split equally between the duelists, Scroo-G does not charge its fee.

Users also cover the transaction fees in BNB (BEP-20) on the BNB Smart Chain or TON on The Open Network when transferring USDT (BEP-20 or TON) to Scroo-G's smart contracts for voting or creating and accepting challenges. These fees are charged by the respective networks and are non-refundable.
As the Scroo-G project evolves, the team reserves the right to introduce paid access or other restricted access to certain functionalities or services, as well as to charge additional fees in the form of cryptocurrencies, tokens, other digital assets, or subscriptions.

Currently, the Scroo-G Telegram Mini App does not charge any fees. However, in the future (especially with the introduction of the Web3 Telegram Mini App), some fees may be implemented, in accordance with Telegram's terms of use.
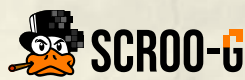
Challenge Formulas

The Scroo-G project and its challenge smart contracts operate under strict mathematical formulas and calculations to manage challenges and distribute rewards.

The rules and algorithms governing challenges are as follows:

- Users who voted (donated) for the winning duelist will get back their USDT (BEP-20 or TON) that they voted with.
- Users who voted for the losing duelist will lose their USDT (BEP-20 or TON).
- The winning duelist receives 30% of the donations from those who voted for the losing duelist.
- From the remaining amount of donations from the losing side, Scroo-G deducts a platform fee that equals 10% of all challenge donations in the challenge, or the entire remaining amount if it's impossible to deduct a 10% fee.
- The remaining amount of the losing side's donations is distributed among the winners (users who voted for the winning duelist) in proportion to their contributions during the vote.
- If at the end of the challenge there were no votes, only one vote, or if the total amounts voted for both duelists were equal, all donations are refunded to the voters in full, and no rewards or platform fees are accrued or paid out.
- Transaction fees for voting are not reimbursed.

The reward for winning challenges and voting, as well as the Scroo-G platform fee, are calculated by means of the following formulas:

$$
\begin{cases}
R_x = x \sum_{m}^{1} L_m \\[2em]
T_y = y \left(\sum_{n}^{1} W_n + \sum_{m}^{1} L_m \right) \\[2em]
T_y \leq \sum_{m}^{1} L_m - R_x \\[2em]
P_{W_n} = \left(\dfrac{W_n}{\sum_{n}^{1} W_n} \right) \left(\sum_{m}^{1} L_m - R_x - T_y \right)
\end{cases}
$$

where:

- ⭕ Rx - reward for the winning duelist, in USDT (or \$SCRG)
- ⭕ x - reward rate for the winning duelist
- ⭕ m - number of votes for the losing side
- ⭕ Lm - vote amount for the losing side, in USDT (or \$SCRG)
- ⭕ Ty - Scroo-G platform fee, in USDT (or \$SCRG)
- ⭕ y - platform fee rate for Scroo-G
- ⭕ n - number of votes for the winning side
- ⭕ Wn - vote (donation) for the winning side, in USDT (or \$SCRG)
- ⭕ PWn - reward for a user who voted for the winning side, in USDT (or \$SCRG)

Thus, there are several specific cases of the formula outlined above.

Case 1:

Equal Votes for Both Sides

$$
\begin{cases}
\dfrac{\sum_m^1 L_m}{\sum_n^1 W_n} = 1 \\
R_x = 0 \\
T_y = 0 \\
P_{W_n} = 0
\end{cases}
$$

Case 2:

Where the margin of votes in favor of one duelist is sufficient to deduct the platform commission from all votes in the challenge.

$$
\begin{cases}
\dfrac{y}{1 - x - y} < \dfrac{\sum_m^1 L_m}{\sum_n^1 W_n} < 1 \\
R_x = x \sum_m^1 L_m \\
T_y = y \left(\sum_n^1 W_n + \sum_m^1 L_m \right) \\
T_y \leq \sum_m^1 L_m - R_x \\
P_{W_n} = \left(\dfrac{W_n}{\sum_n^1 W_n} \right) \left(\sum_m^1 L_m - R_x - T_y \right)
\end{cases}
$$

Case 3:

Where the margin of votes in favor of one duelist is not sufficient to deduct the platform commission.

$$\begin{cases} \dfrac{\sum_m^1 L_m}{\sum_n^1 W_n} \leq \dfrac{y}{1 - x - y} \\[2em] R_x = x \sum_m^1 L_m \\[2em] T_y = \sum_m^1 L_m - R_x \\[2em] P_{W_n} = 0 \end{cases}$$

THE $SCRG TOKEN

Scroo-G's economy is set to level up, getting more intricate as we roll out new features.

