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NFT PROJECT

NIFTY DOGS

NIFTY DOG
PROJECT OVERVIEW
03 // 15 // 2022

NFT OVERVIEW:

NIFTY DOGS NFT PROJECT

Our mission is to create an exciting platform to help pair trained service dogs with veterans. A collection of 7,777 unique pieces of art have been created by the artist known as, Delta. These Nifty Dogs will have been generated with ten different traits each with their own variations of Hands, Eye Color, Head Wear, Chains, Mouths, Clothing, Pendants, Backpacks, Eye Wear and Tattoos. The collections will be released in 10 sets of 777 with each release dependant on the previous collection selling out.

A promotional campaign will take place on multiple social media platforms to generate a buzz in the NFT world as well as grow a community that can get behind and support the Nifty Dogs project. Group engagement, as well as a consistent posting schedule on Instagram and Twitter will be established in order to generate cold leads. Cold lead dialogue will always end with a CTA for them to join the Discord channel. Cold leads will be prompted in Discord to complete the invitation by following certain guidelines and instructions. Once access is granted to the Nifty Dogs' Discord channel a cold lead becomes a warm lead and can, "level up" to receive award towards the whitelist and exclusive Discord server access as a community member. Community members status can also be achieved by making a donation on the Nifty Dog Go fund me page to help meet the donation goal of $10,000 to help in the building of the Mega Kennel at the K9s For Warriors facility in Ponte Vedra, Florida.

A Token(Treat) will be created to help reward community members for participation and involvement with the project. A set number of tokens will be created, named and deployed to the community wallet moderated by the DAO and it's stakeholders. These tokens will be initially air dropped by the project owners and can then be air dropped again from community member to community member. Treats will later be earnable through gamification of the project and redeemable for merchandise, promotions and events through digital wallet integration on the niftydogs.io web3 site.

A website will be created where the public can read about the NFT holder values and view the roadmap for the project as a whole. Users will also be able to randomly mint up to 10 NFTs at a time from the niftydogs.io minting page. Once the site launches, a private minting will first be offered to a whitelist of community members and Go Fund Me donors. A base price of .04 ETH will be offered to the whitelist. Once the minting opens to the public, initial price will increase to .05 ETH. Users minting on the niftydogs.io site will carry the gas fee for each transaction. 10% of each sale will be set aside for a $10,000 donation to be made to the K9s For Warriors Mega Kennel once the first collection of 777 sell out. NFTs may then be sold on the open market after sell out and will retain the 10% royalty fee which will collect in the DAO community wallet.

NFT owners will not only have licensing rights to their own Nifty Dog but will get access, via MetaMask wallet integrations, to exclusive content, promotions and new NFT drops on the niftydogs.io web3 site. These NFT owners will also be part of monthly drawings for prizes, tokens, trips and more. Each NFT owner will also have 1 vote per NFT held in the DAO and exclusive voting rights in the community. The more NFTs you hold, the more votes you have in the community.

The DAO and it's stakeholders will use a majority rules voting system to make decisions on where the project goes. After the first collection is sold out and the donation is made to the K9s For Warriors Mega Kennel, the DAO can vote on what organization the next 777 NFTs will contribute to, how much money can be used for project development in gamification and tokenization and what the next steps would be for the project as a whole. At this point it would be up to the community as to how Nifty Dogs can continue to contribute to matching service dogs with veterans.

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