

# Kryptomon<sup>★</sup>

**THE PLAY AND EARN  
"LIVING" NFT TRAINING GAME**





# ABOUT

Kryptomon is an NFT blockchain based game, with play-and-earn mechanics, where Pokémon meets Tamagotchi meets CryptoKitties. Set in the Kryptomon metaverse, community members play as 'Trainers' of their own NFT creatures called Kryptomons.

Incepted in Mar 2021 with the mission to develop the Kryptomon game, Kryptomon began to gather tremendous support from the crypto community in May, with +100K members joining the platform.





# VISION

Our vision is to create the reality that we could only imagine while playing games like Pokémon as kids and become the best NFT gaming company in the “universe”.

Discover more on our [Whitepaper](#)





# PRINCIPLES

The NFT blockchain gaming industry originated with Axie Infinity attracting a growing audience worldwide and has since become a blossoming industry with much potential.

Typical projects in this space aim to leverage the hype of play-and-earn (P2E) mechanics in order to quickly profit on appreciating token values. But for us, P2E is the cherry on top, not the whole cake, which is why we're building Kryptomon in a way that players would play the game even without P2E mechanics.

This is a crucial sentiment of our model because it sets the mission and ambition of our company, which is to create a game an entire generation of gamers worldwide will love to play and make memories playing.

Discover more on our [Whitepaper](#)





# What is a Kryptomon?

Each Kryptomon has a unique and mutable genetic code made up of 38 parameters that determine their strength in battle, their character, their learning potential, their IQ, their evolution potential, their potential for breeding, etc.

Every Kryptomon is a living unique digital companion in the Kryptomon metaverse, with a special and important role to play with his/hers trainer.



Discover more on our [Whitepaper](#)



# LEADING TEAM



**Umberto**

Founder & Chief  
Executive Officer



**Tomer**

Chief Marketing  
Officer



**Chris**

Chief Technology  
Officer



**Bartolomeo**

Chief Operating  
Officer



**Amit**

Chief Strategy  
Officer



**Maurice**

Chief Creative  
Officer

Meet the [full team](#)





# THE GAME

## THE KRYPTOMONS

Every Kryptomon is procedurally generated, like in real life where every creature is different - it will have its strengths and weaknesses based on its own unique DNA.

## THE GAME

The Kryptomon game is being built to be fun, competitive and engaging to play, even if without the P2E mechanics.

## THE LORE

Every respectable game should have lore, which in our case is the story of the Kryptomon universe. The lore will define the entire tone of the game, giving a more immersive experience.

## THE ECONOMY

We are building the game together with a AAA Game Studio (Room8). We have designed the entire Kryptomon economy to be fun, challenging and also remunerative.

Discover more on our [Whitepaper](#)





# THE GAME ECONOMY

Kryptomon follows the free-to-play model, allowing players to play with zero friction. If they want to boost their progress, they can buy Loot Boxes with power ups and items inside using the \$KMON Coin.



Discover more on our [Whitepaper](#)







# ROADMAP

**Q2-2021**

Egg minting & Distribution

**Q4-2021**

Release V1: Tamagotchi  
Launch Marketplace  
Treasure Hunt

**Q2-2022**

Mobile Version

**Q3-2021**

Release \$KMON Token  
Egg Hatching

**Q1-2022**

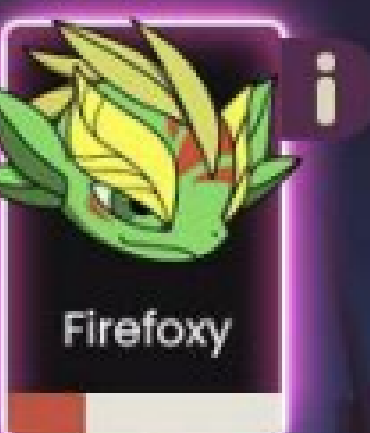
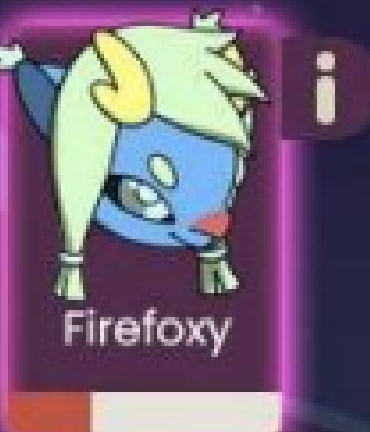
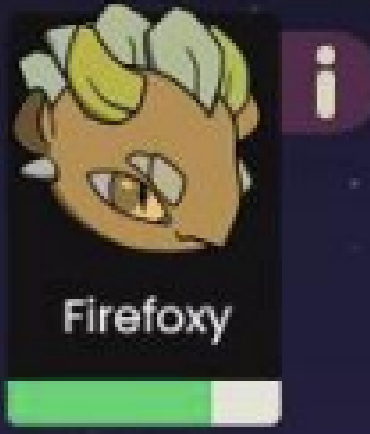
Breeding Mechanics  
Play to earn mechanics  
PVE gameplay  
Daily missions & Quests

