

eleclub

a step into the italian underground music scene



DiverCity
Labs

MasterZ.



Q2 2024

Introduction

Teleclub is a vibrant Italian community for **clubbers** and **music enthusiasts**.

Target Market



With over **7,000 members on Telegram**, Teleclub is the go-to source for clubbers in **Italy**.

Teleclub connects clubbers with the hottest clubs and music event formats.

And this is just the start.

Web3 technology is about to take **Teleclub** to a whole new level – are you ready for the **next generation of clubbing?**



The Problems

Problems in Ticketing Industry

- **Participants:** High fees, limited availability, counterfeit tickets, impersonal experience.
- **Organizers:** Scalping, limited data, fraud, inefficient processes.

Problems for Teleclub Members

- **Fragmented discovery:** Multiple platforms needed to find events.
- **Disjointed buying:** Loss of community experience after finding an event.
- **Lack of personalization:** Finding Teleclub-endorsed events that truly match tastes is difficult.



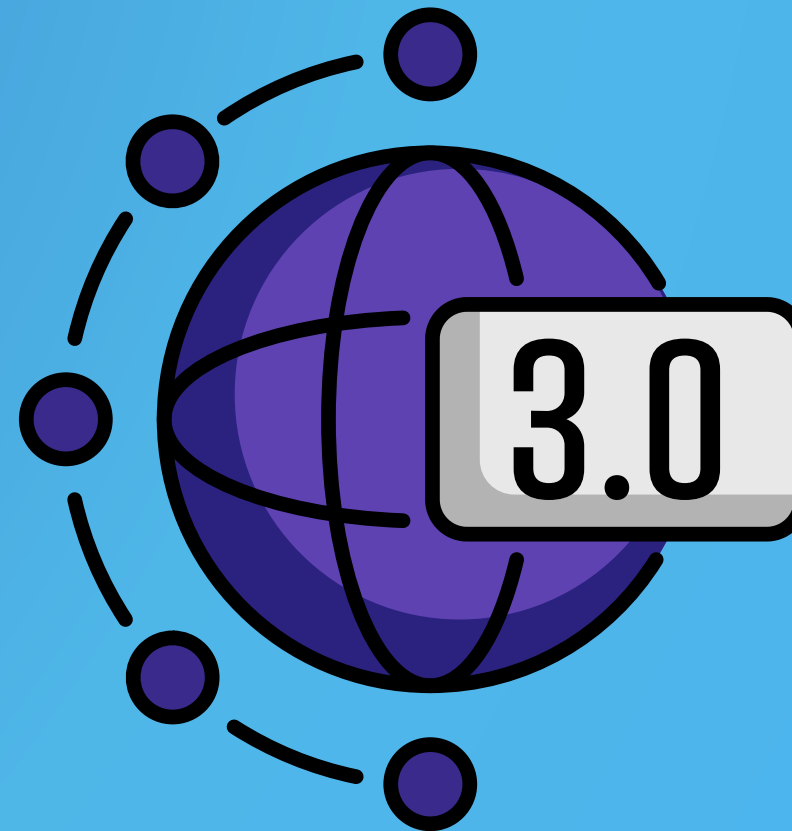
Problems for Teleclub Founder

- **Monetization challenges:** Hard to track endorsement impact, minimal revenue.
- **Missed opportunities:** No clear incentive for organizers to partner.
- **Scalability issues:** Manual processes limit growth.

ENTERS TELECLUB MINI APP: POWERING PARTIES OF THE FUTURE AROUND YOU

Our Mission

To promote Web3 adoption in the Italian Clubbing Community and give music fans the opportunity to decide which events to support, enjoy, and participate.



Our Vision

We believe in the passion for music and its free expression.
We believe in the musical culture of the club and in fun without excesses.
We believe in love for music, union, friendship and sharing beyond any discrimination.
We believe in the spirit of belonging and active participation.
We believe in the right of choice and decision-making power of the individual.





Teleclub's Evolution

With the rise of NFTs, building a strong community around projects is crucial. Teleclub focuses on music and real-life benefits, offering utilities to holders from day-1!



01

Community
Membership
Tokenization via
Digital Collectibles
on Telegram's
native TON
blockchain

02

Exclusive
Telegram-
Native
Giveaways &
Contests for
our Community

03

Telegram Mini
App One-Click
Access &
Integration with
Telegram Web3
Wallet

04

Event
Aggregator,
Map Discovery
Experience &
Teleticket NFT
Marketplace

01

Community Membership Tokenization via Digital Collectibles on Telegram's native TON blockchain

- There will be different levels of **membership** and methods of ranking our community members through the **gamification** and **rewards** enabled by our **Mini-App**.
- A **lifetime subscription to Teleclub's TMA**. By holding an **OG Pass NFT** or by buying a **Teleclubber NFT** from the **Genesis drop**, holders are going to be able to enjoy the **best italian clubbing telegram app & channel for free forever!**



02

Exclusive Telegram-Native Giveaways & Contests for our Community

Score BIG with Teleclub both online & in IRL Events! Participating in our community lets you win exclusive event tickets, playlists, hot merch, Telegram Premium and Music Streaming subscriptions... **the prizes don't stop!**

