

Collaboration Brief & Media Kit Ark.Tg& 2077 Apps

About Ark.Tg

Ark.Tg is a premier **digital auction platform** built for the next generation of ownership on the blockchain. It specializes in facilitating high-value, transparent auctions of NFT-based digital assets, such as premium Telegram usernames and collectibles.

Powered by the **TON (The Open Network)** blockchain and integrated with the Telegram ecosystem, Ark.Tg bridges the gap between mainstream users and Web3 by offering real utility, fair access, and real-time value exchange.

KOL BRIEF – ARK.TG

1) Collaboration Objectives

We would like to collaborate with You to:

- Introduce Ark.Tg and 2077 Apps to the Indonesian Web3 community,
- Raise awareness about:
 - Digital ownership through NFT Username Auctions (Ark.Tg),
 - Mining rewards with **\$OC** Tokens via the 2077 Mini App on Telegram,
- Encourage the audience to try mining, join the community, and explore username staking opportunities.

2) Desired Content Types

- Educational Content:
Simple explanations about Ark.Tg, 2077 Apps, **\$OC** Token, and the concept of digital ownership.
- Challenge / Interactive Content:
Inviting the audience to try mining in 2077 Apps, join mining races, or participate in staking challenges.
- Hype / Awareness Content:
Building excitement around mining opportunities, NFT username ownership, and the advantages of being an early adopter.

3) Key Messages

- "Mining Digital Ownership: Unearth your future on the blockchain."
- "Your username = your personal digital asset."
- "Mine directly on Telegram, real rewards without complicated wallets."
- "Join the next generation of Web3 communities with Ark.Tg and 2077 Apps."

4) Recommended Content Formats

- TIKTOK VIDEO
- INSTAGRAM REELS
- YOUTUBE SHORTS
- INSTAGRAM STORY
- TELEGRAM SPONSORED POST

5) Key Talking Points

- What are Fragmented Telegram Usernames?
- Why digital ownership matters in the Web3 era.
- How \$OC tokens power ecosystem rewards.
- Ark.Tg as a next-gen auction facilitator on the TON blockchain.
- How users can mine and stake via Telegram (Mini 2077 App).

MEDIA KIT – ARK.TG

Project Name: [Ark.Tg](#)

Website: <https://ark.tg>

Instagram: @ (coming soon)

Twitter: [@ownershipcoin](#)

Telegram: [@ownershipcoin](#)

Project Summary

Ark.Tg is designed to bring Web3 auctions to the mainstream. By facilitating username and identity auctions on Fragment and Getgems, and integrating them with Telegram mini apps, Ark.Tg allows users to earn and stake \$OC tokens gained purely through gameplay. No presale, no insiders, 100% fair launch through mining.

Assets Provided

- Logos
- Access to collectible previews
- Tutorial on How to Play the 2077 Mini App on Telegram and Collect \$OC Tokens
- Tutorial on How to Invest in Ark.Tg

Target Audience

- Crypto-curious Indonesians aged 18–35
- Web3 communities, NFT collectors, and DeFi enthusiasts
- Tech-savvy content consumers