

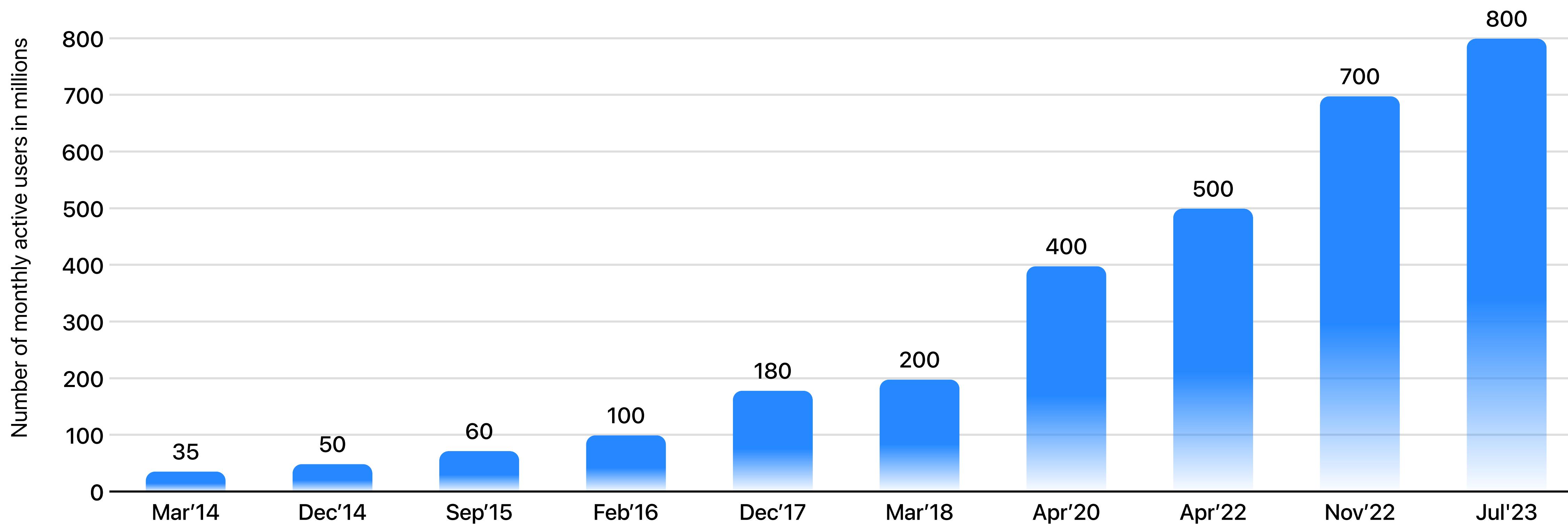


Telegram Ecosystem

by Telegram Builders Community and TON Foundation

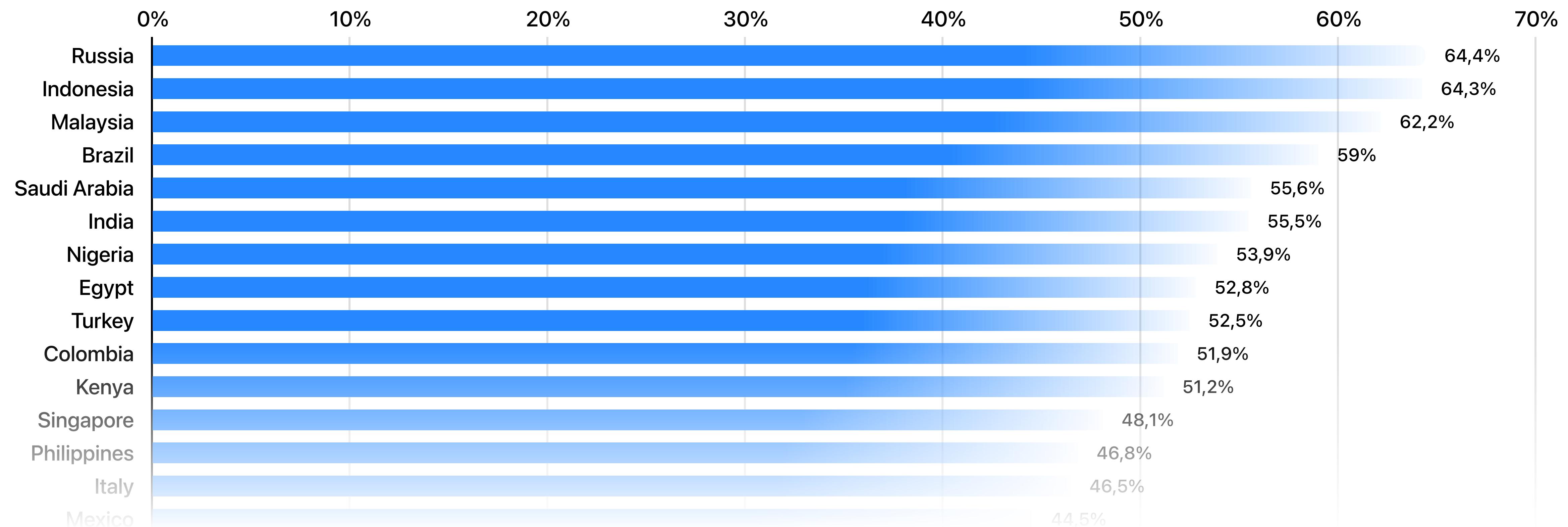
Telegram Messenger is rapidly growing worldwide

Number of monthly active Telegram users worldwide from March 2014 to July 2023 (in millions)



Telegram Messenger is rapidly growing worldwide

Share of the online population using Telegram each month worldwide in the 3rd quarter of 2022 by selected territory.



The Open Network Blockchain is at the core of the Telegram Ecosystem

Upgrade your app to Web3 with an amazing user experience based on fast, ultra-scalable TON Blockchain and crypto-wallet on Telegram.

- Layer 1 blockchain with low fees and fast transactions originally designed by the Telegram team to onboard a billion users.
- Crypto wallet with authorization, payment service, on-ramp & off-ramp, and many other features.
- Incredibly easy onboarding process for new crypto users.



Opportunities of TON and Telegram Mini Apps ecosystem

Development

Speed up development and minimise costs

Monetization

Build an effective model with a simple payment flow

Traffic

Organic and paid user acquisition and retain users in an app

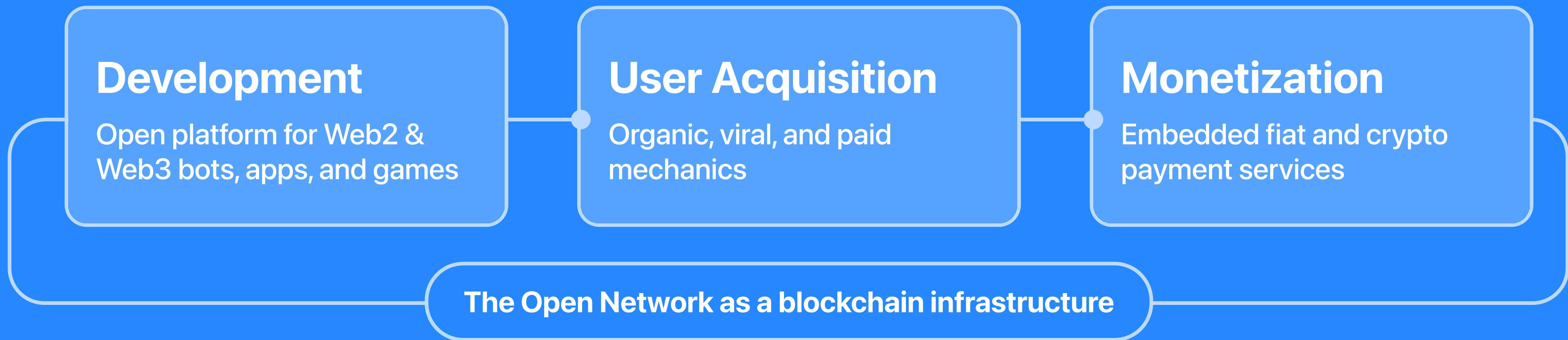
Partnerships

Share information and create partnerships with other builders



How TON Ecosystem helps builders succeed

Cross-platform Telegram Messenger with 800M+ monthly active users



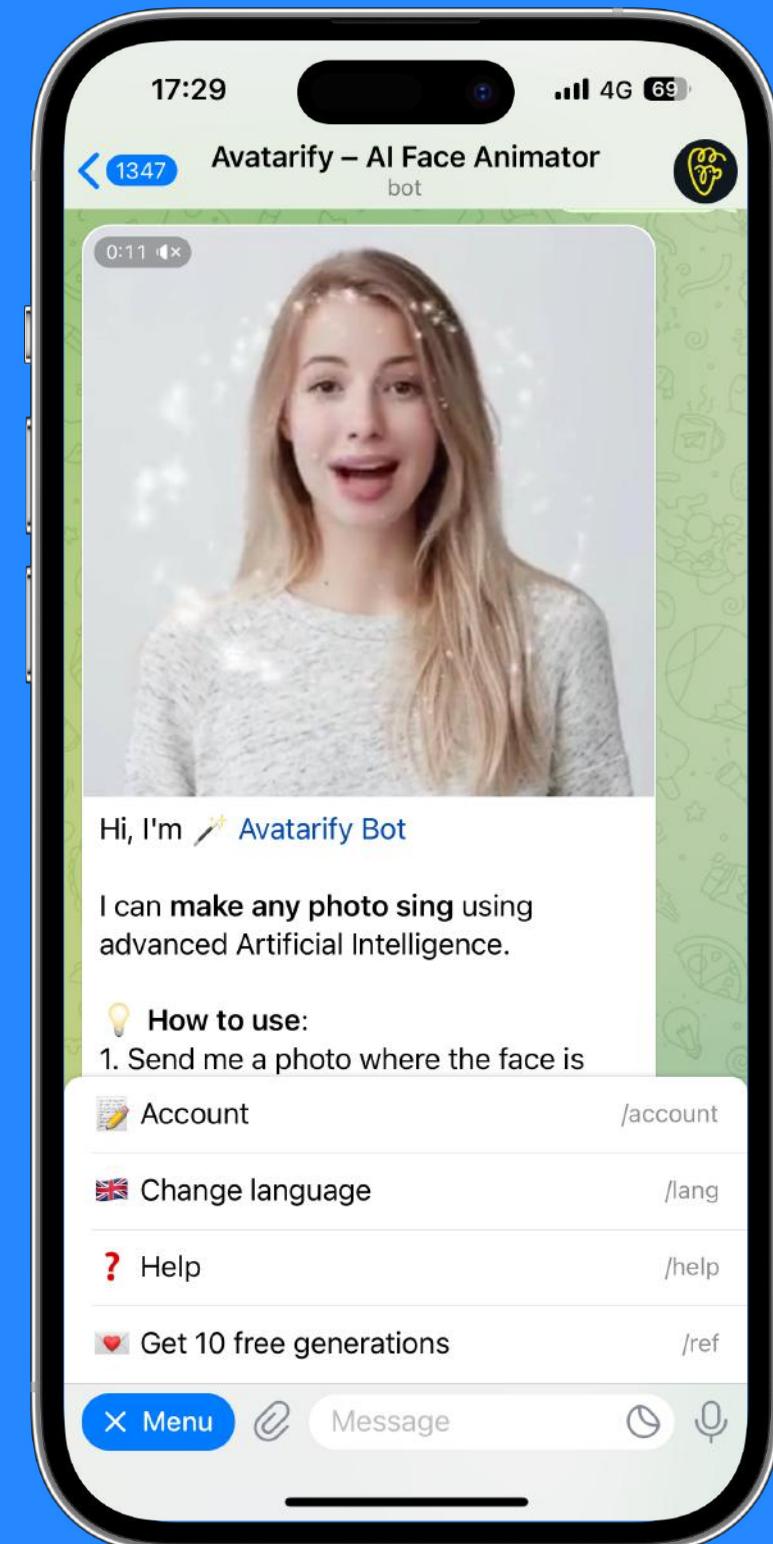
Telegram Apps

Telegram Apps (tApps) platform includes bots, mini apps, and games.

Open crypto-friendly platform for your business.

