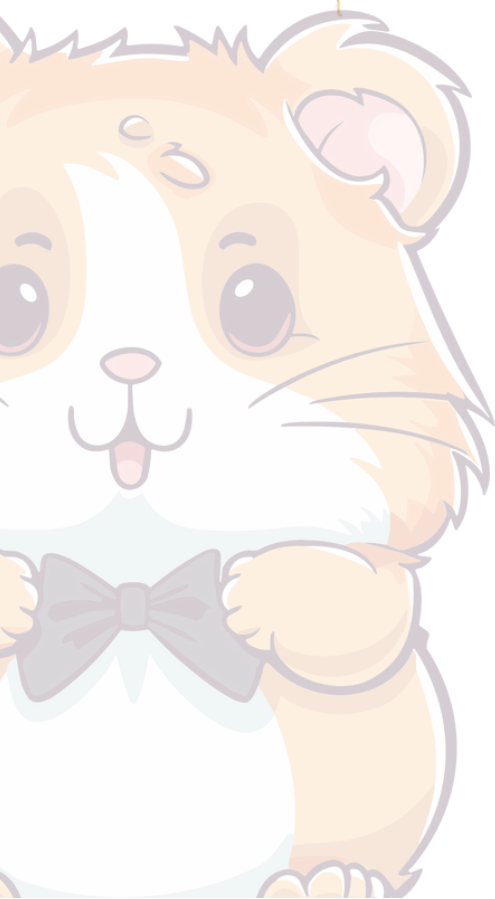# FUNS JOURNEY

Whitepaper

V 1.0

Abstract

As blockchain technology continues to dominate the headlines, cryptocurrencies - especially cryptocurrencies - are attracting increasing attention due to their valuation and potential to disrupt the financial sector. However, the average consumer does not understand what cryptocurrency is or why it is important. they do not know how the underlying technology works.

As a result, public perception of blockchain implementation is increasingly parochial and short-sighted. Likewise, the potential and long-term implications of the technology remain esoteric and largely ignored.

Funs Journey offers key tactics to make blockchain technology accessible to the average consumer in four ways:

- Gamifying features that leverage blockchain's unique applications
- An approachable, consumer-facing brand technology based on a genuine passion for blockchain
- An open platform for users with all levels of technical knowledge
- A model based on sustainable income (as opposed to ICO)

On a more technical level, we plan to innovate in the blockchain space with practical applications, experimenting and implementing digital scarcity, digital collections and non-fungible tokens.

By normalizing the practical applications of smart contracts and cryptocurrency transactions, we will empower everyday consumers with basic level information that is easy to understand.

Likewise, by demonstrating the practical use of blockchain technology outside the financial sector, we hope to broaden the public's understanding of the technology and its potential applications.

1 - Motivation

While developing Funs Journey, we were motivated by the public perception of blockchain and how issues can undermine the potential of the technology. We have shared some of these with you.

1. Public understanding of blockchain technology is limited and interest is often tied to headline-grabbing cryptocurrency valuations

2. ICOs are a powerful funding tool, but misuse of the model and a lack of practical use cases sow seeds of distrust in the technology they are supposed to empower.

These two issues contribute to a larger problem: the lack of meaningful innovation in blockchain technology. To this end, our product aims to not only address these broad issues, but also to practically innovate in the space by exploring

3. Digital scarcity, digital collections and non-fungible tokens.

1.1 - Public Perception of Blockchain Technology

Distributed ledger technology has the potential to be the information age's biggest revolution since the Internet. Its potential applications are varied and its implications reach across numerous industries. However, the general concept of blockchain technology, especially in the mind of the mass consumer, is esoteric.

Existing blockchain projects typically limit their audiences to early investors or a relatively small group of people with highly specialized knowledge or interests. Even then, most of these projects are either concepts or works in progress: their practical product remains nebulous.

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1.2 - Practical and Sustainable Application of Blockchain Technology

Initial Coin Offerings (ICOs) have proven themselves a viable funding model for blockchain projects. However, while this model intends to open up funding to investors outside of the venture capitalist sphere of influence, it can create obstacles for other audiences. What's more concerning are the ICOs conducted in bad faith. These token sales amount to little more than scams, creating mistrust in the model, projects, and technology associated with them.

Because of the headline-grabbing focus of cryptocurrency valuations and the potential disruption to the financial industry, innovations in blockchain technology have been relatively stymied, instead focusing on the "low-hanging fruit" that is a cryptocurrency-adjacent application. Likewise, the "cryptocurrency," as a concept often goes over the head of the average consumer; they don't understand the implications of blockchain technology beyond simple trading and investment. While it's understandable that new developments will follow public interest to some degree, it may limit blockchain innovation in both the short and long term.

