DogData

DogData Improving Dog Welfare

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myDogData.com

Founded by a team of Dog industry and functional experts with over 100 years' combined experience. We are passionate about Dogs and want to improve Dog welfare for Pet Dogs, Pedigree reproductors (ShowsDogs), mixed Breed Dogs and Rescue Dogs worldwide.

DogData Firsts

- First international Dog owner registration on blockchain
- First Dog ID erc721 asset token
- First multidimensional Dog pedigree database
- First time stamped immutable Dog vaccination, immunization serial number blood test date blockchain record
- First smart contract for Dog sales
- First Dog sale contract with care and welfare milestones using erc20 tokens
- First Dog breeding prediction engine using big data, machine learning and AI
- First use of AI to reduce genetic and health defects in dogs
- First tokenised Dog knowledge exchange nurturing Dog care and welfare knowledge
- First gamified Dog life management system built for Dog owners
- First Dog event and Dog show mobile app
- First mobile enabled Dog show ticketing system
- First tool to learn from the worlds most successful Dog breeders
- First Dog welfare incentivized, gamified reward tokens for Dog owners
- First discount token economy especially for Dog owners
- First platform harnessing community power to improve Dog welfare and save money for all Dog owners
- First use of AI to potentially reduce genetic defects and diseases in Dog breeding

Industry Problems

DogData	Dog owner registration is expensive and Dog life data records are limited, incomplete, unstructured and stored decentralized in thousands of databases inaccessible due to Data protection laws. 60-70% of the worlds Dogs have no registered owners
Dog Care Conditions	No ability after sale of a Dog to enforce, manage or reward, the Dogs new care, welfare and lifestyle conditions.No P2p Smart Dog sale contracts
Vaccination Blockchain	No provable Dog vaccination system exists No existing unified time stamped veterinarians immutable Dog vaccination blockchain
Dog Knowledge	No Marketplace exists to trade P2p Breeder to pet Dog owner experience and knowledge for reward tokens that save the user money when redeemed. Good Dog care & welfare knowledge would be easier to acquire if it was a tradable commodity
Dog Breeding	Breed knowledge, expertise or experience is not leveraged or shared to improve Breeding to standards and eliminating Genetic disease
Suggestive Marketplace	No system exists leveraging the product service and solution use of international champion Dogs. Instead a market of over 4000 products overwhelms the unsuspecting breed sensitive Pet Dog owner. Very difficult to make good pet Dog product choices without Experience
DogData mobile app	No Dog related Android or IOS mobile app exists offering ticket sales and listings for DogShows, Dog related events and Dog friendly locations

DogData Solutions

Pedigree Chain

International Dog owner Registration and Rabies vaccination blockchain

Easy to use international Dog Breed owner and Veterinary vaccination registration for all Dogs using immutable date stamped blockchain technology.

Dog Sale Smart Contract

Secure Dog's Life Data on Private Blockchain

Incentivized, inclusive, modular, Smart Dog sale contract with care & welfare milestones linked to the PedigreeChain blockchain by mobile app.

DogExpert

Dog Knowledge tokenized market

Incentivized through tokenized p2p knowledge sharing. Expert advice creates the best information to improve Dog care, health and welfare. Benefiting the whole Dog community.

DNAHunter

DNA Hunter Dog Breeding algorithm

Using the world's most successful Dog breeding experts and the power of big data to make better breeding predictions to eliminate Dog genetic health defects.

4Dogs Markeplace

4Dogs Marketplace

Private direct suggested Breed sensitive products services or solutions used by worlds most successful breeders of international champion Dogs of the same breed as the Dog you are shopping for .

DogDate mobile app

DogDate IOS and Android Dog owner mobile Application

Categorised Dog events creation and management using social media, locational technology and keyword #tags. Shares all Facebook events you have joined to a wider audience through the DogData DogDate mobile app

