



# KittieFIGHT

FIGHT & WIN TOKENS, BUY MORE CUTE CRYPTOKITTIES



**KittieFight Collectible and  
Breedable Cats Empowered  
Blockchain Technology**



# KittieFIGHT

FIGHT & WIN TOKENS, BUY MORE CUTE CRYPTOKITTIES

## CryptoKitties: Collectible and Breedable Cats Empowered by Blockchain Technology

1. Motivation	1
1.1 Public perception of blockchain technology	2
1.2 Practical and sustainable application of blockchain technology	3
1.3 Meaningful innovation of blockchain technology via digital scarcity	4
2. The Product	5
2.1 Education through gamification	6
2.2 Pawsitive perception and broad appeal	7
2.3 Proven mechanics and practical testing	8
2.4 A sustainable revenue model	9
2.5 Innovation via implicit mechanics	9
Conclusion: The Future is Meow	10

## Abstract

### Blockchain Technology

As blockchain technology continues to dominate headlines, cryptocurrencies—especially their valuations, and potential to disrupt the financial industry—are of increasing interest. However, the average consumer doesn't understand what a cryptocurrency is or why it matters, let alone how the technology behind it works.

As a result, the public perception of blockchain application is increasingly narrow-minded and short-sighted. Likewise, the technology's potential and long-term implications remain esoteric and largely ignored.

#### **CryptoKitties will make blockchain technology accessible to the average consumer through four main tactics:**

- ◆ Gamifying features that leverage blockchain's unique applications  
An approachable, consumer-facing brand based on a genuine passion for
- ◆ blockchaintechnology
- ◆ An open platform inclusive to users of all levels of technical knowledge
- ◆ A sustainable revenue-based model (as opposed to an ICO)

By normalizing the practical application of smart contracts and cryptocurrency transactions, we will empower everyday consumers with a basic fluency in distributed ledger technology. Likewise, by showcasing a practical use for blockchain technology outside of the financial industry, we hope to broaden the public's understanding of the technology and its potential application. Note that this whitepaper is provided for informational purposes only, and does not and will not create any legally binding obligation on the authors or on any third party. For specific legal terms governing the use of the CryptoKitties app, please view the Terms of Use here: <https://www.cryptokitties.co/terms-of-use>.





## Blockchain Technology

### ◆ 1. Motivation

**In developing CryptoKitties, we were motivated by blockchain's public perception and how the following issues are potentially detrimental to the technology's potential:**

1. The public's understanding of blockchain technology is limited and interest is typically tied to the headline-grabbing cryptocurrency valuations
  2. ICOs are a powerful funding tool, but abuses with the model and a lack of practical use cases are sowing mistrust in the technology they're supposed to empower
- These two issues contribute to a larger issue: a shortage of meaningful innovation with blockchain technology. To that end, our product aims to not only address these broad issues,
- but it aims to innovate within the space by practically exploring:
3. Digital scarcity, digital collectibles, and non-fungible tokens.

### ◆ 1.1 Public perception of blockchain technology

Distributed ledger technology has the potential to be the information age's biggest revolution since the Internet. Its potential applications are varied and its implications reach across numerous industries. However, the general concept of blockchain technology, especially in the mind of the mass consumer, is esoteric.

Existing blockchain projects typically limit their audiences to early investors or a relatively small group of people with highly specialized knowledge or interests. Even then, most of these projects are either concepts or works in progress: their practical product remains nebulous.

### ◆ 1.1 Public perception of blockchain technology

Distributed ledger technology has the potential to be the information age's biggest revolution since the Internet. Its potential applications are varied and its implications reach across numerous industries. However, the general concept of blockchain technology, especially in the mind of the mass consumer, is esoteric.

Existing blockchain projects typically limit their audiences to early investors or a relatively small group of people with highly specialized knowledge or interests. Even then, most of these projects are either concepts or works in progress: their practical product remains nebulous.