



# KITSUMON

Whitepaper V4.0

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# Lore

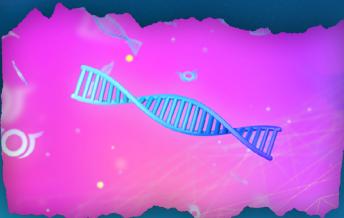
# KITSUMON

As human technology evolved, the online cyberspace became busier and full of new data with technologies like blockchain and advances in AI at the forefront. Then on one fateful day, something incredible happened. A collision of binary, a mixing of images and blockchain with a twist of AI caused a virtual Big Bang in the Metaverse.

The world went dark and silent as the shockwave of energy rippled through devices all around the world. What was created as a result is a new galaxy, a world within a world was born.

## Enter the world of Kitsumon!

A wonderful world of fantasy, nature and technology all existing in harmony – Kitsumon World reflects in many ways what our own world could be. The forces governing this magical world created fox-like beings called Kitsus, each with their own unique Digital DNA, to act as its guardians.



Thanks to a team of brave game developers, a portal between these two worlds was opened in the cyberspace, letting people from our world enter the world of Kitsumon as Trainers.

Will you become the next Kitsu trainer?



# Game Overview

**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

## A New Adventure Awaits You

Dive into the world of Kitsumon – an NFT game about collecting, breeding, and caring for adorable Kitsu pets. From play to earn professions like farming, fishing, cooking and an in-depth NFT breeding system, all the way to MOBA PvP modes and land acquisition, **Kitsumon has everything and more!**

## Complex Digital DNA

As a Kitsu Trainer, you can breed your Kitsus together to create Hybrid offspring. Boasting 44 individual Genes per Kitsu, there are endless breeding combinations for you to explore!



## Master Your Craft

Countless professions await you – become a master of one or a jack of all trades. Be a genius of agriculture and turn your harvest to cash, cook up amazing dishes to supercharge your Kitsus for battle, or just relax by the sea to catch some fish.



## Claim The Crown

Fight for victory with and against other players in Battle Arena (MOBA) game-modes like 3v3 and 5v5. Hone your skills and level your Kitsu in the training grounds to crush your foes.



# Digital DNA

**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

One of the most exciting aspects of Kitsumon is the amazing combinations of attributes that make up a Kitsu. Through our Digital DNA system, every new Kitsu hatched is unique and wonderful. Just like in real life, Kitsus feature a genome system to determine what is hidden and what is visible.

## Genes



Every Kitsu's appearance is determined by its genes. Kitsus have genes for everything like eyes, ears, legs, special abilities and even their color. You can breed your Kitsus together with the power of an Infinity Potion to create amazing Hybrids.

## Stats



Kitsus have more than just good looks! Each Kitsu features stats to determine how well they can perform in battle with HP, Strength, Mind and Agility directly affecting their skills and abilities.

## Abilities



A Kitsu can have up to ten battle abilities, these are what a Kitsu uses to do battle in the battle arena. Ability types include attack, healing, escape, stun, trap, shield, passive, and many others.

## Elemental Affinities



Each Kitsu holds up to 12 Element-Types in its DNA, which are tied to the individual DNA components like legs, tail, and so on. When a Kitsu obtains enough of any one or more elemental components of the same type, it gains properties that affect its attack and defense.

# Genes

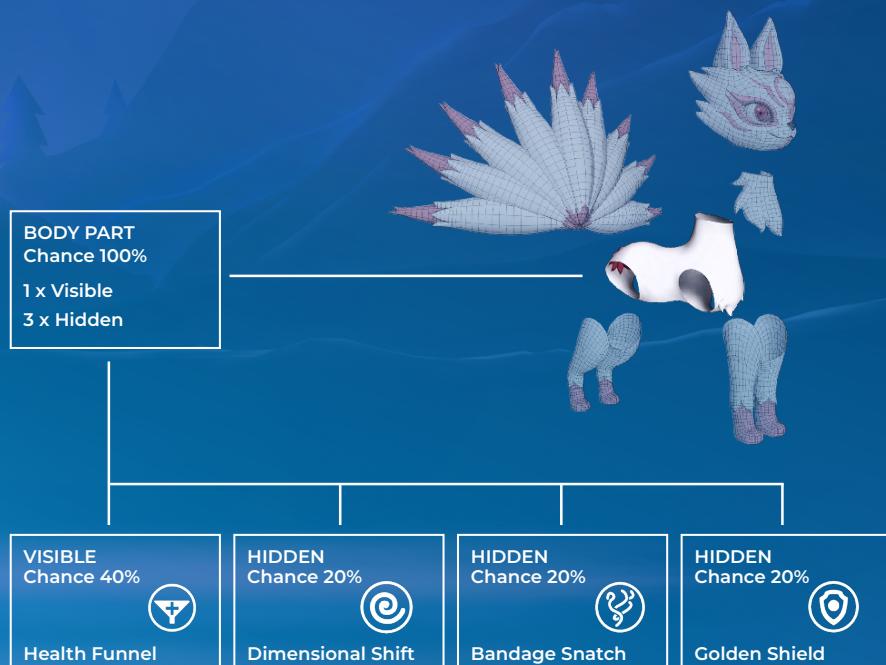
**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

In Kitsumon, genes are either Visible or Hidden based on their location in the genome sequence. When two Kitsus procreate, they each pass on two of their genes for each attribute.

The visible gene is the one that is displayed in the Kitsu's appearance while the other three hidden genes can only be passed on to offspring.

Each Kitsu is a product of eleven sets of four genes, assembled into a set of bodyparts. Every bodypart represents one attribute from eyes and ears to tails and fur.



Each of the two parent Kitsus passes on 2 out of its 4 genes randomly to its offspring. Over time, this leads to Kitsus carrying a diverse variety of genes – even some from their ancient ancestors.

