

TRALA Whitepaper

Overview

Welcome to the resource hub for TRALA.

Here, you can find all up-to-date and relevant information relating to the TRALA app, platform, protocol, token economy, as well as developer resources for integrating with TRALA.

Introduction

TRALA is a blockchain-powered gaming platform and ecosystem developed by TRALA Labs.

TRALA provides a unified platform where users can enjoy a wide variety of blockchain-powered games on various networks, without any of the hassles of navigating blockchain technology.

TRALA Labs is committed towards providing a fair and fun gaming ecosystem, where players can hone their in-game skills and earn rewards.

Challenge

During the early days of Web3 gaming, when P2E and GameFi were still meaningful buzzwords, we saw an explosion of gaming projects and blockchain networks were put to their throughput limits, revealing major weaknesses in scalability. This led to the development of many game-specific chains aimed at tackling scalability issues.

This time also introduced the first iterations of key blockchain-powered gaming mechanisms, including NFT items, game-specific tokens with various token inflation sinks and reward distribution logics, and more. However, they were riddled with sustainability flaws, leading to death spirals and ceased operations.

Since then, various L2 roll-up networks and high-performance L1 blockchains have been released, offering meaningful solutions to the scalability issues of the past. Similarly, we are now well-equipped with a wealth of knowledge and historical data on unsustainable tokenomics, enabling us to design more sustainable monetary policies.

If scalability and sustainability were the challenges of the past cycle, we believe that user experience and enjoyment are the Web3 gaming industry's current challenges, and we at TRALA Labs are determined to become the industry standard for seamless user experience and quality game content.

Solution

We're at a pivotal point where we face new opportunities and challenges, requiring a keen focus on user needs and strategic planning for long-term growth.

Under these new environments, game developers have the chance to test new business models and creatively enhance user experiences. Unfortunately, the vast majority of Web3 gaming projects make the mistake of focusing on short-term profits, often intentionally, which jeopardizes the fun factor of the game.

We, at TRALA Labs, have aligned our strategies with a more holistic vision for blockchain gaming. We aim to deliver games that resonate with users and generate positive feedback. We want to make positive contributions towards the future of Web3 gaming and support the industry's growth.

To achieve this, we propose an all-in-one gaming platform with a Community Driven Development (CDD) model. This approach encourages collaboration between game developers and blockchain networks to foster innovation and deliver gaming experiences that meet user expectations.

Background

Why TRALA?

TRALA was first developed to overcome the limitations of current blockchain games and platforms, but our motivations have since grown from there. We are now trying to create the new industry standard for Web3 gaming with a mobile-based all-in-one blockchain gaming service platform.

With TRALA, we want to break down the barriers between traditional and blockchain games with a one-stop platform catered towards Web2 and Web3 users alike. TRALA is equipped with an intuitive UI and seamless UX that even non-crypto users can easily navigate, and each game onboarded to the TRALA platform undergoes heavy scrutiny to meet user demands and expectations.

TRALA fully supports a mobile-friendly environment for user convenience. Users can access the platform anytime, anywhere. We also plan to support web-based games to allow platform use according to user preferences and convenience.

TRALA uniquely merges its Web2 and Web3 user ecosystems and economies. Web2 users act as consumers who activate the game economy through in-app purchases, while Web3 users serve as suppliers by providing NFTs and various in-game assets for financial return. We aim to foster an in-game economy that is robust and sustainable through interaction and alignment of interests between consumers and suppliers.

High-Quality Content Provider

As a content provider, TRALA Labs acts as a first line of defense against poor quality content and services. We are committed to providing a variety of high-quality content, whilst minimizing any unnecessary user experiences.

TRALA Labs selectively offers games with a strong track record and excellent quality to provide users with real fun. Web3 features are smoothly integrated into each game, abstracting all the difficulties of navigating the blockchain.

All-In-One Blockchain Gaming Service Platform

Everything a player needs while enjoying the selection of TRALA games is on the TRALA platform. The user-friendly mobile app seamlessly provides all blockchain gaming services such as a built-in wallet, NFT trading, token swaps, staking, and governance voting. TRALA also offers additional features like TOPAZ betting and daily random games, allowing users to compete and enjoy themselves.

