

# **NEW ENTERTAINMENT PLATFORM WITH GEOLOCATION-BASED GAMES AND COMPETITIONS**



**Compete and play anywhere in the world with your friends by using bicycles, scooters, skateboards, roller skates and other transport, or simply running!**

## ***APP DESCRIPTION***

- › ABOUT THERUN
- › STRUCTURE
- › DESCRIPTION
  - › VISION
  - › MISSION
- › MAIN CONCEPT

## ***GAMEPLAY***

- › EXPLORER GAME
- › FREERIDE GAME
- › ROUTE PASSING GAME
- › EXPERIENCE POINTS
- › CHIBIVERSE

## ***BUSINESS MODEL***

## ***GO-TO-MARKET STRATEGY***

## ***ROADMAP***

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# WHAT IS TheRUN

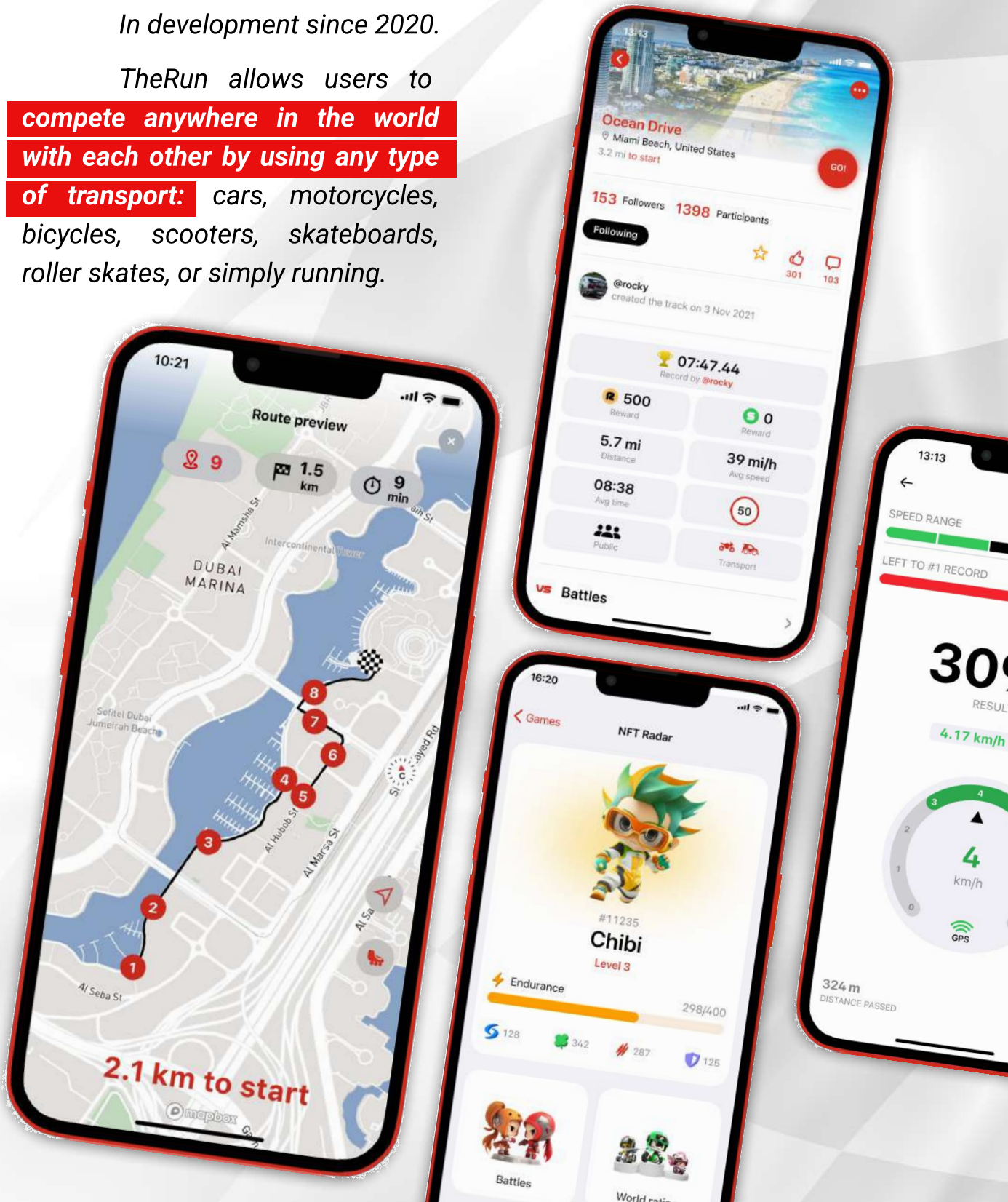


All screenshots are from  
real working app

TheRun is a ready to use mobile app (entertainment platform, social network, super-app) with built-in geolocation-based games and competitions **for WEB2 and WEB3 users.**

In development since 2020.

TheRun allows users to **compete anywhere in the world with each other by using any type of transport:** cars, motorcycles, bicycles, scooters, skateboards, roller skates, or simply running.



# SUPER APP ECOSYSTEM



**THE CORE OF THERUN ALLOWS US TO CREATE AN INFINITE NUMBER OF GAME MECHANICS!**

# SPORTS & FITNESS ZONE

*TheRun is a unique entertainment platform that will create a community for fans of bicycles, scooters, roller skates, and skate-boards – in short, any type of transportation. It will also provide a platform for those who are ready to compete running! This app is targeted towards people with an active lifestyle.*

**OUR GOAL IS TO CREATE  
A SPACE FOR PEOPLE WHO  
ADORE A COMPETITIVE  
ENVIRONMENT**

## MULTIPLAYER

*In TheRun, each user will be able to create routes where thousands of participants will compete with each other at any time. Routes can be laid out anywhere in the world, e.g. in LA, Dubai, Tokyo, Sydney, etc.*

**NEW!**

*In Explorer and Freeride games a user can walk, run, ride rollers, a scooter, a bike, motorbike or a car in single-player mode, however, and at the same time one competes with users from around the world!*

