

THE BBCat

THE FUTURE IS MEOW



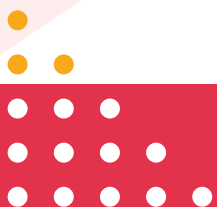
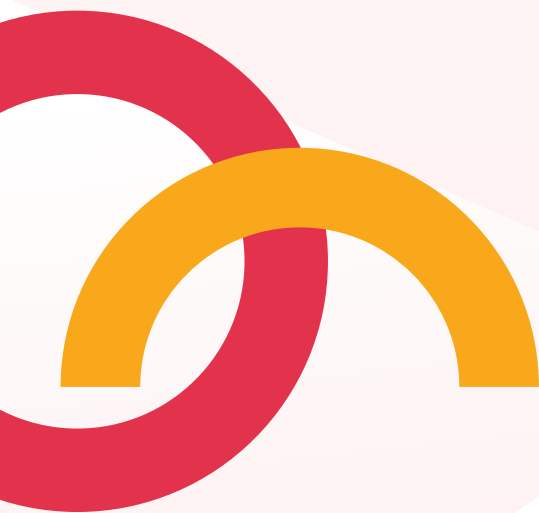
WHAT IS THE CAT COIN REVOLUTION?

- Cat Town Punks will make you income. That's right, Cats will work for you!
- Cats will not just be lazy NFT pets in your wallet! They are upgradable creatures now!
- You will see why Common Cats matter, and they make up a real army with CatCoin!
- We have been developing a bright future for your Cats for more than a decade!
- CatCoin will measure and increase the value of your NFTs.
- We have a long-term plan, too... but the short-term is this: CatCoin will be listed on a DEX.
- No one likes burning cats, but CatCoin is a different story. We have created a sophisticated burning mechanism.

Yes, CatCoin is a revolution! It is a fact, but to understand why, how, when, what, and where, you really need to read our whitepaper!



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THE CATCOIN STORY

Can you imagine Cat Town without CatCoin? Well... that would be quite disorganized, wouldn't it? The cats are not working. In fact, they're just hanging around. Some of them (pssst... blue cats) start drinking, and some of them have realized that no one is feeding them or taking care of them. Then, the smartest cat decides she is not just an ordinary pet for collection anymore... We can't say which one of them that was, but either way, the revolution had begun and CatCoin was born.



CatCoin brought law and order to CatTown. Cats are now organized, respect each other, eat regularly, and make a profit for their owners, almost like real pets, but even better! How is that possible?

Well, they finally know their value, and they know why their rank is important, why it is not appropriate to argue with LEGENDARY Cats. Yes, they eat more, but they are unbeatable at work! Epic cats can provide you with a lot of CatCoins when you order them to dig for coins (we don't know why they don't like the term "staking," but we respect that) and even Common Cats are useful, even if they do drink sometimes and devise evil plans that no one believes anymore. If they're treated well (upgraded), they could be real assets! From the day CatCoin came into town, every cat had real value, every cat could work, and every cat could be treated as she deserves. They are real Cat Town punks now!

Nice story, right? But if we look closer, it is much more than a bedtime story... We have thought about how to develop future blockchain technology in a closed ecosystem that is suitable for every project wanting to bring personalized experiences to NFTs, and now we want that story to evolve even more. That is why we need CatCoin.

CATCOIN AND CATTOWNPUNKS

CatCoin at its core is a cryptocurrency produced by upgrading CatTownPunk NFTs. In practice, this means CatCoin is heavily connected to CatTownPunk NFT, which is why we cannot talk about one without the other.

The whole concept is designed so that we can offer NFTs, NFT components, NFT redesigns, and any future add-ons with actual value that can be measured in a closed ecosystem on a single or multiple blockchains.

We have discovered that the possibility of unlimited future creations and changes on the same NFT token has a huge impact on future NFT usage, which we predicted when we were creating smart contracts. CatCoin, on the other hand, connects all users under one umbrella and gives the project the ability to evolve from many different points of view. Because of sophisticated burning mechanisms and revolutionary

and constantly evolving technology, it is a real investment: a store of value on one side and a perfect liquid asset on the other, whether you are participating as an advanced NFT investor or contributing to the project with your own knowledge and resources.

In practice, there will be two ways of getting the coin. Either through mining, with every cat able to earn CatCoin based on rarity and upgrades, or by buying it on KLAYswap later on, where supply and demand will shape its price.

