KAKA
WARCRAFT

WHITE PAPER

Content

1. Card Game Background Analysis

1.1 Trace the development of the game

The game industry has always been a lucrative and growing industry all the year round. The main purpose is to directly obtain pleasure, and there must be subjects involved in interactive activities.

Game Industry Classification:

Games are divided into traditional games and modern games. Traditional games are divided into: athletics, thinking and fighting, guessing, and gambling. Modern games mainly refer to game applications under electronic hardware platforms. Application games are classified as: arcade games, console games, handheld games, PC games, online games, mobile games, etc. The main categories of games are divided into: role-playing, adventure, action, strategy, sports, racing, simulation, shooting, puzzle, music, card, etc..

Game Theory Analysis:

The classic theories of games include Kant's theory of liberty, Schiller's theory of harmony, Freud's virtual theory, Huyzinga's inner teleology, and Gadamer's fusion theory. The essence of games is experiential,

regular, autonomous, and illusory. Games have also experienced the era of 2D, 3D, and online games. The game industry has now been listed as a strategic emerging industry.

Game industry valuation method:

The game industry valuation method can choose the price-earnings ratio valuation method, the PEG valuation method, the price-book ratio valuation method, the price-to-current ratio, the P/S price-sales ratio valuation method, the EV/Sales price-sales ratio valuation method, and the RNAV valuation method. Valuation of net assets valuation method, EV/EBITDA valuation method, DDM valuation method, DCF discounted cash flow valuation method, NAV net asset value valuation method, etc.

With the increased investment of game companies in the field of research and development, the development of competitive games will definitely promote the integration of various related industries and build a diverse industry profit model. The decentralized, anonymous, traceable, and non-tamperable on-chain operation system meets the needs of the times and the psychological guidance of players integrating entertainment and wealth. In the true sense, wealth circulates in game entertainment, and players are not

only entertainment The participants of the game are also the redistributors of the game market value wealth.

1.2 Development prospects, layout direction and competitiveness analysis of card games

1.2.1 Development prospects

Humans' needs for games are forever unchanged, and card games meet the requirements of players quickly adapting to the rules of the game on the one hand, and meet the greed and desire of players to collect items on the other hand, which are the basics of human thinking. The law will never change. The rules of the card game itself are in line with human nature-struggle. Competitiveness, randomness, and entertainment are the three cores of card games. These three points also firmly grasp the characteristics of human nature. With the development of card games , on the premise of ensuring the kernel remains unchanged, the gameplay and packaging will always change to meet different needs.

1.2.2 Card Game Basic Requirements

Game, the number of units, unit rules, the above 3 points must be accounted for, otherwise it cannot be called a card game, a card

game does not have to have "cards" to be called a card game, and even many large-scale games include card games. content.

1.2.3 Layout direction

For a high-quality card game layout, several reference points for players must be grasped:

- **Reasons for Competition:** a certain card is an important reinforcement of the deck in hand / a few cards are the core of a new deck, and the whole new deck is very strong. At the competitive level, one is the logic of professional players. How much profit can I get from staying in this game? This benefit is the funds of the game, or it can be a single card transaction after a deep understanding of the game after the game is famous, or it can be a game. Earnings from playing games after fame. The other is the logic of entertaining players. Based on the fun of the game, entertaining players and collecting players choose to participate because of their own subjective wishes.

- **Reasons for collection:** The picture of a certain card is good-looking / a few cards are the characters of a story / I just like to collect a large set. Is your card art/backstory likable.

- **Reasons for Trade:** The future price of a card is bullish. That is, whether your game attracts more new players to join, and how much the appreciation potential of your cards is.

Each of these three reasons corresponds to an attitude towards a card. Players buy a card for competitive reasons, which is equivalent to seeing it as a capital product - its primary task is to produce (ie, win the game), and it can be mortgaged or cashed if necessary. , Buying a card for collection reasons is equivalent to treating it as a consumer product. Although you will not eat or tear the card after you buy it, you will often insert it into the card book to see for yourself. Buying a card for trading reasons is equivalent to treating it as a financial asset. Its priority is to get the most profit for me, either in the form of winning games or value growth (selling high for profit).

