

# SHELTER PETS



**10,000 Hand drawn Dog and Cat NFTs launching on Cardano**

In partnership with:

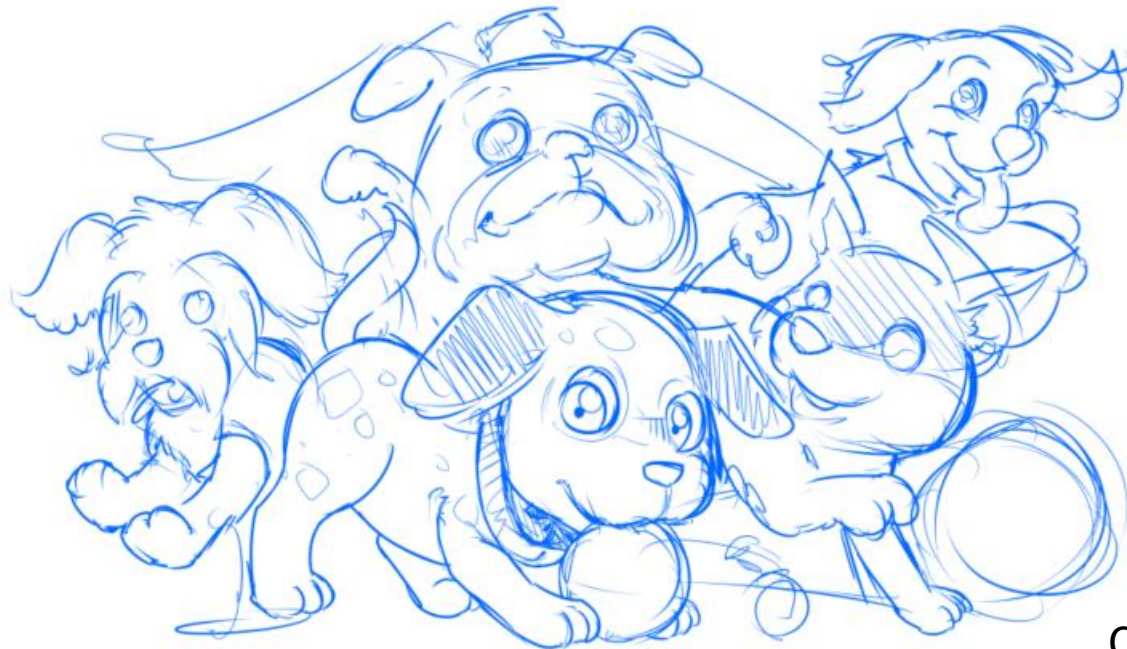


Powered by:

**NFT-MAKER.IO** PRO

# Who are the ShelterPets?

- ShelterPets are 10 dogs and cats that live at the shelter.
- To help them get adopted, they decided to dress up and do a photo shoot!
- Join us in supporting ShelterPets all across the world!



ShelterPets

Conceptual Sketch by @Hanzkingdom



# What is ShelterPets?

- ShelterPets is an Non-Fungible Token (NFT) being minted on the Cardano (ADA) Blockchain (known as CNFTs).
- The initial release consists of 10,000 hand drawn animal NFTs. With 5 cat and 5 dog breeds each with variable items and traits. Each NFT is a unique 4000x4000 PNG image.
- The goal of this project is to raise over \$500,000 or ~250,000 ADA for animal driven charities and provide unique pieces of art to holders!
- The funds will be held SOMEWHERE PUBLIC and donated to charities chosen by the ShelterPets NFT holders.



# Goals for ShelterPets?

- Each milestone that is met during the mint means more gifts back to supporters!
- Each NFT to be given away was either purchased by ShelterPets or provided by supporting partners!



# Inspiration for ShelterPets?

- Approximately 6.3 million companion animals enter U.S. animal shelters nationwide every year.
  - approximately 3.1 million are dogs and 3.2 million are cats
- Each year, approximately 920,000 shelter animals are euthanized (390,000 dogs and 530,000 cats).
- Approximately 4.1 million shelter animals are adopted each year (2 million dogs and 2.1 million cats).
- About 810,000 animals who enter shelters as strays are returned to their owners. Of those, 710,000 are dogs and 100,000 are cats.

American Pet Products Association claims 2020 spending reached \$103.6 billion on pets.

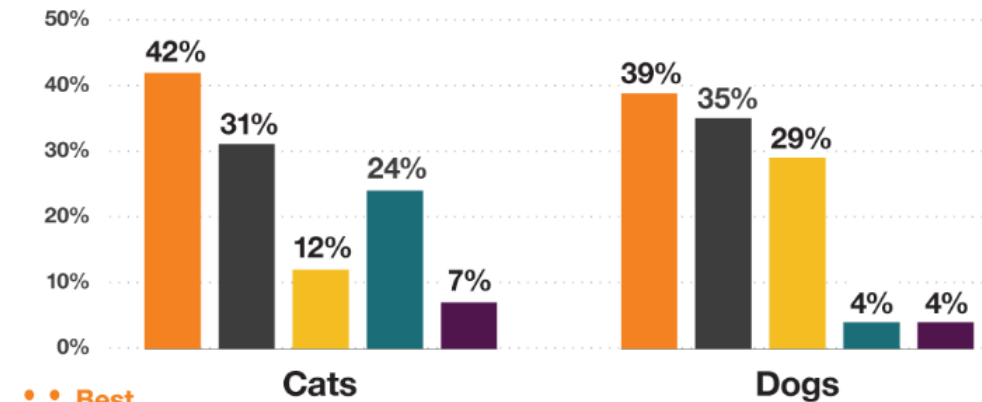
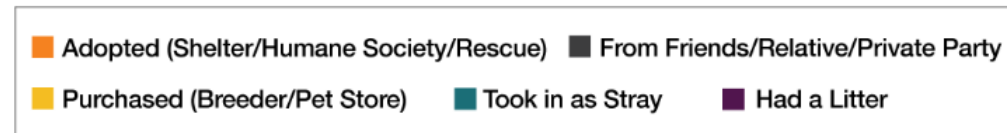
- Vet care accounted for 31.4 Billion
- Food and Treats for 42 Billion

