CryptoHunt

White Paper

A healthy and educational augmented reality game with earning potential

CryptoHunt

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Abstract

CryptoHunt is an Augmented Reality game with a focus on adventure, face to face interaction, socialization, cooperation, companionship, and physical activity, with an added educational and financial incentive for players. This game has the potential to become a revolutionary new e-sport and pastime.

For simplicity's sake, we can say that the game itself is conceptually similar to Pokemon Go in that players run around the real world and capture virtual objects. The biggest difference from such games is in the financial side - users will earn cryptographic **CryptoHunt tokens** built on the Ethereum platform as a reward for completing interesting, educational, and challenging outdoor missions and puzzles, and for trading unique items with other players.

These tokens will be redeemable for local fiat currency or spendable in-game for handy boosts and bonuses. The team behind the game will use the funds gathered during the crowdsale to fund the initial buyback period (funds have been secured for years of buyback - see below) until sponsors and partnerships become lucrative enough to sustain a further operation of that scale and type.

With people spending more and more time indoors glued to consoles, headsets, phones, and television sets, we - the team behind CryptoHunt - felt like things needed to change on a grander scale. We wanted to give people the opportunity to go out, meet new people, and we wanted to financially entice them in order not to have them feel like they're "wasting their time on video games".

We firmly believe that with a healthy community, well written and plentiful challenges and worldwide adoption, CryptoHunt can become the next live-streamed e-sport. In addition to this revolutionary gameplay type, CryptoHunt will make cryptocurrency more approachable to the non-technical people - those not in the cryptocurrency ecosystem. The players of CryptoHunt use cryptocurrency - transparently and behind the scenes. CryptoHunt will help bring this

revolutionary technology into the mainstream and train people to use it and understand it from a very young age.

We would like to thank the following third party contributors and reviewers for their help with this whitepaper:

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1. Introduction

This section will dive into the idea's background, its development, and the ambitions and plans of the team.

1.1. Rationale

Today's games - especially those on gaming consoles - are almost cookie-cutter identical. There are only a handful of major types of games (racing, sports, platformer with combat quick-time event moves, side-scrolling platformer, fighting games, first person shooters). Each type can be distilled to the same template game if textures are stripped away, which leaves us with a monotonous, unimaginative couch-friendly gaming landscape.

Mobile games are not much better - almost all of the most popular and, by that definition, most profitable ones are pay-to-win games where there is little challenge beyond tapping the same patterns all day every day, occasionally paying real money into the game to be allowed to tap even longer. These mechanics (see 1.3. - Game Theory) can get so out of hand that they cause severe addiction and loss of family and career[1].

There are some shining gems in the industry - active games like Dance Dance Revolution or titles on virtual reality sets that encourage movement[2] and general physical exertion can be a fantastic release of energy, but they too require gamers to stay inside and barely sociable. There has to be a better way, and one that can hold people's attention longer and better than games like Pokemon Go or Ingress.

This desire for change is where the idea for CryptoHunt came from.

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[1] https://amp.reddit.com/r/FFBraveExvius/comments/7jmezv/a_whale_of_a_tale/
[2] https://www.vrheads.com/best-vr-games-playing-friends

1.2. Origin Story

Having recognized this problem at the same time as blockchain technology slowly started taking over the world, Sascha realized that the combination of those two aspects was the solution this new generation of gamers didn't even know they needed. An interesting, educational, and addictive game with a completely separate and globally compatible economic system functioning as both the company's business model and incentive mechanism for players at the same time.

In 2015, Sascha had been working on his mobile apps "Truth or Dare Live", "Morch", and "Pixpost" and at the same time writing a script for an action adventure game he never ended up launching. A young parent worried about the passiveness and inactivity of modern children, and not being familiar with Ingress back then, Sascha envisioned a game which combines the GPS aspect of mobile navigation which, these days, is ubiquitous, and the aspect of leaving the house and being active. At first, he thought of Pac-Man - the game he had played as a child - and figured a person might be a version of that character, collecting orbs all over the real world. But this didn't solve the gamer retention[3] problem and failed to account for keeping the game interesting. That's when rewarding players with actual money came to mind, but he quickly dropped that idea realizing how much the banks would charge for regular and small transactions.

