

# Proposal

Drive your revenue without  
compromising on user experience.

Block Born & Balthazar Hackathon

# Siren

**A better way  
to monetize  
games  
using Tezos**



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# Challenges

## **For Game Developers**

1. Launching commercially successful games
2. Mitigating Bank fees and game-store charges
3. Integrating a universal payment method



## **For Game players**

- Easy Access to game rewards and easy checkouts

## **For Partners and advertisers**

- Transparent advertising models and channels
- Affiliate merchandising and royalties

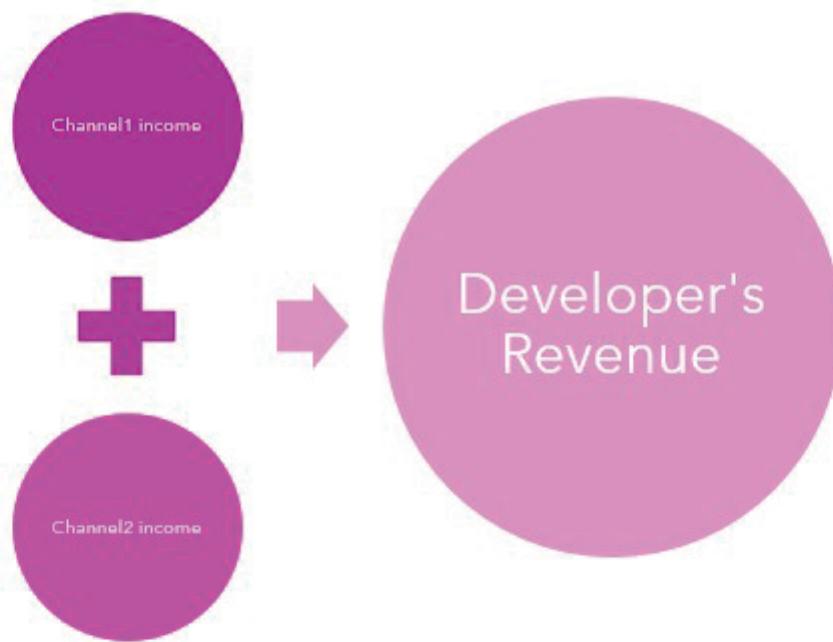




# Introducing

**Siren** is an intermediary infrastructure proposed to ease revenue collection in web3 games and allow developers to focus more on game-play and other aspects of development.

*"We are first proposing a two-way channel for game developers to drive revenue in web games"*



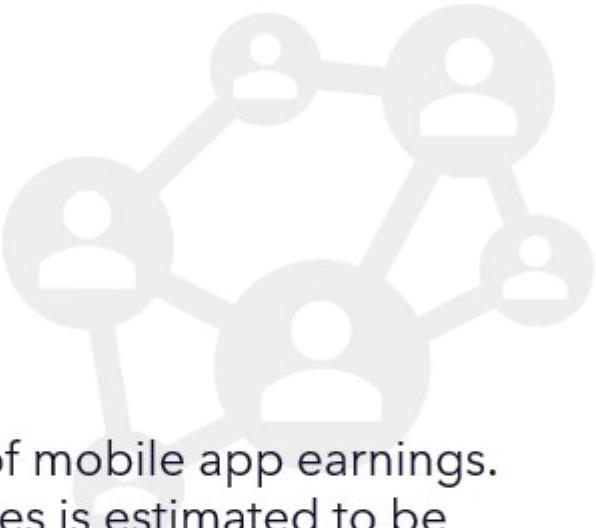
## **Channel1: User to developer**

Promote secure and private purchases made by the user, possibly for in-app shopping of items such as avatars, gears, time, assets.

## **Channel2: Partners to developer**

Connect Ad partners/industry-creators with game developers, possibly for advertisements or third-party sales

# Channel1



In-app purchases account for 48.2% of mobile app earnings. And global sales from in-app purchases is estimated to be \$37 Billion. [Global In-app Purchase Revenue Statistics and Trends \[Infographic\]](https://invespcro.com/)

- According to Business of Apps, **79% of gaming apps currently monetize via in-app purchases.**
- But do developers receive all the money they earn within an app? As a typical middleman, platforms are taking the cut on revenue. Both on web and native platforms, many developers agree that current in-app purchase revenue share is quite unfair.
- Also, industry giants set numerous restrictions, including acceptance of other payment methods and ads

*When games contain multiple sales placements, or service distributions. It becomes more complex for developers to keep track of everything. Leaving most to fall back to centralized platform giants and their regulations*

