

WHITE PAPER  
Document version September 27, 2024

**WELCOME TO THE  
CLUB!**

**SCROO-G**

**THE CLUB FOR  
THOSE WHO'VE  
GOT EGGS**





**Scroo-G is bringing you the world's first multichain Web3 arena on TON, packed with all kinds of competitions and ways to stack that crypto.**

It's a juicy mix of GameFi, SocialFi, NFT, and DeFi all in one place for fun and profit.

Scroo-G offers users a one-of-a-kind experience where they can challenge each other to live duels, earning 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.

### **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.

### **Scroo-G has it all:**

- For gaming,
- For competing,
- For socializing,
- For earning and getting your thrilled.

And Scroo-G doesn't just mix these up, we do it straight-up fair and transparent — fully decentralized using top blockchain tech and software solutions.

**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.





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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

## AND MASS ADOPTION

Right now, over 3 billion people are playing games. The global gaming industry is massive and still growing fast. Over 70% of the gaming industry's annual revenue, which tops \$300 billion, comes from mobile games. That's 1.5 billion people playing over 700,000 mobile games.

**All kinds of people play mobile games, anywhere, anytime. Because mobile games are:**

- Widely available,
- Intuitive,
- Diverse,
- Convenient,
- Mostly free,
- Socially interactive,
- Constantly updated.

**Web3 brings a new approach and new possibilities for both developers and players:**

- True ownership of in-game assets represented as tokens (including NFTs), with the ability to trade them securely and transparently,
- Interoperability of in-game assets, allowing them to be used across different games and metaverses,
- Play-to-Earn concepts that let users earn crypto assets just by playing.







## **But Web3 has its challenges to be widely spread:**

- Regulatory and market uncertainty, rooted in the global push to regulate blockchain and crypto assets;
- Low scalability of blockchains due to transaction processing limits and speed;
- Insufficient cross-platform compatibility;
- Adoption hurdles due to technological complexity and the natural cognitive entry barrier.

However, the popularity of Web3 games will keep growing as blockchain tech advances and these challenges are addressed.

## **Already, games are a great way to introduce users and gamers to Web3.**

Especially with the launch of The Open Network and its deep integration with Telegram, one of the most popular messaging apps globally with over 950 million users, and the introduction of Telegram Mini Apps — it's now possible to truly bring Web2 users into the Web3 world.

## **Telegram Mini Apps offer a convenient way to interact with gaming and competition mechanics directly in Telegram.**

Like bots, Mini Apps in Telegram support simple authentication, personalized push notifications, and much more:

- Seamless integration with TON Wallet and built-in payments,
- Access to various services,
- Flexible monetization options,
- Easy use and availability across platforms.

These technologies allow us to give Scroo-G players a flexible and convenient interface for gaming and competition in the Scroo-G Mini App.


**WEB3**

**ARENA**



## **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.

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 is not just a game, an app, or a bundle of those.  
It's an ecosystem for competing and earning from it.**

**The Scroo-G ecosystem currently includes 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.



**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 Web3 arena kicks off with challenges. The entire ecosystem of the project is built around these showdowns.

Challenges are head-to-head battles between two content creators. They can stream, chat, and showcase their NFTs and other digital content to the audience. The goal? Prove who's the best. All of that - for the crowd and donations. The Scroo-G Web3 arena lets both duelists and spectators cash in on a win.

