In the neon-lit streets of a dystopian future, where the digital and physical realms blur, the legend of Satoshi Nakamoto takes on a new life. After releasing the revolutionary Bitcoin protocol and blockchain technology to the world, Satoshi vanished into the shadows, leaving behind a legacy that would forever alter the course of human history.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Welcome to Satoshi Runner, where players dive into am exciting endless runner game, set in a cyberpunk-themed dystopian future. Our game offers ownership of NFTs, a play-and-earn model, and seamless blockchain integration. Designed for the Telegram platform, inspired by Bitcoin, built on Unity and powered by The Open Network, Satoshi Runner promises to deliver a thrilling hyper-casual experience that has the potential to onboard millions of users and generate millions in advertising revenue.

ELEVATOR PITCH

After 15 years since the launch of Bitcoin, we are yet to see mass adoption of blockchain technology in everyday life. That's about to change, with consumer platforms such as Telegram Messenger, with its 1 billion users, built-in wallet and close integration with TON blockchain.

With the viral success of *Notcoin*, *Hamster Kombat* and other Telegram mini apps, we are building a game that's not just another 'clicker' game; Designed for the Telegram platform, inspired by Bitcoin, built on Unity and powered by The Open Network, Satoshi Runner promises to delivers an engaging and fun, hyper-casual experience that empowers players, young and old, while reshaping mobile gaming. We want to onboard millions more users and educate them on Bitcoin lore, privacy, self-sovereignty, and self-custody of crypto assets.

MULTIFACETED INCENTIVES

Crafting an innovative hyper-casual mobile game experience with Unity and TON blockchain for the Telegram platform.

- Collect virtual 'satoshi' coins and redeem for real $BTC (profit share, subject to % of ad revenue).
- Earn in-game experience points ($RUN).
- Progress through four different leagues and unlock new features and levels.
- Climb up the leaderboards and compete against other players.
- Earn bonus points from referrals & daily log in.
- Swap $RUN points for power-ups, new skins and collectibles.
- Three distinct NFT collections, with in-game utility.
- Telegram platform of almost a billion users.

RISKS

As pioneers in integrating gaming with web3 ecosystems, we anticipate potential challenges due to the complexity of our planned integrations. Our top priority remains on game development and building a global community. Additionally, strategic partnerships may require more time than anticipated.

THE ASK

Assistance we're seeking:
- Sponsorships, grants, accelerators & ecosystem partners, for further development & hosting.
- Marketing, & management of social media channels, community building, events, podcasts and interviews with industry media.
- Technical expertise: optimisation, integration, security audit and best practices.

03

GO-TO-MARKET STRATEGY & TARGET AUDIENCE

GO-TO-MARKET

Gamification elements included in Satoshi Runner:

- User acquisition: Referral system rewards both referrer and referee with bonus points, incentivising gamer acquisition. Marketing & community building through Telegram & TON ecosystem partners.

- User retention: Daily game launch rewards gamers with incremental bonuses, e.g. 7/10 days in a row for extra large bonus $RUN points, for gamer retention. Competing in leaderboards, progressing through leagues, play & earn $RUN points, spend $RUN points in exchange for skins, power-ups & collectibles, play & collect $SAT coins, redeem $SAT coins for $BTC (% share of net profit from ad revenue).

- Product placements, sponsorships, e.g. sponsored skins / outfits.

- Satoshi Runner NFT ownership rewards collectors with in-game bonuses and automatic progression to Gold league status.

- Future DAO: We have plans for a future DAO that will allow $RUN holders to have a say in the future direction of the project.

TARGET AUDIENCE

- Our target audience would be hyper-casual gamers, ages from 8 and upwards, with access to a mobile or desktop device with Telegram Messenger installed. We intend to support additional language support to increase our global reach.

- The game is an endless runner clone, giving players of *Temple Run* and *Subway Surfers* (or similar genre), a very easy to play game, with very low learning curve, which they can play single-handedly.

- The game can be played anywhere with internet connectivity.

SOCIAL & VIRAL MECHANICS: MULTIFACETED INCENTIVES

Play-and-Earn Model:

Earn experience points ($RUN) and exchange them for in-game boosts & purchases).
Collect $SAT coins and exchange them for real $BTC (a share of the profits from the advertising revenue).