Every **upgraded** cat will be able to earn CatCoin. The amount will be based on rarity and **upgrades**.

CatCoin is a fungible (regular) token or cryptocurrency that lives on the Klaytn blockchain. CatTown-Punk, on the other hand, is a Non-Fungible-Token or NFT (also on the Klaytn blockchain). What that means is that every token is unique, irreplaceable, and therefore not interchangeable, unlike fungible tokens.

While they both live on the same chain, they implement a different standard that gives them different properties and usages. We can use cryptocurrency as digital cash, where ownership is determined by holding a private key, the same as bills prove ownership of physical cash. NFTs, on the other hand, cannot be traded for one another as they are unique and represent real-world assets such as pictures, videos, collections, etc. The same as real-world cash, fungible tokens can be split into smaller units of equal value, whereas an NFT is one token to one unit.

NFT – VALUE PLAY

We always had in mind that only a unique user experience gives real value to a project. The first CatTownPunks experience was something completely different from what NFT users were used to. Users soon realized that by owning a single CatTownPunks NFT, they did not have any ordinary NFT. Instead, they had an option for countless possibilities to make their cat even more unique – they could rename it and somehow build its value with their own imaginations. But this was just a tiny step in the value play. With CatCoin, we want to give NFT users countless tangible, visual, measurable possibilities to redesign their NFTs. With every tiny upgrade, they add value to their pet, which has both a visual and economic impact on every single NFT. Yes, exactly like characters in online games, when they are upgraded, they are worth more. Like in the world around us, when you buy a house it is worth something, but when you redesign and change its old interior, add fresh paint to the fence, build a terrace, plant trees and flowers, put statues in the garden, and cover the leaking roof, it is worth much more for you as a user of the property, an investor, and also for potential new customers when you want to sell it.

CAT-TOWN-PUNKS NFT

CatTownPunk is a non-fungible token that implements Klaytns KIP 17 token standard and can be minted directly from the CatTownPunks dapp. Minting is a process of converting media to NFTs that are then written to the applicable blockchain.

CatTownPunk NFTs are created from computer-generated pictures and are 100x100 pixels in size, built from 8 elements. That accounts for a grand total of **20,000 unique NFTs**.

Elements of a CatTownPunk NFT:

Background Accessory Eyes Face
Hand Hat Neck Shape Rarity

While most of the elements are also building blocks, rarity is calculated based on the number of building blocks that were used to create the NFT and their occurrence.

Rarity / Number of blocks:

Common	4
Uncommon	5
Rare	6
Epic	7
Legendary	8

Rarity distribution:

Common	11,319
Uncommon	6,580
Rare	1,750
Epic	328
Legendary	23

While rarity cannot be changed, that doesn't mean other parameters cannot be. The Dapp already allows for a change of name, and other changes are planned in the future.

CatTownPunk NFTs play an instrumental role in this story, as they are used as a CatCoin mining device when a bag is purchased, which adds additional value.

NFT MARKET OVERVIEW

Since we have already explained what NFTs are, we will use this section to focus more on their utility and usage in the current market.

There really is no limit to what an NFT can be, as long as we can authenticate it, including real-world objects, but those attempts are yet to become popular.

We are more interested in the digital world, where NFTs are gaining huge popularity. They can be anything from pictures, games, articles, and in-game items to much, much more.

With their enormous popularity, the NFT market is becoming crowded quite quickly, as anyone can make NFTs in a matter of minutes, especially on popular platforms like OpenSea.

The most popular media to mint into NFTs are pictures, as they are easy to find or draw and can be quite small in size.

That means that while popular NFTs are still in their very early phases, they are not yet fully utilized. We are aiming to change that.

CAT-TOWN-PUNKS PLATFORM (DAPP)

So, what's a Dapp? Well, it's any application whose backend code is running on a decentralized blockchain as opposed to traditional servers.

By that definition, cattownpunks.com is a Dapp, as most of its code is running on the Klaytn blockchain.

Our Dapp, for now, allows users to log in with their Kaikas wallet, mint CatTownPunk NFTs, and interact with the NFT by changing its name.

With the development of CatCoin, more features will be added to the platform, such as buying and upgrading bags for minting, upgrading CatTownPunk NFT skills... And other things, as the needs arise.

HOW DOES IT WORK?

