

# Global Block Chain Game Integrated Service Platform

# Hello Kimi



White Paper  
V2.0

## Preface

### **Block Chain Society and Block Chain Thinking**

With its gradual maturity, the block chain technology is going to permeate and reform every industry. The development of the Internet industry has promoted the development and progress of the whole society as well as generated the huge influence and the change. At present, a very mature Internet society has come into being globally. The birth of block chain technology will upgrade and reform the Internet industry. In the next 10 years, we will move from Internet society to block chain society, from Internet thinking to block chain thinking.

### **Block Chain Application**

At present, there is increasing number of applications based on block-chain technology in the world as well as its maturity. 2 or 3 decades ago, few people could possess a personal computer, but now which is a necessity in every household. The technology and the application of the block chain will also move from the initial stage to the stage of rapid development and popularization. People's attitude towards the digital money, which is the crystallization of block chain technology, has shifted from the questioning to acceptance.

At present, the well-known applications of block chain and public chain include Ethereum, Lisk, EOS, etc. all over the world, while Asch, NEO, Bytom, Qtum, etc. in China. These are the mature and perfected public chains developed at present. Asch and NEO, for instance, have been used on a large scale. These public-chain projects are the underlying applications of the system, like Windows, Android, and IOS, which make a huge contribution to the block chain industry and lowering the difficulty for the developers. In the years ahead, more developers will involve in developing block-chain applications based on the underlying system and make them applicable to every industry.

## Abstract

Positioned as the global block chain game integrated service platform, Hellokimi's is to become the leading developer and integrated service platform in the field of block chain game. We have a senior original-game-development team in China, over a decade of experience in the industry, and the broad and rich accumulation of the technology and industry resources. Furthermore, we focused on the digital currency based on Bitcoin behind the block chain technology at early stage, made the in-depth research, and had sufficient technique accumulation in the field. Together with the talents from other industries, our team is going to promote the development of the integrated service platform of block chain game. By enhancing the construction of the infrastructure such as the game platform, player community, development tools, virtual asset management, etc., the ecology of block chain games will be enriched and the block chain game industry will be further developed.

## The Pain Points of the Game industry

### The Status Quo of the Block Chain Games:

Earlier mini game applications based the on block chain including the dice-playing and Hilomp are less playable and appealing to players. At present, the most popular game "Cryptocat" developed by Ethereum has become popular, which proves the great potential of the market. However, due to the defects of the Ethereum network itself, the game does not run smooth. Meanwhile the game is relatively simple, so that the users are less loyal to the game and the heat of game is more likely to decline.

There are a lot of pain points in the current games by using the block chain technology as a stunt:

There is a small amount of the game; the game is less playable; the users are less loyal to the game; there is no design of the user interaction; the user experience is not satisfactory; and the game cannot stand high concurrency.

### The Pain Points in the Traditional Game Industry:

- ✚ The islanding effect of game economy system: different games have a different set of virtual economy systems and cannot be interconnected with other games.
- ✚ The centralized game operating company: the game operation company has the supreme power in the game, which can distribute the commodities and props in the game and change the game system at will.
- ✚ The Opaqueness of Game data: all game data are stored on the game operator's server and the game operator is free to modify or delete it.
- ✚ The Right disconfirmation of Virtual Commodities and Virtual Assets: the commodities and props purchases by players do not belong to them; once, the player quits playing the game or the game is closed, the player cannot possess the ownership of the virtual commodities or virtual assets.

