Improving Dog Welfare
Saving Dog Owners Money

Leveraging the multimillion Dog Breeder and Pet Dog owner communities to improve Dog welfare, Dog Breeding and Dog knowledge. Using advanced technologies and a gamified reward system to make Dog care and welfare better.

Erc721 Asset tokens, private blockchain, data vault, AI & machine learning, suggestive marketplace, erc20 discount tokens and cryptocurrency

Using immutable blockchain technology for Dog microchip identification and Dog life data, vaccination & immunization storage tracking

WHITEPAPER

MyDogData.com
DogData.io
Executive Summary

Market Opportunity Snapshot
- 1.42 billion Total Dogs Worldwide
- USD 500+ billion Dog Owner Market

The Problems
Dog owners and Dog breeders are not organised. This leads to Missing or Fragmented Dog Data, Dog Breeding complexities, Missing Dog Sale Conditions of Care, Minimal Leverage of the Wisdom, Knowledge and Power of the Community.

Innovative Solutions
We have created integrated solutions using the best technology to make Dog owner’s lives easier and reward them for Dog care & welfare activities and save them money in the process.
- First international Dog registration on blockchain
- First Dog ID asset token
- First Dog Data on_block explorer
- First NRC QR Dog Block
- First find Dog on blockchain with mobile app
- First multidimensional Dog pedigree database
- First time stamped immutable Dog vaccination, immunization and life data vault using blockchain
- First smart contract for Dog sales
- First sale contract with paid care and welfare milestones
- First Dog breeding prediction engine using big data, machine learning and AI
- First use of AI to reduce genetic Dog health defects
- First Dog knowledge exchange building Dog care and welfare knowledge
- First gamified system built for Dog owners
- First Dog event and Dog show mobile app
- First mobile enabled Dog show ticketing system
- First suggestive marketplace for Dogs
- First tool to learn from top breeders
- First incentivized, gamified reward tokens for Dog owners
- First discount token economy for Dog owners
- First tool using community power to save money for all Dog owners

Where We Are Now
- Market opportunity identified
- Solutions defined
- Technology mapped out
- Business model verified
- Financing strategy defined
- Core team in place
- Additional listing planned
- Strategy defined
- MVP being created
- Financial model
- Initial Exchange Offer executed
- Influencers on board
- Marketing support ready

Act Now
Register your Dog on the DogData Blockchain, get your DogData Block, join the DogData community, invest in Bones or earn or invest in EtherBones.
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The Dog Market

Large And Growing Market

- Dog numbers growing at 5% p.a.
- Spend per Dog growing at 5% p.a.
- Total $500+ billion Dog Market growing 10-13% p.a.

Market Opportunity Snapshot

**Market Size**
- 142 billion Total Dogs Worldwide
- 520 million Domestic Dogs

**Market Size Increase p/a**
- 50 million Newborn Dogs
- 30 million Unregistered Newborn Dogs

**Social Media Users**
- 20 million Professional Dog Breeders
- 500+ million Pet Dog owners

**Market expenditure $USD p/a**
- USD 1 billion Spent on third party registration Dog ownership
- USD 70 billion Spent buying Dogs
- USD 350 billion Spent on Dog lifestyle products
Dog Owner & Dog Breeding Challenges

Dog owners and Dog breeders are not organised. This leads to Missing or Fragmented Dog Data, Dog Breeding complexities, Missing Dog Sale Conditions of Care, Minimal Leverage of the Wisdom, Knowledge and Power of the Community.

- **Majority of Dogs are not registered**
  The third-party Dog registration systems are expensive, insecure and Dog life data is incomplete, unstructured and stored in thousands of decentralized, fragmented databases with limited data access.

- **No safe, sharable integrated Dog life data management system**
  Dog Life Data, including records, behavioural milestones, life achievements and next generation offspring details is all paper based and not interlinked.

- **Many Dog vaccinations are incomplete and missing**
  Complex, often fraudulent paper trail for Dog vaccinations results in incomplete or missing Dog vaccination records. No provable Dog vaccination record system exists for diseases such as rabies and virus such as Canine Coronavirus.

