

2020

TRONZ WORLD

WHITEPAPER

REVOLUTION OF
BLOCKCHAIN GAMING

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DISCLAIMER

The purpose of this Whitepaper is to present TronzWorld – a digital currency based on blockchain technology – to potential community members who might want to join in on the proposed Tzc Token Launch.

Nothing in Whitepaper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it, in any way, pertain to an offering or a solicitation to buy any securities in any jurisdiction. The document is not composed according to and is not subject to laws or regulations of any jurisdiction designed to protect investors.

Certain statements, estimates, and financial information within this Whitepaper constitute forward-looking, or Pro-forma ideas and information. Such statements or information might involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

ABSTRACT

Being one of the fastest-growing markets over recent years, the wider gaming industry has long since started exploring additional ways to generate revenue. Many of these ways include microtransactions of some sort, usually involving some virtual currency: gems, rubies, silver bars - whatever they want to name it.

With the emergence of blockchain technology and crypto currencies, new possibilities for the way transactions (both data and financial) are handled online emerged on the horizon. With the current trend of the gaming industry, heavily relying on recurring in-game microtransactions, blockchain unlocked new doors for the sector.

With TronzWorld, we aim to utilize cryptocurrency for in-game purchases and implement a way to earn real-world currency during gaming. TronzWorld (TRC Token) is a dedicated cryptocurrency based on the Tron blockchain that serves as a foundation for In-Game purchases, unlocking additional content and constitutes an ingenious system for earning TRC coins while playing games. With TronzWorld, we target both gamers and game developers by offering them an innovative system incentivizing them to play and create.

ABSTRACT

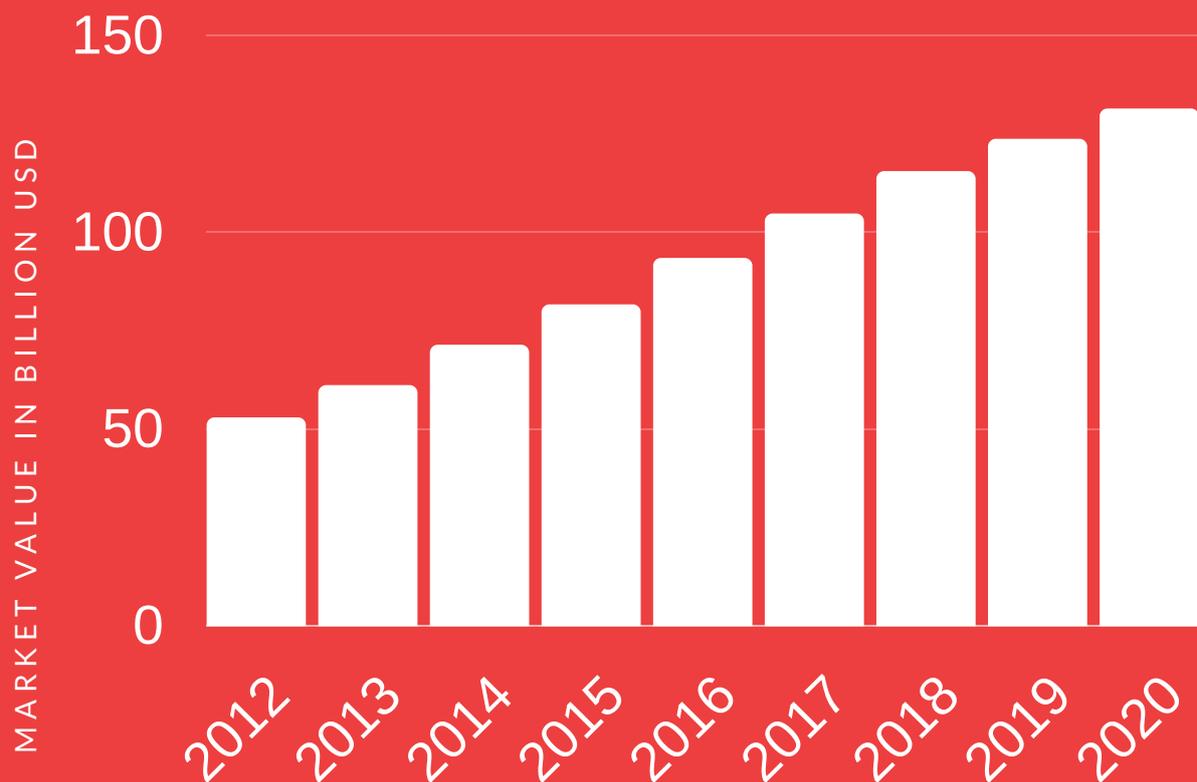
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INDUSTRY OVERVIEW

The video gaming industry has seen unprecedented growth over the last years. Since its emergence approximately 50 years ago, the sector has been expanding every year. Forecasting a stunning 138.4 Billion USD revenue by 2021, the industry is quickly becoming one of the most prominent entertainment sectors.



Graph: The market value of the gaming industry in US dollars. Source: Statista

In 2018, the market was expected to be worth about 115 billion USD, and the industry is expected to surpass 138 billion in revenue by 2021.

The gaming industry started with video arcade games in the USA, boomed during the 60s, and laid out the foundation of today's gaming. However, the '70s brought the personal computer hobby culture on a broader scale, and home video game consoles slowly started to take over the video game market.

