



KODOMOCHI

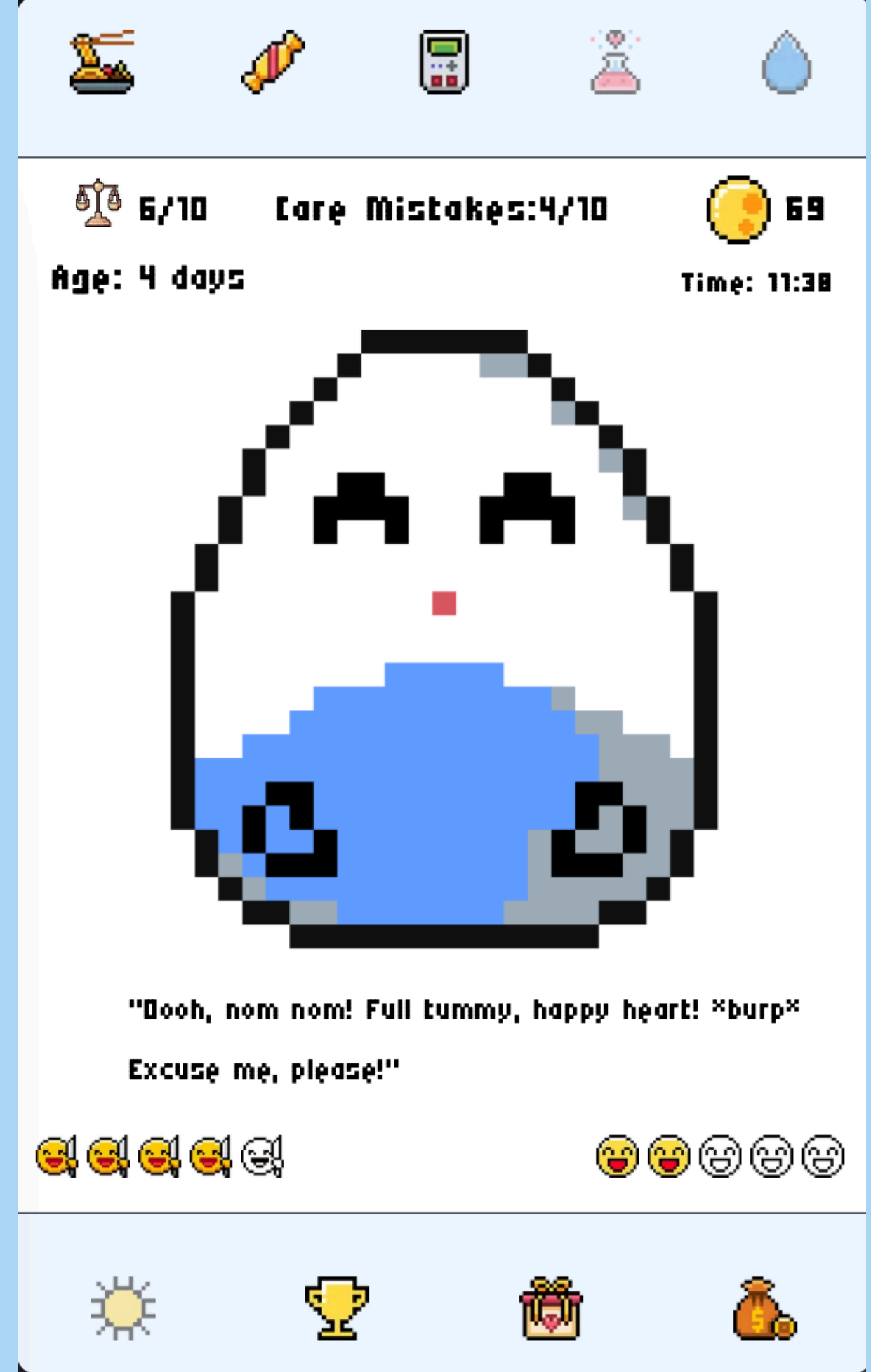
KODOMOCHI: WEB3 VIRTUAL AI PET ADVENTURE

PROBLEM:

- Traditional gaming lacks real ownership and value creation
- Web3 games often prioritize tokenomics over gameplay
- Current blockchain games have high barriers to entry
- Limited social features in existing virtual pet games