***If you've got killer content, step up and win.  
If not — vote for those who do.  
Either way, you stand to make bank in case of victory***







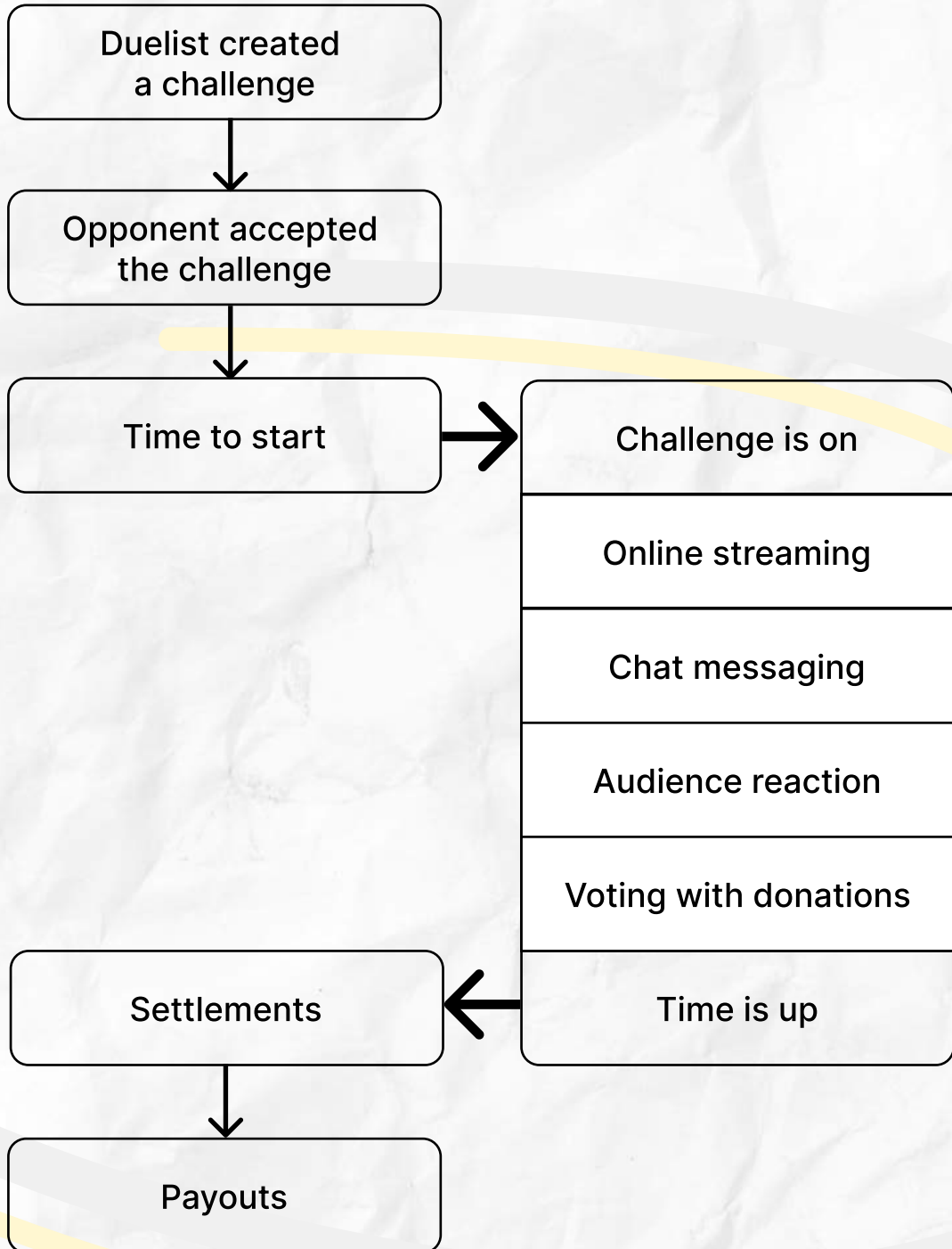
In early 2024, we ran a successful closed beta testing of our MVP on the BNB Smart Chain. The first-ever live challenges between content creators went down — duelists squared off in a live stream, throwing everything they had at each other, while the crowd voted with USDT.

This whole process is fully decentralized — settlements and payouts are handled fairly and transparently by smart contracts.