COMPETITIVE GAMING

With competitive gaming gaining in popularity worldwide, especially over the last 10-15 years, the gaming industry's turnover has skyrocketed. The term eSports was born years ago; today, gaming is already officially considered a sport. Tournaments in popular online competitive games such as Counter-Strike, Dota 2, League of Legends, Starcraft 2, and many more have set huge prize pools of 25 Million USD and more.

The leading sports game in 2017 worldwide that attracted the most prize pool of \$38 million was DOTA 2 (Esports-betting.pro, 2018)

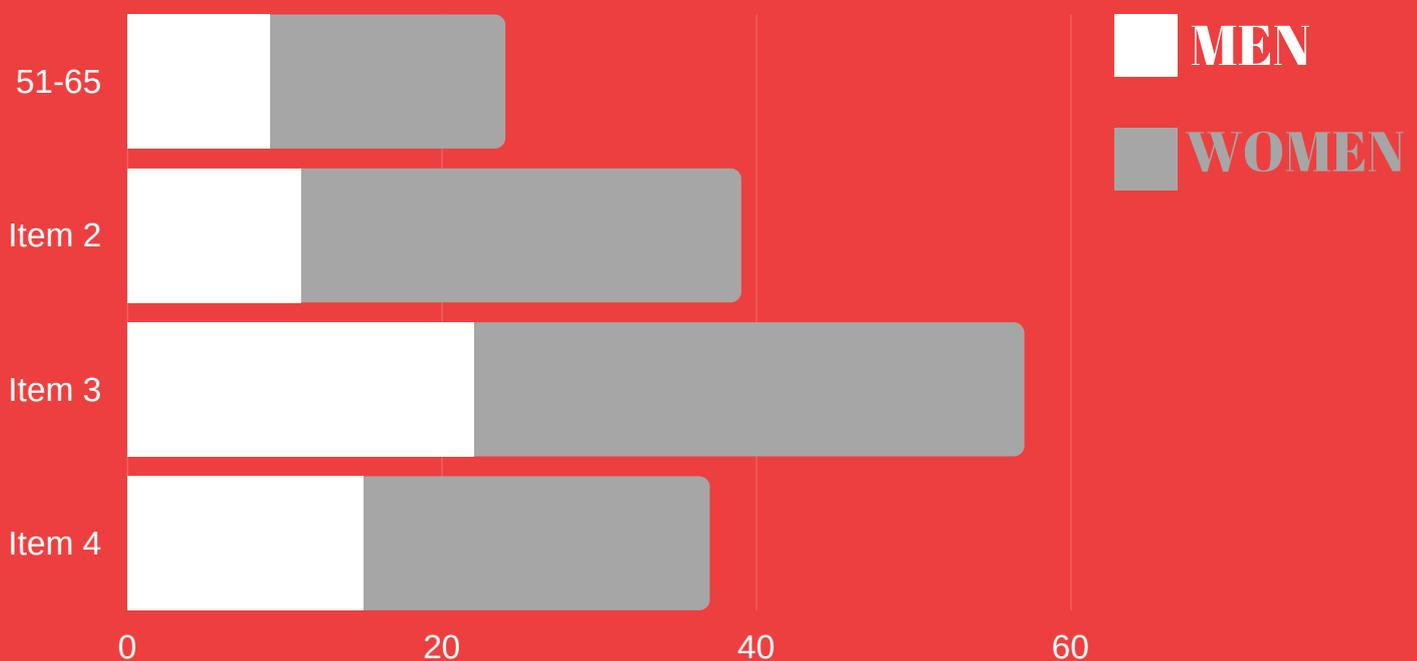
In 2015, Worldwide revenues generated in the eSports market amounted to 325 million USD. At the pace of 40 percent year-on-year growth, the market is expected to create close to 1.5 billion USD in revenue by 2020. It was calculated that nearly 80 percent of these revenues came from sponsorships and advertising in 2016, and the rest from eSports betting, prize pools, tournaments, merchandise, and ticket sales.

GAMING CONTENT

Today, gaming is one of the most popular sources of entertainment. Consecutively, gaming content is its all-time highest demand. Live streaming video games have evolved into a profession, and platforms such as TwitchTV have over 900M unique monthly visits. Youtube has launched its streaming platform, and gaming-related videos are among the most searched topics on the platform. Gamers can become millionaires at a young age by playing one game (think of any of the top battle royale streamers), something that older generations are still finding hard to believe.

WHO LIKES TO PLAY GAMES

The initial generation of gamers, namely millennials, are now in their 30s, which means that they can spend more money than they used to 20 years ago. Fun and mental agility are among the main reasons older gamers cite as to why they choose this pastime. In fact, it was found that video gaming is gaining popularity among seniors in the United States. Not surprisingly, this is one reason for the rapid growth of the industry over the past years. In the U.S. alone, 64% of the general population are gamers (Nielsen, 2017), with the average age of male gamers around 33 years old (Entertainment Software Association, 2017)



Game players by age

WHO LIKES TO PLAY GAMES

Contrary to the popular belief that most gamers are teenagers, the statistics show otherwise -35% of all gamers are between 21-35 years old, which also puts them in the driver seat because they have a significantly higher spending power than teenagers, who are trailing the race with 3rd place and 22%. Interestingly enough, people between 36-50 years old are just 6% behind teenagers, almost catching up. We have to consider the average time spent by each group, with teenagers having more free time than adults considerably, but the results are still impressive.