Leagues:

Climb up the league status and unlock perks and features.

Referral bonuses:

Refer your friends and earn huge bonuses when they sign up.

NFT Collections:

Collect amazing original hand-drawn art, backed by unique NFTs on the blockchain, and upgrade to Gold league and huge bonus points when you connect your external wallet in the game.

Leaderboards:

Compete with others globally, and earn kudos and NFT prizes!

Daily Log-ins:

Daily game launch rewards gamers with incremental bonuses.

MONETISATION STRATEGY

HOW WE PLAN TO MAKE MONEY

NFT Sales and Marketplaces: There will be 3 distinct NFT collections and at later stages, tokenisation of in-game assets, allowing players to buy, sell, and trade on marketplaces like GetGems. Royalty fees from secondary markets will generate revenue.

In-App Purchases: Players will have the option to enhance their gaming experience through the purchase of in-game items, power-ups, and skins.

In-Game Advertising: We're integrating with leading in-game advertising platforms, such as AdsGrams and AdInMo, to deliver ads that enhance player engagement without compromising gameplay integrity.

Growth Projections: Our tokenomics model ensures ongoing demand for our native tokens through various in-game interactions, creating an ecosystem where player success contributes to revenue. With the integration of TON blockchain, NFTs, and our Play-and-Earn model, we anticipate exponential growth in both revenue and player engagement over the next 6-12 months.

Sponsorships: Opportunities for product placements is possible due our flexible game design and environment.

06

COMPETITOR ANALYSIS

Comparison of Satoshi Runner with competitors, highlighting the key advantages of our game. We believe Satoshi Runner has the potential to reach significant market share.

FEATURE / COMPETITOR	HASBI RUN	TEMPLE RUN 2	SUBWAY SURFERS	SATOSHI RUNNER
Market share	Low	High	High	N/A
Ownership of crypto tokens?	Yes	No	No	Yes
Profit sharing?	No	No	No	Yes

RISKS FOR THE PROJECT

List of some key challenges we may face in the project and how we will address them.

RISK	PRIORITY	DESCRIPTION	MITIGATION STRATEGY
Technical Issues	Middle	Potential bugs or system failures	Implement thorough testing and regular maintenance.
User Adoption	High	Difficulty in attracting and retaining users.	Implement effective marketing and user engagement strategies.
Regulatory Compliance	Medium	Changes in laws and regulations affecting the service.	Stay updated on regulations and adapt accordingly.

DEVELOPMENT MILESTONES

Discover our strategic funding allocation and objectives tailored to different investment levels. This table outlines the targets and deliverables achievable with varying funding amounts, providing investors with insights into our planned milestones and growth trajectory.*

		CONSTRAINED USD 150K	MEASURED USD 350K	AMBITIOUS USD 500K
CORE GAME DEVELOPMENT	• Architecture, Design, Game mechanics, 2D/3D art, animation, music, sound FX, levels, customer character skins, Ready Play Me integration.	50%	70%	100%
BLOCKCHAIN/ WEB3	• NFTs, TON blockchain, tokenisation, smart contracts, telegram bot game launcher, referral system, wallet connect, inventory, marketplace.	40%	75%	100%
HOSTING & THIRD-PARTY INTEGRATIONS	• Cloud hosting, database, storage, Ad networks, leagues, leaderboards, hosting & integration.	30%	65%	100%
MARKETING	• Ecosystem partners, alliances & memberships, social networks, community building, rewards & loyalty.	20%	50%	85%

*Timings and exact order are subject to change and are dependent on various external factors.

ROADMAP

Q2 2025
TGE, SCALE & TO THE MOON

- Token Generation Event (TGE)
- Bug fixing and optimisation.
- Expand game content and features based on community input.
- Scale to meet increased demand.
- Additional team & resources.
- Events & exhibitions.

Q2 – Q3 2024
DEVELOPMENT PHASE 2

- Unity Game Development.
- Music & Sound FX.
- 3D Character & Animation.
- Playable Demo.

Q1 2025
BETA RELEASE & NFT LAUNCH

- Prepare pitch materials and presentations.
- Community development.
- Genesis Collection NFT launch.
- Closed Beta Testing.
- Secure funding for further development, integration & marketing.
- Public Collection NFT launch.