**Challenges are the solid foundation of the Scroo-G Web3 arena:**

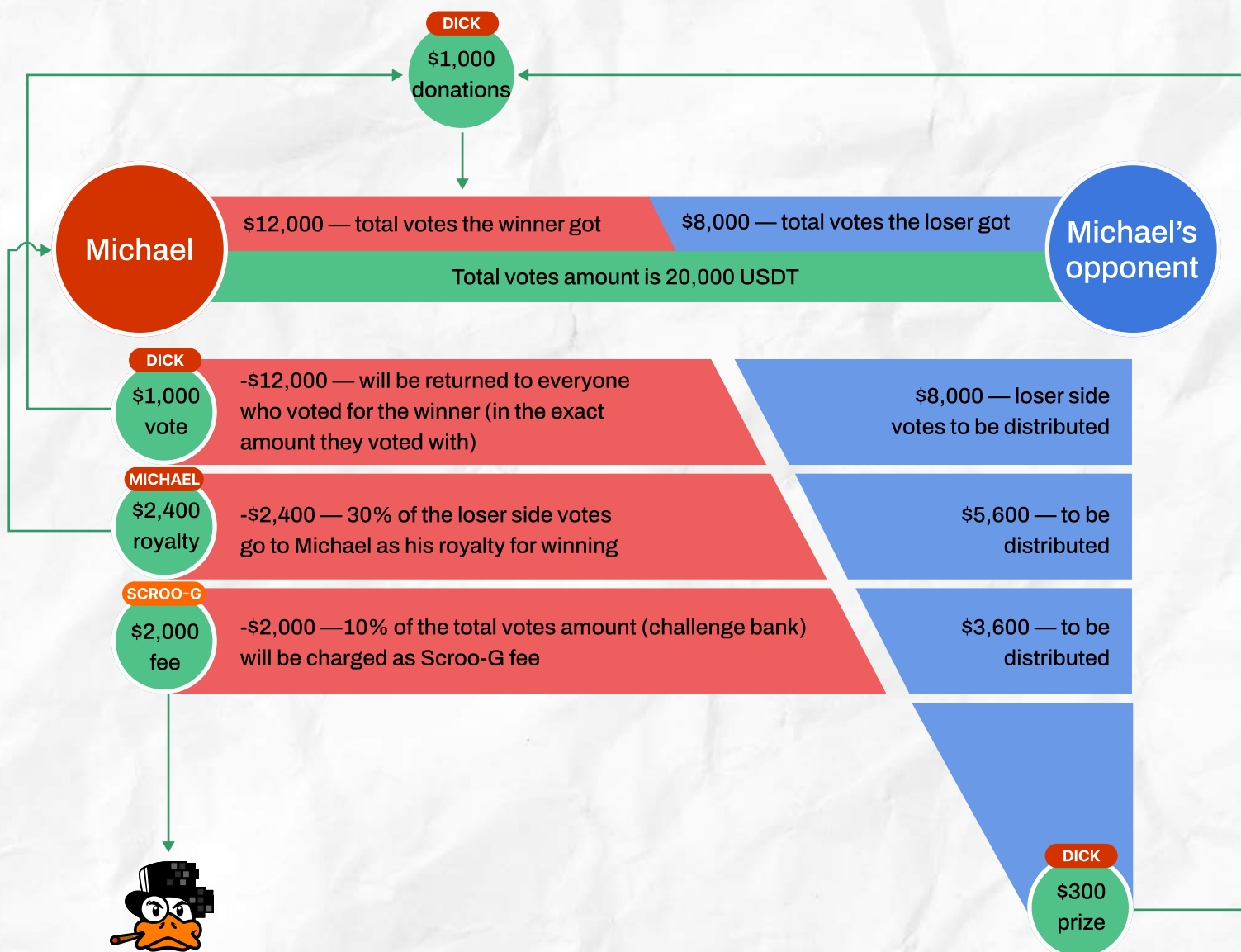
- It's a public face-off between two content creators
- Anyone can support one of the duelists
- Victory comes from gaining the majority
- And that majority has to be expressed with money
- Users vote for their favorite to win by donating USDT
- The duelist with the most USDT votes wins
- And everyone who backed the winner gets their money back — plus a cut of the loser's.





