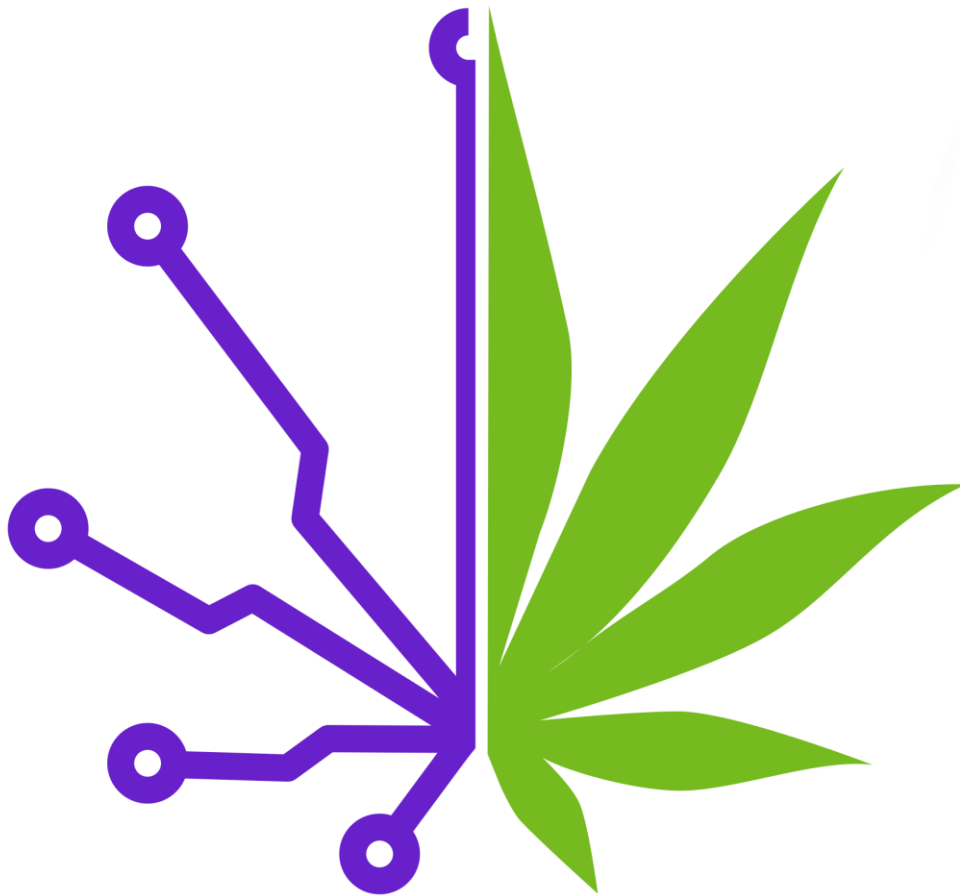


GREEN PAPER



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ENTER THE CANNAVERSE!



ABSTRACT

The purpose of this “Green Paper” (it isn’t about an ICO) is to introduce its readers to CryptoChronic (www.cryptochronic.com). A Multiplatform videogame where the goal is to collect and evolve its customised characters, each a unique strain of blockchain-spawned Cannabis. Gamers nurture them as digital pets and battle in multiplayer “Smoke-Offs”.

In this document, we will start by identifying the outstanding market opportunities arising where Videogames, Crypto and Cannabis meet, and hence we identify challenges holding the industry back from consolidating them and entering the mainstream. These range from ludicrously high prices to absurdly shallow gameplay, to inflationary ecosystems that neither fuel demand, nor curb offer.

We, therefore, illustrate our solution and its rationale: we implement a freemium model based our proprietary private chain that slashes entry costs. Hence, we deliver value through utility, utility through functionality, and functionality through depth of gameplay.

We do so by encompassing and leveraging multiple functionalities and game-loops in order to provide utility, and ultimately value; we therefore preserve the latter by feeding demand while applying deflationary token economics; and we power it all with several complementary revenue engines, assuring sustainability.

Lastly, we illustrate our roadmap, introduce our team, who excel in a range of fields, and discuss the unfolding of the technical development, which has been sourced to partners with impeccable credentials. The unique combination of our diverse experience and expertise creates a synergistic whole that is greater than the sum of its parts.



SUMMARY

CryptoChronic is an immersive and engaging, multi-platform videogame and surrounding metaverse that seek to leverage a cannabis theme and a “free-to-play & play-to-earn” model in order to convert traditional gamers latent in their adoption into active crypto gamers. The world of CryptoChronic exists within the Cannaverse, a meta utopia populated by “Chronics,” digital pet strains of marijuana who have mutated to become humanity’s best friends. These NFT characters comprise a player-owned economy of collectible digital assets within which players realize value appreciation via levelling up their collections through an expanding suite of mini-games and rewards loops and buying, selling, and actively trading their assets in a fully decentralized in-game marketplace or through third-party public markets. Latency in adoption is addressed principally by reducing existing gamers’ barriers to entry, eliminating starting costs and UX friction, flattening the learning curve, and by actively engaging users via evolving gameplay functionality, content, and utility.



This is accomplished by employing a Freemium gaming model that eliminates initiation costs by leveraging a proprietary blockchain solution based on Ethereum, by converting sterile financial tools into playable in-game apparatuses, and by taking the gamer on an evolving gameplay journey. In it, their “Blockchain Buds” are bred, nurtured, matured, and eventually battled against the world in an unending quest to enhance value and status within a player-vs-player ecosystem made up of infinite possible winning strategies. Along the way, gamers additionally “play-to-learn,” as in-game functionality grows their knowledge for and appreciation of crypto and gamefi.



OVERVIEW

CryptoChronic reinvents Pokémon and Tamagotchi for a new market demographic with uniquely customizable, blockchain-based, cannabis-themed digital pets, complete with their own unique aesthetics and personalities. Players interact daily with them by collecting, trading, breeding, nurturing, and battling in multiplayer “Smoke-Offs”. Moreover, they take part in an ever-expanding world of mini-games and side-quests that allow to augment their collections and associated value by attaining status and top rankings, accumulating experience points, and obtaining valuable rewards and bonus items.

The entirety of the world is a player-owned ecosystem in which characters can be generated, earned, developed, traded, sold, and advanced through competitive gameplay allowing for near infinite variations in Chronics’ attributes, stats, and characteristics. And, therefore, near infinite employable winning player strategies and inexhaustible variations in gaming experiences accompanied by high margin return for skilled players. Chronics have a variety of aesthetic (physical) and statistical attributes that function as their genetic code, subject to Mendelian genetics (algorithm) when breeding, including rules governing dominant and recessive traits as well as mutations and other hereditary factors.



These genetics represent genotypes and phenotypes and express themselves in the rendered appearance of each Chronic as well as specifically in how they can be used and how they will perform through all the various phases and forms of gameplay.

OPPORTUNITY:

After a banner 2021 that saw dramatic appreciation and record investment across the crypto industry, 2022, and particularly H2, represented a somewhat dramatic correction (read, loss of value) for more or less all crypto assets, with little exception. Macroeconomic factors drove this overall decline as headwinds coalesced around a suffering global economy, the collapses of major players in the crypto space (e.g. Terra and FTX, et. al.), and increased general FUD (fear, uncertainty, and doubt) among the broad (retail) investor market. The dramatic successes, in truth, of 2021 precipitated the dramatic declines of 2022. And so, in fact, this market rebalancing might best be perceived as a return to reality for the still relatively nascent crypto industry. As noted in Brooke Becher’s article, “Did the NFT Bubble Burst,” on BuiltIn, Solo Ceesay, the CEO of Calaxy points out, “Bubbles themselves are not one-time events. If anything, they’re a necessary part of market cycles that lead to corrections.”



We contend that the clearest understanding of the general state of the market can be perceived through the lens of the hype-cycle. Binance Research’s Full-Year Review for 2022 notes that crypto as an asset class has now moved beyond the early-excitement phase, wherein early adopters may have made enormous returns over relatively short, highly volatile timeframes, and has segued into the so-called “trough of disillusionment” phase, where skepticism in the broad market intersects a slew of failed ventures, unexpected collapses, and indeed some very public fallout due to some bad actors, fraudulent schemes, and subpar products. Importantly, this phase “generally marks the bottom or near-bottom” of a new asset class’s rise to mass adoption and stabilized market economics. The report notes, “this phase is crucial for building utility in the long-term and not just for delivering short-term hype around the technology.” To put it directly, when assessing the 2022 market, what could be perceived as a kind of market collapse, would be better understood as a recalibration period, wherein the asset class sloughed off the pre-existing hype in its growth towards long-term balance, governance, stability, and value-retention, all in the interest of increased utility and more clearly defined use cases.

While the most straightforward historic iteration of NFT utility, NFTs as digital art and collectibles, has been that which has to date been the fastest to accumulate and best to retain value, the pace at which large establish brands and nascent, innovative developers, have been able to leverage value from integrating NFTs into their business models has been accelerating. This illustrates the significant upgrades that have taken place in terms of user understanding and adoption, despite market turbulence. Brands, such as Nike, who have fully embraced the long-term potential of NFTs have generated significant revenues. The Binance Research report stipulates that the next major driver of mainstream adoption will be built on the back of real-world use cases that move NFTs beyond the perception of them as “just jpegs.”

In Joanna England’s article, “Navigating the NFT Space and the Future of Tokenized Assets,” for FinTech magazine, Wes Levitt, Head of Strategy of Theta Labs, notes, “Anything can be tokenized, in theory.” This may well sum up the first hype phase experience by NFTs and early investors, as the race to utilize the technology outpaced the development of useful utility. Assets that have a more literal and linear path to regular use-cases are those which are likely to succeed, now, through subsequent phases of hype and development. Levitt further predicts that the development of NFTs linked to broader metaverse plays will drive utility development, with obvious use cases tied to digital access to meta worlds and communities representing an opportunity to build tokenized assets into the grassroots metaverse. It is precisely in this space where tokenized gaming articulates itself as a diverse ecosystem from the broader crypto market. To date, tokenized gaming has experienced the same hype cycle as the crypto market at large, seeing massive early investment with significant return, only to see a dramatic downshift in H2 of 2022. The gold rush style mentality that accompanied early development and adoption, though, can now be reoriented towards meaningful development, be that Web3, DeFi, or GameFi. In fact, as Ellen Glover notes in her article, “10 Popular NFT Use Cases” for BuiltIn, GameFi is projected to be one of the first and most successful segments to experience recovery within the larger crypto ecosystem. The critical intersecting point, as noted within the Binance Research review, is when GameFi can meet the gaming demands of existing gamers by producing games that are first and foremost fun to play, noting that the relative youth of the crypto gaming industry necessarily precludes the heretofore development of true three star



gaming experiences. As many general gamers have been slow to adopt crypto gaming, a huge opportunity exists to convert millions of potential users simply by offering a game that they want to play, rather than pitching crypto games as if a primary income source. In other words, when gamers earn by playing a game that they enjoy, rather than work to earn while playing a game they do not truly relate to, there will be a watershed moment and enormous financial reward for the developer of that game.

CryptoChronic pursues specifically this segment of the market that wants to engage with a game first and foremost. Therefore, by removing cumbersome technological and financial roadblocks, CryptoChronic can convert a large target market who would gladly embrace our Freemium Play-to-Earn model by playing a game they love that just so happens to be a crypto game.

NFTs & GAME-FI HAVE PROBLEMS



CryptoChronic prides itself on being more than just a game. We believe strongly we can serve a purpose beyond entertainment, and that we can provide solutions to real, heartfelt challenges to be overcome. NFTs and GameFi, like us, were also born with a purpose. Their aim was to apply blockchain technology towards disrupting the digital collectibles market and resolving the endemic issues that plague its stakeholders.

Notwithstanding the shortcomings, the potential market is massive: Pokémon, for example, is the best-selling media franchise of all time, grossing well in excess of USD\$ 90 Bln in its lifetime. The skins market on Steam alone generates volumes of tens of billions per annum. Yet, digital collectibles fail in the provision and preservation of value to collectors. For example:

- **Centralization:** When digital collectibles are generated, there is nothing stopping the originator from simply creating more of the most rare or popular ones. When this happens, it diminishes their value through inflation, potentially making them worthless. Moreover, there have been several cases of originators manipulating the ecosystem and larger economy.
- **Issuer Risk:** If a digital collectible is created, and its creator ceases to exist, so does the collectible. Hence, in a centralized system, the existence of a digital collectible is dependent upon the ongoing perseverance of the generating authority.
- **Monetization Issues:** Solutions for generating liquidity are very few and are normally executed through untransparent and costly intermediaries. The only way to monetize Steam skins is by selling the underlying account, for example, which is completely unregulated, and borderline prohibited. Yet, it is a massive market in need of disruption.



As testimony to how close to the heart these issues are, the industry that emerged in solving them did extremely well, growing exponentially and raising billions. These challenges have been arguably overcome by a variety of market players in the NFT and GameFi space, including CryptoChronic, as demonstrated by the massive scale they have reached in a relatively short amount of time. For example, Axie Infinity, who we evaluate as our primary competitor and who currently exists as the unequivocally largest player in the GameFi space, at its peak attained a valuation of USD\$ 3 Bln after less than 2 years in operation. In January of 2022, Axie players numbered 2.78 million with November of 2021 seeing 2+ million Axies traded, amounting to 140,956.7 Ether, or \$639.5 million at that time.

However, this emerging crypto gaming space has not appropriately provided a low-cost solution to attracting traditional gamers. Many problems have emerged, undermining the strength and credibility of the sector, which still struggles to meet expectations. To be able to survive, the industry must efficiently provide a solution that the mainstream will effectively adopt. Currently, broad general confusion about and mistrust of digital assets persists among traditional gamers. Moreover, the gaming providers have not sufficiently serviced adult-themed segments of the total potential market, specifically under-targeting the cannabis related audience. We are here to change that! We have identified 3 institutional challenges endemic to the Blockchain gaming industry that hinder mainstream adoption and long-term stickiness, that, therefore, present significant opportunity for disruption and therefore market share. To reach institutional scale and thus profitability, crypto gaming must address all three of these barriers to penetrate more significantly the mass market of casual gamers. These are:

- 1. HIGH COSTS:** Gas fees, platform commissions, and market contingencies imply massive costs to start playing. To date, the cost of minting tokens on public blockchains like Ethereum has been high, due to the associated gas fees. These costs have historically been passed on to players/users in the startup pricing, badly positioning crypto games in the marketplace relative to traditional freemium games. In other words, the required “pay to play” pricing structure is prohibitive in recruiting new users to whom are available such a multitude of lower cost options. In February 2020, Axie Infinity’s Sky Mavis estimated that a new player would need to spend around US\$400 to meet their starting requirements, while by August 2020, the cheapest Axie cost approximately US\$307. Although reports as of March 2022 suggest the floor price of an Axie has dipped considerably, still the cost to play Axie Infinity right now is roughly \$300 USD. Moreover, the costs to breed and/or to top-up Axies are exorbitant.