## SINGLE PLAYER

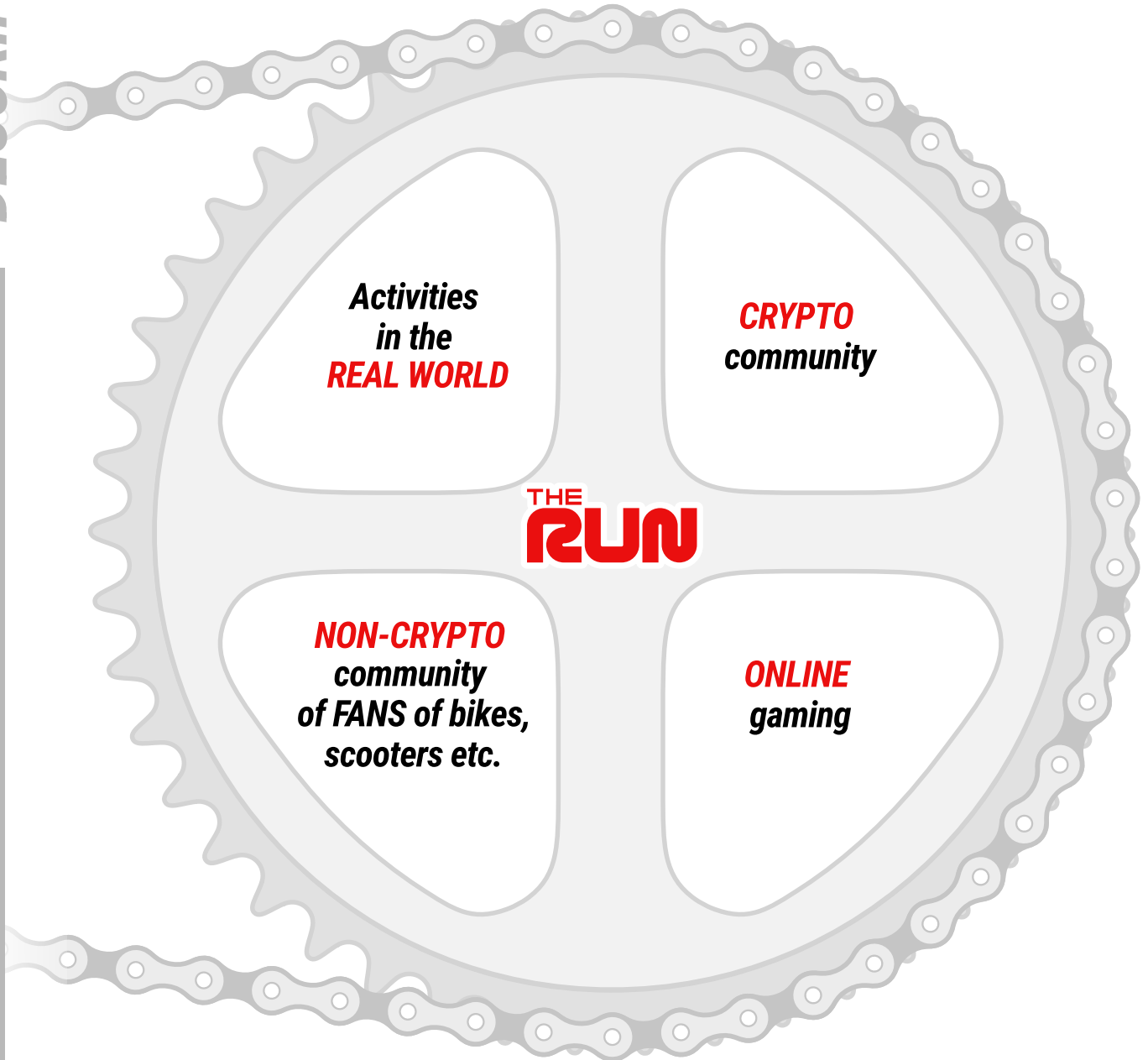




*Going out on a warm evening to ride a bike in familiar places, one can make their ride more exciting and fun by heading to the nearest interesting route provided by TheRun. One can use any type of transportation to complete the route. It can also be done on foot, while running, or even by train if it helps the individual pass through the next checkpoint!*

*While using TheRun, it will be easy to identify other people with similar interests in your city, be it bicycles, scooters, or something else. In this way, TheRun helps facilitate communication and connection on top of competition and exercise.*

# **A SYNERGIC EFFECT WILL TAKE PLACE IN THERUN AS FOUR DIFFERENT DOMAINS WILL BE UNITED IN ONE SPACE:**



**First of all,** TheRun will attract fans of bikes, scooters etc., some of whom may be unfamiliar with cryptocurrencies, so it will be a new experience for them.

**Secondly,** TheRun will be interesting for the whole crypto community, being a unique app of its kind.

**Thirdly,** the core of TheRun are geolocation-based competitions – promoting real-world offline activities and community building, with constant online presence.

# THE RUN IS CREATED FOR THOSE WHO LOVE TO COMPETE

## OUR VISION

We see TheRun as an app that unites fans of bicycles, push scooters, roller skates, skateboards and any other types of transport, as well as those fond of running into one community in order to become the #1 platform for active people.

## MISSION

Our mission is to create a space where users can compete with one another in the real world, out on the streets, by any means of transportation, using their skills and abilities in order to win while also experiencing maximum delight through the competition.



Compete worldwide with thousands of participants at any time on your own schedule



Build up a team to compete with and make your experience more exciting



Compete using the same or different types of transportation



Compete with thousands of other participants at tournaments in the real world



Receive NFTs that you can then sell to other participants on the marketplace



Create PvP battles in TheRun games and challenge any user to compete solely against you



# **THE RUN INTRODUCES A NEW CHALLENGE MOTIVATION CONCEPT (CMC)**



Users compete with each other in paid competitions and earn RUN tokens only when they win using their abilities and skills in the real world. At the same time, **prize funds are formed from users' entry fees.**

