

🐱 Explore the Meowverse with Catizens!



Catizen is a unique, cat-themed social entertainment experience on Telegram, blending playful interactions with the power of the TON Blockchain. As a revolutionary gaming bot, Catizen not only simplifies Web3 access but also makes mobile payments seamless, transforming the way users engage with decentralized technologies.

Building on Telegram's vast user base, Catizen is designed to become a hub for Web3 activities, combining a mini-app center with Launchpool and an Open Task platform. By gamifying the Attention Economy and leveraging Decentralized Value Realization, Catizen creates an ecosystem where users can enjoy engaging, fun, and rewarding experiences.

Catizen ecosystem is growing to support multi chains and multi platforms starting from Telegram. We believe in Telegram which champions freedom of speech and privacy, on top of which we also champion compliance and safety in gaming. Our compliance measures are in place to uphold these values, protect the platform and its users from the misuse of the platform, making our ecosystem safe for everyone.

Our vision is to drive the future of Web3 entertainment, with Catizen at the heart of this vibrant, cat-inspired community.





Mission & User Analytics

Catizen aims to onboard and educate the vast Web 2.0 user base to Web3 through its exclusive partnership with TON and Telegram. By integrating the strengths of both platforms, Catizen is evolving into a fully-fledged ecosystem featuring a game center and launchpool, creating a smooth and engaging transition for users into the Web3 world.

This strategic collaboration positions Catizen to become a Web3 traffic hub, targeting billions in potential user engagement. With transparent in-game asset purchase data, accessible via third-party platforms or on-chain transactions, community members, investors, and partners can easily monitor the project's economy and growth at any time.

Catizen launched CATI token on Sept 20, 2024, and CATI token is the universal token in Catizen Ecosystem. Currently, Catizen facilitates the purchase of in-game consumable items using Telegram Stars, USDT, TON, NOT, and MNT. Catizen has already become the top project in the TON and Telegram ecosystems, ranking highest in the consecutive of 4 seasons in The Open League based on daily, weekly, and monthly user growth and on-chain activity.

Catizen Data Performance (As of to Aug 12 ,2024)

- Total In-Game Players: 28,539,037
- Telegram Premium User: 2,125,519
- Total ON Chain User: 1,730,868
 - 1,236,259 (TON)
 - 494,609 (Mantle)
- Total Accumulated In Game Purchase Received: 20,026,623 \$USD
 - 1,699,931\$TON ≈ 12,749,482 \$USD
 - 1,038,011\$USDT ≈ 1,038,011 \$USD
 - 131,216,255 (\$NOT) ≈ 1,901,163 \$USD
 - 1,008,470 (\$MNT) ≈ 1,008,470\$USD
 - 166,474,895 (\$STA) ≈ 3,329,497 \$USD
- Total Paying User: 589,784
- ARPPU: Approx. 33.9 \$ Per In Game Payer
- Social Media Data
 - X Follower: 2,114,056
 - Telegram Chat Group: 400,000
 - Telegram Announcement: 5,269,840

Key Features Overview

While Catizen is easy to pick up and enjoy as a fun, cat-themed game, it also functions as a social network and an earning platform. Through blockchain technology, *Catizen* offers players true ownership of the resources they earn in-game, blending entertainment with the potential for financial reward in a decentralized environment.

What sets Catizen apart from traditional games is its player-owned economy, powered by the blockchain. This design allows players to participate in a complex, community-driven ecosystem where their in-game achievements hold real-world value. By creating an open economy, Catizen empowers its users with tangible rewards, following a model where loyalty and engagement are rewarded with assets that can be traded or staked for additional earnings.

Players can progress in the game and grow their resources through various methods:

- **Cat Upgrades:** Merge and upgrade cats to earn higher rewards and climb leaderboards.
- **Fishing:** Use FishCoins to compete in fishing activities for leaderboard prizes.
- **Invite to Earn:** Invite new players and receive FishCoins, expanding both the community and your earnings
- **Quest Center:** Complete in-game tasks to earn FishCoins, upgrade cats, and join Launchpool campaigns.
- **Staking and Mining:** Stake high-level cats or FishCoins in the Launchpool to earn points and assets, transforming your gameplay into a meaningful investment.