In fact, fewer than 5% of its players have ever bred Axies, and fewer than 5% of those who do breed continue breeding in consecutive months. Transaction fees range between 4,75% to 5% of each trade and are double the fee charged by CryptoChronic. They also apply massive, highly volatile breeding fees that have crippled the sustainability of their economy. While we charge a flat fee of \$4.20, in Axie for every breeding instance you need 0.5 AXS and a certain amount of SLP, depending on the breed count of each participating Axie, which can reach SLP 30.600. In today's market, that means \$ 5.42 (AXS) in addition to \$ 97.64 (SLP), or \$ 103.06. But at market highs, the price was truly prohibitive, reaching thousands of dollars. The ecosystem is therefore obviously unattractive to a public used to free gaming. Furthermore, new users are often unsure or mistrustful of exactly how to realize appreciation and return on capital invested, thereby increasing their unwillingness to dedicate the capital required for participation.

In order to appeal, therefore, to the total potential market of new users, crypto gaming must embrace and adopt the Freemium model in order to eliminate the friction associated with the passthrough of gas fees and other minting costs by establishing a new approach for recouping the financial costs associated with blockchain. Moreover, the industry must posit a clearer and more transparent model for the users' return on their investment in order to attract a larger segment of the gaming public who can then more easily understand and justify the costs associated with playing crypto games.

- 2. LIMITED PROVISION & PRESERVATION OF VALUE:** In order to provide long-term value appreciation and realized gains to token-holders, NFT and crypto economies must incentivize demand and curb overall inflation. The Axie Infinity White Paper concedes that early stage growth is dependent upon new entrants. Because new players require Axies in order to play, new Axies are therefore bred (minted) in order to make them accessible to registering players. There exists, therefore, within the Axie ecosystem, an ideal inflation rate that concurrently returns value for existing and historical players while still attracting new players without prices rising so high that the cost of entry becomes an insurmountable hurdle. The introduction of new Axies, therefore, must also be exacting in order to maximize its positive influence on revenues and minimize its perceived cost to players. In other words, if the inflation is too slow, then Axie prices become too high for new subscriptions from everyday players. If the rate is too fast, then inflation becomes unhealthy.

Even analytics firms, such as Naavik and Covalent, have registered inflationary issues within the Axie ecosystem. This is a result of a higher proportion of players cashing out their Axies rather than paying additional capital into the system in the form of sinks. While new registration requires the minting of new Axies, the total population needs to be managed in order to curb inflation. If historical players are cashing out and no longer breeding new ones, then only the addition of new players produces revenue for Axie Infinity. Currently, Axie is experiencing a deceleration in the addition of new users per day. Therefore, even if DAUs steadily grow, if the pace of new monthly DAU declines, and hence Axie experiences declining monthly revenues. Research shows that despite having over 1 million DAU, only around 14% of Axie Infinity players buy AXS (the in-game currency) and less than 5% of players have ever bred Axies. Therefore, the economy, while growing in participants, is



contracting in revenues, with no profit being meaningfully generated either for players or for the company. With decreasing growth rates and a decline in existing breeders, the retention rates shown in the next section are bound to be low. Moreover, if this dip is bought up by existing players and we don't see new buyers coming to the marketplace, then the game risks being dominated by high-net-worth players and slowing growth.

- 3. LACK OF UTILITY:** The total accessible market is limited relative to actual or perceived built-in NFT functionality and, therefore, utility. The current general market perception is that NFTs provide little or no functionality either in the short or long term, or at least their utility is unclear, poorly defined, and badly translated/communicated. If anything, the gaming community perceives NFTs as little more than digital aesthetics, something akin to glorified profile pictures. The NFT collections that have thus far attained the highest prices, (e.g., CryptoPunks, Bored Apes) promise only utility limited to image usage, airdrops, and club membership (with alleged value linked to exclusivity and celebrity endorsement). The Bored Ape Yacht Club, for example, has generated over \$2.6 billion in trades since its April 2021 launch with staggering per unit prices (2022 EOY floor price was 69.49 ETH rising to 81.49 ETH in early 2023). Subsequent product launches, including Mutant Apes and virtual land plots within the upcoming Otherside metaverse game, have generated an additional \$3.5 billion in NFT trades. While this demonstrates clear market interest, we believe long-term attraction and retention of customers, particularly of the gamers who represent a substantial and growing segment of the potential market, will require more engaging and actionable utility and functionality.

Recent developments for Yuga Labs, the studio behind Bored Apes, reflect a shared belief in this logic as they have introduced a series of ultra-casual videogames available only to their NFT holders. The first, "Dookey Dash," described as an "endless runner," is a browser-based game that challenges players to progress through a series of cartoonish sewer levels while picking up items without crashing and failing. Ostensibly, the game is simply a monkey character, swimming through sewer tunnels filled with excrement, in search of keys... to what is unclear. Despite the high costs associated with participating and its relatively simple and narrow theme, it has demonstrated good sales performance with Mutant Ape NFTs up 124% in trading volume over the weeks preceding its launch, driving value to \$4.2 million. In the same span, Bored Apes NFTs jumped 171% to nearly \$3.5 million and Bored Ape Kennel Club NFTs rose 134% to over \$3.3 million. While we won't debate the merits of the subject matter, we would posit that the game's success underlines and validates the demand for more adult-themed NFT-based games.

And while we believe the case demonstrates the demand for utility provision, we would approach the proposition differently. Bored Apes owners, historically, have been rewarded for holding the 10,000 original Ethereum NFTs, both by receiving airdrops from the Mutant Ape, Kennel Club, and Otherside NFT collections as well as receiving allotments of the ApeCoin Ethereum token (March 2022). These rewards, while presenting the implication of the addition of functionality to preexisting digital artwork, ultimately derive little real utility from the application of blockchain technologies, from smart contracts, or from the unique, vast possibilities therein. We think that is a wasted opportunity. In most existing gameplay



scenarios, very little utility and functionality is realized. The majority of NFT-based games, often flat and one-dimensional, seemingly eschew the traditionally effective game-loops and virtuous value cycles that engender gamer engagement and long-term retention. Those competitive projects that do step further into NFT embedded functionality suffer from bland characters who lack the kind of real development or evolution that truly engages players. Most gamers fall short of developing deep and loyal rapport with playing cards and most are not deeply wrapped up in the monotony of farming, for example. The method of requiring daily care for a digital buddy, as applied in Crypto Chronic, is a proven method to building lasting relationships: a friend in need is a friend indeed, even more so if that friend is weed!

CRYPTOCHRONIC HAS SOLUTIONS - Free to Earn and Fun to Learn!

CryptoChronic is the free-to-play and play-to-earn Cannabis themed gaming metaverse where you make money while having fun and learning to master the world of NFTs. We envision a cannabis enthusiastic community and marketplace for traditional and crypto gamers alike, within which NFT value-appreciation is nurtured via utility embedded in a freemium model and depth of content. Our mission is to realize this vision by eliminating user friction and hence converting the traditional gamer into a crypto gamer with a freemium, Cannabis-themed metaverse that eschews the high costs associated with Crypto Gaming, while deeply embedding our NFTs with utility & content to maximize value appreciation. For Gen Z and Millennial casual gamers who want to approach crypto videogames but are scared-off by their prohibitive prices, shallow gameplay, scarce utility, value provision and preservation, CryptoChronic is the Cannabis-themed online and mobile freemium game where you make money while having fun and learning to master NFTs. Contrary to our competition who only stop at Free-to-Play, in fact, CryptoChronic provides the first truly Free-to-Earn solution, enabling its users to gain cash in a transparent and consistent way without any prior investment, while being drawn in by captivating gameplay, thanks to our private blockchain and game loops designed to reward and provide value at each step. To do so we implement:

1. OUR BLOCKCHAIN SOLUTION - No Starting Costs and a Freemium Model (Free-to-Play) thanks to our NFTs' being minted on our proprietary Private Blockchain.

The first step in overcoming the hurdles associated with mass market adoption of crypto gaming is to adapt structurally the freemium pricing model. This model, which allows users to begin playing for free while offering a variety of premium options throughout gameplay, has been proven countless times across the industry. In the case of crypto gaming, this allows us not only to offer various in-game premium features to generate revenue, but it also allows us to defer the high gas fees associated with minting NFTs, in this case Chronics, until such time as the user chooses to pay them. We accomplish this by leveraging our own proprietary and private blockchain. By doing so, we are able freely to mint and distribute Chronics on our private chain at no cost to the gamer, who is then able to journey through the multiple layers of CryptoChronic's gameplay before opting to pay the required gas fees to mint their Chronics on Ethereum's public main-net. Each Chronic will be allowed also to 'move' from the private



blockchain to Ethereum and vice-versa, using a freezing mechanism. In fact, gamers may freeze their chronic on one chain, while we generate, or unfreeze, their chronic on the other chain, directly to the same wallet they already own, updating the stats each time this is performed, upon a small fee payment. A Chronic can be active only on one chain at a time but can exist on both simultaneously. This enables the user first to build a relationship with their digital pets, taking them through the layers of gameplay, experience rewarding game loops, and leveling up their Chronics before they are required to pay into the game. It thus becomes the gamers' discretion when they should choose to pay to mint their Chronics on the main net, thereby providing them the most direct pathway to monetization. Therefore, we are able to eliminate the initial friction associated with the pay-to-play user experience while building product stickiness as players experience their growing relationships to their Chronics via gameplay.

Therefore, we have implemented a solution to permit the installation of a private blockchain based on Ethereum GETH nodes that use Proof-of-Authority as a consensus method. To further explain our specific blockchain solution, Chronics are Non-Fungible Tokens (NFTs) based on a private (proprietary) blockchain hosted on our own servers and based in the CyBETH solution. Public nodes are downloadable by third parties. The Consensus model is based on Proof-of-Authority and will be managed only by a restricted number of nodes/accounts controlled by the CHR itself. The blockchain won't be inflationary, and tokens will be pre-minted at the genesis moment and assigned to user accounts that are owned by CryptoChronic. The Non-Fungible Tokens, hence, are still based on the ERC 721 (compatible) protocol on any Ethereum-compatible Blockchain. The Tokens minted or bred on our private chain can be then deployed on the public main-net, upon payment of the necessary Gas Fees, and at the discretion of their owners. This solution enables a secure and performing blockchain completely compatible with the EthereumVirtualMachine for smart contracts, allowing us to run our network without the hassle of the Main-net or any public network GAS cost (cost of network usage), which can be unpredictable and, in some cases, also unbearable for the business. The private network will maintain the fundamental characteristic of any blockchain, being transparent, immutable, scalable, distributed, upgradeable, permissioned, and notarized.

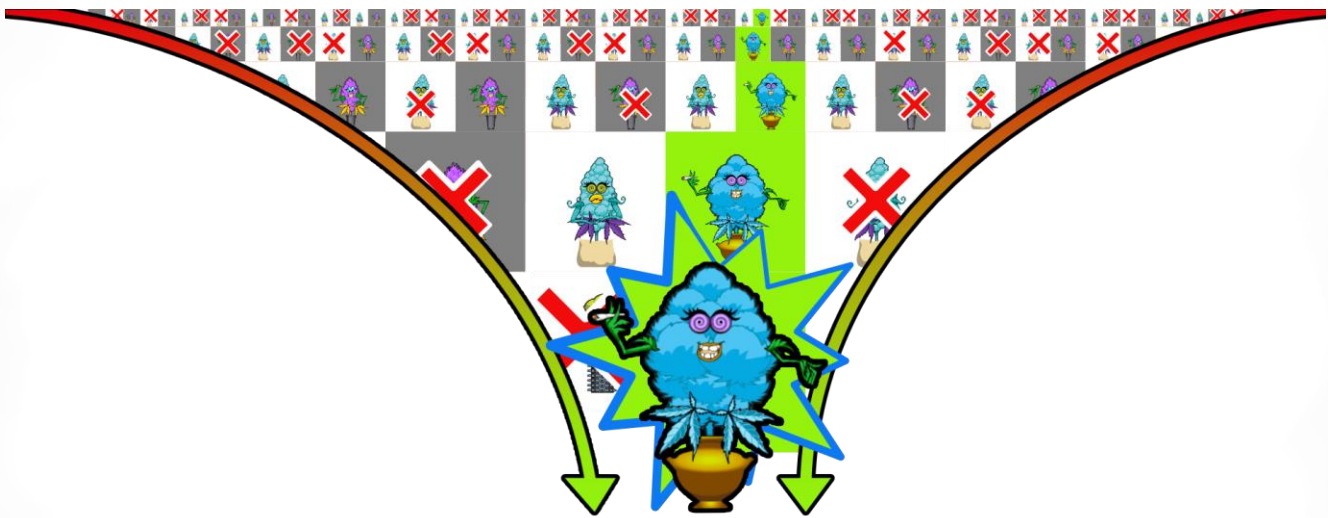
2. OUR VALUE PROVISION & PRESERVATION SOLUTION - Value added at each step by game design, maximizing demand, while minimizing inflationary forces.

Evolving Chronics increases their value at each step by design. Breeding unlocks desirable and valuable traits, while nurturing and levelling-up improves their stats and therefore the overall value of the NFTs. Better stats imply more battle efficacy, which in turn means more EXP and Reputation gained by winning battles. This all adds value, until the gamer tops-up and mints their Chronics on the public chain whenever ready. Our game-loops generate positive feedback. And, as the output of values of the system are routed back as inputs as part of a chain of cause-and-effect, it forms a circuit or loop. The system can then be said to feed back into itself. The first system (breeding) influences the second (nurturing), and the second system influences the third (battling). This influences and leads to topping-up, monetization, and reinvestment, as successful game strategies require a mix of Chronics' various stats and characteristics within each player's collection. This leads to a self-enforcing circular argument.



We not only add ephemeral, intangible value, but we also enable a plethora of ways for gamers to cash-in, in ranging from participating in official league e-sports tournaments for prizes, to siring NFTs for breeding P2P for fees, or simply to trading them on our own or on 3rd party marketplaces for cryptocurrency. All this is enabled and safeguarded by a system that drives demand, while curbing supply. The latter is yielded through increased utility because a minimum of 3 NFTs is needed to battle and accrue the EXP and REPUTATION points necessary to top-up. Additionally, winning strategies require diverse collections to respond to various parameters, and hence the vaster and more diverse the gamer's deck, the better the chances they have of being able to play a winning strategy in each battle.

