

SHELTER PETS



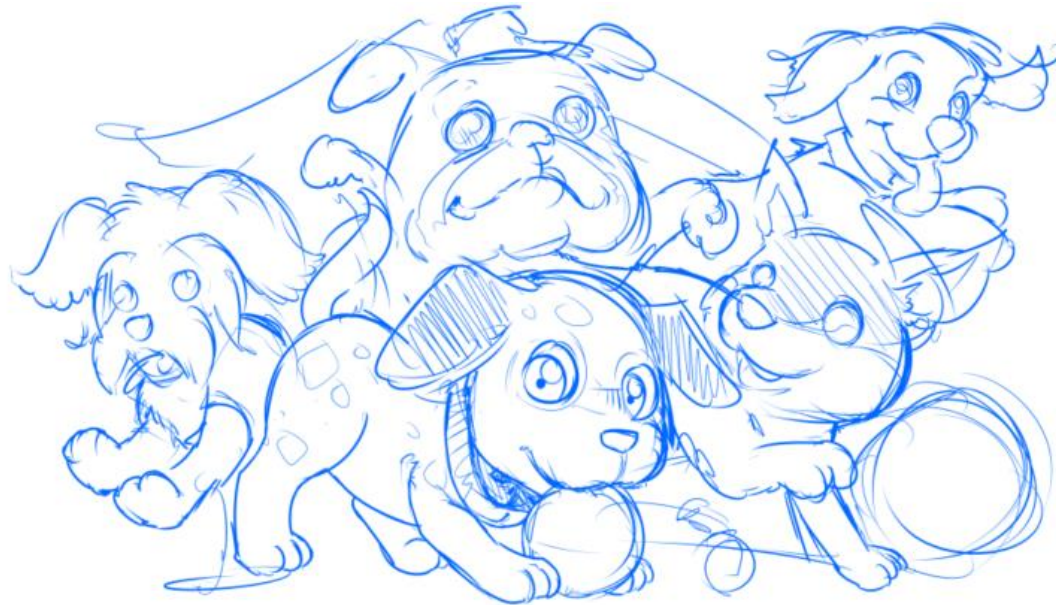
Whitepaper V1_02

01/08/2022



ShelterPets Mission Statement

ShelterPets is a project that is looking to improve the lives of pets all over the world. Our goal is to onboard charities and shelters to Cardano (ADA) to allow for new way to receive financial donations and support. We also plan to provide financial support to these organizations ourselves through revenue generated through Non-fungible token (NFT) sales and development of other Blockchain related assets.



ShelterPets



ShelterPets Full Launch plans for 2022

- **ShelterPets NFT collection #1 sale launch:**
 - The goal for ShelterPets NFT collection #1 is to simply do as much for animals as possible.
 - Donating **50% of all revenue** generated through this sale. All donations can be tracked at <https://github.com/ShelterPetsCNFT/ShelterPetsCNFT/tree/main/Donation>.
- **ShelterPetsID Launch:**
 - ShelterPetsID is a service to provide you with a custom ID NFT for your own pet that is issued on Cardano.
 - This NFT will be linked to an NFC chip and can be attached to a animal collar! Current progress and info can be found at <https://shelterpetscnft.com/shelterpetsid/>
- **Partnerships:**
 - Current partners include HAZELpool, DOG pool, WOOF pool, NFT-MAKER PRO, Pariah Dog Koh Samui with more in the works.
 - So a big goal is to establish more partnerships.
- **Education:**
 - Help shelters and charities learn more about Cardano. Help them accept ADA and teach them about the benefits of staking.
 - Another goal is creating tools to help people create there own project on Cardano. To do this, we publish all of our scripts open source on <https://github.com/ShelterPetsCNFT/ShelterPetsCNFT>



How Will ShelterPets Achieve its goals?

- ShelterPets has already begun its process of onboarding charities to accept ADA donation. With the first being Pariah Dog
- We are currently launching a NFT collection on Cardano (CNFT) and donating 50% of all funds to shelter based charities
- Our main goals are raising funds to help and also onboarding charities and shelters to crypto and more specifically Cardano.
 - Giving the opportunity to open up a new donation stream
 - Allows the possibility to stake donated funds to earn interest.



