WHITEPAPER

MOOMOOFARM

INTRODUCTION

1.1. WHAT IS MOOMOO FARM?

MooMoo Farm is an enchanting idle farming simulation game seamlessly integrated as a mini-app within Telegram. Players begin their journey with a small plot of land and a lone rabbit cub. Through nurturing, feeding, and strategic care, they cultivate a thriving homestead filled with diverse, adorable animals. The core gameplay loop of collecting resources, expanding the farm, and mastering a deep genetics-based breeding system is designed to be both relaxing and deeply engaging. By merging the proven mechanics of classic idle games with the innovative potential of Web3, MooMoo Farm offers a unique "play-and-earn" experience where dedication and strategy are rewarded with both in-game progression and real-world value.

1.2. OUR MISSION AND VISION

- Our Mission: To create a fair, sustainable, and genuinely fun gaming experience that empowers players by rewarding their time and strategic ingenuity with true ownership and value. We aim to lower the barrier to entry for blockchain gaming by leveraging the ubiquitous Telegram platform.
- Our Vision: To build the leading idle game ecosystem on Telegram, fostering a massive, passionate community where the lines between playing, earning, and governing are blurred. We envision a player-driven economy that stands the test of time through careful design and community stewardship.

1.3. CORE PRINCIPLES: SUSTAINABILITY, FUN, AND COMMUNITY

- Sustainability: We learn from the failures of previous "play-to-earn" projects. Our economy is built with controlled emissions, deflationary mechanisms, and clear utility to ensure the long-term health of the MOO token.
- Fun: First and foremost, MooMoo Farm is a game. The joy of collection, growth, and discovery is our primary focus, ensuring an engaging experience for all players, regardless of their interest in earning.
- Community: Our players are the heart of the farm. We are committed to transparent communication, community-driven development, and fostering a positive and collaborative environment.

1.4. DISCLAIMER

MooMoo Farm involves financial risk through its MOO token. The value of cryptocurrencies is volatile, and players could lose their entire investment.

This document is for informational purposes only and is not financial advice. Please read our full Disclaimer available at [Link to Full Disclaimer] before participating.

GAME OVERVIEW

MooMoo Farm transforms the simple pleasure of nurturing a farm into a captivating and strategic idle game experience, directly accessible from the Telegram messaging app. This section outlines the core journey every player will undertake.

2.1. THE FARMER'S JOURNEY: FROM HUMBLE BEGINNINGS TO THRIVING HOMESTEAD

Every farmer's story starts with a single rabbit cub, a small plot of land, and 180 coins. Your initial resources are modest, designed to gently introduce you to the game's mechanics. The primary goal is to grow your farm into a prosperous and efficient operation. This is achieved through a core loop of activities:

- Care: Feed your animals to help them grow and keep them productive. Clean up waste to maintain a healthy environment.
- Collect: Harvest the coins your adult animals produce. This is your farm's primary income.
- Expand: Invest your earned coins to purchase new animals, unlock new species, and expand your land to accommodate your growing homestead.
- Optimize: Upgrade your facilities like the Money Bee and Cookuu House to dramatically increase your farm's efficiency and output.
- Advance: Utilize the Mystery Curtain to breed your animals, combining their traits to create superior, higher-earning offspring and progress towards rare genetic lines.

This journey is continuous, always offering a new goal to reach, a new animal to unlock, and a more efficient farm to build.

2.2. KEY GAMEPLAY LOOPS

The gameplay of MooMoo Farm is built upon three interconnected loops that provide short, medium, and long-term engagement.

- The Core Loop: This is the fundamental cycle of gameplay.
  - Feed your animals to maintain their "fullness" and ensure they produce coins.
  - Clean your farm to remove waste and maintain a healthy environment.
  - Collect the coins generated by your animals by tapping on them or using the Money Bee.
  - Spend these coins on immediate upgrades: more animals, food, or small expansions. This loop provides constant, tangible progression.

- The Progression Loop: This loop focuses on achieving larger milestones.
  - Grow your cubs into adults to make them productive and to meet unlock conditions for new animal species.

- Expand your farm's land to hold more animals and facilities.
- Upgrade your facilities to automate collection (Money Bee) and improve efficiency (Cookuu House). This loop delivers a powerful sense of achievement.