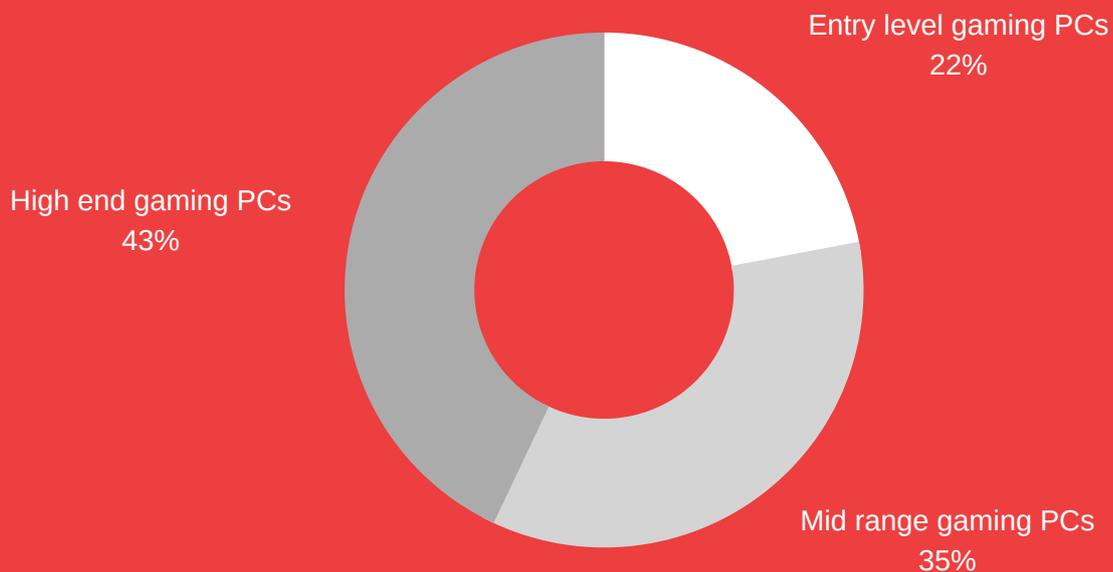
The younger target group of gamers is not falling behind. Although they do not possess any spending power, parents are willing to allow their kids to spend more time playing than before due to the broader acceptance of video games today. The premium children's games generated 30% of revenue for the mobile gaming industry (SuperData Research, 2015).

There are more than 2.5 billion video gamers from all over the world. (The European Mobile Game Market, 2016)Seven, this number is expected to grow to 2.73 billion by 2021 further.

GAMING ACCESSORIES AND SPONSORING

Additionally, the demand for gaming-related products such as gaming PCs, keyboards, mice, graphics cards, monitors, gaming chairs, and many, many more are rapidly expanding, proportionally to the general public's interest in video games. eSports players and streamers are sponsored by famous brands in the industry such as Razer, AMD, and others to use their products and showcase them on stream.

- 43% of the worldwide gaming PC and accessory sales revenue are from high-end gaming PCs.
- 35% of the worldwide gaming PC and accessory sales revenue are from mid-range gaming PCs.
- 22% of the worldwide gaming PC and accessory sales revenue are from entry-level gaming PCs.



Graph: Sales revenue of gaming PCs.

The interest in high-end gaming PCs is a result of both the willingness of gamers to play the latest games and to have the competitive edge with a better performance, which is reflected in their high spending power.

However, sponsoring does not stop only at computer or gaming accessory manufacturers - other products such as clothing, food, and beverages are also capitalizing on the possibility. For instance, Red Bull, who are sponsors of one of the most famous video game streamers, Tyler Blevins (also known as Ninja). He has a small branded fridge full of red bulls insight of his webcam, and sometimes, he opens a can and takes a sip. We can only guess how much Red Bull is paying him to do that, but judging from the brand's marketing expenses, it can be reasonably assumed to be a significant amount.

MIKROTRANSAKTIONEN UND IN-GAME PURCHASES

As we touched upon briefly before, video game monetization is highly fractured at the moment. In addition to the traditional model of merely asking an upfront price for the purchase of a game, the meteoric ascent of mobile gaming and “live service” games has given rise to new monetization forms. The post-launch sale of additional content, levels, cosmetic items, gameplay advantages, and so forth is abundant in today’s gaming world. It is generating revenue streams that rival and often surpass traditional game sales revenue. As an example, AAA games publisher Electronic Arts is now developing the vast majority of its revenue through post-launch microtransactions (Live Services), rather than upfront unit sales

IN-GAME PURCHASES - NUMBERS AND FACTS

- In 2016, mobile gamers in the United States playing Game of War - Fire Age spent an average of 336 USD on in-game purchases. (Slice Intelligence, 2017)

- Mobile gamers in the U.S. who play Mobile Strike spent an average of 309 USD on in-game purchases. (Slice Intelligence, 2017)

Spending over 300\$ on in-game rewards for a mobile game surpasses a gaming app's typical cost by a factor of 30. This only shows how effective new monetization methods could be compared to charging a one-time for the app download.

