MOODENG white paper draft

October 4, 2024

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1 Project Overview

The MOODENG Foundation is an innovative charity project based on blockchain technology, dedicated to protecting endangered species, particularly the pygmy hippopotamus named Moo Deng. Moo Deng lives in a renowned zoo in Thailand, and its story has captured the attention of people worldwide, raising awareness about the need to protect this rare species. To aid in the protection of these endangered animals, the MOODENG Foundation offers a transparent and reliable donation platform by issuing ERC-20 tokens based on the Ethereum network.

The core of this project is transparent fund management and decentralized governance. All donation funds can be tracked and verified in real-time on the blockchain to ensure they are used appropriately for hippo protection-related projects. Furthermore, the foundation will gradually transform into a Decentralized Autonomous Organization (DAO), allowing global community members to directly participate in the foundation's operations and decision-making through on-chain voting, ensuring the project's long-term sustainability.

Through collaborations with global animal protection organizations and the zoo in Thailand, the MOODENG Foundation not only aims to protect the hippopotamus Moo Deng but also plans to generate passive income through the Automated Market Maker (AMM) mechanism, ensuring continuous funding for conservation projects. By introducing technical innovations and breakthrough governance models, MOODENG sets a new chapter in animal conservation.

2   Market Demand and Background

The global demand for protecting endangered animals is growing, particularly for rare species such as pygmy hippos, which are on the brink of extinction. In a renowned zoo in Thailand, a pygmy hippo named Moo Deng has captured attention due to its adorable appearance and endangered status. Moo Deng's story not only highlights the severe survival challenges faced by this species but also reflects the urgent need for animal conservation efforts.

Traditional animal protection organizations often suffer from a lack of transparency in fund management, leading to frequent donor doubts about whether the funds are genuinely used for conservation work. Additionally, the globalized donation approach lacks an effective governance mechanism, leaving donors with minimal opportunities to participate in the project's actual management. Donors are now looking for a new type of charity model that enhances transparency and trust while providing them with more participation rights.

Blockchain technology offers a perfect solution to this demand. Its open, transparent ledger and tamper-proof nature make fund movements traceable and entirely public, eliminating doubts about fund allocation. Furthermore, the automated execution of smart contracts can reduce intermediaries, ensuring that funds are used promptly and directly for conservation efforts.

Against this backdrop, the MOODENG Foundation was established. The project not only meets the market's strong demand for transparency but also introduces a community governance model, granting token holders decision-making power and altering the traditional way charity organizations operate. Moo Deng, the pygmy hippo in the Thai zoo, becomes the project's symbol and conservation target, inspiring global donors to participate in protecting pygmy hippos. Through on-chain voting and global participation, donors can not only observe how their funds are being used but also actively engage in the project's governance, ensuring the successful implementation of conservation efforts.

3 Technical Architecture and Solutions

The technical architecture of the MOODENG Foundation is based on the ERC-20 standard on the Ethereum blockchain, incorporating various decentralized technologies to ensure transparency, decentralization, and efficiency. The project aims to leverage the advantages of blockchain to address issues such as a lack of transparency, unclear fund flows, and low management efficiency in traditional charity projects, providing new solutions for conservation efforts.

3.1 Blockchain Infrastructure

The core of the MOODENG project is the Ethereum blockchain. Ethereum is not only one of the most mature smart contract platforms but also provides a solid foundation for the long-term development of the project due to its security, decentralization, and robust developer ecosystem. The key technologies and architecture used in the MOODENG project on Ethereum include:

• ERC-20 Standard: The tokens issued by the MOODENG Foundation are based on the ERC-20 standard, one of the most widely used token standards. ERC-20 tokens have high compatibility and can be used in various wallets, exchanges, and decentralized applications (dApps). Donors can easily store, transfer, and manage their tokens through Ethereum network wallets.
• Smart Contracts: MOODENG uses smart contracts to manage donation funds. Each donation is processed through smart contracts to ensure the transparency and decentralization of funds. Donation funds are locked within the smart contract and executed based on predetermined conditions, such as fund allocation and project progress. Smart contracts are immutable and tamper-proof, ensuring fund security.
• Decentralized Autonomous Organization (DAO): MOODENG will gradually transition to a decentralized autonomous organization (DAO), where token holders can participate in project decisions through an on-chain voting system. The DAO model grants each donor genuine governance rights, ensuring project transparency and fairness. By adopting a voting mechanism, donors can decide on fund usage, project management team selection, and other major matters related to the foundation's future.

