

Whitepaper rev. 0.2

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[this whitepaper is in no way an incentive to invest // informative purposes only]

Brief intro

Hamster Kombat is a crypto exchange CEO simulator game built on Telegram with 300 million players. Its mission is to smoothly onboard 1,000,000,000 Web2 users into Web3.

Launched in March 2024, Hamster Kombat has already set the list of records:

1. The largest Telegram channel ever (52 million subscribers)
2. The fastest YouTube channel to get 10 million subscribers – it took us only 6 days
3. The fastest product to get 100 million players - it took us 2 months
4. The largest crypto game ever

We are ready to set one more record—the largest airdrop in the history of crypto—so fasten your seatbelts. Besides, an airdrop is just the first step in building the Hamster ecosystem, which will extend far beyond the current game.

Mobile games and crypto landscape

The gaming industry accounts for **\$300 billion** in revenue yearly, with **72%** of that coming from mobile gaming alone. **Over 1.6 billion** people with different backgrounds, of different nationalities, ages, education, and interests from all over the world play mobile games, with this number projected to grow to **1.9 billion people by 2028**.

There are **over 700,000 mobile games** available both on Apple Store and Google Play, which indicates how big of an industry that is, and just how strong the trend of mobile games is.

And it's easy to understand why. Almost everyone has a smartphone these days, making mobile games super accessible. Whether you're waiting in line, taking a

break at work, or lounging at home, you can pull out your phone and dive into a game anytime, anywhere.

Another big reason for their popularity is the sheer variety of games available. You can find puzzles, action, adventure, strategy, clickers, and even educational games right at your fingertips.

The convenience of mobile games is a huge plus. They are usually designed for quick play sessions, perfect for those with busy schedules. Plus, many mobile games are free or very affordable, which makes them accessible to a wide audience.

Social interaction is another factor that boosts the popularity of mobile games. Many games offer multiplayer modes, allowing friends and family to play together no matter where they are. This adds a fun, competitive, and sometimes cooperative element to gaming, making it a great way to connect with others.

Developers also constantly update mobile games with new features, levels, and events, keeping players engaged and coming back for more. Smartphones' touch-screen interface offers an intuitive and engaging way to play, making it easy for anyone to pick up a game and start having fun.

In summary, mobile games are popular because they're accessible, diverse, convenient, affordable, social, and continuously evolving. They offer a fun escape and a way to relax, connect, and challenge oneself, all from the palm of one's hand. What's not to love?

Cryptocurrencies have been taking an important stage in the gaming scene, bringing technology and entertainment.

And here are the trends crypto has helped kickstart:

1. **Play-to-Earn Games:** This type of game lets you earn cryptocurrency just by playing a game.
2. **NFTs in Games:** Non-fungible tokens (NFTs) are digital collectibles that you truly own. In mobile games, NFTs can be unique in-game items that you can trade or sell.
3. **Crypto Rewards:** Some mobile games offer cryptocurrency rewards for achieving milestones, participating in events, or just playing regularly. This can add a little extra motivation to keep playing and turn your gaming time into something valuable.
4. **Decentralized Marketplaces:** Blockchain technology allows for secure and transparent trading of in-game items without the need for middlemen.
5. **Funding and Development:** Crypto is even changing how games are made. Developers can raise funds through Initial Game Offerings (IGOs) by selling in-game tokens or NFTs before the game is even released. This helps get cool new games off the ground and gives early supporters a stake in the game's success.

Cryptocurrencies and gaming have brought entirely different audiences together, and that's where the Web2 and Web3 worlds met. As good as this sounds, it brings several challenges for users who are just getting to know the Web3 world.

Web3 industry challenges

Games are an efficient way to introduce billions of people to the web3 world.

Web3 has a lot of great and exciting things, but it is not always easy to comprehend or understand, and onboarding web2 users to the new web takes time and effort, and might not always be successful.

Web3 technologies can be quite complex. Unlike traditional websites and apps that we're used to, web3 applications often require users to understand things like blockchain, wallets, and cryptocurrencies. This complexity can be a barrier for many people.

Web3 apps are also known for their bad user experience (UX), as they're not as polished or intuitive as traditional apps. This can make it difficult for mainstream users to adopt and use these new technologies.

Web3 is made up of many different blockchains and protocols, and they don't always work well together. Creating a seamless experience across various platforms is a challenge.

That's exactly why Telegram mini-apps might be a perfect way to onboard people from the world of Web2 to Web3.

Telegram apps and crypto mass adoption

Why Telegram? Telegram has undoubtedly become a place to be, build, communicate, and interact with people. The messenger now has over **950 million users**, which, on top of being just a messenger, makes it one of the biggest social media platforms, with huge potential for any brand exposure.

And, of course, with that user base, it is a very attractive platform for companies to build on.

