



MATCH SYSTEMS



ayconsulting

RESEARCH ON CLICKERS (WEB2 + WEB3)



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What are clickers?

Clickers are applications that allow you to earn internal currency by clicking on the central part of the smartphone screen. The internal currency can be cookies, stones, food, virtual coins.

The main goal of any game built on this principle to click and earn as much as possible. By earning more coins, the player can buy upgrades to earn even faster and more. Such time-killers have become relevant to waste time sitting in a queue or any other place.

- The **first clickers** began to enter the mobile gaming market in 2013-2014 and gained popularity. **These were:**

Make it Rain



Cookie Clicker



Since then, the clicker market has existed, the user base has evolved, the income of developers has increased, clickers has **not progressed** significantly. As a user, the player earned internal coins, with which nothing can be done. The segment was at a **standstill**.

Everything changed with the appearance of clickers in web3, clickers that come from **the crypto world**:

Hamster



Notcoin



TapSwap



These clickers may have their tokens on the exchange or planning to list them, they offer to mine an existing cryptocurrency or an internal one and exchange it for real money in the form of USDT and other crypto-assets.

Telegram clicker market size in money and players

118,413,000

the total number of clicker players on Telegram, at the time of writing the report, according to AYConsulting

At the same time, each clicker has its own energy reserve limits, that needs you to close the application and wait for the character's energy to fill up again. This period of time takes from 30 minutes to an hour.

As part of our research, based on communication with web3 clicker players, we assume that the user plays several clickers, most often 2 - 3. This means that the audience of clickers overlaps.

- Let's assume the intercept ratio is 30%.
Then number of unique players =

all players $118,413,000 * (1-0.3) = 82,889,000$ (2).

	In money \$ (2024)	In money \$ (2034)	In Users (2024)	In users (2034)
Total	297,322,836	975,640,000	82,889,000	271,970,000
Advertising market	18,815,796		82,889,000**	
In app purchases	278,507,040		2,072,225	

There are **25 clicker** applications in Telegram, of which only **23 are working**.

To calculate the market size in money, more assumptions need to be made. Revenue for solutions comes from in-game purchases and advertising. The calculation for each direction will be made separately and then summed up.

In-game purchases

Clickers make money from boosts and internal roulettes, which can be purchased for TON or other cryptocurrency. For convenience, calculations will be made in dollars.

- Prices inside clickers (taken from BBQCoin, ClickARBUZ, Cubes) for purchases (lotteries, booster, cases with prizes)

0.6, \$2, \$6.68, \$8.88, \$9.99

Thus, there is an average value of \$5.6.

Only a **small** percentage of the total audience of players **make purchases**. In mobile applications the market average of buying individuals is **5%** of all users. Clickers do not provide an original payment method, so according to our expert assessment, the conversion will be at the level of **2.5%**.

Then there are

2,072,225

paying users out of 82 million

If a user makes 2 purchases per month for a year, then $(2,072,225 * (5.6 * 2) * 12)$ per user, then the market for in-app purchases within Telegram for clickers is

\$278,507,040

Clicker Advertising Market

Clickers sell advertising using a CPC scheme. Cost per user (Obtained during communication with the clicker manager YesCoin) varies from **\$0.11** to **\$0.39** depending on coverage. More coverage means cheaper users. On average - **\$0.20**. For this cost, the user will complete two tasks (subscribe to partners, go to the site, repost and other activities).

At the same time, Telegram premium users charge **75%** more. That is, **\$0.35** per attraction. The share of premium players inside clickers is **18%** (1), according to AYConsulting. Using this as an assumption, the entire clicker audience accounts for **14,920,020** premium players.

Total, user/\$	82,889,000 users/ \$18,815,796
Advertising market for ordinary users	67,968,980 users/ \$13,593,796
Advertising market for premium users	14 920 020users/\$5,222,000

More detailed calculation of TAM, SAM, SOM and forecast values is represented in the annex to the study.

How are clickers earning money?

Web3 clickers, unlike classic clickers, share their income with players through the exchange of game tokens for real money (stablecoins and other cryptocurrencies). Not all applications allow this yet, and not every clicker has its own coin, but this is exactly the point they are striving for when announcing the listing and coming up with a ticker for the crypto coin.

