

Essence White Paper

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1. What is Essence and why Essence

In the modern world, where cryptocurrency and blockchain technologies are one of the most promising areas of development, many projects are emerging that are initially built not on creating value, but on the desire for quick personal gain. Their organizers, in fact, sacrifice the hopes, plans and efforts of users for the sake of short-term profit.

There are many examples of projects that promised incredible prospects and wealth to their participants at the start. However, in the end, the only winners were the creators, while ordinary users received only insignificant amounts for months of involved activity. Moreover, there are even more projects in which users received absolutely nothing.

The reality is that launching a token is not a quick experiment or a marketing gimmick, but a major IT and economic project that requires serious investment of resources and time. It is impossible to create a truly valuable token based only on primitive mechanics, such as a clicker game. For a token to have real value, it is necessary:

- Create an ecosystem of games and services that are interesting and useful for users in themselves, and not just promise a reward in the future;
- Develop a sustainable economic and mathematical model that will allow the token to maintain and increase its value.

To summarize: no potential token holder can expect long-term benefits without an initial investment — be it money, time, or activity in the ecosystem. Any specialist familiar with the basics of economics and mathematics will confirm: if a token is not backed by real money and a functioning ecosystem of services, its price will inevitably decrease until it tends to zero.

When creating Essence, we are guided by these very principles. We are convinced that PR, hype and loud statements are not enough to create a truly valuable token. The basis of value is the economic base and ecosystem of truly useful products that generate demand and ensure sustainability.

2. The problem and solution

In the previous part, we outlined the key problem that exists in the cryptocurrency market. Let's summarize:

- many projects are not supported by the real economy;
- tokens are built solely on hype and quickly lose value;
- A significant portion of crypto projects do not have an ecosystem of games and services capable of providing long-term profit and forming a liquidity pool.

The consequences of these problems are obvious:

- users lose trust in new projects and tokens;
- the market is becoming oversaturated with meme coins and "token games";
- In the long term, the price of most tokens tends to zero.

Essence is created with a different philosophy.

The value of our token is formed by:

- games and services in the Essence ecosystem that are valuable in terms of user experience,
- liquidity pool in TON, which is formed due to the activity of users,
- a well-designed economic model that encourages community input and participation.

We are not limited to one product. The team's goal is to create and develop an ecosystem of services, from whose profits the Essence liquidity pool will be formed. This provides the token with a real economic basis and sustainable value.

Thus, Essence is not a project for the sake of a token and instant profit. It is an ecosystem where value is determined by community, services and the real economic base, not just expectations and short-term hype.

3. Tokenomics

This section provides key information about the token. Essence (ESS), as well as the basic parameters of its release and circulation in the TON network.

3.1 General information

Name: Essence

Ticker: ESS

Net: TON

Standard: Jetton

Total number of tokens: 100,000,000 ESS

Divisibility: 9 decimal places

3.2 Principles of Issue and Value

Token Essence (ESS) is created with a strictly limited emission - additional issues or infinite emission are not provided. This ensures the predictability and sustainability of tokenomics in the long term.

The initial value of the token is formed by liquidity pool in TON, which gradually accumulates as the ecosystem operates. Thus, the value of ESS has real security and does not depend solely on speculative demand.

Distribution of tokens among users will be based on their accumulations. Essence Energy— an internal indicator of activity. Essence Energy increases when the user:

- pays for ecosystem services;
- makes in-game purchases in Essence games.

This approach allows us to link the value of the token to the actual activity and engagement of users.

3.3 Token Distribution

Token Distribution Model Essence (ESS) can be clarified and adjusted as the project develops. At the same time, the basic principle is fixed: the share of ecosystem users cannot be reduced below 40% of the total emission volume.

The current distribution is assumed to be as follows:

- 40% - Ecosystem Users
Distributed proportionally to the accumulated Essence Energy, reflecting the activity of users in services and games.
- 20% - Team and Development
They are allocated for long-term financing of project activities and motivation of key participants. Tokens will be distributed using the vesting mechanism for a period of 2 years.
- 15% — DEX Liquidity Pool
It is intended to form the initial market price of ESS and ensure the possibility of exchange for TON.
- 10% - Marketing and community development
They are used to promote the project, stimulate the attraction of new users and strengthen positions in the market.
- 10% - Partnerships and collaborations
Reserved for strategic agreements, joint projects and integrations with external services.

- 5% - Stock, contest and gamification funds
They are used to stimulate activity, conduct sweepstakes, game events and special campaigns.

3.4 Mechanics of circulation

Token Essence (ESS) is a universal element of the ecosystem and is used in all games and services. Its use goes beyond speculative trading and is directly related to user activity.

Key use cases for ESS include:

- Earnings in the ecosystem— users can receive tokens for participating in games, services and activities within the platform.
- Exchange on DEX— free conversion of ESS into TON and other tokens through decentralized exchanges.
- Premium Features and Events- use ESS to pay for access to advanced features, exclusive content and participation in special events of the Essence ecosystem.

Thus, ESS not only serves as a means of payment, but also becomes a key tool for engaging users in the life of the ecosystem.

3.5 Brief economic model

Essence's economic model is built on the principle of "bottom-up value", where the value of the token is formed by the community through real activity and use of services.

Key elements of the model:

- Users and players make purchases and payments within the Essence ecosystem using Telegram Stars.
- 80% of funds received converted into TON and sent to liquidity pool, providing the underlying value of the token.
- Based on accumulated Essence Energy ESS is distributed among users, reflecting their involvement and activity.

Thus, the value of the token ESS is formed as follows:
Community → Pool TON → Token

This model ensures a stable connection between user activity and real liquidity, eliminating dependence solely on external speculative demand.

4. Risks and challenges

Any crypto project faces a number of risks that need to be taken into account and minimized. In case of Essence the following main challenges are highlighted:

- TON exchange rate fluctuations
Since the liquidity pool is formed in TON, sudden changes in its market price may affect the starting price of ESS.
Minimization measures: distribution of savings over time (not one-time contribution to the pool), formation of long-term price stability through diversification of income sources.
- Competition in the crypto games and services market
The GameFi and Web3 services segment is actively developing, and new projects are released regularly.
Minimization measures: focus on creating useful and exciting products (games and services), developing a unique economy built on real user activity.
- Technical limitations of Telegram Mini Apps
Since the ecosystem is built on Mini Apps, any restrictions or changes from Telegram may affect the operation of the services.
Minimization measures: adaptability of application architecture, development of alternative entry points into the ecosystem (for example, a web client).
- Underdeveloped community
If user engagement is low, the token value may decrease.
Minimization measures: active work with the community, marketing, game mechanics, promotions and competitions to retain and grow the audience.
- Regulatory risks
Changes in the regulation of cryptocurrencies and tokens may limit development opportunities.
Minimization measures: transparent tokenomics structure, no promises of profitability and focus on real services.

5. Conclusion

Essence— is not just a token, but an ecosystem of services and games built around a transparent economy and real value. Unlike many short-term projects focused only on hype and quick release of tokens, Essence aims to create a sustainable model where value is formed from the bottom up: through community activity, the liquidity pool in TON and the internal mechanisms of the ecosystem.

Our goal is to unite users who value not only speculative growth, but also real products that bring benefit and pleasure. Each community member becomes not just a player or user, but a part of a common path to creating a valuable crypto economy.

We truly believe that the future of crypto projects lies in the connection games + services + economy, and Essence will be an example of how community and ecosystem create true value.