Conversely, we also seek to implement an ecosystem that minimizes supply: only 5,620 Gen0 NFTs (including Airdrops) will be issued at inception; free minting and breeding are limited, and premiums to breed incur a cost, which curbs players' desires to mint ad nauseum while also generating revenue for the company when they do choose to do so. Most importantly, this ecosystem has an inbuilt "Survival of the Fittest" mechanism: only the most desirable Chronicles merit the daily care, attention, time, and money each gamer invests in them to progress onto Public Chain and become part of the market. This way, not only do we provide value throughout, but we preserve it in time.



3. OUR GAMEPLAY SOLUTION - Utility provided through multi-layered, evolving gameplay based on functionality, and positive feedback loops embedded in the game design.

Our NFTs are not just pretty faces and are much more than digital art. In CryptoChronic, utility is not just applied last minute, but rather it arises from deep functionality that emerges through 4 game loops, each one feeding into the next and rewarding engagement each step of the way. Chronicles are each embedded with 13 hereditary features, of which 6 are gameplay-oriented and 7 are aesthetic. Each loop entails an Action that the gamer must perform, a Reward for such action, and the possibility to Top-Up, progressing to the following loop and therefore progressing in the game. Moreover, each one of the 4 loops exists on top of a larger one, with the first two layers representing the action, the 3rd the reward, and the Top-Up being the porting

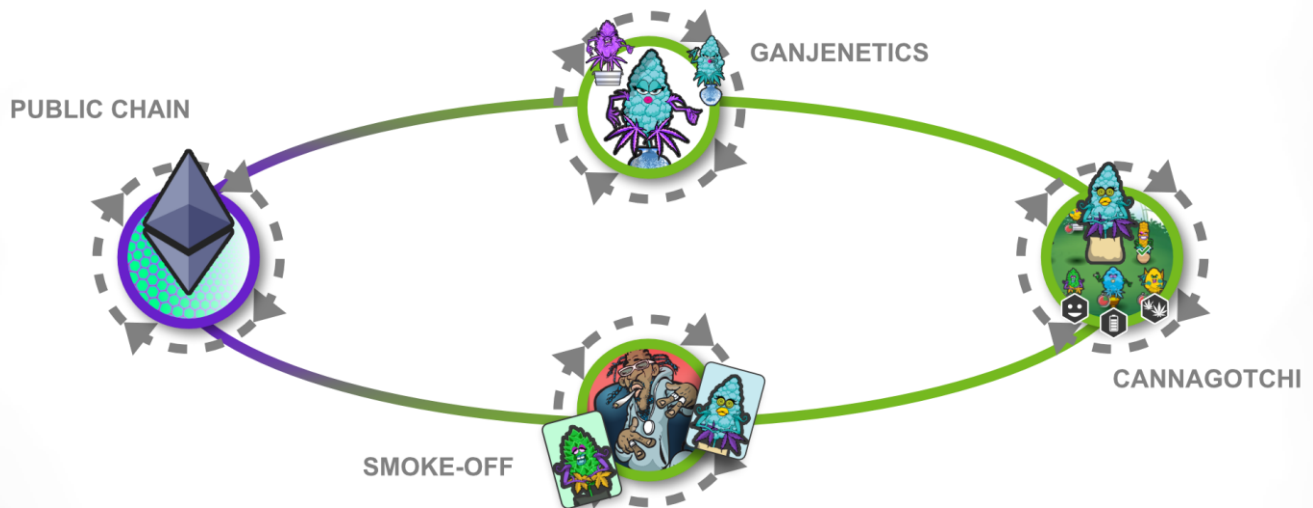


onto the public chain of the private-minted NFTs and subsequent monetization. Players therefore accompany their Chronicles on a voyage through these 4 integrated freemium gameplay layers that draw them in and retain them, accruing value through each loop, until finally they choose to pay to mint their Chronicles to monetize them, enabling users to earn while playing for free.

GAME OVERVIEW

The game revolves around its main characters, Chronicles – unique caricatures of virtual strains of Cannabis – and caring for, breeding, and fighting battles with them in multiplayer. The core ludic experience is divided into four sections:

- **Obtaining new Chronicles:** new Chronicles can be obtained by minting them, breeding them, or purchasing them from either our internal or from an external NFT marketplace.
- **Greenhouse/Cannagotchi:** players take care of their Chronicles to restore their energy and enhance their stats.
- **Battle/Smoke-Off:** players challenge each other in the “Smoke-Off”, where they will each present a selection of their Chronicles to satisfy a random judge.
- **Tokèmon-Go:** At a later stage, these three gameplays will be integrated in a mobile, augmented-reality-based game utilizing GPS APIs, reminiscent of Pokèmon-Go and the embodiment of our final vision of a “Cannaverse”.



Main Game Loop(s)

In CryptoChronic, 4 micro-game-loops coexist, fuel each-other and reward engagement, all while being part of a greater whole: a macro-loop in which the first two are the “Action” required, the third is the reward, and the 4th, topping-up, enables monetization. In the first loop, that we call Ganjenetics, players may breed Chronicles to unlock rare & desired traits. Chronicles with these traits will move along the macro-loop to the next action, being cared for, pampered, and nurtured during the second loop, which we call Cannagotchi. Here, the battle-stats of each character are fine-tuned and improved via daily tasks and interaction.



This translates into rewards that benefit Chronics stats and, therefore, players utilizing them in Battle Mode, our third loop and reward phase. Here, winning battles earns EXP & Reputation that enable topping-up on the public chain and monetization through the fourth loop, which entails battling in our official e-sports league tournaments for prizes, siring Chronics to others for breeding, or selling them outright on the open market.

PREFACE

The Future: CryptoChronic takes place in the Cannaverse a metaverse where a “Green Utopia”, has been established. A parallel universe in which Cannabis is legalized, liberalized, and democratized. A green revolution has happened, bringing forth a society where Marijuana can assume its rightful place, without any stigma. Where it can be grown, bred, traded, and exchanged freely in a decentralized manner, stoner-to-stoner (s2s). In this parallel universe, legalization has triumphed, and considerable funding has gone into genetics research, leading to sentient “Bud-dies”. Today, in fact, Cannabis has become through advanced breeding humankind’s best friend. Strains of weed now have their own characters and personalities. Not only is Marijuana friendly by virtue of its countless awesome properties, but through careful crossbreeding, it has developed its own character and personality... Literally. Now it talks, dances, and is needy as hell. All CryptoChronics (they prefer “Chronics”) are very high-maintenance and need constant attention. One must quench their thirst with water, feed them fertilizer, supply them with light (they *will* need cool shades, though), and lots more.

Chronics make up for all this consideration, though. They have developed extraordinary traits and capabilities, evolving into soulful little pets that always remain faithful, devoted, and witty friends that fend for us in “fierce” battles to the last toke. Humans, in fact, now challenge each other in exciting multiplayer challenges, “Smoke-Offs”, where they must get a judge as high as possible without being rekt! Prizes come in the form of “Tokes”, our in-game currency, which has completely taken the place of Fiat money in the “Cannaverse” (and we are working on giving it real-world monetary value too!). With it, we can buy for our colorful friends, new resources and priceless skins. The cooler these are, the cooler our Chronics, the cooler we are too! As they evolve, and with them our game (Phase 4) they reproduce like Gremlins, spawning their seeds all over town (You Go, Girls!). With the latest CryptoChronic technology, you can locate each one on your phone’s GPS map and collect it. Who knows, maybe right in front of your own doorstep lies the rarest of Indica Landrace strains? Explore your city, collect chronic seeds, purchase super-powered resources and ultra-rare skins in your local “Coffee Shop”. Or engage in “brutal” Battle-Royale tournaments against your friends at the closest “Smoke-Off” arena...

MEET THE CHRONICS

Chronics are unique, sentient Cannabis-bud NFTs, and the main gameplay characters. More of a “buddy” than just a profile pic, each Chronic is an inimitable, player-owned, collectible digital pet that must be nurtured and cared for and that can then be battled in a multi-player environment. Every Chronic is a unique strain of Cannabis minted on our private blockchain replete with a distinctive character and backstory corresponding to each one of 8 possible body types.



Fully animated, their visual appearance (“Phenotype”) and their Battle and Growing stats are determined by their immutable genes (“Genotype”), consisting of over four billion disparate variations. The unique images combining the proprietary features of each strain are assembled by a generator based on the genotype coded into the smart contract of each individually minted token.

Genetically Transmitted Stats

Each chronic has base stats which are determined by their genetics. Those base stats are in the form of a range of values with the final value determined by player activity and interaction in the Cannagotchi layer. Some stats change dynamically during the course of the game. Chronics are built with a modular system: the body carries the main stats of the plant and the caring preferences while the other body parts can give modifiers to the plant stats (“empty” body parts that do not affect the stats can also be employed). Embedded within the genome of each Chronic are 13 hereditary features passed on through breeding, some of which are very rare:

- **7 varying Aesthetic Layers, available in up to 72 variations each:** Body, Eyes, Mouth, Headgear, Arms, Leaves (feet), Vase.
- **3 varying numerically based Battle Stats (influenced by gardening equipment):** THC, CBD, Aroma
- **3 varying numerically based Dynamic Stats (influenced by how they are cared for):** Energy, Fertility, and Happiness.

Graphically, as a Modular System, Chronics are composed of multiple 2D layers that are then linked and rigged in 3D, exported in GLTF2.0 or GLB format and recalled within the game through the Blockchain. Each Chronic is composed of 7 basic elements with 8-32 different variations of each. Each element/layer has 8 unique base colors or hues, which determine the dominant recognizability of any Chronic and which represent the base color applied to the Chronic’s body, of which there are also 8 variations. This is a big leap forward with respect to our competitors, who instead normally only use one body type, resulting in flat, bland, and boring NFTs. Overall, these features constitute over 4.2 billion possible combinations. Each layer has an absolute offset with respect to the graphic composition of each individual Chronic, but each layer also contains additional factors that determine functionality through the evolving layers of gameplay. Taken as a whole, these effectively represent the genetic constituents applied during breeding (Chronic Creation) as well as influencing other aspects of gameplay.



- **Body:** is the base layer, giving default base stats, caring preferences, and breed-name. It includes tattoos, belts, and other variant graphical representations (8 total variations). Each body type carries its own basic character and backstory.

- Other aesthetic layers come in 4 diverse categories: **Common (60%)**, **Uncommon (30%)**, **Rare (10%)**, and **Legendary (Not Transmissible)**.

Common layers have little or no additional effect to stats and performance, whereas Uncommon, Rare and Legendary layers grant escalating special bonuses that affect Chronics' performance. They are:

- **Vases:** includes accessories (16 variations).
- **Arms:** accessories, bongs, joints, rigs, watches, bracelets, etc. (8 types in 8 colors = 64 variations).
- **Leaves:** include any decorative elements (8 types in 8 colors = 64 variations).
- **Headgear:** hats / accessories (8 variations).
- **Mouth:** includes any nose, moustache, beard, piercings (9 types in 8 colors = 72 variations).
- **Eyes:** include glasses, monocles, closed eyes (8 types in 8 colors = 64 variations).

In addition, there are other completely functional Stats with full utility:

- **Battle Stats:**

- **THC:** increases judge's THC bar when smoked.
- **CBD:** increases judge's CBD bar when smoked.
- **Aroma** (speed): determines the order in which the player's Chronics will be smoked to start (Static and Invariable).

- **Growing Stats:**

- **Energy** (buds/harvest): determines how many times the Chronic can be smoked by a judge before the next harvest (Dynamic and Variable, depending on the care received in the Cannagotchi). It is consumed by the Chronic used in battle, while it is restored while the Chronic is being cared for in the Greenhouse/Cannagotchi;
- **Fertility:** determines the number of times the Chronic can be bred. It can be increased or replenished using in-game currency (Dynamic and Variable).
- **Happiness:** increases by taking care of plants in the Greenhouse/Cannagotchi, declines slowly over time, used to activate bonuses or maluses in battle and breeding (Dynamic and Variable). If:
 - **Happiness above threshold:** Bonus in reward phase of battle.
 - **Happiness below threshold:** Confusion - the Chronic THC, CBD and AROMA value becomes random inside their threshold.



DECENTRALIZED MARKETPLACE



Not only do we innovate within the blockchain space through practical experimentation and the application of digital scarcity, digital collectibles, and non-fungible tokens. If evaluated as a decentralized, peer-to-peer market, the technology's use case turns out to be more intriguing than a simple game. It becomes the ideal testbed for any platform or marketplace that is its host. CryptoChronic, in fact, is also a Decentralized Marketplace. Here, our mission to pursue a “Green Utopia”, (a world in which Cannabis is legalized, liberalized and democratized) starts to materialize: gamers will be able to purchase our “virtual weed” NFTs, sell them, breed, or sire them, expanding their collection of valuable tokens. This is the gateway where Chronics - keys to our “Cannaverse” - are accessed. Being built upon a Non-Fungible Token (NFT) based on the ERC 721 protocol, in fact, enables transactions on a peer-to-peer basis without intermediaries. We accrue revenues from all transactions. As we operate in this instance as an e-commerce model, we assume traits of a two- sided marketplace. We receive as fees a percentage of 2.5% per every transaction on the platform, ranging from Generation 0 Auctions to the siring and breeding of Chronics, to any peer-to-peer trade conducted on our marketplace.

GENESIS AND CHRONIC CREATION

The supply of Chronics made available to our gamers will be implemented in various ways, always striving to maintain the Freemium economic model, while minimizing any inflationary pressure. Initially, we will mint Chronics on Etehereum that will then be born directly on the public chain and launched on third party marketplaces, such as Opensea, Rarible, and Crypto.com, with migration to our private chain being implemented within the first operating quarter. Once migration has taken place, this second method of Chronic generation will supersede public blockchain generation and will become the default protocol for new Chronic generation. Our random Chronic generation algorithm will mint new Chronics to each registered user on the private chain at no cost. Whether minted initially on public chain or on our private chain, all Chronic NFT's will be able to breed within the CryptoChronic platform, generating new and unique tradeable tokens. For the purposes of breeding and new Chronic generation, there will be eight original Chronics, specifically characterized by color and type.