- The Strategic Loop: This is the end-game content for dedicated farmers.
  - Breed your best animals in the Mystery Curtain to create higher-rarity offspring with significantly improved earning rates.
  - Experiment with genetic combinations to push past earning caps and strive for the ultimate goal: generating Rainbow rarity animals.
  - This loop offers deep, strategic engagement and the highest potential rewards.

2.3. THE IMPORTANCE OF FARM MAINTENANCE: A BALANCED ECOSYSTEM

A successful farm is a healthy farm. MooMoo Farm introduces a nuanced animal well-being system that rewards attentive care and punishes neglect, making your role as a farmer truly matter.

- Health & Happiness: An animal's well-being is governed by two key metrics: Fullness and Environment.
  - Hunger: If an animal's fullness drops below 50%, it is considered starving. This immediately pauses both its growth (if a cub) and its coin production (if an adult).
  - Environment: If the farm becomes too dirty from animal waste, the unhealthy environment causes an animal's health to decrease.

- Recovery & Consequences:
  - Health will only slowly recover when the environment is clean and the animal's fullness is above 50%.
  - If an animal becomes too unhealthy, it will get sick, halting all progress and production until treated.
  - You can buy treatments from the items page to instantly heal sick animals, providing a crucial coin sink for emergencies.

This system ensures that active farm management is consistently rewarded with optimal growth and earnings, while neglect directly impacts your farm's productivity.

2.4. UNLOCKING NEW SPECIES & PROGRESSION

Progression in MooMoo Farm is a rewarding journey of mastery. You don't simply buy new species; you must first prove your capability as a farmer by completing diverse and strategic objectives. This provides a clear and satisfying path forward.

Unlock Conditions:
- Corgi: Raise 3 Rabbits to adulthood.
- Cat: Accumulate 2,000 coins from your farm.
- Sheep: Clean up animal waste 60 times.
- Fox: Raise 3 Cats to adulthood.

This goal-oriented system ensures players engage with all aspects of the game —from feeding and cleaning to earning and breeding—constantly providing new targets to strive for and a compelling reason to log in regularly. Each new animal unlocked represents a significant milestone in your career as a farmer.

DEEP DIVE INTO GAME MECHANICS

MooMoo Farm's charm is matched by its strategic depth. This section details the numbers and systems that drive the game's economy and progression.

3.1. ANIMALS: RARITIES, STATS, AND EARNING POTENTIAL

Every animal species has five rarity levels, each with distinct visual characteristics and, more importantly, unique statistical advantages. Higher rarity animals require a longer investment to raise but offer a significantly greater return on investment (ROI).

Animal Growth Time (Minutes to Adulthood)

Species	Gray	Blue	Yellow	Red	Rainbow
Rabbit	1:00	1:30	5:00	10:00	20:00
Corgi	1:15	1:52	6:15	12:30	25:00
Cat	1:30	2:15	7:30	15:00	30:00
Hamster	1:45	2:37	8:45	17:30	35:00
Fox	2:00	3:00	10:00	20:00	40:00

Animal Earning Rate (Coins per Minute)

Species	Gray	Blue	Yellow	Red	Rainbow
Rabbit	4	5	7	12	20
Corgi	6	8	12	22	35
Cat	8	12	18	32	50
Hamster	12	16	24	40	65
Fox	16	20	30	55	80

DEEP DIVE INTO GAME MECHANICS

3.2. THE BREEDING SYSTEM: MASTERING GENETICS

Breeding is the core end-game system for creating superior livestock and maximizing your farm's efficiency.

- Prerequisites: Animals must be adults and healthy to breed. The process is managed through the Mystery Curtain facility.
- The Cost: After breeding, both parent animals are permanently removed from your farm, representing a significant investment of time and resources.
- The Reward: You receive a new offspring cub with traits inherited from its parents.

Offspring Trait Inheritance

- Rarity: The offspring's rarity is influenced by the parents' rarity. Breeding two animals of the same rarity provides the highest chance of producing an offspring of that same rarity or higher.
- Earning Rate & Store Earning: The offspring's Earning Rate and Store Earning capacity are calculated as the sum of its parents' respective rates.
  - The Non-Rainbow Cap: There is a crucial limit for all non-rainbow animals. The maximum Earning Rate and Store Earning for a level 4 (Red) offspring is always 3 points lower than the base stat of a native level 5 (Rainbow) animal of the same species.
  - The Rainbow Exception: Rainbow-quality animals have no cap. They are the ultimate genetic achievement and can only be acquired by purchasing from the shop or by breeding one Rainbow animal with another animal of the same species (at any rarity). This makes them incredibly valuable assets.
- Appearance: The offspring will be the same species as its parents but may inherit cosmetic skins or variations.

