# WeTheGamers (WTG) Economy Plan v4.0

## 1. Executive Summary

This plan establishes a robust **dual-currency economy** designed for sustainable user acquisition and scalable high-margin revenue. It leverages a "Freemium" model where ad engagement covers baseline costs, while premium Hard Currency (WTG), Subscriptions, and **Guild Social Mechanics** drive true profitability.

**Key Updates in v4.0:**

* Introduced **Guild Economies** to allow resource pooling.
* Defined the **Guild Treasury** mechanic.
* Updated risk analysis for social features.

## 2. The Dual-Currency System

### A. GC (GameCredit) - Soft Currency (Silver)

* **Source:** Engagement (Ads, Daily Logins, Challenges).
* **Use:** Paying "rent" for servers, depositing into Guild Treasuries.
* **Base Value:** 1 Ad View = 15 GC ($15 eCPM).

### B. WTG (WeTheGamers Coin) - Hard Currency (Gold)

* **Source:** Direct Purchase, Subscription Allowance.
* **Use:** Purchasing premium servers, exclusive items, converting to GC.
* **Base Value:** 1 WTG = $1.00 USD.

### C. The Core Conversion

**$1.00 USD = 1 WTG = 1,000 GC**

## 3. Revenue Stream 1: The "Freemium" Ad Model

* **Baseline Server:** MC-Nano (Vanilla)
* **Cost:** $2.16 / month (ideal) -> \*\*$2.54 / month (real, 85% bin-packing eff.)\*\*
* **Price:** **3,000 GC / month** (200 ad views).
* **Net Profit:** **$0.46 per server/month**.

## 4. Revenue Stream 2: Subscriptions (The Growth Engine)

* **Price:** **$3.99 / month**
* **Key Benefits:** 5 WTG Allowance ($5 value), Free-Tier Server Waived, **x3 Ad-Watch Multiplier (45 GC/ad)**.

## 5. Revenue Stream 3: Guild Economy (Social Monetization) - ***NEW***

This stream leverages social pressure and cooperation to unlock higher-tier server sales that are too expensive for single users.

### A. The Mechanic: "Guild Treasury"

* Every Guild has a shared **Treasury** wallet.
* Members (Free or Subscribed) voluntarily deposit GC into the Treasury.
* **Rule:** Once deposited, GC *cannot* be withdrawn by individuals. It can only be spent on Guild Server rent. This prevents theft by guild leaders.

### B. The Value Proposition

* **Reduced Ad Pressure:** Spreading the cost of a premium server across 5-10 people drastically lowers the ads-per-hour required from each person.
* **Access to Premium:** A "Titan" server (240 GC/hr) is impossible for one free user (16 ads/hr). But for a 10-person guild, it's just **1.6 ads/hr** each.
* **Subscription Driver:** Guilds will recruit subscribers because one subscriber (earning 45 GC/ad) can do the "ad labor" of three normal users.

## 6. Risk Analysis & Mitigation (Updated)

| **Risk Area** | **Description** | **Mitigation Strategy** |
| --- | --- | --- |
| **Ad Fatigue** | Users get bored of watching 200 ads/month. | 1. **Guild Pooling:** Reduces individual burden.  2. **Subscription:** Offers an escape from the grind. |
| **Guild Drama** | Leader kicks everyone after they deposit GC. | 1. **Non-Refundable Treasury:** GC in Treasury can *only* be used for server time, never cashed out by the leader.  2. **Co-Owner Roles:** Allow multiple trusted members to manage the server. |
| **Free-Riding** | Guild members who play but don't watch ads. | 1. **Contribution Leaderboards:** Publicly show who has deposited the most GC into the Treasury.  2. **"Play to Pay" Settings:** Guild leaders can set minimum weekly contribution requirements to remain in the guild. |

## 7. Conclusion

The Guild Economy solves the "grind" problem for your most expensive products. By turning server rent into a cooperative social goal, you increase retention, stabilize ad revenue, and create natural pressure for power users to subscribe.