



# SNAKECHAIN WHITEPAPER

Last Update: 2022-02-28

## Table of Contents

Why SnakeRush: OnChained?.....	3
Why Not? .....	3
Just too complicated .....	3
Blockchain & Crypto UX .....	4
The Strategy .....	4
Bringing in more users .....	4
Made for Mobile .....	5
Keep it Casual.....	6
Developing to meet need .....	7
Not another NFT shitshow .....	7
[We] think it’s fun .....	8
A Snake Game .....	8
Solana Blockchain .....	9
Crypto-Proof.....	9
The Solution .....	10
Technical Overview .....	10
General Architecture.....	11
Rollout Plan .....	11
Phase 1 Key Platform Components .....	12
Mineable Token Rewards .....	13
SnakeWallet (Mobile) .....	14
SnakeRush Gameplay.....	15
SNAKE/SOL Rewards .....	15
Digital Asset Store .....	16
Community.....	16
Future Phase Development Under Consideration.....	16
Custom NFTs .....	16
Staked Returns .....	16

Multiplayer game.....	17
Snake Saloon.....	17
SnakeWorld Metaverse Real Estate.....	17
Tokenomics.....	17
Coin Allocation.....	17
Disclaimer.....	18

## Why SnakeRush: OnChained?

### Why Not?

That's it. Why not? Why not make a fun game that you play snake to mint the SnakeChain? It's so obviously a thing that had to be done, that now it is. So, you love it. You know you do.

### Just too complicated

*99% of players leave CryptoKitties before playing. Why? Because they don't know how to. – [Medium](#)*

There have been a wide array of truly interesting and well-received blockchain games since the great crypto boom of 2017. We all know the viral ones: CryptoKitties, CheezeWizards, God Unchained, etc.

2020 has brought an even larger boom of games driving the next generation of blockchain games. We've see the BSC bomb that helped remove the some of the large issues that technically prevented game developers from building fun games. However, we have a major issue:

Yet, despite their viral nature and fame, very few users (compared to no non-blockchain games) actually play those games! Why is that? They simply don't know how it works!

It seems like most projects & games are talking to well-versed crypto fans. People who know the terms: ERC-20, SPL, NFT, devnet, Sushi, AMM, Liquidity Pool, DeFi, mainnet, TRC, DAO, etc. So, to even begin, you must first already have and know metamask, Portis, Arkane, UniSwap, Coinbase, Binance, coinmarketcap, LinkChain, Polygon (and you must know it is also Matic). You must know how gas works, how much it costs, and all the ins & outs BEFORE you can even UNDERSTAND their product.

With our project, we are committed to wrapping all these technical concepts & expertise in a narrative shell. The users can be noobs that know nothing, but can understand the story of our game (albeit overly complex in its own right).

We made a game that has crypto elements, not a crypto game. It's not a coin we are marketing, but a game and future game within a world we are doing. The SnakeChain tokens are just one of the elements that makes it fun.

## Blockchain & Crypto UX

*“Everybody... talks about... ‘trustless’ and ‘transparent’... but those two assumptions fall apart when you confront them with the actual end user experience.” — Beltran Berrocal in ‘Web3 Design Principles’*

Really the main reason we made it though is as a way to play with the UX on Virtual Machines. There are many blockchain solutions and games out there, most in the fintech arena and also quite a few dApp games. However, it seems as if most of the dApps are overly focused on “crypto” or “decentralized” features rather than focusing on making a fun UX and using the “crypto” or “decentralized” features offered by blockchain to enhance the UX.

Currently, blockchain technology, and specifically the EVM, while powerful has severe limitations that prevent us from providing a truly decentralized gaming experience. What we mean by this, is that due to the Transaction Speed and EXTREME gas fees, it is just impractical to have a game running fully on the EVM mainnet & IPFS. So, designers & developers must face the question: Should we sacrifice user experience for the sake of maintaining purity of decentralization?

This project is NOT PURELY decentralized. It is not meant to be so. It is meant to provide a seamless & organic User Experience that integrates elements of blockchain technology. We threw out the limitation, and gameify a UX.



## The Strategy

### Bringing in more users

2017 was the year the cryptoverse put the world on notice, then 2020 is the year that the world put crypto & blockchain in the mainstream. At the time of this writing, we are in the midst of the DeFi Summer & forthcoming standardization of crypto to the normal user.

We are still facing major barriers to mass adoption, but SnakeRush is designed to help bridge the gap from the novice to the intermediate and beyond.

We have a simple yet comprehensive plan to make our project a success. We intend to bring in more users to the cryptoverse with fun gameplay & interesting story while simultaneously producing a platform that uses the full suite of blockchain features: SPL, NFTs, DeFi & DAO elements and more. The game is extensible as per the SnakeWorld narrative and lack of restrictive architecture.