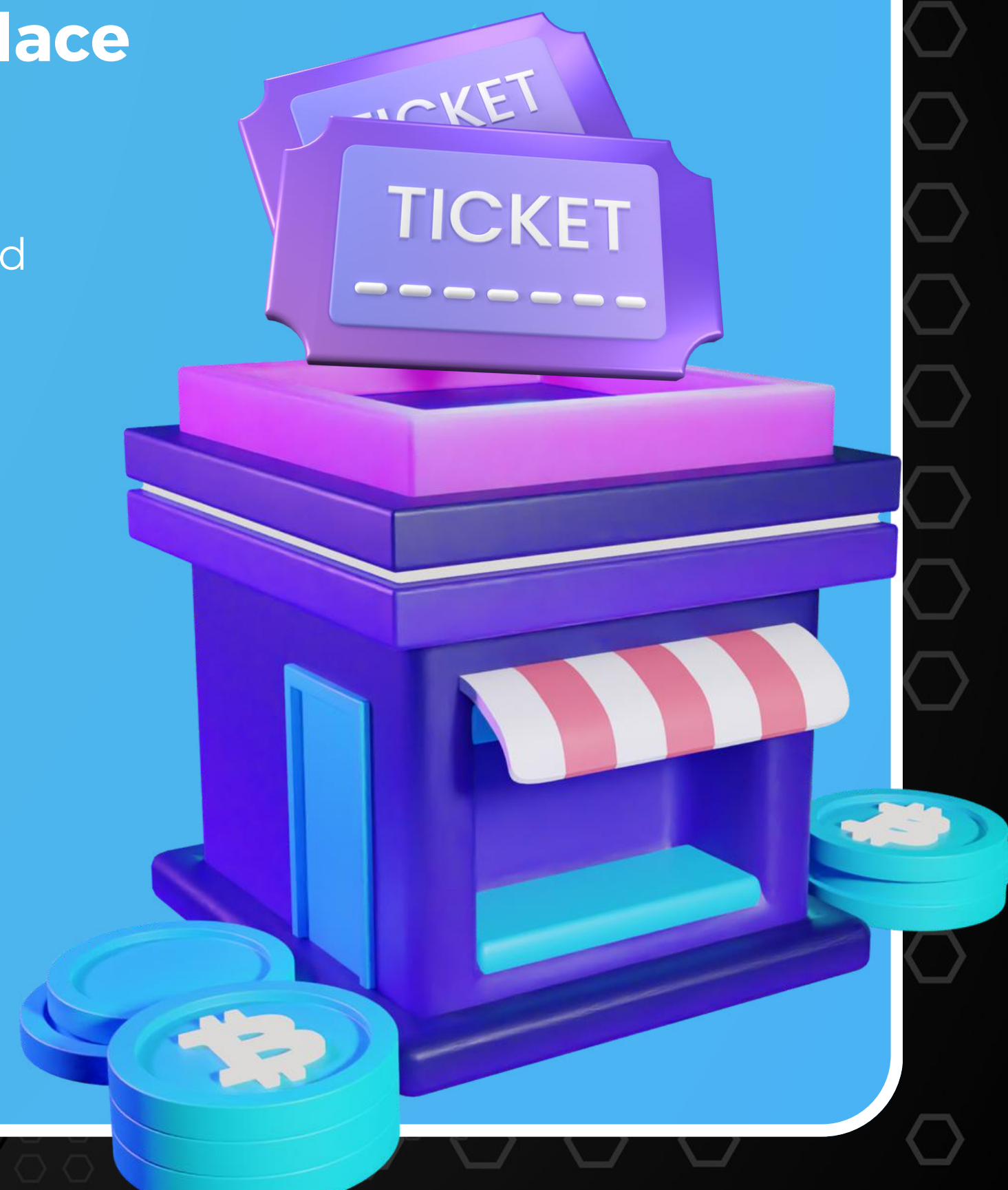


03

04

Telegram Mini App One-Click Access & Integration with Telegram Web3 Wallet: Event Aggregator, Map Discovery Experience & Teleticket NFT Marketplace

- A curated offering of the **best parties based on our knowledge of italian Clubbing** exclusively for our community. Discover events in your city, see where and when they happen to pick the perfect ticket. All in one place in the **Telegram Mini Map**.
- **Seamless Reselling:** Can't go to that event? NFT tickets mean you easily resell them on a secure marketplace, setting your own price.
- **Discover the perks** attached to official digital collectible ticket events such as sharing drinks and gifts with other Teleclub users during IRL events.
- **Fraud-Proof.** No more fake tickets – TON's blockchain makes them unique.



Our Future Plans

Token-Gated Merch Mini Store, User Data Monetization, New Events & Artists Launchpad

- **Exclusive Merch:** Token-gated in-app mini-store with t-shirts, hats, keychains, and more – just for our NFT holders.
- **Data Sharing & Opt-in Rewards:** Users choose what personal data to share, earning TON tokens as cashback rewards.



