

WHITEPAPER - PET HELP (PEH)

1. Introduction

PET HELP is a project created to address a sad global reality: the abandonment, mistreatment, and all forms of harm against animals. Those who suffer at the hands of humans, often without even the chance to escape. Our goal is to eliminate the number of abandoned or abused animals, giving them a new chance at a life filled with love, affection, and companionship—because those are the only things animals give without expecting anything in return.

2. The Problem

The number of abandoned animals in the world is an alarming issue. Millions of animals, of all types and sizes, face a life of suffering on the streets, in shelters, and urban areas.

This situation results from the interaction of social, economic, and cultural factors. A major cause of animal abandonment is irresponsible pet ownership, combined with a lack of effective public policies.

Lack of access to sterilization services contributes to overpopulation, leading to overwhelmed shelters and more animals on the streets. Abandoned animals also pose a public health risk by potentially spreading diseases like rabies and leptospirosis and causing traffic accidents.

3. The Solution

The project focuses on building PET HELP units: integrated spaces featuring a pet shop, 24h veterinary clinic, surgical center, and rescue kennel. These units will be built in cities with high rates of mistreatment and abandonment, based on research and public data.

Funding for these units will come from the sale of the PEH token. Part of the funds will be allocated to construction and part to the maintenance of a global administrative holding.

The three pillars of the project are:

- **Rescue** of animals in risky situations
- **Sterilization** with support from universities and volunteer professionals
- **Monitored adoption** to ensure responsibility and care

4. Market Opportunity

The pet market is one of the fastest-growing sectors globally. It's estimated that 73% of the world population owns a pet. In Brazil alone, the pet market reached BRL 77.3 billion in

2024 and continues to grow steadily.

This market goes beyond food and basic care. It includes premium products, personalized services, preventive health, tech, lodging, fashion, and more. The increasing focus on animal welfare and conscious consumption makes PET HELP even more relevant and promising.

Large companies in the sector are also seeking investments with real social impact, positioning PET HELP as an attractive proposal for partnerships and tax incentives.

5. Business Model

PET HELP units will operate as full-service animal care centers. Products and services can be purchased using the PEH token, offering discounted prices. Other payment methods will incur regular prices, encouraging token usage.

Part of the net profit from these units will be automatically directed toward two strategic purposes:

- **Social fund:** supporting project maintenance and actions like rescues, adoption, and sterilization.
- **Liquidity pool:** reinvested into DEXs to strengthen the value and stability of the PEH token.

This model ensures that as PET HELP units grow more profitable, the token becomes stronger and more valuable, while also reinforcing social impact.

The holding company will reinvest profits into new PET HELP units, following a global expansion plan. Stores will include sustainable infrastructure like solar power and owned real estate to minimize fixed costs.

6. Tokenomics

- **Total supply:** 1,000,000,000 PEH
- **50% (500M):** Public sale in 5 pricing stages (R\$0.10 to R\$1.00)
- **50% (500M):** Reserved for programmed burn tied to social milestones

Public Sale Fund Allocation:

- 50% Liquidity for DEX
- 40% Social projects (clinics, sterilization, rescues)
- 5% Operational fees (gateway, systems, security)
- 5% Developers/team

7. Value and Incentives

- **Programmed burn:** tokens will be destroyed as social milestones are met (clinics, rescues, adoptions)
- **Discounts:** using PEH grants benefits in PET HELP units
- **Sustainable value growth:** net profits reinforce token liquidity on DEXs
- **Ongoing impact:** part of the profit sustains the social fund

8. Blockchain and Technology

- Blockchain: BNB Smart Chain (BSC)
- Standard: BEP-20
- Based on audited OpenZeppelin contracts
- Transparent and separate burn wallet

9. DAO Governance (in development)

Once the initial phases are solidified, a DAO (Decentralized Autonomous Organization) model will be implemented. Token holders will vote on:

- New unit locations
- Partnerships with NGOs and universities
- Expansion and fund allocation policies

10. Roadmap

- **Q3 2025:** Launch on testnet + official website
- **Q4 2025:** Initial token sale + 1st PET HELP unit launch
- **Q1 2026:** DEX listing + implementation of liquidity-based valuation model
- **Q2 2026:** DAO implementation + international expansion

11. Final Considerations

PET HELP is a project with purpose, structure, and a sustainable economic model. It unites the strength of the pet market with the urgency of a global social issue: animal abandonment and abuse.

With each unit built and each animal rescued, the PEH project reinforces its market value—and its human value.

Join the mission. Share, invest, participate. Let's change the lives of animals—one at a time.