

# K Aidan

THE RENGOKU LEGENDS

WHITEPAPER

OF K Aidan UNIVERSE



VERSION 0.5 - PUBLIC

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# Executive Summary

## **Welcome to the Kaidan Universe.**

A fresh new innovative brand which combines the true nature of the new technologies, presented by Web3, with the much loved experiences of modern video games.

Kaidan takes all these aspects and combines them seamlessly into one new multimedia experience through the synergies we create between our products, our love for our community and the sheer possibilities that the brand unlocks for each and every User.

With a uniquely crafted storyworld which will tempt anyone interested in fantasy, Feudal Japan and the most mind-bending cosmic horrors. Through a series of products which include video games, collectibles, digital card games, eSport tournaments and more.

The Kaidan Universe has it all.

What's more, the many roads of entry to our universe, through the free to own, Kaidan Home application, will leave the User drawn in by the opportunities on offer.

With synergies between the products leading to easier adoption of something they'd always wanted to try, but never got the chance.

This whitepaper presents our Universe, what makes it unique, and how we are going to build it. For those inclined it is also an invitation to help us fund the project.

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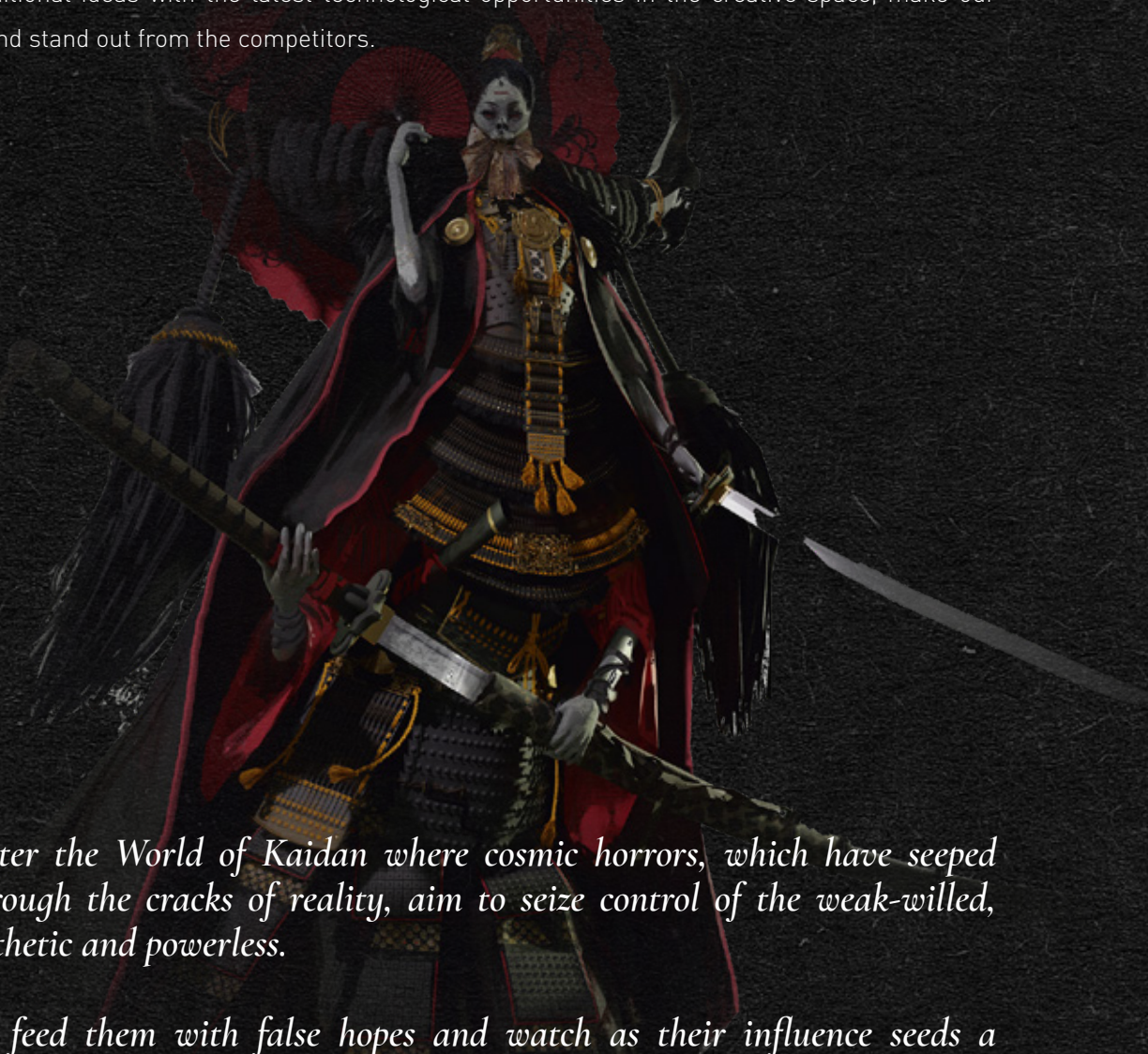
WHAT MAKES  
KAIDAN UNIQUE

DISCOVER A NEW WORLD



## WHAT MAKES KAIDAN UNIQUE

Kaidan Universe's Unique Selling Points and the way these are applied to our products show a strong sense of innovative design throughout. The clean and simple combinations of more traditional ideas with the latest technological opportunities in the creative space, make our brand stand out from the competitors.



*Enter the World of Kaidan where cosmic horrors, which have seeped through the cracks of reality, aim to seize control of the weak-willed, pathetic and powerless.*

*To feed them with false hopes and watch as their influence seeds a cacophony of chaos and terror amongst the masses.*

*Yet, when the world is darkest, there are always those who steel themselves against the horrors and stand for harmony, order and light.*

WHAT MAKES KAIDAN UNIQUE

# Samurai Warriors fighting Cosmic Horrors

In the World of Kaidan mighty samurai warriors face eldritch cosmic horrors in a Feudal Japanese setting. The rich tapestry of the lore comes to life as it springs from the various pieces of art, the deep history or the tales and sounds our Users can experience and discover. Each one is created to evoke the magic and mystery that surrounds the Lands of Ikaiguchi.

The World has been in development for over a year and has attracted a huge and enthusiastic audience from the very start. In January 2022 a sale of 8787 unique digital assets sold out in 23 seconds. The artwork and narrative body of work is massive and lays the foundation for an almost unlimited number of stories and experiences.

Behind Kaidan is an internationally recognized and award winning team: narrative design, visual art, music and sound design, digital immersive experiences. Their skill and experience are unmatched in the industry.

WHAT MAKES KAIDAN UNIQUE

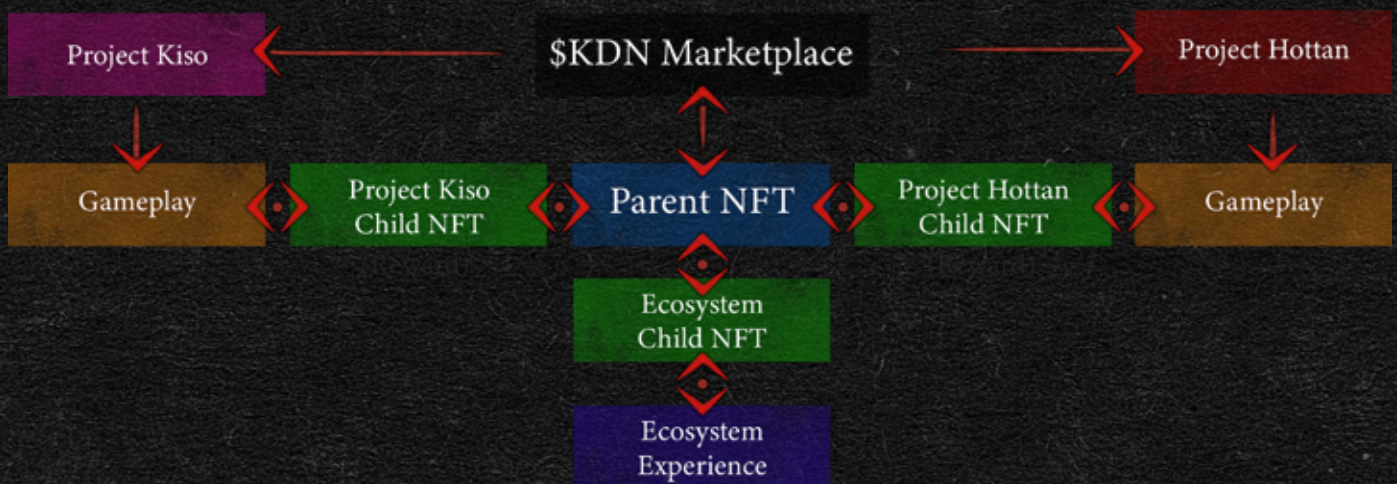
# Next Generation Game Development

The lifeblood of the Kaidan Universe experiences are our video games. Our two main products are Project Kiso, a series of strategy based card games, and Project Hottan, a co-operative action roguelite video game.

With a premier team with large swathes of experience in the game industry, the games built under the Kaidan umbrella are being designed, developed and maintained in a cross-collaborative way to ensure each asset achieves the most amount of value across each of our products.

