Polar bear Universe

(PBU)

About Polar bear

Polar bear Universe aims to bring a creature collection similar to Pokémon, Yu-Gi-Oh!, Digimon and Moshi Monsters to the realm of blockchain.

We want to create an inspiring project that is accessible for everyone! A universe that encourages players to battle together, trade with each other and most of all, have fun.

We have successfully released multiple collections of our adorable mascot, Naru, and are actively working on developing a full-blown ecosystem which utilises our existing digital collectibles, as well as new collectibles designed specifically to be in our upcoming blockchain game.

This document outlines the current plans for Polar bear Universe, while further details about game development will be disclosed in the upcoming Blue Paper in Q2. Current features are subject to change. More details will be revealed as progress is made.

Achievements

Originally starting as a collaboration with Hungrynaru, Polar bear universe has taken the Cardano digital collectible landscape by storm, amassing over 6 million ADA in market volume since our launch in April 2021.

We are proud to have released two of the most well distributed 10k PFP collections on Cardano, the original 10K PFP Naru and Seasonal 10K Naru collections, giving us a large, diverse and dedicated fanbase, which is also showcased by the low amount of our tokens currently listed on marketplaces.

Polar bear universe has released multiple other successful collections, including high quality 3D renditions of our mascot Naru and Seasonal 10K Naru continuing to renew itself throughout the year by a forward thinking token-burn mechanic.

Ecosystem

Polar bear universe aims to create a full-scale ecosystem, made up of various on-chain and off-chain components that incorporate many different features centered around a Play-2-Earn game and our Cardano native token $PBU.
From an impressive digital art collections acting as utility tokens, to a web app proposing different types of staking, governance and more planned, we aim to create a vibrant and long lasting product on Cardano.

Regarding the game, we are planning on using a "play-first" approach, where fun is the center of the experience and crypto is used as a competitive tool to engage players further, as opposed to "earn-first" where the main allure comes from earning money.

By doing things this way, we will create a dedicated player base that loves and cares about the game. From there, we can use decentralized democratic governance to give users a voice in its future development.

Blockchain Adoption

We choose to build on blockchain technology, specifically Cardano, because we love the visionary aspects of renewing the economic sector and bringing more freedom to the world.

Cardano is one of the most environmentally friendly blockchains and we are big fans of its approach to researched and proven technology. We believe it has the future-proof foundation needed to build the secure, decentralized, scalable and governable applications we desire.

A baby step approach is planned for the decentralization and P2E aspects of the game, keeping a steady hand on the system as it rolls out to tweak parameters and to ensure the incentives are ideal for prosperous growth.

We will build while gradually decentralizing our components as the development, our expertise and the blockchain moves forward.

A setting like ours, where we are centered around a game that leaves full custody of its in-game assets to the users (as they are NFTs on the Cardano blockchain), is already an innovation and a paradigm shift compared to other traditional games.

Marketplace

The Polar bear Universe marketplace will be just
that a smart contract enabled Cardano digital
collectible marketplace, specifically tailored to suit the
needs of Polar bear Universe related collectibles.
It will incorporate the necessary tools for
a pleasant user experience while searching for specific cards
and gathering the supply into one convenient marketplace.

User	Buying / Selling	Marketplace	$PBU Fees	Treasury Fund

$PBU Fees

Royalties

The road so far

Starting with humble beginnings in April of 2021
the first Polar bear universe digital collectibles were created - the
first set from the Series 1 collection.

Spanning over multiple months, the full Series 1 collection was sold to the public. It had more than 25 different designs which allowed Polar bear Universe to gain a loyal fanbase.

Series 1 also got its own release of 75 physical card packs shipped out to Series 1 collectors.
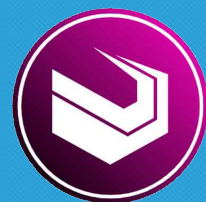
10K PFP

On the 31st of August the first Naru collection was teased - a set of 10,000 procedural algorithmically generated digital collectibles made for profile picture use.

After a month of never-ending waiting (where the now famous "Wen?" GIF came to life), the collection dropped and it was an instant success, selling out in a mere 20 minutes.

It quickly became one of the most popular collections on Cardano, with many people using it as their profile pictures on Twitter, Discord, etc.

This collection inspired an abundance of fan art, along with full derivative collections such as Poisson Polar bear or Polar bearbits.