- 1 **Get a CatTownPunk NFT.** You can get one on OpenSea or mint a random one on the CatTownPunk.com website.
- 2 **Buy a money sack.** Log in to the CatTownPunk website and buy a money sack. For prices, check this document in the shop section.
- 3 **Collect earnings.** After a while, log on to the website and collect your earned CatCoins.
- 4 **Upgrade your cat** to earn even more!

- (i) keep in mind that a cat with a full sack will have a higher market value!
- (i) make sure you collect your earnings before the sack is full.

TOKENOMICS

Max Supply*	150,000,000
Total pre-mined	2,500,000
Presale	1,000,000
Starting liquidity	5,000,000
Developer reward	2,500,000

The presale price is set to **0.01 klay / CatCoin**. All the funds collected through presale will be used to list **CatCoin** on **KlaySwap** and to provide initial liquidity.

The CatCoin KIP7 (ERC20) token is **hard-capped** at **250,000,000** with the contract. It is impossible to mine more coins.

*Max supply is calculated based on the presumption that **all** cat town punks will be **minted, fully upgraded, and participate in mining operations**. For more information about max supply, check out the Max Supply and Halving sections of this document.

MINING EXPLAINED

Mining is calculated based on **3 factors**:

- **Rarity**
- **Upgrades**
- **Basic reward**

Mining formula:

$$C = ((R*U)/RH + BR/BH)*BL/86400$$

Where:

C ... Coins earned per day

R ... Rarity factor (1x – 500x, check table below)

U ... Upgrades multiplier (1x – 15x, check shop section of this document)

RH ... Reward halvings (every 6 months, rewards will be halved)

RB ... Basic reward

BH ... Basic reward halving (every 5 years, basic rewards will be halved)