- 11% of gamers in the United States stated that they have spent more than 250 US\$ on in-game purchases. (Statista, 2017)

- In 2020, the global in-game spending is estimated to reach 32 billion U.S. dollars, up from 2015's 22 billion. (CNET, 2016)

Consoles have also found a way to break out of the traditional way of game monetization. Playstation PLUS subscription allows users to get free games per month as long as they subscribed. In terms of costs, this is a perfect equilibrium for both groups - gamers can play new games all the time for merely 10 USD a month. At the same time, Playstation potentially has a steady stream of income secured, managing to utilize game development and promotion synergy.

PlayStation Plus has a subscription of an estimated 39% of gamers in the United States(Statista, 2017)

NEW TECHNOLOGIES

New technologies such as V.R., AR, A.I., and smart technology are becoming more and more popular. Even though they are arguably still not refined to the point where they can propose an equally enjoyable gaming experience as P.C.s and consoles, especially in terms of gameplay and competitiveness, it is just a matter of time until they catch up. We would not be surprised if, in a few years, V.R. and A.R. games are the market leaders, at least in casual gaming. As we already pointed out earlier, 24% of game developers were developing V.R. headsets in 2018. The global VR gaming market size in 2016 will be worth 3.6 billion U.S. dollars. This number is expected to grow to 22.9 billion by the end of 2020. Europe and North America are the two biggest markets for virtual reality video gaming. Between 2016 and 2020, mobile VR gaming sales are expected to show the highest growth in sales revenue, followed by the PC and console segments.

NEW TECHNOLOGIES

Gamers are generally tech-savvy and thus correlate with the profile of the average crypto investor. Gamers are much more likely to invest in cryptocurrencies than non-gamers. The same fact applies to gamblers, who have many things in common with gamers, mostly the thrill-seeking spirit.

Problems of the Industry

As we can see, the gaming industry is growing extremely fast in all of its aspects. As with any other industry facing such unprecedented growth, the need for innovations is rising proportionally to its development. Some problems remain, while others are just starting to take shape due to the increased interest in video games and the commercialization of the sector.

PROBLEMS OF THE GAMING INDUSTRY

- No cross-platform system for monetization

However, as much as the gaming industry has come to rely on these alternative sources of revenue, there has never been a directed effort to establish a coherent, cross-platform system for games monetization that not only allows developers and publishers to open up additional revenue streams but also benefits the players themselves in a tangible, real-world manner.

- The issues with microtransactions

The trend for pushing microtransactions in every game is not always received well, especially in games that are not free to play. Consumer reactions to the inclusion of microtransactions in games of popular franchises such as Dead Space 3 and Grand Theft Auto Online, which cost \$60 each, haven't been overly optimistic.¹⁴ Even freemium games that make gamers feel pressured to pay (pay to win) have to deal with a certain degree of dissatisfaction. If a mechanism that somehow eases microtransactions' adverse effects is introduced, that will positively influence this monetization model.

One of the core issues of microtransactions is that the in-game rewards, which can be unlocked by paying additional real-world cash or grinding a particular currency in-game, are not transferable from game to game. Many gamers complain of low drop rates, which forces them to spend more money in-game, which inevitably discourages them from spending or even playing anymore. Furthermore, there is virtually no in-game currency that can be exchanged for real money outside shady marketplaces for trading (Counter Strike Global Offensive in-game content, for example, can be traded through 3rd party marketplaces and the Steam Community Market; however, 3rd party marketplaces offer no protection while the Steam Community Market is exclusively used only for games playable on Steam).

Declining game quality

Another issue of the industry lies ironically in its unprecedented growth. With game studios rushing game development to satisfy an ever-hungry public, quality is being sacrificed for quantity. Just take the following famous example of Activision buying the majority of Blizzard shares and taking over the renowned franchise World of Warcraft. The results became immediately noticeable - trying to capitalize on the popularity of the game, and by focusing only on the financial KPIs, Activision started rushing Blizzard to release expansions almost every year, leading to an outrage in the World of Warcraft community who felt that the quality of the game is being sacrificed for the means of profit. As a result, the long-term subscriptions started dropping, and the image of the franchise was hurt.

Very few new games of popular franchises today manage to live up to the expectations built by their predecessors. Suppose we take a closer look at the charts and the reviews on Popular websites such as IGN and Gamespot. In that case, we can see how many franchises like Assassins Creed, Call of Duty, and others, previously praised for their fantastic story or gameplay, fail to achieve good ratings and are deemed by gamers as disappointments.

It seems that overall, originality and new gameplay are becoming a rarity. At the core of the issue lie the compromises that are made by big game studios in terms of quality as well as the state of the market, where trends are defined by the big game development studios, making the work of many game developers who cannot compete with them much more challenging.

High competition for game developers

Further issues concerning game developers derive from the high state of competition coupled with the motives of big game studios to rush games as soon as possible with the sole purpose of getting the next cash grab out on the market. Creativity and quality are being sacrificed for speed, and deadlines are pushed more and more aggressively. Many game developers in big studios are under a lot of pressure and are supposed to work overtime without being compensated well enough for their efforts. The infamous case of the EA spouse blog, which gave a sneak-peak of how pressured game developers in big game studios are and what effects this pressure has on their personal lives, is one of the many proofs for this reality.

Furthermore, independent game developers or those working for smaller game studios find it extremely difficult to compete with the giants. Their talent might go unnoticed, and there is virtually nothing they can do to combat the robust competition.

Biased reviews

Biased game reviews from influencers and journalists in the sector are another issue that the gaming industry has to bear. It is not a secret that many game development studios are trying to buy positive ratings and press releases to increase their games' interest. It is another natural consequence of its radical growth and is relatively standard across many industries that are commercialized.