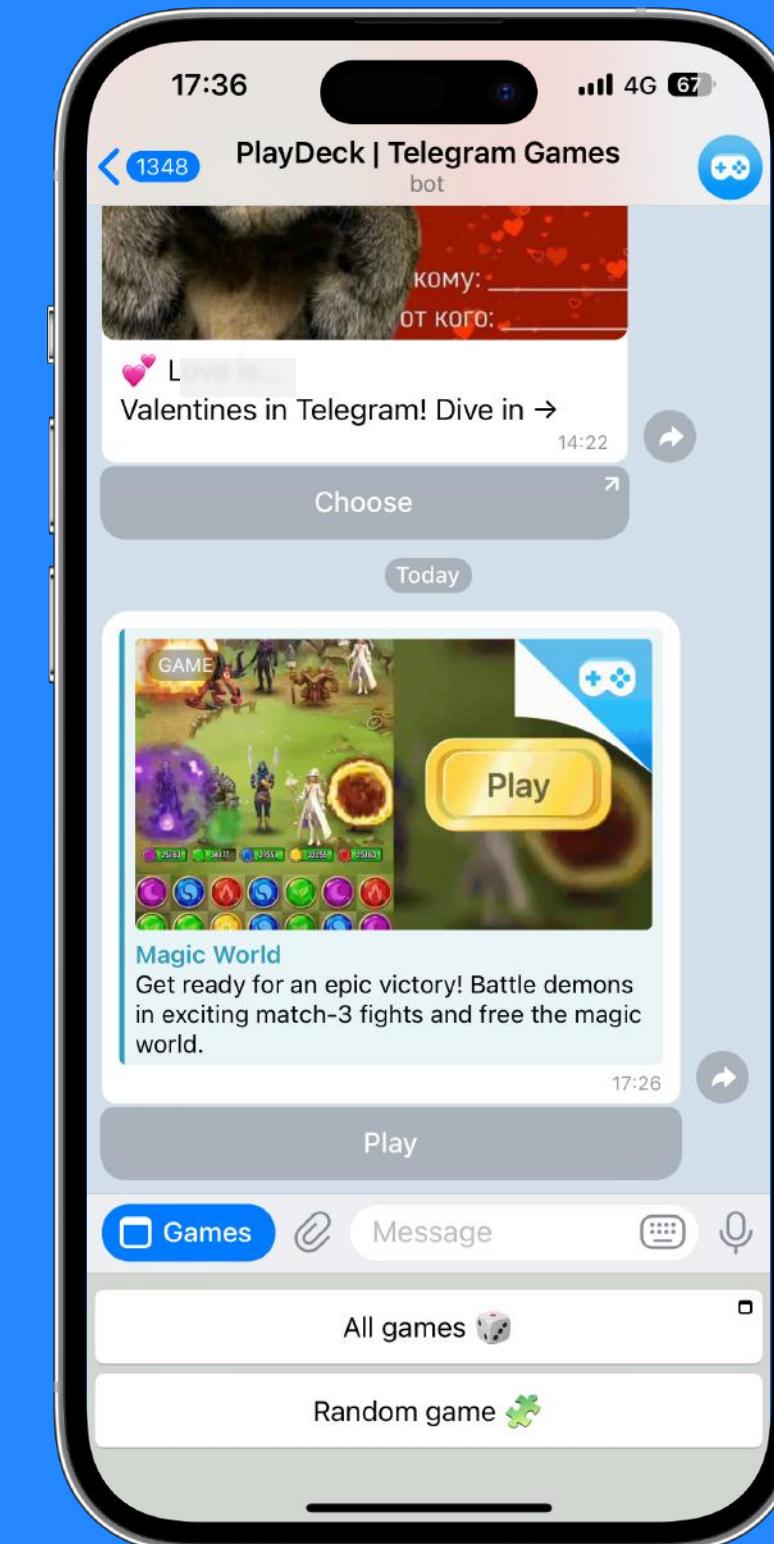
Bots

[@avatarify_bot](https://t.me/avatarify_bot)



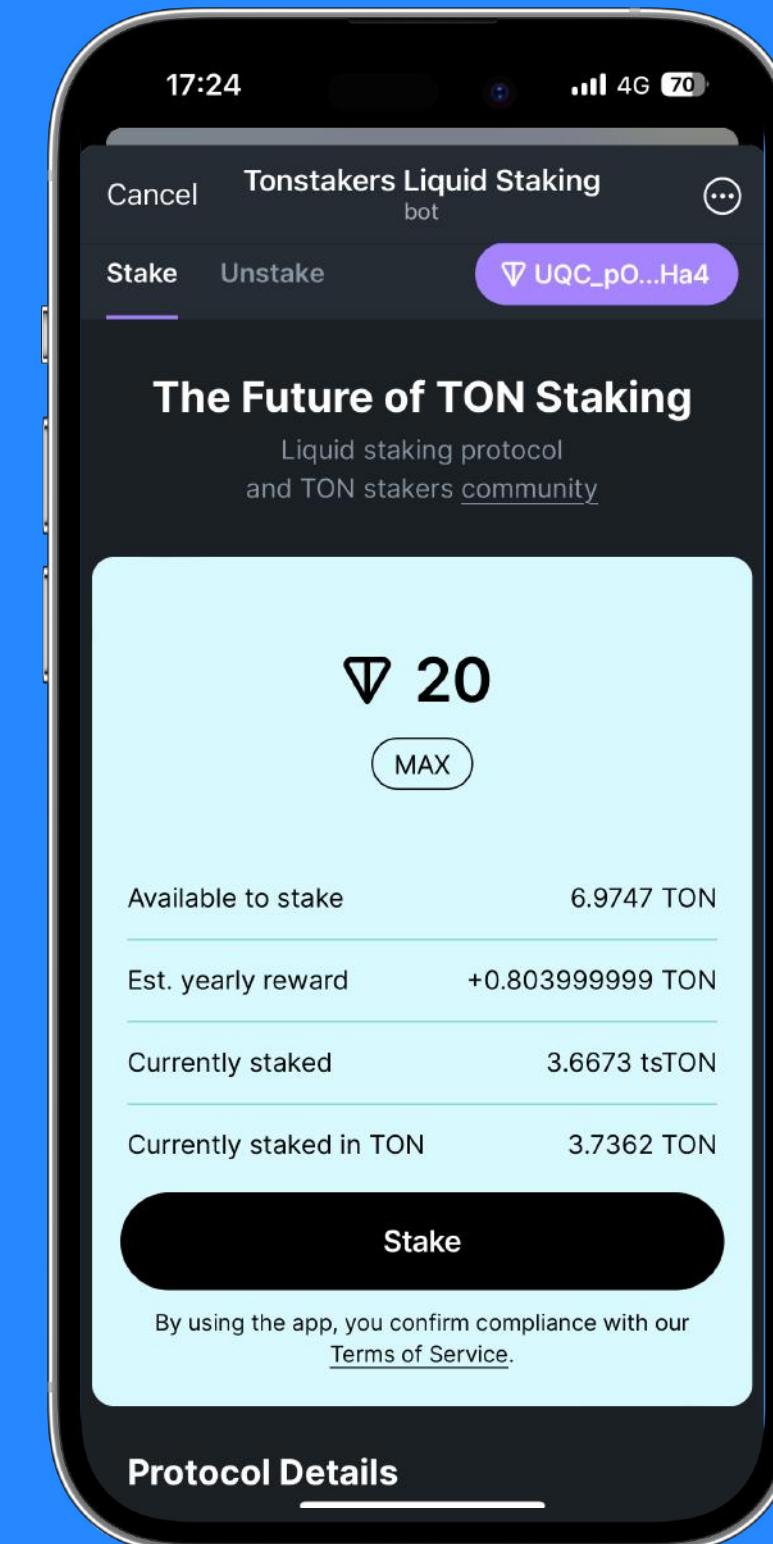
Games

[@playdeckbot](https://t.me/playdeckbot)



Mini Apps

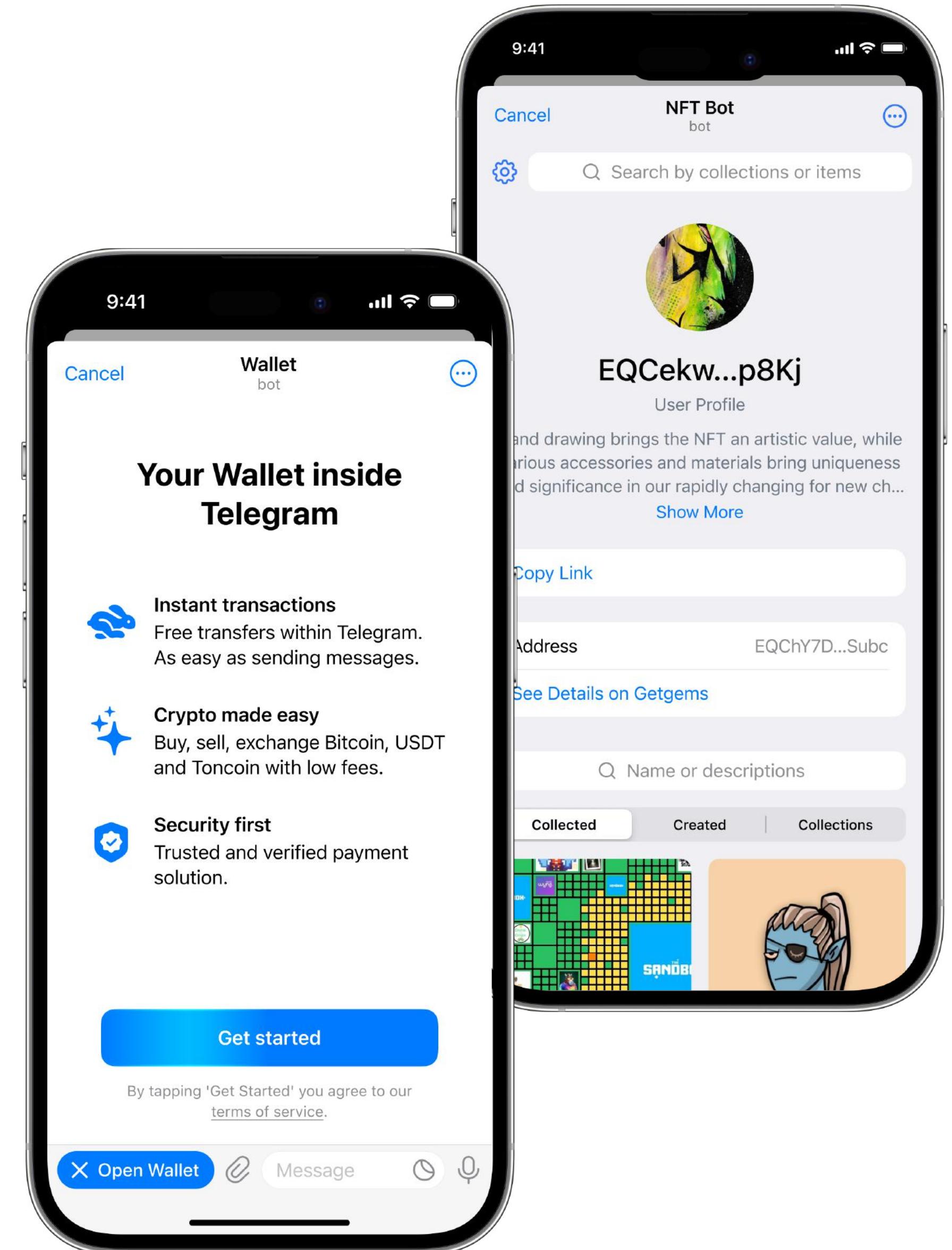
[@tonstakers_bot](https://t.me/tonstakers_bot)



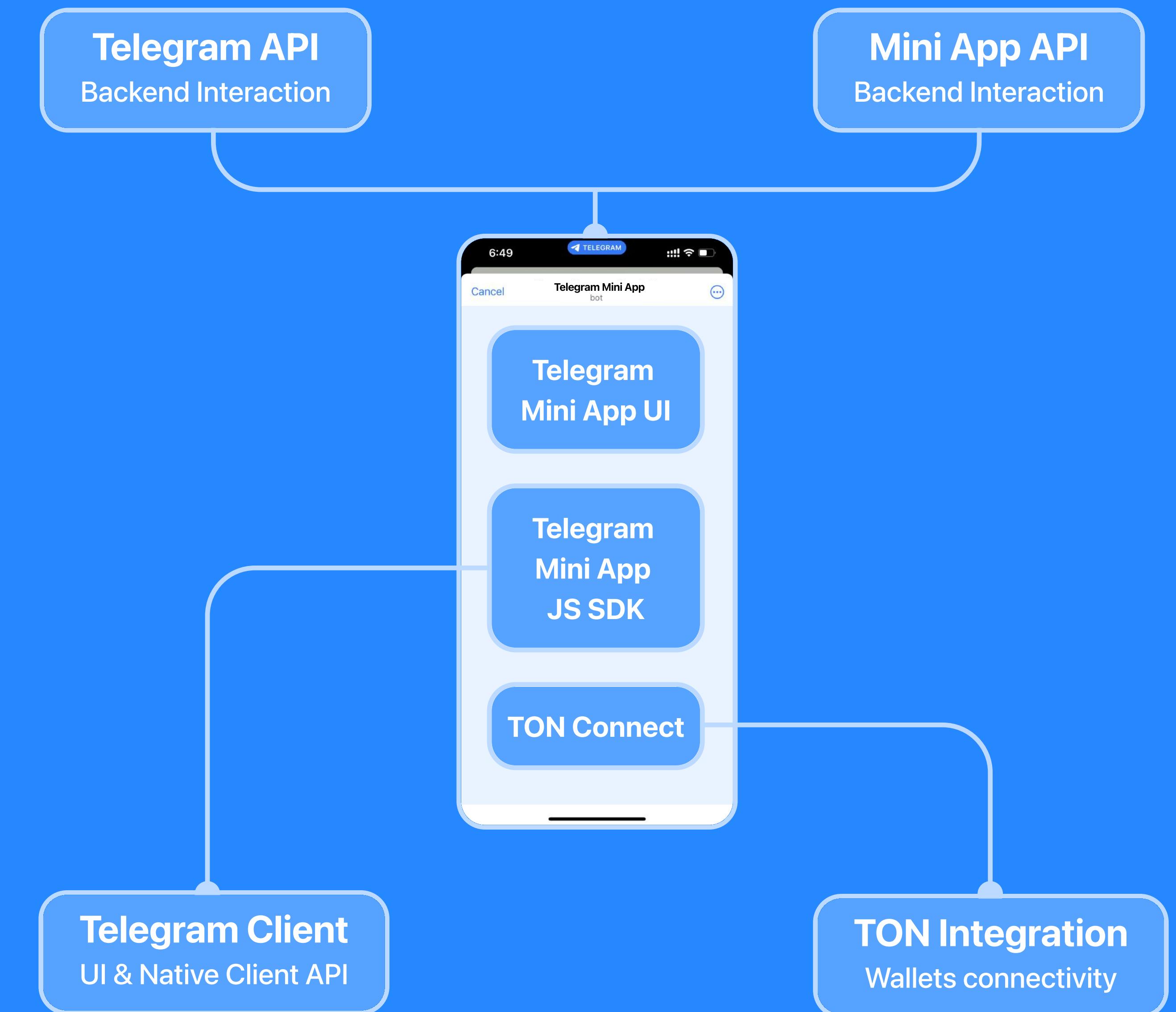
Mini Apps are the next generation of apps inside Telegram

Telegram Mini Apps is a new approach for businesses to engage with audiences through a convenient user interface, offering a user-friendly experience directly within Telegram.