**Q3-2022**

PvE & PvP

Discover more on our [Whitepaper](#)





**Firefoxy**

Happy	18%
Hungry	12%
Health	73%
Affection	26%

In the V1 Release, the trainers need to start taking care of their Kryptomons, feed them, play with them, nurture them, heal them and lastly train them in order to make them stronger for when the battle mechanic commences.

Failing to take care of your Kryptomon will result in the creature's hibernation and \$KMON spending will be needed in order to unfreeze your Kryptomon, but the trained stats and attributes will decrease.

Thanks to our Simplex Integration, players will be able to purchase loot boxes and items with their credit card to take care of their Kryptomon, while still using \$KMON as native currency.

Food 13

Health 4

Toys 4

Train 54

x10

Cheese  
+2%

x10

Cheese  
+2%

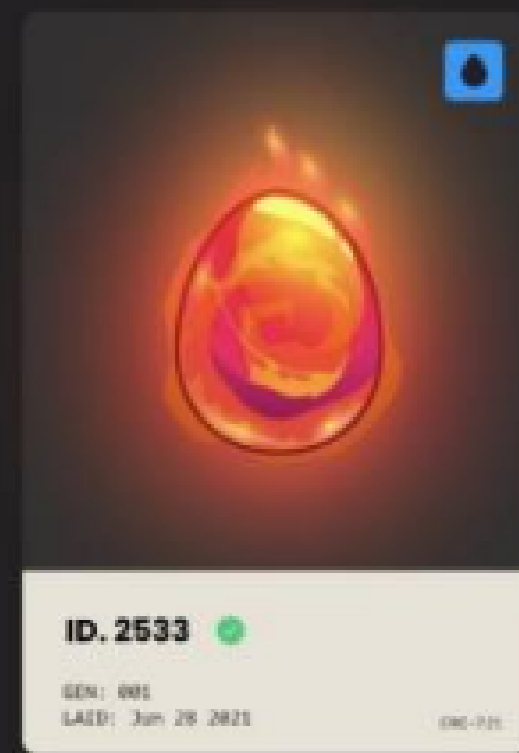
x10

Cheese  
+2%

x10

Cheese  
+2%





Elements

Water 24.31%

Grass 0.00%	Wind 0.00%
Fire 0.00%	Ice 0.00%
Electric 0.00%	Air 0.00%
Ground 0.00%	Water 0.00%



Description

This is a Ghost Kryptomon specialized in defense moves. It has a great constitution, injuries are few and far in between for this Kryptomon and even then only about the hardest of battles. With a strong defense...

Trade history

Event	Price	From	To	Date
Sale	1200	MauriceDevries1981	Urberto2000	1 day ago
Transfer		MauriceDevries1981	Urberto2000	1 day ago
Minted		NullAddress	RodgerWings	1 day ago