## Solutions

- ✚ Apply the block chain technology to develop the game; store the important data in the block chain; the game operators cannot manipulate and delete the game data; the game operators cannot cheat; make game data transparent and reliable.
- ✚ The application of the block chain technology can decentralize the game operation; the intelligent contract technology is applied to set game system; game operators cannot abuse the game commodities and props. Meanwhile, the player's commodity data are stored in the block chain and will not disappear as the game is closed.
- ✚ Based on the block chain, the use of digital currency as a means of settlement in the game will no longer generate an islanding game economy; under the circumstances that the same digital currency can circulate in different games, the users from different countries can use the same digital currency to trade in the game, which is no longer restricted by the exchange rate of different currencies, the transaction cost of users will be reduced, the globalization of the game will be promoted and the cost of promotion and operation of the game will be cut down.
- ✚ Based on the block chain technology, the user account data are stored in the block chain. The user has a unique and permanent control of the account. No individuals, including the game publisher, can manipulate and delete the user account data. The commodities and props players purchased in the game, including virtual assets, will be stored in the block chain and the virtual commodities and assets only belong to the users but not the game operators.
- ✚ Based on the block chain technology, there are many advantages, such as high redundancy and distributed consensus and strong privacy protection and security protection of users' information, etc. As the users' information and virtual assets are stored in the block chain, the users' data will not be disclosed and the assets will be embezzled, even the game operator database is hacked.

## The Analysis of the Game Market

### The Data of Chinese Game Users

In view of the statistic in 2016, the number of game users in China has reached 500 million more or less and the number of users willing to pay for games accounted for 75%.

The sales revenue of the whole industry reached 165.5 billion RMB (The latest data in 2017 is 220 billion yuan).

26 -35 year old users accounted for 49.8%.

19 -25 year old users accounted for 25.5%.

The two user groups above are the core force of Chinese game users, accounting for 75.3%.

**The main target of HelloKimi is within the 75.3%.**

## Factors Affecting the Game Selection at Different Ages

The Factors	Age under 18	Age 18-24	Age 25-30	Age Over 30
The Interestingness of the Game	43.2%	50.5%	49.5%	48.2%
Audio/Visual Effect	29.7%	31.7%	29.3%	29.0%
Game Speed	28.6%	21.4%	38.7%	36.6%
Whether Friends in the Game.	24.0%	20.5%	16.6%	14.7%
The Social System of the Game	21.3%	12.6%	10.2%	12.4%
Game Cost	20.5%	13.7	14.7%	14.0%
The Game's Easiness to Play	17.6%	26.9%	32.1%	32.1%
The Balance and Security of the Game	13.2%	14.7%	12.8%	13.4%
Reveal oneself and personality	13.0%	12.4%	11.9%	12.4%
Challenges of Task Settings	12.7%	12.7	11.8%	13.1%
Requirements for Hardware	12.5%	7.7%	11.9%	8.2%
The Story of the Game	12.2%	11.8%	11.1%	12.2%
The Reputation of Game Agents	7.9%	5.5%	3.7%	4.0%
Customer Service	5.7%	8.0%	7.5%	7.0%
Brand Awareness of the Game Developer	3.0%	4.7%	4.4%	1.9%

From the figure above, it is evident that the group of 18-30 years old cares more about the interestingness, freshness and playability of the game. Then the followed by is the easiness of the game or whether the game is to play. The next is whether the game can be played with others or realize the social intercourse.

The chart reveals that the brand awareness of the developer and agent is least concerned. In their selection, the players are not attached to any brand and it is quite different from the other industries, where the brand is always the top priority.