ShelterPets Team

- Trevor Wilson (Founder)
 - PhD Candidate
 - <https://scholar.google.com/citations?user=cyBGvUcAAAAJ>
 - Developer
 - Founder
- Real KC (Co-Founder)
 - PhD Student
 - <https://scholar.google.com/citations?user=BcDkqdIAAAAJ&hl=en>
 - Graphic design
 - Discord leader
 - Proficient in MS PowerPoint

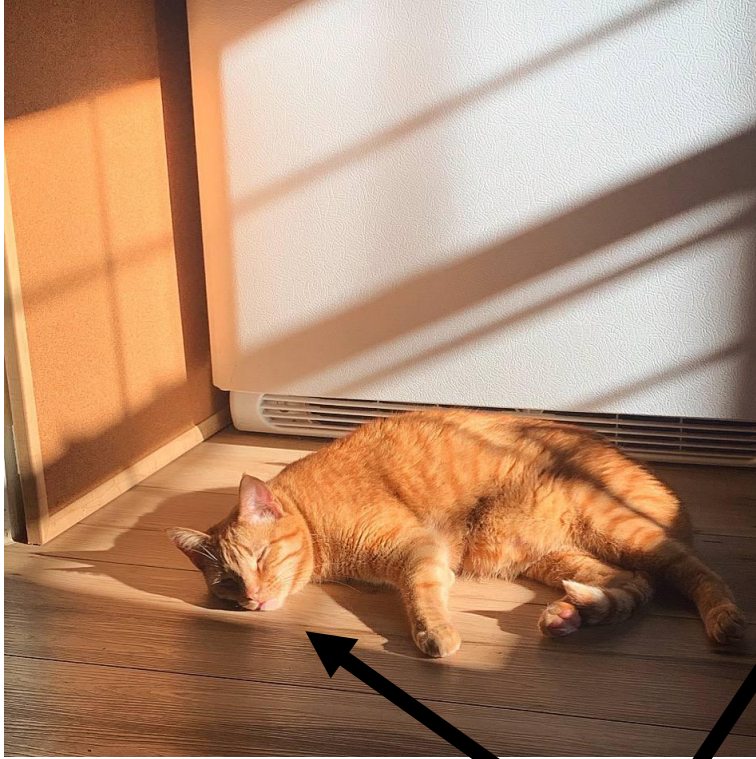


Who drew ShelterPets?

- 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
 - <https://www.rciraulomedia.com/>



Inspiration for ShelterPets?



Trevor's cats
From a shelter

Trevor's Fam 🐱



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.

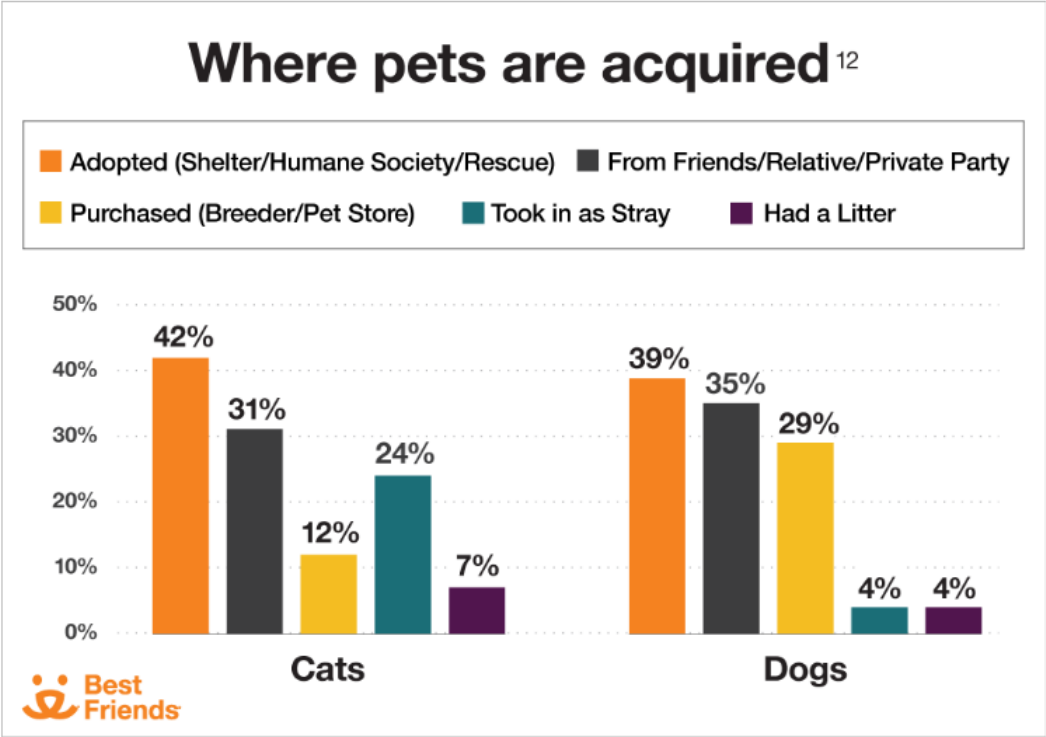
American Pet Products Association claims 2020 spending reached \$103.6 billion on pets.