Minting

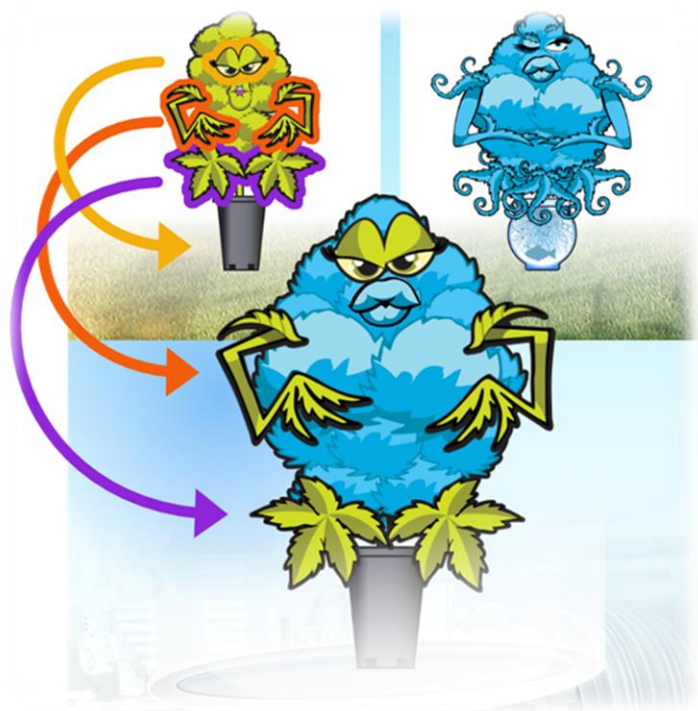
- The first three Chronics per player are minted for free. Those thereafter are minted by paying their cost in the in-game marketplace. Gamers can only transfer NFTs if they have at least four in their wallet.
- Minting a Chronic produces a seed to be grown in the greenhouse: for the first three Chronics, “fairy dust” consumable will be automatically used to produce instant growth.

Trading

- Players can purchase collections of Chronics as NFTs from an external marketplace and transfer them to the game’s internal NFT system.
- Players can transfer their NFT to an external marketplace to sell them. They will be able to do so only if they have more than 3 Chronics in their collection (the minimum amount to play the game).
- Players can buy Chronics as NFTs from other players from an external marketplace and transfer them to the game’s internal NFT system.

Breeding

New tokens can be bred, giving rise to an engaging gameplay we call “Ganjenetics”. Gamers breed Chronics following Mendelian genetics, searching for Dominant & Recessive traits. Some mutations are rare and therefore valuable. Hence, if they predict outcomes and unlock valuable mutations, they can then Level up and sell their offspring for crypto & cash. Fertility is limited, but gamers may pay to increase it. The ongoing process of breeding a population of Chronics by an increasing population of gamers, being based in each token’s “genetics,” enables gamers to engage in an enriching gamified environment that exercises their creative process. By choosing certain traits they desire, breeding to obtain them, and nurturing them to improve them, gamers add value to their own NFTs.



They can experiment in breeding different strains together, predict possible outcomes, and ultimately discover ways to breed Chronics with increasingly desirable traits (consider dog breeding, for example). An experienced and clever gamer, therefore, can breed Chronics with desirable results and therefore ever increase the value of their new tokens and strains. Because of the vast number of possible outcomes that come from crossbreeding and the random (albeit



with rules) nature of genetics combined with the caps we will implement to restrict breeding frequency, a gamified system of production and of supply and demand emerges naturally within the world of the game. In addition to the genotypic results of breeding Chronics, the phenotypic expression of these genetics (the way that each Chronic is expressed visually within the game) is another layer that increases gamification, as value will emerge for particularly visually appealing Chronics, regardless of genotypical data. In other words, some genetics may make Chronics particularly strong in battle mode while others may make Chronics particularly appealing visually (NFTs after all are visual assets too). Each type of expression has the potential to create value within the tradeable marketplace.

More specifically, relating directly back to the attributes described above, strains of Chronics will be possessing unique combinations of offensive strength (THC), defensive prowess (CBD), and Speed (Aroma) when taking part in Smoke-Offs (battle mode). Other attributes that will distinguish Chronics from one other will include but not necessarily be limited to gestation rate (how much time is required to mint a new token during the breeding process), battle recuperation time (how soon a Chronic recovers from battle damage after a Smoke-Off and therefore is ready to battle again), fertility recuperation (how soon after breeding a Chronic will recover enough to breed again), etc.

Each token is accompanied by an identifying table that enumerates its specific traits. In terms of phenotypic expression (initially 7 aesthetic layers with as many as 72 variations each) are translated visually/graphically via our algorithm allowing for billions of variations in how each Chronic looks. Additional in-game data and attributes (Rarity, for example) also have in-game consequences, such as increased bonuses, growth rates, immunities, resilience etc. Each of these traits is genetically carried and can be transmitted to future generations by the same rules of genetics that govern the transmission of the base genetic traits. The result is that each Chronic strain comes with its own advantages and disadvantages as they relate to each layer of gameplay—breeding, battling, growing and so on.

Because breeding follows the rules of Mendelian genetics (Dominant Vs. Recessive genes), gamification emerges as players with their own experience in breeding can begin to learn somewhat predictable patterns in terms of breeding outcomes. Experienced breeders, therefore, can intentionally begin to develop specific traits in their proprietary strains that can create perceived value within the CryptoChronic marketplace. For example, a breeder may focus on developing strains with high THC values, and therefore high offensive attack values for in-game battle modes. Additionally, as with the randomness associated with genetics, accidental and beneficial mutations may also emerge with or without specific or transparent breeding logic such that experienced and inexperienced breeders alike have the potential to “unlock” special and rare genetic traits or phenotypic expressions. We will place an internal cap on the rarest of traits to further leverage scarcity of those expressions and therefore further increase their value.

MULTIPLE GAMEPLAY LAYERS & OUR GAMERS’ JOURNEY

In order to maximize user retention and monetization while maintaining the Freemium model, CryptoChronic exists as a multi-layered structure, thereby maximizing every channel’s leverage upon the others. The basic sequence, as it applies to the user, is Action, Reward, Top-Up, and



hence monetization. All structures are connected via cross-platform loops which increase sustainability by creating several complimentary revenue streams/models that function cooperatively through the various phases of launch, development, and growth. The 4 diverse layers of gameplay, in addition to our NFT collection launch, will be deployed through 3 different launch phases, focusing initially only on the PC platform, and then porting all layers to a mobile app in phase 3. The intent is to create a 3 stage “journey” for the gamer. Beginning on PC and going from acquisition through monetization, and then on to mobile app (which integrates all 4 gaming layers); with the additional goals of educating on and increasing appreciation for blockchain along the way.

At the same time, players are required to begin caring for their beloved and very demanding Chronicles with the “Cannagotchi”¹ gameplay. Once the Chronicles have been nurtured and grown increasing in strength, they can be smoked and therefore deployed in battle in our multiplayer “Smoke-Off.” This increases gamification depth and social interactivity by creating an arena for healthy competition among friends within the CryptoChronic community.

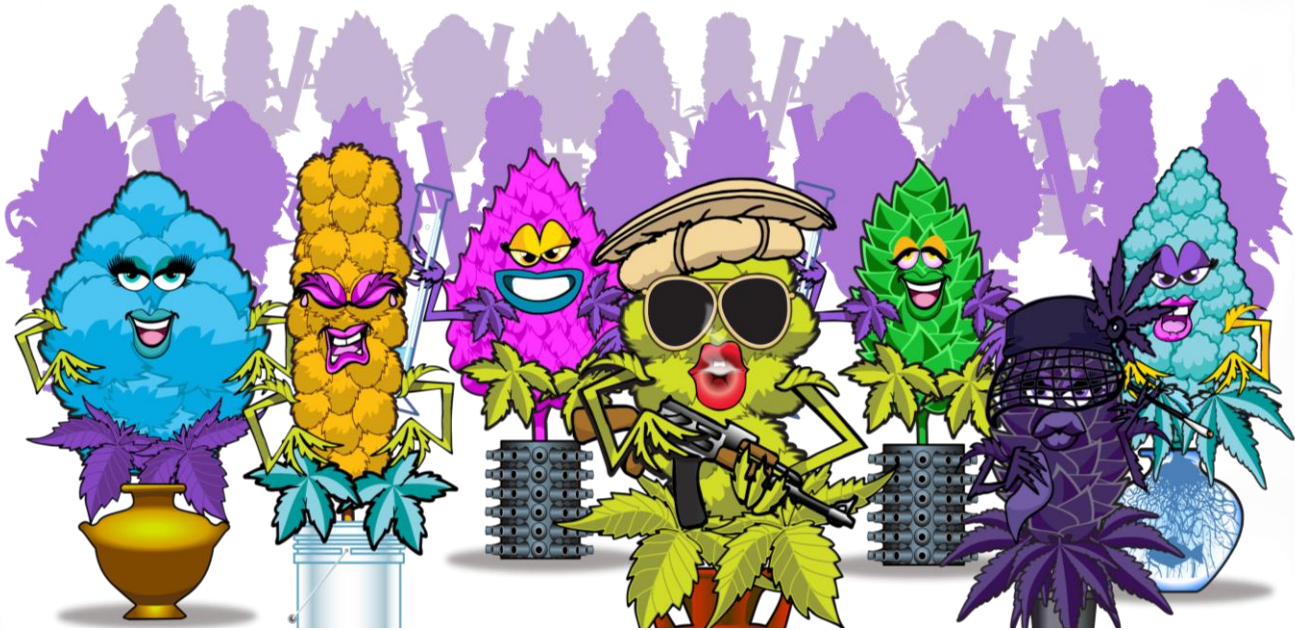
All this functionality can exist within the Freemium model with new tokens being minted free of charge on our private blockchain. Previous ownership of a dedicated crypto wallet is not required nor is any previous knowledge of blockchain. The players’ commitments rest solely in their devotion to their Chronicles: breeding, caring for, training, and battling. The nurturing and development of individually proprietary NFTs creates a strong bond not only between the Chronicles and the gamer, but also between players and CryptoChronic as a game. With the potential to monetize their Chronicles through trade, sale, siring, and/or participation in our various hosted competition environments. And, after having developed and bonded with their unique Chronic strains, users will be more likely to digest the relatively high gas fees associated with moving their Chronicles from our private chain to the public chain, more so than they would have been had they been required to pay the gas fees upfront.

Thus, the current roadmap is to begin in Phase 1 by launching an NFT collection that would include limited gameplay and features but full compatibility with the entire game. Then, in Phase 2, within 1 month, we proceed with full functionality and token generation on our private blockchain. All three layers, Ganjenetics, Cannagotchi, and Smoke-Off are deployed together at this stage, all on PC platform. Within 12 months, in Phase 3, we will port every functionality to a mobile app which will further allow the development of our Augmented Reality (AR) functionality, integrating GPS and Map APIs to allow for the development of gameplay in the style of successful AR apps such as Pokémon Go.

PHASE 1 – LAYER 0: NFT LAUNCH & MARKETPLACE ON PUBLIC CHAIN

Our roadmap begins first with the launch of a Gen0 NFT collection. These NFTs are minted on Ethereum, and they will be born directly on the public chain. We will then launch the collection exclusively on third-party marketplaces such as Opensea, Rarible and Crypto.com.

¹ See also Cannagotchi section below



These generation 0 tokens will be available for purchase both through highly reputed third-party platforms and on our own site (through links). Only 5.660 Gen0 Series 1 will ever be generated and only 5.040 released (partially airdropped) to the general public. Our Gen0 NFTs are a compelling, next generation NFT collection creating a buzz in the market. More “buddies” than static digital art, each is unique, with a distinctive character and backstory, and deeply embedded with utility, functionality, and value that prescind and prevaricate from the virtual world into the real one. The art of CryptoChronic is the product of celebrated artist and Cannabis evangelist Ivan Artucovich, designer and art-director of CannaTrade.ch, publisher of the “Why? Why not?” and “Hempathy” comics, as well as a frequently compiled and referenced artist within the community. By combining his unique vision and idiosyncratic style to gaming NFTs, Ivan and Chronic Games are together uncovering the exciting future connections between digital art, Cannabis culture, and immersive videogaming. The end-product is a visually arresting, arguably hilarious, and personally engaging collection of digital art pieces each embedded with layers of evolving gameplay utility. All Chronics are much more than just glorified profile pics.

They differ from other NFTs because they are keys to unlocking the Cannaverse, the first truly free-to-earn ecosystem. Each Chronic is replete with a distinctive personality, unique genetics, a proprietary name setting it apart, and a plethora of stats for gameplay and battle mode that make it one of a kind. However, Generation 0 CryptoChronic NFTs are even more than that. Not only are they fully compatible and integrated within the 4 game loops that bring the user on our journey, but limited in supply, they are also imbued with ultra-rare stats and features like increased fertility that will prove extremely valuable in all layers of gameplay, and in the marketplace. Never to be released again, Generation 0 Series I Chronics represent a once in a lifetime opportunity to enter the Cannaverse at the moment before its Big Bang, empowering initial users also with preferential access to the upcoming Public Offering of Tokes, and improved terms and conditions for staking them.



Website V. 1.0 - Landing Page: The initial iteration of the website will serve as an official landing page to enable early-adopters to register for the game, sign up for the “CryptoChronicle”, our newsletter, and to sign up for potential future whitelists. The site will also host promotional content, provide more detail about describing the world of CryptoChronic and its gameplay, and serve as an embed for ongoing social media content. It will showcase and provide additional color for our NFT collection and the Chronic characters (strains), as well as provide access to breeding functionality and the CryptoChronic marketplace.

Marketplace V. 1.0 – Linked to 3rd Party Launchpads: Within the website we will host an exclusive CryptoChronic marketplace with purchasing access to the Chronics in our NFT collection. Like familiar online marketplaces, filtering and sorting functionality will be available based on Chronic genotypic and phenotypic criteria as well as strain names, real world analogs, etc. Once a generation 0 Chronic has been acquired by the user, it can then be linked to our third-party related marketplaces (Opensea, Rarible, et. al.). The marketplace will additionally allow users to trade generation 0 Chronics and those bred from them within our own infrastructure, thus creating a fully-fledged internal marketplace within which we can charge additional transaction fees to grow/generate additional early-stage revenue.

PHASE 2 – LAYER 1: “GANJENETICS” - GANJA, GENETICS AND VIDEOGAMES

Breeding allows players to create a new Chronic from two other Chronics they possess, and therefore generate real, monetizable value.

- We generate earnings for our gamers by enabling them to breed their Chronics to create new strains, mutations, and reveal rare and valuable new attributes. Our users can infinitely customise their characters through this breeding process.
- They must unlock with specific combinations scarce, and therefore valuable, features. Like a puzzle to solve, anticipating the outcome is exciting, as the possibilities for new, rare genetic makeups that can be unlocked are almost endless.
- Rare strains are released periodically, but they can take a while to unlock through the right formula. They are generated when users create a Chronic with the right combination of traits. This “special recipe” of attributes is what turns a normal one into ultra-rare.
- Each kind has a cap, or limit, of how many may be bred. After it is reached, no more can ever be created, except when “topping-up” the Fertility factor by paying.
- We charge a fixed (modest) transaction fee for every time a Chronic is bred.
- Breeding two Chronics produces a child (seed) whose genetics depends on the parents.
- Traits have different rarities and different chances to be transmitted to the child.
- Breeding produces a seed that needs to be grown in the Greenhouse/Cannagotchi to be used in battle. The seed’s genetics and stats are visible to the player and depend on the Token’s Fertility:
 - **Chronics can breed for a number of times equivalent to their max fertility.**
 - **Each time they breed, both parents lose one fertility.**
 - **Max Fertility depends on the Chronic’s origin.**



Breeding occurs by first selecting 2 Chronics from the player’s collection. The game algorithm then presents a series of possible strains resulting from the pairing with combinations changing quickly and automatically so as to provide potential but not definitive possible outcomes. The newborn Chronic then appears, having been generated with aspects inherited from each parent and pursuant to the rules of genetics and having both genotypic and phenotypic expressions, as discussed above. When breeding, Traits have different rarities and different chances to be transmitted to the child. There are four Rarity Tiers:

- **Common (60% chance of transmission).**
- **Uncommon (30% chance of transmission).**
- **Rare (10% chance of transmission).**
- **Legendary (can’t be transmitted).**

Mutation allows for the emergence of traits not present in either parent (5% chance). Radioactive soil may also be utilized in order to increase the chance of mutation to 20%. Breeding produces a seed that then requires growth in the Greenhouse before being used for breeding, battle, or other functionality.