SOLUTION:

- Nostalgic, fun and addictive virtual pet gameplay
- Seamless Web3 integration via Telegram
- Social features and community building
- Play-and-earn mechanics without compromising fun
- Cute pixel graphics and animations
- AI Integration



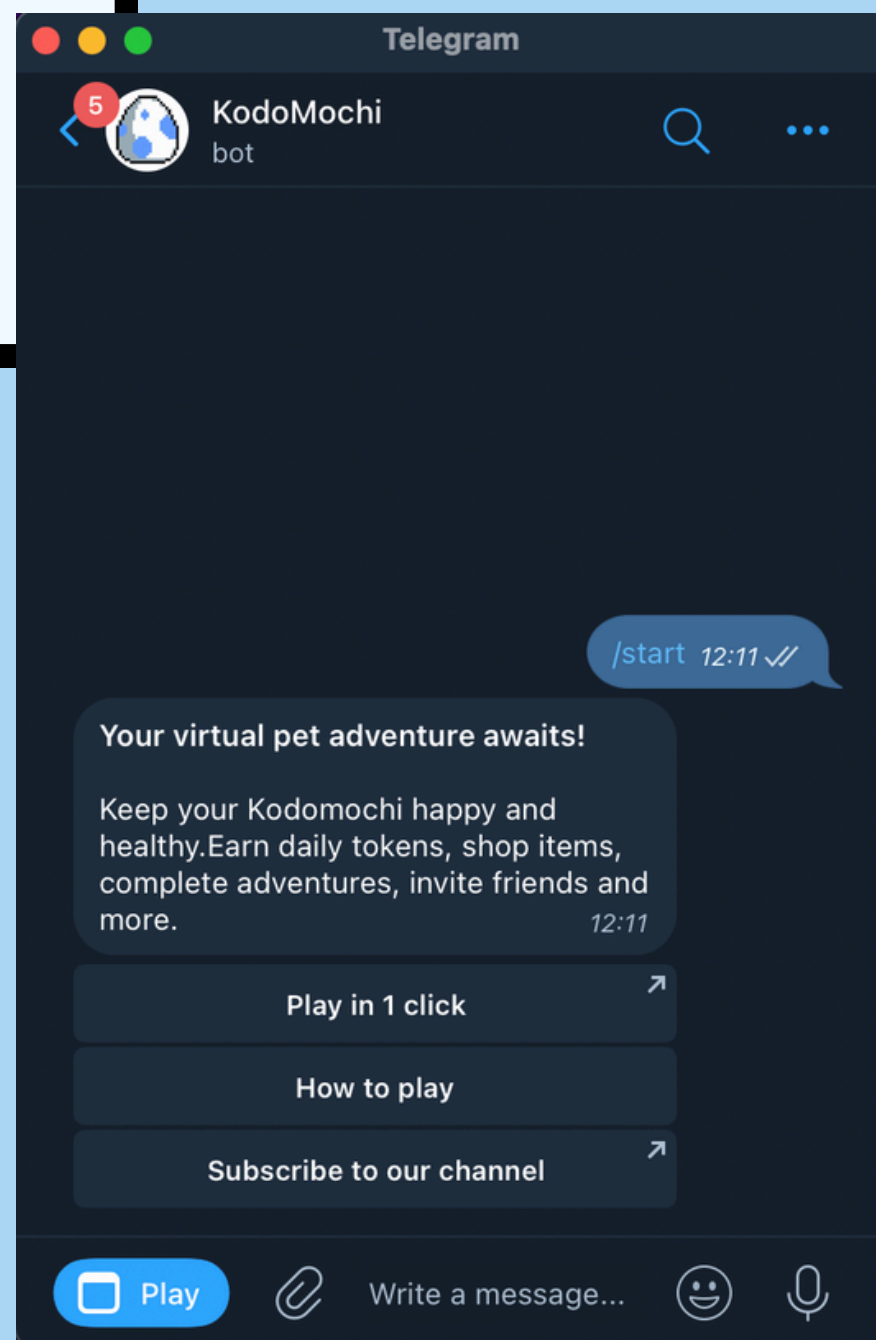


CORE GAMEPLAY

- Hatch and raise your unique KodoMochi
- Daily care mechanics
- Each KodoMochi has unique traits
- Stats (hunger, happiness, health)
- Age progression
- Weight management
- AI replies to actions
- Coin mechanic