Catizen represents the future of Web3 gaming, making decentralized economies accessible and engaging for a wide audience, and paving the way for mainstream blockchain adoption.

Disclaimer

Please note that nothing in this whitepaper should be considered financial advice. Catizen is a Gaming Bot that incorporates unfinished, risky, and highly experimental technology. Development priorities, roadmaps, and features are subject to thorough modification based on research, traction, community feedback, and numerous other factors.



Gameplay

Catizen is structured as an open digital MEOWverse. Cats of different levels can be considered credentials for players, serving as a prerequisite for accessing the Launchpool.

The Catizen team will continue to introduce more high-quality assets, continually bringing new value to the Catizen community. Catizen aims to be an ever-innovative and fun mini-game hub.



How to Obtain \$CATI Through the Game

\$CATI tokens are not directly generated by playing the game. Instead, they are distributed through airdrops based on each player's in-game contributions to the ecosystem in airdrop events.

Contributions include user activity levels which will help us assess authenticity and reliability. The frequency of on-chain interactions, in-game social behavior, and daily task completion are some of the key criteria that help us verify the authenticity of real users.

Overview of In-Game Mechanics

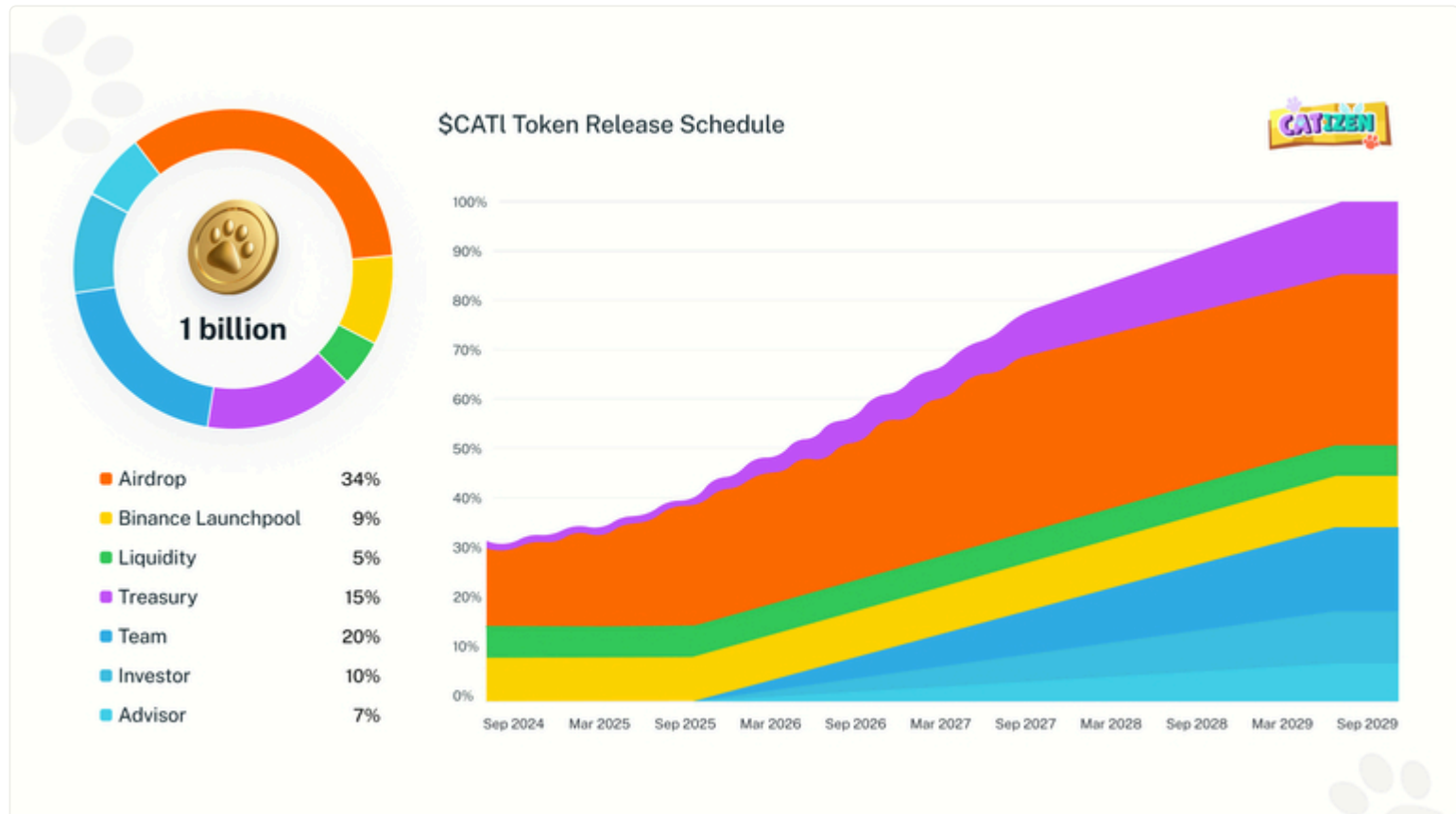
The main factors affecting game scores include:

- **vKitty Coin Earning:** Higher-level cats generate more earnings, requiring players to invest more effort in nurturing their cats.
- **FishCoin Consumption:** FishCoin purchase and consumption can quickly assist players gain significant earnings in a short period.
- **wCATI:** An exclusive gift for the 1st Catizen Launchpool participants, with no more to be issued. Holders of wCATI will receive extra Catizen Airdrop shares!
- **xZEN:** The special reward for those completing assists and on-chain interactions in Catizen, representing the social spirit of our airdrop.

\$CATI Tokenomics

\$CATI will be \$CATIZEN's JETTON governance/utility token. If \$CATI holders stake their tokens, play games, and participate in key governance votes, they will be able to earn rewards (Third Party's Utility Token or In-game virtual rewards) through **Launchpool and Task Center**.

Allocation



CATI, as the governance token of the Catizen ecosystem, has a total supply of 1 billion, which will never be increased. The releasing schedule and economic models:

✓ Airdrop and Ecosystem 43%

- Airdrop 34%
 - 15% TGE 100%, for Season 1 Player Reward.
 - 19% TGE 0%, For the remaining portion of airdrop, it will be used for quarterly season airdrop campaign, rewarding players in future seasons. 9,900,000 tokens (0.99%) will be airdropped in the beginning of second quarter. This figure will increase by 10% every quarter until the 7th quarter, after which the release is linear. The entire airdrop process will be completed within 12 quarters following the TGE.
- Launchpool 9%, TGE 100%

✓ Liquidity 5%, TGE 100%

✓ Treasury 15%, TGE 10%, 12-month cliff, 48-month linear release

✓ Team 20%, TGE 0%, 12-month cliff, 48-month linear release

✓ Investors 10%, TGE 0%, 12-month cliff, 48-month linear release

✓ Advisors 7%, TGE 0%, 12-month cliff, 48-month linear release

According to this model, during the TGE phase, we will release 30.5% of the total supply, with the player airdrop part being 15%, accounting for 50% of the initial total supply. The remaining 50% will be used for Launchpool (9%), liquidity (5%), and treasury (1.5%). This ensures sufficient initial circulation but also allows continuous momentum in the long-term development of the ecosystem.