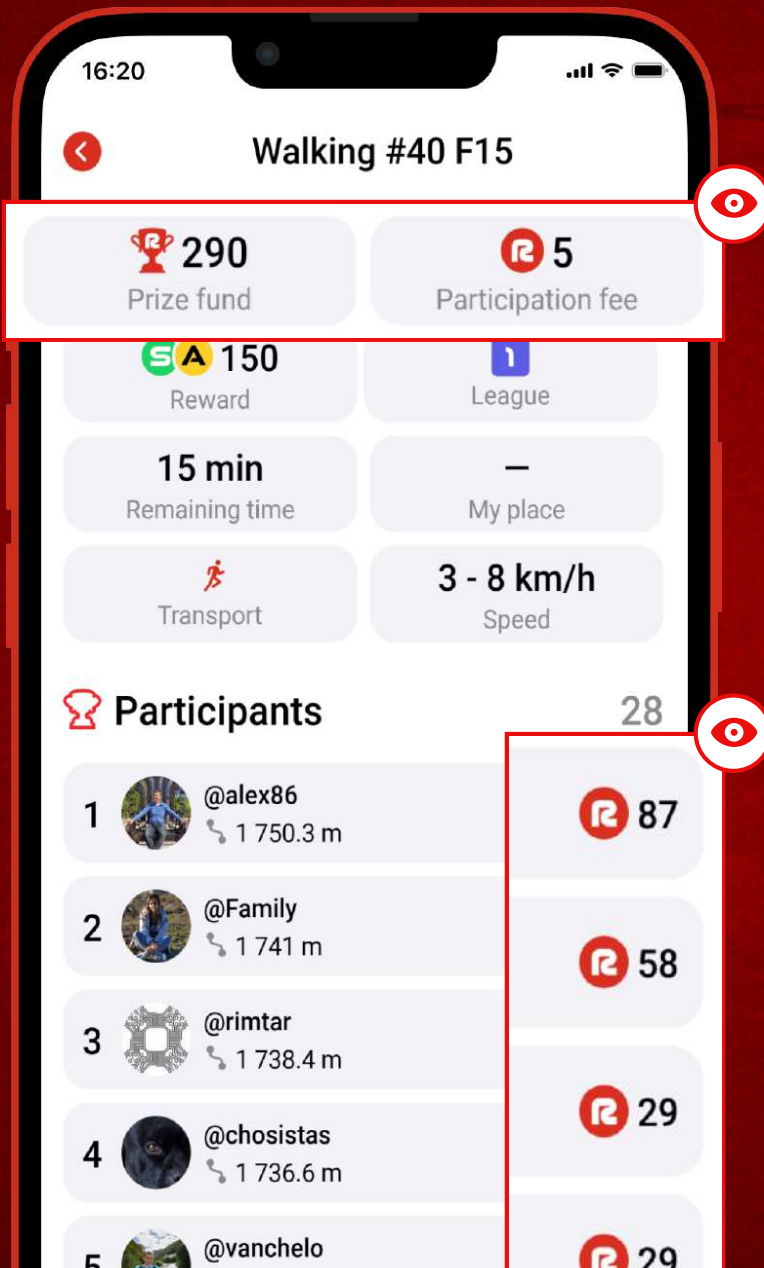
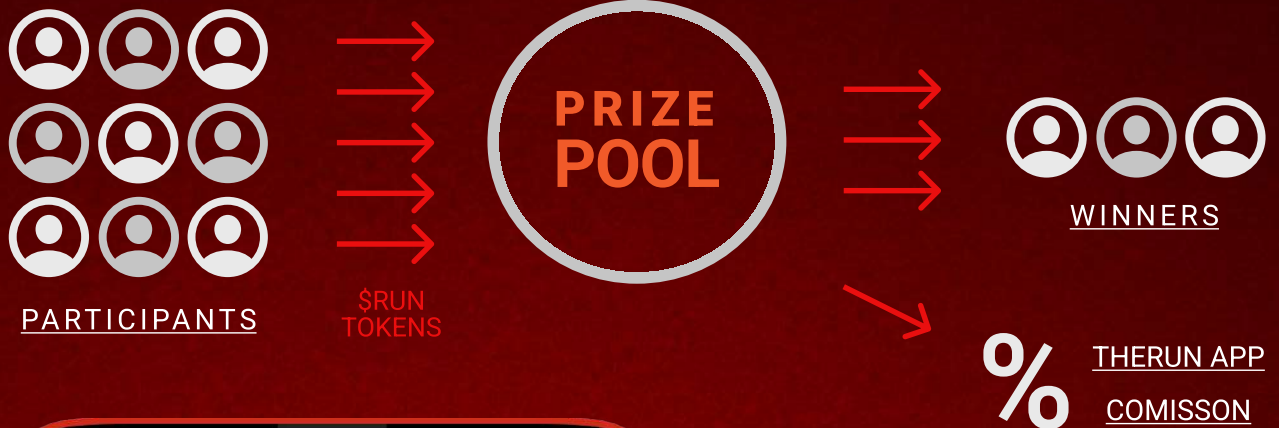
In this way, users are motivated to use TheRun by both factors: they can **earn tokens by participating in competitions** and are **driven by the desire to become the winner** among thousands of other users!

## **SMART COMPETITION EXPERIENCE**

As users can use different types of transportation, they should **mobilize all their skills and abilities** to complete the route using a **unique way** to win, or to win in any other TheRun games.



# CHALLENGE MOTIVATION CONCEPT



## Example:

In Freerides now there is a prize system when TOP 30% of winners get the prize fund. If there are 35 participants at freeride:

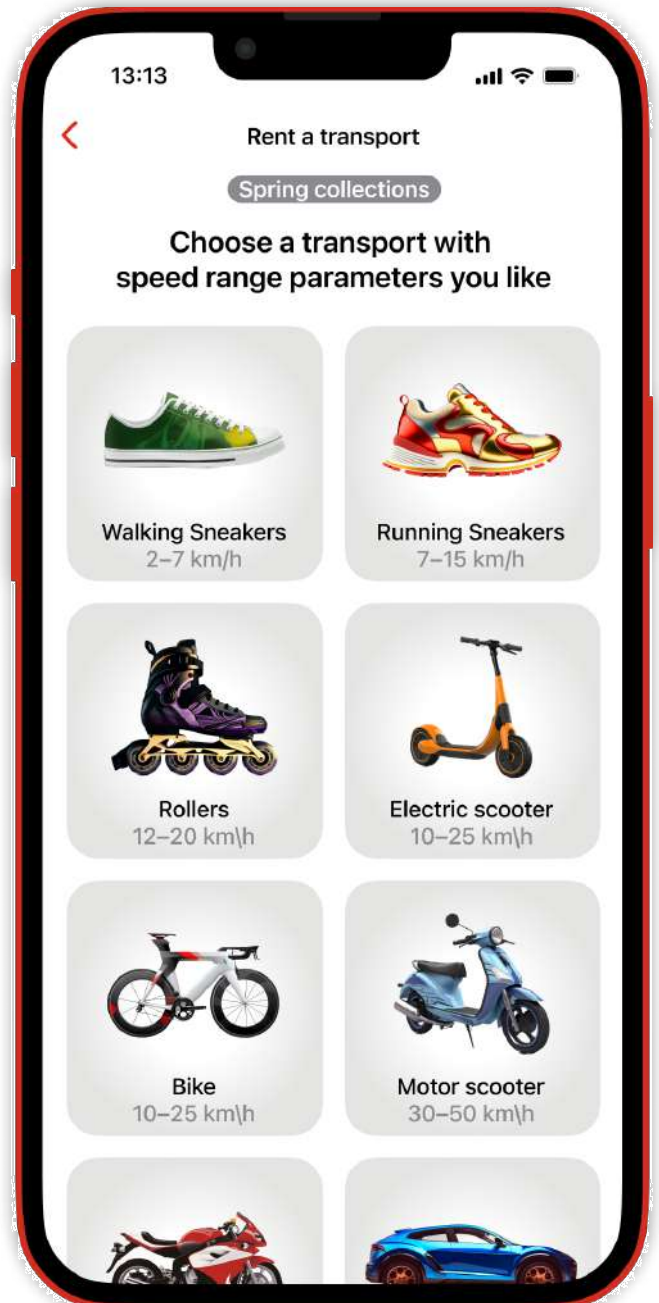
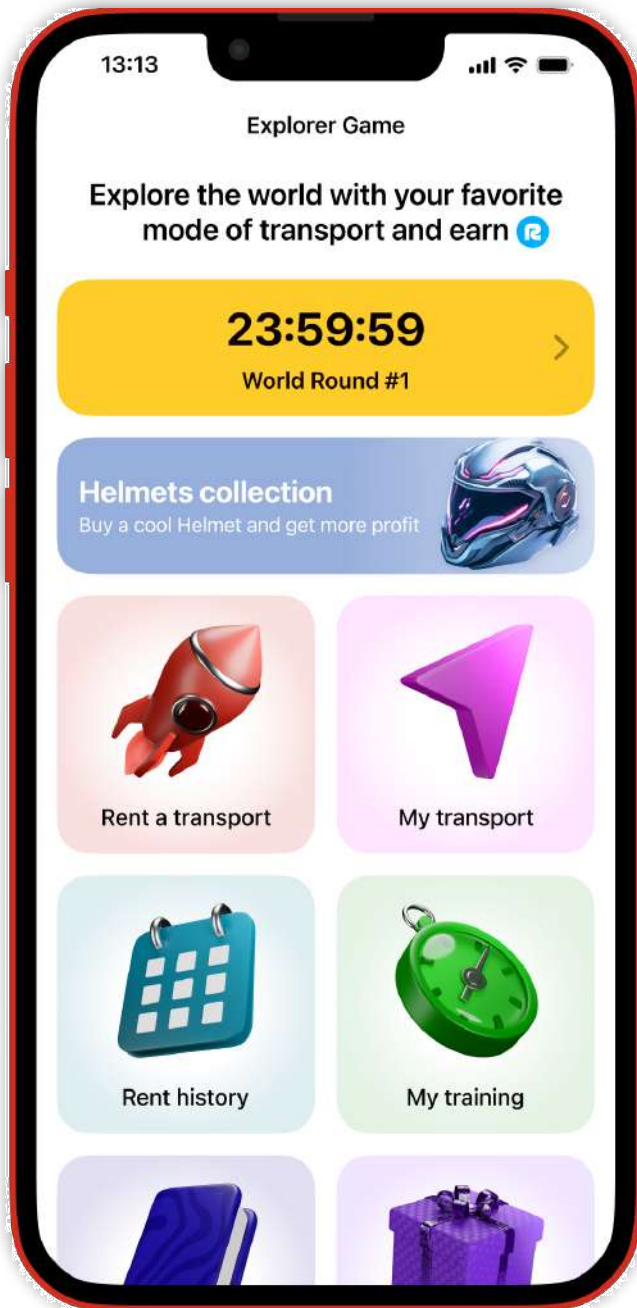
**#1-2 winners** get about **x8** of participation fee