Many other Cardano collections also incorporated Naru into their artwork or even incorporated it into their collections as an attribute. (Derp Birds, Mutant Crocs, Project Wights and many others)
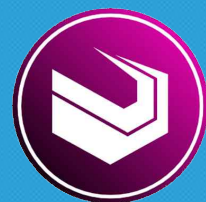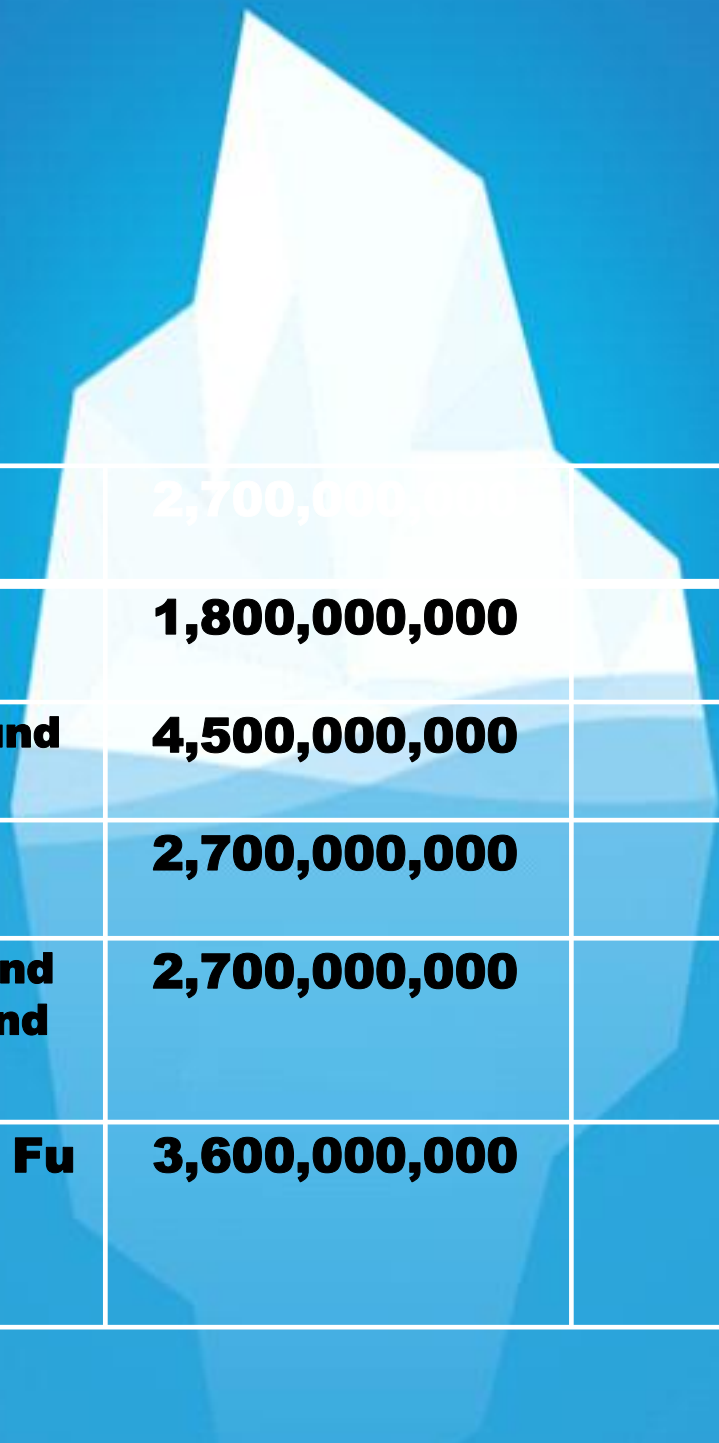
Tokenomics

The total $PBU supply will be capped at 18,000,000,000
The allocation of the tokens will be as follows:

Tokenomics

Team	2,700,000,000	15
Advisors	1,800,000,000	10
Ecosystem Fund	4,500,000,000	25
Staking	2,700,000,000	15
Partnership and marketing Fund	2,700,000,000	15
Development Fund	3,600,000,000	20

Staking and P2E

In the near future, $PBU staking will beintroduced into The Village Webapp.
Doing so will provide a yield on your
$PBU tokens and will allow you to partake in the governance component through voting oncommunity decisions with the tokens.

While playing the game, various activities will let you earn and spend $PBU tokens.
Some examples of these activities are:

Purchasing and opening PBU Universe card packs

Participating in tournaments

Playing in PvP or adventure mode

Making your monsters stronger

And much more...

Roadmap

Roadmap for total world domination

Phase 1 - Inception

The inception phase will see us build the beginning of our ecosystem and focus on securing funding to realize the project described in the Blue Paper.

- white paper
- Village V.01
- Staking
- Wallets Integrations
- Game teaser
- First pack sale
- Cards artwork
- Pack minting system
- Pack opening system

Phase 2 - Groundwork

Off to building, the groundwork phase will be about realizing the White Paper. It'll end once the base version of the game has been made, a fully functional smart contract marketplace has been deployed and The Village has integrated $PBU staking along with a governance system. This will lay the groundwork to build a self-sustaining ecosystem.

- Game
- Marketplace
- Village

Roadmap

Phase 3 - Governance takeover

From here the future development will be decided through democratic governance - The community will be able to vote between a series of updates on the ecosystem.
Verified holders will be able to propose update ideas, all of which would be put to a vote and decided on where to go next.
This space is moving fast and we don't want to commit to long term objectives that the community doesn't truly want.

The first significant vote on the roadmap will be for a game update and a Village update.
The winning vote for each will go into development and the other choices will have another chance at the next vote.