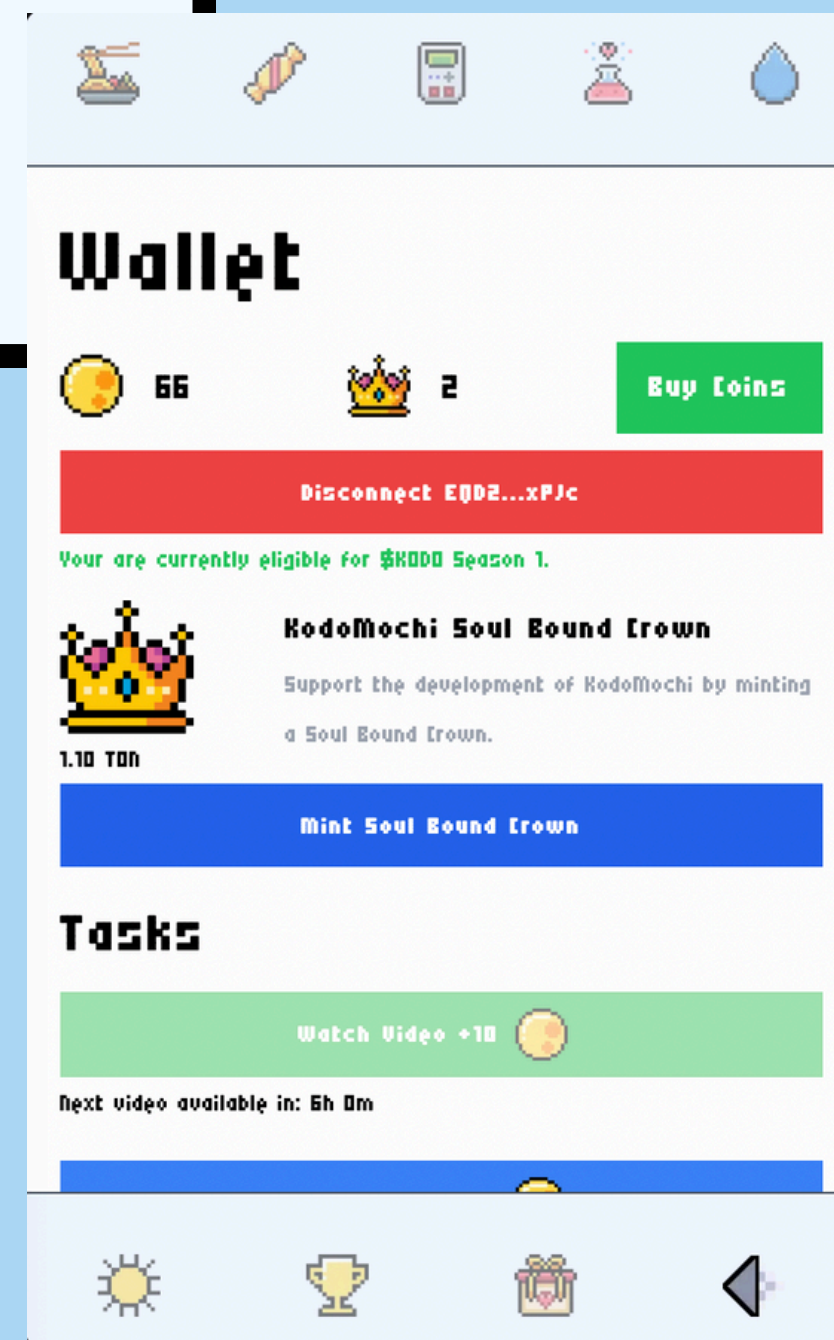
TELEGRAM

- One-click onboarding
- Familiar interface
- Built-in social features
- Instant notifications



SOLANA

- Pump.Fun token Integrated
- Future seasonal token drops
- Secure ownership
- Low transaction costs



