Telegram Ecosystem

by Telegram Builders Community and TON Foundation

What do builders need help with

Traffic

Attract and retain users in an app

Monetization

Build an effective model with a simple payment flow
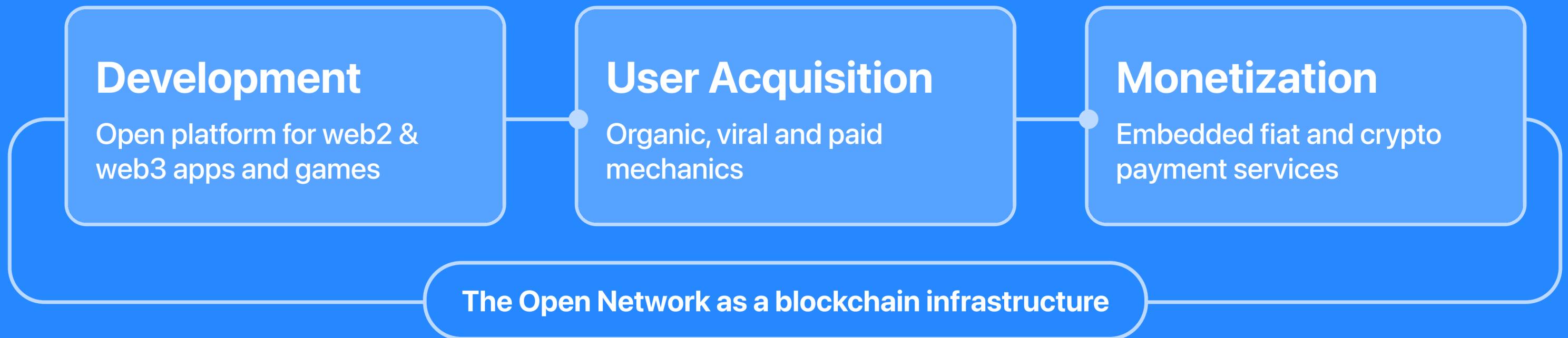
Development

Speed up development and minimize cost

Partnerships

Share information and create partnerships with other builders

How Telegram Ecosystem helps builders solve problems

Cross-platform Telegram Messenger with 800M+ monthly active users

Development
Open platform for web2 & web3 apps and games

User Acquisition
Organic, viral and paid mechanics

Monetization
Embedded fiat and crypto payment services

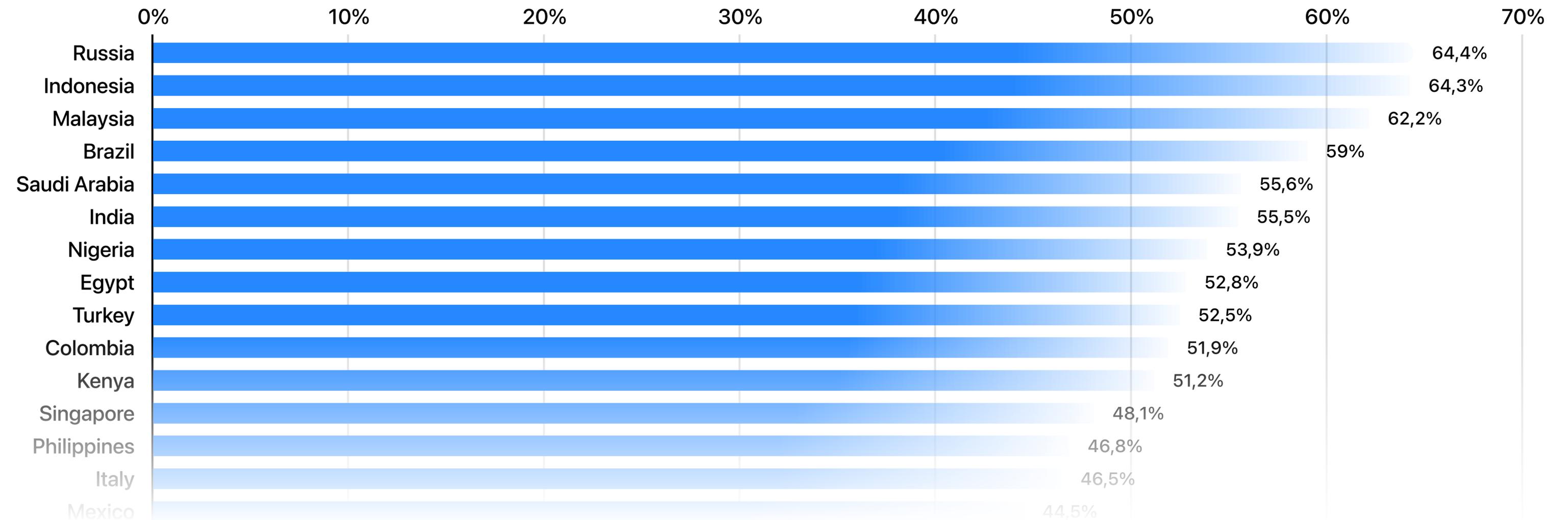**The Open Network as a blockchain infrastructure**

Telegram Messenger is rapidly growing worldwide

Number of monthly active Telegram users worldwide from March 2014 to July 2023 (in millions)

