

WINLY COIN

Strategic Roadmap & Tokenomics

Gaming Reward & Loyalty Ecosystem

Global Launch | Ethereum → Native Blockchain | 2026-2029

■ App Launch	Q2 2026 (Apr-Jun)
■ Industry	Gaming
■ Target	Global
■ Total Supply	100 Million WINLY
■ Blockchain	Ethereum → Winly Chain (2029)
■ Exchange Listing	2029
■ Halving	At 50K Active Users

EXECUTIVE SUMMARY

Winly Coin (WINLY) is a **reward and loyalty token** designed specifically for the gaming industry. The project launches in **Q2 2026** with a global gaming app featuring daily rewards, referral programs, and in-game utility. Built initially on **Ethereum (ERC-20)**, Winly will migrate to its own native blockchain — **Winly Chain** — in 2029, coinciding with major exchange listings.

The token employs a **halving mechanism** triggered at **50,000 active users**, ensuring sustainable value appreciation as the ecosystem scales. With a total supply capped at **100 million WINLY**, the project combines deflationary economics with aggressive user acquisition and strategic partnerships to establish itself as a leading gaming cryptocurrency.

Key Differentiators:

- Gaming-first utility with real in-app value
- Deflationary halving tied to user milestones
- Migration to native blockchain for full ecosystem control
- 60-member dedicated team with gaming and blockchain expertise
- Global launch strategy with localized partnerships

TOKENOMICS

ALLOCATION	PERCENTAGE	AMOUNT (WINLY)	VESTING / UNLOCK
Community Rewards & Ecosystem	10%	10,000,000	Linear over 4 years
Distribution / Airdrop	40%	40,000,000	App launch + 24 months
Team & Advisors	15%	15,000,000	12-month cliff, 36-month vest
Owner / Foundation Reserve	15%	15,000,000	Locked 24 months, then 5%/quarter
Marketing & Growth	5%	5,000,000	Immediate for launch campaigns
Strategic Partnerships	15%	15,000,000	Locked 12 months, milestone-based
TOTAL SUPPLY	100%	100,000,000 WINLY	Fixed Cap — No Minting

TOKEN UTILITY & USE CASES:

- **In-Game Purchases:** Buy skins, power-ups, and premium content
- **Daily Rewards:** Earn WINLY for daily app engagement and gameplay
- **Referral Bonuses:** Both referrer and referee receive WINLY tokens
- **Tournament Entry:** Stake WINLY to enter competitive gaming tournaments
- **Staking (2028):** Lock tokens for yield and exclusive NFT access
- **Governance (2029):** Vote on game features, partnerships, and ecosystem decisions
- **Trading:** Full exchange trading post-2029 listing

DEFLATIONARY MECHANISM:

- **Halving Event:** Triggered at **50,000 active users**
- **Reward Reduction:** All in-app rewards cut by 50%
- **Next Halving:** Triggered at subsequent 50K user milestones (100K, 150K, etc.)
- **Burn Mechanism:** 1% of every in-app transaction burned permanently
- **Result:** Increasing scarcity drives long-term value appreciation

2026: LAUNCH YEAR

Q1 2026 (Jan-Mar): PRE-LAUNCH PHASE

- Finalize Ethereum smart contract (ERC-20) and security audit
- Complete app beta testing with 5,000 closed beta users
- Launch referral program framework and reward structure
- Onboard first 10 gaming content partners
- Begin marketing campaign teasers across social channels
- Establish legal entity and compliance framework for global operations
- **Team Milestone:** Expand to 60 full-time members across dev, marketing, and support

Q2 2026 (Apr-Jun): APP LAUNCH & AIRDROP

- **■ GLOBAL APP LAUNCH** — Winly Gaming App goes live on iOS & Android
- **■ AIRDROP DISTRIBUTION** — First airdrop to early adopters and beta testers
- Activate referral program with tiered rewards (Level 1-5)
- Launch daily rewards system (login + gameplay = WINLY earnings)
- List on 2-3 decentralized exchanges (DEX) for initial liquidity
- Onboard 50,000 users in first 90 days (target)
- First **HALVING EVENT** triggered at 50K active users (expected Q2-Q3)
- Launch community governance portal (advisory only, full voting 2029)

Q3 2026 (Jul-Sep): GROWTH & EXPANSION

- Launch 3 new mini-games within the Winly app ecosystem
- Introduce seasonal tournaments with WINLY prize pools
- First major gaming studio partnership announcement
- Expand to 150,000 active users
- Second halving event at 100K users (if milestone reached)
- Launch Winly NFT collection (gaming avatars and skins)
- Implement fiat on-ramp for easy WINLY purchases
- Begin development of Winly Chain (native blockchain) — Phase 1

Q4 2026 (Oct-Dec): ECOSYSTEM MATURATION

- Achieve 250,000 active users globally
- Launch Winly SDK for third-party game developers
- Integrate 5 external games into Winly reward ecosystem
- Third halving event at 150K users (if reached)
- Launch Winly Merchant Program — accept WINLY for gaming merchandise
- Complete Winly Chain architecture design — Phase 2
- Annual gaming championship with \$100K WINLY prize pool
- Publish first annual transparency report

