

Whitepaper: Huntmon



The decentralized, democratically controlled walk-to-earn monster hunting game

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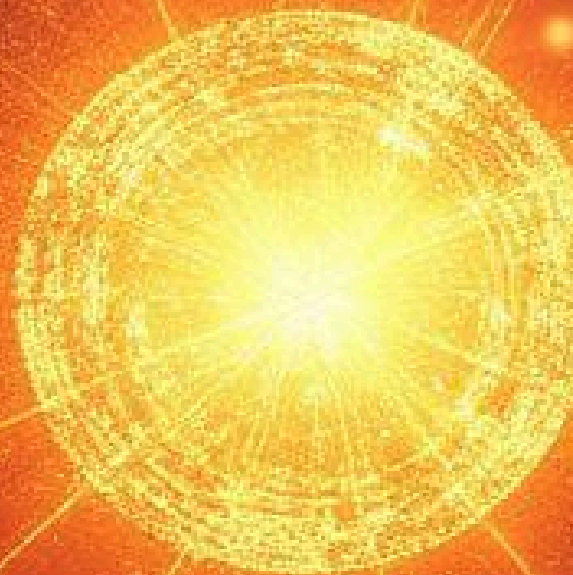


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1. Introduction

Summary

Huntmon is a revolutionary, decentralized mobile game that connects real and virtual worlds. It combines motion, gameplay, augmented reality (AR) and blockchain technology to create an experience that not only entertains players, but also rewards them for their activities and offers them real ownership of digital assets.

For some time now, mysterious portals have been appearing from which dangerous monsters are invading our world. Players take on the role of monster hunters who capture, train, or send back these creatures to restore balance to the world.

But Huntmon is not just a game, but an ecosystem full of possibilities:

- Players earn tokens through movement, monster hunting and strategic decisions.
 - Captured monsters can be traded, merged, or trained to increase their value.
 - There are numerous ways to succeed in Huntmon's virtual economy through both gameplay and skillful management.
-

The role of the players and their possibilities

Monster Hunter: More than just fighters

Players begin their journey as contenders in the **Monster Hunter Academy**. With each progress they can expand their activities:

1. **Catch monsters:** Use Hunt Balls to capture monsters with different abilities and elements.
2. **Train monsters:** Increase the value and combat power of your monsters through training, fighting and using items.
3. **Trade monsters:** Each monster is a unique NFT and can be traded on the marketplace. Players can buy, sell or even rent Huntmon.
4. **Merge monsters:** By combining monsters, stronger or rarer creatures are created, which in turn command higher prices or are superior in battles.
5. **Using monsters for battles:** Players can compete with their Huntmon in various PvP or PvE battles to win prizes, tokens and experience points.

Other player activities

In addition to hunting monsters, players can find numerous other ways to succeed in the world of Huntmon:

- **Collect resources:** Discover hidden treasures, items or raw materials in the world and sell them on the marketplace.
 - **Use virtual land ownership:** Own land NFTs, build markets or specialized facilities, and earn through fees and transactions from other players.
 - **Creation of NFTs:** Players can design and sell their own skins, items or even Huntmon, with a share of every resale.
 - **Staking:** By staking tokens, players can generate passive income and also vote on Huntmon's governance.
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Income opportunities in the Huntmon ecosystem

Huntmon offers numerous revenue streams that appeal to both active and strategic players:

Walk-to-Earn-Mechanik

- **Go:** Earn tokens (\$MNERG) by counting steps and converting them into movement.
- **Daily Bonuses:** Players receive additional rewards when they complete daily activity goals.

Play-to-Earn-Mechanik

- **Catch bonuses:** Tokens for catching and returning monsters.
- **Fights:** Prize money in arenas, leagues and PvE raids.
- **Missions and Quests:** Participate in thematic tasks to obtain rare items or tokens.

Trade and economy

- **Marketplace:** Trade monsters, items, skins and land. Players can act as traders, making cheap purchases and reselling at higher prices.
- **Rental income:** Landowners can rent out markets, fusion generators, or other facilities.
- **NFT creativity:** Creating and selling individual designs, skins or new items.

Strategic revenue

- **Investments:** Land and shareholder NFTs generate passive income through transactions across the ecosystem.
 - **Token-Staking:** Players earn rewards by holding governance tokens (\$HMON).
 - **Events and tournaments:** Participate in sponsored competitions with exclusive prizes.
-

Gewithetcoft and interaction

Huntmon values social interaction and building a global community:

- **Guilds and Teams:** Players can band together to achieve common goals, share resources, and collaborate strategically.
 - **Community-Events:** Global and regional competitions promote interaction and create a framework for friendly competition.
 - **Governance:** Players actively shape the future of the game through votes and suggestions.
-

A vision for the future

Huntmon combines movement, strategy and economics in a game that:

- **The real world enriches:** Players are rewarded for an active lifestyle while also being able to adventure in an exciting world.
 - **Creates sustainable values:** With real ownership of digital assets and the ability to generate income, Huntmon offers more than just entertainment.
 - **The environment supports:** By integrating an environmental fund, Huntmon actively contributes to environmental protection and sensitizes its players to ecological issues.
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Here is an expanded version of the chapter “**2. market analysis**”, which provides an in-depth look at the current market, relevant trends, and Huntmon's unique selling points:

2. Market analysis

Current market for mobile games

The mobile games market is one of the most dynamic and lucrative sectors in the entertainment industry. In 2023, global mobile game revenue exceeded **100 billion USD**, powered by:

- **Increasing user numbers:** With over 2.7 billion active players worldwide, mobile games have become one of the favorite leisure activities.
- **Accessibility:** Advances in smartphone technology and the availability of high-speed internet have made quality gaming easier to access.
- **Free model with monetization:** Most mobile games rely on a freemium model, where in-game purchases and advertising are the main sources of revenue.

Future prospects

- **Target group growth:** More and more people are using smartphones, which further increases the reach of mobile games. Experts predict average annual growth of 11% in the mobile gaming sector through 2030.
 - **Technological Integration:** The increasing spread of augmented reality (AR), blockchain and artificial intelligence (AI) opens up new possibilities for immersive gaming experiences.
 - **Health and fitness integration:** Games that promote physical activity are becoming increasingly important as they provide both entertainment and health benefits.
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Trends in Walk-to-Earn and Blockchain Gaming

Walk-to-Earn: The combination of exercise and entertainment

The walk-to-earn concept has gained popularity in recent years as it creates a win-win situation for players and developers:

- **Motivation to exercise:** Players are rewarded for physical activity, which provides health benefits.
- **Long-term user retention:** Daily goals and rewards keep players active in the long term.
- **Successful pioneers:** Projects like **Stepn** have shown that walk-to-earn concepts are well received by both casual gamers and fitness enthusiasts.

Blockchain Gaming: The New Era of Gaming

Blockchain technology is fundamentally changing the gaming industry by:

1. **Real ownership of digital assets:** NFTs allow players to have real ownership of their in-game achievements.
2. **Decentralized ecosystems:** Players can benefit directly from their engagement without depending on centralized platforms.
3. **Play-to-Earn (P2E):** Players earn cryptocurrencies by investing time and skill.

Key developments in blockchain gaming:

- **DAO based governance:** Players have a say in the development of games.
 - **Marketplaces for NFTs:** Trading and monetization of in-game assets enable new revenue streams.
 - **Interoperability:** Players can use their NFTs and tokens in various games, creating lasting value.
-

Competitive analysis

Competitor overview

The mobile and blockchain gaming industry is extremely competitive, but Huntmon relies on a unique positioning that stands out from existing projects.

Pokémon Go:

- **Strengthen:**
 - World famous AR game.
 - Strong brand image.
- **Weaken:**
 - No blockchain integration.
 - Players do not own any real digital assets.
 - No financial rewards for players.

Stepn:

- **Strengthen:**
 - Pioneer in the walk-to-earn segment.
 - Focus on physical activity and fitness.
- **Weaken:**
 - Less deep gameplay.
 - Lack of storytelling and strategic depth.
 - Limited social interaction and community features.

Axie Infinity:

- **Strengthen:**
 - Leader in the play-to-earn segment.
 - Large player base and community.
- **Weaken:**
 - No movement component.
 - Gameplay heavily focused on combat, without additional features such as AR or exploration.

Huntmon's unique selling points

Huntmon combines the best aspects of its competitors and expands them with additional innovations:

1. Combining motion, AR and blockchain:

- Players experience the world through AR, move around in real life and earn cryptocurrencies.

- Integrating GPS data and real-world weather conditions for dynamic experiences.
 - 2. **Comprehensive ecosystem:**
 - Players own their digital assets as NFTs.
 - Deep gameplay with monster training, fighting, fusions and more.
 - 3. **Democratic community governance:**
 - Inspiration from Swiss direct democracy.
 - Players have full control over the development and management of the game.
 - 4. **Focus on health and environment:**
 - Promoting an active lifestyle.
 - Support for environmental projects through the environmental fund.
 - 5. **Sustainable economy:**
 - Integration of external revenue sources such as sponsorships and advertising.
 - Token burning mechanisms and dynamic reward systems ensure a stable ecosystem.
 - 6. **Diverse social interactions:**
 - Guilds, friendly battles and global events promote community cohesion.
-

Target group analysis

Huntmon appeals to a wide audience:

- **Fitness enthusiasts:** Individuals who seek both fun and financial rewards through exercise.
 - **Gamer:** Players who value strategic and deep gameplay.
 - **Blockchain enthusiasts:** Users who value true ownership of digital assets and play-to-earn opportunities.
 - **Environmentally conscious:** People who want to get involved in environmental protection through their activities.
-

Here is the revised and coherent text completely in German:

Element types and their mechanics

Huntmons are characterized by their element types, which determine their strengths, weaknesses and abilities. Each element is unique and influences players' behavior and strategies in battle.