Telegram Ecosystem
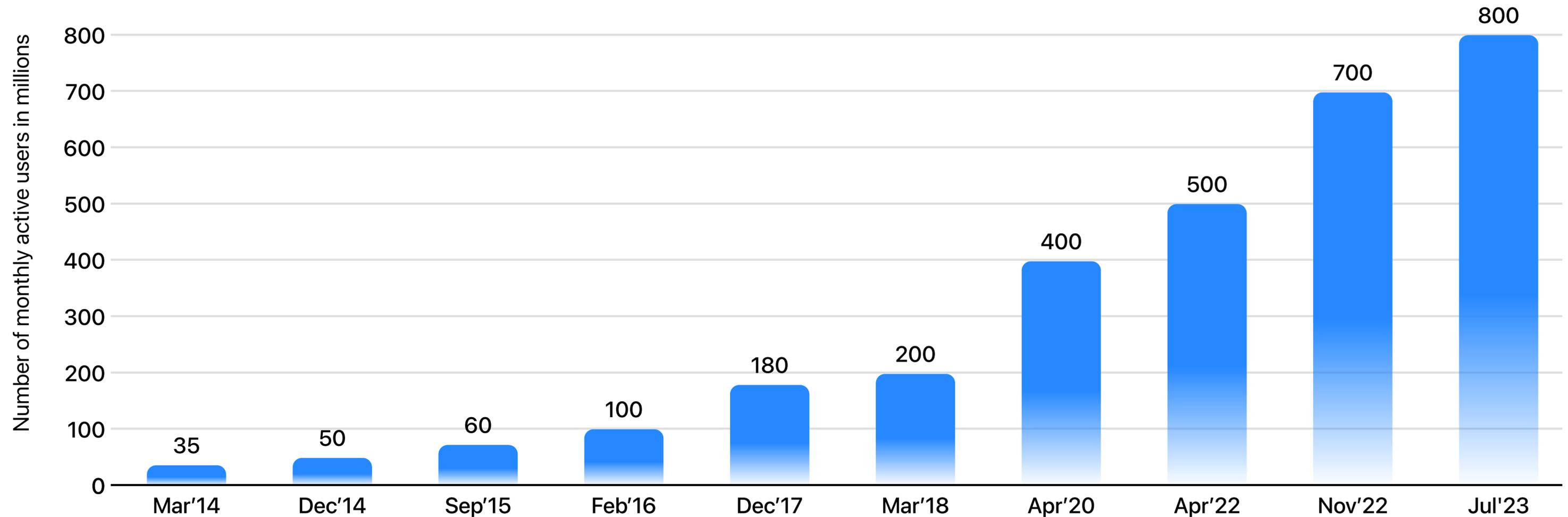
Telegram Messenger is rapidly growing worldwide

Share of online population using Telegram each month worldwide in 3rd quarter 2022, by selected territory.
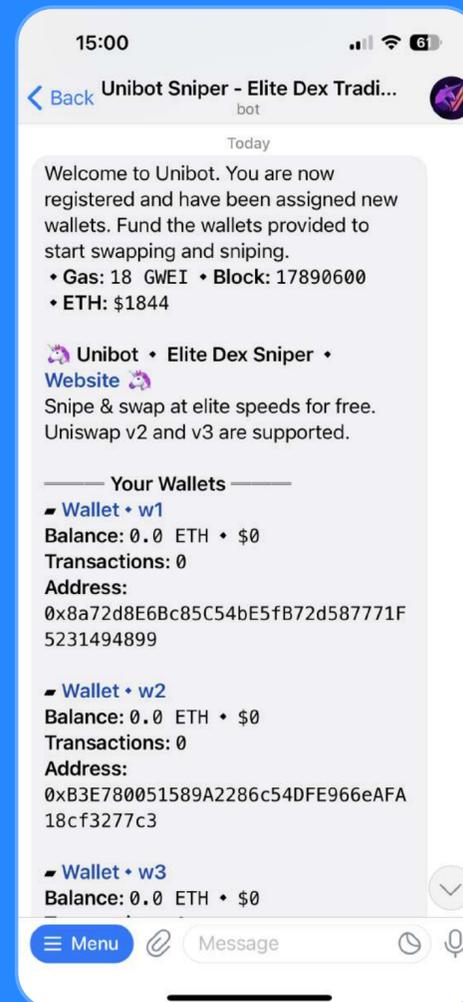
Territory	Share
Russia	64,4%
Indonesia	64,3%
Malaysia	62,2%
Brazil	59%
Saudi Arabia	55,6%
India	55,5%
Nigeria	53,9%
Egypt	52,8%
Turkey	52,5%
Colombia	51,9%
Kenya	51,2%
Singapore	48,1%
Philippines	46,8%
Italy	46,5%
Mexico	44,5%

Telegram Ecosystem

Telegram Apps

Bots
@unibotsniper_bot

Games
@gamee

Web Apps
@joincommunity_bot

Telegram Apps (tApps) platform includes bots, web apps, and games.

Open crypto-friendly platform for your business.