# Stats & Abilities

**KITSUMON**

- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners

Each Kitsu is a product of its bloodline, with elements, abilities and much more passed down through our unique DNA contract system. But how does it all work, how does that make for balanced gameplay?

A Kitsu's stats are decided based on random rolls at the time of hatching. A primary stat is randomly selected, receiving the highest bracket of possible stats for the random roll, with the other stats being rolled for in lower brackets. Each Kitsu features stats in several categories.



## HP

Affects the total health pool and regeneration speed.



## Strength

Affects the bonus to physical abilities and the defense to agility attacks. Also increases the total armor of the Kitsu.



## Mind

Affects the bonus to mental and magical attacks and the defense to strength attacks. Decreases cool-down times.



## Agility

Affects the bonus to agility and the defense to mental/magical attacks. Increases the chance for critical hits.

This causes a rock/paper/scissors effect where each stat has its own strength and weakness against another stat. Across a Kitsu there is a minimum and maximum threshold for stats that creates a balancing system. This stops any one Kitsu from becoming too overpowered.

As well as offering stats, specific components offer additional abilities allowing for more refinement and build variation.

Through this balancing act, players can create Kitsus that act like tanks, glass cannons, ranged specialists, assassins, healers or even be balanced across the board, and so much more.

# Elemental Affinity

**KITSUMON**

- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners

Kitsus are creatures of the elements, born from a new world forged by their surroundings. As such, each Kitsu has numerous elemental components as part of its structure. This comes in the form of each Kitsu having up to 12 elemental slots that can take on any of the associated elements. Each component of a Kitsu's visible DNA features a slot with two elements.

Elements work much in the same way as stats, in that each element offers a strength and weakness against other elements. Additionally, depending on how much of an element a Kitsu has, it will get different elemental bonuses.



## 1x Elements

Each element will increase the power of any attack/defense/trap/heal or other abilities with a matching type by a set percentage.



## 4x Elemental Affinity

Provides a power bonus of that element type to all abilities.



## 8x Elemental Nature

Provides an increased power bonus of that element type to all abilities. Creates an elemental weakness to opposing elemental attacks.



## 12x Elemental Soul

Provides an even greater power bonus of that element type to abilities. Creates an increased elemental weakness to opposing elemental attacks. Provides an elemental resistance against attacks from that element type.

This also means it's possible for Kitsus to feature multiple elemental bonuses, affinities or natures in varying combinations, but only one elemental soul.

# Breeding

**KITSUMON**

- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners

## Create Hybrid Kitsus

The Kitsumon breeding system lets you breed together any two Kitsus you own, to create a 100% unique Hybrid Kitsu offspring. All features like genes, elements, stats and even color are part of a Kitsu's DNA and influence the creation of the Hybrid offspring.

### KITSUNE



#### PARENT A

Creates the Hybrid Kitsu

### GOLDERADO



#### PARENT B

Provides DNA to Parent A

x1 Infinity Potion

### HYBRID KITSU

Passed on Genes:

#### KITSUNE

- Head
- Mane
- Back Legs
- Tail



Passed on Genes:

#### GOLDERADO

- Eyes
- Front Legs
- Body
- Color

Hybrids are randomly generated through a subtractive number generation algorithm, with each generated hybrid having a range of over 17 trillion possible outcomes. Bodyparts are seamlessly combined in the offspring through our state-of-the-art 3D rendering pipeline. Become a Kitsu breeder and explore endless amazing hybrids to play, train, battle and interact with!



# Bloodline

**KITSUMON**

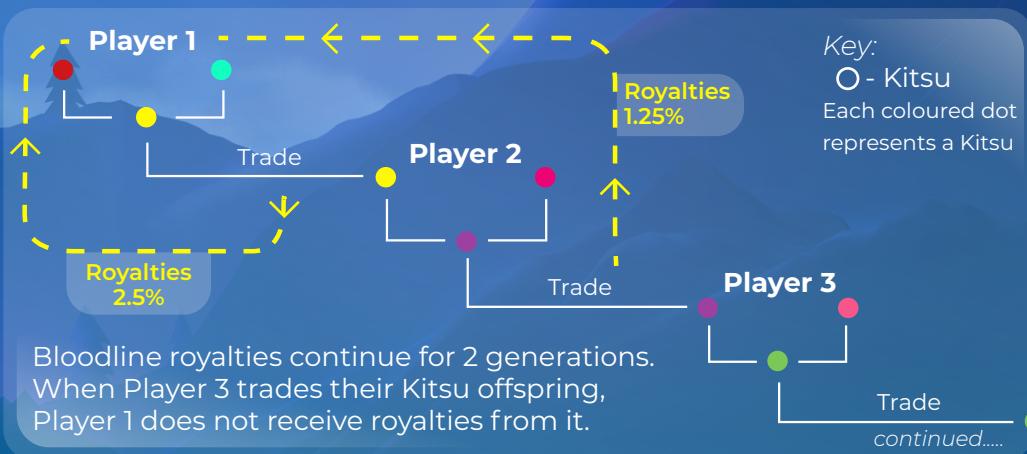
- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners



## Bloodline Royalties

Kitsu bloodlines allow for a lifetime of ongoing transfer royalty payments and even future offspring rewards paid back to the creator. This system steps back two generations only.

If your created Kitsu is sold 100 times in the future, you will receive 100x Bloodline Royalty payments.



Bloodline is a royalty rewards system built into the DNA of the Kitsu by their creators. When a Kitsu is created, it is imprinted with up to three creator addresses.

### Creator

The creator is the person responsible for generating the Kitsu egg. This is the first recorded address.

### Kitsu Parents' Creators

The creators of the two Kitchens that are bred together. These addresses are also recorded.

When a Kitsu is sold via the Kitsumon Marketplace, 5% of the sale price is deducted from the total and is distributed in the following ways.