ALL INFO DIRECTLY FROM: <https://www.asPCA.org/helping-people-pets/shelter-intake-and-surrender/pet-statistics>



# Inspiration for ShelterPets?

## Where pets are acquired<sup>12</sup>



## Barriers to pet adoption<sup>4</sup>



### Cost

Misperception that adoption is free or extremely low cost



### Communication

Slow or lack of response to inquiries



### Requirements

Strict with intrusive approval process



### Rejection

Yard type, hours worked, etc. can deny adoptions



### Wait

Delays in the adoption process



### Breed

Desired breed or information unavailable



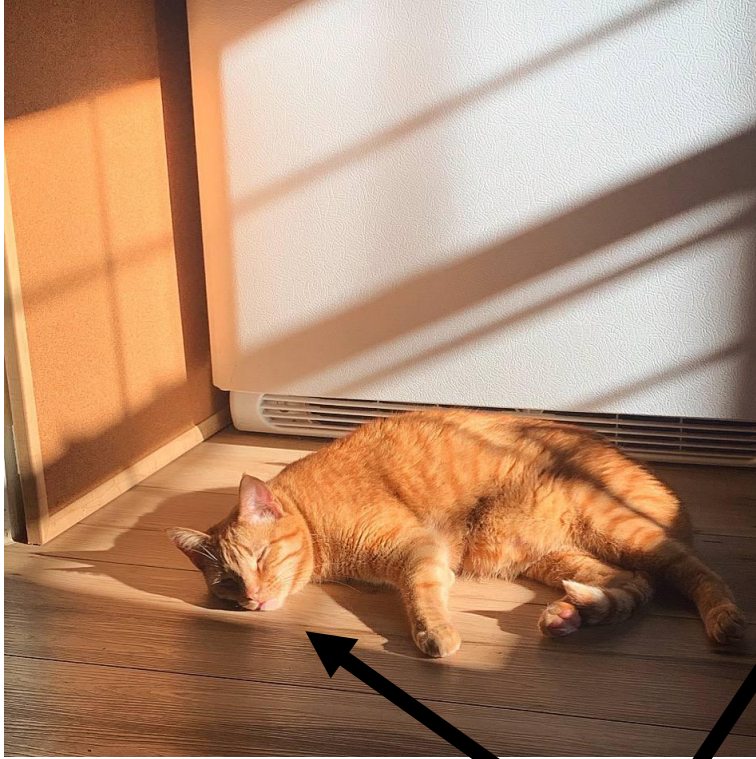
### Location

Shelter/rescue group is not conveniently located





# Inspiration for ShelterPets?



From Shelter  
AKA ShelterPets!

My own cats and dog.

ShelterPets

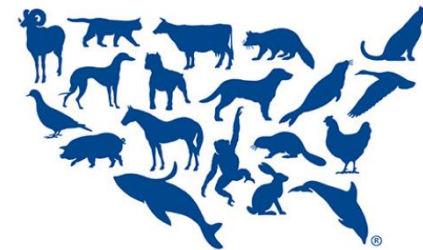


# Possible Charities for ShelterPets?

- Best Friend: Save them all
- Humane Society
- Local Shelters
- American Society for the Prevention of Cruelty to Animals®
- International (NON-US) charities
- And more!



**HUMANE SOCIETY**  
INTERNATIONAL



**THE HUMANE SOCIETY**  
OF THE UNITED STATES





# Partnerships for ShelterPets?

- 
- 
- 
- 

Several in the works



# How much will a ShelterPets NFT cost?

- Each ShelterPets CNFT will cost 58 ADA to mint.
- The mint will be done in partnership with CNFT-MAKER-PRO
  - 8 ADA fee to them and 2 ADA fee to get you the NFT (Cardano req.)
  - Purchase price=~56 ADA per NFT (due to the 2 ADA returning with your NFT)
  - ShelterPets take home = ~48 ADA per NFT
- 50% will go to animal related charities. However, Non-animal charities can be included, if wanted.



# ShelterPets Revenue Model?

- MAX revenue 480,000 ADA (~\$1,040,000 as of Nov. 9<sup>th</sup>)
  - Achievable if collection sells out only
- 50% will go to charity
  - X% to community chosen charities
  - X% to charitable partners
  - 10% to local charities of founders choice (humane society)
- 5% will go to Hanzkingdom (artist)
  - was payed in advance as well
- 45% to team
  - Founder/coder
  - Cofounder/graphic designer/discorder
  - Pay for any future “employees” or projects
- \*3% royalty for each secondary market sale, using CIP-027 standard
  - Split between artist, team, charity account (33/33/33)

\*Royalty tokens not implemented on secondary markets as of Nov. 11 2021



# ShelterPets Charitable distribution?

- Trust?
  - Address where charitable ADA will be held will be made public (see Github).
  - Receipts for all donations will be provided.
  - Partnerships with trusted community member and projects.
- Initial plan: distribute all ~250,000 ADA to varying charities.
- Community will have a say in all donations:
  - Funds will be distributed to partnering charities/projects
    - % allocation voted on by community
  - Charities will be suggested and voted on by community
  - Or some funds can be staked for epoch-ly/monthly donations in mission driven Stake Pools
    - If decided upon by community