HOW LIKELY ARE YOU TO BUY CRYPTOCURRENCY IN THE NEXT YEAR?	PERCENTAGE OF CRYPTOCURRENCY NON-OWNERS
Very likely	2.61%
Somewhat likely	19.61%
Somewhat unlikely	28.50%
Very unlikely	49.28%

Data source: The Ascent survey of 2,000 American adults, conducted May 6, 2021.

As a base, about 21% new owners are coming from America alone in the next year, and there are still many more than need to be persuaded. However, from the same article, “29% of non-crypto owners don’t know what to do with their cryptocurrency.”

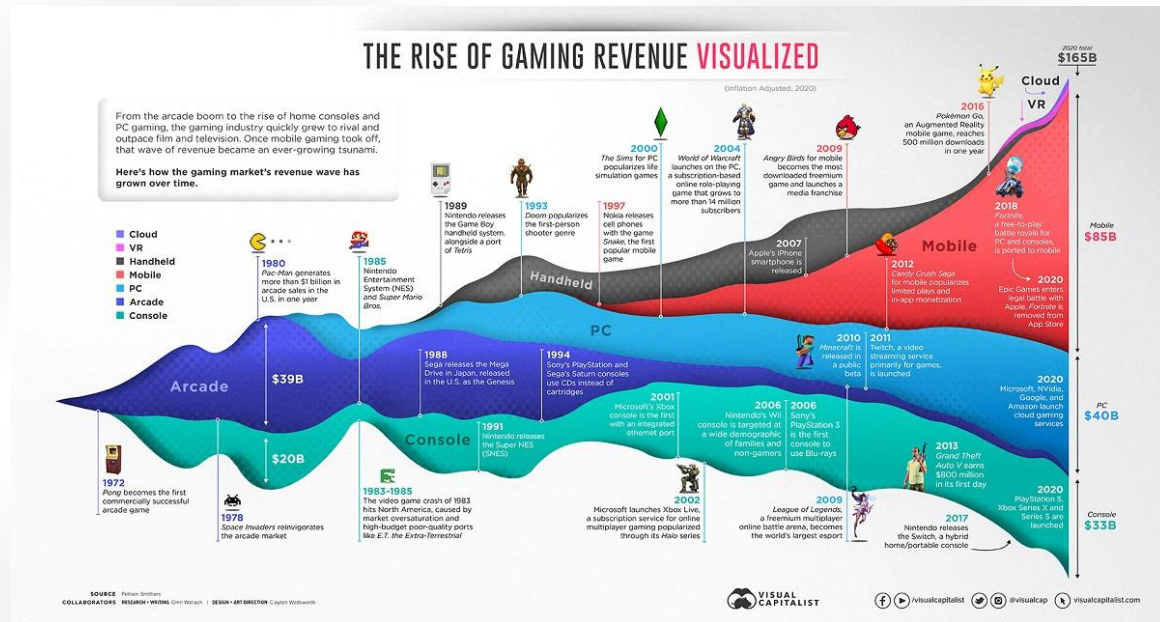
This is because, besides speculation and gambling on where you exit the pyramid scheme, most cryptocurrencies have no intrinsic value. Ergo, gaming has emerged as the use case. Maybe it’s not changing the world, but it’s an actual value.

However, these games do not make it easy for new users. They tend to be NFT-focused and begin with you connecting your existing wallet. We want to bring them to the wallet by using existing user behavior – sign up with email or username.

## Made for Mobile

The 2021 birth of massive crypto games has brought many a games, but due to the early nature of the crypto/blockchain technical ecosystem, the majority of games have been PC.

Yet, PC gaming represents only about 1/5 of all gaming these days – everything is mobile now, which accounts for over 50% of the total gaming marketplace.



<https://www.visualcapitalist.com/50-years-gaming-history-revenue-stream/>

While we are not against PC gaming, we have therefore chosen to make a primarily mobile-targeted gaming world. Also, because we like to play mobile games more than console games ourselves. Makes it more relevant.

The growth in mobile is phenomenal, and the trend is undeniable. We can put more statistics if you wish. But... you know you play games on your phone. And... you know what games those are...

## Keep it Casual

You play casual games mostly, because duh, it's a phone. How are you going to get so intense on a mobile phone. To be fair, we know some of you are intense on your phone, but swiping for human connection (yes, you will some day find it... some day. But not on SnakeRush).

However, phone gaming is undeniably a casual game marketplace. We will now show some statistics to back this up, because we are professional:

*Percentage of hyper-casual downloads out of top 30 total, free games  
(Number of hyper-casual games in the top 30, free games)*

	US	Japan	South Korea
2017	28.7% (8)	10.9% (4)	14.4% (6)
2018	53.4% (15)	27.6% (8)	29.8% (10)
2019	71.7% (22)	45.8% (14)	43.9% (13)

<https://www.pocketgamer.biz/data-and-research/72509/hypercasual-2020/>

## Developing to meet need

So, one of the things we've seen from the vast number of blockchain solutions, crypto games included, is a wide array of plans and whitepapers. One of the things that all of us who make blockchain solutions consider is the so-called roadmap.