How users earn	How do clicker creators make money?
Exchange of game currency for stablecoins, valuable cryptocurrency and its subsequent sale	Advertising sales, In-game goods
	Selling your share of tokens on the exchange (potentially)

On the one hand,

the solution has a base of active users who click in the application and communicate in the community.

On the other hand,

businesses, companies and corporations that want to advertise their channels, products, social networks to an audience with a high degree of loyalty and involvement.

The connecting intermediary is the clicker.

Observation

Popular clickers from the top 5 in Telegram are not monetizing, but focusing on attracting users.

Other projects with a smaller audience introduce the purchase of boosters for TON, a lottery, and offer to subscribe to public pages with bots for a reward. Thus, they try to make money everywhere and by any means.

On which platforms are there Web3 clickers?

The main platform is Telegram Mini Apps.

Basic Web3 clickers in Telegram

Name	Description	Users and subscribers	Monetization	What is promised to users?	Community
Hamster Kombat	Playing as a hamster, take on the role of CEO of one of the crypto exchanges.	45,000,000 (bot) 26.170.000 (Telegram) 15.200.000 (Youtube) 3.800.000 (Twitter)	For free	Exchange listing, infrastructure for launching projects, wallet integration.	<u>Telegram chat</u> <u>Youtube</u>
Notcoin	NOT earns money by testing products in web3.	19.000.000 (bot) 1.800.000 (Twitter)	Acceleration of pumping through donation in NOT.	Already posted on the stock exchange.	<u>Twitter</u> <u>Chat</u>
Yescoin	Collect coins from the screen in a pixel city setting.	11.000.000 (bot) 4.800.000 (telegram) 2.300.000 (Twitter)	For free	YES coin listing. Currently in the mining stage.	<u>Chat</u> <u>Twitter</u> <u>Channel</u>
Bloom	Mine currency by catching falling blooms and avoiding bombs, or receive coins passively.	10,000,000 (bot) 7,470,000 (telegram) 1,200,000 (Twitter) 1,800,000 (Youtube)	For free	Invitation competitions, Airdrops. In the future, a universal crypto app	<u>Channel</u> <u>Youtube</u> <u>Twitter</u> <u>Chat</u>

Name	Description	Users and subscribers	Monetization	What is promised to users?	Community
TapSwap	A popular clicker, but without a story or narrative for the player.	15.000.000 (bot)	Boosts to speed up pumping in the application.	Airdrop, Binance voucher competitions	Twitter
		18.400.000 (Telegram)			Telegram
		4.900.000 (Twitter)			
Yescoin	An ordinary slipper without a narrative or history.	5.500.000 (bot)	Advertising of affiliate projects (Catizen)	Giveaways 5k-10k USDT in the form of a drawing, Telegram Premium drawing	Chat
		1.400.000 (Twitter)			Twitter
		3.100.000 (Telegram)			Telegram
MemeFi Coin	Click on Pepe in the Gandalf costume, join the clans.	4,000,000 (bot)	For free	Airdrop, passive income from coins, multiplayer against players/clans.	Youtube
		4,400,000 (Telegram)			Chat
		1,500,000 (Twitter)			Twitter
					Telegram
BBQ Coin	Grow your catering business through steak mining	3,000,000 (bot)	In-game purchases for TON (boosts for acceleration)	Distribution of TON randomly to addresses.	Chat
		795,000 (Telegram)			Twitter
		291,000 (Twitter)			Telegram
Dotcoin	An ordinary clicker without a story or game purpose	3,000,000 (bot)	Advertising of partner projects.	Token listing, NFT creation, Dotcoin ecosystem launch	Twitter
		3,500,000 (Telegram)			Telegram
		882,000 (Twitter)			
PocketFi	Automining without making any clicks	2,000,000 (bot)	For free	Creation of a cross-chain exchange for trading	Chat
		132.000 (Chat)			Telegram
		1.005.000 (Telegram)			