Web Apps is the next generation of apps inside Telegram
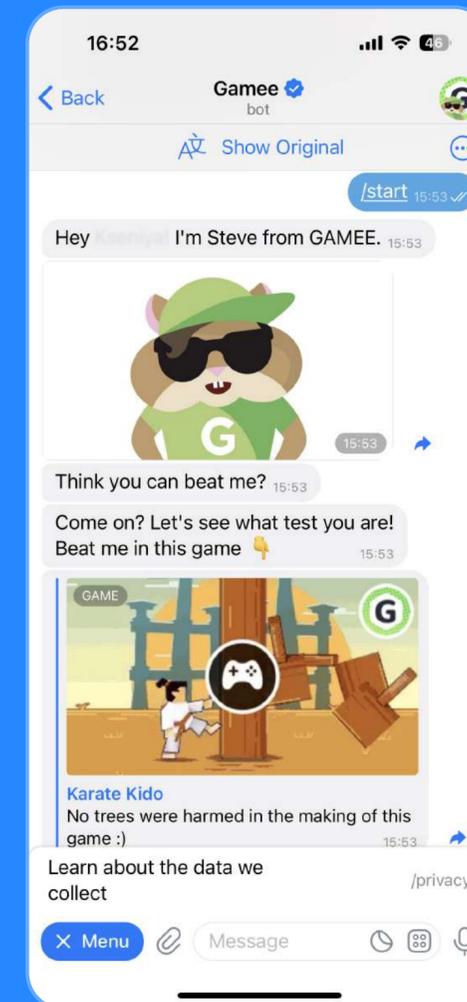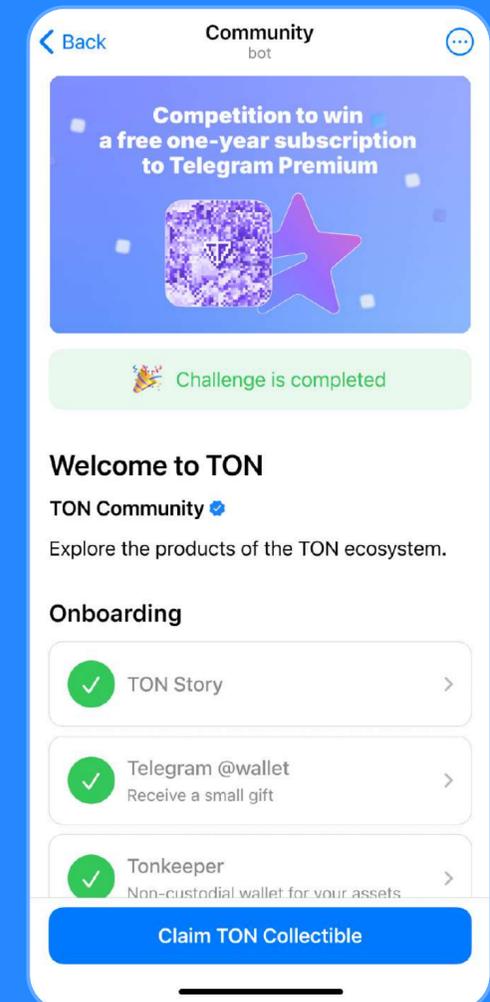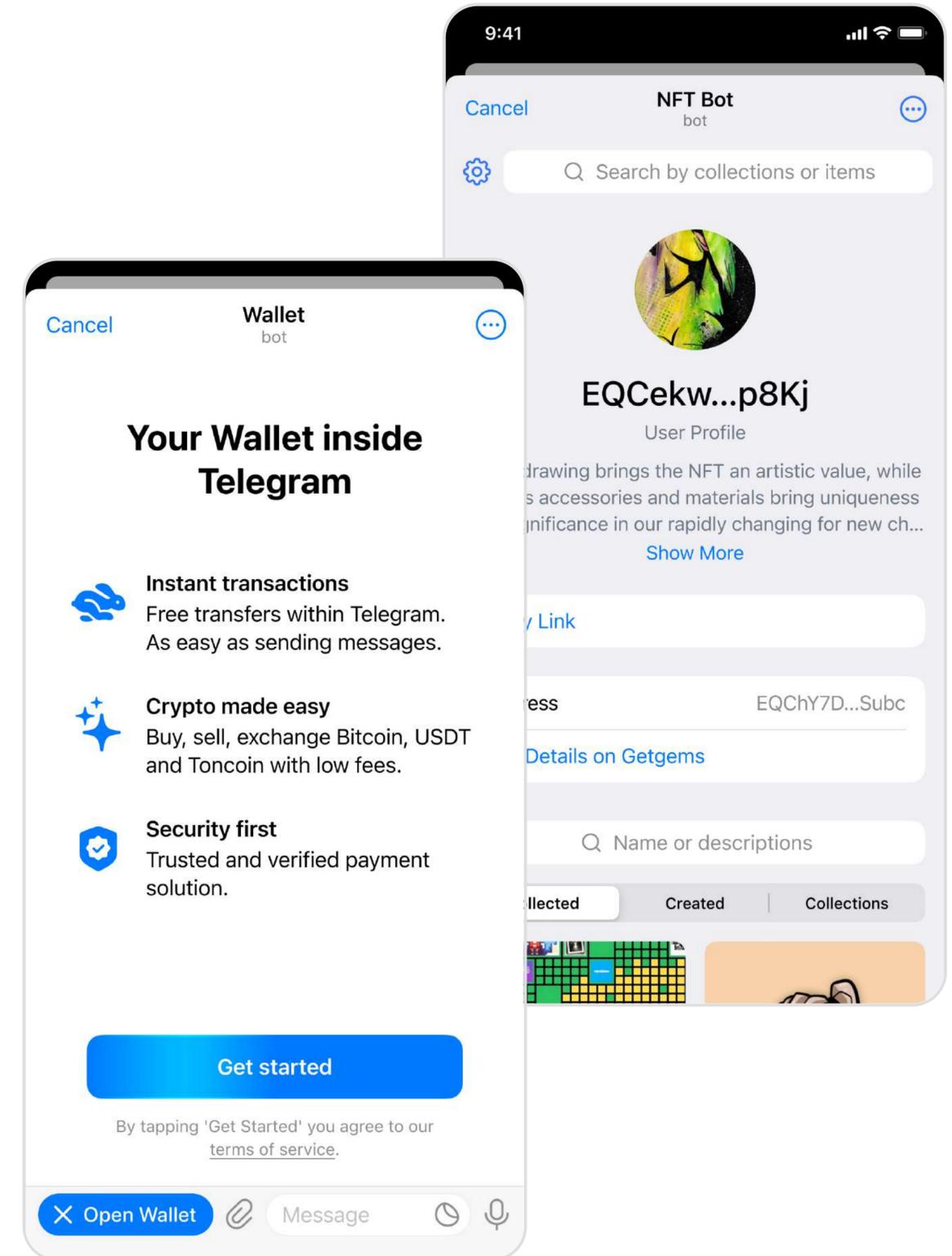
Telegram Web Apps is a new approach for business to engage with audience through a convenient user interface, offering a user-friendly experience directly within Telegram.

Web Apps support seamless authorization, integrated crypto and fiat-payments (with Google Pay and Apple Pay out of the box), delivering tailored push notifications to users, and much more.

The Open Network Blockchain is the core of Telegram Ecosystem

Turn your app into web3 with amazing user experience based on fast ultra-scalable TON Blockchain and crypto-wallet on Telegram

- L1 blockchain with low fees and fast transactions designed by the Telegram team to onboard a billion of users.

- Crypto wallet with authorization, payment service, on-ramp & off-ramp and many other features.

- Incredibly easy onboarding process for new crypto users.