# MARKETPLACE

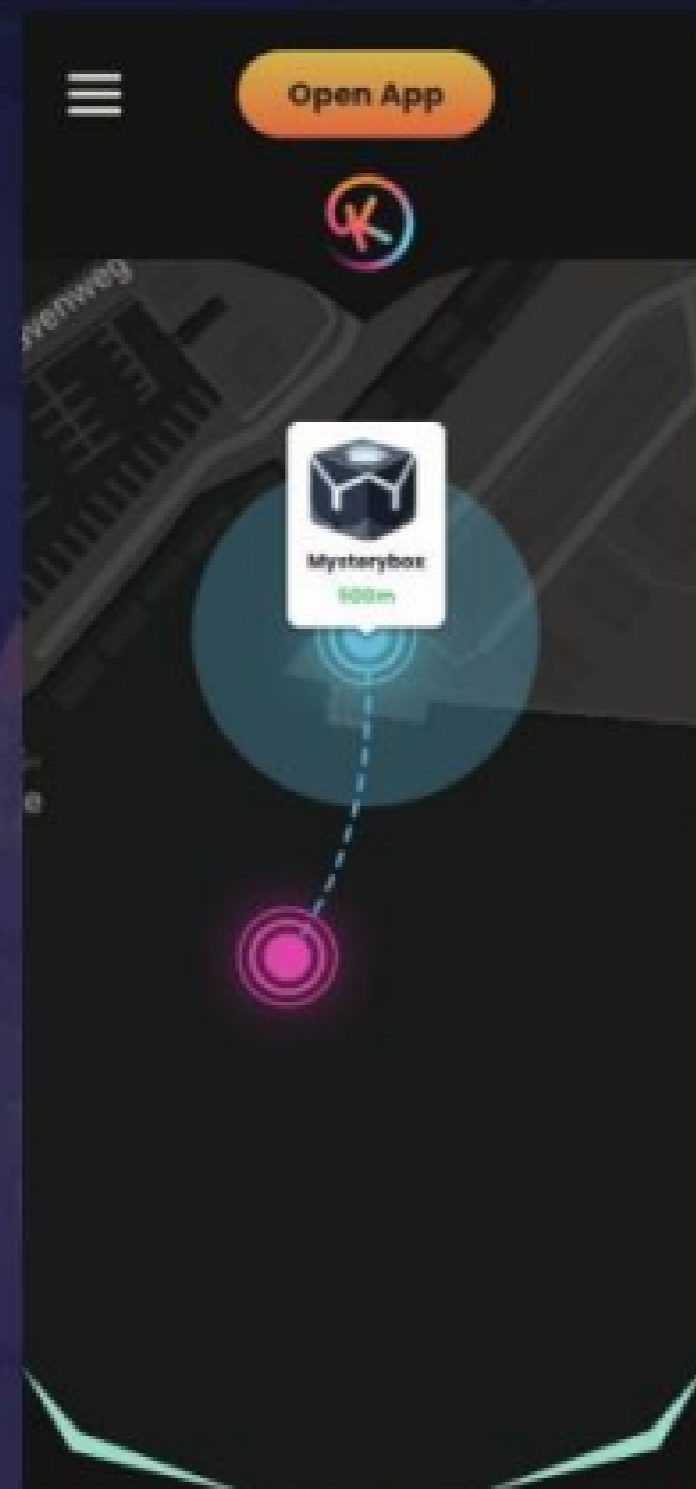