1.2.4 Competitiveness Analysis:

Considering the game industry, card games are a very popular type of game, with competitive, entertaining and financial rewards coexisting:

- **Card design:** The design concept of the card is directly related to the corresponding background, and many random elements should be refreshing and exciting, and be entertaining and

competitive.

- **Issuance concept:** In the economic era, while satisfying the entertainment of users, if it cannot benefit users and make money, it will inevitably be eliminated. While entertaining, it must also have economic effects and wealth effects. This is a project The demeanor and the foothold advantage in the industry.

- **Mechanism issues:** The stability of the game mechanism helps maintain and strengthen user stickiness. Card competitive games must have sufficient possibilities and explorations in terms of trade-offs and calculations.

To sum up, based on the traditional template, card games are bound to bring forth new ideas, combining entertainment and wealth, fun and competition. The development of the times will inevitably promote the progress of the industry and the transformation of thinking. The game industry, as a An industry that is developing rapidly and changing speed is bound to adapt to new trends under new challenges.

1.3 Bottlenecks of card games:

With the intensified competition in the industry and the saturation of

the demographic dividend in the game industry, a large number of shoddy and excellent cards have appeared, and card games have also entered the bottleneck of their own development. There are many card games launched in the market, with different mechanisms and different environments. Different gameplay is a challenge for all game industry service providers, but at the same time it is also accelerating the changes of the industry and the competition of a new generation of strong players.

Game pioneers must make a good layout, make high-quality products, continuously meet the needs of players, and improve the playability and financial attributes of the game, so that card games will have higher competitiveness in the entire game market. IP first, content-oriented, innovative finance.

- A good IP can make the game have fans' attention before it is released, and a game with a good IP will definitely lay the foundation for its success.

- Content is king, do a good job in content innovation. The most important thing for players to play a game is to value the game content. There are currently all kinds of card games. Only by achieving content innovation can a card game truly survive. In

the future, we should be free from rigid and thin design themes, so that the game can be truly plump, and create an innovative card game to pave the way for good performance in the future.

- Financial attributes, the concept of playing and earning must be embedded in the game to satisfy users' interest and vitality in participating in the game industry. Game pioneers, operators and users are not only the designers and player roles of the game itself, but also the participants and distributors of financial wealth in the industry. Only by doing this can we strengthen user stickiness, create wealth while distributing wealth, and form a good cycle.

2. GameFi Industry market analysis

2.1 The birth, rise and development of the GameFi industry

GameFi can be traced back as early as 2013, when someone proposed to combine blockchain and games, and made some attempts, but at that time, the track had not attracted enough attention until 2017, a game called CryptoKitties The development of tethered games was born, which opened the prelude to the development of chain games.

2021 can be said to be a chain game, which is the year when GameFi is popular in the blockchain field. Since the release of Axie Infinity, "P2E" has greatly maintained the game's playability and players' enthusiasm, and has brought a new wave of chain games popularity. At the same time, Axie Infinity has also greatly promoted game unions and play The emergence and development of Jin Studio, especially the trade union, is a brand new role in the field of chain games. Although its impact on the entire chain game is still unknown, for now, the union plays a role in the chain game. Multiple identities and have a positive impact.

In the face of individual players, the necessary props of the game

can be rented to them through liquidity, which reduces the threshold for user participation; in the face of game developers, it can support early games and help developers connect with the community; in other aspects, also Can play a leading role in creating game platforms and so on.

Because Axie Infinity has its own liquidity, after its release and its popularity, GameFi gradually replaced chain games and became the mainstream model in the game field. We officially entered the GameFi period.

2.2 Classification and market of GameFi industry

2.2.1   Playability

As a game, playability is its essence, but at present, compared with traditional games, the playability of chain games is not high, and most of them are concentrated in the game mechanism with NFT as the core.