BL ... Blocks

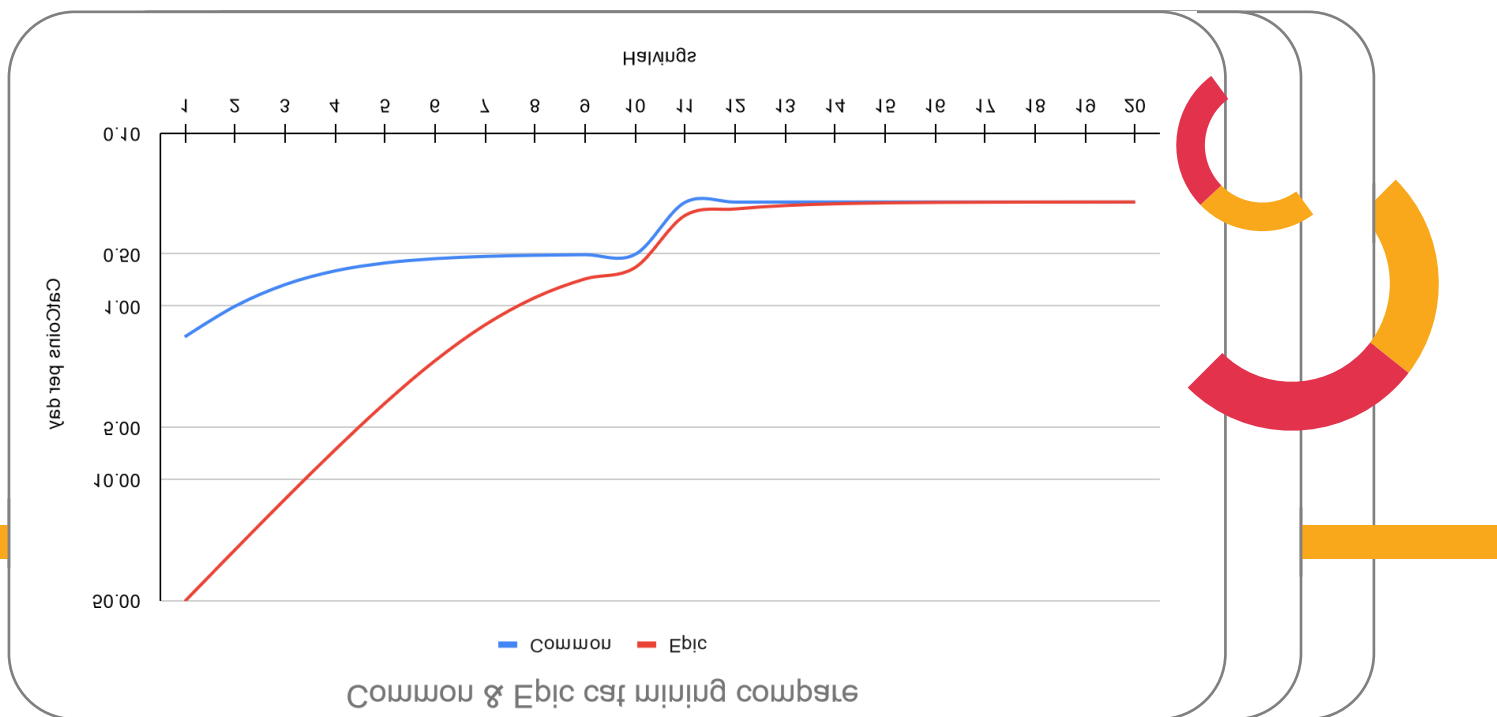
86400 ... number of blocks per day

Please check Case Studies in this document to get a better overview.

Rarity	Multiplier
Common cat	1x
Uncommon cat	1.5x
Rare cat	3x
Epic cat	50x
Legendary cat	500x

(i) based on the formula, the rarity and upgrades will lose their advantage with every halving. Make sure you check the case studies.

This **innovative formula** provides an opportunity for **early adopters** as well for **late onboarders**. In the beginning, it is best to choose **rare and fully upgraded cats**, while after halvings, those with a **quantity of common cats** will have a huge advantage.



It is clearly visible on the chart that the superior strategy is to invest in rarer cats during first few halving periods. The advantage of this rarity is lost, though, after the 7th or 8th halving.

THE SHOP

The payment method in the shop is CatCoin. In the beginning, there will be an option to pay with klay as well. **The exchange rate is 1:1.** We'll **remove klay as payment** options after the CatCoin exchange rate is higher than 0.75 klay / CatCoin on KlaySwap for over two weeks.

There will be 3 main categories of items.

1. Money Sacks

Upgrades from small to medium are possible. Downgrades are not. Cats will stop earning if their sack is full. So, make sure you choose the correct size and/or collect earnings regularly. Small sacks should be enough for most cats.

2. Skill upgrades

Skill upgrades must follow a predefined order. First skill 1, then 2... Upgrades will drastically increase earning compatibility, especially at an early stage. Later, after a few halvings, they won't matter very much. Make sure you check the case studies on this in the document.

3. Special items

Special items can make your cat even more unique. Price is calculated progressively. With every sale, the price will double. There will be some secret special items, which will be added later.

4. Decorative items

Some of the items will **change the appearance** of your cat. Others will serve as a **decoration for cat-profile sites**. Items from this section won't be available at CatCoin lunch.

Item	Price CatCoin	Price USDT
Money Sack – Small It will hold 250 CatCoins.	250	250
Money Sack – Medium It will hold 500 CatCoins.	750	750
Money Sack – Big It will hold 2000 CatCoins.	2500	2500
Treasure Chest It will hold 10,000 CatCoins	5000	5000
Skill 1 – singing Most basic skill to make money. Multiplier will be set to 1.5x	100	100
Skill 2 – dancing (requires skill 1) Everybody wants to see a dancing cat. Multiplier will be set to 1.75x	100	100
Skill 3 – lemonade maker (requires skill 2) A lemonade stand increases your income. Multiplier will be set to 2x	100	100
Skill 4 – cupcake bakery (requires skill 3) The first cupcake seller in the town. Great opportunity. Multiplier will be set to 2.5x	125	125
Skill 5 – blogging (requires skill 4) Internet fame does fill your pockets. Multiplier will be set to 3x	125	125
Skill 6 – small business owner (requires skill 5) Now other cats will work for you! Multiplier will be set to 4x	150	150
Skill 7 – gold mining (requires skill 6) Got a few acres of land in Alaska? You know what to do! Multiplier will be set to 5x	150	150
Skill 8 – bitcoin mining (requires skill 7) Electricity bill to the moon! Multiplier will be set to 6x	150	150
Skill 9 – crypto trading (requires skill 8) Buy low, sell high. Simple as that. Multiplier will be set to 7x to 6x	200	200
Skill 10 – fishing (requires skill 9) There is only one thing more valuable than gold. Multiplier will be set to 10x	800	800
Special money bag Holds 200,000 CatCoins.	Starting at 500 CatCoins	Starting at 500 USDT
Special skill – space travel agency (requires skill 10) Every cat wants to go to the moon. Multiplier will be set to 15x	Starting at 5000 CatCoins	Starting at 5000 USDT

90% of CatCoins spent in the shop will be burned. 10% will be used to motivate the team. We may add additional special items if the total mined amount is far under our expectations.

