

ALGO RANCHERO



EXECUTIVE SUMMARY

Objective

This proposal is to launch Algo Ranchero - the first Play-to-Earn Western Adventure Game - exclusively on Algorand.

Goals

Algo Ranchero is designed to launch as a flagship property on Algorand. It accelerates Algorand gaming by example - giving the Algorand community a fun, immersive adventure game - while providing developers the code, tools and resources to build other compelling games on Algorand.

Solution

Algo Ranchero is open-source, runs on Node, React and WebGL. The code provides Algorand developers a framework for game specific interactions with the blockchain and the most popular game mechanics integrated. Algo Ranchero will be live online, playable through a browser, work on Algorand mainnet and be integrated with the most popular markets on Algorand.

ALGO RANCHERO PROPOSAL

PROJECT OUTLINE

The development of Algo Ranchero will take place in three phases:

- **Milestone 1: Proof of Concept**
- **Milestone 2: NFT Launch**
- **Milestone 3: Player vs Player Duels Launch**

1: PROOF OF CONCEPT (1 MONTH)

The PoC will showcase the base technology and game mechanics. This will include the following:

- Entry Token in Algorand Wallet - Players can enter the game.
- Mission and Control Structure - Players are able to navigate and complete Quests.
- Set up Social Media - Set up social media (Twitter) to begin grass-roots marketing.
- Set up Discord - Set up a Discord server to manage a growing community.

2: NFT LAUNCH (4 MONTHS)

The early launch will have additional functionality that improves gameplay and engagement.

- Early Release of Algo Ranchero NFTs that grant owner custom characters.
- Custom characters by detecting relevant NFTs in Algorand wallet
- 15 New Quests Added.
- Additional Graphic/Marketing Assets needed for marketing created.

3: PLAYER VS PLAYER DUELS LAUNCH

This is the most innovative and valuable feature of Algo Ranchero. This will allow players to challenge each other and stake Algorand on the results of the duel.

- Challenge Board Development - Creation of online real-time listing of players that have staked and are looking for a challenger.
- Duel mechanic in-game creation- This component is the duel itself - it will begin as a challenge is accepted and will return the winner.
- Staking mechanic development - Creation of a smart-contract to hold the staked funds and allow payout to the winner of the duel.

ALGO RANCHERO PROPOSAL

BUDGET

COST TO COMPLETE PROJECT

Algo Ranchero has not yet raised outside funding. It was announced the winner of a previous Algorand Hackathon by Encode, prize money is yet to be received.

Description	Quantity	Unit Price	Cost
Developer Hours	450	\$ 100	\$ 45,000
Marketing Hours	100	\$ 30	\$ 3,000
Testing	60	\$ 25	\$ 1,500
Total			\$ 49,500

EXPECTED REVENUE (FIRST YEAR)

Algo Ranchero is positioned to benefit from a first mover advantage in Web3 gaming on Algorand. Revenue is generated from sales of NFTs (playable characters), staking contract revenue from PvP and partnerships.

Description	Quantity	Unit Price	Revenue
NFT Sales	1000	\$ 50	\$ 50,000
Game Staking Revenue	5000	\$ 5	\$ 25,000
Partnerships	15	\$ 5,000	\$ 75,000
Total			\$ 150,000

TEAM

We are an experienced team passionate about Web3 gaming. We've already created over a dozen award winning games across blockchains and have generated over \$150K of revenue in less than a year.

Lex Dreitser - Lead - Game Dev / Full Stack Dev / Product Manager

Eric Thomas - Full Stack Dev

John Benton - Unity Game Dev