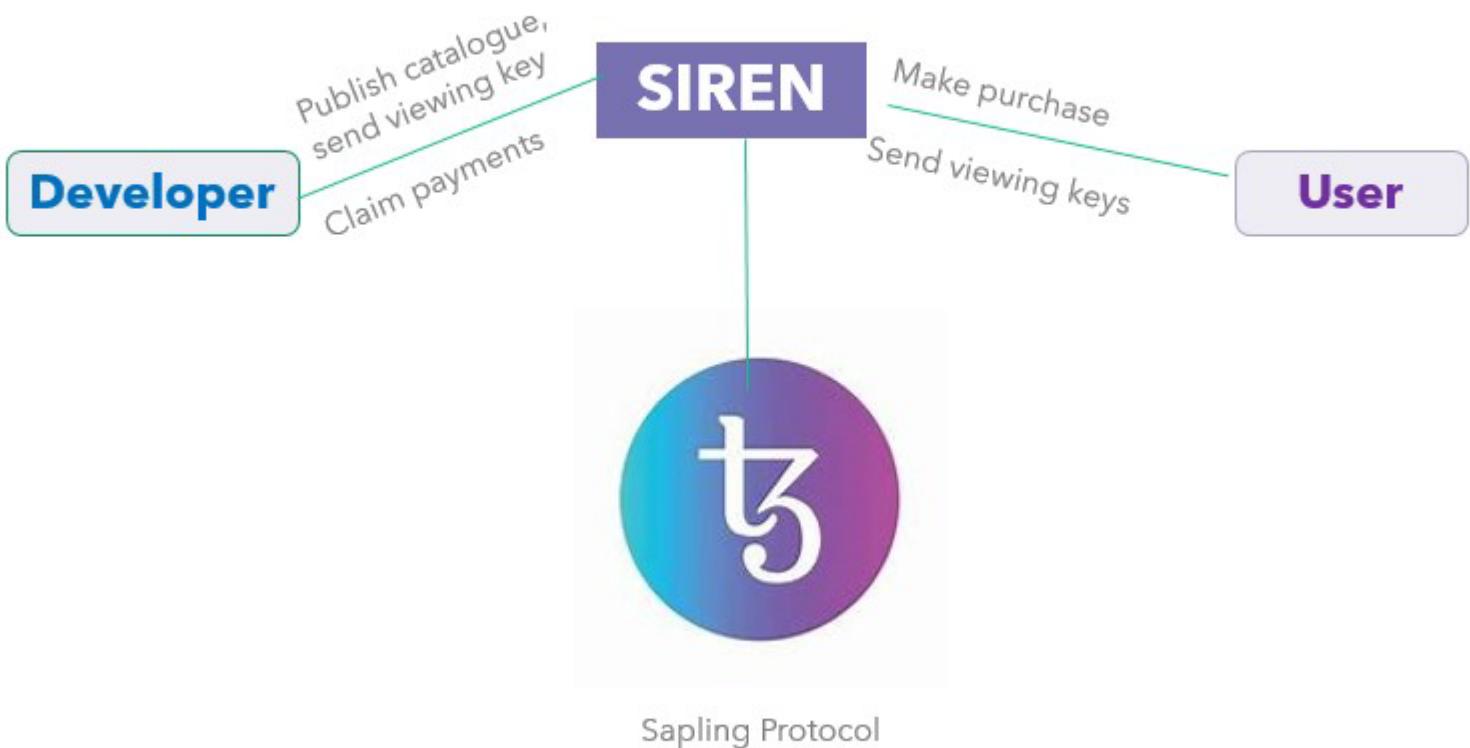




# Siren ↔ Channel1

**Think of siren here as an indexer + mediator that runs on Tezos blockchain**

1. Developer publishes new items on Siren console. This process will leverage the Tezos sapling protocol; developer identifies himself and submits viewing keys to Siren
2. Siren controls all transactions of the sapling protocol
3. Payment is completed on the user's frontend, relying on interaction between the user's Tezos wallet provider and siren, as user sends required token to the derived address from the developer's viewing key
4. After the transaction is validated, Developer is now able to claim tokens sent to him from the shielded pool to complete a successful payment



# Channel2

Advertising is arguably one of the most popular source of revenue for game developers. Aside from the issue of revenue shares discussed before, often times developers find it difficult to track and manage collection of multiple Ad networks and different partners

Siren is proposing to take away this burden by introducing a transparent system where developers can add several advertising networks or promoters (who will become partners with siren) and integrate them in a unified way.

*Developers integrate only one SDK in their application*



# Siren ↔ Channel2

1. Developers choose partners and preferred type of ads on the siren console
2. Siren interacts with partners and receives tokens on behalf of the advertisers budget
3. To keep track of impressions, siren issues tickets for each published ad
  - When a certain user sees an ad, the ticket is destroyed
  - *In advanced case, a developer might reward a user with a game feature based on used ticket (viewed ad)*
  - Fraction of advertisers payment is sent to the developer by siren based on how many tickets has been used up over time



# Target Audience

## Web3 and web2 game developers -

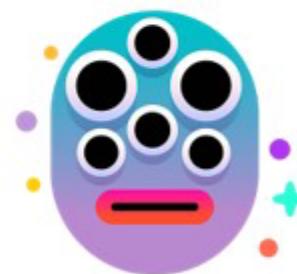
The ease of block-chain payments powered by Tezos and siren infrastructure, we believe would be attractive to developers working on the web3 games, and also encourage widespread adoption of blockchain payment options to developers plagued challenges existing in the web2 space

**Advertisers,**

**Gamers,**

**Business marketers,**

**Event promoters**



## Limitations

**At our current team strength, initial support for gaming platforms would be limited to browser games and native games that integrates WebView (at developers discretion)**

**We hope to find more team members vast in Tezos and other platforms like unity, who are kickstart this project with us**

MVP testing

- 1 week

Siren SDK and smart contracts

- 2 weeks

Siren console & smart contracts

- 2 week

## Contributors

### Godson Ani

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### Charles Onyekezini

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### Stacy Oguine

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Product design (Branding, Marketing, Figma)



## Thanks for Reading

If you have a suggestion, or would like to join our team for this cool project, feel free to leave a comment on [Github](#)