A telegram mini-app is an online app built and run directly on Telegram. They [offer](#) multiple advantages to developers and the community:

- an open-source protocol between wallets and apps TON Connect
- different monetization options such as advertising, subscription models, and in-app purchases
- bot interaction
- community development for developers
- integrated payments
- seamless integration with TON wallet (by the way, Hamster Kombat users boast the biggest number of wallets connected to TON)
- and many more.

That's why Hamster Kombat was built on Telegram. But there's more to come.

Using mini-apps to engage audiences in the cryptocurrency world has many advantages. First, mini-apps provide a convenient way to communicate with users and provide them with information about cryptocurrencies, ICOs, blockchain and other aspects of the crypto sphere. In addition, mini-apps can provide access to various services such as cryptocurrency wallets, crypto games, crypto exchanges and other convenient tools.

Second, mini-apps can be used for marketing campaigns, contests, giveaways, and other activities that promote audience engagement and participation. Their ease of use and accessibility through various platforms help expand users and keep them engaged with cryptocurrency topics.

Finally, mini-apps can also help increase the transparency and security of users' interactions with cryptocurrency services by providing convenient and secure ways to exchange information and digital assets. This can greatly simplify and improve the engagement of mass audiences in the cryptocurrency world by providing them with convenient access to various services and information about cryptocurrencies.

We are creating a platform for crypto games on Telegram and are confident that our games will bring over 1,000,000,000 users to the blockchain in the next year. Over 300 million have already been acquired, and that's why Hamster Kombat was built on Telegram.

Gameplay and narrative

Hamster Kombat is a **crypto exchange CEO simulator** in which players create profiles and boost them through various activities.

Hamster Kombat is not a competition or a race. This game is all about the community, friends, and growing together. But it's also a game where you can experience what it's like to be in charge of one of the biggest crypto companies in the world for yourself. Would you make the right call? How much profit could you get? What can influence your decision-making and why?

Within the game, players are required to increase their coin balance, complete daily combos and ciphers, and get their daily rewards—all of that to maximize their passive income and ensure their exchange is working for them.

A system like this one facilitates the overall gaming process for users—they don't necessarily need to spend their days tapping, but rather choosing what tasks to perform or what to do to multiply their income.

Hamster Kombat also has a referral system that has proven very efficient. By inviting your friends, you not only increase your revenue but also get to build and manage your exchange alongside your closest friends!

The actions that are also important when playing the game the first AirDrop will depend on:

- Overall game cycle: did you just download it and forget about it or are you an active player?
- Community interaction and activity
- Friends, or, rather, the quality of the friends you invited: did you bring in bots? Or are these real friends you interact and play with daily?
- Achievements
- Wallet integration
- Reputation

User acquisition and community

Hamster Kombat has proven very successful at acquiring users. Launched on March 26, 2024, we can now proudly announce that we have **300 million players** worldwide!

Our team has immense experience growing traffic in the gaming and crypto industries, and our results are vivid proof of that!

- Our team's efficiency
- Users' love of the product
- Virality of the product
- Data-driven approach and in-depth analytics
- Smooth onboarding process
- Personalization and customization
- User-friendly interface
- Player retention techniques and
- Viral content and marketing techniques

The success of all these metrics is proven by the number of daily active players enjoying Hamster Kombat – 50 million users!

Social Media (as of July 29, 2024)

YouTube: over 34 million subscribers on the main channel, and millions more on our **17 regional** YT channels.

With the strong support of our community, we were able to **break the world's record** on YouTube – the fastest YT channel to get 10 million subscribers – it took us 6 days!

Telegram: 53 million subscribers – the biggest group in Telegram's history!

X/Twitter: 12 million followers, with each post getting millions of views! Top in web3?

Our next goal? 1 billion users in the Hamster Kombat ecosystem.

Highlight, key metrics and utility

These are some of the key product metrics the Hamster Kombat team is proud of

- 99% of players are invited by their friends. We build the viral product with viral internal content
- Thousands of videos about our features, in-game cards, Daily Combos, and ciphers are launched by bloggers on YouTube daily
- We have players from over 190 countries
- If the player is engaged for 7 days, there is a 91% probability that he will stay engaged for 30 days
- The average player has around 5 daily sessions
- Daily activities such as Daily Combo, Daily Cipher, or mini-game, attract over 40 million players daily

Squads

Squad mechanics is a way to engage the KOL community in team battles.

Being a member of a clan will allow you to interact with each other, grow together, share experiences and help each other. The main points to keep in mind with this update:

1. Play together with your friends: Invite your friends to Squad to have fun and enjoy playing together.

2. Create your own community: Squad is not just a group of players, it's your own personal community. Discuss strategies, complete tasks, and share your experiences together.

3. Promote your brand: Even if your Squad is not profitable, it's a great way to increase the visibility of your channel or group and attract new members.

