



User Case: Fabwelt

Project Name: Fabwelt

Period: 2023-2024

Market Type: Bearish/Normal

Target Audience: Gamers (Desktop, Mobile, Indie gamers, lovers of play-to-earn games)

Chain: BNB/Polygon

Project Description

Fabwelt offers players the opportunity to earn through play-to-earn games. The project includes multiple platforms and games, including H2O and Arsenal 2, the most popular game with over 150000 players. Additionally, Fabwelt introduces new titles and features such as an NFT marketplace, Fanwelt, and various mini-games.

With an impressive roadmap, daily developments, and a large community, Fabwelt is one of the latest trends in the market.

Client Request

Fabwelt wanted to grow its community by attracting more players. Additionally, the project sought innovative marketing strategies within the gaming industry and insights into the latest web3 trends.

User Challenges

- Many crypto games are poorly developed, not profitable, or disappear quickly from the market.
- Outside the crypto space, there are high-quality games, but they do not offer a play-to-earn option, meaning players cannot monetize their invested time.

Goal from Our Team

A complete integration of all Fabwelt elements to create a multi-campaign strategy. This includes:

- Collecting big data.

- Increasing volume and community engagement.
- Encouraging players with NFTs, XP, and mini-games.
- Boosting Fabwelt's brand awareness.

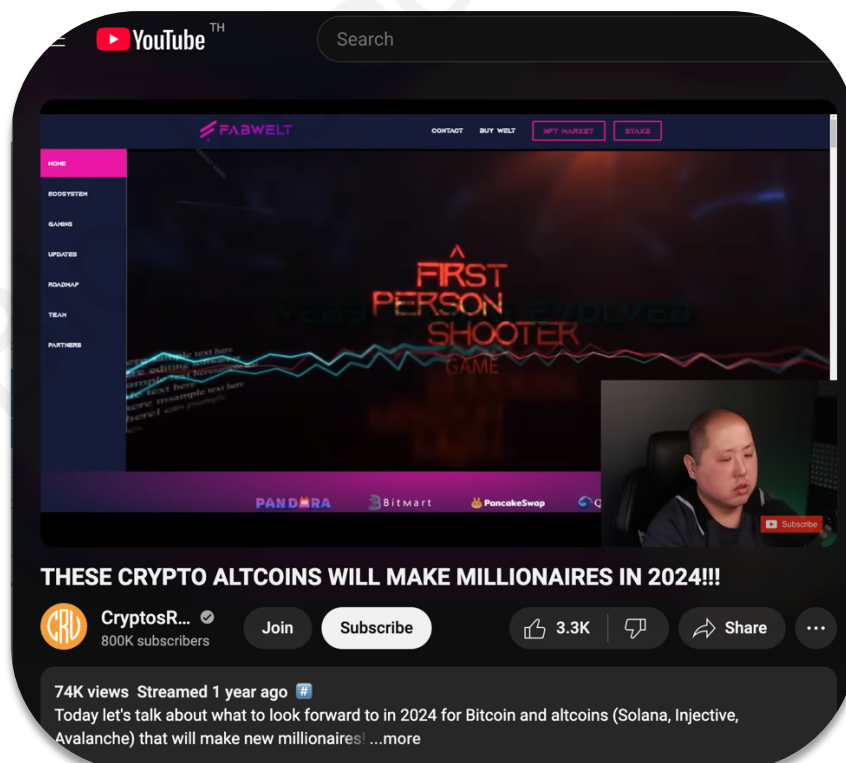
Proposed Growth Solutions

Partnerships

- Collaborating with high-quality partners.
- Integrating with gaming platforms (Steam, Epic Games, Apple, Google Play, Razor, Nintendo).
- Partnering with game guilds.
- Listing on a Tier 2 exchange.
- Evaluating Vortex for market making.
- Partnering with Seedworld to attract new players.
- Fundraising via Seedify.