Mini Apps support seamless authorisation, integrated crypto and fiat payments (with Google Pay and Apple Pay out of the box), delivering tailored push notifications to users, and much more.



Telegram Mini Apps Architecture



Traffic flow of Telegram Apps



Telegram Mini Apps UI library



City Explorer

Example of app layout build
from library components

The screenshots demonstrate the City Explorer app's user interface built using the Telegram Mini Apps UI library. The app features a clean design with a white background and a dark header bar.

- Main Feed (Left):** Shows a "FOR YOU" section with cards for Paris (France) and Bali (Indonesia). Below it is a "MOST POPULAR" section with cards for New York (United States) and London (United Kingdom).
- City Profile (Middle):** Displays a large image of the Charles Bridge in Prague. Below the image, the city name "Prague" and its country "Czech Republic" are shown. Two buttons are present: "Find tickets" and "Search on web".
- Currency Converter (Right):** Shows the same Prague image. Below it, a "Description" section states: "Prague is the capital and largest city of the Czech Republic, and the historical capital of Bohemia." A "Time zone" section shows "GMT +1". At the bottom, there is a "Convert" button with a slider set to "Czech koruna".



Telegram Mini Apps UI library



Job Finder

Example of app layout build
from library components

The screenshots show the progression of a job application process:

- Initial View:** Shows a list of recommended jobs under "Recommended for you".
 - Campaign Manager** at TON Foundation (Onsite)
 - Customer Support Specialist** at Wallet (Remote)
 - Project Manager** at The Open Platform (Remote)
- Job Detail View:** Shows a specific job listing for the **Campaign Manager** position at TON Foundation, posted on Dec 12.
 - Job details: **Campaign Manager**, **TON Foundation**, **Posted on Dec 12**.
 - Tags: **Onsite**, **Full-time**, **Equal opportunity**
 - Category: **Marketing & Communications**
 - Description: TON Foundation seeks an experienced digital marketer and project manager for this cross-functional role in the Marketing Operations team, reporting directly to the CMO.
 - Apply button.
 - Related positions: **More positions at TON Foundation**, **Video Production Lead** (Full-time, Onsite), **Growth Marketing Lead** (Full-time, Remote), **QA Engineer** (Full-time, Remote).
- Application Form View:** Shows the personal information and file upload sections of the application form.
 - Personal Information:** Fields for First Name (Jane), Last Name (Smith), and Email (janesmith@email.com).
 - Files:** Uploading files: **image.jpg** (Image), **resume.pdf** (PDF Document), and **image.jpg** (42%).
 - Apply button.



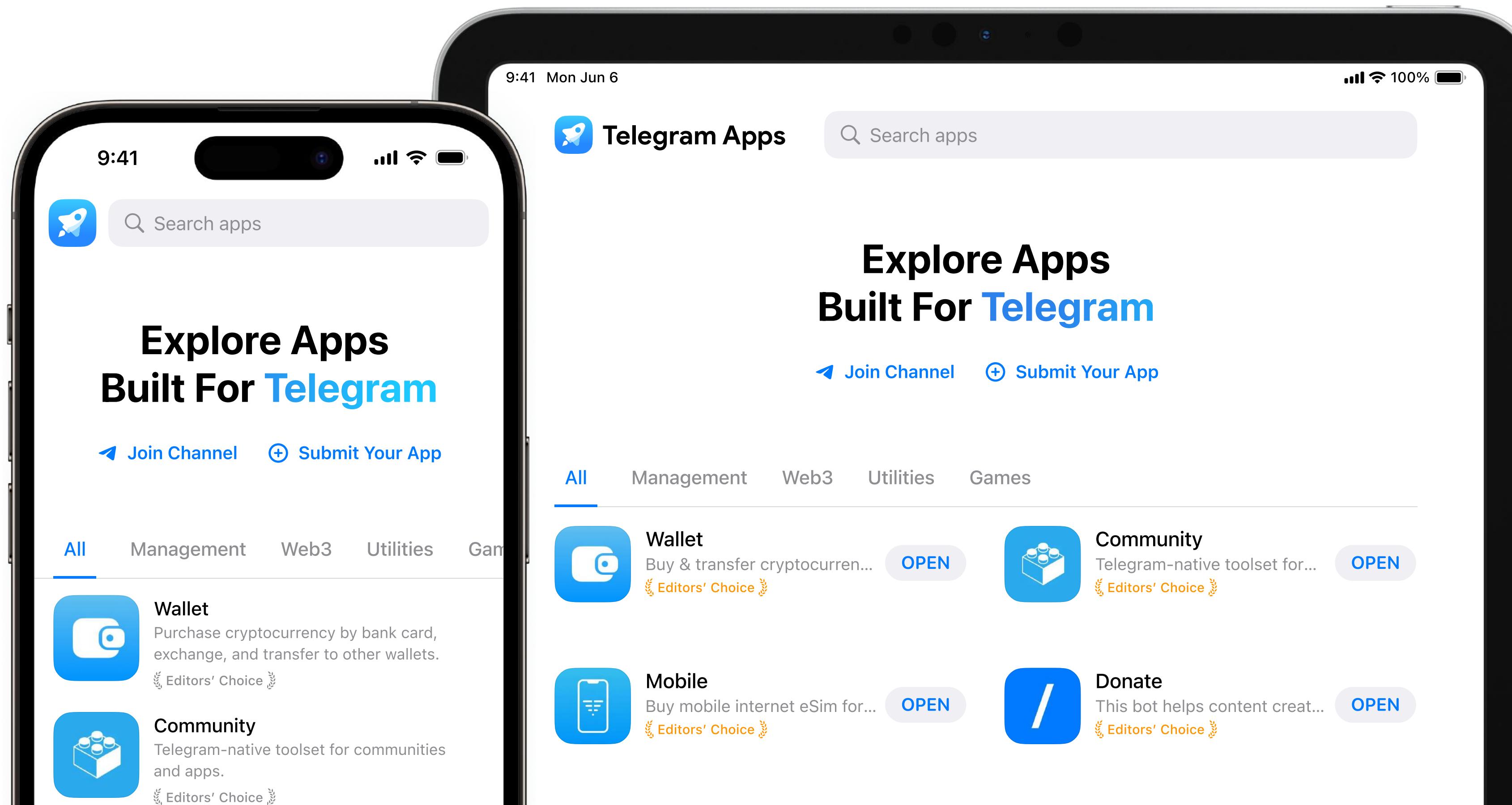
Become visible for your audience with Telegram Apps Center

Mini App

t.me/tapps_bot

Web Site

tapps.center



Submit your tApp to get
a free organic audience.



1.2M MAU



**Up to 150K
launches per app**

Become visible for your audience with Trending Apps Channel



800K subscribers



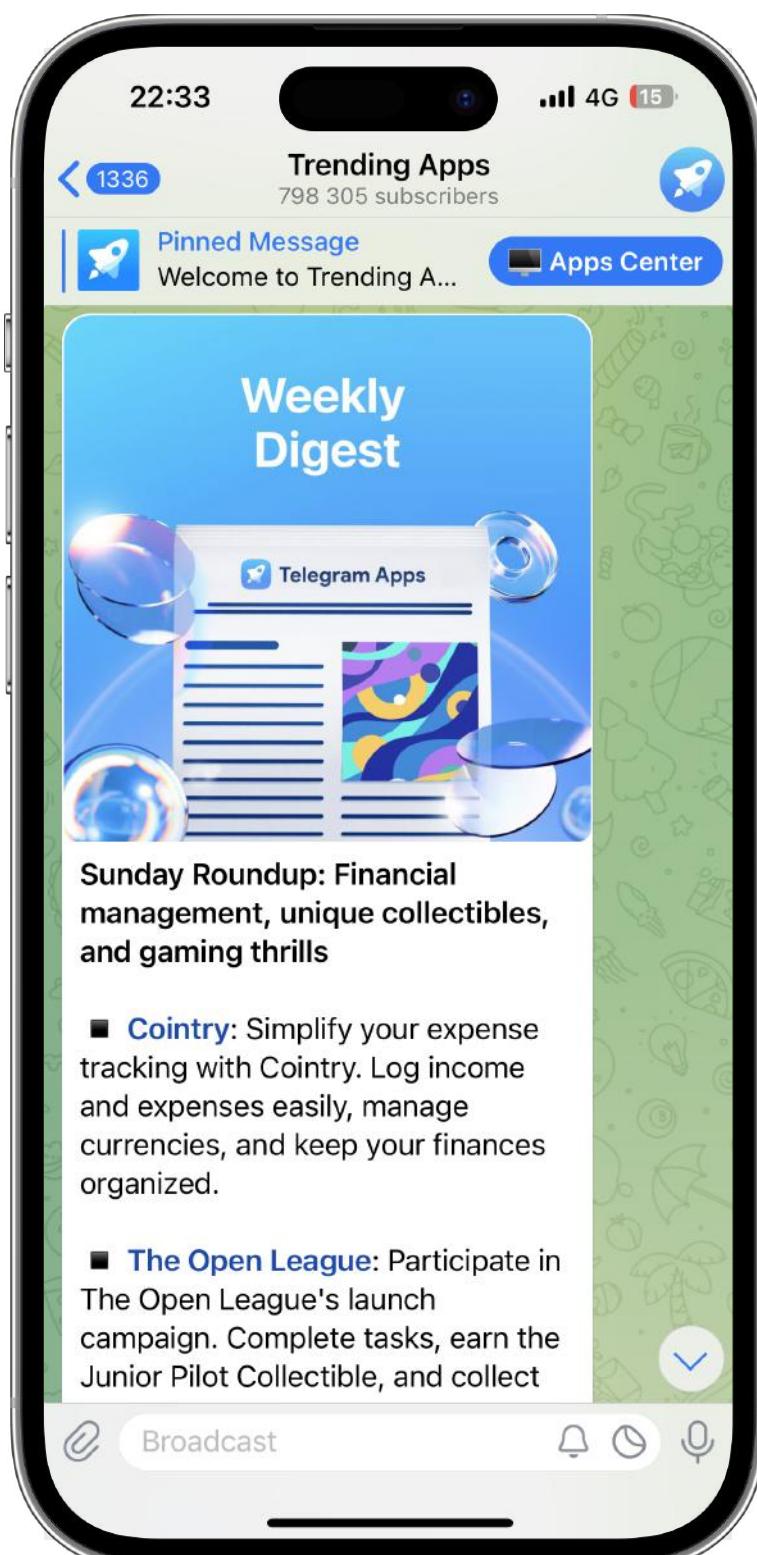
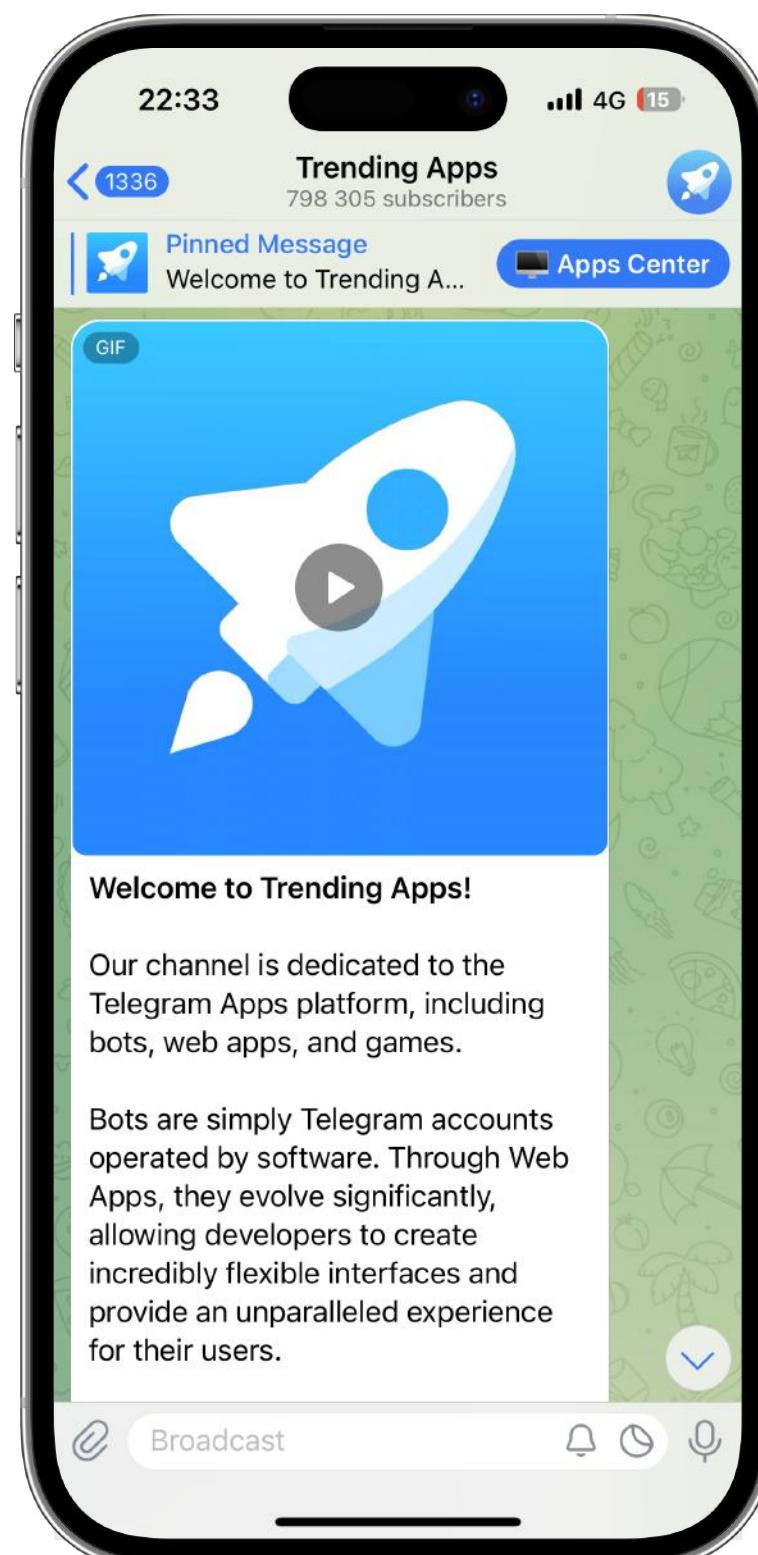
Up to 50K users launch app from the post



Publications about new apps and major updates in existing apps

Channel

t.me/trendingApps



Launch performance marketing campaign

Telegram Ads is a new advertising platform for businesses based on Telegram.