**2.5%** is sent to the Kitsumon platform, which is used towards in-game reward systems and ongoing development.

**1.25%** is sent to the creator as a royalty reward for their great work in making such a great Kitsu.

**1.25%** is split between the parents of the Kitsu, if it wasn't for them this Kitsu wouldn't exist.

# Professions

**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

The Kitsumon world is full of fun and exciting professions to learn and master. Learn to grow crops and various plants, cook amazing foods, trawl the waters for fish, and much more. Your efforts will reward you with great products that can be used and traded.



## The Choice is Yours

There are no limits to what you can learn so feel free to participate in all the activities available. Each profession has amazing benefits with each one supporting the other.



## Become a Master

While learning all professions is possible, becoming a 'Master' isn't easy. Secret crafting recipes exist, so keep your eye out for these rare treasures to learn how to make rare and valuable items.



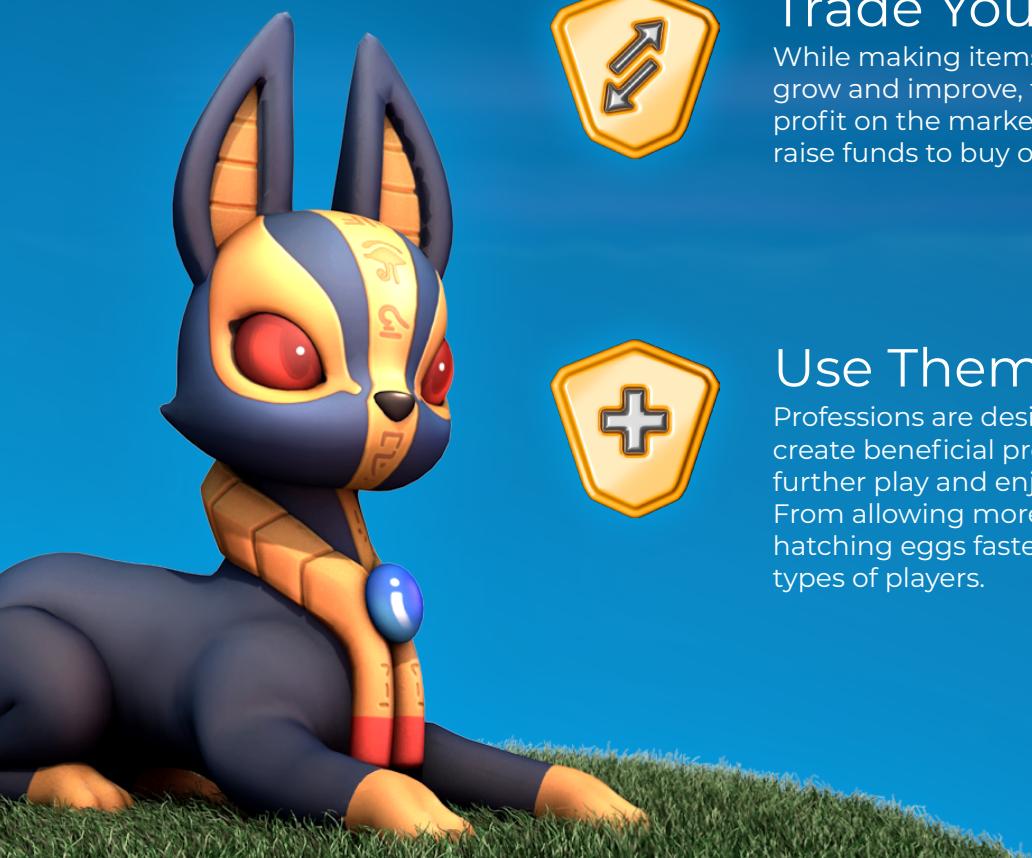
## Trade Your Wares

While making items can be great to help your Kitsus grow and improve, they can also be sold for a tidy profit on the market. Selling items is a great way to raise funds to buy other items.



## Use Them Yourself

Professions are designed to allow players a way to create beneficial products they can use to enable further play and enjoyment of the game each day. From allowing more battles, more breeding or even hatching eggs faster, professions have benefits for all types of players.



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**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners



## Farming

One of the primary professions of the Kitsumon world is farming. Players require a plot of land to farm and can obtain multiple plots. Once a user has a plot of land, they can choose what type of farm they wish to run. All farmed products have varying outputs determined by the care and effort made by the player, mixed with a bit of luck.



## Mining

Much like farming, mining requires a piece of land. Once a player has a piece of land they can begin to mine it. Mining produces various precious metals like Silver and Gold. Mining efficiency and outputs can be increased with better tools and levels.



## Crafting

Crafting is the all-rounder of the professions. Craftsmen can cut gems, refine metal, create fishing poles, tools, and much more. The crafting profession is very important to all the other professions in Kitsumon.



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**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners



## Cooking

Cooking is by far one of the most useful skills to learn. Cooking allows players to turn raw ingredients into delicious meals that offer numerous benefits to Kitsus. Level up your cooking skills to gain access to new recipes and reduce your cooking times!



## Fishing

Fish are a favorite of Kitsus and they were lucky enough to have been given a multitude of varieties in their new world to choose from. Fishermen can fish the waters for various types of fish. Upgrading your fishing tackle will give you better chances of landing the best fish. But be aware not only fish are caught with a line and hook sometimes!



## Alchemy

Much like cooking, alchemy lends itself to taking ingredients and turning them into consumables and other items that offer a great range of benefits to Kitsus. Where cooking tends to benefit energy and health more, alchemy focuses more on reducing process timers.

# Battle Arena

**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

Behind all the other features lies the core of the Kitsumon world, the battle arena. Players will be able to both train and battle against other online players in either ranked or unranked matches.

## Training



Players will be able to practice and train their Kitsus against PVE targets and multiplayer systems in varying sized groups and arenas. Training a Kitsus allows it to level up, unlocking new abilities and increasing its overall power.