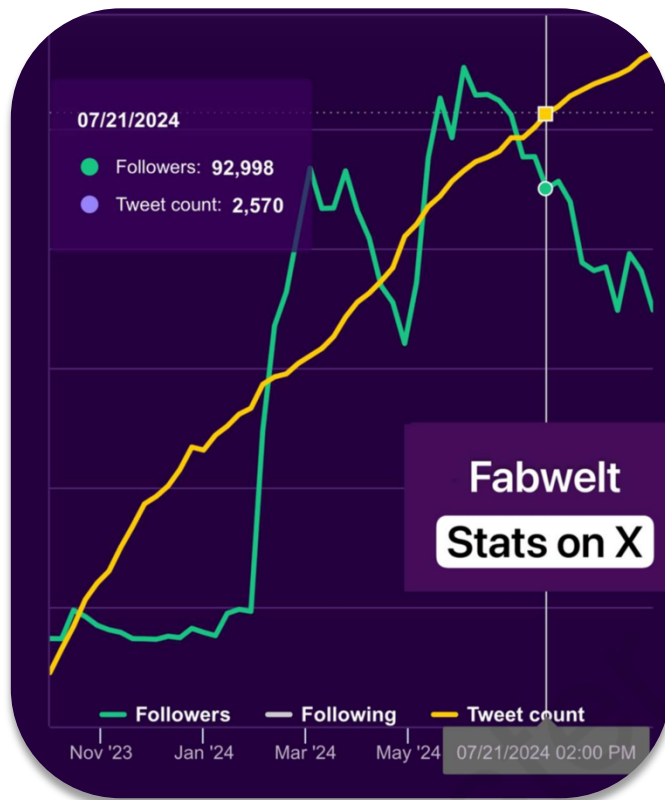
Community Growth

- Activating influencer marketing on YouTube.
- Developing a mention strategy with low investment and high reach.
- Reviewing chill services.
- Managing partner social media quality (engagement, no fake followers, etc.).
- Multi-chain integration (bridge).
- Live stream advertising (AMAs).
- Implementing the Polygon (Pol) wallet marketing strategy.



Social Activity

- Replacing underperforming partners with high-quality ones.
- Optimizing message content for maximum effectiveness.



Auditing

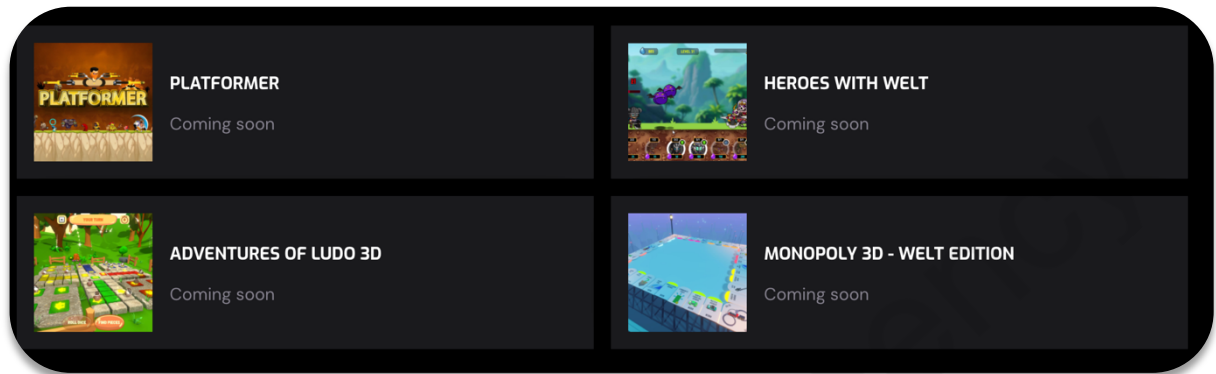
- Optimizing liquidity pools for price stability.
- Game testing for H20.
- Managing website security.
- Auditing social media marketing partners.
- Evaluating new design implementations.

Mini Game Tournament

- Setting objectives and strategy development.
- Roadmap creation.
- Game testing with a pilot group.
- Researching future gaming trends.
- Trends for mobile gamers and item marketplaces.
- Communication with investors.
- Launching a mini-game contest and refining games.
- Developing loot boxes and NFT integration.
- Starting Fabwelt's own Fruit Ninja mini-game.
- Legal setup and gaming licenses.

