

THE LIVING NFT ECOSYSTEM

FishBowl

Breed. Trade. Thrive.

The world's first fish tank game where every fish is a living on-chain NFT — powered by a self-sustaining three-token economy, a player-driven marketplace, and a community engineered to last.

3,333

Founding Fish

£638K

Pre-Sale Target

Solana

Blockchain



playfishbowl.gg

The Problem

Every major crypto game has failed the same way.

01 Ponzi Dependency

Token value is entirely reliant on new player inflows. When growth slows, there are no buyers — and value collapses overnight.

02 Inflationary Death Spiral

Earn rates outpace burn rates. Token supply floods the market. Price reaches zero within months of launch.

03 No Retention Beyond Earnings

Players extract value, sell, and leave. There is no meaningful loop keeping them engaged once yields drop.

04 Static NFTs With No Utility

A JPEG with no function has no fundamental value. When speculation dies, so does the price floor.

05 Work Disguised as Play

Games built around extraction rather than enjoyment are not games. Players realise this quickly — and leave even faster.

FishBowl was designed from the ground up to solve all five.

The Solution

Six interlocking answers to a broken industry.



Living NFTs

Every fish carries dynamic on-chain metadata — health, age, breeding history, lineage. Not a JPEG. A living, evolving asset.



Biological Scarcity

Fish have finite lifespans. Rare species require multi-generation breeding. Scarcity is organic — never manufactured.



Utility-Driven Value

Fish must be fed daily. Breeding burns tokens. Every value mechanic is driven by what tokens do — not speculation.



Self-Regulating Economy

Five anti-collapse pillars: hard caps, lifespans, sacrifice mechanics, overbreeding costs, and automated circuit breakers.



Four Demand Layers

Biological, economic, emotional, and social demand. No single layer collapse can bring down the whole ecosystem.



Game First

Genuinely enjoyable without ever touching the crypto layer. The economy rewards engagement — it never punishes play.

Three Products. One Ecosystem.

One account. One identity. Three products. One world.

FishBowl

THE GAME

The beating heart of the ecosystem. Tank management, breeding, feeding, room design, and The Newspaper — the daily AI-curated publication that rewards genuine play.

- Living fish tanks backed by real NFT assets
- Breeding engine — the primary economy driver
- Daily Newspaper with hidden puzzle rewards
- ~10 min active play · 6 distinct return drivers

FishCmarket

THE MARKETPLACE

Player-driven. Player-priced. Trade fish, eggs, tokens, Fish Food, and entire tanks. Every transaction fee flows directly back into the ecosystem treasury.

- Trade fish, eggs, tokens, Fish Food, full tanks
- Player-set pricing with live market data
- Timed auctions for Rare, Epic, Legendary, Mythical
- Dev buyback programme stabilises price floors

OpenTank

THE COMMUNITY

Where the social fabric is woven. Leaderboards, sacrifice banners, public tank visits, and The Archive — one paragraph written by the founder daily, forever, on-chain.

- Leaderboards: breeding, value, sacrifice, streak
- Public tank and fish wall plaque visibility
- Four lottery tiers — Bronze through Platinum
- Live economy dashboard: supply, gender ratios, volume

The Fish

Real species. Real scarcity. Real economics.

Common	Uncommon	Rare	Epic	Legendary	Mythical
PLAY TO EARN	GAMEPLAY	HIGH VALUE	VOLATILE	SCARCE	IMMORTAL
LIFESPAN	LIFESPAN	LIFESPAN	LIFESPAN	LIFESPAN	LIFESPAN
6 mo	16 mo	20 mo	12 mo	18 mo	∞
PEAK BREED	PEAK BREED	PEAK BREED	PEAK BREED	PEAK BREED	PEAK BREED
Mo 2-7	Mo 4-11	Mo 6-14	Mo 3-9	Mo 4-11	Mo 5-14
EGG SURV.	EGG SURV.	EGG SURV.	EGG SURV.	EGG SURV.	EGG SURV.
65%	67%	70%	45%	35%	20%
VISUAL	VISUAL	VISUAL	VISUAL	VISUAL	VISUAL
Clean / Minimal	Cartoon Bold	Illustrated	Wildlife Art / Vivid	Photorealistic	Ethereal / Glowing

Higher-tier fish are not simply better — they are more volatile assets with narrower peak windows and lower egg survival.

