

Roadmap for the SHKIPP Project

Introduction

The SHKIPP platform is an ecosystem on the TON blockchain where anyone can become an investor, regardless of the size of their contribution, fostering the development of innovative projects and startups. By leveraging blockchain technology, all transactions are recorded transparently, enhancing trust and simplifying the investment process.

An increasing number of startups require flexible funding sources, and investors are seeking opportunities to invest even small amounts, including in crypto assets. The SHKIPP project addresses this issue by offering a platform for micro-investments.

Traditional investment platforms often require significant capital or special status (e.g., accredited investor), which excludes individuals with limited financial resources. Existing crowdfunding platforms are focused on pre-selling products, which may not always align with investor needs, and come with high fees and additional costs for startups.

Attracting large investors involves lengthy negotiations, extensive documentation, and strict conditions, which are often inaccessible to young companies.

The mission of the project is to direct the capabilities of the Shkipper community to support and develop startups in the real economy worldwide:

- Shkipper participants will have the opportunity to withdraw some of their tokens and invest another portion to further increase their income;
- Startups will gain simplified access to financial resources for growth and strengthening.



Project Goals

Short-term Goals

Creation of a Viral Telegram Bot

The bot will become the primary tool for attracting users. Its functionality includes:

- Gamification (tasks, referral programs, daily bonuses)
- Token rewards for activity
- Multilingual support (Russian, English, Hindi)
- Support for promo codes to stimulate drops and community growth.

Launch of the Token on DEX

Provide SHKIP token utility to enable users to trade this token.

Launch of the Token on CEX

Listing on platforms such as Bybit, Binance, and MEXC will ensure the token's liquidity, increase its recognition, and build investor trust.

Development of NFTs as a User Engagement Tool

NFTs will serve as an additional means of attracting attention. They will offer users bonuses such as:

- Increased token amounts
- Access to closed chats
- Bonuses in mini-games
- Exclusive discounts on internal mechanics

Although NFTs are not the core element of the project, they will help users interact more actively with the application and the project.

Attraction of the First 100,000 Users

Marketing campaigns, interactive activities, and the use of NFTs will help create an active community.

Make first token drops

Conducting initial token distributions aimed at stimulating audience growth and testing token distribution mechanics.



Long-term Goals

Creation of a Platform for Startup Investments

Users will be able to use SHKIP tokens to invest in real projects. This will create a sustainable ecosystem that fosters token value growth and attracts new participants.

Creation of a Transparent Investment Management Mechanism

The implementation of tools for monitoring and managing investments will increase user trust and improve the platform's transparency.

Achieving 7 Million Users

The project will scale through gaming mechanics, staking, and active community engagement.

Development Plan

Q3–Q4'2024 — **all completed**

- ✓ **Development of the MVP Telegram Bot**
Creation of the basic functionality of the bot with token accrual, task execution, and multi languages support
- ✓ **Integration of Analytics tracking**
Implementation of analytics to monitor user behavior, analyze conversion data, retention, and engagement.
- ✓ **Preparation of ASO for Telegram Groups, Bot, and Social Networks**
Optimization of descriptions and keywords for Telegram, social networks, and app stores to maximize organic traffic.
- ✓ **Social Media Setup**
Creation of high-quality visual content, planning of publications, and setting up user engagement through Instagram, Twitter, and other platforms.
- ✓ **Creation of the NFT Collection (100 Penguins)**
Creation of unique NFTs, each with special characteristics (token bonuses, access to closed chats, discounts). The collection will be a key tool in drawing attention to the project.
- ✓ **Technical Launch**
- ✓ **Collecting Feedback from Early Users**
Establishment of a feedback mechanism via the bot and social networks to analyze the user experience. This will help identify weaknesses and adjust the product.
- ✓ **Full Launch and Achievement of 2,000 Users**
Beginning of active marketing campaigns, attracting the first users, and testing the scalability of the project.
- ✓ **Launch of Contests, Quizzes, and Increased Reach through Advertising**
Organization of community activities: contests and quizzes with tokens as rewards. Simultaneously, advertising through influencers and bloggers will begin.
- ✓ **Launch of the NFT Collection**
Public release of the NFT collection on the GetGems platform to attract additional funding for further development.
- ✓ **Achievement of 100,000 Users (partially done, TAU = 90k)**
Integration of offline mechanics, such as games with QR codes, to attract new users and create a viral effect.
- ✓ **Launch of the Staking Mechanism**
Introduction of a token staking program that will allow investment in an initial pool of businesses with income prospects.