Now, this poses us a great dilemma. How can we make a clear plan with deadlines, timelines and exactly what we will build, when it's a known fact (among experienced creators/developers), that as you build new things/ideas come up that can alter your plan for the better? So, if you make a clear plan, you are [probably] inexperienced or full of sh\*t. As, you will be beholden to your well thought through plan (hopefully you actually did), and not succeed, or you will change your plan, but lose trust as you will be late and/or do something different than that to which you committed.

This is why, we will build in a more modern agile method with an initial phase that we will stick to and an overall direction matching with our core vision.

In essence, we will instead of a fixed launch plan for future features, we will have a pool of features in backlog, and build new content/features according to what we see from our users.

## Not another NFT shitshow

Why do we not have NFTs in our initial product? Well, it's simple. We are not against them, but it's the same reason we aren't pushing our whitepaper & coin in advance of an ICO. That's right, you either forgot about that time or never knew about it. But, this whole NFT craze is reminiscent of that era. So many of these games begin with some (often solid) artwork that they sell an NFT for, THEN try to build a game.



However, we do not want to, A) build another NFT sales-craze project, and B) have this whole NFT feature be a central part of our solution in 2 or 3yrs after it's outdated and/or has proven itself to be a beanie baby-style fad that we are still stuck carrying on...

Having said that, after we launch, NFTs are in the pipeline of potential features. If our users tell us it's what they want, then we will give them what they want. We have a good use case for it, and it fits directly into our medium and long-term vision. Just not the base of our product.

## [We] think it's fun

One of the main purposes to this project is it's fun for us (the founders). We will likely only do things that we like to do – or we find it funny. As we expand the collective we into a community, then it will be what our community likes or think is funny.

This is why in SnakeWorld, the snakes are archetypes that we find fun and like to tell stories around: ninjas, rednecks, wannabe rastas, cowboys, robos, wizards, quetzlcoats and so on. It is why the power-ups are all mushrooms. It is why the wild mushrooms occasionally make you trip or unlock special and unique rewards.

## A Snake Game

Why did we make a snake game then? Well, it's simple, really. The Nokia cellphone. We loved playing it as kids, and it's fun. Second, back in 2017, during the initial boom, our founder watched a youtube tutorial about how to make a [blockchain game on solidity by Vlad Wulf](#). It was good, so we made a simple one. But, it wasn't good enough to be fun.









We decided to dig deeper, but without losing the base gameplay of our original beloved Nokia snake game. We have played more snake than any people in human history, and we still like it. That is why we juiced it. There is a great [video about snake games in history](#) to watch.

## Solana Blockchain

Why we chose Solana is because:

1. It's the fastest and can work in regular speeds users are used to
2. The Transaction Fee is affordable, albeit annoying, it CAN be done
3. It is proven, and has orders of magnitude more transactions completed
4. There is an embeddable mobile wallet in its ecosystem
5. We like it more than BSC – because it is more decentralized

by <b>SOL</b> mates	 <b>Solana</b>	 <b>Ethereum</b>	 <b>Binance Smart Chain</b>	 <b>Polkadot</b>	 <b>Cardano</b>	 <b>Tron</b>
Transaction per second	<b>65,000</b>	15	100	1000	270	1,000
Avg. Fee Per Transaction	<b>\$0.0015</b>	\$15	\$0.01	\$1	\$0.25	free
Transaction latency	<b>0.4 sec</b>	~5 min	75 sec	2 min	10 min	3 sec
Number of Validators	<b>702</b>	11,000+	21	297	2,376	27
Total Transactions to date	<b>15 Billion</b>	1.07 Billion	227 Million	1.7 Million	5.9 Million	1.7 Billion

So, you may point to the attacks on Solana that have brought it down a couple of times. That HAS happened, it's true. But Solana is still in beta;p, and the way the community has responded has been great. We built to expect that.

## Crypto-Proof

Part of the strategy in our game is to make it so users do not need to know or use crypto. You can play the full game as-is without needing to complete or create any transaction on\_chain. You can simply play with the in-game assets. But, the crypto will augment and add to the fun as well as potentially create some new opportunities for the players.

We are not dependent on the crypto as the reason to play. I mean, in all reality, our users will play for that, because why else play this game. But, as you play and learn, you'll understand this. Also, it is less limiting to our overall audience.

## The Solution

At the Center of the plan is, of course, Snake! With gameplay and around it a plethora of crypto features will be added with SNAKE to make it even more fun:



## Technical Overview

The SnakeRush: OnChained platform consists of a mix of traditional architecture and blockchain elements creating a unique semi-decentralized application. The solution will include a mix of angular, unity, C#, MySQL, Rust, mongoDB, HTML/CSS, Solana mainnet/devnet and more. It is truly an engineering masterpiece of the simplest nature.