Time-limited events

Time-limited events are an effective way for the members of the community to engage with each other. They help:

1. Promote increased participation and activity. Time-limited events can encourage crypto community members to participate in various activities such as contests, raffles, auctions, etc., which can strengthen the community and engage more people.

2. Increase engagement and interest. These kinds of events create a sense of excitement and urgency, which attracts the crypto community members' attention and encourages them to participate.

3. Expand the community. Time-limited events attract new members interested in unique opportunities and rewards, which can help grow the community and increase its membership.

4. Create unique and exclusive experiences. Time-limited events offer community members the opportunity to receive exclusive or limited items, bonuses, and rewards, which creates a special and memorable experience for participants.

Skins & personalization

Skins are different items that players will be able to acquire, implement, and update their profile with. Skins will be in the form of clothes and other items that you can apply for your character (and for your entertainment), changing looks, hairstyles, clothes and shoes, etc.

Personalization means that you will have the opportunity to make a character look the way you want, from appearance to a particular nationality and gender, style and character (the one that is personality).

\$HMSTR Token and Foundation

- The Hamster Foundation is a non-profit organization that acts in the community's interest by supporting initiatives that help it achieve its mission.
- The mission of the Hamster Foundation is to onboard the next billion people into Web3 and sustainably develop the \$HMSTR token and the ecosystem around it.
- \$HMSTR is a community-driven token that will be launched and operated by the Hamster Foundation.
- Hamster Kombat is one of the opportunities to deliver \$HMSTR token's utility to millions of users. The \$HMSTR token is supposed to go far beyond Hamster Kombat, powering multiple products in and outside of the Hamster ecosystem.
- Hamster Kombat is a profitable business. There is no need to sell team token allocations to pay the bills, as any average project does.

Publishing business

Hamster Kombat has ambitious plans to grow beyond our beloved game. We aim to become a gaming publishing ecosystem that will expose the best game studios of different sizes to our audience—from marketing opportunities to token usage and collaboration options.

We are considering delivering multiple token utilities through the Hamster Fam Games. Combining highly efficient marketing tools, local content creators' traffic, and the ability to launch dozens of up-to-date hit games, we pursue the goal of building an engaging conveyor with an endless gaming cycle based on the high LTV of the games published.

Using over 15 years of game development experience, we will acquire players from all available platforms, including mobile, PC, and console. Combining Web2 and Web3 mechanics we will onboard 1 billion players to crypto and start the new era in mass adoption.

Besides, the publishing business provides Hamster Kombat with an opportunity to generate a fiat revenue stream, which is crucial for long-term business sustainability. Most crypto projects have an obvious incentive mismatch. Most of their capital is in their own token, which they have to sell to pay their salaries and expenses, such as marketing.

Our goal is to create and leverage additional revenue streams to lower the selling pressure, which gives us flexibility and the ability to grow in a sustainable way.

Moreover, the current Web3 marketing model based on AMAs, shilling, and giveaways just reuses the already existing Web3 audience and doesn't attract new people into the ecosystem. Since we aim to onboard 1 billion players, we have to allocate part of our marketing budget toward traditional Web2 marketing channels that accept payments exclusively in fiat.

And building a platform capable of delivering mass adoption is only possible with a combination of Web2 and Web3 marketing tools.

Ecosystem grant programs for third-party developers may also be launched with incentives denominated in fiat instead of tokens. This means that third-party developers will bring extra demand to the market by launching new products instead of adding the sell pressure by liquidating the granted tokens.

Therefore, the \$HMSTR ecosystem can be built without any destructive measures familiar to the crypto industry, while others pay for the ecosystem development in tokens.

Tokenomics

The key facts about tokenomics:

1. HMSTR airdrop will be the largest airdrop in the history of crypto
2. 60% of the airdrop's volume will be dedicated to the players. The rest is reserved for providing market liquidity, ecosystem partnerships and grants, rewarding squads, and other items.
3. The game development will go on, and there will be season 2 for the players. The project plans to launch updates to engage current players and involve new ones
4. More players mean larger capitalisation, which also means a larger drop for each player. Hamsters are power. One for all and all for one!
5. Since we have neither investment firms nor VCs backing us, there is no extra sell pressure, and the community-driven token and its value will be determined by demand, supply, and community interest. Where there are investors involved, the exit liquidity for them might mean every single one of you, Hamsters. So we're working on building a token with such value that any investor will be happy to own one—after you.

Thanks for reading! Remember: Hamsters are the new whales!

Legal Disclaimer: This whitepaper is published solely to inform the community. Nothing in this whitepaper is an offer to sell, or the incentive to buy any tokens. Nothing in this whitepaper should be treated as a guarantee or promise of how the Hamster Kombat business or the tokens will develop or of the utility or value of the tokens.

This whitepaper outlines current plans, which are subject to change, and the success of which will depend on many factors outside Hamster Kombat control, including market-based factors and factors within the gaming and cryptocurrency industries, among others