Right now, you can use USDT stablecoins on BNB Smart Chain and The Open Network for challenges in our Web3 App, and rack up ⚪EGGS points in the Telegram Mini App, setting yourself up for that juicy $SCRG token airdrop.

With the launch of the $SCRG token (kicking off on the TON network and expanding to others), you'll be able to use it alongside USDT in PvP and TvT games and challenges, earn it from your referral activity, spend it on digital goods in our marketplace, stake it, or use it as pool boosts in our partners' liquidity pools.

But that's not all — $SCRG will also let you seamlessly swap USDT across different networks via bridges and DEXs.

$SCRG Token Utility:

- Cross-chain crypto exchanges
- Donating in challenge votes
- Using in games and competitions
- Shopping in the marketplace
- Farming and staking
- Minting NFTs
- Participating in Scroo-G's DAO
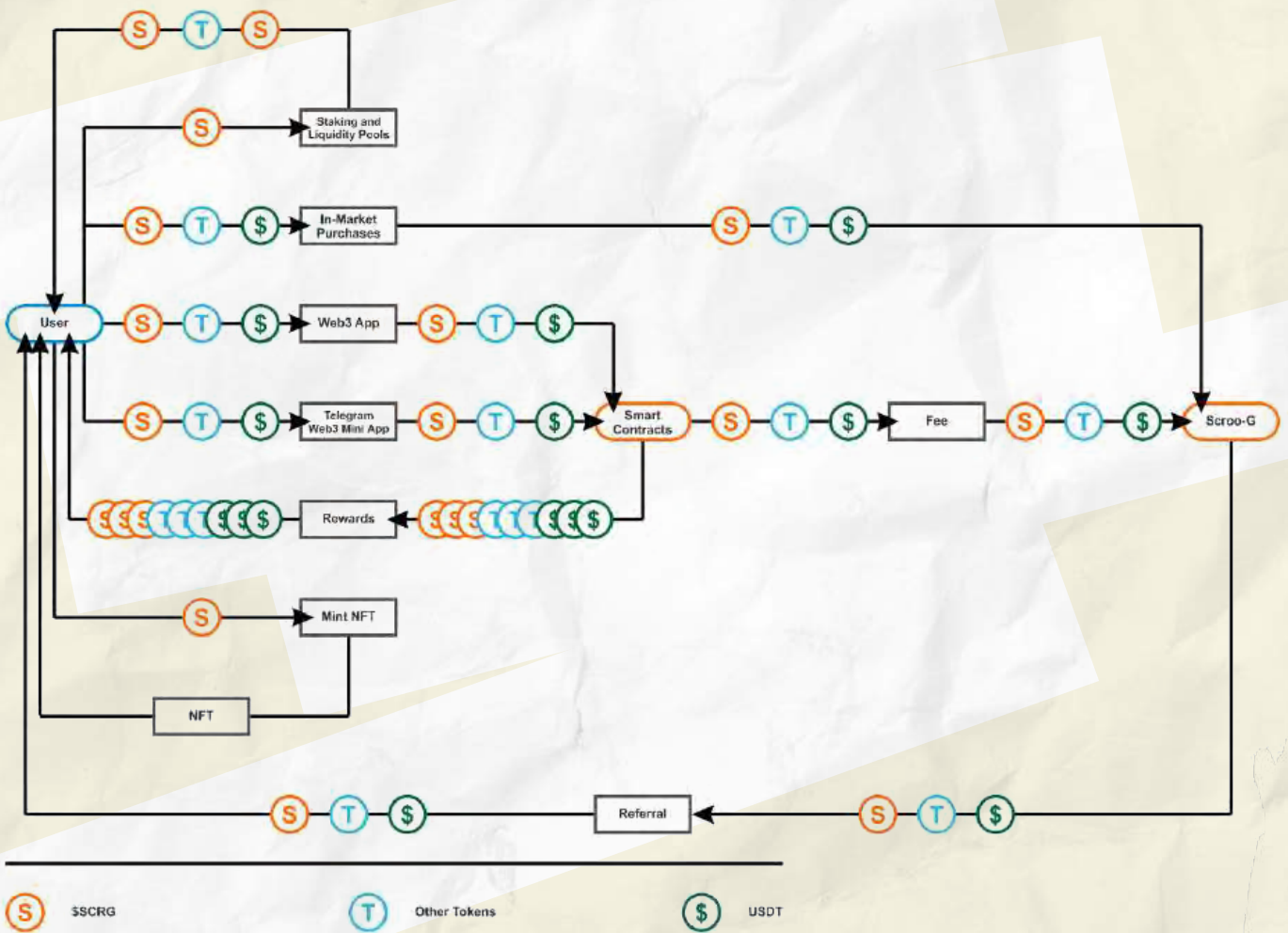
The $SCRG token emission will be distributed as follows:

- ⦿ TGE
- ⦿ DEX and CEX liquidity provision
- ⦿ Marketing
- ⦿ Staking pool
- ⦿ Liquidity boost pools
- ⦿ Rewards
- ⦿ Airdrop
- ⦿ Team and project development

Detailed information about Scroo-G tokenomics will be published before TGE.

MARKET

Promotion landscape

Southeast Asia

Countries:

- Indonesia
- Philippines
- Malaysia
- Thailand
- Vietnam

Rapid Growth of the Crypto Industry: In 2023, the cryptocurrency market in Southeast Asia saw significant growth, demonstrating a strong trend towards increasing volumes and further development.

High Engagement: In countries like Thailand, the Philippines, and Vietnam, cryptocurrencies have become a popular means of earning, especially among the youth.

Favorable Regulatory Environment: Countries like Malaysia and Thailand are actively developing regulatory frameworks for cryptocurrencies, fostering trust and attracting new users.

South Asia

Country:

- India

Rising Interest in Cryptocurrencies: In 2023, India and Pakistan ranked in the top 10 countries for cryptocurrency usage. The Indian market is particularly active, driven by large trading volumes.

Technological Engagement: The growing use of mobile phones and the availability of the internet contribute to the spread of cryptocurrencies in the region.

Latin America

Countries:

- Brazil
- Mexico
- Argentina
- Chile
- Colombia

Adoption of Cryptocurrencies for Financial Inclusion: In 2023, Latin America emerged as an important region for cryptocurrencies, with many people using them for cross-border transfers and protecting their savings from inflation.

Active Youth Participation: The young population in the region is actively engaging with cryptocurrencies, aiding their spread.

Sub-Saharan Africa

Countries:

- Nigeria
- South Africa
- Kenya
- Ghana

Financial Inclusion: Cryptocurrencies are helping to solve the issue of limited access to traditional financial services. Africa shows a high level of cryptocurrency adoption for cross-border transfers and micropayments.

Growing Cryptocurrency Activity: In 2023, Africa became the third-largest region by volume of cryptocurrency transactions, highlighting the importance of expanding into this market.

CIS

Countries:

- Kazakhstan
- Russia
- Uzbekistan
- Ukraine
- Belarus
- Azerbaijan, Armenia, Georgia: Eastern and Southern republics of the CIS with active mobile app users.

Strong Cryptocurrency Communities: Russia and Ukraine have many active crypto communities, making these countries attractive for promoting cryptocurrency projects.

Favorable Regulatory Environment: Kazakhstan and Belarus have implemented positive regulatory measures to support cryptocurrencies, aiding their spread.