DogDate iOS and Android mobile App

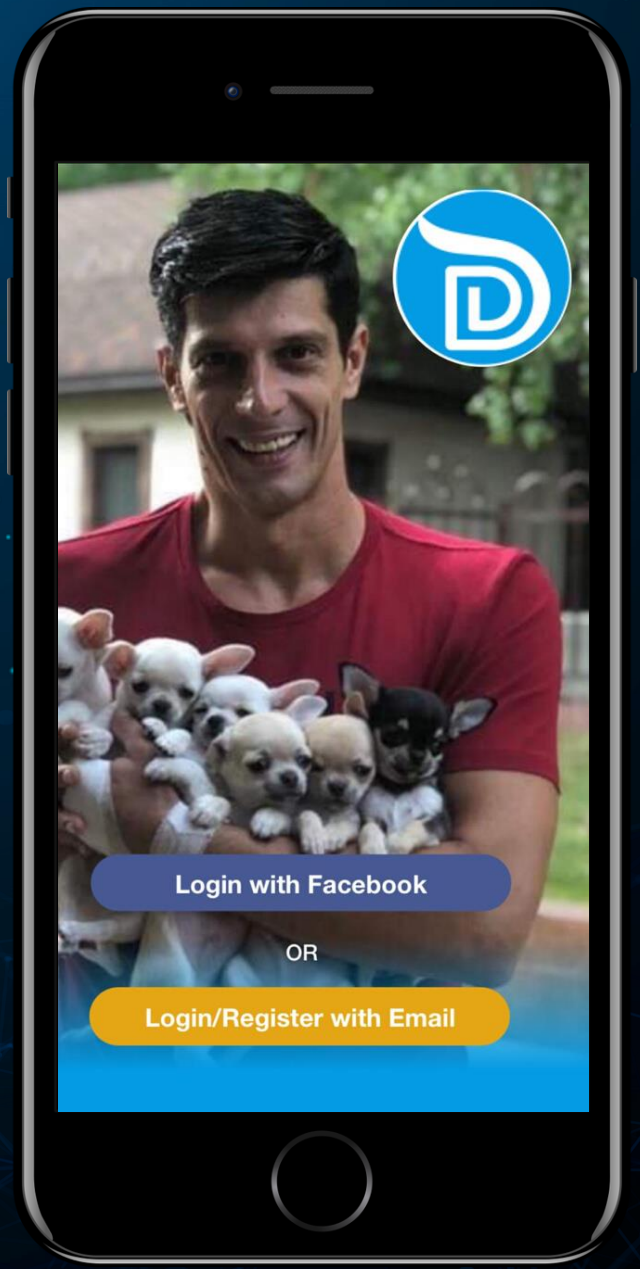
The smartphone enabled DogData mobile app is a Facebook API sharing your and other users Facebook events

Key Launch Features

- Dog Show event management: Scheduling Show & Entry closing dates
- Connected to users facebook social media page
- Sharing of events created or attending off Facebook to a wider audience
- Dog Owner local: Training & Seminars
- Easy Dog owner registration
- Easy recording of Rabies vaccination immunisation
- Mobile Smart Dog sale contract welfare milestone management

Download on the App Store

GET IT ON Google Play



Pedigree Chain

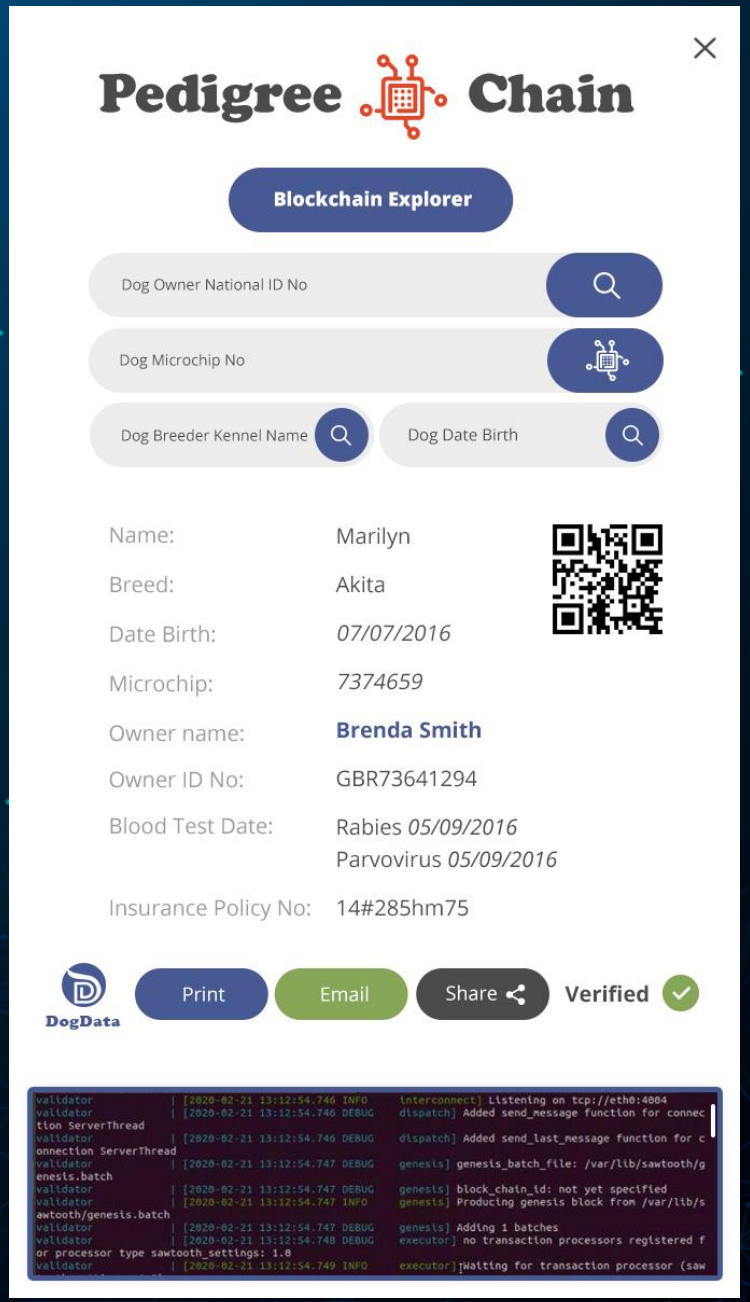
International Dog owner Registration and Rabies vaccination blockchain