The element type

1. Electro

- Features: High voltage, lightning fast attacks and energy blasts.
- Strengths: Strong against water and wind.
- Weaknesses: Weak against Earth and Light.
- Special Abilities: Stunning, electrical barriers.

2. Water

- Properties: Fluid, flexible, supports healing and defensive strategies.
- Strengths: Strong against fire and earth.
- Weaknesses: Weak against Electric and Plant.
- Special Abilities: Healing, area damage from water streams.

3. Fire

- Properties: Explosive, offensive, deals continuous damage.
- Strengths: Strong against plants and ice.
- Weaknesses: Weak against water and earth.
- Special Abilities: Burns, explosive attacks.

4. plant

- Characteristics: Adaptable, regenerative and controls the environment.
- Strengths: Strong against water and earth.
- Weaknesses: Weak against fire and wind.
- Special Abilities: Roots, which slow enemies, and regeneration.

5. Wind

- Characteristics: Fast, unpredictable, specialized in agility.
- Strengths: Strong against plants and light.
- Weaknesses: Weak against Ice and Electric.
- Special Abilities: Hurricanes that hit multiple enemies.

6. Earth

- Properties: Solid, defensive, resistant to attacks.
- Strengths: Strong against Electric and Fire.
- Weaknesses: Weak against plants and water.
- Special Abilities: Earthquakes, Barriers.

7. Ice

- Features: Cold, stable, specialized in control effects.
- Strengths: Strong against wind and water.
- Weaknesses: Weak against fire and darkness.

- Special Abilities: Freeze enemies to slow them down.
- 8. **Light**
 - Properties: Pure, healing, strengthens allies.
 - Strengths: Strong against Dark and Electro.
 - Weaknesses: Weak against wind and fire.
 - Special abilities: protective shields and healing rays.
- 9. **darkness**
 - Characteristics: Mysterious, destructive, focused on attack strategies.
 - Strengths: Strong against light and ice.
 - Weaknesses: Weak against Electric and Magic.
 - Special abilities: weakening enemies and shadow attacks.
- 10. **Magic**
 - Traits: Arcane, versatile, manipulative.
 - Strengths: Strong against Darkness and Plant.
 - Weaknesses: Weak against Light and Earth.
 - Special Abilities: Enchantments, status changes.
- 11. **Gift**
 - Properties: Toxic, gradual damage.
 - Strengths: Strong against plants and water.
 - Weaknesses: Weak against Earth and Light.
 - Special Abilities: Long-term poisons and debuffs.
- 12. **Metal**
 - Features: Hard, precise, resistant.
 - Strengths: Strong against ice and wind.
 - Weaknesses: Weak against fire and electric.
 - Special Abilities: Armor piercing attacks.
- 13. **Spirit**
 - Attributes: Spiritual, ethereal, focused on support abilities.
 - Strengths: Strong against darkness and fire.
 - Weaknesses: Weak against light and magic.
 - Special Abilities: Invisibility, Awakening Fallen Allies.

Effectiveness of element types

The effectiveness of the elements is a crucial factor in combat. This matrix shows how the elements interact with each other:

Element	Strong against	Weak against
Electric	water, wind	Earth, light

Water	fire, earth	Electric, plant
Fire	plant, ice	water, earth
plant	water, earth	fire, wind
Wind	plant, light	Ice, electric
Earth	Electric, fire	plant, water
Ice	Wind, water	Fire, darkness
Light	Darkness, electro	Wind, fire
darkness	Light, ice	Electro, magic
Magic	darkness, plant	light, earth
Gift	plant, water	Earth, light
Metal	Ice, wind	Fire, electric
Spirit	Darkness, fire	Light, magic

Targets of the monster hunters

1. Saving the world

- Goal: To rid the world of dangerous monsters while protecting peaceful Huntmons.

- Strategy: Work with other players to close portals and defeat dangerous Huntmons.
- 2. **Become the best monster hunter**
 - Goal: To collect the strongest, rarest and most powerful Huntmons.
 - Strategy: Win battles, explore portals and compete in tournaments.
- 3. **Trader and business mogul**
 - Goal: Build wealth by trading Huntmons, items and resources.
 - Strategy: Use market mechanics and collect rare resources.
- 4. **Researcher of the portals**
 - Goal: To discover the secrets behind the portals.
 - Strategy: Explore rare portals and document special events.
- 5. **Creator of legends**
 - Goal: To go down in game history through spectacular fights and stories.
 - Strategy: Participate in tournaments and events.
- 6. **Justice among monster hunters**
 - Goal: To stop evil monster hunters who abuse Huntmons or spread chaos.
 - Description: Not all monster hunters act honorably. Some use their abilities to abuse Huntmons for personal power or to disrupt the balance between worlds. They could capture peaceful Huntmons and force them into battle, cause destruction, or manipulate portals to summon powerful, dangerous beings into the world.
 - Strategy:
 - **Tracking down evil hunters:** Through information from the community and observation of suspicious activity, players can identify evil monster hunters.
 - **Fights and duels:** Players can compete against these evil hunters in PvP battles to thwart their plans.
 - **Guild Alliances:** The formation of guilds dedicated to protecting the Huntmon world allows us to work together against these threats.
 - **Rewards for Justice:** Players who stop evil hunters receive rewards such as special items, resources or rare Huntmons.
 - **Long-term goal:** To maintain a balance between worlds and ensure that Huntmons can exist in a harmonious ecosystem.

Encounters and objectives in the world of Huntmon

1. Encounters with Monster Hunters

Good Monster Hunters: The Guardians of Balance Good monster hunters are dedicated to protecting the game world and promoting community. They act as heroes and coordinators who keep the peace and help other players.

- **Cooperation on missions:** Good monster hunters join forces to close dangerous portals, defeat boss Huntmons or secure regions. These missions require strategic planning and reward teamwork.

- **Exchanges and networks:** Trading platforms promoted by good hunters allow the exchange of Huntmons, resources and items. Players can expand their collection in a targeted manner.
- **Protecting Huntmons:** Through patrols and targeted missions, good hunters protect peaceful Huntmons from threats from evil hunters or aggressive creatures.
- **Reputation and recognition:** Players who team up with good monster hunters can improve their reputation and gain access to exclusive missions, items and rewards.

Evil Monster Hunters: The Unpredictable Danger Evil monster hunters act selfishly and chaotically, pose a threat and bring unrest into the balance of the world.

- **Resource theft and raids:** They use tricks to steal resources or Huntmons from other players. Players have to defend themselves or escape in such situations.
- **Unwanted duels:** Evil monster hunters often challenge players to unfair battles that require clever strategies.
- **Manipulation of the game world:** By releasing aggressive Huntmons or destabilizing portals, they bring chaos into the game world.
- **Moral decisions:** Players can choose to fight evil hunters, form alliances, or remain neutral. These decisions affect the development of the game world and relationships with others.

2. Encounters with Huntmons

Wilde Huntmons Huntmons roam the game world and offer a variety of interaction options:

- **Rare and Legendary Huntmons:** These are difficult to find and require careful preparation to catch or defeat.
- **Peaceful Huntmons:** These creatures pose no threat and can offer players helpful tasks or even become allies.
- **Aggressive Huntmons:** Players must fight strategically to defeat or capture these enemies.

Attachment and personality

- **Binding system:** Through interaction and care, players strengthen bonds with their Huntmons, resulting in improved abilities and bonuses.
- **Unique personalities:** Huntmons react differently to players. Some are curious and playful, while others are suspicious or aggressive. These properties influence the interaction.

Special encounters

- **Portal:** Players can discover portals that release Huntmons from other dimensions. These encounters bring new elements, skills and challenges.
- **Mythical Huntmons:** These rare creatures are connected to the portals and provide clues to their origin.

3. Conflicts and interactions between monster hunters

Friendship and rivalry

- **Alliances with good hunters:** Players can complete missions together, share resources or compete in tournaments.
- **Conflicts with evil hunters:** Exciting rivalries can arise through repeated encounters, culminating in dramatic duels or story events.

Factions and loyalty Players can join factions and tailor their actions accordingly, be it supporting good hunters or allying with the evil ones.

4. Goals and challenges

Targets for monster hunters

- **Keep Peace:** Players do everything they can to stop evil monster hunters and protect peaceful Huntmons.
- **Collect the best Huntmons:** Players can strive to own the strongest, rarest and most valuable Huntmons.
- **Solve the puzzle of the portals:** Players unlock the secrets of the portals and their impact on the world.
- **Fight evil hunters:** The fight against dark hunters becomes the central challenge to maintain balance.

5. Events and challenges

- **Portalevents:** Players work together to close dangerous portals and restore balance.
- **Huntmon-Festival:** A global event offering rare Huntmons and exclusive rewards.
- **Faction Wars:** Good and evil hunters compete in PvP or PvE events to gain control of regions.

6. Reward system

- **Tokens and Items:** Rewards for successful battles, missions and collaborations.
- **Rankings and titles:** Players can earn titles such as “Keeper of Balance” or “Champion of the Portals.”
- **Exclusive content:** Through outstanding achievements, players gain access to rare Huntmons, cosmetic customizations and valuable items.

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Tokenomics

Huntmon's tokenomics model provides a balanced system that takes into account in-game activities as well as governance and external revenue. It is designed to ensure long-term stability and growth.