Current and future tasks

Q1'2025

Initial token drop

Token Allocated: **4 000 000** ~ \$4 000

Each player who links their wallet will receive 100 tokens transferred from their in-game balance to their wallet via a mintless token mechanism. This will help test the token distribution mechanics and activate the community by rewarding early users.



Tokens drop: Reaching 15k subscribers at [ShkipperNest](#)

Token Allocated: **8 000 000** ~ \$8 000

Once the milestone of 15,000 subscribers at @ShkipperNest community is reached, each player who has linked their wallet will receive 200 tokens transferred from their in-game balance to their wallet. This creates a tangible incentive for accelerated growth (engaging friends and colleagues) and achieving the target metric necessary for exchange listing.

Tokens drop: Securing \$10,000 in Liquidity for DEX /DeDust.io

Token Allocated: **10 000 000** ~ \$10 000

Tokens are distributed exclusively to users who have purchased NFTs with the "Coins" superpower. The amount of tokens distributed will correspond to the amount of coins earned in the game when purchasing the NFT. The in-game coins will be deducted from the user's account, and tokens will appear in their wallet, while the NFT will remain.



NFT owners can immediately sell the received tokens without loss on the decentralized exchange DeDust.io if they wish. It is emphasized that by purchasing NFTs and encouraging others to do the same, users can earn (referral model).

Out of the \$10,000, approximately 10% will go toward operational expenses (hosting, fees, etc.).

Q2'2025

Tokens drop: Reaching 150k TAU

Token Allocated: up to **100 000 000** ~ \$100 000

Approximately 10% of the total emission by users (the entire mass of participants' in-game coins) will be transferred from the in-game balance



to players' wallets via a mintless token once the community reaches 150,000 TAU.

At this stage, a short-term price drop is possible, but the key goal is to increase trading volume. To encourage token value retention, staking will be incentivized and compensated. Compensations will be paid in tokens.

Tokens drop: Generating \$100,000 from NFT Sales

Token Allocated: up to **200 000 000** ~ \$200 000

15% of all in-game coins will be distributed. They will be transferred from the in-game balance to players' wallets via a mintless token.

A portion of the funds will be allocated to marketing and paid traffic to accelerate audience growth. At this stage, an NFT burning mechanism will be introduced to increase scarcity and maintain token value.



Tokens drop: Reaching 500k TAU

Token Allocated: up to **600 000 000** ~ \$600 000

An additional **12%** of all in-game coins will be distributed to players' wallets once the community reaches 500,000 TAU.

The focus on staking and referral programs will be strengthened to maintain user engagement.

Tokens drop: Reaching 1 Million TAU

Token Allocated: up to **1 500 000 000** ~ \$1 500 000

Another **13%** of all in-game coins will be distributed to players' wallets once the community reaches 1,000,000 TAU.

This milestone is the final step before entering the "explosive growth" phase. By this point, trading volume and community trust levels will have significantly increased.



Token Preorder for CEX Listing

Token Allocated: up to **1 600 000 000** ~ \$1 200 000

An additional **15%** of in-game coins will be distributed to players' wallets. The exact amount required for listing has not yet been determined; the target is around \$1.2 million to prevent a price crash.



The preorder will be split into several phases. On average, tokens may be offered at approximately 75% of the declared listing price to attract presale participants.



Q3'2025

CEX Listing

Entry into leading crypto exchanges (Bybit, Binance, MEXC) to increase liquidity and popularize the token.

Allocation of all tokens that have not been allocated previously.

Preparation of the Smart Contract

Development of a smart contract for the investment SHKIP token to ensure transaction transparency and user protection mechanisms.

Audit of the Smart Contract Code by a Third-Party Company

Verification of the smart contract by an external company and preparation of a report for investors.

Open first investment opportunities for the Hardware and HoReCa business areas

The ability to invest in real sectors of the economy will enhance the platform's appeal and allow users to diversify their portfolios.

Project Advantages

Team Experience: Successful projects in IT and the crypto industry.

Marketing: Creation of viral campaigns using Telegram bots.

User Acquisition: Attracting users through NFTs and gaming mechanics.

Integration: Combining investment opportunities from the real economic sector with the benefits of cryptocurrencies.

Tokenomics

Blockchain: **TON**

Fully Diluted Value:
\$200 000 000

Listing Price: **\$0.001**

Total Token Supply:
200 000 000 000 SHKIP

Token Distribution



65%

Community



10%

Influencers



9%

Liquidity Pool



16%

Team

50% available immediately, 25% available 3 months after listing, 25% in 6 months



Contacts and Resources

Telegram:

t.me/ShkipperNest

t.me/ShkipperCoinBot

NFT Collection:

getgems.io/shkipperpenguins

Websites:

shkipper.online

shkipper.notion.site/Shkipper-Penguins-Guide

