The Grocery Store Game

Presentation by Austin Wong (AlgoChainNFT), updated 12/05/21

NFT Grocery Store Idle Game

Click to buy Groceries!

Buy 1 🍋 with 10
+1 (Coup) to g$pavdrop

Buy 1 🍉 with 100
+11 (Coup) to g$pavdrop

Buy 1 🥑 with 1000
+121 (Coup) to g$pavdrop

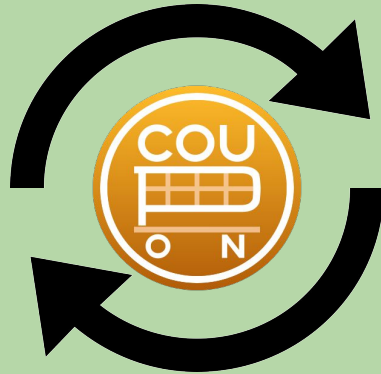G^1 Eureka Lemon

G^2 Sweet Watermelon

G^3 Haas Avocado

Project Summary

Objective

The **Grocery Store Game** utilizes a **free-to-play model** to build a market economy **that connects artists, traders, and collectors on the Algorand blockchain!** Core gameplay consists of users collecting grocery themed Algorand Standard Assets (ASAs) and trading them with fellow players for Non-Fungible Tokens (NFTs)!

Why the **Algorand** Blockchain?

- **Fast -** 1,000 TPS. Block finalization time of 4.5 secs.
- **Affordable** - Txns cost 0.001 Algo (~$0.002 USD)
- Non-Fungible Tokens (**NFTs**) and Fungible Tokens can be created with [**Layer-1** properties](#) using **ASAs**.
- **Cheap and easy** to mint and distribute NFTs.
- **Carbon-negative** blockchain, environmentally sound.

The Grocery Store Game Currency

- The basic unit of game currency is the Coupon🎟️ ASA.
- The Coupon🎟️ is an ASA verified by both the Algorand Foundation and algoexplorer.io.
- There are ~400 players/wallets with the asset.
- The Coupon🎟️ is designed with:
  - The Howey Test in mind (not a security, not an investment).
  - A total supply of 9 quintillion (9E+15).
  - Exponential player progression curve (and inflation).
  - Automated distribution for scalability into any discord server.
- Coupons cannot be bought directly from the Grocery Store Game (henceforth mentioned as "Game").

Gameplay

- Players **earn** Coupon🎟️ by interacting with the Discord bot, holding Grocery ASAs, and/or trading with other players. This is done **free-to-play**.

- Players **spend** Coupon🎟️ (and a fractional amount of $Algo) to purchase Grocery ASAs such as [Eure🍋], [Swee🍉], [Haas🥑]. Players also spend Coupon🎟️ bidding on NFT auctions hosted by fellow players.

Grocery Feedback Loop

Players earn Coupon🎟 from the Discord-bot or trading w/ others

Players buy grocery themed ASAs w/ Coupons and **0.4 $Algo**

The more Groceries a player holds, the more Coupons they earn per week.

Players spend Coupon🎟 to acquire NFT artwork

Monthly Active Users (MAU) ([Website stats](#))

Site Visitor Type	Page Views	Site Sessions	**Unique Visitors**	Site Bounce Rate	Avg. Session Duration
● **6/1/21 - 6/30/21**					
New visitors	312	158	**134**	66.00%	00m 43s
● **7/1/21 - 7/31/21**					
New visitors	431	245	**172**	71.00%	01m 11s
Returning visitors	112	40	**18**	48.00%	01m 40s
● **8/1/21 - 8/31/21**					
New visitors	900	530	**333**	70.00%	01m 28s
Returning visitors	361	178	**52**	70.00%	02m 42s

Business Model

Revenue (Grocery RandSwap pages)

RandSwap is a tool developed by [Chris Antaki](#) that automates the process of asset exchange, simultaneously and securely using [Atomic Swaps](#).

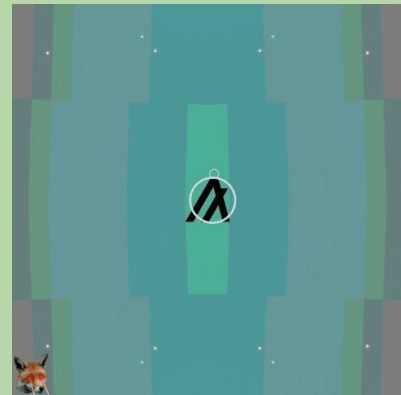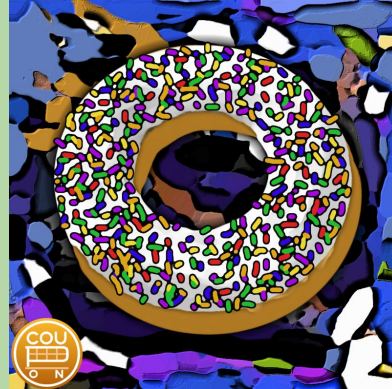- Each main Grocery has its own RandSwap [(Eure🍋)](#), [(Swee🍉)](#), and [(Haas🥑)](#).

