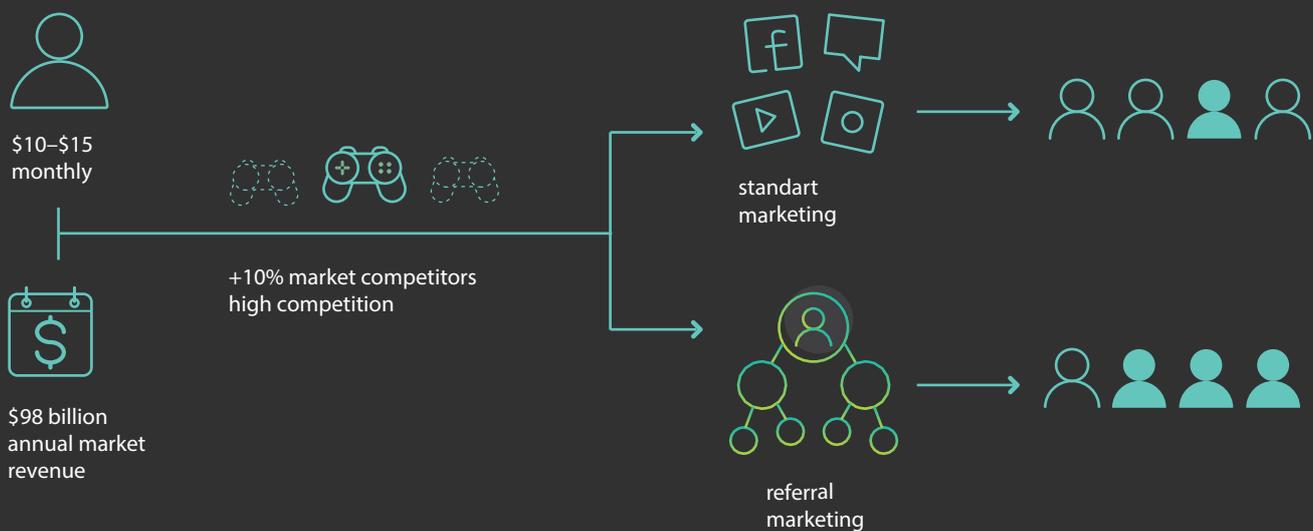


# Brief Concept

The e-commerce industry in online games is more than \$98 billion in annual revenue, and is growing rapidly due to the increasing demand for entertainment content. As this industry grows at over 10% per annum so does the number of game studios trying to compete for revenues, game studios are finding it increasingly difficult to get new players and to motivate current ones. In an industry where a player spends monthly \$10-\$15 on virtual game resources, the competition for the attention of gamers has become excessively competitive.



Today, game studios go to various methods to attract audiences and differentiate themselves from their competitors, often audiences and users are attracted by a developer who has rolled out a large marketing budget. However large advertising budgets are not always enough, brand targeting and product promotion difficulties arise since big budget advertising may fall short of the key factor: to motivate and attract the gaming community through the power of referral.

## Description

**SRG Community has developed a unique proprietary network solution which allows to create a target audience of players through a properly structured incentive system.**

Our platform allows game developers to directly target the gaming community and pay only for target audiences, bringing them a passive income stream. We are creating an in-game referral network, working on the principles of multi-level marketing based on smart contracts.

