THE TEAM

We are a team of **Berlin** based devs that has a past record of working together in the same company with an experience that spans from the **blockchain** industry to the **gaming** one.

SASHA
Senior Frontend Engineer at **Glassnode**, one of the leading blockchain data platforms. Formerly Engineering Manager at **Babbel**, where I led a team to integrate WebView into both Android and iOS applications.

GIOVANNI
Developer with years of experience in the gaming industry, some for a majors like **Wargaming**, but also as key member of the mobile indie studio **Frozen Monkey**. I released my game **AM I?** on Steam through the publisher **Gamera Interactive**.
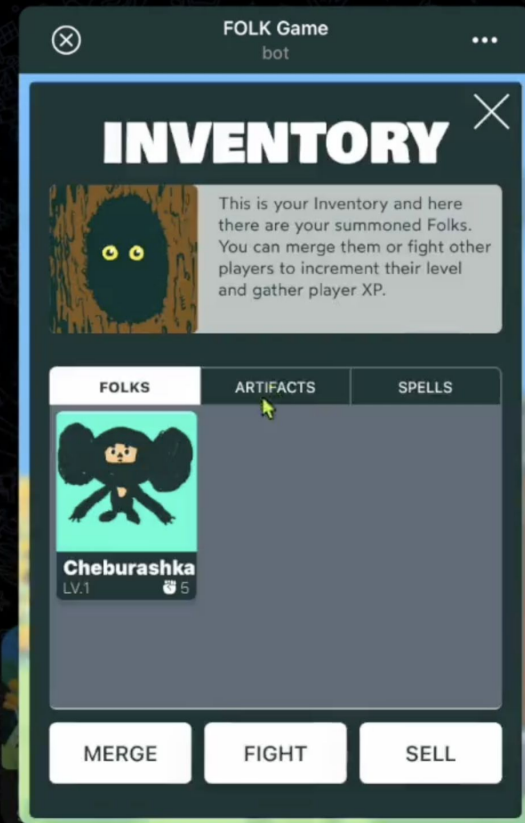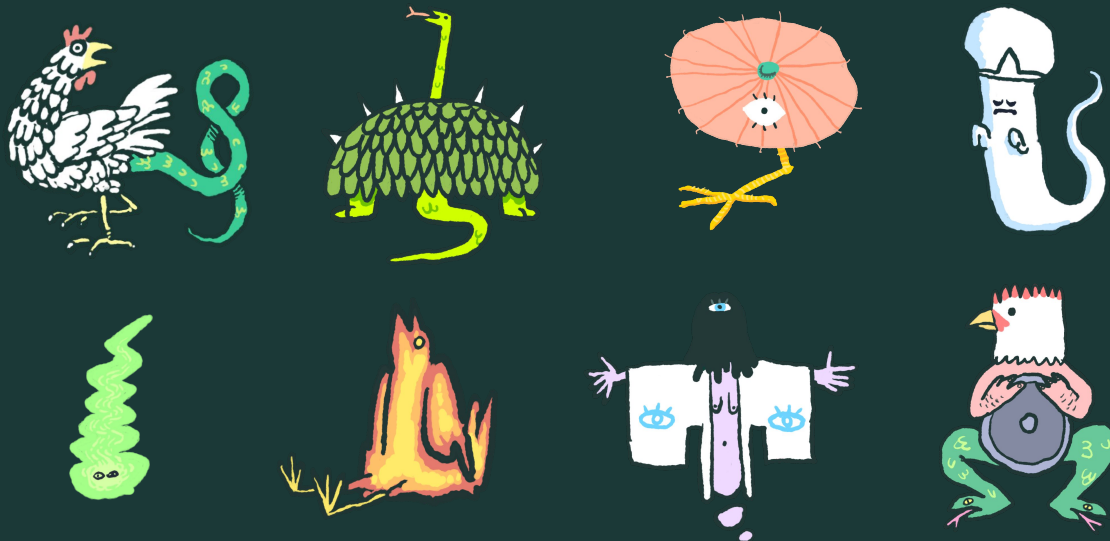
ALEKS
Software engineer with 10 years of experience, specializing in various technology stacks with a focus on infrastructure. His journey in the **crypto** sector over the past four years has involved enhancing and optimizing tech stacks for **multiple startups**.

WHAT IS FOLK

FOLK is a DAPP on **TON** where you play to collect artifacts that you trade, sell or use to summon Folks. Folks can be traded and used in battles to increase their **rarity** and **value.**

FOLK Game
bot

INVENTORY

This is your Inventory and here there are your summoned Folks. You can merge them or fight other players to increment their level and gather player XP.

FOLKS   ARTIFACTS   SPELLS

Cheburashka
LV.1   5

MERGE   FIGHT   SELL

Play

Write a message...

