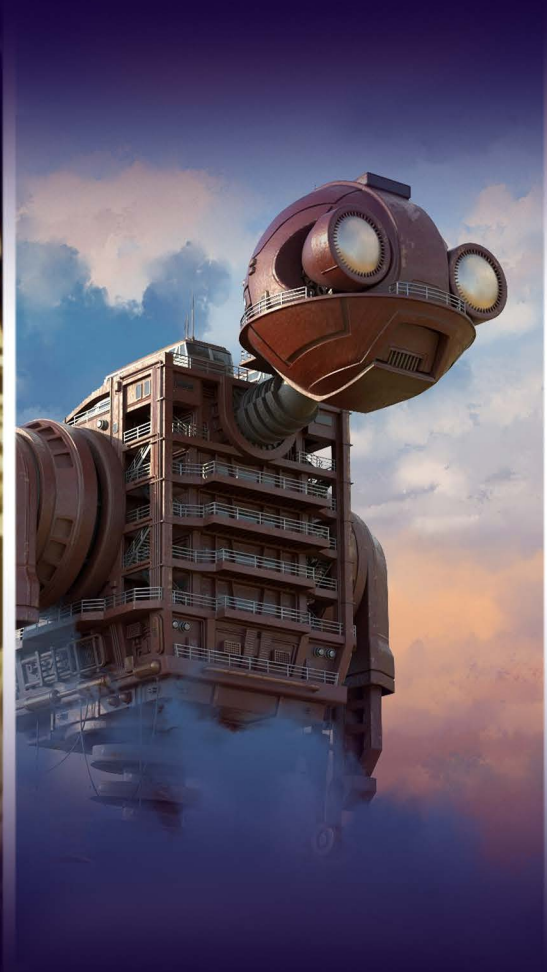




ANIMATION STUDIOS

MY PET   
HOOLIGAN



**“Call it What You Want”**  
**Paper**  
**2025**



# DISCLAIMER

**My Pet Hooligan** and the **Web3 world** are constantly evolving, and sometimes things change as we build and grow. The features, tokens, partnerships, and timelines we talk about here represent our current plans and hopes, but they might shift as we learn and adapt.

While we're super excited to bring this to life, there are always risks with new tech and game development. So, by joining us on this journey, you understand that things are subject to change and that's totally normal in this space!

**Thanks for being part of the community and riding this wave with us.**  
We'll do our best to keep you updated every step of the way.

Sincerely,



x



AND HOOLi



## Introduction

**My Pet Hooligan** is a social action shooter game that is built to inspire broad scale appeal with a wide range of audiences. With its fast-paced action, expressive animation style, and a distinct personality, **My Pet Hooligan** is a game and IP that uniquely stands on its own and is making its way towards **mass distribution**.

But beneath the surface, something much more **powerful** is now at play.

Behind the gameplay sits a flexible and robust **Web3** architecture that bridges both **Web2** and **Web3** worlds. Built for user acquisition and retention, this system rewards players for participation, ownership, and contribution to the overall ecosystem.

At the center of this system is **\$KARRAT**: a utility token that powers marketplace usability, community ownership, and **Studio Chain**; the custom-built blockchain designed for games, entertainment, and AI-native experiences.

This paper outlines how **My Pet Hooligan**, **Studio Chain**, and **\$KARRAT** operate within the broader ecosystem, focused on fun, utility and scalability, and meshing together to create:

- A player-first game with **Web3** depth
- A sustainable economy without extractive pressure
- A social cultural platform where identity, ownership, and contribution matter

Players will come for the game. **Many will stay for the ecosystem.**

This paper outlines the general direction of the game, architecture, and wider experience.







**My Pet Hooligan** is a multiplayer social-action game and brand developed by **AMGI Studios**. A cartoonish, over-the-top take on mayhem and rebellion, where bunnies wield Plunger Snipers, Waterpistols, Shotgums (yes Shotgums) and more as they engage in fast paced combat, skateboarding, socializing and questing in a playground of intentional absurdity.

The game makes use of a technology stack by **AMGI Studios** that leverages technology for new ways of interaction, immersiveness and connection with the game including blockchain solutions, motion capture, AI tooling and a connected architecture that bridges a global user account and marketplace across various distribution platforms to enable reciprocity and cross-play all interconnected with **Web3**.



My Pet Hooligan has been in Early Access for well over a year. It has had over 500,000 downloads, has been among the first Web3 games to be featured on mainstream gaming and entertainment media including:



and also has been one of the first Web3 games to have taken stage at mainstream conferences and events like:



It has truly been built in public as part of an iterative build process, as we get closer to our vision for the game. This means features, environments and game modes continue to be added and will continue to be at the **forefront of Web3 game development.**

The My Pet Hooligan game and Web3 architecture is supported by a number of partners:



KARRAT



ARBITRUM



+ more

Bringing some of the industry's leading forces into the mix as it aims to deliver a fun game while bridging connected Web3 experiences to a whole new set of consumers.



At this time the MPH game is **closer to achieving this goal than ever before**. With much dedication and focus, the game continues to manifest into a compelling and elaborate experience that has the potential to scale to a wide player base.

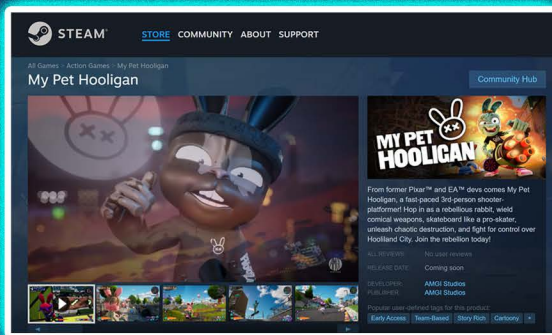
The **My Pet Hooligan** game has made dramatic progress over the course of the year, and there has been a great deal of focus placed on player retention of each quadrant of player type. There has also been an emphasis placed on narrative missions, unlockable content, and an expanded mythology of the **My Pet Hooligan world**.

There has also been a tremendous amount of work that has gone into the development of the **Web3 infrastructure**, as the **MPH marketplace, user account system, Street Kred system, and Studio Chain** are all in the final stages of development and iteration.

The herculean effort was surrounding the seamless integration of the **Web3 infrastructure into My Pet Hooligan User Account system**, with an intense focus on the connection between game elements, on-chain assets, how and where they cross over and exist in different inventories that reflect one another one to one, at all times.



**My Pet Hooligan** is gearing up for releases on **Xbox** and **Steam** next, which will open it up to mass distribution and millions of households across the world, with further plans to expand to **Playstation** and **Nintendo Switch**. This being backed by the Web3 architecture and cross-play makes for a very exciting experience in the gaming world.





**MY PET HOOLIGAN**  **Game Architecture: WEB2 Meets WEB3**

At a glance, My Pet Hooligan looks like a traditional high-quality multiplayer shooter. You launch the game, queue into a match, earn/buy cosmetics, and level up, just like you would in Fortnite, Call of Duty, or Apex Legends. **This is by design.**

Behind the scenes, we've architected a system that gradually, invisibly, and effectively pulls traditional gamers into Web3, **without them ever feeling pushed.**

We call it the Gateway Architecture: a dual-surface system where everything feels familiar on the front end, while deeper systems invite players to unlock more value the longer they stay.



In order to successfully accomplish this task, traditional players must first be compelled to play and share the game purely from the game's inherent quality of traditional loops, familiarity, and reward mechanisms alone.

Not all players will want to participate in on-chain elements of the game and that is fine, however as players participate more and more in the game, **the on-chain incentive loops and rewards are deeply embedded in the fundamentals of the MPH game.**

# Web 3

- MPH.COM Marketplace
- \$KARRAT is the ONLY Currency

Daily Web3 Users = 18M  
Daily Web3 Gamers = 4.9M

THESE THINGS ARE REQUIRED TO BE CONSIDERED WEB3

THESE ARE REQUIRED FOR DISTRIBUTION TO WIDER GAMING AUDIENCE

# Web 2

TRADITIONAL GAMERS

In Game Store  
HooliBuxx is the Currency

Daily Traditional Gamers = 123 B

## MY PET HOOLIGAN THE GAME



HOW CAN WE PULL TRADITIONAL USERS TO BE WEB3 PLAYERS?

4 MAIN WAYS

1. Build an awesome game that gamers love
2. Get MPH listed on traditional gaming platforms

Track your experience & Bag ← **USER ACCOUNT SYSTEM** → Track your Experience  
See your earning potential ← **STREET KRED LEADERBOARD** → Opportunity to FLEX

% OF TRADITIONAL GAMERS MIGRATE TO WEB3 GAMES!

With balancing, reaching the #1 spot of the SK leaderboard = Hold assets & gameplay

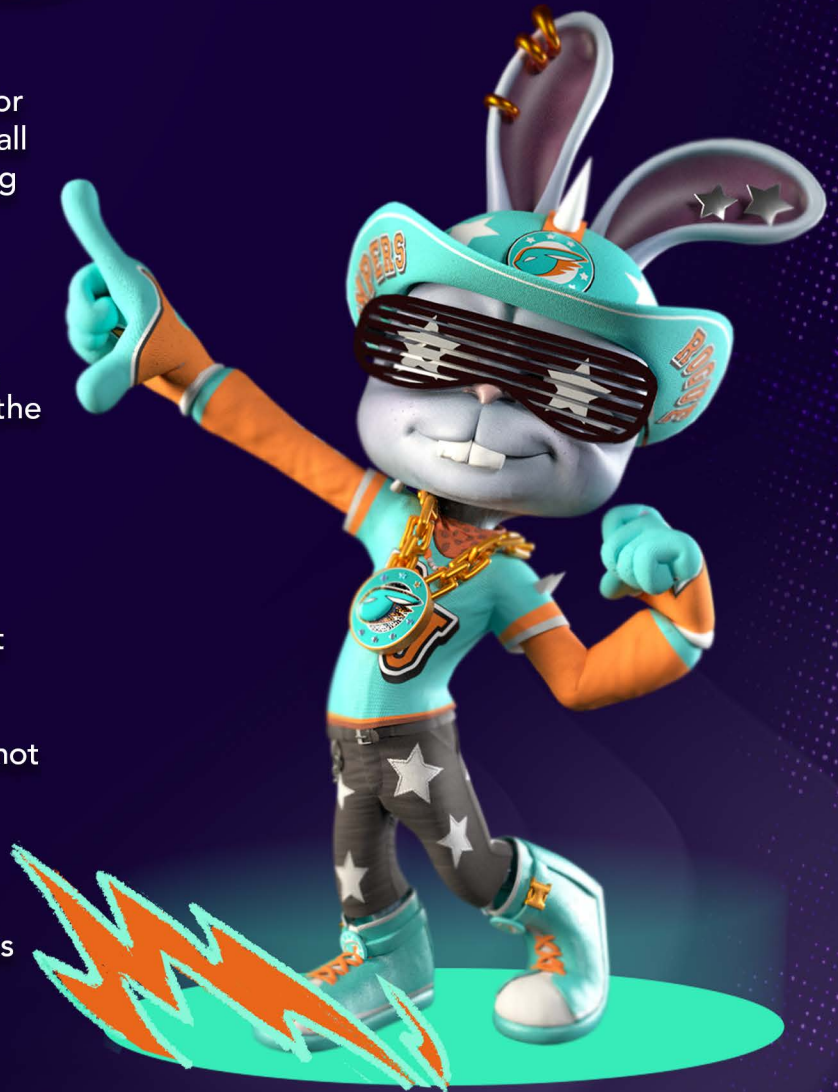
3. Street Kred Leaderboard
4. Kick Ass wearables only bought in \$KARRAT

- EXCLUSIVE items only sold in \$KARRAT
- All on-chain items will earn you SK
- Buy, sell, trade will give you SK
- ORIGINAL TRANSACTIONS = BURN/BOLSTER

We have built an architecture that allows for cross-directional communication between all platforms and a Web3 backend so anything that happens anywhere within the wider network can be reflected in-game on any platform and outside of the game too.