Easy to use international Dog Breed owner and Veterinary vaccination registration for all Dogs using immutable date stamped blockchain technology.

PedigreeChain is for all Dogs, pedigree and non-pedigree Dogs. Born with or without Kennel club documents

PedigreeChain is a public Blockchain to enable easy referencing and management of Dog life data

- All updates, contracts and transactions are linked to a specific dog.u
- All information time stamped including vaccination Dates for Blockchain Pet Passport system.
- All information is unchangeable, unless both parties agree.
- All changed information is time stamped
- Signatures are electronic.
- All information is electronic form in our database.
- Databases are encrypted
- Databases are mirrored, i.e. redundant information in case of a system crash.
- Data is available to view for users through interfaces.



Digital blockchain DogID

DogData Digital Pet Passport

- The secured Dogs life data can go on to become the Digital equivalent to the existing typical Dog paper pet passport.
- The DogData ID card captures and keeps all necessary Dog life data records for cross border pet travel.
  - The pet Dog owner data records are immutable through the use of private blockchain technology

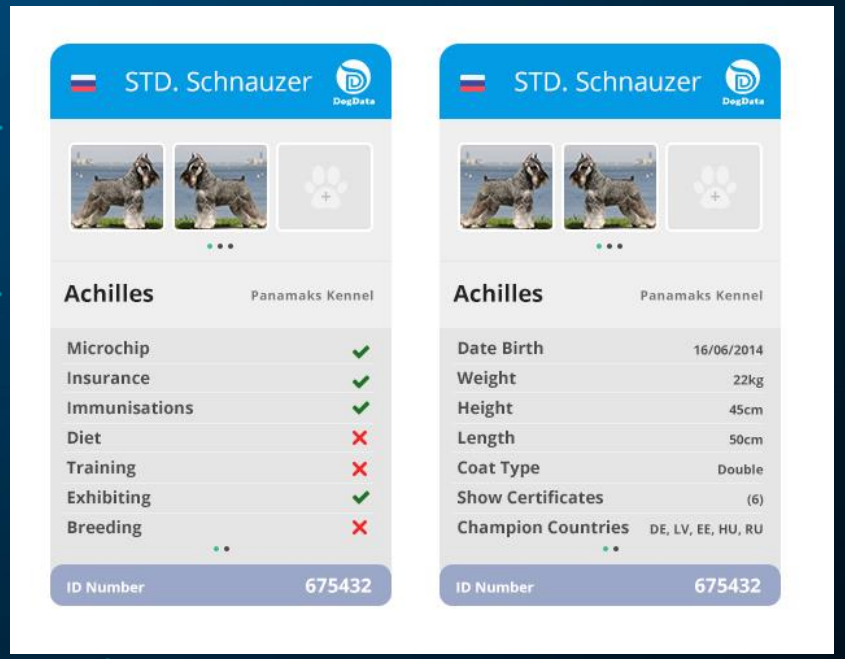
The DogData digital DogID " DogData ID " can make extinct, the existing harmful and fraudulently abused, paper pet passport system

