



Raise. Race. Earn. Have Fun!

As Seen On



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Abstract

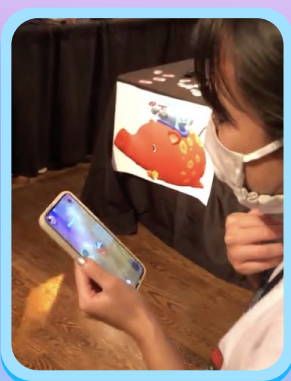
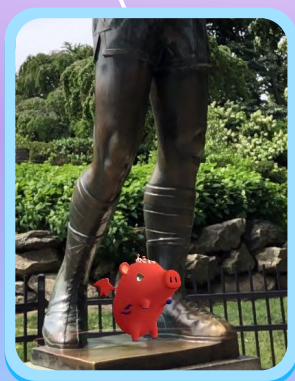
Tontachi is an augmented reality pet racing simulator game in the Web3 space with a play and earn ecosystem and its in-game characters represented by NFTs.

With such a novel model, Tontachi is tapping into multiple exponentially growing markets.

Three main components drive the ecosystem of Tontachi:

- **BaconBits** - Tontachi's in-game currency
- **\$BaconBits** - ERC-20 utility token
- **NFTs** - digital assets representing the main gaming characters

Blockchain-based digital assets - NFTs and tokens, allow us to provide players with real rewards that have value both inside and outside the Tontachi game.



In the Tontachi game, players raise their cute pig friends - Tons, and can currently engage in the following activities:



Feeding



Petting



Racing



Taking Pictures

Multiple verticals lead Tontachi to become a breakthrough game:

- our team has prolonged gaming and blockchain experience;
- partnerships with Animoca Brands, Niantic, and other industry-leading companies;
- we are leveraging the intellectual property of the first Japanese blockchain game.



On top of that, we already have an up-and-running Demo version of Tontachi and will launch a full version soon.

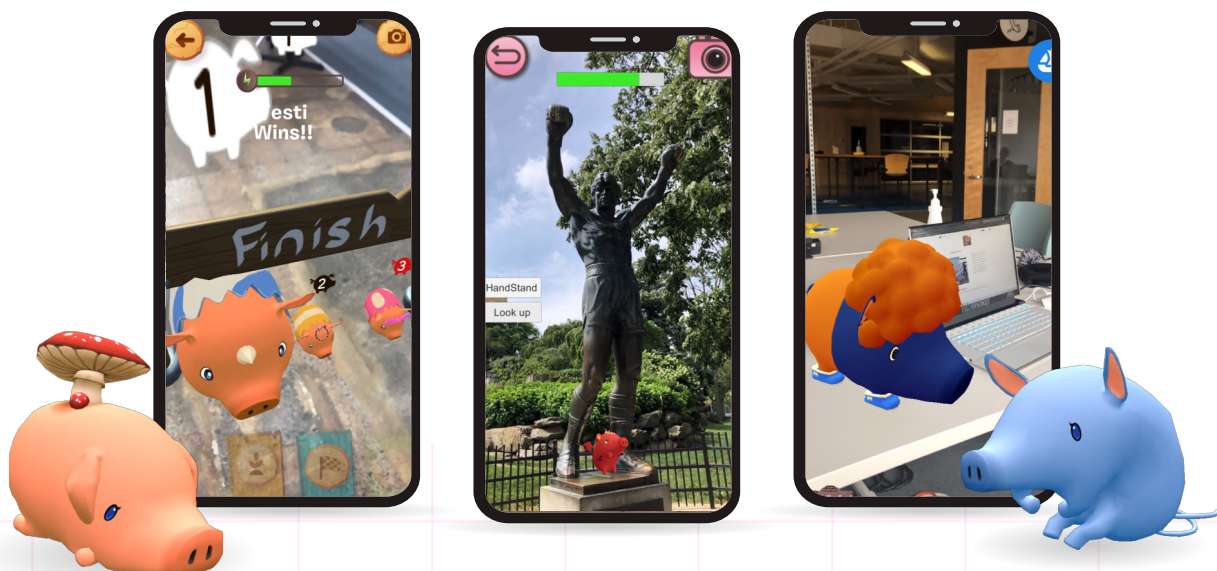
Introduction

Tontachi is an exploratory play and earn Augmented Reality pet racing simulator. Players can engage in numerous activities within the game with their cute kawaii pigs, called Tons. **The ultimate goal for Tontachi players is to train Tons to participate in challenging yet fun races and independently and collectively get rewards.**

Despite the booming crypto gaming markets, the majority of current games struggle to combine immersive gameplay with "GameFi". Admittedly a challenge, our studio Urban Electronic Games with prolonged gaming and blockchain experience coupled with fresh ideas, aims to deliver a breakthrough augmented reality gaming experience with a player centric, play and earn model.

Within Tontachi, players raise their cute pig-like friends - Tons. By looking after them and engaging in fun activities like taking "Pigtures" in real locations, you are gearing them up for their true calling of becoming champions on the Race-track. Races and all exciting gameplay occur in augmented reality to enliven your local environment. Further connections to reality via our rewarding game economy are intended to keep life interesting for you and your new pet, Ton.

