# WeTheGamers (WTG) Economy Plan v2.0

## 1. Executive Summary

This plan updates the original single-currency model to a more robust **dual-currency economy.** This new system is designed to achieve two goals:

1. **Sustainable Acquisition:** Offer a "Freemium" path for users to earn game time via ad engagement. This path is now priced to be self-sustaining, acting as a powerful (and profitable) user acquisition funnel.
2. **Scalable Revenue:** Drive conversion to high-margin premium products (Hard Currency & Subscriptions) by offering clear, compelling value that bypasses the "grind" of the free tier.

This model separates "earned" currency (GC) from "paid" currency (WTG), creating a clearer, more professional, and psychologically effective F2P economy.

## 2. The Dual-Currency System

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

* **What It Is:** The primary currency earned through engagement on the platform. It is the "grindable" currency.
* **How Users Get It:**
  + **Rewarded Video Ads:** The main source. 1 Ad View = 15 GC (Based on a $15 eCPM).
  + **Daily Logins:** 50 GC per day for all users.
  + **Promotions:** Community challenges, referrals, etc.
* **What It's Used For:**
  + Paying the monthly "rent" for a **Free-Tier Server**.
  + Paying for hourly, "pay-as-you-go" server time.

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

* **What It Is:** The premium currency purchased with real money. It represents direct, real-world value.
* **How Users Get It:**
  + **Direct Purchase:** Bought from the WTG Shop.
  + **Subscription Allowance:** Granted monthly to subscribers.
* **What It's Used For:**
  + Buying exclusive premium servers or items.
  + "Skipping the grind" by converting directly to GC.

### C. The Core Conversion Rate

The entire economy is balanced on this simple, clean conversion:

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

*This rate is derived from our baseline ad assumption: at $0.015 per ad (15 GC), it takes ~67 ads to generate $1.00, which equals ~1,000 GC.*

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

This is the top of your funnel. Its primary purpose is to acquire users and cover its own costs.

### Free-Tier Server Viability (Corrected Model)

Our previous analysis showed that offering a persistent server for the original price of 2,000 GC was **not viable**, as it generated less revenue ($2.00) than its cost ($2.16).

The new model fixes this:

1. **Baseline Server Cost:** $2.16 / month (Your "Baseline" Civo cost).
2. **Break-Even Point:** To cover $2.16, we must generate 144 ad views ($2.16 / $0.015).
3. **Break-Even GC Price:** 144 views \* 15 GC/view = 2,160 GC.
4. **Recommended Price:** **3,000 GC / month**.

By setting the "rent" for a baseline free-tier server (e.g., Minecraft/Terraria) at **3,000 GC per month**, we create a contribution margin.

* **Revenue:** 3,000 GC = 200 ad views = **$3.00**
* **Cost:** **$2.16**
* **Profit per Server:** **$0.84**

This small profit makes the free tier self-sustaining and allows it to scale without bankrupting the business. It also heavily incentivizes converting to a subscription.

## 4. Revenue Stream 2: The "Premium" Model (Direct Revenue)

This is your primary high-margin revenue stream. Users buy WTG to get value *immediately*. The old GC packs are now replaced with a clearer WTG Shop.

### WTG Shop (Example)

| **WTG Package** | **Price** | **Bonus (Value)** |
| --- | --- | --- |
| 5 WTG | $4.99 | - |
| 11 WTG | $9.99 | 1 WTG Bonus ($1.00) |
| 23 WTG | $19.99 | 3 WTG Bonus ($3.00) |
| 60 WTG | $49.99 | 10 WTG Bonus ($10.00) |

**Utility of WTG:**

1. **Convert to GC:** A user can buy 3 WTG ($2.99) and instantly convert it to 3,000 GC to pay for their "free" server, skipping all 200 ad views.
2. **Buy Premium Servers:** Purchase high-performance or modded servers directly.
3. **Buy Exclusive Items:** (Future) Cosmetics, platform features, etc.

## 5. Revenue Stream 3: The Subscription Model (Recurring Revenue)

This is your most important product. It offers the **best value** to the user and provides you with stable, predictable recurring revenue.

* **Price:** **$3.99 / month**
* **Core Benefits (Updated):**
  1. **5 WTG Allowance:** The user instantly gets 5 WTG (a **$5.00 value**) upon subscribing. This alone makes the subscription a net-positive value.
  2. **Free-Tier Server Included:** The 3,000 GC/month server rent is **waived** for subscribers. This is the simplest, most powerful benefit.
  3. **2x GC Multiplier:** All rewarded ad views now grant **30 GC** instead of 15 GC, cutting the "grind" for other items in half.
  4. **Daily Login Bonus:** 50 GC every day.
  5. **Exclusive "Subscriber" Role:** A cosmetic badge on the platform.

## 6. Revised Business Viability

Your business is no longer precariously balanced on thin ad margins. It is floated by high-margin premium and subscription sales.

**Goal:** Cover the "Conservative" central business cost of **$65/month**.

### Path to Break-Even (Two Ways):

* **Path 1: The Hard Way (Ads Only)**
  + Profit per free server: $0.84
  + Servers Needed: $65 / $0.84 = **~78 Active Free-Tier Servers**
  + *This is purely to cover central costs and assumes all 78 users watch 200 ads.*
* **Path 2: The Smart Way (Subscriptions Only)**
  + Profit per subscriber: ~$3.99 (ignoring payment processing fees)
  + Subscribers Needed: $65 / $3.99 = **~17 Subscribers**

### Conclusion

This dual-currency model provides a clear path to profitability. The "Freemium" tier acts as a massive, self-funding marketing funnel. The business's true profit and stability will come from converting a small fraction of these free users into **~17-20 monthly subscribers**.