# ShelterPets Team?

- Trevor W. (Founder)
  - PhD Student (engineering)
    - <https://scholar.google.com/citations?user=cyBGvUcAAAAJ>
  - Generated NFT set
  - Made metadata
  - Upload NFTs and metadata
- Real KC (Co-Founder)
  - PhD Student (engineering)
    - <https://scholar.google.com/citations?user=BcDkqdIAAAAJ&hl=en>
  - Designed logo
  - Discord leader
  - Proficient in MS PowerPoint



# Who drew ShelterPets?

- ARTIST: Hanzkingdom
  - “hi im hanz! Hanzkingdom conceptual Artist/Architect based in Malaysia”
- Where can you find him?
  - Twitter: <https://twitter.com/Hanzkingdom>
  - Instagram: <https://www.instagram.com/hanzartwork/>
- Graphic Design Consultant:
  - Richard C.
    - [rcscout100@gmail.com](mailto:rcscout100@gmail.com)
    - <https://www.rciraulomedia.com/>



# What makes each ShelterPets NFT Unique?

- Example Metadata:

```
{
  "721": {
    "<policy_id>": {
      "ShelterPets#": {
        "name": "<display_name>", "image": "<ipfs_link>", "mediaType": "<mime_type>",

        "Background": "blue",
        "Wings": "blue",
        "Breed": "blue",
        "Eyes": "blue",
        "Eyewear": "blue",
        "Neck": "blue",
        "Hat": "blue",
        "Bowl": "blue",
        "Toy": "blue",
        "Extra": "blue",
        "Artist": "Hanzkingdom",

        "files": [
          {
            "name": "<display_name>", "mediaType": "<mime_type>", "src": "<ipfs_link>"
          }
        ], "version": "1.0"
      }
    }
  }
}
```



# What makes each ShelterPets NFT Unique?

- Variable traits: Each NFT is a unique and hand drawn, with variable items and attributes. () in parenthesis means number of unique attributes per category:

- Background Color (8)
- Wings (2)
- Breed (10)
- Eye color (8)
- Eyewear (5)
- Neck (16)
- Hat (15)
- Bowl (5)
- Toy (11)
- Extra (10)



- BG Color: **Blue**
- Wings: **None**
- Breed : **Pug**
- Eye color: **Green**
- Eyewear: **None**
- Neck: **Green Bow**
- Hat: **None**
- Bowl: **Green**
- Toy : **None**
- Extra: **Soccer Yellow**





# What makes each ShelterPets NFT Unique?

*Rarity of each trait =  $\frac{1}{\frac{\text{itemcount}}{10,000}}$  , Rarity of NFT = sum(rarity of all traits)*

## ShelterPets#0001

## Percentage Chance

## Rarity Score

- BG Color: **Purple,** **12.75%**
- Wings: **None,** **99.12%**
- Breed : **Pug,** **21%**
- Eye color: **Blue,** **19.85%**
- Eyewear: **None,** **69.28%**
- Neck: **Purple Collar,** **3.53%**
- Hat: **Black and Red,** **8.84%**
- Bowl: **Green,** **10%**
- Toy : **None,** **62.41%**
- Extra: **None,** **75.74%**



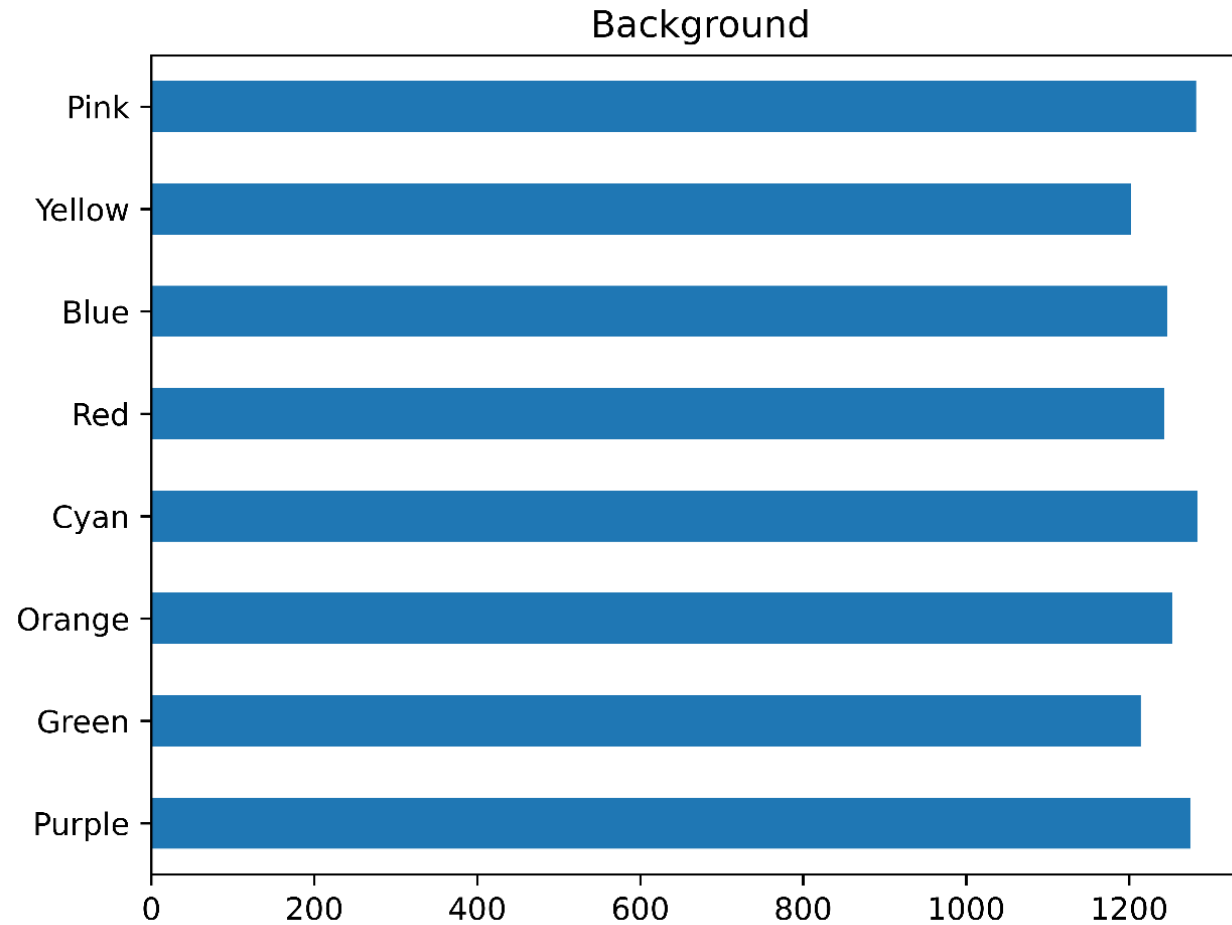
**7.84**  
**1.01**  
**4.76**  
**5.04**  
**1.44**  
**28.32**  
**11.31**  
**9.98**  
**1.60**  
**1.32**