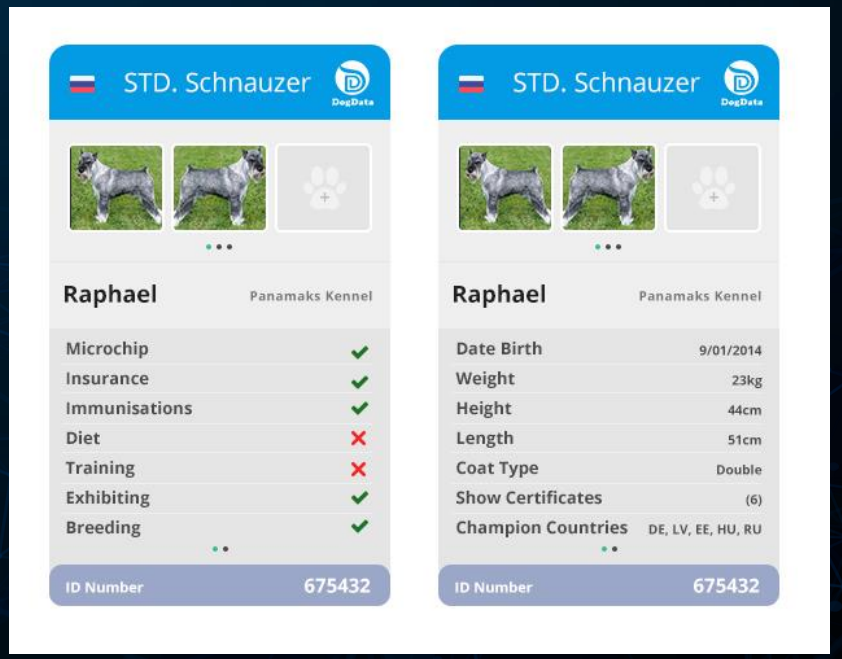
Dog sale contract Welfare milestones set by the Dogs breeder agreed by the Dogs buyer are reflected as incomplete or completed in the DogData ID card

DogID token
ERC721 Dog owner microchip token

ID card Welfare Milestones

- Microchip
- Insurance
- Veterinary immunisations
- Diet
- Training
- Exhibiting
- Breeding





Dog Sale ♥ Smart Contract

- Dog care & welfare milestone rewards
- Linked to the PedigreeChain blockchain by mobile application
- First smart sale contract for Dogs
- First blockchain for recording Dog sales contracts
- First P2p cryptocurrency rewards system for Dog care and welfare milestones

- Simple contract for Dog as a pet
- Expanded contract for a Pedigree reproductor or show Dog
- Modular design
- Allows for expanded care and welfare conditions

- Physical care
- Veterinary care and immunisation
- Food and feeding
- Exercise and sleep
- Travel conditions
- Coat & body care
- Dog show exhibiting obligations / restrictions

- Breeding restrictions
- Return obligations
- Other documentation
- Resale conditions
- Breach of contract obligations
- Payment information

Dog Sale Smart Contract

- 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 Smart Dog Sale Contract

- The Smart Dog Sale Contract is automatically interlinked with the PedigreeChain blockchain Explorer .
- Change of ownership is automatically registered on the PedigreeChain blockchain Explorer .
- The Dog sale contract conditions of care milestones are tracked automatically and recorded on the PedigreeChain blockchain Explorer.
- Care milestones are updated by the Dog owner on the PedigreeChain and the Dog breeder is notified automatically.

Dog sale contract Care milestones

- Microchip
- Insurance
- Immunisation Vaccinations
- Diet
- Training
- Exhibiting
- Breeding

Missed milestones are notified to Dog owners and Dogs breeder. 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.