2.2.2 Profitability

The most important feature of GameFi in 2021 is revenue, which is also one of the biggest differences from traditional games. This can be used as an incentive for GameFi to get up early, or it can be a

long-term selling point.

2.2.3 Sociality

The era of stand-alone games has passed. One of the key attributes of current chain games is sociality. In-game cooperation and communication are particularly important for more and more players. Therefore, whether traditional games , or Chain Games, are building a higher social way.

2.2.4 Sustainability

For games, it is an inevitable problem to think about how to improve user stickiness, that is, sustainability. Traditional games may iterate on gameplay and game quality to meet users' preferences. What are the indispensable attributes that provide continuity, we need to think about it.

2.2.5 Ownership

This is the biggest difference between chain games and traditional games. As a decentralized, blockchain-based game, both game IDs and data such as game props and income created by players are owned by the players themselves. All, even if the game no longer exists, for players, their data is still stored on the chain, and the

ownership is in their own hands.

2.2.6 Security

Whether it is a traditional game or a chain game, security is also a part that the development team needs to pay enough attention to. In chain games, the development team needs to consider how to use decentralized technology, not only to protect the user's digital Assets are not stolen, and it is even more necessary to protect the user's identity and privacy data from being violated.

GameFi is a new type of game, the digital economy does not end when the game closes, blurring the line between in-game resources and real-world assets, for billions of gamers around the world, GameFi represents A paradigm shift, an opportunity to put time and ownership back in the hands of the average player.

2.3 The empowerment and financial attributes of the GameFi industry

GameFi is a compound word of Game and Finance. It runs on the blockchain and aims to combine the fun of the game with the finance of the game's internal economy. The distributed ledger technology of the blockchain is very important, not only to help

players provide verifiable asset ownership, and can also establish trading markets inside and outside the game.

In this new type of game, all game objects are marked as tokens on the blockchain network, so in blockchain-based games, every sword, every piece of armor or every piece of land is Can be owned by you or anyone, in other words, in a blockchain-based game, each player is both a participant and an owner, and a complete game allows you to accumulate more game tokens or assets that represent the game The key to GameFi is that once you acquire these assets, you can exchange them for other cryptocurrencies or fiat currencies such as US dollars in the market for disposable income.

2.4 Popularity of GameFi Industry and Cognition of the Population

The concept of Play-to-earn is not new, but other aspects of GameFi are. Broadly speaking, the combination of cryptographic primitives (such as token incentives, smart contracts) and games brings countless With the composability of blockchain, game NFTs can be vertically or horizontally integrated into the game content of game studios, and items in a certain game can be integrated into other games to build a huge world, At the same time, tokenized in-game

assets can be used for other purposes outside of games. Currently, some very popular NFTs can be sold at quite high prices, so it is not difficult to imagine the development audience of NFTs. Based on this Valuation, in-game NFTs can be used as collateral for Defi lending protocols, lent to players who need items to complete tasks in the game, or used for membership in an exclusive digital organization, etc. The innovation of NFTs as financial assets earned through games is ripe for full exploration by all our users and participants, which is why more and more crypto users are pouring in and joining the GameFi ecosystem.

2.5 Practice and exploration of GameFi industry, elimination and retention

The opportunity around GameFi is fascinating, but before we dive in, we have to understand why this makes sense, what happened at GameFi is a continuation of a decades-long trend of power shifting from game studios to players In hand, Play-to-Earn is a very good financial method, and the low entry barrier lays the foundation for the Play-to-Earn game, which players can complete by completing Tasks earn gold coins to buy props, etc., and sell these things to other game players to make money. In such a financial model, players can build their own miniaturized digital economy in a small corner of the

Internet, and players can generate interest in the game. some autonomy.

The future of games will be in the direction of GameFi + blockchain. The potential of GameFi lies in the incentive mechanism. Players with their own game assets will be more likely to become loyal game players and better manage their favorite games.