Name	Description	Users and subscribers	Monetization	What is promised to users?	Community
Worm-fare Slap	Slap the back of the worm to mine currency.	1.500.000 (bot) 554.000 (Telegram) 265.000 (Twitter) 121.000 (Chat)	For free	Invest in a token before public listing, NFT collections, game bonuses for donation.	Youtube Chat Twitter Telegram
Pocket Rocket Game	Destroy asteroids in space so that the rocket can fly.	1.000.000 247.000 (Telegram)	Free.Airdrops, NFTs coming soon.	Airdrops, NFTs	Twitter Chat Telegram
MemeFi Coin	Click on Pepe in the Gandalf costume, join the clans.	4,000,000 (bot) 4,400,000 (Telegram) 1,500,000 (Twitter)	For free	Airdrop, passive income from coins, multiplayer against players/clans.	Youtube Chat Twitter Telegram
Yes Tap Bot	An ordinary clicker without a narrative or goal. Just mining \$YES token.	500,000 (bot) 235,000 (Telegram) 79,000 (Twitter)	Advertising affiliate projects	They promise listing, tokenomics and white paper soon. Now USDT and TON are being distributed.	Chat Twitter Telegram
TomClicker	Click on the tomato to earn money	220,000 (bot) 60,000 (chat)	Advertising affiliate projects	Listing of your own token, airdrop coming soon.	Chat (private) Twitter Telegram
Dragon Bot	An ordinary clicker without a narrative or goal. Just a coin in the hands of a dragon.	200.000 (bot) 72.272 (Telegram)	For free	Creating your own NFTs, infrastructure for building your service, creating a clan.	Twitter Telegram

Name	Description	Users and subscribers	Monetization	What is promised to users?	Community
Nobby Game	Clicker in the style of Warcraft and Harry Potter.	- (bot) 120.000 (Telegram) 1.100 (Twitter)	For free	Launch and listing of a token, NFT, gaming ecosystem around Nobby.	Youtube Chat Twitter Telegram
Pocket Rocket Game	Destroy asteroids in space so that the rocket can fly.	1.000.000247.000 (Telegram)	Free.Airdrops, NFTs coming soon.	Airdrops, NFTs	Twitter Chat Telegram
NOT MEME app	A clicker in the style of a crypto wallet and memes from Reddit.	100,000 (bot) 142,000 (Telegram) 38,700 (Twitter) 22,000 (Tiktok)	For free	Airdrop for completing tasks and distributing your token.	Tiktok Chat Twitter Telegram
Cubes?	Break cubes with a Minecraft pickaxe to mine currency	66.000 (Telegram) - (bot) 220.000 (Twitter)	In-game purchases for PUNK or TON	NFT on TON, secondary market for buying/selling secondhand.	Chat Twitter Telegram
Spinner Coin	Spin the game spinner to earn internal currency.	<65.000 (forecast)	For free	Exchange of domestic currency for NFTs in the future.	Chat Telegram
Firecoin	The narrative is a coin of fire, and the energy is a tree.	30.000 (bot) 560.000 (Telegram)	For free	Competitions, TON, USDT giveaways	Twitter Telegram

Name	Description	Users and subscribers	Monetization	What is promised to users?	Community
Lava Rush	The first and only clicker with multiplayer.	– (bot) 30.000 (telegram) 12.500 (twitter)	For free	NFTs for the most active players	Chat Twitter Telegram
\$FNOT Dice Game	Mining internal currency through dice rolling.	– (bot) 46.000 (Chat) 22.000 (Chat)	For free	Distribution of TON, internal currency for tasks.	Chat Telegram
Click ARBUZ	Click on the watermelon to mine and participate in the lottery and roulette.	N/A	Roulette, boosts for TON, advertising of affiliate projects	Cashback for trading on the stock exchange, bonus for subscribing to partners. Reward tasks.	No links
Not Baby Coin FAM	Maintenance (not working)	N/A	Advertising affiliate projects	–	No links

Cost and time frame for developing your own clicker in Telegram

Development method	Price	Time costs
Freelance developer at Kwork	RUB 13,000	2 weeks
Development studio	Without blockchain integration - 700,000-1,000,000 rubles. With blockchain integration - 1,200,000 - 2,000,000	3-4 weeks without blockchain integration 4-5 weeks with blockchain integration.
Solo developer from Telegram chat	From 35,000 rubles	From 1 week

On the one hand,

the clicker has users who click and communicate in the community.

On the other hand,

businesses that want to advertise their channels, products, social networks.

The connecting intermediary is the clicker.