Q4 2023
CONCEPT, PLANNING & DESIGN

- Conceptualisation and game design.
- Team assembly and resource allocation.
- Technical planning and asset gathering.

Q1 2024
PROTOTYPING & DEVELOPMENT PHASE 1

- Proof of concept development.
- Gameplay mechanics implementation.
- Initial testing and feedback collection.
- NFT artwork concept & branding.

Q4 2024
DEVELOPMENT PHASE 3 & TESTING

- Playable Alpha & Core integration.
- Testing and Quality Assurance.
- NFT Readiness
- Website & Pitch Deck

All development milestones are indicative and likely to change, subject to external factors.

THE STORY

The year is 2140, all 21 million bitcoin have been mined, and the world is unrecognisable. The over-a-century-old unholy alliance between centralised powers, namely Central Banksters, mega corporations, corrupt politicians and secret agents, all now controlled by an omnipotent Artificial Intelligence named *CipherCore*. Together, they seek to maintain their grip on the world by suppressing the decentralised revolution that Satoshi Nakamoto sparked.

But Satoshi knew this day would come. Before disappearing, he initiated *Terminus Protocol*, a contingency plan that would activate his digital consciousness in the event of such a threat. Now, as the AI and its minions close in on the last known traces of Satoshi's identity, Terminus Protocol awakens.

As the game begins, players are thrust into the role of Satoshi's avatar, racing through the sprawling cyberpunk metropolis of *New Genesis*. The city is a labyrinth of neon signs, holographic billboards, and towering skyscrapers, all pulsating to the rhythm of retro electronic synth beats.

This sets the stage for an action-packed, thought-provoking journey that mirrors the real-world implications of Satoshi Nakamoto's creation. It's a story of censorship resistance, innovation, resilience and the unyielding pursuit of freedom. Are you ready to join the *global insurrection against Bankster occupation?*

GAME OVERVIEW

Satoshi Runner introduces players to an engaging Satoshi-based Bitcoin action-adventure game, immersing them in a captivating digital realm.

Players must navigate Satoshi through the treacherous cityscape, dodging the relentless pursuit of *CipherCore's* drones and agents. The streets are alive with danger; cybernetic enforcers, roadblocks, laser barricades and the ever-watchful eyes of surveillance technologies are just a few of the obstacles in Satoshi's path.

The goal is simple yet daunting: *keep running*. There is no end to the chase, no final sanctuary. With every level, the AI's tactics evolve, becoming more cunning and relentless. But Satoshi is not just running for his own survival; he carries the hope of a free and open society within him.

As players progress, they unlock the ability to earn badges, change avatars, explore new levels, and unravel the mystery of the AI's source of power. In the end, the essence of Satoshi is not in a name or a face, but in the indomitable spirit of freedom that he represents.

In the world of Satoshi Runner, every player becomes Satoshi, a symbol of resistance against the tyranny of control. And as the saying goes, *"We are all Satoshi"*.

Scan or click the QR code to read more details about the game.

NFT COLLECTIONS

Satoshi Runner is not just your regular NFT collection. With stunning, original hand-drawn artwork from our Play-and-Earn (P&E) hyper-casual mobile game, we have chosen to do full head to toe detailed Cyberpunk, Anime inspired characters, with varying levels of rarity.

- Original hand-drawn NFT artwork
- Fixed supply, limited number of NFTs
- NFTs minted on the TON blockchain

Three collections featuring limited edition NFT artwork.

- Genesis collection (64 unique NFTs)
- Charity collection (limited to 21 copies only)
- Public collection (256 unique NFTs)

All our NFTs are hand-drawn by London-based artist Gabriel 'Gabs' Ajala, with frames created by Indonesian artist Izul Rahman.

Scan or click the QR code to read more details about our NFTs.

13

NFT ALLOCATION

70% SATOSHI RUNNER COMMUNITY - The allocation to the token holders of the Satoshi Runner NFT collections. Any unsubscribed portion of this allocation will be held by Blockchainology and not made available for sale for a period of 12 weeks from the end of the sale.

3% NFT MARKETING - Budget directed into marketing expenses for the Satoshi Runner NFT collections.

5% ADVISORS - All advisers, brokers, referrers and affiliates who assist with and recruit users and investors during the NFT collection launch period.