Traffic flow of Telegram Apps

Telegram Ads
Performance Marketing

Telegram Apps Center
Discover & Featuring

paid

promo

App Bot
Notifications

User Contacts
Sharing & Invites

retention

virality

retention

App Group
News & Community

Telegram Ecosystem

Become visible for your audience with Telegram Apps Center
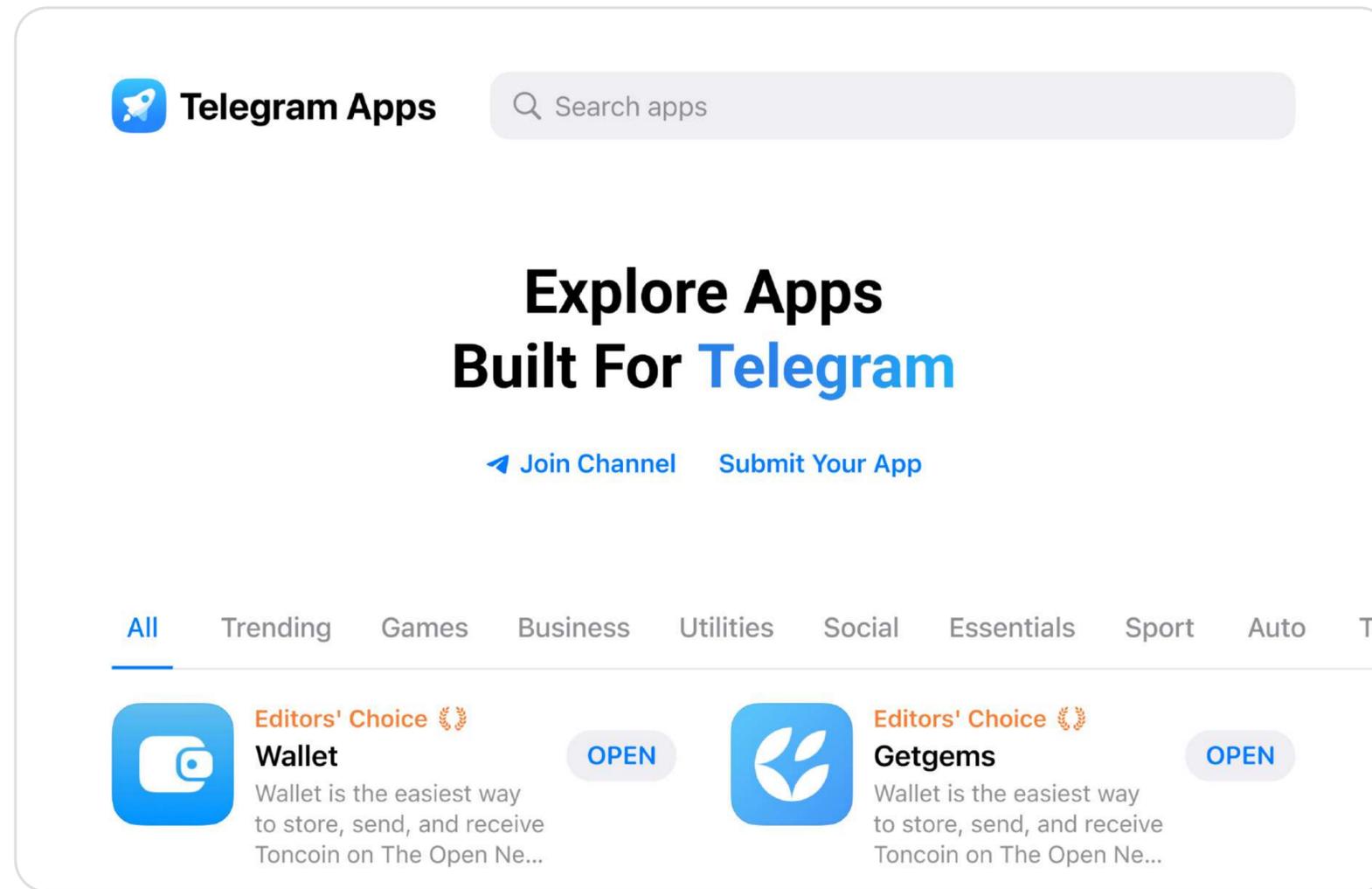
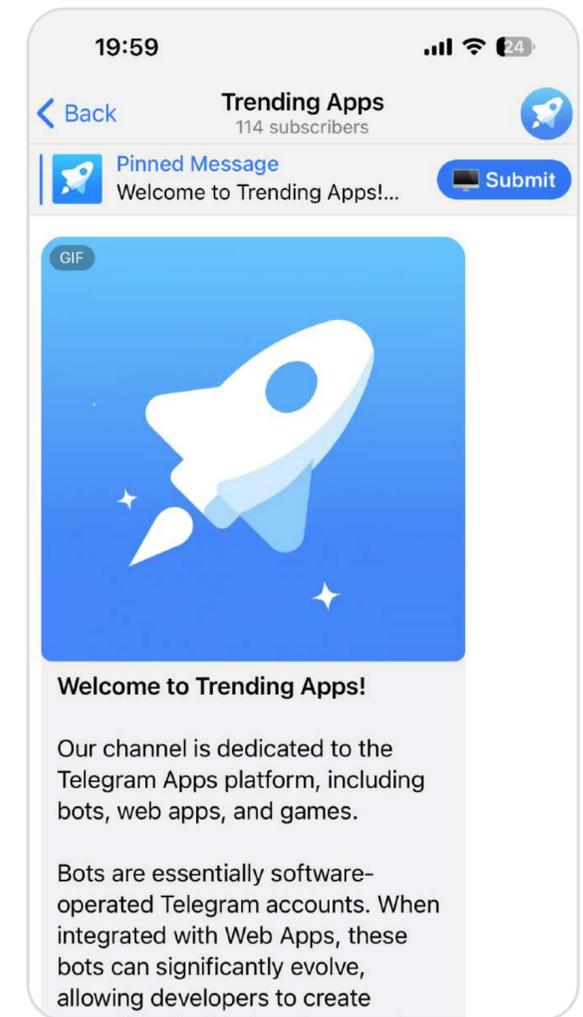Submit your tApp to get a free organic audience.

Web App
t.me/tapps_bot
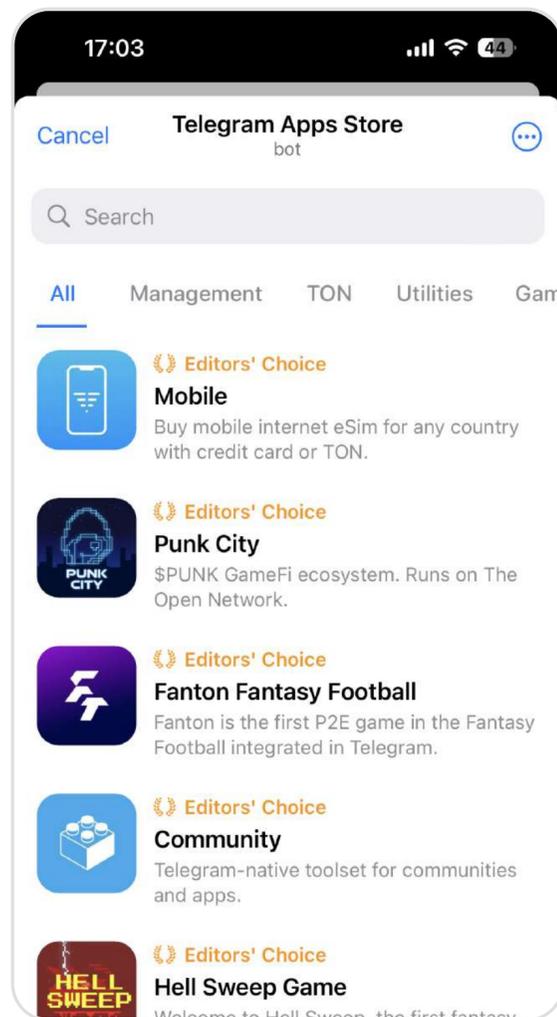
Web Site
tapps.center

Channel
t.me/trendingApps

Launch performance marketing campaign

Telegram Ads is a new advertise platform for
Telegram-based business.