## Introduction to Hellokimi Project



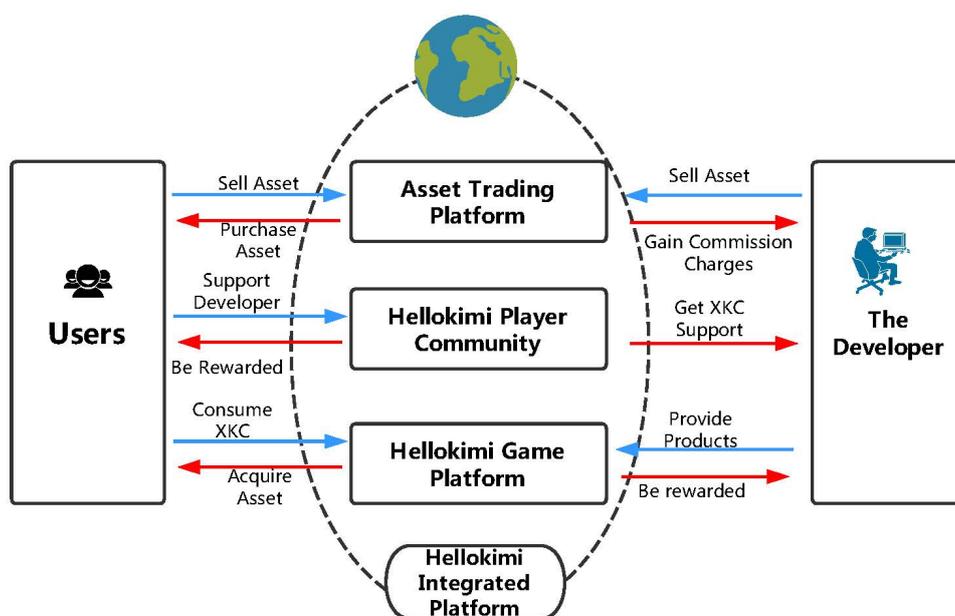
The Composition Diagram of Hellokimi Block Chain Integrated Service Platform

## Three Indispensable Sections of Hello Kimi



- ✚ **The Integrated Service Platform:** by the means of the independent R & D and cooperative R & D model, the comprehensive block chain game products will be provides for the game players such as leisure games, chess games, asset games, etc. Meanwhile, we will also incubate the excellent projects.
- ✚ **The Developer Platform:** we will provide a comprehensive and friendly set of SDK and API interfaces for developers, lower the barriers to development, as well as provide the necessary technical support and relevant training to encourage game developers to transfer to block chain games and promote the development of block chain game industry.
- ✚ **The Player Community:** we will provide a comprehensive platform of service and communication for game players and developers, so that the players and developers have can straight and efficient communication and interaction, forming an optimal ecological atmosphere of the block chain game.

## The Core Business Logic of Hello Kimi Block Chain Integrated Service Platform



Business Logic Diagram of Hellokimi Block Chain Integrated Service Platform

### Hellokimi's Vision

We will build a block chain integrated service platform to provide a comprehensive one-stop service model to help more traditional game content developers to transform and innovate. At a later stage, we will customize a set of block chain game design code, the underlying technical framework and development platform, to provide an optimal development environment, help developers improve the efficiency and lower the difficulty of development. More game content creators will be appealed to join the hellokimi platform and enrich the ecology of the block chain game. Meanwhile, we will build a comprehensive block chain game virtual assets service system, focusing on the integration programs of the introduction, cooperation, management, transaction of the block chain game assets, as well as increasing the new services like community maintenance, financial services, safety and security, etc.

## The Game Value of Hellokimi

The block chain not as our stunt, the more emphasis is attached to the game content creation and integrated services. Only good game content can obtain users, retain users, and win their favor and recognition. It is believed that the game players' heavy indulgence to the game is pernicious to physical and mental health. By contrast, and light leisure gamesis conducive to the relaxation of the body and mind.

## **The Introduction to the Independent R&D “Block Chain Pet Social Leisure Games”**

### **The First Independent R&D Game on the Basis of Asch Chain**

The "Cryptocat of Ethereum" has seriously jammed the Ethereum network, affected the user experience, limited the promotion of the app and even affected all the users of the Ethereum network, who had to pay for the network congestion. Here, we are not going to refer to the several irresolvable deficiencies in the mechanism setup of Ethereum network in detail.

Asch chain uses side chain technology and most of the data run in the side chain, which will not bring about a burden on the main chain operation, so that ensure the smooth operation and safety of the main chain. Even the occurrence of serious problems will not affect the main chain operation. This is very conducive to the large-scale promotion of third-party applications, even with the tremendous number of users, the main network will not be congested and the user experience of the Achi network application will be guaranteed.