3.2 Fund Transparency and Tracking

Traditional charity organizations often face issues with unclear fund flows, making it hard for donors to know how their contributions are used. In the MOODENG Foundation, all donations are recorded on the blockchain, allowing anyone to track fund movements in real-time. The following technical solutions ensure fund transparency and traceability:

• Blockchain Transaction Records: Each donation generates a unique transaction hash, which is recorded on the Ethereum blockchain. Anyone can view the detailed information of this transaction, including the donation amount, time, and final recipient, through blockchain explorers.

• Smart Contract Fund Allocation: Funds entering the smart contract are automatically allocated to the relevant executors based on project progress. Executing parties, such as zoos and animal protection organizations, can only withdraw funds after completing specific project milestones. This process is entirely controlled by the smart contract, preventing human intervention or fund misuse.

3.3 Security and Compliance

Security is a core concern of the MOODENG Foundation. Blockchain technology itself has tamper-proof and decentralized characteristics, but to further enhance system security, the foundation has adopted several measures:

• Code Auditing: All smart contract codes undergo comprehensive auditing by professional third-party security companies to ensure code safety and stability, preventing potential vulnerabilities from

being exploited maliciously.

• Compliance Framework: The MOODENG project considered global laws and regulations at the design stage to ensure each aspect of the project complies with local legal requirements. The foundation will collaborate with a legal advisory team to continuously monitor the project's legality and compliance, ensuring smooth operation.

Through these technical architecture and solutions, the MOODENG Foundation strives to provide donors with a transparent, efficient, and decentralized donation platform, while securing sustainable funding for the protection of pygmy hippos like Moo Deng and other endangered animals.

4 MOODENG Foundation

The MOODENG Foundation is a non-profit organization focused on protecting pygmy hippos and other endangered species. It is committed to providing a transparent, efficient, and decentralized charity donation platform through blockchain technology. Using the pygmy hippo "Moo Deng" as a representative, the foundation combines modern technology with innovative economic models to start a new chapter in animal conservation.

4.1 Vision and Mission

The vision of the MOODENG Foundation is to establish a global, decentralized platform that helps protect endangered species worldwide. By leveraging blockchain technology, the foundation aims to address transparency and usage efficiency issues in traditional charity projects, enabling donors to clearly see the flow and impact of each donation.

The foundation's mission includes the following aspects:

• Animal Protection: The foundation's primary goal is to protect the endangered pygmy hippos, especially Moo Deng, by providing safe habitats and medical care through collaborative projects and funding support.

• Global Donation Network: By using blockchain technology, the foundation aims to break the geographical and temporal limitations of traditional charity projects, building a global donation platform where anyone can easily participate in animal conservation at any time.

• Transparency and Sustainability: The foundation insists on transparent fund management, ensuring that every donation is allocated appropriately.

4.2 Governance Structure

The MOODENG Foundation adopts a Decentralized Autonomous Organization (DAO) model, giving each donor and token holder the right to participate in the foundation's governance. Unlike traditional centralized governance structures, the DAO provides a fair and transparent governance method, ensuring that every participant has an equal voice.

• Community Voting Mechanism: Donors and token holders can participate in project decisions through on-chain voting. Voting rights are based on the number of ERC-20 tokens held, but anyone can propose suggestions and discuss the project's development direction within the DAO community. The community determines matters such as fund usage, project priorities, and strategic partners' selection.

• Core Foundation Team: While the governance model of the MOODENG Foundation is decentralized, the project is initially managed by a core team. This team includes experienced blockchain technology experts, animal conservation experts, legal advisors, and marketing personnel, responsible for ensuring the project's technical, operational, and compliance stability.

4.3 Partners and Project Support

To ensure the successful implementation of conservation projects, the MOODENG Foundation actively collaborates with animal protection organizations, research institutions, and charity organizations worldwide. These partnerships provide technical support, project execution, and global promotion resources.

• Global Animal Protection Organizations: The foundation collaborates with animal protection organizations worldwide to support global conservation actions, especially research and rescue efforts for endangered species. These partnerships will help the foundation achieve its global conservation goals.

4.4   Fund Management and Sustainability

The MOODENG Foundation's primary sources of funding include global donations, token sales, and DeFi liquidity pool income. To ensure transparency and proper use of funds, the foundation has implemented a series of rigorous fund management measures:

• On-Chain Transparent Ledger: All donation fund flows will be publicly displayed on the blockchain, allowing anyone to view the direction of each donation. Donors can clearly see how their contributions are used, enhancing trust and participation.

• Phased Fund Allocation: When using funds, project executors must meet specific conditions, and smart contracts will allocate funds proportionally based on project progress.