1. Dual-Token-System

1. \$MNERG (Utility-Token):

- **Total stock:** 10,000,000,000 \$MNERG.
- **Function:** Primary token for in-game transactions and rewards.
- **Acquisition:** Players earn \$MNERG through walk-to-earn, battles, quests, trading, and events.
- **Use:**
 - Purchasing items such as hunt balls or upgrades.
 - Using facilities such as markets or monster fusion generators.
 - Participation in Huntmons events, training and development.

2. \$HMON (Governance-Token):

- **Total stock:** 1,000,000,000 \$HMON.
- **Function:** Governance token that allows players to vote on game development and environmental projects.
- **Acquisition:** Stake \$MNERG, participate in special events or purchase in the token sale.
- **Use:**
 - Participation in voting.
 - Access to exclusive content, reward boosts and events.

2. Distribution of tokens

1. \$MNERG:

- Player Rewards: **60%** (\$6,000,000,000 MNERG).
- Ecosystem Fund: **15%** (\$1,500,000,000 MNERG).
- Team: **10%** (\$1,000,000,000 MNERG).
- Private investors: **8%** (\$800,000,000 MNERG).
- Advisor: **2%** (\$200,000,000 MNERG).
- Liquidity and reserves: **5%** (\$500,000,000 MNERG).

2. \$HMON:

- Public Sale: **25%** (\$250,000,000).
- Private Sale: **10%** (100,000,000 \$HMON).
- Team: **15%** (150,000,000 \$HMON).
- Marketing and Community: **15%** (150,000,000 \$HMON).
- Ecosystem development: **20%** (\$200,000,000).
- Staking Rewards: **10%** (100,000,000 \$HMON).

3. Token-Sinks

Token sinks prevent inflation and secure long-term value:

- **Consumption of \$MNERG:**
 - Purchasing items, developing Huntmons and participating in events.

- Access to exclusive markets and facilities.
- **Burning mechanisms:**
 - A fixed percentage of tokens are permanently burned on certain transactions, particularly events, NFT sales, and external partnerships.

4. External revenue and value creation

External revenue flows into the system and increases the token value:

- **Advertising and sponsors:**
 - Brands pay to place products or events in the game.
- **Buybacks and Burning:**
 - External revenue is used to buy back and burn tokens, increasing token demand and stabilizing value.

5. Revenue sharing and staking

- **Staking:**

Players can stake \$MNERG or \$HMON and receive rewards based on network activity.
- **Huntmon-Shareholder-NFTs:**

Owners of these NFTs receive a share of all transaction fees and directly benefit from the economic activity.

sustainability

Huntmon's sustainability concept includes measures that ensure fairness, stability and ecological responsibility. It goes beyond purely economic aspects and encompasses the entire gaming experience.

1. Ecological responsibility

- **Environmental fund:**
 - Funded by a percentage of transaction fees.
 - Support for projects such as reforestation, marine protection and species rescue.
 - Players vote on how funds are used.
- **Partnerships with environmental organizations:**

Collaborate with organizations to promote environmental initiatives. Players can

participate in these projects through special events or NFTs.

2. Support from external income

The integration of external partners contributes directly to the sustainability of the system:

- **External income:**
Money from advertising and sponsors flows into the system and enables higher player rewards.
- **Token buybacks:**
Part of the external revenue is used to buy back and burn tokens, thereby stabilizing their value in the long term.

3. Anti-cheat mechanics

Fairness and security are essential to ensure a stable and fair system:

- **GPS verification and AR control:**
 - Systems for detecting GPS spoofing and false location information.
 - Comparison of movement data and real environmental information.
- **Motion sensors:**
 - Integration of pedometers and accelerometers to validate actual physical activity.
- **AI fraud detection:**
 - Analysis of player patterns to detect anomalies.
 - Automatic blocking of suspicious accounts for multiple violations.
- **Community Reporting and Rewards:**
 - Players can report fraudulent behavior and receive rewards for it.
 - A central community platform promotes transparency and trust.

4. Long-term stability

- **Dynamic Reward Adjustment:**
Rewards are adjusted based on the overall activity of the network to avoid overproduction.
- **Economic stabilization mechanisms:**
A combination of token sinks, external income and burning prevents inflation.

5. Sustainable player earnings

- **Rewards from external revenue:**
Players benefit from stabilized token values through external cash inflows.
 - **Transparency:**
All system income and expenses are documented to ensure trust and control.
-

Chapter 5: Technology and Infrastructure

Platforms

Mobile devices

Huntmon will be available on popular mobile platforms iOS and Android to reach a wide player base. The app is optimized for a seamless user experience and takes advantage of the specific capabilities of modern smartphones, such as GPS, motion sensors and augmented reality (AR).

Future vision

In addition to mobile devices, long-term cross-platform support is planned, including:

- **PC-Version:** For gamers who prefer an immersive experience on larger screens.
- **VR support:** To combine AR with VR and create a fully immersive experience.
- **Wearables and fitness trackers:** Integration with devices like Fitbit or Apple Watch to track movement and health data.

Blockchain technology

Blockchain platform

Huntmon is based on the Polygon blockchain (MATIC), chosen for its scalability, low transaction costs and Ethereum compatibility. This enables fast and cost-efficient transactions, which are crucial for a game with high user activity.

Smart Contracts

The basis of the game is secure and verified smart contracts that:

- Regulating the ownership of NFTs and tokens.
- Automate transactions and rewards.
- Ensure transparent and trustworthy interaction between players and the platform.

Oracle solutions

Huntmon integrates Chainlink oracles to provide reliable data feeds. For example:

- **Weather data** used to make the game environment dynamic.
- **Location data** secured and verified to ensure the integrity of GPS-based features.

Interoperability

The platform will be compatible with other blockchain projects. Players could use Huntmons and items in other metaverses or DApps, increasing the usability and value of the digital assets.

Scalability and security

Technical architecture

- **Off-chain transactions:** To reduce the load on the blockchain, smaller transactions are processed off-chain, such as: E.g. item trades or monster interactions.
- **Layer 2 solutions:** By implementing Layer 2 technologies such as zk-Rollups or Optimistic Rollups, transaction speeds are increased and costs are reduced.

Security protocols

- **Externe Audits:** Regular checks by renowned security companies guarantee the integrity of the smart contracts.
- **DDoS protection and data encryption:** The server infrastructure is protected from attacks by modern security measures. Sensitive data is transmitted and stored in encrypted form.
- **Security-Bounty-Programme:** A reward system for security experts who identify vulnerabilities will be introduced to continuously improve security.

Availability and reliability

- **High availability setup:** Redundant server architectures ensure minimal downtime. Cloud services offer scalability and flexibility to respond to sudden increases in users.
- **Backup and recovery plans:** Regular backups ensure that no critical data is lost, even in the event of unexpected failures.
- **Monitoring:** A 24/7 monitoring system monitors the platform to identify potential problems early.

Data protection and compliance

- **GDPR and CCPA:** Huntmon complies with data protection laws, including the European GDPR and the California CCPA. Users have access to their data at any time and can request its deletion.
- **Anonymization of GPS data:** Location data is stored anonymously to protect player privacy.
- **Transparent guidelines:** A clear privacy policy informs players how their data will be handled.

Technical architecture

Backend-Server

The backend servers use a scalable cloud infrastructure that offers performance and flexibility. Servers are hosted in strategically distributed regions to minimize latency.

Databases

Huntmon combines:

- **On-chain data:** For critical transactions, such as token transfers and NFT ownership.
- **Off-chain data:** For less critical information such as graphics and game statistics to reduce the burden on the blockchain.

API interfaces

Open APIs allow third-party developers to develop extensions, tools, or partner applications. This creates a dynamic environment for innovation and interoperability.

Off-chain solutions

Game relevant data

Large amounts of data such as graphics and animations are stored off-chain to reduce costs and loading times.

Fast transactions

Technologies like **State Channels** or **Sidechains** enable fast and cost-effective in-game transactions, without delays in gameplay.

Quality assurance and future plans

Performance and load testing

The system is regularly tested for maximum load to ensure proper function even at peak loads.

Release and update strategy

- **Testnet:** New features are first tested in a test environment before going live.
- **Staging environments:** Before release, each new version is checked for stability and security in an isolated environment.
- **Continuous updates:** Regular patches and improvements keep the system up to date.

Future plans

- **KI-Integration:** Use of machine learning to detect fraud and optimize the gaming experience.
- **Edge-Computing:** Introduction of regional servers to further minimize latency.
- **Optimization for new technologies:** Planning the integration of blockchain upgrades and new standards.

This chapter shows the technical basics of Huntmon and underlines the innovative power and security of the platform. Consideration of data protection, high availability and interoperability ensures that Huntmon remains competitive not only today but also in the future.

Chapter 6: Monetization

For players

Huntmon offers players numerous ways to generate value and earn real income. The system is designed so that players can participate and be successful both with and without an initial investment.

Walk-to-Earn

- **Rewards through exercise:** Players earn \$MNERG tokens based on their physical activity.
 - **Steps:** 1 \$MNERG per 1,000 steps.
 - **Jog:** 1.5 \$MNERG per 1,000 steps.
 - **Run:** 2 \$MNERG per 1,000 steps.
- **Daily limit:** Players can earn up to 100 \$MNERG daily. This limit can be increased by:
 - **Owning special NFTs:** Items or Huntmons that extend the daily limit.
 - **Staking \$HMON:** Players who stake governance tokens benefit from higher daily limits.
- **Advertising as a booster:** Players can watch short promotional videos to increase their daily rewards or get additional items.

