

World Gaming Group a division of HPIL Holding (HPIL), Announces update on the ZIPPA technology platform

VANCOUVER, BC, CANADA, October 8, 2021 /EINPresswire.com/ -- World Gaming Group a division of [HPIL](#) Holding (the "Company") (OTC: HPIL) previously announced that it had finished building the [ZIPPA](#) platform and today, the Company is providing more details on the formal platform launch plan.



Following completion of the base platform, WGG has moved on to develop additional unique and differentiated features that will be tested and integrated before launch. ZIPPA is now in the internal Beta testing stage and will move to a formal Beta program in November that will include Pro-Gamer partners. "Our Pro-Gamer partners will not only provide tremendous value with their insights into the platform but will also be early marketing partners by introducing ZIPPA to their many followers. We expect the Pro-Gamer partners to adopt the ZIPPA platform for its unique features, but also because our business model will allow high profile partners to profit from this collaborative marketing campaign." said David Postula, President.

Formal market launch is planned for mid-December and will include a WGG sponsored Tournament as the backdrop.

ZIPPA has been working diligently to separate itself from Tik Tok and Triller and concentrate fully on the [ESports](#)/Gaming industry as the revenues are 4 times more:

<https://www.myboosting.gg/blog/esports-news/the-video-games-industry-is-bigger-than-hollywood>

The valuation and revenues are simply amazing and ZIPPA with its unique approach and partnerships plans on capitalizing on this and expanding into other similar markets in 2022, said Stephen Brown CEO. <https://thesmallbusinessblog.net/tiktok-net-worth/>

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