

# BATTLE BULLS



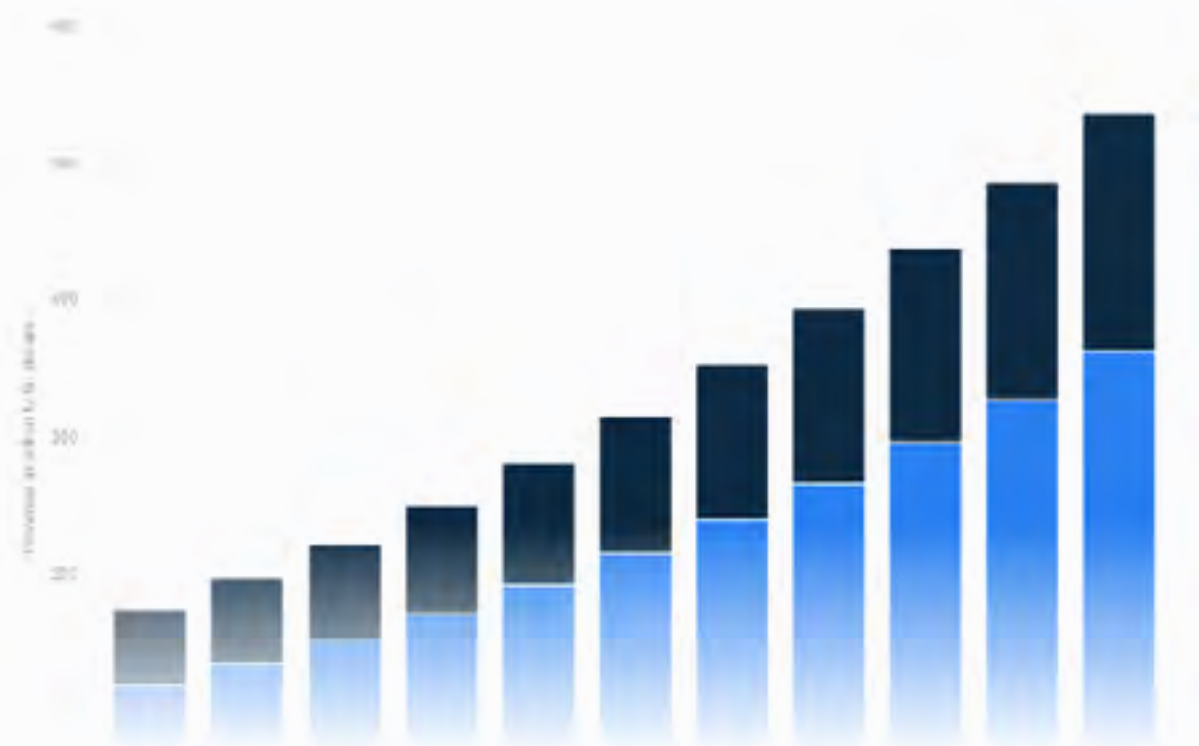
**Whitepaper Ver 1.0**

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# 1. Overview of the Mobile Gaming and Cryptocurrency Market

The popularity of mobile games is showing steady growth. According to Statista, in 2023, games on iOS and Android platforms generated over \$196 billion in revenue for developers, compared to less than \$180 billion the previous year.



In 2022, the gaming market was valued at \$347 billion, with \$248 billion attributed to mobile games.

At the same time, blockchain games experienced a decline in 2022-2023, partly due to a global correction in the cryptocurrency market. The leading trends in the crypto market at that time were Play-to-Earn (P2E) projects, including metaverses, RPGs, and card games.

However, the most popular games, such as Axie Infinity, Alien Worlds, Pixels, and Gods Unchained, were focused on desktop devices, while mobile games in the Move-to-Earn (M2E) segment, a trend initiated by STEPN, gained popularity. Despite the decline in the genre and related mobile games, the Move-to-Earn segment continues to show steady growth.

Since late 2023 — early 2024, with the entry of new players into the mobile gaming industry, a new trend has emerged, dominated by clicker games, or “tapping”



games, embedded within the popular messaging app Telegram. The first and most popular game in this segment managed to reach 35 million users in just three months, with the number of daily active players surpassing 5 million by that time. The total audience of such games has reached over 200 million users.

In comparison, one of the most well-known P2E games, Axie Infinity, at its peak popularity in 2021, only attracted a little over one million users.