In time, and with the expansion of the cryptocurrency landscape, it became obvious that programmable and global money like Ethereum was the answer. As the vision slowly crystallized, he realized this would also be a fantastic opportunity to teach the casual user about cryptocurrency and its advantage over traditional fiat money. Add to that the fact that the game's educational angle would help with today's dramatic drop in the quality of school programs by providing facts and historical information that children simply aren't exposed to any more (or even if they are, cannot remember due to lack of interest and involvement), and the game's form took its almost final shape - the magic bullet which would make the current generation sociable, active, and engaged in education was found.

In October of 2017, Sascha met Bruno at a blockchain discussion meetup. Bruno, having been a hardcore gamer and developer all his life, immediately understood the problem and enjoyed toying with an idea he could poke holes in. Having actively played both Ingress and Pokemon Go, Bruno was familiar with the mechanics and with the game theory (see below) required to keep things interesting.

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[3] https://www.forbes.com/sites/johnkoetsier/2017/10/20/the-very-best-android-game-has-just-4-5-user-reten tion-after-30-days/

1.3 Game Mechanics

The game is a multiplayer, social, augmented reality scavenger hunt. The players are given tasks to complete which mainly consist of looking for right item based on a riddle as given to them in the form of a quest. For example:

Professor Crypto gives you your first puzzle question: 'A telecommunications device that permits two or more users to conduct a conversation when they are too far apart to be heard directly. Patented In 1876, by Alexander Graham Bell.'

At this point, you should know the answer is a telephone. Now you need to put on your comfortable walking shoes and start exploring your town searching for the right treasure chest hidden in your city. There are going to be numerous chests with random items, but only the telephone will take you to the next level.

When you have found one, you will have to give it to Professor Crypto. At this point, he will give you a hint of the exact location of the treasure: 'An open public space commonly found in the heart of a traditional town used for community gatherings.'

You should have realized that the answer is the public square. So now you have to head over to the square to collect your new items, your next puzzle, and your Crypto Hunt tokens.

Throughout the entire game, you will see different treasure chests, safes, and lockers that are protected by passwords, locked by different keys, numeric pads, fingerprint locks… and all of them protected by some sort of guard (dragons, leprechauns, ghosts…) that you need to get rid of to reach your precious tokens.

As such, the game has RPG elements. To progress in the game players earn collectible items, cosmetic upgrades, game rank by score and time to completion of certain missions, and tokens. The items players can win and find will be unique and registered on the blockchain, which means that a player can be 100% certain an item they have is in no one else's inventory at the same time - this makes the game a "collectible game" at the same time, adding to the competition.

The collectible items will be sellable to other players, paving the way for a layer of in-game economy. More on that in the In-Game Economy section below.

1.4. Game Theory

This section goes into detail about the psychology behind the game's appeal and its long term advantage, while at the same time not becoming addictive.

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Before diving into specific aspects, it's important to talk about gamer retention. The top-grossing and most popular free-to-play Android game has a retention of only 4.5% after 30 days. That means 95%+ of all the initial players left within a month. Marc Robinson's 2013 GDC talk gave us the scary sentence "On average, less than 40% of players return to a free-to-play game after just one session."