Teleclub Launchpad & Club-funding

- **Community Powered Launchpad:** NFT holders vote to launch and create new iconic Events, Artists and DJs.
- **Customizable Campaigns:** Support local projects and build new clubbing communities.
- **Direct Funding Models:**
 - **Events:** Pitch dream events directly to an invested community.
 - **Artists:** Power for musicians to launch collectibles and fan experiences.





Our NFT Collections



Teleclub OG Pass

Participate in the **IRL QR Treasure Hunt** to win limited Teleclub OG Pass NFTs. **First 500** pass holders receive exclusive benefits like **1-year access to the Teleclub Mini App, monthly raffles, and a 3x Teleclubber EXP Points multiplier!**



Teleclubbers

Level up your clubbing experience! **Earn EXP points with each validated NFT ticket** and unlock cool perks as your **Teleclubber NFT levels up!** Collect multiple NFTs in a month for **bonus points** and watch your Teleclubbers **transform with new graphics and exclusive benefits!**



NFT Tickets

A **TeleClub NFT Ticket** is a digital token on the TON blockchain providing **access to events with unique perks.** It stands out from traditional tickets with **fraud-proofed smart contracts** and features like **resale limits, collectible** elements and personalized **rewards.**



Our Positioning in the Market

The competitors were chosen based on shared characteristics such as:

- Global and local presence
- Web 3 Business Model
- Music, events ticketing or crowdfunding sector

Due to the variety of businesses in these sectors, we categorized the key players into three clusters, focusing on their two most significant and common strengths.



Web3 Ticketing Solutions



GET Protocol



seatlab



open



all access



oveit

ALL-IN-ONE
TELEGRAM NATIVE
SOLUTION



NFT Clubbing Communities & Clubs

CLUB ANIMALS

KLUB LIST.