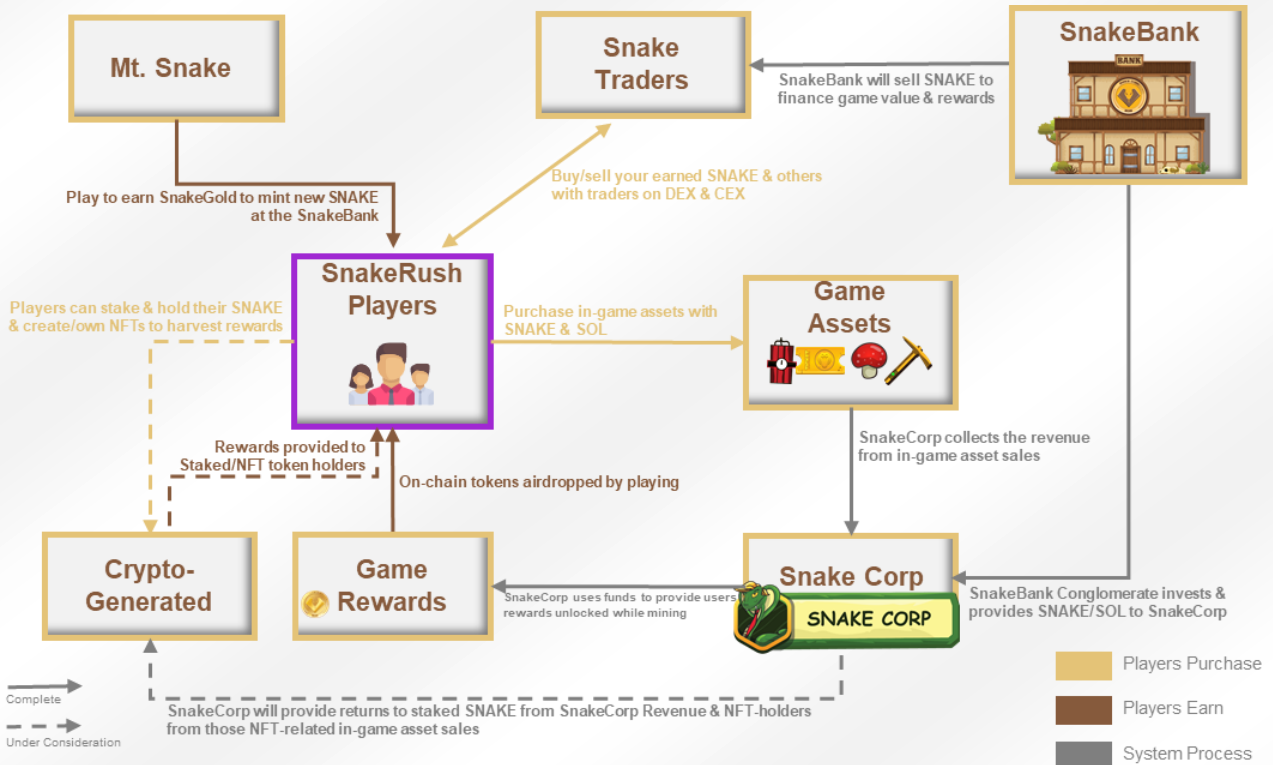
We have built on the Solana blockchain, which is the world's best blockchain. It is. Don't let anyone tell you it's not. They are wrong. Don't believe them.

We have built our wallet on the open-source sollet.io [spl-token-wallet available on github](#). God bless these guys. They really made something for the world that is very easy to use, and is embedded directly in the users' devices and is THEIRS. We cannot access it. Yet we shelled it into our game, and it works like a charm.

We run the game off-chain but before and after, users can use/buy items to play and collect rewards.

The game itself is built in unity and plays in-browser via webgl. We CAN make a downloadable app, but we went for a seamless experience. We're counting on users' abilities to wait 15-20sec for the first download in their device to play versus downloading a new game.