Every month, Telegram's **800M+** users generate **over 500 billion** channel views.



You can show your sponsored messages in large public channels with **1000+** subscribers.



Get access to Telegram Ads platform with our trusted partner – [Magnetto](#).

The screenshot shows the 'Create Your Ad' section of the Telegram Ads platform. At the top, it displays a budget of 'Budget: € 10,000.00 • Awesome Telegram App' with a target parameter indicator 'T'. Below this, there are two tabs: 'Target Users' (selected) and 'Target Channels'. The 'Create Your Ad' section contains fields for 'Ad title' (placeholder: 'E.g., My first ad'), 'Ad text' (placeholder: 'Enter your ad text'), 'URL you want to promote' (placeholder: 'URL of the channel, post or bot you promote'), 'CPM in Euro' (placeholder: '€ 0.00'), and 'Initial Budget in Euro' (placeholder: '€ 0.00'). A note below the budget field states: 'This amount will be added to the ad budget.' To the right, under 'Target Channels', there are sections for 'Target channel languages' (placeholder: 'Select languages (optional)'), 'Target topics' (placeholder: 'Select topics (optional)'), 'Target specific channels' (placeholder: 't.me channel URL (optional)'), 'Exclude topics' (placeholder: 'Select topics to exclude (optional)'), and 'Exclude specific channels' (placeholder: 't.me channel URL to exclude (optional)'). At the bottom, there are two informational icons: a red minus sign indicating 'Will not be shown anywhere.' and an orange exclamation mark indicating 'Target parameters can't be changed after the ad is created.'



Telegram Ads case study

Telegram Apps Center



\$25 000 budget, 14.8M impressions



\$0.19 per bot launch



\$1.20 per Telegram Apps Center TMA
launch

The screenshot shows the Telegram Apps Center interface. At the top left is the 'Telegram Apps' logo with a rocket icon. To its right is a search bar with the placeholder 'Search apps'. Below the search bar, the text 'Explore Apps Built For Telegram' is displayed in large, bold, black and blue font. Underneath this, there are two buttons: 'Join Channel' and 'Submit Your App'. A navigation bar below these buttons includes tabs for 'All', 'Trending', 'Games', 'Business', 'Utilities', 'Social', 'Essentials', 'Sport', 'Auto', and 'To'. Two app cards are visible: 'Wallet' and 'Getgems'. Both cards are labeled 'Editors' Choice' with a gold ribbon icon. The 'Wallet' card features a blue icon with a white 'G' and a small camera-like symbol. Its description reads: 'Wallet is the easiest way to store, send, and receive Toncoin on The Open Ne...' and has an 'OPEN' button. The 'Getgems' card features a blue icon with a white stylized leaf or flower. Its description reads: 'Wallet is the easiest way to store, send, and receive Toncoin on The Open Ne...' and also has an 'OPEN' button.

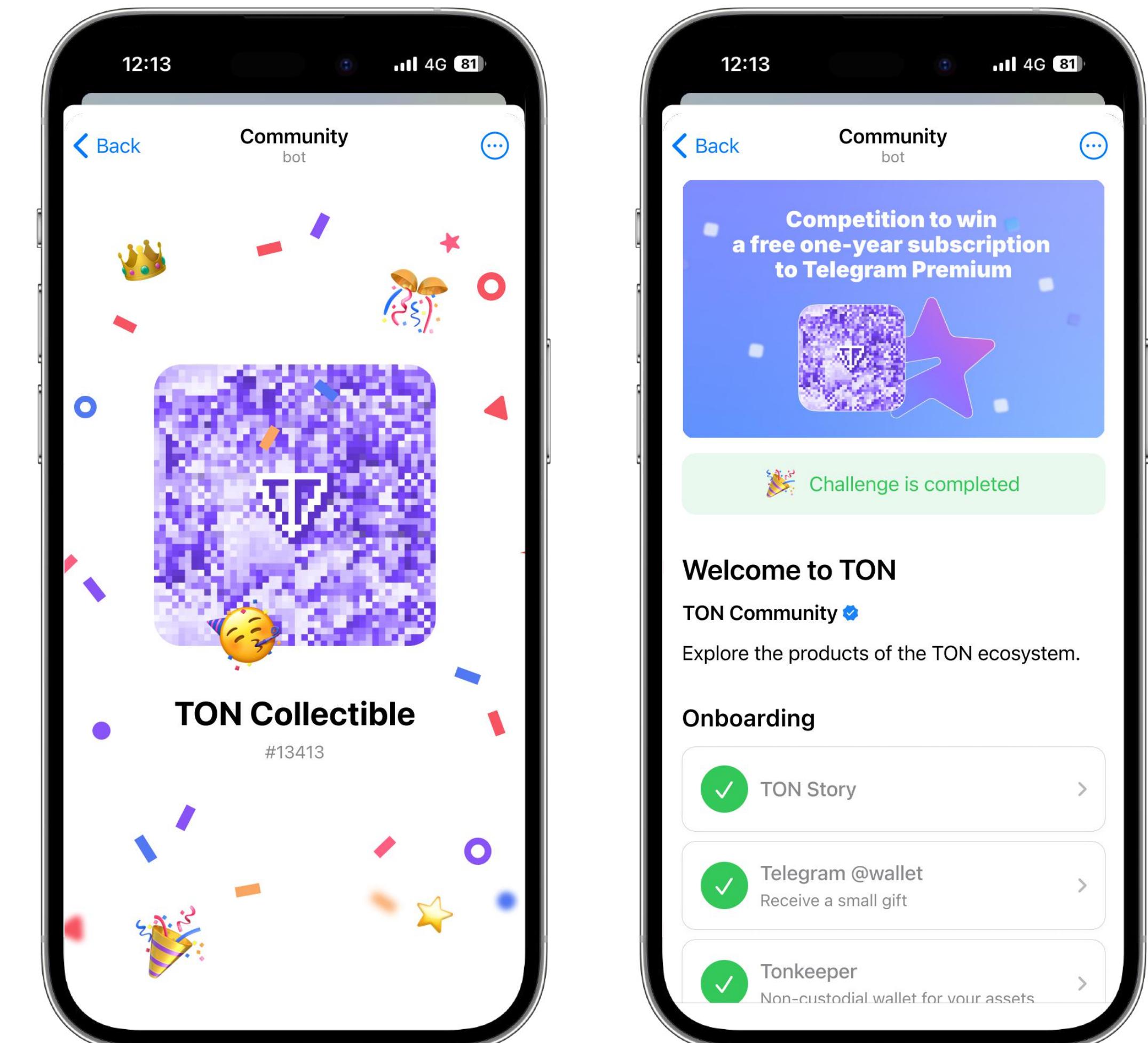


Use community growth and engagement tools

The [Community app](#) is a powerful, Telegram-native toolset designed to boost the usage of your groups, channels and applications

Contests, reward campaigns, and access management for your community members to drive healthy activity and promote strong business growth.

Join the [Community Beta](#)



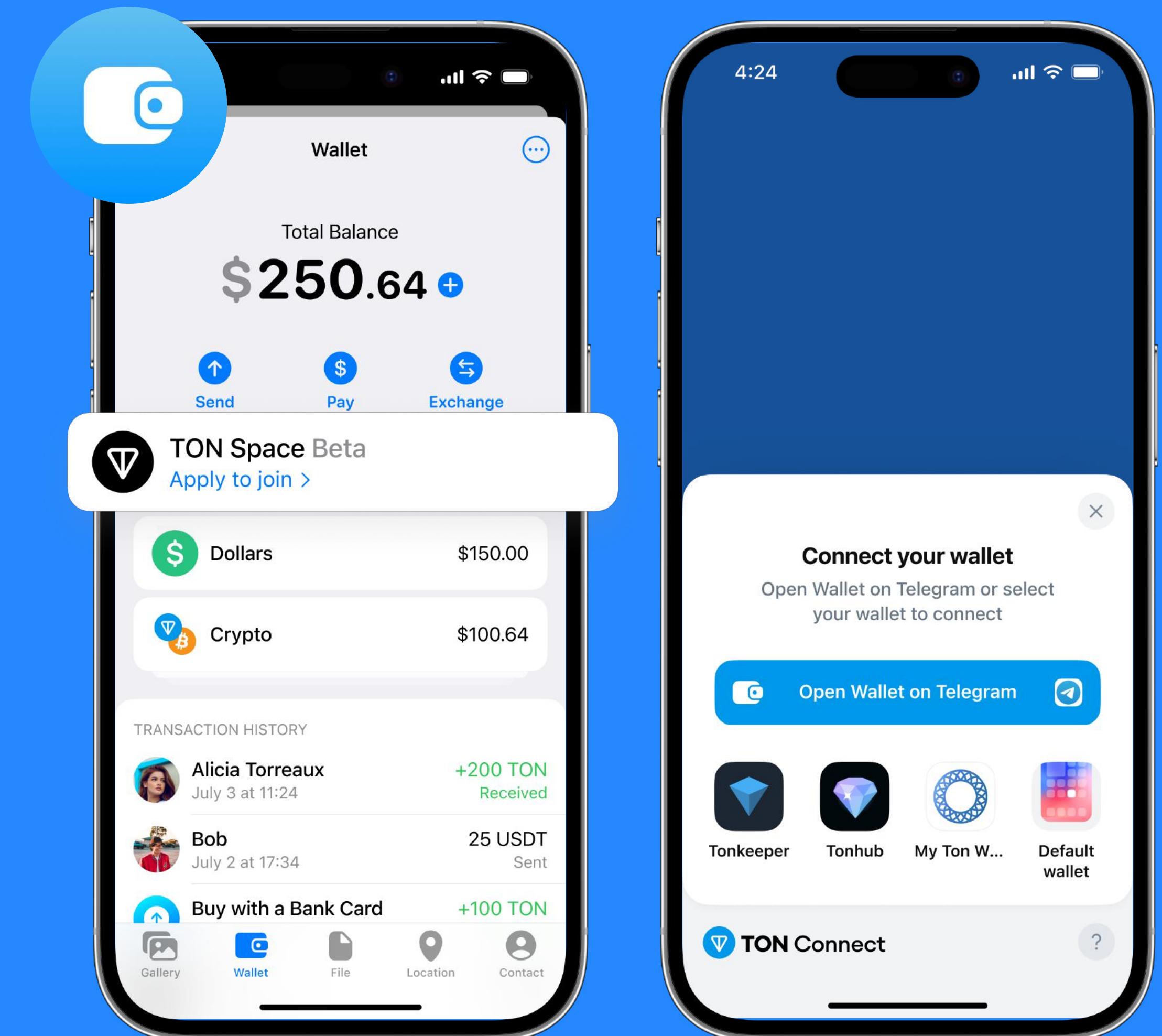
Wallet – self-custody wallet on Telegram

Wallet is a TON-based platform that turned Telegram Messenger into a Web3 wallet and lets you easily manage your digital finances.

Wallet allows you to seamlessly onboard new users to your project using only Telegram Messenger.

Wallet has over 2.5 million users. The public consumer launch of self-custodial features is planned for Q3 2023.

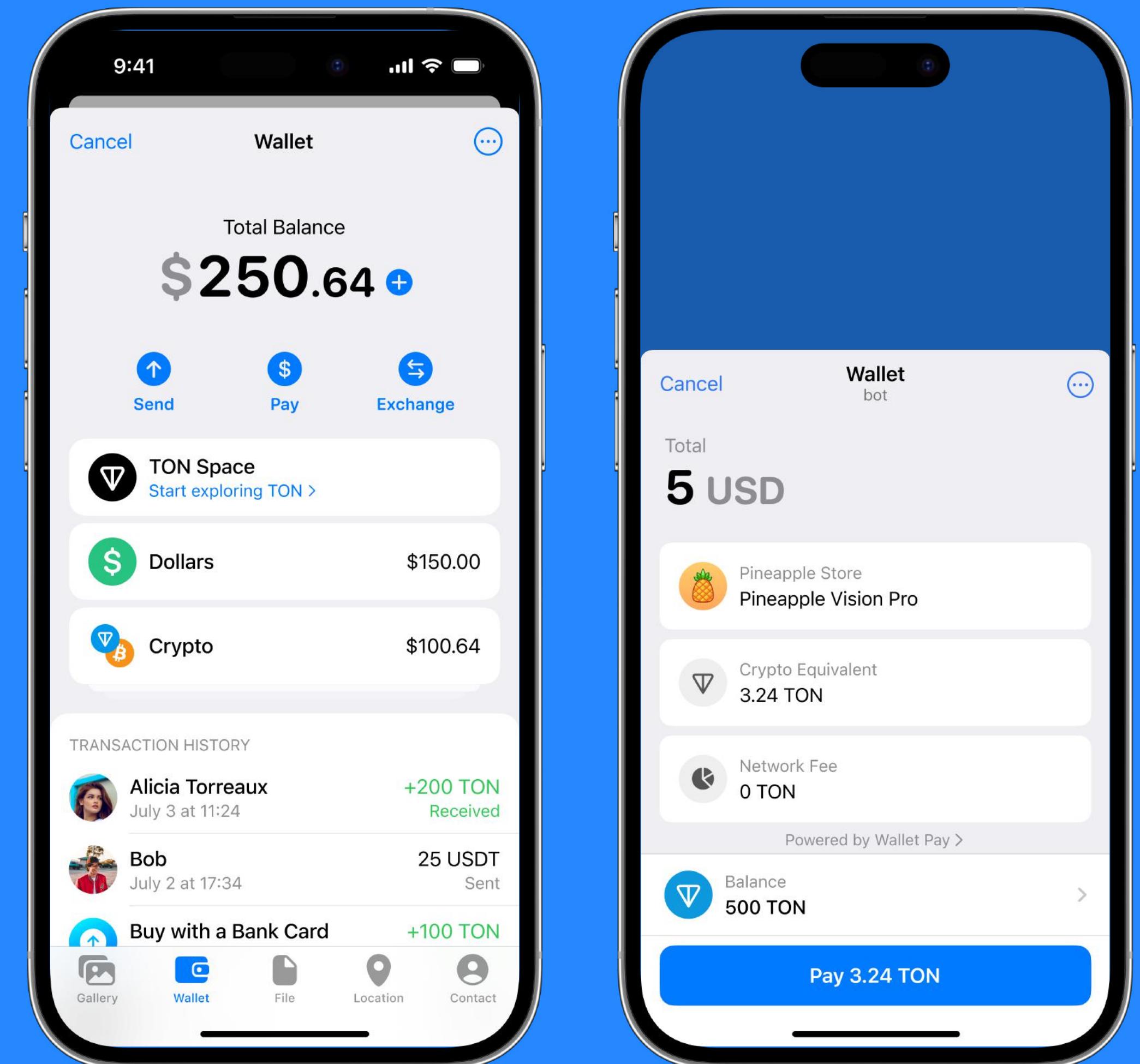
[Join](#) the waitlist for access to the beta version.