For example, A Digital Asset is created that allows the use of a unique cosmetic in one game. We are then able to use the in-game model for that item not only in other games, but also marketing illustrations, avatar customizations, card art, environment art, 3D printing and more.

As illustrated below, Kaidan's ecosystem is based on an interconnected network of key products.



Using a system we are calling 'Parent' and 'Child' NFTs, we are able to create a reward system that allows Users to extract the maximum amount of value from their actions within our universe. Rewards earned from one product will have an affect within another.

With each product we develop and integrate into our system, the longer the list of use-cases becomes for each Digital Asset (NFT). In addition to the interoperability of each facet, we are designing each product to have a high benchmark of quality and production value to sit on its own as a successful product.

**Scenario Example:**

Player A and their group come across a Dodomeki in one of our story campaigns. They work together to slay the beast and are each awarded the [Blade of the Dodomeki] Parent NFT card. This then grants them the [Blade of the Dodomeki] card in Project Kiso, The [Blade of the Dodomeki] cosmetic in Project Hottan and other rewards across our ecosystem.



WHAT MAKES KAIDAN UNIQUE

# Everything is a Digital Asset

Everything in the Kaidan Universe is a digital thing: media, artwork, books, experiences, services, subscriptions, tickets, and more. And with this comes true ownership: the user can buy, own, use, collect, trade, sell, even outside the Universe. This makes digital assets almost as real and concrete as physical things.

Kaidan's ecosystem is based on an interconnected network of key products that provide use cases for \$KDN, our native token, in an engaging, immersive and enjoyable way.

Using a system we are calling 'Parent' and 'Child' digital assets, we are able to create a reward system that allows Users to extract the maximum amount of value from their actions within our uni- verse. Rewards earned from one product will have an affect within another. With each prod- uct we develop and integrate into our system, the longer the list of use-cases becomes



WHAT MAKES KAIDAN UNIQUE

# A Connected Universe

Every product and service is an entry point to the Universe, a path to a deeper engagement. Products and services are also interconnected allowing the user to travel and discover the Universe in exactly the way they want.

In the center we have the hub that connects it all, Kaidan Home.



Kaidan Home is free to use and grants easy access to all the Kaidan products and services. New products and services will be available in the Store, users can sell and trade their digital things on the Marketplace. Community will be an essential part of the Home with both public and private groups.

As the numbers of products, services and users grow, Kaidan Home will provide the infrastructure to transform the network effects into accelerated growth, but in users and usage.

WHAT MAKES KAIDAN UNIQUE

# True Innovation through the Kaidan Graph

Kaidan has brought innovation to the world of digital from its inception. The first digital asset launched allowed the user to customize the Samurai with gear and music, making it truly their own. The Kaidan Universe website is already a comprehensive encyclopedia of the World of Kaidan. Kaidan Home is showing the true potential of connected experiences. And this is just the beginning.

We have launched the first version of our technical infrastructure, the Kaidan Graph. It is lightweight, performant, and easily extensible for any future product and service.

Kaidan Graph realizes the true value of blockchain, smart contracts and tokens. For the user this happens behind the scenes, they will be able to participate fully and with ease without even knowing what blockchain is.

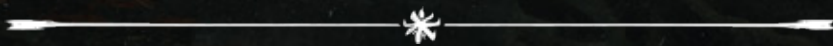
Kaidan Universe is currency agnostic, users can buy and sell in any supported fiat and crypto currency, all while bringing transaction costs to a minimum. Within the Universe all transactions are done in our native token \$KDN, which makes all trade simple, fast and seamless.

Digital assets will be an area with massive innovation, parent and child digital assets, interoperability over the Universe, and more, all facilitated by the Kaidan Graph infrastructure.



BUSINESS  
STRATEGY

HOW WE BUILD THE UNIVERSE



# A Connected Interactive Universe

Anything Kaidan related - web events and immersive experiences, collections, promos and more - will all be a chance to attract new fans and continuously grow our community. To maximize customer acquisition and retention we will consistently apply these principles:

## Delivering value in every contact

Value is whatever the customer perceives as value. It could be to see something beautiful, to meet someone that shares your passion, a great call to customer support, a fascinating story, a utility that is easy to use.

This is what puts the Kaidan Universe top of mind and makes it stay there.

## Clear paths to deeper engagement

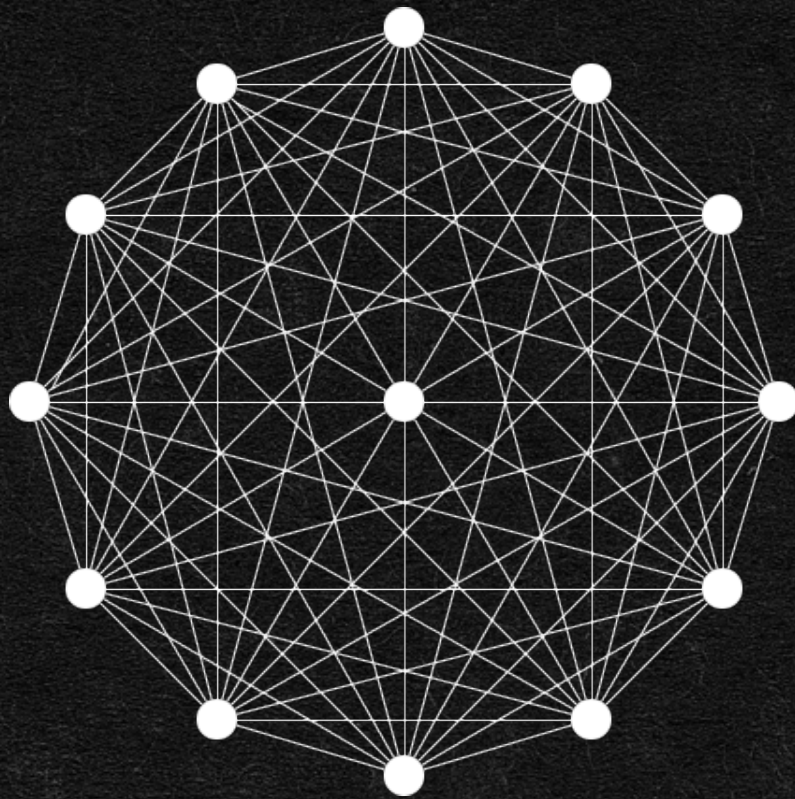
A path to a deeper engagement is about creating momentum by utilizing the interest and attention of the perceived value. At the moment when the user perceives something as having value, they are willing to act and engage. Without a clear path to deeper engagement that energy is lost.

A clear path to deeper engagement can be as simple as making an Instagram post that is a part of a series, a simple link to a web experience, a contact with another user, a call to action (CTA) to buy a product.

At the most basic level it is about exciting the user to take action, to start engaging. That is the hard part. If they are already engaged, it is much easier to keep up the momentum of participation. The value is what opens up the possibility, the path is what makes it easy to create momentum with engagement.

## The Network Effects

You can see the points of contact as nodes in a network. For every connection created the network effects increase. It contributes to customer retention since the utility for existing customers scales exponentially for every new node in the network. And with increased utility customer acquisition becomes easier.



### **Examples of nodes in the Kaidan Universe:**

- Icons: Samurai, Jade Crane, Ronin, etc
- Products: Project Hottan, Project Kiso and more
- Services: Kaidan Home / Store / Marketplace
- Destinations: kaidanuniverse.com, social channels, etc
- Experiences: artwork, music experiences etc.
- Users and Community: Kaidan Home, Discord, Twitter, external networks and communities etc
- Creators, artists, actors, writers, producers, and other partners
- Partners and Collaborations

To conclude

- Deliver value in every contact with a node in the Universe
- Always provide paths to deeper engagement, i.e. connections to other nodes
- For each node added the network effects increase reach and growth exponentially

# Community

Building and fostering a dedicated community is the heart and soul for the Kaidan Universe. Curating a dedicated fanbase will allow us to propel our products, collectibles and experiences to reach a further and larger audience. To achieve this goal, Kaidan has a multitude of ways of accessing new users and engaging existing users. Beyond the usual community building events such as trivia, AMAs and Twitter Spaces, we are looking to construct The Armory. This is a customization system that allows us to consistently release new cosmetic options for our Icons. Not only is this a fascinating and creative outlet, we are able to use this to appeal to a wider audience in different ways. For example:

- Co-collaboration with aligned projects
- Promote events within the Kaidan Universe
- Create exclusive and rarity based sets
- Reward our community for actions in our collaborative narrative events

Further to this, we are able to document our development and creation process in a highlight transparent manner. As the web3 space is fuelled by creatives and tech wizards, this educational content will appeal to a mass portion of the market. We are able to do this through many different forms. Such as:

- Development blog posts for Project Kiso and Project Hottan
- Bloopers clips from development
- Round table style development video diaries
- Live art streams where we take prompts from the audience
- Live music streams
- Holder-only playtest access

## Holders

Whilst one of our goals is to onboard new users and those that aren't familiar with web3 systems, it is also imperative we reward and have a focus on our dedicated community members. Those that hold our Icons, present and future, will receive unique benefits pertaining to the Kaidan ecosystem. It is the hope and aim to provide our holders the opportunities to acquire and fully own \$KDN to do as they wish within our ecosystem. For example, This can be from using the currency to acquire new cosmetics or even saving up and purchasing multiple instances of Project Hottan content to use, give to their friend or even sell.

