



ZEBRANGO

project overview



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ABOUT



What is Zebrango?

- collection of decentralized casino games built by the community for the community
- space for developers and creative people to show their extraordinary talent
- addition of shared games to the Zebrango ecosystem after a fair voting

Play

- earning money with Zebrango games is fun and safe
- completely decentralized and onChain
- play with friends

Win a prize

- developers of submitted projects have the chance to win a prize each month (collected fees from the games)
- space for developers and creative people to show their extraordinary talent
- addition of shared games to the Zebrango ecosystem after a fair voting

Vote

- every participant can vote once per event on favored project
- the project will be added to the games collection



events

- every month new event
- end of event winner will be chosen (highest number of votes)
- multiple winners split the prize evenly
- voters can only vote once on a proposal
- participants can only participate once in the event

proposals

- any game (idea/suggestion) that can be realized into a smart contract game and can be added to the protocol
- need to be completely onChain and decentralized
- needs to include structure of the game, how it can be realized (gas costs), logic and rewards

adding game to protocol

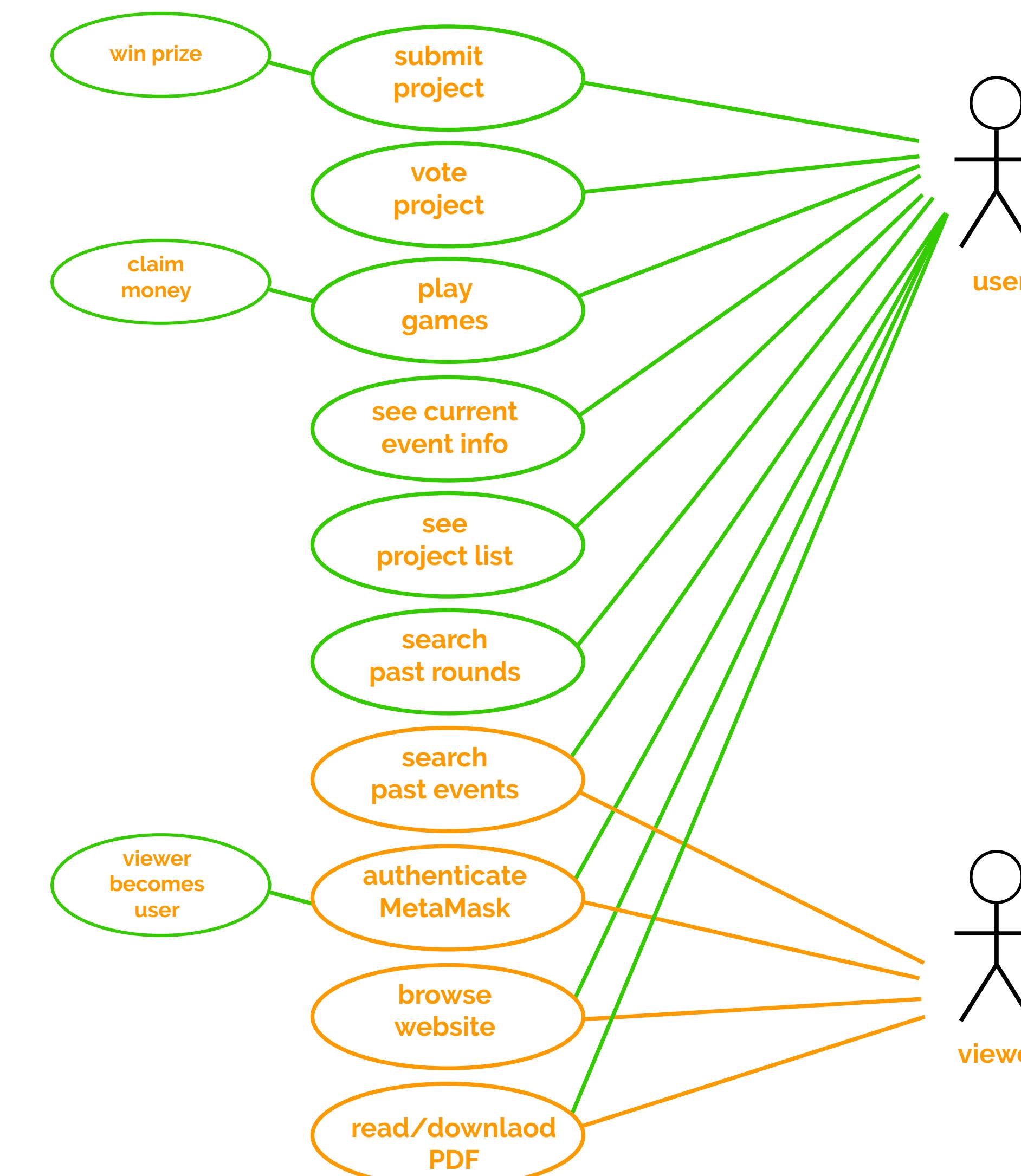
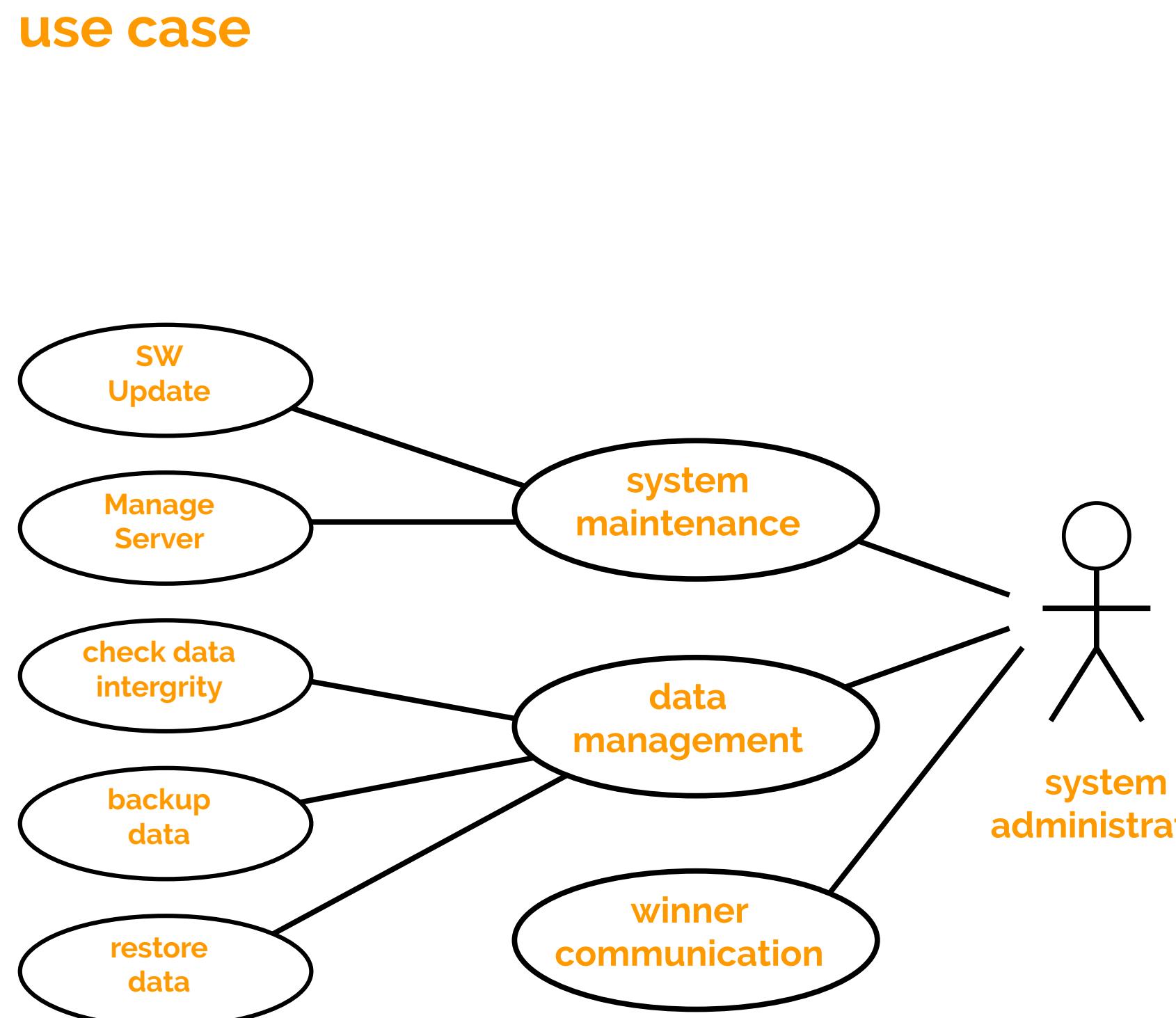
- each winning proposal has the chance to be added after review and development by the team

USE CASE



ZEBRANGO

USE CASE





persona



name & age: Luke, 29

gender: male

residence: Berlin

mindset: passion for computer games,
wants to compete with his friends
and realize his game idea

skills: very tech savvy, well connected and
known in the gaming scene

character: committed, communicative,
entertainer

goal: creating an entertaining game

communication channels: twitch, twitter, youtube, discord

EPIC

As a gamer, I would like to take part in online games to earn money and
also increase my reputation in the community by launching my own
game.