We are fortunate to be supported by industry-leading companies: Animoca Brands, Niantic, and others. Such partnerships provide the knowledge, expertise, and technical tools for us to deliver our novel project - Tontachi!



Our Mission

Traditionally, games are not out to solve problems. They are mainly for relaxation and enjoyment purposes. However, as blockchain integration changes monetization strategies within the gaming industry, the opportunity to innovate and improve arises.

We understand there is not only a stark gap in the utility of NFTs or token creation/utilization and their general purpose in the gaming world but also severe skepticism regarding "play and earn" models as nothing more than Ponzi schemes.

Moreover, AR technology itself is not yet ubiquitous, not yet fully normalized as the "thing to do" amongst users/players. (AR) Games that are meant to make you move seem contradictory to the "normal" gamer profile who appears sedentary.

First hand, we've experienced these valid criticisms as both developers and players alike. Cutting-edge technologies aren't meant to be easy, but planning for evolution can be fun. As game developers, we find the fun in accepting the challenge of adopting new technologies while making gameplay and systems that are fun for our players.

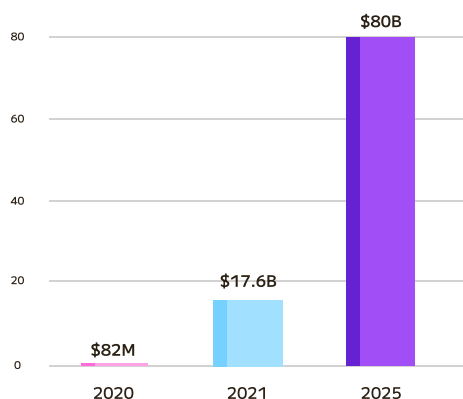
Revenue models for traditional games are archaic—Ads, in-app purchases, DLC—they don't hold up as they used to and only scale for AAA titles. Blockchain-based digital assets (NFTs and tokens) offer us a new revenue stream in this quickly growing digital world. However, if such assets can simultaneously provide our players with value outside the game itself and become "real rewards", that's a beautiful thing we'll strive towards.

There is so much potential in the emerging technologies of blockchain gaming and augmented reality. We're here to tackle it from all sides within Tontachi. **Our main goal is to create a kawaii cute racing game while introducing a player-driven play and earn game model driven by digital ownership within augmented reality environments.**

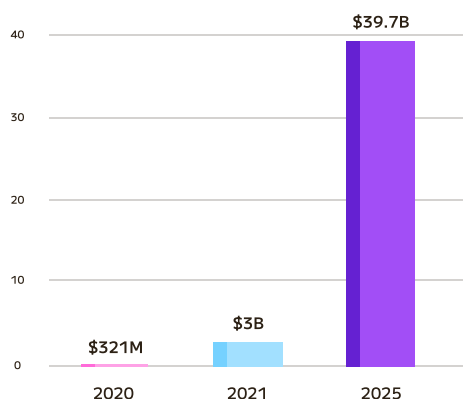
We want to stress that while Tontachi explores play and earn, it is still a free-to-play game. There is no need for one to hold an NFT nor interact with the blockchain to experience the fun of the game itself.

Market Overview

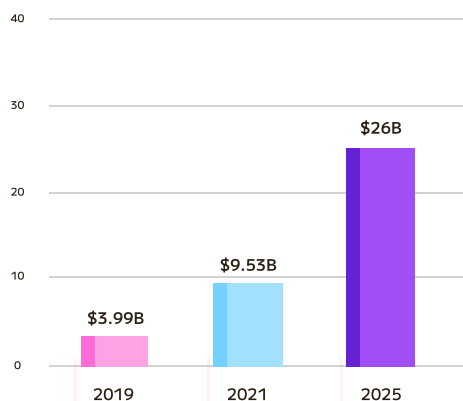
Tontachi is tapping into three markets that are growing at exponential rates. **Being an augmented reality play and earn game in the web3 space, where NFTs can represent in-game characters or items, Tontachi defines itself within the following fields of blockchain gaming and augmented reality markets.**



The first NFT was created back in 2017, but it was the year 2020 when NFTs started getting significant traction. In just one year, between 2020 and 2021, the market size grew from \$82 million to \$17.6 billion. The growth rate of 200 times in just one year. Of those \$17.6 billion, \$5.17 billion accounted for NFT games sales. While NFTs have many applications, it is clear that NFT gaming plays a significant role in market growth. The NFT market is forecasted to reach more than \$80 billion in value by 2025.



The blockchain gaming industry continues to grow at exponential rates as well. Compared to \$321 million in 2020, the market finished with \$3 billion in 2021. Asia-Pacific accounted for the highest revenue generated in 2020, making 49%, or \$157.3 million of the whole market revenue. Blockchain gaming is expected to reach \$39.7 billion by 2025. Another metric displaying the growing interest and traction of blockchain games is the number of gaming-related crypto wallets, which grew by 25 times in just two quarters of 2021 - between Q1 and Q3.



Augmented reality is another vertical of the Tontachi game. With a revenue of \$3.99 billion in 2019 and \$9.53 billion in 2021, the market shows no signs of stopping. Moreover, the market is expected to reach \$26 billion by 2025. The growth of mobile augmented reality is primarily expected in the consumer segment with augmented reality experiences, mostly - AR mobile games.