## 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.



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, and even without heavy advertising, it quickly grabbed attention.

**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 and enjoy additional rewards.

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



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



Points





## What Scroo-G Mini App Offers:

- **Onboarding:** A smooth and progressive introduction to the game's core mechanics and systems. We make sure every user knows their way around before diving in deep.
- **Mini-Games:** An ever-expanding set of game mechanics designed for active earning of 🥚 EGGs, your ticket to bigger airdrop rewards.
- **Farm Mode:** A city-building style mode where you can passively generate 🥚 EGGs points. The more you build and upgrade, the more you earn — without lifting a finger.
- **Referral and Ambassador Programs:** The best in the market for users actively promoting the project. Earn 🥚 EGGs for every action taken by your referrals, with rewards stretching across multiple levels of depth.
- **Marketplace:** A place to purchase in-game upgrades that boost your 🥚 EGGs earnings. Invest wisely, and watch your airdrop points grow.
- **Quests:** An extra way to rack up 🥚 EGGs by completing daily and special quests from Scroo-G and our partners. Keep busy, and keep earning.
- **Leagues and Squads:** A ranking system that rewards players with bonuses and better airdrop conditions, both individually and as a team. Climb the leaderboards and reap the rewards.
- **Events and Tournaments:** Extra motivation and a chance to chase after valuable prizes and airdrop bonuses.

**It doesn't matter when you join Scroo-G Mini App — there's always a chance to grab a hefty chunk of the airdrop!**

**Compete, win, and earn.**



**EXPANDING THE**

**WEB3**

**ARENA**




**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 Mini App**

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**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:

- Choose an event with a set of possible outcomes.
- Place a bet on the outcome you believe will happen.
- All bets go into a prize pool.
- When the event concludes, those who bet on the correct outcome split the prize pool; everyone else loses their bet.

## **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**



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, 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.

### **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.





## Cryptocurrency Wallets

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.

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

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.

To fully utilize Scroo-G ecosystem, a crypto wallet is essential.

## 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.

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.