### **Introduction Game**

With an interesting combination of cloud pets and casual games, we have designed a new set of leisure games centered on the cloud pet, through which the simple social interaction is conducted, and which makes the users mentally and physically relaxed and pleased.

HelloKimi games do not have complex game mechanism settings and cumbersome task settings. For instance, the users do not need to beat the boss, upgrade their weapons, study the complex tasks and play the in-games endlessly. The Research statistics indicates that more and more users do not like large and complex online, but the casual games which are simpler, easier, and time and energy-saving, so that the users will be indulged in the game.

## The Highlights of the Independent R & D Block Chain Game

- ✚ We will combine the block chain technology of the Asch chain to develop the game. The player's account will be generated based on the block chain and the account data will be stored in the Asch side chain. No one, including the game developer, can manipulate the player's account data. The players have sole and permanent control over their accounts.
- ✚ In the first version of the game, there are two kinds of pets: cat and dog, male and female. With the information stored in a block chain, each pet has a multibit genome composed of different genetic sequences, which means each pet is unique. Each gene stands for one part of the pet's body, such as color, beard, markings, body shape, etc. and pet's sex is also randomly generated. In order to ensure the value of pets, some invisible gene sequences are relatively rare, which will be randomly compounded to produce a pet with rare genetic feature. The player can sell it at a high price and the price is determined by the market.
- ✚ Pets Mall sets a fixed time to randomly generate a group of pets and the price of each pet is generated by its genetic algorithm. Therefore, the price of each pet is different and the players have free choice to buy and adopt their favorites. The pets of the same breed and of different sexes can be put together to reproduce the pets of next generation. The second generation is also generated by random combinations of different genomes, such as the combination of male and female dogs to reproduce the second-generation dogs.
- ✚ Props Mall will set a fixed time to randomly generate a number of props, such as dog food, cat food, pet house, and so on. The appearance, color, and mould of each house, with its uniqueness, are randomly generated by the algorithm. The players can buy their favorite houses in line with their preferences. Meanwhile, some of the rare pet houses are set, such as the palace, ancient castles and precious buildings. The player can also choose to sell it at its peak price and the price is also determined by the market.