Play-to-Earn

- **Battles and missions:**
 - **PvP battles:** Rewards for strategic victories against other players.
 - **PvE missions:** Fight boss Huntmons or close dangerous portals to win rare items or tokens.
 - **Daily and weekly quests:** Tasks with increasing difficulty and valuable rewards.
 - **Tournaments:** Contests that offer players the opportunity to win \$MNERG, rare Huntmons or exclusive items.

Trade and mergers

- **Trade with Huntmons:**
 - Players can sell Huntmons on the Marketplace. Rare, high-level or specially trained Huntmons are particularly in demand.
 - **Options for sales:**
 1. **Direct sale after merger:** Fused Huntmons can be traded immediately.
 2. **Sales after training:** The value of a Huntmon is increased through targeted training and leveling up.

3. **Use in battles:** Players can use fused Huntmons for PvP or PvE battles, increasing their value and reputation.

- **Huntmons mergers:**
 - Players can fuse two compatible Huntmons to create a new, more powerful Huntmon. This requires \$MNERG and \$HMON.
 - **Cost structure:** Fusions cost different amounts of tokens depending on the rarity of the Huntmons.
 - **Strategy:** The decision whether to sell, train or use a Huntmon directly affects its long-term success in the game.

Staking

- **Passive income:**
 - Players can stake \$MNERG and \$HMON to receive regular rewards.
 - Higher staking amounts offer additional benefits such as increased daily limits or exclusive in-game events.
- **Governance benefits:** \$HMON stakers have a say in community decisions and access to special voting.

Creative contributions and advertising

- **Reward creativity:**
 - Players can design skins, items or quests that are rated by the community and integrated into the game. Successful contributions are rewarded with tokens.
- **Advertising as a source of income:**
 - Players can earn tokens or small bonuses by watching promotional videos without investing their own capital.

Access without initial investment

Huntmon allows players to jump into the game without any initial investment:

- **Basic equipment:** Every player starts with a basic package of items and a first Huntmon.
- **Opportunities for further development:**
 - Tokens and resources can be earned through movement, quests and battles.
 - Watching advertisements offers additional income opportunities for players who do not want to make a financial investment.

For the project

The monetization concept is used to finance development and operations without affecting the gaming experience.

NFT sales

- **Limited items and Huntmons:** Exclusive NFTs will be offered at special events.

- **Cosmetic adjustments:** Players can purchase purely visual upgrades for their Huntmons or avatars.

Transaction fees

- **Fees for promotions:** A small percentage of every in-game transaction goes to the project. These fees serve:
 - The further development of the game.
 - The support of the environmental fund.
 - The distribution to Huntmon shareholder NFT holders.

Premium content

- **Subscriptions:**
 - Premium subscribers receive benefits such as:
 - Increased daily \$MNERG limits.
 - Access to exclusive content and events.
 - Discounts on marketplace transactions.

External sources of income and sustainability

Advertising partners and sponsors

- **Integration of brands:**
 - Players can customize items or avatars with branded merchandise.
 - Sponsors finance exclusive events or offer rewards such as additional steps or tokens.
- **Revenue for the system:**
 - Funds from advertising and sponsorships are used to buy back and burn \$MNERG, stabilizing the token value.

Environmental funds and community projects

Part of the transaction fees goes to the environmental fund, which is managed by the community. Players can propose projects and coordinate their funding.

- **Rewards for players:**
 - Participation in environmental events is rewarded with tokens or exclusive items.
 - Players can have a say in the projects supported.

Conclusion

Huntmon offers a fair and accessible monetization system that is suitable for players of all backgrounds. Players can start with no initial investment and improve through strategic gameplay and creativity while benefiting from stable external cash flows. The combination of internal token economics, external financing and sustainable planning creates a dynamic, future-proof ecosystem.

Chapter 7: Marketing and Growth Strategy

To establish Huntmon as the leading decentralized walk-to-earn game worldwide, the project is pursuing a comprehensive marketing and growth strategy. The focus is on community involvement, partnerships and global expansion.

Community building

An engaged community is the backbone of Huntmon. Players, supporters and investors are actively involved in the development and growth of the game.

- **Social media presence:**
 - **Active channels:** Twitter, Discord, Telegram, Instagram and TikTok.
 - **Content Sharing:** Regular updates on developments, tutorials, success stories and event announcements.
 - **Memes and viral content:** Promotes awareness of the game and emotionally engages the community.
- **Content Marketing:**
 - **Blogs and vlogs:** Articles and videos on topics such as gameplay strategies, behind-the-scenes insights, and community achievements.
 - **Developer diaries:** Transparent communication about the progress and challenges of the project.
- **Influencer collaborations:**
 - Collaboration with well-known streamers, YouTubers and gaming bloggers to increase reach.
 - Exclusive early access events for influencers to drive interest in new features.
- **Community events and competitions:**
 - **Huntmon-Challenges:** Players can compete in weekly or monthly events to receive exclusive rewards.
 - **Design competitions:** Players design new skins or items that are integrated into the game.
 - **Offline-Meetups:** Local events to strengthen player loyalty and promote social interaction.

Partnerships and collaborations

Partnerships with leading technology and lifestyle companies ensure innovation and long-term growth.

- **Technology partner:**

- Collaboration with blockchain services such as Polygon and Chainlink to optimize technical infrastructure.
- Using fitness apps like Strava or Fitbit to seamlessly integrate players' movement.
- **Fitness and health organizations:**
 - Collaborations with health programs to establish Huntmon as a tool for a more active lifestyle.
 - Rewards for real fitness goals like hitting a certain number of steps per week.
- **Environmental organizations:**
 - Incorporate environmental content through partnerships with organizations that represent rare plant or animal species.
 - Developing environmental projects and events that are directly supported by the community.

Integration of advertisers and sponsors

The involvement of advertising partners and sponsors ensures additional income and expands the opportunities for players.

- **Brand integration:**
 - **In-game products:** Players can purchase branded items that provide benefits or cosmetic customizations.
 - **Example:** Adidas shoes for the avatar that allow for additional steps.
 - **Sponsored Events:** Brands fund exclusive in-game events with unique rewards.
- **Advertising with added value:**
 - **Subtle advertising:** Placement of branded products or advertising banners in the game world that do not affect the gaming experience.
 - **Advertising as a booster:** Players can get additional tokens or benefits by watching promotional videos.
- **Use of revenue:**
 - Funds from advertising and sponsorship go toward buying back and burning \$MNERG to stabilize and increase the token value in the long term.

Global expansion and localization

To make Huntmon accessible to players around the world, a targeted localization strategy is being pursued.

- **Multilingualism:**
 - The game will be available in over 10 languages to target regional markets.
 - Translations and cultural adaptations to make the game authentic and locally relevant.
- **Regionale Events:**
 - **Cultural adaptations:** Events are based on regional holidays and traditions.
 - **Local challenges:** Huntmons and rewards tailored to each region.

Environmental awareness and social responsibility

Huntmon combines entertainment with social commitment and environmental awareness.

- **Support for environmental projects:**
 - Players can directly contribute to environmental initiatives through special events.
 - Environmental funds finance projects such as reforestation, marine protection or species rescue.
- **Education and enlightenment:**
 - Integration of educational content that informs players about environmental problems and possible solutions.
 - Collaborate with schools and universities to use Huntmon as a learning and education tool.
- **Environmentally related in-game events:**
 - **Themed events:** Players clean virtual oceans or protect endangered Huntmons to earn rewards.
 - **Rewards:** Special NFTs or items linked to environmental projects.

Conclusion

Huntmon's marketing and growth strategy is designed to both promote the game worldwide and create a loyal community. Through the combination of innovative partnerships, targeted advertising, localized targeting and social engagement, Huntmon will become not just a game, but a global movement that combines fun, health and social responsibility.

Here is the revised and expanded Chapter 7 with the proposed additions and improvements:

Chapter 7: Marketing and Growth Strategy

Huntmon's marketing is based on a holistic approach that focuses on both short-term user acquisition and long-term retention and organic growth. By integrating modern digital marketing techniques, community building and targeted partnerships, Huntmon aims to not only attract new players, but also create a global ecosystem with an engaged and loyal community.

7.1 Community Building

The Huntmon community is the heart of the project. The focus is on building an active and engaged player community that not only plays the game, but also actively participates in its development and design.

1. Social media:

- Presence on platforms such as Twitter, Discord, Telegram, Instagram, TikTok and YouTube.
- Daily updates, interactive content and exclusive sneak peeks to actively engage the community.

2. Content Marketing:

- Regular blog posts and videos about development progress, tips, tutorials and player success stories.
- Focus on SEO-optimized content that positions Huntmon as a leading walk-to-earn game.

3. Community events and competitions:

- Tournaments, themed quests and seasonal challenges with unique rewards.
- Interactive events such as AMA sessions, live streams and community calls to promote direct exchange with developers.

4. Referral programs and ambassador programs:

- Players can invite friends and receive rewards such as exclusive items, \$MNERG or NFTs.
- Dedicated players can become ambassadors and enjoy special benefits such as: B. Access to beta versions or direct contact with the team.

5. Retention strategies:

- Consistency Rewards: Players who play daily or remain active for long periods of time will receive special rewards.
- Dynamic Content: Regular updates, seasonal events and rotating challenges to keep players interested.

7.2 Partnerships and collaborations

Huntmon relies on strategic partnerships to increase reach, open up new target groups and create added value for players.

1. Technology partner:

- Working with leading technology providers such as Unity and Chainlink to ensure a stable and innovative platform.

2. Fitness and health organizations:

- Collaborations with fitness apps such as Fitbit or Strava to integrate Huntmon as a complementary activity platform.
- Joint campaigns to promote an active lifestyle.