Every month, Telegram **800M+** users generate
over 500 billion views in channels.

You can show your sponsored messages
in large public channels with **1000+** subscribers.

Get access to Telegram Ads platform with our
trusted partner – Magnetto.

Use community growth and engagement tools

The Community app is a powerful, Telegram-native toolset designed to boost the usage of your groups, channels and applications

Contests, access management and reward campaigns for your community members to drive healthy activity and strong business growth.

Join the Community Beta
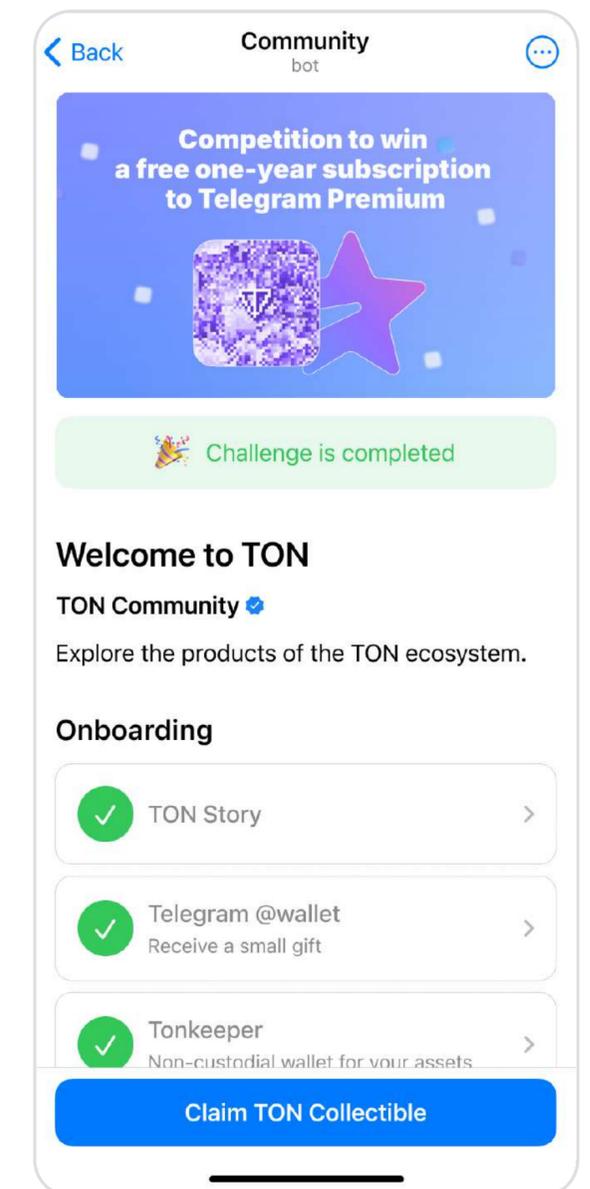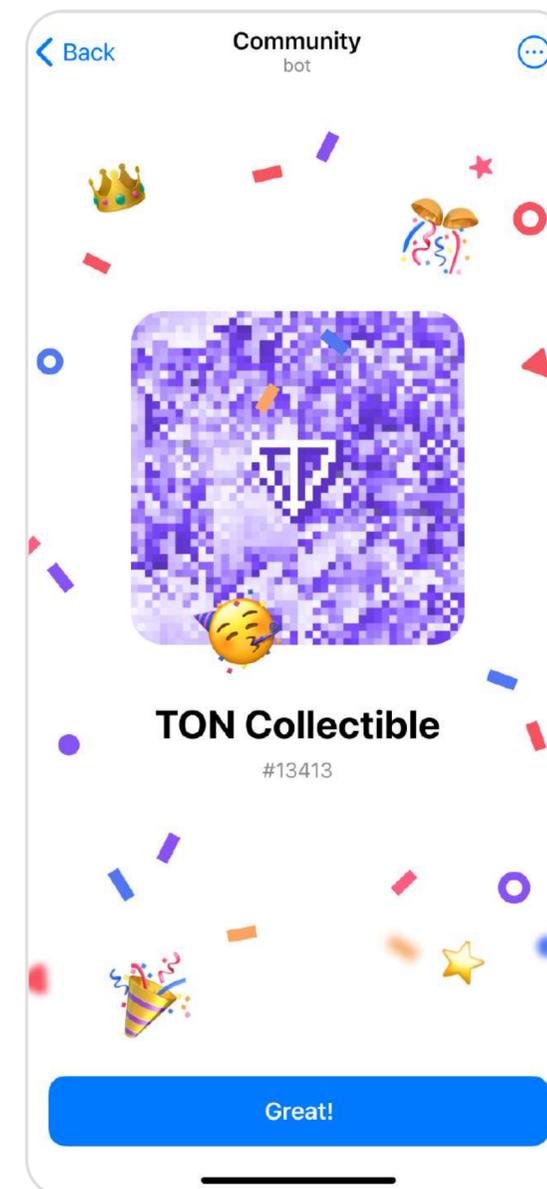
Wallet – self-custody wallet on Telegram

Wallet is a TON-based platform that turned Telegram Messenger into a web3 wallet and lets you easily manage your digital finances.

Wallet allows you to seamlessly onboard new users to your project using only Telegram Messenger.