When building a Web3 game, the whole is greater than the sum of its parts. So from the ground up we have had to think of this product with whole systems thinking. Not just limited to infrastructure that gives us what we need, but distribution, rewards systems, interoperability and crossplay, efficiency and the architecture that binds it all together. Ensuring we have a flexible architecture that can extend to different distribution platforms, even such that are not yet Web3 mature. **This is key for mass distribution, as there are currently not enough native Web3 gamers.**

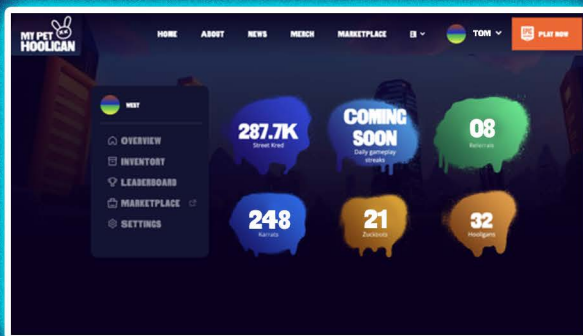
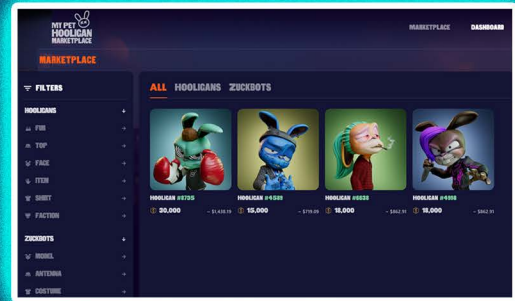
The MPH user account and marketplace is the Linchpin that makes the system between the My Pet Hooligan Game, Studio Chain and Street Kred sing.



The various components of our technology ecosystem and partnered systems are as follows:

## MARKETPLACE

**Web3** hub for minting, unlocking and trading in-game items, NFTs, cosmetics, and upgrades. It's fully integrated with user accounts and the **KARRAT** protocol, allowing players to buy, sell, or earn assets that are reflected immediately across all gameplay environments.



## USER ACCOUNT SYSTEM

The **MPH account system** is a unified identity layer and the connective tissue of the ecosystem. The **Privy** partnership allows for seamless **Web2** to **Web3** onboarding with simple wallet creation, and an intuitive **Web3** interface for users to view on-chain items.

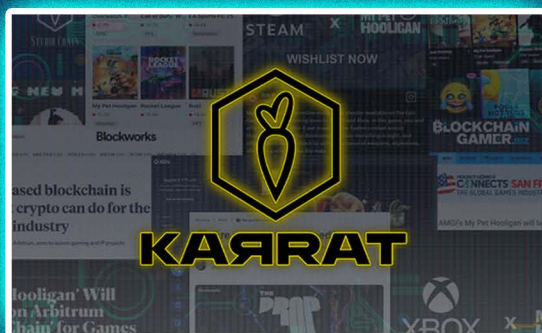
## KARRAT TOKEN

**KARRAT** is an **ERC-20** token built on the **Ethereum blockchain**. It functions as a utility token, powering a decentralized gaming infrastructure protocol that blends gaming, entertainment, and AI-driven experiences.



## KARRAT PROTOCOL

Enables seamless integration of NFTs and their metadata into 3D game engines. It allows developers and platforms to import, assemble, and render NFT-based assets, such as characters, accessories, and animations, **directly within the game environment.**



# STUDIO CHAIN

**Studio Chain** is a custom, entertainment-focused L2 blockchain infrastructure built on the **Arbitrum** tech stack. It offers high throughput, low gas, and interoperability across Apps, wallets, and games. It will anchor all the transactions that flow between **KARRAT, MPH, and external partners.**



# CROSSPLAY

Crossplay ensures device-agnostic, platform-inclusive gameplay, allowing users on **PC (Epic, Steam), console (Xbox),** or future platforms to play together in real time. The architectural foundation supports state sync, match-making parity, and content consistency, regardless of whether the user is Web3-native or not.

# STREET KRED

**Street Kred** is the reputation layer of the **MPH** ecosystem. It tracks ownership, player achievements, and overall ecosystem participation. **SK** is tied to each player's account and reflected across gameplay, governance, and rewards systems. **Built to reward how you play, not just what you own.**

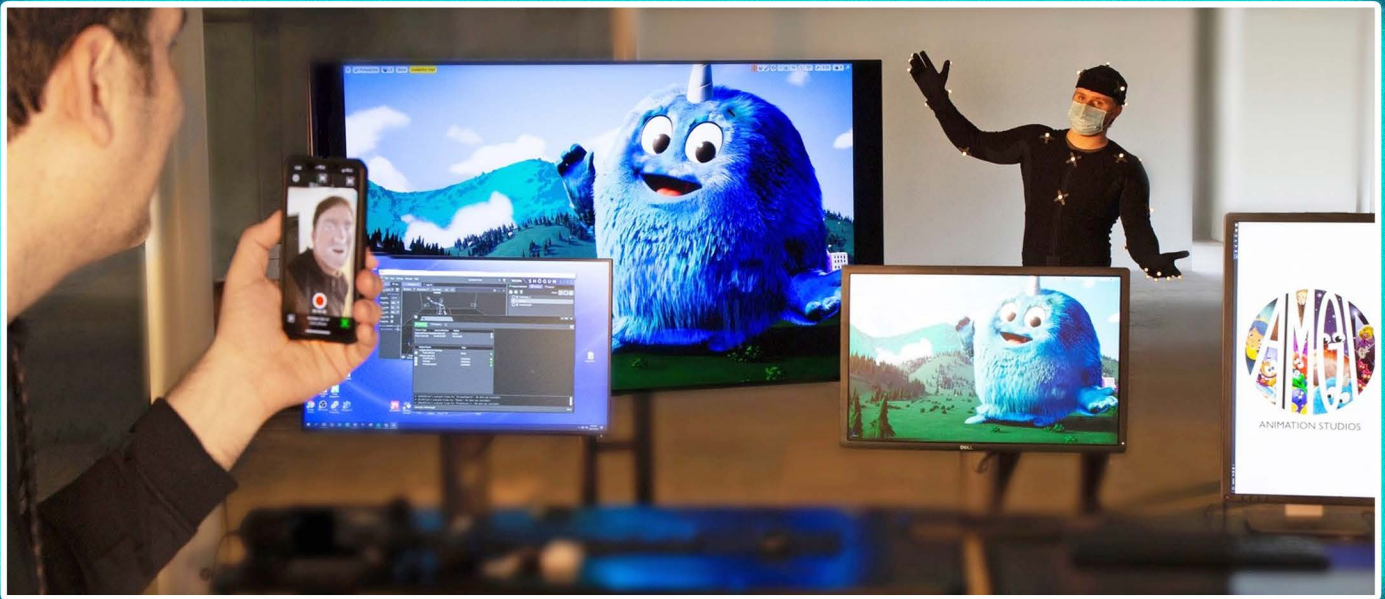


# STUDIO CHAIN BLOCK EXPLORER

A tool that lets players view on-chain actions in real time from asset ownership to rewards adding transparency and trust across the **MPH ecosystem.**

# AMGI SMART STACK

A powerful agentic commerce platform giving AI agents the ability to transact, personalize, and connect like never before.



**AMGI Studios** has built a formidable portfolio of **18 granted and pending patents** across the United States and global territories, **establishing itself as a leader at the intersection of game animation, AI, gaming, and real-time interactive entertainment.**

The **AMGI team** is relentlessly innovating, constantly developing new technologies and workflows while strategically pursuing patent protection to safeguard and strengthen its growing IP portfolio.

These patents cover a spectrum of innovation. From real-time expression to animation systems and perceptual response analysis to blockchain governance mechanisms and the integration of large language models (LLMs) into game environments patent status April 2025.





ANIMATION STUDIOS





# Points, Tokens and Collectibles

My Pet Hooligan integrates three classes of assets. Here they are, why they exist and how they are interconnected in the game and a wider meta game.

Tokens	Digital Items & Assets (NFTs)	Metagame Assets
<p><b>KARRAT:</b> On-chain token. The foundational utility and token powering <b>My Pet Hooligan</b>.</p>	<p><b>Hooligan NFTs:</b> Genesis NFT characters with in-game utility, unique traits, and enhanced access to rewards, events, and future content.</p>	<p><b>Street Kred:</b> A dynamic reputation system earned through gameplay, achievements, and Web3 asset ownership.</p>
<p><b>Hoolibuxx:</b> Non-transferrable Soft currency. Used for off-chain experiences.</p>	<p><b>Zuckbots:</b> Hacked enemy AI and narrative antagonists in <b>MPH</b>, now <b>Hooligan</b> companions.</p>	<p><b>Faction Rep:</b> Earned through gameplay and missions, <b>Faction Rep</b> reflects player progression.</p>
	<p><b>The Others:</b> An upcoming limited collection of <b>NFTs</b>, with AI and creative tooling to bring them to life in new ways.</p>	
	<p><b>Marketplace Items &amp; Mints:</b> On-chain items either bought, sold or achieved in game, both exclusive limited and unlimited.</p>	

**My Pet Hooligan** is the stage, **\$KARRAT** drives the experience, and **Street Kred** is what connects it all. There is only one way to the top of the **Street Kred Leaderboard**, and that is to **PLAY** and **OWN**.

**SK STREET KRED** is an in-game reputation system, a non-transferable point system earned through gameplay, achievements, and Web3 asset ownership. **Street Kred** will serve a number of roles. From rewards, to in-game activities to help with retention and user acquisition.

It rewards real participation, not speculation, and becomes the connective tissue between the traditional gaming experience and the deeper **Web3 layer**.

Every **MPH** player's **SK** score is viewable on the **Street Kred leaderboard**, and every month there will be various prizes distributed for players' rank on the leaderboard.





**Street Kred** is:

- **Earned** by playing the game, completing challenges, and engaging in events.
- Amplified by owning **NFTs**.
  - Currently **Hooligan & ZuckBot NFTs** earn you daily **Street Kred** with faction and set multipliers.
  - With the imminent launch of **Studio Chain**, microtransactions for on-chain cosmetic items bought in **\$KARRAT** will also earn **SK**.
  - Buying, selling, and trading on the **MyPetHooligan.com Marketplace** will also earn you **SK**.
- Non-transferable and off-chain, to avoid farming or abuse but synced with your user account and wallet where applicable.
- Balanced **SK** point accrual between game play and on chain ownership to drive optimal behavior.