KLUB WORLD

Web3 Music & Crowdfunding



rockl



AUDIUS



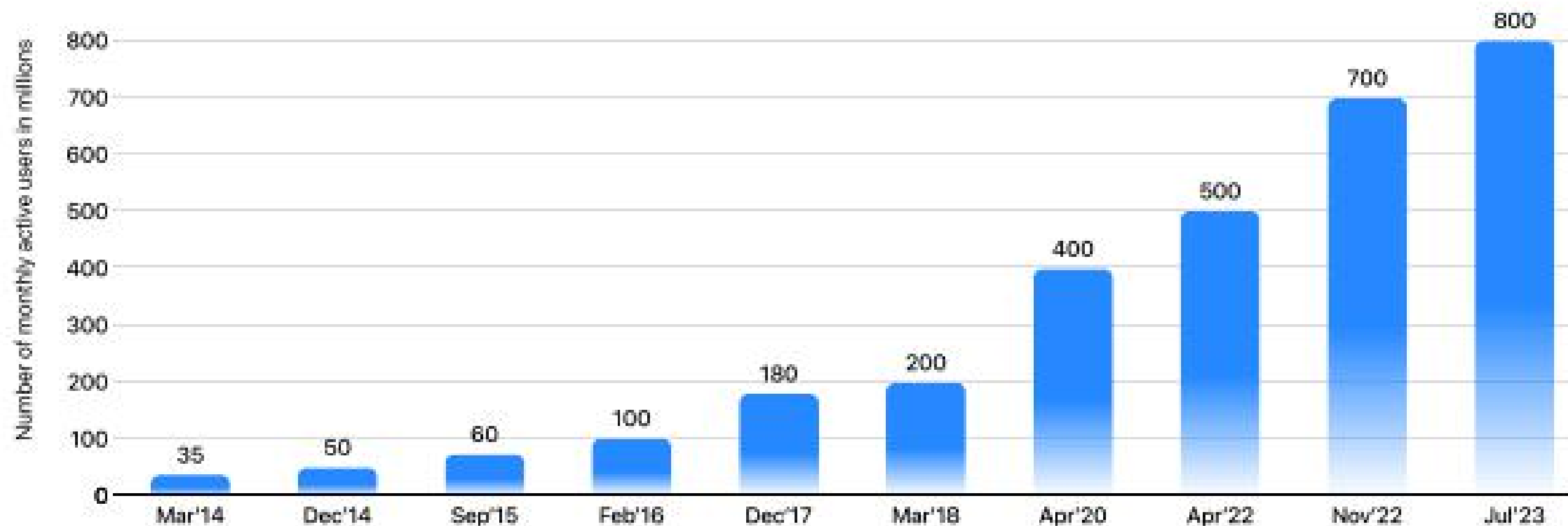
royal



OPULOUS

Telegram Messenger is rapidly growing worldwide

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

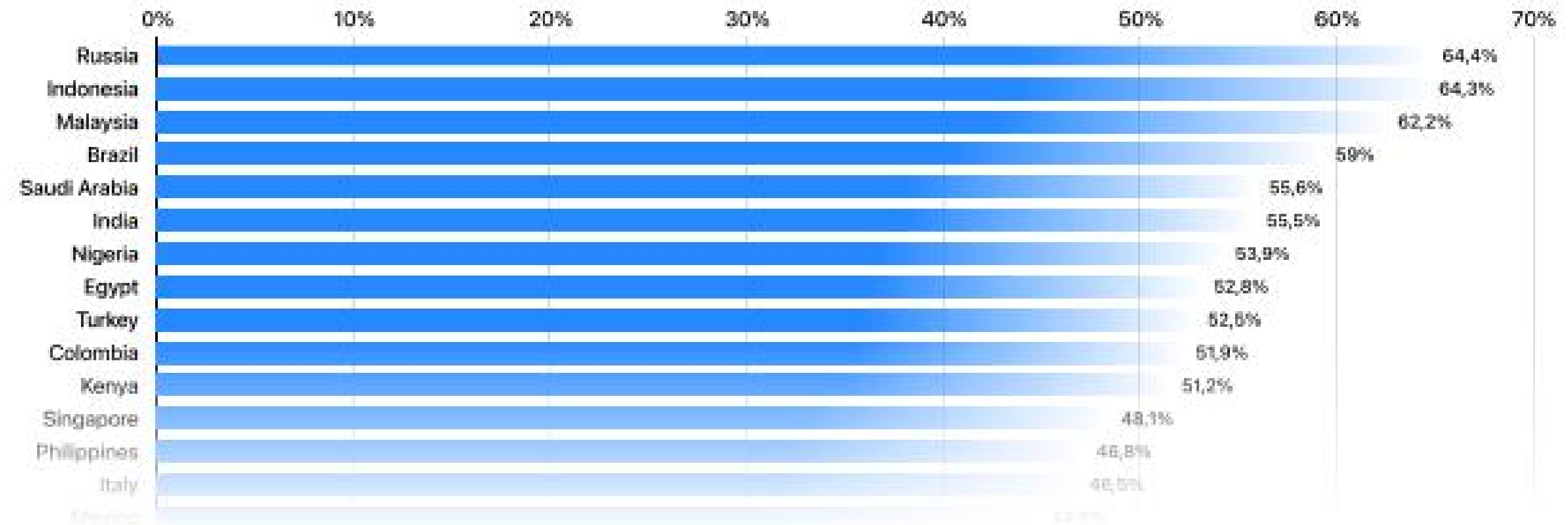


from statista

TON Ecosystem

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.



Primary Revenue Streams



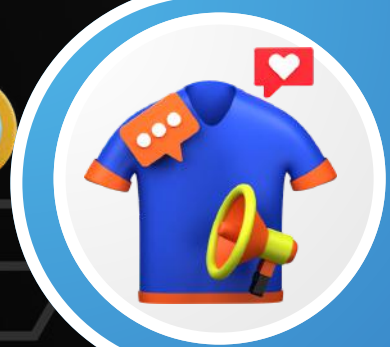
Teleclubbers NFTs as Annual Subscriptions to access Teleclub Mini App

Level 1 Teleclubbers Subscriptions start at 10€ per year, Level 2 are set at 25€ and Level 3 at 50€.



Commissions on NFTs Tickets Sales & Re-Sales

- Advisory & Events Aggregator NFT Ticketing Fees: 20%-25% commission on ticket sale price
- Teleticket - NFT Ticket Swap & Reselling Fees: 1%-5%



Teleclub Essentials Merch Store

Purchase exclusive Teleclub merchandise through the Telegram mini-app through convenient browsing and ordering within the TMA.





Secondary Revenue Streams

Data Collection & Monetization

Reselling tickets prevents event organizers from collecting data on ticket attribution. TeleClub's NFT tackle that challenge by tracking an immutable timeline of all ticket transactions. Our TMA provides event organizers with **more accurate data collection, monetization alternatives and access to a wide range of sale and resale data that they can use to improve the process and offerings for subsequent events.**



Monetizing our free Telegram Channel with New Ad Feature

Telegram has launched a new program that **allows owners of public channels with over 1000 subscribers to earn 50% of the ad revenue generated within their channels.** Channel owners will receive their earnings in the form of **Toncoin (TON)**, the native cryptocurrency of the TON blockchain network.

Commissions on New Events & Artists Club-Funding & Launchpad:

- Crowdfunding Fees: 15%-20%
 - First Event Ticket Sale Fees: 2%-5%
- 

Our Next Steps for GTM & MVP Launch

01

Tokenizing our existing 7k+ members with a Community Membership via Digital Collectibles on Telegram's native TON blockchain via free and paid NFT mints positioning us for rapid growth and deeper community connection.

02

This month of April we have enrolled in The Open League Hackathon (<https://dorahacks.io/hackathon/the-open-league-hackathon/detail>) which gives any innovative project a fast track to massive rewards for our team and users and viral growth in Telegram.

The Open League program is not just a competition where projects compete to win Toncoin. It's also an onboarding system. Four systems will help the Hackathon to distribute all that Toncoin and show the simple conversion path from humble Telegram user to on-chain user.

The Hackathon has a total prize fund of \$2,000,000 for teams building for the TON ecosystem in a Telegram Mini-app.