Blockchain games are still unplayable. Another problem that is explicitly associated with blockchain-based games is how slow they are. The problem lies in the internal processes that rely on mining blocks on the go, while the players wait for a specific outcome. Unfortunately, at their current state, almost all blockchain-based games are unplayable due to this issue. All these issues are pressing for both gamers and game developers and need quick resolution.

TECHNOLOGY

WHY BLOCKCHAIN AND TRON

We decided to use the TRC20 token as the foundation for TRONZ due to its inherent security and compatibility, allowing for easy cross-platform trade. This ensures that neither users nor developers have to take any additional steps to start handling TZC as it's standardized protocols are already compatible with virtually all significant exchanges and wallets.

THE TRONZ WORLD EXCHANGE

The Tronz exchange will be a web application that acts as a platform facilitating all transactions made with the Tron wallet. While the receiving of TZC earned by the player in-game is possible, exchanging these TZC tokens for other currencies or any other items that require cross-platform compatibility must be done through the Tronz exchange.

The exchange will be accessible directly through the TronzWorld Website. The exchange will allow users to trade items with each other, even if they are from different games. With our APIs' help, developers will integrate dynamic price mechanisms, which will convert the value of all items in PBX, thereby making trade much more accessible, safer, and on one single platform. With the help of blockchain, transaction fees will be much lower and fully transparent to all participants.

WHY WE CHOOSE TRON NETWORK

2000 TRANSACTIONS PER SECOND

Tron transactions are very fast because the network can support up to 2000 transactions per second. Such transaction capacity bodes well for Tron's future and underpins the network's potential to revolutionize online media. Comparing this to other coins such as Ethereum (25 transactions) or Bitcoin (3–6 transactions), it becomes clear its performance.

MILLIONS OF DAPP USERS

You can create dApps on the network. If you make a dApp on the system and offer content on it, you can receive digital assets in return. These assets can either be in regular TRX tokens or a token. You create underlaid by TRX. In this way, you can be compensated for your efforts in making the application and the content it contains. If you are not interested in creating apps, many DAPPS already created are still available to you for free.

HIGH SCALABILITY IN COMPARISON TO OTHER CRYPTO CURRENCIES

Tron has a secure reputation in the crypto world. Like other cryptocurrencies, Tron is a decentralized network, so the individual has a great responsibility to be wise in maintaining his tokens.

ITS CONSISTENTLY AVERAGING MORE DAILY TRANSACTIONS

If you are interested in the Tron network's potential and the future of online media, Tron is a genuinely compelling investment. The TRX tokens are a prerequisite for interacting with the system. In that sense, they would be a good investment, especially if you are an aspiring content creator or potential content creator who has a passion for media only and wants to interact with all the dApps on the network. However, it should be noted that TRX is a cryptocurrency and is subject to price fluctuations. At only \$0.01 per token, they are not at the more expensive end of the crypto scale, but the investment principles remain the same.

VERY LOW GAS FEES

TRON has very low transaction fees when compared to other cryptocurrencies in the market. This has made many companies move towards Tron network.

CROWD FUNDING PLATFORM

Crowd funding is when businesses, organizations, or individuals fund a project or venture with small donations from many people. By receiving the necessary boost to cash flow, these ventures can get off the ground or launch new projects. Most of these campaigns happen via internet platforms, have set timeframes for when money can be raised and disclose specific monetary goals.

ROLE OF CRYPTOCURRENCY IN CROWDFUNDING

These are just a few reasons why crowdfunding based on cryptocurrency will long live and prosper:

1. Creating more gains

Many coin owners are slightly reluctant to do something substantial with their digital wealth and just let those coins rest in the wallet. However, equity crowdfunding using cryptocurrency is a great way to create an extra value of the savings and play with future gains a campaign might bring. ICO is another way for investors to put the payments from crypto trading to work and back up a promising project featured at one of the websites specializing in token sales. Otherwise, converting the profits into fiat currency can turn into a tax nightmare. Not everyone would be willing to deal with it.

2. FILLING IN THE VC GAPS

Often overlooked by VCs, smaller projects can get traction, too, if they choose to go for the cryptocurrency-based crowd funding platform. In other words, those campaigns barely attractive for VCs or a large agency will get their place under the sun with crowdfunding based on cryptocurrency.

3. CREATING A STRONG COMMUNITY AROUND

Like Kickstarter listings, an ICO-fuelled start-up has tons of perks with a crowd of devoted backers slash early adopters or a product or service. However, with a cryptocurrency-based crowdfunding platform, the story goes beyond just observing the project going live but own tokens that grow in value based on acceptance. Such a double-layered system of benefits can significantly boost the popularity of crowdfunding using cryptocurrency without much of moola spent on marketing efforts but instead channeled from user to user simply because everyone likes big bucks on top of equity offered

ROLE OF CRYPTOCURRENCY IN GAMING

Nowadays, a whole new and impressive world of value has been portrayed in real life by gamers. Whereas it may be a far cry from almost all the ideals, modern technologies such as blockchain, Cryptocurrency, artificial intelligence, and many more are taking down the global banking system. And also has geared up the gaming industry to be a massive and advanced force in the crypto space.

