

Light Paper  
PRIVATE SALE



\$PET



**#1 platform  
for real life pet owners**

### Status

☐ An idea ☒ MVP/Pre-revenues ☐ Market Validation ☐ Growth

### Market

☐ Software/Saas ☒ Services ☐ Ecommerce ☒ Gaming

☒ B2B ☐ B2G ☐ C2C ☒ B2C ☐ B2B2C

☐ France ☐ Europe ☒ World

### Rating

AA+

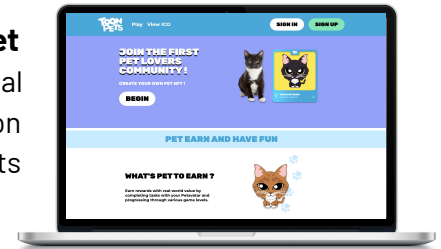
1000%



## What's

Our ambition is to bring together all pet lovers in a unique digital ecosystem combining gamings, Social-Fi metaverse, education and **real-life use cases**, such as the digital passport for their pets or access exclusive goods and services.

## Toonpet



**"We want to become the world number one platform to serve pet carers, whilst using Blockchain to fight pet theft, cruelty and facilitate pet passporting.." - Rajai AYASH : CEO & Founder**

## In a nutshell

### Reason for being

become the biggest real life pets registrar platform in EU, UK & USA.

### Market

- Global: 600 million animal owner,
- \$51B & \$123B: pet industry market size in Europe & USA,
- Metaverse is projected to reach \$824B by 2030,

### Currently

- Testnet launched in november 2022,
- First NFTs as proof of pet ownership,
- 1st game & breed Q1 2023.

## Our goals

### 1. The most lucrative

- real life animals owners generate their Petavatars and use it in our platform allowing **free to play models**,
- develop partnerships with major pet brands and purpose e-commerce portals allowing **advertising models**,
- virtual babies from Petavatars are sold on our marketplace allowing **fees models**,
- **premium anonymous data** available to the ecosystem.

### 2. #1 reference in blockchain-based pet data

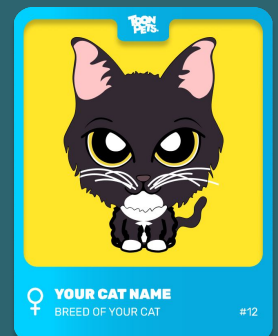
- build a **secure & valuable NFTs anti-theft system** that would facilitate pet passporting (Chip ID, breed, vaccine and passports) through gamification,
- **proof of commitment** from pet owners with our platform.

### 3. Engage our virtual pets owners

- **Build** your real animal Petavatar,
- **Have fun** becoming a virtual pet parent with your friends,
- **Make** your pet happy by taking care of it in our virtual world,
- **Upgrade** it with accessories or make money with the marketplace.

## Use of funds raised

- deploy a **unique web3 ecosystem for real life pet owners** & lovers meeting brands & local services,
- **builds user loyalty** with desktop and mobile games & web3 model marketplace,
- **collect specialised data with high added value.**





## Platform

web3 tooling

NFTs with blockchain based Proof of ownership layer 2

Dedicated native NFT marketplace

Exclusive generative algorithm for uniqueness NFT Petavatar based on pets traits

2D map gameplay for NFT avatars

#blockchain #bigdata #NFT



## Engage

Play to earn & Social-Fi

Play-to-earn model, with mini-games, quests and challenges

Metaverse lands where users can develop their virtual experiences

Social-Fi breeding experience

Increase experience by onboarding real life data

#gaming #social #P2E #data



## Business

Online pet stores & B2B Partnerships

Partnership with online stores

Pet products manufacturers and notorious pet brands

Creation of unique chimeric animals for brands

Monetize Toonpet branded casual game publishers

#brands #ecommerce #freetoplay

## INVEST IN PET

1 PET TOKEN

0.30€

EXCLUSIVE OFFER

TRUST PACK\*

36 month  
=  
PET x2

\* double your initial number of tokens by keeping them in a term account. You can continue to dispose of your tokens freely, in exchange for renouncing the corresponding bonus.

### Token

### economy

PET is a deflationary token, based on a Permanent Repurchasing Plan (PRP) of sell orders on the IBEx SPOT market. **15% of our revenues will be allocate to the PRP.**

PRP is a perpetual repurchasing plan.