Think of **Street Kred** as a meta-game score that tracks how deep you are in the world of MPH, not simply what you've bought, but **how you've played, what you have collected and what you've done**.

## Why **STREET KRED** Matters

**Street Kred** is the on-ramp. It's how we bring players into the world of **Web3** without ever needing to say the words.

Every player starts earning **Street Kred (SK)** simply by creating a **MyPetHooligan.com** user account and playing. No wallet. No friction. Just pure participation. But over time, they begin to notice something: players who own **NFT's**, engage deeper, or connect their accounts are progressing faster up the leaderboard, unlocking more, climbing higher, and gaining access to exclusive content.

**That curiosity becomes momentum.**



The **Street Kred** leaderboard becomes more than a scoreboard, it becomes a social layer. Climbing it means prestige, recognition, credibility and eventually, access to **\$KARRAT** gated drops, limited-edition **NFT's**, and curated experiences that casual players will miss. It creates a subtle but powerful pressure: if you want to compete, you have to commit.

Meanwhile, over on **MyPetHooligan.com**, the marketplace tightens the loop. Certain cosmetics, skins, and faction-based items are only available to players with enough **SK** and only purchasable in **\$KARRAT**. It's not just about owning a token; it's about earning your way into the inner circle.

**This is where it clicks:**

- **Street Kred** rewards participation, not just spending
- It nudges players deeper, converting **Web2 users by design, not demand**
- It gives **\$KARRAT** additional function
- And it builds identity, as your **SK** score becomes a persistent signal of who you are in the world of **MPH**



**Street Kred** is more than points. It's proof of community buy in and potential longevity required to win and carve out our own space in the saturated and competitive gaming market.

# STREET KRED WINNERS

## FEBRUARY 2025

<b>1.</b>	VECKY	🏆	\$1250
<b>2.</b>	STTL	🏆	\$1000
<b>3.</b>	WELDNEFI	🏆	\$750
<b>4.</b>	VELOCITY	🏆	\$500
<b>5.</b>	ANYHEAD	🏆	\$500
<b>6.</b>	SHYN	🏆	\$400
<b>7.</b>	SUPER7TAR	🏆	\$400
<b>8.</b>	KIRENOWY	🏆	\$400
<b>9.</b>	KUBDAO	🏆	\$350
<b>10.</b>	WELDPIESHKI	🏆	\$350
	<b>11.</b> FRESTYLE4LIFE20ALLO	🏆	\$350
	<b>12.</b> FATPANDA7	🏆	\$350
	<b>13.</b> MENDALL	🏆	\$350
	<b>14.</b> LOLEA	🏆	\$350
	<b>15.</b> PASHA1327	🏆	\$350
	<b>16.</b> MEYS0N	🏆	\$350
	<b>17.</b> HEROLOGO	🏆	\$350
	<b>18.</b> AMIFIC0N	🏆	\$350
	<b>19.</b> GEAR9	🏆	\$350
	<b>20.</b> BRUDERSCHAFT26	🏆	\$350
	<b>111.</b> STARTUPMAFIA	🏆	\$200
	<b>180.</b> DJANGO	🏆	\$200
	<b>203.</b> DEZGAN	🏆	\$200

**HOOLI'S BONUS**





There are two storefronts in the **My Pet Hooligan** universe:

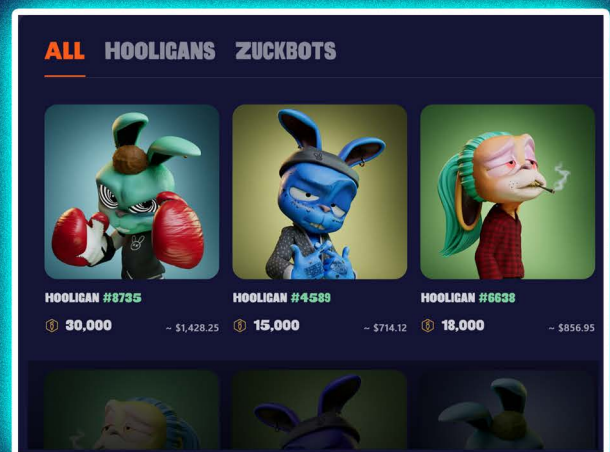
## 1. The In-Game Store

- Powered by **Hoolibuxx**, a fiat-compatible soft currency (think Fortnite V-Bucks)
- Fully compliant with distribution platforms like **Steam, Xbox, and PlayStation.**
- Offers broad-access cosmetics and essentials, the foundation of traditional monetization.



## 2. The MPH Marketplace [MYPETHOOLIGAN.COM](https://mypethooligan.com)

- Powered exclusively by **\$KARRAT**, a Web3-native utility token.
- **Primary Mints, Cosmetic items, Game Assets,** bringing items on-chain from the game and all marketplace items listed exclusively in **\$KARRAT.**
- Offers premium, limited-edition, exclusive items that are not available in the in-game store.
- Connected to **Street Kred** system.
- **Fully on-chain:** player-owned, tradable, and provably scarce.
- Items sold in this store will be subject to **'Burn Bolster\*'**.



A token feature built into **KARRAT-based transactions.** For every qualifying transaction, percentages of transactions are permanently removed from supply and also added to the **KARRATco Treasury.** To learn more about **Burn Bolster** please see the Appendix.

Note: At the time of publishing this paper a new proposal has gone into the KARRATco that could see changes to the Bolster feature in Burn/Bolster. Any updates on this will be communicated if and when changes occur.

# Why Have Two Marketplaces in a Web3 Game?



In a **Web3** game, having both a traditional (**Web2**) marketplace and a blockchain-enabled (web3) marketplace is essential to reach different user types, comply with platform limitations, and maintain a seamless user experience across all devices. This is especially important when requiring support on traditional gaming platforms which are not yet crypto mature.

A **Web2** marketplace keeps your game widely accessible and compliant across platforms, while a **Web3** marketplace delivers ownership, value, and interoperability. Together, they let you build a scalable, flexible game economy that serves both traditional and blockchain-native players.

Most importantly, **My Pet Hooligan's back-end architecture** allows for seamless communication between both marketplaces and the game and user wallets across all platforms, while maintaining reciprocity between them all. The game engine communicates with both sides, sending data to and receiving data from the **Web3** layer (e.g., wallet items, token balances) while still supporting off-chain activity.

Casual or console players can enjoy the game without touching crypto. Power users and collectors can engage deeply through on-chain mechanics. With a deeper connection to the game and its rewards systems and exclusive content only being available for **Web3** enabled players, **it provides an exciting entry point for casual or non-crypto mature players to enter the world of Web3.**

This hybrid model ensures the game is:

- Accessible to the masses
- Compliant with platform rules
- Future-proof for a decentralized economy

## How Will Web2 and Fiat Support the Web3 Ambitions?

Our broader philosophy is to reinvest revenues back into the ecosystem in ways that strengthen both the game and the **\$KARRAT economy**. This can include initiatives that drive greater utility for **\$KARRAT**. **Our commitment is to make decisions for long-term growth for players.**



## WHY HOOLIBUXX?

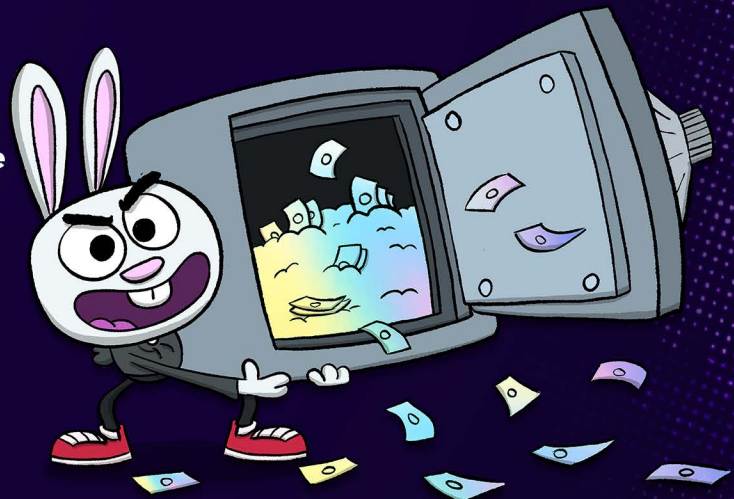


**Hoolibuxx** is a soft non-transferrable currency designed to service the traditional gaming audience.

When **AMGI** began developing **My Pet Hooligan**, we built from strength: a team with deep Unreal Engine expertise, a studio born from animation, and a network of AAA-caliber engineers ready to bring this world to life. However, AAA quality comes with AAA costs and distribution requirements to make it all worth it.

In order to access the world's largest player bases through platforms like **Xbox**, **PlayStation**, **Steam**, and **Switch**, games must support fiat-based monetization systems. **That's not optional, it's the gate.**

To meet this requirement without compromising our vision, we introduced **Hoolibuxx**: a traditional in-game currency similar to Fortnite's V-Bucks. It powers our in-game store, allows players to purchase cosmetics in the in-game store, and aligns with the monetization frameworks required by major distributors.



But make no mistake, **Hoolibuxx isn't the endgame. It's the access key. Hoolibuxx** gets us in the front door. Web3 builds what's inside. Now the next question, **where does \$KARRAT fit in and why would a traditional gamer use it?**



# The Gateway Model:

# 4 Ways Traditional Players Become Web3 Players

We don't shove wallets, tokens, blockchain transactions, or any crypto elements into gamers faces. We let the gameplay, awesome cosmetic designs, and true gamification do the work by giving players four irresistible reasons to go deeper:

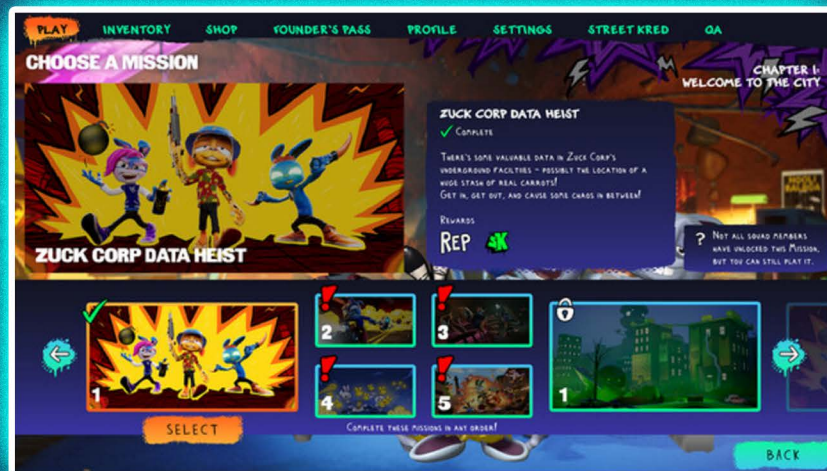
## 1. Build A Game Worth Playing

The first and most important lever: **My Pet Hooligan is fun**. AAA-caliber gameplay, Unreal Engine fidelity, a unique world and tone. **We're not chasing users, we're earning them.**



## 2. Meet Players Where They Already Are

By supporting distribution on Steam, consoles, and traditional platforms, we remove friction. No education. No wallet. **Just hit "play."**



### 3. Exclusive KARRAT-ONLY Items

Once inside, players see gear, cosmetics, and rare content **they can't buy with Hoolibuxx in the in-game store.** These items live only on the **Web3-powered MPH.com marketplace** and are purchasable, on chain, only in **\$KARRAT**. The moment a player wants something just out of reach, they cross the line, but they do it willingly.



