



COINKIK(KIK) WHITEPAPER

ABSTRACT

Kik has been a leading innovator in the Gaming space since the first million people signed up for the Game application in 2021. Kik was the first Game app to become a platform in 2021, and the first Western Gaming platform to integrate Artificial Intelligence in 2021.



Token Name : CoinKIK
Symbol : KIK
Total Supply : 1000000000 (100 Crores)
Contract Address : 0x5d943ca40d9d09d62A3C0bFeeB508D1F52F62107
Technology : BEP-20
Contract : Verified Smart Contract





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INTRODUCTION

Kik has been a leading innovator in the Gaming space since the first million people signed up for the Game application in 2011. Kik was the first Game app to become a platform in 2011, and the first Western Gaming platform to integrate Artificial Intelligence in 2011. Kik also experimented with a form of digital currency on its platform, called CoinKik . As a company, Kik has been searching for a sustainable monetization model that does not compromise user experience or privacy. Rather than opt for mass display advertising or the selling of consumer data, Kik has decided to adopt a decentralized organizational model. Its goal is to encourage the development of a digital services ecosystem that is fair and open. Kik prefers to be a participant rather than a landlord in this user-first economy. To foster an ecosystem that is not only open and decentralized but also more compelling than its traditional counterpart, Kik must create a series of new products, services, and systems. Building a decentralized system is a complex process, and the transition to it must be done in a measured and responsible way over time.

VISION

Kik has been a leading innovator in the Game space since the first million people signed up for the Game application in 2010. Kik was the first Game app to become a platform in 2011, and the first Western Game platform to integrate bots in 2014. Throughout 2015 and 2016, Kik also experimented with a form of digital currency on its platform, called Kik Points. As a company, Kik has been searching for a sustainable monetization model that does not compromise user experience or privacy. Rather than opt for mass display advertising or the selling of consumer data, Kik has decided to adopt a decentralized organizational model. Its goal is to encourage the development of a digital services ecosystem that is fair and open. Kik prefers to be a participant rather than a landlord in this user-first economy. To foster an ecosystem that is not only open and decentralized but also more compelling than its traditional counterpart, Kik must create a series of new products, services, and systems. Building a decentralized system is a complex process, and the transition to it must be done in a measured and responsible way over time. The following sections of this paper outline Kik's plan for launching an entirely new platform: the CoinKik Ecosystem.

1. A NEW DIGITAL CURRENCY

The first step is to create a new cryptocurrency: CoinKik. Related to the word "CoinKikship," and conveying a feeling of being connected to community, the CoinKik identity and currency is designed specifically to bring people together in a new shared





economy. But simply creating a digital currency is not enough. For a cryptocurrency to be viable, it must also be useful and valuable. To establish an economy around the new currency, Kik must help to establish CoinKik's fundamental value.

2. BUILDING FUNDAMENTAL VALUE

Kik has been experimenting with forms of in-app currency since 2014, when it launched Kik Points. The company wanted to see if users of its Game app would be eager to earn and spend a centralized digital currency. Key to this innovation was the notion that users would not have to purchase Kik Points but could instead earn them within the app. Millions of Kik users participated, resulting in an average monthly transaction volume nearly three times higher than the global transaction volume of Bitcoin. Today, Kik is one of the world's most used Game apps and the fifth most-searched term in the iOS App Store. The millions of people who use Kik each month are in a unique position to demonstrate how cryptocurrency economies might form and function in the context of a large mainstream user base. Kik will build fundamental value for the new currency by integrating CoinKik into its Game app. Indeed, CoinKik will be Kik's primary transaction currency, and Kik will be the first service to join the CoinKik Ecosystem. In the future, users will be able to earn CoinKik by providing value to other members of the Kik digital community through content, content creation, and commerce. Kik users will be able to spend CoinKik on products, services, and other valuable assets offered by merchants, developers, influencers, and other participants. CoinKik will sit at the center of a new digital economy inside Kik, driving demand and fundamental value for the cryptocurrency. Its resulting value will enable the launch of an economic incentive mechanism, the CoinKik Rewards Engine, to further grow the ecosystem.