## 1.1. Gaming Apps in Telegram and Their Impact on Mass Adoption of Cryptocurrencies

Mini-apps embedded in the Telegram messenger, focused on the crypto gaming industry, have sparked a new wave of hype and attracted the attention of tens of millions of users in a short period—something that no previous generation of gaming projects managed to achieve.

The trend for mini-apps began with the launch of the game Notcoin in November 2023. The game quickly gained popularity and attracted 35 million users within just three months, despite being a pioneer in an unexplored segment. However, the familiar user experience, minimalist interface, and simple gameplay mechanics played a pivotal role.

The success of the app led to rapid growth in this segment and drew even more attention to the new trend. The buzz around Telegram games became so significant that some follow-ups managed to surpass even Notcoin. For example, another super-popular tapper game, Hamster Kombat, attracted over 150 million users in just three months.

Previously, many games required the purchase of digital tokens to gain gaming experience. Now, however, games operate differently, allowing users to earn free tokens through gameplay without financial investments or the need to set up wallets. Judging by the metrics, this approach clearly promotes mass adoption of Web3 games better than previous methods.

Mini-apps have become an all-encompassing solution not only for users but also for developers, who now have a tool to attract a broad audience with minimal product launch costs while simultaneously securing funding.

## 1.2. Industry Development Forecast

As of 2024, the mobile gaming market is valued at \$98.7 billion. According to Statista forecasts, this figure could grow to \$132 billion by 2029, with an average annual growth rate of 6%.



In 2024, the mobile crypto gaming segment is currently valued at \$4.4 billion, with expected growth to \$15.2 billion by 2029. Experts estimate that the annual growth rate will average 28% over the forecast period.

Mobile games hold significant potential: statistics show that, on average, users spend about 3.25 hours daily on their smartphone screens, equating to nearly a full day per week and around 6 days per month.

Most of this time is spent on social networks, giving games integrated into mobile messaging apps a significant advantage. It is forecasted that the number of mobile game users will reach 1.9 billion by 2030.

## 2. Battle Bulls — A Game at the Intersection of Two Industries: Gaming and Crypto

**Battle Bulls** is a unique Telegram click-and-play game that combines elements of a clicker and multiplayer PvP in a battle genre.

The game appeals to everyone, from those seeking entertainment and engaging gameplay to true crypto enthusiasts aiming for long-term benefits from crypto projects.

For those who gravitate toward entertainment, Battle Bulls offers clicker functionality. With its captivating mechanics and regular updates, the game helps players get away from routine and enjoy the process. By tapping, or clicking on the main character of the game—a bull—users earn in-game currency. As their balance grows, their rank increases, which accelerates the accumulation of in-game currency.

But Battle Bulls is more than just a clicker. Players can also participate in exciting battles with players from around the world. With each victory, players advance to new levels, unlocking cards that increase the profitability of the game.

The main advantage of the game is the ability to convert in-game coins into real tokens. Battle Bulls stands out among many mobile games with its unique and already functional integration with blockchain and cryptocurrency. Battle Bulls is one of the first games to practically implement blockchain integration, allowing players to interact with cryptocurrency directly within the gameplay. This is not just a concept or a plan for the future—all blockchain-related mechanisms are already operational and available to users. The entire game economy, from earning in-game currency to converting it into real tokens, is built on blockchain, ensuring transparency and security in all operations.



One of the key elements of Battle Bulls is the BULL SPLIT token. Players can convert their accumulated earn-per-hour balance into it (see section 2.3). Once they obtain BULL SPLIT, players can use it to generate rewards in a special pool (see section 4) or trade it on an exchange (after listing, see section 5). Unlike many other games where the internal currency remains confined to the platform, BULL SPLIT has real-world applications beyond the game, making it a standout feature in the market.

Thanks to blockchain integration, users can convert their in-game achievements into real digital assets, enhancing motivation and interest in the game. Moreover, the use of blockchain ensures that all processes are transparent and verifiable, strengthening players' trust in the platform.

Battle Bulls already provides its users with access to the world of cryptocurrencies through gameplay. This is not just a promise, but a reality that is already available to every player. With this integration, Battle Bulls occupies a unique position at the intersection of gaming and crypto-economics, offering users new opportunities for profit.