### 4. Chase The Top of The STREET KRED LEADERBOARD

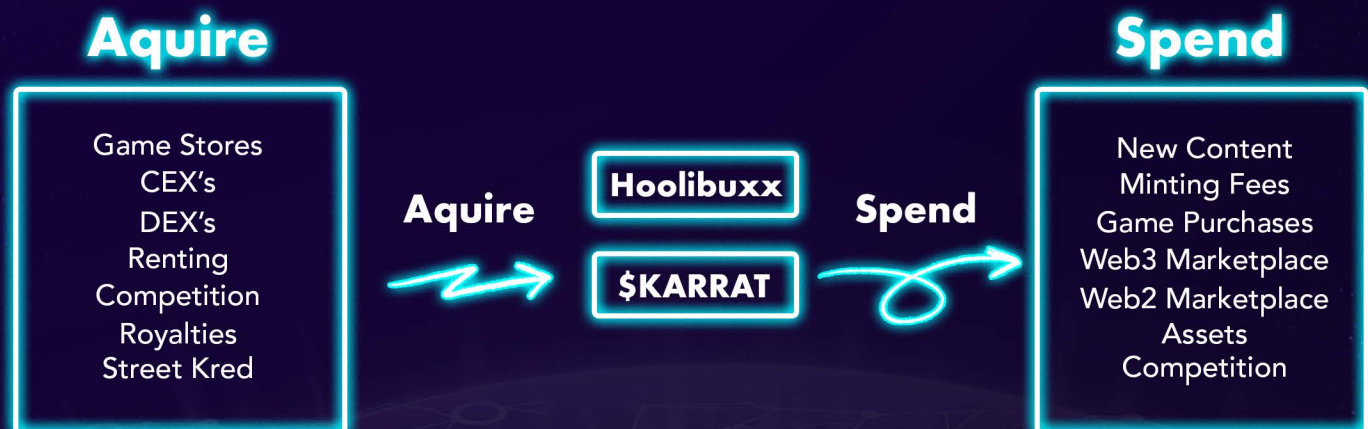
**Street Kred** is our social layer. A metagame that tracks game play participation, on chain ownership, and engagement. The higher you climb, the more prestige and access you unlock. Creating a **My Pet Hooligan User Account** and owning **NFTs** supercharges your **SK** score, creating a **natural incentive to engage with Web3 systems.**



## The Outcome

This structure works because it doesn't ask players to become **Web3** users. It gives them every reason to choose to, at their own pace, on their own terms.

**The game doesn't change, the player does.**





## Why They Matter?

In the world of **My Pet Hooligan**, nothing holds more weight than a **Hooligan NFT**. It's more than just a character, it's your identity, your legacy, and your all-access pass to the deeper layers of the **MPH ecosystem**. As the centerpiece of the entire on-chain architecture, the **Hooligan NFT** is the beating heart of the flywheel, where gameplay, progression, and token economy converge.

Owning a **Hooligan NFT** instantly sets players apart. These **OG collectibles** are your unique, fully playable in-game character, complete with rare traits, visual flair, and built-in status. Whether you're flexing on the battlefield, climbing the Street Kred leaderboard, or unlocking exclusive quests, the **Hooligan NFT** is the key to the highest tiers of reward and recognition.

They're not just avatars. They're proof-of-membership to the Hooligan underground — **and the deeper you go, the more that access matters.**

## Current Utility Highlights

- Playable in-game character with full trait utility and customization
- Daily Street Kred accrual from ownership and trait multipliers
- Access to exclusive rewards, mints, and in-game drops
- Status symbol and community identity across all platforms
- Essential for high-level gameplay, flex, and meta progression



## What's Coming Next

**AMGI** is actively developing major feature expansions for Hooligan holders:

**Trait Gating & Royalties:** We are working to see if we can make **NFT trait-specific cosmetics** available to all players, subject to community approval, opening up the **OG Hooligan traits** to the public with benefits for holders (potentially subject to standard KYC for any applicable tax reporting).

**Rental System:** Rent out your Hooligan to other players, enabling newcomers to access high-tier characters while rewarding you for holding.

**Trait-Based Gameplay Bonuses:** Unique advantages in certain modes, challenges, or competitive events tied directly to **NFT traits**.

**Licensing Potential:** Future community-powered opportunities to expand your **Hooligan's** identity beyond the game.

**Holder-Only Missions & Quests:** Gain entry to special content, story arcs, and limited drops only available to **Hooligan NFT owners**.

# The Hooligan NFT is essential to the MPH ecosystem:

As **Street Kred** and **\$KARRAT** unlock access to exclusive opportunities, drops and content, Hooligan's will continue to grow in importance.

In short, you can play without one, **but you can't lead without one.**



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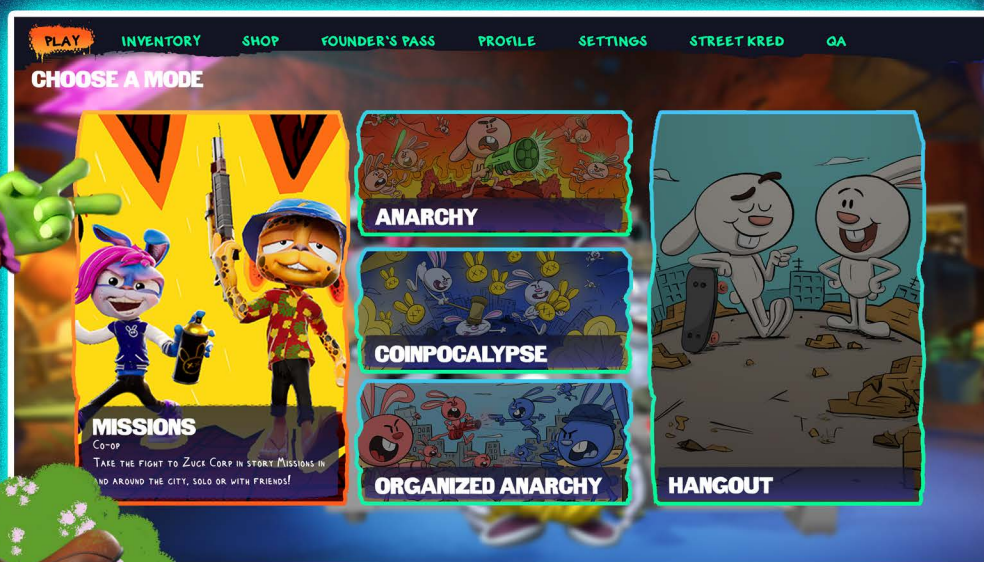


We are proud to report that the current version of the **MPH game** is the most developed and polished it has ever been. We've dedicated countless hours to this project, and while there is still much to accomplish, we are incredibly pleased with the product we've built thus far.

From our expanded lore and world building to our updated progression mechanics, the team has been working non stop to deliver robust systems that provide stability and scalability to MPH fans.

Some of our more recent key features include:

- **World Events System:** Experience dynamic storytelling through multiplayer boss battles, hordes, environmental changes, and community challenges.
- **Progression System:** Embark on a rewarding journey with a clear sense of growth and accomplishment, including a variety of unlockables and customizations.
- **Faction Reputation System:** Pledge your allegiance to one of the seven factions and collectively build your reputation through unique quests, rewards, and player choices.
- **Expanded Lore:** Get lost in a new and expanded **Hooligan world** and character universe as you interact with Faction leaders and new enemies



We are also extremely excited about components that are currently in active development such as:

## CO-OP Missions

Carefully designed to require teamwork and strategic coordination, while promoting social interaction and replayability.

## Additional Social Features

Allowing players to easily connect with friends, form groups, and jump into activities together.

## Gadgets / Power Progression / Load Outs

A deep and engaging system for gadgets, power progression, and customizable loadouts will be central to player strategy and personalization.



## Prize Packs / Cosmetics

A whole bunch of new wearable items and accessories engage with and explore.

## Faction Progression Unlockables

Unique progression paths and exclusive unlockables (Outfits, Weapons, Sticker, Banners, etc)

## Enhanced Analytics

Robust analytics tracking will be implemented to monitor player behavior, game performance, and feature effectiveness.



The integration of Web3 ownership components is not merely a feature but a foundational pillar upon which the **My Pet Hooligan game** and its entire product ecosystem are built. These components are essential for defining the player experience as we push forward into current phase of the game architecture.



## NFT Extraction

### A Different Kind of KARRAT at the End of the Stick

Players' ability to extract various on-chain items has long been in our roadmap, and will manifest in a multitude of ways as time progresses. **This functionality is not merely a theoretical concept but a foundational element that will manifest in a multitude of diverse and engaging ways within our ecosystem.** From the ability to grind for rewards, to being able to potentially mint rare items from the assets you already own. There will be many incarnations of these kinds of mechanics, the first of which will be **Medal Mania!**





# MEDAL MANIA

**The first MPH NFT extraction game. Mint, combine, trade, and burn reward medals in pursuit of high caliber items. This provides an opportunity for players and holders alike to participate.**

This game mode introduces a **Web3-native achievement** and **progression system**, where player accomplishments are verified through gameplay and transformed into on-chain collectibles. Players earn on-chain medals by completing high-skill or high-effort actions, such as defeating enemies with fall damage, completing every co-op mission with a full team, or hitting streak-based milestones like 25 or 50 double kills. These feats unlock unique accolades tied directly to the player's in-game behavior and performance.



Once an accolade is earned, the player may mint a corresponding Medal in the MPH user account system. These Medals exist in a tiered structure, Bronze, Silver, Gold, and Platinum, with increasing prestige. Medals can be upgraded or downgraded by combining or splitting them using an on-chain burn mechanic (e.g., 2 Bronze = 1 Silver, 2 Silver = 1 Gold, 2 Gold = 1 Platinum, and so on).

**These medals can also be traded on the MPH web3 marketplace.** This crafting system encourages players to optimize their medal inventory as they climb the reward ladder.

Players must fill medal display cases in order to be eligible for claims. Once a **Display Case** is completed, filled with every associated medal, the player can redeem it for in-game cosmetic rewards. This layered structure incentivizes both collection and mastery, offering completionists and competitors alike a satisfying loop of challenge, collection, and reward.



At its core, the system transforms traditional achievement hunting into an on-chain meta-game. The burnable, craftable, and tradeable nature of these medals ensures a dynamic player-driven economy, while periodic community events and **NFT** trait-based perks add additional excitement, scarcity, and value to progression.

### Medal Protocol

(Example)

An gamified mechanism for Earning Rare Collectibles (On-Chain)





This highly anticipated collection will have multiple touchpoints within the **MPH ecosystem**. From in-game utility to AI integration, the long laid plans for **The Others** are finally coming to fruition.

**The Others** will be released in a series of activations, the first of which will be through in-game collection and crafting.

In this game mode, players can **earn the right to mint an "Others" character** by collecting a full set of three special on-chain items called Component Items: **the Brain, Heart, and Body**. These components are earned through gameplay across different modes and are tokenized as **ERC-1155 assets**. Once a player collects one of each, they can burn the set (and pay a minting fee) on the game's website to receive a unique **ERC-721 "Others" NFT character**.