Community

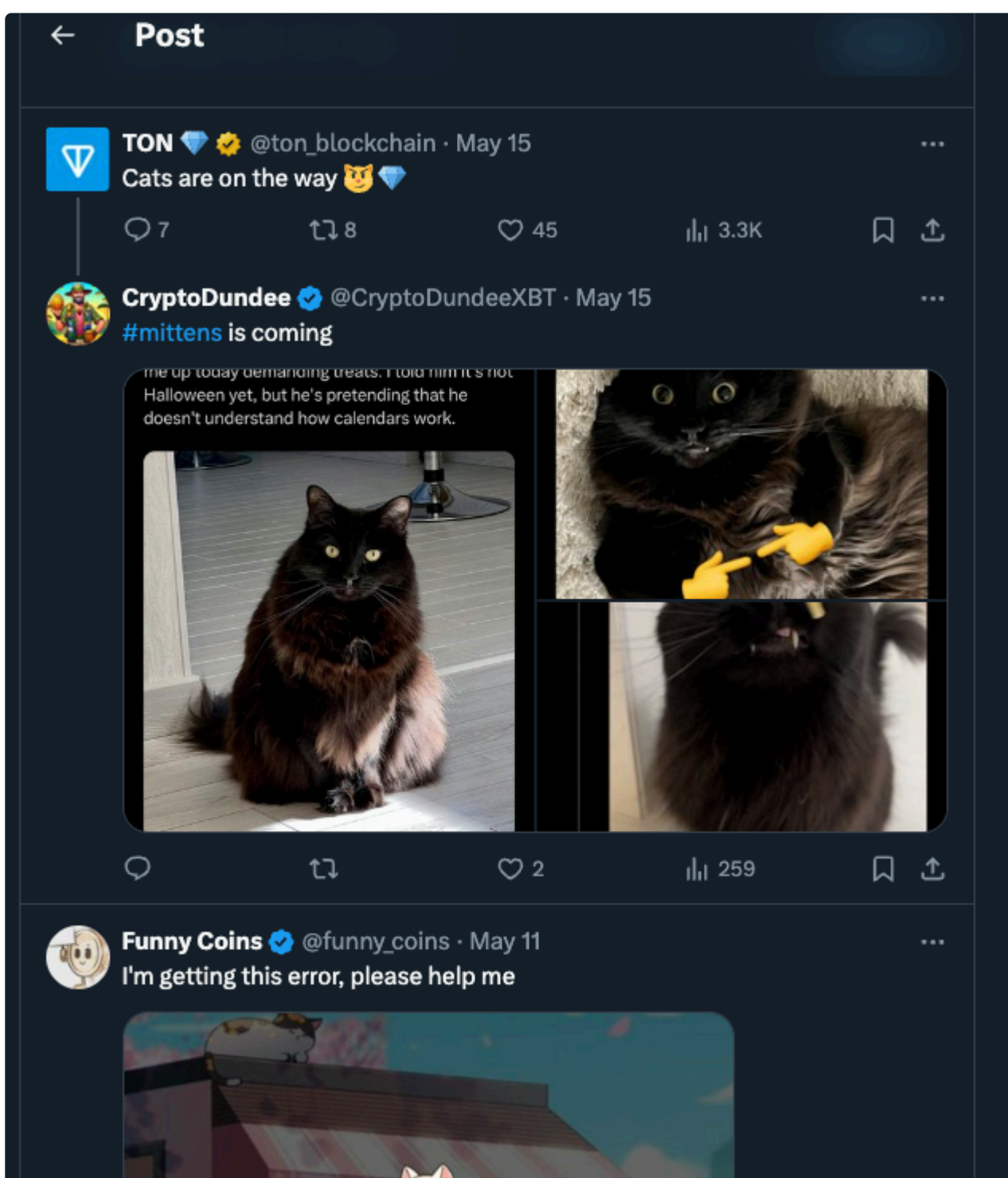
Catizen is a casual game derived from a Telegram Bot, where both users and the core development team are motivated to work together towards the vision of Web3 massive adoption. In March 2024, the Catizen Beta version went live on the TON mainnet.

In early August, Catizen was presented as the showcase in promotional video published by the Telegram Mini App Center and spread among the TON and Telegram community.

Catizen is widely recognized as the largest and strongest community within the TON blockchain ecosystem. Even when compared to traditional Web2 mini-games, Catizen's community growth and size are impressive, with exponentially increasing DAUs and a stable on-chain user conversion rate.

Catizen's community players actively create and share cat-related cultural content to build and enhance the community atmosphere. Examples include:

- Creating short videos by merging cats using AI and producing blockbuster-style content, which Catizen then shares officially:
- [Telegram Post](#)
- [Twitter Post](#)
- In the Catizen Short Video Creation Camp, the Catizen community has produced over 6,000 cat-related short videos: Short [Video Creation Camp](#)
- The community collectively comments "#MEOW" on Twitter or other forums, creating a strong cultural consensus. Even the official TON blockchain account participates in discussions about cat culture.
- In the Catizen Vibe Heal the World Campaign, the Catizen community has actively posted their stories about saving stray cats, over 20k stories shared.



Launchpool and Third Party Collaboration

We believe that Catizen can attract more high-quality blockchain projects to the TON ecosystem. Catizen will serve as a powerful Launchpool connecting large communities with great projects.