**Sum = 72.64**

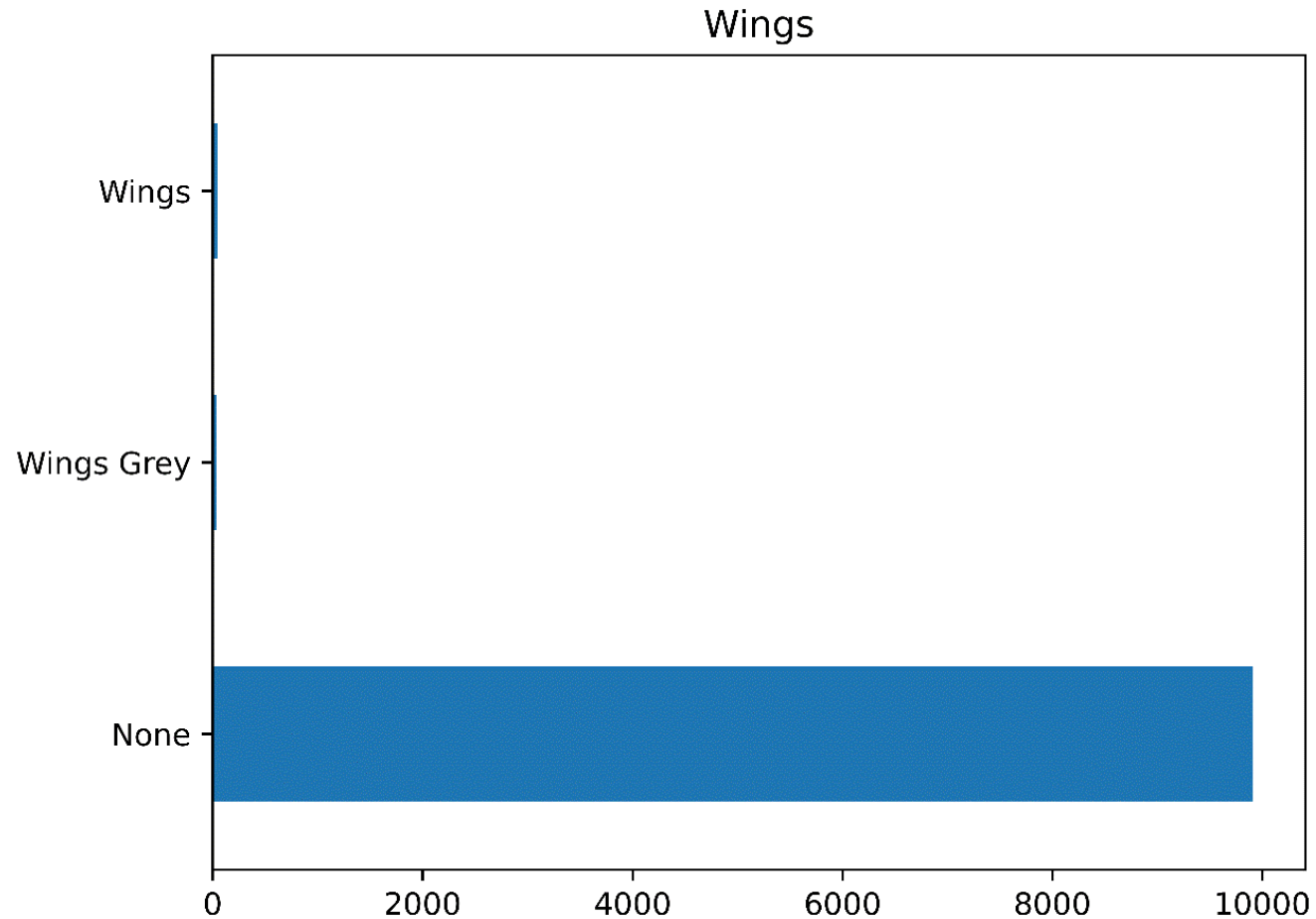
**Rank = 6828/10000**



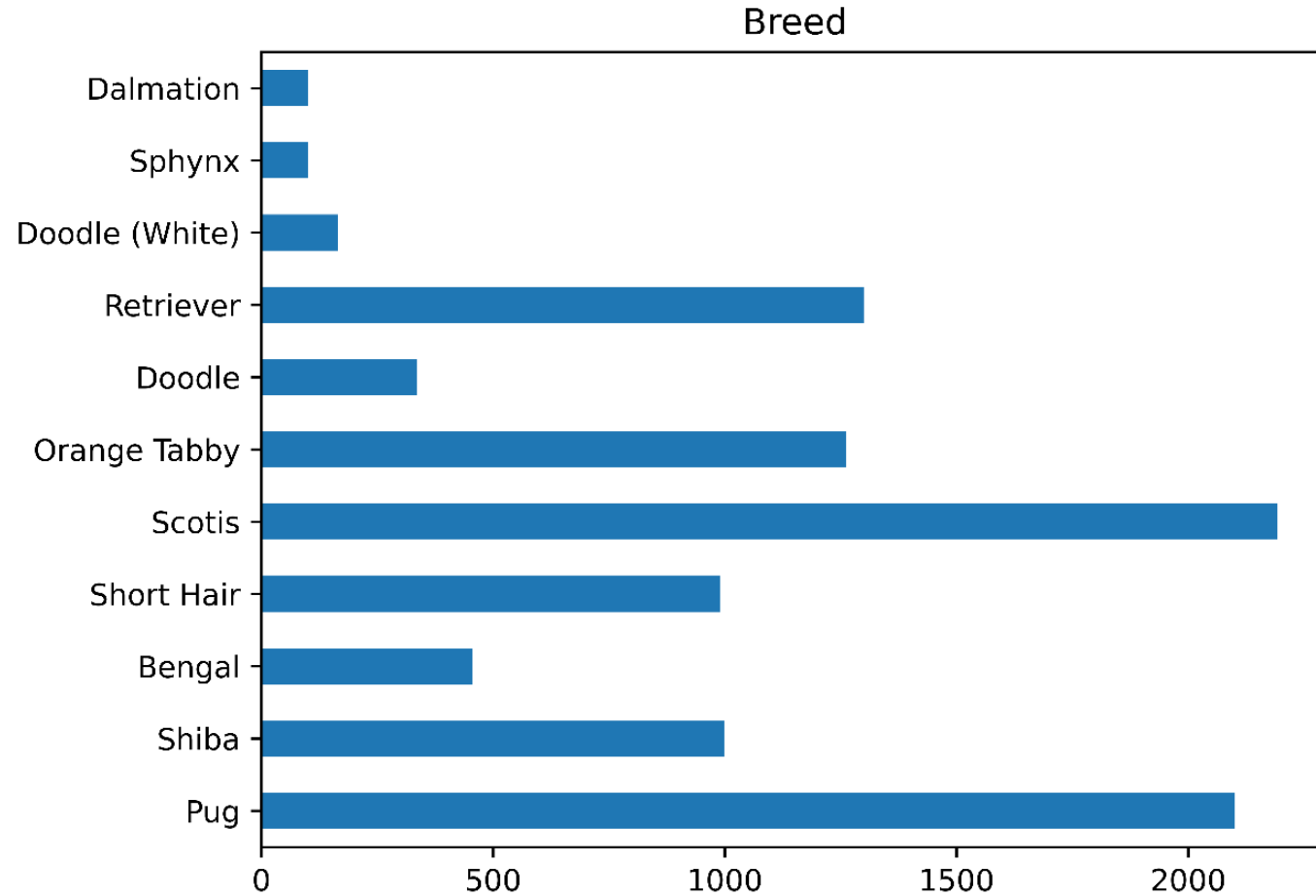