### General Architecture



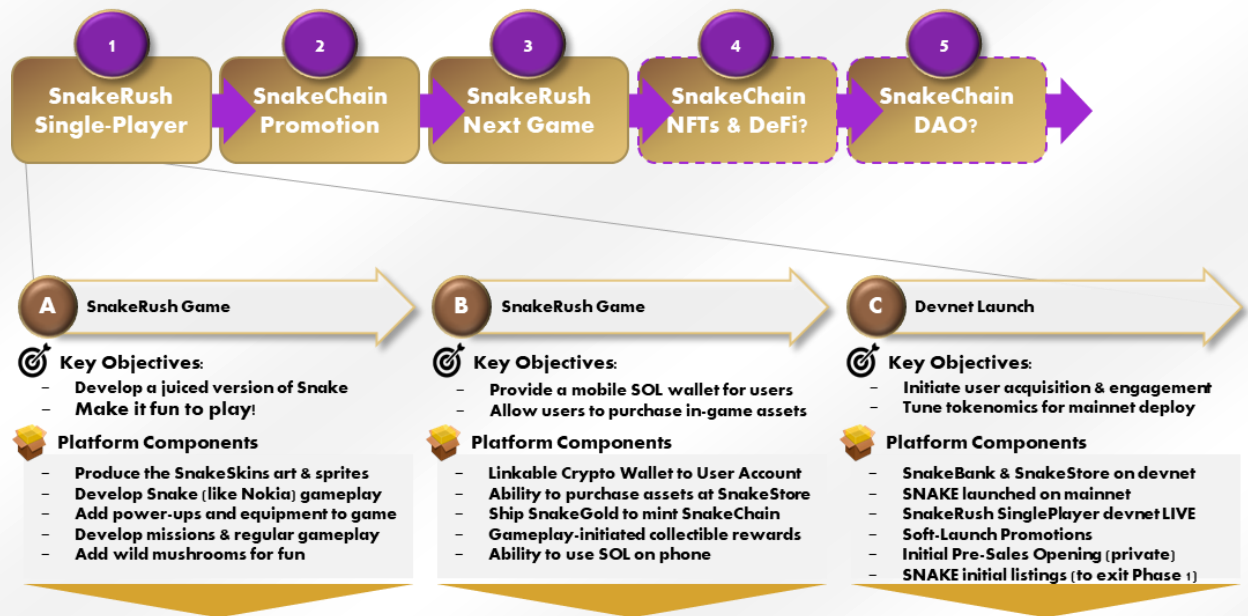
We built this way to help alleviate the impact of the extreme cost of gas. The SnakeBank mints the SPL then transfers it onto the sidechain. Users playing the game and collecting SPLs and they collect tokens on Solana.

Users can then trade their tokens on any available CEX or DEX at their own discretion.

### Rollout Plan

We will launch a series of phases to support the SnakeRush, with the first 2 and most of the 3<sup>rd</sup> more-or-less confirmed, and the remaining phases to be planned in coordination with our community.

The first phase focuses on the gameplay, wallet, asset stores and user experience for the single-player SnakeRush game. Later phases will include a multiplayer game and other crypto features, like NFTs, DAO, Staking, Pay-to-Play, etc.



Unlike most of the games and plans you're seeing or reading (but let's face it, you're not reading it), we did it a bit differently. Our rollout plan does not begin with a discord/telegram group and our hands out asking for your money on our site. Instead, we built our first game and platform in SnakeWorld, integrated it and it's ready.

After we launch the game on devnet, we'll open up to a community that will fully test the game economics before going live on mainnet and launching our second game. Which is already under development.

Future phases will add other features but will be fully dependent on the key game community's wishes. We will not fix the plan until we learn what you want.

## Phase 1 Key Platform Components

The solution is made of 6 key points that are a mix of onchain, offchain and traditional technology. All of this is designed to make the SnakeChain both useful and fun.

SnakeRush will launch with a basic old-school style Snake Game that is single player. However, we have juiced it to add more layers and make it a bit more entertaining.



### Mineable Token Rewards

## SNAKECHAIN (SNAKE)



SNAKECHAIN IS MINTED BY THE SNAKEBANK (THE OVERLORD OF THE SNAKEWORLD). SNAKE IS CAN BE USED IN SNAKETOWN & ANYWHERE THAT SNAKES HAVE SNAKEBANK POS MACHINES.



