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What are Telegram Mini Apps? Why are they the new trend? – A Beginner's Guide

Telegram mini-apps are small applications that can be accessed directly within the Telegram platform. In addition to various features, they enable users to engage in games, such as tap-to-earn cryptocurrency games, through this widely used messaging app. The platform integrates seamlessly with the TON blockchain and has gained significant popularity in 2024. This introductory guide provides an in-depth look at these popular mini-apps

- What Are Telegram Mini-Apps?

What Are Telegram Mini-Apps?

Telegram mini-apps are Javascript-based applications that can be directly launched within the social messenger, providing users with seamless access to a variety of services without leaving the Telegram interface. These mini-apps, easily accessible within the main Telegram app, enable businesses to deliver app-like experiences to users within the messenger itself. Popular categories of mini-apps include clicker games, e-commerce apps, dating apps, VPNs, cloud mining apps, and decentralized exchanges (DEX).

In early August 2024, Telegram launched its Mini App Store, which integrates with the platform's innovative "Stars" feature. This strategic move not only enhances user engagement but also fosters social interaction, as users can gift Stars to friends, unlocking over 1000 unique mini-apps that incorporate these Stars. The Telegram mini-apps ecosystem thus offers a rich, interactive experience, blending social messaging with a wide range of functional applications.
Telegram's over 950 million users provide a vast audience for its mini-apps, allowing instant access with a click. Hamster Kombat, Catizen, and Notcoin are among the most popular, with Hamster Kombat boasting 300+ million users, Catizen over 27 million, and Notcoin rapidly growing to 40+ million users in just half a year since its debut on January 1, 2024. These mini-apps, fueled by Telegram's user base, are taking the crypto and finance world by storm.

Why are Telegram Mini-Apps the new trend?

In the fast-paced world of technology, mini-apps have become a popular trend, providing users with unprecedented convenience and accessibility. Designed to perform specific tasks quickly and efficiently, these lightweight apps are revolutionizing the way we interact with digital services. So what makes mini-apps so appealing?

First and foremost is their memory size. Unlike traditional apps, which often require a lot of storage space and can be bloated with added features that are not necessary, mini-apps are streamlined to focus on one task or a few specific functions. This makes them quick to load, easy to use, and perfect for mobile scenarios where users need quick access to information or services.

Second, accessibility. Mini apps typically don't require a separate download or installation, so they are easily accessible through a variety of platforms such as messaging apps or social media. This cross-platform compatibility ensures that users can access them regardless of the device or operating system they use.

Third, integration with existing platforms. Many mini-apps are integrated into larger ecosystems

such as social media or messaging platforms. This allows for seamless switching between communicating with friends and accessing services like ordering food, booking travel, or checking the weather.

Finally, there is no need to download and update separate apps for each small task. This convenience is also a major advantage. With mini-apps, users can access a variety of services without having to install multiple apps on their device.

In the cryptocurrency and finance space, mini-apps open up new possibilities for seamless trading, quick access to market data and easy portfolio management. As this trend continues to grow, we can expect to see more innovative uses of mini-apps in the future.

Many successful mini-apps are casual games that don't require concentration and are therefore very engaging and easy to pick up.Their popularity is further underscored by a study by Liftoff that shows ultra-casual games topping the list of most frequently installed mobile games. By combining the convenience of casual mini-games with the incentive of cryptocurrency rewards, a winning strategy has emerged to attract new users to the online3 space. This seamless integration not only increases user engagement, but also paves the way for wider adoption of Web3 technology.

How do Telegram's mini-apps function?

The average Telegram mini-app operates within a Telegram channel or conversation. Once launched, it loads in a web view and utilizes Telegram's APIs to access user details such as name, ID, and profile picture. This data is then communicated to backend servers for data retrieval or request processing. Based on user interactions, the mini-app dynamically updates its interface, providing a seamless user experience. Additionally, mini-apps have the capability to initiate transactions through the Telegram payments API, accommodating the user's preferred payment method. This integration not only streamlines the payment process but also enhances the functionality and convenience of Telegram mini-apps, making them a versatile tool for a variety of applications.

Telegram mini-app features

Telegram mini-app boasts simple UI and mechanics

As the name implies, mini-apps are lightweight and simple. Consider Whale by Wirex, a tap-to-earn game, whose user interface is remarkably straightforward. These apps launch directly within Telegram, eliminating the need for any additional downloads. Many gaming mini-apps employ a basic tap-to-earn model, allowing users to earn rewards by simply tapping the screen. Some mini-apps may deviate slightly from this model, incorporating different mechanisms like swipe-to-earn, but the core premise remains essentially the same. This simplicity extends beyond games to other applications as well. Mini-apps are typically minimalist, uncluttered, highly intuitive, and require zero technical skill or understanding. These characteristics make mini-apps an accessible and user-friendly option for a wide range of users. Whether it's earning rewards through gaming or accessing other useful applications, mini-apps within Telegram offer a seamless and efficient experience.