Technical Architecture

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

Building on TON upgrades our 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



TON - The Open Network



How TON and Telegram Mini Apps Ecosystem helps builders succeed

Development

Speed up development and minimise costs

Monetization

Build an effective model with a simple payment flow

Partnerships

Share information and create partnerships with other builders

Traffic

Organic and paid user acquisition and retain users in an app

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

Development

Open platform for Web2 & Web3 bots, apps, and games

User Acquisition

Organic, viral, and paid mechanics

Monetization

Embedded fiat and crypto payment services

The Open Network as a blockchain infrastructure

Telegram Apps

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

Open crypto-friendly platform for our business.

Bots

@avatarify_bot



Games

@playdeckbot



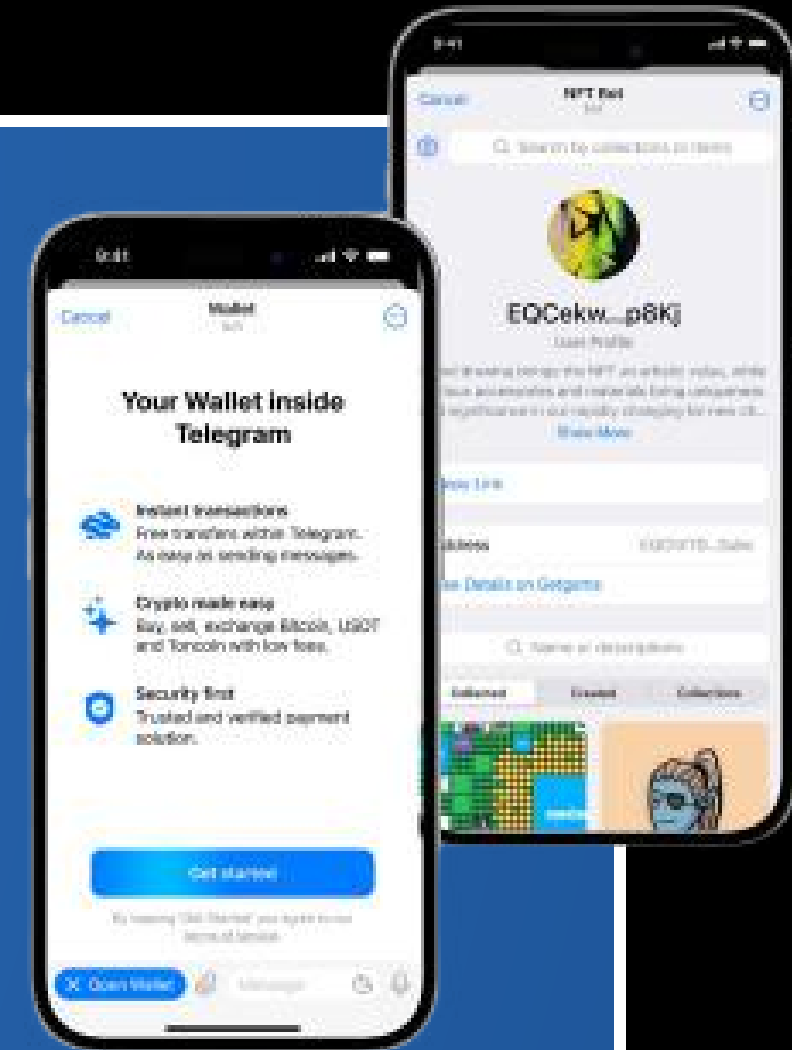
Mini Apps

@tonstakers_bot



Mini Apps are the next generation of apps inside Telegram

Telegram Mini Apps are 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



TON Ecosystem

Traffic Flow of Telegram Apps



TON Ecosystem

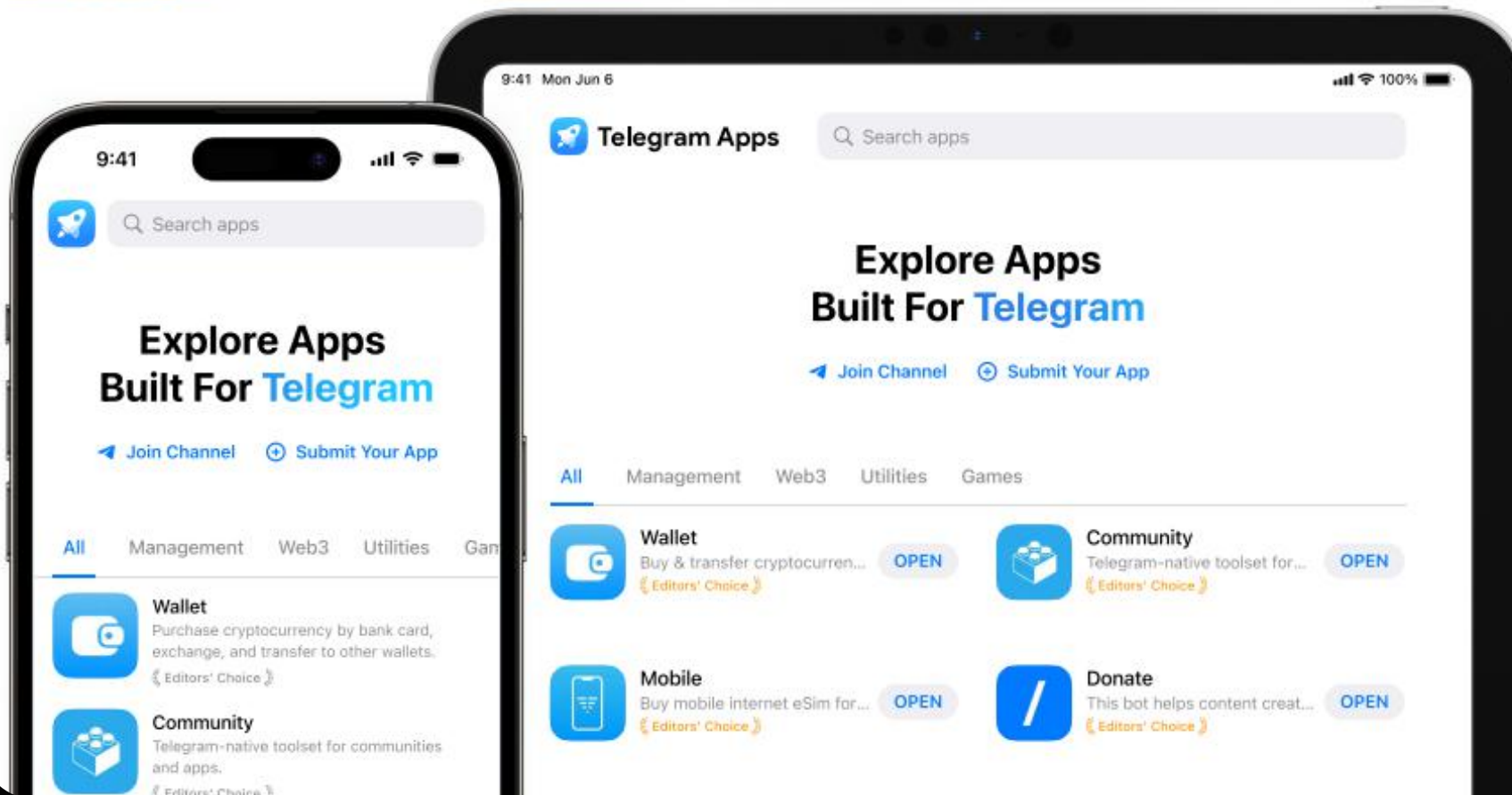
Becoming visible for our audience with Telegram Apps Center & Trending Apps Channel

1.2M MAU

Up to 150K
launches per app

Mini App
t.me/tapps_bot

Web Site
tapps.center



Channel
t.me/trendingApps



800K subscribers

Up to 50K users launch app from the
post

Publications about new apps and major
updates in existing apps

Launching performance marketing campaign

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

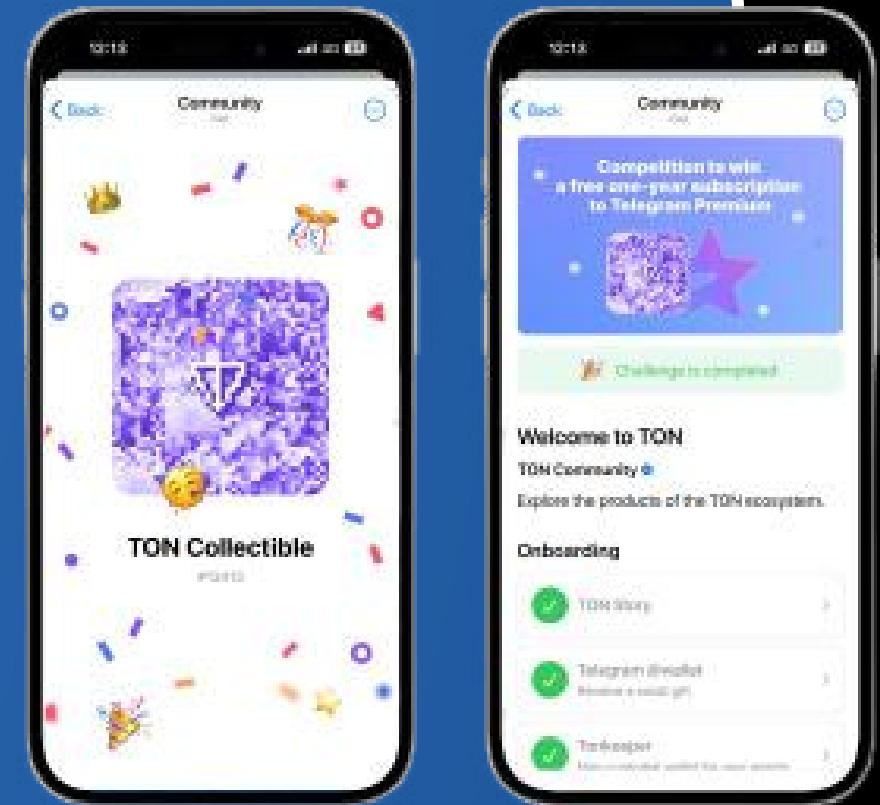


Every month, Telegram's **800M+** users generate over **500** billion channel views.