TARGET AUDIENCE

Gamers

Personality Traits:

- **Interests:** Play-to-earn games, mobile and browser games, multiplayer battles.
- **Behavior:** Active participants in gaming communities, frequently engage in online competitions and tournaments.
- **Values:** Entertainment, competition, social interaction.

Demographic Characteristics:

- **Age:** 18—35 years.
- **Gender:** Predominantly male.
- **Education and Income:** Mostly students or young professionals with average to above-average income.

Cryptocurrency Enthusiasts

Personality Traits:

- **Interests:** Cryptocurrencies, blockchain technology, investing, financial instruments.
- **Behavior:** Active members of crypto communities, involved in airdrop hunting, keep up with news and trends in the crypto industry.
- **Values:** Financial independence, innovation, learning.

Demographic Characteristics:

- **Age:** 20—40 years.
- **Gender:** Predominantly male.
- **Education and Income:** High level of education, above-average income thanks to crypto activities and work in IT. Often use games for earning through bot farms or exploiting mechanics.

Youth and Students

Psychographic Characteristics:

- **Interests:** New forms of entertainment and earning, educational games, social media.
- **Behavior:** Actively use mobile devices and messaging apps, always looking for new ways to entertain themselves and earn money.
- **Values:** Entertainment, learning, social interaction.

Demographic Characteristics:

- **Age:** 16—25 years.
- **Gender:** Male and female.
- **Education and Income:** College and university students, income usually depends on parents or part-time jobs.

Competitive Analysis

To better understand the competitive landscape in which the Scroo-G Web3 arena is being built, it's essential to examine the solutions offered by leading competitors in various areas and compare them with Scroo-G's offerings in each of these domains.

Telegram Mini Apps	SCROO-G MiniApp	HAMSTER KOMBAT	B	Classic Telegram Mini Apps
Game diversity	✓	✓	✓	-
Synthetic tokens' burn	✓	✓	-	✓
User tracking	✓	✓	-	-
Quests	✓	✓	✓	✓
ADS network for advertisers	✓	-	-	-
Anti-fraud cross-activity module	✓	-	-	✓
Ambassador program	✓	-	-	-
Open-job program	✓	-	-	-
Bug-bounty program	✓	-	-	-
Multiplatformity	✓	-	✓	-
Multilevel referral program	✓	-	-	-
Utility token in products	✓	-	✓	-

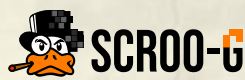| Socials	SCROO-G MiniApp	Likee	TikTok
Platform fees	10% of all challenge donations	Revenue from advertisers, up to 5% commission on in-game currency top-ups	70%
Influencer revenue	30% of losing side's donations	Donations during battles, in-game currency, content monetization through ADS, viewer donations, affiliate programs, commercial contracts	30%
User Earnings	0–50% of losing side's donations	No	No
Content formats	NFTs, audio, video, GIFs, streams, images, and more	Short videos, live streams, augmented reality effects	Streams
Target audience	Gambling enthusiasts, influencers, crypto and NFT holders, creators	Youth, reels-video consumers, content creators, streamers	Influencers and creators
Engagement Mechanics	Challenges, referral program, ambassador program, native token, crypto wallet integration, coupons	Like Battles, the ability to invite guests to streams (duets), gifts (donations) and likes from viewers	Battles
Retention Mechanics	Celebrity events, Thematic events, Communities, Rankings, and rewards, Additional game mechanics, token farming in battles, token staking, liquidity farming, ve-tokenomics, SocialFi	Recommendation feeds, notifications about new videos and streams, integration with other social networks, like and comment systems	Celebrity events