Further to this, each Icon will come with its own brand of benefits, so as to not homogenize each collection. Some of these benefits include:

- Benefits and exclusive opportunities in acquiring \$KDN based on their Icons
- Rewards from community events
- Exclusive customization options and armor sets
- Access to special content in Project Kiso and Project Hottan
- Voting rights on narrative and worldbuilding elements

# Marketing

Marketing will play an essential part in building awareness and audience for the Universe.

It is hard for an audience to be neutral to the storyworld of Kaidan. Either you love it or you are not interested. The audience is also very clear and well defined. This combined makes it relatively easy to reach and engage the potential users.

The development of the products will create a continuous stream of content, releases, events, that will form the base for campaigns. The depth and richness of the content will allow infinite creative opportunities in communication, messaging, and marketing.

Marketing of the card games, events, tournaments, card packs etc in Project Kiso will build the brand awareness and audience. When Project Hottan is released the marketing doesn't have to start from scratch, there will already be a market and demand for the product.

BUSINESS STRATEGY

# Data at the Heart of Design

These various strategies, as described, also allow us to gather data on our user base and utilize it effectively to identify the user profiles of our diverse audiences and improve products which are already within our stable.

This data also allows us to plan for future products which contain more of what these diverse audiences want.

This data driven ethic combined with the other systems and strategies in place will ensure that Kaidan develops the right stuff, first time, every time.





PRODUCTS  
INTRODUCTION



The roadmap describes product development and launches for a five year period. Since they all are based on the same storyworld there are huge synergies in content production and technical development. The products also share the following features.

## PRODUCTS INTRODUCTION

# The Center of the Universe

Kaidan Home is where all products and services live. Products are sold in the Store, and traded in the Marketplace, users meet and communicate in private and public rooms.

Most products run within the environment, both desktop and mobile. Users can view their collections, play games, view leaderboards, participate in events, and more.

All information and communication are real time which will make the Home a place where the users actually want to spend time. Streaming media is used both for private video/audio chats and public live streams.

If a game runs on another platform the game is still connected in real time to Home so that other users can follow the activity.

Kaidan Home is free to use, but certain subscription models of three tiers, will offer added value for those who have adopted the brand. These subscription models will be tiered, and the value of each level of subscription will be more than matched by the rewards the User gets.

# Interoperability

Interoperability is one of the key design elements in all our products, and is designed into each and every product and system from the ground up.

This allows us to create significant links between Kaidan products and, Kaidan Home will allow the Users to see all current and potential connections, and be eager to come back when a new product is launched, to see what benefits their assets can give them.

Interoperability will be a key means of User conversion as when Users see they have an asset which is interoperable in another product, they are more likely to consider trying that product and in turn, new Users will be tempted to join Kaidan Home for free in order to see what assets they have acquired can unlock.

Therefore it goes hand-in-hand with User experience across the board.

Each interoperable element will be designed in three ways:

- As aesthetic changes to other products, such as skins in a game or a new Avatar on Kaidan Home.
- As access to special pages - such as early access, hidden Easter Eggs etc
- As items which give a direct benefit to a product - such as a new Card for a Trading Card Game, or an enhanced weapon in Project Hottan.

## PRODUCTS INTRODUCTION

# Parent/Child NFT

One other key element, which unlocks the true power of collections and adds a significant dimension to interoperable assets is Parent and Child NFT. Where the Parent represents a set which may be known, or hidden, from the User base.

When the set is complete it adds whole new layers of functionality to products. Which, in turn, allows us to create really stimulating in-universe and real-world events, which go beyond the seasonal events of old and which can lead to the Users ability to unlock hidden lore, assets or even more.

Parent NFT can be sold with all their children, to make them a much more valuable purchase, with far more utility than each individual part alone, and this can easily be linked to many different features, which tempt the User to get involved.

## PRODUCTS INTRODUCTION

# Key, Legendary and Standard Products

Our products are divided into three categories

## Key Product/Service

Key Products are products which we feel are essential parts of the Kaidan Universe and provide the link between all our other products and services. When a Legendary Product/Service is triggered, the appearance and information in some of these Key Products might change.

## Legendary Product/Service

A Legendary Product is a product that numerous Products/Services and Product Seasons have been leading to in the Kaidan Universe storyworld. Legendary Products will impact multiple products across the Kaidan Universe when they happen

## Standard Product/Service

These products are the connective tissue of the Kaidan Universe and provide huge synergies with the Legendary and Key Products which allow the User to delve deeper into our universe and discover more.

Each product will stand alone in its own right, and is not merely an addendum to what has gone before, or what will come, and in doing so we make our world far more open and inclusive to each and every User who finds us, through whatever medium.



KEY PRODUCTS



## KEY PRODUCTS

# Kaidan Home

For each and every User in the Kaidan Universe, the Kaidan Home account is the key to opportunity and all products developed for the brand will be directly linked to Kaidan Home.

This means easy access to all products you own, all assets you hold. With links to any marketplaces or stores where add-ons or new products can be bought or ones held by the User can be sold or exchanged with other Users. Some products and assets may even gamify the Kaidan Home experience itself.

Attached directly to the Home application are the various collections and sets which each User can be a part of. Whether they are gained through regular limited period claims, earned through engagement with one of our products or received as prizes, these collections are as much a part of our ecosystem as any other product, and completed sets will reap rewards and enhancements in other products.

Kaidan Home is the one-stop-shop for the User and allows them access to each and every product/service available.

With an easy to use and simple point of entry, Kaidan Home also provides the User with details about the vital synergies that exist between each and every product we create. A place where they can sign-up to get news about the latest releases and the opportunity to become more involved with the Kaidan Universe as a whole.

Kaidan Home is also the place where Users can buy and sell their Digital Assets through the Kaidan Marketplace and Store, and the platform will offer a subscription model to all, so Users can gain early-access, rewards and so much more.

## Subscription Model

Kaidan Home is of course free to register with, but certain subscription models of three tiers, will offer added value for those who have adopted the brand.

Like Patreon, these subscription models will be tiered, and the value of each level of subscription will be more than matched by the rewards the User gets.

## Kaidan Marketplace

The Kaidan Marketplace will give Users access to the world of Digital Assets and the opportunity to gain rare and even unique digital things, which enhance their experience. The Marketplace is also the place they can sell what they own to others interested in the brand, or wishing to speculate.

## Kaidan Store

The Kaidan Store is the place where Users can purchase both Digital and Physical Assets - like T-Shirts. The Store represents a more traditional purchase medium and the User can only buy things from the Store.

## KEY PRODUCTS

# Kaidan Universe Website

The website, [www.kaidanuniverse.com](http://www.kaidanuniverse.com) not only represents the main gateway to the Kaidan Universe storyworld, but also a way to get more detailed information about updates and developments in the Kaidan Universe as a whole.

When Legendary Products influence the storyworld, one of the main places the Users will get a more global view of those changes is on the website, as can be seen through the individual product descriptions listed below.

# Community

The industry often overlooks the fact that the Users themselves represent a key service in the development of any multi-faceted brand.

When you understand that point fully, you realize that those Users will often be happy to not only involve themselves with the products, but be a strong entry point to the Kaidan Universe and support new Users who join the ecosystem we have created.

With many of our products/services involving community engagement, it is important that through all we do, we respect our community and help them to grow. A healthy community represents a healthy company operating in their interests.

Kaidan will ensure that we hire the best community managers and staff, through both internal and external recruitment to maintain, grow and evolve our community across all our products/services.



LEGENDARY  
PRODUCTS



## LEGENDARY PRODUCTS

# Project Kiso

By being a strategic based tradable card game, Project Kiso utilizes our strengths in our team composition to its fullest extent. Both the music and visual artwork for the game will be able to be shared across our entire ecosystem for different purposes. By creating thousands of tradable digital assets, Project Kiso will act as the main engine for our ecosystem and will be pivotal in the cross-pollination of our products. All whilst providing engaging entertainment and rewards to our users.

Modern digital card games are a fantastic entry point for new audiences as they are very well suited for the free to play model, allowing us to keep the barrier to entry low for users. Further to this, Project Kiso will be developed within Unity with multi-platform gaming in mind. This means we will be able to target both PC and Mobile devices to achieve maximum exposure for Kaidan.



LEGENDARY PRODUCTS

# Project Hottan

Our mass-market video game, aimed at audiences that have a penchant for co-operative action roguelites. A favored indie darling, there's a large gap in the market for co-operative roguelites, let alone ones based inq such a rich and vivid universe such as Kaidan. By introducing the co-operative element, we are building mechanics that facilitate the sharing of the Kaidan in a domino effect. Using the most modern technologies and development methods, Project Hottan will act as our benchmark for immersive AAA quality games.

Project Hottan is described in detail in the appendix.



## LEGENDARY PRODUCTS

# *Legends of Kaidan* Loremaster Series (Books)

The Loremaster Series is a set of books and novellas set in the Kaidan Universe.

The series will be released in Product Seasons which will consist of a set of novellas, based around the Key Products in the Kaidan Universe. These novellas will reveal story plot and lore concerning the Lands of Ikaiguchi and the Legendary Product which they lead to. They will be used in our own e-book reader based on our site Kaidan, complete with immersive ambient tracks based on the reader's current chapter.

