



Collar Token
Binance Smart Chain

White Paper

Decentralized P2P Currency With Pet-Data Smart Tag Utility

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Contents

1 Introduction	2
2 The Problem	2
3 The Solution	3
4 Tokenomics / Token Utility	4
5 Conclusion / Success Factors	5



1 Introduction

The blockchain technology, despite still being in its infancy stages, has proven countless times to be a useful tool when it comes to storing intellectual, digital assets[1]. However, we at Collar believe that this manner of storage can very well be extended to the real world and be incorporated into our lives in a way in which animal lovers would appreciate.

Collar aims to achieve for pets, what modern banking system has achieved for money; provide a proof of ownership without being tethered to the physical realm. With the use of complex tokenomics provided by solidity development on Binance Smart Chain, swift, real time donations are made possible, and are also incorporated into the Collar ecosystem. Non Fungible tokens (NFTs) are also created for the users' specific pet, and is further utilized to consolidate the meaning of ownership, while making the transfer a breeze if ever needed (In the case of new owner adoption).

It was quite surprising to see many seemingly useless dog-themed coins bloom and moon over the past few months, but what's even more surprising was the fact that nobody had actually tried working on a real product along these ideas, until now that is.

2 The Problem

Losing your pet in the mall is vastly different than merely losing your friend among the crowd. Your friend has a smartphone, you can call them and communicate to them where to rendezvous at. However, when it comes to animals, this becomes quite the stressful situation to find yourself in, as you cannot quite have a phone conversation with them. For sure, shouting their name into the ether helps, but why do that; when you can use the ether to find them via blockchain?

With the data regarding lost household pets being quite unreliable, a research conducted in the US had concluded that over a 15% of dog/cat owners have lost their pets at some point [2]. While cats have a significantly higher rate of returning home on their own, dogs are a bit more confused when it comes to path-finding. Among the lost dogs, only an underwhelming 14% were found via the use of old-school smart collars, and the findings were after days, if not weeks of stressful search. The smart collar usage, or the lack thereof, is perpetually causing these methods to grow more archaic, and hinders the room development while blinding the pet owners to what they need to secure their precious friends.

Advancements and rapid health crises in the recent years has caused the international air travel to constantly change regulations. We, as humans, may understand each other with common sense. However, when it comes to pets, a confusion greater than what common sense suggests arises as the traveler constantly finds themselves in confused, stressful situations with no idea to sort out which documents to prepare for their pets [3]. This causes several vet visits, another well of unnecessary stress that kills the passion for travel, and more bills of course.

We shouldn't forgo the matter of subpar livestock management all over the world. It is coming to a point where a widespread distrust in the effectiveness of red meat, poultry, and similar products as protein sources. There are even dystopian talks of eating maggots and crickets in the scientific world [4]. This is an unwanted scenario that must be avoided at all costs. It is also a problem that Collar wishes to solve as the project goes forward and beyond.

Then comes the issue of tracking the medical history of your pet. With the weak foundations regarding veterinary databases [5], it is quite difficult to actually track every bit of information, especially if you are not locked down to a single place. The existing, centralized databases may give you difficulties exporting the medical history of your own pet, and at times, even go as far as losing your information. These are all fundamental problems brought on with centralized constructs. Of course, it needs a decentralized nature to truly be practical, which brings us to the next section...

3 The Solution

Situated on the Binance Smart Chain, the Collar token acts as a utility token for the solutions of the aforementioned problems to actualize. First one being the matter of finding the lost pets. With the real Smart Tag product, the user will be able to track their pet with via the lost/found records that are going be seamlessly integrated with its app. This will allow the user to rest easy when their best friend goes missing, and offer them a way of promptly tracking them down. If the pet in question has a favorite lullaby to calm them down, and make them have a more stationary approach to the stressful situation, the smart tag will provide these comforting tunes to ensure maximized easiness in the process of separation. A more advanced GPS function on the Smart Tag collars is also planned for a V2.

Thanks to the decentralized utility app, the veterinary records will be kept within the blockchain itself, and will be kept up to date should any additional operations occur. This way, while traveling, the user will be able to take their pet in with confidence, and have a valid proof of the necessary baseline tests that were done beforehand. Instead of pages of flimsy paper,

the users of Smart Tags will be able to breeze through the traveling process, and focus on enjoying the rest of the ride.

The first steps will be taken by seamlessly recording the medical expenses and reading them to the blockchain. However, with imminent widespread adoption, the future holds a vision where you can actually make the payment for your dog's leg surgery via Collar Token, get their whole breed lineage, sort out the AKC papers. A future where you can adopt a pet online via receiving the ownership of their NFT, then meeting them later, and with each Collar token you spend, you would also be helping the charity/shelter of your own choice, even if by little. This magnitude of mass adoption would also allow integration with real-time livestock tracking technologies via inventing the gathered data into blockchain for more efficient tracking [6].

With the livestock solution, we eventually hope to go as far as crafting SQL databases, and making the process of tracking less tedious.

4 Tokenomics / Token Utility

A working, decentralized Smart Tag technology also requires a utility token to go along with it. Collar Token aims to achieve this via its **Passive Economic Titration (P.E.T.)** aspect. In other words:

- When the Smart Tag arrives, an activation will be required.
- This activation will require a fee in the way of deploying the NFT for the specific pet.
- 10% of the taken fee is directly transferred to the previous shelter, owner, or the organization.
- The remainder of the funds are used to buy SCLR (Collar Token), half of these tokens are stored in the liquidity pool while the other half is stored in the community rewards pool to fund exciting future events.

We believe that with the P.E.T. system, the gears will keep running for both Collar, and the consumers/investors alike.

With all that said, trading-wise, Collar is mostly standard. The main liquidity pool is deployed on the most popular BSC swap exchange: Pancake Swap. At the time of writing the article, the market cap is around 700,000\$. The simple tokenomics of Collar token is as follows:

The tokenomics mentioned below apply when trading on the Binance Smart Chain network. The P.E.T. system is active for the real-life Smart Tag Collars, and the NFTs they bring with themselves.

Collar Tokenomics	
Token Name	Collar
Ticker	SCLR
Network	Binance Smart Chain
Total supply	3,000,000,000
Max transaction	N/A
Max hold	N/A
Slippage	1% or less
Launch Type	Stealth Launch

As for the initial supply distribution:

- (78%) locked in liquidity.
- (6%) for the development team (market bought fairly).
- (5%) burned (sent to a dead address).
- (3%) set aside for marketing.
- (8%) reserved for ApeSwap staking pool startup.

5 Conclusion / Success Factors

With the competent, experienced leadership Collar project possesses, combined with its rapid growth in the past month, there is virtually no reason, nor room for total failure. The Collar team is always open to strategic and charity-based partnerships with similar projects (Popular dog tokens in particular).

The butterfly effect that will be stimulated with this project has unlimited possibilities. Building the framework for a huge database for the domesticated animals all over the world should prove useful in the lacking parts of scientific research that is being attempted in these current years. Who knows what else there is out in the ether to discover? After all, people called the huge amounts of money poured into the field of astrophysics, a waste for a while. However,

the advancements on cosmological observation required a certain quality of optical tools, which has led to impeccable development on the optics/Photonics field.

We, all in all, believe that with just a simple app, a product, integrated within the blockchain, has the power to change the world. We have gathered the flakes of snow, rolled them up in a small ball, and have already started rolling so far. With the right floor of ample snow, our snowball can only get bigger.

We will make sure of it.

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