

The Olympus

Mini Game



2024: BIRTH OF THE OMG AN ORIGINAL GAME FROM THE FRANCHISE

START

Q4 - SEPTEMBER/OCTOBER TECHNICAL DEVELOPMENT AND TESTING

Objective: Validate the game's stability and identify initial critical bugs.

Approach:

- Launch Beta 1 exclusively for the Discord community.
- Conduct testing with a sample group of player-testers.
- Test core features: matchmaking, scoring.
- Ensure security, speed, and scalability of the Telegram development environment.



Q4 - NOVEMBER/DECEMBER BETA 2: DEPLOYMENT NEW GAMEPLAY FEATURES

Objective: Test new mechanics and monitor gameplay sessions.

Approach:

- Integrate combat theorycrafting focused on a spin mechanic.
- Establish a base of 40 active daily players for Beta testing.
- Iterate on spin scoring.
- Implement mechanics for consuming Gold and Axes.
- Enhance combat rewards.

Launch and Promotion Late 2024

- Opening of the "The OMG Season 1" tournament.
- Tournament announcements on social media + mailing to the database.
- Extended daily "Double Gold" event for Season 1.
- Implementation of an end-of-season rewards leaderboard.

Monitoring

- Active monitoring to address potential critical bugs.

Closure and Analysis:

- Awarding leaderboard rewards and publishing results.
- Collecting post-tournament feedback.
- Performance analysis.

Q1 - 2025 CONSOLIDATION & GROWTH

Functional Improvements

- Implementation of an Achievements system.
- Introduction of a referral system with rewards.
- Deployment of a personalized and automated communication system across channels.
- Integration of a tutorial for onboarding new accounts.

Engagement and Retention

- Launch of a Premium Season Pass subscription offering:
 - Exclusive perks (skins, badges, abilities, options, etc.).
 - Tournament ranking boosters.
 - Access to special tournaments with significant rewards.

Marketing and Acquisition

- Launch Marketing ads
- Partnerships with gaming influencers for educational and competitive streams.

Team

- Open Growth Hacker job (Marketing Digital)
 - New recruit to take up post on 10 February 2025



Q2 - 2025 NEW GAMEPLAY MECHANICS AND ADVERTISING SCALING

New Features

- Return of the Olympus Raid Mode: The Ascent of Mount Olympus (Zeus).
- Introduction of team-based competitions:
 - Players can create or join teams to participate in collective tournaments.
 - Specific leaderboards with shared rewards (Stars/TON, team badges).
- Addition of new power-ups.

Economy Improvements

- Launch of the Forge: craft cards by fusing items.
- Opening of the integrated Shop for trading/selling items (cards, skins, badges, bonuses) in exchange for Stars or TON.

Advertising and Partnerships

- Scaling advertising campaigns with studio-quality video assets.
- Partnerships with iGaming platforms (integration of the game on the PlayDeck Telegram platform).

Q3 - 2025

WEB3 AND DECENTRALIZATION (TON)

Decentralized Economy

- Full integration into the TON ecosystem:
 - Creation of \$TOMG, the game's native token.
 - Airdrops to reward early adopters.
 - Rewards distributed in \$TOMG.
- Introduction of an in-game NFT Marketplace:
 - Exclusive Legendary edition skins and badges.
 - Legendary items earned in tournaments, tradeable on the marketplace.
 - Access to special tournaments (1st place guaranteed +\$1,000).

Ownership Mechanics

- Players can "own" game assets via NFTs (e.g., arenas, levels, skins, inventory cards) that generate passive income.
- Launch of the OMG Scholarship mode.
- Implementation of a bridge between OG and OGM wallets for asset compatibility.

Simplified Web3 User Experience

- Gamified tutorials to onboard new players into Web3 concepts.

Web3-Focused Marketing Campaign

- Collaborations with Web3 influencers to promote TON and NFT features.
- A series of tutorials on YouTube, Telegram, and Twitch explaining the economic benefits of the decentralized game.
- Sponsored e-sports tournaments with special prizes.



Q4 - 2025

EXPANSION, INNOVATION, AND DAO

New Experiences

- Launch of a "High Stakes" mode:
 - High buy-in tournaments with significant rewards for top players.
 - Exclusive zone for premium players or holders of rare NFTs.
- Introduction of mini-games:
 - Integrated within OMG to enhance the experience and diversify in-game rewards.

DAO and Community Governance

- Transition to a partially community-governed model via DAO.
 - Holders of the game's governance tokens or NFTs can vote on upcoming features or strategic directions.

International Expansion

- Growth into new regions and communities (Asia, South America).
- Partnerships with Web3 Guilds to attract player-investors.