



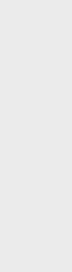
DogData



# Kennel.Ai

## Whitepaper

### Executive summary



Saving Pet Dog breeders money in a decentralised world which has an estimated 500 million pet dog owners;

The space is fuelled worldwide by an estimated 20 million professional dog breeders who are governed for over 100 years by over 100 centralized organisations called Kennel clubs. Who are in turn governed by geographical regional heads offices based in America's (American Kennel Club) [www.akc.org](http://www.akc.org) Asia and Europe (Federation Cynologique Internationale) [www.fci.be](http://www.fci.be)

The industry is controlled and dictated to by centralised office based people who sometimes do not even own dogs, causing frustration and emotional distress for the breeders both in and out of courts of law

The two most important factors in the life of a Professional dog breeder are dog health and saving money...

Notable change to industry processes occurred during the Covid19 pandemic ;

Dog shows worldwide were all cancelled

Kennel club offices were closed

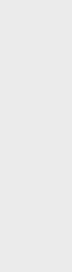
Pet dog sales increased exponentially



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### Centralized Industry Problems



Charges and costs are passed on from Kennel clubs to Breeders to Pet Dog buyers described as administration in the name of Dog health and welfare protection which in fact is just a direct and unnecessary taxation on the people involved in a industry which can now start to function in a Web3 space entirely the same without these centralised organisation charges

**Puppy / Transfer of Ownership \$20**

**4 generation Pedigree copy \$25**

**Stud License for breeding \$60**

**Litter registration including documents and chip \$40 per Dog**

**National champion titles average \$40**

The Kennel clubs are clever and massively profitable monopolising the pet dog industry by licensing both the dog shows and simultaneously those judges that participate in this data driven collection process , costs paid for entirely by the breeders show entries , which in turn are passed onto the new pet dog buyers , who have absolutely no knowledge of the workings of these mafia style organisations

**Billion dollar industry**

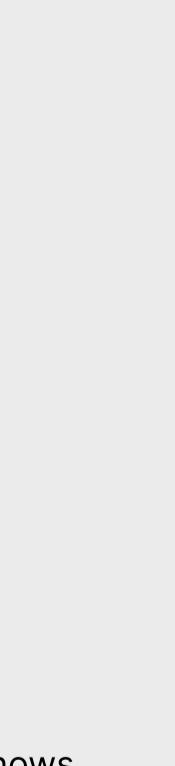
**New pedigree pet dog sales per year 20,000,000**

**Average cost of pedigree Dog \$1500**

**Number Dog shows per year approximately 25,000**

**Dogshow entry cost \$50**

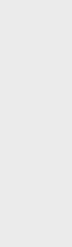
**Estimated size of the Pet Dog consumable product market worldwide \$220B**



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### Centralized Industry Problems



The Historical breeding and judges dog show data are the public resources that fuel the multi million dollar revenue and funding of the centralized Kennel clubs,

Usually not before and in some countries legally, should a breeder consider mating with both dogs mental and physical construction have been checked by a professional breed specialist judge at a dog show

**The Historical breeding and judges show data are the resources that entirely fuel the multi million dollar revenue and funding of these centralised organisations**

Estimated size of the Pet dog food market worldwide 80b

Estimated size of the Pet dog consumable product market worldwide 60b

### Veterinary & Dog health history identification

In time of emergency having dogs medical history is not always possible for example dogs can be lost and found or wander astray , dogs can be in placement for a time with relatives or friends of the owner or where only a unfamiliar of new veterinarian is available for numerous reasons. Without easy access to a decentralised server to view a dogs previous vaccination, physiological or medical history making a accurate diagnosis not always possible which in some cases may put that pet dog life at risk



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### Tokenised Web3 blockchain and Artificial Intelligence (Ai) Solutions



#### Industry summary ;

Over 100 years ago a small organisation in the United Kingdom was established to monitor and study dogs genetic breeding faults , they recorded on paper with ink the offspring over 5 generations finding that physical faults in areas such as hips, back, eyes and ears was passed on to newborns by parents, in an attempt to be rid of these physical impairments they developed what is known now worldwide as a "breed standard", for each of over 200 different breeds of pedigree dogs. Today a professional dog breeder will exhibit both the stud and dame ( male and female ) before a judge at a dog show to have the dogs checked and approved before breeding with the animal. In this way the notes from a Dog show judge are of fundamental importance to both the existing worldwide Kennel clubs and the future decentralised multi dimensional system on chain being developed by DogData.

A Non fungible transferable editable (erc 1155) token (NFT) provides the perfect long awaited solution for managing Pet dog ownership, no longer will pet dog breeders need to use the fragmented antiquated server based technology owned and controlled by kennel clubs.

#### Veterinary and Health

DogData NFT benefits :

Instant access to NFT DogData certificate on blockchain by scanning Dogs QR code with mobile ;



• Vaccinations  
• Owner / Breeder  
• Dogs data  
• Insurance cover  
• Dogshow reports  
• OffSpring

Who can use this QR scan ?

• Dogs Breeder  
• Dogs Owner  
• Friend of dogs owner  
• Pet Carer or Dog hotel kennel staff  
• Veterinarians  
• Dog show entry  
• Dog wardens or government employees

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#### 2earn



\* 2earn tokenised ecosystem rewards

#### Professional Dog Breeder

Dog breeder earns product discount tokens through pet dog buyer / owner continuing to update the asset token (NFT) data by sharing the dog life data on chain ;

• Rate products ;  
• Quality  
• Price  
• Service  
• Fit for purpose

• Spend money in the shop with either Ethereum ETH USDT or Smart Chain cryptocurrencies BNB BUSD



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#### First to Web3 Market Strategy using Blockchain and Ai



The core project team has extensive industry contacts and lobbying experience established over the last 20 years already supplying directly approximately 3500 different consumable and niche breeding products to the tens of thousands of professional dog breeders throughout Europe.

In Q1 2023 the website Kennel.Ai will be launched as a web3 platform which has a 5% product purchase discount for professional Dog breeders using the projects KC token in checkout.

A 5% shop discount does also apply to professional dog breeders who register their pedigree puppies identity on blockchain which created for the first time an editable erc1155 NFT for a canine physical asset. A new dog NFT is minted only after the platform has been able to collect the initial minimum necessary data about a dog and owner. ( Dog Breeders name and the Dog breed )



Once a user has created a Dog Data NFT he or she can request from AI

• Vaccination alert notifications  
• Best niche breed specific product recommendations  
• Dog Food and feeding recommendations  
• Breed Sensitive Training tactics  
• Links to articles in the DogData blog

Training  
Feeding  
Grooming  
etc

As a customers purchase history is associated to a specific dog NFT the machine learning data analysis of both parts of this dog breed sensitive data should very quickly be able to impartially recommend the best products for any Dog or Puppy NFT

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