The chart below shows the average user retention metrics of Android apps (including games) over time, in a report by Quettra.
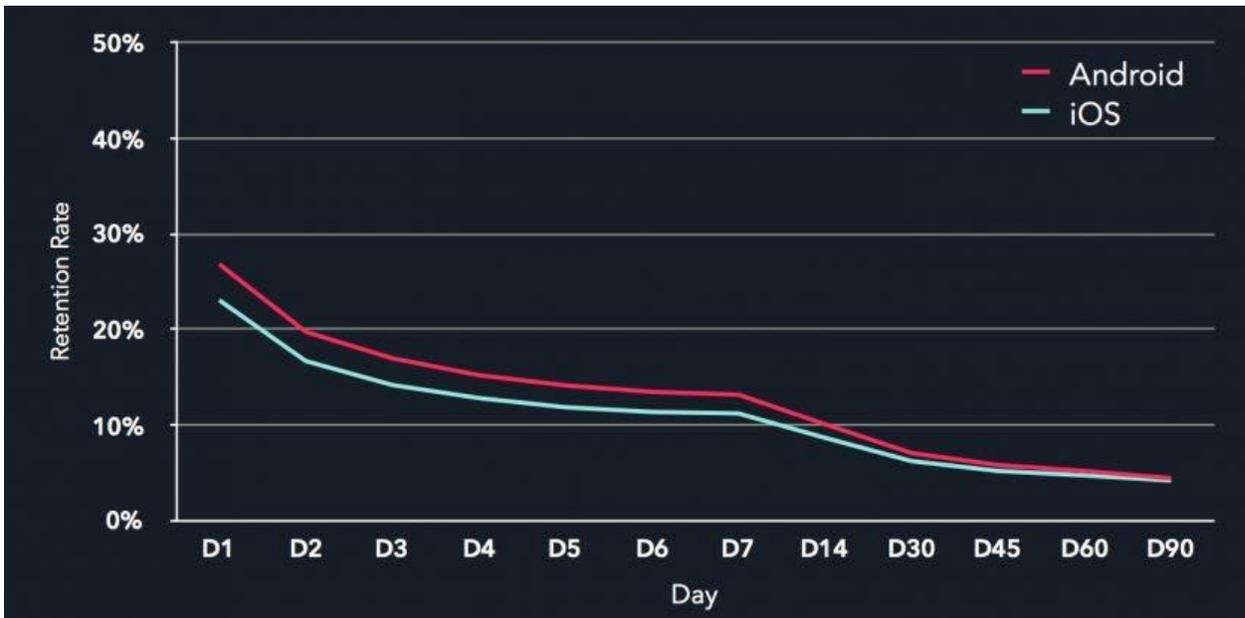
Average Retention Curve for Android Apps
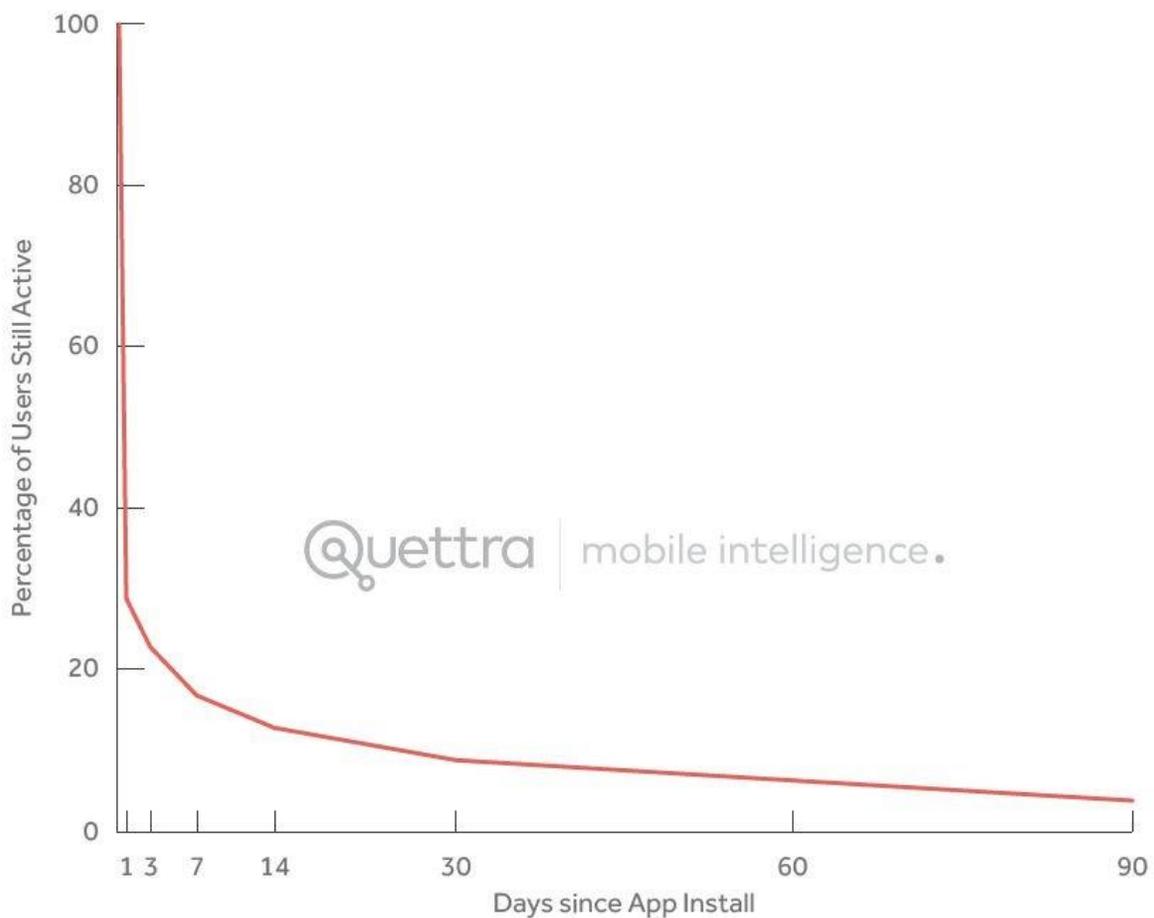
Not even messaging apps do better[4]. A 2016 report[5] (chart below) shows that Android does a little better than iOS, but not by much.