3. Environmental organizations:

- Partnerships with nature conservation organizations supported by the Environmental Fund.
- Developing in-game events that draw attention to ecological issues and directly involve players.

7.3 Integration of advertisers and sponsors

External revenue streams play a critical role in Huntmon's long-term sustainability. They make it possible to bring money into the system, which stabilizes and increases the \$MNERG and \$HMON value through token purchases and burning.

1. Brand integration:

- Exclusive avatars and items from brands like Adidas or Red Bull that players can purchase directly.
- Themed quests or hotspots sponsored by brands (e.g. McDonald's restaurants with special Huntmons).

2. Subtle advertising:

- Discreet advertising such as logos, items or smaller banners that do not disrupt the gaming experience.

3. Sponsored Events:

- Funding of in-game events through sponsors that offer players exclusive rewards such as NFTs or items.

4. Use of revenue:

- Revenue from advertising and sponsorships are used to buy and burn tokens, which stabilizes and increases the value of cryptocurrencies.

7.4 Global Expansion and Localization

To reach a global player base, Huntmon relies on adaptation to regional markets and global advertising campaigns.

1. **Multilingualism:**

- Support for over 10 languages, including local adaptations for cultural differences.

2. **Regionale Events:**

- In-game events tailored to local holidays, cultural customs, or regional characteristics.

3. **Media partnerships:**

- Collaborate with regional gaming media, influencers and streamers to spread the word about Huntmon.

7.5 Long-term marketing strategy

Huntmon's marketing strategy is divided into phases to ensure long-term growth and success:

1. **Phase 1 – Early Adopters (Pre-Launch):**

- Target groups: Crypto communities, fitness influencers and early adopters.
- Measures: Airdrops, beta access and targeted influencer campaigns.

2. **Phase 2 – Mass Market (Launch):**

- Target Audiences: Mainstream gamers and fitness enthusiasts.
- Measures: Large marketing campaigns, app store promotions and partnerships with fitness apps.

3. **Phase 3 – Global Presence (Post-Launch):**

- Target groups: Worldwide player base.
- Measures: E-sports initiatives, community competitions and offline meetups.

7.6 Measuring success and adapting strategy

The success of the marketing measures is monitored using specific KPIs (Key Performance Indicators). This includes:

- Number of daily active users (DAU) and monthly active users (MAU).
- Engagement rate (e.g. average play time, number of quests completed).
- Conversion rate from prospects to active players.

- ROI (Return on Investment) for advertising campaigns.

Tools such as Google Analytics, App Store statistics and in-game tracking systems are used to collect this data and adjust strategy if necessary.

7.7 Player retention and sustainability

The long-term loyalty of players is guaranteed by the following measures:

1. Seasonal content and live events:

- Regular updates introducing new Huntmons, quests and features.
- Events that are tailored to current trends or seasonal themes.

2. Loyalty programs:

- Rewards for players who stay active for long periods of time.
- Exclusive content and privileges for loyal community members.

3. Interactive governance mechanisms:

- Players can regularly vote on new features, events or environmental projects, making them feel more involved.

Conclusion:

The Marketing and Growth Strategy chapter provides a comprehensive roadmap to not only make Huntmon a successful platform, but also build a sustainable community and brand. The focus is on innovation, commitment and the long-term integration of external partners to position Huntmon globally successfully.

Chapter 8: Governance system (updated and supplemented)

introduction

The governance system of **Huntmon** allows players and token holders to actively vote on the development and management of the game. It offers a democratic model that ensures transparency, participation and sustainability.

Structure of the governance system

The governance system consists of two bodies:

1. Upper House (Council of \$HMON Holders):

- **Representation:** \$HMON governance token holders.
 - **Voting weighting:** Logarithmically based on the number of \$HMON tokens held.
 - **Tasks:** Decisions on economic aspects, budget approvals, adjustments to tokenomics and approval of important updates.
2. **Lower House (Players Council):**
- **Representation:** All active players, regardless of their investments.
 - **Voting weighting:** "One Player, One Vote".
 - **Tasks:** Decisions on gameplay aspects, community features and feedback on team members.

Voting processes

1. Proposal submission:

- Any player or \$HMON holder can submit suggestions.
- Proposals must be submitted by a minimum number of supporters (e.g. 10% of players or \$HMON holders).

2. Discussion phase:

- Before each vote, there is an open discussion period (e.g. 7 days) during which feedback can be collected and the proposal can be adjusted.

3. Vote:

- **Quorum:** At least 20% of voting players or \$HMON holders must participate.
- **Majority:** Consent in both houses is required for a proposal to pass.

4. Dealing with stalemates:

- If a proposal is accepted by only one house, it is considered not approved.
- The proposal may be voted on again through the regular proposal submission process.
- **Recommendation:** Before a new vote, the proposal should be adjusted to gain the approval of both houses.

Security and transparency

1. Verification of player votes:

- "One Player, One Vote" is ensured by on-chain identities and proof of activity.
- Sybil attacks are prevented by AI-based monitoring.

2. Transparency tools:

- All votes, budget approvals and decisions are publicly documented and visible to the community.

Performance reviews and deselection of team members

1. Performance-Reviews:

- **Evaluation criteria:** Goal achievement, budget adherence, community satisfaction.
- **Examination:** Quarterly through both houses.

2. Deselection procedure:

- De-voting can be initiated if 10% of players and 10% of \$HMON holders support the request.
- The motion will be presented to both houses.
- **Vote:** Majority vote in both houses required to vote out a team member.

Frequency of votes and reviews

- **Regular votes:** New suggestions and updates every month.
- **Reviews:** Quarterly review of team members and community projects.
- **elections:** Annual elections for team members and moderators.

Further development of the governance system

- **Adjustments:** Players can propose changes to the governance model themselves.
- **Pilot projects:** New mechanisms are introduced on a test basis before being fully implemented.

Integration with other systems

The governance system is closely linked to the other aspects of Huntmon:

- **Technology:** Changes to blockchain protocols require community approval.
- **Game mechanics:** New features or balance adjustments must be approved by the House of Commons.
- **Budget:** All financial decisions require the approval of the House of Lords.

Benefits for the community

1. **Co-determination:** Players and token holders actively shape the development.

2. **Transparency:** Open documentation creates trust.
3. **Flexibility:** The system adapts to the needs of the community.
4. **Sustainability:** Democratic control and technical innovation ensure long-term success.

This chapter comprehensively describes the structure and processes of the governance system, highlights transparency and democratic participation, and ensures the fair and sustainable development of Huntmon.

Chapter 9: Roadmap

Overview of the development phases

Huntmon's roadmap provides a clear structure to develop the game from conception to global expansion. It takes all key milestones into account and is flexible enough to respond to challenges. At the same time, it contains clear objectives that offer investors security and transparency.

Phase 1: Conception and preparation (Q1 2025 - Q2 2025)

- **Goals:**
 - Building the governance structure as a DAO.
 - Publication of the white paper and community building.
 - Carrying out the private token sale.
 - Approval of the first team members by the community.
 - Planning of the environmental fund and legal review.
- **Core activities:**
 - **Development:** Outlining the basic mechanics of the game and creating an MVP (Minimum Viable Product).
 - **Legal:** Ensuring regulatory compliance in relevant markets.
 - **financing:** Start of private sales, goal: 3 million USD.
- **Budget allocation:**
 - Product development: 50%
 - Marketing & Community: 30%
 - Legal & Compliance: 10%
 - Reserves: 10%

Phase 2: Development and alpha testing (Q3 2025 - Q4 2025)

- **Goals:**
 - Development of core mechanics (AR integration, monster catching, walk-to-earn).
 - Release of the alpha version for a limited group of users.
 - Start of integrating land and market mechanics.
- **Core activities:**
 - **Development:** Implementation of blockchain functionalities and integration of off-chain data.
 - **Community:** Initial testing with the community, collecting feedback and adjusting mechanics.
 - **financing:** Public token sale (ICO), target: \$7 million.
- **Budget allocation:**
 - Product development: 60%
 - Marketing & Community: 20%
 - Infrastructure: 10%
 - Legal & Reserves: 10%

Phase 3: Beta testing and enhancements (Q1 2026 - Q2 2026)

- **Goals:**
 - Expansion of game mechanics to include mergers, PvP battles and portals.
 - Introducing the first community governance votes.
 - Launch of the first beta version with a focus on stability and player feedback.
- **Core activities:**
 - **Development:** Expansion of the ecosystem and introduction of the first major events.
 - **Community:** Organizing beta tournaments and community competitions.
 - **Monetization:** Selling exclusive NFTs, goal: \$3 million.
- **Budget allocation:**
 - Product development: 50%
 - Marketing & Community: 30%
 - Infrastructure & Security: 15%
 - Legal: 5%

Phase 4: Official launch (Q3 2026)

- **Goals:**

- Release of stable version on iOS and Android.
- Launch of a comprehensive marketing campaign.
- Integration of royalties and staking mechanics.
- The first environmental projects are financed by the fund.
- **Core activities:**
 - **Launch:** Launched in global markets with regional adjustments.
 - **Marketing:** Working with influencers and organizing launch events.
 - **Governance:** Activation of full DAO functions.
- **Budget allocation:**
 - Marketing: 40%
 - Product development: 40%
 - Infrastructure: 15%
 - Reserves: 5%

Phase 5: Global expansion and further development (from Q4 2026)

- **Goals:**
 - Regular updates with new biomes, Huntmons and mechanics.
 - Expansion of regional adaptations and localizations.
 - Continuous improvement of monetization models.
- **Core activities:**
 - **Content-Updates:** Introducing new content and themed events.
 - **Partnerships:** Expansion of collaborations with sponsors and brands.
 - **sustainability:** Focus on environmental protection and token stability.
- **Budget allocation:**
 - Content-Updates: 50%
 - Marketing & Community: 25%
 - Infrastructure & Security: 20%
 - Legal: 5%

Flexibility and prioritization in case of delays

If individual milestones are not reached on time:

1. **priority:** Completion of core mechanics (walk-to-earn, AR integration, Huntmon catching).
2. **Subordinated:** Advanced features such as biomes, VR support or cosmetic customizations.