- **Most Dog data is unverifiable or untrustworthy**
  The existing paper record system, including pet passports, vaccination and blood test dates are often incomplete, fraudulent and records cannot be verified.

- **Missing P2p Dog sale, care and welfare system**
  No ability to enforce, manage or reward the agreed terms of a Dog sale contract between a Dogs breeder and the Dogs buyer or new owner. This can result into insufficient Dog care and welfare and possible complicated legal disputes.

- **Limited use of big data & science to breed better Dogs**
  No Algorithm exists for Breeding knowledge, expertise and experience used to improve breed standards, eliminate genetic diseases and hereditary breeding faults.

- **No tools to guide new Dog buyers to pick a suitable Dog breed**
  All 300+ breeds of Dog have unique attributes, needs and requirements. Inexperienced, new Dog buyers often choose unsuitable Dog breeds because of lack of knowledge and make wrong choices because of image, ego or influencers.

- **Good Dog care & welfare knowledge is hard to find**
  Dog care and welfare knowledge is decentralized, often untrustworthy and not interactive. Missing source or tool to leverage the knowledge and Dog breeder experience to improve Dog care and welfare practises for new Dog buyers.

- **No Dog breed specific product recommendations**
  Each of the 300+ breeds of Dogs has differing product, service and dietary needs. Finding Dog breed specific, breed specialist recommended and rated products and services is almost impossible. A lot of money is wasted on unsuitable or poor-quality products.

- **No Dog or Dog owner specific platforms and services**
  Many additional Dog and Dog owner problems and challenges could be addressed by creating integrated Dog specific solutions or services.
DogData Solutions

DogData Company

DogData OU. was founded by a team of Dog industry and functional experts. Our vision is to leverage the power of the Dog owner community to improve Dog welfare, Dog breeding, Dog knowledge and marketplace savings, leveraging technological solutions using a gamified system enabled by tokens and coins.

We have consulted with industry leaders, specialists, experts as well as many show Dog and pet Dog owners to help find innovative solutions.

- Dog Breeders
- Kennel Clubs
- Pet Dog Owner’s
- Veterinarians
- Groomers
- Dog Show Operators
- Dog Show Judges
- Show Dog Handlers
- Dog Food Suppliers
- Dog Product Suppliers
- Dog Charities & Dog Rescue Organizations
- Dog Hotels & Boarding Kennels

Innovative Solutions

We have created integrated solutions using the best technology to make Dog owner’s lives easier and reward them for Dog care & welfare activities and save them money in the process.

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- First tool to learn from top breeders
- First incentivized, gamified reward tokens for Dog owners
- First discount token economy for Dog owners
- First tool using community power to save money for all Dog owners
Solutions

1. **DogData Blockchain**
   - International Dog Registration Blockchain
   - Dog ancestry public blockchain reference and international Dog registry database using time stamped immutable blockchain technology for all Dogs, pedigree and non-pedigree.

2. **DogData Block**
   - On_Block Dog Tag
   - QR Dog ID tag linked to the DogData Blockchain, making Dogs and their data searchable on the blockchain through mobile app.

3. **DogData Vault**
   - Secure Dog’s Life Data on Private Blockchain
   - Secure time stamped data vault for all Dog’s vaccination registration and Dog’s life data using immutable private blockchain technology.

4. **Dog Sale Smart Contract**
   - Dog Sale & Care Conditions Contract
   - Inclusive, modular Dog sale and care contract with tracked and incentivized care and welfare milestones linked to the DogData Blockchain.

5. **DNA Hunter**
   - Dog Mating & Breeding Prediction
   - Using the world’s most successful Dog breeding experts and the power of big data, machine learning and AI to make better breeding predictions and help eliminate genetic health defects.

6. **DogData Expert**
   - Knowledge Exchange
   - The incentivized knowledge sharing creates the best information exchange to improve Dog care, health & welfare benefiting the whole Dog community.

7. **DogDate**
   - Mobile App
   - Mobile enabled categorized Dog events creation and management tool using social media, location technology and keyword hashtags.

8. **4Dogs Marketplace**
   - Dog Specific Suggestive Marketplace
   - Dog specific & breed specific suggestive marketplace with a great selection of products and services at low prices with product, services, diet suggestions already used by your Dog’s breed champions.