2027: NEW GAMING FEATURES & PARTNERSHIPS

Q1 2027 (Jan-Mar): ADVANCED GAMING ECOSYSTEM

- **Launch Winly Arena:** Real-time PvP competitive gaming mode
- **Winly Guild System:** Team-based gameplay with shared reward pools
- Introduce skill-based matchmaking and ELO ranking system
- Launch cross-platform play (mobile + PC web version)
- Achieve 500,000 active users
- Fourth halving event at 200K users milestone
- Begin Winly Chain testnet development — Phase 3

Q2 2027 (Apr-Jun): STRATEGIC PARTNERSHIPS WAVE 1

- **Major Partnership:** Integrate with top-10 mobile gaming studio
- **Esports Collaboration:** Sponsor 3 regional esports tournaments
- Launch Winly Streamer Program — content creators earn WINLY
- Introduce Winly Battle Pass — seasonal progression with exclusive rewards
- Launch in-app marketplace for peer-to-peer WINLY trading
- Achieve 750,000 active users
- Fifth halving event at 250K users
- Winly Chain testnet launch (private testing)

Q3 2027 (Jul-Sep): METaverse & VR INTEGRATION

- **Winly Metaverse Beta:** Virtual gaming lounge and social hub
- **VR Mini-Games:** First virtual reality compatible gaming experiences
- Launch Winly Land — virtual real estate purchasable with WINLY
- Partnership with VR hardware manufacturer for bundled promotions
- Achieve 1,000,000 active users
- Sixth halving event at 300K users
- Winly Chain testnet public launch — developer onboarding

Q4 2027 (Oct-Dec): ENTERPRISE GAMING SOLUTIONS

- **Winly B2B Platform:** White-label reward solution for gaming companies
- Enterprise partnerships with 5 mid-tier gaming publishers
- Launch Winly Analytics Dashboard for partner studios
- Achieve 1,500,000 active users
- Seventh halving event at 350K users
- Winly Chain mainnet preparation — security audits and final testing
- Annual championship prize pool increased to \$250K WINLY

2028: STAKING, GOVERNANCE & CHAIN PREPARATION

Q1 2028 (Jan-Mar): STAKING & YIELD LAUNCH

- **Winely Staking Platform:** Lock WINLY for 3/6/12 month terms
- **Staking Rewards:** 8-15% APY based on lock period
- Staking tiers unlock exclusive in-game content and early beta access
- Launch WINLY liquidity pools on major DEXs
- Achieve 2,000,000 active users
- Eighth halving event at 400K users
- Winely Chain mainnet launch — **Phase 1 Migration Plan**

Q2 2028 (Apr-Jun): DECENTRALIZED GOVERNANCE

- **Winely DAO Formation:** Community-driven proposal and voting system
- First community vote on new game feature development
- Launch Winely Grants Program — fund community gaming projects
- Achieve 2,500,000 active users
- Ninth halving event at 450K users
- Begin WINLY bridge development (Ethereum ↔ Winely Chain)
- Strategic partnership with blockchain gaming alliance

Q3 2028 (Jul-Sep): GLOBAL PARTNERSHIPS WAVE 2

- **Tier-1 Gaming Partnership:** AAA studio integration announcement
- **Regional Expansion:** Dedicated servers and localized content for Asia & LATAM
- Launch Winely Mobile Wallet with fiat off-ramp
- Achieve 3,000,000 active users
- Tenth halving event at 500K users
- Winely Chain bridge testing and security audit
- Prepare exchange listing documentation and legal compliance

Q4 2028 (Oct-Dec): PRE-EXCHANGE MOMENTUM

- **Winely Chain Migration:** Begin phased token migration from Ethereum
- **Institutional Partnerships:** Onboard 2 crypto market makers
- Launch Winely Institutional Dashboard for large holders
- Achieve 3,500,000 active users
- Eleventh halving event at 550K users
- Complete all exchange listing requirements (KYC, audits, legal)
- Finalize top-tier exchange partnership agreements (NDA phase)
- Annual championship — \$500K WINLY prize pool + live streaming

2029: EXCHANGE LISTING & NATIVE BLOCKCHAIN

Q1 2029 (Jan-Mar): EXCHANGE LISTING & FULL MIGRATION

- **MAJOR EXCHANGE LISTING** — Tier-1 centralized exchange debut
- **COMPLETE WINLY CHAIN MIGRATION** — All tokens on native blockchain
- **TOKEN BURN EVENT:** Burn 5% of unclaimed airdrop tokens
- Launch Winly Chain Explorer and developer documentation
- Achieve 5,000,000 active users
- Twelfth halving event at 600K users
- Winly Chain validator node program launch (staking 10,000 WINLY)

Q2 2029 (Apr-Jun): ECOSYSTEM EXPANSION

- **Secondary Exchange Listings:** 3-5 additional tier-1 and tier-2 exchanges
- Launch Winly Chain cross-chain bridges (ETH, BSC, SOL)
- **Winly Pay:** Payment processor for gaming merchants worldwide
- Achieve 7,000,000 active users
- Thirteenth halving event at 650K users
- Launch Winly Launchpad — incubate new gaming tokens on Winly Chain
- First quarterly buyback and burn program (10% of app revenue)