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[4] https://www.theinformation.com/which-apps-retail-their-users-and-which-ones-dont
[5] https://www.iphonelife.com/content/new-report-shows-android-vs-ios-app-retention-rates

The problem is becoming more severe[6] by the month, and iOS 11 makes it even easier for apps to disappear off of users' radar - by automatically deleting them with the "Offload Unused Apps" feature.

The solution is setting the user up for success from day one, which is why we've implemented the methods and approaches below, and why we're not slowing down in engineering this to perfection. In a nutshell, it can all boil down to this quote from a Gamasutra report[7]:

Engage your player, through gameplay, through fun mechanics and social features. But remember to keep them engaged by painting that picture for them, show them what's behind the next corner and create that vision.

1.4.1. Proof of Care and Proof of Cheat

Players can "endear" themselves to the game by submitting "Proof of Care". Proof of care is planned as an initial whitelisting method for the ICO - by submitting an idea, photograph, tribute, social media post, design, or anything else that requires a marginal but tangible amount of effort to CryptoHunt, the participant will be rewarded with an opportunity to participate in the ICO earlier than those who do not submit POC. This way, the ICO pre-signup is gamed which

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[6] https://www.tune.com/blog/app-publishers-ios-11-apps-will-engage-will-die/

[7] https://www.gamasutra.com/blogs/MikkelFaurholm/20140420/215849/How_to_keep_players_playing__Longterm_Retention.php

ensures a fair distribution of tokens among true enthusiasts. The whitelist sale will last for 24 hours, which will prevent panic-buys and whale-buys, allowing true fans to invest up to a moderate amount of Ether (only 15 max per person), in the interest of keeping things as decentralized as possible. The remainder of the tokens will be sold in an open crowdsale after the whitelist sale, but if everything is sold during the whitelist sale, no new tokens will be created and the public ICO will be canceled.

Additionally, the PoC system will stay in place forever. Once the game launches, even as demo, the PoC system will reward players for more improvement ideas, designs, submitted challenges and stories, and even proofs of cheating methods. Players who find ways to circumvent the GPS reliably and present themselves as being somewhere they cannot possibly be, or those who manage to fool the game's system into thinking they have something they shouldn't have in their inventory, will be rewarded with CryptoHunt tokens (redeemable for money) if they prove how they did it and thereby help the developers prevent such issues in the future. Only the first report of a bug or cheat will be rewarded, but abuse of unfixed bugs or cheating methods will be a bannable offense.

By paying players to cheat and adding a rewarding in-game bug hunt, we're hoping to reach a stable version of the game much sooner than with individual tests and trial and error, thus benefiting the game's whole ecosystem.

1.4.2. Competition and Community

The game will have tokens (see Economy) to give out to players, based on their accomplishments in the game. Some players will be able to team up with others and form parties, completing goals better and faster and sharing the profits. In this regard, the game is also a race because missions completed faster give better rewards.