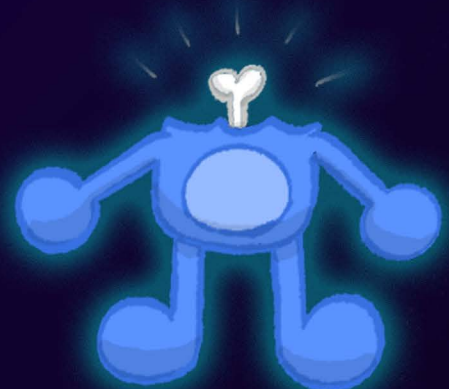
Each Component Item has its own distinct earning method:

- **Brain** is earned in competitive mode, where players have a chance to receive it after each match.



- **Heart** is tied to **Street Kred**, the game's engagement metric. Players who earn at least **1000 Street Kred** in a day will be eligible to win.

- **Body** (referred to as "Soul" in one place) is obtained by opening chests in **Hangout mode**.



To ensure scarcity and encourage progression, players can't earn a duplicate of any Component Item until they've either burned a full set to mint an Others NFT or traded away the extra piece. Only players who have connected their wallet through the **User Account System / Street Kred platform** are eligible to earn these items. While the **Others NFTs** will initially be a visual-only asset (no in-game 3D model yet), this system establishes a compelling bridge between gameplay, digital ownership, and long-term collection goals.

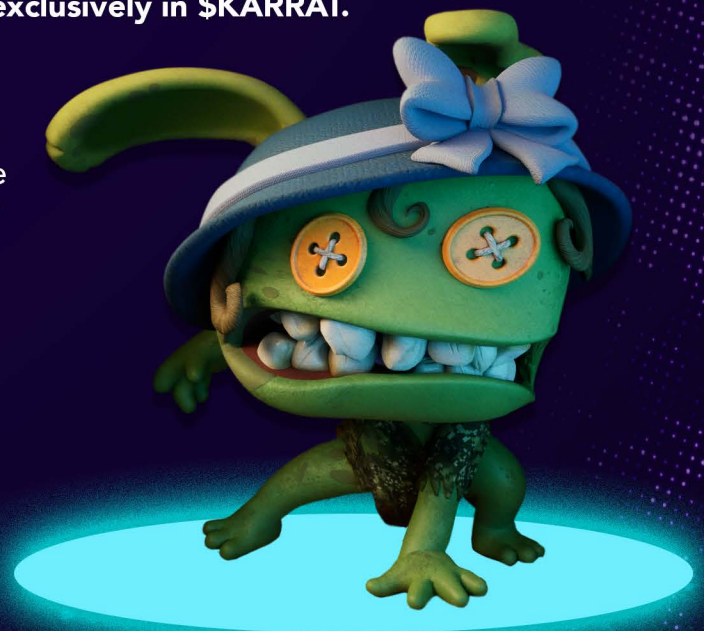
**The Others** will be integrated into multiple aspects of gameplay that will include AI functionality. You can see more detail around this subject in the **'AI-Native Gameplay Features: The Others, Zuckbots and Faction NPCs'** section later in the document.



Additionally, you will notice each Component has a different methodology for acquisition. This means if a user wants to mint an **Other**, they will need to interact with **\$KARRAT** and subsequently **Studio Chain** a number of times, by either earning the **Components via My Pet Hooligan gameplay** or due to a user **Street Kred** score, gaining the entitlement and having the opportunity to mint the assets, **Heart, Body, Soul, on Studio Chain via the mypethooligan.com marketplace, exclusively in \$KARRAT.**

If you are not a **Street Kred** earner, and don't have time to game but can't wait to mint an **Other**, there will likely be players who may want to sell you their **Heart, Body or Soul** via the **MyPetHooligan.com** marketplace, exclusively in **\$KARRAT.**

This strategic launch ensures that our players will **experience the immediate benefits** of this feature with a high-profile set of digital assets, setting the stage for future iterations and expanded utility.





## Crafting: Forge Your Identity

In the chaotic world of **My Pet Hooligan**, survival isn't just about skill, it's about style, identity, and the gear you carry into battle. Crafting gives players the tools to leave their mark on the world by forging unique items using in-game materials and **\$KARRAT**. Whether it's custom weapon or skateboard skins, or ultra-rare utility gear, crafting introduces a new layer of personalization, strategy, and economy.

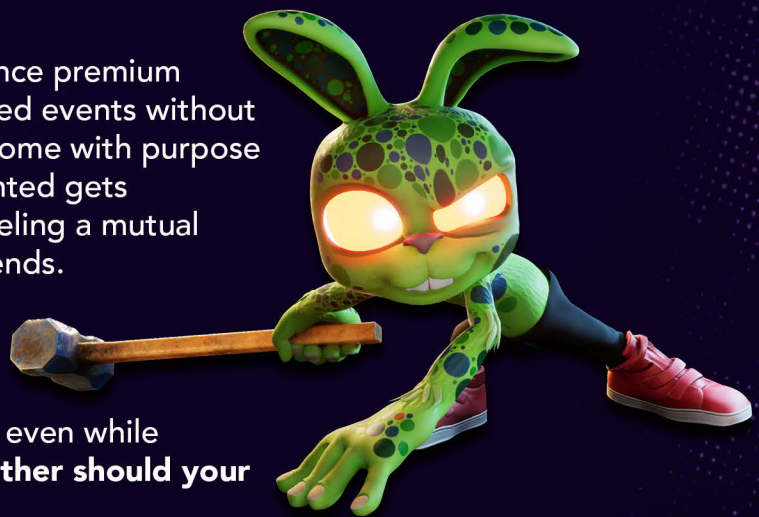
The system rewards effort and planning requiring materials sourced through gameplay and **\$KARRAT** to finalize each piece. The result? Rare and unique on-chain assets that can be equipped, flexed, or traded across the open market. As crafting becomes more advanced, players will have more ability to create, driving a community-fueled economy that thrives on scarcity, creativity, and ownership. In a world fighting corporate control, **creation becomes resistance and what you build becomes who you are.**

## Renting: Let Your Hooligan Work For You

**The revolution is bigger than any single fighter.** With the **NFT Renting system**, **OG Hooligan holders** can put their characters to work even when they're not online. Through secure smart contracts, these **NFTs become productive assets**, available for new players to temporarily "rent" and jump straight into the action.

For newcomers, it's a low-barrier way to experience premium gameplay, access unique traits, or join token-gated events without upfront NFT ownership. For OGs, it's passive income with purpose every mission, match, or reward earned while rented gets automatically split between renter and owner, fueling a mutual benefit loop that rewards participation on both ends.

From a lore perspective, it's like letting your Hooligan take on a second gig moonlighting as a mercenary in someone else's uprising. Your NFT can earn, grow in utility, and gain exposure, even while you're away. **The rebellion doesn't rest, and neither should your Hooligan.**





## AMGI Character Creator: A New Layer of Identity

In a universe where rebellion is personal, **no two Hooligans should look the same**. The **Character Creator** gives players a powerful new studio to build custom avatars, blending visual personalization with blockchain-backed provenance. Using **\$KARRAT**, players can **design their own Hooligan down to the smallest detail: ears, eyes, fits, gear, attitude**.

**This isn't just about fashion.** It's about staking your claim in with an identity that truly belongs to you. Each custom character is minted on-chain, making it verifiable, tradable, and entirely unique a digital alter ego with presence and proof.

As the game grows across platforms and modes, your created Hooligan becomes more than a character; **it becomes a statement, a brand, and your avatar in a world full of style and struggle.**

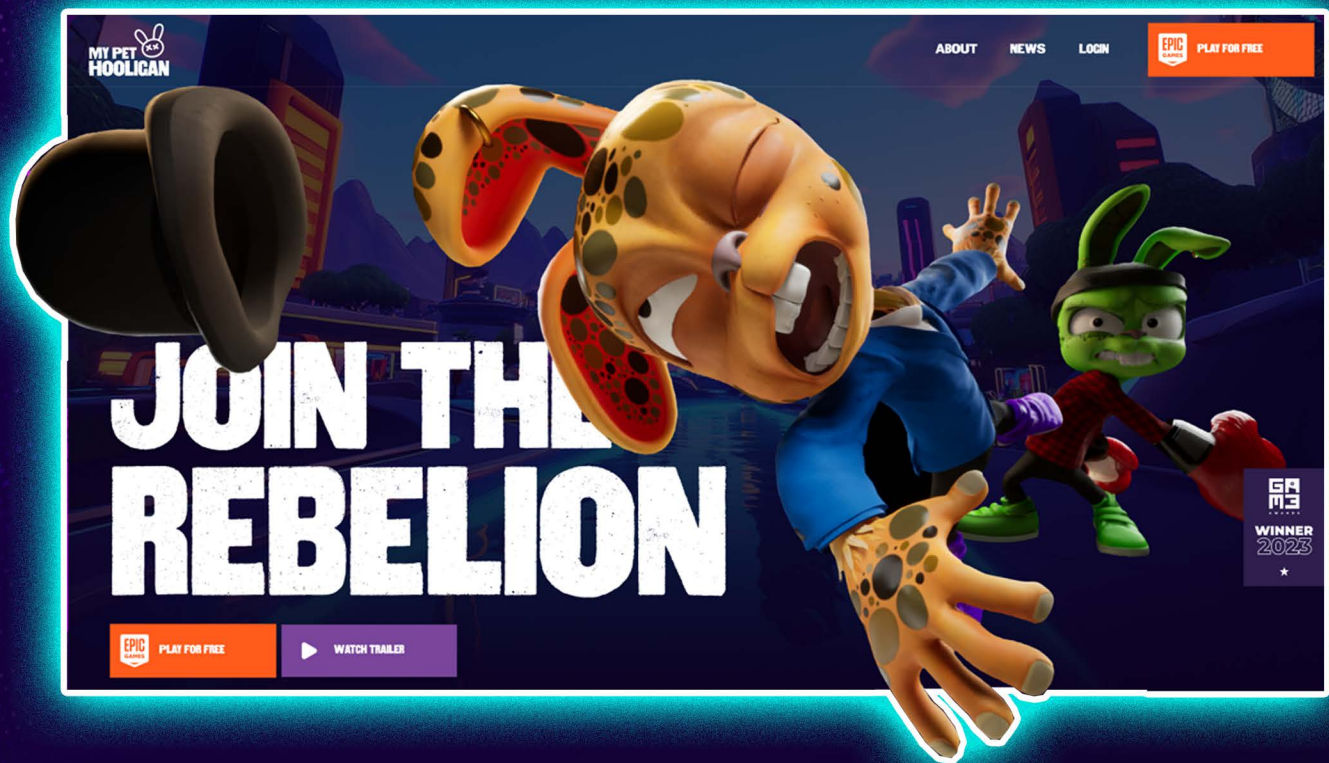


# Tournaments: Token Gated Anarchy

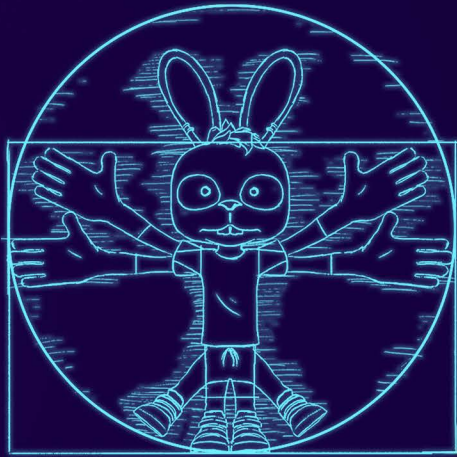
In the streets of **New Hooliland City**, only one thing matters: how you show up when the stakes are high. With the introduction of tournaments and competitive events, players can test their skills in high-stakes formats where real value is on the line.