3.3. KEY FACILITIES & UPGRADES

Efficient farm management is impossible without upgrading your core facilities. These buildings are essential coin sinks that dramatically improve your quality of life and productivity.

Money Beehive: This facility automates your coin collection.

- Function: Bees automatically collect coins from animals whose stored earnings have reached their limit.
- Upgrade Benefits:

    – Increase Bee Speed: Bees collect coins faster.
    – Add More Bees: Each upgrade level adds one additional bee to your swarm, allowing you to collect from more animals simultaneously.

DEEP DIVE INTO GAME MECHANICS

Magic Broom: Essential for maintaining a healthy farm and preventing sickness.
- Function: Automatically cleans up animal waste (poop) from your pasture.
- Upgrade Benefits:
  - Boost Movement Speed: The broom moves across the farm faster.
  - Reduce Recharge Time: It becomes ready to clean again more quickly.
  - Increase Cleaning Duration: The broom can clean for a longer period before needing to recharge.

Mystery Curtain: The gateway to advanced genetics and higher earnings.
- Function: This is where you breed two animals of the same species.
- Upgrade Benefits: Each upgrade decreases the cooldown time required between breeding operations, allowing you to create new offspring more frequently.

Cuckoo House: Ensures your animals are always well-fed and productive.
- Function: Automatically dispenses food to your animals, costing coins from your balance.
- Upgrade Benefits:
  - Boost Movement Speed: The broom moves across the farm faster.
  - Reduce Recharge Time: It becomes ready to clean again more quickly.
  - Increase Cleaning Duration: The broom can clean for a longer period before needing to recharge.

3.4. IN-GAME CURRENCY (COIN)

Coins are the primary medium of exchange within the game, used for:
- Purchasing new animals and land expansions.
- Upgrading the Money Bee, Cookuu House, and Mystery Curtain.
- This creates a healthy, self-contained economy with clear sinks.

THE-MOO-TOKEN:-HEART-OF-THE-ECONOMY

The MOO token is the utility and governance token that powers the MooMoo Farm ecosystem, creating a bridge between in-game effort and real-world value on the blockchain.

4.1. TOKEN OVERVIEW

- Token Name: MOOMOO
- Symbol: MOO
- Blockchain: Solana
- Total Supply: 10,000,000,000,000 (10 Trillion) MOO

4.2. DETAILED TOKENOMICS & VESTING SCHEDULE

The allocation and release schedule of MOO tokens are designed to ensure long-term project alignment, fund development and marketing, and reward the community in a sustainable manner. A cornerstone of our philosophy is transparency, and we have implemented vesting schedules for all allocations to prevent market flooding and align our team's incentives with the long-term health of the project.

TOKEN ALLOCATIONS

Allocation	Percentage	Tokens	Purpose
Play-to-Earn / Airdrop	70%	7,000,000,000,000	Rewards for players earning in-game coins and community airdrops.
Team & Advisors	10%	1,000,000,000,000	Compensating the core team and advisors building MooMoo Farm.
Marketing & Community	7%	700,000,000,000	Funding for exchanges, market makers, KOLs, AMAs, and community events.
PR / Listing / Partners	5%	500,000,000,000	Funds for securing listings on major exchanges and partnership initiatives.
Liquidity (DEX/CEX)	5%	500,000,000,000	Providing initial and ongoing liquidity for trading.
Reserve & Ecosystem Fund	3%	300,000,000,000	Treasury for unforeseen expenses, grants, and future game development.

THE-MOO-TOKEN:-HEART-OF-THE-ECONOMY

VESTING SCHEDULE

Controlled vesting is critical to maintaining a healthy token economy and ensuring all parties are committed to the project's long-term success.