Addictively and advanced games will attract a whole new base of players or gamers into the crypto economy. Gamers will be the first to adopt the latest technological trends like Cryptocurrency or any other as they are an excellent target market. They are even considered as more touch tech-savvy than any other internet user or any other users who are adopting the latest technology. Gamers are considered to be a bit more open to new technology and ideas.

Our vision for video games is a big one. We're looking to fundamentally change how people perceive video games and how they play them. We see the blockchain as a transformational technology where games transcend the virtual and take on their own life in the real world. With no walled gardens, free markets and natural price discovery are underpinned by censorship resistance, trustless trading, and cryptographic security.

EXPLORE HOW?

Most gamers worldwide have adopted advanced cryptocurrency technology by switching to it; they have adopted it because it offers them compared to PayPal or any other bank transaction. Cryptocurrencies have infiltrated in almost every aspect of people's lives these days, and the gaming industry is not an exceptional one.

It has saturation in gaming that could very well be around all the corners of the gaming sector. One of the vital sectors where Cryptocurrency is the gaming industry is that most gamers are ready to accept the latest technology. Some of the online UK platforms have started using and taking digital currency such as Litecoin and Bitcoin as a payment method. Many gamers are switching to cryptocurrency technology as it provides a much faster and safer transaction to them compared to other payment platforms. This is because of the rising use of "blockchain" and cryptography for making secure and valid transactions.

EMERGE MAJOR USE CASE

Most gaming companies and players were comfortable and satisfied with non-standard digital currencies in the past years. But with the evolving world, blockchain and Cryptocurrency have represented a natural evolution for the gaming industry and have defined a new concept for it.

With the rising popularity and legitimacy of esports, the gaming industry has led to the adaptation of Cryptocurrency. The gaming sector is owing to people who are more tech-savvy compared to the general population who are not playing games. Hence the gaming sector can be considered as one of the perfect testing grounds for all the cryptocurrency functionalities. Multiplayer systems, game assets, payment structures, and much more can leverage the benefits of Cryptocurrency and can leverage its capabilities by considering involving it in the gaming sector.

PROVIDES NEW WAY TO ENHANCE GAMERS EXPERIENCE

The end number of gaming industries has already tasted the fruit of success by considering using Cryptocurrency with the gaming platform. Very well known in the business industry, "Sony" is planning to release a blockchain and cryptocurrency-based video game on the advance and well-known gaming platform "PlayStation 4" this year. Epic Games, the new studio behind Fortnite, has researched and has found a new way to integrate blockchain technology into the gaming platform to avail players with excellent gaming experience, which they never had before. Cryptocurrency and blockchain are undoubtedly future technologies for the future and will affect the end of this industry.

TOKENIZATION OF GAME ASSETS

Most gaming sectors facilitate gamers with in-game currency, which they can buy, earn, and spend while playing the game of their choice. These digital currencies are typically availed to the gamers within the gaming environment in the form of gift cards or fiat cash. Usually, such kind of monetized games is open source games. In contrast, game currencies and related item purchases are available within the gaming platform to encourage gamers to spend a penny to buy a particular item such as attire, weapons, or any other thing.

Rewarding Gamers with CryptoOne of the gaming startups has started rewarding gamers; for instance, if the gamer is involved with a game like Clash Royale or any other gaming platforms, reward them for their in-game actions with a cryptocurrency called “Good Game.” Players can earn and spend the token only within the gaming environment. Still, unlike other familiar virtual tokens or currencies, Good Game can easily be traded on exchanges and also provide players with digital wallets for managing their Cryptocurrency outside of the games.

Online Gaming Experience Increasing in Use of Cryptocurrency

The time will come where the gamers can earn virtual currency that can be considered as tradeable crypto asset that can offer excellent experience within the immediate real-world.

Development of new digital micro-economies and Monetization within the gaming environment can reward the gamers for encouraging them for their involvement with the gaming platform. It is one of the best ways to motivate players to involve themselves with the gaming platform and provide them with the chance to play more and win more!

As more and more players will involve themselves with the gaming platform, digital currency or Cryptocurrency will also increase to a great extent. Gamers who have never heard and owned cryptocurrencies before can hold a balance of tokens, which helps them leverage their favorite game levels. They can also be interested in transferring this digital balance to a cryptocurrency wallet or can exchange the same into Bitcoin currency. Therefore, it wouldn't be wrong if it is said that Cryptocurrency is the future of the gaming industry and helps the gaming industry to provide an enhanced experience to end the number of gamers at first glance.

TRONZ – THE BEST CHOICE

- Tronz is a revolutionary crowdfunding platform, which is the first of its kind to implement its own cryptocurrency (TZC)
- The Complete commission distribution is independently handled by the VERIFIED SMART CONTRACT which is on the TRON Blockchain, it is immutable (can't be changed or altered)
- Since TRONZE has a global community base, the TZC token is projected to spike its value soon after the first IEO (Initial IEO (Initial Exchange Offer) which will which will be held in held in the 4th quarter of the 4th quarter of 2020 and TZC will 2020 and TZC will be listed on be listed on multiple International Exchanges .
- In the First Quarter of 2021, the TRONZ community will have their own Exchange & TZC tokens will be used in various Gaming Platforms.
- Since TZC tokens are limited and fixed, grab the opportunity by participating in the TRONZ crowd funding platform

THE FIRST AIRDROP AND LEVERAGING ESTABLISHED NETWORKS

One of the oldest and most popular airdrops in history was auroracoin (AUR), which was meant to be a cryptocurrency designated for Iceland's citizens. The term "airdrop" started floating around the crypto scene when the creators of auroracoin announced the issuance period that began March 25, 2014. Icelandic residents with a permanent resident ID could register on the website to receive 31.8 AUR, which was worth \$385. Today each AUR is only worth \$0.07 per coin, and that initial airdrop dubbed the "cryptocurrency for Iceland" would only be worth \$2.17. Auroracoin (AUR) is considered the first airdrop when it was launched in 2014. That year \$385 worth of AUR was dispersed to registered Icelandic residents. Today the original airdrop amount would only be worth \$2 and some change.

