



Gachagalaxy.io¹

Gacha Galaxy is a gamified quest platform where users complete social and on-chain actions to earn Gacha Keys, compete in brand challenges, and unlock digital and real-world rewards. We designed investor-ready tokenomics for the \$GG ecosystem, supporting more than USD 3,000,000 raised across funding and token sale rounds and enabling a sustainable incentive model for a rapidly scaling user base.

Background

Gacha Galaxy is a gamified quest platform where users complete social and on-chain actions to earn points, compete in brand challenges, and unlock rewards. The Gacha Galaxy team engaged Web3 Factory to design a token economy where the \$GG utility token powers key ecosystem mechanics — including sustainable quest incentives and performance-based rewards — while maintaining long-term monetary stability.



Strategy & Execution

Before starting the tokenomics design work, we held a series of working sessions with the Gatcha Galaxy team to clarify and refine the platform's underlying game mechanics, objectives, and constraints. This created a shared understanding of how users would interact with the platform and provided a solid foundation for a robust, scalable token economy.

1

Designed a dual-utility token model that allows holders to receive platform fee discounts and stake tokens to participate in revenue sharing, aligning long-term holding with active platform usage and governance influence

2

Worked closely with product and marketing teams to ensure token-based incentives supported user acquisition, engagement, and retention goals rather than distorting them

3

Adapted the tokenomics framework as Gatcha Galaxy refined its use case, updating token flows and monetary parameters while preserving fairness for early investors and long-term sustainability

Results: Primary Outcomes

USD 3,000,000 +

raised across private, strategic, and public rounds using the designed tokenomics framework

Multiple VCs and strategic partners

Onboarded, including Kakao Games (BORA), Outlier Ventures, Master Ventures, Maven Capital, Tokocrypto and others

Secondary Benefits

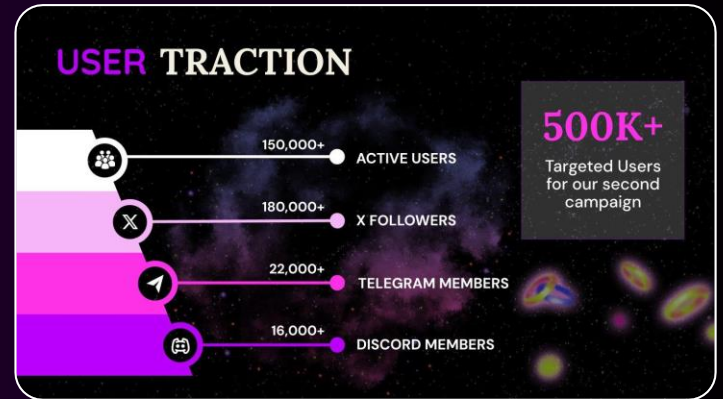
Established a long-term advisory relationship, with ongoing support around project strategy, tokenomics, and selected marketing initiatives

Selected Outtakes



Matthew Ainscow
*CEO and
Co-Founder
Gachagalaxy.io*

“Web3 Factory spotted critical areas of improvement that we wouldn’t have seen, proposed viable solutions, and delivered outstanding Tokenomics. They also demonstrated remarkable communication skills and were dynamic in their responses!”





Moritz Schwarzmann

Co-Founder & Head of Growth

Want results like this?

Book a 20-minute
discovery call!

[Book now!](#)