The Catizen community will develop various tools and experiences to continually optimize user experience, including:

- **Tools for evaluating projects**
- **Community player voting tools**
- **Standards and rules for community player participation**
- **Efforts to secure potential value benefits for the community**



Decentralized Organization

Foundation as a Non-Profit Entity

- **Role and Responsibilities:** The non-profit foundation, Catizen Foundation Company, of Catizen oversees the general governance of the ecosystem on behalf of the DAO. The foundation's daily tasks include managing the issuance of tokens, overseeing the distribution of resources, signing with mini app / mini games ("Candidates") which list themselves in the game centre, airdropping tokens to contributors to the ecosystem. Subject to DAO voting results, there can be improvements in token model including repurchasing/burning of tokens (for example, with 50% of the game center revenue, eco game assets, etc), distributing of tokens to the developers in the ecosystem as grants, and other legally allowed ways which can bring improvements to the ecosystem. Thus \$CATI is a token that is driven by the community and we expect the tokenomics to continue to improve transparently with the participation of the token holders.
- **Decision-Making:** The foundation employs a decentralized governance model where major and legally feasible decisions are made through community voting, involving token holders, which could include players, developers, and other stakeholders.

Initiating the \$CATI Token DAO Governance Model

The DAO governance model for the \$CATI token will commence within 12 months after the TGE so the Catizen team has enough time to conduct trial runs of various in-game models, gather feedback and facilitate a smooth transition to DAO governance model.

The proposal and voting platform for Catizen DAO will be implemented and executed through the [TON Vote](#) platform.

1. **Intent Survey:** Community members initiate a proposal discussion on the forum and then evaluate it through a vote in Catizen's Snapshot space. If the proposal receives at least 1% approval from \$CATI holders within 3 days, it is considered to have sufficient support to move to the next stage.
2. **Consensus Survey:** The potential proposal is formally discussed on the forum, followed by another Snapshot vote on specific options (including a make-no-change option). If any specific option of the potential proposal receives at least 4% approval from \$CATI holders within 5 days, it can proceed to the next stage.
3. **Governance Proposal Submission:** The winning option from the previous stage is edited, audited, and proposed, then submitted to the governance portal for on-chain voting. A 7-day voting period determines whether the proposal passes. Alternatively, if the proposal initiator holds more than 1% of the tokens, they can directly submit the proposal for on-chain voting, with a 7-day voting period to determine whether it passes.
4. **Governance Proposal Execution:** Proposals that pass (winning the vote with at least 7% of the total votes) will have their code queued in the Timelock, to be executed two days later.

Proposal Status

- **Pending:** The proposal is in the delegation period (waiting for members to delegate weight to the delegate address, voting not yet open).
- **Active:** The proposal is in the voting period.
- **Canceled:** The proposal has been canceled.
- **Defeated:** The proposal was rejected (not passed).
- **Succeeded:** The proposal was successful (passed).
- **Queued:** The proposal is in the execution queue (waiting for the grace period to end).
- **Expired:** The proposal has expired.
- **Executed:** The proposal has been executed.

Governance Metrics

Project	Proposal Submission Condition	Approval Condition
Catizen	1. First stage requires 1% approval votes 2. Voting requires 4% approval votes	The winner of the vote with at least 7% of the total votes

Management across chains

The \$CATI token was issued primarily on the TON blockchain as a Jetton token, with **maximum supply in circulation of CATI tokens across all chains capped at 1 billion.**

- **The TON CATI token address** -> EQD-cvR0Nz6XAYRBvbhz-abTrRC6sI5tvHvvpeQraV9UAAD7

While \$CATI now can be bridged to Mantle Network via Bybit exchange, where users can deposit CATI tokens from the TON blockchain to Bybit and then withdraw them to the Mantle Network.

The bridging addresses are as follows:

- **TON CATI Bridge** (lock-up for Mantle tokens) -> EQC5MqlnXEZmhqe2dT4ltnMDIbc32xyS0PF39glnh6C0YpuZ
- **MANTLE CATI Bridge** (lock-up for TON tokens) -> 0xa9758fA17ae8fF959f8E77d15e2C8515378cF3a6

CATI Token released on the Mantle Network are equivalent to the amount of CATI locked in the TON CATI Bridge address, ensuring that **the maximum supply in circulation of CATI tokens across all chains capped at 1 billion.**

To ensure transparency, we are making all CATIZEN accounts in relation to the disclosed economics publicly available for the community to monitor.