After AUR, many other famous airdrops followed the distribution scheme, giving away cryptos for free. Furthermore, projects that launched and established themselves years prior have airdropped coins as well. Decred airdropped 258,000 DCR in 2016, and in 2017 Stellar (XLM) gave away 19% of their total token supply to people who owned BTC. Several airdrop projects use the concept of attempting to leverage an existing and established network effect of users from other blockchains.

OWN AIRDROP

Since we don't have Initial Coin Offering (ICO), the only way to get TZC token is either participating in our Crowdfunding platform or participate in our Airdrop. The obtained TZC can be used to play games on our official gaming portal www.wintzc.com. The main intention of giving away Airdrop is to make gaming on blockchain available for everyone. We wanted our community members to explore our gaming platform and increase the global community base. We have allocated about 2% of the total token supply for "Airdrop & Bounty." The airdrop phase will only continue for the initial days for the pre-launch or launch.

THE TRONZ WALLET

The Tronz wallet will be a web application that allows users (both gamers and developers) to safely store their TZC tokens, cryptocurrencies, and fiat money. With the wallet, users will access the Tronz exchange, where all types of transactions will be executed. Furthermore, thanks to the cross-platform compatibility of Tronz, the wallets also give users the possibility to complete both in-game and cross-game transactions.

The Trainz wallet allows users to cross-trade in-game items across different games. Additionally, the wallet will enable the storage of TZC and other cryptocurrencies, giving users more options and flexibility.

Marketing

TARGET GROUPS

We have designed a multilayered profile of our main target groups, further segmenting them into subgroups.

GAMERS

Describing the average gamer profile could be a complicated task: for example, contrary to the popular belief that almost all gamers are male, the statistics show that this is not true. Generally, an average gamer is a male between 15 - 35 years old with an average to higher average income.

However, the most crucial distinction is between casual and “die-hard” gamers, as it has the most significant influence in terms of marketing. Die-hard gamers are much more likely to spend money on games or gaming-related content, including TronzWorld projects. Their geolocation is another variable that significantly influences their profile - for example, differences in income and culture could differ substantially in their decisions. The gamers on the Asian market, for instance, are known to spend comparatively much more money than eastern Europeans. This does not lie that much in their higher-income but in the meaning of video games purely from a cultural aspect. Games such as Starcraft have virtually become comparable with religion for some Asian countries

GAME DEVELOPERS

Since game developers would directly benefit from the successful implementation of our project, we believe that they comprise a target group vital for our success.

GAMBLERS AND BETTORS

Gamblers and bettors are another target group we will be targeting our marketing activities because their profile is quite similar to the gamers' faces. For example, some of the most famous poker players today used to be professional gamers (think of Elky Bertrand Gropellier, who even moved back to professional eSports in 2015 to play Hearthstone for team liquid after making a fortune as a professional Texas Hold 'em player).

A MULTI-PRONGED APPROACH

Even the best ideas are worthless if nobody knows about them. To make the launch of PixelBit a resounding success, we have spent countless hours sitting down with marketing and advertising experts, divining a multi-layered marketing strategy designed to generate as much publicity as possible in the shortest possible time. To achieve that goal, we have decided to utilize several channels for generating buzz.

Youtube streamers and video game content creators are also part of our marketing strategy, as gaming content on Youtube is extremely popular. Advertisements and project mentions are possible inside the video, thereby bypassing Youtube Ads that can be blocked with Ad Blockers, which are used by most gamers today.

CROSS-CHANNEL ADVERTISING

To reach as many people as possible, we will be launching an advertising campaign across multiple mediums, such as TV and radio spots, billboards, magazine/newspaper and online ads (Google Adwords and Facebook Ads) as well as social media.

Ad networks, especially those focusing on the crypto market are another channel we plan to target. These networks are extremely cost-efficient in terms of cost per click while being delivered to a highly targeted user base. Another critical channel we are planning to target is game conferences, expos and eSports tournaments. Generally, these events gather a lot of passionate gamers, professional players and brands in the industry by becoming a sponsor to the event we can increase the exposure of Tronz to a highly targeted audience.

TARGETED DIRECT SALES

Investors are notoriously hard to reach by traditional marketing means. To get affluent people to invest in a startup, it is generally required to contact them directly with personalized offers. Our experienced sales team is doing exactly that - so far, with great success.