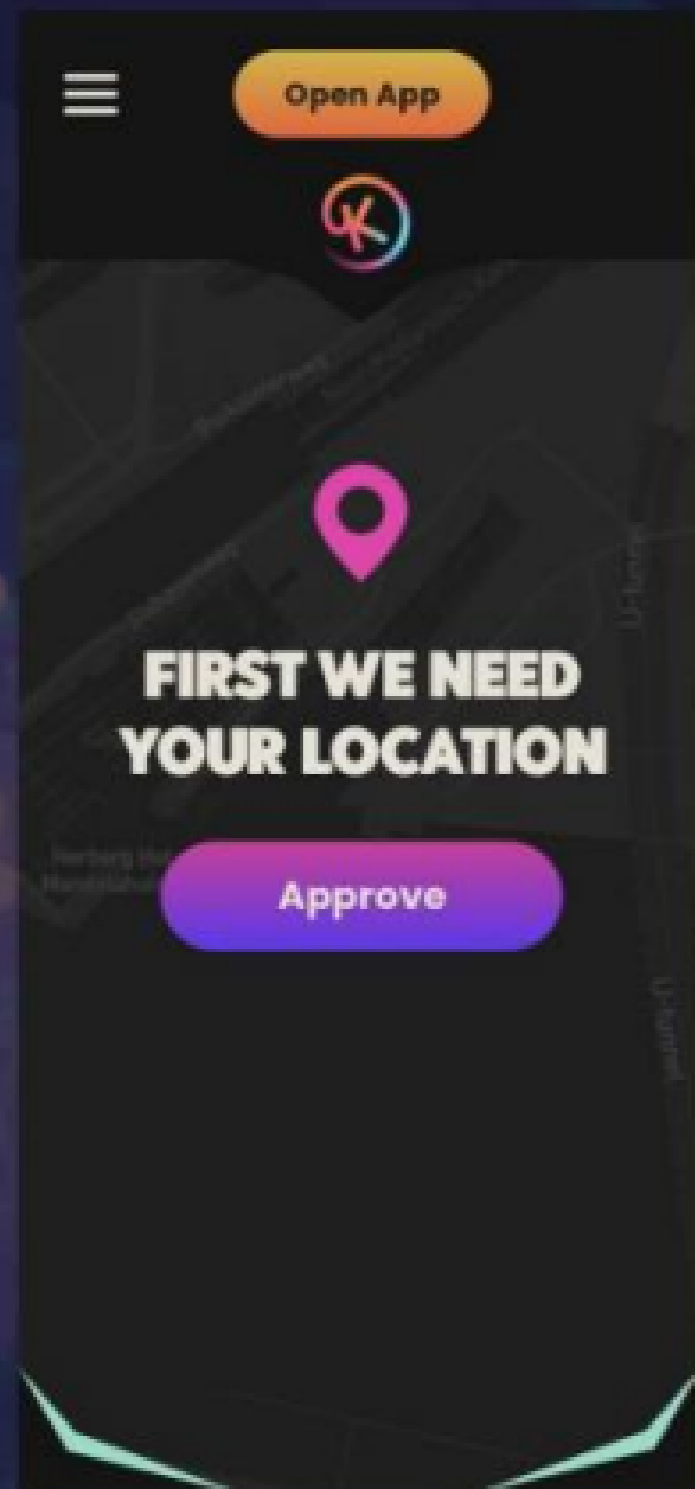
## Kryptomon Marketplace

