Growth:

Evolution:

-visual -> egg, baby, adolescent, adult

Feline (attack)

Monkey(balanced)

Armadillo (defense)

-stat bonus

Time:

-higher evolutions take longer

Egg to baby in 3 minutes or so.

Sample times: 1min, 5 min, 30 min, 2 hours, 6 hours

Sample sms count: 1, 2, 5, 10, 20

To zero, back up

Abstract to goal points.

Not visible

#SMS

-number is relatively easy to attain;

Optional decrease this or time/hard-code to increase messages until number met, then decrease time after that.