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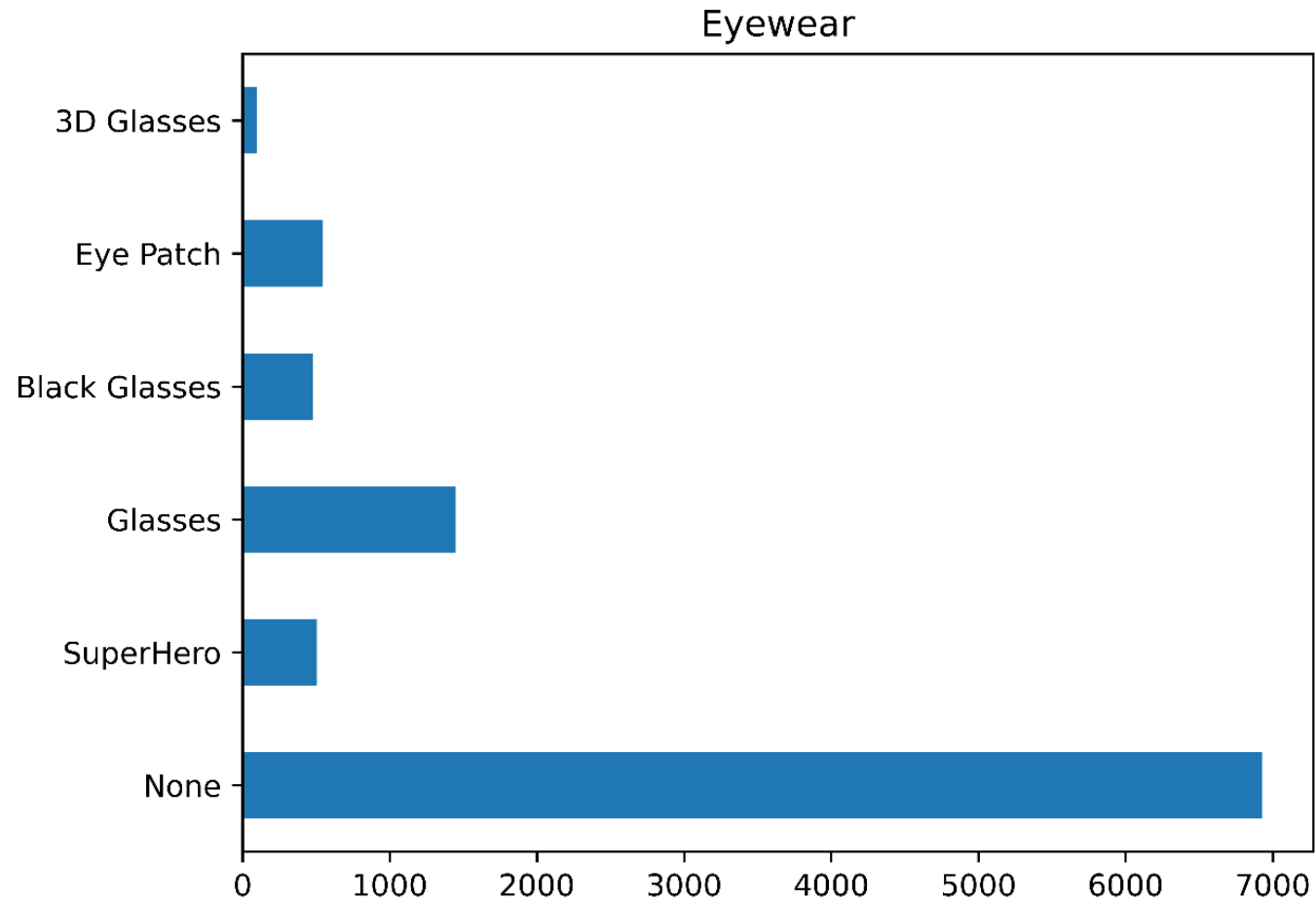