Additionally, there will be rankings and leaderboards. Some points can be accrued with activity, others with special riddles, others still with special accessory items found in rare chests. There will also be weekly and monthly leaderboards with periodic score wipes, allowing new players to catch up to the veterans.

We also plan to heavily encourage players to spread the word via Proof of Care (see above) and group activities. As this answer on Quora[8] explains, the initial design, art, etc. do matter as far as drawing people in is concerned, but it's the game design, the community building, and player evangelism and encouragement of the most hardcore fans that truly makes or breaks a game.

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[8] https://www.quora.com/What-elements-are-the-most-important-to-you-in-a-game-to-retain-the-players-interest/answer/Andy-Schatz

1.4.3. In-game economy

The in-game economy is based on its own microeconomic zone. The tokens (CH) distributed in the game are cryptographic tokens (see Technology -> Ethereum below), completely secure, unique, and mathematically unfalsifiable. Cheating by printing more coins is impossible.

In-game, players will be able to earn the coins through tasks and challenges, through selling their rare and unique items to other players (a marketplace feature is planned for later on during the stable release), and through submitting Proof of Care (see 1.3.1.).

Coins will slowly decay (disappear from an inactive account) if the player does not log into the game for a long time (token timeout). This has two effects:

1. The player is encouraged to play regularly, but in moderation.
2. The number of tokens decreases over time, making the remaining tokens more valuable.

The in-game store will offer various powerups and boosts. None of them will be game-breaking pay-to-win items, the goal isn't to discourage the casual players or to let the "whales" (owners of many tokens) win. Instead, it'll be cosmetic upgrades, pauses on token timeouts, maybe a "reach" powerup which allows players to reach for a chest inside a pay-to-enter establishment like a McDonalds through the wall, allowing them to avoid going inside, etc.

The timeout is also a method for avoiding the dreaded iOS "Offload Unused Apps" feature[9]. While this does, in a way, go directly Gamedonia's 15th holy rule[10] of gamer retention, we believe it's a valuable compromise.

The tokens will gain value as they get destroyed by the timeout (unless players buy *burn protection* with those very tokens) and also as people hold on to them because fewer tokens will be in circulation for the players to obtain and spend on powerups and cosmetics they really want.

For example, a player collected 90 coins one day. That's just 10 short of the 100 needed to withdraw the tokens and cash them out on an exchange. But the player knows they won't be able to log in for 3 days due to a family picnic. So instead of allowing the tokens to disappear from the account at a rate of X per day (currently 1 every 2 hours, but subject to change), the player can buy "24 hour timeout protection" for 5 coins which saves a net 7 coins, or "48 hour

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[9] https://www.tune.com/blog/app-publishers-ios-11-apps-will-engage-will-die/
[10] http://www.gamedonia.com/blog/16-things-game-developers-should-do-to-improve-player-retention

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protection" for 8 coins which saves a total of 14. Tokens which have been withdrawn from the game are not subject to this, only unclaimed coins will disappear over inactive time.

The holders of tokens who do not play but simply have them as an investment will still be able to sell them back to the company, even after they've appreciated in value, or if the open market offers better rates, they'll be able to offload them there.

2. Technology

As previously mentioned, the user-facing side of things will be developed in Unity, while the economic side will be blockchain-based, built on Ethereum using Smart Contracts.

2.1. Unity

The Unity graphical editor helps developers design, lay out unity scenes, insert objects, scripts, light effects, etc. very quickly, allowing for fast iteration and improvement cycles. Using C#, BOO, or Javascript, actions and algorithms can be programmed with less difficulty. Unity 3D lets the developers use these three efficient languages to engineer the app.

Unity scripting is uncluttered and straightforward which also results in fast iteration and execution of the programming environment. It's easy to use, debug and design simple co-routines. With the OpenGL graphics API, Unity offers incredible graphics across all platforms it supports. Developers only need to select a platform, press the "Build" button, save the game, and Unity 3D builds it on any platform - including the two platforms we're aiming for at first: iOS and Android.