Wallet has over 2.5 million users. The public consumer launch of self-custodial features is planned for Q3 2023.
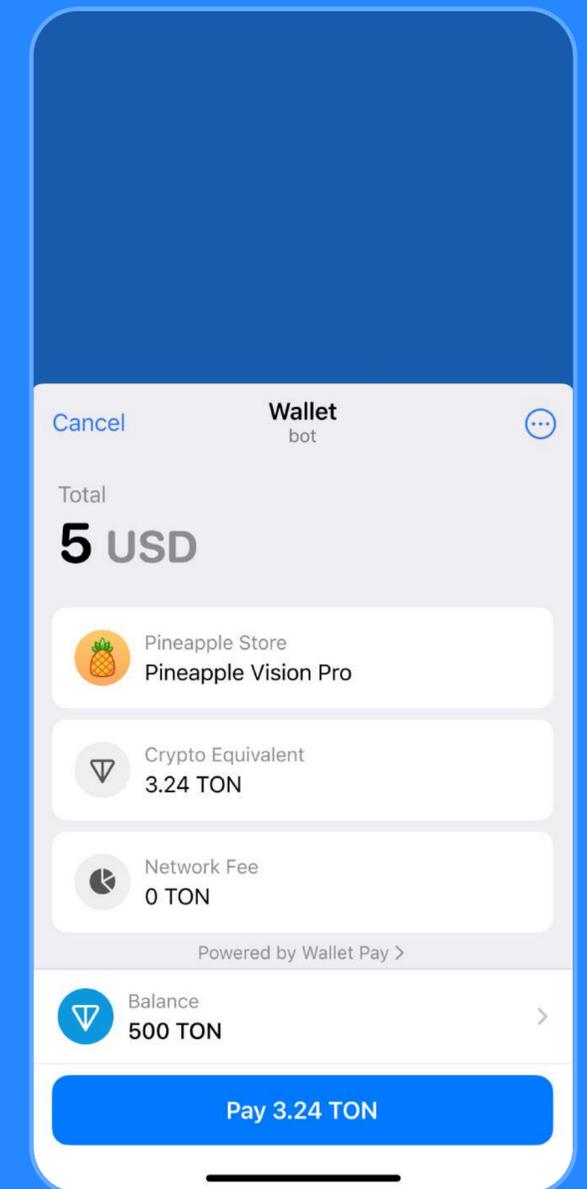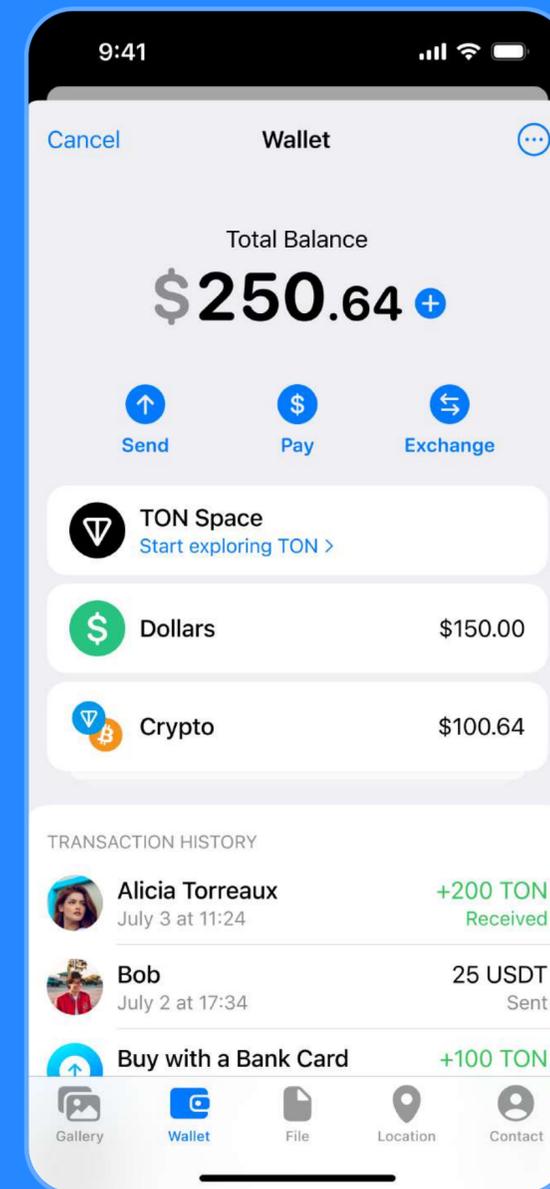
Join the waitlist for access to a beta version.
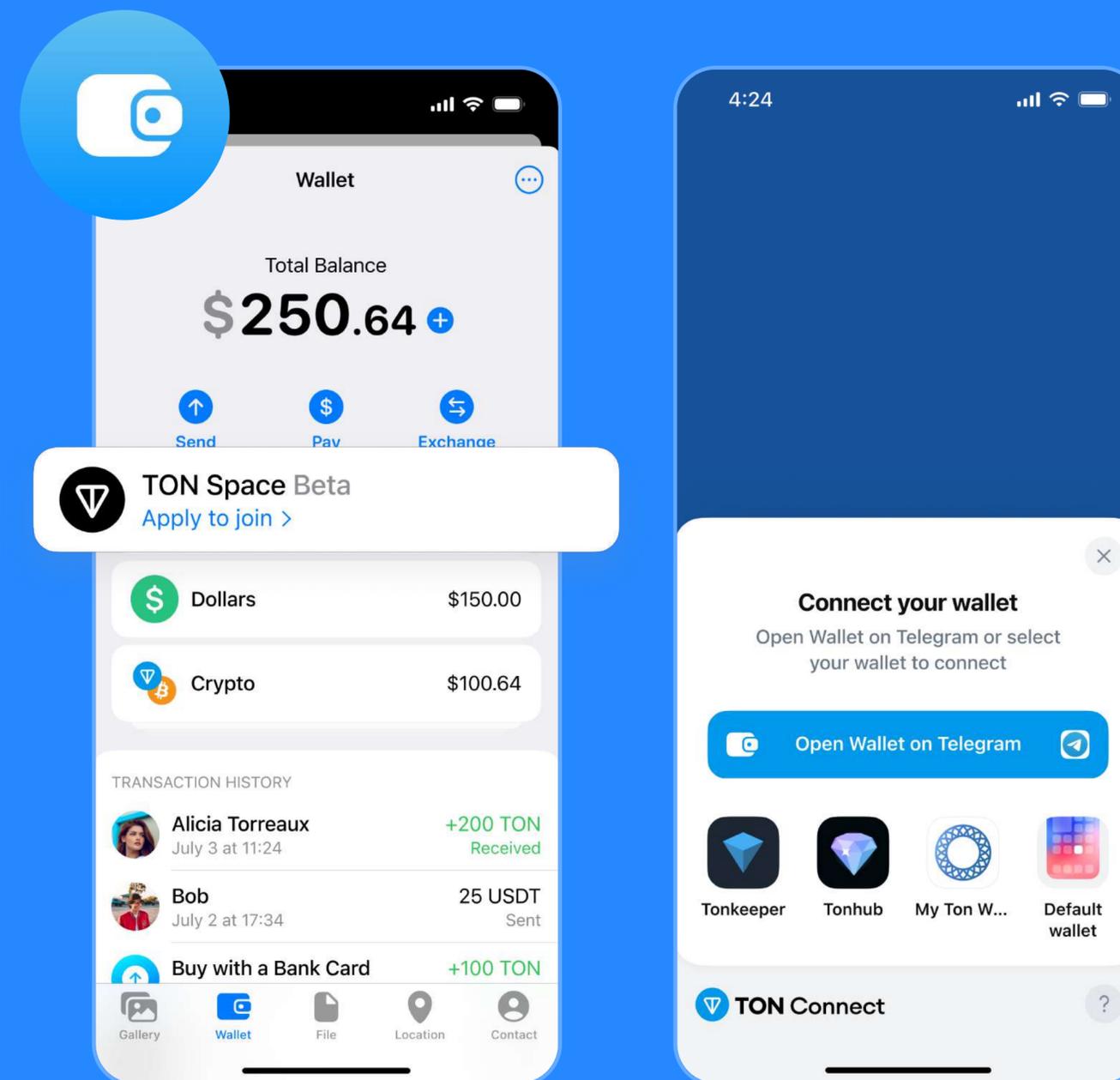
Monetize your app with Wallet Pay