Market Overview

The Urban Electronic Games team, with a track record of developing mobile games and early blockchain gaming experience, decided to amalgamate these three booming markets to create an exciting play and earn augmented reality game - Tontachi. Furthermore, the game itself leverages the intellectual property of the first Japanese blockchain game created in 2018, it can almost be seen as a spiritual successor.

With the biggest audience of crypto gaming, let alone mobile gaming, existing in Asia & Asia-Pacific, the experience, knowledge, and fresh perspective the team generates in accordance with global trends paves the road for a breakout title.



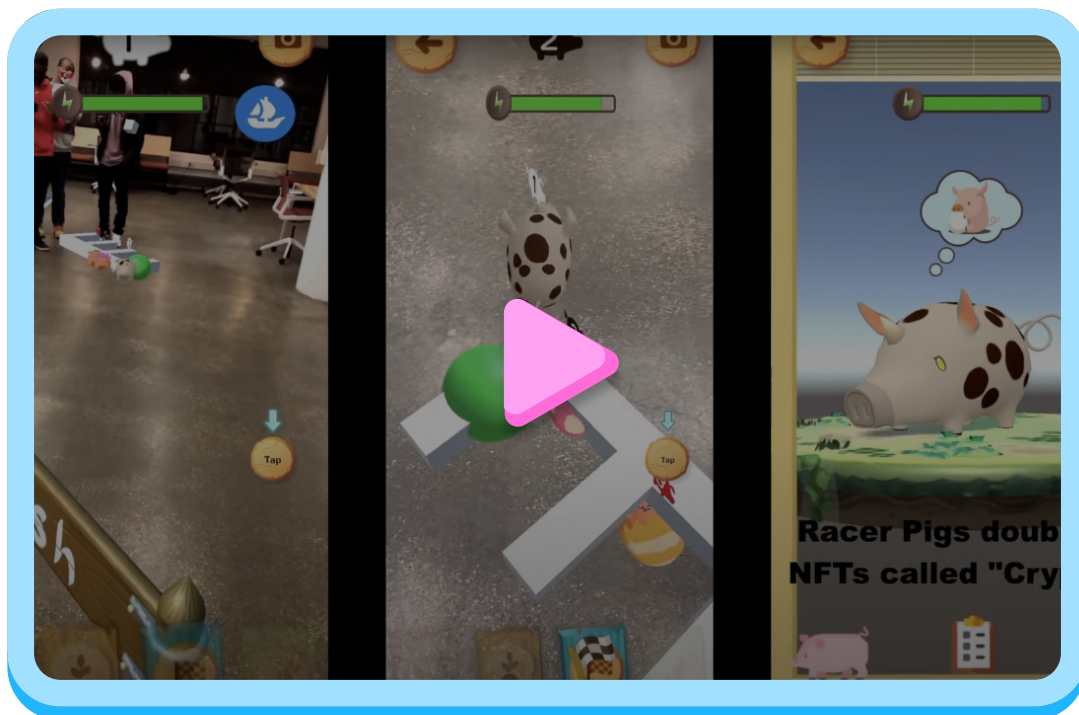
Tontachi Game

Tontachi is a pet simulator racing game in augmented reality. In Tontachi, Tons are the main characters. "Ton" stands for "Pig" in Japanese, as these characters are cute piggies projected directly into players' environments.

Tons come in three different types. Each of them has unique stats - Speed, Power, and Stamina, which can be improved by the activities explained in the following paragraphs.

Players obtain Tons from in-game, NFT marketplaces, or by breeding.

The in-game activities and time spent taking care of Tons are directly and indirectly rewarded. **Certain activities reward players immediately, while others improve the stats of Tons to benefit players later during the gameplay.**



[WATCH VIDEO](#)

Tons

Eggton



For everyone to join and enjoy Tontachi freely and fairly, we have Eggtons. **Anyone who plays Tontachi gets an Eggton to start exploring the game world.**

Eggtons allow gamers to play Tontachi without an initial investment.

These Tons have no blockchain-based value, and despite the upgrades and improvements, Eggtons can not be sold/traded and have limited stats.

Players can train these Tons and participate in single-player and multiplayer races, except those that reward tokens and other digital assets.

Crypton



Crypton is a crypto-infused Ton, represented as an NFT. Owning that NFT confirms the sole ownership of the Ton.

The history behind Crypton reaches back to 2018, when the original game "Crypt-Oink" was developed by Good Luck 3. Cryptons that were purchased before can be brought into the Tontachi game and have their stats and abilities improved.

Cryptons can be sold and traded on the marketplace or bred into over 36 quadrillion permutations, guaranteeing the uniqueness of each bred Ton.

Newton



Newton is the next generation of Tons. Compared with the Cryptons, **Newtons have more in-game functionality and more capability to win races and get directly rewarded with \$BACON tokens.**

Newtons are blockchain-based and can be traded on the marketplace. The more upgraded the Newton, the higher the trading value it has. Newtons are racer-pigs and will inherently have an advantage on the track.

Newtons can be bred to generate new and unique Tons. These bred Tons can be raised, trained, and used for races or sold in the marketplace.

Tons

Importing Blockchain-Based Tons

The blockchain-based Tons – Cryptons and Newtons – can be purchased from NFT marketplaces. Players need to complete a few quick steps to introduce the Ton and later other digital assets into the Tontachi game.

