

# OLD

# Telegram mini-app



# CONCEPT

Telegram mini-app with real earning mechanics, developed with Dzeta.Tech: user profile scoring system, a task hub for earning \$STONE tokens, and a multi-level referral program.

The outcome was a peak of 1M registered users with over 200K monthly actives.



# CORE MECHANICS

# 1

## Telegram Account Age Scoring

When a user enters the mini-app, OLDY scans their Telegram account to determine how “old” and “experienced” they are.

- The older the account
- The longer the activity period in Telegram
- The richer the engagement history

# 2

## Primitive Resource Economy

\$STONE is the fundamental in-game resource.

Users gather stones through:

- Daily and periodic task completion
- Primitive “tapping” mechanics (base tapping loop)
- Bonus boosters and activity perks
- Multi-level referral rewards

Everything in OLDY revolves around collecting, upgrading, and converting stones into further progress.

# 3

## Multi-Level Referral System

Users can expand their “tribe” by inviting others.

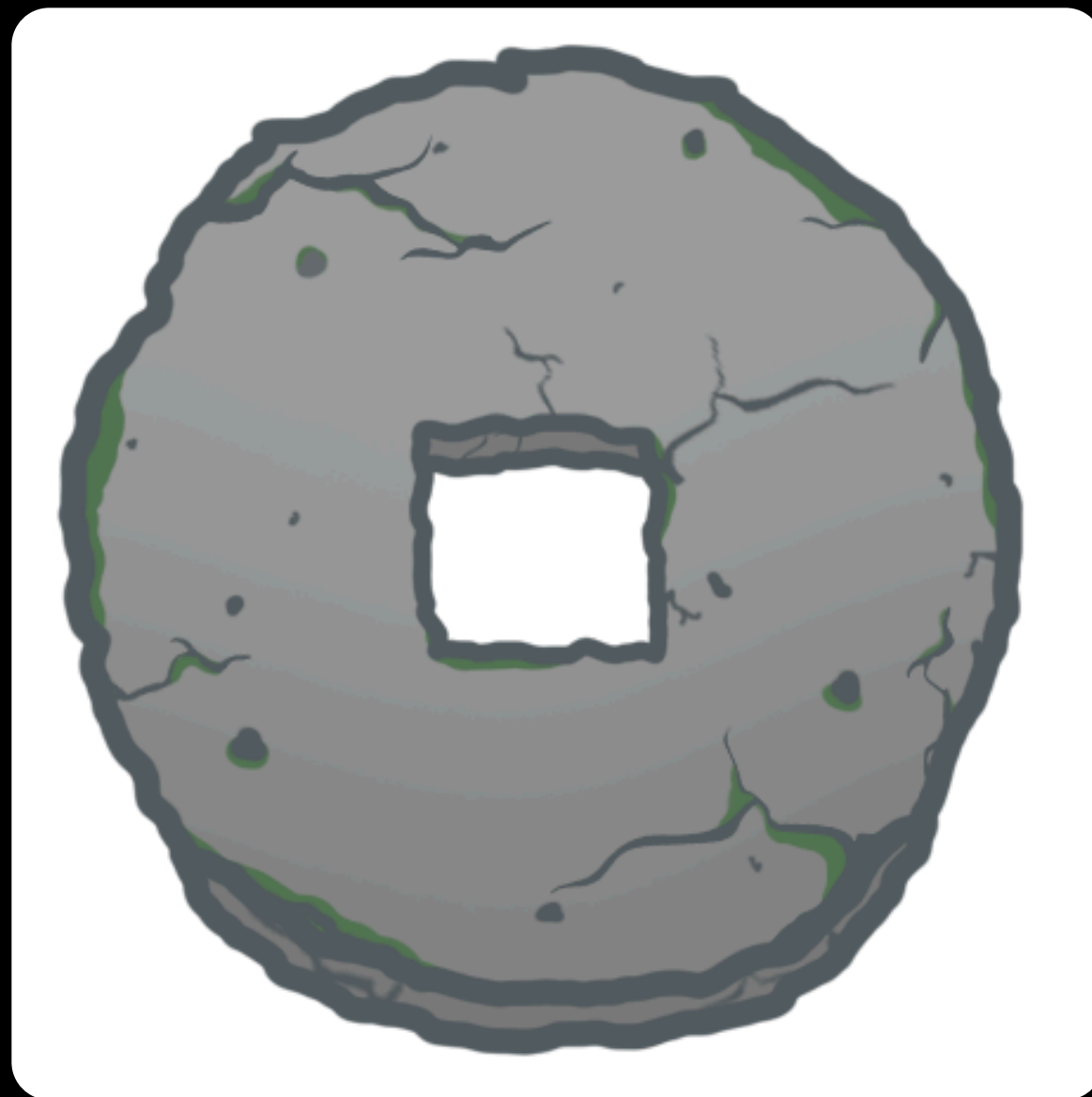
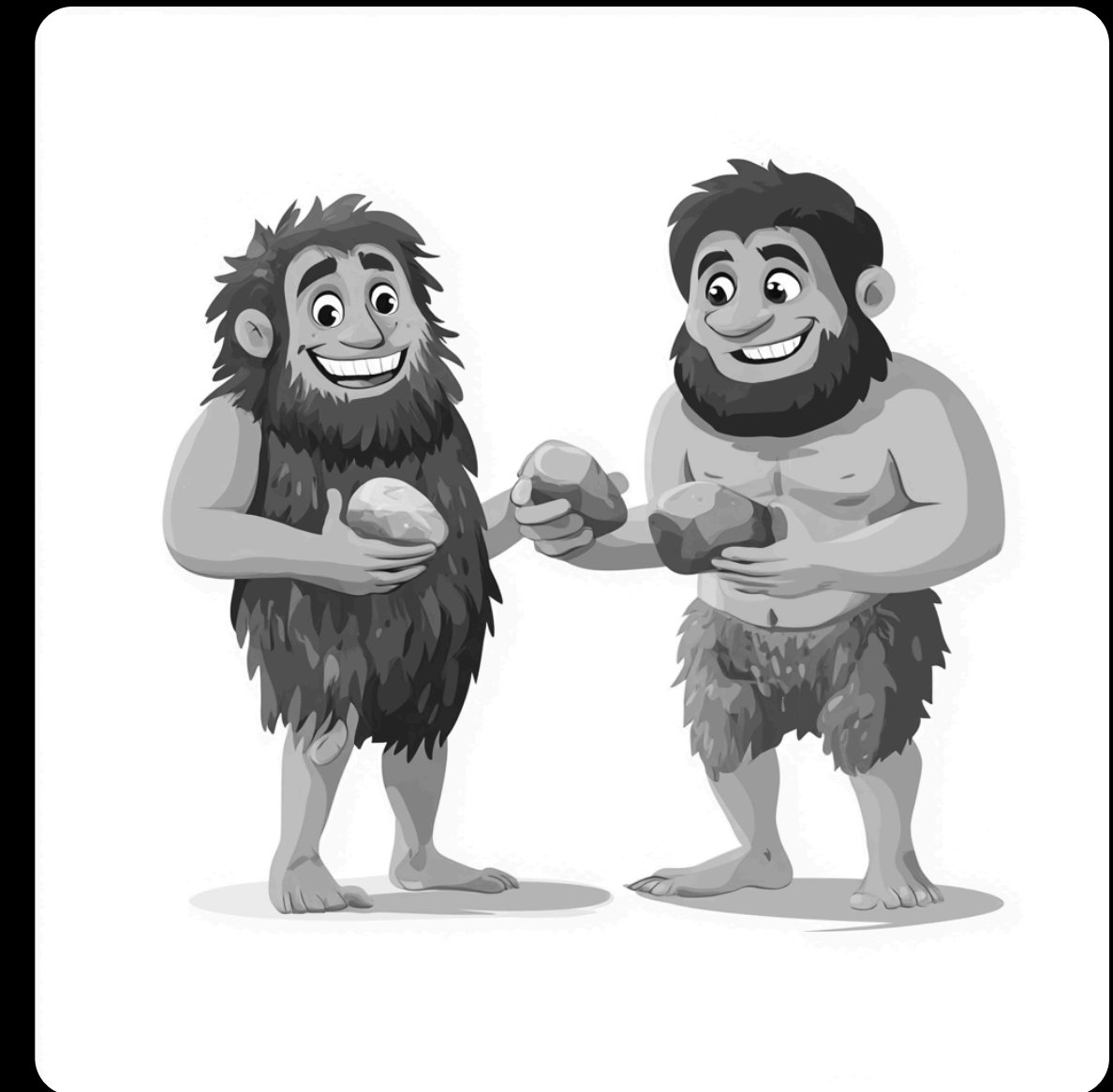
Each new member in the chain increases the total stone income, creating exponential growth potential and community-driven expansion.