Allocation	TGE Unlock	Cliff (Lock) Period	Vesting Period	Details
Play-to-Earn / Airdrop	0%	3 months	36 months	No tokens are released at TGE. After a 3-month cliff, rewards are distributed linearly over 36 months. This is the most important measure to ensure sustainability and prevent mass sell pressure.
Team & Advisors	0%	12 months	36 months	No tokens are released at TGE. After a 12-month cliff, tokens vest linearly over the following 36 months. This ensures the team is fully committed to the project's long-term vision.
Marketing & Community	10%	0	12 months	10% released at TGE. Remainder vests linearly over 12 months.
PR / Listing / Partners	10%	0	12 months	10% released at TGE. Remainder vests linearly over 12 months.
Liquidity (DEX/CEX)	100%	0	LP Locked 6months	100% of tokens for liquidity are provided at TGE. The liquidity pool (LP) tokens will be locked via a smart contract for a minimum of 6 months to ensure stability and prevent a "rug pull".
Reserve & Ecosystem	0%	3 months	36 months	No tokens are released at TGE. After a 3-month cliff, tokens are released linearly over 36 months for strategic ecosystem development.

THE MOO TOKEN: HEART OF THE ECONOMY

4.3. UTILITY OF THE MOO TOKEN

The MOO token is not just a reward; it is the lifeblood of the MooMoo Farm ecosystem. It is required for key advanced gameplay actions, granting players access to premium content and capabilities.

In-Game Purchases

MOO token operates at a 1:1 rate with in-game coins. Players use MOO to:
- Purchase new animals
- Acquire feed and specialty food
- Expand their pastures and unlock new features
- Upgrading facilities like Money Bee.

Marketplace & Trading

The MooMoo Farm Marketplace is the central hub for player-to-player trading, and MOO is its native currency.
- Buy & Sell NFTs: Use MOO tokens to buy and sell NFT animals, skins, and other assets with other players. This allows players to monetize their breeding successes and acquire rare genetics without relying solely on RNG.
- Transaction Fees: A small fee in MOO is applied to every marketplace transaction. A portion of this fee is burned, while the remainder is distributed to stakers, incentivizing both trading and holding.

Staking for High-Yield Rewards

Locking your MOO tokens contributes to ecosystem stability and is generously rewarded.
- High APY Staking Pools: Stake your MOO tokens in various pools to earn high Annual Percentage Yield (APY) rewards, paid in MOO tokens.
- Reward Source: Staking rewards are generated from a dedicated portion of the ecosystem fund and from a share of the fees collected from marketplace transactions
- Locked Staking for Multipliers: Higher APY is offered for committing to longer staking lock-up periods, which helps reduce market selling pressure and rewards long-term believers.

THE MOO TOKEN: HEART OF THE ECONOMY

Yield Farming & Liquidity Provision

Users can contribute to the ecosystem's liquidity and be rewarded for it.

- Liquidity Pools (LPs): Provide liquidity to MOO token pairs (e.g., MOO/SOL) on decentralized exchanges (DEXs) to receive LP tokens.
- Farm Rewards: Stake these LP tokens in dedicated MooMoo Farm yield farms to earn additional MOO token rewards. This ensures healthy market liquidity and rewards those who provide it.

Governance (MooDAO)

MOO token holders are the true owners and decision-makers of the MooMoo Farm universe.

- Voting Rights: Holders can create proposals and vote on crucial decisions that shape the project's future, such as:
  - New feature implementations and game mechanics.
  - Adjustments to tokenomics and fee structures.
  - Allocation of the community treasury and ecosystem fund.
  - Future partnership initiatives.

This comprehensive utility framework ensures that the MOO token is constantly in demand for its functionality, its profit-generating potential, and its governance power, creating a strong foundation for sustainable value.

SUSTAINABLE ECONOMY DESIGN: THE DEFLATIONARY ENGINE

The long-term health and value appreciation of the MOO token are secured by a powerful, transparent, and revenue-driven deflationary engine. This system is designed to systematically remove tokens from circulation, ensuring that the emission of tokens through gameplay is consistently outpaced by deflationary pressure.

5.1. THE CORE PRINCIPLE: DEFLATION THROUGH UTILITY

Every meaningful action within the MooMoo Farm ecosystem contributes to token scarcity. Deflation is not a secondary feature; it is the primary mechanism safeguarding token value.

5.2. THE DUAL-PRONGED BURN MECHANISM

We employ two aggressive methods to permanently remove MOO tokens from the total supply.