Monetize your app with Wallet Pay

Wallet Pay is the go-to payment system for Telegram Apps, supporting both crypto and fiat transactions.

Track your order statistics and easily withdraw funds to Wallet.

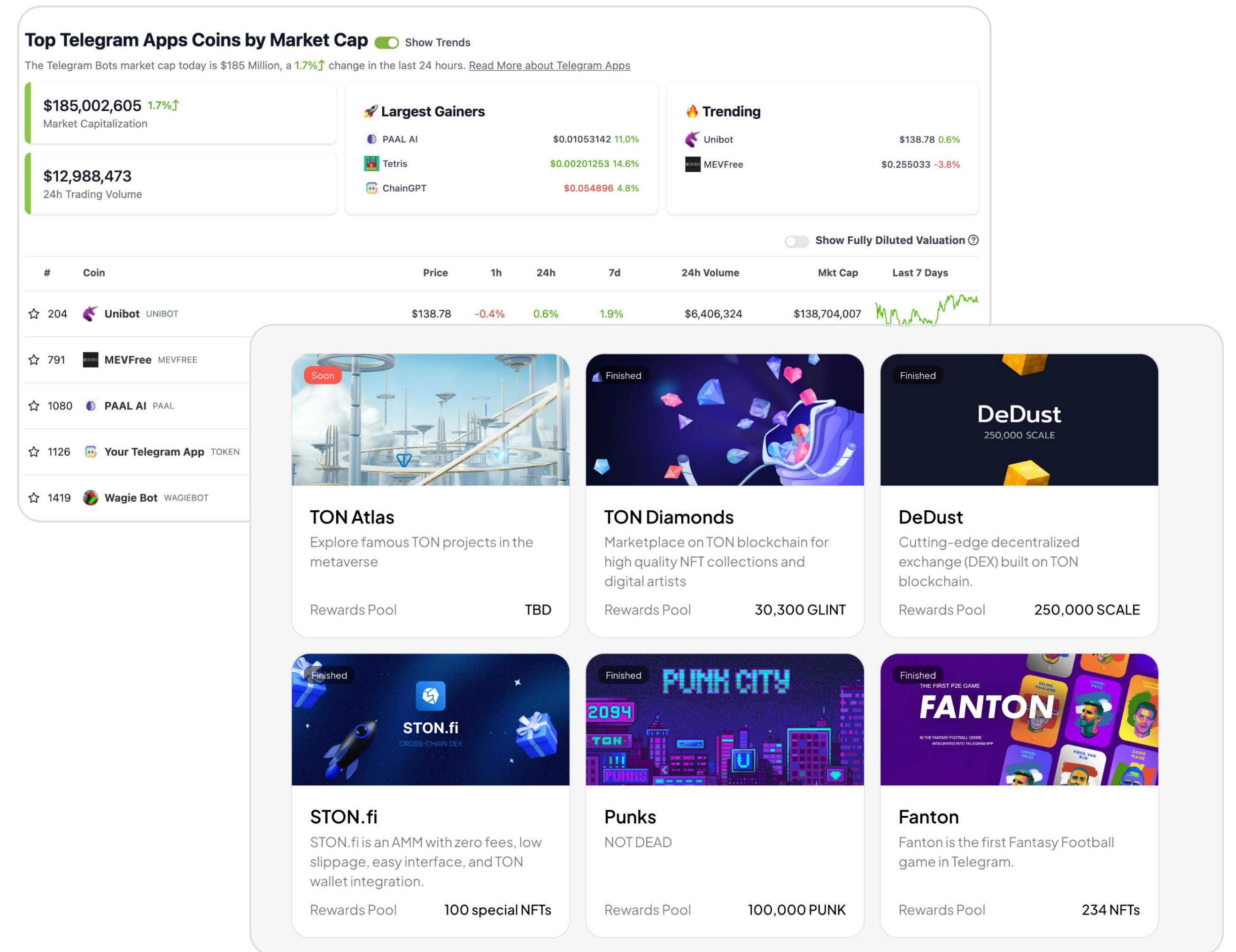


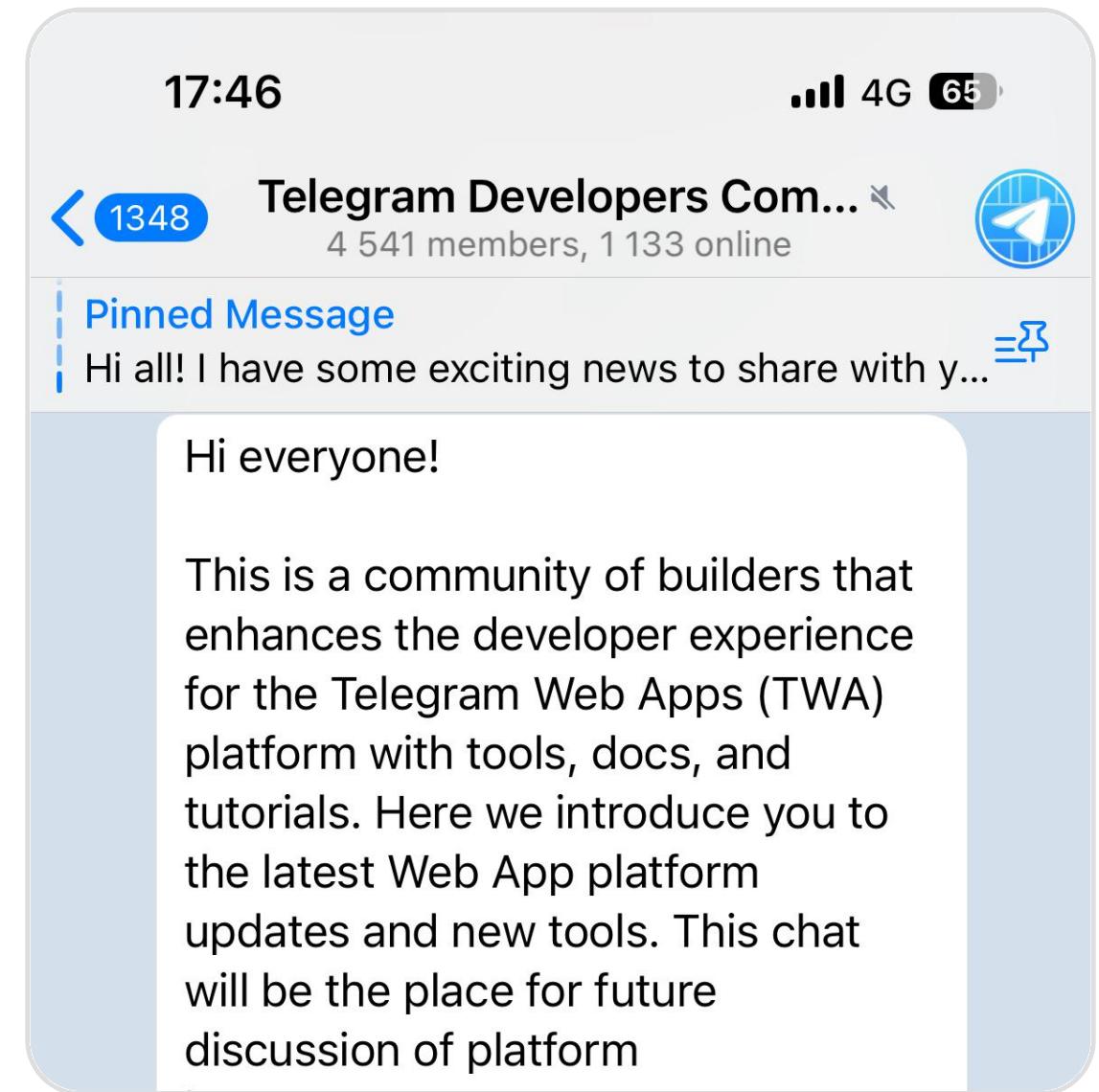
Launch with confidence

Tonstarter is a TON-native incubation & launch platform.

Tonstarter helps at every step of incubation, fundraising, and marketing: from tokenomics design to community sale and post-launch activities.

Submit your project.

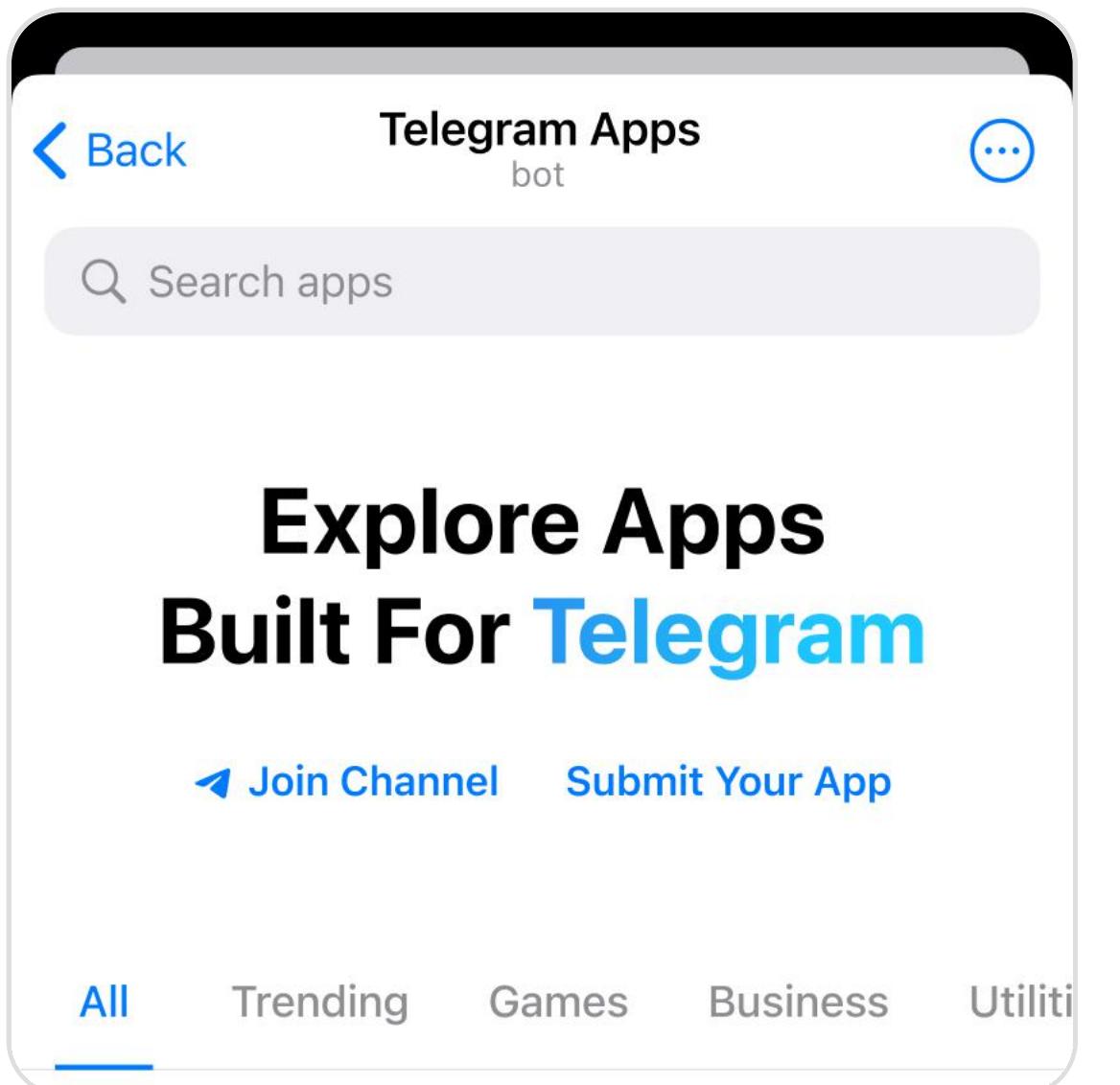




Join @devs community

Get access to resources, insights, and a network of like-minded developer and builders to improve and grow your app.

[Link](#)



Add your app to Telegram Apps

Add your app to the Telegram Apps Center to make sure your projects gets seen, heard, and used.

[Link](#)



Grow your community

Team up with Open Builders, launch Community Sale, and get listed on CEX & DEX.