SCROO-G

Predictions and forecats

	SCROO-G MiniApp	fanzee	Polymarket
Platform fees	10% of all challenge donations	3—6%	2–4% from each transaction
Influencer revenue	30% of losing side's donations	1%	No
User Earnings	0–50% of losing side's donations	No	1–200%+ from successful predictions
Content formats	NFTs, audio, video, GIFs, streams, images, and more	Text and images	Text descriptions and images to represent markets and forecasts
Target audience	Gambling enthusiasts, influencers, crypto and NFT holders, creators	Gambling enthusiasts, crypto holders	Gamblers, investors, crypto enthusiasts, market analysts, and forecaster
Engagement Mechanics	Challenges, referral program, ambassador program, native token, crypto wallet integration, coupons	Battles in FNZ, voting, on-chain battles, ambassador program, referral program, native token, TON Connect	Predictions on real events (politics, sports, cryptocurrencies, culture
Retention Mechanics	Celebrity events, Thematic events, Communities, Rankings, and rewards, Additional game mechanics, token farming in battles, token staking, liquidity farming, ve-tokenomics, SocialFi	Token retention system (rankings), staking, quests, battle creator development program	Variety of events for prediction, regular updates of markets and events, loyalty and reward programs for active users, educational materials for beginners, leaderboards, social interaction in discussions, competitions based on PnL/trading volume

Betting	SCROO-G MiniApp	FT	Web2 betting platforms
Platform fees	10% of all challenge donations	Deposit and sale commission for NFTs	Platform Client Deposit Commissions
Influencer revenue	30% of losing side's donations	Cash payments: • Share of net gaming revenue • Percentage from direct NFT purchases • Secondary market fees • Sub-partnership program Token bonus every 3 months based on the number of paying players 50% reward from tournament revenue 15% from NFT purchases during initial sale	Up to 40% revenue share per user, lifetime commission
User Earnings	0–50% of losing side's donations	0.1–50%, plus NFTs for sale on the secondary market	Dynamic revenue percentage based on selected betting products
Content formats	NFTs, audio, video, GIFs, streams, images, and more	Virtual football tournaments using NFTs and cryptocurrency	Text or streams: sports betting, casino, cybersports, live betting, totalizator
Target audience	Gambling enthusiasts, influencers, crypto and NFT holders, creators	Football fans, crypto-betting investors, NFT holders	Sports betting and gambling enthusiasts
Engagement Mechanics	Challenges, referral program, ambassador program, native token, crypto wallet integration, coupons	Virtual football tournaments, NFT-involved tournaments, competitions based on real sports events	Welcome bonus, thematic bonuses, weekly bonuses, monthly bonuses, birthday bonuses
Retention Mechanics	Celebrity events, Thematic events, Communities, Rankings, and rewards, Additional game mechanics, token farming in battles, token staking, liquidity farming, ve-tokenomics, SocialFi	Ongoing tournaments and events based on real football matches, token staking for access to exclusive tournaments, platform activity reward programs, team ranking system based on tournament success	Loyalty programs, regular bonuses and promotions, mobile app for easy access, live match streaming, convenient deposit and withdrawal methods

A detailed competitive analysis clearly showcases Scroo-G's competitive edge:

- ⦿ both in functionality across each specific area
- ⦿ and in the overall comprehensiveness of its solution.

Scroo-G offers everything competitors do: for gaming, competitions, social interaction, earning opportunities, and the thrill of the game. But Scroo-G doesn't just combine these features, but it does it transparently and fairly through a decentralized approach using leading blockchain technologies and software solutions.

IDENTITY

Scroo-G stands as the world's first multi-chain Web3 arena built on the TON blockchain, offering a vast array of competitions and opportunities to earn cryptocurrency. It's a juicy mix of GameFi, SocialFi, NFT, and DeFi, bringing together entertainment and earning potential in one place.

Web3 App

This decentralized platform empowers users to engage in thrilling PvP and TvT challenges, monetize content and events, and support fellow participants. Scroo-G leverages cutting-edge blockchain technologies to ensure decentralization with high transparency and security. This approach minimizes fraud risks and enables fair distribution of rewards and winnings through smart contracts in TON and EVM-compatible networks.

The platform's native token, $SCRG, has native utility — integral to every aspect of the Scroo-G ecosystem. It's available across all major networks and facilitates cross-chain functionality for all project-related cryptocurrencies.

Telegram Mini App

A variety of engaging mini-games and farming activities in Telegram offer rewards in the form of 🥚EGGS points, $SCRG tokens, USDT stablecoins, and partner tokens. These features are combined with synthetic token burning, user tracking, tasks, ADS network for advertisers, and anti-fraud cross-activity module.