Three-Token Economy

Every token has a role. Every role creates sustained demand.

BUBL Bubbles

Primary currency. Earned through active gameplay. Spent on breeding fees, marketplace listings, upgrades, and cosmetics.

1B hard cap · Time-based halving · Bubble Packs draw from treasury pool only — never from mining supply.

Mining (65%)

650,000,000 BUBL

Treasury (25%)

250,000,000 BUBL

Reserve (10%)

100,000,000 BUBL

FEED Fish Food

Daily care resource. Required to feed fish and sustain health. Burned through breeding and incubation.

Free daily drop calibrated to ~55% health. Players who want thriving fish must earn more through play or trade on FishCmarket.

Free daily drop

~55% health kept

Breeding burn

Primary token sink

Rush incubation

Secondary token sink

EGGS Eggs

Breeding output. Only generated through gameplay — never purchaseable directly. Hatch into new fish or trade unhatched on FishCmarket.

No developer can mint Eggs. No shortcut exists. High-tier egg scarcity is entirely player-driven and organic.

Source

Breeding only

Trade

FishCmarket

Outcome

Hatch or hold

Founding Fish NFT

3,333 permanent investment assets. Fixed forever. Never minted again.

Tier	Supply	Mint Price	Revenue
Common	2,000	£120	£240,000
Rare	800	£200	£160,000
Epic	512	£400	£204,800
Legendary	18	£800	£14,400
Mythical	3	£6,300	£18,900
TOTAL 3,333 NFTs			£638,100

HOLDER BENEFITS

Permanent Founding status stamped on every fish card — visible forever

Founding holder badge in OpenTank — immutable community identity

Eligible for Loyalty Pool quarterly distribution — 333 holders paid every quarter

50% discount on Premium Membership in year one

48-hour early access before public launch + first access to all future limited drops

Tradeable on Magic Eden, OpenSea, and all Solana-compatible marketplaces

The Mythical Founder Covenant

Immutable by design. Enforced by code.

"The 3 Mythical Founders will always receive their quarterly commission share for as long as FishBowl exists. Written into the smart contract. It cannot be changed."

01

Transaction Fee Flow

A percentage of every FishCmarket transaction flows automatically into the Covenant Pool. The rate is immutable — no human controls or overrides it.

02

Quarterly Distribution

Every quarter, the pool distributes equally across all 333 recipients. The contract executes this automatically — no human trigger required.

03

No Keys. No Admin.

The contract has no owner after deployment. No upgrade path exists. Not even the founder can alter it.

04

Covenant Transfers

When a Mythical fish is sold, the covenant transfers automatically to the new wallet. The benefit lives with the fish — not the person.

THE LOYALTY POOL — 333 Holders Paid Every Quarter

Mythical Guaranteed

3

Always included — hardcoded into the contract

Legendary Track

55

Random selection from Legendary Founding Fish holders only

Activity Track

165

Top 165 Founding Fish holders by quarterly engagement score

Random Draw

110

Random selection from all remaining eligible holders

Anti-Collapse Framework

Five pillars of structural economic resilience.

I

PILLAR I

Value Independent of New Players

Every mechanic delivers value if no new players join tomorrow. Fish eat daily. Tanks decay. Breeding costs tokens — all driven by existing player behaviour.

II

PILLAR II

Supply Control

1B BUBL hard cap. Fish Food consumed biologically daily. Eggs player-generated only. Fish die or are sacrificed. Nothing accumulates without a corresponding exit.

III

PILLAR III

Layered Demand Floors

Four demand layers — biological, economic, emotional, social — cannot all collapse simultaneously. Each provides a floor the others cannot.

IV

PILLAR IV

Economic Circuit Breakers

Automatic protections trigger when key metrics drift outside healthy parameters. All thresholds published pre-launch. Triggers announced in The Newspaper.

V

PILLAR V

Long-Term Sustainability

Self-generating content: species discovered through breeding, seasonal cosmetics, community puzzles. Roadmap: own blockchain + decentralised governance.