**#3-7 winners** get about **x5** of participation fee

**#8-10 winners** get about **x3** of participation fee

# EXPLORER GAME

To play Explorer game users rent a virtual transport for 10 days activity according to speed range that suits them



# **SPEEDSTER & RANGER MODES**

## **EXPLORER**

*Explorer game includes two  
main game modes:  
Speedster and Ranger*

### **SPEEDSTER**

- ▶ *In Speedster mode users take part in 5-10 minutes game (1 try for 1 transport in World Round that is held every 24 hours), the main task is to move in appropriate speed range*
- ▶ *Passed meters gained in that speed range are counted in World rating*
- ▶ *TOP 50% users get tokens prize, the rest get +1 activity day to play*

**5-10 min**

**ACTIVITY  
PER DAY**

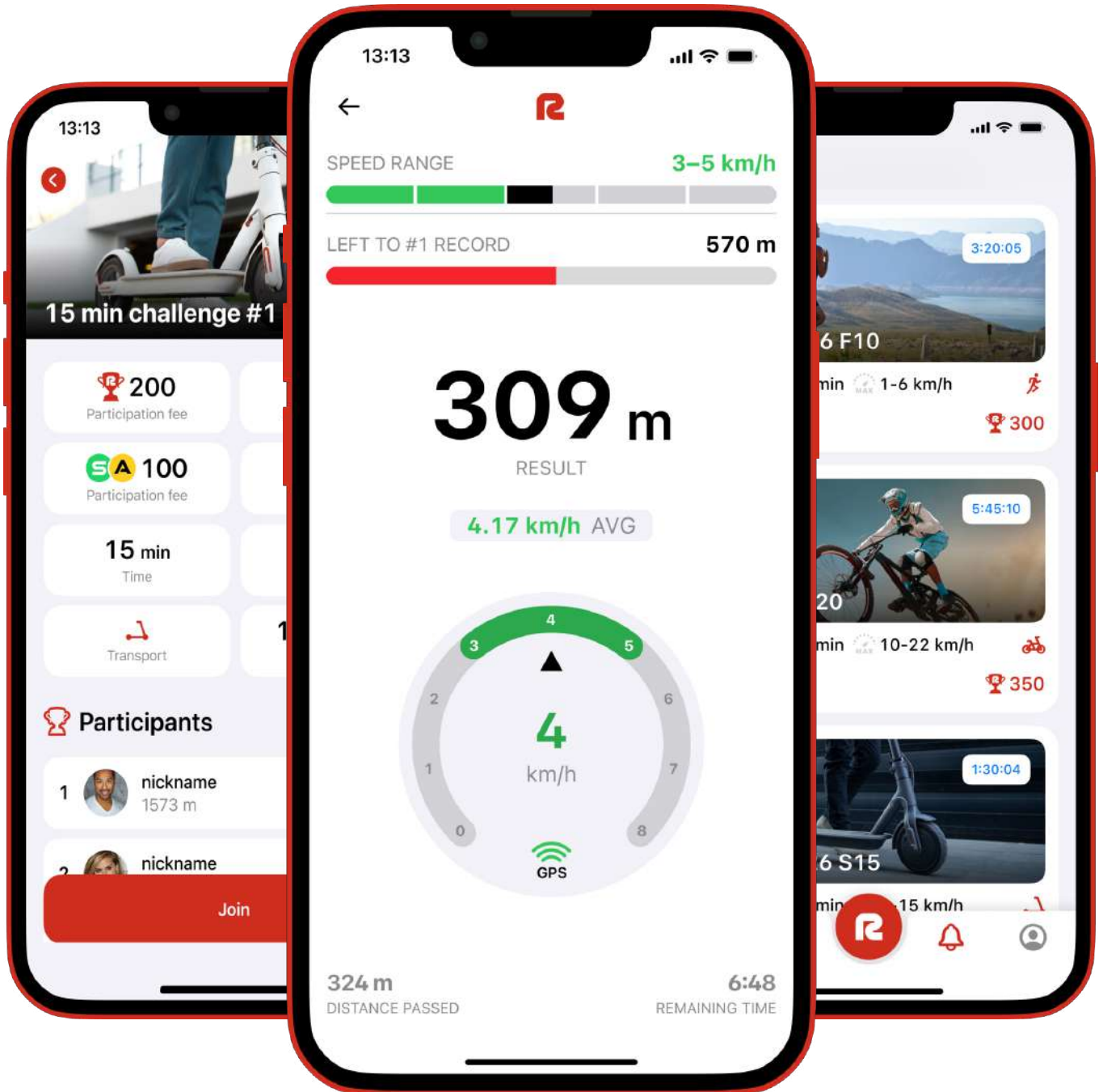
### **RANGER**

- ▶ *In Ranger mode users should move in a transport's speed range all World Round long*
- ▶ *Passed meters are counted in World rating. TOP 50% users get R prize, the rest get +1 activity day to play*