Please note that Cryptons are only importable if the player first holds a “GenKey” NFT corresponding to the generation in which the Crypton was born (ex., a Gen1 Crypton requires a Gen1 GenKey).

Owners of Ton-NFTs need to create a user profile on Tontachi.io and connect their wallets. This way, players will store IDs of their Tons inside Tontachi’s secured database. As soon as players sign in to the mobile app, their Tons will be imported from the Ethereum blockchain directly into their mobile gaming client account.

Management of blockchain-based assets is done on the Tontachi website for security and accessibility purposes. As the Tontachi continues to evolve and collaborate with other projects, more digital assets will be available to import into the game.

Tons

Burning Tons

To control the market volatility and ensure players and NFT owners with the protection against digital asset price crashes, we have introduced the burning of Tons as a form of composability.

The primary purpose of burning a Ton is to control their supply. The owner gets \$BACON minted directly to the wallet whenever their Ton is burned. The amount of \$BACON received depends on the Ton's Stats accrued. **The higher the base attributes - Speed, Power, and Stamina, the higher number of \$BACON tokens the owner gets.** However, only Tons that have reached a certain threshold of Stats can be burned for utility tokens.

When the Ton is burned, the same amount of \$BACON as minted to the owner's wallet is minted to the community pool. The burning process for the sake of security is done from the Tontachi website.



Gameplay

Racing



Racing is the main and the most exciting feature of Tontachi. By passively raising Tons and engaging in other activities, players are regaining Energy, building up the abilities of Tons, and receiving rewards to get a competitive edge when the time comes to race!

There are three types of races - Singleplayer Training Races, Multiplayer Training Races, and Official Races. All racing occurs in augmented reality. During the training races, players can choose predefined tracks or set up their own. As soon as the track is selected or set, a player's Ton is placed on the track alongside other CPUs or real players' Tons. Whoever reaches the finish line first - wins. **The primary purpose of Single and Multiplayer Training Races is to append the base Stats of Tons. It is achieved by accomplishing specific tasks during the races.**

The ultimate goal is to participate in Official Races, which periodically occur at Official (VPS) locations. The rewards of Official Races are distributed in the form of BaconBits, which can be converted into \$BACON utility tokens, used to acquire various in-game perks, or further improve Stats.

Taking Pictures



Augmented reality technology enables Tons to be projected in any environment, which can lead to fantastic pictures. When players take pictures of their Pig Friends, we call them "Pigtures".

Players can catch fun shots of their Tons in different backgrounds and environments and share them with friends and the Tontachi community. As the Tontachi team seeks to foster both value and community, Pigtures will become community content for campaigns.

Furthermore, **if players take Pigtures at official (VPS) locations, they will get an immediate reward in BaconBits, which can turn into a \$BACON utility token.**

Gameplay

Gameplay is based on accomplishing tasks and performing activities within the app but also in your local environment while leveraging augmented reality.

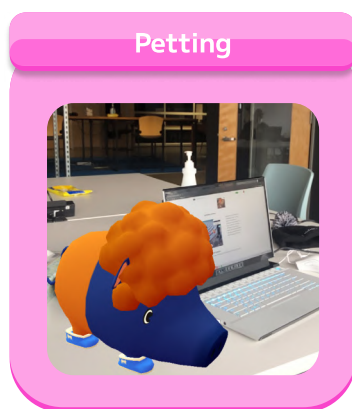
Players are tasked with taking care of their piggie friends - Tons, but **ultimately, you want to bring it onto your local race track, racing for guts and glory.** Think of MarioKart, but in AR + w/Gamefi. The more you interact with your Ton, and the more tasks you accomplish, the more 'BaconBits' you earn, which can be used to strengthen your Ton, or instead be converted into \$BACON utility tokens.



Like all organic organisms, regardless of being composed of atoms or bits, they require energy.

There are multiple ways for players to regain the Energy of their Pig Friends, one of them is food: whenever a Ton has a low Energy level, it becomes hungry and needs to eat. **The feeding is done by simply selecting and dragging the food items from the players' inventory and placing them in front of their character.**

With feeding, players have two options: feed their Tons within augmented reality or strictly within the app.



Similar to real-world pets, Tons need players' attention and care, which also serves the purpose of regaining their Energy levels.

To pet a Ton, the player has to engage in augmented reality within the device and place the hand on the screen to touch Ton. Each Ton is unique and individual and has good and bad spots to pet. **If petting is done correctly, touching the good spots, Ton regains its Energy. However, if the player pets the wrong areas, the Energy may deplete.**

It adds additional spice to know that each Ton is unique, and the player has to get to know their Ton. Like Feeding, Petting can be done inside the augmented reality space or outside of it - in the Ton Inspector view.

Play & Earn Model: from Bits to \$BACON

Ecosystem

Three main components drive the game ecosystem of Tontachi, which will be generated in numerous ways to create internal and external value.

BaconBits

BaconBits are Tontachi's in-game currency. **Players get rewarded with BaconBits for completing specific tasks during the gameplay.** BaconBits can be used to increase Stats of Tons, traded for a \$BACON utility token, or used for forthcoming features seen on the roadmap.