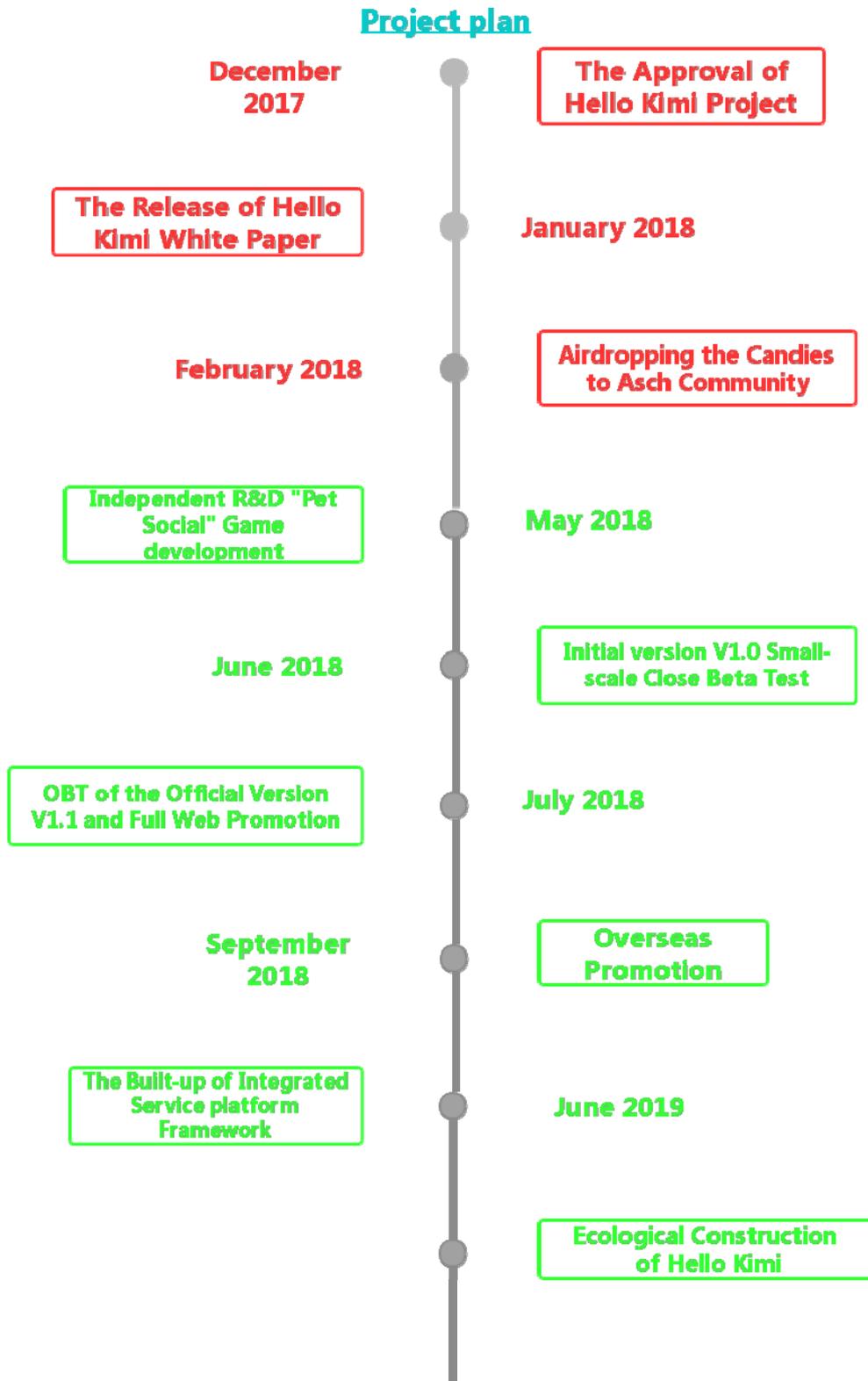
- ✚ Pet Race, some simple mini leisure games are set, such as fishing, dash, swimming, etc. The participants of each race will be randomly selected by the system. In order to make the game more interesting, the game also set the race between the dogs and cats, such as the running race. The top three winners of each race will be rewarded with special prizes, from ordinary food to treasurable pets, which are also generated randomly by algorithms. Some rare and precious prizes have to be won by taking part in a mini casual game. The result of each race will be stored in the block chain.
- ✚ Pet Travel, players can pay a small fee (XKC) to take the pet adopted for travel and the scenes of travel are randomly generated by the algorithm. The trip can be desert, forest, New York or Dubai. It is also possible to run into other pets in other travel scenarios, but the possibility of the design is still relatively low. The users may get pennies from heaven during the travel, which are also randomly generated by algorithms. Meanwhile, whenever there appears a new scene, a photo button will turn up on the screen. If the user likes the scene, he can spend a little bit shooting a picture, which will be automatically generated and recorded, as well as corresponding to a unique set of data and stored in the block chain.
- ✚ Pet Treasure Hunt, the players can pay a little fee (XKC) to take the pet to join the hunt trip. The scene of each trip is also randomly generated together with treasure items. In the game, the players may get treasures or nothing. If the player enters into a scene of the river accidentally, the pet will fall into the river or get sick. The player have to take the pet back home, buy medicines in the props store for the pet's treatment and recovery. The data of the treasures explored by the player will also be stored in the block chain and can be transacted to other players.
- ✚ Every pet adopted, every prop and prize, including every transaction data, will be stored in the block chain. So that all the virtual products purchased by the player in the game just belong to the user himself, yet not the publisher of the game. Meanwhile, the use of intelligent contracts confines the game operators to overissue the props and create the super props, and makes all the players in a fair game environment.