**24 hours**

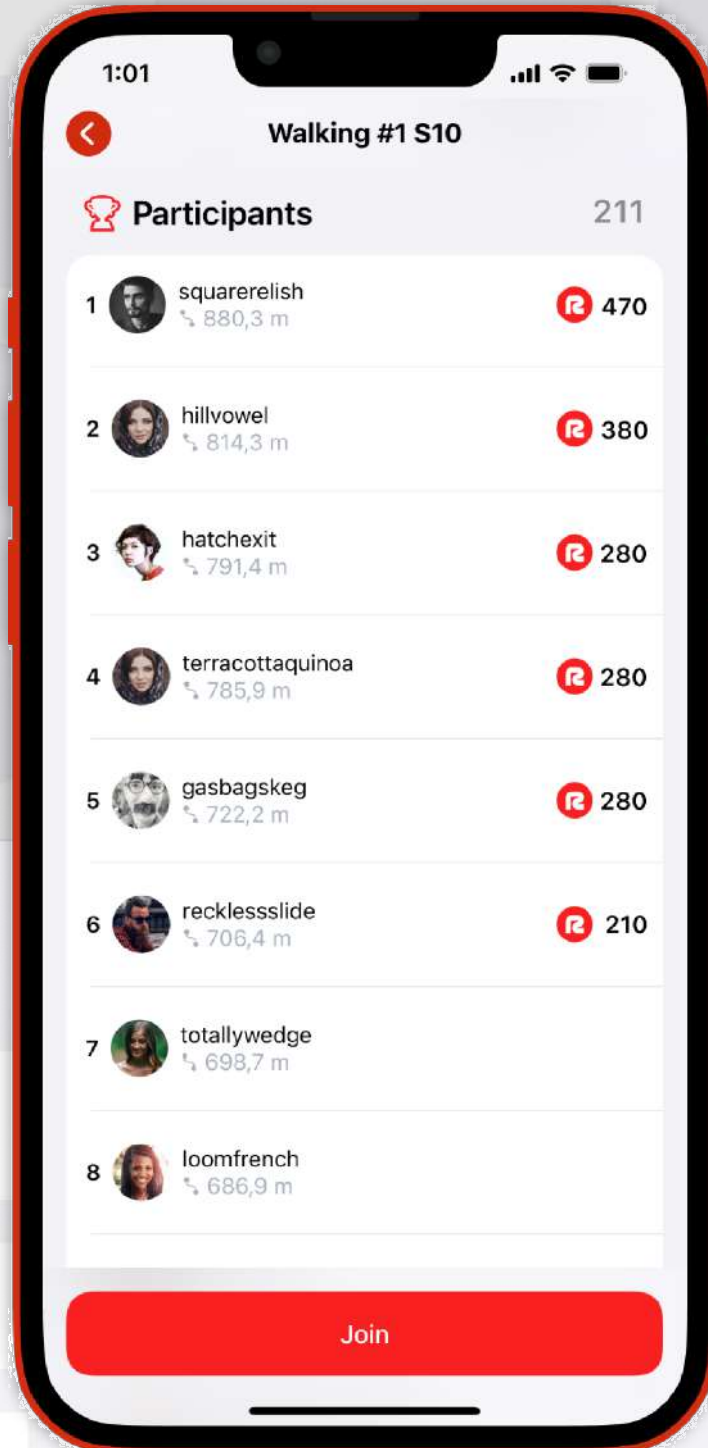
**ACTIVITY  
PER DAY**

# FREERIDE GAME



Freeride passing mechanics: a user should stay within the **dynamic speed** range to gain "result" meters that will let him/her get a higher place at freeride rating

The main idea of the app is "Challenge Motivation Concept": **users should buy RUN tokens and pay participation fees to pass Freeride, thus forming Freeride's prize fund**, that is distributed among the winners.

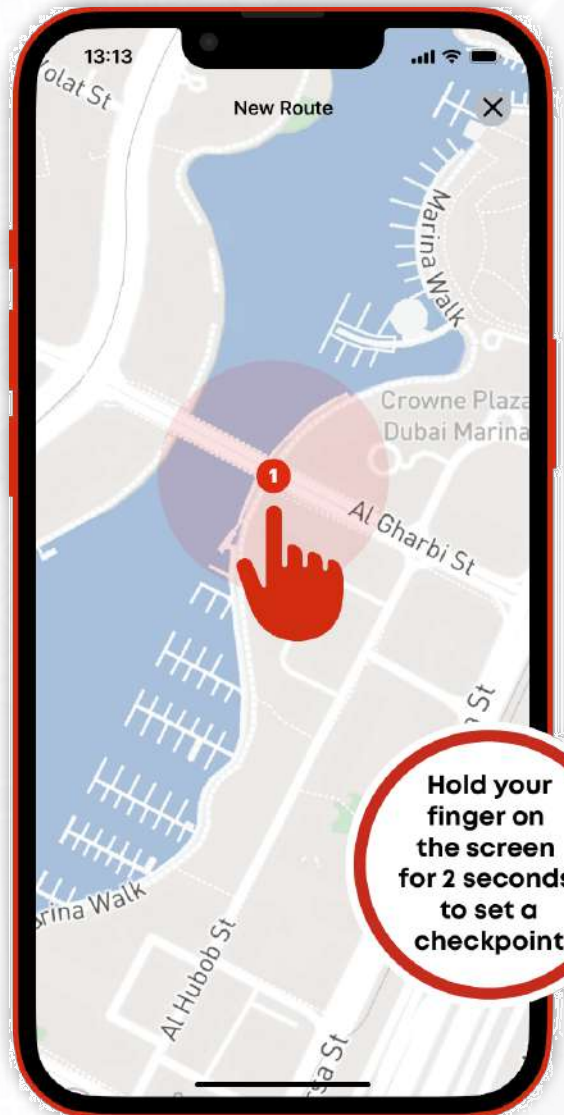


Participation fees are low, but with hundreds of participants in Freeride, **the prize gets attractively large!**

# ROUTE PASSING GAME

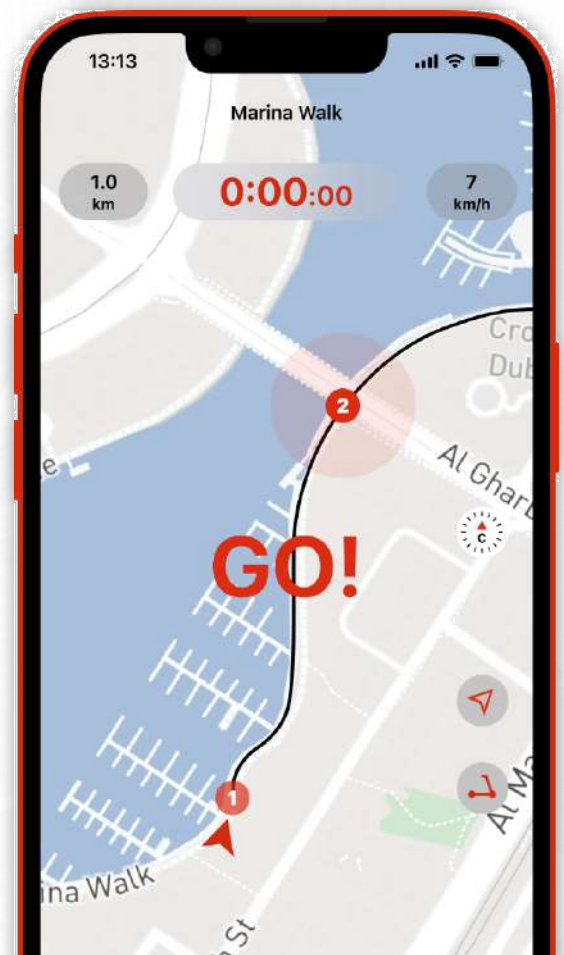
## USERS CREATE ROUTES BY THEMSELVES AND SHARE THEM WITH FRIENDS

- To create a route, a **user opens the route constructor in the app** and tap to set checkpoints on the map
- Each **checkpoint has a radius** that forms an active zone around it