# THEMATIC FOUNDATION: DIGITAL PRIMITIVISM

OLDY uses visual and narrative inspiration from prehistoric times:

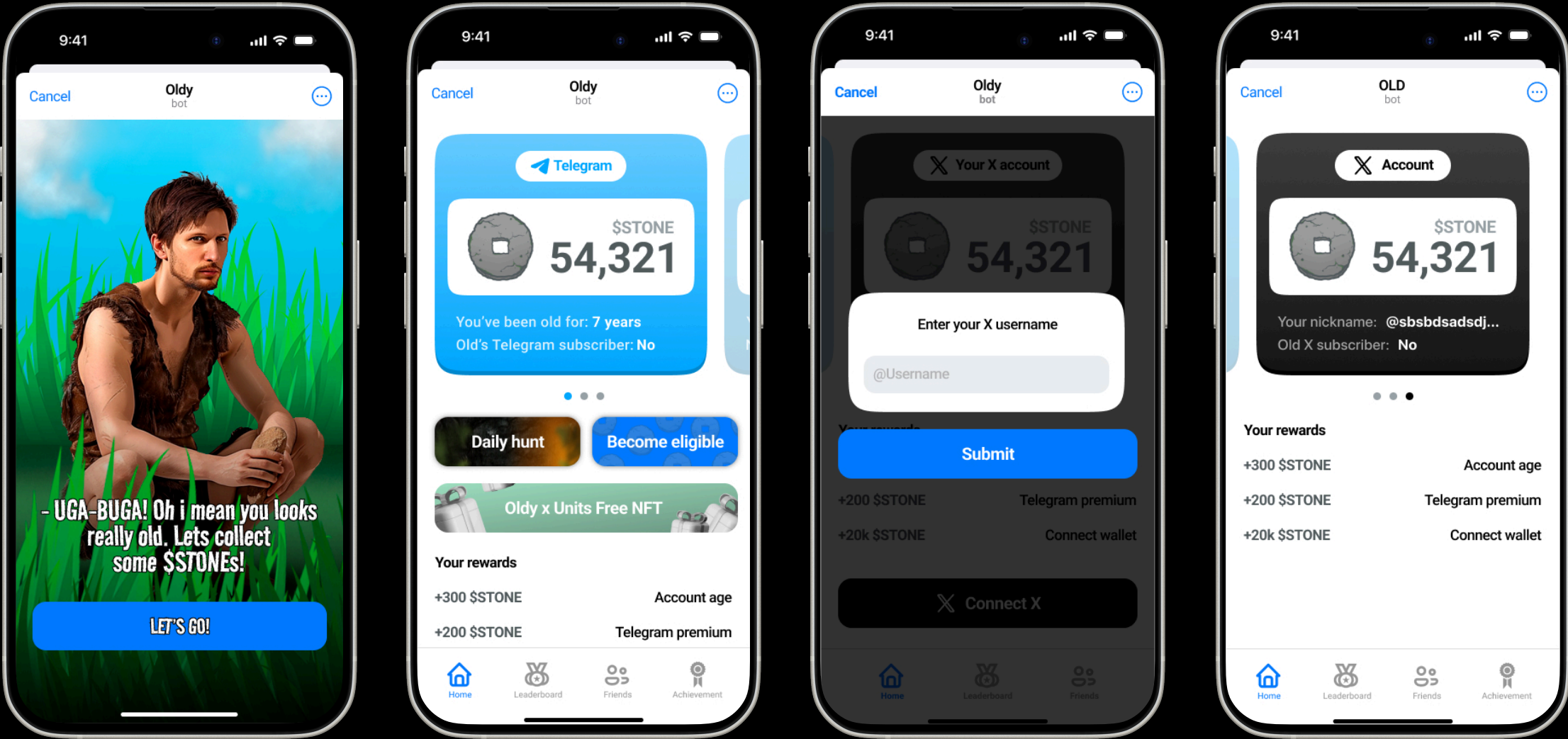
- Stone tools
- Tribal hierarchy
- Raw, primitive aesthetics

The theme reinforces the idea that everything begins with your Telegram roots — your digital “age” defines your primal strength.



# SCREEN VIEW

Light Theme



Dark Theme