[Link](#)



TON Foundation's Grants and Ventures

Telegram Web3 Grants will accept four different types of applications:

TYPE A

Social Web3 Use Cases inside Telegram

- This category is mostly about social B2C applications inside Telegram with a clear vision of how to achieve virality and retain the user.
- SocialFi: TMA that help creators monetize their social media content
- Utility: daily use TMA that fulfill some functional needs and necessarily use web3 to improve the UX of daily use cases (e.g., Calendar, Task tracker)
- Community & Brand management: tools aimed at engaging communities inside Telegram
- Target grant amount: up to **\$10,000 in TON**.

TYPE B

GameFi

- The main criterion for this category is the presence of social mechanics and thus the potential to attract and retain the mass audience of players. There are two subcategories of games we are ready to support:
 - Social games in the form of a TMA with viral mechanics and features like sharing with friends, leaderboards, group challenges, and notifications.
 - Standalone games (PC / mobile), preferably with strong social mechanics too
- Target grant amount: up to **\$10,000 in TON**.

TYPE C

Other

- This broad category consists of open-source technical projects; commercial projects that improve the TON infrastructure, including the deployment and interaction across DApps and Telegram Mini Apps; DeFi projects that significantly improve the current landscape.
- Grants are structured based on milestones, which include metrics such as user numbers, transactions, and Total Value Locked (TVL).
- Target grant amount: up to **\$50,000 in TON**.

Ventures

TYPE C

Projects Seeking Venture Funding

This falls outside the scope of the Grants Program.

Assistance is provided to connect projects with VC funds or for evaluation through TONcoin.Fund.

[Read More](#)

Notcoin Case Study



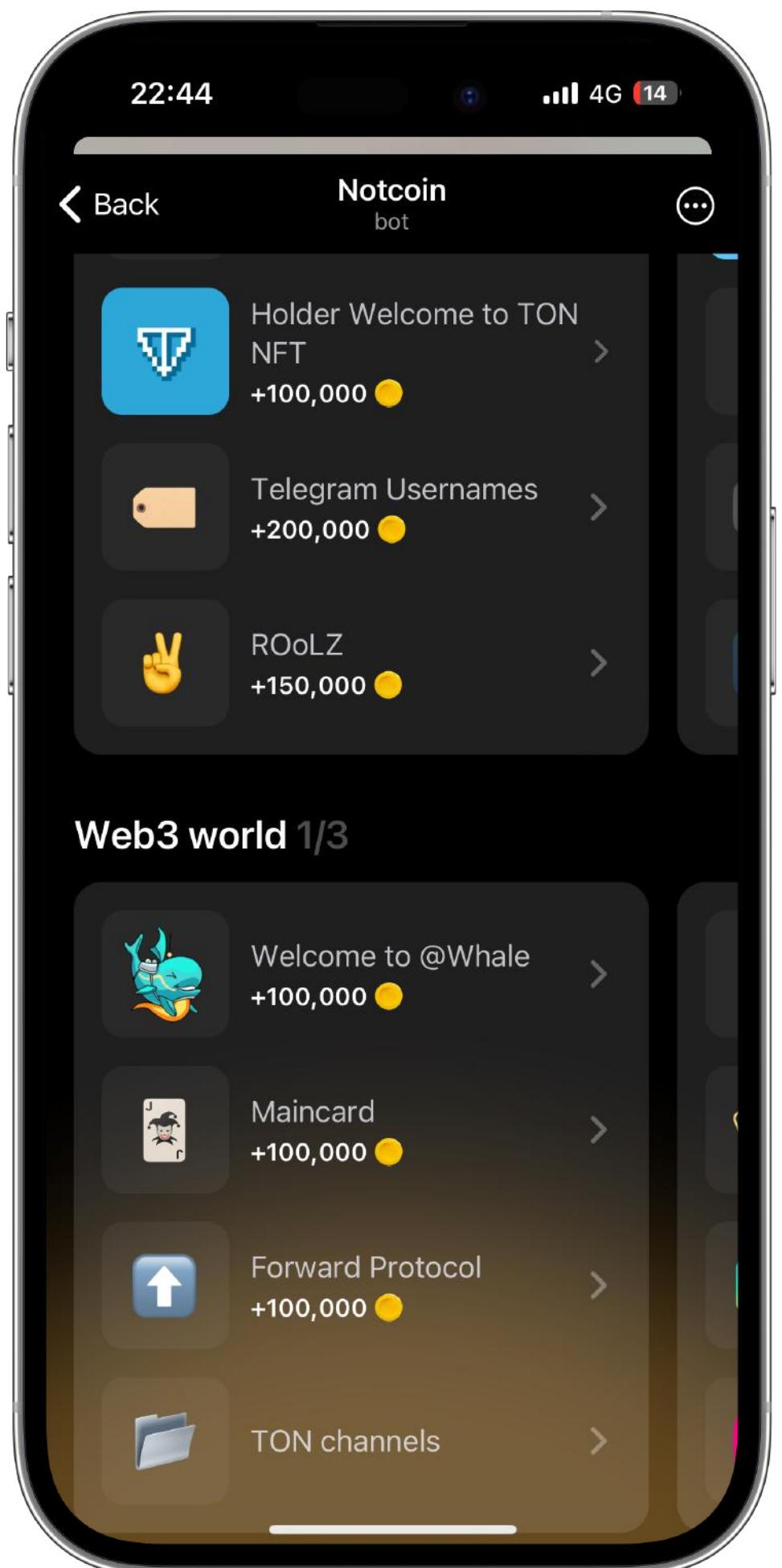
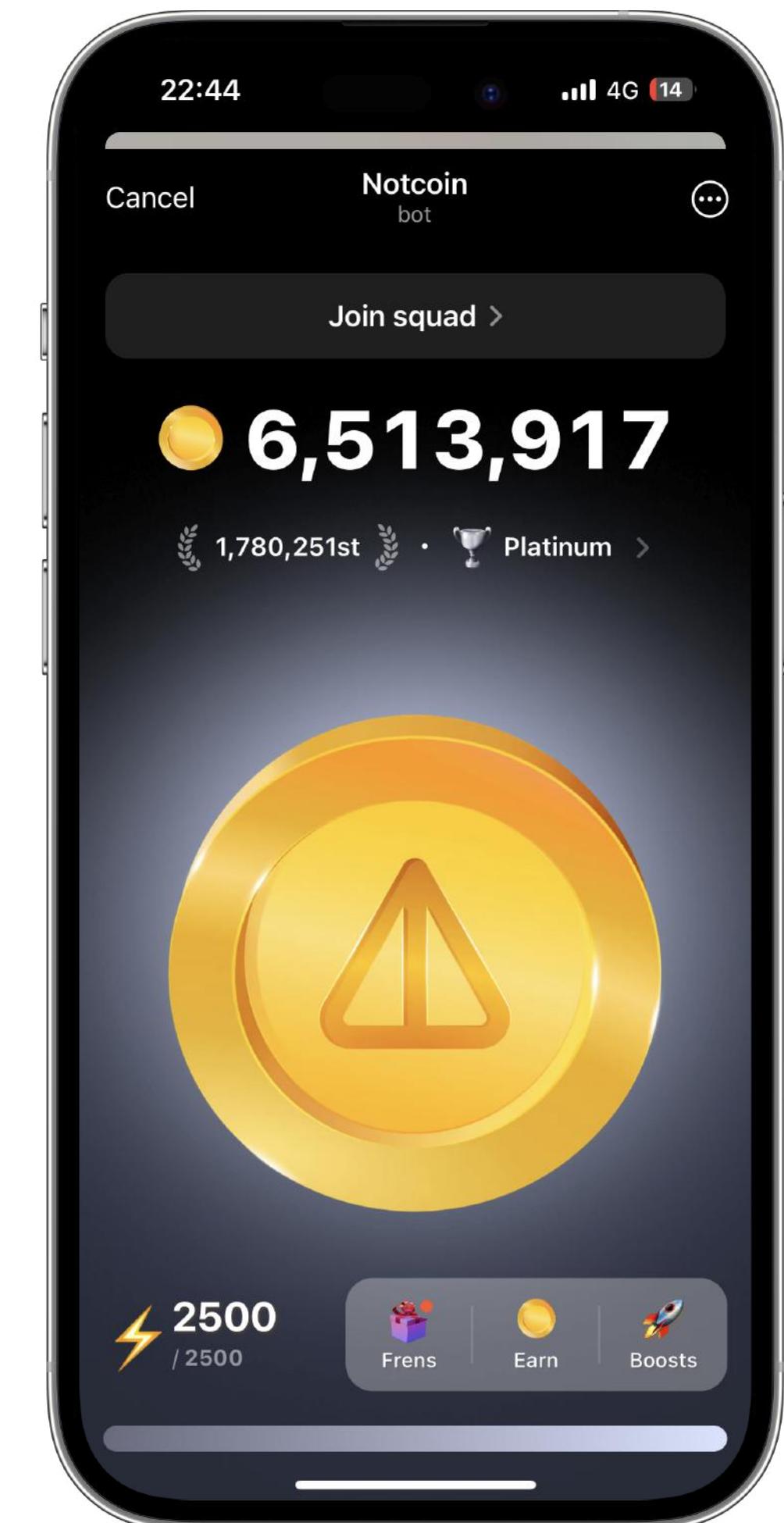
22M users joined Notcoin in a month
5M DAU, up to **200K** online



1 trillion Notcoins were donated to Pavel Durov by Notcoiners



Engaged **6M** users to other projects of ecosystem



Notcoin Keys to Success



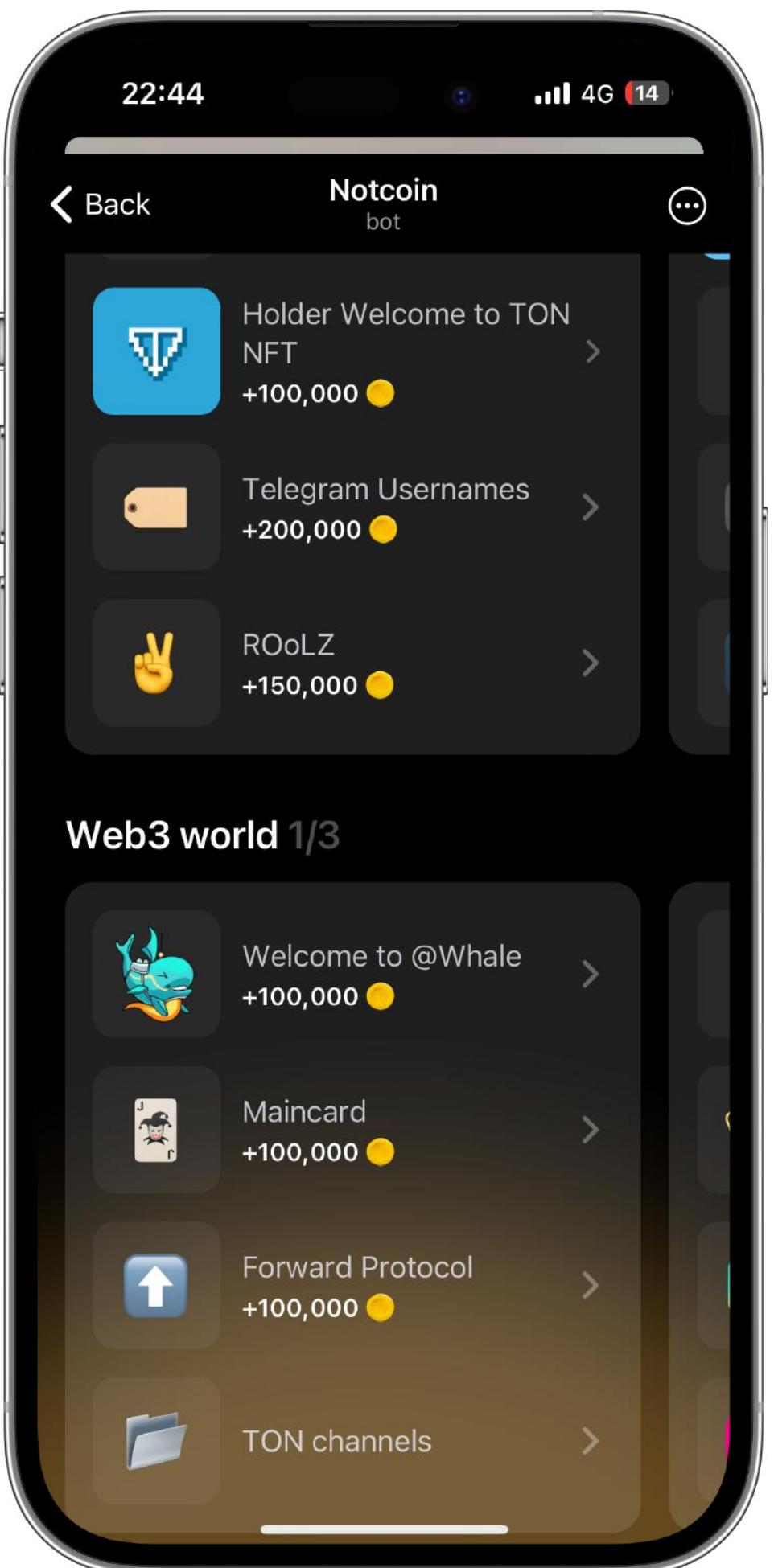
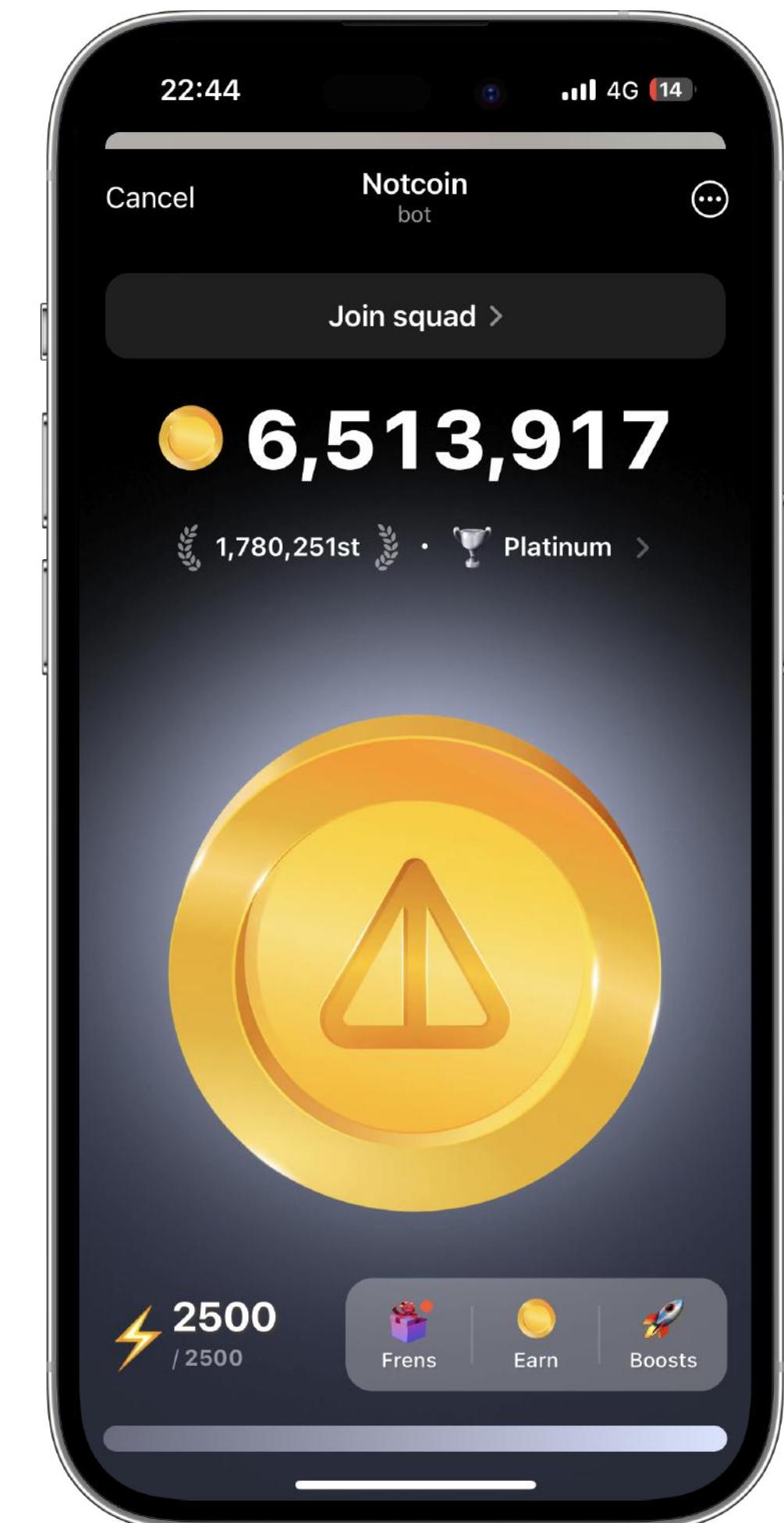
95% of the audience was acquired with referral links. Viral mechanics excel when users are rewarded for referring friends