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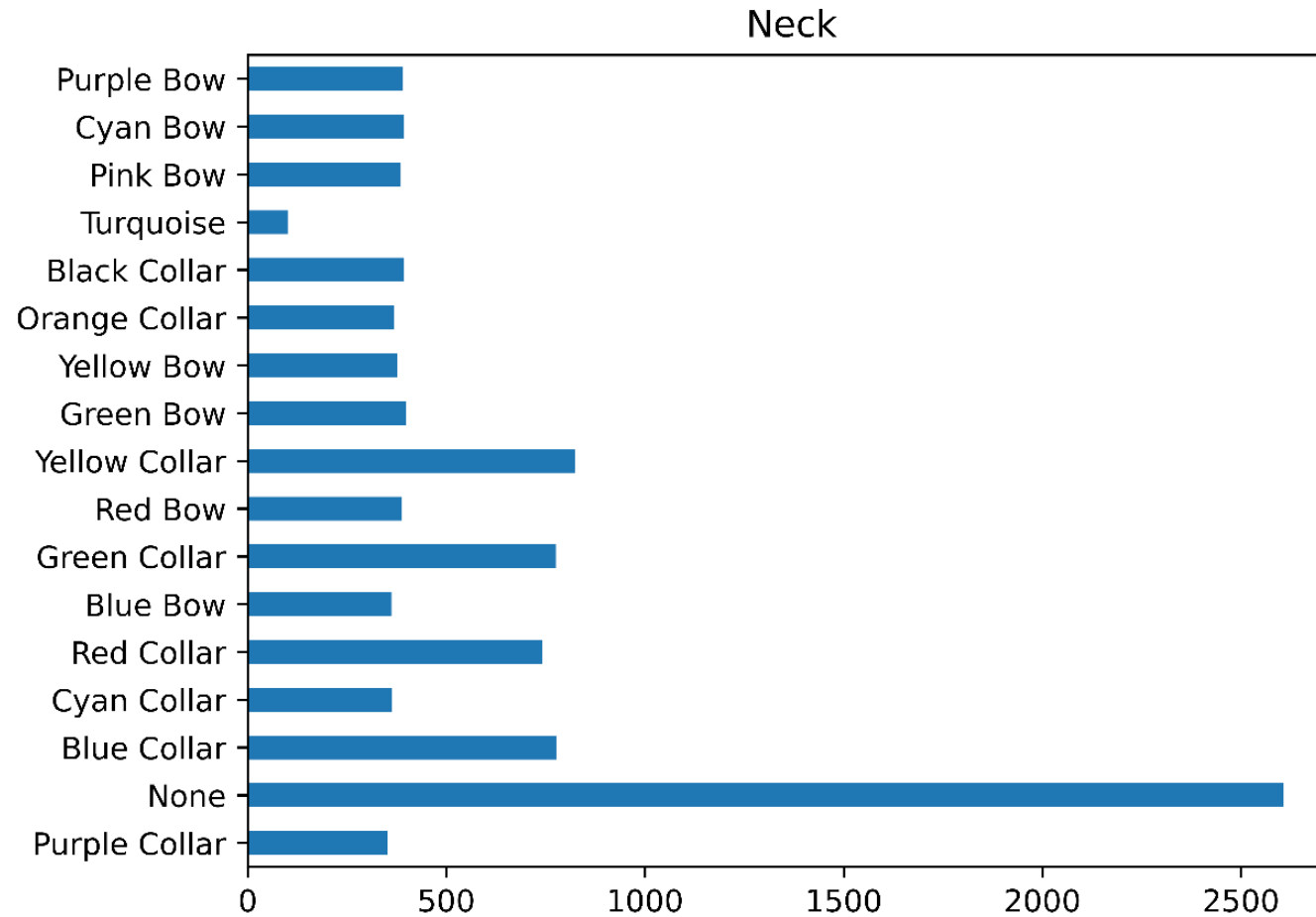