This allocation mechanism ensures that funds are released only when projects achieve milestones, avoiding misuse or mismanagement.

4.5   Future Development Plans

The future development plans of the MOODENG Foundation go beyond protecting pygmy hippos. The foundation plans to gradually expand into other endangered species and ecological protection areas. The vision is to create a decentralized platform covering multiple animal conservation projects and promoting global ecological sustainability.

• Expand Project Scope: The foundation plans to support more animal conservation projects, including elephants, rhinos, tigers, and other endangered species. By collaborating with more international organizations, the foundation will increase its global influence, contributing to broader conservation efforts.

• Technical Upgrades: The foundation will continuously optimize its technical architecture, explore interoperability with other blockchain platforms, and introduce more DeFi, NFT, and Web3 technologies. This will attract more participants and provide new interactive methods for donors, such as NFT animal protection certificates.

Through this complete governance and fund management mechanism, the MOODENG Foundation aims to become the leading platform for global animal conservation, creating a transparent and innovative donation model that encourages global participation in wildlife protection.

5 CTO (Community Trust Ownership) Mechanism

The CTO (Community Trust Ownership) mechanism is the unique decentralized governance model of the MOODENG Foundation. It allows community members to be deeply involved in project development, governance, and decision-making. Through the CTO mechanism, the foundation achieves fund management decentralization, ensuring that everyone has the opportunity to participate fairly in decision-making and direction-setting, forming a true community governance system.

• Proposal and Voting Mechanism: Token holders in the community can propose initiatives, which can range from fund allocation to project selection. The platform optimizes its governance in every aspect. All proposals will undergo open voting on the chain. The acceptance or rejection of proposals is determined by voting results, ensuring transparency in every decision.

• Decentralized Voting: The CTO mechanism uses a decentralized voting method. Token holders' voting power is allocated based on the number of tokens held. However, a multi-tiered voting system is designed to prevent dominance by large holders. This mechanism maintains fairness and diversity in governance, ensuring that each token holder has a voice.

• Incentives and Rewards: To encourage active participation, the foundation has set up a reward system. Proposal submitters, voters, and long-term supporters of the project can receive additional token rewards, further stimulating community engagement and promoting the efficiency of autonomous governance.

• Responsibility and Balance: The CTO mechanism not only gives token holders voting rights but also holds them accountable for proposal results and subsequent implementations. This balance ensures that each decision is the community's collective will, enhancing the sense of responsibility and the protection of common interests.

• Security and Transparency: All proposals and voting procedures are executed through smart contracts and are subject to multi-signature verification to ensure safety and transparency. In addition, smart contracts and governance mechanisms will regularly accept third-party security audits to prevent system loopholes or malicious operations.

Through the CTO mechanism, the MOODENG Foundation truly achieves decentralized governance, allowing community members to be not just donors but also joint decision-makers and platform builders. This open and transparent governance model helps ensure the foundation's long-term development and provides continuous power and innovation for wildlife conservation.

6   Legal Compliance and Risk Disclosure

In the rapidly evolving landscape of blockchain technology and cryptocurrencies, the MOODENG Foundation recognizes the importance of understanding and adhering to global legal and regulatory compliance to ensure project legitimacy and sustainability. At the same time, the foundation acknowledges the potential risks within the blockchain industry, proactively disclosing these risks to ensure that participants can fully understand and identify possible risk factors.

6.1   Legal Compliance Framework

The MOODENG Foundation is committed to providing a safe, transparent, and legally compliant donation platform for donors. Therefore, the foundation will comply with the legal and regulatory requirements of multiple aspects, including but not limited to the following:

• Data Privacy and Protection: The foundation pledges to protect the personal data of all participants in compliance with global data protection regulations, such as the General Data Protection Regulation (GDPR). The foundation will collect only the necessary identity information upon participants' consent and employ encryption technologies and security measures to protect this information from unauthorized access and leaks.

• Tax Compliance: The MOODENG Foundation will disclose the tax requirements for donations and token transactions according to different countries and regions' tax laws. Donors and token holders must understand the tax regulations in their respective countries and fulfill their tax obligations accordingly.

• Cross-Border Legal Challenges: As a global decentralized charity platform, the foundation is aware that the regulatory frameworks for cryptocurrency and blockchain vary across countries. To ensure compliance, the foundation will cooperate with legal advisors and adjust operational strategies regularly to adapt to the changing legal environment.