\$Bacon

\$BACON is an ERC-20 utility token that players can generate via gameplay. Players get \$BACON for winning the races, taking "Pigtures," burning Tons, and other specific tasks. A Uniswap liquidity pool will be initiated and created by Urban Electronic Games, Inc. **Players will be able to swap their \$BACON for \$ETH or other cryptocurrencies.** As pools of \$BACON are created, it will flow in and out of the game in various forms.

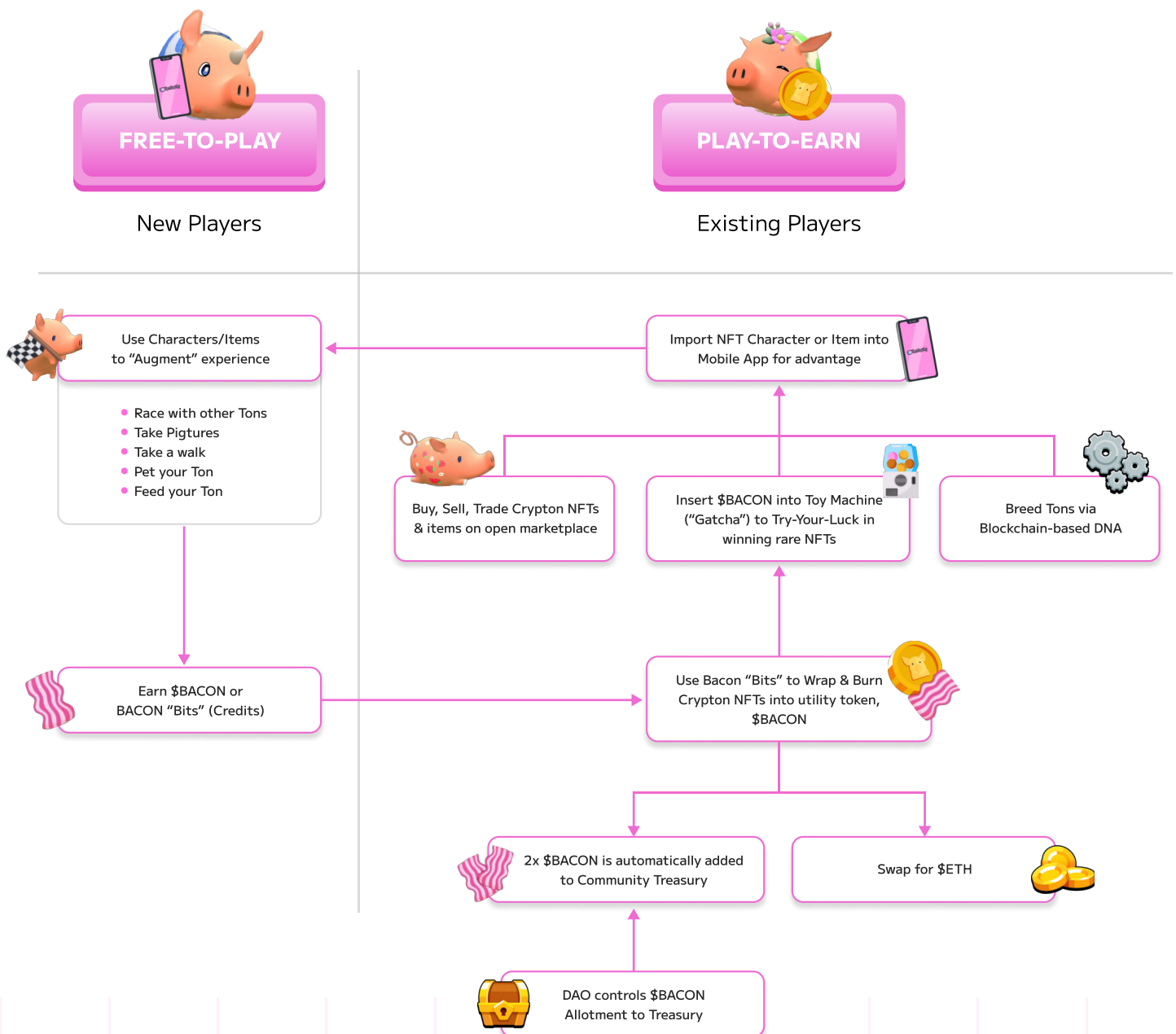
Non-Fungible Tokens

With the exception of Eggtons, **the main characters Cryptons and Newtons, are represented by NFTs.** Owning these NFTs confirms the actual ownership of these digital assets. As players continue to train and upgrade their Tons, they can be openly traded. Furthermore, other items like "Toys" that are being designed will also double as ERC-721 tokens and be given to players in exchange for \$BACON or \$ETH.

Rewarding Activities

Opportunities to get BaconBits & \$BACON rewards include:

- Completing Specific Tasks
- Winning Official Races
- Staking Newtons (yet to be introduced)
- Taking Pictures



Tokenomics & GameFi

\$BACON Token Data

Token Name: Tontachi \$BACON

Token Symbol: \$BACON

Blockchain: Ethereum

Token Type: ERC-20

More information around tokenomics will be announced later.

\$BACON Token Utility

\$BACON token is an ERC-20 utility token based on the Ethereum blockchain. Along with BaconBits, \$BACON tokens are the income currency for players. They can be used to purchase in-game perks and features or traded for \$ETH.