Each set of novellas will be 'bound' into an anthology and both novellas and anthology will be available as Digital Assets and Physical Assets.

Initial runs of the novellas and anthology will be rare Digital Asset but the more common types will be easily available to all Users at affordable prices.

Both the Digital Asset/Physical Assets will have synergies with the Legendary Products they are leading to, as well as other products in the Kaidan range.

LEGENDARY PRODUCTS

# Kaidan Manga (Comics)

Kaidan Manga will be a set of graphic novels which explore an aspect of a Legendary Product before it is released.

Whilst some Users will gain this information from other sources, the graphic novels will provide an alternative way to access the Kaidan Universe storyworld, and releases will follow the format of the Loremaster Series



## LEGENDARY PRODUCTS

# Ikaiguchi Adventures

(Choose your own adventure - Formerly Storyworld Campaign)

The Ikaiguchi Adventures are a set of choose your own adventure type stories in the Fighting Fantasy style. This means characters in the story will choose their path through the adventure and these adventures may be influenced by Digital Asset the User already owns.

On first release these adventures will lead to key moments where the User Base/Community makes the decision on how the story proceeds, but at a later stage it will be released for anyone to play and choose their own path.

Whilst the Ikaiguchi Adventures are very similar to the Loremaster Series they deserve individual mention as the different ways the 'books' can be completed, based on items held, monsters defeated etc, gives huge opportunities for hidden prizes which require other Digital Asset potentially found in other products/services.

By creating desired rewards we can tempt the User to try these other products to seek out these advantages.

## LEGENDARY PRODUCTS

# The Collections

At Kaidan we believe 'Everything as a Digital Asset' but also in products/services related to the lore we consider 'Everything is a Collection!'

Not only does a Collection give a visual representation of our world, but it can also be used to reveal key pieces of lore. Humans have a strong sense of completionism and therefore, if each and every product we release has a Collection attached to it, then the Users always have reasons to return.

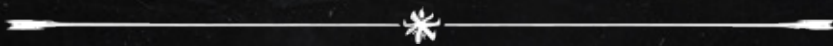
Collections of this kind have never really been considered in the Web3 space but they are the logical innovative step in this space and everything from Panini to the more modern Pop Figures prove their value over time.

At Kaidan we want to make sure our Collections can be completed by all and so, whilst there may be rare cards, stickers, or figures, we will ensure that there is a common variety of these Digital Asset/PA so everyone can complete the set.

With sets also adding further functionality across the product line, this is an excellent gateway to get people involved and returning for more..



STANDARD  
PRODUCTS



## STANDARD PRODUCTS

# Icons of Ikaiguchi

## (User Identity and Avatar)

Icons of Ikaiguchi will be released on a regular basis in the Kaidan Universe and each User Icon will be an exclusive and unique set of characters which Users can own to establish their identity in the Kaidan Universe.

User Icons can be used simply to represent the Users icon on Kaidan Home but they can also unlock further functionality across products/services as we decide. Some examples:

- Unlocking certain fashion items
- Early access to certain events
- Special tournament cards
- Voting status
- Unique avenues of earning \$KDN through engagement and gameplay

User Classes will always have exclusive features which are unique to that Digital Asset but these will not lead to any significant advantage in other Kaidan products/services

The first User Class we created was the Samurai NFT and this was followed by the Council of Cranes (nee Jade Crane) sacrifice.

After investment is secured, Kaidan will create a set of new classes to enhance the world lore and User functionality. These include:

### **The Ronin**

A set of masterless samurai who are entrapped in stone when they are originally discovered

### **Rogues and Thieves**

Miscreants who become a key part of the ongoing story of the land

### **Cosmic Mystics**

Who use the dangerous magic to unlock the secrets of the universe

## STANDARD PRODUCTS

# The Armory

The Armory is a system designed to provide customization and personalization to our Icons past and future. This will be housed upon our Kaidan Home and will allow Users to collect, earn and show off elements such as armor sets, backgrounds and musical tracks.

Once The Armory is live, Kaidan will offer unique customisable parts to coincide with any future release as well as collaborations with partners. The system allows for greater marketing reach, engagement and personalization for our community.

Characters bought by Users in Icons of Ikaiguchi will give exclusive access to specific Parent NFT which give specific functionality which is over and above that obtained from Any Given Hero.

This means Users who pay the extra to gain the characters early, will get more exclusive assets across the products/services.

## STANDARD PRODUCTS

# Any Given Hero

Kaidan wants to ensure that every User can have access to all the products/services we supply. Any Given Hero is therefore a subset of the Icons of Ikaiguchi.

The User Classes are an exclusive set of collectibles, Using The Armory, Any Given Hero allows any User to spend time building up one of the existing User Classes from peasant to hero.

Characters created in Any Given Hero will be similar to the relevant class of the more exclusive User Classes but the original User Classes will always have added functionality that Users who create a class through this system, cannot obtain.

## STANDARD PRODUCTS

# Challenge of the Icons

## (Card Game Tournaments)

Challenges of the Icons allows Users to enter organized tournaments with big prizes at the end. Much like those organized by Magic: The Gathering.

The prizes awarded would be worth a new User considering buying the basic card pack to play, and the entertainment and value is seen through the growth of the community, noted winners and influencers.

These tournaments would be designed to maximize publicity and open the Kaidan Universe to a larger Customizable Card Game (CCG) audience.

## STANDARD PRODUCTS

# Tabletop Roleplaying Game (RPG) Sourcebook/Scenarios

The tabletop RPG will combine and enhance the source material from the Kaidan Universe storyworld into a Sourcebook and a set of scenarios which Users can play.

The tabletop RPG market is a strong source of evangelism of our world setting and reaching out to that community and providing them with a sourcebook and scenario packs can bring them into the greater Kaidan Universe. With many of the assets and lore already created to make this an easy product to build.

Whilst the main format of the Sourcebook/Scenarios will be based around the latest Dungeons & Dragons ruleset. The Sourcebook will be written so that it can be easily integrated into a number of other systems, as suits the User.

Scenarios will be based on the Loremaster Series and Loremaster Adventures which lead towards the Legendary Products and consider key events in the lore.

Many of the previous products and services will unlock additional pages within the digital copy of the RPG and, as with the Loremaster Series on release of both Digital Assets/Physical Assets there will be a variety of covers and formats which will build into their own Collection.

Certain secrets will be hidden within the Sourcebook/Scenarios which will relate to Kaidan Loops and the Lost Scrolls products.

## STANDARD PRODUCTS

# Digital Asset Packs

Digital Asset Packs will be introduced once a selection of Kaidan Universe products/services are on the market.

Each pack will contain a number of Digital Assets which will relate to the Kaidan Universe in general, a specific product/service or a seasonal event.

There is strong evidence for pack sales through collectible products which have already been discussed, such as Magic: The Gathering or the Panini sticker collections.

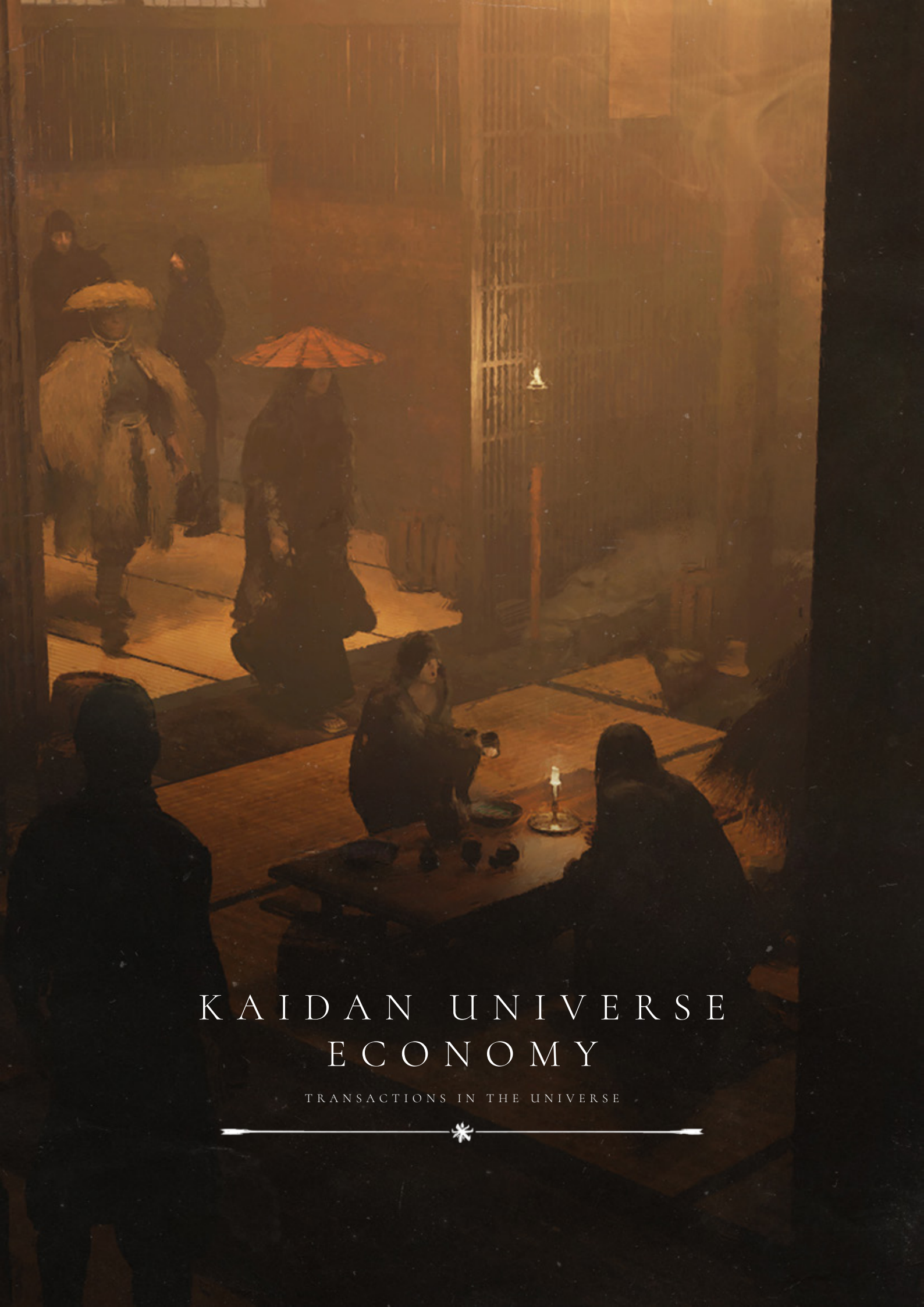
In line with the Collections, the Digital Asset Packs are the perfect way for Users to get hold of much vaunted or new Digital Asset to help them complete collections and enhance their Kaidan experience.