What kind of elimination and retention will GameFi face in the future? Predictions are speculative, but interesting activity and development is happening at a faster rate, in this new crypto space where people can own assets as they wish, earn money from games, and connect with the wider community , a striking feature that is widely recognized, and while the future is unknown, one thing is for sure, so far GameFi's players, industry executives, game studios, investors, and players themselves , everyone's mood and anticipation, enthusiasm and exploration mood seem to be quite optimistic.

3. KAKA Warcraft Brief and Vision Analysis

3.1 KAKA Warcraft Introduction

KAKA Warcraft is a blockchain card game, which is fun and easy to learn. We have introduced and explained the game and card games before. The main function of KAKA Warcraft is to duel with other players, and play and earn (Play-to-Earn) ecological financial model, with a series of card play and earn events and activities such as mystery cards, major events, e-sports seasons, Play-to-Earn is the most important part of our game, and we will build our Players DAO, handing over part of the decision-making power of game development to the community. For example, in the future, we will launch a revenue-generating system. Players can decide how to update the new cards of the game, so that the players and game creators in the community can get corresponding considerable rewards.

3.2 KAKA Warcraft Birth Background

KAKA Warcraft is the next generation of decentralized NFTs for all types of markets to meet the needs of the growing number of digital artists, creators and collectors. KAKA Warcraft (represented by NFT tokens) wants to be the first truly community-run marketplace and

believes the diversity will make it a quirky and truly unique project in the world. Through KAKA Warcraft's marketplace, the plan is to provide a way for artists to earn income through non-fungible tokens (NFTs) without paying large commissions and relying on middlemen.

3.3 KAKA Warcraft Position and Mission

Regarding the game KAKA Warcraft, we are very confident in its playability, because it has proven itself well in the traditional market. When it was launched for the first time, it was recommended by Google play and apple store. At the same time, it has received support from many players.

Everyone is welcome to follow us, our partners, the institutions behind us, and the platforms we cooperate with. All of these will prove that we want to operate this project for a long time. In the future, we will continue to announce all the development progress related to KAKA Warcraft. and details, etc., and strive to accumulate a stable customer base in the industry and establish a good reputation. In the future, we will choose more ways to communicate with you.

In the long run, whether it is an encrypted game or a traditional game, it must have enough playability. Making money is important, but fun is more important. We hope that players can get

corresponding rewards while having fun in the game.

3.4 KAKA Warcraft Opportunities and Challenges

GameFi is bound to be a potential industry that will continue to receive attention and continue to develop in the future. Under the upsurge of the general trend, our entire team will also try to create a set of GameFi financial models for our users in this field at different stages of industry development. , in order to have more stable profit and loss rules and economic structure, integrating entertainment and wealth to balance each other, the development of the industry will inevitably face some challenges, and the progress of the project is not smooth all the way, creating higher-quality blockchain games will It is the unanimous pursuit of our entire team.

4. KAKA Warcraft Token Ecology

4.1 Token type

KAKA is the governance token of the KAKA Warcraft platform. Holding KAKA will be able to participate in the ecological governance of the KAKA Warcraft protocol. At the same time, it can also purchase scarce resources in the card Warcraft series games, gain important roles in the platform community, and create user-player DAOs. Governance and benefits, as well as participation in the subsequent development of KAKA Warcraft related unions, alliances, communities, liquidity pools, and other related development and bonuses, KAKA tokens not only have the function of recovering value, but also allow more holders to participate in KAKA Warcraft Ecological game governance.

4.2 KAKA distribution ratio

KAKA total circulation: 1.1 million (online Quick SWAP)
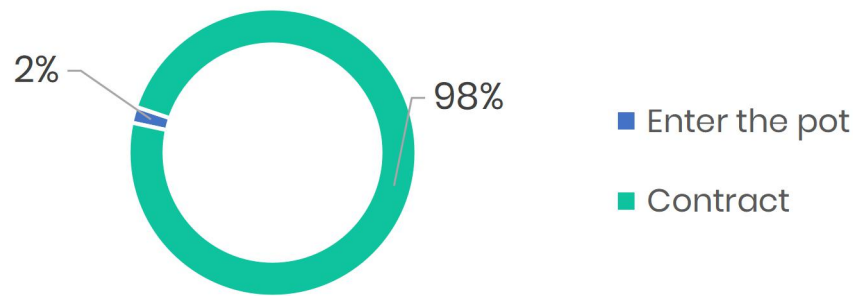
- 20000 Enter the pot

- 1,080,000 contracts (1,000 tokens are produced per day, which will be exchanged for DAO ecological energy, and the remaining KAKA that has not been exchanged within 24 hours of the day will be destroyed; 500 tokens will be produced per day after 540 days).