Entry would be token-gated using **\$KARRAT** or other tokens and the best performers take home the pot. These events will be seasonal, themed, and even community-sponsored, creating an ongoing loop of excitement and opportunity. From 1v1 duels to team-based battles, tournaments give the best fighters a chance to collect, flex, and rise.

Beyond the bragging rights, tournaments are a powerful showcase of the game's design, combining skill, ownership, and community-driven rewards. **It's not just about playing the game. It's about owning your performance and letting the blockchain keep score.**



## Hooligan NFT Traits



# anatomy of a **HOOLIGAN**

This future endeavour would allow normal players to purchase various traits that are currently only available by purchasing **Hooligan NFTs**. In allowing players to purchase these traits, a portion of revenue will be shared with all of the holders who own **NFTs** with the corresponding traits. For example if someone purchases the '**Dead Eyes**' trait, then all owners of **NFTs** that contain the '**Dead Eyes**' trait will receive a portion of revenue from that sale (potentially subject to standard KYC for any applicable tax reporting).

**Dead Eyes**



This initiative would mark a significant step towards democratizing access to a wide array of traits that were previously exclusive to the direct ownership of **Hooligan NFTs**. By making these traits individually purchasable, we would not only be enhancing the gameplay experience for a broader audience but also establishing an innovative revenue-sharing model designed to directly benefit our dedicated **NFT holders**.

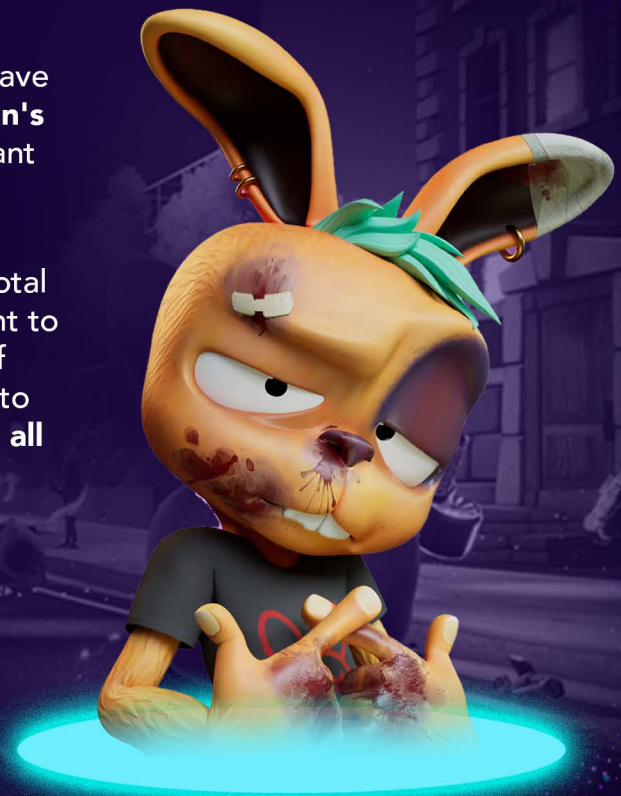


## Benefits For The **HOO**LIGAN Ecosystem

This innovative revenue-sharing mechanism would ensure that as the popularity and accessibility of individual traits grow, so too will the benefits for NFT holders. This would be achieved through:

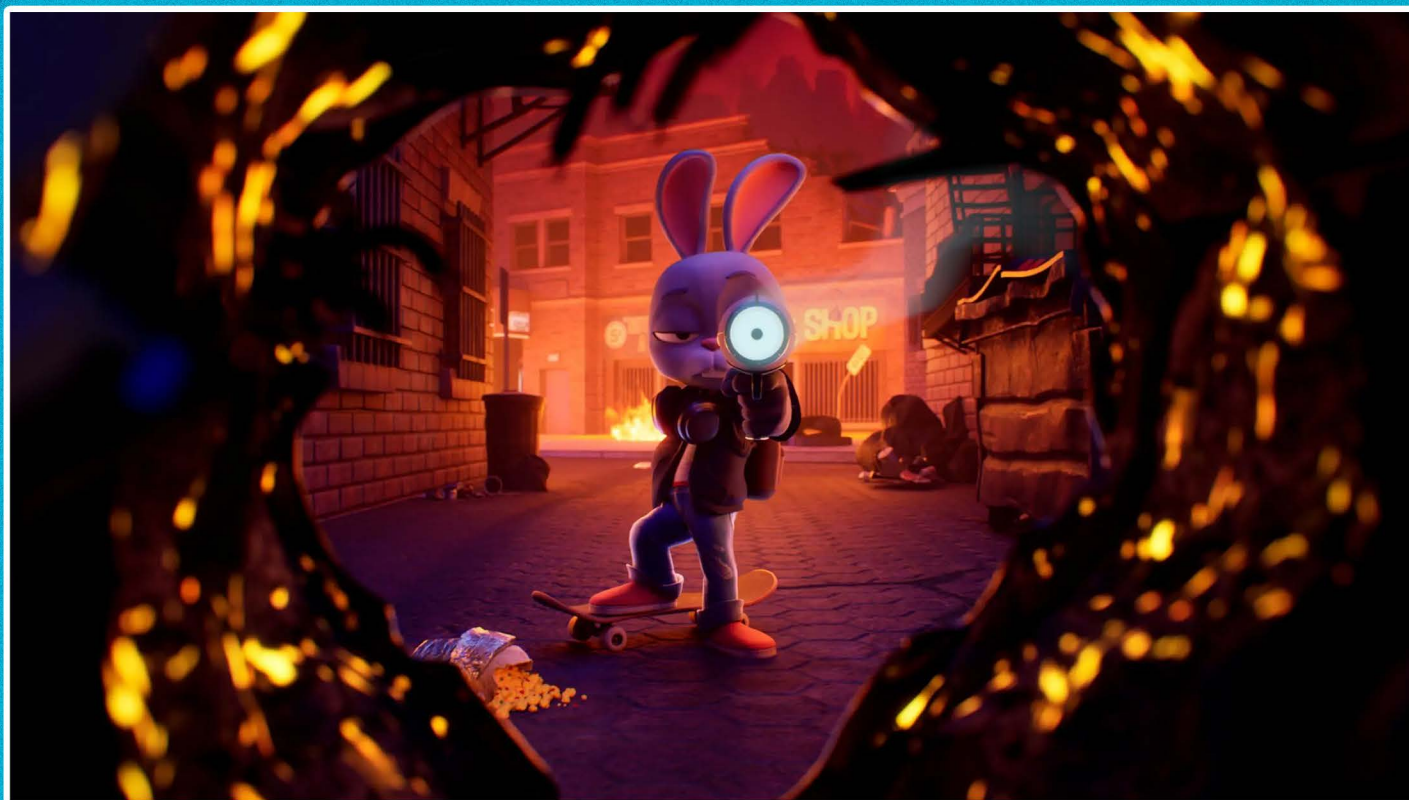
- **Increased Player Engagement:** By making unique traits more accessible, we anticipate a surge in player customization and overall engagement with the **Hooligan universe**.
- **Enhanced NFT Holder Incentives:** The revenue-sharing model directly benefits **Hooligan NFTs**, creating a long-term incentive for ownership.
- **Sustainable Economic Growth:** Establishes a new, sustainable revenue stream that benefits both the platform and its community, fostering continuous development and innovation.
- **Expanded Customization Options:** Players will have unprecedented freedom to curate their **Hooligan's** appearance, leading to a more diverse and vibrant in-game community.

**The Hooligan Trait Marketplace** represents a pivotal moment in our journey, solidifying our commitment to innovation, accessibility, and the shared success of our community. We believe this initiative will help to **usher in a new era of growth and prosperity for all participants within the Hooligan ecosystem.**



# Ownership Quests

In this future development, ownership of various on-chain items, starting with **Hooligans** and **ZuckBots**, would grant owners access to unique missions that only holders will have access to, giving holders exclusive rewards and opportunities to earn items and **Street Kred**. This process would also allow for the use of the rental system, in which holders can rent out their **NFTs** in order to split the rewards with players that would like to rent the **Hooligans** or **ZuckBots** from holders. This process of accessing exclusive quests via ownership will likely be applied to a multitude of on-chain assets over time.



This privileged access is intended to provide holders with opportunities to earn exclusive rewards, and would allow for a mutually beneficial arrangement where the rewards generated are split between the **NFT holder** and the player who rents the asset.

# ZUCKBOTS and ZUCK CORP Items

Both the ZuckBots and the Zuck Corp Items collections have undergone substantial design as we have worked to ensure they are integrated holistically into the My Pet Hooligan ecosystem through the use of in-game utility, on-chain mini games, AI integrations, and ongoing Street Kred rewards.



We are looking forward to the re-activation of this project following the launch of Studio Chain, as this will be the permanent and definitive home for the ZuckBots and all their future activations and expansions. This strategic move ensures a stable and robust platform for the collections' continued growth and development.





## AI-Native Gameplay Features: The Others, Zuckbots and Faction NPCs

The promise of AI in gaming has always been to make the world feel more alive, not just prettier, but more responsive, personal, and real. With **My Pet Hooligan**, we're not just exploring that idea. **We're building it.**

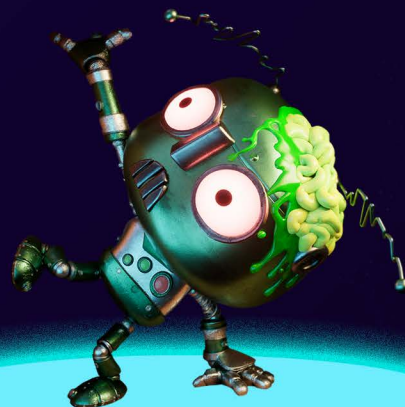
For over a year, our team has been developing proprietary AI systems for in-game interaction, including the long-awaited AI-native NFT collection, **The Others**. While community anticipation has been high, delivering this tech at scale has come with real challenges. We've taken the time to rework our approach, not just to release a product, but to fully integrate it into the game in a way that unlocks long-term, meaningful utility.



**That pivot has paid off.**



We're now embedding our **Character LLM** system directly into **My Pet Hooligan**, giving players the ability to interact with in-game faction character NPCs and even their own **NFTs, Zuckbots** and **The Others**, in entirely new ways. This will be done through real-time, in-game, memory-persistent dialogue with your assets, all within a social space built for expression and immersion.



# YOUR HIDEOUT, YOUR ASSETS, YOUR WORLD

Each player will have access to a customizable Hideout, a persistent, player-owned space that can be decorated, curated, and used as a social hub. Friends can visit. You can show off collectibles. But more importantly, you can speak directly to your NFTs.