PROBLEM AND SOLUTION

Problem: Users need a compelling reason to connect their wallets and regularly interact with the blockchain.

Solution: Make the process enjoyable and engaging by rewarding players with daily quests and collectible NFTs, incentivizing them to return and participate frequently.

GAMEPLAY - THE CORE LOOP

COLLECT ARTIFACTS

The Artifacts are items that the player can collect for free by interacting with game, sell on the marketplace, share with friends or use to summon Folks.

SUMMON FOLKS

Summon Folks using the Artifacts collected in game or buy them on the market. When you merge two Folks you get one with higher HP and fight power.

FIGHT IN THE ARENA

This is the place where players can test their preparation and with a bit of luck steal HP from their opponents.

GAMEPLAY - OTHER FEATURES

SOLVE QUESTS

The game proposes daily quests to the users that will reward them with XP, points and artifacts.

LEADERBOARD

By expanding your collection of rare Folks, players will climb the Leaderboard and have access to unique prizes.

FIGHT FOR REWARDS

Players above a certain level will have access to advanced fights between different types of Folks, winning exclusive rewards.

WHERE DO WE STAND IN THE MARKET

Casual   **Midcore**   **Hardcore**

OUR TARGET AUDIENCES

Achievers

- Collect artifacts
- Get points
- Sell artifacts
- Daily quests

Socializers

- Exchange artifacts with friends and other members of the community

Killers

- Async PvP battles
- Leaderboard
- Collection boasting

MARKET AND VALUE

Marketing

- Make noise on social medias
- Influencers
- Engage in Hackathons
- Promotion via Telegram Ads

Business model

- Generate revenues through fees
- Marketplace for Artifacts and Folks

Value added

- More connected Wallets in the TON ecosystem
- Add a mid-core game with unique features to Telegram
- Incentivize users to come back to the app

PRODUCTION TIMELINE

Jun 2024 — MINI-APP, BOT, TON WALLET

Jul 2024 — **TON MAINNET INTEGRATION FOR MVP PUBLIC ALPHA**

Aug 2024 — MARKETPLACE AND LEADERBOARD

Sep 2024 — **BETA** MARKETING

Oct 2024 — BETA TESTING, BUG FIXING, METRICS COLLECTION

Nov 2024 — **OFFICIAL RELEASE** MARKETING
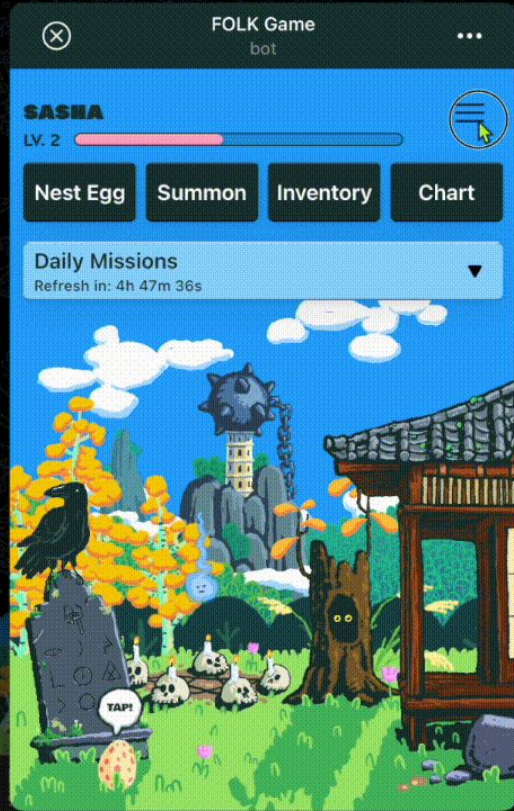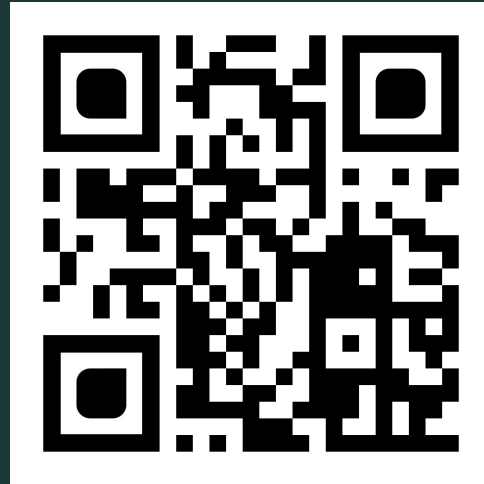
Dec 2024 — FOLK UNIVERSE EXPANSION

AND BEYOND...

CONTACTS

www.folk.lol

@folklolgame

FOLK