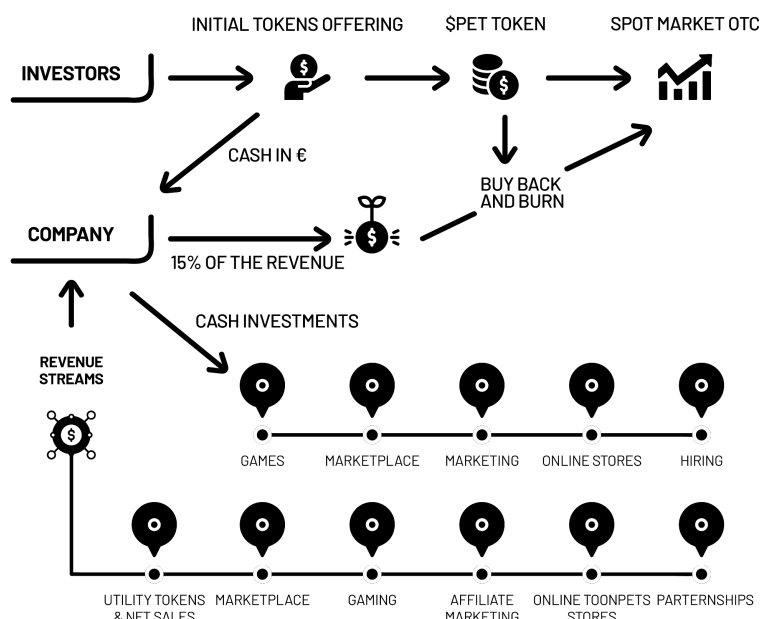
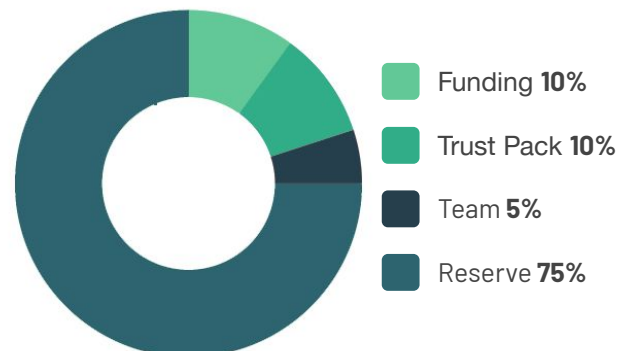
By destroying half of the redeemed tokens, we will reduce the tokens supply and mechanically increasing the unit value of the remaining tokens. The other half not destroyed will be added back to the RESERVE.

TEAM tokens allocation is locked for 36 months with a vesting period of another 36 months by 1/36th monthly.

PET allows us to share our growth performance with you!

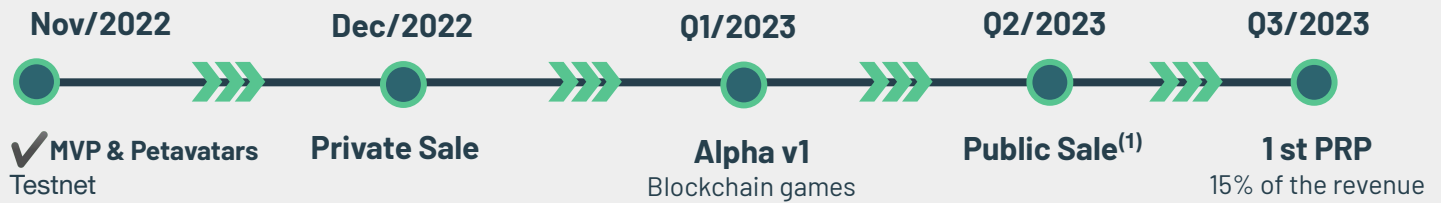
## 3M€ FUNDRAISING

100M \$PET





# Roadmap

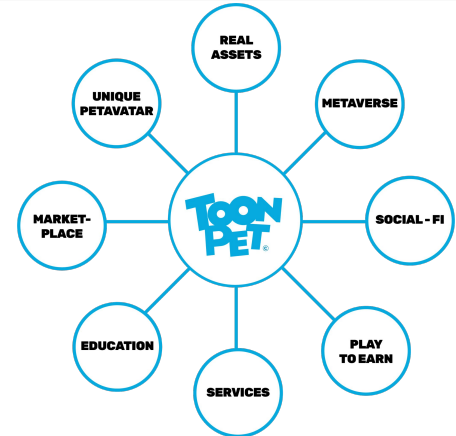


(1) according to the availability of \$PET tokens

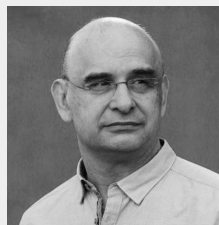
## About us :

**Rajai Ayash** : ex-Banker, serial entrepreneur and investor. He is an investor and board member of various UK startups.

**Graeme Armitage** : award winning Creative Designer with over 30 years of experience, Branding products services and regeneration projects like Sportcity or home of MCFC stadium.



**Rajai AYASH**  
CEO & Founder  
Entrepreneur & investor



**Graeme ARMITAGE**  
Creative Director  
graemearmitage.co.uk



**Christophe CAMBORDE**  
Advisor  
Co-CEO inBlocks



**Jeremie ALBERT**  
Advisor  
Co-founder & CTO inBlocks



**Theodosis MOUROUZIS**  
Advisor  
Electi Consulting



**Hayati IBSAIS**  
Advisor  
Sapient

**The project is carried by an international team of experienced business and technology entrepreneurs who are also animal lovers.**

### Contact

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Toonverse OÜ private limited company