- Trade NFT Kryptomons & eggs
- Buy in-game lootboxes & items
- List Kryptomons to find breeding mates





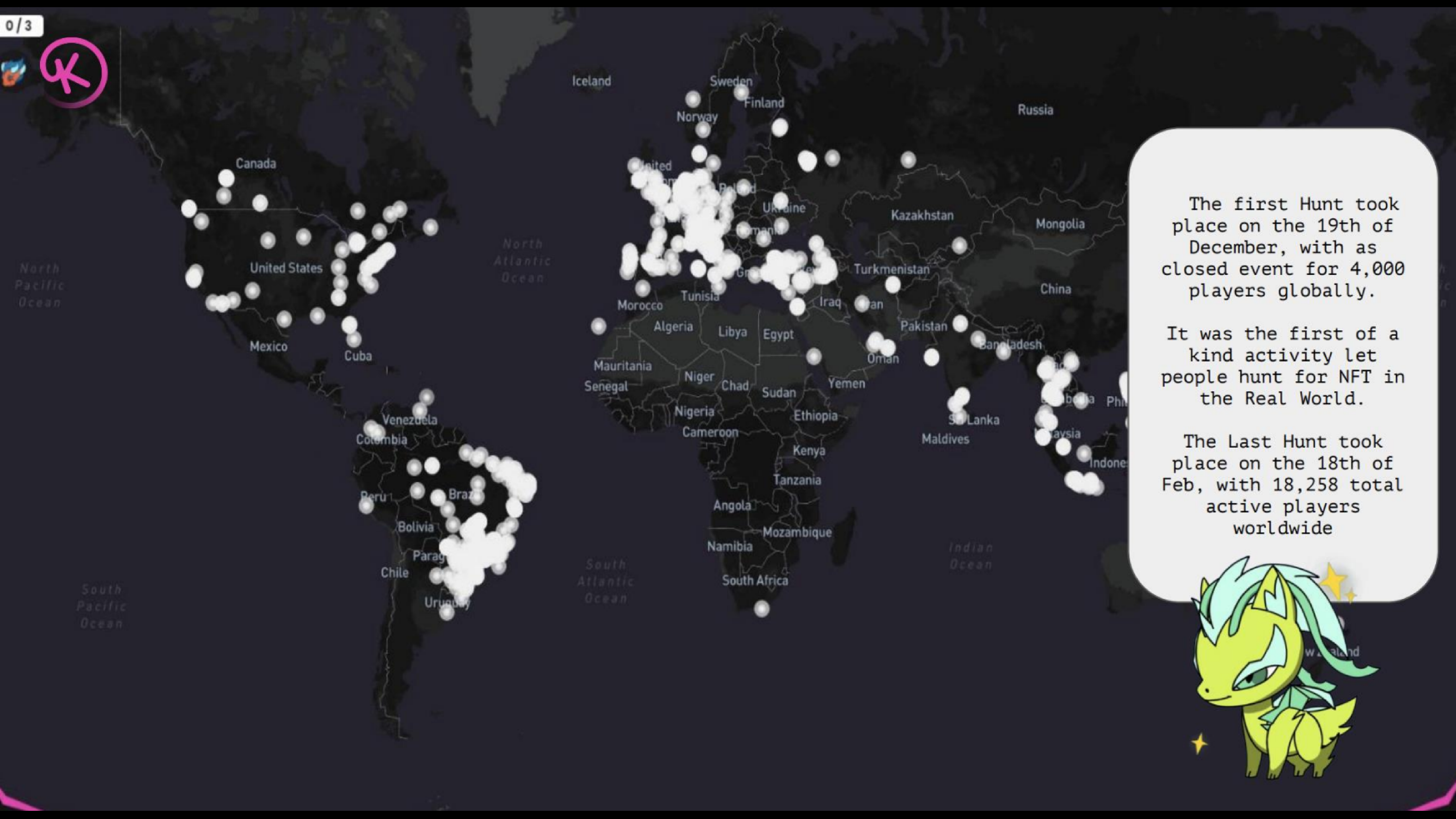
# TREASURE HUNT



The treasure hunt is a PokemonGo-like experience created to keep the community engaged, excited and increase the egg supply when needed. We will run a Treasure Hunt every full moon.

Players go outside and search for mystery boxes in the real world.





The first Hunt took place on the 19th of December, with as closed event for 4,000 players globally.

It was the first of a kind activity let people hunt for NFT in the Real World.

The Last Hunt took place on the 18th of Feb, with 18,258 total active players worldwide





# KRYPTOMON MANGA

The Lore is a crucial part of every game, and we also release our Kryptomon Manga, telling the story of the Kryptomon World in a series of comics, which would also be sold as NFTs.

This not only engages our community and increases brand awareness, but strengthens the bond of our players to their Kryptomon and to our game as a whole.



# ACHIEVEMENTS

**350K Members**  
in our  
Community  
Channels

**60K Members** in  
our Discord  
Servers

**15 Different**  
localized  
communities

Binance NFT  
mystery box  
sale #1 sold  
out in **0.27**  
seconds  
(2,000 boxes  
@\$95 each)

Binance NFT  
mystery box  
sale #2 sold  
out in **0.17**  
seconds  
(2,500 boxes  
@\$95 each)

**\$11.5M Volume**  
of Kryptomon  
NFTs Traded

**27K Holders**  
of the KMON  
Token

ATH P2P Egg  
sold for **54BNB**  
(\$35,000)