Value proposition for the considered segments:

What do clickers promise to give to players and businesses?

Users	Businesses
Exchange project coins for stable cryptocurrency (usdt)	Promoting your products
Communication in the community of players	Promotion of social networks
Purchasing goods and services from partners and providers with this coin, for example TON, NOT, etc	Revenue growth
Aidrops, tokens for tasks (DEGENS, PUNK)	Customer base growth

Trends in the clickers market and development forecast

While maintaining the optimistic scenario for the development of the market for these solutions

The market volume will grow due to income from:

- 1 Listing of cryptocurrencies that users are currently mining, similar to NOTcoin
- 2 Affiliate programs with exchanges
- 3 The transition of launched cryptocurrencies from the memecoin stage to an independent web3 project on the TON blockchain. For example, a coin could become a protocol token for lending or staking.
- 4 Launch of NFTs by users of clickers and applications.
- 5 Launching derivatives based on these coins.
- 6 Attracting new users to the world of cryptocurrencies.

According to expert assessment by AYConsulting, the CAGR for this market will be 12.36% in the period from 2024 to 2034.

Negative scenarios

1 There is a high risk that most of the taper and clicker projects based on TON will turn out to be a scam, and this will be the moment after which regulation on the deployment of such solutions will begin on the part of Telegram, on the part of financial regulators and on the part of Apple, because under their side schemes are created that resemble Ponzi schemes.

2 A potential risk factor is the loyalty of TON and Telegram to betting and casino projects. Already working on the TON platform 53+ gambling projects, which accept deposits in crypto and pay it out as winnings.

3 The key problem is not only in KYC/AML, taxes and regulation of gaming activities, but also in the fact that millions of players can lose their money in scam projects and will have to deal with Telegram and TON due to the lack of proper moderation of projects and contributing to the development of criminal activities. The risks are not limited to the gambling projects segment. The attention of regulators may also be attracted by applications related to: NFTs, Shopping, DEX Exchanges and the tokens themselves on the TON blockchain (Jettcoins), of which more than 400 have already been placed. The capitalization of Notcoin is \$2 billion.

4 There is a risk that regulators may begin to require recognition of Telegram as a crypto exchange operating without a license, since inside millions of players move cryptocurrency between wallets, projects and clickers, accelerating quotes, as a result of which the creators of TON, Telegram, market makers and clicker app owners. "Total unregulated anarchy."

5

Clicker applications contribute to the viral growth of public pages with millions of inactive subscribers. For example, clickers sell advertising to administrators, and in return they embed tasks for clicker audiences to subscribe to their channels. Such a channel grows from 0 subscribers to 5 million in just a month, since traffic within clickers is very cheap. If the volume of attraction is 5 million subscribers, the cost of 1 user is \$0.01 (based on the clicker manager data [YesCoin](#)). That is, to launch such a channel from scratch costs \$50,000. Advertising costs are \$5,000. With 10 advertising posts, a public launch can break even and continue to earn a profit.

Such groups can affect the reputation of the advertising market in Telegram for the worse, and become drivers of scam projects, since nothing else will be advertised in them.

Investing in clickers

TON Foundation gives web3 projects checks from **\$5k** to **\$50k** per project, depending on the type of grant, stage of the project, team and other aspects of the project. There is no publicly available information about TON issuing grants to clickers.

AYConsulting assessment of the capitalization potential of tokens of existing clickers on the Telegram platform

Name	Number of users	Capitalization (expert assessment) \$ million
Hamster Kombat	42,000,000	\$10,749,414,903
Notcoin	19,000,000	\$2,199,851,916
TapSwap	15,000,000	\$1,371,098,840
Yescoin	11,000,000	\$737,346,487
Bloom	10,000,000	\$609,377,262
Yescoin Ø	5,500,000	\$184,336,622
MemeFi Coin	4,000,000	\$97,500,362
BBQCoin	3,000,000	\$54,843,954
Dotcoin	3,000,000	\$54,843,954
PocketFi	2,000,000	\$24,375,090

