# WeTheGamers (WTG) Economy Plan v3.0

## 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 a premium Hard Currency (WTG) and Subscription tier drive true profitability.

**Key Updates in v3.0:**

* Integrated **Ad-Watch Factors** to dynamically price user labor.
* Added **"Burst & Cool-down"** strategy for ad inventory management.
* Included **Risk Analysis** for ad fatigue and system abuse.

## 2. The Dual-Currency System

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

* **Source:** Engagement (Ads, Daily Logins, Challenges).
* **Use:** Paying "rent" for Free-Tier servers and hourly server time.
* **Base Value:** 1 Ad View = 15 GC (derived from $15 eCPM).

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

* **Source:** Direct Purchase, Subscription Allowance.
* **Use:** Purchasing premium servers, exclusive items, and converting to GC to "skip the grind."
* **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

### A. Corrected Free-Tier Viability

To ensure our primary acquisition channel (Free Minecraft/Terraria server) is self-sustaining, it is priced to yield a positive contribution margin.

* **Server Cost:** $2.16 / month (Civo Baseline).
* **Price:** **3,000 GC / month** (requires 200 ad views).
* **Net Profit:** **$0.84 per server/month**.

### B. Ad Inventory Strategy: "Burst & Cool-down"

To prevent ad fatigue while allowing users to "bank" server time, we will implement a regulated viewing system:

1. **Burst Limit:** Users can watch up to **10 ads** in a row (generating 150 GC, enough for ~6 hours of Nano server time).
2. **Cool-down:** After a burst, a **20-minute timer** prevents further ad views.
3. **Daily Cap:** Max **50 ads/day** for free users to prevent abuse and ensure high eCPM.

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

The subscription is updated to drastically reduce "grind" pressure, making it the most attractive option for active players.

* **Price:** **$3.99 / month**
* **Benefits:**
  + **5 WTG Allowance** ($5.00 value) - *Instant positive ROI for user.*
  + **Free-Tier Server Rent Waived** (saves 3,000 GC/month).
  + **x3 Ad-Watch Multiplier:** Subscribers earn **45 GC per ad** (vs. 15 GC).
  + **Higher Limits:** Daily ad cap increased to 100; Burst limit increased to 20.

## 5. Risk Analysis & Mitigation (New)

| **Risk Area** | **Description** | **Mitigation Strategy** |
| --- | --- | --- |
| **Ad Fatigue** | Users get bored of watching 200 ads/month, leading to churn. | 1. **Variety:** Use multiple ad networks (mediation) to show different ads.  2. **High Value:** Ensure the reward (1 hour of server time for ~1.6 ads) feels worth it.  3. **Subscription Push:** Aggressively market the $3.99 sub as the "anti-grind" solution. |
| **System Abuse** | Bots or click-farms draining ad inventory without real engagement. | 1. **"Burst & Cool-down"** system (see Section 3B).  2. **Daily Caps** on total ads per user.  3. **Fraud Detection:** Partner with ad mediation platforms that have built-in anti-fraud tools. |
| **eCPM Fluctuation** | Ad rates drop below $15 eCPM, making the free tier unprofitable. | 1. **Dynamic GC Pricing:** If eCPM drops to $10, ad reward drops to 10 GC, automatically adjusting the labor required.  2. **Geographic Tiers:** Adjust ad rewards based on user region (high value for US/EU, lower for Tier 3 regions). |

## 6. Conclusion

This v3.0 plan builds a resilient economy. The free tier is a self-funded marketing machine that uses managed ad pressure to naturally push engaged users toward our high-margin subscription, all while protecting against common F2P risks.