Wallet Pay is a great payment system for Telegram Apps to support payments and operate with funds: crypto and fiat.

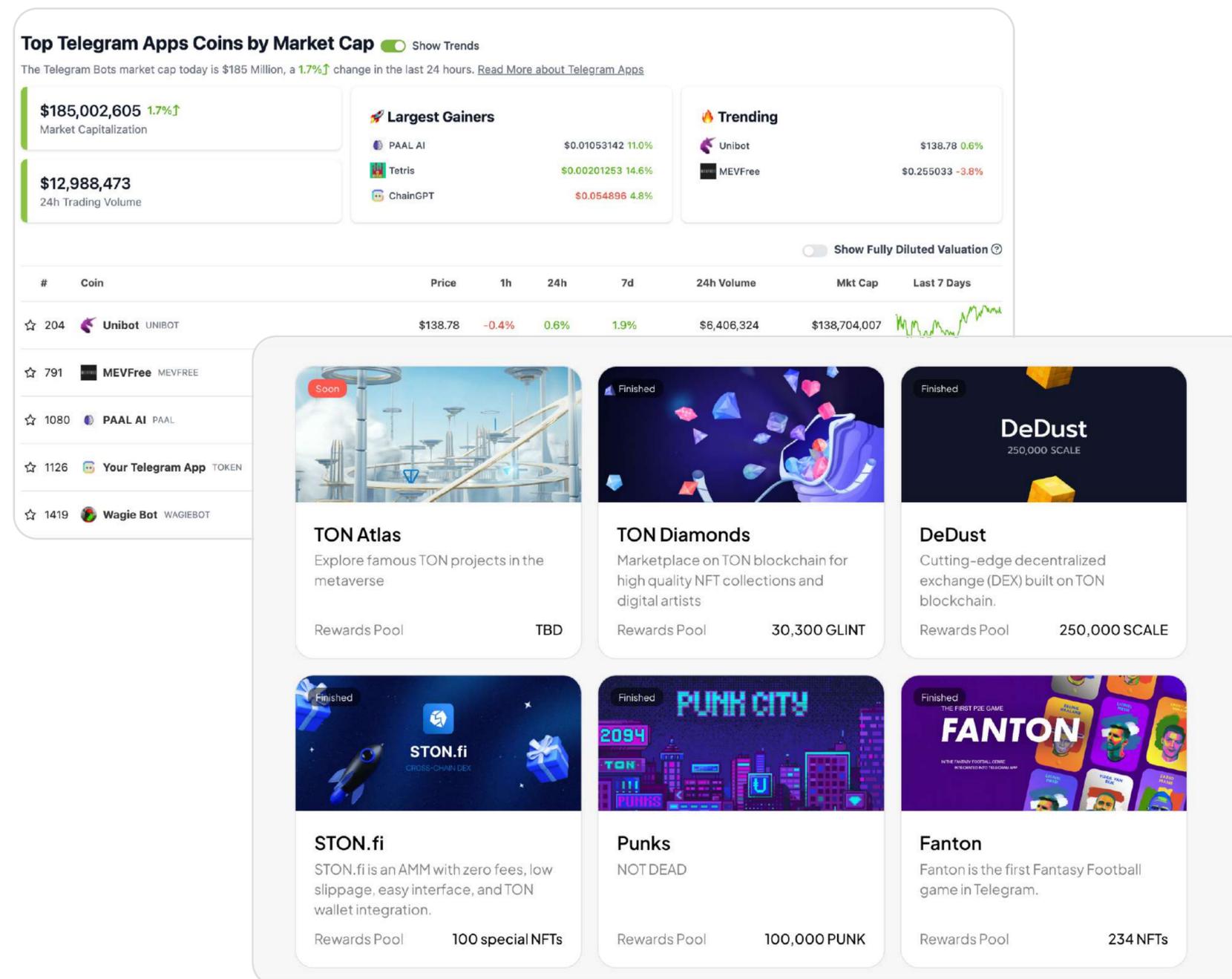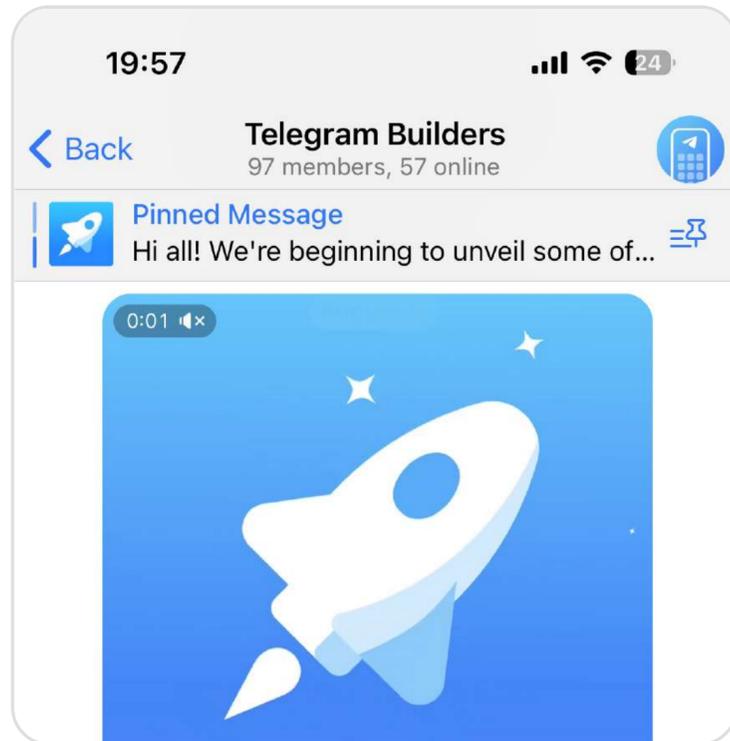Track your orders statistics and easily withdraw your funds to Wallet.