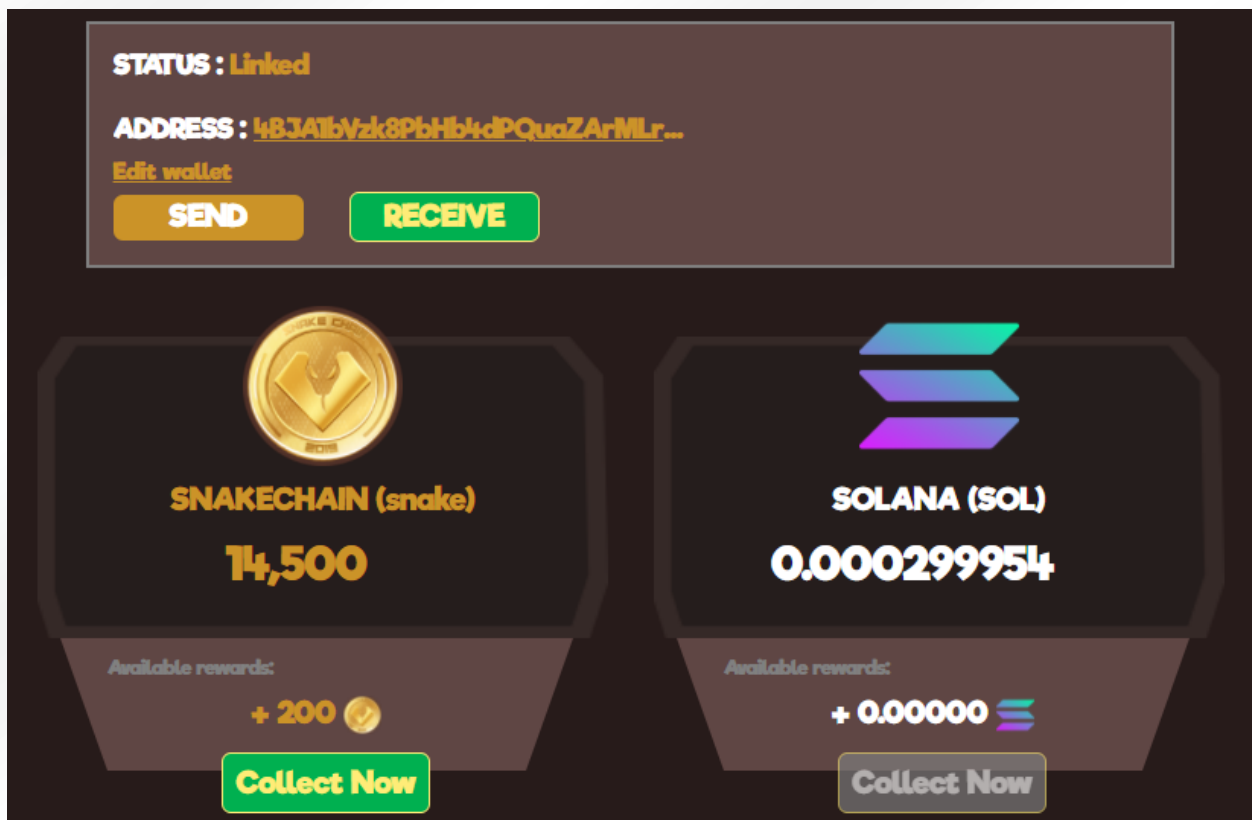
The SnakeRush blockchain platform begins with an in-game currency that is built around the principle of “Proof-of-Work.” For those beginners, you are not currently reading this so it’s irrelevant to explain the topic. For those who understand the concept, it is clear. Players play

snake and collect raw SnakeGold as a way to prove they completed the action. This SnakeGold is minted as onChain SNAKE when the raw SnakeGold is shipped to the Bank (ie, put onchain).

As the mine gets further and further depleted, the value per raw snakegold bar will reduce to near-zero until fully depleted. This is a fun way for us to reward our early adopters and loyal users for their playing time while also generating distribution. For our non-crypto-literate players, it is a story they can process without having to understand.

There are other reward mechanisms that will exist in the game, and other ways we will return SNAKE & SOL to our users, but the majority of the play-to-earn will come from playing the game.

### SnakeWallet (Mobile)



Part of our core value proposition is to both make the solution mobile and make it easy for users to grasp the concept of cryptocurrencies, we opted to embed each user's wallet (stored locally) but within the UI of our solution. This allows users the option of playing on mobile, and does not require waiting for or complex user journeys using 3<sup>rd</sup> party apps as a central part of the game.

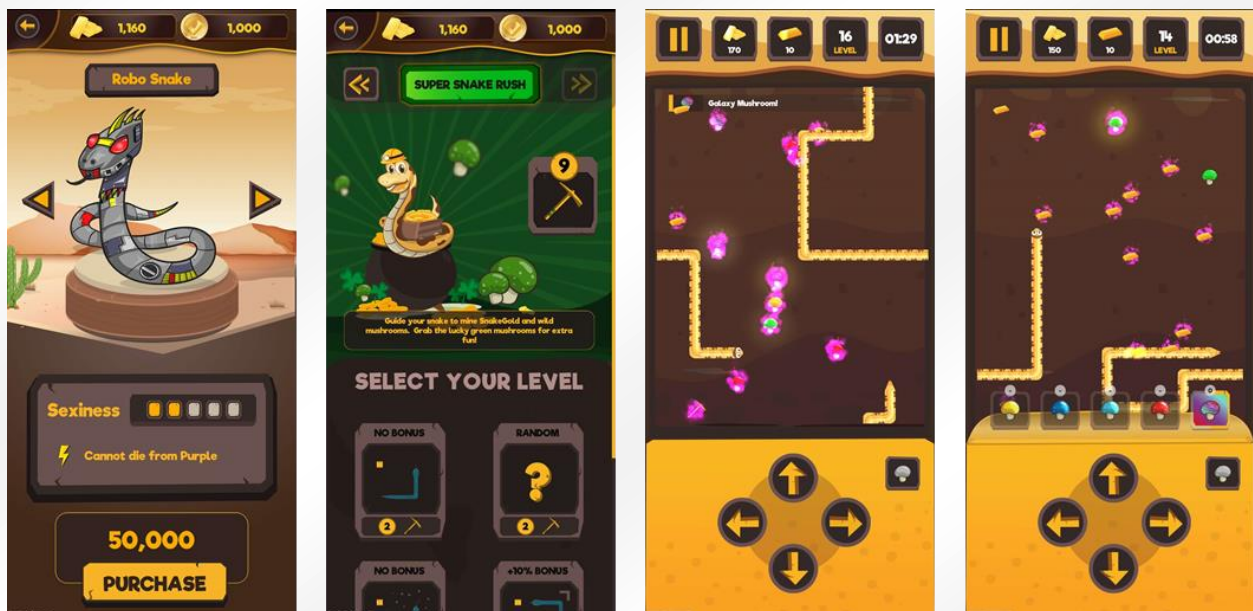
Additionally, this direction will allow us to consider expansion of the SnakeBank functions into a more advanced wallet should our community and token holders wish us to go in that direction in future initiatives.