9. **Bone**
   - DogData Block Coin
   - The Bone or BONE coin is the DogData Block coin which links to the international Dog registration on blockchain. Tradable on crypto markets.

10. **EtherBone**
    - Reward & Discount Token
    - The Etherbone or ETHBN coin is the gamified reward and incentive coin which enables the discount mechanism on the Dog specific suggestive product 4Dogs Marketplace. Tradable on crypto markets.
The DogData Blockchain is the Dog ancestry public blockchain reference and international Dog registry database using immutable time stamped blockchain technology. It enables easy Dog international registration for all Dogs, pedigree and non-pedigree Dogs.

**First international Dog registration on blockchain**
**First Dog ID asset token**
**First multidimensional Dog pedigree database**

**Dog ID ERC 721 Asset Token**

Dog owners and Dog identification microchip numbers are recorded on the immutable public blockchain. For each registration a Dog ID ERC 721 asset token is created. This token is the transferable digital record of the Dog’s registration and provides dual security for the DogData pet passport system.

**Dog Life Data Reference**

All Dog’s life data will reference this registration token be systematically captured and stored in secure, encrypted immutable data records. Some of the key features and data captured in this enhanced, centralized international Dog registration database are:

- Globally centralized Dog database
- Open to all Dog registrations (not only pedigree Dogs)
- Easy to use
- Dog owner information
- Dog information
- Expanded Dog life data
- Immutable Dog registration data using public blockchain
- Secured encrypted data vault
- Customer support enabled
- Searchable database making it easier to find a match for breeding
- Linked to Dog sale / conditions of care contract
Dog Owners Get Paid For Updating Information

To help build an updated, accurate database, Dog owners will get paid for updating their Dog specific information on the DogData Blockchain.

Dog Owners Get Paid For Data

Some Dog’s life data uploads will be incentivized to enhance the Dog database information and improve Dog care and welfare.
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**DogData + Blockchain**

+ DOG = QR code Dog Tag + erc721 on block DogID certificate

**Data + Data Analysis = Rewards + Dog owner Solutions**

- Microchip
- Show Results
- Insurance
- Purchase invoices
- Puppies
- Accommodation
- X-Ray
- Virus
- Diet
- Vaccination
- Travel

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DogData Block

The DogData Block is a QR Dog ID tag linked to the international DogData Blockchain. The QR code on the DogData Block can be scanned using the DogData mobile app which identifies the Dog and all the Dog’s data using on_block explorer on the blockchain.

**First international Dog registration on blockchain**  
First Dog ID asset token  
First Dog Data on_block explorer  
First QR Dog_Block  
First find Dog on blockchain with mobile app  
First multidimensional Dog pedigree Database

**Easy DogData Access**

All the Dog’s life data can be accessed anywhere in the world using the mobile app by scanning the QR code or the Dog’s nose. Any dog’s identity, ownership, vaccination and health certificates can be verified. Saving time and ensuring immutable data access for:

- Dog Owners
- Veterinarians
- Dog Shows
- Police
- Customs and Border Patrol
- Charities
- Dog Rescue
Recording Dogs on Blockchain

Dog Breeder

Dog Data Manager

Dogs

Data Asset Private Blockchain

Digital Dog Owner Certificate

QR + erc721

On_Block Search

Dog Sale Contract

Dog Owner

Labrador
Teddy

Doberman
Ric

Doberman
Katie

IN Number: 8071423

IN Number: 671432

IN Number: 8744512

Pet Dog Buyer (Dog Data Manager)
DogData Vault

Secure time stamped data vault for all Dog’s vaccination registration and Dog’s life data using immutable private blockchain technology.

Secure DogData Vault

The DogData Vault is the secure record database of all the specific Dog life data.

- Databases are encrypted and mirrored in case of a system crash.
- Data is available to view for users through interfaces.
- Data only visible to users, not outsiders
- All data is timestamped using immutable private blockchain technology

Rabies and Coronavirus vaccination certificates

The DogData Vault is designed to time stamp important vaccination and immunization documents such as rabies vaccination certificates. This creates a permanent, verifiable record of vaccinations which will improve Dog health records and limits potential fraudulent paperwork.