\$BACON utility:

- **In-game rewards** - \$BACON tokens are paid as gaming rewards for winning races and completing tasks.
- **Swapping** - \$BACON can be swapped for \$ETH or other alt tokens.
- **Burning Tons** - players can burn their Tons and get \$BACON minted to their wallets.
- **Staking Newtons** - players will be able to stake their Newtons to receive passive income in \$BACON tokens.
- **Use of Gacha** - players will be able to insert their \$BACON into Gacha machines to receive NFT prizes that have utility within Tontachi.
- **DAO Governance** - \$BACON is owned by players and is player-centric, allowing them to control the rules/environment for official races and tracks.

Business Side

Monetization

We strive to make the game accessible to anyone. To that end, Eggtons are starter Tons that every new player receives for free. Additionally, we do not charge to engage in races or other in-game activities.

Our economy is based on the primary and secondary sales of our digital assets, such as Tons, Toys, or other NFTs. As the interest and number of active players grow, the value of the \$BACON utility token will follow, leading to an appreciation in the value of the token share that Urban Electronic Games holds. (bold) Additionally, a percentage of players' generated \$BACON utility token is reserved as revenue.

Another way for monetization exists independent of Tontachi:

Urban Electronics offers new ways of Engagement/Monetization via Blockchain & Augmented Reality solutions. Our enriched experiences are heavily meant to be social entertainment, connecting people more to the world around them. With the growth of the augmented reality market, **our tech stack can be white-labeled for Brands looking to revitalize their products or create specific AR experiences.**

We, the Tontachi team, are looking to provide players with an engaging and exciting gaming experience. Moreover, to make it accessible to anyone. Thus it is essential for us to have multiple ways of monetization, one of them - outside of Tontachi but based on the knowledge and the technical infrastructure of this game.

Business Side

Growth

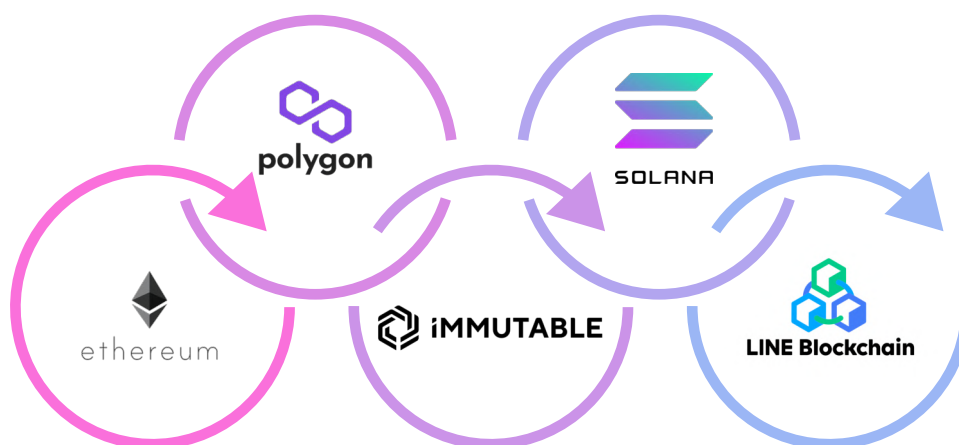
The growth of Tontachi will occur within the target technologies we're exploring:

Augmented Reality

Location-based experiences via tools like Niantic's Visual Positioning System (VPS);
Shared AR experiences amongst larger groups of up to 50 people via Auki Labs;
extension of AR experiences beyond phones to other smart devices (i.e., Glasses or other devices).

Blockchain

A multi-chain strategy with NFTs interoperable on key chains like Solana, Polygon, and Immutable X, further expansion into Ethereum and LINE blockchains. Cross-game collaborations with other blockchain games. All efforts strengthen the utility of \$BACON and thus its value within and outside of the game.



Business Side

Mobile-Social Gaming

With Tontachi being a racing game above all, we'd like our systems to be seasonal and cyclical, allowing players to know what to expect and have fun gearing up for what's next (i.e., Tournaments, Cups, etc.).

Games, AR, and even Blockchain are technologies that can be social and bring us together. As Tontachi grows, we're hoping for more users to take part in our experience. Specific Campaigns, Events, and IRL Events are planned using one or more of the aforementioned areas of focus, thus bringing Tontachi players together from around the world, whether offline or online.

Technical Side

Tontachi is a fun and exciting augmented reality game integrated into blockchain. We chose tested and proven-to-work technologies based on our experience while developing other games and the desire to provide our players with a safe and smoothly-running gaming environment.

To develop and run Tontachi, we use:

- Authentication: Amazon Cognito
- Database: Amazon DynamoDB
- Augmented Reality & Visual Position System: Niantic Lightship
- Game Engine: Unity
- Blockchain: Ethereum

By picking the leading technologies, we want to ensure that the game's development and its integration with blockchain will be an efficient and smooth process. **Our goal is to develop a game that would implement all the benefits and features of the WEB 3.0.**



Authentication



Database



Augmented Reality &
Visual Position System



Game Engine



Blockchain

Future Plans

The Tontachi game continues to evolve. Despite the many milestones already accomplished, we have much more to come. We are mainly enhancing the gaming experience and adding new functions.