## SnakeRush Gameplay

We have the first main single-player game in the SnakeRush SnakeWorld complete. We wanted to more-or-less stick to the original Nokia Snake style gameplay with it's simplicity and retro feel. However, we juiced it up with:

- Mushroom Power-ups
- Wild & Lucky Mushrooms
- Galaxy Mushrooms
- Mushroom Madness
- A wide array of SnakeSkins
- A set of Snake Missions
- Multiple Game Modes
- Lucky Mode

When playing, you should be careful of what you eat, as sometimes it unlocks the secrets of the universe and provide unique rewards, but also may send you into hyperspace...



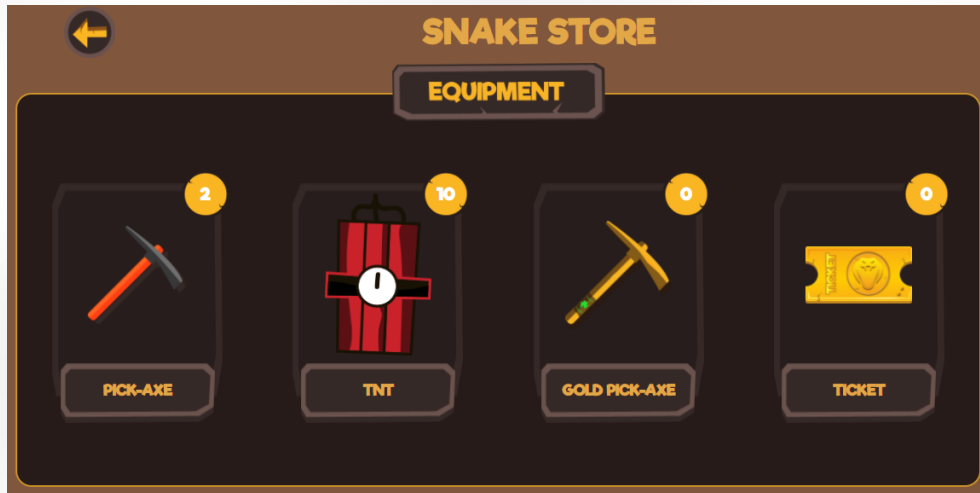
## SNAKE/SOL Rewards

Beyond the “mineable token,” we will be finding fun and unique ways to reward our users and fans with SOL & SNAKE rewards. As we sell in-game items, generate revenue and promote the solution, we will be rewarding our loyal and regular users with unique rewards. Primarily snake, but also SOL where possible.



## Digital Asset Store

Users can pay with SNAKE or SOL to purchase unique and discounted game assets to access more lucrative SnakeRush game levels. This will have a dual value in both generating revenue for the game in the form of crypto to be paid out via airdrop & returned to users through later features, and also generate a direct value for the SnakeChain SPL.



We will do our best to keep the costs of these relatively affordable as the valuations fluctuate.

## Community

Like with all platforms, we will use all channels to maintain a community of users. A portion of the rewards will be returned to community users based on unique behaviors we think are fun. It will take something interesting for us to part ways with some of the tokens for your community behavior, but... good luck getting our attention.

## Future Phase Development Under Consideration

### Custom NFTs

SnakeRush snakes will be attached to NFTs allowing for ownership and collectability of unique art. Additionally, users will be able to upload their own fan-created Snakes with associated art & stories. Eventually, whomever is holding the NFT as those snakes are bought by users in-game will receive the majority of the revenue earned. These NFTs will be completely tradeable on any open market.

### Staked Returns

The platform will allow SnakeChain owners to lock-in SnakeChain and receive rewards from the SnakeCorp in the form of SNAKE & Solana tokens. At some stage, this is intended to work as a

DAO as the ownership of the SnakeCorp, but that will be dependent on how the game develops and how complex/safe a SnakeCorp DAO is in the future.

