TON Ecosystem Support: Full Scoring Criteria

We've introduced a tier-based scoring system to make ecosystem support more transparent, scalable, and aligned with impact.

TON

Who gets what?

Projects are grouped into two main tiers based on a scoring framework that evaluates traction, alignment, and potential.

Tier	Who you are	What you get
Contenders	Teams on their way to product-market fit, with varying levels of traction.	• General access to ecosystem support based on stage (Build, Grow, Scale) and internal prioritization • Guidance from Vertical Leads, subject to team capacity
Champion	High-impact teams driving TON's core verticals, with strong traction and a clear roadmap.	• Mentorship from Vertical Leads (e.g., product, GTM) • Account management by the Ecosystem Support team • Top-level marketing • Grants • Custom access to other support programs

The scoring framework

We assess projects across six core dimensions, with scores reviewed quarterly to reflect progress and context:

Vertical fit — Are you building in TON's priority areas? How strong is your position within your vertical or region?

Ecosystem alignment — Does your project strengthen or expand TON? Are you introducing novel ideas?

Team experience	Have you shipped before?
Funding and revenue	VC-backed? Bootstrapped but profitable?
Product quality	Is your product live, usable, and well-designed?
Traction	How strong is your usage, growth, engagement, and ecosystem integration?

> **Note:** The internal scoring system is more granular than what's publicly shared, with additional distinctions used to guide prioritization.

Evaluation benchmarks by vertical

DeFi

Metric	Benchmarks
TVL / Volume	**Strong traction** > $5M TVL or > $10M monthly volume **Moderate traction** > $1M TVL or > $5M monthly volume **Early traction** < $1M TVL or < $5M monthly volume
Contest performance	High rankings in TON DeFi contests (e.g., with Curve, GMX, and Jupiter) and continued progress post-competition

GameFi

Metric	Benchmarks
Traction	**Day 1 retention (R1)** Are players coming back the next day? ≥ 30% **Day 7 retention (R7)** Is the game engaging users after a week? ≥ 15% **Day 14 retention (R14)** Does long-term engagement hold? ≥ 5% **Average revenue per user (ARPU)** Is it monetizing? ≥ $2 **K-Factor (Viral growth indicator)** Are players inviting others? ≥ 5
Game design innovation	Originality and quality of game mechanics, including the creative use of Telegram features and Web3 elements

Payments

Metric	Benchmarks
Market geo fit	Ability to serve TON's priority markets or regions
Users	**High adoption** ≥ 100K users **Growing** < 100K users **Early** < 10K users **Pre-launch / MVP** < 1K users

Ready to get support?

Register your project on the TON Builders Portal to access the latest support programs.

Register a Project