Through our Character LLM integration:

- ZuckBots and The Others will remember your actions and adapt to your behavior
- Each NFT can develop its own personality, voice, and relationship with its owner
- Future updates may allow AI companions to follow you into live game sessions, offering dynamic mission support, social context, or narrative layers



## THE BIGGER PICTURE

We're creating tooling and systems that will eventually allow other developers to bring similar functionality into their own projects on Studio Chain. The Others aren't just NFTs, they're interoperable AI-native characters, capable of living across multiple experiences.

We've taken the long road, but it's the right one and good things take time. Now the tech isn't just cool, it's core to the game and will bring real utility.

The future of gameplay isn't just playable. It's personal.

# Milestones

## STUDIOCHAIN

### Studio Chain

The backbone of **My Pet Hooligans** on-chain layer will enable on-chain transactions, support the **Web3** ambitions of **My Pet Hooligan** and drive new behaviours across games and ecosystems bridging the gap between **Web2** and **Web3**.

### Node Staking

Hooligans, if you have **\$KARRAT**. You will soon be able to stake those tokens to **Studio Chain Resiliency Nodes**, contribute to network stability and decentralization, while earning rewards and governance power within the ecosystem.



### Other Consoles Release

Beyond Xbox, additional console support (e.g., PlayStation, Switch) will extend MPH's footprint, enabling full cross-platform play and access to massive, global gaming audiences.



### Steam Release

Launching on Steam will bring MPH to one of the world's largest PC gaming platforms, enabling mass distribution to traditional gamers while leveraging the studio's Web3 backend invisibly.



### XBOX Release

MPH makes its console debut on Xbox, creating broader reach and onboarding more users into the ecosystem through familiar household platforms.



## Web3 Game Build

Development of Web3-native gameplay layers within MPH, including asset minting, game and economy-driven mechanics.

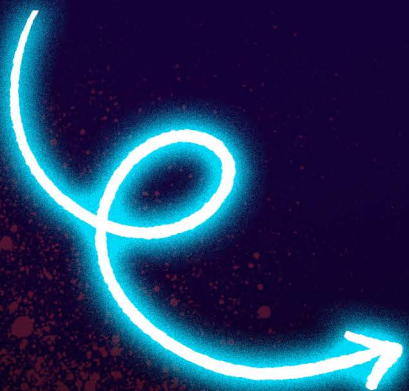
## Game AI LLM

AI powered features such as NPC behavior, AI chat companions, and voice interaction will enhance immersion and give characters dynamic, lifelike personalities. Running on an in-game LLM.



## Movie

A feature-length My Pet Hooligan animated movie is in development, expanding the lore and world to new audiences, deepening IP engagement beyond gaming into film and media.





## THE OTHERS

This highly anticipated collection will have multiple touch-points within the **MPH ecosystem**. From in-game utility to AI integration, the long laid plans for **The Others** are finally coming to fruition.



## Marketplace Rollout

Phased deployment of the MPH marketplace, starting with alpha and expanding to cross-chain, token-gated trading, and UGC support for skins, weapons, characters, and beyond.



## ZUCKBOTS

The saga continues...

## Whitelabel Toolset

A suite allowing external creators, studios, or games to build their own Web3 experiences using MPH's infrastructure.

# Appendix 1-6

1

## Studio Chain

ref. **Studio Chain** and **Node** related documents provided by **KARRAT** team.

2

## AMGI AI Infastructure

ref. **AMGI AI** Technical Documentation

3

## Burn/Bolster

ref. **Burn / Bolster** related documents provided by **KARRAT** team & **KARRATco**.

4

## TLDR - Summary

## Appendix 1



# STUDIO CHAIN

## About

### What is Studio Chain

**Studio Chain** is a cutting-edge Layer 2 (L2) blockchain specifically engineered for the gaming, entertainment and AI industry. While its initial launch is deeply integrated with the **My Pet Hooligan (MPH) ecosystem**, **Studio Chain** is built with the ambitious goal of providing the robust infrastructure needed for mass-market **Web3** gaming and digital entertainment. Designed for unparalleled speed, robust resilience and true community ownership, **Studio Chain** redefines how digital entertainment experiences are created, distributed, and enjoyed.

### The Mission

To empower creators and communities by providing a high-performance, decentralized infrastructure that fosters innovation and ownership in gaming and digital entertainment.

### The Vision

To become the leading L2 solution for game developers and entertainment brands, enabling seamless, scalable, and community-driven experiences that appeal to a global audience.

**Studio Chain** is powered by **Arbitrum Orbit** and **Caldera**, leveraging their robust and customizable blockchain technology to deliver a superior user experience. The first launch partner is **My Pet Hooligan (MPH)**, showcasing the power and potential of **Studio Chain** from day one.

### What Differentiates StudioChain?

**Game-Native:** Designed from the ground up with the unique demands of gaming in mind, ensuring low latency and high throughput essential for appealing to a broad player base.

**Community-Secured:** **Studio Chain's** innovative node architecture empowers the community to play a direct role in securing and decentralizing the network, fostering true ownership.

**Creator-First Philosophy:** While comprehensive creator tools will be rolled out, the underlying philosophy is to build an ecosystem that empowers creators to build, innovate, and thrive with greater control and direct engagement with their audience

## Appendix 1



# STUDIO CHAIN

## Reasoning & Architecture

### Why Studio Chain?

**Web3** gaming doesn't work without cheap, fast, reliable transactions, period. The early wave of crypto games failed not only because they were shallow or extractive, but because they were built on infrastructure that wasn't made for gaming. Layer 1 chains are too slow, too expensive, and too clunky to support real-time multiplayer systems or seamless user onboarding. Gaming needs its own rails. **That's why we're building Studio Chain.**

In partnership with **Arbitrum**, **Studio Chain** is a purpose-built L2 designed specifically for the demands of modern gaming and entertainment. It will use **\$KARRAT** as its native gas token, enabling fast transactions, low fees, and long-term compliance readiness as regulations mature. Yes, building a blockchain is a massive undertaking, but it's the right one. For **My Pet Hooligan** players, for **\$KARRAT** holders and for **Web3** gaming. However, it does require a robust network infrastructure of Validating and Resiliency Nodes.

### Studio Chain Node Infrastructure

To ensure the scalability, resilience, and decentralization required by modern **Web3** games, **Studio Chain** introduces a dual-layer architecture:

- Core validation is handled via **Arbitrum Orbit** and **Caldera's** high-performance stack
- A second, community-driven layer of **Resiliency Nodes** reinforces uptime, protects against disruptions, and anchors long-term decentralization

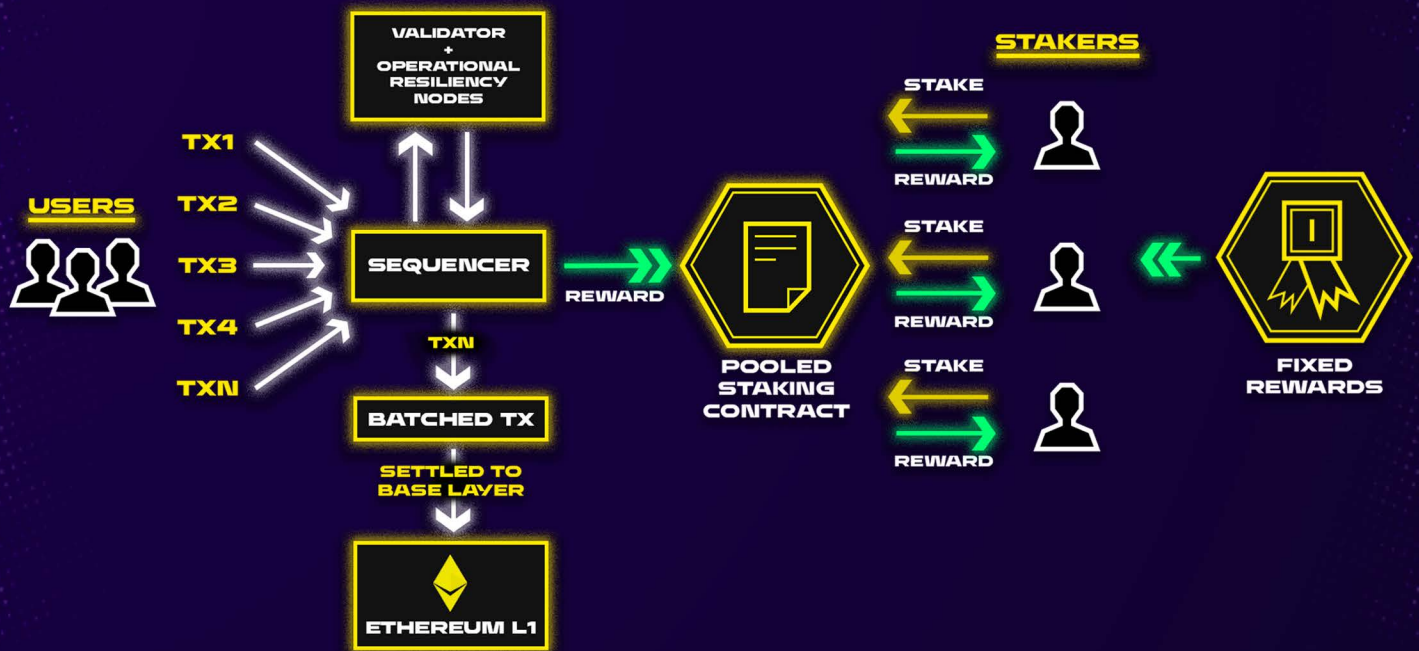
### How It Works

Each **Resiliency Node** is activated by staking 5 million **\$KARRAT**, either individually or through pooled contributions:

- **Fixed Supply:** Only 20 nodes will be activated in this phase, capping the system at 100 million **\$KARRAT** staked. The number of nodes may grow over time as **Studio Chain** grows.
- **Community-First Access:** No minimum contribution per user. Anyone can pool and participate
- **Revenue Sharing:** Participants may earn a share of sequencer revenue, proportional to their stake



# STUDIO CHAIN



## Why It Matters

**Studio Chain** isn't selling nodes. There's no gatekeeping, no hardware barrier. This system is purpose-built to empower the community to directly support the chain's operation.

- Strengthens uptime and redundancy
- Aligns network security with token holder incentives
- May enable yield via sequencer revenue
- Fosters broad-based, decentralized participation

For deeper technical details and staking/locking mechanics, read the full **Studio Chain Node GitBook** posted on the [studiochain.io](https://studiochain.io) website when released.

## Appendix 1



# STUDIO CHAIN

## Rollout

### Phase 1

**Testnet Program:** Private testnet, this is to establish a stable foundation to validate core functionality and gather initial feedback. During the initial part of the **Testnet Program** phase it will kick off with a small group to start to develop our test blockchain mechanics and onboard infrastructure partners. Including wallet solutions, builder tools and payment solutions. There will be 2-3 initial lightweight games that will be available to help us test certain transactions. During this time **My Pet Hooligan**, as the flagship title, will also start to build with **Studio Chain** on **Testnet**.

### Phase 2

**Mainnet Program:** The first Phase is about getting it right starting with the release of flagship product **My Pet Hooligan** on **Mainnet**. **Studio Chain** then starts to open out to the public, offering an opportunity for the community and third-party developers to also start to use the chain and tools. This will be in line with support, documentation and tools. **Phase 2** brings **Studio Chain** to **Mainnet**, showcasing real, working utility and the first taste of decentralized entertainment. It's proof of concept turned proof of value, creators seeing their work live, breathe and engage a community.