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- Partnering with game developers.
- Cross-currency integration.
- Zealy integration and API implementation.
- Developing a game bot for the tournament.
- Implementing leaderboard features.
- Strategies for game launch and social media campaigns.
- Wallet integration for rewards and result tracking via UTM.
- Setting up a referral program.



Market Making

- Advising on stable market-making strategies.
- Solving API volume loss issues.

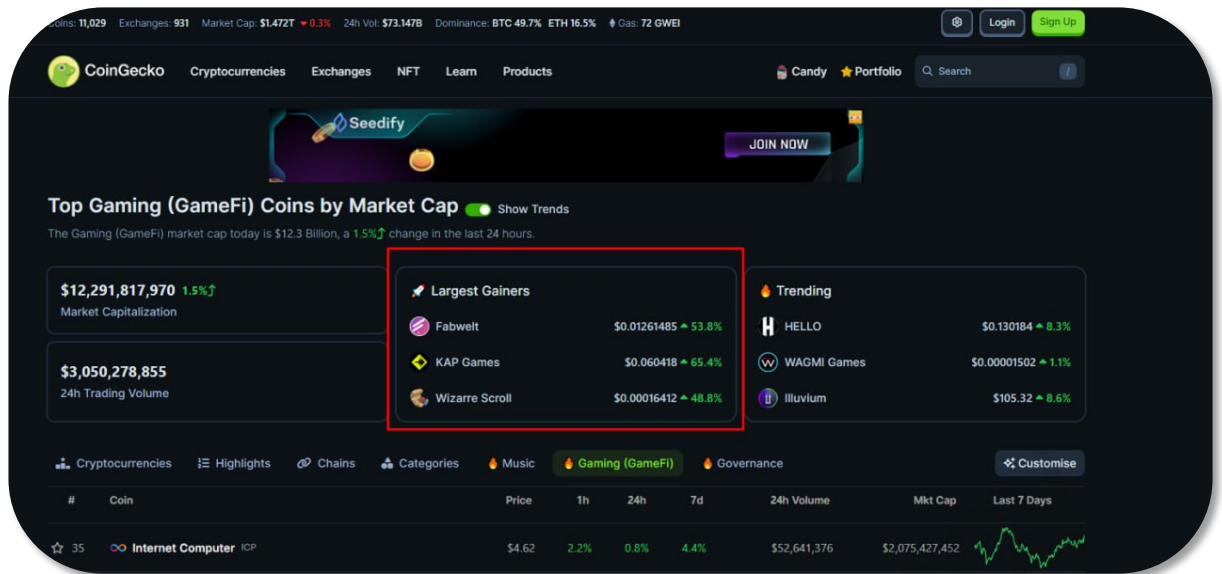
Trend Watching

- Providing insights into the latest gaming trends to prepare Fabwelt for future developments.
- Advising on developer activity and emerging market trends.

Results

- **First campaign:** Token value increased by 5%-110%.
- **Second campaign:** Token value increased by 155%.
- Fabwelt featured in Dextools hot pairs.
- Fabwelt ranked among the top gainers on Coingecko.

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- Attracted a large number of new players.
- Generated 400K volume a day.
- Fabwelt ranked 15th among the best-performing tokens on Binance Chain.
- Nominated by Playtoearn.net: Fabwelt ranked 4th, Arsenal 2 ranked 3rd.
- Achieved 155% growth during campaigns.
- Collected 4 million data during campaigns.



Future Developments

(Details on further plans, innovations, and expansions within Fabwelt.)

Conclusion

Fabwelt has experienced significant growth through targeted marketing, strategic partnerships, and innovative community-building initiatives. This project demonstrates how a well-executed play-to-earn strategy, combined with strong branding and partnerships, can make a substantial impact on the gaming industry.

For more detailed information, feel free to contact us. Certain documents are only provided upon signing an NDA.

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