3% BOUNTY CAMPAIGN - Influencers, marketers and anyone subscribed into the bounty program to assist with the promotion of the Satoshi Runner NFT collections.

9% FOUNDERS & EXECUTIVE MANAGEMENT TEAM - The founders and management will be allocated 9% to reward and maintain loyalty.

10% RESERVE FUND - A pool of capital held in reserve for the Blockchainology entity upon any significant opportunities arising. This will be allocated in the interests of further advancing game development and user growth.

OUR TEAM

Our international team brings a diverse set of skills and expertise to ensure the success of Satoshi Runner.
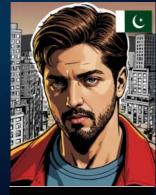
FRAZ
Co-Founder Product & Project Manager

ASHIK
Co-Founder / Lead Architect & Design

BALBIR
Advisor

ALI
UI/UX - Graphic Designer

RAZA
Unity Game Developer

GABS
Lead 2D Artist & Animator

RAFIUL
3D Modelling & Rigging

MAT
Composer & Audio Engineer

MEHEDI
Frontend Web Developer

POL
3D Artist & Animator

IZUL
2D Artist

MEMBERSHIPS & ALLIANCES

Explore our network of memberships and alliances that drive innovation and collaboration within the gaming and blockchain industries. Collaboration and integration with these esteemed ecosystem partners demonstrate our commitment to fostering growth and excellence in our journey.

FREQUENTLY ASKED QUESTIONS

GAME / PROJECT DESCRIPTION
Satoshi Runner is a web3 enabled, hyper-casual mobile, endless runner game, set in a cyberpunk themed dystopian future.

IS THERE A PLAYABLE VERSION OF THE GAME?
Yes, we have a playable Alpha game that's available to play via our Telegram bot.

WHAT IS THE GENRE OF THE GAME?
The game is a cyberpunk themed action endless runner game.

WHAT PLATFORM WILL THE GAME BE RELEASED ON?
The game will be launched on Telegram Messenger.

WHAT CHAIN ARE YOU ON, OR PLANNING TO DEPLOY ON?
The Open Network (TON) blockchain.

DO YOU PLAN TO LAUNCH A TOKEN OR NFT COLLECTION?
Yes, we will be launching 3 NFT collections on GetGems. We are also planning a token generation event (TGE) for our in-game experience points ($RUN).

IS YOUR TOKEN LISTED?
Our NFT collections will on sale soon.

CONSIDERATIONS FOR TOKEN ALLOCATION
Yes, we are open to discussing a percentage of future token allocation as part of any partnership agreements?

WHEN IS OR WAS YOUR TOKEN LAUNCH DATE?
We are expecting the TGE between Q4, 2024 – Q1 2025, subject to project progressing according to plan.

WHO IS YOUR TARGET USER IN TERMS OF LANGUAGE & GEO?
Potentially all Telegram users, initially English-speaking. We will consider language translations in later stages.

FREQUENTLY ASKED QUESTIONS

HOW LONG HAVE YOU BEEN OPERATING IN THIS INDUSTRY?
We started Blockchainology in April 2016. We have been involved in Bitcoin and web3 since 2011. We have computer science and enterprise architecture, applications & infrastructure background.

WHICH REGIONS IS YOUR COMPANY INCORPORATED?
We are incorporated in the United Kingdom. Although our team is geo-located across Pakistan, Bangladesh, Indonesia, Poland and Spain. We would like to grow our team across the globe.

DO YOU HAVE ANY PARTNERSHIPS OR COLLABORATIONS?
We are actively working on integrations with ecosystem partners, including Beamable, Adsgram, Ready Player Me and TON. We are open for collaboration with the web3 ecosystem. See memberships and alliances on page 16.

HOW HAVE YOUR FUNDED YOUR PROJECT SO FAR?
Pre-seed funding from co-founders.

WHAT IS YOUR MONETISATION STRATEGY?
Please see page 6 for details.

Scan or click the QR code to join our Discord server for a more complete list of FAQ.

18

THANK YOU

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Blockchainology

Blockchainology specialises in developing blockchain and web3 products and services, across all sectors and industries. For sponsorship opportunities please email us at hello@blockchainology.co.uk.

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