Play-to-earn

Many mini-apps within the expansive GameFi ecosystem embrace the play-to-earn model, providing incentives like in-game currencies, discounts, and power-ups for instant rewards. Games like Notcoin go beyond, introducing their own digital currencies and offering free tokens via referral programs and airdrops, a smart strategy to lure users. Additionally, these games often allow players to convert their in-game assets into cryptocurrency, blurring the lines between gaming and finance. This fusion not only enhances user engagement but also opens up new opportunities for players to monetize their gaming experiences.

Payment gateways

Launching a new website, like an e-commerce store, often requires searching for a hosting provider and payment processors such as PayPal or Stripe. However, Telegram presents a similar yet more convenient set of tools. Utilizing Telegram's user-friendly framework, you can effortlessly "host" your website on the platform, offering a cost-effective solution. These mini-apps within Telegram have the capability to operate as comprehensive e-commerce stores, showcasing a diverse array of products. Customers enjoy the flexibility to pay using conventional methods, including Google Pay and Apple Pay, or cryptocurrencies like TON, making the shopping experience seamless and convenient. By leveraging Telegram's functionality, setting up and managing an online store becomes a breeze, enhancing the overall user experience.

Telegram Mini-App Integrates TON Blockchain

While not all apps may utilize the bridge to web3, Telegram mini-apps stand out with their remarkable ability to seamlessly integrate with the TON blockchain. This integration opens up a vast array of possibilities for developers. They now have the option to introduce their own cryptocurrencies or facilitate crypto payments directly within their mini-apps. Furthermore, these apps can harness the blockchain's computational resources, enabling functions like data storage and smart contract execution. Decentralized exchanges, such as Blum, serve as prime examples of this innovative use of technology. Additionally, some developers may opt to utilize the TON blockchain solely for securely maintaining records of account activity and transactions, without the need to issue a token. This flexibility and versatility make Telegram mini-apps a potent force in the evolving web3 landscape.

Pros of Telegram mini-apps

Convenience of Telegram Mini-Apps

The most obvious benefit of Telegram mini-apps is that everything is accessible within the messenger's familiar interface. No need to switch between apps or download extras beyond Telegram itself. This convenience not only streamlines communication and task management but also helps conserve valuable storage space on your device. With Telegram mini-apps, efficiency and practicality meet, enhancing user experience and making daily tasks easier to accomplish without the clutter of additional applications.

Faster Performance Boost

Mini-apps are small and optimized, resulting in faster loading and smoother operation compared to traditional apps. Enjoy seamless performance and quick access with Telegram mini-apps, designed for efficiency and convenience in today's fast-paced digital world.

Financial incentives

Many mini-apps offer incentives to encourage user engagement, providing rewards such as loyalty points, exclusive discounts, virtual goods, and tangible benefits like coupons, cashback, and cryptocurrencies. Users can enjoy these perks simply by engaging with the mini-apps, making the experience not only convenient but also rewarding.

Safety

In addition to Telegram's secure end-to-end encryption, users can enjoy extra security features like two-factor authentication and app lock, ensuring the safety of their data and transactions. Discover the pros of Telegram mini-apps that offer a seamless experience with enhanced privacy measures.

Enhanced Revenue Sharing

From a developer's perspective, Telegram offers significant advantages for app launches, primarily due to its unique revenue-sharing model. While Apple App Store and Google Play traditionally deduct a hefty 30% from app sales and in-app purchases, Telegram takes a different route. In contrast to Google's reduced 15% fee for smaller developers, Telegram allows app creators to retain 100% of in-app purchase profits, only sharing half of the advertising revenue from Telegram channels. This approach significantly boosts developers' earnings potential, making Telegram an attractive platform for launching apps. By keeping more of the profits, developers have more resources to invest in further development and innovation, fostering a healthier and more sustainable app ecosystem.

Telegram Mini-Apps Downsides

Mini-apps offer numerous advantages, making their rise in popularity unsurprising. However, they also come with a set of downsides. Despite their convenience and accessibility, users should be aware of the potential drawbacks when utilizing these apps.