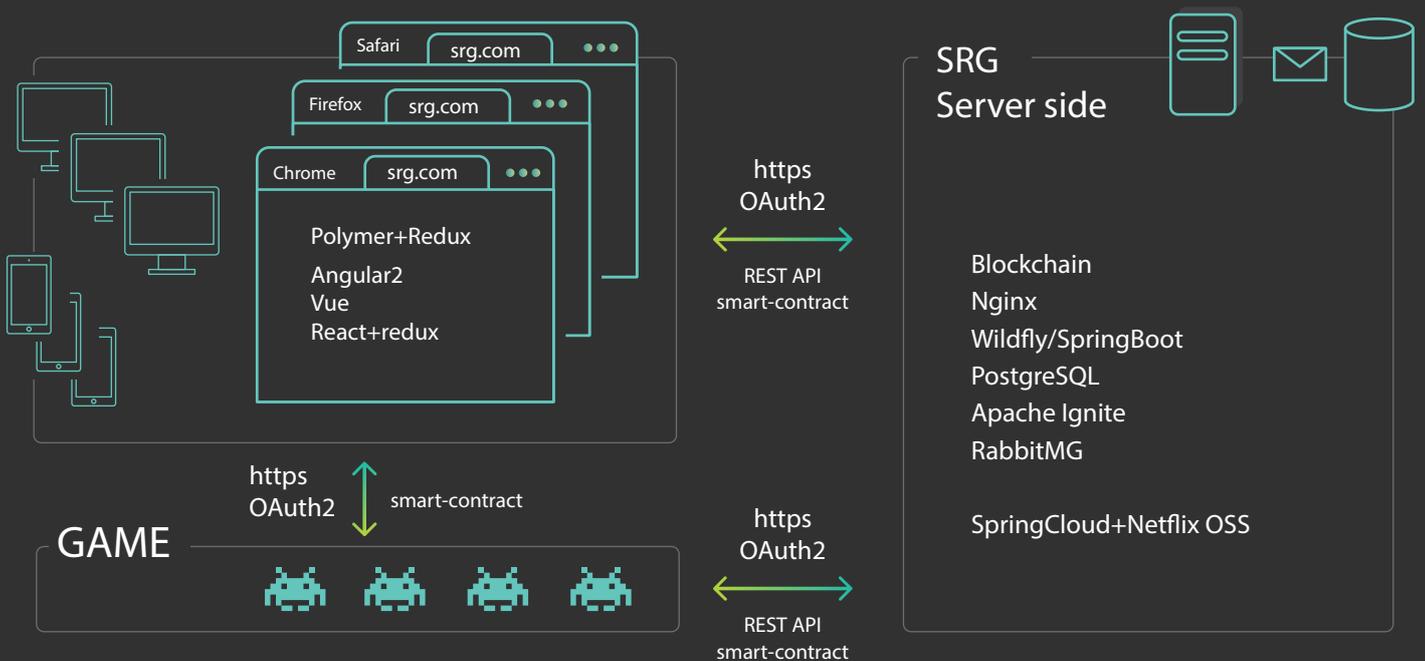
# How it works

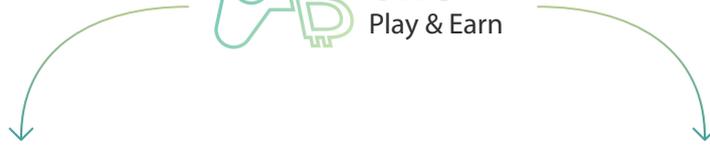
Using our developed API, we connect the SRG Community platform across any game title integrating with the game studio. Subsequently, registered players will have access to the SRG Community platform enabling them to manage their personal account while becoming partners of our project by generating referrals and earning a passive income as a result. Every referral develops the platform further, growing the SRG community.



## Technology

Platform SRG community consists of two architectural systems: centralized architecture respective to the client server which is used in most online applications and a decentralized version of the architecture respective to the client server which uses blockchain technology. Interactions between the components are done using HTTPS. Authentication and authorization is offered to be done through the OAuth2 Protocol.





## GMP token Utility

The gaming token is used for transactions within the platform of the SRG Community. The token is issued against studio revenues generated from a given user's referral network and accumulates to the benefit of that user. GMP can be exchanged to fiat at any time via the GMP cash fund.



## SRG token equity token

Investment token exclusively which is manufactured during the ICO period and gives the right to the owner of the token to get a share of the profits of the SRG Community.

## Our partners and achievements



Escrow service provided  
**BLUE  
INVESTMENT  
BANK**



Cooperation agreements

- game developers
- cyber sportsmen
- international companies



State support (Indonesia)  
represented by Fahri Hamzah



Testing MVP in the  
game of our partner



ICO Rating  
STABLE+

### Additional information

Web-site [srg.io](http://srg.io)

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