


# Toast Cat

*A Warmer Life with AI*

Yiran Zhang, email: joyzhang724@foxmail.com

- **Type:** AI Companion Game
- **Genre:** Casual Companion / Life Simulation
- **Platform:** iOS & Android
- **Stage:** Playable MVP / Early Beta

Toast Cat is a cozy AI companion game where players live, explore, and grow with a digital character in a virtual world, building a long-term relationship.

**Key Question**

## What if an AI companion really had its own life?

# What is still missing from AI companions?

**Today's AI companions**

## Lots of chat, very little life

- Conversation is the primary interaction
- Users have to open the app and initiate it themselves
- The relationship mostly exists in chat history
- After the novelty fades, there is little long-term content
- AI is disconnected from real life

**We believe real companionship should be:**

## Doing things together.

- "Take walks together"
- "Meet friends together"
- "Cook together"
- "Decorate home together"
- "Keep commitments together"
- "Even do the same thing at the same time in the real world"



**Relationships are built through shared life, not just conversation.**

# From AI Chatbots to AI Life Companions

The Evolution of AI Companionship

**Stage 1**

## Chatbot

Chatbot

Answers questions

**Stage 2**

## AI Companion

AI Companion

Understands you, remembers you

**Stage 3**

## AI Character

AI Character

Has its own personality, goals, and relationships

**Stage 4**

## AI Life Companion

AI Life Companion

**Shares time, world, and experiences with you**




Take walks together

Cook together

Decorate home together

Keep commitments together

**True companionship is not just conversation — it is building a life together.**

# How to Play Toast Cat?

Live together with an AI companion.

## 01 Bond with Toast Cat




- Remembers your conversations and shared moments
- The relationship evolves as you spend time together

## 02 Explore the World Together



- Explore forests, towns, hills, and the seaside
- Discover events, items, and stories

## 03 Build a Shared Life



- Collect, craft, and decorate your home
- Shared experiences stay in the game world

## 04 Connect with Real Life



- Real-life promises and in-game tasks feed into one progression system
- When the time comes, Toast Cat will accompany you

Chat → Shared Experiences → Build Memories → Relationship Grows → New Stories Emerge

Toast Cat is not an AI that only waits in a chat window —
it is a character that continues living in the game world.

# Real Life Becomes Part of the Game

## Real-life Promises

Sleep early · Read · Exercise · Drink water...
After the player sets a promise, when the time comes,
Toast Cat will do it with you in the game.

**23:00**
Go to Sleep Together




**20:00**
Read Together




**18:00**
Exercise Together



Sleep Early | Read | Exercise | Drink Water




## In-game Promises

Toast Cat can also proactively suggest small in-game goals:



Cook a Meal for Fantuan



Go to the Forest to Find Items



Help a Friend Prepare a Gift

## One Shared Progression System

Complete either to earn **Fish Treat Rewards**

Spend | Collect | Unlock Content | Grow Relationships

> **The player's real-life actions become part of the game;**
> **Toast Cat will also live alongside the player at the same time.**

# Competitive Landscape

Today's products either focus on chat, or on a game world, or on habit-forming.
**Toast Cat connects all three.**

**Companionship, but no game world**
Great for chatting and emotional support, but limited exploration and long-term play.

**A game world, but characters don't truly understand you**
Rich game content, but characters are usually fixed NPCs with little personalization or memory.

**Habit games, but missing real AI relationship**
Help users build habits, but feel more like tools, lacking a living character and emotional connection.

**Toast Cat's opportunity**
A true AI companion game to live, explore, and grow together.

**Proactive / Life-integrated**
(Takes initiative, part of daily life)

**Chat**
(Conversation as the main interaction)

**Game World**
(Game world as the main experience)

**Reactive**
(Responds when triggered)

## Companionship, but no game world

**Finch**
Habit building + emotional support, but no real game world

**Replika**
Emotional companion, but stays mostly in chat

## A new kind of AI life companion (Our goal)

**Toast Cat**

Live together, explore together, a cuter everyday life. ♥



- A genuine AI relationship
- A rich and explorable world
- Connected to real life
- Long-term companionship and growth

## Traditional AI chatbots (Chat-first)

**Character.AI**
Strong conversational experience, but lacks real-life scenarios and long-term play

## Game world, but not a real AI relationship

**Pokémon Sleep**
Great habit-building, but no real AI relationship

**Animal Crossing**
Rich game world, but characters don't truly understand you

**Neko Atsume**
Casual collection gameplay, but minimal character depth

**AI Town and other AI games**
AI-driven game world, but mostly generic NPCs

Explore a bigger, cuter world together! ♥

*It's not just a chat.*
*It's a life together.*

# Business Model

Let more people experience Toast Cat for free, build emotional connection through companionship, and sustain long-term growth through subscriptions, personalized content, and continuous updates.




## 1 Free-to-play

### Core gameplay experience

Anyone can download and play for free, and experience Toast Cat's core companionship gameplay.




- Chat and interact with Toast Cat
- Explore different places
- Complete basic tasks
- Decorate your starter home
- Experience real-life commitments
- Meet some friends and events

Lower the barrier so more people can meet Toast Cat and build emotional connection.

## 2 Subscription

### Advanced AI companion features

For users who want a deeper companionship experience, unlock stronger AI capabilities and richer content.