- 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?



Credit to Best Friends




Barriers to pet adoption⁴




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



Partnerships for ShelterPets?



NFT-MAKER.IO PRO



Partnerships for ShelterPets?

- NFT-MAKER-PRO
 - The easiest way to create, manage and sell your NFT collections on Cardano.
- HAZELpool
 - Cardano Stake pool, kitten foster, content and more.
 - 40% of charitable contributions will be made together with HAZELpool.
- Pariah Dog Koh Samui
 - Thailand based non profit focusing on helping dogs!
 - They will receive a minimum of 10% of the charitable donations.
- The rest of the charitable donations will be made on behalf of ShelterPets team and community
 - All information about donation will be made public
- More partnerships to come!



On Boarding Charities to Cardano

CURRENT PLANS

- The focus is to provide charities and shelters with information that will make them more comfortable accepting ADA donations.
- This includes setting up a an account on an exchange that allows a back account to be attached (coinbase for example).
 - This will allow the charity to “cash out” the donations for use.
- Education on Cardano and Staking
 - Staking the donated ADA can yield 4-6% APY (in ADA)
- Discussion of crypto price volatility

FUTURE PLANS

- Build a drop in donation wallet for charities to easily accept and stake ADA



What is a ShelterPets NFT?

- 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 represents a unique token associated with a 4000x4000 PNG image.
- The goal of this project is to raise over 250,000 ADA for animal driven charities and provide unique pieces of art to supporters! 50% of all revenue to charity!
- All funds can be found and tracked through the \$shelterpets adahandle



ShelterPets Charitable distribution?

- Trust?
 - Address where charitable ADA will be held will be made public (\$shelterpets).
 - Receipts for all donations will be provided.
 - <https://github.com/ShelterPetsCNFT/ShelterPetsCNFT/tree/main/Donation>
- Community will have a say in donations:
 - Funds will be distributed to partnering charities/projects
 - Charities will be suggested and voted on by community



How much will a ShelterPets NFT cost?

- Each ShelterPets CNFT will cost 58 ADA to mint.
- The mint will be done at our website shelterpetscnft.com/mint
 - 2 ADA fee to NFTMAKER and 2 ADA comes back with the NFT
 - Purchase price=~56 ADA per NFT (due to the 2 ADA returning with your NFT)
 - ShelterPets take home = ~54 ADA per NFT
- 50% will go to charity account.
 - 40% to \$hazelpool
 - 5% to Pariah
 - 55% to \$shelterpets
 - Donations from this wallet can be tracked here
<https://github.com/ShelterPetsCNFT/ShelterPetsCNFT/tree/main/Donation>
- 50% to ShelterPets team
- *3% royalty for each secondary market sale, using CIP-027 standard



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

- BG Color: **Purple,**
- Wings: **None,**
- Breed : **Pug,**
- Eye color: **Blue,**
- Eyewear: **None,**
- Neck: **Purple Collar,**
- Hat: **Black and Red,**
- Bowl: **Green,**
- Toy : **None,**
- Extra: **None,**

Percentage Chance

12.75%
99.12%
21%
19.85%
69.28%
3.53%
8.84%
10%
62.41%
75.74%



Rarity Score

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