6.2   Risk Disclosure

Investing and participating in blockchain technology and cryptocurrency projects generally involves various risk factors. The MOODENG Foundation discloses these risks here to ensure that all participants can fully understand these risks before deciding to donate or purchase tokens.

• Market Volatility Risk: Cryptocurrency market prices are highly volatile. Token prices can be influenced by global market conditions, policy changes, investor sentiment, and other factors, leading to significant fluctuations. Therefore, the foundation's token value may rise or fall with market conditions, and donors should be fully aware of this before participating and assess their risk tolerance.

• Technical Risk: Although blockchain technology is considered secure, it is still in a phase of rapid development and may have technical vulnerabilities or attack risks, such as smart contract flaws, hacker attacks, and network congestion. While the foundation will take stringent security measures and conduct regular audits, technical risks still exist and may affect the operation and safety of the foundation's funds.

• Legal and Regulatory Risk: The regulatory framework for blockchain and cryptocurrency is constantly evolving globally. Some countries may suddenly introduce new regulations that could affect the foundation's operations, token issuance, or trading. Participants should monitor their country's policy changes and understand the relevant legal risks.

• Smart Contract Execution Risk: While the foundation relies on smart contracts to perform decentralized governance and fund allocation, their execution depends on the normal operation of the blockchain platform. If the platform encounters technical issues or attacks, the smart contracts may

not execute as expected, potentially affecting the safety of funds and project operations.

• Liquidity Risk: Tokens issued by the foundation may face liquidity issues during the initial stage. Token liquidity depends on market acceptance, trading support, and community activity. Insufficient liquidity may affect the ease of trading and price stability of the tokens.

• Management and Governance Risk: Although the foundation has adopted a Decentralized Autonomous Organization (DAO) governance model, granting token holders the right to participate in decision-making, this model relies heavily on community participation and rational decision-making. If community participation is low or poor decisions are made, it may impact the foundation's operational direction and future development prospects.

6.3   Foundation's Response Measures

To mitigate risks and protect participants' rights, the MOODENG Foundation has implemented a series of precautionary measures:

• Security Audits: The foundation will periodically conduct independent security audits on all smart contracts, token economic models, and technical architectures to ensure their security and compliance. Meanwhile, the foundation will actively introduce the latest security technologies and tools to prevent hacking and asset loss.

• Emergency Response Mechanism: In the event of technical or operational risks, the foundation will initiate an emergency response mechanism. By responding quickly, the team will assess the risk impact, implement remediation measures, and promptly inform the community about the event's progress through public channels.

• Legal Advisory Team: The foundation has hired an international legal advisory team responsible for overseeing the foundation's legal compliance. They will keep track of global regulatory changes and provide practical guidance to ensure the foundation can adapt to changes in the legal environment.

6.4   Participant's Responsibility

The MOODENG Foundation calls on all potential donors and token holders to participate, fully understand the project's background, operation model, and associated risks, and make decisions based on their risk tolerance and financial situation. Participants should proactively learn about relevant legal and regulatory requirements and keep up with policy changes in their respective countries.

By disclosing this Legal Compliance and Risk Disclosure, the MOODENG Foundation ensures the project's legitimacy, transparency, and protection of participants' interests. This also provides a clear risk assessment to help participants contribute safely to wildlife conservation.

7   Conclusion and Future Outlook

The MOODENG Foundation aims to infuse new vitality into global wildlife conservation through blockchain technology and a Decentralized Autonomous Organization (DAO) governance model. Through the innovative CTO (Community Trust Ownership) mechanism, we provide donors, token holders, and community members with a safe, transparent, and sustainable platform. The foundation's goal is not just to raise funds but also to create a decentralized ecosystem where every participant can actively contribute and influence the project's development direction.

By collaborating with global animal protection organizations, the MOODENG Foundation has laid a solid foundation for protecting endangered species and promoting environmental conservation. By

introducing blockchain technology, we ensure transparent use of donation funds, making sure that every contribution plays a vital role in wildlife conservation.

Future Outlook

In the future, the MOODENG Foundation will continue to expand its global cooperation network, attracting more organizations, communities, and individuals to participate in wildlife conservation efforts. By further optimizing the technical architecture and governance mechanism, we will continue to improve the user experience and platform security. Additionally, the foundation plans to introduce more innovative projects, such as building ecological reserves and providing scientific research support for endangered animals.

We believe that with the growing adoption of global blockchain technology and the maturity of the cryptocurrency market, the MOODENG Foundation will become a truly decentralized, global platform, bringing transformative changes to wildlife conservation. In the future, we look forward to harnessing the power of the community to promote environmental protection and ecological balance's long-term sustainable development.