## Battle Arena

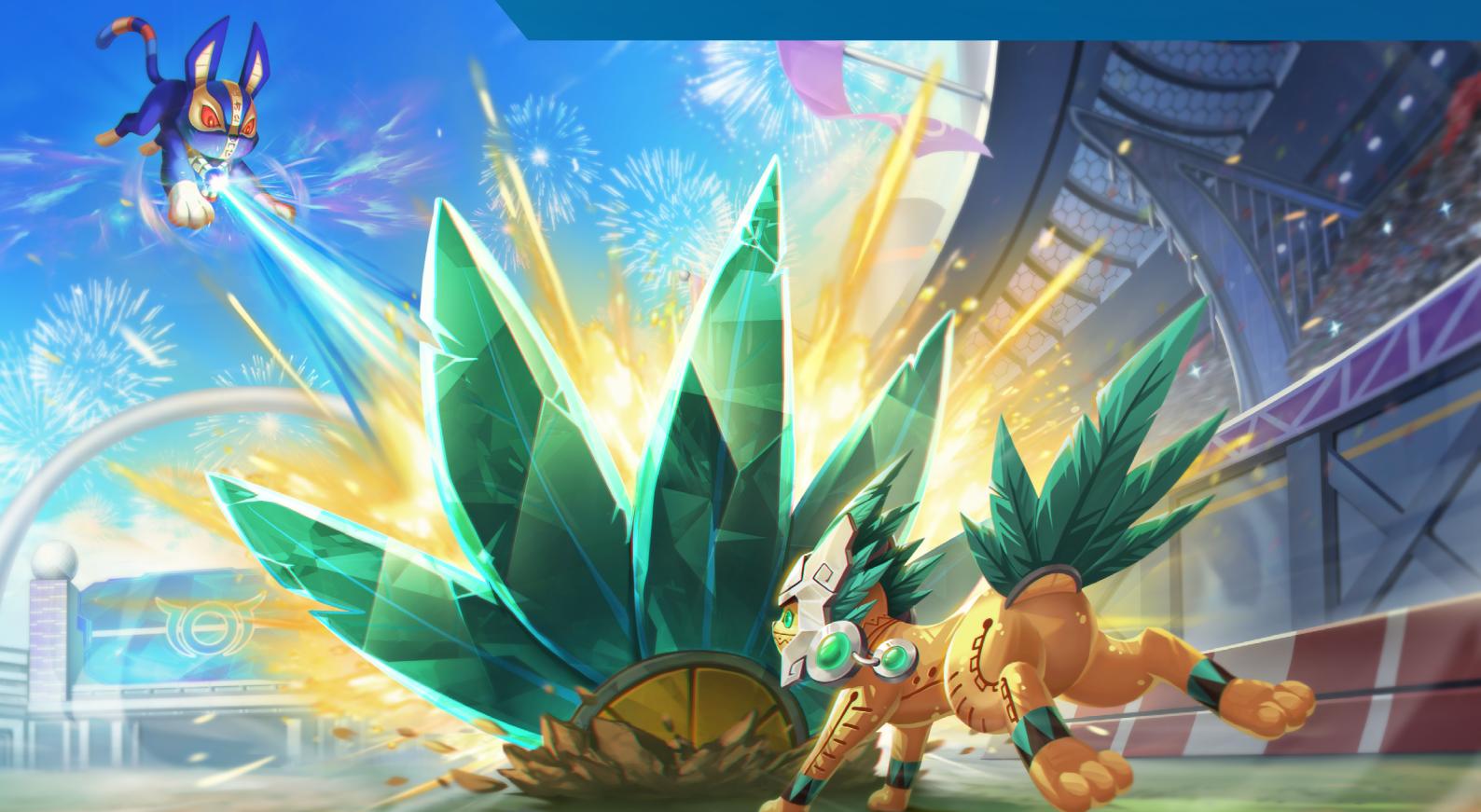


5 vs 5 MOBA gameplay is at the core of Kitsumon. Players from around the globe will be matched against each other to face off in exciting battles. Featuring both player controlled and non-player controlled opponents, players will battle to defeat their opponents and reign victorious.

## Team Battles



Players will be able to create guilds and invite players to create battle teams. Battle teams are by invite only and will be able to battle in a special League, Ladders and tournaments.



# Elemental Affinity

**KITSUMON**

- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners

Below is a guide to how the elements will affect each other within the Kitsumon gaming system.

The plus sign represents where a Kitsu with an elemental affinity will do increased damage to a Kitsu of the opposing element.

DEFENCE	Fire	Water	Lightning	Nature	Ice	Air	Poison	Mana	Psychic	Void	Steel	Earth	Shadow	Light
ATTACK	Fire	Water	Lightning	Nature	Ice	Air	Poison	Mana	Psychic	Void	Steel	Earth	Shadow	Light
Fire	-			+	+									+
Water	+	-									+	+		
Lightning	-	+	-								+	+		
Nature		+		-						-		+		+
Ice		+	+	-						-		+		
Air	+			-			+			+				
Poison			+	+			+		+				-	
Mana			+				+	+		+			-	
Psychic				+		-			+					+
Void	+					-				+				+
Steel		-		+		+						+		
Earth	+		+			+						-		
Shadow								+	+	+				-
Light				+				-		+				+

\* Image does not represent the final elemental guide and is subject to change.

The minus sign represents where a Kitsu will be more susceptible to element attacks from a specific element.

An example of this is the Lightning element doing additional damage to Mana and Earth, while being more susceptible to the Steel and Fire.