PHASE 2 – LAYER 2: “CANNAGOTCHI”

Following breeding, our game’s macro-game-loop brings the player to our super-casual resource management game. “Cannagotchi” is a freemium gameplay that updates the concept of Tamagotchi with our Cannabis theme. Happiness of each Chronic is determined by Water, Temperature and Lighting, resources that require daily player input in order to maintain the highest possible level of happiness for each digital pet character. Additionally, Gardening Equipment, such as Soil, Fertilizer, and Booster, can be utilized by players in order to influence Chronics’ Battle Stats: THC, CBD, Aroma. Gamers are rewarded for taking care of their plants and returning repeatedly to the game (increasing retention), with our in-game currency, “Tokes” and EXP points - enabling them also to unlock additional special features.

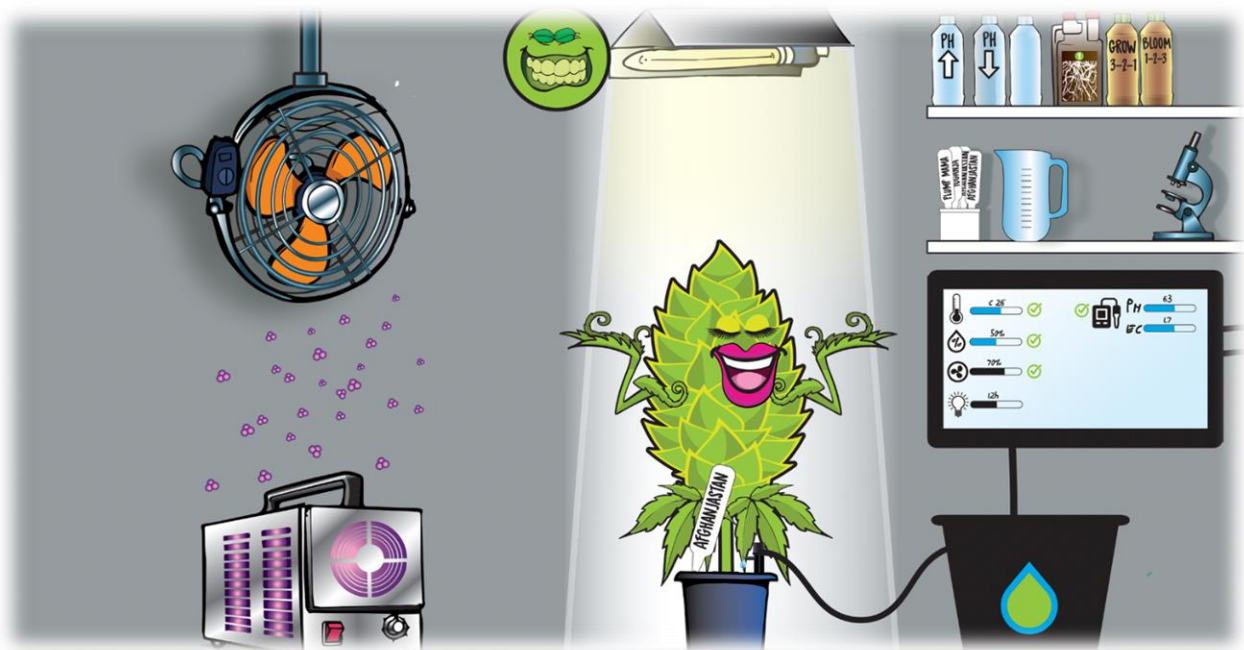


In this gaming layer, players engage in a Freemium style digital pet game in which each Chronic becomes a uniquely customized character requiring daily attention, care and maintenance in order fully to thrive. Each strain of Chronic will have individualized needs that relate to caring for the plant, playing, and interacting with it, and maintaining its growing environment. Chronics interact directly with the gamer, demanding regular responses in the form of tasks, such as fertilizing, watering, and adjusting the temperature and lighting (“THC requires TLC”). The regularity and total volume of these required tasks are related directly to each strain’s genetics (further gamifying breeding). The resources required to maintain Chronics can be both earned during gameplay (battles et. al.), and also purchased. In fact, maintaining most collections at any higher level of participation (read, the participation required successfully to generate real value within the game or to very regularly grow and breed new Chronics) requires some regular but voluntary payment from the gamer. Furthermore, the act of requiring resource management requires players either to manage the total number of strains in their collection, the frequency at which they breed their strains, or that they input enough capital to maintain larger collections ongoing. This also creates market dynamics as players must choose which strains to keep and maintain in perpetuity while ultimately releasing their less desired strains into the open market or letting them die altogether. This ongoing Darwinian selection maintains the scarcity of tokens within the world and further curbs inflation as well as creating innate value for highly desirable strains through relative valuation of Chronics against one another. Moreover, this creates an opportunity within the marketplace for us to market a wide variety of for-sale resources, bundles, etc. For example, water, fertilizer, pesticides, grow lights and other accessories can be generated each with their own positive and negative attributes in terms of their contributions to the growth and development of Chronic strains. Skins and add-ons can be created and sold or won in battle mode that can be used to some effect on strains or on the user’s individual growing environment (applied to all strains within a user’s collection). The in-game resource marketplace will function based on the in-game currency, “Tokes.” Tokes can be earned by trading/selling Chronics, by accumulating experience points earned from caring for Chronics, and by winning battles. As with specific items and bundles, Tokes can also be purchased with real-world currency.



As in most digital pet models, Chronics are high-maintenance and players are most rewarded when they care for their Chronics on a highly regular basis. In other words, the more time and real-world capital that players invest in their Chronics, the bigger, stronger, prettier etc. their Chronics become, the more effective the Chronics become in battle, and the more points and in-game currency the players accumulate. Chronics will utilize notifications and reminders to invite the user regularly to interact with and care for them, rather than to harvest them, as in traditional farming. The resulting relationship further gamifies the player's experience—the better you care for your Chronics, the better your Chronics become, the higher your ranking rises within the CryptoChronic world. The better gamers care for their Chronics overall, the “happier” they become, a halo effect that improves the Chronics' performance in all areas. The best nurtured Chronics therefore make the best breeders and have the best expression of their attributes, increasing their in-game value and their future potential real-world value at such time as the gamers decide to launch their strains as tokens on the main-net.

GROW ROOM



The Grow Room is the gamer's very own greenhouse, a place where they can take care of their Chronics. It has a finite number of slots and each Chronic occupies one of them. Chronics use energy/harvest to fight and when they run out of energy/harvest they need to be grown again in the greenhouse. Exhausted Chronics produce taleas while breeding produces seeds. Seeds take longer to grow than taleas, 12 hours versus 6, respectively. Stages of growth are: seed, then sprout (taleas start as sprouts), flowering plants/smaller Chronics, then ready for battle. Gardening equipment in the greenhouse affects Chronics' stats. Shared equipment and parameters affect all Chronics in the greenhouse, while consumable items affect only the individual Chronics on which they are used. Basic fertilizers are infinite in supply and give random stat modifications. Consumable items can be obtained after battle, levelling up or can



be purchased at the shop. Greenhouse upgrades can either be obtained by levelling up or can be purchased at the shop. Available items are divided into three categories:

- **Greenhouse settings:** allow to control global parameters (temperature, water and light).
- **Greenhouse upgrades:** improve stats, reduce growth time, increase energy /harvest.
- **Consumable items (soil, fertilizer, booster):** increase or decrease the stats of the plant on which they are used.

The grow room, in a nutshell, is a wallet disguised as an in-game environment that serves as each gamer's individualized "theater" in which the "Cannagotchi" layer of gameplay plays out. Owned Chronics are held within the player's individual Grow Room, wherein the player regularly plays with and cares for them. Various aspects of the Grow Room can be managed, augmented with in-game items and player actions, and enhanced by skins and other decorations. Aspects of the Grow Room, such as heat, light, water, soil, and other raw materials can be controlled and adjusted by the player, all of which have resultant effects on the Chronics growing within. Grow Room Settings affect the happiness of plants. If the current settings correspond to the plant's preferences, the plant will gain happiness.

"TOKENS" OUR IN-GAME CURRENCY AND THE CANNASTORE

Our players use the in-game currency, "Tokes", to access and acquire essential and exclusive consumable Items for their Chronics within the "Cannastore", the in-Game Store. Tokes, albeit earned throughout the gameplay, can also be purchased with Crypto or by Credit Card within the store as well. However, currently they have no monetary value as they cannot be sold. All Tokes are pre-minted on our Private Chain with a Fixed Total Supply of 4.200.000.000 tokens. In Stage 3, Tokes will be ported on to the main-net and offered to the public as ERC20 Utility Tokens through an offering. With Tokes, gamers can purchase resources such as fertilizer, water, UVA lights, heaters, fans, humidifiers, and much more, all essential in the Cannagotchi. They can also acquire exclusive Skins, including branded ones minted in licensing with leading brands from a variety of sectors. Or players can purchase exclusive accessories such as paraphernalia, bongs, pipes, and much more... They can even acquire Emotes, animations, such as poses and dances, that Chronics are able to perform. Moreover, gamers can acquire Tokes using either Crypto or their Credit Cards. All the above allow us to monetize, generating one of what we forecast to be among our most prominent sources of revenue. Among the Consumable Items, gamers can purchase different kinds of Soil, including Regular, Radioactive, Hydroponic, Coco Fibre, and.... Cement! Fertilizers can also be acquired and are used to feed Chronics. Fertilizers are available in 3 different varieties: Basic, Advanced, and Super, but they also range from regular to organic, to radioactive. Whenever a player feeds a Chronic there is the probability that the Chronic learns a new emote. Lastly, players can acquire a Booster ranging from Fairy dust to Sewage water. Gamers may also upgrade their Greenhouse, by purchasing or topping up their UVA Lamp, Soil Warming Cables, Humidifier, or Air Pump. Other Items that can be acquired are Emotes. Emotes are animations, such as poses and dances, that Chronics are able to perform. They must learn (unlock) emotes before being able to perform them. From its learned emotes, a Chronic will perform one at random when given attention and at times randomly during animated scenes/sequences. Emotes are



categorized into 3 tiers: Tier 1 includes 10 relatively simple poses and dances; Tier 2 includes 5 elaborate poses and dances; Tier 3 includes 3 awesome poses and dances. The number of tiers and emotes within each tier can be expanded in the future at our discretion.

Lastly, our gamers can buy the coolest Skins for their “Buddies” to show off. These are accessories that each Chronic will be able to sport. Some of them will be acquirable with the in-game currency, “Tokes”, while others will be earned by advancing levels and progressing in the game. We also have special “Branded Skins” that gamers may collect, giving them something to flaunt with other players, serving as status symbols in the collective. The more extensive the collection, the prouder the collector. For Cannabis businesses in search of innovative ways to extend the reach of their branding efforts, this could be highly effective. Skins are categorized into 3 tiers: Tier 1 includes relatively common accessories; Tier 2 includes rarer ones; Tier 3 includes super-rare and awesome accessories.

PHASE 2 – LAYER 3: SMOKE-OFF!



The Battle Mode in CryptoChronic is called “Smoke-Off.” Smoke-Off is a pickup-and-play, asynchronous multiplayer casual game. Each of two players pits a team of three Chronics against one another in order to impress a judge, getting them high without exceeding their tolerance levels. The Smoke-Off is a combination of proven battle mechanics combined from successful gaming platforms such as Clash of Clans, Pokémon, and Blackjack. The combination of each player’s selected Chronic’s battle stats determines their effectiveness in battle and ultimately the battle’s outcome.

A successful strategy on the part of the player will combine Chronics in such a way as to maximize their battle stats in relation to the judge’s base stats (as described above) for THC and CBD, and to Aroma (influencing starting order). This reinforces the mechanics of growing,



caring for, and attending to Chronics vis-à-vis the Cannagotchi resource management game and therefore creates a positive loop between the various layers of gameplay. The idea is to get the judges high, without knocking them out. Players offer a Judge to smoke a bit of each of their Chronics in turns, with each judge having a different tolerance for THC and CBD.

The goal is to contribute as much THC and CBD as possible without going over the judge's respective limits. If the limits are crossed, the hit knocks the judge out and the opposing player is declared the winner. If the judge is able to toke all of the Chronics without passing out, then the player who provided the most THC and CBD points is declared the winner. Gamers are encouraged to win as many battles as possible in order to climb the rankings and earn rewards.

When comparing Smoke-Off to an online shooter game, the Chronics may be interpreted as the weapons utilized by the players and the judge may be interpreted as the maps on which they are playing. Clever players will understand that they must play to the judge's characteristics and not just against the other player and therefore must select their combination of Chronics accordingly for each battle. CryptoChronic intends to license the use of likenesses and names of recognizable members of the cannabis community (celebrities, musicians, politicians, or other such public figures) to be portrayed as judges in order to add fun and visibility, expanding our digital footprint as the in-game population grows. Higher level judges will be unlocked as players level-up their Chronics and accumulate EXPs.

Like in Clash of Clans and with Pokémon Go, players may attack another player's "turf," and they must in turn defend their own turf when attacked. Attacking players, therefore, are responsible for choosing an opponent and initiating a Smoke-Off. The attacker, on the backend, is then shown 3 possible judges of the Smoke-Off and selects their team of 3 Chronics for the ensuing battle accordingly. The defending player is then notified as to the attack, the 3 Chronics chosen by the attacking player, and the 3 possible judges of the Smoke-Off. Each player then selects 1 of the 3 judges that they would prefer to oversee the Smoke-Off. The goal for each player then becomes to contribute as close to 100% of the judge's limit of both THC and CBD without going over and therefore knocking the judge out.

No single Chronic is in absolute terms better than another, therefore—each can be invaluable in a particular situation. That said, the in-game community is likely to apply a higher perceived value to those Chronics who possess higher rarity values. Moreover, as the game progresses and the populations of players and Chronics increase, players will inherently begin to develop their own preferences that will create market dynamics to increase and decrease Chronic valuations and how these valuations are tied directly to Chronic statistics.