## 2.1. Battle Bulls Mission

The mission of Battle Bulls is to help users acquire relevant knowledge and skills in finance and blockchain technology. Battle Bulls brings together people who are committed to self-improvement, growth, and success. Through unique learning opportunities, elements of business strategy, and a community token, users can gain a comprehensive understanding of how value is created in blockchain and how significant wealth can be earned.

Battle Bulls unites and motivates millions of people to learn and achieve success in both life and business. The future value of the token will reflect the collective success of all game participants.

## 2.2. Battle Bulls Gameplay

The game offers players two main modes:

- **Clicker.** Players actively tap on the image of a bull on the screen to earn in-game coins. By accumulating coins, players can purchase various cards that enhance their abilities and increase their profit. The game features over 70 cards, each of which boosts the earn-per-hour balance. The cryptocurrency accrued to this balance can be withdrawn to a wallet at any time.



As the character progresses, players advance to the next levels (ranks). There are 9 ranks in total: Bronze, Silver, Gold, Platinum, Diamond, Epic, Legendary, Master, and Grandmaster. Each rank corresponds to a league. Ranks increase the tap energy (the power of tapping the bull) and the tap value: the higher the rank, the faster the in-game balance accumulates through tapping. To achieve the next rank, players must accumulate a certain amount of coins in their game balance and complete all tasks in the Earn tab.

- **Multiplayer PvP Battle.** In this mode, players engage in battles. The goal of the battles is to inflict maximum damage on the opponent and win. By winning, players level up and move to new leagues, enhancing their in-game abilities and gaining access to cards that increase the earn-per-hour balance from the Battle Champion section.

## 2.3. Battle Bulls Economy

**The game operates with two balances, both calculated in the in-game currency “game euro.”**

- **Game balance.** This balance accumulates through tapping (clicking the bull), completing tasks, inviting friends, and using offline income cards (which will be discussed later). The main purpose of this balance is to purchase booster cards to increase profits.
- **Earn-per-hour balance.** This is the key balance that determines the ultimate profit for the user from the gameplay. This balance is where the airdrop—converting accumulated in-game currency into real cryptocurrency and withdrawing it to a wallet—will be available. To increase the earn-per-hour balance, players need to buy cards from the Mine section.

The goal of the game is to continuously increase your **earn-per-hour** balance and reach the maximum rank. This balance can be exchanged for real cryptocurrency and withdrawn to a wallet via airdrop. The tokens earned in the game can be sold on an exchange after listing, or they can be used to participate in the game pool to multiply the profit. This integration sets Battle Bulls apart from other games by offering real-world applications for its in-game currency.



## 2.4. Cards for Increasing the Earn-Per-Hour Balance

The cards in Battle Bulls allow players to increase their earn-per-hour balance. This balance is where the airdrop will be available—enabling the conversion of accumulated in-game currency into real cryptocurrency, which can then be withdrawn to a wallet.

The earn-per-hour balance accumulates even when the player is not actively playing. To start accumulating this balance, players need to purchase cards. The game offers more than 100 cards, each differing in theme, level, and potential profit. The profit a card generates depends on its level. When you unlock a card, it displays its cost, level, and how much additional profit it will generate.

The earn-per-hour balance accumulates over a three-hour period, even when the player is not in the game. After this three-hour period, the accumulation stops. To resume earning, players need to log in and claim the earned in-game currency.

Each card has an indefinite duration. However, after an airdrop from the earn-per-hour balance, the card will stop generating income until the player upgrades the card's level.

To earn more, players need to continually upgrade their cards in the Mine section. The difference in income from the cards is shown by the Earn-per-hour value when opening a card.

Each card has a cooldown period during which it cannot be upgraded. The higher the card's level, the longer the cooldown period.

Some cards can be purchased with the in-game balance, while others become available only after fulfilling certain conditions, such as inviting a specific number of friends, reaching a certain level, subscribing to social media, etc. Therefore, different players may have access to a different number of cards depending on their activity in the game.

## 3. BULL SPLIT — The Link Between the Gameplay and the Crypto Market

BULL SPLIT is a token on the SMART blockchain, into which airdrops from the Earn-per-hour balance in the Battle Bulls game are made. The token has two primary uses: splitting (this technology will be explained in the next section) and trading on exchanges.