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

Using community growth and engagement tools



The Community App is a powerful, Telegram-native toolset designed to boost the usage of our groups, channels and applications.

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

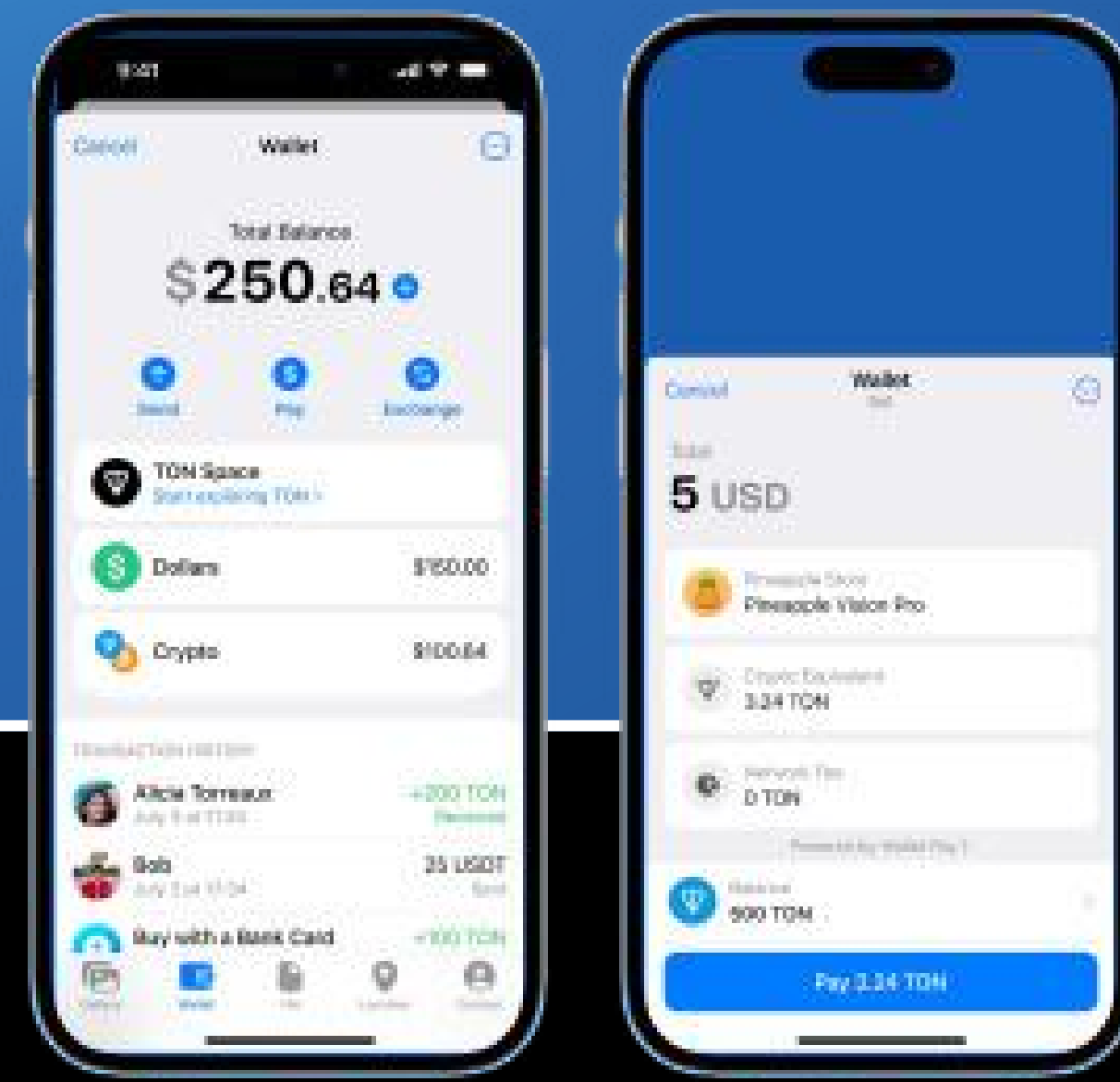
Wallet – self-custody wallet on Telegram

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.



Monetizing our app with Wallet Pay

Wallet Pay is the go-to payment system for Telegram Apps, supporting both crypto and fiat transactions. Tracking our order statistics and easily withdraw funds to Wallet.



Our Funding Opportunities



TON Foundation's Grants & Ventures

Our project qualifies for the **Type A Telegram Web3 Grants**:

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.

For Projects seeking **Venture Funding**:

Toncoin Fund

This falls outside the scope of the Grants Program.

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

TONcoin.Fund is a \$250M TON syndicate that invests in strong teams with the vision to build on The Open Network.