Simple mechanics and anticipation of rewards motivate users



Focus on performance and highload improves user experience and enhances conversion rate



Gatto Case Study



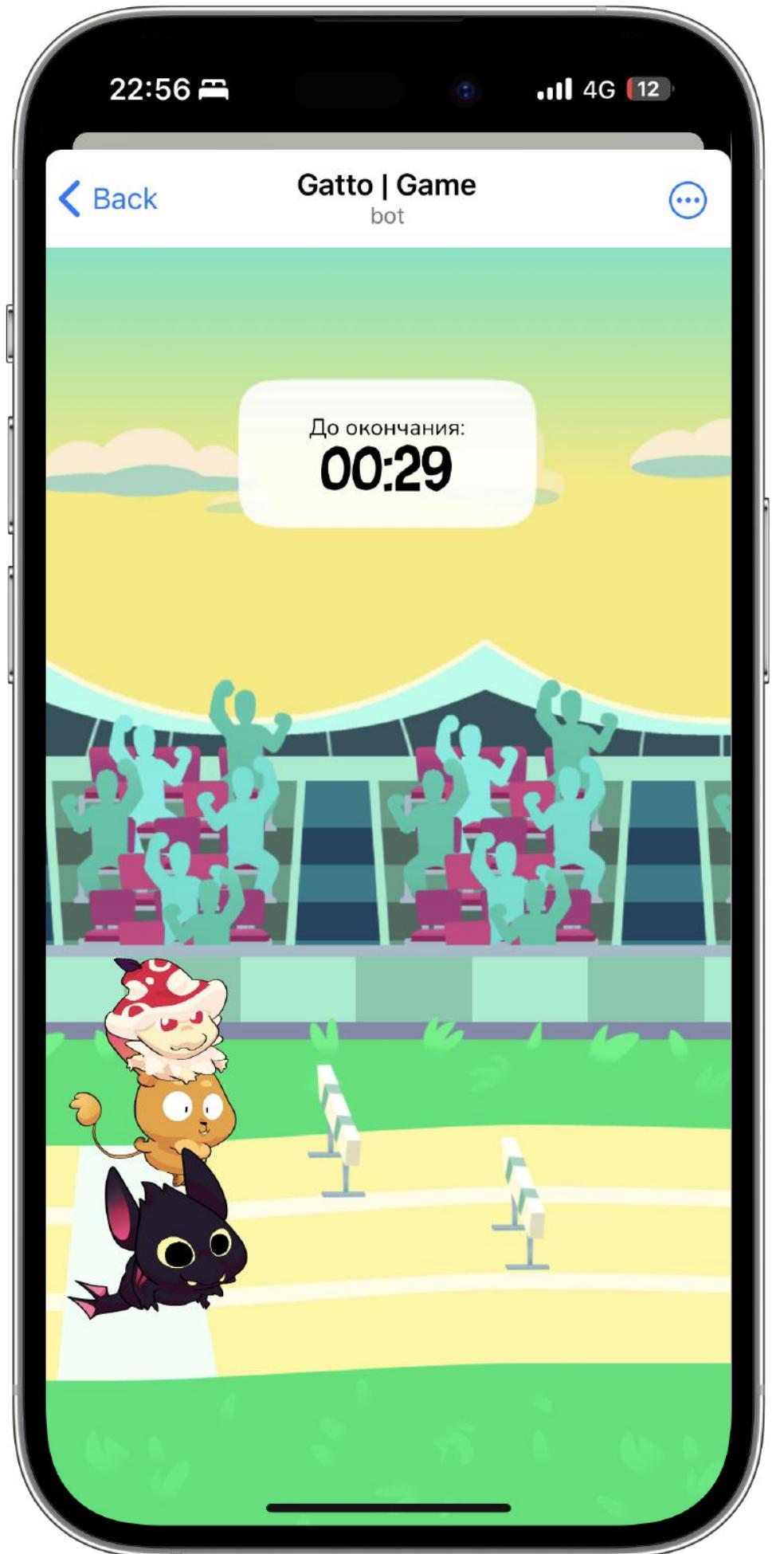
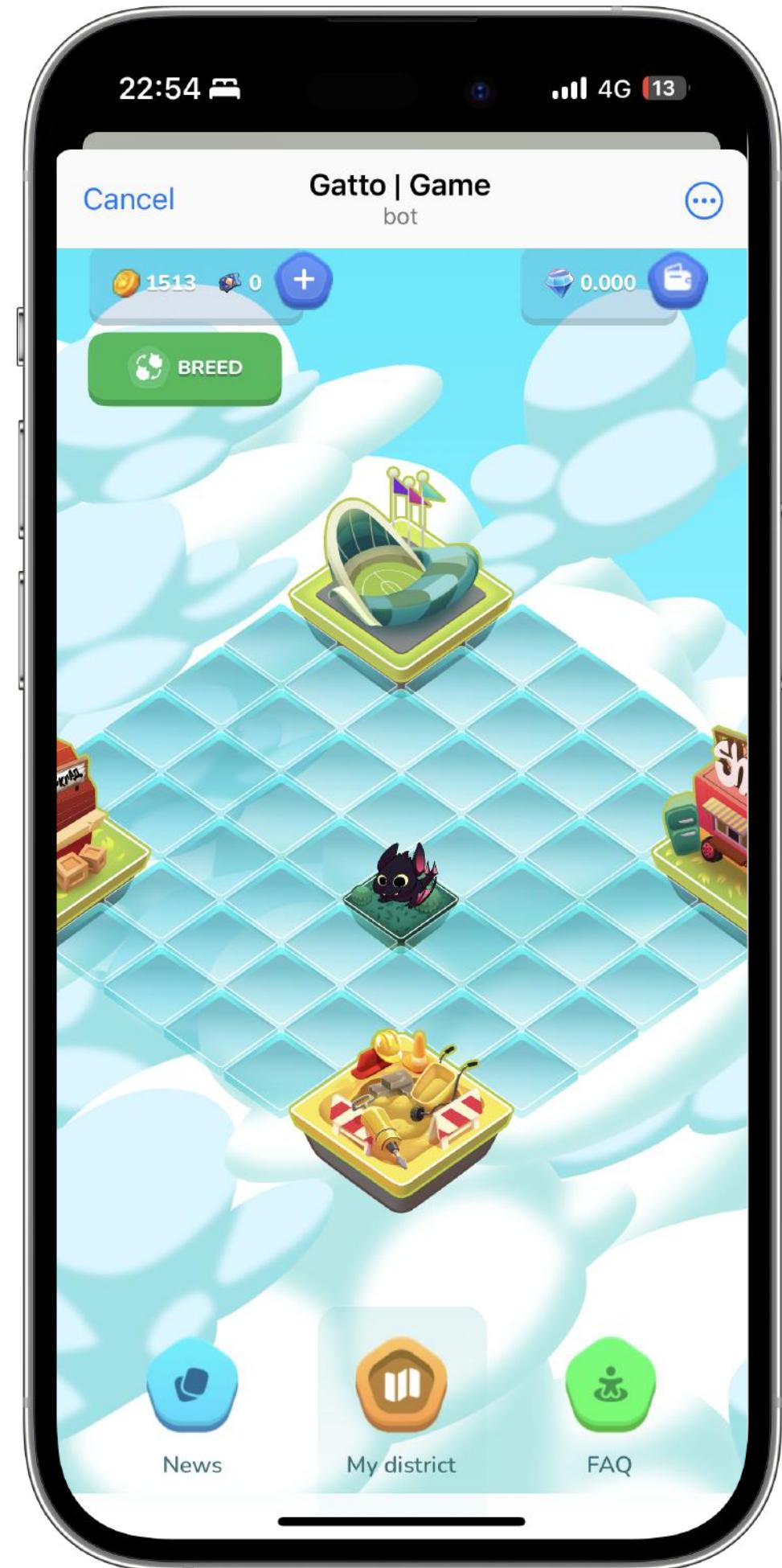
30K DAU (x200 MoM in January'24)



\$35,000 revenue in January'24



1M pets created



Gatto Keys to Success



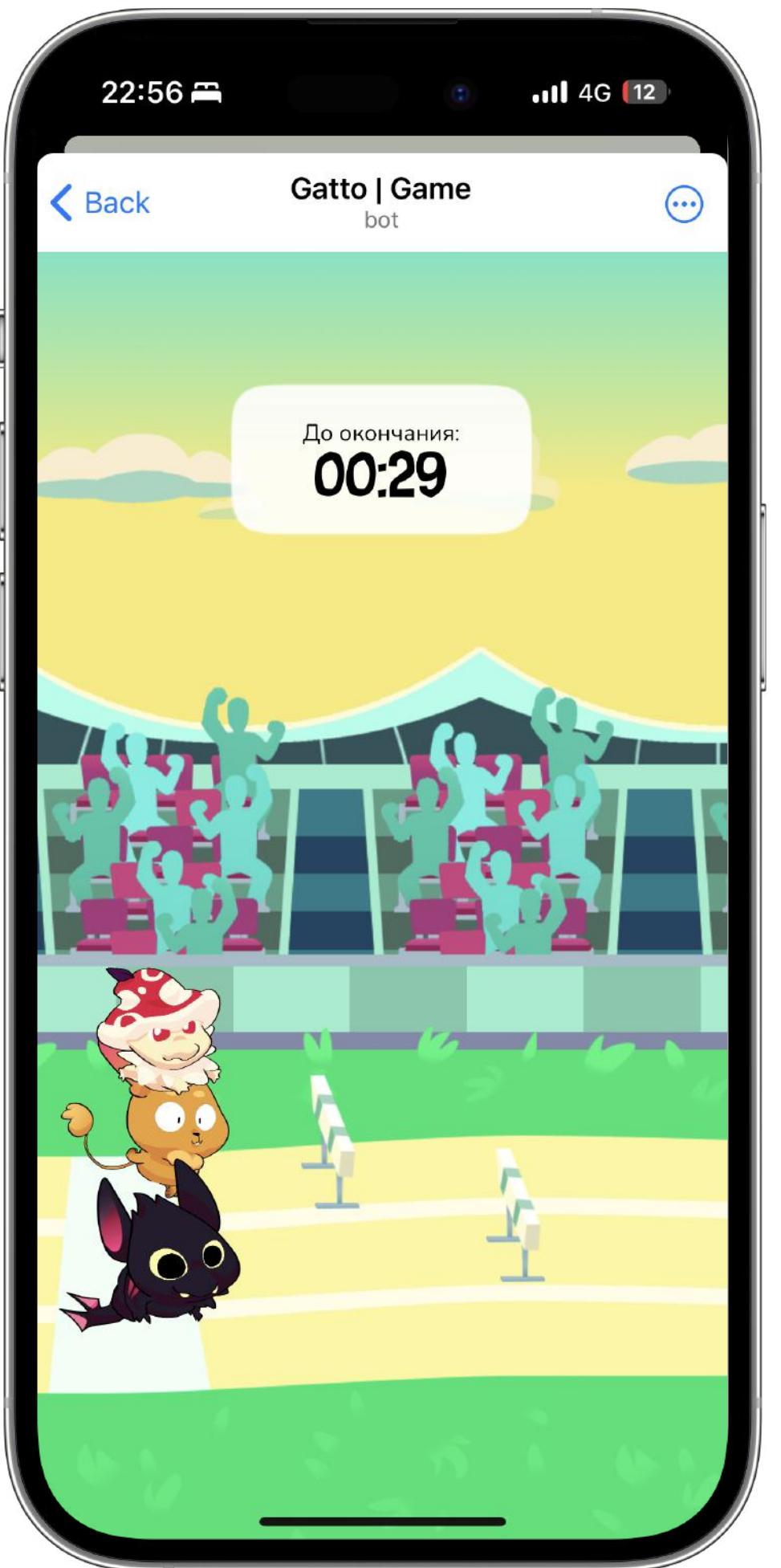
Partnerships boost with incentives and promo traffic. Strategic airdrops to engage users