## Incentive Mechanism

We have built a comprehensive incentive mechanism to reward the excellent game developers, partners, and the players who make the contribution in the community, as well as attract talented people from the different industries to join us.

- ✚ The Reward for Developers: we will provide them with the prizes and financial support to encourage and support more developers to create and innovate on the basis of the block chain games.
- ✚ The Reward for Players: the platform will issue a number of tasks occasionally. Once the player completes these tasks, he will be rewarded with a certain amount of platform XKC.
- ✚ The Reward for Volunteers: we will build a volunteer group to maintain the community of players. When the volunteer create the valuable such as the excellent content, copywriting, planning, promotion, etc., the platform will reward the volunteers to encourage more volunteers to contribute.
- ✚ The Reward for XKC Holders: we will also hold occasional activities, in the form of games, to reward the XKC holders with a certain amount of XKC.

## Project Plan



## Introduction to KimiCoin

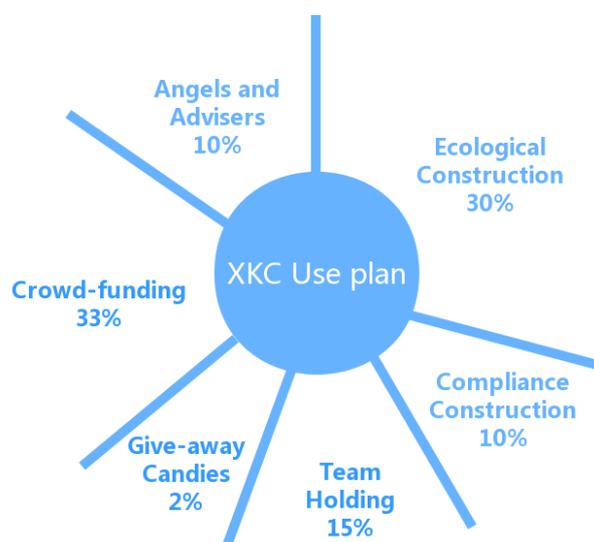
KimiCoin is a released token based Asch chain, Abbreviated to XKC

The game users can use XKC to exchange pets and any other commodities in the game, as well as game-related services. Meanwhile, the players can trade the precious pets in the game to other players for XKC.

XKC is the only token circulated on the HelloKimi game platform. All commodities and related services in the platform are priced and settled by XKC. As the token in the game platform, KimiCoin functions like the "gold ingot" or "diamond" of other online games. It is used as an intermediary for trading and can also be perceived as a proof of circulation in the game platform. Since it is not a currency or with monetary attribute, XKC must be used and transacted in compliance with the relevant regulations.

### **The Issue and Distribution Plan of KimiCoin**

Set to be 1 billion and with unchangeable attribute, the distribution of XKC Token is as follows:



- ✚ The 10% of XKC (100 million) for angel investors, institutions and strategic consultants.
- ✚ The 33% of XKC (330 million) for crowdfunding.
- ✚ The 2% of XKC (20 million) for the Achi community airdrop.
- ✚ The 30% of XKC (330 million) for ecological construction: community building, external cooperation, incentives and rewards.
- ✚ The 10% of XKC (100 million) for the compliance construction. The compliance with the regulation for Hello Kimi Game to enter into any market in the world must be guaranteed.
- ✚ The 15% of XKC (150 million) held by the founding team and frozen for 1 year.

## Crowdfunding Scheme

The conversion ratio is: 1ETH=40000XKC

The Use of Crowdfunding:

40% for technology research and development,

25% for product and platform operation,

25% for business development and IP cooperation,

10% for reserves.

## Team introduction



### **Kimi**

The founder of Block Chain Treasure-snatch, the founder of Pet Social APP, previously worked for an American Fortune Global 500 multinational group, the early entrepreneur of block chain industry.



### **Laurence**

Mathematics Department of London School of Economics, Focus on Business Game Theory and Business Model Building, Continuous Year Entrepreneur.