4.3 Token Economics

SWAP transaction

Transaction Fee (10%)

• 5% add LP   • 5% ecological construction

4.4 KAKA Warcraft NFT Foundry

Adventure

The number of KAKA rewards players get in each battle depends on the level of your hero

Period will be limited to open 6 different forms of hero forms

The Hero Form energy value:

Orgrim	0.5 energy gain per day
Garona	1 energy gain per day
Guldan	2 daily energy benefits
Khadgar	5 daily energy benefits
Durotan	10 daily energy gains
Medivh	25 daily energy gains

The energy value produced every day will automatically enter the DAO ecological energy exchange according to the real-time value of KAKA. The remaining KAKA that has not been exchanged within 24 hours of the day will be destroyed. The daily exchange limit of KAKA is 1,000 pieces.

5. KAKA Warcraft game competition application planning

5.1 Build a diverse ecosystem of cards and innovate strategic layouts

KAKA Warcraft-GameFi 5 series game plan:

The game series is based on fun and easy to use. In the metaverse ecology of KAKA Warcraft, you will have mysterious cards, duels with real players, and bloody competitions, which can be carried out anytime, anywhere. Where the people are, the chessboard is there. Magic, gives you a different competitive experience, refuses to be boring, enriches the gameplay, there will be major events and competitions, and you can get rich rewards.

5.1.1 The first Gamefi ecological game is expected to be officially launched in mid-December. Before the launch, 6 types of NFT cards will be released and the official website will be sold. After the first game is launched, the NFT trading and leasing functions will be opened. It is interesting, fun and financial. At the same time, we will open functions such as token trading, card and prop NFT trading, card and prop NFT leasing, etc. to meet the multi-faceted and humanized needs of users participating in the game. The first

exploration and practice of the Play-to-Earn economic model of the KAKA Warcraft series has been carefully planned and developed by all our technical team members, and we sincerely invite your participation.

5.1.2 The second game of KAKA Warcraft will be based on the theme of land development, trading and leasing. The second game and the first game are linked together, adding energy to the monsters and props of the first game. In the second game , your monsters will have land for habitation, cultivation, incubation and upgrading, and your game props will have land for repairing, sorting and leasing. In the game, you not only play the role of a single player, but also carry distribution You can choose to buy land, choose to be neighbors with high-level players and form a tournament team, or you can carry out training in your land, recruit monster trainers and prop making craftsmen to enrich monsters The metaverse ecology integrates players' interests and wealth. At the same time, player rankings and team rankings will be launched. KAKA tokens will also strengthen liquidity and consumption and destruction in this ecology.

5.1.3 The third game of KAKA Warcraft will be based on the premise of monsters, props, land and other related participation elements. The overall game economic model will focus on creating a union

community dividend mechanism and player dividend pool rewards. The gameplay and comprehensiveness of the game will be stronger. At that time, we will Improve the sociality, ownership, security, sustainability and revenue diversity of the project, the metaverse ecology of the card monster series has begun to take shape and the competitive advantage of the market, and at the same time balance the market supply, circulation, consumption and repurchase of KAKA And destroy data, and strive to let more game players truly experience the true meaning of Play-to-Earn in the perfect game, make the game a source of income for players, create a wealth balance tour mechanism in the ecology, and steadily transition to KAKA Warcraft Phase 4.