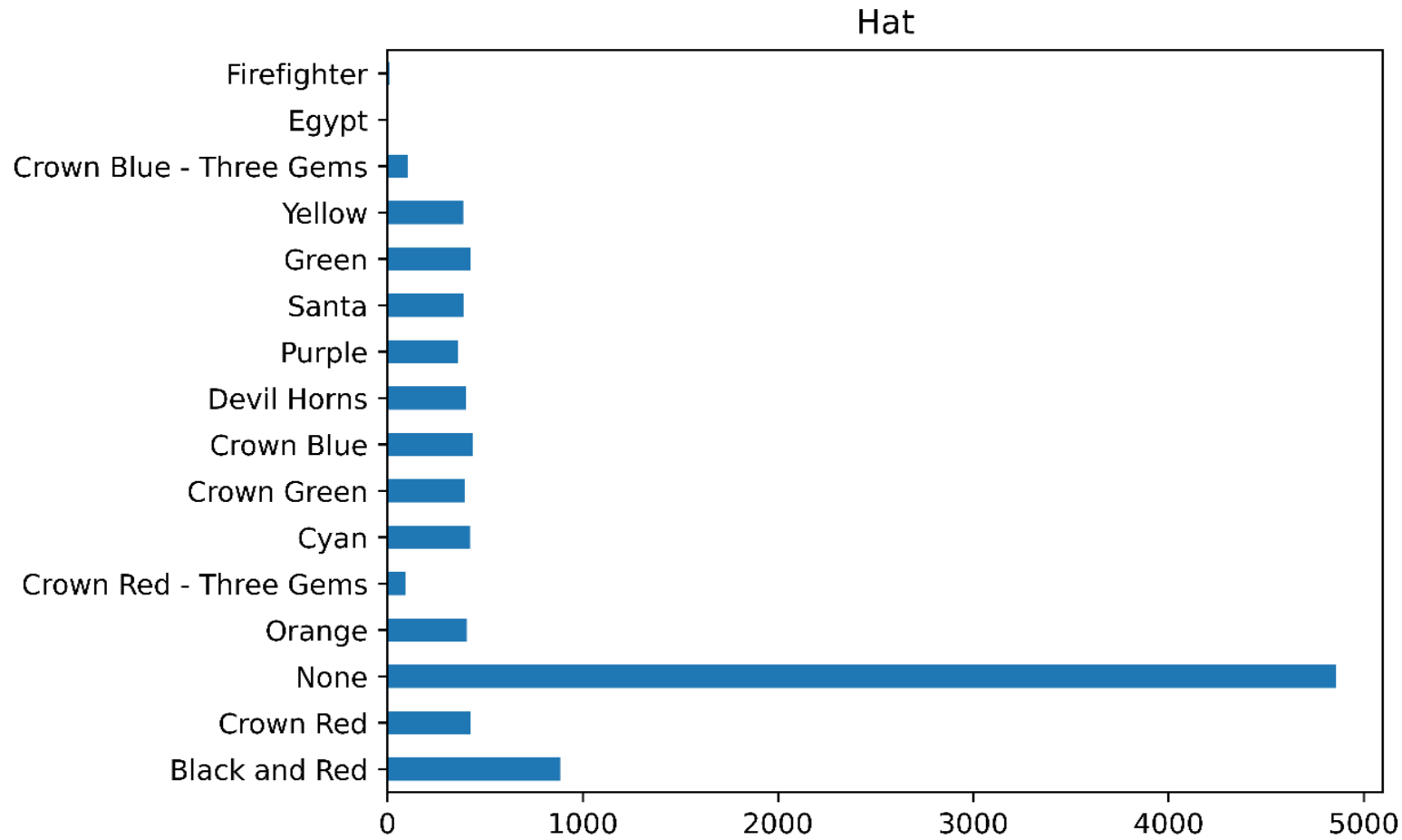
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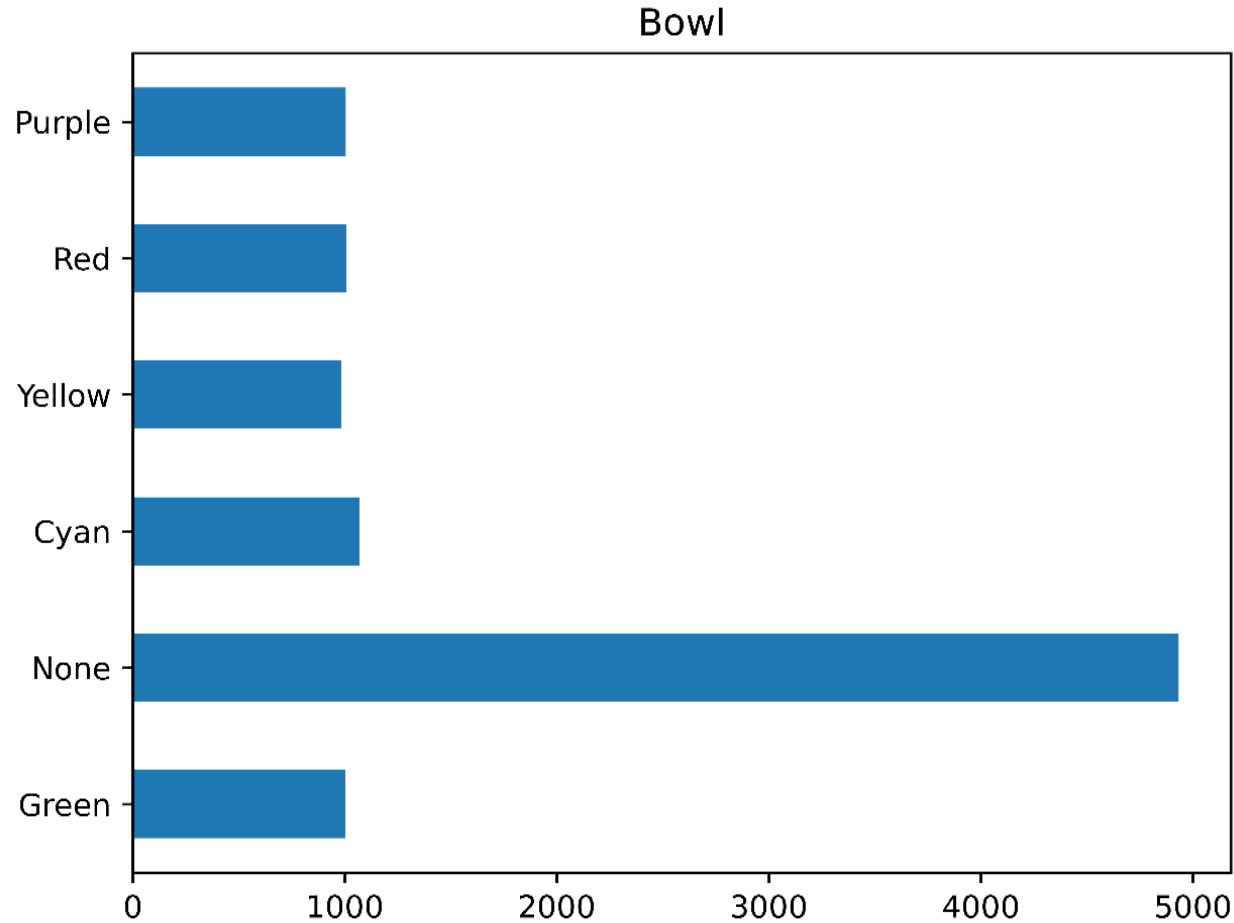