## **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.

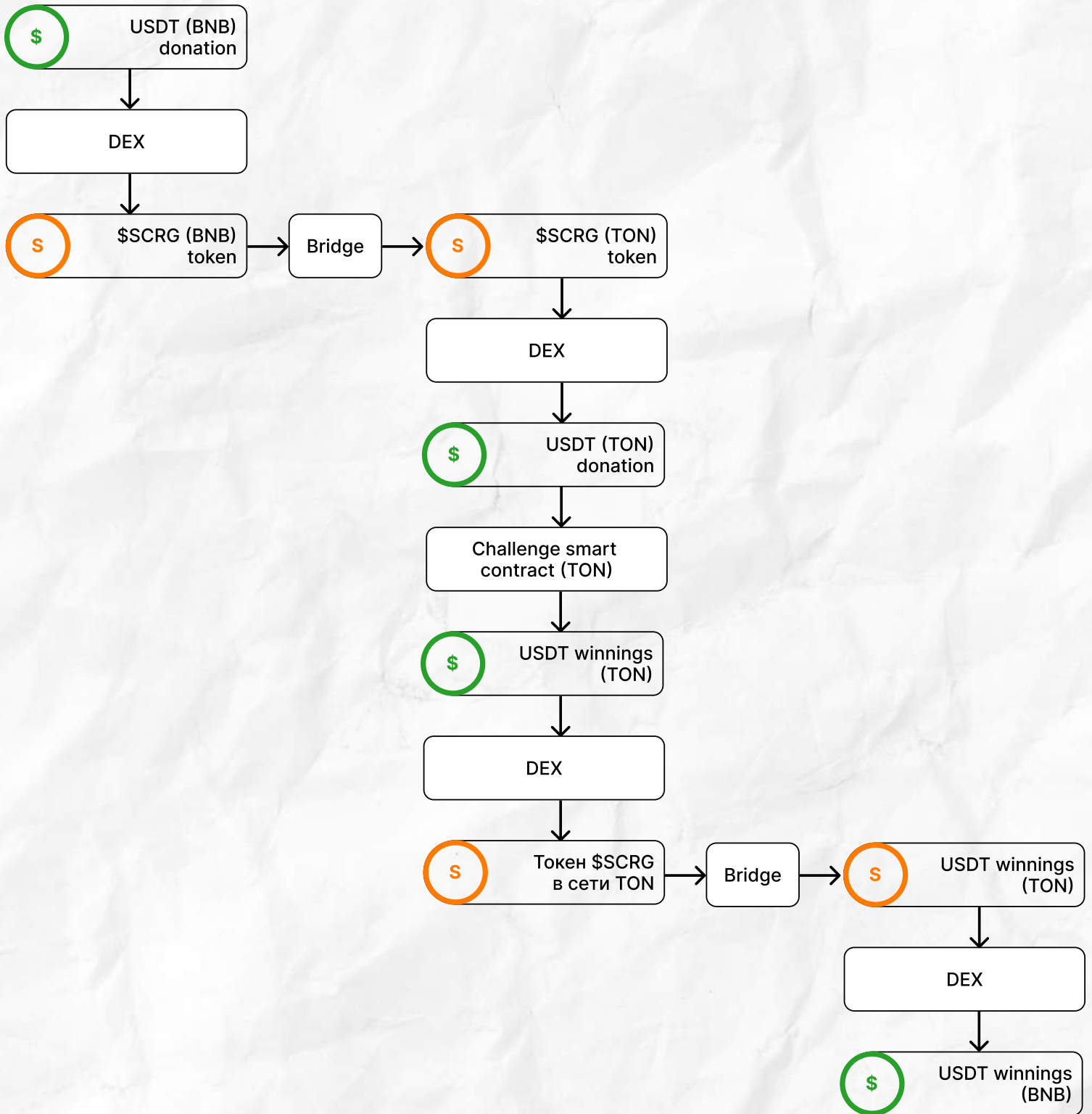
Users also cover the transaction fees in BNB (BEP-20) on the BNB Smart Chain or TON on The Open Network when transferring USDT (BEP-20 or TON) to Scroo-G's smart contracts for voting or creating and accepting challenges. These fees are charged by the respective networks and are non-refundable.

## **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.

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.