CASE STUDIES

Start mining at T+0 (at CatCoin launch day)

	Common cat	Common Cat – fully upgraded	Epic Cat	Epic Cat – fully upgraded
Rarity	Common	Common	Epic	Epic
Upgrades	None	Full	None	Full
One-time cost (money sack & upgrades)	250.00	2,250.00	250.00	2,250.00
Income/day at start date	1.50	10.50	50.50	500.50
Income at first 12 months	450.00	2,880.00	13,680.00	135,180.00
Income at first 24 months	697.50	3,735.00	17,235.00	169,110.00
Income in 5 years	1,259.65	4,496.48	18,882.42	180,724.22
ROI	Less than 6 months	Less than 12 months	Less than 5 days	Less than 5 days

At T+0, the best strategy is to use the rarest and fully upgraded cats. Even common cats have a good potential to return their investment.

Start mining at T+90 (90 days after CatCoin launch day)

	Common cat	Common Cat – fully upgraded	Epic Cat	Epic Cat – fully upgraded
Rarity	Common	Common	Epic	Epic
Upgrades	None	Full	None	Full
One-time cost (money sack & upgrades)	250.00	2,250.00	250.00	2,250.00
Income/day at start date	1.50	10.50	50.50	500.50
Income at first 12 months	382.50	2,205.00	10,305.00	101,430.00
Income at first 24 months	613.13	2,891.25	13,016.25	126,922.50
Income in 5 years	1,147.24	3,574.86	14,364.32	135,745.66
ROI	1,259.65	4,496.48	18,882.42	180,724.22
Income in 5 years if started at T-0	Less than 12 months	Less than 18 months	Less than 5 days	Less than 5 days

Did you miss the first 90 days? There is a major difference in total income if you start mining at the beginning or after 90 days – about +30% for rarer cats and +25% for common cats. Well, mining is still profitable for all kinds of cats. ROI still favors rarer cats.

Start mining at T+360
(1 year after CatCoin launch day)

	Common cat	Common Cat – fully upgraded	Epic Cat	Epic Cat – fully upgraded
Rarity	Common	Common	Epic	Epic
Upgrades	None	Full	None	Full
One-time cost (money sack & upgrades)	250.00	2,250.00	250.00	2,250.00
Income/day at start date	0.63	1.75	6.75	63.00
Income at first 12 months	247.50	855.00	3,555.00	33,930.00
Income at first 24 months	444.38	1,203.75	4,578.75	42,547.50
Income in 5 years	899.91	1,709.12	5,305.61	45,766.05
ROI	About 1 year	Never	Less than 40 days	Less than 5 days

One year after the launch date, upgrading a common cat would be irrational. Rarer cats remain interesting to upgrade. ROI for fully upgraded epic cat stays almost the same 1 year later.

Start mining at T+1440
(4 years after CatCoin lunch date)

	Common cat	Common Cat – fully upgraded	Epic Cat	Epic Cat – fully upgraded
Rarity	Common	Common	Epic	Epic
Upgrades	None	Full	None	Full
One-time cost (money sack & upgrades)	250.00	2,250.00	250.00	2,250.00
Income/day at start date	0.50	0.54	0.70	2.45
Income at first 12 months	181.05	190.55	232.73	707.34
Income at first 24 months	271.32	283.18	335.92	929.18
Income in 5 years	541.40	554.05	610.24	1,242.44
ROI	Less than 2 years	Never	Less than 18 months	Never

4 Years after the CatCoin launch, upgrading cats will be irrational – except for legendary. 5 years of income between the Common & Epic cats is less than 15%, and the difference will be even lower with the next halvings. At this point, the best strategy is to hold as many cats as possible – rarity is irrelevant.

MAX SUPPLY & HALVINGS

It is impossible to predict max supply, because mining is dependent on how many cats will be involved in the mining operation.