USER JOURNEY

1. Discovery: Find through Telegram, socials or friend referral
2. Onboarding: One-click start, no wallet needed
3. Core Loop: Daily care and bonding
4. Social: Share achievements, invite friends
5. Web3: Optional Crown NFT minting
6. Rewards: Earn tokens through consistent engagement

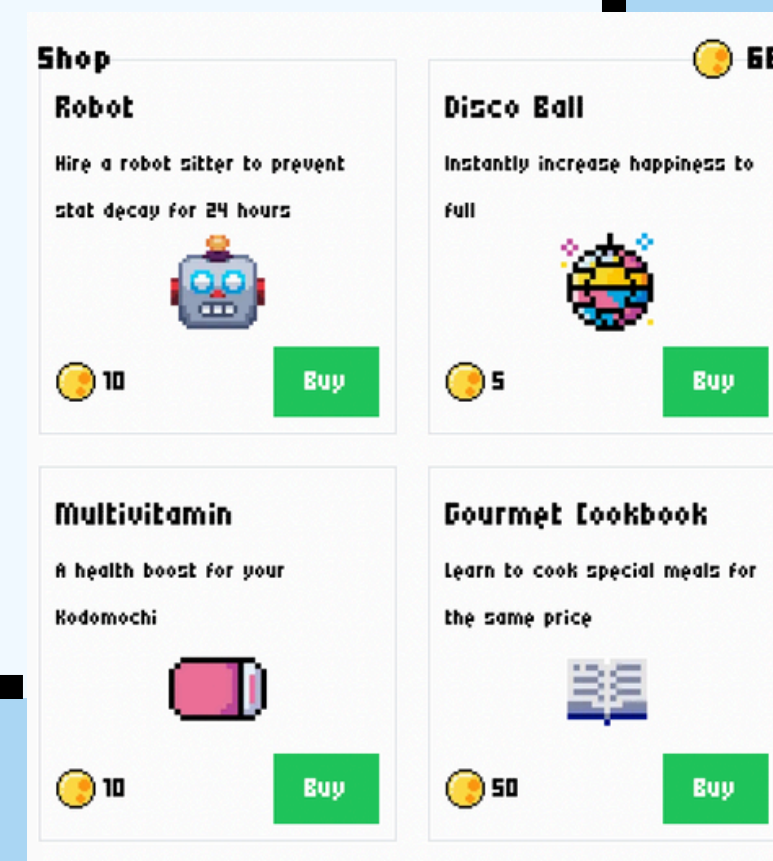
MONETIZATION STRATEGY

Primary Revenue Streams

- In-game purchases (coins, shop items)
- SBT Sales
- Adverts (Watch vid for coins)

Secondary Revenue

- Partnerships
- Branded Content
- Tournament Entry Fees



GO-TO-MARKET STRATEGY

PHASE 1: LAUNCH

- Telegram communities focus
- Telegram app store launch
- Influencer partnerships
- Early adopter rewards
- Community feedback

PHASE 2: GROWTH

- Cross-platform marketing
- Brand partnerships
- Enhanced social features
- Token Airdrop

PHASE 3: SCALE

- Global marketing campaigns
- Brand collaborations
- Exchange listings
- More game features

COMMUNITY

Short-term Retention

1. Daily care requirements
2. Social interactions
3. Achievement system
4. Regular events

Long-term Engagement

1. Seasonal competitions
2. Community governance
3. Social features expansion
4. Regular content updates

DISTRIBUTION

Primary

- Telegram Mini App Store
- Web3 gaming platforms
- Social media presence

Growth Channels

- Gaming communities
- Crypto communities
- Content creators
- Strategic partnerships

TOKEN UTILITY

Purchasable Soul Bound Tokens

- Gain premium features
- Early Access to events
- Boosted airdrop rewards

Seasonal Token Drops

- Play-to-earn rewards
- Trading capabilities
- Ecosystem utility

TOKEN FLYWHEEL

In-game Token

- Earn in-game tokens by caring for your Kodomochi
- Spend in-game tokens on upgrades in the shop

Seasonal Tokens

- Backed by income generated through Ad revenue
- Based on seasonal memes

THANK YOU



Join us in creating the future of digital companions

Website: <https://kodomochi.pet>

Contact: hello@kodomochi.pet