3. **Communication:** Transparency towards the community and investors through regular updates.

Long-term financing strategy

Huntmon pursues sustainable financing:

- **Phase 1-3:** Depends on investments and income from NFT sales and token sales.
- **Ab Phase 4:** Earnings from transaction fees, staking and sponsorships.
- **Profitability:** Expected within 18-24 months of launch (Q1-Q2 2028).

Attractiveness for investors

1. **Early entry:** Investors benefit from low token prices and exclusive early-stage NFTs.
2. **Sustainable sources of income:** Huntmon combines in-game mechanics, sponsorships and environmental funds to ensure long-term stability.
3. **Strong community involvement:** The DAO structure keeps the project agile and adaptable.
4. **Real impact:** Environmental projects and social responsibility strengthen branding and increase attractiveness among partners.

Milestone-related investor incentives

Investors can expect milestone bonuses:

- **After phase 2:** Early buybacks of tokens on the market to stabilize the value.
- **After phase 4:** Introducing dividend models via Huntmon shareholder NFTs.
- **Long term:** Proportional participation in sponsorship income.

Communication plan with investors

- **Monthly reports:** About progress and financial situation.
- **Quarterly AMA sessions:** Direct exchange with the team.
- **Roadmap-Updates:** Adjustments are communicated transparently.

Conclusion: This roadmap is thoughtful, transparent and offers clear financial incentives. With structured implementation and proactive communication, Huntmon will be an attractive and sustainable project not only for players, but also for investors.

Chapter 10: Team and Advisors

The team is the heart of Huntmon and is responsible for the successful development, operation and further development of the project. The team will be built in stages to ensure efficiency and effectiveness at each stage. Great importance is placed on transparency, the involvement of the community and the consideration of investor opinions.

1. The current status: Founder as a central actor

The founder is currently the driving force behind Huntmon and takes responsibility for the conception, coordination and construction of the first structures. This lean organizational structure offers the advantage of quick decision-making processes and enables financial resources to be used efficiently.

Advantages of this approach:

- Maximum flexibility and speed in decision making.
- Direct responsibility and control by the founder.
- Minimizing costs in the initial phase.

2. Gradual development of the team

The team is built in several phases, tailored to the requirements and availability of resources. This approach ensures that each phase of the project is managed with the right expertise and sufficient human resources.

Phase 1: Initial development (founder-based, Q1-Q2 2025)

- The founder takes on all central tasks and, if necessary, calls on external specialists for specific tasks (e.g. UI/UX design, blockchain development).
- Decisions about strategic changes or team additions are validated in this phase through surveys among investors and community members.

Phase 2: Expansion of the core team (Q3 2025)

- During the alpha and beta testing phases, a core team is built with experts in technology, marketing, community management and finance.
- The team members are selected in close consultation with the community, who can express their opinion on the candidates through surveys.
- Investor opinions are also taken into account to ensure that the project has a solid foundation.

Phase 3: Democratic election of team members (from Q1 2026)

- After implementing the governance system, the community will have the opportunity to democratically elect or replace team members.
- In cases of doubt, surveys can be launched among players and investors to reassess the course of the project or the appointment of key positions.
- The founder can continue to act in an advisory capacity or face election by the community.

3. Structure and responsibilities

Core team

1. **Technology and development:**
 - Development and maintenance of the platform (app, blockchain, smart contracts).
 - Ensuring scalability and security.
2. **Marketing and community:**
 - Building and maintaining the community.
 - Implementation of global marketing campaigns.
3. **Finance and tokenomics:**
 - Monitoring financial development.
 - Ensuring a stable and sustainable token economy.
4. **Legal and compliance:**
 - Ensuring compliance with regulatory requirements.
 - Advice on legal issues with regard to international markets.

Advisor

Consultants with specific expertise are brought in to support the team in key areas. They have no decision-making authority, but offer strategic and technical expertise:

- **Blockchain consultant:** Support in optimizing smart contracts and tokenomics.
- **Marketing experts:** Advice on global expansion and target group targeting.
- **Legal advisors:** Checking compliance with compliance requirements.

4. Involvement of the community and investor opinions

In the early stages of the project until the full implementation of the governance system, the opinion of the community and investors is actively included.

Surveys and feedback processes

- **Team composition:** Suggestions for new team members are discussed with the community and investors and validated in surveys.

- **Strategic decisions:** When major directional decisions are made or there is uncertainty about the course of the project, surveys are launched to obtain a broad range of opinions.
- **Dealing with conflicts:** If there are internal disagreements or conflicts, the community can have a say through surveys and feedback.

Replacing team members

- If a team member does not meet expectations, the community and investors can vote them out.
- A percentage of supporters is required for a vote-out, e.g. B. 10% of active players and 10% of \$HMON token holders.

5. Risk management and emergency plans

Failures in the team

- Temporary representation by the founder or other team members.
- Quick replacement by candidates from a prepared pool of skilled workers.

Governance and team control

- The community is closely involved in monitoring team performance.
- Emergency decisions can be made by the founder or the existing team if time-critical measures are required.

6. Ongoing training

The team is committed to staying up to date through training and conferences:

- Advanced training in blockchain technology, marketing and game development.
- Attend industry conferences and networks to make valuable contacts.

7. Transparency and accountability

- The team regularly reports on progress, challenges and use of resources.
- An open communication channel will be established to provide regular updates to the community and investors.
- Performance reviews ensure team members are living up to expectations.

8. Attractiveness for investors

- Gradual team building minimizes costs and maximizes efficiency in the early stages.
- The involvement of the community and investors creates trust and ensures a clear focus on the project goals.
- Democratic control ensures that the team meets the long-term wishes and needs of players and investors.

Conclusion:

The gradual build-up of the team, combined with close involvement of the community and investors, ensures that Huntmon is not only developed efficiently, but also built on a strong foundation of trust, transparency and flexibility. This approach creates a clear perspective for long-term success and makes it possible to achieve the best possible results for players, investors and the project as a whole.

Chapter 11: Financing needs and use of funds

Total capital requirement:

The Huntmon project requires initial funding of \$15 million to achieve all planned features and objectives in the allotted time. This budget takes into account product development, marketing, operating costs, legal and technical requirements, and an emergency fund.

Financing overview:

Area	Portion	Amount (USD)
Product development	45%	6.750.000
Marketing and community building	25%	3.750.000
Operating costs	15%	2.250.000
Legal and compliance	5%	750.000
Reserves and emergency funds	10%	1.500.000

Use of funds:

1. Product development (45%)

- Development of a high-quality MVP (Minimal Viable Product) with the core functions:
 - Walk-to-Earn-Mechanik
 - Basic gameplay for Huntmon catching, training and fighting
 - Integration of tokenomics (\$MNERG and \$HMON)
- Advanced features such as augmented reality (AR), biomes and social interactions
- Building a scalable and secure blockchain architecture that enables future expansions.
- External development resources and tools, e.g. B. Unity and Chainlink integration.

2. Marketing and community building (25%)

- **Marketing Initials:** Building reach through social media, influencer marketing and targeted advertising campaigns.
- **Community-Management:** Building an engaged community on platforms like Discord, Twitter and Telegram.
- **Events:** Organizing pre-launch events to generate early interest.
- **Long-term branding:** Promote Huntmon as a brand through partnerships with fitness, technology and environmental organizations.

3. Operating costs (15%)

- Hosting and cloud infrastructure for backend servers
- Salaries for a core team consisting of developers, marketers, community managers and compliance specialists.
- Ongoing maintenance and operation of the platform after launch.

4. Legal and Compliance (5%)

- Working with legal experts to meet regulatory requirements, particularly regarding DAO models, token launches and revenue-generating NFTs.
- Ensuring compliance with international data protection and financial laws.

5. Reserves and emergency funds (10%)

- Liquidity reserve for unforeseen expenses or market fluctuations.
- Additional funding to support new technologies or unexpected legal adjustments.

Financing plan for different budget levels:

If the \$15 million goal is not reached, the project will be implemented in a phased manner.

1. Full Funding (\$15 million):

- All planned functions and goals can be implemented within the roadmap.
- The environmental fund will be fully implemented and the marketing strategy will be implemented on a large scale.
- International expansion and AR integration from phase 3 of the roadmap.

2. Partial funding (\$10 million):

- Focus on developing an MVP with key features: Walk-to-Earn, Basic Gameplay, Tokenomics.
- Reduced funding for marketing and community building.
- Advanced features such as AR and global expansion will be introduced gradually after launch.

3. Minimum Funding (\$5 Million):

- Focusing on walk-to-earn mechanics, basic gameplay and the token structure (\$MNERG, \$HMON).
- Reducing team size and delaying the governance system.
- Extensive features such as biomes, AR and PvP will be postponed to subsequent phases.
- Proceeds from ICO, NFT sales and advertising partnerships will be used to fund later phases.

4. Seed funding (\$2-3 million):

- Developed a very lean MVP with basic features.
- Revenue from crowdfunding, NFT pre-sales and partnerships finance further development.
- Focused growth through community engagement and organic marketing.

Sources of income to finance the roadmap:

1. Initial Coin Offering (ICO):

- Selling \$HMON tokens to investors.
- Goal: to use 25% of \$HMON supplies to finance the first phases of development.