Digital blockchain DogID

The secured Dog registration and immunization data will eventually become an accepted Dog passport, equivalent to a typical paper Dog passport. It captures and keeps all Dog vital records data digitally and creates immutable records through the use of our private blockchain technology.
Incentivized, inclusive, modular Dog sale and care contract with tracked and incentivized care and welfare milestones linked to the DogData Blockchain.

**Dog Sale Smart Contract**

First smart contract for Dog sales
First sale contract with paid care and welfare milestones

**Smart Contract for Dog Sale**

- Standardized wording
- Modular design
- Allows for expanded care and welfare conditions
- Multi language
- Legally binding
- Electronic / smart contract
- In PDF, no paper required
- E signature
- Fully binding legal document
- Immutable
- Permanently recorded
- Care milestones
- Linked conditions of care

**Interlinked Dog Sale Smart Contract**

The Dog Sale Smart Contract is automatically interlinked with the DogData Blockchain. Change of ownership is automatically registered on the DogData Blockchain. The Dog conditions of care milestones are tracked automatically. Care milestones are updated by the Dog owner on the DogData Blockchain and the Dog breeder is notified automatically.

Missed milestones are notified to Dog owners and Dog breeders. This system allows easier tracking and enforcement of contract conditions. Using technology to monitor Dog welfare will help to identify and restrict potential “bad actors and owners” within the Industry.
Dog Owners Get Paid For Achieving Milestones

Completed Dog care milestone payments will either be rewarded to the Dog owner from DogData or from the Dog's breeder. Rewards from breeder to new Dog owner can be via escrowed in fiat currency or with Etherbone.

1. Buyer pays Dog breeder $1000 for a Dog
2. Breeder creates Five Dog sale smart contract milestones for buyer
   - Blood test Rabies and Parvoside $40
   - Parvovirus injection $40
   - Rabies injection $40
   - 10 purchases of Royal Canine Chihuahua food $40
   - Upload insurance certificate $40
3. $200 released to new Dog owner from Escrow for completing the agreed Welfare milestones
The DogData DNA Hunter uses the world’s most successful Dog breeding experts and the power of big data, machine learning and AI to make better breeding predictions and suggest the mating that will result in healthier puppies closer to the official breed standards and help eliminate genetic health defects.

**First Dog breeding prediction engine using big data, machine learning and AI**

**First use of AI to reduce genetic Dog health defects**

**Dog Search & Matching**

Dog breeders can use the Big Data collected through the Dog data base to predict the possible breeding outcome.

- The male Dog information will be in-depth enough to allow female Dog breeders to find a mating match.
- Female pedigree Dog owners can create their own breeding profile & specification criteria

These requirements to breed to be able to better breed closer to the worldwide breed standard will then be cross compared against all males in our database.

**Breeding Prediction Engine**

DNA Hunter will offer two types of Dog breeding predictions, one by the world’s most successful expert Dog Breeders and the other by a smart prediction algorithm.

The DNA Hunter Dog breeding algorithm will be the world’s first deep learning tool using big data to

- improve breeding results
- Fit for purpose Dogs
- Better puppy litters
- Help eliminate genetic Dog health defects.
Healthier Dogs

Over time the accumulation of Dog breeding data will nurture the breeding of healthier Dogs. As the mating prediction is founded on Dog health and genetic breeds standards.

Improved Results

The DNA Hunter platform also allows Dog breeders to refine and tailor their breeding suggestion to improve results.

- Increase puppy litter size
- Specific feature selection
- Historical Breed Standard reproductor
- Changing of the Coat colour
- Coat Type definition
- Changing of eyes colour
- Increase Chest size
- Increase or Decreased Length
- Increase or Decreased width and girth
- Increase or Decreased bone thickness
- Increase or Decreased muscle definition
- Geographic distance
- Breed
- Weight and measures
- Height
- Age
- Eye colour
- Pedigree history DNA
- Historical breed standard judging results
- Diet data
- Wearable health data
- Previous Breeding history
- Dog health data

Lifestyle

**DNA Hunter** = Suggested Dog

Dogs
DogData Expert Knowledge Exchange

The incentivized knowledge sharing DogData Expert creates the best information exchange to improve Dog care, health & welfare benefiting the whole Dog community.