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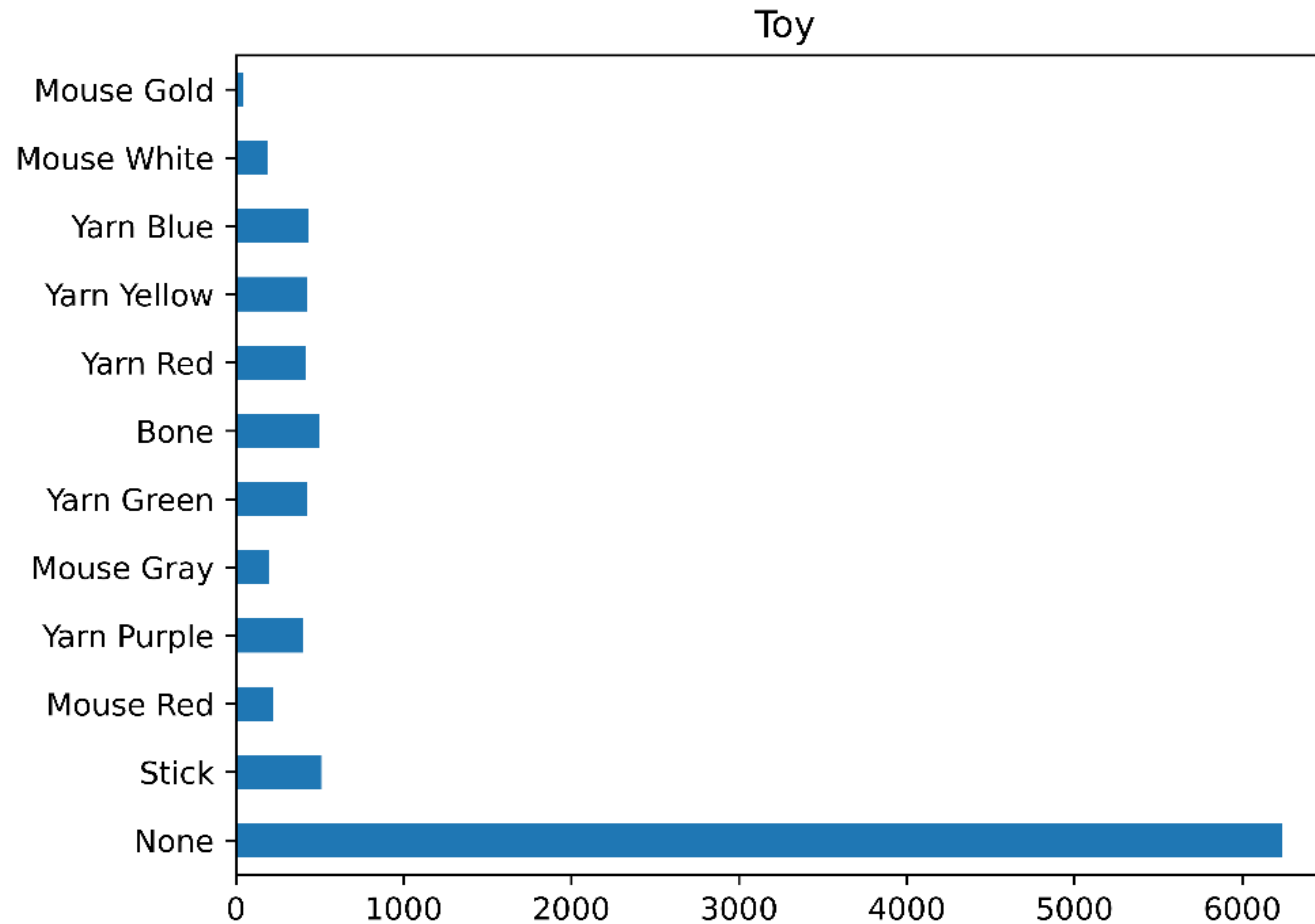


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