3. BUILDING AN ECOSYSTEM

The CoinKik Rewards Engine will use economic incentives to bring other digital services and applications into the decentralized CoinKik Ecosystem. Inspired by previous systems like Bitcoin's block rewards¹ and Steemit's posting rewards,² the Rewards Engine will create natural incentives for digital service providers to adopt CoinKik and become partners in the ecosystem. The ecosystem will not impose any unnecessary restrictions or





tolls on monetization strategies, beyond ensuring common ethics and legality of content and transactions. As more partners join, the network effect of the CoinKik Ecosystem will grow, building the value of the currency, and in turn encouraging new partners to join this initiative. A majority of the CoinKik supply will be allocated to the operation of the CoinKik Rewards Engine. Periodically, the Rewards Engine will unlock and distribute a specific amount of CoinKik to be shared among digital service providers in the CoinKik Ecosystem. The reward that each partner receives will be proportional to a measure of the utilization of CoinKik within that digital service. Such value will be assessed by a well-defined process that ensures the rewards are distributed fairly using an objective, performance-based methodology. Rewards will be transparent, auditable, and secure. The CoinKik Rewards Engine will initially be administered by the CoinKik Foundation. However, over time, it will be decentralized based on smart contract technology.

4. A FOUNDATION FOR OPEN GOVERNANCE

over time, Kik will work to structure and form the CoinKik Foundation, a nonprofit organization to oversee the fair and productive growth of the CoinKik Ecosystem. The CoinKik Foundation will administer the CoinKik supply and the CoinKik Rewards Engine. It will also provide support and tools for digital services to operate more easily within the ecosystem. Ultimately, the CoinKik Foundation will facilitate the entire ecosystem's transition to a fully decentralized and autonomous network. As the founding member of the CoinKik Foundation, Kik will be the ecosystem's champion and will showcase CoinKik to its millions of users. Over time, Kik will also promote other CoinKik digital services. Such an approach demonstrates the power and promise of a decentralization strategy, which provides a path to transition from a competitive model to a cooperative one, where all participants benefit from their collective success.





4.1. The CoinKIK cryptocurrency

4.1.1 Purpose and characterization

Kik is introducing an open-source cryptographic token, named CoinKik, which is envisioned as a general-purpose cryptocurrency for use in everyday digital services such as Game, social media, and payments. CoinKik will be the unit of account for all economic transactions within the CoinKik Ecosystem, and it will serve as the basis of interoperability with other digital services. In character, CoinKik is a pure cryptocurrency of fixed supply. It is fractionally divisible and long-term noninflationary. However, as described below, only a small portion of the CoinKik supply will become liquid in the near future, as most of the CoinKik supply is reserved for the CoinKik Rewards Engine. Like other cryptocurrencies, units of CoinKik are fungible and transferable, and they will be expected to trade on cryptocurrency exchanges.

4.1.2 Implementation: Binance and BEP20

CoinKik will be implemented on the public Binance blockchain as an BEP20 token. The Binance blockchain is currently the industry standard for issuing custom digital assets and smart contracts. The BEP20 token interface allows for the deployment of a standard token that is compatible with the existing infrastructure of the Binance ecosystem, such as development tools, wallets, and exchanges. Binance's ability to deploy Turing-complete trustless smart contracts enables complex issuance rules for cryptocurrencies, digital financial contracts, and automated incentive structures. These advanced features and active ecosystem make Binance a natural fit for CoinKik.

4.2. Building a digital economy inside Kik

4.2.1. About Kik and currency

Kik is one of the world's most popular messaging platforms, ranked #7 in social networking CoinKIK with Facebook Messenger and WhatsApp, and trending more popular than LinkedIn, according to AppAnnie.⁴ Kik Interactive, Inc. was founded in 2009





by Ted Livingston, along with fellow University of Waterloo student Chris Best. Today, Kik Interactive has over 150 employees with offices in Waterloo, Toronto, New York City, and Tel Aviv. Kik is uniquely positioned in the marketplace as a Game platform that is highly targeted to the teen and young adult demographic. With more than 15 million monthly active users, 57 percent of Kik's active user base is comprised of the 13 to 24 years old age bracket. About 64 percent of Kik's users live in the United States. Kik enjoys a high level of engagement from its users. Over a quarter of a billion messages are sent on Kik every day. On average, Kik users spend 37 minutes and send 55 messages daily on the platform.⁵ In addition to Game, Kik maintains an industry-leading bot platform: over 187,000 bots have been created by third-party developers. The size of the user base, its demographics, and its community ethos make Kik a unique venue where cryptocurrency may be introduced, adopted, and utilized by a large mainstream audience. Prior experience with Kik Points suggests that Kik users are amenable to digital currency.

4.2.2 An Earnable currency

One of the most compelling features of Kik Points was that users were not required to purchase them. Instead, millions of mainstreamers were able to earn Kik Points simply by performing valuable actions. As Kik expands its economy to include cryptocurrency that holds real value both inside and outside of the Game application, the economic possibilities for users are vastly enhanced. This makes it possible to transform attention, curation, and creation into real-world value simply by having a smartphone.