The more that some players begin to rely on specific statistical values and combinations of Chronics, the more that this will provoke innovative forms of retaliation and counter-attack strategies, thereby creating alternative metrics of valuation. In other words, the game and therefore the in-game economics are dynamic, breeding and mutation always stimulate players as well as economics, and it is never stale or stagnant with the introduction of new Chronics and deployment strategies being incentivized in perpetuity.

Therefore, the battle mechanics and judging system encourage players to maintain a diverse collection of Chronics in order to be prepared for a wide-ranging array of potential battle



parameters and it does not simply preference the strongest, highest level Chronics and players. Similarly, rewards, such as tokens, resources, skins, rare items, paraphernalia, and other ancillary items are rewarded in greater proportion to winning lower-ranked players than to winning higher-ranked players. Put simply, it is more rewarding when a player willingly attacks a higher-ranking player.

Player Profile and Progression

Each player has their own player profile, which will have features like Player name/nickname, Profile picture (selected among pre-defined cannabis themed avatars), Experience points, Game Stats, and Community of Friends. Gaining Experience Points will level up the player: leveling up gives useful bonuses for battle and gardening items for the Grow Room in the Cannagotchi. Other possible rewards include one free random chronic (for important level ups like level 50 or 100) and more cannabis themed avatars.

Battle Stats & Gameplay

The battle mode is an asynchronous multiplayer game divided into three phases: the active setup phase, in which players choose their team of Chronics; the automatic battle phase, in which they will see the outcome of the challenge; and the reward phase, in which they will earn experience points and bonus rewards.

- One player (the challenger) initiates a challenge: they will be automatically matched to an opponent among the currently active players. If no other player is available, the challenger will be paired with an AI bot. A player will be considered active if the last log in was more recent than a specific number of days (one week).
- The challenged player will then receive a notification and can decide to accept or decline the challenge.
- The challenger and the challenged player will independently set up their Chronic line-up: the challenger will do it before launching the challenge, and the challenged player will have to set-up the line-up in order to accept the challenge. Both players have the same user experience in the selection phase.

Bonuses

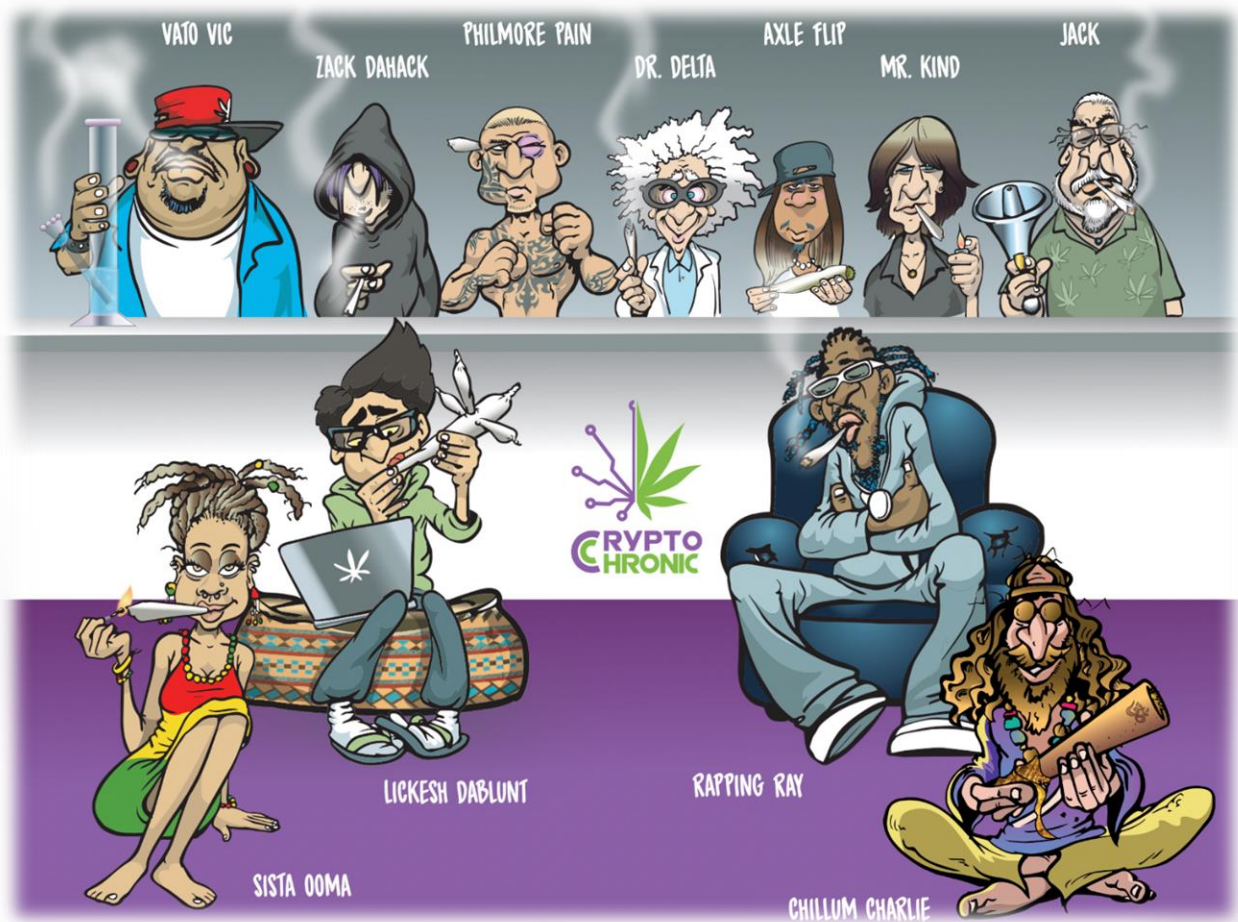
Bonuses that are applied to battle performance can be earned by accumulating EXPs (upon reaching certain benchmarks), through consecutive battle match win streaks, totaling 100% THC or CBD within a match, or other scenarios/circumstances that we will evolve in the future. Bonuses are applied by associating them with a Chronic who is engaged in battle, and they have a range of possible effects. For example, a bonus may reduce or increase the perception of THC/CBD of a judge, reduce the THC or CBD effect of a player's Chronic in battle, magnifying the THC/CBD values of an opposing player's Chronic (thereby risking knocking out the judge) and so on. Those Chronics with the highest rarity level embedded on chain are less affected by bonuses, but with limitations and this applies only to battles contained within our private chain. The effect of rarity on bonuses is limited only to those effects that relate to judges, who are "eager" to try new and rare strains of cannabis. The game is designed such that no one



Chronic is empirically superior to any other, as battle mechanics allow for ever-evolving strategies and clever applications when assembling teams of Chronics for battle. In more detail:

- Bonuses are used in battle to achieve special effects and are consumed after use.
- Bonuses can modify the THC or CBD value of a Chronic, change the satisfaction range of a Judge, reverse the order Chronics are played.
- Bonuses can be obtained after winning a battle and leveling up the player. They can also be purchased from the shop.
- If players decide to play a bonus in the setup phase, they will choose a turn (1, 2 or 3) in which the bonus will activate. The bonus will be played even if it won't have a meaningful effect in the situation as chosen by the player.
- Bonuses will be consumed even if their effect was not triggered.
- The Bonuses are: ***Sub Zero; No Woman No Cry; Paradise Now; White Rabbit; Over the Rainbow; Bad Day; Adrenaline; Funky Smell; THC Boost; CBD Boost.***

Judges





Chronics do not engage in literal battle with one another, but instead players offer a piece of their token's "leaves" to the aforementioned judges, who then smoke the sample. Each judge has a varied tolerance for each THC and CBD (and we will potentially develop other traits thereby further distinguishing judges from one another). The backend will randomly assign 3 potential judges to each battle challenge, limited to the roster of judges available and based on current player level. Then, as discussed above, one of those 3 judges will ultimately be assigned to the battle.

As players accumulate EXP and level-up, new judges will be unlocked and become available for battles. This allows us to build virtually limitless variations into the Smoke-Off gameplay simply by adding variation to each judge's functionality. For example, future judges could potentially take 2 hits from each Chronic on turn 1 instead of the usual 1 hit. This would require the players to manage their selection of Chronics for the battle very carefully so as not to knock out the judge.

An additional example would be future judges who preference Aromas or visual aspects of the Chronics (colors, hats, skins, items, etc.). Judges therefore become a totally malleable aspect of game structure that we can use to respond to player feedback and market data. The innovation and introduction of new judges will not only inject new content but can also create a shift in player strategy, Chronic breeding, and Chronic valuation. Judges are the ones determining the outcome of the Smoke-Off. Each of them has a unique satisfaction range for THC and CBD. The upper value of their range will be called tolerance. Tolerance values depend on the Chronics' THC and CBD range of values. Satisfaction ranges can vary greatly to create variety between Judges and depends on both THC and CBD values. Satisfaction range size: 5 - 20.

Examples of Judges are: ***Rapping Ray, Sista Ooma, Likesh Dablunt, Chillum Charlie, Vato Vic, Zack Dahack, Philmore Pain, Dr. Delta, Axle Flip, Mr. Kind, Jack.***

Bots

In addition to players, we will utilize AI powered bots to enrich the overall population and competition. This will ensure that, regardless of how many total players exist within the in-game population or how many are active at any given moment, those players who are active will always be able to find a viable opponent when they choose to initiate a battle. As the layers of gameplay evolve onto the public chain and as CryptoChronic develops in the direction of becoming a de facto E-Sports league, bots will be used increasingly for training and practice purposes.

• PHASE 3 – LAYER 4: TOKÈMON-GO!

In a nutshell, it's Pokémon-Go meets Weedmaps... This 4th Layer of gameplay, corresponding to our 3rd stage of deployment, will start development 6 months from the initial launch, and will be available approximately another 6 months thereafter. This is where our vision of the Cannaverse really comes together, bridging the gap between the real world and our digital one.



It is an integration of the Cannagotchi and the multiplayer “Smoke-Off” into a Mobile AR Game. By linking it to GPS API, we apply “Pokémon Go” mechanics and utilize GPS to locate, capture, train, and battle virtual Chronicles that appear as if they are in the player's real-world location. This last layer to be added has high fixed costs due to the development of complex mechanics, and higher-still variable ones. These are owing to aggressive user acquisition and marketing campaigns, and expensive pricing for GPS Map APIs. In light of the Freemium revenue model applied and these burdening expenses, only with considerable network effects can it be sustainable. Yet, everything we have done up to its deployment will have been in order to capture and retain the largest possible audience and scale, minimising the impact of such factors.

Integrating the existing mobile Resource Management game with the Battle Mode on mobile in AR, enables us to maximise the experience for gamers. Players and Chronicles will now live the consequences of their care directly. Players will now be able to take care of Chronicles with our Cannagotchi mechanics, but this time on a mobile phone and in Augmented Realty, demolishing barriers with the real world. Therefore, we bring Chronicles, our gamers’ buddies, into their own pocket and everywhere they go. CryptoChronic’s Mobile AR release is a super-casual, freemium mobile game: a digital pet rendered in Augmented Reality.

Like in our PC based Cannagotchi, the application will function as a resource management game. But Players will experience CryptoChronics as if they were in their own living- room or office. The images are seamlessly interwoven with the physical world such that they are perceived as an immersive aspect of the real environment. We increase engagement given our use of the highest standards of UX, utilizing tactile commands tied to slot-machine tactics and the best AR available on the market.

Moreover, our gamers will be able to challenge (to the last virtual token) their friends or strangers they meet in the street. The Cannagotchi gameplay is expanded through links to Google Maps GPS APIs, into a design that recalls Pokémon Go.



The primary goal of this mobile gameplay is still to collect as many Chronicles as possible, but here, not only they can be acquired, bred, and customized as avatars on PC and on the Blockchain, but their seeds can also be hunted and found across real-life maps. These V2.0 Gen0 Chronicles, several series into our production but also blockchain-based, will again be offered for free, bridging the freemium model. They are displayed on a map based on the player's geographical location. Features on it include “Coffee Shops” and “Smoke-Offs”. The Coffee Shops are where gamers may purchase in-game unique resources, skins, and accessories, similar to the Pokémon-Go gym model. “Smoke-Offs” serve as battle locations for team-based “King-of-the- Hill” or “Battle Royale” matches, typically located at places of interest. These may be real-life stoner locations and hangouts.



As players move within their real-world surroundings, their avatars move as well within the game's map. Different Chronic landrace seeds reside in different areas of the world. When a user encounters one, it is viewed utilising the camera and gyroscope on the player's mobile device to display an image of the Chronic as though it were in the real world. Players can take selfies with them. Players in CryptoChronic battle against each-other for seeds in multiplayer. When they meet, users may engage with the mechanics explored in the PC Battle Mode. Alternatively, players can play against Bots. If the opponent is beaten, the seeds will come under the ownership of the winner. After winning a strain, the gamer is awarded also with “Tokens”. Again, players can use them to purchase skins, top-ups like paraphernalia, or acquire resources that eventually will raise either offensive (THC) or defensive (CBD) properties of the Chronicles. The ultimate goal of the game is to evolve the characters, thanks to Tender Love & Care (TLC) in the AR Resource Management mode, and by accumulating experience points and in-game currency through Battles. Users may also challenge friends or other gamers in matchmaking in a one-on-one “Smoke-Off”, earning experience points from various in-game activities.

Players rise in level as they earn experience points (XP), with various features being progressively unlocked together with bonus Tokens. At an intermediate level, the gamer can join one of three color-coded squads in Smoke-Offs which act as factions battling for control within the world. This is where the big guns are and where the stakes are higher, showing potential to maybe develop the layer further into an e-sport. Although the game is free to play, it supports in-app purchases. Customers can acquire additional seeds, equipment, and resources to grow, care-for and strengthen the breed, and other in-game items.



CRYPTOCHRONIC'S ECONOMY: TOKENOMICS & ECOSYSTEM

The CryptoChronic ecosystem revolves around 3 kinds of blockchain based tokens. The Generation Zero NFTs exclusively minted on the Ethereum Public Chain; those minted regularly on our private, side-chain; and Tokes, our in-game currency, also currently based on our proprietary blockchain.

Series 1 Gen 0 – Public Chain

We start with 5.040 pre-minted unique non fungible tokens based on Ethereum and sold through a selection of leading 3rd party marketplaces and launchpads. They are based on an ERC721 compatible protocol. To be confirmed depending on market conditions, we expect to price each NFT at approximately 0,06 ETH. In addition, we also pre-mint another 620 Unique Tokens, of which 420 go to the lucky members of our Whitelist, chosen from public evangelists, 100 for prizes, referrals & rewards, and 100 to advisors, service providers & influencers. These tokens are pre-minted on Polygon with particularly rare and desirable traits to differentiate them from “normal” tokens and are fully compatible with the rest of the ecosystem.