Packs of this kind have been common since the upsurge in collectibles. With each pack releasing, at the very least, the value the pack cost.

DA Packs can be tailored to specific collections, cross a subset of collections or be general. With so many options available, the User can consider exactly what they want to purchase

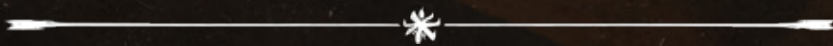
# IP Licensing

Kaidan will work actively to form relations with external partners to develop other formats through licensing of the IP



KAIDAN UNIVERSE  
ECONOMY

TRANSACTIONS IN THE UNIVERSE



# Introduction

There has been a clear dividing line between what could be classed as Web2 and Web3. These definitions range between centralized cloud based systems and decentralization, blockchain, and token-based economics.

The Kaidan Universe Economy has been designed to address these two challenges. It makes the distinction between Web2 and Web3 irrelevant. Behind the scenes it is built on blockchain technology in new and game changing ways. Alongside this, the user doesn't have to know anything about the underlying technology, it removes the technical barrier completely.

With this, our ecosystem will be able to onboard someone who is not aware of the blockchain, smart contracts or wallets. Providing them with the content they expected, an immersive and interoperable fantasy world.

# Transactions in the Universe

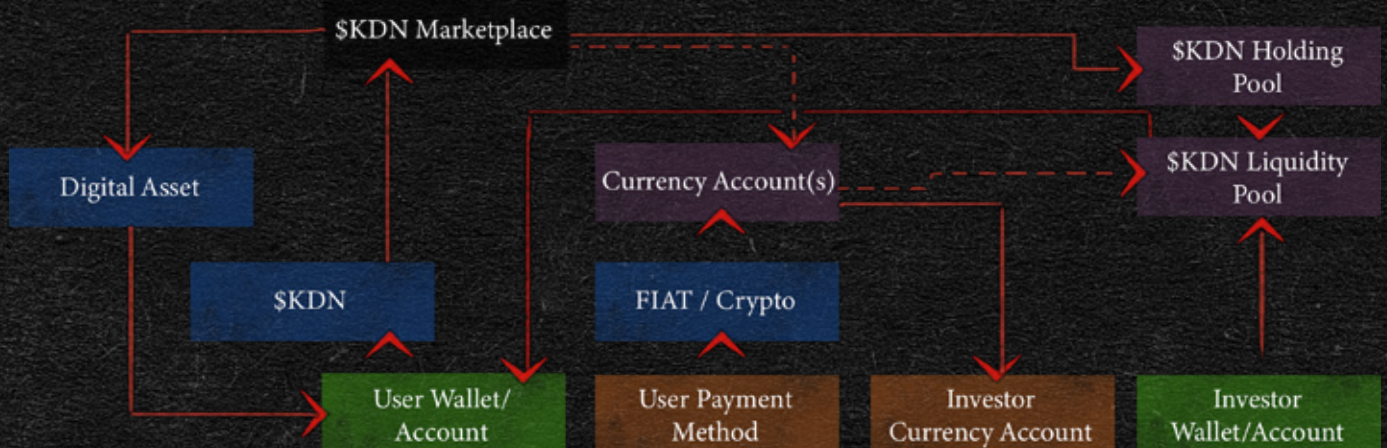
All transactions in Kaidan Universe are made in our native currency \$KDN. Products and services are priced in \$KDN, trade of digital assets between users will be settled in \$KDN.

\$KDN is a utility token that only has a value inside the Universe and can only be spent there. It will not be traded publicly and is therefore not open for speculation.

The user buys \$KDN with supported payment methods: selected crypto currencies, with a credit/debit card, or with a payment service. \$KDN is then transferred to their User Account, and can then be spent in the Kaidan Store or Marketplace.

The price of \$KDN is pegged to a basket of currencies which makes the price of products and services independent of volatility in individual currencies.

\$KDN liquidity is supplied from the Liquidity Pool. Tokens are dynamically provided from Investor Wallets or, if needed, from Kaidan Holding Pool. When a \$KDN is used in a transaction it is taken out of circulation and returned to the Holding Pool.



# Kaidan Home

Kaidan Home is the starting point to access the ecosystem's products and services. Signing up is free and easy to do. In the process the user can connect an existing blockchain account that will be used for all transactions. If the user already has Kaidan assets these will show up in the Dashboard section.

If the user doesn't have a wallet we create a virtual wallet behind the scenes. This way our user is required to know anything about the underlying technology, the process will be totally transparent.

# Digital Assets

Everything in the Kaidan Universe is a Digital Asset: games, books, artwork, services, subscriptions, tickets, etc. They are minted and live on a public EVM compatible blockchain.

Each asset type is governed by a smart contract that defines its usage, whether it is tradeable inside and/or outside the Universe, if its functionality is time restricted or depends on other assets are some examples.

# Kaidan Store

All Kaidan products and services are sold in the Store. Prices are in \$KDN.

The user can pay with their \$KDN balance, fill up their balance and then pay, or pay directly using supported payment methods. Direct payments are first exchanged into \$KDN before payment.

The \$KDN used for the purchase is taken out of circulation and returned to the Holding Pool.

When the payment is registered in the blockchain the Digital Asset is transferred to the user's account.

The Store is publicly accessible, i.e. does not require a Kaidan Home account, allowing anyone to purchase. Assets such as games and books require a Kaidan Home account to be used. Other assets, e.g. physical items, can be bought and shipped to anyone. It will also be possible to buy gift certificates without having an account.

# Kaidan Marketplace

The Marketplace allows users to sell and trade the assets they own within the Universe. The price will be defined in \$KDN. The marketplace will support different ways to promote the assets, functions for auctions and more.

# Transaction Fees

The technical infrastructure is designed to minimize blockchain gas fees. The fees are in the native token of the blockchain and are paid by Kaidan to simplify transactions for the user. Instead we are adding a transaction fee paid in \$KDN.

Trades on the Marketplace will have a transaction fee. Trade on external marketplaces, e.g. OpenSea will have a royalty fee defined for the collection. Price for products and services will include sales tax and a transaction fee.



# Liquidity Pool

Any \$KDN that are sold are drawn from the Liquidity Pool. The number of \$KDN in circulation will be low since any purchase takes them out of circulation and there are no incentives to hoard \$KDN for the users. Demand for the token will be directly linked to the demand for Products and services. That means adding \$KDN to the Liquidity Pool has no inflationary effect.

If Kaidan decides to raise the price of a product or service, this increase of price will relate to the product/service alone and not impact on the fixed and stable price of \$KDN.

# Real World Inspiration

As a game and experience focused project, it is important we look at those that have successfully emulated a virtual economy. The best comparison to our model is that of in-game micro economies and their currencies. For example, VBucks within Fortnite or Apex Coins within Apex Legends. These currencies are offered to players to purchase in exchange for in-game goods. A player will pay for Vbucks/Apex Coins with FIAT and then exchange the Vbucks/Apex Coins for a product within the game.

Kaidan is evolving these by extrapolating the system of in-game currencies and applying it to the entire breadth of our ecosystem and products. All elements outlined in this whitepaper provide significant value to \$KDN by creating popular use cases for the currency. The beauty of this system is that any future product we develop beyond those outlined, will extend the utility and use case of the currency and, by extension, its demand.



# INVESTMENT MODEL

SKDN AS AN INVESTMENT



# Investment Model

The investment model will not be public at this point in time.

If you are interested in investing in the Kaidan Universe, please get in touch with the founders.