# GAME TRACTION

AVG of 2,500  
DAU out of  
7,680 MAU

734,039\$ total  
revenue in the  
since November  
2021

95,000\$ worth  
of loot boxes  
sold in the  
first month

69.3% 7 Day  
retention

AVG of 2,000\$  
worth of loot  
boxes sold per  
day

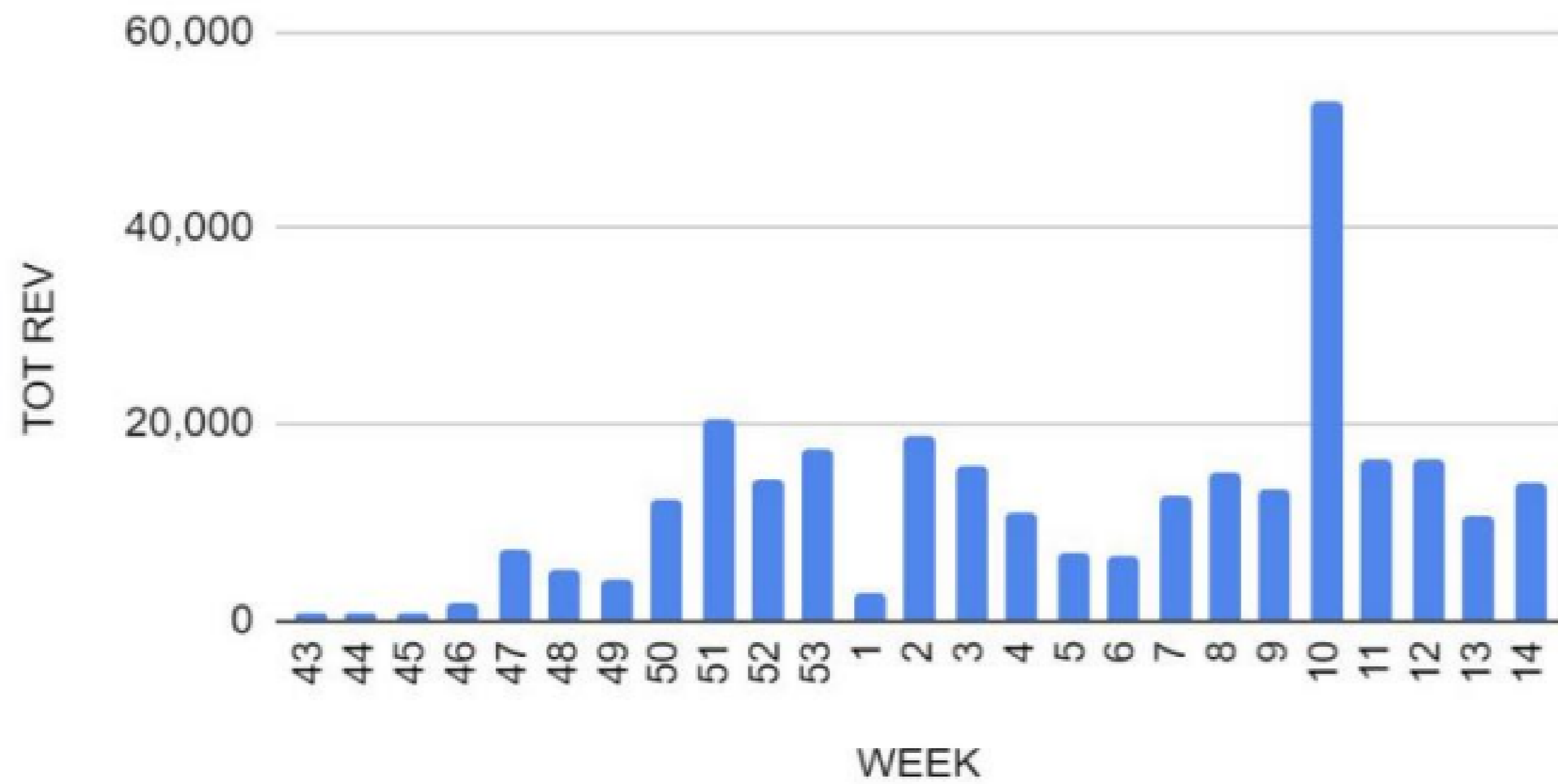




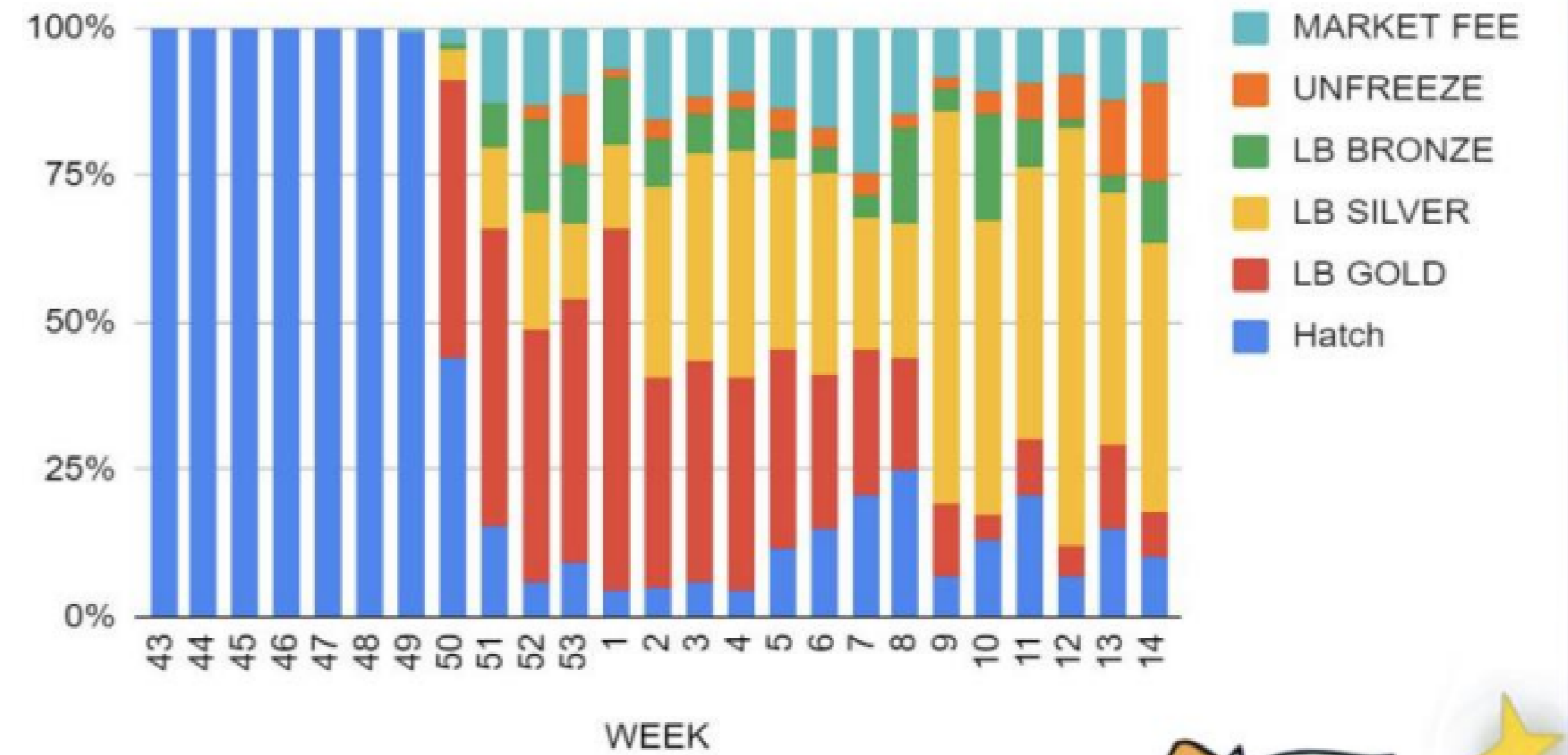


# GAME TRACTION

## TOT REV vs WEEK



## REVENUE BY TYPE / WEEK



Revs: Feb - \$49,138  
Revs: Mar - \$102,875



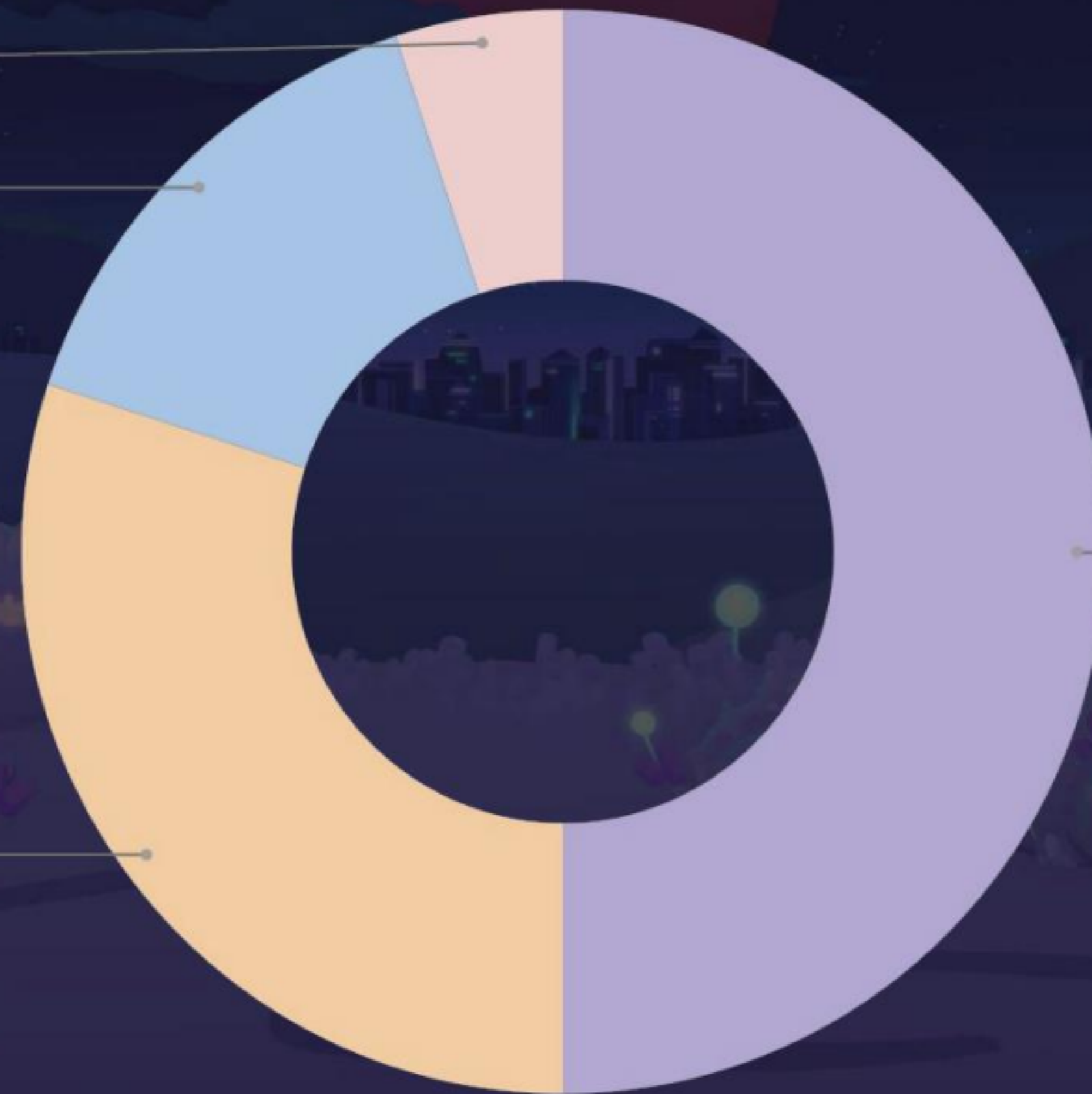


# USE OF FUNDS

Legal  
5,0%

Listing & Token Activities  
15,0%

Marketing  
30,0%



Game Development & HR Scaleup  
50,0%



# BUSINESS MODEL

IN GAME TRANSACTIONS FEE: 3-5%  
(BREEDING & P2P SALES - LAST 5 MONTHS  
VOLUME \$7MLN)

TOURNAMENTS TICKET ENTRY FEE: 5-10%

\$KMON TRADING

LOOT BOXES SALES:  
\$1.39 - \$9.99 - \$19.99

NFT SALES  
(\$230K Sold in 0.17seconds)

MERCHANDISE & LICENSING





# Competition – Analysis

Company/Feature	NFTs	Low gas fees	Mixed Reality	Affordable entry price	P2E	Complete game design	Lore	Esport
Kryptomon	V	V	V	V	V	V	V	V
Polychain Monsters	V	X	X	V	X	X	X	X
BinaMon	V	V	X	V	V	X	X	X
Axie Infinity	V	X	X	X	V	V	X	X