Currently, the base Stats - Power, Speed, and Stamina - decide the race's winner. **We are working on introducing skills that can be used during races.** Different skills will be effective under certain conditions. These skills will affect players' Tons, or Tons of their opponents, leading to a competitive edge during the race.

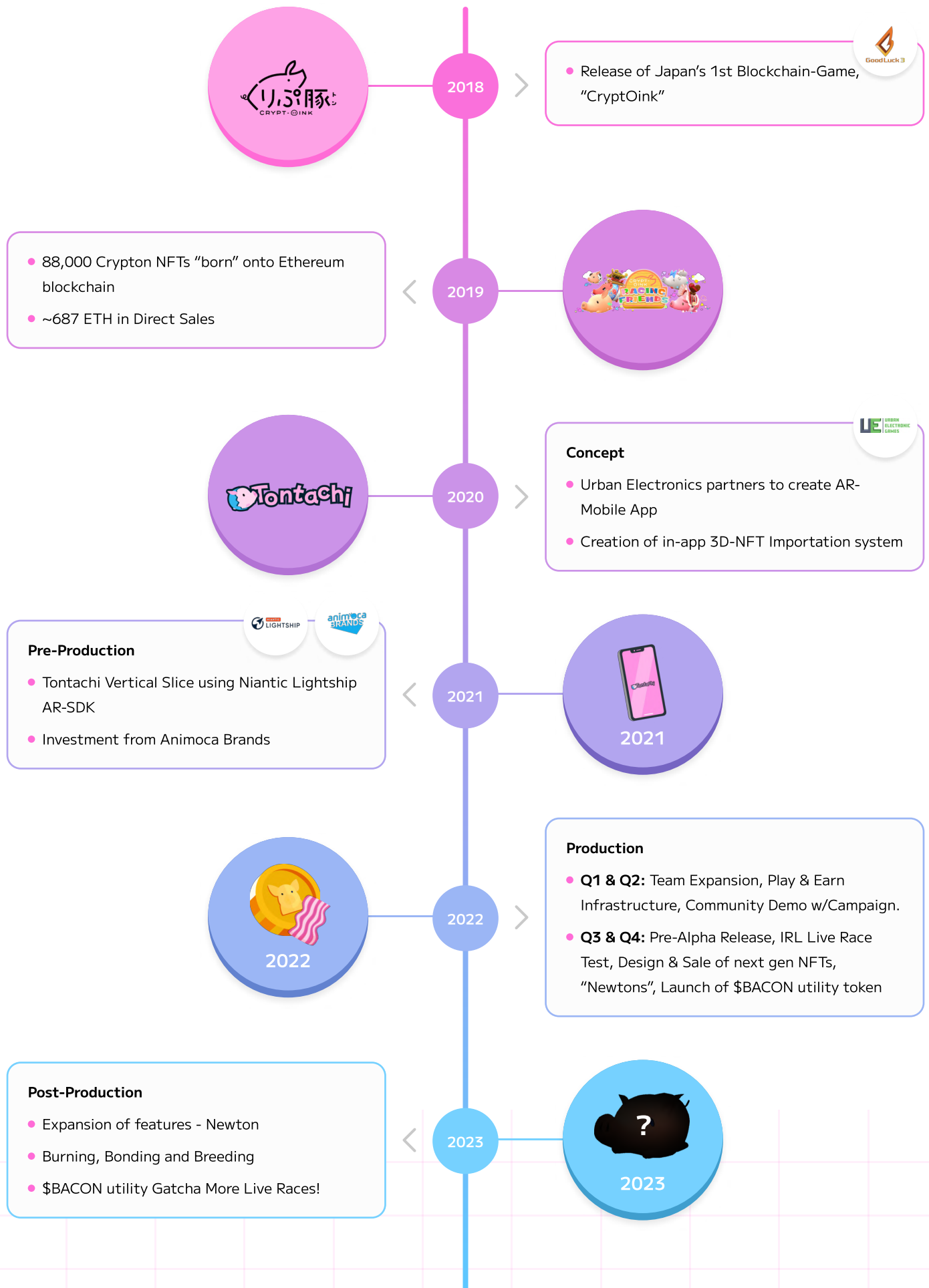
Yet another exciting update will affect the racing itself: **we are working on introducing environmental obstacles.** Coupled with the skills and the attributes we are looking to introduce, Tons will have an advantage or disadvantage in specific environments of the race tracks.

New characters and thus NFTs called "Newtons", will be introduced. With Newtons being the next generation of NFTs, they'll have higher base stats and be more equipped for racing. Newtons' can be staked for passive income paid in \$BACON utility tokens.

Finally, **we are working on creating the well-known toy dispensary machines called "Gatcha"**, which will be accessible on the Tontachi.io website. These machines will accept \$ETH and \$BACON to dispense different NFT prizes randomly. A portion of inserted tokens will go to Tontachi's liquidity pools.