Name	Number of users	Capitalization (expert assessment) \$ million
Wormfare Slap	1,500,000	\$13,710,988
Pocket Rocket Game	1,000,000	\$6,093,773
Yes Tap Bot	500,000	\$1,523,443
TomClicker	220,000	\$294,939
Dragon Bot	200,000	\$243,751
NobbyGame	120,000	\$87,750
NOTMEME app	100,000	\$60,938
Cubes?	66,000	\$26,544
SpinnerCoin	65,000	\$25,746
LumaCoin	60,000	\$21,938
Firecoin	30,000	\$5,484
SpinnerCoin	30,000	\$5,484
LumaCoin	30,000	\$5,484

Information security issues

- **Clickers are a unique class of applications integrated into Telegram and connected to blockchains, which distinguishes them from traditional web applications and other web3 projects.**

Clickers are facing a number of specific security challenges, such as vulnerabilities in smart contracts, scalability issues, and key management.

Also relevant to them are the risks associated with the frontend, which still runs on centralized servers.

Losses of web3 projects from hacker attacks amounted to **\$4.57** billion dollars in 2023 (1).

Phishing attacks accounted for 82% of that (**\$3.94** billion).

Phishing attacks are the most frequent reason for users to contact law enforcement agencies.

In this section we will consider all possible attacks on this class of applications and statistics on incidents that occurred during such attacks.

Attacks faced by clickers can be divided into general attacks, which all web3 projects face, and specific attacks, which are most relevant for this class of programs:



1. Basic attacks on clickers as web3 projects

Web application attacks

The amount of funds stolen through this type of attack in 2023 was \$1.397 billion dollars. Attacks on web applications are primarily targeted at users and can result in the loss of sensitive information. Attacks on application logic are popular – attackers can manipulate the frontend or API of web applications to gain achievements in clickers.

Risks associated with the volatility of cryptoassets

YAM Finance lost \$60 million dollars within 30 minutes of launch, due to a bug in the logic of one of the project's functions (8). Project launches should be considered in the way tokens are allocated. There should be estimates of the volume of tokens distributed through airdrop and the volume put on the exchange. In general, the tokenomics of the project should be designed to avoid a rapid fall in the token price and other anomalies on exchanges.

Attacks on smart contracts

On the Ethereum blockchain alone, losses from such incidents amounted to \$686 million dollars in 2023, with an average loss of \$3 million dollars per incident. To close this type of risk, contracts must be built according to accepted standards on the blockchain, and custom smart contract developments must be audited. Currently, there have been no incidents of this type of attack for clickers.

Violation of the process of development, configuration and storage of private information

\$880.9 million dollars was the loss of web3 projects in 2023 due to loss of private keys (7). These types of attacks can lead to the disclosure of private environment settings and loss of private keys. The last such attack in May 2024 resulted in the loss of \$43 million dollars in crypto funds (4).

Scalability and performance issues

The downtime encountered when the load on web3 projects

increases dramatically can range from a few hours to 3 days. As the popularity of web3 projects grows, scalability and performance issues become more and more important. Such problems lead to unavailability of applications and decrease user confidence. An example of such incidents can be problems with the work of Telegram internal wallet after the Notcoin airdrop (2).

- 2. Next, we need to consider the following most relevant vectors of attacks on clickers. The relevance of these attacks is primarily related to the specifics of this type of applications - huge popularity and possible airdrop of tokens.**

Abuse by drophunters

As part of the Arbitrum network launch, drophunters gathered 253 million tokens (\$430 million as of April 2023) this is 20 percent of the total amount of airdrop (9). By adding crypto assets to games, projects become a potential target for those who make bots for gaming and cryptocurrency mining. Due to the activities of such attackers, it becomes difficult to estimate the real volume of users, and part of the budget allocated to attract new players goes into the hands of scammers. The most common method of abuse now is the automation of screen clicks. An effective method of defense against tapping is currently limiting the number of taps per session. However, to be effective, traditional web2 protection mechanisms should be considered, such as device control, application launch environment control, external user authentication services, and user behavior control.

Phishing sites and resources

\$207 million dollars was the loss from phishing attacks in 2023. The volume of fake coins in the TON network reaches 150k addresses per month within one phishing attack, and one address receives up to 100 spam messages per month. Each spam message contains the address of a fake website. Phishing and scam is the biggest danger for clicker users. This is due to the fact that the main users of such applications are new users of cryptocurrencies who are not familiar with the features of crypto projects and possible fraud schemes.