### Multiplayer game

SnakeRush already sports endless gameplay with an evolving features to always make a fun User Experience – with or without crypto experience and expertise. In that mold, many new game features are planned for future development. Most notably, a multiplayer version is scheduled to be produced immediately upon completion of the first few features of the semi-decentralized platform.

### Snake Saloon

We are considering adding a Snake Saloon to let users play common SnakeWorld mini-games. Obviously Snexas Hold'em would be considered and Snake Jack, but we are thinking up some other odd and fun mini-games for the saloon.

### SnakeWorld Metaverse Real Estate

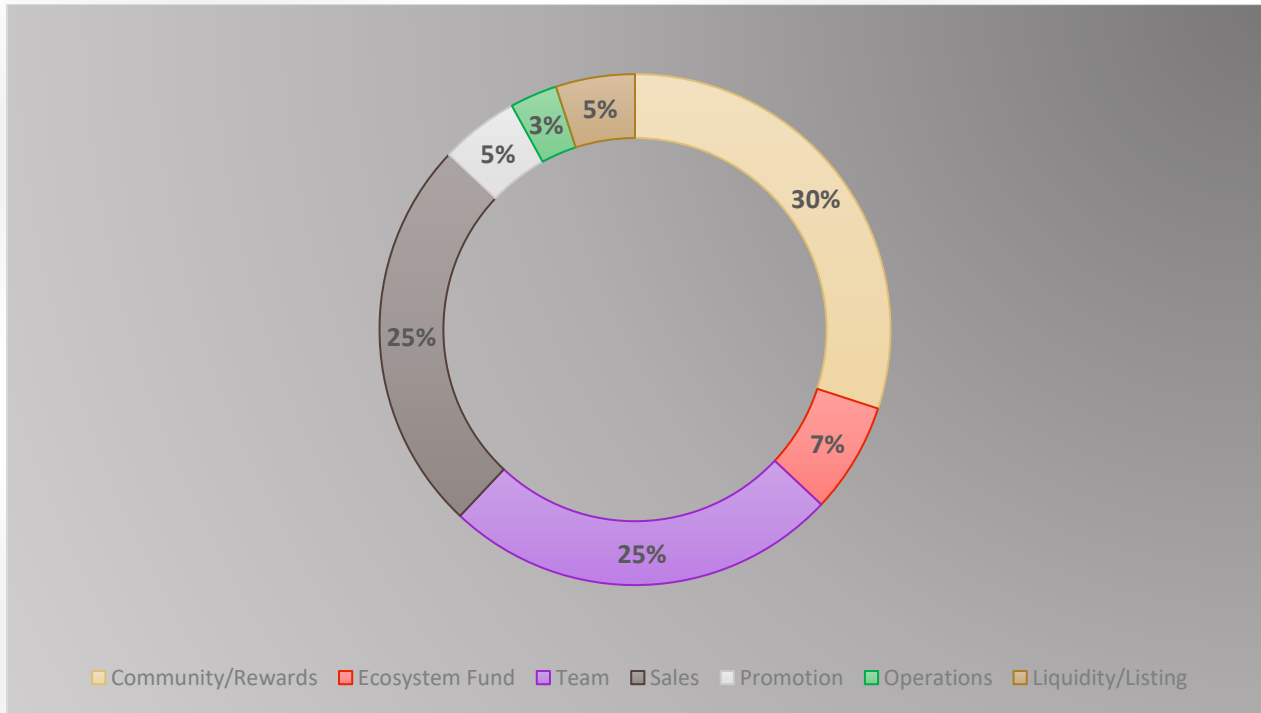
We are considering adding a SnakeWorld real estate for users to own and farm or mine out to others with bonuses, and more features. It is not likely something we will do, but considering.

## Tokenomics

### Coin Allocation

The SnakeChain will be launched with no cap, but the total supply is more or less fixed at 36bil, to be allocated as per below.

Item	Amount	Share
<b>Total</b>	<b>36,000,000,000</b>	<b>100%</b>
Community/Rewards	10,800,000,000	30%
Ecosystem Fund	2,520,000,000	7%
Team	9,000,000,000	25%
Sales	9,000,000,000	25%
Promotion	1,800,000,000	5%
Operations	1,080,000,000	3%
Liquidity/Listing	1,800,000,000	5%



This breakdown is normal to the play-to-pay sector.

The largest share of tokens will be provided back to the community as a means to incentivize our users and make it more fun. Most of these whitepapers will tell you their detailed sales/pre-sales plans. However, we do not have that plan yet.

We honestly plan to have the majority of the sales public on exchanges, as opposed to selling to private individuals where they will engage in pump-and-dump behavior. We want to sell to real players and let early adopters profit the most. It is one of the advantages to not selling 25% of our solution to investors before starting.

## Disclaimer

SnakeChain is not to be used in any nefarious ways. We do not condone nor support the doing of such. SnakeChain is not meant to be a safe investment or security. It is a utility token to be used in the SnakeRush mobile game.