Here are all the account addresses and remaining balances for everyone to check against the vesting and usage:

Total Supply: 1,000,000,000 CATI

- **TEAM 20%** -> EQAQqBr3yCDR1IVpwiB6buTRAg21DquV3wMcXpNS7tvAdZox
- **Advisor 7%** -> EQDcU1sWrpxjdwFtZJyHMmZQBdc07IV9jRZOaAUcZLdJin5w
- **Investor 10%** -> EQCEFQAYZhMGXT6GDpdIOIYYJ1iMqmiXAwH9vkU-s4Ovcin-
- **Airdrop & Launchpool 43%** -> EQCWfRcrZNPJhJGwI5xhX6-TbUrPYDEIIMd-lob94YRddbp4
- **Liquidity & MM 5%** -> EQDqL05dpVypXieaGrHdZXD9AmZLvcjTCSHvwzUuZ3DKsFK
- **Treasury 15%** -> EQAnbLTnSl6rwqmvKwWge2rWpkG24cDTS0I5D1blnaiMDdME



Key Metrics

TON -> [On-Chain Data](#) | [TON Scan](#)

Mantle -> [On-Chain Data](#) | [Mantle Scan](#)

Transition of Data Dashboard Interface

Due to the possibility of ReDoubt shutting down or transitioning to a private service provider in the future, Catizen's data dashboard interface may switch from ReDoubt to Ton.app.

Ecosystem partners

1. The governing foundation and the issuing entity

Catizen Foundation Company is a founderless non-profit foundation company which allocates \$CATI to communities and ecosystem partners such as developers, operators, KOLs, etc, according to the tokenomics to grow and sustain the Catizen ecosystem. This structure is beneficial because it allows the foundation to focus on the overall sustainability and ethical standards of the ecosystem without the pressure of profitability, while leveraging on the innovation and efficiency arising from for-profit partners compensated by \$CATI. Catizen Limited, a subsidiary of Catizen Foundation Company, is the issuing entity of \$CATI.

2. Profit-Making Ecosystem Partners examples

Developers and Operators: These partners such as the very first development partner, Pluto Studio Limited ("Pluto"), are generally responsible for building, maintaining, and operating the game and its infrastructure. They profit from their services through publishing, revenue sharing with the foundation, or charging on the transactions.

Promoters and Marketers: These partners handle marketing and user acquisition. Their earnings are typically tied to their performance in growing the user base and engagement levels.

Advertisement Partners: provide traffic for them by installing, task centre will have tasks for players to interact with this kind of partners and \$CATI will be airdropped to them upon the completion of the tasks.

Others: Catizen itself will also act as a traffic redistribution platform, collaborating with external projects to become a platform charging corresponding service fees to projects or partners such as OKX Wallet, Mantle Network, and TON Stars.

3. Agreements and Relationships

Service Level Agreements (SLAs): Detailed contracts specifying the services to be provided by the developers and other service providers.

Revenue Sharing: Catizen Foundation Company will charge a percentage of revenue generated from the traffic in the game centre by the other projects.

Intellectual Property (IP) Rights Agreement: Defines who owns what IP created during the development and operation of the game, typically favoring the foundation to control key game assets.

TON Blockchain & Multi-Chain Ecosystem Deployment

In 2023, we chose TON as our platform due to its exclusive strategic partnership with Telegram, which boasts 900 million monthly active users. This partnership provided multiple straightforward integration entry points, including vertical wallets, facilitating seamless interaction between the two platforms. Our decision to build on TON was driven by the platform's scalability and rapid community expansion, aligning perfectly with our vision of onboarding a substantial number of Web2 users into Web3.

We are dedicated to enhancing the TON ecosystem by bridging the gap between Web2 and Web3 users. Recognizing that the TON ecosystem lacked sufficient Web3 project development teams and attention from Web3 native users, we saw an opportunity to leverage Catizen's strong community cohesion and user-friendly approach. Catizen is not only poised to attract more Web2 users to the TON ecosystem but also to act as a conduit connecting other Web3 ecosystems to TON. This commitment led us to partner with Mantle Network for a multi-chain deployment strategy, further solidifying our role in the growth and improvement of the TON ecosystem. Catizen is also considering to apply the success of operation on to other blockchains ecosystem.