### 3.1. BULL SPLIT Tokenomics

The maximum supply of BULL SPLIT tokens is 10,000,000. All 100% of the tokens will be distributed among BATTLE BULLS players who will exchange their in-game euros from the Earn-per-hour balance for BULL SPLIT via airdrop.

The token is issued automatically at the moment of payout during the airdrop to the user's wallet, following the formula: 10,000,000 GAME EUR (from the Earn-per-hour balance) = 1 BULL SPLIT.

## 4. Splitting — The Core Technology of BULL SPLIT

Splitting allows users to receive rewards in cryptocurrencies from delegated liquidity pools to their wallets by freezing split tokens. A GAME pool has been launched specifically for Battle Bulls players.

### 4.1. What Is Splitting, and How Does It Work in the GAME Pool?

Splitting is a unique cryptocurrency generation technology that requires neither special equipment nor technical knowledge—the entire interaction process takes place in a convenient mobile app. Splitting is a hybrid technology for generating new cryptocurrency, combining the best features of mining and staking.

At its core, splitting involves a liquidity pool—a closed, self-sustaining decentralized system. Essentially, a liquidity pool is a contract where cryptocurrency is frozen. This contract operates on the blockchain and distributes rewards according to strictly programmed rules.

A special GAME pool has been launched for Battle Bulls users, where the primary token is BULL SPLIT.

The blockchain issues rewards from the pools based on the smart contract's precise rules. The smart contract is programmed to reward users for freezing certain tokens. The right to receive rewards from the GAME pool is determined by holding BULL SPLIT tokens.

Every day, a specific number of tokens is distributed among the pool participants, divided by the total number of frozen split tokens held by participants. The more splits a user has frozen, the higher their reward.

This is why it's crucial to accumulate your Earn-per-hour balance to obtain as many BULL SPLIT tokens as possible during the airdrop!



## 4.2. How Are Rewards Distributed Among Pool Participants?

The amount of distributed rewards depends on the time the split is frozen in the wallet and the halving period.

Halving is the process of continuously halving the distributed rewards. Halving occurs every 10,000,000 blocks. The main goal of halving is to curb cryptocurrency inflation by reducing the issuance of new tokens.

After each halving, the number of ULTIMA tokens distributed daily as rewards is halved and will continue to decrease.

Therefore, it is in users' best interest to join the pool as early as possible.

Rewards for splitting are paid in ULTIMA cryptocurrency, which is traded on several exchanges and is actively growing. The received rewards can be sold on cryptocurrency exchanges or on the internal exchange. Thus, by playing Battle Bulls, users can earn real profit in a high-value tradable token.

## 5. BULL Token Development Plans (Road Map)

The project team openly declares its plans for the current and upcoming year.

As of now, the team has implemented most of the tasks for 2024 ahead of schedule:

- The pre-launch with the initial feature set;
- The implementation of the referral program in Battle Bulls;
- The activation of promo codes for the game balance;
- The integration of tasks to earn additional in-game currency;
- The 'Daily rewards' functionality;
- The Leaderboards for visualizing player progress;
- The launch of multiplayer battle functionality.

Plans for Q3 and Q4 of 2024 include:

- The participation in the largest Web3 conference, COINFEST 2024;
- The airdrop launch on September 2nd;



- The full-scale launch of the game pool;
- The launch of the web version of the game;
- The token listing on Tier-1 exchanges and crypto aggregators (CoinMarketCap and CoinGecko);
- The partnerships with leaders in the blockchain and gaming industries.

## 6. Challenges of the Web3 Industry

As Web3 continues to evolve, the industry has faced several significant challenges, most notably in complex user experiences, slow blockchain performance, and increased risks associated with using decentralized applications.

Managing crypto wallets and regular fees related to in-game transactions have been burdensome for many users. In some games, purchasing NFTs and other digital assets is required to participate in gameplay, leading to potential financial losses for users.

Additionally, new risks have emerged: digital assets often involve non-custodial storage, which means full personal responsibility for the security of the cryptocurrencies held in wallets.

Another issue is the well-known blockchain trilemma, where achieving decentralization, scalability, and security simultaneously is extremely difficult without compromising one of these aspects.

These challenges have hindered the mass adoption of Web3 applications, particularly crypto games, resulting in P2E projects primarily attracting only niche audiences. A significant breakthrough in this area has been made by new-format games that offer users a familiar experience from the outset.

The Battle Bulls and BULL Token team is committed to overcoming these challenges.

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