24/7 community management
Custom deals for players



Attention to UI and focus on UX

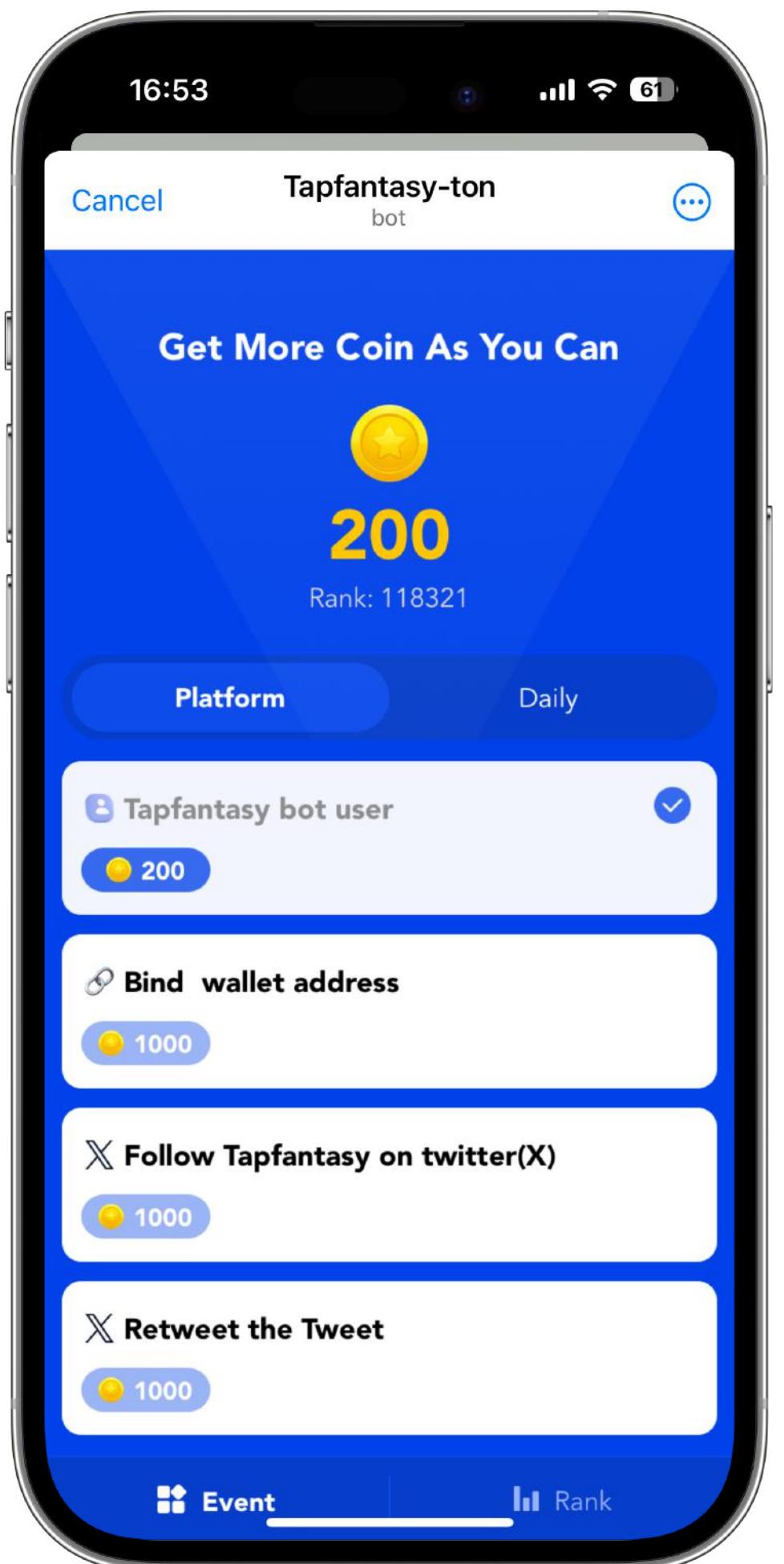


Tapfantasy Case Study

20K DAU,
24K wallets connected

\$120,000 revenue in January'24

11.7K users owns Tapfantasy \$MC token



Tapfantasy Case Study



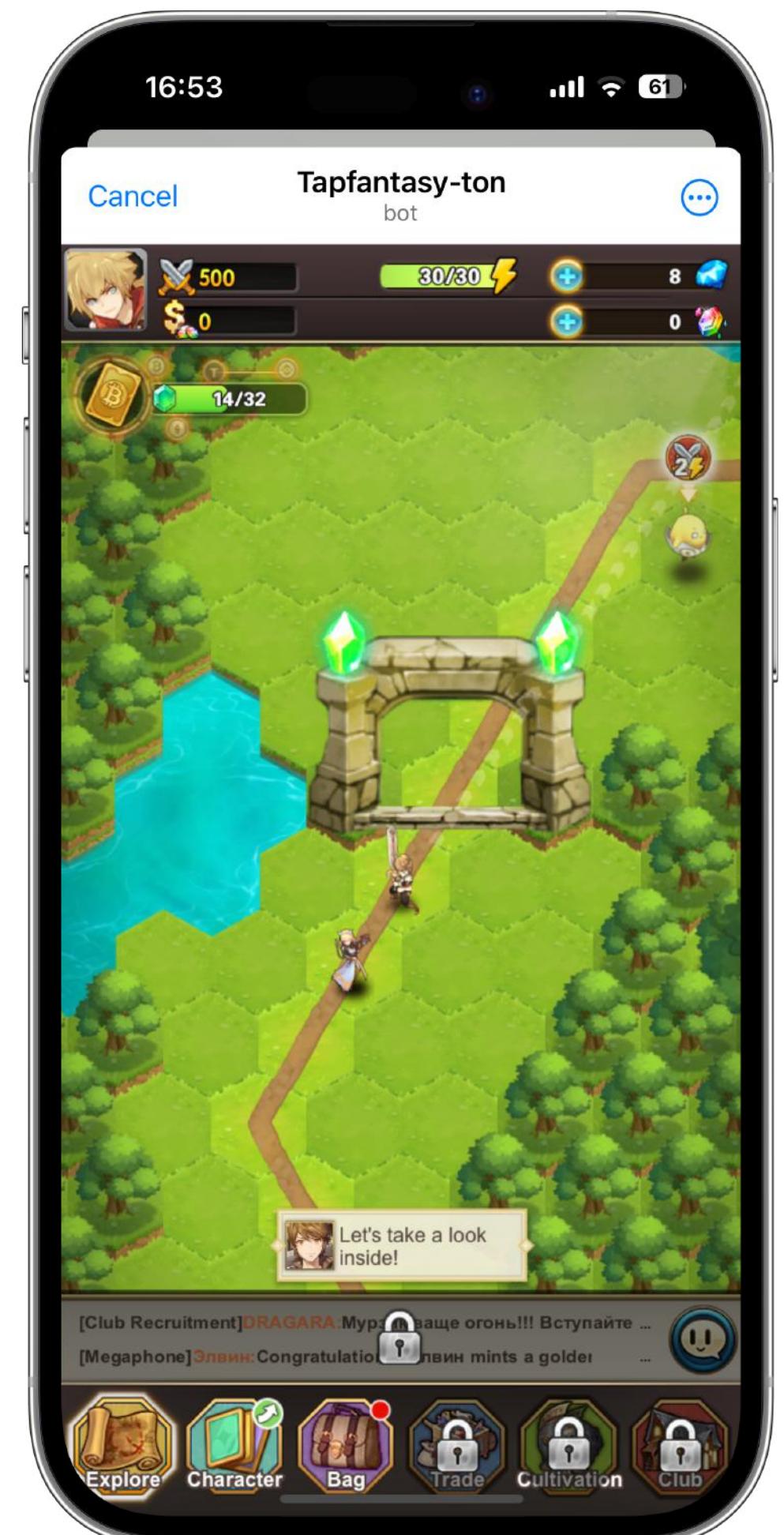
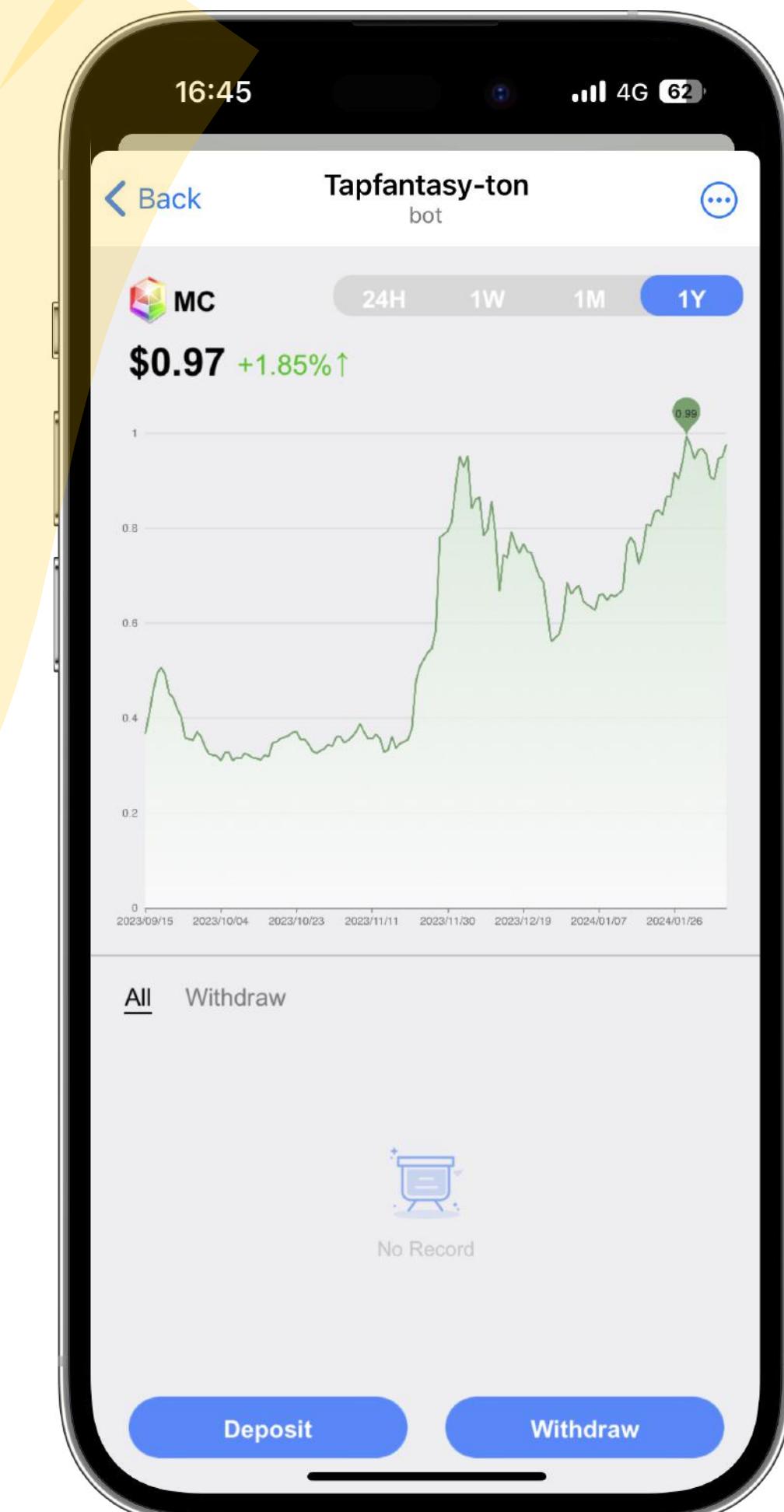
Attracting existing audience from other platforms



Integrating tokens and Web3 mechanics into the gameplay



Correct use of FOMO and tokenomics to fuel interest. Attracting both players and crypto investors



Ready, Set, Build!

Now is the perfect time to bring your ideas to life. We are here to help you – our goal is your success.

Don't hesitate to reach out to our community if you're stuck with something or struggling to get things done. If you can't figure out how to formulate the issue, we're here to help.



Gleb Vorontsov

Head of Telegram Mini Apps at TON Foundation

 t.me/glebtma



Useful links

Telegram Apps Center

- [🔗 Web App](#)
- [🔗 Web Site](#)
- [🔗 Telegram Channel](#)
- [🔗 Submission Form](#)

Wallet

- [🔗 Web Site](#)
- [🔗 Wallet](#)
- [🔗 Wallet Pay](#)
- [🔗 TON Connect](#)

Telegram Apps Platform

- [🔗 Builders Community](#)
- [🔗 Developer Community](#)
- [🔗 Telegram Ads Trusted Partner](#)
- [🔗 Mini Apps Documentation](#)
- [🔗 Community Mini Apps Documentation](#)

The Open Network Blockchain

- [🔗 Web Site](#)
- [🔗 Developer Portal](#)
- [🔗 Developer Community](#)
- [🔗 Launchpad](#)