Decentralized Multi-Chain Platform

As an intermediary platform, TRALA will collaborate with various mainnets to offer game developers the best development environment and options. Developers can freely develop their games on whichever mainnet they deem appropriate, allowing various games from different networks to coexist on the TRALA platform. This enables users to freely trade crypto assets between different games, unlocking the potential necessary for us to grow into a more mature, decentralized multi-chain platform.

Streamlined User Experience

TRALA provides a simple UI/UX experience that allows Web2 users to easily onboard onto various chains. While playing games, users will naturally contribute to TRALA's ecosystem and progress towards Web3, as TRALA offers an endless supply of content possibilities across various chains in Web3.

Experience the difference with the all-in-one blockchain gaming service platform, TRALA.

About TRALA Labs

TRALA Labs is a Web3 gaming company based in South Korea. The team consists of gaming industry and blockchain development experts with vast experience in both traditional Web2 gaming, as well as Web3 gaming.

TRALA Labs is well-equipped to cover all aspects of managing a gaming platform, from IP acquisition, game development, publishing, and operations. This includes the entire process leading to the development and launch of a game. TRALA Labs will soon release dozens of

blue-chip game IPs that have already received much love on mobile and PC, and we will continue to secure even more global IPs through our extensive global gaming network.

We hold strategic global IPs thanks to our extensive experience, which means we can save significant resources in the game publishing and marketing stages. This also allows us to effectively promote Web3 games worldwide using major Web2 distribution and marketing channels.

One of the key roles of TRALA Labs is to maintain the balance of the game economy. To this end, we are constantly running tests and simulations of our monetary policy, implementing delicate changes and adjustments, and so the finer tokenomic details are not yet fixed.

TRALA places great importance on the community. The expansion and innovation of the Web3 gaming market are community-driven, and the role of the community is crucial in building the ecosystem. We will provide and reward various events and benefits to encourage more community user participation. TRALA strives to establish itself as a healthy and collaborative platform and will continue to fulfill this commitment.

On April 3, 2024 (KST), TRALA Labs announced a strategic partnership with zkSync. This is the first of many partnerships to come, and we welcome and are open to opportunities and partnerships with various global players. Please stay tuned on our development and future news.

Tokenomics

TRALA (\$TRALA)

TRALA token is an ERC-20 token that is primarily used for governance within TRALA's ecosystem.

TRALA token is widely used within the Ethereum ecosystem. Users can acquire TRALA tokens in various ways within ecosystems like zkSync and Ethereum. By staking this token in our governance, users can obtain voting rights for the advancement of the TRALA Platform. TRALA token has an annual average circulation of 12% based on the number of users and the number of games. This can be altered through governance voting on TRALA Improvement Proposals (TIPs).

TOPAZ (\$TOPAZ)

TOPAZ is a Layer3 token that serves as the platform's utility and reward token. TOPAZ can be obtained through various game events and events within the TRALA app. Users can utilize TOPAZ across various game contents if desired. Additionally, they can convert them into various assets through the diverse DeFi protocols used within the TRALA platform.

Allocation & Vesting Schedule

Ecosystem Fund – Token allocation reserved for end users. The ecosystem fund will be used for various user bootstrapping initiatives, including supporting token swap ratio, airdrops, and external ecosystem development.

Developer Fund – Token allocation reserved for game developers. The developer fund will be used to support development and operational costs for game developers, as well as additional incentive bonuses for achieving development milestones.

Marketing Fund - Token allocation designated for marketing activities, including promotional campaigns, advertising, and community outreach efforts to increase platform visibility and user adoption.

Private Sale - Token allocation reserved for private sale investors who contribute to the project during the private sale phase. These tokens are typically sold at a discounted rate to strategic investors or early supporters of the project.

Team - Token allocation reserved for the project team members, including developers, advisors, and other key personnel involved in the project's development and success. These tokens are typically subject to vesting schedules to align the team's interests with the long-term goals of the project.

