



ALWAYS FOR SALE  
DIGITAL CONSERVATION TOKENS





**Wildcards** is an idea born out of the #ETHCapeTown2019 hackathon which saw team Wildcards as overall winners. The focus of the project was providing a platform where funds can be generated for endangered animals. The wildcards platform hosts always for sale **non-fungible tokens** representing real **endangered animals**.

## PROBLEM

Wildlife conservation is currently based on a donation only model which is not sustainable. Contributions are made once off and forgotten about.



## SOLUTION

Wildcards allows individuals to transparently and easily 'adopt' an endangered animal and contribute to sustainability through a fun and engaging platform.

# PROBLEM

‘animal adoption’ is currently **difficult, detached & unrewarding**

THE JANE GOODALL INSTITUTE SOUTH AFRICA

## Adoptions

### Chimp Guardianship Programme

The Chimp Eden Guardianship Programme enables individuals and organisations around the world to become a guardian of the chimpanzees who call JGI SA home. You can become a guardian of a chimp for a 12 month period by choosing any of the chimps at the sanctuary. You can also take any number of chimps under your care. The funds which are raised through the chimpanzee guardianship programme will be used for the welfare of the chimpanzees and the daily operations of the sanctuary.

Group 1      Group 2      Group 3



https://gifts.worldwildlife.org/gift-center/gifts/species-adoptions/gorilla.asp? Inbox - jonjon@wildcards.world - Wildcards Mail

SPECIES ADOPTIONS

### Adopt a Gorilla

Western lowland gorillas inhabit the vast tropical and subtropical forests of Central Africa. Gorillas are herbivorous, feeding on fruit, shoots, bulbs, leaves and occasionally tree bark. They live in family groups that are led by one dominant male, called the silverback because of the silver hair that runs down his back. With threats such as poaching, habitat loss and disease, WWF is supporting protected areas and other conservation programs across the lowland gorilla's range to ensure that no population is neglected.

MOST POPULAR

\$55 Gorilla Adoption Kit

Gift Details



# SOLUTION

Fun and **engaging** user experience.  
Compare **collections** with friends.  
Adopt a **variety** of animals.  
Every animal is **unique**.



BACKGROUND

SUBSCRIBE

## Ethereum based **conservation tokens**

Let your digital assets make a  
valuable contribution to the world.



Brian Armstrong

COMING SOON

Vitalik Buterin

COMING SOON

Changpeng Zhao

COMING SOON

# Core Concepts

## Non-fungible token

A **non-fungible token** is a way to ensure digital assets are unique and easily tradable on a blockchain.



## Always For Sale

When an asset is bought a new selling price is stipulated by the buyer. Assets are **always for sale**, forever!



## Harberger Tax

The owner of an asset pays a tax which is a **percentage of the selling price** they stipulate.



## STEP 1

Pascal visits  
<https://wildcards.world>



## STEP 2

Pascal searches the market and adopts a gorilla called Vitalik for 1 Eth



## STEP 3

Since Vitalik is always for sale he has to set his selling price of Vitalik. He sets his selling price at 5 Eth



## STEP 4

Pascal pays an annual set tax of 5% (Harberger Tax) on the selling price



## STEP 5

The Gorilla Foundation receives the revenue from the 5% tax to support conservation efforts