This comprehensive solution makes Scroo-G attractive not just to users, but also to advertisers and project partners.

User Engagement and Retention

Scroo-G's two-tier referral program allows users to earn rewards for all actions taken by invited users. The program offers differentiated reward percentages based on your activity in attracting new participants.

Participation in the ambassador program enables users to earn higher referral rewards, up to five levels deep. It also grants access to social and creative tasks, with rewards in 🥚EGGS points, $SCRG tokens, and USDT stablecoins.

Scroo-G's partnership programs are among the best on the market, making the project highly appealing to influencers. Beyond referral and ambassador programs, Scroo-G offers additional loyalty programs for active users, such as Bug Bounty and Open Job programs.

Scroo-G's rich array of user retention strategies includes events with key opinion leaders (KOLs) and celebrities, thematic events, community and ranking systems, additional game mechanics, token farming and staking, liquidity farming, and ve-tokenomics elements. This transforms Scroo-G into a social space where users can interact with each other and participate in various activities.

Diverse Content and Target Audience

Scroo-G supports a wide range of content formats, including NFTs, audio, video, animation, and graphics. Combined with real-time streaming capabilities, this offers extensive opportunities for interaction and earning potential for a broad audience: gambling enthusiasts, influencers, crypto and NFT holders, creators, and more.

Fees and Earnings

Scroo-G offers users a versatile and comprehensive ecosystem for competition and earning, charging a moderate platform fee — up to 10% of winnings. Users can earn up to 50% of their deposit in games and competitions, while event organizers can expect royalties.

Unlike other platforms, Scroo-G ensures a fair and transparent earning system through blockchain-based smart contract mechanisms. This makes Scroo-G a profitable venture for both users and influencers alike.

TEAM AND PARTNERS

Nik Stone
CEO & Founder

Eli Carnegie
CBDO

+18 team members

developers, designers, copywriters, marketing, experts, analysts

Scroo-G Team:

- ✅ Over 20 years of experience in commercial development, spanning from Web1 to Web3.
- ✅ More than a decade of working with blockchain technology.
- ✅ Launched over 10 successful commercial projects.
- ✅ Pioneered mobile games in the Web3 space.
- ✅ Extensive experience in scaling fast-growing projects.
- ✅ Proven track record in GameFi, DeFi, and Market Making (MM).

Scroo-G Partners:

Clarnium — A unified space for Web3 gaming, ranked among the top promising projects at Paris Blockchain Week.

NAKOMOTO GAMES — A game development studio specializing in multi-platform Web3 games, from mobile to PC and console gaming.

ROADMAP

2022
- Developed the concept for the Scroo-G Web3 Arena.
- Secured $250K in self-funding.

2023
- Secured an additional $250K in investments.

Q1 2024
- Conducted testing of the Scroo-G Web3 App.
- Held a series of closed challenges on the BNB Smart Chain network.

April 2024
- Developed the concept for the Scroo-G Mini App on Telegram.

May 2024
- Released 1.0 beta version of the Scroo-G Mini App on Telegram.
- Secured $250K in further investments.

June 2024
- Launched quest program.
- Formed partnerships with Clarnium and NAKOMOTO Games.

July 2024
- Released 2.0 beta version of the Scroo-G Mini App on Telegram.
- Launched ambassador program

September 2024
- Released 3.0 beta version of the Scroo-G Mini App on Telegram.
- Accomplished pre-airdrop of $SCRG tokens equivalent to $100,000 for active users of the Scroo-G Mini App.

Upcoming stages:

Q3 2024
- Launch of the Web3 App on TON and BNB Smart Chain networks.
- Start of an active marketing campaign.
- Introduction of new games in the Scroo-G Mini App.
- Launch of events and tournaments.
- Token Generation Event (TGE) for $SCRG.
- $SCRG token airdrop.
- Integration of $SCRG into the platform.
- Launch of $SCRG staking and farming.
- New collaborations.
- New partnerships.

Q4 2024
- Even more opportunities for users.