1.3 - Meaningful Innovation of Blockchain Technology via Digital Scarcity

Finally, an area of substantial experimentation that continues to go "unsolved" is the concept of digital scarcity and digital collectibles.

Digital goods have seen real-world valuation, from World of Warcraft's gold farmers to the Steam platform's online marketplace (where users can buy and sell in-game items across their PC's video game collection). However, these niche instances are limited to video games and lack any security or protections. There have been numerous examples of hacking, cheating, or developers influencing the ecosystem and larger economy.

Current digital collectibles don't serve a purpose and don't have a function. This is evidenced by the initial interest shown in digital collectibles such as Cryptopunks, but that interest waned quickly. We believe this was, in part, due to their lack of functionality.

The only reason our previous examples have not been susceptible to these issues is because of their large user base, their central authority in the form of a large developer beholden to its large user base, and the "function" of these collectibles via their respective videogame application. The size, scope, and long term pedigree of these platforms can alleviate fears associated with provider dependency, but it doesn't solve it.

Because these problems exist, people aren't willing to invest in digital collectibles, outside of these niche examples. If digital collectibles held their value the same way a physical collectible would, this problem is eliminated and an entirely new world of collecting would come to life.

2 - The Project

Funs Journey are digital, collectible hamsters built on the Ethereum blockchain. They can be bought and sold using ether and bred to create new hamsters with exciting characteristics and various levels of cuteness.

Initially, 100,000 "Gen 0" hamsters (colloquially referred to as "Future Keepers") will be stored in a smart contract on the Ethereum blockchain. These Future Keepers will be distributed automatically through the smart contract, one hamster every 15 minutes. Each hamster will be sold at different prices.

Funs Journey has a unique appearance with a distinct visual appearance (phenotype) determined by its immutable genes (genotype) stored in the smart contract.

By allowing hamsters to be bred, it allows them to become works of art rather than just a digital collectible. Funs Journey is an exciting, self-sustaining project where users can create new collections and trade them on the ethereum blockchain.

3 - Roadmap

Q4 2022

START

- ✔ Project Time Planning
- ✔ Recruiting Team Heroes
- ✔ Unique Brand Building

Q4 2023

RUN

- ✔ Final Controls Completion
- 👁 Beta Version Release
- 👁 Collecting Feedback

Q1 2023

WALK

- ✔ Writing Technical Tasks
- ✔ Developing Characters
- ✔ Designing Maps
- ✔ Game Development
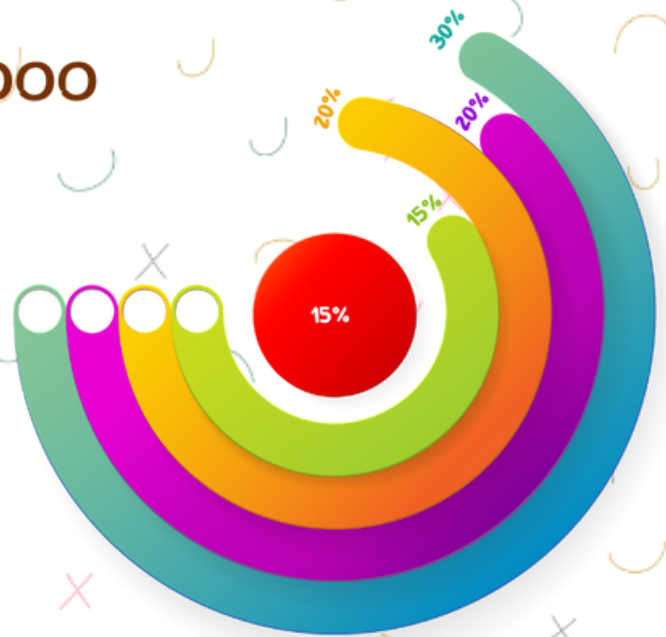- ✔ Creating In-Game Development Levels

Q4 2022

PUBLISH

- ○ Wallet Integrations
- ○ Marketplace Development
- ○ First Live Version
- ○ Mobile Version Development

4 - Tokenomic

Supply: 10.000.000.000

- 🔵 Community (3.000.000.000)
- 🟣 Staking (2.000.000.000)
- 🟠 Marketing (2.000.000.000)
- 🔴 Team (1.500.000.000)
- 🟢 Development (1.500.000.000)

30%

20%

20%

15%

15%

15%

Socialize Shile Playing

Funs Journey Team