Direct Utility Burns

A significant portion of MOO tokens spent on core premium utilities within the game are permanently burned. This includes:

- Breeding Fees: Every MOO token paid as a fee for breeding animals in the Mystery Curtain is burned.
- Premium Purchases: MOO tokens used to purchase exclusive animals, skins, and items from the in-game store are burned.

This ensures that the ecosystem's core utilities directly create token scarcity with every use.

The Buy-Back-and-Burn Engine

This is our cornerstone mechanism for aligning the project's financial success directly with token appreciation, benefiting every holder.

- Revenue Source: A definitive 10- 20% of all revenue generated from NFT marketplace is allocated to the Buy-Back Fund
- The Process: The funds in the Buy-Back Fund are used to automatically purchase MOO tokens from the open market on a decentralized exchange (DEX). This creates consistent, algorithmically-driven buying pressure.
- The Burn: 100% of the MOO tokens acquired through the buy-back process are immediately sent to a verifiable dead wallet and permanently removed from circulation.
- Transparency and Schedule: The buy-back-and-burn executions will occur quarterly. Within one week of each quarter's end, a complete and auditable report detailing the amount of revenue collected, the number of tokens purchased, and the transaction hash of the burn will be published for full community transparency.

ROADMAP

Phase 1: Baby Steps
- Launch Telegram MiniApp
- Game soft release with 5 adorable animals
- MOO token launch
- First farm contests & events

Phase 2: Growing Herd
- Add more animal species
- Breeding System Expansion
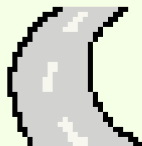- Leaderboards, Achievements & Daily Quests

Phase 3: DeFi Meets the Barn
- Marketplace for trading animals
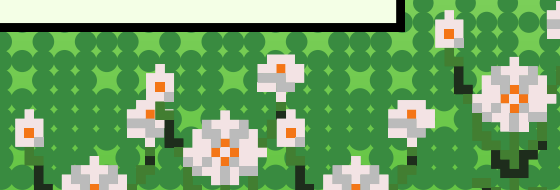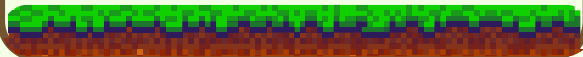- NFT Animal Minting
- Staking & Yield Farming with MOO

Phase 4: The Great Pasture Beyond
- Formation of MooDAO for Community Governance
- Cross-chain Expansion
- Advanced Social Features (Co-Op Farms, Trading)

Phase 5: Mootaverse
- Exchanges Listings
- Cross-chain Expansion
- MooMoo Metaverse

MOOMOO FARM TEAM

At MooMoo Farm, we believe that great projects are built by great people. Behind every line of code, every pixel of design, and every community milestone, there's a dedicated team working to make blockchain farming both fun and rewarding.

We're more than just developers — we're dreamers, builders, and farmers of innovation. Our mission is to blend technology, creativity, and community spirit into a project that grows with you.

Our Values

- Innovation First – We constantly explore fresh ways to merge blockchain technology with gamified farming.
- Community Driven – Our community is at the heart of every decision.
- Transparency & Trust – We strive for clarity, security, and open communication.
- Growth Mindset – Like our farms, we're here to grow sustainably together.

The Farmer Of The Digital Fields

The MooMoo Farm team is a group of passionate gamers and blockchain experts dedicated to building a fair and sustainable ecosystem:

Alexander Volkov – Project Lead & Game Director 🇷🇺

- Game Systems Designer at IronBear Interactive (2015–2018), shaping combat and progression for Steel Reign.
- Designed Telegram mini-games Empire Tactics and Crypto Raiders, reaching 300k+ users.
- Blockchain Product Manager at AuroraChain Labs (2018–2020), leading AuroraVault and designing QuestFinance's token economy.
- Project Coordinator at the North Eurasia Blockchain Incubator (2020–2021), supporting early DeFi/Web3 startups.
- Co-developed NFT modules for StarForge Market.
- Head of Game Economy at RedNova Gamesz(2021–2023) for Legends of Astrya.
- Managed cross-national dev teams (Russia, Poland, Turkey).
- Now Project Lead & Game Director for a GameFi project, directing gameplay, token utility, and launch strategy.