# Ecosystem

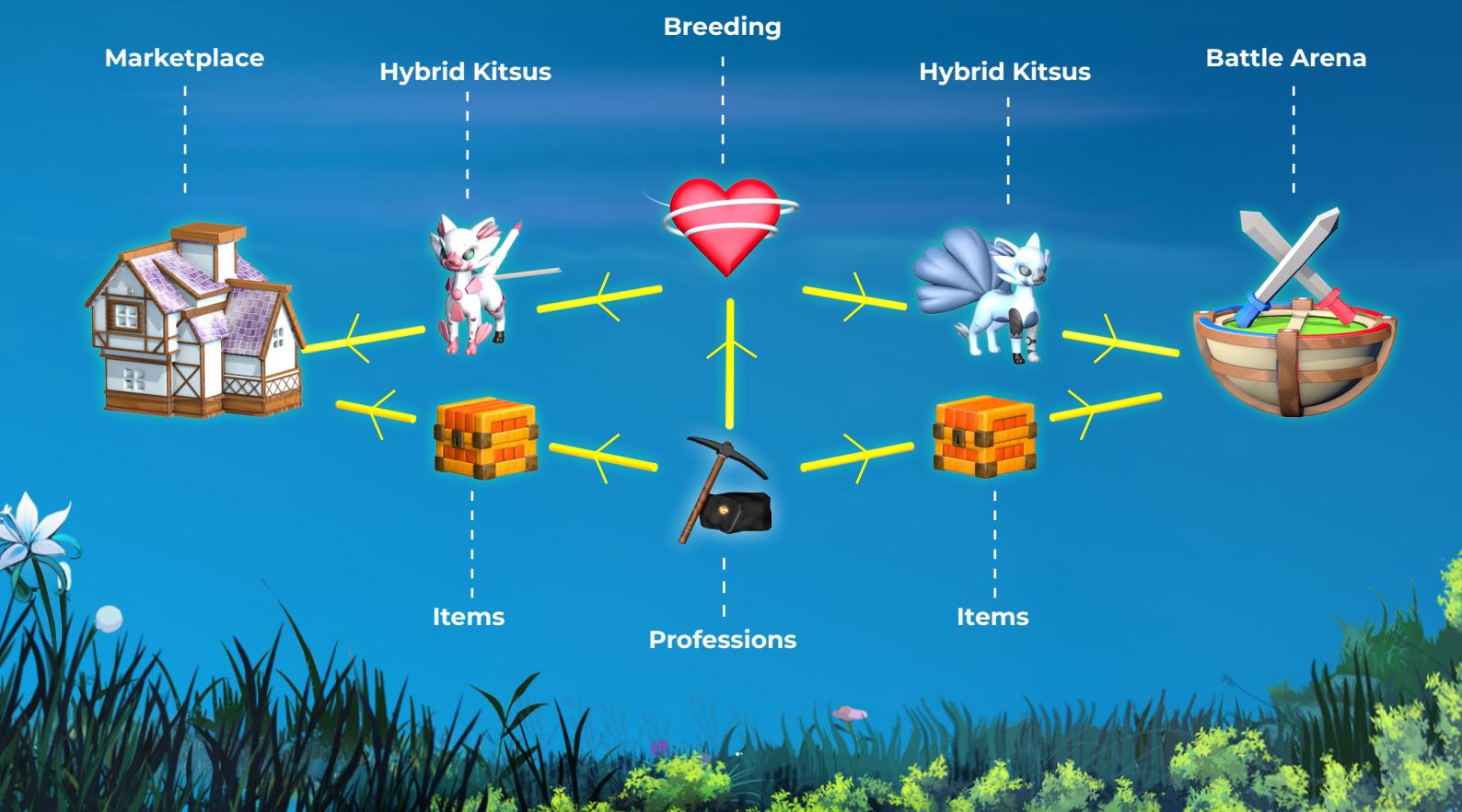
# KITSUMON

- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners

Kitsumon is created around an ecosystem where a player's participation rewards them to further gameplay in other areas. A player that grows some food or catches some fish can trade them on our marketplace to other players.

That player can then use those funds to purchase needed items or boosts allowing them to progress further, this makes all players vital to the larger community.

As the world grows and evolves, many new and exciting features will be added giving new and exciting ways to earn rewards.



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**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

Within the world of Kitsumon, players will interact with both other users and the Kitsumon store to acquire products, pay for boosts and expand their own game features. These systems are designed to generate funds to further development, drive innovation but also allow funds to power our Play-2-Earn systems.

## Infinity Potions

The key that allows two Kitsus to create new life, the Infinity Potion is a central element of the game's breeding system. Players can directly purchase these potions with a batch based pricing system, as well as trade them with other players on the open marketplace.



## Land Expansion

Many of the professions require a particular type of land or building to operate such as plots of land for farming. Players will be able to purchase additional lots in the metaverse to utilise new professions and expand production.



## Kitsumon Store

Players will have access to the Kitsumon Store. The store will be used to directly purchase items, eggs, skins, consumables and more. One of the key systems of the store is the ability to replenish Kitsu Energy and Health allowing players to continue training, breeding, and battling without needing to wait.



## Subscriptions

Players will be able to purchase subscriptions that will reward them with various benefits ranging from bags of Kandy, potion boosts, additional land, and more. Subscriptions will come in varying package sizes.



- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

## The KMC Token

\$KMC or Kitsumon tokens are the exclusive token currency of the Kitsumon World. These tokens are used in all manner of game economics, from future Egg sales, shop purchases, trading NFT assets and more. Hosted on a PoS blockchain, transaction fees are kept to a minimum making for a better user experience.



\$KMC will also be used to purchase KANDY, the in-game currency of Kitsumon. Our goal is to create a simplistic and cost-effective ecosystem that benefits players and the platform in its usability and efficiency while providing scalable growth over time.

## KANDY

While \$KMC acts as a bridge between the game world and the real world and has many uses, KANDY is the fully digital in-game currency of Kitsumon. Users will be able to purchase KANDY directly using \$KMC as well as receive it as rewards.

KANDY will act as a buffer between the volatility of traded tokens and the in-game store, keeping prices stable. Users can purchase many of the daily power-ups, subscriptions, items, and more using KANDY.



# Tokenomics



- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

## KMC Tokenomics

The tokenomics of the Kitsumon ecosystem have been prepared by a professional team with the goal of granting fairness to all participants and achieving the stability and viability of the Kitsumon game moving forward.

This distribution model blends real-world and crypto-based strategies into a cohesive long-term plan.