STORY

As a gamer who likes to play online casino games, I'm looking for a
platform, where I can submit my own project and win a prize.



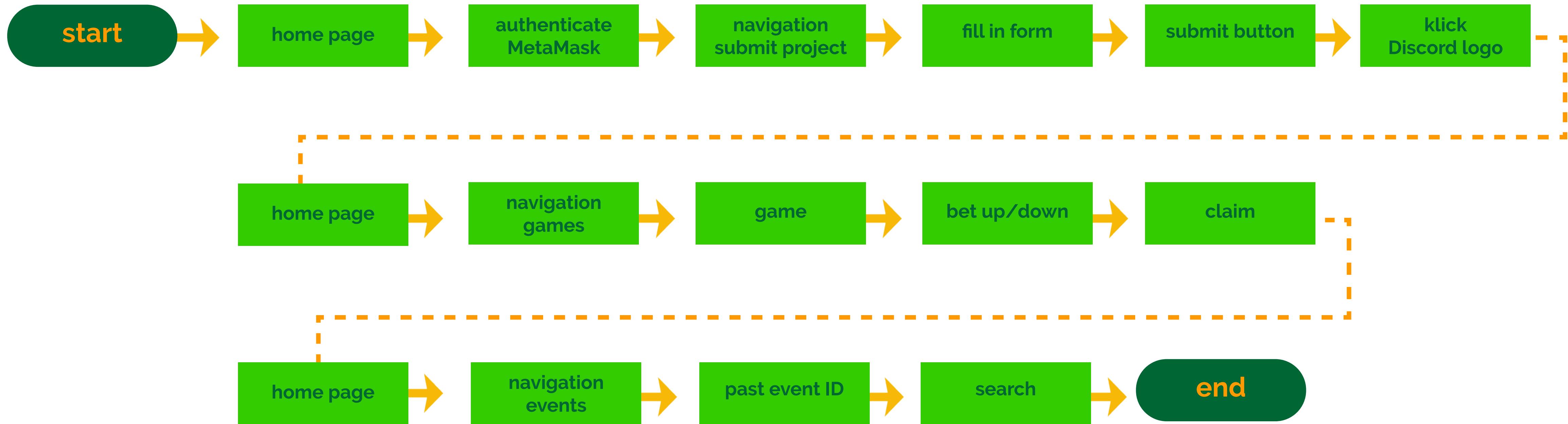
customer journey

 = touchpoint with Zebrango

Lukes journey with Zebrango to submit his project and win a prize							
	starting point 02.02.2022	finding platform	login and submit	connecting to community	waiting for the event to finish	event ending	end point 01.03.2022
sub-goals	finding a platform to realize project	finding out if platform is right for him	submit project	reach community, bring more gamers to Zebrango to fill the prize pot	get enough votes to win the event prize	win the current event	contact with Zebrango team
sequence of events and channels	Luke asks his friends on twitter if they know a platform where he can submit his project	one friend is suggesting Zebrango, he was reading about it on a discord channel	authentication MetaMask, filling out submit form with his github link to the project	joins Zebrango discord channel and writes about his project. Sends Zebrango website-link to his friends and shares it on twitter and discord	animtes his friends and the community to try his game and to vote for his project	waits for the winner announcement from Zebrango	Luke wins the event prize with the highest votes
actions	asking in a tweet for suggestions for a platform that supports his game idea	types www.zebrango.com and reads through the information on the website	thinks about the right channels to connect to people so he can get votes on his project	writes post to join Zebrango and animates his friends to play with him to earn money	plays Zebrango games to earn money and to fill the prize port. Animates his friends to join him in the games and to vote	logs into his MetaMask and checks the announcement	Zebrango Team is contacting Luke for his prize and adds his game to the games collection
problems	doesn't know where he can find a platform that he is looking for	doesn't know if his project is good enough to win a prize	doesn't know if he will get enough votes for the project	doesn't know if he will get enough votes for the project	has to wait until event is over	nervous	
emotions	neutral	good interested	good excited nervous	good joy for finding a community	good excited nervous	good excited nervous	very good proud



flow chart Luke



GO-TO-MARKET STRATEGY



executive summary

Zebrango is a non-profit platform with a collection of decentralized casino games built by the community for the community.