5.1.4 The fourth game of KAKA Warcraft will open an integration mechanism, integrating a series of game ecology and KAKA tokens to circulate across the board to achieve a fully liberalized DAO ecological governance. At that time, we will invite players to create content and gameplay, continue to expand the application scenarios of NFT, create A globally recognized NFT digital asset, develop and build a highly compatible NFT, the trade union, community and players vote to complete resolutions and autonomous governance operations, while introducing more

technical and other related talents.

5.1.5 For the update plan and economic model of the subsequent games, please pay attention to our official website and social networking sites in time. Once the relevant review and test are completed, we will announce it as soon as possible.

5.2 KAKA Warcraft Ecology focuses on launching mechanism layout

5.2.1 Trade union and community incentive and dividend mechanism

5.2.2 Competition Player Ranking Reward Mechanism

5.2.3 Player bonus pool reward, repurchase, and destruction mechanism

5.2.4 Special Fund Governance Mechanism

5.2.5 Excellent creators and ecological contributors feedback mechanism.

For the above details, please pay attention to the official website, check the launch time, activities and related participation details.

5.3 DAO Governance and Distributed Marketization Free Operation Mechanism

In our design, we expect and hope that through the healthy and healthy operation of the KAKA Warcraft market, KAKA Warcraft will fundamentally operate in a democratized and transparent decision-making manner, and achieve relatively fairness in distributed management, voting and dividend ownership. The organization and coordination method, through intelligent management means and token economic incentives, enables KAKA Warcraft to realize self-operation, self-governance and self-evolution on the basis of setting rules, without being controlled by centralized institutions, which is why from the beginning We have launched the union participation and dividend mechanism, player events and reward mechanisms as the initial attempt of DAO governance. With the continuous operation and improvement of the KAKA Warcraft game planning and economic model, our union and members will only be able to obtain profits on the basis of continuous income. It will further stimulate the sense of trust and participation in KAKA Warcraft. Under the incentive mechanism of the token, each union and member are more willing to play their respective advantages, which can bring a stronger synergy effect and make good incentive

and management decisions. Layer is an indispensable link in the comprehensive realization of DAO governance. We look forward to building a KAKA Warcraft digital economy with all users.

6. KAKA Warcraft Timeline Planning

In 2020, the KAKA Warcraft-GameFi project was officially approved and entered the discussion stage.

In 2021, KAKA Warcraft will enter the market research stage, carry out preliminary framework construction and simultaneously enter into technology development.

In 2022, the system will be tested; the official website and white paper version 1.0 will be developed and released; the convergent metaverse DEFI module and the first batch of KAKA Warcraft NFT cards will be launched; at the same time, $KAKA will be launched on SWAP and traded.

In 2023, the first KAKA Warcraft game was officially launched, the Play-to-Earn economic model was officially launched, and KAKA entered the blockchain financial market; at the same time, preparations for the establishment of an NFT exchange began.

In 2024, the digital collection KAKA Warcraft NFT platform will be built, and the NFT exchange will be launched; the KAKA public chain model system and the KAKA token asset wallet will be developed.

During the adjustment and update of relevant details, you can pay attention to our official website. In order to operate the KAKA Warcraft related ecology more perfectly, the content of this white paper is not static and complete enough. During the development process, it is based on operation, market, development difficulty, launch time, etc. Taking all factors into consideration, please respect our adjustments, and the technical development team will surely create a trustworthy and long-term follow-up GameFi platform for you.

7. Risk Control and Disclaimer

Encrypted assets have large investment risks, and investors need to fully understand these risks and invest according to their own risk tolerance levels. There will be various unpredictable or irresistible risks during the development, maintenance and operation of KAKA Warcraft. In addition to the content described in this white paper, every user who intends to participate or has participated in the KAKA Warcraft project should carefully review, understand and carefully consider the relevant risks before deciding whether to continue to participate in the development of the KAKA Warcraft project.

The above is all the content of the KAKA Warcraft white paper. According to the optimization, enrichment and improvement of the technical support system, and the increasing popularity of community users, we will also make relevant adjustments and updates to the relevant content to better adapt to the operation of the platform. development requirements.

Thank you for reading and for supporting all technical teams at KAKA Warcraft.