In the case that **all cats would mine, all cats would be fully upgraded**, and all funds would be regularly collected, the max supply would look like this:

Years	Rewards	Basic Rewards	Total Supply
0.5	97,810,200	1,800,000	99,610,200
1	48,905,100	1,800,000	150,315,300
1.5	24,452,550	1,800,000	176,567,850
2	12,226,275	1,800,000	190,594,125
2.5	6,113,138	1,800,000	198,507,263
3	3,056,569	1,800,000	203,363,831
3.5	1,528,284	1,800,000	206,692,116
4	764,142	1,800,000	209,256,258
4.5	382,071	1,800,000	211,438,329
5	191,036	1,800,000	213,429,364
5.5	95,518	900,000	214,424,882
6	47,759	900,000	215,372,641
6.5	23,879	900,000	216,296,521
7	11,940	900,000	217,208,460
7.5	5,970	900,000	218,114,430
8	2,985	900,000	219,017,415
8.5	1,492	900,000	219,918,908
9	746	900,000	220,819,654
9.5	373	900,000	221,720,027
10	187	900,000	222,620,213

As seen in the table above, most tokens will be minted in the first year.

Rewards are based on the cat rarity & upgrades. This halves **every 6 months**.

Basic Rewards are the same for all cats. This halves **every 5 years**.

The cost to buy money sacks and fully upgrade all cats would be **45,000,000 CatCoins** (18% of max supply). **90%** of CatCoins used for upgrades will be **burned**.

We will add new possibilities to spend CatCoins on our website – every time, part of the spend will be **burned**.

PRESALE

The presale date will be published on the CatTownPunks.com website at least **30 days beforehand**. The presale price is set to **0.833 USDT / CAT**.

There will be a limit of **50,000 CatCoins per purchase**. After the presale is completed, a liquidity pool will be established on **PancakeSwap** as soon as possible.

Cat mining will be enabled **30 days after the end of the presale**.

FUTURE VISION OF BBCatcoin

As you can see, cats are now on steroids, but they also want more and more care and education. They don't want to be just CatTownPunks, but smart CatTownPunks! And together, we will show them different environments, jobs, tricks, and other cool stuff. We want CatCoin to be **community-driven**. The next milestone will be to establish a **voting mechanism**. Every cat with a full bag will be able to vote on the direction of CatCoin's future development.

A few ideas of where CatTownPunks + CatCoin could go:

- CatTownPunks on Polygon
- CatTownPunks on BSC
- CatTownPunks on Cardano
- CatTownPunks on Wave
- CatTownPunks on FTM
- CatTownPunks on Tron
- CatTownPunks on EOS
- CatTownPunks on WAX
- CatTownPunks on Solana
- CatTownPunks on Ontology
- Trade CatTownPunks directly on the website.
- Swap CatTownPunks with other NFTs
- Cat Wedding
- Cats breeding – do you want kittens?
- P2P skill games
- Cat Casino
- Cat Production
- Cat Startups – crowdfunding of new CatCoin-related projects
- Cat Stickers
- Cat Snowball Wars
- Cat Tombola (every cat with a sack can play – while playing, minting is paused)
- NFT auctions – promo NFTs
- Cat calculator – how much is your cat worth?
- A cat-of-the-month – special place on the website for the highest voted cat
- CatTownPunks mobile app
- Cat-pet-shop – does your cat want a pet? Yes, a pet is also an NFT. Does a pet need food?
- Cat passport
- Cat art shop – Can a cat own an art piece NFT?
- Cat chat
- Cat private club (everyone can open a club)
- A dice game
- Cat Weekly News
- CatCoin swap
- Cat bounties
- Follow the cat
- Cat experiences and trophies
- Cat poems – do cats write poetry?
- Cat jokes – the best joke is rewarded
- Cat album – cats can have albums – the owner can upload photos and make NFTs from them
- Cat stamps – do cats collect stamps?
- Cat Town – own an apartment in the cat skyscraper
- Pet-a-cat
- CatCoin blockchain
- Cat internet radio
- Funny cats/cute cats contest – users will be able to upload their cats
- Wall of famous cats
- CatTownPunks meme generator
- Make a selfie with your cat
- Cat loans
- CatTownPunks API
- Group mining reward – accounts with 10 cats of the same color would get a reward
- Cat charity
- History file for every cat
- Secret Xmas gifts
- Pimp-your-cat
- Cat tattoo content