Our first step is to grow our Zebrango community by word-of-mouth marketing (WOM marketing) and therefore draw more people onto the Zebrango Website, to generate more traffic and create more incentive to participate in the monthly events.

It is important to us to create a space for community members to support each other, the financial aspect is fundamental for further games development as encouragement to work on a project and lift off the weight of having to worry about livelihood.

The maintenance of the Zebrango website is funded by supporters and their donations.

This go-to-market strategy speaks about how to achieve our goals, position ourselves and create significant growth.

goals

1. start overall monthly participant acquisition in 2022

KPI: Number of participants that occur directly from our social media posts' via newly published content.

2. improve monthly participant retention in 2022

KPI: Participants come back to Zebrango consistently within a 5-day period.

3. improve overall monthly donations in 2022

KPI: Amount of donations from supporters of Zebrango to consistently cover maintenance costs.



target audience

identifiers:

- male & female
- age 23-40
- average HH income: 41 - 50% (US) \$64,001 - \$96,000
- lives in areas with good internet development

goals:

- improve income with entertaining applications
- finding community with same interests and support
- improve career as a developer
- positioning as game dev professional

demographics:

- is involved in the gaming community
- connects via Twitter, discord and YouTube
- works mostly remote
- is interested in decentralized finance

challenges:

- finding the right community to be seen and supported
- being able to make income without a traditional job



CRYPTO LAUNCHPAD

Crypto Launchpad offers services for blockchain projects. The token advisory service is about marketing strategy with the right token for the project ecosystem. Their token assessment framework covers business, financial, technology, security and legal.

Connection to Zebrango: Crypto launchpad gives a space to develop blockchain projects and helps to market them. Zebrango is giving a similar space but for online game blockchain projects.

running: 5 years
CEO: Adiraj Gupta
size: 2 - 10 **source:** LinkedIn
revenue: unknown

PANCAKESWAP

PancakeSwap is a decentralized exchange platform on Binance Smart Chain. Participants can earn tokens with Syrup Pools and Yield Farms. PancakeSwap offers a lottery, NFT collectibles and a prize prediction. PancakeSwap is built on open-source software, it is publicly visible for transparency.

Connection to Zebrango: PancakeSwap is a decentralized platform that offers games to earn money.

running: unknown
CEO: unknown
size: 201 - 500 **source:** LinkedIn
revenue: unknown



content plan

produce monthly content belonging to 4 categories:

we always include our donation link with a call to action and add the benefits of using Zebrango

case studies:

Case studies will take an in-depth look at specific companies who have tried something new, bold and risky in the area of DeFi. The aim is to explore how changes are successfully implemented, how they lead to failures and what's to possibly avoid.

how-to guides:

Here we highlight process relevant to DeFi and earning money with online games. We describe how our product makes this process easier. The idea is to demonstrate the functions of the Zebrango platform and what opportunities participants can find.

tips:

Here we create content in our communication channels like discord, Twitter and YouTube to show development ideas of projects and talk about past winners and their thoughts.

events:

After every event on Zebrango we announce the winner, the project and some insights to the project on our communication channels, after contacting the participant. We celebrate the achievement and generate interest in the community and traffic onto the Zebrango platform.

BRANDING



ZEBRANGO

BRANDING

ZEBRANGO

Zebrango is a combination of zebra and mango.

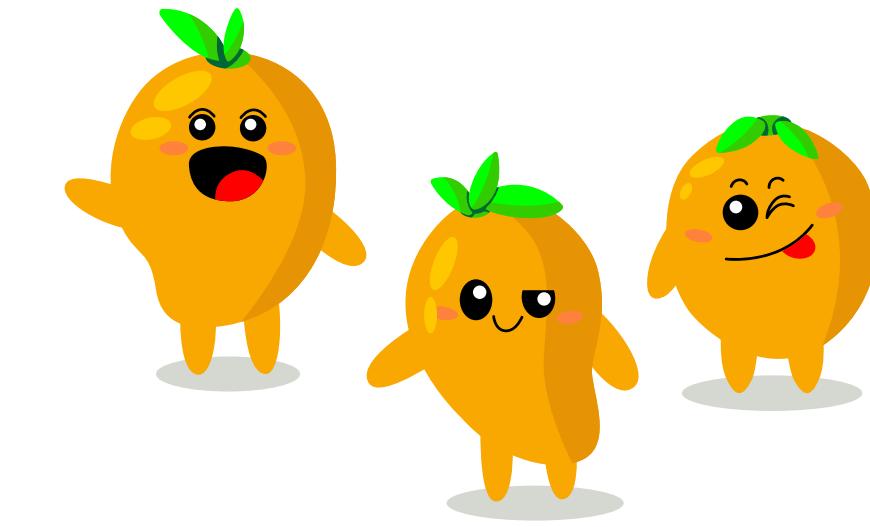
zebra:

Zebra stands for strong social structures and symbolizes the importance of a strong community. A Zebra can not be domesticated, which stands for the decentralized aspect of Zebrango. Associations with Zebras: freedom, strength, playful, friendly, adaptive, protective, and communal

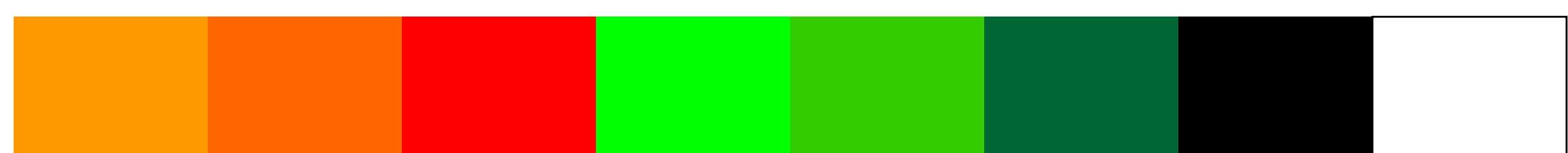


mango:

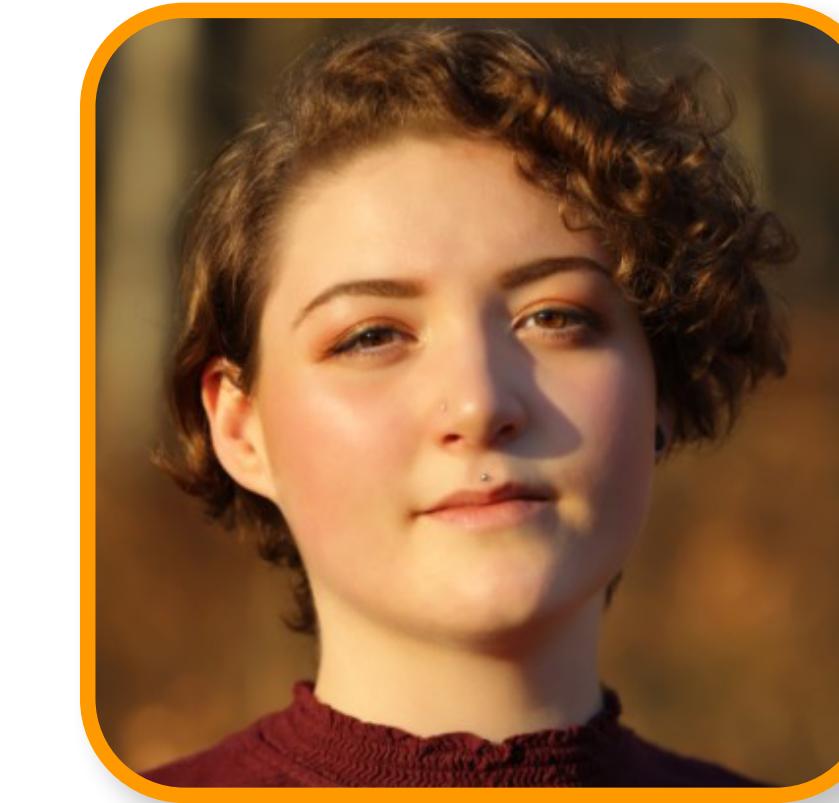
The sweet juice of mangos reminds of liquid gold and warmth of the sun. In India, Mangos stand for love, respect and friendship.



#FF9900 #FF6600 #FF000000 #00FF00 #33CC00 #006633 #000000 #FFFFFF



TEAM



Monir Nassan, 26

- lives in Nordrhein-Westfalen, Germany
- computer engineering student, bachelor

Rebeka Schiessl, 28

- lives in Baden-Württemberg, Germany
- graphic and communication design, diploma
- fine arts, bachelor
- further education: media informatics, project management

Zebrango Team
backend, research, project documentation

Portfolio
<https://github.com/Monir-Nassan>

Zebrango Team
frontend, research, design

Portfolio
<https://rebekaschiessl.myportfolio.com>