Smart Contracts

Mantle Contract

- Daily Task Contract (Daily Check-in)

Address: [0xFDDE8C82F23000093d768146fA7Ef7aD9690aC71](#)

- Payment Contract

Address: [0x2F1f120670b730e157Acc1c9674a3B7592bE4Ebc](#)

- Staking Contract

Address: [0xB9287D2AF3360191Fe9cBe1C8aaC530298EdE0BF](#)

TON Contracts

- Daily Task Contract (Mission Center)

Address: [EQAMI6BVegC0IOZPLhLzWBHCnK4iO4G5eNu4qn_NKQnoiSvm](#)

- In-Game Task Contract

Address: [EQChB2eMoFG4ThuEsZ6ehIBPKJXOjNxIR5B7qKZNGIv256Da](#)

Roadmap

Q1 2024

- Official Open Beta of Catizen launched on March 19, 2024.
- Seed round announcement made.
- Announcement of tokenomics and detailed economic structure.

Q2 2024

- Featured at Hong Kong Web3.0 Carnival (TON DAY), receiving recognition from a founding member of TON Foundation and CEO of TOP Labs.
- Highlighted in Durov & Andrew's Speech at #TOKEN2049.
- Launched the first in-game Launchpool for \$wCATI on April 28, 2024.
- Over 170k participants, with more than 24k in Cats Pool and 147k+ in FishCoin Pool.
- Staked FishCoin worth over \$3.9 million USD in in-game credits.
- Catizen mentioned in Pantera Capital's blog "Investing in TON Network."
- Featured in TON Foundation's Innovator Blog Series <TON Innovators: Catizen>, tweeted by TON Blockchain.
- Ranked 1st place in the Application Battle of The Open League.

Q3 2024

- Pluto Studio, the publishing platform for Catizen, completed a successful fundraising round with investments from Hashkey Capital, TOP, Folius Ventures, and Binance Labs.
- Achieved 1st place in The Open League Application Battle for three consecutive seasons.
- Completed a second interview with TON Foundation, featured in the TON Blog.
- Launched the Catizen Game Center with multiple mini-games.
- Enhanced AML and on-chain compliance
- Partnering with Elliptic for ongoing AML and on-chain compliance
- Establishment of a trading bot to enhance in-game and token trading experiences.
- Token launch on 20 Sep 2024 & first airdrop completed.

Q4 2024

- Launchpool & Game Center open for public participation.
- Integration of 5 launchpool projects and 20 games into the Catizen Game Center, expanding gameplay and earning opportunities.

Q1 2025

- Development of a task platform, complete with a Web3 advertising system to increase user engagement and rewards.
- Start of AI Cat integration, introducing virtual companions to enhance the community experience.

Q2 2025

- Full-scale launch of the AI Cats feature, enabling users to interact with intelligent cat avatars for a more immersive gaming and social experience.

Q3 2025

- Expansion of Catizen with over 200+ mini-apps, transforming it into a comprehensive mini-game and social hub.



Team

Catizen was developed and published by Pluto Studio Limited, a technology-focused game studio with a team of more than 30 developers. Special thanks to the following members of Pluto for their contributions to transforming Catizen into not merely a game, but a thriving ecosystem.

Pluto Studio is led by

David Mak ,Co-Founder and CEO

<https://www.linkedin.com/in/davidmak1/>

Ricky Wong , Co-Founder and CFO

<https://www.linkedin.com/in/ping-kuen-ricky-wong-83827549/>

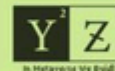
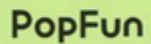
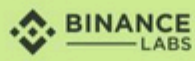
Catizen Foundation Company is led by

Tim Wong, Chairman

<https://www.linkedin.com/in/tim-wong-72328046/>



Partners





Social Media

- X: <https://x.com/CatizenAI>
- Telegram Channel: <https://t.me/CatizenAnn>
- Medium: <https://medium.com/catizen>