The Open League Hackathon Rewards

- 8-weeks to onboard, learn, and build on TON
- In-person sessions in strategic locations all over the world for an opportunity network with the local TON builder community
- Fast track into The Open League competition, with it's own \$15 million project prize pool and 50,000 Toncoin boost of our project's liquidity pool.
- A chance to win a share of the \$2 million prize pool
- Fast track into TON Accelerator and pre-seed investment of up to \$150,000
- \$240,000 in total Telegram Ads
- Fast track to additional grants (<https://ton.org/en/grants>)
- Chance to present our project at TON's yearly Gateway conference in Dubai in November

26/3 - 19/4

Hackathon Begins
Start verification
and confirmation of
builds
Dev Onboarding
Weeks Kickoff

1

30/4

Last Day of
BUIDL
Submission

2

17/5

Deadline for
teams to open-
source or private
share closed-
source

3

29/5 - 1/6

Live Judging +
Winners
Announcement
+ Closing
Ceremony

4

Social Web3 Use Cases inside Telegram: Telegram Mini Apps (TMA)

Social B2C applications inside Telegram with a clear vision of how to achieve virality and retain the user.

This category includes but is not limited to:

- **SocialFi:** TMA that helps creators monetize their social media content (e.g., FriendTech-like cases or a tool that helps crypto channel owners earn on sharing successful trades/new token launches)
- **Community & Brand management:** tools aimed at engaging communities inside Telegram (e.g., Loyalty programs, Ticketing)
- **Objective:** To drive the development of Web3-based social applications inside Telegram using Telegram Mini Apps.
- **Proposed Distribution:** \$75,000
 - First Place: \$35,000
 - Second Place: \$25,000
 - Third Place: \$15,000

\$TCLUB IDO with Tonstarter

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 for our utility & governance tokens.



TON Atlas

Explore famous TON projects in the metaverse

Rewards Pool

TBD



TON Diamonds

Marketplace on TON blockchain for high quality NFT collections and digital artists

Rewards Pool

30,300 GLINT



DeDust

Cutting-edge decentralized exchange (DEX) built on TON blockchain.

Rewards Pool

250,000 SCALE



STON.fi

STON.fi is an AMM with zero fees, low slippage, easy interface, and TON wallet integration.

Rewards Pool

100 special NFTs



Punks

NOT DEAD

Rewards Pool

100,000 PUNK



Fanton

Fanton is the first Fantasy Football game in Telegram.

Rewards Pool

234 NFTs

Our Funding Requirements

Final Set Up & Launch: 56,000€

Legal Set-up:.....15,000€

MVP Final Development:.....10,000€

3D Artworks & Animations:.....1,000€

BP & Financials Review:.....10,000€

Marketing & Communication
Channels Launch:.....10,000€

First Team Expansion:.....10,000€

First Year Estimated Costs: 95,000€

Teleclub TMA Complete
Development & Daily
Maintenance:.....50,000€

Marketing, Advertising &
Communication Channels
Management &
Growth:.....25,000€

Other Operations (R&D,
Partnerships, Second Team
Expansion, etc.).....20,000€

Teleclub Founders

Andrea Sottomano - THE OG TELECLUBBER - FOUNDED TELECLUB IN 2022



With nearly 14 years of experience in event organization, public relations, and music and art productions, he is a leading figure in the Italian underground clubbing movement. After gaining experience around the world, he has been living and working in Milan for the past 5 years, deeply immersed in the city's and nation's clubbing scene. Driven by a passion for enriching and empowering the nightlife landscape, he has decided to leverage his extensive network and expertise to create a project that serves the community.

Giovanni Giorgi - THE OG WEB3 SEER - TRANSFORMED TELECLUB IN A WEB3 BUSINESS



A MasterZ. certified Blockchain Project Lead with a background in Economics & Management at UCSC. His passion for Web3 innovation draws from 5+ years in business development and project management, including close work with artists and influencers in the Italian music scene. A Web3 enthusiast since 2020, he currently spearheads two NFT-powered protocols in the gaming and event sectors while leveraging his experience in event planning and public speaking.

Fabrizio Reguzzi - THE OG BUILDER - FIRST BUILDER OF TELECLUB's MINI APP & NFTs



A MasterZ. certified Blockchain Developer Lead with a background in computer science at University of Milan Bicocca. Works as an IT, developer, and innovative employee for a metal carpentry company. His main project consisted in building a facial recognition attendance system with an attendance manager web interface and recognition features. His passion for Web3 innovation currently lead him to the development of an NFT-powered product in the ticketing/events sector.

Teleclub Team & Partners



**Ruben Uremassj - THE
OG DESIGNER - FIRST
TELECLUB 3D
ANIMATOR**



**Tokeby -
FINANCIALS &
TOKENOMICS
ADVISORS**



**Fidlaw -
INTERNATIONAL LEGAL
STRUCTURING &
COMPLIANCE**



**The Open Network -
INFRASTRUCTURE &
ADVISORY**

Our Roadmap



PHASE 1

Teleclub OG
Pass NFT - QR
Treasure Hunt
& Launch

PHASE 2

Teleclubbers
NFT Launch &
Early OG Users
Testing

PHASE 3

Teleclub's
Telegram Mini
App MVP
Launch

PHASE 4

Teleclub XP
Points
Upgrade &
\$TCLUB
Tokenomics
Release

PHASE 5

\$TCLUB Token
IDO Launch &
Listing



Divercity
Labs



VC or Strategic Partner?

Thank you for your interest in becoming a key stakeholder of our platform. If you're ready to join us on this exciting journey, please reach out!

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