DogData Expert Care Information

This social media enabled solution will provide searchable Dog care information for the wider Dog owner community. This multi-language ecosystem will to create the best care information to improve Dog care, Dog health through breeding benefiting the whole Dog community.
DogData Expert Live Support

Free Dog expert advice will be provided to all Dog owners.

- **Experts**
  - Veterinarians, Dog Breeders, Handlers, Groomers, Judges
- **Interactive**
  - Chat, Phone, Video, Email
- **24 hours**
  - Always open
- **Multi-lingual**
  - Phased rollout of multi-lingual capabilities

Read, Ask, Answer

The Read, Ask, Answer ecosystem allows knowledge sharing across multiple knowledge dimensions, including:

- Dog Breeding
- Feeding
- Training
- Puppies
- DogShows
- Grooming
- Health
- Dog Charities and Rescue
- Judging
- DogData solutions

Individual Questions With Rewards

Individual Dog owners can post questions. These questions can have EtherBone bounty rewards. The Dog owner can assign rewards based on the usefulness of the answers received. The best answers will receive EtherBone.

Rewarding Dog Knowledge

DogData will reward experts and contributors to the Dog knowledge DogData Expert site through EtherBone.
DogDate Mobile App

Mobile enabled categorized Dog events creation and management tool using social media, location technology and keyword hashtags.

First Dog event and Dog show mobile app
First mobile enabled Dog show ticketing system

Easy DogData Registration
Quick, easy to use interface allowing Dog owners to register themselves and their Dog on the DogData Blockchain

Smart Dog Sale Contract
Milestone Management
Quick, easy to use interface to manage and upload completed milestone documents for the Smart Dog Sale Contract.

- Insurance
- Veterinary inoculation
- Blood test
- Docking
- Branded Food Use

- Insurance certificate
- Vaccination serial number
- Veterinary certificate
- Veterinary certificate
- Purchase invoice

DogDate Event Management
Dog owners attend many Dog shows and Dog events. Finding, tracking and sharing these events is difficult. The DogDate app will facilitate that Dog breeders and Dog owners never miss an event.

- Dog Events
- Link to social media
- Link to calendar applications
- Notifications

- Shows and organizers
- Wide audience through Facebook events
- Tracking
- Alerts and reminders

Dog Show Ticketing System
The DogData App allows easier ticket management for Dog Show organisers as the app allows direct marketing, advanced ticket sales and ticket verification at Dog shows.
4Dogs Marketplace

Dog specific & breed specific suggestive marketplace with a great selection of products and services at low prices with product, services, diet suggestions already used by your Dog's breed champions.

First suggestive marketplace for Dogs
First tool to learn from top breeders

Champion Recommended Products

The 4Dogs Marketplace uses the knowledge and experience of the Dog breeders. It funnels the choices of internationally judged champion Dogs to serve the pet Dog owner community. The 4Dogs marketplace is suggestive offering only breed specific products and services used by international champions.
Dog specific product recommendation

The marketplace algorithms recommend specific products and services tailored for each individual dog. This saves each dog owner time and money. It also helps avoid unsuitable or wrong products and services.

Metal Two Door Extra Strong Dog Cage

Size: 105 x 70 x 80 cm
Weight: 12kg

Estimated delivery time 5-7 days
Watch the video

Price: $89
Discounted price using Etherbone token $71.20

2 international champion dogs that use this product

Product Description

Highest Quality Metal Cage money can buy...
Brava Deluxe Famous quality from Finland
Folds easily Flat Includes Comfy Plastic Carry Handle
Almost impossible to escape from this robust metal Dog cage
Heavy Duty Dual Coated Metal Frame
Numerous Fitments too ensure Security
Two Doors; Side and Front Door Entry
Plastic Removable easy too clean floor Tray included
Marketplace Dynamics