The cross-platform game engine also helps to distribute the apps to the appropriate stores and track user analytics, and it facilitates smooth deployment of multiplayer games online with real-time interaction, chat, etc. A single player game can be made multiplayer with very few changes in the existing code and complexities of real-time networking are easy to negotiate.

2.2. Ethereum

Much like Bitcoin, Ethereum[11] is also a cryptocurrency running on a blockchain. A blockchain is a worldwide database that anyone can read from and write to, provided they pay the transaction fee. This blockchain makes sure the ultimate truth is always known (i.e. Alice sent Bob three bitcoins) because of *miners* who process these transactions and because of validation nodes[12] who validate them for truth. This means we're dealing with a decentralized currency which isn't under any one entities control, and is globally accessible, sendable, and redeemable.

Ethereum differs from Bitcoin in the following important factors:

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[11] https://bitfalls.com/2017/09/19/what-ethereum-compare-to-bitcoin/
[12] https://bitfalls.com/2017/11/26/whats-bitcoin-node-mining-vs-validation/

- It is much faster, and much cheaper to use (Bitcoin can process 5 transactions per second at around $15-$20 each, whereas Ethereum is at 15 per second costing $0.3 each during times of high network strain)
- It can run programs. Ethereum is a platform for programmable money. Money on Ethereum is programmed using Smart Contracts - bits of code that get deployed to the blockchain and stay there forever. Invoking a function of such a contract (for example: "Move X tokens to Y address when Z address says it's okay to move them") either requires a transaction or a built-in trigger that automatically executes.
- Every execution of such pre-programmed instructions costs gas[13] which is similar to transaction fees in Bitcoin, only the gas cost depends on the complexity of the program, keeping the system forever light (expensive programs run out of "gas" and simply cannot run any more - longevity is literally in how light and fast one can make their program).

So why does Ethereum matter for our project?

Because Ethereum is programmable money, we used its existing standard called ERC20 to create a token, like a new virtual currency, which can be sent to any Ethereum address from any Ethereum address. We built our own currency on the system of an existing, uncensorable, indestructible one, piggybacking on the stability and structure of giants but paying only pennies in transaction fees - no expensive systems, no server farms, no armed guards, no financial licenses required.

This token is the CryptoHunt (CH) "coin".

Because it's a standard, most exchanges automatically support it, so it can be globally traded for other assets. Theoretically, instead of using the tokens in-game, our active players who earn the CH tokens can exchange them for Bitcoin and speculate on the cryptocurrency markets, or they can cash out - either via services that let them (i.e. Coinbase, Bitfalls, Bitstamp), or through our CryptoHunt debit card (see Economy below).

In addition to being extremely versatile and liquid, our token is also perfectly cryptographically secure - it is mathematically impossible to steal it or lose it, unless the user loses their private key. This topic goes into cryptocurrency wallet[14] territory and is outside the scope of this whitepaper.

Additionally, building the economic backbone of the game on Ethereum also allows us to further expand the game's microeconomic zone later on - unique items, collectibles, and achievements are not out of the question.

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[13] https://bitfalls.com/2017/12/05/ethereum-gas-and-transaction-fees-explained/
[14] https://bitfalls.com/2017/08/31/what-cryptocurrency-wallet/

3. Economy

This section will detail the planned financial distribution of earnings within the CryptoHunt team and the players of the game, and other minutiae.

3.1. Ethereum Fees

Ethereum fees are paid in ether and represented as *gas*[15] for all Ethereum transactions. A transaction is required to call a Smart Contract function on the blockchain. This fee will be paid in full by the CryptoHunt team - the game aims to be friendly to all levels of technical literacy. Making cryptocurrency more approachable to the technically untrained and the crypto-skeptical is a priority, and we don't want to hinder that process with fees - our aim is to make the experience as smooth and as natural as possible for everyone.

The tokens the players earn in their daily adventures will be claimed once per 100 accumulated tokens. The tokens accumulate throughout the missions in an "on-device" mode not as cryptographic tokens, but as "IOU"s issued by the game. For security reasons, the CryptoHunt team will initiate a payout operation which sends (from the common pool) a CH token for every IOU a player has to that player once the 100 tokens threshold is hit. This keeps transactions at a minimum, and allows the game a grace period of cheat detection. Every time before a payout, each player's movement and action profile will be analyzed for anomalies. If none are found, payouts will occur.