## HOW TO PLAY

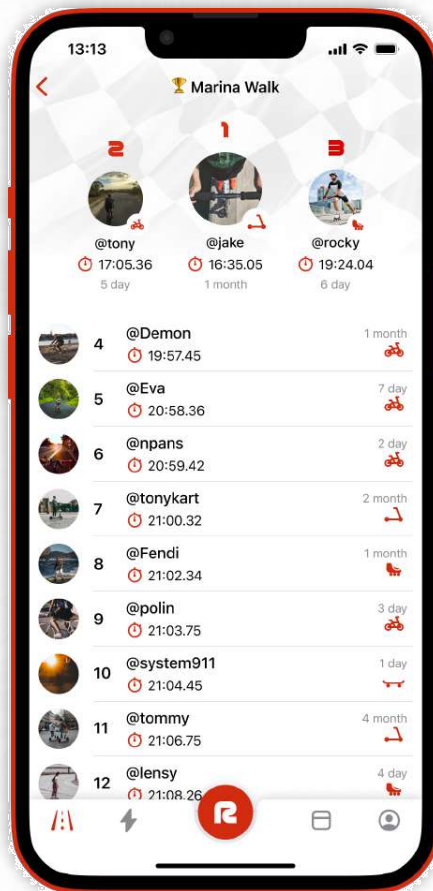
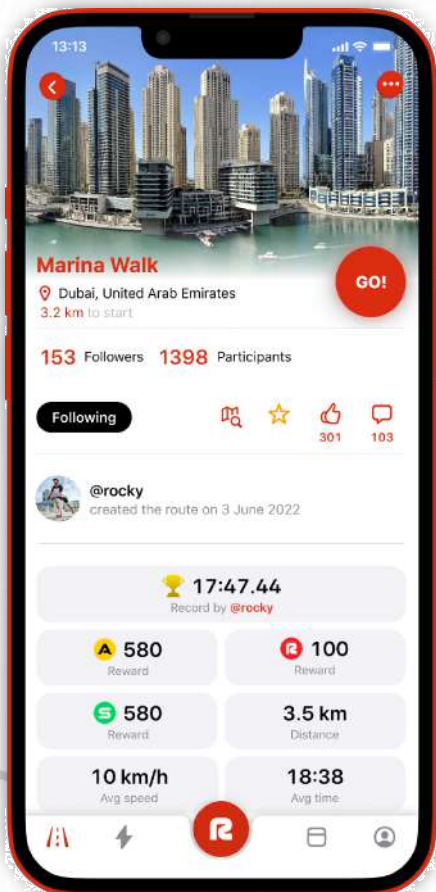
- A user needs to pass through checkpoints on a route via any way
- Users and teams can create routes for any or specific type of transportation
- The app utilizes users' **geolocation** to determine the actual completion of the route's checkpoints.



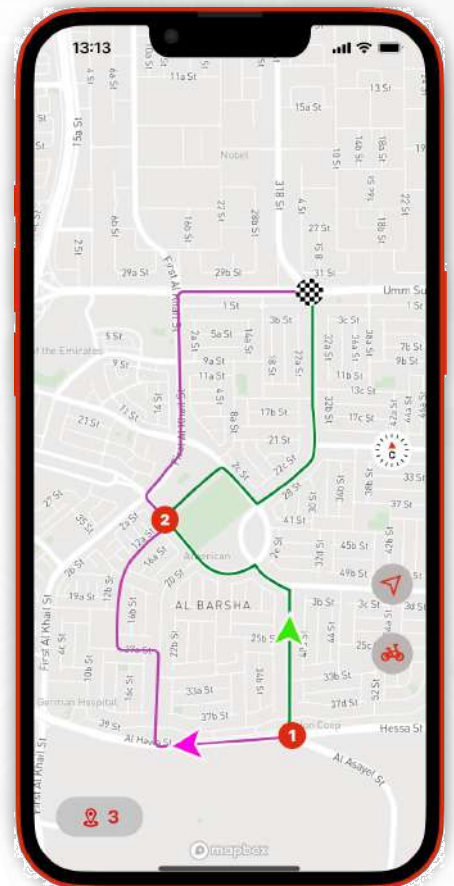
# ROUTE FEATURES

EACH ROUTE HAS ITS OWN PROFILE, WHICH DISPLAYS ALL THE MAIN PARAMETERS AND FEATURES FOR THAT SPECIFIC ROUTE:

- route creator
- location of the route
- length of the route
- average passing time
- average passing speed
- board of PvP games
- passing history
- route rating



Route completion results are displayed in route ratings



Part of the enjoyment that users receive consists of their *ability to choose any (the fastest) way in order to win!*



# EXPERIENCE POINTS

**THERE ARE SEVERAL DIFFERENT TYPES OF POINTS AVAILABLE IN THE APP TODAY, AND EACH KIND IS USED FOR A SPECIFIC PURPOSE.**