2. NFT Sales:

- Selling exclusive Huntmon, land NFTs and cosmetic items during alpha and beta phases.
- Goal: Additional funds for product development and community support.

3. Sponsorship and partnerships:

- Early cooperation with brands and environmental organizations.

- Revenue from advertising, branded avatars and sponsored in-game events.
- 4. **Community funding:**
 - Introducing crowdfunding campaigns that give backers exclusive NFTs or early access to the game.
- 5. **Token buybacks and burning mechanisms:**
 - Part of the revenue from sponsorships and partnerships is used to purchase and burn tokens, which stabilizes the token value.

Flexibility through community feedback:

- In the early stages, great importance is placed on the opinion of the community and investors.
- In the event of unexpected challenges, decisions can be made through surveys and votes, e.g. B. about:
 - Adaptation of the roadmap
 - Changes to team line-up
 - Modifications to the development strategy

Why invest in Huntmon?

1. **Innovative concept:**
 - Combination of walk-to-earn, augmented reality and community governance offers unique added value.
2. **Sustainable business model:**
 - Revenue from external sources such as advertising and sponsorships flows back into the ecosystem, stabilizing the token value and rewarding players.
3. **Long-term vision:**
 - Environmental awareness and social responsibility as central elements of the project appeal to investors and players alike.
4. **Transparency and co-determination:**
 - Through the DAO structure, investors and the community have direct influence on the project.

Conclusion:

Huntmon's financing model is flexible and adaptable to allow for both full and phased implementation. With the clear prioritization of core functions and the goal of creating

sources of income at an early stage, the project remains feasible even with less funding. At the same time, sustainable growth is secured through strategic partnerships and community engagement.

Chapter 12: Risks and Challenges

Huntmon is an innovative and ambitious project that presents both great opportunities and challenges. This chapter highlights the main risks that could arise during implementation and explains the measures to be taken to minimize these risks.

1. Regulatory risks

Description:

- Cryptocurrencies, NFTs and DAO-based structures are subject to an ever-changing regulatory landscape. Revenue-generating NFTs could be classified as securities in certain jurisdictions, which could lead to legal consequences.
- Different tax requirements in different jurisdictions could complicate the handling of income and withdrawals.

Measures:

- **Legal advice:** Close collaboration with international legal experts to meet legal requirements in key markets.
- **Flexibles System:** Implement mechanisms that enable regional adjustments, e.g. B. Geographical restrictions on NFT trading.
- **Transparency:** Open communication with the community and investors about possible regulatory restrictions.

2. Market volatility

Description:

- The value of the \$MNERG and \$HMON tokens could be affected by fluctuations in the crypto market.
- Negative market sentiment or a slump in the crypto market could reduce the game's appeal.

Measures:

- **External sources of income:** Revenue from advertising, sponsorships and partnerships stabilize the ecosystem and ensure that players can generate income even when token values are low.

- **Token-Burning:** Using revenue from external sources to buy back and burn tokens to stabilize token value.
- **Flexible Roadmap:** The roadmap defined in Chapter 9 can be adapted to changing market conditions, e.g. B. by moving certain features.

3. Technical challenges

Description:

- **Scalability:** A rapidly growing number of users could overload the infrastructure.
- **Security:** Cyberattacks, such as DDoS attacks or smart contract exploits, could affect user trust.

Measures:

- **Security protocols:** Regular external audits and security checks of smart contracts.
- **Cloud scaling:** Use of modern cloud infrastructure that reacts flexibly to increasing requirements.
- **Fallback systems:** Backups and redundant systems to ensure smooth gaming operations.

4. Fraud prevention

Description:

- GPS spoofing, bot usage or manipulation of the walk-to-earn mechanics could disrupt the balance of the game.
- Fraudulent activities could undermine the game's credibility.

Measures:

- **Anti-cheat technologies:** Implementing advanced tools such as GPS verification, AI-powered pattern recognition and motion sensor validation.
- **Community-Reporting:** Players can report suspicious activity and receive rewards for doing so.
- **Strict penalties:** Violations of the game rules lead to sanctions such as account suspensions.

5. Community governance and decision making

Description:

- Decentralized governance carries the risk of decision-making stalemate or inefficient processes.
- Conflicts between different groups of players could lead to tensions.

Measures:

- **Standoffs:** A proposal that is not accepted in both houses is considered rejected. Adjustments to the proposal may be made through the proposal submission process to trigger a re-vote.
- **Community surveys:** Until the full governance system is implemented, regular surveys will be conducted to incorporate community and investor opinions into decisions.
- **Transparency:** Open communication about the decision-making processes strengthens the trust of the community.

6. Financial insecurities

Description:

- An insufficient budget or unexpectedly high development costs could delay project implementation.
- Failure to secure sufficient funds in the financing phase could limit the project.

Measures:

- **Prioritization of core functions:** In the initial phase, basic features of the game are prioritized to function with less capital (see Chapter 9).
- **Emergency fund:** A portion of the budget is set aside as a reserve to cover unforeseen costs.
- **Gradual expansion:** Additional features and content will be implemented in phases after launch, depending on available resources.

7. Macroeconomic factors

Description:

- Global developments such as economic recessions, geopolitical conflicts or pandemic effects could negatively impact user acquisition and willingness to invest.

Measures:

- **Flexibles Marketing:** Adaptation of target markets and communication strategies to global circumstances.
- **Diversification:** Obtaining income from multiple sources to minimize financial dependencies.
- **Long-term partnerships:** Collaboration with established brands and organizations that support the project even in difficult times.

8. Environmental responsibility

Description:

- Projects financed by the Environmental Fund could be ineffective or not transparent.
- Failed environmental initiatives could damage Huntmon's reputation.

Measures:

- **Careful project review:** Each proposed environmental project is assessed for credibility and potential impact.
- **Transparency:** Regular reporting on the progress of the funded projects.
- **Community control:** Players can give feedback and intervene in the event of irregularities.

9. Teammanagement

Description:

- Challenges in recruiting and coordinating an effective team could hinder progress.
- Dissatisfaction with team members or inadequate performance could affect project quality.

Measures:

- **Step-by-step team building:** At the beginning of the project, the team is closely led by the founder. The gradual expansion takes place based on clear requirements and budgets.
- **Community monitoring:** In the initial phases, the opinion of the community and investors is actively sought to optimize team decisions.
- **Voting procedure:** Team members can be replaced if they do not meet expectations through a clearly defined procedure.

Huntmon recognizes these risks as part of an ambitious project and strives to minimize their impact through strategic measures and flexible approaches. With transparent communication and the support of a committed community, the project is designed to successfully overcome challenges.

Chapter 13: Conclusion

Huntmon is more than just a game - it is an innovative and sustainable ecosystem that combines technology, movement, community and environmental protection. With a unique combination of blockchain technology, augmented reality, direct democracy and walk-to-earn mechanics, we are setting new standards in the gaming industry. Huntmon not only offers an

entertaining gaming experience, but also real earning opportunities for players and long-term prospects for investors.

A game by players, for players

Thanks to our democratic governance system, inspired by Switzerland's direct democracy, players have full control over the development and management of the game. You can have an active say, from gameplay changes to team selection. This active involvement not only creates strong community ties, but also ensures that the game meets the wants and needs of its users.

Unique earning opportunities

Huntmon allows players to generate income in a variety of ways: from training and trading Huntmons to selling NFTs to participating in battles and tournaments. Integrating external revenue sources such as advertising and partnerships with companies ensures that the game remains sustainable in the long term and that token values can be stabilized or increased.

Technology and innovation in focus

With a solid technical infrastructure based on blockchain and off-chain solutions, deeply integrated augmented reality technology and a user-friendly design, Huntmon is laying the foundation for a new era of gaming. Security, scalability and cost efficiency are our top priorities to ensure a smooth and stable gaming experience.

Social benefit and environmental commitment

Huntmon not only promotes the health of its players through exercise, but also supports important environmental projects worldwide. With a transparent environmental fund voted on by the community and the integration of environmental content into the game, we create awareness of ecological challenges and actively contribute to solving them.

An opportunity for investors and partners

Huntmon's roadmap provides a clear vision for the coming years and shows how the project can be scaled in different phases, depending on the level of funding. Whether through token sales, NFT releases or partnerships with leading brands, Huntmon offers numerous opportunities for investors to participate in the project's growth.

Through clear prioritization of core features, community support in the early stages of development, and a long-term vision that extends well beyond a single game, Huntmon is an investment in the future of gaming and the decentralized economy.

Contact information

We invite investors, partners and players to be part of this revolutionary journey and shape the future of gaming together. We are happy to answer any questions, suggestions or discussions.

Website: www.huntmon.com

E-mail: info@huntmon.com

Social Media:

- **Twitter:** [@HuntmonGame](https://twitter.com/HuntmonGame)
- **Discord:** [Huntmon Community](#)

Disclaimer

This white paper is for informational purposes only and does not constitute an offer or solicitation to purchase any securities or other financial instruments. Purchasing tokens or NFTs during the token sale should be done with caution and based on a thorough reading of this white paper and the Terms of Use.

Investing in cryptocurrencies and NFTs involves significant risks, including the possible total loss of invested capital. The Huntmon Shareholder NFTs may be classified as securities in some jurisdictions. Please conduct your own due diligence and consult a financial advisor if necessary.

Sustainability and responsibility

We are committed to developing our project in a transparent, sustainable and community-oriented manner. Your opinion counts - and together with you we want to make Huntmon a successful and positive example for the future of decentralized gaming. Let's inspire and improve the gaming world and the environment alike!