DogExpert

DogData Expert Knowledge Exchange

First token reward based P2p Dog experience and knowledge exchange

Problem;

Increasing knowledge and awareness of responsibility for Dog welfare

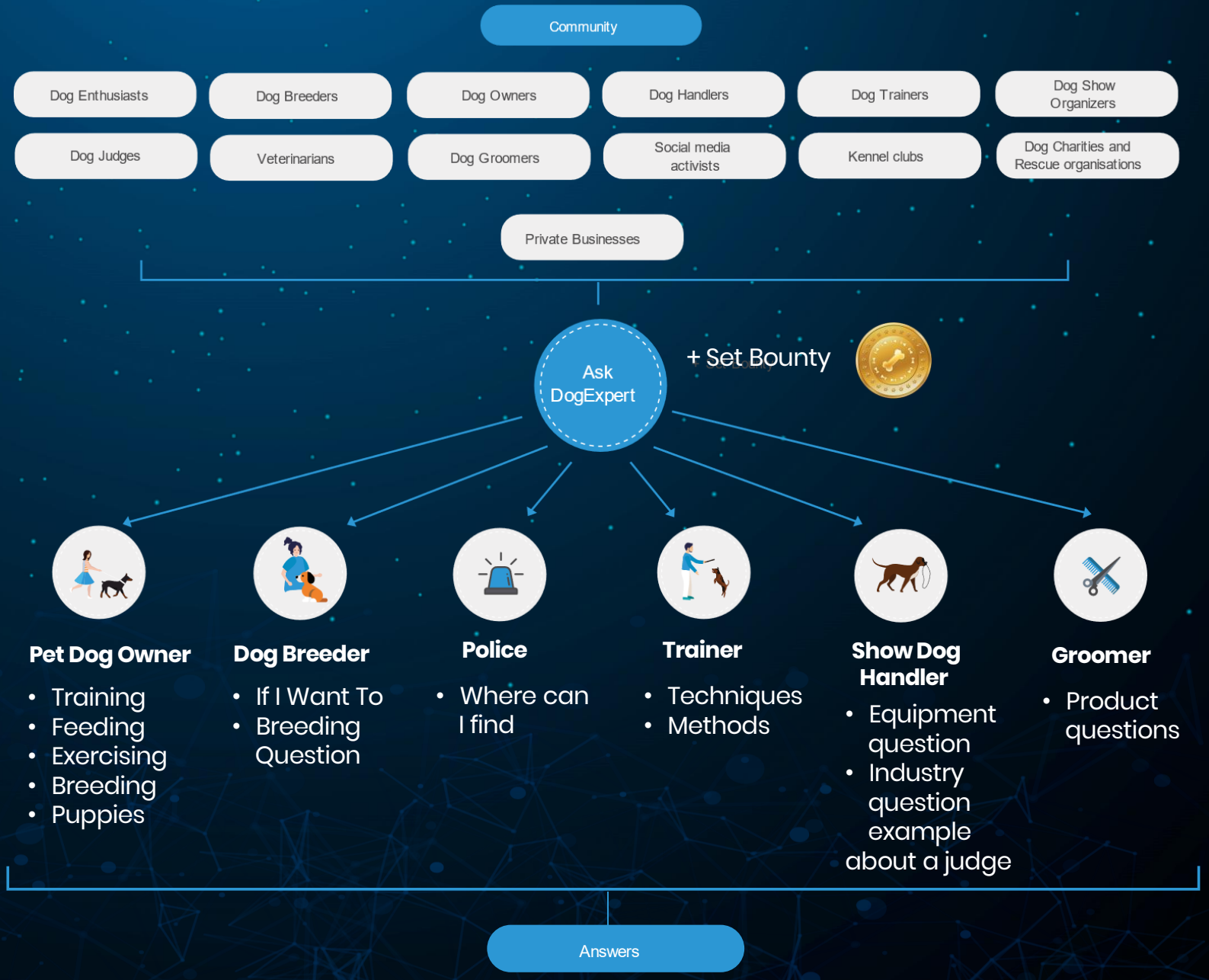
Smart DogExpert

- DogExpert is the DogData ecosystems multi language Dog welfare information source

Solution ;

A P2p Dog food and product tokenized coupon discount reward system.

- DogExpert allows users to leverage the Dog Breeding Industry sectors knowledge, rewarding shared experience with EtherBone erc20 marketplace discounting Utility Tokens.



Users Erc20 EtherBone Utility Token Bounty Rewarded too Best Answer

DogExpert Read

DogExpert Read provides searchable Dog care information for all Dog owner types.

