

AIZUPPI

Your life is the game.



01 / An AI app that turns real life into a game

AIZUPPI is a proposed app that helps people choose achievable daily actions and grow a character through their real lives. Users choose what they want to improve, receive a plan around movement, sleep, hydration and routine, and watch their Zuppi evolve as they participate. AIZUPPI is the product; Zuppi is the character and companion.

The central question is simple: what are my quests today? Someone with a busy day could choose a short movement session. Someone returning after a break could start with a smaller task. Recovery and accessible alternatives belong in the experience from the start.

Today, the bilingual WordPress prototype provides accounts, self-reported activity, BITE points, levels, streaks, a seven-day challenge, badges, a cosmetic and local meme templates. AI planning, device verification, evolving traits, weekly AI summaries, crews and seasons remain planned. No tradable token is live.

02 / A reason to return

The proposed retention hook is curiosity about a personal character: what will my Zuppi become? Useful daily suggestions help people act, while visible evolution makes those actions memorable. Points support progress; attachment to the character and shared experiences must earn repeat use.

The initial audience includes internet-native communities who spend much of their day online. Participation requires no cooking, wallet or purchase. Users can pursue better routines at their own pace. Progress rewards participation and consistency, never body size, weight loss or financial performance.

This is a hypothesis to validate through activation and retention cohorts. The product must remain useful without a token, avoid shame after missed days and let users change their goals.

03 / The daily loop

A user chooses a goal and available time. The planned AI proposes today's quests, the user acts in real life, and the app records the available evidence. Zuppi gains progress or a visible change. The next plan adapts to recent activity and user feedback.

The experience should make each step understandable: AI plans, the user acts, the character grows, and AI adjusts. Users can skip, replace or reduce a quest. Recovery suggestions and a small comeback should always be possible.

Zuppi remains a funny, supportive 3D bean, with dark green, lime and lilac visuals. English and Simplified Chinese are first-class languages. Example voice: "Your couch has filed a missing person report." "Rest day. Still the main character." Humor invites participation without body judgment or financial promises.

04 / Three jobs for the AI

First, build a personal plan from the user's chosen goal, time, routine and consented activity history. Optional health signals require a defined purpose and explicit consent. The first pilot should use reviewed mission rules with bounded AI assistance, so advice remains explainable and reliable.

Second, adapt tomorrow's plan. A difficult day or repeated missed quests should lead to easier choices, not escalating pressure. Users retain control over duration and intensity. Universal water targets, fixed bedtimes and weight-loss promises do not belong in default rules.

Third, support character expression. Repeated participation can inspire transparent traits and playful responses. AI must not diagnose, prescribe treatment or infer sensitive conditions. Reviewed fallback quests must work when the model is unavailable. Current memes use local templates, not an AI model.

05 / Evidence and privacy

Activity verification is a planned capability. The app should distinguish device-supported signals from self-reports and disclose what each source can establish. Hydration and bedtime check-ins do not become verified simply because a user taps a button.

Quest area	Possible source with consent	Boundary
Movement	Steps or active minutes from a supported integration	Cap rewards; allow accessible alternatives
Sleep and recovery	Optional sleep data or a user check-in	No diagnosis or competition over sleep duration
Hydration and routine	Clearly labeled self-report	User-adjustable prompts, no universal intake target
Exploration	Optional coarse visit confirmation	No public live routes or home addresses
Crew participation	Completed shared quests	Opt-in visibility and abuse reporting

Phone health data may require a companion app or supported provider connection; a WordPress page alone does not supply it. Start with one consent-based integration pilot. Minimize collection and specify retention, deletion, export and consent withdrawal before launch. Raw health and precise location stay off-chain.

Prevent duplicate rewards using unique events, source timestamps, per-action caps, replay checks and anomaly review. Device errors and accessibility patterns need human review and appeals. The beta currently uses self-confirmation and daily or weekly limits.

06 / A character shaped by daily life

Progression combines permanent level, appearance, traits and personality. Proposed traits include Early Bird, Explorer, Comeback and Social. Traits should be explainable, editable or hideable. They describe a playful identity rather than health status, and must not encourage sleep deprivation.

An illustrative first-month journey introduces the character on day 1, a first trait around day 3, a visible evolution around day 7, a clearer personality around day 14 and another milestone around day 30. These are design experiments, not promised unlock dates or requirements for perfect streaks.

Measure whether users notice and value these changes. Missing a day must not erase a character or purchased cosmetics. Existing account ownership remains intact.

07 / Small crews and shared seasons

Start with private crews of three to five friends, rather than a large public feed. Shared weekly quests should have adjustable, capped contributions and accessible alternatives. A playful host can celebrate the group, with consent for personal jokes and visibility.

Season 0 - AWAKEN introduces a routine and first character traits. Season 1 - TOUCH GRASS emphasizes movement and optional exploration. Season 2 - RESET focuses on sleep, recovery and routine. These are proposed themes, not live events or announced launch dates.

Seasons may introduce quests, character items and community events. Publish reward and reset rules before entry. Rankings, if introduced, should measure fair participation rather than weight loss, spending or extreme exercise. Reporting and blocking precede public social features.