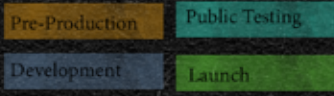


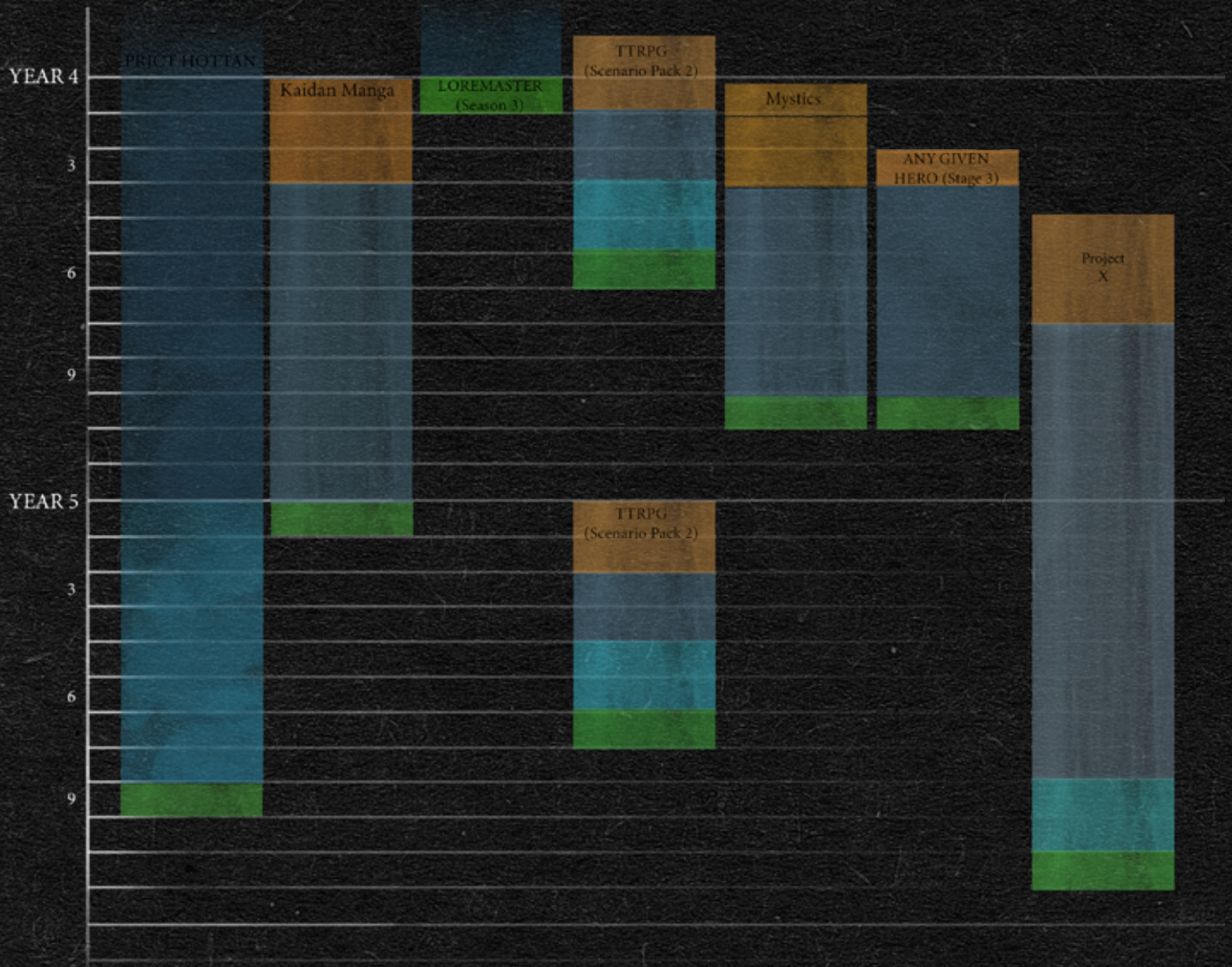


# ROADMAP

ROADMAP OF THE K Aidan UNIVERSE







\* This is an extended roadmap projection outlined from the point of investment. Please note that these timings are estimations and subject to change.



LEGAL  
CONSIDERATIONS



# Utility vs Security

To understand the legal framework for the \$KDN we need to establish if the token is to be seen as a utility token or a security. The HM Revenue and Customs gives the following definitions:

“Utility tokens provide the holder with access to particular goods or services on a platform, usually using DLT. A business or group of businesses will normally issue the tokens and commit to accepting the tokens as payment for the particular goods or services in question. In addition, utility tokens may be traded on exchanges or in peer-to-peer transactions in same way as exchange tokens.”

“Security tokens provide the holder of a security token particular rights or interests in a business, such as ownership, repayment of a specific sum of money, or entitlement to a share in future profits.”

<https://www.gov.uk/hmrc-internal-manuals/cryptoassets-manual/crypto10100>

EU regulations are in alignment with these definitions. MICA, Markets in Crypto Assets, an EU proposal, gives the following definitions: “utility token” means a type of crypto-asset which is intended to provide digital access to a good or service, available on DLT, and is only accepted by the issuer of that token;

Securities are not defined in MICA but in EU financial services legislation.

Overview

<https://www.consilium.europa.eu/en/press/press-releases/2022/06/30/digital-finance-agreement-reached-on-european-crypto-assets-regulation-mica/>

Full text

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52020PC0593>

## LEGAL CONSIDERATIONS

# Is \$KDN a Stablecoin?

Since we are “pegging” the price of \$KDN to a basket of currencies it sounds similar to a Stablecoin. HMRC definition of a Stablecoin:

“Stablecoins are another prominent type of crypto asset. The premise is that these tokens minimize volatility as they may be pegged to something that is considered to have a stable value such as a fiat currency (government-backed, for example US dollars) or precious metals such as gold.”

MICA defines “asset-referenced tokens”:

‘asset-referenced token’ means a type of crypto-asset that purports to maintain a stable value by referring to the value of several fiat currencies that are legal tender, one or several commodities or one or several crypto-assets, or a combination of such assets;

\$KDN will not be traded outside the Kaidan Universe so it cannot be considered a crypto currency and is therefore not a Stablecoin. The purpose of the “pegging” is just to guarantee a stable price of products and services, not to give it a stable value on a public market.

## Assessment

Based on the previous information, it is clear that \$KDN is a utility token. \$KDN only exists within the internal ecosystem defined in the Financial Model and cannot be traded or used outside that established loop. It is only used for products/services within the Kaidan Universe. Holding the token grants no form of passive or active ownership of the parent company, brand or product/service.

We will closely monitor updates of laws and regulations regarding cryptocurrencies, blockchain and everything related.

## LEGAL CONSIDERATIONS

# Disclaimer

As the Web3 space develops both from a progressive and regulatory point of view, please note that the contents of this whitepaper and systems outlined may be altered and updated at any time by the project's leadership team. This paper acts as a guideline for the team's intentions and views at the date of writing.



# THANK YOU

Thank you for reading our project whitepaper for Kaidan.  
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APPENDIX





PROJECT  
HOTTAN

UNRAVEL THE MACHINATIONS OF THE RHYTHM



PROJECT HOTTAN

# Concept Statement

Project Hottan is the first live-action videogame based in the Kaidan Universe.

The game is a fast-paced, third-person roguelite game, which can be played in single player or co-operative mode and is in the style of Mortal Shell and Risk of Rain II. With a narrative which both influences and affects the ongoing events of the Kaidan Universe as a whole.

Built as a key part of Kaidan as a whole, Project Hottan, will provide a unique gateway into the world for new users and current.

# Genres

## **Third-Person Hack and Slash**

- Players control a character from third-person perspective
- Main gameplay revolves around martial combat
- Skills add special enhancements to combat

## **Action Roleplay**

- Action is fast-paced and frenetic
- Players can control aspects of their characters development

## **Roguelite**

- Narrative story evolves with playthroughs
- Enemies and items are procedurally generated
- Player characters have permanent death in each playthrough

PROJECT HOTTAN

# Target Audience

Fans of:

- Roguelite/Roguelike
- Action Adventure
- Action Role Playing
- Co-operative multiplayer games
- Soulslike challenges
- Psychological Horror
- Feudal Japan

The typical player will be:

- Male
- 18-35

PROJECT HOTTAN

# Unique Selling Points

Key selling points of Project Hottan include:

- Realistic blend of Feudal Japan and cosmic horror
- Gameplay experience triggers events in the Kaidan brand as a whole
- Interoperability between other products and Digital Assets owned in Kaidan
- Interoperability for future games within Kaidan
- Unique audio influences and enhances the gameplay and narrative.
- Player-first digital ownership strategy

Of course, being a Kaidan product, Project Hottan also shares all the USP mentioned in the core whitepaper.

PROJECT HOTTAN

# Player Experience and Game Point of View

Gameplay will be controlled by mouse/keyboard or controller and the perspective will be from a third-person, mid-distance camera, so the player can keep a clear view of the action as it evolves about them.

The player experience is a fun, fast-paced, action orientated gameplay which favors skilled playstyles for faster progression. Whilst checkpoints throughout the gameplay will provide 'save points' for player progression, allowing access to new weapons, skills and items for their next playthrough, accessed through an in-game social hub.

Solo and co-operative multiplayer gameplay will add different dimensions to the gameplay and difficulty, and add opportunities to earn different rewards and achievements.

As with any roguelike/roguelite, the longer the player plays, the more experience they will derive from the environments, enemies and bosses, resulting in greater progression throughout.

