

**Now it Really PAYS TO Move.**

All eyes in the gaming and tech world are on a group of Australian based designers who are about to launch a global game that rewards, in money, players who simply have to take a walk, go for a run or jog.

It’s also likely, according to global experts, to be the bridge that brings the much talked about advantages of web 3.0 into the mainstream as it uses blockchain to buy Digital Assets, which, not surprisingly, are in the shape of Sneakers.

And if that’s not enough- It also contributes to carbon removal via donations to carbon neutrality funds.

Sound complex-YES-But it is its simplicity that makes it work and gives it an overall appeal that transcends ages, geography and technical ability.

Called STEPN, it is set for public release in early 2022 and is the brainchild of an Australian based team headed by Co-Founder Yawn Rong.

He says it has been about a meshing of ideals for the common good.

“We knew there had to be a way to encourage environmental health, physical health and for the wider public to have an opportunity to benefit without risk from the crypto boom and this is where we landed.”

Yawn says the brief from day one has been to create a world first to create a simple and fun way for everyone to benefit…And from Global feedback it seems they have been right.

“We have worked hard to put the app to work for everyone in a simple and fun way and have designed the game to be as less confusing to non-crypto aware individuals as possible.”

“If you can master Mario, you’ll love your STEPN Sneaker.”

“Players will not find anything out of ordinary during the game play, until they need to cash out their earnings. The default setting is once they have made over $50 USD value of their tokens, the system will remind them to back up their decentralised wallet and at this point of time, they are guided as to how to transfer their money out, or they could just let the token sitting in their wallet and let the amounts grow as they play on.”

“We refer to STEPN as a move to earn game and there’s two ways for it to work and make money.”

“Firstly, there’s what we call a ‘paid pathway’ which is targeting the crypto native or those who understand how to use decentralised wallet, etc.”

“The free playing pathway is for people without the crypto knowledge, they can rent an NFT Sneaker from the marketplace and the earning will be spilt in the end of the running session between the Sneaker owner and the runner.”

“For free playing players, there is no risk and prior investment, the risk of holding crypto assets are on the paid players.”

STEPN has been described by global gaming experts as the next big thing and it’s already been the winner of the prestigious Solana Ignition Hackathon Gaming Track Award.

Mike Dudas, the Ex-Google Wallet Executive and 6TH Man Venture Executive says it’s one to watch.

“It is such a simple design, people equip an NFT Sneaker then earn tokens through walking or running. The game has a built-in wallet with a swap, cross-chain convert function, and a very comprehensive anti-cheating mechanism to prevent players’ exploitation. I cannot wait to play this game.”

And it’s the simplicity that seems to be creating huge interest.

 Yawn says the game continues to draw wide support and looks set to be a key in bridging the gap between non-crypto aware individuals, gamers and the Crypto aware.

“STEPN Players just need to walk, jog or run outdoors with an NFT Sneaker in their phone and they’ll earn tokens. Therein lies it’s wide global and ageless appeal.”

“We have deliberately designed STEP’N to be adventurous for crypto aware individuals as well but also to be less confusing to the non-crypto alert.”

He says many believe the game’s wide appeal across communities and age groups will stem from the simplicity and ease of play, but also its in built push towards environmental impacts with minimum 10% of the game profit going to carbon removal credit purchases.

“We’re extremely excited about the impending release and the future moving forward for our players is very extensive indeed.”

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