**THE**

**\$SSCRG**

**TOKEN**





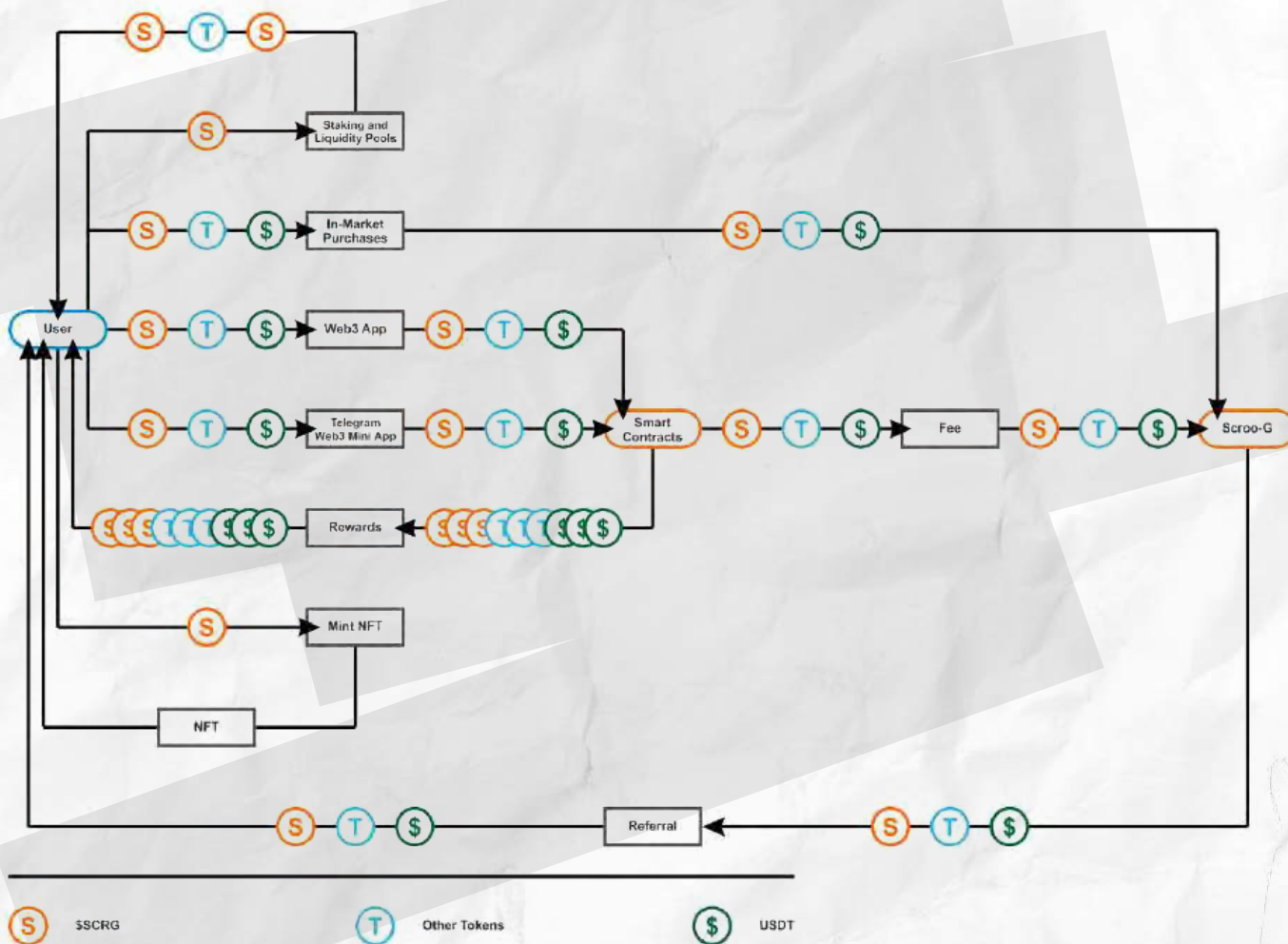
Scroo-G's economy is set to level up, getting more intricate as we roll out new features.

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 \$SSCRG 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.**



**JOIN OVER**

**150,000**  
**PLAYERS IN THE SCROO-G MINI APP ON TELEGRAM!**



Earn  EGGs by playing mini-games.





Upgrade your farm and stack that passive  EGGs income.




Rack up even more  EGGs by inviting your friends.



Complete quests, build your squad, and watch your  EGGs grow even bigger.

All those  EGGs are points that'll get converted into a fat \$SCRG token airdrop for the most active players.

**You need more  EGGs to snag bigger slice of that \$SCRG pie!**

**MARKET**



## Promotion landscape

### Southeast Asia

- Indonesia
- Philippines
- Malaysia
- Thailand
- Vietnam

### South Asia

- India

### Latin America

- Brazil
- Mexico
- Argentina
- Chile
- Colombia

### Sub-Saharan Africa

- Nigeria
- South Africa
- Kenya
- Ghana

### CIS

- Kazakhstan
- Russia
- Uzbekistan
- Ukraine
- Belarus
- Azerbaijan
- Armenia
- Georgia

## Target audience

### Gamers

**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.

**Age:** 18–35 years old.

**Gender:** Predominantly male.

**Education and Income:** Mostly students or young professionals with average to above-average income.

### Crypto enthusiasts

**Interests:** Cryptocurrencies, blockchain technology, investing, financial instruments.

**Behavior:** Active participants in crypto communities, engage in airdrop hunting, stay updated on news and trends in the crypto industry.