### Phase 3

**Branching Out Then Scale:** **Phase 3** is about onboarding of more projects, communities, creators and studios. At this point they are onboarding with robust tooling, infrastructure and support. Think of it as **Studio Chain** being a hub, not just a platform. Cross collaborations, shared visions and new entertainment frontiers. Through partners the team can tap into networks that are not explored enough within this space. Eg. **AMGI Studios**, who are uniquely positioned to bridge top Hollywood talent with the future of decentralization, **Web3** and the empowerment of communities to bring ideas to life. **Studio Chain** starts with **My Pet Hooligan** proving the model works, then scales outward tackling the many layers of the entertainment industry. The vision is bold, but bold ideas drive revolutions, forging a more equitable landscape where creators can thrive. There will be a number of touch points with the **KARRATco** as we build out. **Stay tuned, this is just the beginning!**

## Appendix 2



ANIMATION STUDIOS

### AI Infrastructure

At **AMGI Studios**, we have engineered a highly flexible and efficient **AI Architecture** that powers the **Chatbuddy** technology, where our characters engage with users in a truly personalized way. The **Chatbuddy** technology is being developed into the **My Pet Hooligan game**. Our infrastructure allows seamless switching between powerful LLMs such as **GPT** models, **Llama** models, and reasoning models, providing us with the ability to offer better response quality, lower operational costs, and flexibility. At the core of our AI architecture is the **LLM-Server**, a robust and scalable system built on the **LangGraph open-source framework**. This server acts as the central intelligence hub, dynamically managing communication between user inputs and AI models.

Key features of our system include:

#### 1. Seamless Model Switching

Our **LLM-Server** is model-agnostic, meaning it can effortlessly switch between different large language models (LLMs) such as **GPT**, **Llama**, and reasoning models. This flexibility allows us to balance cost, performance, and response quality on demand, ensuring an optimal experience without any disruptions or changes to the frontend.

#### 2. Advanced Query Routing & Optimization

The server intelligently routes and preprocesses user queries before passing them to the LLM. It can apply context-aware adjustments, retrieve past memory, and select the best model for the given input. By optimizing the query structure, it ensures faster responses and reduced token usage, cutting down on operational costs.

#### 3. Streaming & Non-Streaming Responses

The LLM-Server supports both streaming (real-time word-by-word generation) and non-streaming (single-batch output) responses. Streaming enhances engagement by making conversations feel more fluid and human-like, while non-streaming is useful for structured outputs like summaries or reports.

## Appendix 2

### 4. Memory Capabilities

Our system uses chat histories to provide personalized responses, dynamically adjusting to the user's preferences, tone, and interaction style. This memory allows **Chatbuddy** to retain context for meaningful, human-like conversations.

### 5. Chat History Summarization & User Profiles

#### a. Summarizing Chat Histories

To optimize resource usage and cost, we intelligently summarize chat histories to retain key information. This approach mirrors the way humans remember conversations, allowing for more efficient processing without losing personalization. Summarization helps in reducing the token usage by LLMs which means faster and cheaper running costs.

#### b. Building User Profiles

We extract key user information like names, preferences, hobbies, and aspirations from the conversations, creating a detailed user profile. Notably, we avoid intrusive data collection, focusing on organic extraction through interactions. This allows for more relevant and engaging interactions without asking users for personal information directly.

### 6. Multimodal Capabilities (Text, Images, and Videos)

In addition to text generation, our system supports image-based interactions, allowing characters to interpret images sent by users. This makes **Chatbuddy** highly interactive, enabling creative use cases like storytelling, emotional expression, and personalized content generation.

### 7. Speech-to-Text Conversion

We integrate a model to convert user speech into text with real-time processing and high accuracy. This enables seamless voice interactions,

### 8. Text-to-Speech with Custom Voices

We convert AI-generated text into highly expressive, animated speech. Our models are trained on custom voices, giving each character a unique voice dynamic, enhancing their personality and realism.

### 9. Web Integration for Real-Time Knowledge Retrieval

The LLM-Server can access real-world information through internet search, allowing characters to provide up-to-date and relevant responses. This makes Chatbuddy smarter by allowing characters to discuss current events, answer factual questions, and engage in dynamic conversations based on real-world data.

## Appendix 2

### 10. Dynamic Character Animations (AI-Driven Interactions)

Our AI doesn't just generate text; it also controls character animations dynamically. LLMs decide what animation a character should play based on the conversation's context, making interactions more immersive and engaging. Whether it's laughter, surprise, or curiosity, the characters' movements match their responses, making **Chatbuddy** feel alive.

### 11. Security & Data Privacy

We take security seriously. Our system employs strong user authentication and data abstraction to ensure sensitive information remains secure. Even in the face of potential cyber threats, our design ensures that no critical data is exposed, safeguarding both user and company information.

### 12. Serverless Architecture

By leveraging a serverless infrastructure, we optimize resource usage, ensuring that we only pay for what we use. This allows us to scale efficiently while keeping costs low, a crucial factor in the sustainability of our operation.

### 13. Local LLM Execution

Looking ahead, we are working on enabling local LLM execution on user devices. This would eliminate network latencies, further protect user data (as it will not leave the device), and significantly reduce the need for company-maintained servers, cutting down on both expenses and operational complexity.

### 14. Real-Time Emotional Expression Capture with Vision Models

We have developed and trained a Computer Vision model that uses the camera to capture user emotional expressions. In the future, this will enable the LLMs to analyze and adjust to the user's emotional state in real time, enhancing personalization by tailoring responses based on the user's mood. These vision models will be extended for user recognition and more hyper-personalized conversations, creating a deeper, more interactive experience for every user.

This combination of personalization, cost-efficiency, and advanced technology makes **Chatbuddy** not just another chatbot, but a platform poised to redefine how users engage with AI-driven characters. Our approach ensures a secure, scalable, and engaging experience, which gives us a distinct edge in the competitive landscape of interactive AI applications.

### 15. Lightweight Web App

The frontend web application is lightweight and versatile, as it can be run seamlessly on any screen with browser capabilities.

## Appendix 3



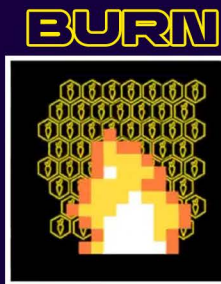
**BURN  
BOLSTER**

**Note:** At the time of publishing this paper a new proposal has gone into the **KARRATco** that could see changes to the Bolster feature in **Burn/Bolster**. Any updated on this will be communicated if and when changes occur.

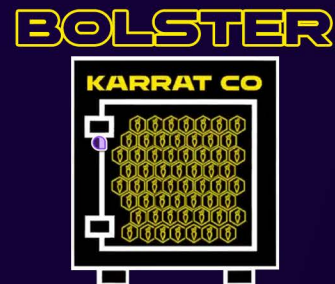
### What is Burn / Bolster?

**Burn-Bolster** is a smart contract mechanism proposed by the **KARRATco** and developed by the **KARRAT Foundation** designed to manage the supply and sustainability of the **\$KARRAT** token.

It works by splitting a small percentage of tokens from specific on-chain transactions into two actions:



A portion is permanently destroyed (sent to a burn address), reducing total supply and making **\$KARRAT** deflationary.



Another portion is sent to the **KARRATco Treasury**, a community-governed pool used for proposals, development, and incentives.

These percentages start at 1% minimum for each side, and can be increased per asset or collection, but never lowered.

### How Does It Work?

Powered by **Factory Contracts**, **Burn-Bolster** is built into the creation or minting of assets like skins, characters, or collectibles.

Each qualifying on-chain transaction automatically:

- Burns tokens to the 0x...dEaD address
- Bolsters tokens to the **KARRATco Treasury** for DAO use

### How Will It Be Used in My Pet Hooligan?

In the **MPH ecosystem**, **Burn-Bolster** will be activated on key token-based actions. This ensures that every major interaction adds value to the wider economy reducing circulating supply while funding community-driven development.

**Burn-Bolster** supports both sustainability and governance, helping **MPH** scale while keeping tokenomics healthy and community-focused.

## Appendix 4



# TLDR - Summary

**My Pet Hooligan (MPH)** is more than a fast-paced, cartoonish multiplayer action shooter. It's the foundation of a broader entertainment ecosystem built by **AMGI Studios**, a team of veterans from **Pixar, Riot, and Warner Bros.**, backed by partners like **Nvidia, Animoca, Epic Games, and Coldplay**. With 500,000+ downloads, early mainstream coverage, and upcoming launches on **Steam, Xbox, PlayStation, and Switch**, MPH is positioned for mass adoption.

Beneath its fun-first gameplay lies a "**Gateway Architecture**" that feels like a traditional AAA game while gradually and invisibly introducing players to **Web3** rewards and ownership. At the center is the **\$KARRAT token**, powering marketplaces, progression, governance, and the **Studio Chain blockchain**. An **Arbitrum**-based L2 purpose-built for games, AI, and entertainment. **Resiliency nodes** help to secure **Studio Chain** and community members can stake **\$KARRAT** to reinforce decentralization and potentially receive sequencer revenue.

The ecosystem integrates **Street Kred**, a non-transferable reputation system that rewards gameplay, achievements, and asset ownership, nudging players into **Web3** through leaderboards, prestige, and exclusive access. **Two marketplaces** balance accessibility and ownership:

- **In-Game Store (Hoolibuxx):** Fiat-compatible, compliant with mainstream platforms.
- **MPH Marketplace (\$KARRAT):** On-chain, exclusive items tied to scarcity, **Street Kred**, and **Burn/Bolster** (supply reduction + DAO treasury funding).

**NFTs anchor** progression and identity:

- **Hooligans:** Flagship playable NFTs with daily Street Kred accrual, exclusive quests, and future trait marketplaces, rentals, and licensing.
- **ZuckBots & The Others:** AI-native assets integrated into gameplay, minigames, and dialogue systems.
- **Ownership Quests & Expansions:** Unlock missions, rewards, and passive income loops for holders.

Recent and upcoming gameplay systems include dynamic **World Events**, **Faction Reputation**, **Medal Mania** (on-chain achievement medals), **The Others minting loop**, **crafting**, **hideouts**, **trait marketplaces**, **renting**, **tournaments**, and **long-term progression paths**, tying in-game behavior directly to digital ownership and on-chain economies.

**AI** is a core differentiator. **AMGI's proprietary AI** infrastructure powers **Chatbuddy** and in-game features, embedding memory-persistent NPC dialogue, adaptive personalities for **NFTs**, custom voices, multimodal interaction, and real-time emotional expression. This tech not only deepens immersion in **MPH** but also extends to external creators via **Studio Chain**.

Key milestones ahead include:

- **Steam + console launches** for mass distribution.
- **Studio Chain** rollout (Testnet - Mainnet - third-party scaling).
- Node staking and potentially sequencer revenue sharing.
- **Marketplace** expansion with token-gated **UGC** and cross-chain features.
- A feature-length **My Pet Hooligan animated film**.

**The Vision:** **AMGI** is building a scalable, community-driven ecosystem where AAA gameplay, **Web3** ownership, and AI-native experiences converge. Players come for the game, stay for the culture, and grow with an economy that rewards play, identity, and participation, redefining what interactive entertainment can be.





ANIMATION STUDIOS

MY PET   
HOOLIGAN