Launch with confidence

[Tonstarter](#) is a TON-native incubation & launch platform.

Tonstarter helps with the every step in incubation, fundraising and marketing: from tokenomics design to the community sale and post-launch activities.
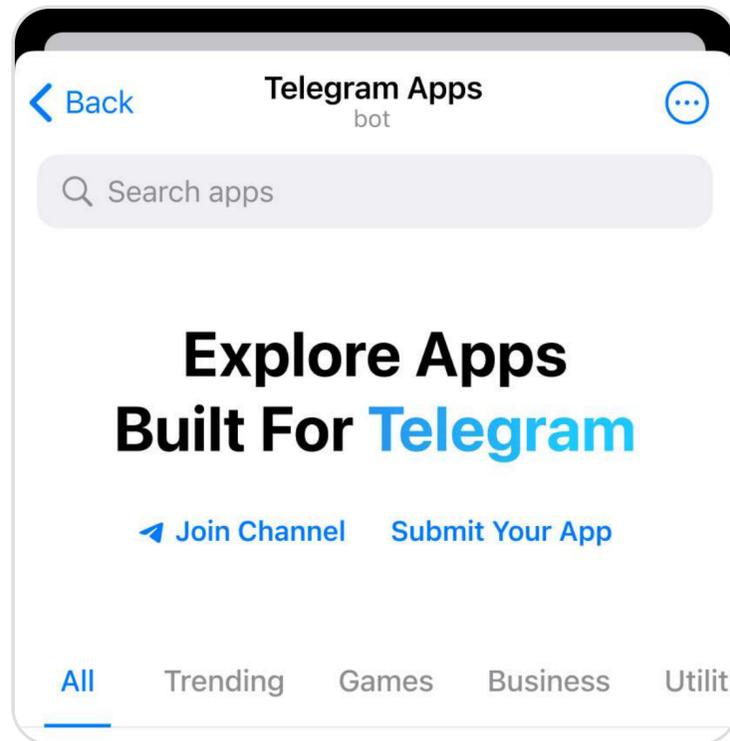
[Submit your project.](#)

Join @builders community

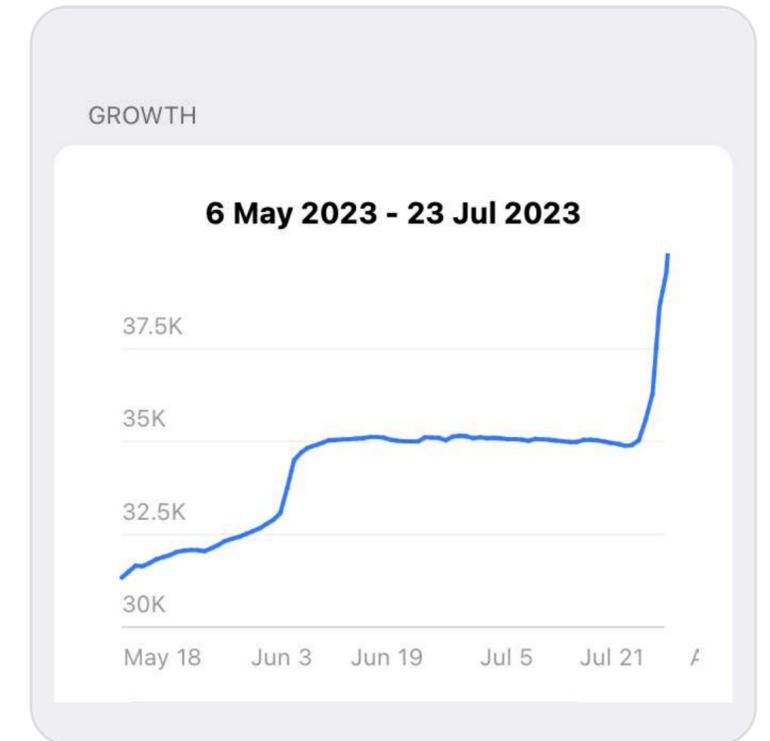Get access to resources, insights, and a network of like-minded builders to grow your App.

Link

Add your app to Telegram Apps

Add your App to the Telegram Apps Center to make sure your bot gets seen, heard, and used.

Link

Grow your community

Team up with Open Builders, launch Community Sale, and get listed on CEX & DEX.

Link

Ready, Set, Build!

Now is the perfect time to bring your ideas to life. We are here to help you – our goal is your success.

Don't hesitate to reach to community in case you are stuck with something. In case you are struggling with getting things done or can't figure how to formulate the issue.

Anthony Tsivarev
Director of Developer Relations at TON

t.me/tsivarev

Useful links

Telegram Apps Center

🔗 [Web App](#) 🔗 [Web Site](#) 🔗 [Telegram Channel](#)

🔗 [Submission Form](#)

Wallet

🔗 [Web Site](#) 🔗 [Wallet](#) 🔗 [Wallet Pay](#)

Telegram Apps Platform

🔗 [Builders Community](#) 🔗 [Developer Community](#)

🔗 [Telegram Ads Trusted Partner](#) 🔗 [Web Apps Documentation](#)

🔗 [Community Web Apps Documentation](#)

The Open Network Blockchain

🔗 [Web Site](#) 🔗 [Developer Portal](#) 🔗 [Developer Community](#)

🔗 [Token Launch](#)