5. THE COINKIK FOUNDATION OVERVIEW

The CoinKik Ecosystem is envisioned as a community of ecosystem partners – digital services and applications – that adopt the CoinKik cryptocurrency. The CoinKik Foundation is intended as an independent, nonprofit, and democratic governance body for the members of this ecosystem. The principal functions of the CoinKik Foundation will include the open governance of its resources together with other ecosystem partners; the support and advancement of the technology related to CoinKik's implementation; and all





matters related to ecosystem membership, including the CoinKik Rewards Engine. The CoinKik Foundation's mandate is to grow an open ecosystem of digital services that consumers can easily explore and find value in, while giving developers an open and sustainable platform to develop, deliver, and enhance those services and attract users. As time goes by it is likely that the foundation will be replaced by other, more innovative governance methods such as a decentralized autonomous organization (DAO).⁸ However, creating a formal legal body is an important first step in this process. To fulfill its mission, the CoinKik Foundation will dedicate resources to three specific goals related to research, development, and governance as described below.

5.1 Governance goals

The CoinKik Foundation will dedicate resources to establish a fair and transparent governance process that will take into account the voices and needs of all participants within the ecosystem. This open governance model will oversee decisions related to the membership process, the CoinKik Rewards Engine, participation rules, legal matters, and content and compliance guidelines.

5.2 Research goals

Resources will foster an environment of innovation by working CoinKIK with partners to test new ways to participate in the ecosystem and drive value creation and network effects.

5.3 Development goals

The foundation will direct and fund the development of tools that give ecosystem partners the ability to build, grow, and create value for one another. As part of this process, Kik will make its own codebase available as an open source project that can be leveraged to power new communities and add capabilities to existing ones. The CoinKik Foundation will further this work by engaging development teams to continue improving the technology





suite supporting the CoinKik Ecosystem, and it will maintain an open-source codebase for the benefit of ecosystem participants.

5.4 CoinKik token issuance

CoinKik token allocations In order to finance the CoinKik roadmap, Kik will conduct a token distribution event that will offer for sale one trillion units out of a 10 trillion unit total supply of CoinKik. The proceeds of the token distribution event will be used to fund Kik operations and to deploy the CoinKik Foundation. A portion of the funds raised in the token distribution will be used to execute upon the roadmap of additional feature development planned for the CoinKik integration into Kik. As of the conclusion of the sale, the distributed CoinKik will constitute the entirety of the available liquid supply.

Another three trillion CoinKik will be pre-allocated to Kik as the founding member of the CoinKik Foundation and subject to a long-term vesting schedule. In exchange, Kik will provide startup resources, technology, and a covenant to integrate with the CoinKik cryptocurrency and brand. The remaining six trillion CoinKik will be under the purview of the CoinKik Foundation, locked under the CoinKik Rewards Engine schema, and used strategically to grow the CoinKik Ecosystem and fund the operations of the foundation.

The CoinKik Foundation's allocation will be used for three purposes: to administer the CoinKik token supply and CoinKik Rewards Engine, for marketing, and for operational costs. Twenty percent of the remaining reserve will be unlocked and distributed every year to the CoinKik Foundation in perpetuity.

- **CoinKik Rewards Engine operations:** The CoinKik Foundation will administer the rewards mechanism used to incentivize participation in the CoinKik Ecosystem, described previously.

- **Marketing:** A reserve of supply used for generating a starting balance for users in conjunction with partnership integrations.





- **Operational costs:** The CoinKik Foundation is established to ensure independent governance and growth of the CoinKik Ecosystem. A small portion of CoinKik rewards will be allocated to fund ongoing operational, legal, and development costs.

6. SUPPLY SCHEDULE

Kik's 30 percent pre-allocation will be unlocked and distributed to Kik at 10 percent per quarter, for 10 quarters. The CoinKik Rewards Engine is scheduled to release 60 percent of the supply over time at a rate of 20 percent of the remainder per annum and in perpetuity

WE CAN WRITE MORE AND MAKE OUR WHITE PAPER LOOK MORE AWESOME BUT UNLIKE ALL OTHER PROJECTS WITH BIG WORDS AND FAKE PROMISES WE WANT OUR "WORK" TO "TALK" . AL L F E EDBACK, SUGGESTIONS AND CRITICISM IS WE LCOMED. I F YOU HAVE MADE IT THIS FAR. . .THANK YOU!