Players pay 0.4 $Algo for the swap (0.1 to Chris and 0.3 to the Game). There is an average of 6-12 transactions per day, which increases as more players join.

Revenue (Collaborations)

Example Artists (Discord) from L to R, Top to Bottom: Blues718#9581, Odetodonuts#8347, PSYspira#4693, CryptoBunny#4500, ExtraFox#8498

The Game routinely partners with both known and lesser known NFT artists to enhance game play and expose the artist's body of work to a receptive audience. These "collaborations" combine the artist's unique style with elements from the Game. The pieces that are produced are then sold to players with in-game rewards offered as enticement.

Profits from sales (collected in $Algo) are typically split 50/50.

Monthly Expenses ($USD)

Monthly site + domain hosting subscription: **$18/month**

2 $Algo blockchain fees for 2k transactions: ~**$4/month**

Google Workspace: **$6/month**

Discord Server hosting: **Free**

Discord Bot hosting: **Done in-house** (otherwise $30/month)

Total: $28/month

Monthly Revenue vs Expenses

Statistics from August 2021

Grocery ASA Sales: ~75 $Algo = ~$150 USD/month

Artist Collaborations: ~100 $Algo = ~$200 USD/month

Gross Revenue **$350/month** (EBT)

Expenses (from previous slide): **$28/month**

Customer Segments

- Middle-aged **crypto enthusiasts** in middle to upper income primarily in US (but also other countries).
- Low-income **NFT collectors** in countries with a weak economy seeking free NFTs to sell for profit.
- **Budding NFT artists** looking to gain name recognition.
- **Young adult gamers** using Discord who are just starting to learn about cryptocurrencies.
- **Discord server owners** looking for activities to engage and populate their community.

Value Propositions + Use Cases

- Create a sense of **achievement** with in-game progression and practical applications for Game ASAs.
- Create **fun community engagement** and interactions using Algorand blockchain features.
- **Provide a platform** for artists to distribute their work.
- **Educate** new and existing crypto users about blockchain technology and functionality.
- Players **collect** ASAs and/or NFTs at low-cost or free.
- Expand **popularity** and **value** of the Algorand blockchain.

Key Activities and Resources

- Hosting ASA & NFT **auctions** within the community as well as recurring player engagement events.
- Creating **new artwork** series to collect and show off.
- **Engaging** popular artists in collaborations.
- Establishing new **ASA based games** and activities.
- Promoting on social media (e.g., Twitter, Discord, Reddit, etc.) to **acquire more players**.
- Fostering Discord channel cross-partnerships.
- Creating a non-threatening onramp for NFT newcomers.

Game Technicals

Game Developers

- Austin Wong (Founder and Lead Designer)
  - austin.c.wong@gmail.com
  - https://www.algochainnft.com/
  - https://github.com/AlgoChainNFT
- Wes Miller (Lead Dev – Discord Bot + Front End)
  - millerwes1998@gmail.com
- Chris Antaki (Freelance Dev – Rand Swap)
  - ChrisAntaki@gmail.com
  - https://github.com/ChrisAntaki
- BluuWasTaken (Freelance Dev – Discord Bot, Scripts)
  - https://github.com/BluuWasTaken

How the Discord Bot Works

HOW TO START (for Players)

- Opt-in to ASA (281003266) "NFT Grocery Store Coupon🎟️" in your Algorand wallet.
- Check out the [full rules and conditions here](#).
- Use the command g$setAddress and add your wallet address after the command so the bot knows where to send your rewards.
- Use commands g$d100, g$daily, g$biweekly, and g$pavdrop to earn Coupon🎟️. Each command has a cooldown until it can be reused.
- The bot has more commands, such as checking your game balance.
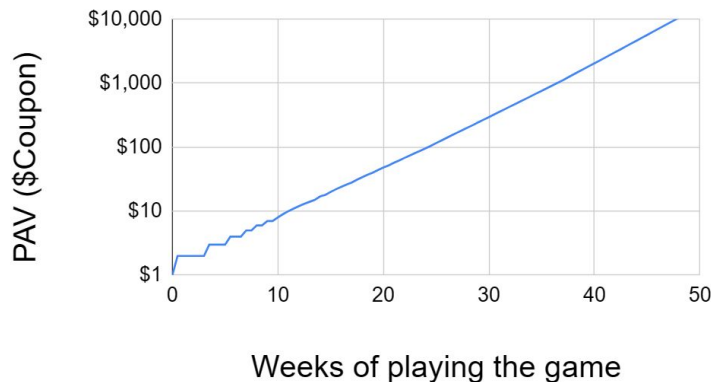- A full video walkthrough is available at: https://youtu.be/lyX_OOhbouw