All early adopters and participants in the project that obtain KMC tokens will adhere to a vesting period ranging from 4 – 48 months. These vesting schedules (shown below) will allow for a slow release of tokens into the ecosystem.

# 100 BILLION \$KMC TOKENS MINTED

TOKEN DISTRIBUTION	KMC TOKENS		VESTING TERMS	PRICE \$USD	TOTAL RAISE
Seed Round	3 Billion	3%	5% TGE, followed by a 2 month cliff, remainder over 12 months	\$0.00009	\$270,000
Private Round	16 Billion	16%	7.5% TGE, followed by a 2 month cliff, remainder over 8 months	\$0.00012	\$1,920,000
Public Round	2 Billion	2%	15% TGE, followed by a 2 month cliff, remainder over 4 months	\$0.00018	\$360,000
Play to Earn	30 Billion	30%	0%TGE, released over 48 months	-	-
Rewards & Staking	10 Billion	10%	0%TGE, released over 36 months	-	-
Marketing & Dev	10 Billion	10%	0%TGE, released over 36 months	-	-
Treasury	10 Billion	10%	0%TGE, used as needed	-	-
Team	10 Billion	10%	Locked for 18 Months followed by a 18 Month vesting schedule	-	-
Floating Liquidity	5 Billion	5%	Will be used as per liquidity needed on DEX and CEX	-	-
Advisors	4 Billion	4%	Locked for 6 Months followed by a 12 Month vesting schedule	-	-
DAY 1 MARKET CAP (EXCLUDING LIQUIDITY) VALUE \$297,000				TOTAL RAISE	\$2,550,000

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners

## Rarity

Each egg has its own rarity level ranging between 1 in 250 to 1 in 3000 eggs.

These numbers can never increase. There will only ever be 30,000 GEN-0 eggs.

## Generation-0 Eggs

There are 20 different types of GEN-0 (Purebred) eggs that have been distributed in our INO. GEN-0 Kitsus are special because all four genes of each bodypart are the same, making them great for passing on specific genes when breeding.



1 of 3000

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners



The initial distribution of our NFT Egg Redemption Cards has occurred between January – February 2022 in our INO. Distribution was divided between public and private sales, promotions, founders, team members and a small amount retained for prosperity by the platform. A detailed breakdown of the distributed NFTs can be found below.

## – **23,400 Eggs**

### **Distributed via Private Sale (78%)**

Prior to the public auction, 23400 eggs have been sold in private rounds to launchpads and private groups. Any leftover eggs from this round were carried over to our internal FCFS sale that we held on our website. Utilizing launchpads for the INO has allowed us to bring our NFTs to a broader community.

## – **3,220 Eggs**

### **Distributed via Public Auction (10.73%)**

After all the prior sales had concluded, the public auction began on our internal NFT Marketplace. Users had the opportunity to bid directly on the 3220 NFT eggs that were listed in batches every day for two weeks.

## – **1,680 Eggs**

### **Distributed via Promotions (5.6%)**

From the 30,000 GEN-0 eggs, 1680 eggs have been set aside to be used for promotions and marketing efforts throughout the year. Many of these eggs are still retained by us at this time and will be distributed in exciting events in the future.

## – **1,200 Eggs**

### **Distributed via Seed Sale (4%)**

In an effort to kickstart the Kitsumon Guild and Scholarship ecosystem, we set aside 1200 eggs to be sold exclusively to our gaming guild partners like PlayNity and more. These guild partners will be offering scholarship opportunities to players who want to learn the Kitsumon game.

## – **480 Eggs**

### **Founders & Team (1.6%)**

To reward the founders and team for their efforts and hard work, a small amount of eggs has been kept and distributed for a job well done.

## – **20 Eggs**

### **Retained by the Platform (0.06%)**

One of each GEN-0 egg is being retained by Kitsumon in our archive. We plan on making these all available for viewing to the community in a special way in the future.

# INO Results



- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners

Across all our INO sales, we have sold **100%** of our Blind Boxes!

This successful INO was made possible thanks to the many amazing launchpads we have partnered up with, who all helped spread Kitsumon to a bigger audience.



We are mega excited about the high sales numbers our INO has achieved - a great future lies ahead for the Kitsumon World!



## Seed Sale Boxes Sold

1200 Boxes (4.313%)

## Private Sale Boxes Sold

5080 Boxes (18.260%)

## Staker Boxes Sold

5529 Boxes (19.874%)

## FCFS Boxes Sold

12791 Boxes (45.978%)

## Public Auction Eggs

3220 Eggs (11.574%)

Public Auction Raise: **\$650,000**

Total: **27820 Eggs Sold**

# Marketplace

# KITSUMON

- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners

Kitsumon has created its own standalone NFT marketplace giving players and traders alike a place to maximise their sale opportunities of everything Kitsumon related from eggs & Kitsus through to ingredients, items and recipes.

Total Sales:  
**6,059**



Total Bids:  
**7,437**

Total Trade Volume:  
**\$KMC 2,596,007,225**  
Since Feb 2022

As the central hub of the Kitsumon game, the marketplace is a very lively place for players to buy various NFT goods. Sellers can choose different sale types from auctions and buy-now to even allowing custom offers like on eBay.



Potions



Kitsus



Materials



Artwork



Items



Accessories



# Global Market

**KITSUMON**

- 2 Lore
- 3 Game Overview
- 4 Digital DNA
- 5 Genes
- 6 Stats & Abilities
- 7 Elemental Affinity
- 8 Breeding
- 9 Bloodline
- 10 Professions
- 13 Battle Arena
- 14 Elemental Affinity
- 15 Ecosystem
- 17 Tokens
- 18 Tokenomics
- 19 NFTs
- 21 INO Results
- 22 Marketplace
- 23 Global Market
- 24 eSports
- 26 Team
- 27 Advisors
- 28 Roadmap
- 29 Partners

While Kitsumon is attached to blockchain processes, it is first and foremost a game for a large global audience of players in general. To allow for global adoption in the general market, we are creating simplified processes to blend blockchain and centralised systems seamlessly, reducing the learning curve sometimes necessary to participate in the blockchain space. While blockchain is the backbone of our game system, the core interface and features are commonly found in many mainstream games and designed to attract a broader community.