## STEP 6

Lukas visits  
<https://wildcards.world>



## STEP 7

Lukas decides he wants to adopt Vitalik too, Vitalik is always for sale



## STEP 8

Lukas purchases Vitalik for 5 Eth and sets his selling price to 10 Eth



## STEP 9

Lukas pays an annual set tax of 5% (Harberger Tax) on the 10 Eth selling price



## STEP 10

Pascal receives 5 Eth but loses adoption over Vitalik

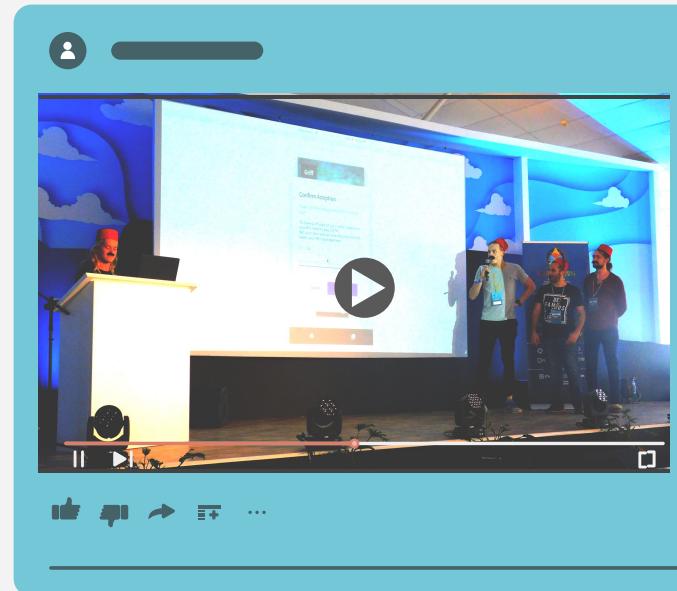


# Wildcards original demo



Click [here](#) to watch our demo of our original app

# Wildcards presentation



Click [here](#) to watch our #ETHCapeTown2019 winning presentation

# Strengths



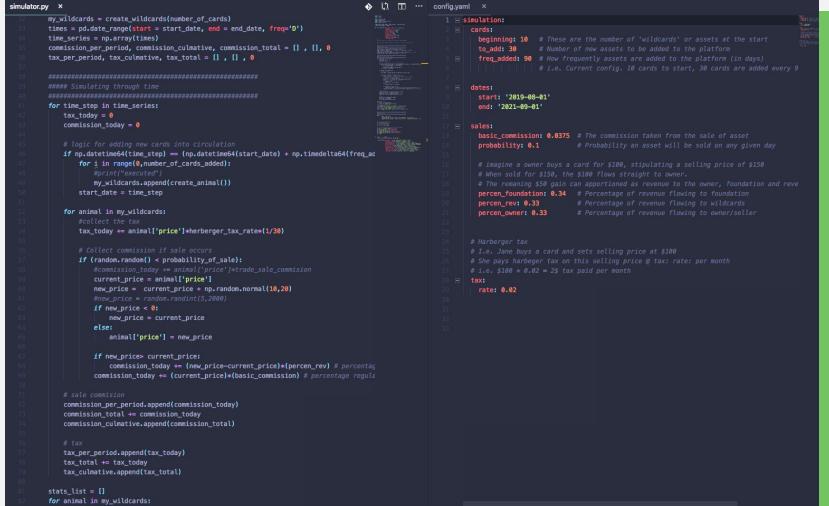
# Market size



\$ 117 956 070

Donated by individuals alone in  
2018 to the World Wildlife Fund  
(WWF)

# Business model



The image shows a dual-terminal window. The left terminal displays the Python script `simulator.py`, which contains logic for generating wildcards, managing their circulation, calculating taxes, and collecting commissions. The right terminal displays the configuration file `config.yaml`, which specifies parameters like the number of cards, start date, end date, frequency of new assets, basic commission rate, and tax rates.

```
simulator.py
# ...
# Logic for adding new cards into circulation
if np.datetime64(time_step) == (np.datetime64(start_date) + np.timedelta64(freq, 'D')):
    for i in range(int(freq_added)):
        my_wildcards.append(create_animal())
    start_date = time_step

for animal in my_wildcards:
    # Collect commission if sale occurs
    if random.random() < prob_commission_of_sale:
        # Randomly choose an animal's price to trade
        current_price = animal['price']
        new_price = np.random.normal(10, 20)
        if new_price > current_price:
            if new_price < 0:
                new_price = current_price
            else:
                animal['price'] = new_price
        if new_price > current_price:
            commission_today += (new_price - current_price)*percen_rev # percentage regular
            commission_today += (current_price*basic_commission) # percentage regular

    # Sale commission
    commission_per_period.append(commission_today)
    commission_total += commission_today
    commission_schreive.append(commission_total)

    # Tax
    tax_per_period.append(tax_today)
    tax_total += tax_today
    tax_cumulative.append(tax_total)

state_list = []
for animal in my_wildcards:
```

```
config.yaml
# ...
# These are the number of "Edgars" or assets at the start
# i.e. 30
# How many new assets to be added to the platform (in days)
freq_added: 90 # i.e. Current config: 30 cards to start, 30 cards are added every 9 days

# Dates
start: '2019-08-01'
end: '2021-08-01'

# Sales
basic_commission: 0.075 # The commission taken from the sale of asset
probability: 0.1 # Probability an asset will be sold on any given day

# Trading
# Jane buys a card and sets selling price at $100
# She sells it for $110, resulting in a selling price of $110
# She paid for $100, so she flows $10 to owner
# The remaining $10 gain can be apportioned as revenue to the owner, foundation and rewild
percen_owner: 0.34 # Percentage of revenue flowing to foundation
percen_rev: 0.33 # Percentage of revenue flowing to wildecard
percen_found: 0.33 # Percentage of revenue flowing to owner/master

# Harberger tax
# Jane buys a card and sets selling price at $100
# She sells it for $110, resulting in a selling price of $110
# She paid for $100, so she paid $10 tax
# $100 + $10 = $110 tax paid per period
tax:
    rate: 0.02
```

Projected \$5 000 000 in donations in first 18 months

4% transaction fee on sale of wildcards

25% fee on profit made off sale of wildcard\*

Custom built python simulation framework to understand possible revenue outcomes based on various assumptions

\*25% contribution to conservation

\*50% profit retained by wildcard seller

# Competitors

## CryptoKitties



Non-fungible unique tokens representing fictional cats. The tokens are collectables that possibly increase in value over time.