PROJECT HOTTAN

# Visual and Audio Style

Kaidan already has a well developed and innovative audio style across all our products and Project Hottan will represent a key point in this development, where audio tracks obtained from other products, will combine together with the soundtrack of the game itself. Creating a truly individual and unique experience for every player and an enhanced experience for those who have engaged with other products in the brand.

Visually, Project Hottan, maintains the art style realized across the whole of the brand, which combines the beauty and power of late Edo Period Feudal Japan, with dark unsettling cosmic horrors akin to the popularity of Lovecraft's Cthulhu but drawing from Japanese folklore and culture.



PROJECT HOTTAN

# Game World Fiction

Like all the Kaidan products, Project Hottan stands alone as a gateway to the Kaidan Universe as a whole. However, like every other product, the stories and tales which are revealed during the game and throughout the gameplay set the groundwork for a key moment in the Kaidan Universe as a whole.

The game revolves around the player's character. A hero who hopes that they can influence and improve the world about them, by stopping The Rhythm - a dark cosmic force which twists the minds of people. As they travel through the world, they find they are trapped in a loop of death and rebirth, which they can only overcome by completing their task.

Along the path the characters they meet, slowly draw the player deeper and deeper into their madness until they finally face off against The Rhythm.

Unaware of what destroying it will truly mean...

PROJECT HOTTAN

# Platform, Technology and Scope

Project Hottan is developed to be easy to pick-up-and-play, and follows the standard repeated play-throughs which are a standard of the roguelike/roguelite gameplay. With average session lengths lasting from 30 minutes to 2 hours 30, dependent on playstyle.

Completion of the full-game is based on solo/co-operative multiplayer gameplay, player skill and unlocked opportunities but on average, the full game should be completed in approximately 15 hours for hardcore players when focussing on the key objectives.

Project Hottan will be built in Unreal 5 engine and will be initially created for PC, with future developments for consoles and Mac and will be released through a variety of channels.

The game has already been in development for 6 months and when funds are received the team will ramp up to full development and complete the rest of the game in 36 months. Which is required to complete the full-game and first DLC. The current development period is to create an investors demo, but all assets featured in this demo will also be core elements in the final game.

Once full-development begins, the team will develop six more regions, each with its own set of enemies and boss fights. A final conflict with The Rhythm and then, once this has been defeated, the player will unlock a new mode, where many aspects of the game change and a final narrative storyline is revealed.

# Considerations for Marketplaces

Marketplaces such as Steam, Epic or Microsoft Store make up the vast majority of the playerbase of PC gamers. To be able to have the option to sell through these platforms, we will need to adhere to their rules of blockchain games.

Steam's Policy, for instance, focuses on referencing external databases and ensuring any rewards, once claimed, are untradable.

As Project Hottan will be a mass-market product, we have developed a way of being able to generate rewards for players of Project Hottan and still have the reward linked to interoperable elements. This system we are dubbing 'Scratchable' NFTs.

PROJECT HOTTAN

# Scratchable NFTs

Much like Physical Card Games that have rewards attached to cards, we are developing a scratchable functionality on some reward cards that act as a reward claim for a key to use on platforms such as Steam. Once 'scratched', this renders the NFT's reward code as 'claimed' and therefore unable to be used again.

However, the NFT will still be able to be traded for use in Project Kiso and other avenues of reward within the ecosystem, only without the ability to claim its in-game reward for Project Hottan.

PROJECT HOTTAN

# The Team

5th Column Studio will develop Project Hottan with a small dedicated core team and outsource certain tasks to professional studios who have the talent to deliver these assets on time, every time.

With an ethos of product ownership, which will involve the whole team, and strong development of these key relationships. 5th Column Studio will ensure that due diligence is taken with each and every hire, proper background checks are made and every new person is integrated into the studio and will become an evangelist of our work attitude and practices.



With such a tight-knit, dedicated unit, management will ensure that development pipelines can be clearly assured, and cross-discipline team members will allow to cover staff absences.

# Core Loops

## Typical Gameplay Cycle

Players begin in the Social Hub, where they can either begin a solo adventure or will be matched with another player(s) to form a co-operative team. The Hub will also provide the opportunity to outfit the character, visit Kaidan Home to integrate owned and interoperable Digital Assets with their character.

The Social Hub is also the place where they can chat with other players, view videos of most recent playthroughs and chat to specific Non Player Characters (NPC) that they can find there. These NPCs' dialogue trees will be dependent on how far the player has got through the story.

When they are ready to start their next run, the player(s) enter the first level of the game and each player in the group will have single and group based objectives they wish to complete.

With each playthrough they will be faced by a procedurally generated set of enemies, spawn points and rewards based on their current position in the story, and each playthrough will give them the opportunity to advance the story and their rewards, based on whether they manage to beat their previous best.

With a large number of enemies to encounter, the player will have to be ready for any eventuality and study of the items available for use, the benefits the environments provide and their own skills, will be key to their progression.

Once all the objectives on the level have been completed, the level boss will be revealed and besting this enemy for the first time and/or, with specific equipment, in a specific time or other conditions will earn rewards. Be they story progression, new items or item enhancements and achievements.

The death of a player will end that particular run.



# Objectives and Progression

The player objectives and progression are designed to appeal to players who appreciate this form of gameplay, with an easy gateway to the game for people attracted in through other Kaidan products. However, any tutorial form of gameplay of this kind will not detract from the challenge and difficulty of the main gameplay.

## Advance the Story

As players battle through the levels, they will meet certain characters who will advance the story and provide them with clues, hints and tips which may help them later. However, as everything in Kaidan Universe is an unreliable narrative, players will learn who tells the truth, who lies and which ones they can change.

## Unlock Challenges

Players need to achieve a certain number of objectives to unlock different aspects of the level and finally gain access to the boss.

## Defeat Bosses

Bosses are like a level to themselves and are much tougher than the ordinary enemies the players have been fighting. Each of these encounters will be a significant challenge and we expect players to have to learn the boss mechanics well before they can beat them.

## Unlock Levels

If the Player has done enough in the previous level they may be able to unlock further levels and finally The Rhythm

## Defeat the Rhythm

The Rhythm represents the biggest challenge in the game and is the expected end the players will encounter.

# Game Systems (Internal Systems)

Project Hottan is developed with the player experience in mind and throughout the systems developed are there to enhance the user experience. Whilst some of these systems are standard across the games industry, others reflect the innovative design of Kaidan as a whole

Internal systems are built in a modular fashion with clear tracking at each and every key point in the process. This means that as development of the game continues, any problems and issues can be quickly and efficiently identified and resolved and systems which that individual module is not involved with, will continue to work so that game development is not delayed.

This also means that specific modules can easily be improved upon and then slotted back into the game code, without the need for significant additional coding.

The key aspect of a game should be fun and Project Hottan is designed with fun and play in mind, with internal systems providing the smoothest transition to the player-facing systems.

## Artificial Intelligence

Enemies will act in type and with intelligence and actions that suit their design. Where a skill is used or a combat maneuver begins, the intelligent player will be able to understand and learn the patterns, so they can reasonably challenge and beat these enemies.

However, with numerous actions to choose from, and by understanding the players weaknesses, the AI will adapt the play to make the challenge even greater.

## Logical Combat

Enemies and the player use many weapons which have a realistic place in martial combat. Where these weapons are used, we have spent time designing them to be accurate reflections of the true-world weapons they are copied from.

With time spent on the animation of strikes and movements of both the player and enemies, we know players will thrill with the feel, sound and damage each and every weapon does.

## True Horrors

Kaidan Universe is based in a realistic world where the cosmic horrors the player faces are drawn through the veil to appear in our own world. This is reflected in Project Hottan making the enemies the player faces feel disturbingly real and a true corruption on the world.

As with classic games like Silent Hill these enemies will both have traditional links to Japanese lore, but will also include some creations of our very own, which drive fear into the player through their appearance and toughness to beat.

Added to this is the audio around the game which will highlight each and every piece of atmosphere to keep the player thrilled and on edge for each encounter.

## Narrative Evolution

Project Hottan keeps track of the player actions and what aspects and items they have unlocked through their gameplay. When a player speaks to one friendly character, another may know this conversation has taken place, and this branched narrative will mean that players feel more deeply connected to the world they are playing in.

Narratively, the story and characters may reveal hints and tips to aid the character, but in some cases this may be only if the player has completed certain tasks or side tasks, and a favor for one, may be a reason for another to start to lie.

The narrative itself will be another reason for players to come back and make sure they learn it all.

# Game Systems (Player Facing Systems)

## Combat

Combat will be designed to feel real, where one blow could be the death of the player, and casual gameplay can easily end with them surrounded. The player can control combat by positioning themselves well. Learning the moves of the enemy, applying the right weapons and skills to combat and, in the worst case scenario, running away to regroup.

The combat system is designed to adopt numerous different playstyles, where different weapons and armor provide very different experiences for the player as a whole.

## Story

The evolving story will be something the player can affect and adapt as they learn the characters they speak to, their wants and needs and try and gain favors to learn vital information or gain important items.

When the player reveals a piece of the story, they may also gain access to some new Digital Assets in other products within the Kaidan Universe as a whole

## Agency

A key word in the games industry, Project Hottan is brimming with agency throughout the system available to the player. Not only can they choose their weapons and armor but also the appearance of their character and the way they take on challenges the game sets.