## Target audience

When evaluating the marketplace for other social simulation games, we discovered a huge market of players exists across all age groups with a near 50/50 mix of male and female players. Kitsumon is inspired by and pays homage to such games as 'Animal Crossing' and 'Pokémon' offering something for everyone, with a broad range of game genres brought together into a single unified game.

## Global Statistics

 **8.45 Hours**  
Weekly average gaming time  
credit: Statista 2021

 **\$321M**  
Crypto Gaming Industry Revenue  
credit: Triple A

 **3.2B Gamers**  
Worldwide Gamers 2021  
credit: Sep 21, Statista

 **\$ +\$42M**  
Blockchain Land Sales H1 2020  
credit: Blockchain Global Alliance

 **\$198.4B**  
Gaming Market Worldwide 2021  
credit: Mordoe Intelligence

 **41.9M**  
Gamers who own crypto in 2020  
credit: Triple A



**\$904M**

Total revenue since 2021  
(Statista 2021)

**827,000**

Average daily users  
(Statista 2021)



**60M**

Copies sold since launch  
(PlayerCounter)

**11M**

Average monthly players  
(Statista 2021)



**\$3.5B**

NFT trade volume in 2021  
(Activeplayer.io)

**850,433**

Average monthly players  
(Activeplayer.io)



**\$1.75B**

Revenue in 2020  
(SuperData 2020)

**125M**

Average monthly players  
(Activeplayer.io)

# eSports

**KITSUMON**

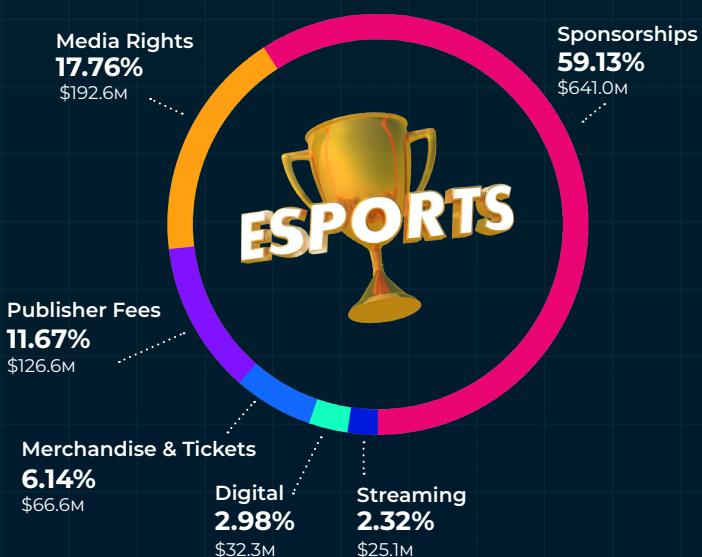
## Overview

One of the key goals of Kitsumon is to embrace all communities and regions Worldwide, as gaming itself is designed to be inclusive and engaging. We want to deliver a unique experience that bridges traditional and blockchain gaming together, which is why we are committed to delivering powerful eSports offerings later this year that reflect on both the history and future of gaming.

## Global eSports Market Valuation

**\$1.084B in 2021** +14.5% from 2020

Source: (Newzoo, Mar 2021)



In the early days of the 1980's, eSports was born. Initiated by the Atari based Space Invaders Tournament with an at the time record of circa 10,000 participants, we fast forward to today and we see audiences of over 470M people in eSports with tournament prize pools exceeding \$30M in some cases, and a staggering 700M+ viewers of game streaming overall. Through popular traditional games such as Call of Duty, World of Warcraft and DOTA to name a few, the platform has already been set.

Blockchain gaming is becoming more popular and delivers a unique playing and watching experience that is not yet seen in the existing eSports industry. We know that P2E games like ours will be key players for the years to come to not only bridge existing gaming, but enhance the offering as a whole.

## View to Earn

View to Earn offers the capability for people to watch live gaming streams and earn rewards as they go along, as well as offer powerful commercial opportunities to advertisers and sponsors. In 2021, many statistical sites claim a combined 474M viewers made up of enthusiasts and occasional viewers and trends suggesting 570M+ by 2024.



## Play to Earn

Play to Earn delivers similar principles but of course to the actual players of the game to earn rewards. By incorporating both of these aspects, we can help deliver a unique experience that enhances the existing eSports platforms and initiatives. With over 2.2B gamers Worldwide, you can already see the huge market potential.



We are working towards hosting and taking part in both live and online eSports platforms/events which will bring a completely new and unique experience to blockchain gaming and to our gamers when our game launches. With our game being accessible on a majority of traditional gaming platforms, we also have the ability to open up to live and tournament based environments too via eSports mechanisms.

# eSports

## Scholarships

In order for us to further bridge traditional and blockchain gaming, as well as welcome new players into the space, purchasing or understanding how to purchase playable NFTs can be daunting, which is why we will be actively progressing scholarship programmes and integrating guild mechanisms whereby NFT owners can rent out their assets to those that want to learn how to play the game.



## Guild Clans

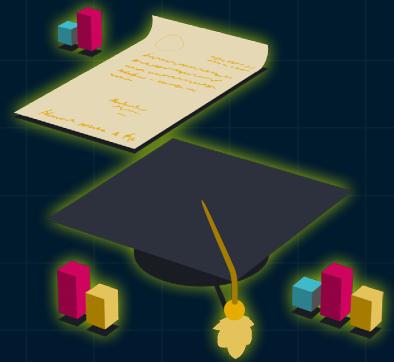
The competitive spectrum of Gaming is hotter than ever before, with so many online multiplayer opportunities. Taking the principles of Scholarship and Gaming Guild mechanisms, we are partnering with projects and delivering solutions that help build groups and teams to represent the game itself as well as create competitive groups to battle one another in a worldwide capacity.