Dog Breeder Example

Anna enters Anton into a dog show class

The Dog is awarded by the judge 1st place in the Breed at the show

Anna records the achievement by uploading the certificate to the Dogs Data cloud

Anna receives a EtherBone Utility Token reward for the achievement

Anna receives a EtherBone Utility Token for the achievement

Anna records the achievement by uploading the certificate to the Dogs Data cloud

The Dog is again a few weeks later entered into a DogShow class and awarded 2nd place by a Breed specialist judge

Anna uses the utility token as a discount mechanism to buy a branded dog food from the peer to peer decentralised marketplace the invoice and data saved to the Dogs Data cloud

Decentralised Peer to Peer Marketplace suggestion system user side

Bill has registered his dog’s microchip with DogData and received a utility token reward and a ERC721 asset

Bill uses the EtherBone token in the Marketplace for a discount on dog food

Bill’s Dog is the same breed, sex and size as Anna’s international Champion Anton The Marketplace suggests to Bill the same dog food brand and type used by Anna’s dog Anton (the dog judged by the professional breed specialist as being an international champion)

Bill buys the suggested Dog food knowing he’s just leveraged the experience and knowledge of one of the world’s most successful dog breeders

Bill receives a utility token reward for choosing the suggested food and completing a smart sale contract welfare milestone
Rated suppliers

Mutual scorecard ratings by customers and suppliers reinforces trust and confidence in all market participants and products. Users of products and services can rate those products and services.

- Rated Customers
- Rated Suppliers
- Rated Products
- Rated Services

Our scorecard system ensures that only vetted Dog owners and vetted suppliers can trade on our marketplace. Our system minimizes the possibility of fraudulent customer and product ratings which are common problem on other marketplaces.

Multiple Channels

Dog owners can buy directly through the DogData marketplace or use EtherBone for direct discounts for instore discounts.

DogData Marketplace

DogData App Instore Purchase

Price Advantages

Shorter supply chain

- Less overheads
- Less transport
- Less warehousing
- Less administration
- Better pricing
- Environmentally friendlier

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Potential Suggestive Marketplace Size

The DogData marketplace total potential multi trillion dollar turnover opportunity.

Multi trillion dollar opportunity
20 million Dog Breeders
500 million Pet Dog Owners

Massive Savings

Annal Dog Expenditure
The average annual expenditure per Dog in developed markets is USD 1,650 per year. This figure varies depending on the Dog breed, the Dog’s activities, the Dog owner and the country of residence. A typical split of expenses is as follows:

- Bitforex 10%
- Marketing 9%
- Market making 5%

Unlocked ETHBN 24%
- 5%
- 10%
- 9%

Locked ETHBN 76%
- Uniswap 10%
- Team 10%
- Bounty & Airdrops 17%
- Snaptrad exchange 39%
Product range

4Dogs
Peer-to-peer Decentralised Marketplace

Smart Dog Sales
- Dog sale
- ERC721 asset token Sale

Community Rated
Smart Dog Health Care
- Individualised Health Care
- Veterinary care
- Freelancer service contract

Community Rated
Dog Supplies
- Dog Food
- Niche products
- Used, wrong size or unfit for purpose products

Community Rated
smart DogShow exhibiting contracts
- ShowDog Handlers
- ShowDog Groomers
- DogShow entry fee

Community Rated
Dog Travel contracts
- Accommodation
- Transport

Community Rated
Dog charities and Rescue organisations
- Donations
- Adoptions

Community Rated
smart Dog insurance
- Group risk breeder kennel
- Individual risk pet dog owner

Community Rated
DogData AI solutions
- Best In Show (Dog show placement algorithm)
- DNAHunter ( perfect breeding mate algorithm)
- ERC721 Virtual Puppy
Bone (BONE)

- Bones are used as an exchange mechanism representing the value of the Dog's Life Data.
- Bones can be used globally.
- Bones are created using ERC 20 blockchain technology.
- Bones are transferrable.
- Bones are tradable on crypto market exchanges.

Dog Block Users

- Dog Breeder
- Charity
- Customs Border Guard
- Pet Dog Owner
- Police
- Kennel Clubs
- Veterinarian
- Dog Groomers
- DogShow organization
- News organization
- DogShow
- Dog Trainer

First international Dog registration on blockchain
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First find Dog on blockchain with mobile app
First multidimensional Dog pedigree Database
Using Bones

Bones can be used to pay for Dog ID asset tags which link to the international Dog registration on blockchain. The NCR QR Dog_Block can be scanned using the DogData mobile app which identifies the Dog using on_block explorer on the blockchain.