**Values:** Financial independence, innovation, continuous learning.

**Age:** 20–40 years old.

**Gender:** Predominantly male.

**Education and Income:** High level of education, above-average income driven by crypto activities and work in the IT sector.

**Usage:** Utilize games for earning through bot farms or abusing game mechanics.

### Youth and students

**Interests:** New forms of entertainment and earning, educational games, social media.

**Behavior:** Actively use mobile devices and messaging apps, constantly seek new ways to entertain and earn.

**Values:** Entertainment, learning, social interaction.



**Age:** 16–25 years old.

**Gender:** Both male and female.

**Education and Income:** College and university students, income typically dependent on parents or part-time jobs.

## Competitive Analysis

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

Telegram Mini Apps	 <b>SCROO-G</b> MiniApp	 <b>HAMSTER</b> KOMBAT		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	✓	-	✓	-

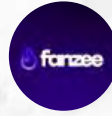
## Socials



<b>Platform fees</b>	10% of all challenge donations	Revenue from advertisers, up to 5% commission on in-game currency top-ups	70%
<b>Influencer revenue</b>	30% of losing side's donations	Donations during battles, in-game currency, content monetization through ADS, viewer donations, affiliate programs, commercial contracts	30%
<b>User Earnings</b>	0-50% of losing side's donations	No	No
<b>Content formats</b>	NFTs, audio, video, GIFs, streams, images, and more	Short videos, live streams, augmented reality effects	Streams
<b>Target audience</b>	Gambling enthusiasts, influencers, crypto and NFT holders, creators	Youth, reels-video consumers, content creators, streamers	Influencers and creators
<b>Engagement Mechanics</b>	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
<b>Retention Mechanics</b>	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



## Predictions and forecasts



<b>Platform fees</b>	10% of all challenge donations	3—6%	2–4% from each transaction
<b>Influencer revenue</b>	30% of losing side's donations	1%	No
<b>User Earnings</b>	0–50% of losing side's donations	No	1–200%+ from successful predictions
<b>Content formats</b>	NFTs, audio, video, GIFs, streams, images, and more	Text and images	Text descriptions and images to represent markets and forecasts
<b>Target audience</b>	Gambling enthusiasts, influencers, crypto and NFT holders, creators	Gambling enthusiasts, crypto holders	Gamblers, investors, crypto enthusiasts, market analysts, and forecaster
<b>Engagement Mechanics</b>	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)
<b>Retention Mechanics</b>	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

<b>Platform fees</b>	10% of all challenge donations	Deposit and sale commission for NFTs	Platform Client Deposit Commissions
<b>Influencer revenue</b>	30% of losing side's donations	<p>Cash payments:</p> <ul style="list-style-type: none"> <li>• Share of net gaming revenue</li> <li>• Percentage from direct NFT purchases</li> <li>• Secondary market fees</li> <li>• Sub-partnership program</li> </ul> <p>Token bonus every 3 months based on the number of paying players                      50% reward from tournament revenue                      15% from NFT purchases during initial sale</p>	Up to 40% revenue share per user, lifetime commission
<b>User Earnings</b>	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
<b>Content formats</b>	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
<b>Target audience</b>	Gambling enthusiasts, influencers, crypto and NFT holders, creators	Football fans, crypto-betting investors, NFT holders	Sports betting and gambling enthusiasts
<b>Engagement Mechanics</b>	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
<b>Retention Mechanics</b>	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.

**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

## Completed Milestones:

- 
- 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.