This is enhanced with the integration of eSports and tournament players as well as general gamers who love the casual competitive aspects. We encourage the development of teams worldwide to enhance the gaming experience and offering.

## Education in Blockchain Gaming

With our Head of Marketing, Simon Buckingham, also Deputy Chair of the University of Portsmouth Marketing Faculty, we are already helping further educate and encourage students and the next wave of enthusiasts into Blockchain and Gaming. We also plan to take part in hosted and attended events globally to boost knowledge of Web3 Gaming and NFT utility within Gaming.

Furthermore, we will be opening up further internship and graduate programmes to continuously bolster our team and project goals as well as deliver the opportunity for career entry and progression to the next generation and the forthcoming talents within the blockchain gaming space.



## eSports Statistics

**\$1.04B**

eSports Market Revenue 2021  
credit: eSports Page

**\$2.10B**

Combined market of eSports & streaming 2021  
credit: Juniper Research, 2021

**\$3.50B**

Expected combined market of eSports & streaming by 2025

**728.8M**

Livestream gaming audience 2021  
credit: Newzoo

**474.0M**

Global eSports audience 2021  
credit: Newzoo

**577.2M**

Expected global eSports audience 2025

# Team

**KITSUMON**



**James Kirkby**  
*'Chief Everything Officer'*

Blockchain engineer & Architect. Previous Lead Architect at Mode an LSE listed Bitcoin Bank. Lead backend engineer at XDEFI and SonyATV. Skilled in C#, NodeJS and blockchain protocol development.



**Sanjay Patel**  
*'Sentient AI Robot'*

Lead developer & Senior Software engineer, worked on various crypto projects such as Atlas. Skilled in C#, Java, backend & game development. Worked in an FTSE 100 company called "Next" in the payments development team.



**Simon Buckingham**  
*'Hype Overlord'*

12+ years experience in a multitude of industries, more recently in AI/IoT, developed a passion for blockchain tech and has a love for Gaming. Also Deputy Chair of the Marketing Faculty at the University of Portsmouth, helping prepare the next gen of marketeers.



**Vahid Ranandeh**  
*'Kitsu Architect'*

Game designer with 7 years of experience in game design and 10+ years of experience in fiction writing. Worked on various Puzzle, Platformer, Educational, and VR game projects. Previously designed and directed "Pursuit of Redemption". Recently been working on NFT game concepts.



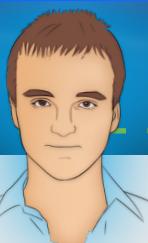
**Aarón Meza Sánchez**  
*'Concept Wizard'*

Concept and Creature designer for visual entertainment industry. Story board artist and visdev based in México. 10+ years of experience in graphic and 2D industrial standards.



**Mathew Shenton**  
*'Design Mage'*

Graphic and motion designer with 10 years of experience within the sports industry, with a passion for blockchain and emerging technology. Worked with large tech companies to produce high quality engaging content and visual solutions.



**Tobias Fuchs**  
*'The Shepherd'*

Created and grown several community groups within the crypto space the last few years, building a strong connection with the community whilst managing all aspects of feedback and suggestions to help enhance the project and user experience.



**Bjørn-Tore**  
*'One with the Code'*

Experienced with blockchain architecture, implementation of NFTs in products, C# .NET 6 backend development, Nx.dev, AWS and more. Also worked in full stack development roles as well as consulting. Passion for Gaming and Blockchain.

# Advisors

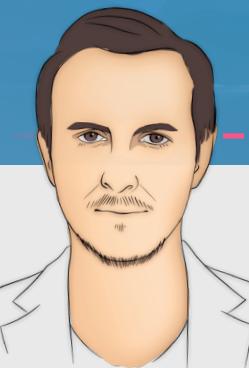
**KITSUMON**

- 2** Lore
- 3** Game Overview
- 4** Digital DNA
- 5** Genes
- 6** Stats & Abilities
- 7** Elemental Affinity
- 8** Breeding
- 9** Bloodline
- 10** Professions
- 13** Battle Arena
- 14** Elemental Affinity
- 15** Ecosystem
- 17** Tokens
- 18** Tokenomics
- 19** NFTs
- 21** INO Results
- 22** Marketplace
- 23** Global Market
- 24** eSports
- 26** Team
- 27** Advisors
- 28** Roadmap
- 29** Partners



Sundeep Krishna  
**Strategic Advisor**

Core Team Member of TrustSwap. Designed tokenomics for various projects and/or serving as a strategic advisor/consultant for multiple projects spanning across DeFi and GameFi like QANX, BlockBank, LedgerScore, ISPOLINK, Fidira, Sekuritance, Onetoll, etc. Has a professional background in Engineering with multiple graduate degrees. Has 5+ years of experience in the cryptocurrency space.



Paweł Łaskarzewski  
**Technology Advisor**

Experienced Technology Consultant and Solution Architect with a demonstrated history of working in the ICT industry. Worked at B/E Aerospace, WizzAir, Nestle, Coca-Cola, EuroSport, amongst others. As founder and CTO, he was instrumental to the success of Absolvent, Poland's biggest HR company for students and graduates, and Molecule.one leading AI-based market solution for synthesis planning. Worked on core-systems and innovation projects for financial institutions around the world, such as CitiBank, Crédit Agricole and Raiffeisen.



# Roadmap



## GAME PARTNERS



## GUILDS



EARN GUILD



PLAYNITY

## TECHNICAL INTEGRATIONS



Chainlink



Chainalysis



UP\*ONLY



IQ PROTOCOL



Swipe Lux



Decentralab



ESPORTS & G PLATFOM



## BACKERS



A R E A 13



## LAUNCHPADS



synapse  
network