Series N° Gen 0:

We expect to issue various other Series of Gen 0 in the future. More specifically, our roadmap foresees us issuing at least a Series II in late Q2, and Series III in Q3. Moreover, our last layer of gamification based on a Mobile AR game will evolve the tokens further and have a series of unique characteristics while remaining fully compatible with the rest of our game world and all the other Chronic NFTs.

Series N° Gen N° - Private Chain

These are the standard tokens around which our game revolves. They are minted on our Private Chain and are based on an ERC721 compatible protocol as well. They are produced by random generation on demand and are not, therefore, pre-minted. There can be over 4.200.000.000 variations, and the first 3 per player are minted for free, although their transfer is enabled only if the gamer has more in their wallet. In any case, more can also be purchased on our marketplace for a flat price of Eu 4,20. We support value appreciation by limiting supply and increasing demand. The latter, in addition to their desirability, is augmented by the fact that gamers need a minimum of 3 NFTs to battle and accrue the EXP points and Reputation in order to be able to top-up and monetize. Moreover, winning strategies require diverse collections to respond to various parameters. Supply is curbed by the fact that free minting and breeding are limited and that overcoming such limits is costly. Yet, even more importantly, the ecosystem has strong deflationary forces arising from what we call the Chronic “Survival of the Fittest” effect: only most the desirable Chronics merit the attention, time and resources spent to progress onto the Public Chain, considerably reducing their supply on the market.

“Tokes” in-game currency - Private Chain

Lastly, we have “Tokes”, our in-game currency. Similarly, these Tokens are pre-minted on our Private Chain, although they are based on an ERC20 compatible protocol. Their Total Supply is Fixed and limited to 4.200.000.000. During initial stages they will have no monetary value, in the sense that they may be earned, used, or purchased, but not sold for Fiat or Crypto liquidity.



However, in Stage IV they will be offered to the public also as ERC20 Utility Tokens through an ICO or a similar placement process.

HOW DO GAMERS MAKE MONEY: 3 TIER SYSTEM

Chronics increase in value at each stage thanks to Positive Value Feedback Loops built into the game design. In fact, Breeding unlocks desirable and valuable traits, while nurturing and levelling-up improves battle stats, and hence, value. Better stats imply more battle efficacy, which in turn generates more EXP points and improves Reputation. When gamers are ready to top-up and mint their favourite NFTs on the public chain, all this progress will translate in higher valuations, prizes, and siring fees.



So, if a player were to purchase the NFTs, mint the 3 Chronics for free, breed them, care for them, spending time and money, go to war with them, battling side-by-side in Smoke-Offs, and finally, launch them on the Public Chain... Now what? How do they cash-in? We currently offer three different ways to monetize which are simple, clear, and transparent.

- **Battle My Chronic:** The first way to cash in is to participate in official league e-sports tournaments for cash and crypto prizes.
- **Pimp My Chronic:** The second, is to sire the NFTs in a collection to breed them with a 3rd party, P2P, for crypto fees.
- **Trade My Chronic:** Lastly, collectors may sell their prized NFTs on the open market for cryptocurrency, cashing in on all their previous efforts.

HOW DO WE MAKE MONEY: OUR BUSINESS AND REVENUE MODELS

Our revenue model is based on several sources that complement and support each other in implementing a self-sustaining and quickly scalable model. These models are E-Commerce,



integrated with a Double-Sided Marketplace, all backed and supported by a Freemium model with in-game payments.

E-Commerce

The first revenue model powering CryptoChronic is the sale of Gen 0 Tokens. This is a straightforward eCommerce model, enabling us to mint and sell tokens directly to the public, providing an independent, sustainable source of revenues. This allows us to generate early income and validate our primary hypothesis: that people are willing to pay for our product. We aim to pre-mint and sell on well-established 3rd party marketplaces and launchpads 5.040 tokens at a pricing to be confirmed depending on market conditions, but expected to be of approximately 0,06 ETH. We also apply the e-commerce model to the regular sale of our private chain minted NFTs at a fixed price of Eu 4,20. Although the first 3 are free, transfers of Chronics to other wallets or to a marketplace are enabled only if the collector has more in their wallet, and gamers are in any case constantly encouraged to increase the size of their collections as winning strategies require a diverse assortment to respond to various parameters.

Double-Sided Marketplace

In addition to the direct sale of Chronics to players, we accrue revenues by charging transaction fees for trading and breeding and any other transactions that take place on the platform. As such, CryptoChronic functions as a decentralized, two-sided marketplace. Transaction fees are charged at a range of values. Typical actions, such as siring and breeding, incur a fixed fee of Eu 0,99 per transaction. Peer-to-peer trades conducted on our marketplace incur a commission of 2.5% of the value of each transaction.

Freemium with In-Game Purchases

A significant and primary source of revenue is built into our freemium pricing structure. This model, proven countless times across the gaming sector, enables the player to access all in-game functions for free, but charges premiums for additional features and virtual goods. Standard resource bundles, skins, DLCs, and emotes, are priced between Eu 0,10 and Eu 4,20. Special, limited-edition goods will be offered at considerably higher prices. The total potential set of in-game premium features is limitless, and our offerings will evolve continually in response to in-game market demand. We expect an Average Revenue Per Monthly Active User (ARPMU) of Euros 3,00 stemming from freemium purchases (we utilise for modelling purposes a conservative 5% Conversion Rate).

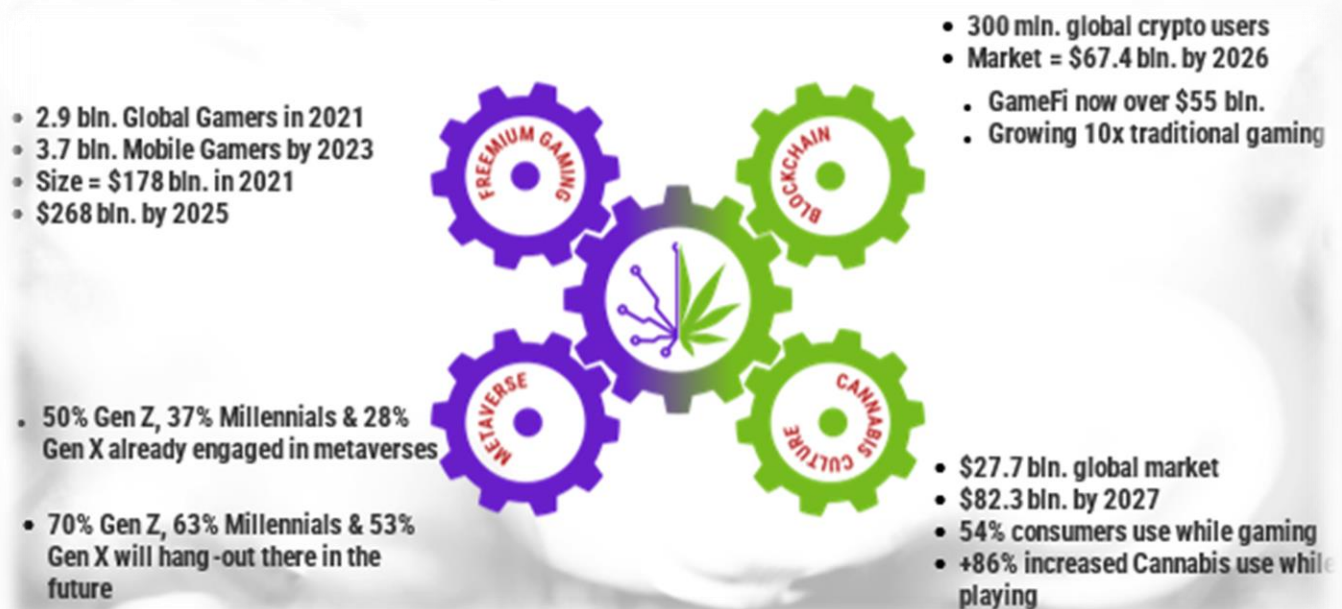
OUR TARGET MARKET: WHY CANNABIS

While both casual gaming and crypto-gaming are well-established global industries with revenue for video games projected to reach US\$365.60bn in 2023 and crypto gaming worth USD 4.6 billion in 2022 and projected to reach USD 65.7 billion by 2027, the data generally supports the conclusion that gamers and crypto gamers are currently still two separate populations. Mobile gaming company Coda Labs conducted a user study of gamers to investigate the relationship between gamers and Web3 gaming, with the conclusion that crypto gaming has yet to arrive at mass market status. A majority of gamers responded that they were not in any way familiar with Web3 Game-Fi of any kind. In contrast, nearly 2/3 of



crypto non-gamers were active in Web3 gaming. The apparent disconnect indicates that crypto interested investors are branching into gaming but that gamers have not been properly attracted to crypto. Further analysis, which directly supports the CryptoChronic thesis, indicates that gamers are not being lured into crypto gaming because they are generally unfamiliar with and even mistrusting of how crypto gaming works and are trigger shy because of the high costs of entry.

Additionally, gamers report that most crypto games just don't appeal to them as games first and foremost. The assertion, therefore, is that targeting an appropriately underserved market niche and satisfying their demand for an engaging game that *just happens* to be a crypto game (and also reducing the start-up friction associated with managing a crypto wallet and paying high gas fees) is the pathway to building a mass audience.



Increasingly the crypto games that are drawing larger audiences are those with more engaging subject matter, like Sorare, which engages players via professional sports “player cards.” In Binance Research’s year end analysis of 2022, they stipulate that subject matter and quality of gameplay are becoming paramount as the number of participating Web3 games continues to grow and the marketplace becomes more discerning in where they want to put their attention. We contend that our subject matter is ideal for targeting our market segment, allowing us to onboard a large enough player base to scale the internal economy that drives value.

There is clear convergence between our target customer, gaming, and Cannabis: on one side 51,5% Gen-Z and 47,8% Millennials smoke cannabis, of which respectively 34,8% and 13.3% in past year, while 22,1% and 8,5% in past month. On the other hand, 87% Gen-Z and 77% Millennials regularly play videogames, respectively 7H20” and 6H50” per week.



Logically there is a strong correlation and convergence. In fact, “Videogames” is the second most searched and fastest growing topic among cannabis consumers on social networks. We are witness therefore to the birth of the “Cannagamer”. Cannagamers are “a diverse lot” with “roughly half of all cannabis users” consuming cannabis before and while they game.

A survey from Brightfield Group found that 55% of cannagamers are from the Gen-Z and Millennial demographic, and 54% consume Cannabis while playing. Cannabis use “before/while playing video games” increased 86% from Q1 to Q3 in 2020 during the pandemic, and despite an obvious flexion, continues to grow. An important intersection in our market analysis is the overlap between gaming and cannabis culture, particularly in the hyper-attractive millennial and Gen Z segments, with around 50% reporting to have smoked cannabis.

Largely, the cannabis audience has not been addressed in gaming and specifically in Web3 gaming. More mature subject matter, in fact, is largely missing in the Web3 gaming space. Moreover, with legalization of Cannabis now spreading globally, the market is growing rapidly creating not just interest from users, but numerous potential (and now legal) synergies with other growing brands, industries, etc.

EXECUTION & TRACTION

The infographic features a central character, a yellow, fluffy creature with large white sunglasses and a wide smile, wearing a blue and white pixelated vest. The character is surrounded by green cannabis leaves and yellow buds. Above the character is a logo consisting of a green cannabis leaf with purple circuit lines extending from its base. The infographic is divided into two main sections: 'EXECUTION' on the left and 'TRACTION' on the right. The 'EXECUTION' section is titled 'BUILDING THE CANNIVERSE' and lists four bullet points: 'Fully Developed Product', 'Thoroughly Tested (130 Closed Beta Testers)', 'Code is Certified', and 'High-Profile Partnerships'. The 'TRACTION' section is titled 'GROWING COMMUNITY' and lists three bullet points: 'Public Beta: 1K Gamers (100% Organic)', 'Twitter (14K - Followers, 3.42M - Impressions)', and 'Discord (13K - Members, 27,408 - Likes)'. The entire infographic is framed by a border of green cannabis leaves and buds.

EXECUTION

BUILDING THE CANNIVERSE

- Fully Developed Product
- Thoroughly Tested (130 Closed Beta Testers)
- Code is Certified
- High-Profile Partnerships

TRACTION

GROWING COMMUNITY

- Public Beta: 1K Gamers (100% Organic)
- Twitter
14K - Followers
3,42M - Impressions
- Discord
13K - Members
27,408 - Likes



STRATEGIC ROADMAP & SCALING



OUR TEAM





To make CryptoChronic happen, scale, and succeed, it leverages the diverse experience of its stakeholders, brought together by their love for videogames, the belief in the Blockchain, and support for Cannabis legalisation. Ranging from Artists to Developers, from Hackers to Serial Entrepreneurs, together they form a whole stronger than the sum of its parts.

Marco Prinzi: Founder & CEO



Following over 22 years engaged as a principal and director in banking, hedge funds, and financial engineering, Marco spent over 6 years as a serial entrepreneur and founder of 5 startups in the field of digital media, ranging from the production of feature films to several videogames and platforms. He is a strong believer in sustainability and impact, achieved through the empowerment of shared and circular economies, and an advocate for Crypto, with the implied decentralization and democratization that come with it.

([linkedin.com/in/marco-prinzi-1607b0295](https://www.linkedin.com/in/marco-prinzi-1607b0295))

Pier-Luigi Maori: Chief Blockchain Officer



Highly reputed Blockchain expert and designer, he works with some of Italy's most established crypto projects, like CyberDeck, Mangrovia, Prosume Energy, Brandzledger, Telecom, and currently consulting with the government. A Linux guru, Developer, System & Network Administrator, Devops and SRE, he has extensive experience also in gaming, having produced and developed already many successes in the field. Having been involved in its disruption since 1999, he is considered one of the country's most influential developers within the crypto space.

([linkedin.com/in/newmark](https://www.linkedin.com/in/newmark))

Riccardo Cangini: Chief Gamification Officer



Pioneer of the Italian video game creation industry he began programming in 1983 on Texas Instruments TI-99 / 4A and released his first 2 video games, in 1987 and 1989. Over the years he carried out various activities as programmer, designer, 2D / 3D graphic designer, production manager at Simulmondo. In 1996 he founded Artematica, producer of a series of video games also sold abroad. A veteran in the conversion of brands from the world of comics and cartoons into video game form, especially as graphic adventures. Expert in 3D technologies, he designs and builds custom applications and is the reference for a dozen Metaverse projects.