Phishing in cryptocurrency projects is a form of cyberattack in which attackers try to fraudulently push users into unintended actions or gain access to confidential information. These attacks are often executed by sending fraudulent messages in telegram channels and by leading the user to fake websites that mimic popular decentralized applications (DApps) and exchanges. Attackers can use a variety of social engineering techniques to encourage the victim to connect a wallet, call a malicious smart contract, or send cryptocurrency to a fraudulent address.

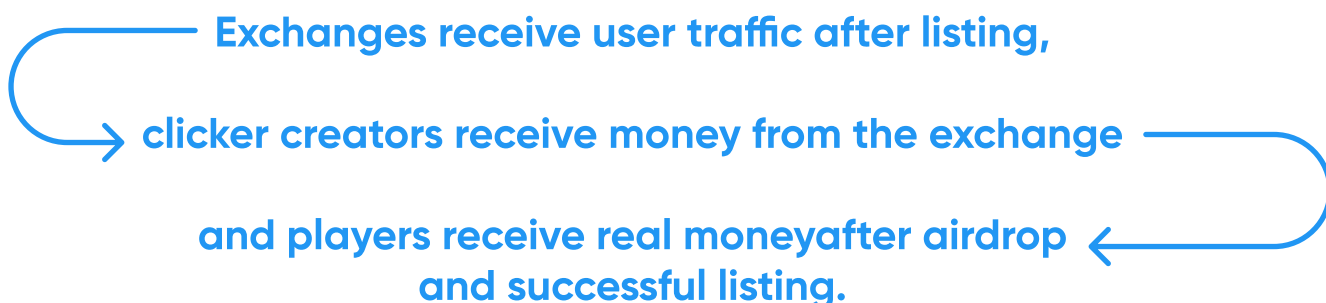
One episode

of hosting a phishing site to steal Notcoin was investigated by **Match Systems**(5). The user went to the phishing site, where he connected his wallet and confirmed the transaction, in which he was supposed to receive a drop in the form of Notcoin coins, but in fact he sent the scammer all his funds in different tokens. In a day the amount of stolen funds in this way reached **1350 TON (~\$10k dollars)**.

Fighting phishing in crypto projects requires a comprehensive approach, including cybersecurity training for users, the use of two-factor authentication and regular monitoring of fake resources.

Conclusions on web3 clickers

Web3 clickers created a **precedent** by promoting the TON ecosystem. The chain of events around Telegram turned out to be **beneficial for all parties**.



Telegram management is actively engaging new audiences in the messenger.

Web3 clickers are just **the first stage** on the path to the mass adoption of cryptocurrencies. The experience of **Notcoin** and **Blum** shows that the concept of a clicker project should **change along with the user**. User dives into the crypto world, learns more, and it will be quite difficult to hold him back with a simple clicker.

Therefore, Blum is already aiming for the position of a universal wallet for all networks, and Notcoin has finally abandoned the clicker concept.

During the rapid development of blockchain clickers, information security is a **fundamental aspect** that must be considered when evaluating projects. Protection measures must be embedded in all aspects of such applications.

Application security and smart contract protection are key areas that need to be audited and evaluated.

Fake sites are a threat not only to users but also to the **reputation of projects**. Therefore, it is important that clickers actively work to ensure the **validity and security** of their apps and other resources.

Web3 application security must be implemented at **all layers, from code to infrastructure**. Developers should follow best practices, perform audits, and use vulnerability detection tools to **minimize** the risks of cyberattacks. Attention should be paid to how **seriously** projects take security at all stages of development and operation.

Smart contracts are the basis of many web3 projects, including clickers. Vulnerabilities in smart contracts can lead to significant financial losses. **Conducting thorough auditing and testing of smart contracts should be a required phase of development to ensure their reliability and security.**

Clickers that consider information security in a serious way not only protect users and project assets, but also promote the growth of a healthy and trustworthy blockchain ecosystem.

PROTECTION

Appendix to the study.

Web2, design and ideas

web2 platforms

All that happened in the clicker segment 10 years before the appearance of web3 clickers was the release of games on other platforms (web, PC, Mac, Consoles). Now the clickable items changed, but this did not change the mechanics at all.