MOOMOO FARM TEAM

Claire Moreau – Blockchain Architect

- Smart Contract Engineer at LedgerLeap (2016–2018), delivering secure modules and EuroPayChain multisig upgrades.
- Lead Solidity Dev at DeFiSphere Labs, building SphereSwap and architecting HelixBridge with $80M+/month volume.
- Audit collaborator with CertiK and Quantstamp; contributor to GasLiteTools.
- Blockchain Infrastructure Lead at NovaForge Games (2021–2023), integrating NFT systems into two titles.
- L2 optimization specialist (zkSync, Arbitrum).
- Now Blockchain Architect, leading smart contract design, security, and scalable on-chain infrastructure.

David Chen – Game Economy Designer

- Data Analyst at PixelPulse Studio (2011–2013), studying player behavior.
- Economy Designer at PlayHive (2013–2016) and SkyArc (2016–2019), optimizing progression, monetization, and live-ops events; boosted Kingdom Rivals retention +18%.
- Web3 Economy Analyst at ChainPlay Labs (2019–), shaping DragonBound Realms token utility and hybrid economy systems.
- Now Game Economy Designer, managing rewards, token flows, progression, and ecosystem sustainability.

Natalia Petrova – UI/UX Designer

- Junior UI Designer at FrostByte Creative (2018–2019), improving layouts and onboarding (+22%) for Bubble Voyage.
- UI/UX Designer at NeonFox Apps (2019–2021), creating design systems and assets for 1M+ users.
- Web3 Designer at CrystalChain Studio (2021–2022), designing dashboards, NFT marketplaces, and wallet flows; optimized CrystalHub user journeys.
- Middle Product Designer at GameWave Labs (2022–2024), shaping UI/UX for Telegram mini-games and crypto mobile titles.
- Now UI/UX Designer, leading interface design, interactions, user testing, and visual identity for the GameFi ecosystem.

Hugo Lefèvre – Community Manager

- Managed social and community channels at PixelForge (2014–2016) and NovaPlay (2016–2018), growing engagement and running events.
- Community Lead at ChainGamers (2018–2020), handling NFT campaigns, token drops, and multi-lingual support.
- Built Web3 content and tracked engagement.
- Now Community Manager, leading Telegram/Discord, AMAs, campaigns, and player feedback.

MOOMOO FARM TEAM

Jason Miller – Game Logic & Backend Developer

- Backend Engineer at HyperPlay (2014–2016) and PixelForge (2016–2018), building APIs and scalable multiplayer servers.
- Backend Lead at NovaPlay (2018–2020), integrating blockchain modules and managing cloud pipelines.
- Experienced in Node.js, Solidity, Web3.js, and secure, low-latency game systems.
- Now Game Logic & Backend Developer, leading gameplay servers, blockchain integration, and multiplayer stability.

Ekaterina Ivanova – Marketing & Growth Strategist

- Marketing roles (2008–2017) at SoftWave, PlayNova, Arcadia Games; lead campaigns and influencer collabs.
- Head of Marketing at ChainVision Labs (2017–2020), launching Web3/GameFi projects and boosting retention.
- Now Marketing & Growth Strategist, overseeing campaigns, user acquisition, and token launches.

Thomas Dubois – Art Director & NFT Artist

- Concept/UI/UX & NFT Artist (2015–2020) for PixelForge, NeonFox, and freelance NFT projects.
- Senior Game Artist & Art Director (2020–2023) at SkyArc and GameWave Labs, managing in-game and NFT assets.
- Now Art Director & NFT Artist, leading creative vision for the GameFi ecosystem.'

Lily Zhang – QA & Game Tester

- QA Lead at SkyArc (2010–2014) and Tester at NovaPlay (2014–2018), covering multiplayer, mobile, and Web3 games.
- Expert in automation, multi-device testing, and NFT/smart contract verification.
- Now QA & Game Tester, ensuring gameplay, blockchain integration, and overall product quality.

Marcus Reed – Token & Compliance Advisor

- Crypto advisor since 2013, guiding ICOs and DeFi projects on token design and compliance.
- Worked with Baker McKenzie and PwC on cross-border frameworks.
- Now Token & Compliance Advisor, handling legal, token issuance, and governance.

COMMUNITY CHANNEL LINK

🌐 Our website: https://moomoofarm.us/

✈️ Telegram miniapp: https://x.com/MooMooFarm_Game

✈️ Telegram channel: t.me/moomoofarm_channel

✈️ Telegram group: t.me/MooMooFarm_Group

𝕏 Twitter: https://x.com/MooMooFarm_Game