Chapter 14: Technical Appendix – Detailed technical specifications

1. AR-Integration

Augmented reality (AR) integration is a core part of Huntmon and offers an immersive gaming experience. The implementation is carried out using the following core technologies:

- **GPS tracking and position detection:** The app uses high-precision GPS data to determine the location of players. In addition, the location accuracy is improved through correction data and Kalman filters.
- **Object detection:** Using ARKit (iOS) and ARCore (Android), Huntmons can be integrated into the real environment in real time. Light and surface analysis algorithms ensure that virtual objects interact with the real world in a physically correct manner.
- **Rendering:** Unity 3D is used as a development framework to create high-quality and resource-efficient 3D graphics.
- **Interaction options:** Players can catch Huntmons by making moves detected by the camera. This includes grabbing movements, throwing gestures or simple touch interactions.
- **Server communication:** AR data is processed locally while the associated metadata is exchanged between server and app via fast, secure API interfaces.

2. Blockchain-Integration

Blockchain is the backbone of Huntmon's economy and governance. All essential mechanisms such as tokenomics, staking, NFTs and governance run on the Polygon blockchain.

- **Plattformwahl: Polygon (MATIC):** Polygon was chosen due to its scalability, low transaction costs and Ethereum compatibility.
- **Smart Contracts:**
 - **Token management:** The tokens \$MNERG and \$HMON are based on the ERC-20 (for fungible tokens) and ERC-721/ERC-1155 (for NFTs and hybrid tokens) standards.
 - **Strike Contracts:** Separate staking pools allow the creation of \$MNERG and \$HMON, with dynamic rewards based on pool activity.
 - **Burning mechanisms:** Special functions in smart contracts enable the automatic destruction (burning) of a percentage of tokens from each relevant transaction.
 - **Huntmons merger:** ERC-1155 standards are used to support flexible mergers and the generation of new NFTs.
- **Oracle integration:** Chainlink is used for the secure integration of external data sources, such as: B. Weather information that influences the availability of certain Huntmons.
- **Security measures:**
 - External audits by renowned companies such as CertiK or Quantstamp.
 - Multi-signature wallets for project funds.
 - Bug bounty programs to identify vulnerabilities early on.

3. Token-Parameter

The precise parameters of the tokens have been carefully designed to ensure long-term sustainability and incentives.

- **\$MNERG (Utility-Token):**
 - **Total stock:** 10,000,000,000 \$MNERG.
 - **Features:** Main currency for in-game transactions (e.g. purchases, mergers, training).
 - **Emission:** Players earn \$MNERG through movement, battles, events or trading.
 - **Sink Mechanisms:** Fees for training, mergers and other services.
 - **Burning:** A fixed percentage of each transaction is burned.
- **\$HMON (Governance-Token):**
 - **Total stock:** 1,000,000,000 \$HMON.
 - **Features:** Participate in polls, access premium content and reward boosts.
 - **acquisition:** By staking \$MNERG, reaching high Arena ranks or special events.
 - **use:** Voting on governance issues, training and mergers.

4. Off-chain solutions

To ease the burden on the blockchain and optimize the user experience, off-chain solutions are implemented.

- **State Channels:** For fast and fee-free transactions between players.
- **Hybrid data storage:** Large amounts of data, such as AR graphics and user statistics, are stored in secure cloud databases (e.g. AWS or Google Cloud).
- **Caching:** Local storage of frequently used data for low latency.

5. Security and scaling strategies

- **Security protocols:**
 - TLS encryption for communication between app and server.
 - DDoS protection through Cloudflare or similar services.
- **Scaling:**
 - Use Layer 2 solutions such as zkRollups to bundle transactions cost-effectively.
 - Geo-redundant servers for stable and fast performance.

6. Success metrics and benchmarks (KPIs)

To measure the success of the project, the following KPIs were defined:

- **Number of daily active users (DAU):** Target 100,000 users within a year of launch.
- **Conversion-Rate:** Aim for 15% of new users to become paying players within the first 30 days.
- **Token performance:** Target average increase in value of 10% per quarter in the first two years.
- **Community-Engagement:**
 - Number of governance votes per quarter: Target at least 5.
 - Participation rate in voting: 30% of eligible votes.
- **Average playing time per user:** Aim for at least 20 minutes daily.

Conclusion

By combining modern AR technologies, efficient blockchain integration and optimized security and scaling solutions, the project positions itself as a technically mature product. The defined KPIs provide a clear benchmark for success.

Chapter 15: Technical KPIs

Transaction speed

- **Average processing time:** Goal: <2 seconds for on-chain transactions through the use of optimized Layer 2 technologies (e.g. zkRollups).

- **Maximum waiting time:** Even during peak times, transaction delay should be <5 seconds to ensure a smooth user experience.
- **Link to roadmap:** Optimizations to achieve these goals are planned through the beta testing phase (Phase 3), with further improvements at the official launch (Phase 4).

Server-Uptime

- **Target value:** 99.9% availability of backend servers and API services.
- **Monitoring systems:** Use of real-time monitoring services such as Datadog or CloudWatch for early detection and prevention of outages.
- **Escalation if not achieved:** In the event of deviations, the community is transparently informed about problems and planned countermeasures, for example by increasing server capacities.

Security metrics

- **Number of fraud cases prevented:** Goal: 95% of fraudulent activities are detected and prevented within the first week by the anti-cheat system.
- **Smart-Contract-Audits:** Successful audits by renowned security companies such as CertiK or Quantstamp. Goal: No critical vulnerabilities in every audit.
- **Bug-Bounty-Programm:** The number of vulnerabilities found and fixed by the bug bounty program is regularly reported.
- **Long-term development:** Security metrics are reviewed after each release to keep pace with growing user numbers and new features.

Governance-KPIs

- **Number of votes:**
 - Votes carried out per quarter: Goal: at least 5 governance votes after system implementation.
 - Participation Rate: Target: 30% of active players and token holders participate in governance voting.
- **Average processing time:**
 - Time for proposal review and voting: Goal: Proposals will be reviewed and voted on within 10 days.
 - Implementation period: Goal: Accepted suggestions will be implemented within 30 days if technically feasible.
- **Acceptance rate:** Goal: 60-80% of submitted proposals accepted after review and community discussion, indicating high quality and support.

Long-term KPI monitoring and adjustment

- **Regular evaluation:** The KPIs are checked at set intervals and adapted to changing requirements. The community is informed about adjustments and has the opportunity to provide feedback.

- **Linking to roadmap milestones:**
 - Security metrics are evaluated as part of alpha and beta testing (Phases 2 and 3).
 - Governance KPIs are measured from the implementation of the governance system (Phase 4).
 - Transaction speeds and server uptime will be reviewed again as the user base grows (Phase 5).

Importance for investors and community

- **Technical stability:** The transaction speed, server uptime and security metrics ensure a reliable platform that remains stable even with high user numbers and in-game transactions.
- **Security guarantees:** Regular audits and an effective anti-cheat system increase trust in the project and minimize potential risks.
- **Community-Engagement:** Governance KPIs demonstrate the active participation of players and token holders in decision-making processes, which increases the attractiveness of the game and the platform.
- **Transparency and measures:** Investors and the community are proactively informed of any deviations from target values. Adjustments and improvement measures are clearly communicated.

Conclusion

This chapter highlights the key technical and governance KPIs that measure the success and stability of the Huntmon project. The connection to the roadmap and the involvement of the community in important decisions show that the project is designed for the long term and continuous improvement. This strengthens the confidence of investors and gamers alike and positions Huntmon as a technically mature and future-proof gaming ecosystem.

Chapter 16: Glossary

AR (Augmented Reality):

Technology that integrates virtual elements into the real world, allowing players to see Huntmons around them.

DAO (Decentralized Autonomous Organization):

An organization that is decentrally controlled via blockchain technology. Decisions are made by the community, usually through voting.

NFT (Non-Fungible Token):

A unique digital asset stored on the blockchain. In Huntmon, NFTs are used for Huntmons, land and special items.

Layer 2 solutions:

Technological enhancements built on top of the main blockchain that make transactions faster and more cost-effective.

ERC-Standards:

Technical standards for Ethereum-based tokens, e.g. B. ERC-20 for Fungible Tokens or ERC-721 for NFTs.

\$MNERG:

Huntmon's utility token used for in-game transactions, purchases and mergers.

\$HMON:

Huntmon's governance token used for voting and special in-game benefits.

Chapter 17: FAQ (Frequently Asked Questions)

Ask: Can I start using Huntmon without any initial investment?

Answer: Yes, Huntmon allows players to start without any financial investment. Through daily movement, tasks and free advertising in the game, initial tokens can be earned to make progress.

Ask: How do I make money with Huntmon?

Answer: Players can earn tokens through movement, trading NFTs, training and selling Huntmons, and participating in battles and quests. External sources of income such as advertising stabilize the system and increase the value of the tokens.

Ask: How is the security of my investments guaranteed?

Answer: The platform conducts regular audits, uses a robust anti-cheat system, and implements smart contract security measures. Bugs are also fixed through a bounty program.

Ask: When can the community make decisions?

Answer: After implementing the governance system, players can actively make suggestions, vote on mechanics, and choose or replace the team. Until then, the community will be involved via surveys.

Ask: What happens if the financing target is not reached?

Answer: The project will be scaled to start with a smaller budget. Core features such as the walk-to-earn system and blockchain technology will be retained, while advanced features will be developed in later phases.

Ask: How do external sources of income contribute to sustainability?

Answer: External revenue from sponsors, advertising and partnerships is used to buy back and "burn" tokens. This reduces inflation and increases demand for tokens.