Player Progression

- Example Commands
  - g$d100 - 3% chance of sending a player 15 🎟️. Usable once/hr.
  - g$daily - 17% chance of sending a player 15 🎟️. Usable once/day.
  - g$biweekly - Guarantees sending a player 10 🎟️. Usable twice/week.

Potential Airdrop Value (PAV) vs. Week

— Player's average $Coupon drop per week

- g$pavdrop is usable twice/week. It sends a player x 🎟️, calculated by the number of game ASAs they hold. **PAV** = "Potential Airdrop Value".
- Example PAV: (# of Coup🎟️) = (# of 🍋) * 1 + (# of 🍉) *11 + (# of 🥑) *121
  - A player with 10🍋 and 1🍉 will get 21🎟️ when using the command.

Market Size

Total Available Market:
Total NFT Market
3.4 million users, $1.7 million /month

Serviceable Available Market:
Total NFT Market
135k users, $67k /month

Target Market:
Algo NFT Community
4k users, $2k /month

Estimating 300 players and 75 $Algo (~$150) earned by RandSwap in August 2021

3.4m users in subreddit
r/CryptoCurrency

135k users in subreddit
r/NFT

4k users in subreddit
r/AlgoNFTMarketplace

Competition

The Grocery Store Game is growing rapidly & enjoys first mover status because:

- **The first ASA based game on Algorand blockchain.**
  - All other ASA based games such as "World of Light", "Algomist", "Algomond", or "Alchemon" are only in the concept phase - they have not achieved a minimum viable product or fully defined gameplay loop.
- **The first Discord bot based game using blockchain and crypto wallets.**
  - Discord bots such as "Piggy", "EpicRPG", or "Idle Capitalist" are successful Discord Bot games, but are not built on blockchain. These players don't truly own their game assets which are stuck in the game.
- **A peer-to-peer and free-to-play market experience.**
  - OpenSea, Veve, Algogems, AB2, and Rand Gallery are examples of NFT marketplaces that don't have one or both of the above elements.

We Could Use Your Help!

Key Partnerships

The Grocery Store Game needs YOUR help to upscale:

- Marketing
  - Increase **social media exposure** (Twitter) and networking.
  - Improve **branding and publicity** to grow the player base.
  - **Connect to the Algorand Foundation** to help with promotion.
- Development
  - Improve **ease of gameplay** for newcomers to start the game.
  - **Interactive browser games** that use Game ASAs.
  - **More automation** and **better UI** for ASA distributions.
  - **Improved marketplace** for scalability and better user experience.

My Background

About me (Austin Wong)

- Full-time High School STEM educator

- Director of Operations for [Maroon and Gold Labs](#)
  - Established in 2019, M&G is a non-profit corporation established to incubate and support the entrepreneurial ideas created by Cooper Union students, staff, faculty, and alumni!

- Bachelor's (ME '17) and Master's Degree (M.ME '19) from The Cooper Union in Mechanical Engineering

About my Alias (AlgoChainNFT)

Admin of the largest Algorand NFT Discord spaces:

- [The Grocery Store Game](#) - 1,000+ Members
- [AlgorandNFTMarket](#) - 532 Members
- [World of Light](#) - 296 Members

Moderator of subreddit [r/AlgoNFTMarketPlace](#), the first Algorand NFT community - established April 27, 2021, with 4,100 members.

I've created, bought, traded, and sold ASAs on Algorand since the creation of the subreddit mentioned above. I've also been creating other social and text based games since then.

Social Media

Reddit: u/AlgoChainNFT

Twitter: @AlgoNFT

Website: https://www.algochainnft.com/

Discord Server: https://discord.com/invite/fCqcXTNTf5

Email: info@algochainnft.com, AlgoChainNFT@gmail.com

Telegram: @AlgoChainNFT

Just For Fun...

"When life gives you 🍋's."

"Eureka Lemon had to pass a mansion on the way to work every day at the Grocery Store, a job that paid a modest 1 Coupon per paycheck. Eureka knew he would never be able to afford such a dwelling with his modest salary, but his route to and from work was a daily reminder that the luxurious mansion will always be out of reach. Eventually, his sour feelings finally got the best of him, and he did what any lemon would do - he burned the house down!"