Monetization

Classic clickers are monetizing in 2 ways: advertising and in-game purchases. Advertising works according to the classic mobile scheme through mediators, and in-game purchases allow you to earn internal currency even faster.

Analysis of the most popular clickers on iOS/android, not Web3

Name	Downloads	Users	Monetization	Revenue
Idle Miner Tycoon	100+ million	10+ million MAU	In-game purchases and advertising	\$50 million annually
AFK Arena	50+ million	5+ million MAU	In-game purchases and advertising	\$200 million annually
Egg, Inc.	50+ million	5+ million MAU	In-game purchases and advertising	\$25 million annually
Tap Titans 2	10+ million	2+ million MAU	In-game purchases and advertising	\$10 million annually
Clicker Heroes	10+ million	1+ million MAU	In-game purchases and advertising	\$5 million annually
AdVenture Capitalist	10+ million	2+ million MAU	In-game purchases and advertising	\$10 million annually
Tap Tap Fish - AbyssRium	10+ million	1+ million MAU	In-game purchases and advertising	\$5 million annually

Name	Downloads	Users	Monetization	Revenue
Bit City	5+ million	1+ million MAU	In-game purchases and advertising	\$5 million annually
Idle Apocalypse	1+ million	500,000+ MAU	In-game purchases and advertising	\$1 million annually
Realm Grinder	1+ million	300,000+ MAU	In-game purchases and advertising	\$500,000 annually

Conclusions on classic clickers

The applications work and make money, but the games are in a dead end. You can come up with a shell, wrap it in an RPG, a farm, a business simulator, but the result is the same. Earn coins to earn coins to earn even more coins...

Notes

(1) 18% - according to the manager of one of the solutions on the market, the share of premium users within their solution. We assume that the figure holds for the general sample of clicker users.

(2) 82,889,000 - The size of the advertising market in users does not change, because the players (whales) who donate inside (2,072,225) also see advertising and are already included in this number. These two indicators are not cumulative. The presence of in-game purchases does not remove advertising built into games.

(3) The formula for calculating the potential capitalization of projects is similar to Notcoin.

Estimated cost of the solution = (Capitalization of NOT coin on the day the study was written / number of users of the NOT coin application) * number of users of the competitive solution * (number of users of the competitive solution / number of users of the NOT coin application)

Game concepts for new web3 clickers

Now clickers in Telegram have two big problems - automation of clicks by bots and boring gameplay, where you have to click on one point many times, and a coin or income from clicking on a game character just glows on the screen. By making an interesting game setting you can solve both problems.