It is in the game makers' best interest to do payouts as often as possible, so it's important to see this as purely an anti-cheat and pro-enjoyment measure, not as an excuse to keep as many tokens as possible. CH tokens exist, from the game makers' perspective, with only one purpose: to be given to the players.

3.2. Live Streaming

After a stable release, the game will have support for live stream tipping. We will pick the most cryptocurrency-friendly live-streaming service, and integrate with it, providing the viewers with the option to reward the players they're following with CH tokens they bought previously on exchanges.

As a trivial and dumbed-down example imagine the following: a player's task is "Get the chest that's resting on top of that statue". But then the viewers request the player to get there hopping on only one leg. If the player succeeds, the viewers reward the player with extra CH on top of what he already gets if the chest he's after is the right one.

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[15] https://bitfalls.com/2017/12/05/ethereum-gas-and-transaction-fees-explained/

3.3. CH Tokens vs. alternatives

This is a very common question - why not use an existing token? It's not an invalid question, but it has some straightforward answers.

1. Our own token allows us to set our own rules. We can move it around, give it extra features (special tokens representing some unique items relating to the game, for example), etc.
2. Our own token allows our players and ICO investors to have a head start, while giving us (the team) the financial freedom to develop the game properly, without pressure, without oversight from a publisher or a big company that invested enough to have a controlling stake in our team and thus dictate everything from ads which would be stuck to the treasure chests to in-game powerup purchases. We'd rather not "EA" the game.
3. The buy-back program then makes no sense. We ensured enough funds to buy back tokens from players for years, depending on the game's success. This means people can play and profit off of us for three full years before we even have to start thinking about earnings. This would be impossible with a token already in circulation.
4. The token cannot be a victim of pump & dump schemes. In order to get it, one has to find it in large amounts on exchanges, which they won't - we'll be buying them back at first, and the tokens will only appear on exchanges seldom, when people start feeling they can get more from others for them than from us. This fundamentally stops pump & dump schemes in their tracks, and we can be sure there'll be a relatively stable value for some time to come which is incredibly important to us as a company looking to protect its investors and players.

3.6. The ICO

The ICO will take place after the demo. The demo takes place in February of 2018, with several playtesting sessions beforehand. The purpose of the demo is to drum up interest for the ICO by proving that a minimum viable product exists, and that the team is serious and honest in its intentions.

The demo will be a minimum viable product and proof of concept version of the game with less polished textures and game mechanics. It will, for all intents and purposes, be a demo of what we intend for the game to *feel* like, not look like. The demo will attempt to demonstrate the feeling of camaraderie, cooperation, competition, and excitement by offering beginner riddles, coin collecting mechanics, searching for chests around town, getting to know other people and finding out some answers from them, and more. The final product will look dramatically different, as more features are added, game mechanics are polished, and player feedback is integrated into the game.

The ICO will last from March 1st to March 15th.

The total supply will be 500,000,000 coins. The soft cap will be set at $10,000,000 or 200,000,000 tokens, while the hard cap will be $15,000,000 at 300,000,000 tokens.

During the whitelist sale, the minimum contribution per person will be 0.1 Eth and the maximum will be 15 Eth. Only Ether will be accepted as a purchase method, though other currencies will be supported through methods like Shapeshift.io.

The main purpose of the ICO is to gather funds for further development and financial independence of the team, as well as fund other aspects. We intend to spend the vast majority of gathered funds on professional development of the game's infrastructure to provide the best possible experience for everyone. Both solo games and mass open-area events will run flawlessly on the technology we're building.

Playing the demo will not only let people see the potential of investing in the game, but also earn actual in-game tokens which will grant a percentage bonus for the ICO contribution. For example, if you earn the maximum amount of 1000 coins during the demo, you get a 10% bonus on whatever you invest into the ICO during March.