Pokemon	X	X	V	V	X	V	V	V
Tamagotchi 2021	X	X	V	X	X	V	X	X





# MARKETING – STRATEGY

## Brand Positioning

Kryptomon is the answer to “what's missing” in the very successful Pokemon game.

## Values

Adventurous - Community - Excellence -  
Ownership - Fun

## Our 10 Commandments

### Be:

Humble  
Professional  
Transparent  
Consistent  
Inspiring  
Organic

### Don't Be:

Greedy  
Misleading  
Hasty  
Hype-hungry

## TARGET AUDIENCE

### Primary

Age: 25-35

Gender: 80% Male 20% Female

Geo Location: Global, strong presence in APAC, aiming to westernize our audience to EU and US

Motivations: Gamers and crypto enthusiasts with feel-good memories of childhood games

### Secondary

Youngsters Ages: 18 - 25

Gender: 60% Male 40% Female

Motivations: Addicted Gamers, crypto early (not sophisticated) adopters, prone to hypes and new trends



# G2M – High Level

**The marketing team relies on smart and effective channel activations, communicating the “news flow” on a daily basis via the different platforms we operate on:**

- ★ Social media channels - TG, TW, FB, LI, Twitch, Discord, Medium: +100K Current community members!
- ★ Strategic partnerships - Growing through successful partnership with leading companies: Simplex, Tofu, BinanceNFT, Poolz, BakerySwap and many more...
- ★ PR - Managing our brand's newsworthy items via tier 1 Gaming, Tech, Crypto publications: As seen on
- ★ Paid Media - GDN, FB, Trade publications, ICO listings and publications
- ★ BTL & Guerilla marketing - To increase popularity we intend to initiate AR geo based activities such as legendary eggs treasure hunts etc.
- ★ Events - Keynote, sponsoring, networking





# Why Invest – Summary

**Team:** An international team of passionate and capable professionals, sharing the same vision and onboarded on the same mission, presenting thousands of hours in game dev, marketing, crypto investments and more...

**Technology:** The first “living” NFT P2E game using the BSC technology to enable a seamless experience with low fees to enable a bigger adoption

**G2M:** Since launch of the V.1 of the WP the Kryptomon Marketing team has gathered a global community with +100K players ready to hit the Play button

**Timing:** Post covid NFT boom. Huge amount of new wallet owners. Market ripe for disruption.



# Kryptomon<sup>★</sup>

Thank You!