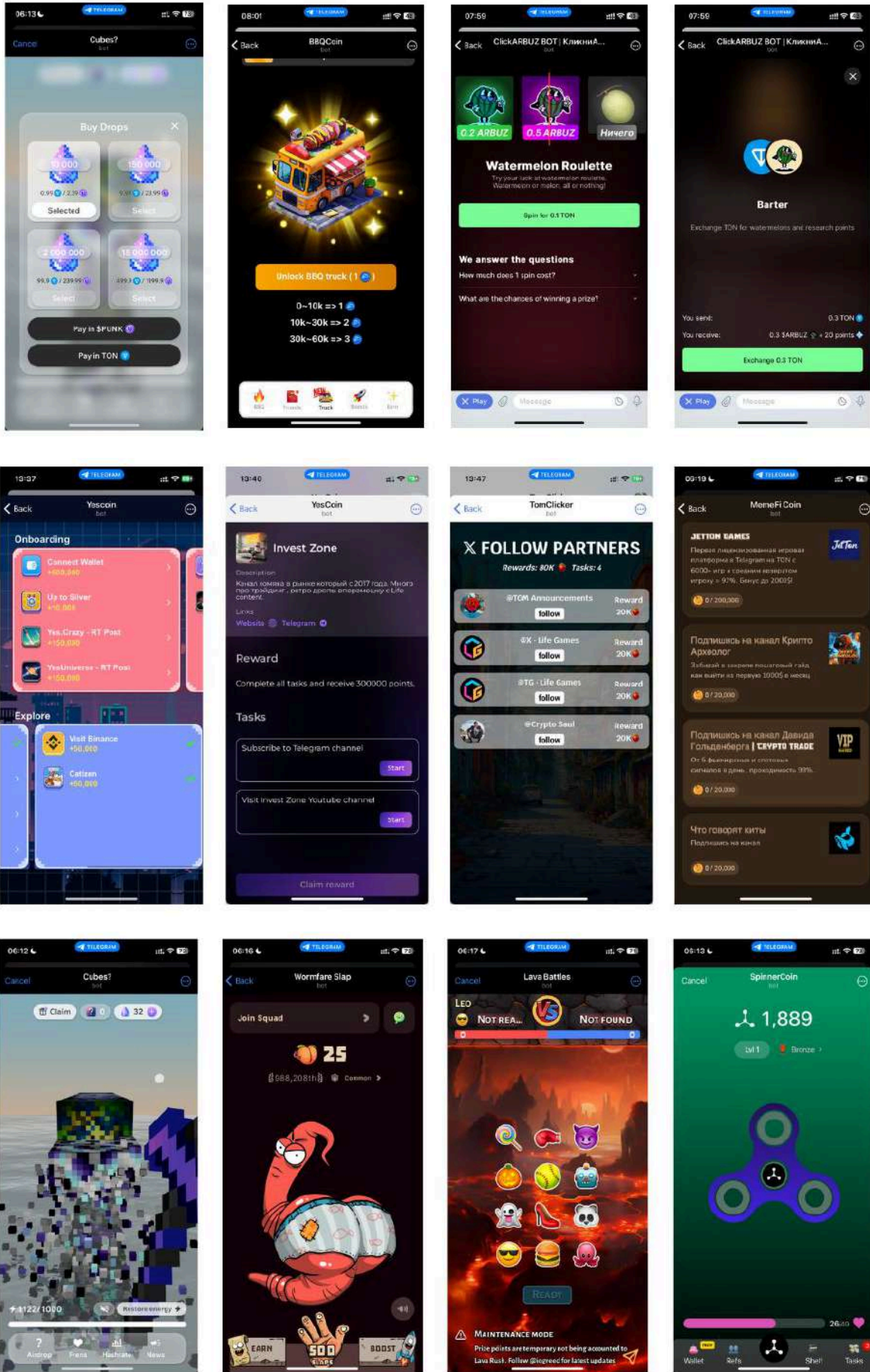
Potential ideas that could be implemented in clickers:

1 **Farmer simulator.** The goal is to build the largest agricultural business by growing grain crops. Click-action will sow conditional grain in different areas of the soil. This will kill standard bots, because the player will need to move the map with his hands, sow and perform other actions, such as hiring workers, paying for plowing the field, etc.

2 **Boardwalk Empire.** The goal is to grow the illegal business through bootlegging, casinos and brothels. You are the treasurer who has a share of everything. The click will be precisely the collection of this very profit from all illegal businesses. There is a map of the city, you move around it, invest in new bootleggers, collect money from them, etc.

3 **Smartphone monopoly (iPhone).** The goal is to develop a business for the production of smartphones, similar to the Foxconn plant in China. The click action will involve assembling an iPhone from individual parts (you need to click on different parts of the screen once so that the part fits into the case). For development, you can hire new workers, improve your skills, so that the number of phones produced grows.

Screenshots from popular web3 clickers/slippers



Calculation of the market size of clickers for a potential new solution on the market

		2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2033
Growth rate		20%	20%	17%	15%	13%	11%	9%	6%	6%	5%	5%
TAM	In money \$ (million)	356.78	428.14	500.92	576.06	650.95	722.56	787.59	834.84	884.93	929.18	975.64
	In users (millions)	92.46	119.35	139.64	160.58	181.46	201.42	219.55	232.72	246.8	259.01	271.97
SAM	In money \$ (million)	334.20	401.04	469.22	539.60	609.75	676.82	737.73	782.00	828.92	870.36	913.88
	In users (millions)	2,486	2,984	3,491	4,015	4,536	5,035	5,489	5,818	6,167	6,475	6,799
SOM	In money \$ (million)	10.02	12,024	14,068	16.17	18,275	20,285	22.111	23,438	24,844	26,086	27,391
	In users (millions)	0.744	0.892	1,044	1.201	1.357	1,506	1.641	1,739	1,844	1,936	2,033

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