Through the combination of willingness to share to care for Dogs welfare and a money saving P2p token Airdrop reward program, we have categorised Blog subjects that can leverage the Dog breeder community to write answers

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

DogExpert Ask

The DogExpert Ask mechanism theme is to leverage community knowledge.

The Dog owner incentivises participation by setting a token reward for the information source and rewards the most useful answers with the food discount token bounty

- Ask DogExpert makes possible P2p token rewards for sharing Dog knowledge
- Ask Live Dog care experts anything and set a Etherbone Utility token reward for the best answer
- Leveraging through valuable token rewards the knowledge and experience of the world's 20 million Dog breeders provides better Dog care advice

" Incentivised Token reward system improves the quality of support given to specific Dog breed questions "

DogExpert will Benefit with token bounty rewards the large number of experienced professionals with knowledge to share with pet Dog owners and enthusiasts

DogExpert Answer

Answer typically for the airdrop amount of Etherbone Tokens set by the questions founder
Airdrop platform Etherbone tokens, that turn key on a valuable discount in the marketplace e.g. on a suggested purchase of a leading brand of Dog food.

(To promote good causes , users will be always suggested to donate their food discount facilitating token use to Dog charities and Rescue organisations registered with the platform)

DogData Rewarding Shared Dog Knowledge

Supplementary to community knowledge bounty rewards, DogData platform will organically reward the highest rated experts and contributors to the Dog knowledge database with Etherbone (ETHBNT) ERC20 Marketplace Tokens

Smart Dog Expert Live Support

- Smart Dog Expert advice will be provided by the experienced DogData team comprising ;
  - Professional Veterinarians
  - World's most successful Dog Breeders
  - World's most successful ShowDog Handlers
  - World's most successful Groomers
  - Breed Standard Judges
  - Show organisers
  - Dog Charities and Rescue organisations

- DogExpert Interactive support 24/7
  - Live Chat
  - Phone
  - Video
  - Email
  - Breed Help widget
- Multi-lingual
  - Phased rollout of multilingual capabilities
    - Launch ;
      - English
      - Russian
    - Phased launch
      - Ukrainian
      - French
      - German
      - Polish
      - Italian
      - Swedish
      - Finnish
      - Dutch
      - Chinese
      - Japanese

DNAHunter

DNA Hunter Dog Breeding algorithm

Using the world's most successful Dog breeding experts and the power of big data to make better breeding predictions to eliminate Dog genetic health defects.

Dog breeding tool making matings more successful

The DNAHunter Dog Breeding algorithm will be the world's first AI deep learning agent assigned the task of suggesting the most suitable stud (mate) Agents mission to suggest the mating that will result in puppies closer to the world's recognised and only official Breed Standards

How will AI Deep learning agent work for Dog Breeders and Dogs health ?

- Improved Breeding Results
  - Healthier Dogs
- Fit for purpose Dogs
- Lower ratio, puppy litter genetically defected
- Worldwide % decrease in puppy stillbirth

" DNAHunter deep learning agent will be able to consider many generations ahead to suggest much quicker and more accurately than professional human Dog breeders the most suitable breeding mates "

How ?

- Through the better analysis of the judging and show results of the Sires previous offspring
- Through the analysis of the attributes and differences of a potential Sires previous mates physical structure

DNAHunter

Dog Breeders earn from sharing knowledge

Community will reward expert breeders for their breeding mate suggestions using erc20 Etherbone Marketplace utility Tokens (ETHBNT)

DNAHunter Dog Breeding algorithm will collaborate the experience of the world's most successful Dog breeders with the data in the DogData platform, it is expected that the benefits of the learning capabilities of the Agent will surpass the experience and knowledge of the world's most successful Breeders very quickly

Examples of targeted breeding variants ;

- Increase puppy litter size
- Specific feature selection
  - Dog breeders will be able to use the deep learning agent tasked to analysis of the Big Data collected through the platforms database 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 create their own breeding profile & specification criteria for specific feature selection
- Historical Breed Standard reproductor
- Changing of the Coat colour
- Coat Type definition
- Changing of eyes colour
- Increase Chest size
- Increased or Decreased Length
- Increase or Decrease width and girth
- Increase or Decrease Bone thickness
- Increased or Decreased muscle definition

The Breeding requirements needed to be able to better breed closer to the worldwide breed standard will then be cross-compared against all males in the platform.