BUBL HALVING SCHEDULE

Launch Week

~350/day

Months 1-3

~105/day

Months 4-6

~52/day

Months 7-12

~28/day

Year 2

~14/day

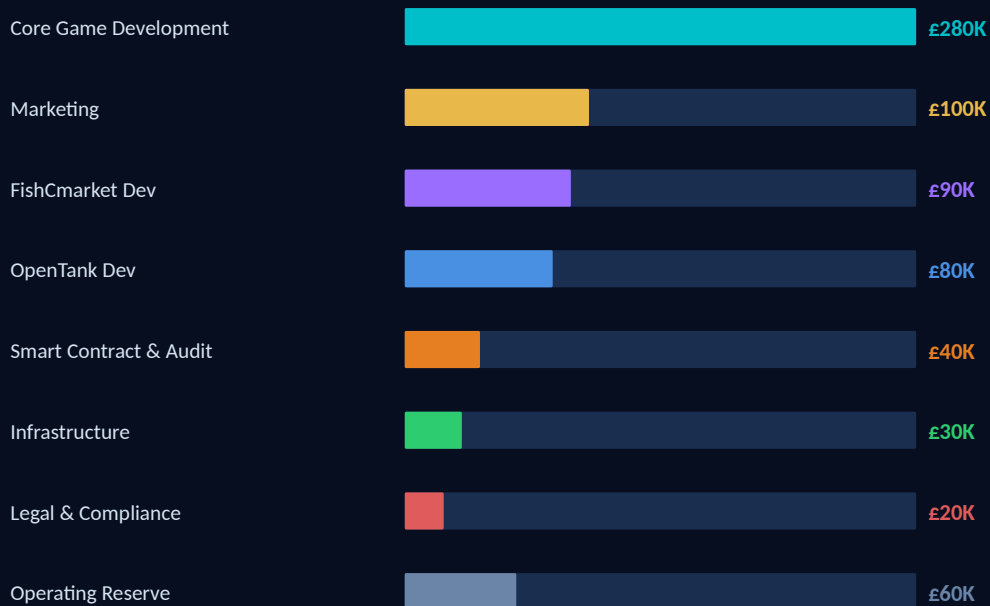
Year 3+

→ 1 BUBL

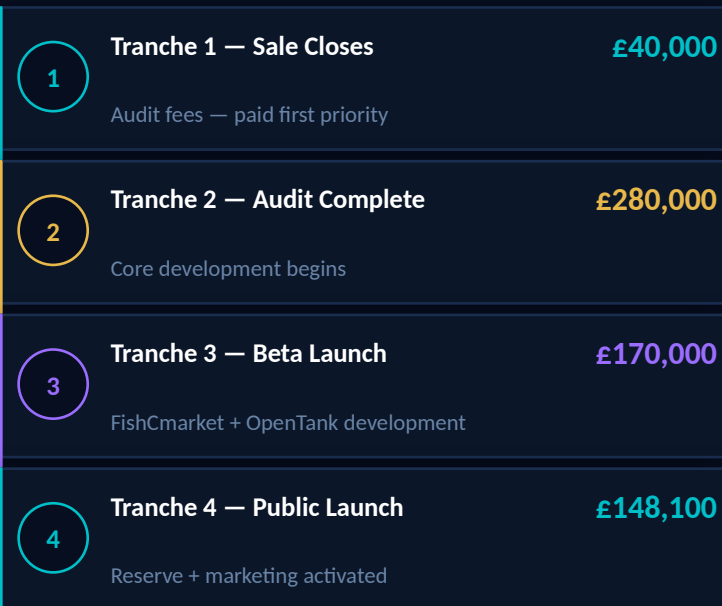
Funding & Roadmap

Every penny visible on-chain. Milestone-locked. Monthly updates without exception.

FUND ALLOCATION — £638,100



MILESTONE-LOCKED TRANCHE RELEASE



Six-phase roadmap: Foundation → Pre-Sale → Build → Launch → Expansion → Own Chain + Platform · See slide 11 for full timeline.

Six-Phase Roadmap

Honest timelines. Every milestone public before it begins.