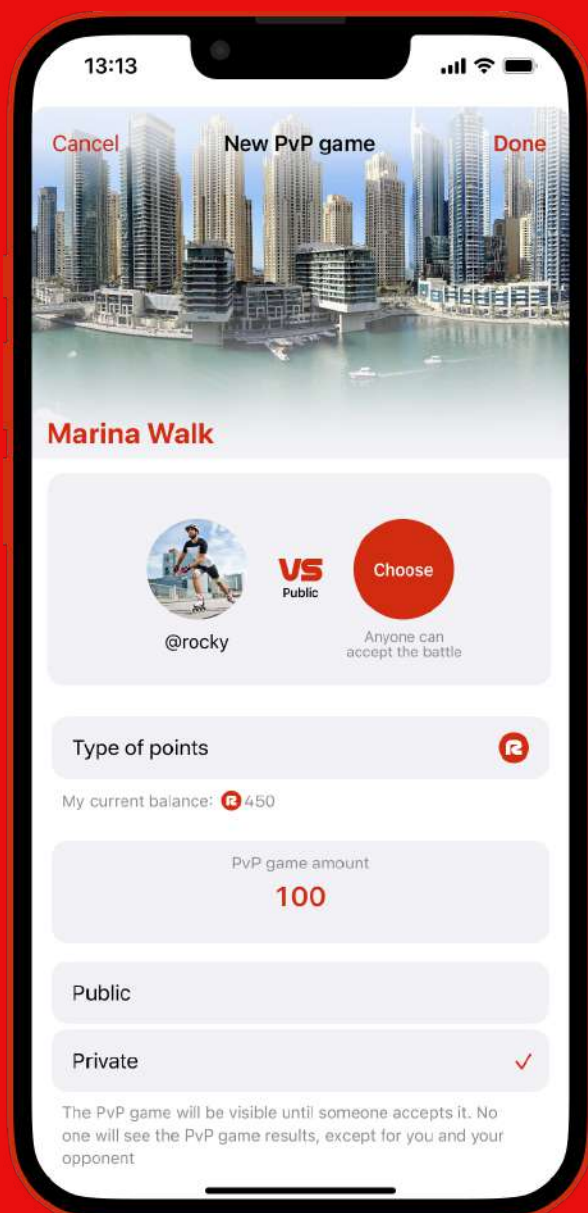
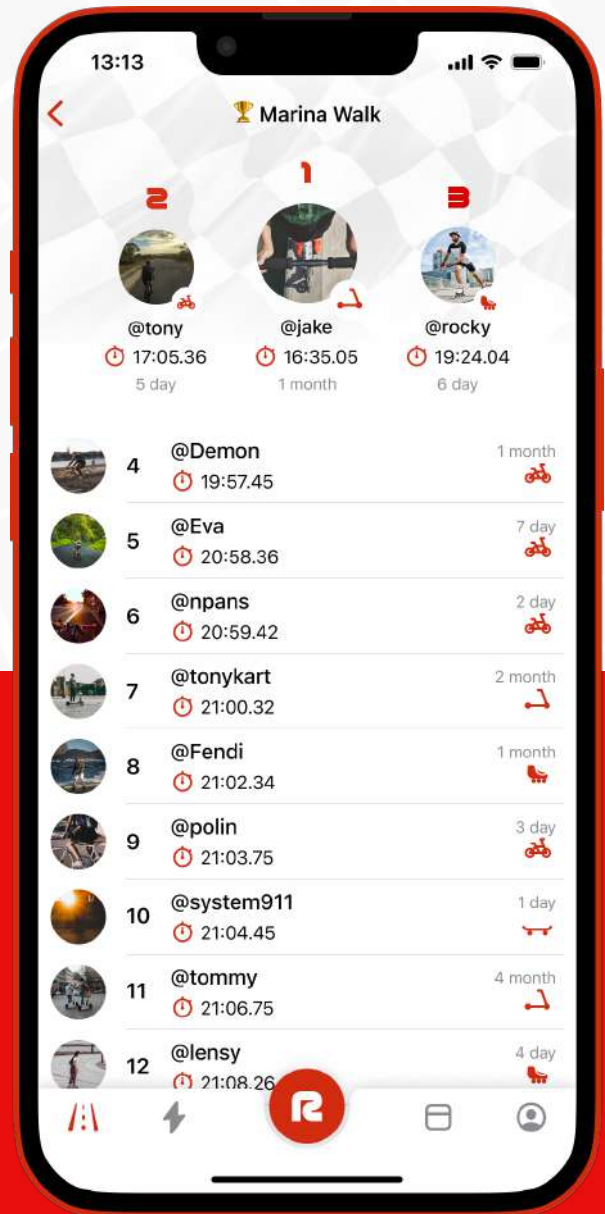


**Activity points** are awarded after the completion of any route. *The Activity points bonus amount depends on the route's length and the number of times a user attempted it.* If a user attempts to complete the same route five times then they will receive, for example, A100 for their first attempt and A20 for their last attempt. This functions as an incentive for users to create new routes to try, with the hopes of receiving more Activity points.

**Social network points** are awarded *for completing routes created by other users.* The Social network points bonus matches the Activity points received. If users attempt a route created by another user, they will only receive **Social network points** once every two weeks for completing any route of that user. Social network points function as social points that signal to other users how often one attempts routes created by others.



**A AND S POINTS ARE USED TOGETHER IN ORDER TO COMPILE USER RATINGS**



*R-points can be received for the completion of routes, as bonuses for tasks, for an invited friend, or when registering in the app. They can also be earned in competitions with other participants. R-points are used as participation fees in PvP games and tournaments.*

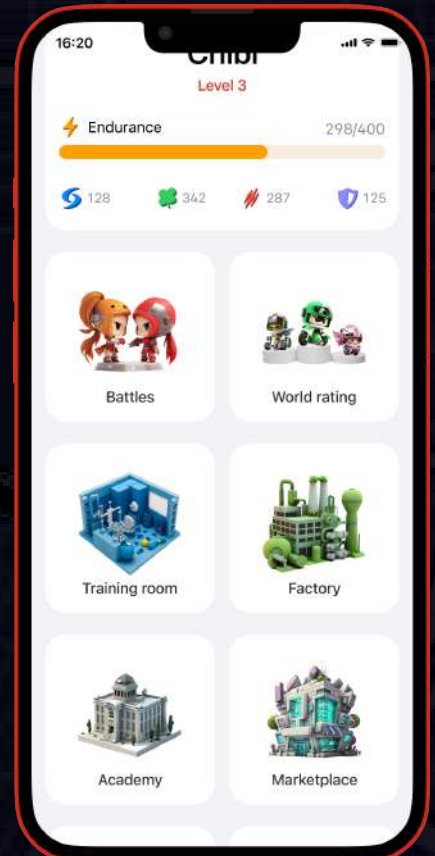
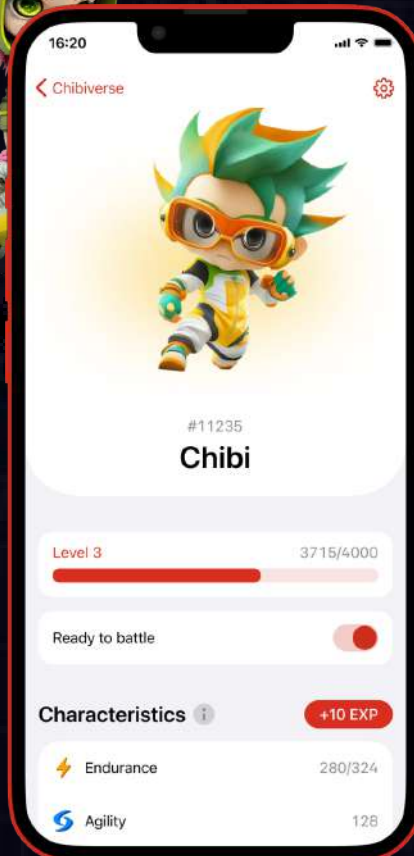
# CHIBI- VERSE GAME

Chiverse is the space with the main idea: **interactions between the app's users in a fun and engaging way** everyday!

A user gets a Chibi hero, whose characteristics must be pumped so that the Chibi wins in battles and tournaments against other users' Chibi.