Q3 2029 (Jul-Sep): GLOBAL DOMINANCE

- **Winly Gaming Console:** Announce dedicated hardware partnership
- **AI Integration:** Personalized gaming experiences powered by Winly AI
- Achieve 10,000,000 active users
- Fourteenth halving event at 700K users
- Winly Chain reaches 100+ ecosystem projects
- Launch Winly Foundation — non-profit for gaming education and accessibility
- Annual championship becomes quarterly event with \$1M+ prize pools

Q4 2029 (Oct-Dec): FUTURE FOUNDATION

- **Winly 2.0 Vision:** Publish 2030-2032 long-term roadmap
- Achieve 12,000,000+ active users
- Fifteenth halving event at 750K users
- Winly Chain recognized as top-20 blockchain by transaction volume
- Launch Winly Ventures — \$50M fund for gaming and blockchain startups
- Global brand recognition campaign (TV, stadium, esports sponsorships)
- **Annual Championship Finals:** Live event in Dubai with \$2M WINLY prize

HALVING SCHEDULE & MILESTONES

HALVING #	ACTIVE USERS TRIGGER	EST. TIMELINE	REWARD IMPACT
1	50,000	Q2 2026	50% reduction in daily rewards
2	100,000	Q3 2026	Additional 50% reduction
3	150,000	Q4 2026	Additional 50% reduction
4	200,000	Q1 2027	Additional 50% reduction
5	250,000	Q2 2027	Additional 50% reduction
6	300,000	Q3 2027	Additional 50% reduction
7	350,000	Q4 2027	Additional 50% reduction
8	400,000	Q1 2028	Additional 50% reduction
9	450,000	Q2 2028	Additional 50% reduction
10	500,000	Q3 2028	Additional 50% reduction
11	550,000	Q4 2028	Additional 50% reduction
12	600,000	Q1 2029	Additional 50% reduction
13	650,000	Q2 2029	Additional 50% reduction
14	700,000	Q3 2029	Additional 50% reduction
15	750,000	Q4 2029	Additional 50% reduction

Note: Halving events are triggered by verified active user milestones (DAU/MAU metrics). Each halving reduces all in-app reward emissions by 50%, creating a deflationary pressure that compounds with the 1% transaction burn mechanism. The combination ensures WINLY becomes progressively scarcer as the ecosystem grows, supporting long-term value appreciation.

TEAM & ORGANIZATION

TEAM STRUCTURE (60 Members):

- **Blockchain Development:** 18 engineers (smart contracts, Winly Chain, security)
- **Game Development:** 15 developers (Unity, Unreal, mobile optimization)
- **Marketing & Growth:** 12 specialists (social media, KOLs, community)
- **Business Development:** 8 executives (partnerships, exchanges, enterprise)
- **Operations & Support:** 7 staff (legal, compliance, customer success)

GOVERNANCE EVOLUTION:

- **2026-2027:** Core team decision-making with community advisory
- **2028:** Winly DAO launch — token-weighted voting on proposals
- **2029:** Full decentralized governance with elected council
- **Voting Power:** 1 WINLY = 1 vote (staking multipliers apply)
- **Proposal Threshold:** 100,000 WINLY to submit proposal
- **Quorum:** 10% of circulating supply required for valid vote

RISK FACTORS & MITIGATION

1. Regulatory Risk: Evolving global crypto regulations may impact exchange listings.

Mitigation: Proactive legal compliance, multiple jurisdiction strategy, transparent reporting.

2. User Acquisition Risk: Gaming market is highly competitive.

Mitigation: Unique reward mechanics, referral incentives, influencer partnerships, quality gameplay.

3. Technical Risk: Smart contract vulnerabilities or blockchain migration issues.

Mitigation: Multiple security audits, bug bounty programs, phased migration with rollback capability.

4. Market Risk: Crypto market volatility affects token price and user sentiment.

Mitigation: Real utility focus, stable in-app economy, long-term vesting schedules, buyback programs.

5. Competition Risk: Other gaming tokens may capture market share.

Mitigation: First-mover advantage in specific niches, continuous innovation, strong community building.

CONCLUSION & VISION

Wingly Coin represents a **paradigm shift in gaming rewards** — transforming passive players into stakeholders of a thriving digital economy. From our Q2 2026 launch on Ethereum to our 2029 migration to Wingly Chain and major exchange listings, every milestone is designed to create sustainable value for our community.

Our **halving mechanism** ensures that early adopters are rewarded while maintaining scarcity as we scale. The **100 million fixed supply** guarantees no inflationary surprises. Our **60-member team** brings together gaming veterans and blockchain pioneers to execute this vision.

By 2029, Wingly aims to be:

- The **#1 gaming reward token** by active user count
- A **top-50 cryptocurrency** by market capitalization
- A **recognized blockchain** powering 100+ gaming projects
- A **household name** in the global gaming community

"Play. Earn. Win. — The Future of Gaming is Wingly."

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