Web whitepaper

Start with the essentials then go step by step

A simple overview of how short games lead to challenges and remixes, why Web3 is used, the service economy and the direction ahead.

Play now · Explore the direction

Explore the service and its direction together. Open features are available in the app; NFT, token and external storage connections need separate preparation.

01 / Summary

Rule of Meme is a playable content ecosystem where one short game flows into rule changes, friend challenges, sharing and remixing to create the next play.

- It centers on short games you can understand and start playing within 30-180 seconds.
- The same game changes with rules and situations, creating a reason to play again.
- Fun conditions can become a friend's next play through Rule IDs and challenge links.
- Web3 is connected step by step only where needed, such as settlement, digital assets and selected data rights, rather than across the whole game.

02 / Introduction — problem, vision & mission

The starting point is to reduce friction before the first play, lower repetition fatigue, and turn shared fun into an actual next play.

- Short play you can understand and start in seconds
- Changing rules that create a reason to retry
- A connection that lets a friend who saw a clip or link challenge the same conditions immediately
- Creation that starts with small units such as memes, characters and rules

03 / Why Rule of Meme

Rule of Meme focuses not on one short game, but on a loop where play, challenges, sharing and creation each lead to the next action.

- Low entry friction so discovery can turn into play immediately
- Changing situations even within the same game through rule changes
- Turn sharing from passive viewing into a playable challenge
- Creation that begins with small remixes rather than professional authoring tools
- Create real service use first, then connect Web3 where it is needed

04 / Market & competitive landscape

Rule of Meme is testing its own play loop in a market where short games, user-generated content, instant-play distribution and Web3 infrastructure are rapidly converging.

- Compete with existing casual and party games through short, intuitive play.
- Learn from UGC platforms when it comes to small remixes and creator supply.
- Treat video and community platforms as expansion channels where new play can be discovered.
- The direction is to use existing BNB ecosystem infrastructure rather than build a new chain.

05 / Product & service ecosystem

Discover → Play → Rule change → Result → Share → Challenge → Remix forms one connected flow.

- 30-180 second survival, chase, push and collection play
- Intuitive rule changes such as gravity, speed, friction, size and chasers
- Rule IDs and friend challenges that replay the same conditions
- A community where short clips and reactions lead back into the game
- Remixing and creation in small units such as memes, characters, rules and clips
- Gradual expansion into seasons, rankings, milestones, collecting, membership and more

06 / Blockchain architecture

Blockchain is not used to record every piece of game data; it is used where value and rights need to be verified among multiple participants.

- Keep real-time game execution and content processing in fast off-chain systems.
- Use BSC as an execution layer for future service settlement and optional digital assets.
- Explore Greenfield as an extension for user-selected data objects and access rights.
- Provide on-chain features optionally, without disrupting normal gameplay.

07 / BNB Greenfield & data economy

Greenfield is not a way to move all user data; it is an expansion path for storage and access rights around selected play and creation records.

- It is not designed to copy an entire account or raw personal information.
- Only needed records such as saved play, clips and creation relationships can be selected.
- It is considered only where real purposes such as storage, access or creator attribution are validated.
- Data use is subject to privacy, rights and country-specific regulation.

08 / Token economy & digital assets

The service token is being considered for areas with real usage such as membership, creator features and settlement. Specific economic information will be disclosed gradually only after confirmation.

- Primary network under consideration: BNB Smart Chain
- Potential uses: service use, creator/partner settlement, optional digital assets
- Name, ticker, supply, allocation, vesting and launch timing will be disclosed after confirmation
- The token is not described as a promise of price appreciation or a specific return.

09 / Business model & ecosystem growth

The goal is a structure where players, creators, brands and partners create and share different forms of value around the game.

- Advertising, sponsored challenges and brand events
- Cosmetics, seasons and optional membership
- Creator features and the creator economy
- Brand and IP collaboration content
- Settlement, digital assets and data services after real use is validated

10 / Global market entry & distribution strategy

Rather than opening every country and channel at once, gradually expand supported regions and distribution channels according to product response and operational readiness.

- Treat web and mobile as the main entry channels and build for expansion.
- Consider instant-play game channels on video and community platforms as expansion options.
- Review language, payment, advertising, virtual-asset and minor-protection rules separately for each country.
- Distribution channels and supported countries may vary with partner policies and service readiness.

11 / Security, safety & compliance

For creation and Web3 features, safety, fairness, rights protection and operational responsibility matter as much as fun.

- Smart contracts and wallet features require code review, audits, key management and monitoring.
- UGC requires reporting and review systems for copyright, trademarks, likeness rights and harmful content.
- Apply standards for minors, payments, advertising and privacy according to each country and platform.
- Design paid features around self-expression, creation and convenience rather than directly buying wins or losses.

12 / Roadmap — phased expansion

Rather than promise fixed dates, validate core play first and expand challenges, creation, the service economy and Web3 in stages as readiness improves.

- First validate the fun and usability of core play and changing rules.
- Expand friend challenges, records, clips and community connections.
- Gradually expand memes, characters, remixes and seasonal live operations.
- Connect settlement, digital assets and data rights starting with areas where service use is validated.
- Timing, order and scope may change depending on technology, security, law, cost, user validation and market conditions.

13 / Risk factors & legal notice

Product, market, Web3, UGC, external platforms and the legal environment all involve uncertainty and risk.

- There is no guarantee that changing rules and challenge structures will create the expected replay behavior.
- Issuance, listing, liquidity or value of a service token or digital asset is not guaranteed.
- Data storage and rights features may involve costs, access-control, privacy and cross-border transfer responsibilities.
- External platform policies, fees, connection methods and supported countries may change.
- The web whitepaper is not investment, financial, legal or tax advice.

14 / References

Public official and industry sources are referenced to explain the market and technical background.

- Newzoo · Sensor Tower
- Roblox · NetEase Games · Epic Games
- TikTok for Developers · YouTube Playables · Discord Developer Documentation
- Fall Guys · Stumble Guys
- Immutable · Ronin · BNB Chain Documentation
- W3C PROV-O · C2PA