01 Foundation & Community

Now → Month 4

- Brand, whitepaper, and pitch deck complete
- Social channels and community infrastructure live
- Easter egg hunt and whitelist system active
- Pre-sale marketing campaign underway

02 Pre-Sale

Month 4 – 5

- 3,333 Founding Fish NFT sale opens
- 30-day countdown with smart contract guarantee
- Audit fees paid immediately from Tranche 1
- Community reveal cadence during sale window

03 Build

Month 5 – 12

- Core game development (Tranche 2: £280K)
- Smart contract audit completed pre-development
- FishCmarket and OpenTank built in parallel
- Closed beta with Founding Fish holders

04 Launch

Month 12 – 18

- Public launch of all three products
- Full economy activated: BUBL, FEED, EGGS
- Marketing and reserve funds deployed
- Monthly on-chain treasury reports begin

05 Expansion

Month 18 – 24

- New species and seasonal content drops
- FishCmarket secondary market growth
- Community governance pilots launched
- Chain migration planning initiated

06 Own Chain + Platform

Month 24+

- Migration to FishBowl-native blockchain
- Decentralised governance fully active
- OpenTank as standalone platform
- Platform opens to third-party developers

Technical Foundation

Battle-tested stack. Blockchain-native architecture. Three immutable smart contracts.

Mobile App

React Native

iOS and Android from a single codebase

Web App

React.js

Full browser access

Backend

Node.js + PostgreSQL

Server logic and persistent data

Blockchain

Solana

Low fees, fast finality, proven infrastructure

Token Standard

Solana SPL

BUBL and FEED token infrastructure

NFT Standard

Metaplex

Fish and egg NFT standard

Dynamic NFT

On-Chain Metadata

Fish card attributes update in real time

Wallet

Phantom / Custodial

Accessible from crypto newcomers to veterans

Storage

IPFS

Decentralised fish art and metadata

Real-Time

WebSockets

Live market data and lottery events

THREE SMART CONTRACTS

Founding Fish NFT

Sale, ownership, metadata, and automatic refund logic if the threshold is not met.

The Covenant

Permanently locked. No admin keys. No upgrade path. Quarterly auto-distribution.

The Treasury

Sacrifice intake, lottery pool, ecosystem reserve. All balances visible on-chain.

Why Now?

The window is open. It will not stay open.

01 GameFi Has Failed — And Players Know It

Axie Infinity, StepN, and a dozen imitators collapsed the same way. The audience has been burned, educated, and is now waiting for a project that actually solves the problem. Credibility belongs to whoever builds it correctly first.

02 Solana Is at Full Momentum

Solana has re-established itself as the leading chain for consumer crypto — low fees, fast settlement, growing retail wallets. The infrastructure cost of launching has never been lower. The addressable audience has never been larger.

03 NFT Collectors Are Demanding Utility

The static JPEG era is over. Secondary market buyers are explicitly asking what an NFT does. FishBowl's answer — a living asset with daily function, breeding economics, and permanent status — is exactly what the post-speculation collector wants.

04 The Casual Gaming Market Is Untapped On-Chain

Mobile gaming generates over \$90B annually. The overlap with crypto is still negligible. FishBowl is designed for players who have never touched a wallet — with a custodial onboarding path that removes every barrier to entry.

FishBowl sits at the intersection of all four shifts. The pre-sale window is the moment to secure founding status before the market catches up.

The Founder

One focused vision. No committee. No compromise.



Liam

FOUNDER & SOLE ARCHITECT

FishBowl was conceived, architected, and brought to pre-launch as a solo project — every system, every mechanic, every line of economic logic designed by one person with a singular focus on getting it right.

Economy Design

Product Architecture

Community Strategy

Brand & Identity

BUILD TEAM — POST PRE-SALE

Lead Solidity / Rust Developer

Smart contracts, on-chain NFT logic, token infrastructure

BUDGETED

Full-Stack Game Developer

React Native app, game loop, breeding engine, tank simulation

BUDGETED

Backend Engineer

Node.js architecture, PostgreSQL, WebSocket layer, API design

BUDGETED

UI / UX Designer

Interface design, fish card system, marketplace experience

BUDGETED

Community & Marketing Lead

Discord, X, content strategy, Founding Fish pre-sale campaign

BUDGETED

Smart Contract Auditor (external)

Independent third-party audit before any funds are deployed

BUDGETED

Every role above is budgeted from Tranche 2 (post-audit). Hiring begins only after the smart contract audit is complete

THE LIVING NFT ECOSYSTEM

"The 3,333 are not waiting for FishBowl to begin.
They are the reason it does."

The sale does not follow proof — it enables proof. Every tranche released, every audit published, every demo shipped, every Newspaper dropped is the continuation of something the founding community already set in motion.

3,333

Founding Fish — fixed forever

£638K

Pre-sale target

3 Apps

One ecosystem

Breed. Trade. Thrive.



playfishbowl.gg