With this level of freedom, we don't just attract the large fan-base of the genres, but can tempt new people to try the game too.

With each run, players will encounter a unique experience due to the item build, evolving narrative and procedural elements in the game. Even after completing the main objective of the game, the replayability will lie in the narrative and unique gameplay systems.

## Interactivity

Every experience for the player pushes them to achieve more, as the world about them and the people they experience seem more desperate for escape. This will maximize the players engagement with the product and the opportunities to change not only their own destiny, but that of every character they meet.

With the fast and frenetic bursts of gameplay combined with moments of existential horror and a strong narrative which draws the player forward and thrill seekers will enjoy the ease of play and the opportunity to try and beat the challenges faster.

We see Project Hottan as a key opportunity for high-score tables where players challenge others for the top spots, whilst others perform solo or multiplayer speedruns, which they post to YouTube which merely enhances the games publicity.



PROJECT  
KISO

THE DIGITAL CARD GAMES OF KAIDAN



PROJECT KISO

# Concept Statement

Project Kiso is the foundational game that will be the lifeblood of Kaidan as we develop our Ecosystem.

Project Kiso is a digital card game in which users can collect, trade and battle each other in a top-down tactical strategy game. Using Unity, the game will be built to be multi-platform as we target PC, Mobiles and Tablets.

It will become the canvas for our users to both collect and show-off limited edition cards, customization and their skills in a battle of wits.

PROJECT KISO

# Digital Card Games

Kaidan will release and continuously develop a Digital Card Game of gradually increasing complexity in order to engage Users of all ages and levels of experience to learn more about the universe, and engage with their friends and the community.

The development of which comes in three phases of increasing complexity and scope. Each phase uses cards from its predecessor, but adds dimensions and functions to those cards, and can simply be played with those cards, but is a better experience if the User purchases the new decks associated with the next version of the game. New cards will also be backwards compatible into the earlier, simpler games

Each phase will evolve from the last and they are as follows:

## **Blood Feud**

A Top Trumps style game which is easy for anyone to play

## **The Seven Clans (Formerly Clan Wars 2.0)**

Expanding the card list and game mechanics to incorporate a deeper gameplay experience

## **Rhythms of Madness**

Once again an expansion of the systems. This phase will have a focus on introducing music and rhythm manipulation as a core mechanic

These products will all initially be Digital Card Games. The card games will not only add cards for Users who own other products/services, but will also have a growing deck which Users can obtain through updates, Digital Asset Packs and other opportunities throughout the ecosystem.

The card game is the perfect visual and functional hub for all fans of Kaidan

It will allow us to appeal to many different types of people within our ecosystem, such as players, collectors and lore buffs.

PROJECT KISO

# Unique Selling Points

Key selling points of Project Kiso include:

- Progression that exists outside of the game. By collecting cards from the rest of Kaidan's ecosystem, players can build their decks through their own journey through our world
- The ability to trade, buy and sell on our on-site marketplace
- Unique gameplay systems that utilizes audio as a core mechanic
- A holder can utilize their NFTs as in-game avatars where they can show off their customization from their achievements within our ecosystem.
- Interoperable with the entire Kaidan ecosystem
- Player-first digital ownership strategy

Of course, being a Kaidan product, Project Kiso also shares all the USP mentioned in the core whitepaper.

# Music and Audio

The card game will allow us to incentivize fans to collect and purchase music related items and collectibles. Fans will be able to use music products/ collectibles such as songs from albums, games and other parts of the universe including music loop NFTs/packs, special items, armor, and voice packs. For example

To further expand on this system, We will release special editions of cards that possess unique music, voice lines and rhythms into the card pool

Card packs can be themed and dedicated to musical styles

Once Rhythms of Madness is introduced, each battle will have its own unique song created from the actions of the players.

Music will also play a large part within the mechanics of the gameplay. This will tie in exceptionally well with Kaidan's narrative and the emphasis of music and sound within our world's magic systems. Typically, music and music related content is fun, exciting, marketable, but difficult to make revenue on. Thanks to Project Kiso, the music can now be a significant revenue stream for Kaidan. This is due to it being used for personalising card decks, User avatars, battle mechanics and advertising around each card drop event.



13



6



88

36

CUNNING



15



4



PROJECT KISO

# Visual and Audio Style

The visual style of our card games will utilize our unique illustrative and audio style and encompass them within visually striking playable cards and tabletop environments. The game will emulate the camera of a typical top-down interactive TCG such as Gwent or Hearthstone and use unique spatial audio to create an immersive experience.

With our industry leading visual and audio development artists heading up the artwork creation behind Project Kiso, we are in a unique position to generate high production value assets with relatively low cost.



# Meta Loop

Above is the Meta loop illustrated to how Project Kiro will integrate with our ecosystem.



# Platform, Technology and Scope

Our card games will build upon each other, starting with the initial phase dubbed Blood Feud. The goal of these products is to create a straightforward, lightweight game that can be enjoyed on many different platforms such as PC, Tablet and phones. For this reason, we will utilize the Unity engine. Despite Unreal's ability to render graphical elements to a high standard, this game wouldn't require extensive rendering systems. Furthermore, Unity is more intune with cross-platform development and more specifically, mobile gaming.

The game will be developed with both PC and mobile gaming in mind. Design, graphical and gameplay decisions will be constantly made to ensure both markets are catered to and we don't neglect either.

To begin the foundations, Blood Feud will be developed. This is a top trumps style game that will provide a simple but engaging basis for our players to get used to the card system. With this, we are able to create the systems needed for interoperable rewards and customization across our collections.

Afterwards, we will focus on releasing new packs of cards and functionality as we build up to the second phase of our card game; The Seven Clans (Formerly Clan Wars 2.0). This phase will add more complexity to the systems, akin to the scope of that of Gwent from the Witcher Universe.

To round off the main thread of development, we will look to expand the card game once again with Rhythms of Madness. This will further expand systems with comparisons to the depth of Magic: The Gathering or Hearthstone. With each phase of development, we expect to release a myriad of cards, environments and customization for the Kaidan Ecosystem.

In addition to this, each key release of our product line, such as the Manga or Novellas, allow us to cross-promote our own products. Opening up the opportunity to develop thematic and special edition cards. Further improving the interoperability and 'be there' moments of Kaidan.



# Pricing Strategy

Looking at competitors such as Gwent, Hearthstone and Legends of Runeterra. We have opted to pursue a free to play model. This would mean that Project Kiso will become free to download, signup and play with a basic set of cards. Our revenue stream would be mostly derived from in-game and ecosystem purchases such as card packs, digital asset packs, expansion packs and music packs.

This pricing model marries well with the mobile gaming market due to heavy competition and feasibility for those with a limited time to play. The mobile gaming market makes up roughly 50% of all global gaming industry revenue.

This model will help us in dismantling the barriers to entry for our ecosystem. Bringing in users to the ecosystem, both free and paying, will allow us to grow exponentially. With constant engagement, consistent releases and community building, we will be able to cultivate target audience for the release of Project Hottan.

# Objectives and Progression

## Customization

We are also looking to focus on customization in a large way. By integrating a holder's Icon (Samurai, Ronin etc) as an Avatar, it provides us with significant potential to create reward items that players can adorn their avatars with. This includes their unique soundtrack and visual itemization.

With our world-leading art team, we are able to consistently create items such as unique environments, card art, musical tracks, and armor sets that allow us constant engagement and the ability to curate our artwork to current events both in-universe and external to our universe. This also includes artistic collaborations with other key projects and brands. This opens up the potential for true expression within Project Kiso and by extension, the entire Kaidan Ecosystem.

## Leaderboards

As a PvP game, the objective is simple. You are playing to win. In these games, progression can take many forms. To keep track of a player's performance amongst their peers, We will curate a ranking leaderboard with an ELO-like system. With this database, we are able to reward players for end-of-season performances, tournaments, events and more.

Those who finish a season in a top percentage of players will receive a unique reward within the Kaidan ecosystem. This can range from many status-defining items such as legendary cards, unique customisation, custom artwork, novellas and more.

## Collectibles

Much like most card games, we will have a large portion of our audience interested in collecting all the assets we offer. These players will have many opportunities and items to collect. With regards to cards, we will have varying rarities of certain cards that will be different levels of quality. Such as unique borders, animated imagery, soundtracks and voice lines. Even beyond the cards, we have an exceptional amount of collectibles ranging from Avatar customization, music tracks, board customization and more.



# Interoperability

## Content and Rewards

One of our goals with our card games is to create content circulation. For new users, this will act as a great gateway to our universe. By playing and receiving the special reward cards, they will gain an incentive to check out our other products in which that reward benefits. Many rewards and benefits are tied to these cards that, by using the blockchain, allow us to provide our users with true agency and ownership over them.

## Icons

We are intending to have our collections also provide different possibilities of decks and playstyles. A Samurai deck of cards would look different from a Ronin set of cards, for example. Each having a different playstyle and card collection. This not only brings greater depth of gameplay to the card games, but also utility and value to these collections.

This, in combination with our Any Given Hero system, will allow holders and new users alike to get significant fulfillment out of the card game.



# KAIDAN

THE RENGOKU LEGENDS