08 / Points and optional ownership

Layer	Intended role	Policy
XP	Permanent level and character progression	Nontransferable; spending does not reduce level
Season Points	Seasonal progress and reward eligibility	Nontransferable; resets only under published rules
BITE in the prototype	Existing balance and cosmetic unlocks	Preserved; no cash value or token entitlement

No automatic conversion is part of this update. Any future migration requires published mappings, auditable opening balances, notice and a reversible rollout. Existing BITE and permanent XP must remain separate from seasonal resets.

Planned rewards include character items, special quests and limited Premium access after costs and availability are validated. The prototype currently provides a cosmetic unlock. Premium redemption is not live.

Optional portable achievements or selected identity items may later use on-chain records. Ordinary accounts should work first; Apple and Google login are planned options, not current integrations. A future token remains an evaluation option after utility, retention and revenue validation plus independent legal and security review. No launch date, cash return or points conversion is promised. Activity does not create an entitlement to tokens.

09 / Two revenue priorities in year one

Premium and Brand Missions are the first-year business hypotheses. Free access should include basic quests and character progression. Planned Premium features include deeper planning, weekly summaries and additional personalization. Any future nutrition or sleep guidance needs reviewed scope and must not imply medical outcomes.

Brands could fund clearly labeled participation campaigns and offer limited items, coupons or physical rewards. Publish eligibility, availability and fulfillment terms. A sports campaign or event check-in is an illustrative format, not an existing partner agreement. Sponsors must not receive personal health data by default.

Measure willingness to pay, AI costs, reward costs and contribution margin. Marketplace fees, creator payments, IP licensing and other business lines remain later options. This paper claims no current revenue or signed brand partnerships.

10 / Memes help the product spread

Memes are the sharing layer around a useful daily experience. A real action can trigger a funny character response and an optional share card. Friends discover the character and try a first quest. X, Instagram and Telegram are potential distribution channels, not required account connections.

“Your portfolio moved more than you did” can be a generic joke. The app must not claim to know trading activity, screen time or drink counts without a genuine, permitted source. Label illustrative content and keep personal names, health measures and exact routes out of shared images by default.

Track sharing that leads to meaningful activation, rather than download counts alone. Cap referral rewards and credit participation rather than repeated invitations. Retention must come from useful plans, character attachment and supportive crews, not speculation.

11 / Twelve months with delivery gates

Phase	Delivery focus	Gate before expansion
Months 1-3: Core pilot	Goal choice, reviewed daily quests, basic evolution, points, weekly recap and share cards; bounded AI and movement integration pilot	Reliable event records, consent flow and activation baseline
Months 4-6: Social beta	Private crews, Season 0, adaptable plans and sleep or hydration check-ins	D7/D30 cohorts, quest completion and moderation reviewed
Months 7-9: Paid experiments	Premium pilot, first Brand Mission experiment and further season content	Willingness to pay, reward fulfillment and service costs validated
Months 10-12: Scale review	Improve retention and operations; assess optional portable achievements	Repeat use, viable margins and privacy/security review

The MVP destination includes goal selection, daily AI-assisted quests, movement tracking, simple sleep and hydration quests, character evolution, points and levels, a weekly summary, crews, one season and share cards. Delivery is staged across the core pilot and social beta, subject to team capacity and integration results. A food database, full AI nutritionist, workout library, NFT marketplace, DAO, proprietary wearable and complex creator platform are outside this MVP.

Track DAU/WAU/MAU as distinct users completing a qualifying action. Activation means profile setup and one valid quest within seven days. D7/D30 retention measures an activation cohort returning with a qualifying action on day 7/30; show cohort sizes and report rolling retention separately. Challenge completion uses joined challenges whose observation window has ended. Track streak distribution, comeback rate, weekly active crews, share-to-activation conversion, Premium paid conversion among eligible active users and net revenue after service and reward costs.

Earlier token-readiness examples included 50,000 verified users, 10,000-20,000+ MAU and D30 retention of at least 20%, alongside repeat seasons, active crews and real revenue. Retain these only as research references, not forecasts or automatic launch gates. No token launch is scheduled. Establish product baselines before adopting growth targets.

12 / Reuse the prototype safely

Reuse accounts, the activity ledger, unique event keys, BITE history, levels, streaks, the seven-day challenge, badges, cosmetics, 3D art, share-card export and responsive EN/ZH layouts. Keep BetterBite separate. Preserve legacy activity records and balances; optional legacy activities do not define the new mission model.

Define versioned mission, evidence and progression interfaces before adding providers. Build goal selection and reviewed missions first, then bounded AI assistance and a single integration. Add visible character evolution and weekly summaries, followed by private crews and configurable seasons. Keep sensitive evidence separate from shareable identity.

The current website puts quests before memes, explains planned evolution and labels unavailable capabilities. Its presentation update does not deliver AI planning, device tracking or a database migration.

13 / Status and document control

Version 3.0, 29 September 2026. English and Simplified Chinese describe the same plan. Primary strategic source: the supplied zuppi.docx. Earlier zuppi.pdf and white paper v2.0 inform retained metrics, privacy and migration rules. Website presentation reference: theme v1.4.0.

Future features, milestones and revenue models are proposals. The prototype is not a medical service, verified activity platform or token economy. Review both language editions whenever product scope, reward rules, integrations or launch gates change.