**Revenue  
(since Dec 2017)**  
≈ \$10 000 000

## Decentraland



Non-fungible digital tokens representing pieces of land in a virtual world. The owning account uses the token to construct virtual 3D spaces.

**Market capitalisation  
(MANA token)**  
≈ \$60 500 000

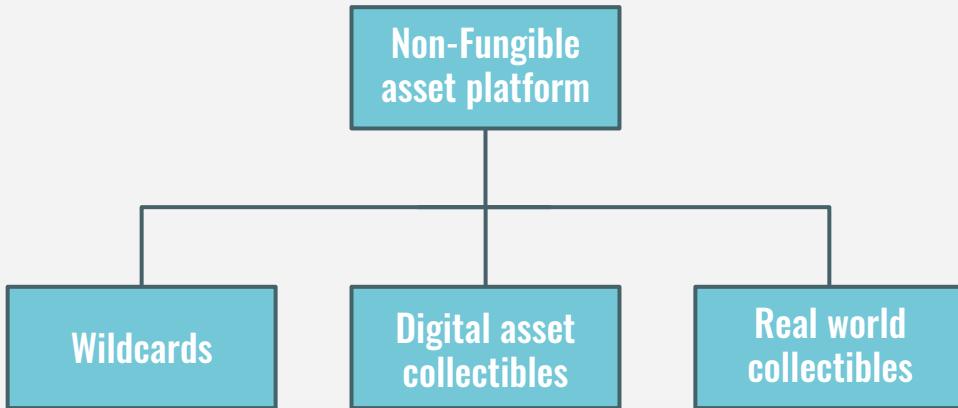
## Opensea



Marketplace for creating, buying and selling collectable, non-fungible tokens.

**Trading volume  
(since Jan 2018)**  
≈ \$6 000 000

# Long term vision



The first step towards building a non-fungible asset exchange.

Using the non-fungible standard to allow a liquid real world collectible market

Licensing the platform to various dealers e.g. art dealers

**Wildcards** aims to focus beyond purely conservation tokens and move towards becoming an ‘always for sale’ unique digital asset marketplace. Wildcards will pioneer a new ERC token standard, an always for sale non-fungible token standard.



# Market opportunities

- ✓ Conservation
- Artworks
- Rare cars
- Sports players
- Real world collectibles

Create MVP.  
Winners  
#ETHCapeTown2019



2019 Q2

Conservation organisations  
list animals on wildcards  
platform.



2019 Q3/4

Sell white-labeled  
version of platform to  
auction houses



2020 Q3/4

Platform development.  
Launch first set of  
wildcards.



2020 Q1/2

Launch marketplace  
for always for sale  
non-fungible tokens.



2021+

# Wildcards team

JonJon Clark



**Business development & data science**

Masters in data science specialising in financial technology.

Founding team -  
<https://gostackr.com>  
Blockchain based savings solution.

Lectured Computer Science at University of Cape Town & blockchain content for the WorldQuant University.



Jason Smythe



**Blockchain engineer & infrastructure**

BSc in Computer Science, Game Design and Mathematics, with an honours degree in Computer Science.

Founding member -  
<https://adhara.io>

A liquidity management system built on Ethereum.

Member of the technical team from ConsenSys that built Project Khokha, the award winning RTGS project for the Reserve Bank of South Africa



Denham Preen



**Frontend development & online marketing**

BSc in Computer Science and Economics, with an honours degree in Computer Science.

Freelance Software Developer.



Sean Markham



**Backend development & mathematical analyst**

Studied Computer Science, Mathematics & Physics at the University of Cape Town.

Software Developer for AWS EC2 in Cape Town.



Sen Ferhat



**Blockchain Engineer & Game Developer**

Studied Computer Science at Kocaeli University.

Founder - Secim.io  
Blockchain based electronic voting and poll systems.

Full-stack Blockchain Developer at Bahçeşehir University  
BlockchainIST Center.





# THANKS!

Join our mailing list!



Our website:  
<https://wildcards.world>

Github repo:  
<https://github.com/wild-cards>

Contact:  
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