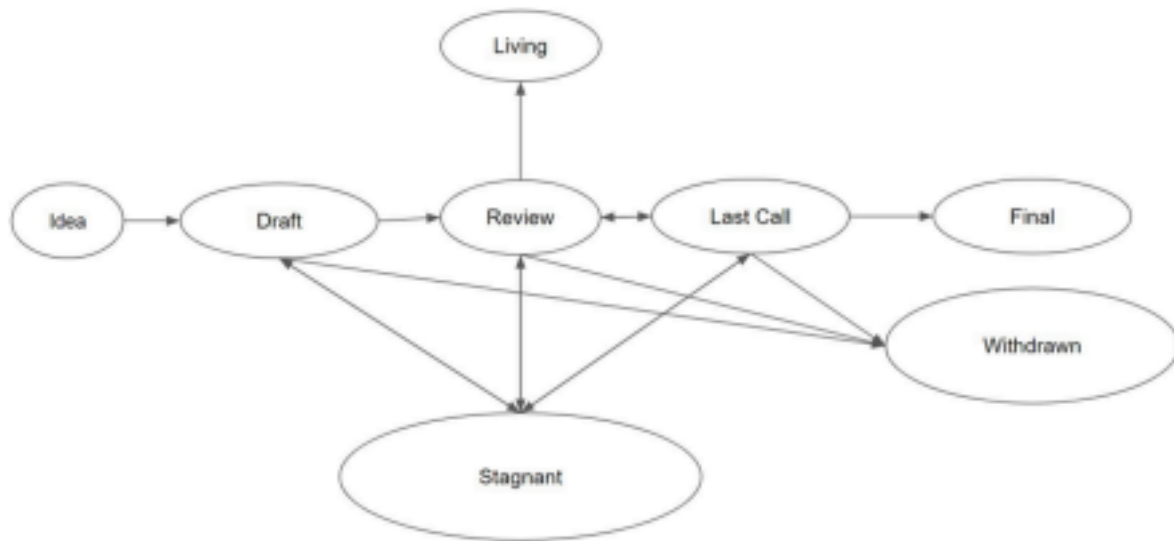
Reserve Fund - Token allocation set aside for emergencies, future development, or unforeseen circumstances to ensure the stability and sustainability of the ecosystem. The reserve fund acts as a safety net and may be used to address any liquidity or operational challenges that may arise.

Partners - Token allocation reserved for strategic partners, collaborations, and ecosystem contributors who play a significant role in the growth and expansion of the project. These tokens are often used to incentivize partnerships and collaborations that bring value to the ecosystem.

Governance

Users who stake \$TRALA in TRALA Governance gain voting power proportional to their stake and can participate in TRALA Improvement Proposal (TIP) voting.

TRALA's governance process follows the following process:



1. **Idea:** This is a preliminary idea draft. At this stage, it is not tracked in the TIP Repository.
2. **Draft:** Once a draft document is prepared according to the TIP document rules, it can be tracked in the TIP Repository.
3. **Review:** The TIP author changes the status to allow assessment by TRALA community participants (peer review).
4. **Last Call:** This is the final review before moving to Final status (before final confirmation). The TIP author designates the Last Call status and typically sets an end date for the review, which is usually 14 days later.
5. **Final:** This is the final confirmation stage. Only updates for errata and non-standard explanations are allowed at this stage.
6. **Stagnant:** If a TIP remains inactive for over six months (with no changes in draft, review, or last call), it is moved to a stagnant status. The status changes if the TIP author resumes writing.
7. **Withdrawn:** The TIP author has withdrawn the proposed TIP. This status is final, and the contents of the proposed TIP cannot be restored.
8. **Living:** A special status for continuously updated TIPs designed not to reach a final status. This includes TIP-1 (TIP writing guidelines).

The TRALA platform will continuously evolve and improve based on the community's voices through the TIP, and anyone can participate in its evolution. Although there is a minimal barrier that requires some technical understanding or developer skills, everyone is provided with the opportunity to contribute to the development of the TRALA platform. Improvements accepted by the community will continue to advance the TRALA platform.