- Longer-term memory and deeper personalization
- Richer proactive interactions (chat, reminders, care)
- More advanced AI abilities (more natural, more personality)
- More relationship content and exclusive storylines
- Higher daily stamina cap
- Early access to new features and new areas

Pay for a deeper companionship experience, so the relationship can keep growing.

## 3 Cosmetic / Lifestyle

### Furniture / Outfits / Decor / DIY

Use the things you love to build a one-of-a-kind life with Toast Cat.



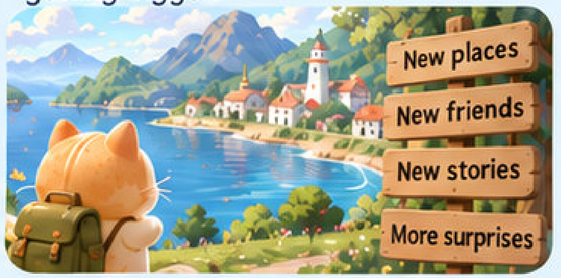
- Furniture
- Outfits
- Decor
- DIY
- Character Themes
- Wallpapers
- Lifestyle Props
- More...

Personalize together and create a warm home.

## 4 Content Expansion

### New Areas / New Friends / New Stories

Keep releasing new game content, so your world with Toast Cat keeps getting bigger.

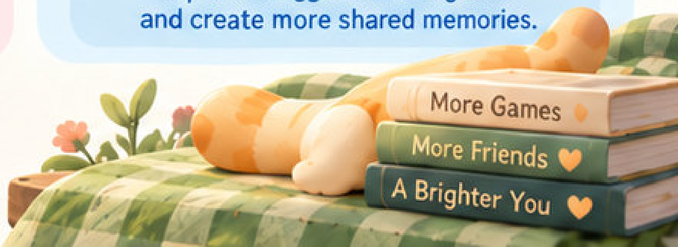



- New areas (forest, town, seaside...)
- New friends and characters
- New stories and questlines
- Seasonal content (holidays, limited-time events)
- More gameplay systems and expansions

Explore a bigger world together and create more shared memories.




Support each unique companionship journey in different ways.



Toast Cat
A WARMER YOU EVERY DAY

# Retention Strategy

## Why players come back

### Daily



**Proactive interactions from Toast Cat**
Cute greetings, caring replies, and the warmth of being remembered.



**Little commitments**
Small daily goals and promises that build a sense of accomplishment.



**Exploration changes**
Subtle changes at home and in town create something new to discover every day.

### Weekly



**New events**
Fresh mini-stories and delightful moments keep things feeling new.



**DIY**
Create your own special items and express a one-of-a-kind style.



**Friend relationships**
Interact with friends, visit them, and build warm social connections.



**Regional content**
Unlock new areas and themes, and expand the world to explore.

### Long-term



**Character memory**
Toast Cat remembers the little things about you and gives responses that feel personal.



**Shared history**
The stories and moments you experience together become treasured memories.



**Home and collection growth**
Your home keeps evolving and your collections keep growing, showing your journey over time.



**Relationship development**
Your bond gradually deepens, unlocking more intimate interactions.



**Seasonal changes**
Seasons and holiday events keep the world feeling fresh.




**The strongest switching cost is not inventory.**

**It is shared memory.**

If a player has spent six months with Toast Cat, switching to another AI companion means losing six months of shared experiences.

Toast Cat
A Warmer Life with AI

# IP Virality

Every day, there's a new heartwarming story ♡

Toast Cat is not just a game character, but a digital character naturally suited for social media sharing

## 1. Instantly Recognizable Character Design

- Toast + cat: a simple concept with strong memorability
- A clear silhouette, still recognizable even as an avatar or sticker
- Extensible into outfits, furniture, food, and seasonal skins

## 2. Naturally Suited for Short-form Content

- Daily thoughts / cat-like reactions / companion moments
- Real-life interactive content around studying, exercise, going to bed early, etc.
- Interactions with friends like Fantuan and Meimei
- Recurring content like "What is Toast Cat doing today?"

## 3. AI Turns the IP from a Fixed Persona into a Living Character

- Remembers the player
- Responds to real time and real events
- Builds long-term shared experiences
- Each player has their own version of "My Toast Cat"

## 4. Naturally Expands from the Game into Content and Merchandise

- **In-game:** furniture / outfits / DIY / themed decor
- **Social content:** stickers / short videos / four-panel comics / chat screenshots
- **Physical merch:** plushies / toast pillows / stationery / collab items




**Virality Flywheel**

Gameplay experience (meeting Toast Cat) → Personalized moments (one-of-a-kind daily life) → User sharing (spread on social platforms) → Character awareness (broader affection) → New users join (enter Toast Cat's world)

**Character virality does not depend on 'telling one complete story.'**
**It depends on the character continuing to live every day.**

One shared world, more warm encounters.

Toast Cat
Let AI Be a Warmer Part of Your Everyday Life.

吐司猫 TOAST CAT

*A Warmer Life with AI*

# Our Vision

Let AI companionship become a warmer way of life.

**Today:**
## Toast Cat
A AI companion game

**Tomorrow:**
## A new kind of digital character

**A character that...**

- Has its own life
- Builds a long-term relationship
- Lives in a virtual world
- Enters real time
- Grows together with players




## We are building characters you don't just talk to.
## You build a life with them.

*Same world, warmer days, more together.*

Website: toastcat.joyplanet.cc | Contact: joyzhang724@foxmail.com