(https://it.wikipedia.org/wiki/Riccardo_Cangini;[linkedin.com/in/riccardo-cangini](https://www.linkedin.com/in/riccardo-cangini))



Ivan Artucovich: Art Director & Visionary Artist Responsible for Graphics



As art director / designer of the CannaTrade.ch International Hemp Fair from 2000 to 2010, he was introduced to the international hemp Industry. From 2006 to 2013 he was the designer and art director of the Canadian magazine Treating Yourself, and in 2005 he began publishing his “Why? Why not?” and Hemptathy cartoon strips in many international magazines, and important publications in the cannabis world. He has provided his services to industry leaders like Mr. Nice (UK), Shantibaba (AU), Jorge Cervantes (E), Canna fertilizers (NL), Biodiversity (USA), ROOR (D), Homebox (D), Serious Seeds (NL). Research companies and foundations such as Fundacion Canna (E), CBD Crew (E), Phytoplant Research (E) along with important scientists, physicians and activists dedicated to educating and divulging the therapeutic uses of cannabis such as Dr. Ethan Russo (USA), Dr. Werner Nussbaumer (CH), Professor Raphael Mechoulam (Israel), Dr. Giampaolo Grassi (Italy). Fred Gardner (CBD Project USA), and Mary Lynn Mathre (Patients Out of Time USA). ([linkedin.com/in/ivan-artucovich-b1904142](https://www.linkedin.com/in/ivan-artucovich-b1904142))

Francesco Arcarese: Blockchain Project Manager & Full Stack Developer



His 16-year career has seen him lead many breakthrough Italian blockchain projects into becoming highly successful innovators within their industry. Following 4 years as a Training Specialist (for Formez on behalf of the Italian Government) and Policy Analyst (for CNIPA – again for the Italian government), Francesco was a freelance developer for 4 years. Hence, he became Full Stack Developer for Sfrecciando, Key2, Cyberdeck (where he was also game Designer), and for Mangrovia Blockchain Solutions, where he is currently employed. ([linkedin.com/in/arcaresef](https://www.linkedin.com/in/arcaresef))

Francesco Fugazzi: Gameplay Project Manager



Responsible for aspects of gamification in ArteMatica (one of the first videogame studios established in Italy) since 2011, he has grown into one of the most effective and well-respected project managers within the Italian (and not only...) gaming scenes. An ex-hacker and skateboarder, he perfectly incarnates our vision. Artematica’s video games are localized, published and distributed around the world by prominent and prestigious partners (like Warner Bros, Disney and Ubisoft). ([linkedin.com/in/francesco-fugazzi-aa55b82](https://www.linkedin.com/in/francesco-fugazzi-aa55b82))



Jordan Lari: Head PR & Communications



After completing a master's degree in creative writing, Jordan spent 20 years in the food and wine business in New York City, first as a sommelier and beverage program director for top restaurants, then as a multi-unit operator and entrepreneur. Additionally, he was a pioneering partner in food-tech development being involved both directly and tangentially with the evolution of big data as applied to the hospitality business as an operator, beta-tester, and investor as well as a full-time content developer and contributor to internal and external to daily operations of his associated business ventures. Currently his exploits involve hands-on engagement with multiple start-ups in a mix of activities including business strategy, operations management, marketing and business development and fundraising. ([linkedin.com/in/jordan-lari-b12bb974](https://www.linkedin.com/in/jordan-lari-b12bb974))

OUR PARTNERS

We associate with leaders in Videogaming & Crypto to make our vision a reality, relying on their expertise and experience in monetising and scaling high-profile, innovative gaming projects, helping us navigate the complex scenario unfolding before our eyes in the industry.



Mangrovia Blockchain Solutions S.r.l - Italy (<https://mangrovia.solutions>): Technical Partner, developing general Blockchain-based solutions for the project. With offices in Milan, Rome, Berlin, and Barcelona, and 27 employees, Mangrovia is a leader in Southern Europe regarding blockchain development. They are a software house providing consulting, development, and support services for blockchain solutions. They bridge the gap between ambition and action, in a manner that delivers unique competitive advantage, all without disrupting the existing processes and networks that fuel creative flow.



CyberDeck S.r.l - Italy (<https://www.cyberdeck.eu/>): Technical Partner, application of general Blockchain-based and smart-contracts towards gamification, writing the smart-contracts, generating the tokens, and supporting in the integration of the wallet with the game.



Cyberdeck provided us the technology and development capabilities to build our product thanks to their own experience in the field. CyberDeck, in fact, is also a Tradable Card Game set in a dystopian cypherpunk world that combines the better parts of a classic card game with some strategic elements of a board game, implemented with an innovative Blockchain system that will allow players to be the owners of their cards and assets. Developed by Cyberdeck Srl in collaboration with Artematica Games – Be2Bit, Cyberdeck is a Free-to-Play game that allows players to capitalize on their gameplay success, trading their cards among themselves by using the dedicated CYB tokens on the marketplace platform provided by us, or on other blockchain-based exchange platforms in the future.



Be2Bit Ltd. – Malta (<https://www.be2bit.net/>): Technical Partner, devising and redacting the Game Design, building the layers of gameplay, development of all front end and its integration with the backend. Founded in 2013 by Riccardo Cangini, it is now on the verge of expansion to virtual & augmented reality and smartphones, Be2Bit was created with a mission: to bring a new generation of digital content to market. Thanks to the experience gained with previous renowned games like “I Play 3D Soccer” (the first 3D soccer game in the world), “Cocco Game” (the first Italian Adver-Game), “Druuna Morbus Gravis” (winner of Lucca Comics prize), “Martin Mystere” (winner of Il Grillo prize), “Violetta’s Music Adventure” (first Disney licensed European game) and after our initial goals and the partnership with companies around the world as Disney, Microsoft, Ubisoft, Mediaset, Warner Bros, Telecom, Rai, Ferrero, Nestle', Publicis, Mondadori, DSquared2, Be2Bit is getting the trust and recognition of big enterprises in technology sectors: videogames, virtual/AR solutions, multiplatform apps, advergaming, gaming, media, and health digital promo products. With a very strong technical team, Be2Bit have the commitment in collaborating together with its partners and clients to create the best possible products and / or alternatives in the technical world.

icoda.

ICODA - Poland (<https://icoda.io/>): Marketing Partner, leading and coordinating all our marketing efforts finalized towards our go-to-market. A full service digital/crypto marketing agency, ICODA implements a data-driven approach to creating products and services for crypto businesses around the globe. ICODA believes that blockchain, cryptocurrencies and the latest financial technologies are able to change the world, and that they were made to help crypto and fintech projects like ours unlock their potential. They helped to make and boost a wide range of highly successful blockchain and crypto-related businesses, such as Oasis Networks, Vabble, PlanetaXbet, UMetaWorld, Clouch.com, and Mythos World.



LEAN CANVAS & CONCLUSION

<p>Problems</p> <ul style="list-style-type: none"> Prohibitive & Volatile Costs Lack of Utility Limited Provision & Preservation of Value within Inflationary Ecosystems <p>Competition (What are consumers doing to solve the problem)</p> <ul style="list-style-type: none"> Pokémon Axie Infinity Gods Unchained 	<p>Solutions</p> <ul style="list-style-type: none"> Free-to-Earn thanks to Private Chain Functionality thanks to Gameplay Depth Value Added by design, Max. Demand / Min. Inflationary Forces <p>Target KPIs</p> <p>Visitors > 150.000 Conversion Rate = 5% Engagement = 17' Day Active Users: 1st Day = 55% 1st Month = 30% 2nd Month = 25% 3rd Month = 20%</p>	<p>Unique Value Proposition (UVP)</p> <p>Leveraging a private blockchain for the first Free-to-Earn model, we reinvent Pokémon as Cannabis themed digital pet collectibles that you breed, nurture, & battle in multiplayer Smoke-Offs. Our users benefit from consistent, highly competitive pricing & depth of gameplay that adds & preserves value throughout a deflationary ecosystem.</p>	<p>Unfair Advantage</p> <p>Bringing Fun Back to NFTs with Cannabis</p> <p>Scaling</p> <p>The "Cannaverse": Pokémon-Go meets Weedmaps</p> <p>Channels & Traction</p> <p>Awareness: FB: 4K followers Twitter: 14K followers</p> <p>Consideration: Discord: 13K members</p> <p>Decision: Whitelist: 17K</p>	<p>Customer Segment</p> <p>Demo: Mill./Gen-Z; Mostly Male;</p> <p>Geo: Europe & Asia (Philippines, Vietnam, Thailand); later also USA & Canada</p> <p>Early Adopters:</p> <ul style="list-style-type: none"> Crypto, GameFi & NFT crowd Cannabis Enthusiasts Cannagamers <p>Mass Market: Traditional Casual Gamers and Digital Collectors</p>
<p>Cost Structure</p> <p>Total Fixed (Development) Costs: Eur 350K circa Total Go-to-Market Costs: Eur 175K circa Operational Costs: Eur 25K Month circa Customer Acquisition Cost: Eu 8,67</p>		<p>Revenue Streams</p> <p>E-Commerce: Gen0 NFTs = 5,040 @ ETH 0,06 (Series 1-N) Marketplace: 2,5% Trans. Fees; Breeding/Siring @ ETH 0,00420 Freemium (In-Game Purchases): Resources, Skins, Emotes @ Eu 0,10 < X < Eu 420 ARPMU: Eu 3,00 < X Eu 5,00 (@ 5% Conversion Rate) Customer Lifetime (36m) Value = Eu 108,00</p>		

The relatively nascent fintech, de-fi, and game-fi industries have experienced a dramatic rise and fall culminating in a massive growth in investment (both retail and institutional) and value and subsequent coming back down to earth, highlighted, and exacerbated by the rising, cresting, and crashing action of the market from 2021 through 2022. However, the large decline in market value experienced across the crypto investing macro environment during the course of 2022 should not be seen as a collapse of the market or of the industry, but rather should be perceived as an ironing out of an overhyped, overheated, and overinflated market triggered by massive market enthusiasm for an asset class and industry that shows no signs of permanent regression, but rather is now primed for good actors to outpace bad ones and pave the road for significant future growth and development.

The extreme speculation and gold rush mentality that permeated investors' mentalities through these somewhat early days can now be more adequately and permanently replaced by organizations and investors who are long-term committed to and invested in functionality and use-cases unique to blockchain technology, whether that be DAO structures, financial transactions, lending and de-fi, digital collectibles, or gaming. The global gaming market has been relatively slow to adopt crypto en-masse, challenged by a host of frictions heretofore innate to the crypto industry, such as start-up expense, required technical knowledge, and lack of asset transparency. Moreover, crypto games have yet to satisfactorily address the gaming market on gaming terms, preferring to date to posit NFT-based gaming primarily as a de facto



investment opportunity tied to gaming, rather than a viable and enjoyable and playable pastime first and foremost. While this has attracted enough crypto enthusiasts to demonstrate proof of concept, the next generation of successful crypto games will appeal first to gamers and succeed first as a game, before relying simply on play-to-earn as motivation.

CryptoChronic, in the midst of these market conditions, identifies massive market opportunity existing where adult lifestyle interests intersect enthusiasm for gaming. By reducing user friction and engaging this audience on its own terms and by producing a truly entertaining and immersive gaming and meta environment, accumulation of users will more organically become a driver of our internal play-to-earn economy, thereby delivering a freemium, fun-based experience that leads inevitably to value appreciation and return on investment for our users, all the while leveraging the inherent strengths and features of blockchain technology with full compatibility for development of immediate and future use cases unique to the technology.

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Project Purpose

All contributions will be applied towards the advancing, promoting, the research, design, and development of the game. The Company, and its respective affiliates develop, manage, and operate the Chronic Games project. The Company, in relation to any CryptoChronic NFT or Tokens sale, does not act in the capacity as a financial adviser or fiduciary of any person.

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The Whitepaper and the Website are intended for general informational purposes only and do not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, or any offer to sell any product, item or asset (whether digital or otherwise). The information herein may not be exhaustive and does not imply any element of a contractual relationship. There is no assurance as to the accuracy or completeness of such information and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information. Where the Whitepaper or the Website includes



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Nothing in the Whitepaper or the Website constitutes any offer by the Company, or the Chronic Games team to sell any CryptoChronic NFTs or Tokes (as defined herein) nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision. Nothing contained in the Whitepaper, or the Website is or may be relied upon as a promise, representation or undertaking as to the future performance of the Chronic Games project or protocol.

The information set out in the Whitepaper and the Website is for community discussion only and is not legally binding. No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of CryptoChronic NFTs or Tokes, and no virtual currency or other form of payment is to be accepted on the basis of the Whitepaper or the Website.

The agreement for sale and purchase of CryptoChronic NFTs or Tokes and/or continued holding of CryptoChronic NFTs or Tokes shall be governed by a separate set of Terms and Conditions or Token Purchase Agreement (as the case may be) setting out the terms of such purchase and/or continued holding of CryptoChronic NFTs or Tokes (the Terms and Conditions), which shall be separately provided to you or made available on the Website. The Terms and Conditions Documentation must be read together with the Whitepaper. In the event of any inconsistencies between the Terms and Conditions and the Whitepaper or the Website, the Terms and Conditions shall prevail.

Deemed Representations and Warranties

By accessing the Whitepaper or the Website (or any part thereof), you shall be deemed to represent and warrant to the Company, its respective affiliates, and the Chronic Games team as follows:

- In any decision to purchase any CryptoChronic NFTs or Tokes, you have not relied and shall not rely on any statement set out in the Whitepaper or the Website;
- You will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);
- You acknowledge, understand and agree that CryptoChronic NFTs or Tokes may have no value, there is no guarantee or representation of value or liquidity for CryptoChronic NFTs or Tokes, and CryptoChronic NFTs or Tokes is not an investment product including for any speculative investment;



- None of the Company, its respective affiliates, and/or the Chronic Games team members shall be responsible for or liable for the value of CryptoChronic NFTs or Tokes, the transferability and/or liquidity of CryptoChronic NFTs or Tokes and/or the availability of any market for CryptoChronic NFTs or Tokes through third parties or otherwise; and
- You acknowledge, understand and agree that you are not eligible to purchase any CryptoChronic NFTs or Tokes if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the sale of CryptoChronic NFTs or Tokes would be construed as the sale of a security (howsoever named), financial service or investment product and/or (ii) where participation in token sales is prohibited by applicable law, decree, regulation, treaty, or administrative act (including without limitation the United States of America, Canada, New Zealand, People's Republic of China (but not including the special administrative regions of Hong Kong and Macau, and the territory of Taiwan), Thailand, and the Socialist Republic of Vietnam); and to this effect you agree to provide all such identity verification document when requested in order for the relevant checks to be carried out.
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Informational Purposes Only

The information set out herein is only conceptual and describes the Chronic Games project and protocol. In particular, the project roadmap in the Whitepaper is being shared in order to outline some of the plans of the Chronic Games team, and is provided solely for INFORMATIONAL PURPOSES and does not constitute any binding commitment.

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