Token Distribution:

- 3%   Bounty and reward program
- 3,5%   Advisors and partners
- 13,5% Company
- 20%   Game rewards
- 60%   Token sale contribution

Funding Allocation:

- 5%   Legal
- 5%   Token buy back fund
- 15%   Marketing and Campaigns
- 20%   Long term development
- 55%   Game development, web development, design improvements, blockchain

The team's tokens will be released at a rate of 15% per year. This makes sure the team stays heavily involved and invested in the game for years to come.

Additionally, once the ICO is over, the tokens given to the contributors will be locked for 30 days after the ICO, and will be gradually freed up at a rate of 12.5% per week after that, to be 100%

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released on launch day (June 1st). This mechanic is in place to prevent a massive sell-off immediately after the ICO, thus dropping the token value dramatically.

3.5. CH Debit Card

A debit card is planned for the future which would allow players to spend their tokens directly or withdraw from ATMs. (see Challenges 4.2.).

4. Challenges

We are aware of several challenges and are actively working through them. We are fully aware that these challenges will not be resolved in time for the demo, and are counting on the Proof of Care system and user's submissions and enthusiasm to help us with them. In the interest of honesty and transparency towards our users, we list them here.

4.1. Balance and Power

Games with achievements and challenges often draw in a very competitive and ambitious crowd. Players with too much time on their hands do sometimes ruin the game for casual players and then leave when they burn out, after our casual player who may have been interested in playing longer has already left. The control mechanism to prevent this, but to still encourage hardcore gamers, is something we're still discussing and developing.

4.2. Debit Card

A debit card will be added eventually, allowing players to spend accumulated tokens directly. The provider and implementation type are still being worked on. The debit card will only be available to persons legally allowed to use it.

4.3. Scaling

We expect to run into some scaling problems if the game becomes more popular than expected. We've learned a lot from studying the failures of Pokemon Go and Ingress, but it's still a very worrying issue we'd like to mitigate sooner rather than later.

4.4. Content

The game's main content is finite. It depends on real-life geographical movement for a slowdown factor (i.e. "find a syringe" could be a chest in any hospital in a big city) but there's no doubt that the content will run out eventually. We're hoping to raise enough funds in the ICO to hire content writers to work on new challenges and riddles from day one, and we're hoping the players will contribute as well through the PoC system. Granted, there is also an infinite randomly-generated angle to the game which will randomly generate non-factual missions (less educational value), but our priority is to increase the educational content of the game. Currently, we have enough content for a year or two of playing, depending in player activity.

4.6. Bullying and Code of Conduct

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The game will have a strict Code of Conduct players will need to accept before joining, and a very strict anti bullying policy. We will absolutely not tolerate any kind of abuse either in online mode (in-game chat) or out and about while playing. Any player proven to be abusive to another player, either through words, or direct (physical) or indirect abuse (preventing players from reaching certain objectives to make the game less enjoyable) will be banned without reproach. We're building an inclusive community where everyone should feel welcome, and while some discomfort is a natural part of life, abuse definitely isn't.

5. Summary

CryptoHunt is an augmented reality game which uses game theory, economics, and pure old-fashioned fun to entice users into playing. The company's business model rests on the massive adoption of the game, bringing along lucrative sponsorship deals and partnerships with retailers, bars, fast food locations and other points of interest.

Players will explore real world locations in search for virtual chests, items, and creatures, investigating a layer of a mystical world placed on top of our own. They'll compete and race to complete challenges, work together and against each other, and earn money while doing it.

Sponsors can benefit from signing up with the game by making their retail location (e.g. McDonalds) a point of interest, and players will have to venture there. Sometimes sponsored locations might even have better items or higher rewards!

The game's isolated but globally compatible micro-economy serves both as a means to fund in-game actions by players (thereby offloading the tokens onto the company who place them back onto the market to regain profits) and as a means to reward players for not only completing in-game tasks, but also during live-streaming events by the audience.

Coupled with sponsorship deals and media attention, we believe CryptoHunt has the potential to become the next big thing in interactive mass entertainment and e-sports, disrupting the entire market while at the same time making cryptocurrencies more approachable to the casual user.

Disclaimer:

The planned demo is not representative of the final product. It is a proof of concept and further successful development of the game will depend entirely on the success of the ICO. While some features will be present in both versions, the demo should be considered a very, very early alpha. The planned release of the full game is on June 1st, 2018.