

TryMe.gg White Paper

Problem

Game Streamers are limited in tools to monetize and engage their audience. For most of them donations are the only tool available.

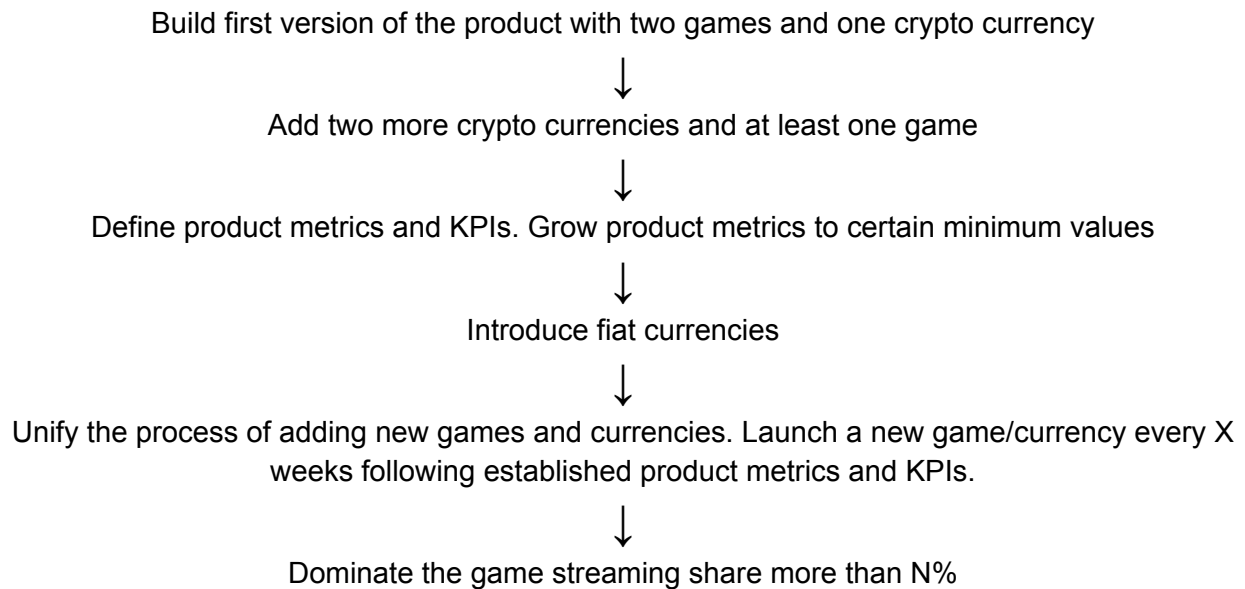
Mission

Give Game Streamers power to monetize their content and engage the community through In-Game Challenges.

Vision

When a Game Streamer thinks about monetization they start using our product as a default instrument.

Strategy



Goals

Iteration 1

Launch Alpha Test using Testnet instead of Mainnet.

- Supported Games: League of Legends, Teamfight Tactics
- Supported Currencies: ETH

Iteration 2

Launch Beta Test using Mainnet, no new games or currencies.

- Supported Games: League of Legends, Teamfight Tactics
- Supported Currencies: ETH

Iteration 3

Add one game and at least two currencies.

- Supported Games: League of Legends, Teamfight Tactics, Valorant
- Supported Currencies: ETH, USDT, USDC
- Unify and document process of supporting existing games (new patches, in-game changes, in-game events, etc)

Iteration 4

Define product metrics and KPIs. Grow product metrics to certain values.

- Integrate with event-based analytics tool e.g. Mixpanel or BigQuery
- Define product metrics and KPIs
- Make metrics a part of company culture
- Facilitate feedback based company culture to keep company effective (Radical Candor)
- Add A/B testing system e.g. Unleash
- Use localization and team's expertise on this field to grow users base
- Use reinforcement learning to increase product effectiveness (e.g. Vowpal Wabbit)

Iteration 5

Introduce fiat currencies support

- Build internal micro-transaction system with key goals to
 - Allow adding fiat currencies from multiple providers
 - Avoid high payout fees for crypto currencies
 - Allow adding crypto currencies that doesn't support smart contracts
- Softly migrate to new payment system using A/B testing
- Add support of all world spread currencies - USD, EUR, etc
- Preferably add Plastic Cards withdrawal option for Streamers

Iteration 6

Unify the process of adding games and currencies. Launch a new game/currency every X weeks following established KPIs.

- Finalize and document process of adding new games/currencies
- Optimize if possible, build a framework around it, where framework includes
 - Technical Implementation
 - Flow of entering the game from marketing perspective
 - Flow of entering the game from customer support perspective
 - Best practices for communication with Game Publishers
 - Game agnostic product metrics
 - Metrics for process of adding game/currency

Iteration 7

Keep launching new games and currencies, optimize product metrics till dominating N% of market share.