**COMING SOON**



# ***THE RUN*** ***BUSINESS*** ***MODEL***

***THE RUN GETS REVENUES FROM:***

**3-5%**

**of every prize funds** that are awarded in tournaments, challenges, PvP games and competitions

**3-5%**





**of users' buying/selling transactions** with any in-game items at the marketplace



# GO-TO-MARKET STRATEGY

## WEB2 + WEB3 promotion channels

Youtube reviews by:

-  GAMES bloggers
-  FITNESS bloggers
-  AUTO, MOTO, BIKES bloggers
-  CRYPTO bloggers

Crypto public groups and channels in Telegram  
Youtube Shorts, TikTok, Instagram Reels

### *Users' active social networking*

We'll motivate users to share their achievements and victories in challenges with their friends on Instagram, TikTok etc. by giving them artefacts and other in-game benefits



# ROADMAP

We have accomplished an enormous amount of work so that you and your friends can start competing right now. However, we still have a lot of work to do in order to achieve **our goal of making TheRun the world's #1 entertainment platform for active people!**



## ✓ Q4 2020 Q3 2021

- App concept development
- System architecture development
- UI and UX design development
- Back-end development
- Front-end iOS/Android development
- PvP games development

## ✓ Q4 2021

- Back-end & Front-end app development
- App beta test
- Website development
- Personal account section development on the website
- App testing and bug fixing

## ✓ Q1 2022

- Preparation for release in App Store, Google Play, App Gallery
- "The Reactor" move-to-earn concept development
- "Tournaments" block development
- RUN token launch on the Binance Smart Chain (BEP20) testnet
- Website section for Metamask and WalletConnect development
- Social networks accounts launch
- App testing and bug fixing

## ✓ Q2 2022

- App release in Google Play
- App release in App Store
- App release in App Gallery
- Final app testing and bug fixing
- Beta-test launch

## ✓ Q3-Q4 2022

- "Chibiverse" concept development
- Freerides block development and launch
- Freerides' Leagues development and launch
- Holding beta-test for routes passing and freerides mechanics

## ✓ Q1-Q2 2023

- ✍ "Explorer" game mode development
- 🍀 "Explorer" game beta-test
- 👤 Chibiverse block development
- 🎮 Chibiverse mechanics beta-test
- 🏆 Holding Freerides' world challenges

## ✓ Q3-Q4 2023

- ✍️ "Explorer" game mode development and launch
- 👤 Chibiverse block development
- 🚗 "Ride&Drive" game mode development
- 🏆 Helmets NFT collection development
- 🏆 Holding World Helmet Box challenge
- 📣 Global marketing campaign start

## 🔄 Q1-Q2 2024

- 🏆 Helmets NFT collection launch
- 🚗 "Ride&Drive" game mode development and launch
- 👤 Chibiverse block development and launch
- 📈 CEX/DEX 📈 listing
- 🏆 First Chibis limited edition collection sales
- 👤 "Teams" and "Co-pilot" modes launch in Explorer game
- 🌐 Global marketing campaign, holding world challenges in Freerides and Routes games

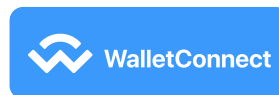
## Q3-Q4 2024

- 🎮 "Battles" and "Factory" blocks development and launch in Chibiverse
- 🔄 "Feed" block update and development
- 🏠 User's "Garage" block development and launch
- 🏆 Freerides' PvP game mode development
- 🏆 Sports trackers development and launch
- 📱 Development of the possibility to use smart gadgets (watches etc.) in gaming processes and sports activities

## TO BE CONTINUED

We have many exciting ideas for further project development. Stay tuned!

## TECHNOLOGIES



## CONTACTS

WEB-SITE: [WWW.THERUN.APP](http://WWW.THERUN.APP) | E-MAIL: [CONTACT@THERUN.APP](mailto:CONTACT@THERUN.APP)

# CONTACTS

Download on the  
App Store



GET IT ON  
Google Play



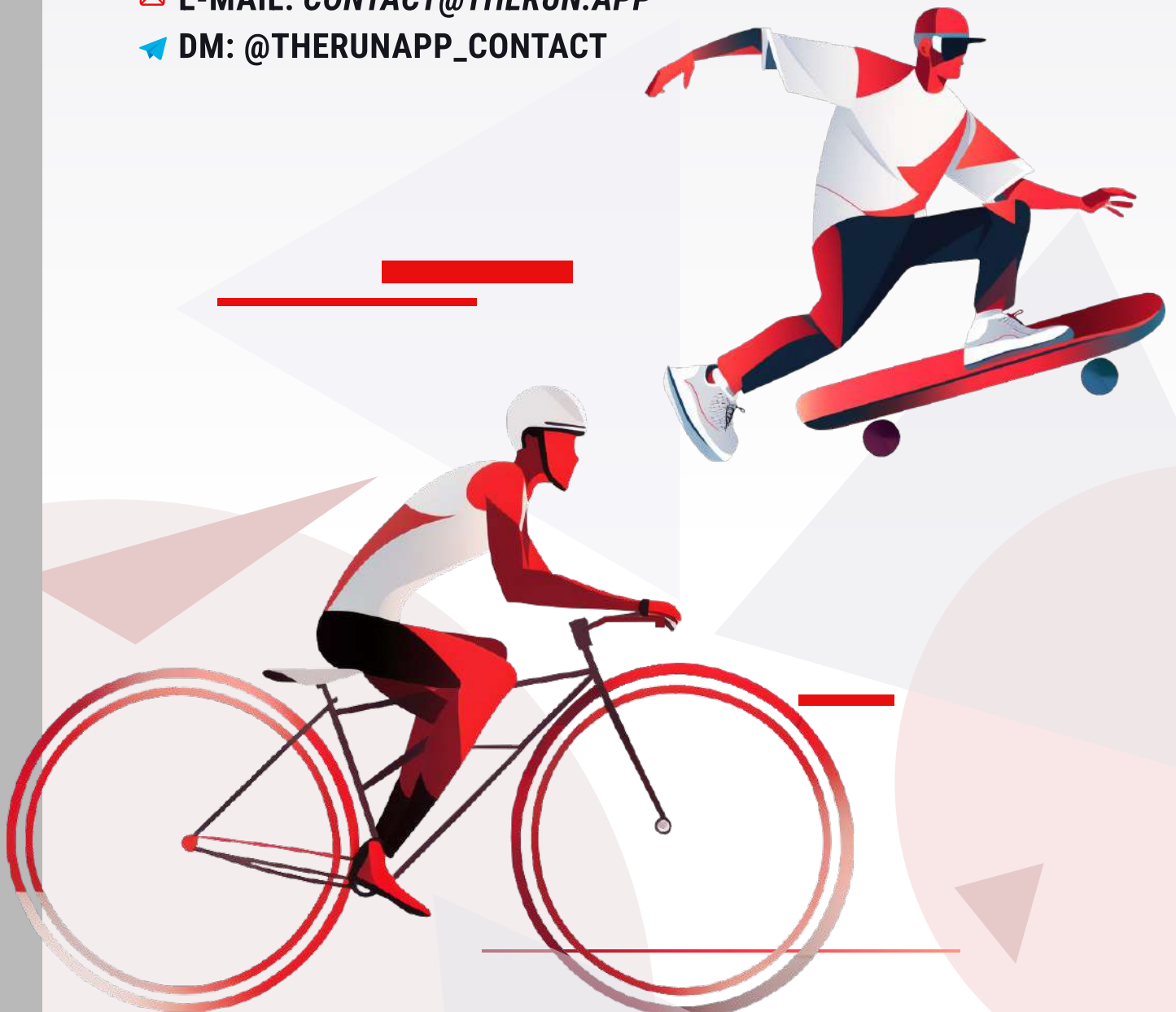
ALL LINKS



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*TheRun project provides all TheRun ecosystem and game(s) information as detailed as possible for your guidelines and ease of navigation. You understand that you are using information available here at your own risk.*

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