Breeding suggestions will include ;

- 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

Enabling Liquidity & Trading With EtherBone Coin (ETHBN)

- The Etherbone Coins are a transferrable crypto utility token which can be traded on crypto market exchange.
- Etherbone Coins are created using a public blockchain technology to track ownership of Etherbone Coins.
- The Etherbone Coins can only be traded or converted into Etherbone Tokens in non-crypto restricting countries.

Enabling Liquidity & Trading With EtherBone Token (ETHBNT)

- The Etherbone Token is an electronic form of the typical discount coupon used by many industries in many countries. Etherbone Tokens are not a crypto currency and therefore can be used globally.
- The Etherbone Token are non-transferrable and can be used to within the DogData economy, it can be earned for dog welfare activities and used to buy products and services at a discount on the DogData platforms.
- Etherbone Tokens are created using a private blockchain technology to ensure that discounts can only be used once.
- The Etherbone Tokens can be converted into Etherbone Coins in non-crypto restricting countries.

Erc20 Token economy

ETHBNT

01 **Blockchain technology** ensures discounts can only be used once.

02 **NON-TRANSFERRABLE**

03 **Used within the DogData Marketplace economy**
Used as a discounting coupon

04 **Buying suggested Breed sensitive products**

05 **P2p Breed sensitive Services**
- Training & Grooming
- ShowDog handling

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

EtherBone Token (ETHBNT)

Etherbone Token Discounts

Dog owners can use their Etherbone Tokens to avail of product specific discounts. Each Etherbone Token will equal discounts which can be applied to product purchases on the 4Dogs marketplace.

Discount Value

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

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

DogData =

=

EtherBone Coin (ETHBN)

Funding Tool

Etherbone Coins will be sold to through private placement and public initial exchange offer (IEO) to raise $750,000 funding for the DogData Project.

Repurchase Mechanism

Etherbone Coins will be repurchased from crypto market exchanges at market rates. All funds DogData receives from selling Etherbone Tokens will be used to re-purchase Etherbone Coins from crypto currency markets.

Etherbone Coin Price Evolution

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

Potential Exponential EtherBone Coin Price Increase

Market Opportunity Snapshot

Large And Growing Dog 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.

Social Media Users

- 20 million Professional Dog Breeders
- 250+ million Pet Dog Owners

Market Size

- 1’42 billion - Total dogs worldwide
- 520 million - Domestic dogs

Market Size Increase p/a

- 50 million - Newborn Dogs
- 30 million - Unregistered Newborn Dogs

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

Key Growth Strategies

DogData is focusing on the following key strategies to launch and expand customer numbers:

- Social Media Outreach: Facebook is where you look up a Dog breeder
- Dog Show Events: The core team attend relentlessly weekly and manage the worlds DogShows
- DogDate mobile app: First mobile app for DogEvents, Connected to Facebook
- Continuous incentivised bounty campaign:
  - Crypto Community
  - Pet Dog Owners
  - Dog Breeders
- Referral Program
- Growth Hacking

Road Map

2019 Q3

- Token model development
- Market research development
- Team development
- DogData.CH homepage design

2019 Q4

- DogData.CH website launch
- Team development
- Etherbone ETHBNT smart contract on Etherscan
- Mobile app development
- Digital DogID design

2020 Q1

- DogExpert blog development
- Launch Smart Dog Sale Contract MVP
- DogDate Mobile app MVP in AppStore and Play
- Round 1 seed investment completed
- Develop and Launch PedigreeChain Microchip and immunisation blockchain
- EtherBone ETHBN smart contract on Etherscan
- Create GTM plan

2020 Q2

- DNAHunter Dog Breed finder. (AI) MVP
- User private profile and wallet development
- DogDate app Event ticket sales launch
- EtherBone IEO (ETHBN)
- P2p completed Smart Dog Sale contract welfare milestone token rewards
- DogExpert ASK and ANSWER P2p tokenized knowledge exchange
- Launch 4Dogs suggestive marketplace (AI)

2020 Q3

- Facebook DogPage builder
- Rabies vaccination Blockchain retailer partnerships
- Deep, users Dog Data analysis
- DNAHunter Breeding Algorithm (AI)
- Puppy Police virtual pet watch
- Dog sales using crypto through Marketplace