Roadmap



Team



John Wolff

CEO, Lead Producer, Game Economist

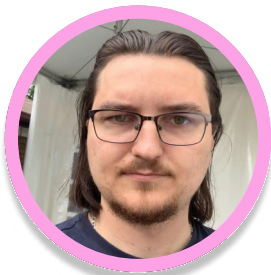
John Wolff is a long-time (mobile) game developer, advocate, and speaker, both domestically and internationally. After exploring the game industry in the US, John moved to Japan to continue his game development journey. In becoming bilingual in Japanese, John worked as a developer on Japan's first-ever Blockchain (NFT) Game. Inspired by the forthcoming wave of Blockchain-based games, John partnered with a former employer allowing for a shared IP which he is utilizing to develop a hybrid blockchain-mobile game that leverages Augmented Reality, titled Tontachi.



Adam Greesen

CTO, System Infrastructure

Adam is a Senior Software Engineer at Amazon, highly specialized in software architecture, AWS, and database construction. He is a long-time Unity game developer with released titles on both mobile and console.



Julian Cislo

Web3 Blockchain Engineer

Formerly a Blockchain Developer at Polygon, Julian has a robust understanding of all things smart contracts. As not only an enthusiast of the technology but an avid gamer, his ability to draft genuine, scalable play and earn game economies with tokenomics in mind is truly a gift.



Team



Gregory Johnson

AR Game Developer

Gregory has been an Early Explorer and Beta-tester of Niantic's Lightship ARSDK, becoming well-versed in building functional features such as AR-Meshing and Multiplayer. He also stands as a Blockchain-Game developer in creating ways for NFTs to become interoperable within native mobile applications.



Johnathan Winters

Technical Designer, Web2 Developer

Jonathan stands as a meticulous technical-game designer, linking game loops to the necessary structures and tools to create them. He stands as a bridge between connecting the Games systems to Web2&3.



Di Xu

UI/UX Designer

Product designer with robust skills in Graphic Design, User Research, and UI Design. Her Design & Research Methods, along with Design Tools, lead to beautiful, concise layouts of wonder.



Advisors



Kazuhisa Inoue

Founder of Good Luck 3, Inc. The company which created Japan's first-ever blockchain-NFT game called "Crypt-Oink" made over 680 ETH in sales. His company holds IP to Gudetama & My Melody, major characters within the Sanrio (Hello Kitty) franchise. The mobile games that he and his studio have created have grossed over 3 million downloads.



Masaaki Hatamura

Former Vice President of DeNA China and former General Manager at Square Enix. His expertise rests within mobile game launches, live operations, and international expansion of operations within Asia.



Brinc x Animoca Brands

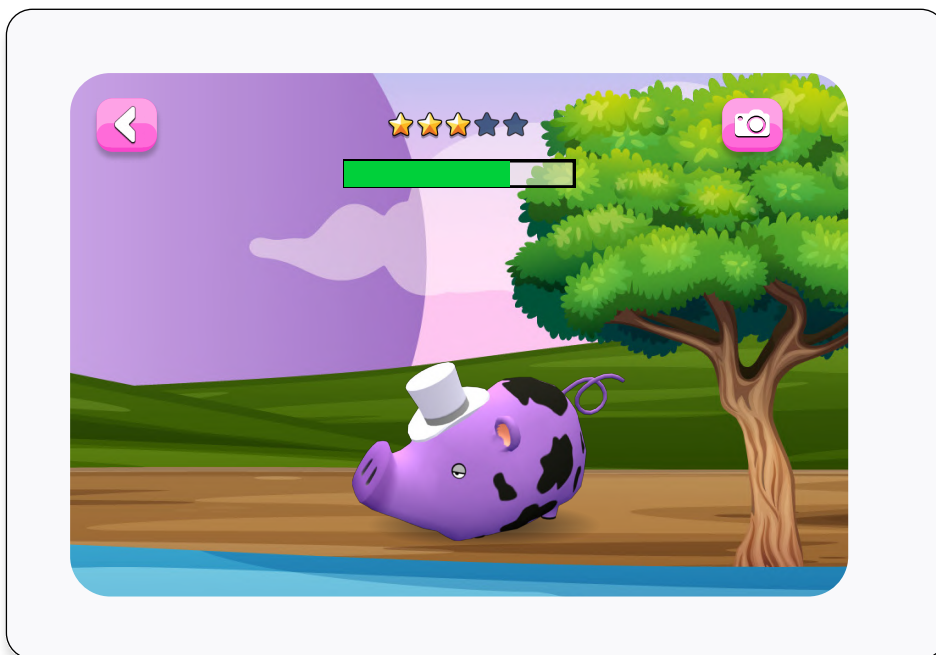
Animoca Brands is a global leader in gamification and blockchain with a large portfolio of investments in companies and decentralized projects that contribute to building the open metaverse. Along with Brinc, they foster support in Tokenomics, Marketing and company Growth.

Conclusion

Tontachi is meant to become a quality mobile game showcasing the power of AR & Blockchain and what's possible when they are properly merged together. Moreover, we're out to make a kick @\$@ racing game that'll make you feel like you're playing something akin to Mario Kart. Master racing your pet Tons to beat others on the racetrack in the real world, create real value with \$BACON tokens along the way, and of course, have fun with friends. After all, Tontachi literally translates to "Pig-friends". We hope you'll join us along for the ride and that you sense we're developing with sincerity.

With that being said...

You can try out the Tontachi game right NOW!



Follow us on every step of this exciting journey!



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Disclaimer

This White Paper presents the Tontachi game and its ecosystem. The sole purpose of this document is to provide relevant and reasonable information to potential players, tokens, and NFT holders.

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