Exponential Demand Bones

The demand for Bone will be driven by:

- The number of new Dogs born every year
- The number of existing Dogs
- The number of Dog owners registered on DogData
- The number of DogData Block users

The demand for DogData Block users will also be accelerated by the use cases of the mobile data verification through Dog Owners, Dog Breeders, Veterinarians, Dog Shows, Police, Customs and Border Patrol, Charities and Dog Rescue Organizations.
EtherBone (ETHBN)

- EtherBones are electronic form of the typical discount coupon used by many industries in many countries.
- EtherBones can be used globally.
- EtherBones are created using ERC 20 blockchain technology to ensure that discounts can only be used once.
- EtherBones are transferrable.
- EtherBones are tradable on crypto market exchanges.
Earning & Mining Etherbone Tokens

Etherbone Tokens can be mined and earned by Dog owners, Dog breeders or community contributors

Dog Owners

• Paid for updating their dog information in the DogData Blockchain
• Paid for uploading on the DataVault
• Paid for completing Smart Dog Sale Contract milestones
• Rewards for ScoreCard milestone achievements
• Bounty program rewards

Dog Breeders

• Paid for updating their dog information in the DogData Blockchain
• Paid for uploading on the DataVault
• Rewards for ScoreCard milestone achievements
• Paid for DogData Breeders Predictions
• Paid for DogData Expert contributions
• Bounty program rewards

DogData Community Contributors

• Paid for DogData Expert social media content contributors
• Paid for judging virtual dog shows or dog grooming contests
• Bounty program rewards
Using EtherBone

EtherBone can be used for paying for products or services:

- Paying for marketplace products
- Mobile app
- DogData Blockchain
- DogData Breeding
- Smart Dog Sale Contract
- DogExpert knowledge
- DogData Community
- DogShow entries
- Instore purchases at participating pet suppliers
- P2P services

EtherBone Discounts

Dog owners can use their EtherBone to avail of product specific discounts. Each EtherBone will equal discounts which can be applied to product purchases 4Dogs marketplace.

*Discount Value Of EtherBone*

We are targeting an average discount value of an EtherBone to be 5 times. The range of discount value for each EtherBone is product specific. The minimum discount value will be 5 times and the maximum discount value 25 times.
Massive Savings

Annal Dog Expenditure
The average annual expenditure per Dog in developed markets is USD 1'650 per year. This figure varies depending on the Dog breed, the Dog’s activities, the Dog owner and the country of residence. A typical split of expenses is as follows:

Saving potential
An average Dog owner can potentially save in excess USD 100 per year, per Dog by using DogData, once DogData has fully rolled out all of the planned products and services as well as expanded the 4Dogs marketplace offerings.

Buying EtherBone
A Dog owner can supplement the EtherBone earned for Dog care and welfare activities by buying additional EtherBone from DogData.

All funds received from selling EtherBone will be used to purchase EtherBone from crypto currency markets
Exponential Demand For EtherBones

The demand for EtherBone will be driven by:

- The number of Dog owners registered on DogData
- The number of Dog owners using DogData products and services
- The number of products available on the 4Dogs Marketplace
- The number of services available on the 4Dogs Marketplace
- The number of purchases on the 4Dogs Marketplace

Some of the EtherBones will be earned from Dog care and welfare activities, others will be bought from DogData. DogData will use all funds received from selling EtherBones to purchase EtherBones from crypto currency markets. These demand drivers will increase the demand for EtherBones exponentially.

Registered Dogs × Spend per Dog = Exponential Growth
Reducing Supply Of EtherBones

The total number of EtherBones in circulation will be limited to 1 billion (1,000,000,000) EtherBones. All of these coins will be issued and allocated at the same time and no additional EtherBones will ever be issued. The EtherBone supply in circulation gets reduced every time DogData repurchases an EtherBone from a crypto market. DogData will eventually repurchase all EtherBones.