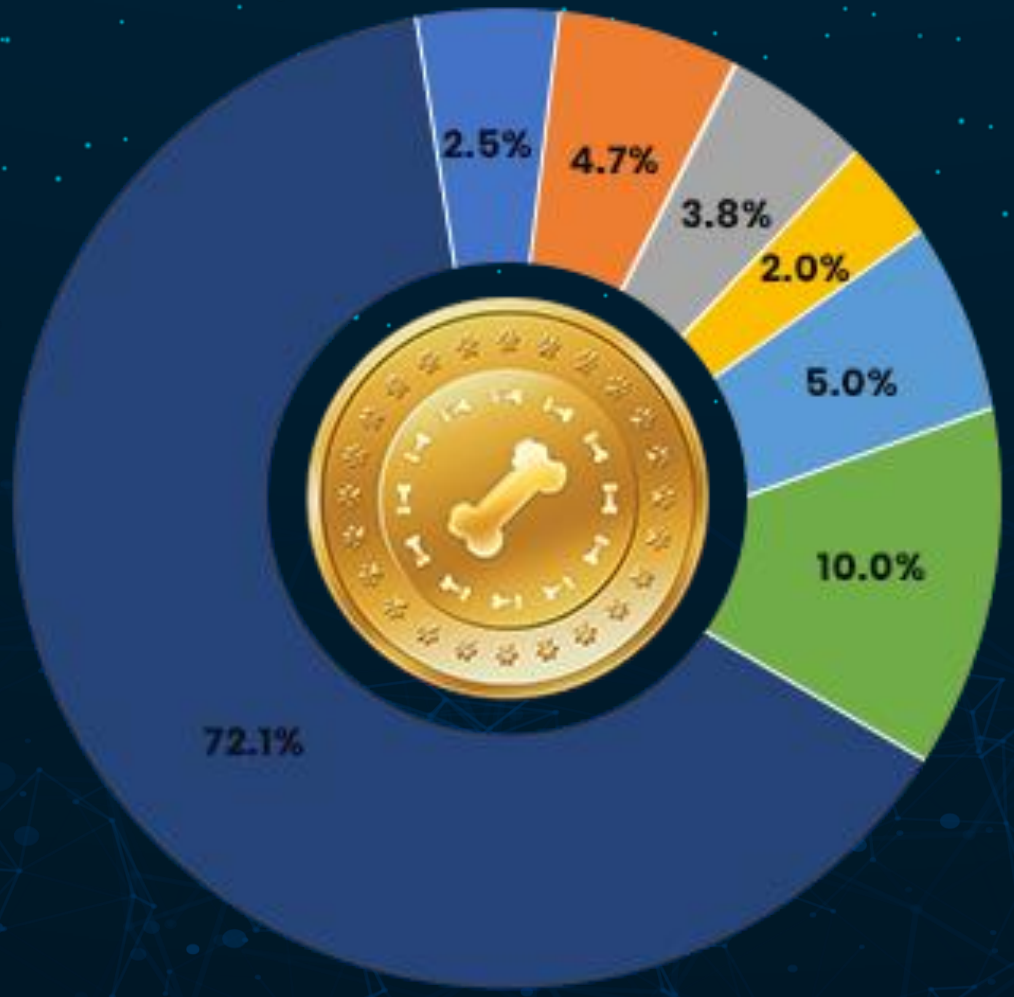
2020 Q4 2021 Q1

- BestinInShow Exhibiting Algorithm (AI)
- DogsOnTour Accommodation Marketplace
- DogTaxi Travel Marketplace

2021 Q2 2021 Q4

- DogShow entry through social media and Mobile app
- Insurance marketplace
- Dog Breeding Industry Business management software
- Dog Groomers Work cam
- Online Virtual DogShows

Coin Allocation



2.5%	Seed funding		5.0%	Marketing	
4.7%	Round 1		10.0%	Team	
3.8%	Round 2		72.1%	Reserve	
2.0%	Bounty				

Name: EtherBone

Ticker: ETHBN

Total Supply: 1, 000, 000, 000

Blockchain: Ethereum

Pairs: BTC, USDT, USDT

C-Level Team

Richard Dene Hill
CEO

Thomas Melchior
CFO

Dominic Bacon
COO

David Payton
CMO

Denis Rogovskyi
CLO

Stuart Atkinson
Mobile App CTO

Mohana Sundaram
Blockchain CTO

Attila Schlosser
Advisor

Vignesh
Website manager

Maria
UI designer

Hein Esterhuizen
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Hafiz Ahamed
UI Developer

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