COMMUNITY MARKETING

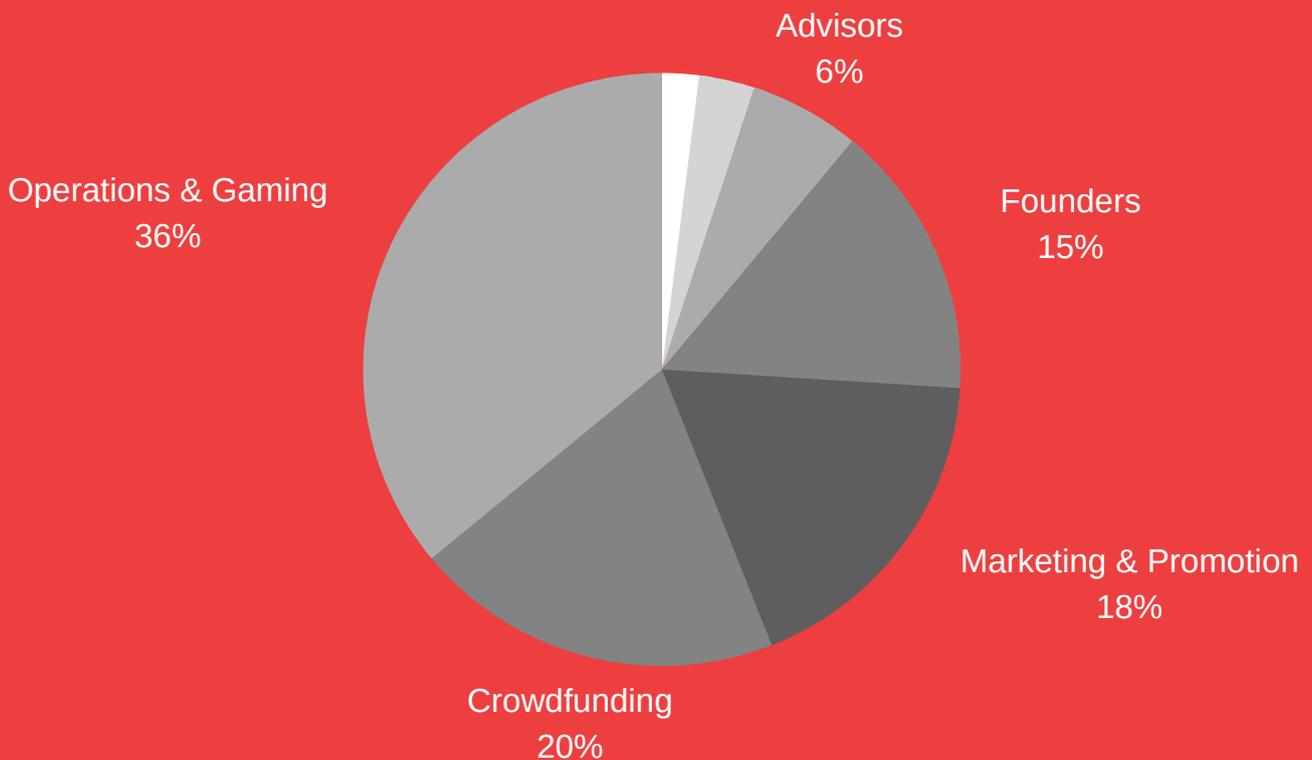
As with any other project in the crypto space, we acknowledge the importance of community marketing and the potential benefits it brings to the table. We will be developing our community channels such as Reddit (including the promotion in gaming and cryptocurrency-related subreddits), Telegram and any other social media, with the ultimate purpose to create a loyal base of followers that are genuinely interested in seeing our project succeed. We plan to grow our channels strictly organically, as we believe this is the only way to build a sustainable following base that will be active. Another track that will receive special recognition is Discord, which is very popular among gamers. We will work on developing our discord channel, including the promotion of the project across other related media on the platform by providing incentives and free useful content to Discord users. To further expand our community, we will use airdrop and bounty campaigns that will give away tokens to members who are willing to spread the word about Tronz.

However, we do not stop here. We plan to host contests that will give our community the chance to contribute to our project while having the opportunity to win great prizes. Such games could be creating an article or any other type of content, as well as some other exciting options that are related to gaming, such as frag compilations, best plays compilations and many others. Discord in combination with YouTube is a great way to increase the exposure of the project - promoting collections of best plays across the Discord channels used by gamers for a specific game will ensure that the content is delivered to a highly targeted audience

About TronzWorld

Tronz (TZC) is developed and maintained by a well educated, experienced group of individuals who are having the vision to make Tronz (TZC) a No.1 gaming industry coin. Tronz token will be developed on TRC20 on Tron based network. The initial Supply of Tronz TZC token is 360,00,000. There is no signup bonus required to register.No KYC is required to play games on Tronz or to participate in Airdrop. There is a fixed allocation of 10,00,000 TZC for the airdrop program. The unclaimed tokens will be burned permanently. Currently only TZC token is available to play games in future we will plan to give other crypto options also. By the end of September 2020, we are listing on ZCOINX Exchange.

Token Allocation



Future Roadmap

The launch of TronzWorld is only the first step. We have big plans for the years to come and are excited in sharing some of these plans today



Gaming Portal

Q1 2020

(Completed)

Crowdfunding Platform Development

Q2 2020

(Completed)

Tronz Airdrop

Q3 2020

(Live Now)

CrowdFunding Platform Lanuch

Q4 2020

(Very Soon)



Exchange Listing

Q4 2020

(Very Soon)



Gaming Portal Lanuch

Q4 2020

(Very Soon)



Own Network Migration

Q1 2021

(Future)



Swap TZC ERC-20 tokens to TZC Coin

Q2 2021

(Future)