### **Coolmr**

Once took the office in China Telecom's subsidiary, continuous entrepreneur, independent entrepreneurship in smart advertising WIFI and other projects, years of operation and promotion and with nearly 10 years of experience in the network industry.



### **Martial**

Many years of operational marketing experience, crossing multiple areas of operation, has operated the transnational service of Rainbow Live and Rainbow Hi; has designed and led aggregation payment such as the City Payment, the Money Mag and Purse; has operated My Love Live, I Love Buying and other network products.



### **Rabee**

has many years of experience in application and game development; is familiar with java, JS, Lua and other programming languages, as well as oracle stored procedures; in 2008, began to enter the game industry, engaged in the research and development of webpage games, mobile games and H5 games; has a knowledge of real-time interaction and KV storage; has accumulated a wealth of experience in practice.

## Strategic adviser



### **Ash Chain Official Team**

Ash is the first block chain bottom system using side-chain technology in China, which is a forward-looking, low-cost and one-stop application solution, as well as a new-generation, user friendly and fully functional incubator of block chain application.



### **DGFund single-share capital**

Single-share capital is a venture capital fund, focusing on investing in block chain technology-related enterprises.

## Disclaimer

This document is intended only for the purpose of communicating information, and does not constitute an opinion on the purchase or sale of shares or securities in the project. The information or analysis above does not constitute an investment decision or a specific proposal. This document does not constitute any investment advice, investment intention, or solicitation for investment in the form of securities. This document shall not constitute or be understood as providing any transaction, or any invitation to buy or sell any form of securities, or any form of contract or undertaking. All referenced data or cases in this document are for presentation purposes only, or represent industry averages, and do not constitute a guarantee of user participation in the results.

Hello Kimi clearly indicates that prospective users clearly understand the risks of the Hello Kimi platform. Once investors participate in the investment, they understand and accept the risks of the project, and are willing to personally bear all the corresponding results or consequences. Hello Kimi explicitly stated that it would not bear any direct or indirect losses arising from participation in the Hello Kimi project including:(A) the reliability of all information provided by the document (B)Any errors, carelessness or inaccuracies arising from it (C)Or any act resulting from it.

XKC is a digital Token that uses the Hello Kimi platform as one of its usage scenarios. XKC is not an investment. There is no guarantee that XKC will add value, and it is possible to see a decline in value in some cases. Given the unpredictable circumstances, the objectives set out in this white paper may change. Although the team will strive to achieve all the goals listed in the white paper, the individuals and groups who purchase XKC will be at their own risk.

XKC is not an ownership or control. Controlling XKC does not mean the ownership of Hello Kimi or Hello Kimi applications. XKC does not grant any individual any right to participate in, control, or make any decisions regarding Hello Kimi and Hello Kimi applications.

## **Risk Warning**

As a new investment model, digital asset investment has different risks. The potential investors should carefully evaluate the investment risk and their own tolerance of risk.

### **Market Risk for Token Sales:**

The market environment of Token sales and are inextricably linked to the entire digital current market situation. The low performance of the overall market or other uncontrollable factors may cause Token to be undervalued in a long term, in spite of its potential prospect.

### **Regulatory Risks:**

At present, the block chain technology has become the main supervisory target almost in every major country throughout the world. If the regulatory body intervenes or exerts influence, the application of Hello Kimi or XKC may be affected by it. For instance, the legal restrictions on the use and sale of Token, the constriction and obstruction of XKC, or even the direct termination of the development of Hello Kimi applications and XKC.

### **Competitive Risks:**

In the wake of the development of information technology and mobile Internet, the digital assets represented by "Bitcoin" are gradually rising; the applications of all kinds of block chain continue to emerge; and the competition in the industry is becoming more and more intense. However, with the emergence and expansion of other application platforms, the community will face continuous operation pressure and certain market competition risk.

### **Staff Turnover Risk:**

The stability of the core team is of great significance for Hello Kimi to maintain the core competitiveness of the industry. The loss of core personnel may affect the stable operation of the platform or bring some negative impact to the future development.