EtherBone Coin Price Evolution

The market forces of the exponential demand for EtherBones and the constant supply reduction of EtherBones has the potential to increase the crypto market price of EtherBones exponentially.

<table>
<thead>
<tr>
<th>Demand Increase</th>
<th>Supply Decrease</th>
<th>Exponential Growth</th>
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Potential Exponential EtherBone Price Increase
ERC 721 Dog ID Asset Token
This asset token is the international Dog registration and Dog ID on the public blockchain. It is the reference library of all specific Dog life data.

DogData Blockchain Ancestry Database
A searchable, multidimensional interlinked ancestry database showing common ancestry and descendants for each Dog.

DogData Block
QR Dog ID tag linked to the DogData Blockchain, making Dogs and their data searchable on the blockchain through mobile app.

Dog Vaccination Blockchain
Searchable, immutable dog vaccination recorded on the blockchain.

DogData Vault
The DogData Vault is the secure record database of all the specific Dog life data.

Dog Sale Smart Contract
A smart contract is a Ricardian contract, i.e. a fully binding legal contract in electronic form.

Bone
Bone coins are created using the ERC20 public blockchain technology.

EtherBone
EtherBone coins are created using the ERC20 public blockchain technology to ensure that discounts can only be used once.
Increase Awareness
The process of launching Bone and EtherBone Coins will increase awareness of our products and services to early adopters of new technology. We will offer incentives for people to promote awareness of DogData products and services.

Expand Customer Numbers
Many of the early adopter of new technologies will either have dogs or know people who have dogs. We expect a jump of our customer numbers through our crypto market offers and listings.

Accelerate Bone and EtherBone Economies
A key element of our strategy is the introduction and launch of the Bone and EtherBone coins is to start and accelerate the adoption and usage of both coins.

Raise Funding
DogData will raise funding to expand the product offering and increase customer numbers and increase market penetration.

Phase Funding
DogData is phasing the funding through crypto market listings. The large Bone and EtherBone reserve will allow DogData to raise additional funding, as and when required, through crypto market transactions.

Unlock Exponential Bone and EtherBone Coin Growth
The Bone and EtherBone allocations will align everyone’s incentives and unlock the potential exponential growth of the Bone and EtherBone coin prices crypto market exchanges.
Bone

The DogData Vault is the secure record database of all the specific Dog life data.

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**Bone**

- **Name:** Bone
- **Ticker:** BONE
- **Blockchain:** Ethereum
- **Total supply:** 1,000,000,000
- **Exchange:** www.hotbit.io

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EtherBone

**EtherBones**

- **Name:** EtherBone
- **Ticker:** ETHBN
- **Blockchain:** Ethereum
- **Total Supply:** 1,000,000,000
- **Exchange:** www.bitforex.com

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**Distribution of EtherBone**

- DogData: 71%
- Founders: 13%
- Bitforex: 10.0%
- Bitforex Trading Competition: 5.0%
- Bounty: 1%
- Others: 10.0%
DogData is a team of industry experts with lifetimes of industry experience. Every week we are producing, working at, supervising or managing parts and aspects of CACIB, CAC, AKC, Kennel Club or FCI Dog shows. All founders and advisors have more than 20 years in the industry on the ground hands on experience.
DogData wants to build and expand our network and help improve the welfare of Dogs. We are currently looking for:

- Dog Enthusiasts
- Dog Owners
- Dog Show Organizers
- Veterinarians
- Angel investors
- Early adopters
- Social media activists
- Dog Charities and Rescue organizations
- Dog Handlers
- Dog Judges
- Dog Groomers
- Investors
- Journalists
- Kennel clubs

If you wish to join us on our journey please contact our Chief Executive Officer, Mr. Richard Dene Hill, or invest with us through our Chief Financial Officer, Mr. Thomas Melchior.

**Richard Dene Hill**  
Chief Executive Officer  
E-mail: Richard@DogData.CH

**Thomas Melchior**  
Chief Financial Officer  
E-mail: Thomas@DogData.CH

**DogData Offices Location**

- Zurich, Switzerland
- Tallinn, Estonia
Disclaimer

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