Telegram mini-apps lack hardware access

Telegram mini-apps, while offering simplicity and quick access, may lack advanced features present in traditional apps. This is due to their streamlined design approach. One significant limitation is their inability to access your device's hardware. Consequently, to utilize services that rely on hardware access, such as VPNs, users will need to employ a separate app or website in conjunction with the mini-app. This additional step may prove inconvenient for those seeking a one-stop solution within the Telegram ecosystem.

Risks of Malicious Applications

Although Telegram features an app center where users can explore and discover mini-apps, it lacks

a stringent review process to identify malicious applications. As a result, unsuspecting users might inadvertently select phishing apps instead of official ones. It is crucial to examine all links and proceed with caution when interacting with any social messaging service or its mini-apps.

Risks Associated with Blockchain and Smart Contracts

There are also certain risks linked to blockchain technology. While the rise of web3 is a positive development, new users may encounter challenges related to managing cryptocurrency wallets and potential failures within smart contracts.

Which Telegram mini-apps are best for earning crypto?

Here are the top 5 Telegram mini-apps to earn crypto. Discover how these apps let you earn digital currency easily. Don't miss out on these great opportunities to boost your crypto income.

1. Notcoin

Notcoin stands out as a renowned tap-to-earn clicker game, officially released on January 1, 2024. Within just six months, it amassed an impressive 40 million users. The straightforward gameplay involves opening the Telegram mini-app and tapping on a virtual coin to earn NOT, the game's unique asset. Players aim to collect as many NOT tokens as possible, which have been listed on prominent crypto exchanges like Binance, OKX, and Bybit. As crypto earning opportunities on Telegram mini-apps go, Notcoin tops the list, making it a must-try for crypto enthusiasts.

2. Hamster Kombat

Hamster Kombat, a play-to-earn clicker game, lets players become the hamster CEO of a crypto exchange. By tapping digital hamsters, earn the valuable in-game asset HMSTR. Boasting over 300 million users in August 2024, this game has captured the attention of nearly one-third of all Telegram users, totaling 950 million. Discover why Hamster Kombat tops the list of Telegram mini-apps for earning crypto, along with four other must-try options. Don't miss out on the latest trends in crypto gaming!

3. OKX Racer

Developed by OKX exchange, OKX Racer is a Telegram mini-app for predicting Bitcoin prices. Players earn points for each prediction, with correct guesses multiplied for higher scores. Boost your earnings further by referring friends. Engage in this exciting crypto game and watch your points grow with every successful Bitcoin price Prediction and referral. Don't miss out on the chance to win big with OKX Racer!

4. Zavod

Zavod lets you earn the in-game currency $ZP by performing tasks, upgrading equipment, and ranking up in a virtual factory setting. Boost your crypto earnings with these top 5 Telegram mini-apps, handpicked for their potential to maximize your digital assets. Don't miss out on these innovative ways to grow your crypto wallet!

5. City Holder

City Holder is a build-to-earn game where you manage a virtual city. Compete against global players

to earn $CITY tokens by strategically constructing buildings to lure residents. Engage in an exciting challenge to grow your virtual metropolis and emerge victorious with our rewarding gameplay. Determine the best buildings to draw in new denizens and win big!

City Holder lets you build and manage a virtual city, offering a unique build-to-earn experience. Compete globally with other players to attract residents and earn valuable $CITY tokens by strategically constructing buildings. Discover the top 5 Telegram mini-apps to earn crypto, with City Holder leading the pack, providing both engaging gameplay and lucrative token rewards. Don't miss out on this exciting opportunity to grow your crypto wealth while enjoying a fun and challenging game!

Mini-App	Token	Developer	Referral Bonus
Notcoin NOT	NOT	Open Builders	NOT for referrers and friends
Hamster Kombat	HMSTR	(Anonymous)	HMSTR for referrers and friends
OKX Racer	Points (no token)	OKX	20% of referral claims
Zavod	$ZP	Mars DAO	NOT for referrers and friends
City Holder	$CITY	Slava Semenchuk	20% of referral claims

How to Start Using Telegram Mini-Apps: A Beginner's Guide

First, open your device's app store and find the search bar. Then, look for Telegram in the search bar and tap Install. Once the app is installed, open it and tap the Start Messaging button.

You will then need to enter a valid phone number in order to link the app to your device.

After that, you can use the search bar to find the Telegram applet you are interested in. The Telegram App Center is a great resource if you're having trouble finding a specific applet. It showcases popular apps and categorizes them by use case, simplifying the finding process.

With this setup, you can quickly get a handle on what each app is used for without having to do a lot of research. With these clear steps, exploring the world of Telegram mini-apps is a breeze.