### The Risk of Funds Shortage Leads to Failure to Develop:

The fact that the price of Token raised by the founding team slumps or the development time exceeds the schedule could lead to funds shortage for team development and the risk of failing to achieve the original goal is there.

### Private Key Loss Risk:

After the user's XKC extracts the address of his digital purse, the only way to manipulate the contents contained in the address is the user-related key (The private key or the password of the purse). The user is personally responsible for protecting the key, which is used to sign the transaction that certifies the ownership of the asset. The user understands and accepts that if his private key file or password is lost or stolen, the acquired account (address) or password-related XKC will be unrecoverable and lost permanently. The best way to securely store login credentials for the user is to place the key to one or couple of places, not in a public computer.

### The Risk of Being Hacked or Stolen:

There is a possibility for the hackers or other organizations or countries to make an attempt to disrupt the Hello Kimi applications or XKC functions in any way, including but not limited to the denial of service attacks, Sybil attacks, smurfing, malware attacks, or Homogeneity attacks. Risk of uninsured loss.

Unlike the bank accounts or the accounts of other financial institutions, there is usually no insurance coverage for losses in any case and no public individual organization will insure against your losses, such as Hello Kimi accounts or related block chain networks.

### Risks Associated with Core Protocols:

At present, Hello Kimi platform is developed on the basis of Asch chain. Therefore, any failure, unexpected functional problems of Asch or attack on Asch may cause XKC or Hello Kimi platform failure to work or loss of function in unpredictable way.

Systemic Risk:

It is the most critical defect which is neglected in open source software or the risk of large-scale failures of global network infrastructure. While some of these risks will be significantly mitigated over time, via loopholes fixing and breakthrough of computing bottlenecks, others still remain unpredictable, such as political factors or natural disasters that could lead to partial or global network paralysis.

Vulnerability Risk or the Risk of the Accelerated Development of Cryptography:

The accelerated development of cryptography or the development of technology like the development of quantum computers, or the risk of cracking brought to the Hello Kimi platform, may lead to the loss of XKC.

The Risk of Lack of Attention on the Application:

The possibility that Hello Kimi applications are not used by a large number of individuals or organizations means that there is not enough public interest in developing and developing these related distributed applications. Such a phenomenon could have a negative impact on XKC and Hello Kimi applications.

The Risk of not Being Recognized or Lacking Users:

First of all, XKC should not be regarded as an investment and it is a kind of certificate of intra-game circulation. Although XKC may have some value after a certain period of time, the value can be very low, if Hello Kimi is not recognized by the market and in lack of users. What is likely to happen is that due to any possible reason, including but not limited to the failure of business relationships or marketing strategies, the Kimi platform and all subsequent marketing supported by the crowdfunding will not succeed. If this happens, there will be no platform, no or few followers, which is clearly detrimental to the project.

The Risk of Application Failure:

The Hello Kimi platform may fail for various reasons, known or unknown (Such as large-scale node crash). The common service cannot be provided, under the severe circumstances, which can cause the loss of user's XKC.

The Risk of the Application or Product Failure to Live up to the Expectation of Itself or the Purchaser:

Hello Kimi gaming applications are currently in the development stage and may be subject to major changes prior to the release of the official version. The XKC itself or purchaser's expectation on the functionality or form of the Hello Kimi application or XKC (Including the behavior of the participants) may not be satisfied. Any erroneous analysis or a change in design, etc., may lead to the situation.

Other Unforeseen Risks:

Besides the risks mentioned in the white paper, there are risks that have not been mentioned or anticipated by the founding team. In addition, other risks may occur suddenly or in a combination of multiple risks have already been mentioned.

For more information, please note: [www.hellokimi.org](http://www.hellokimi.org)

Version Change Record

Version	Date	Content of Change	Author
V1.0	2017-12-14	First edition	Kimi
V2.0	2018-01-05	Official release	Kimi