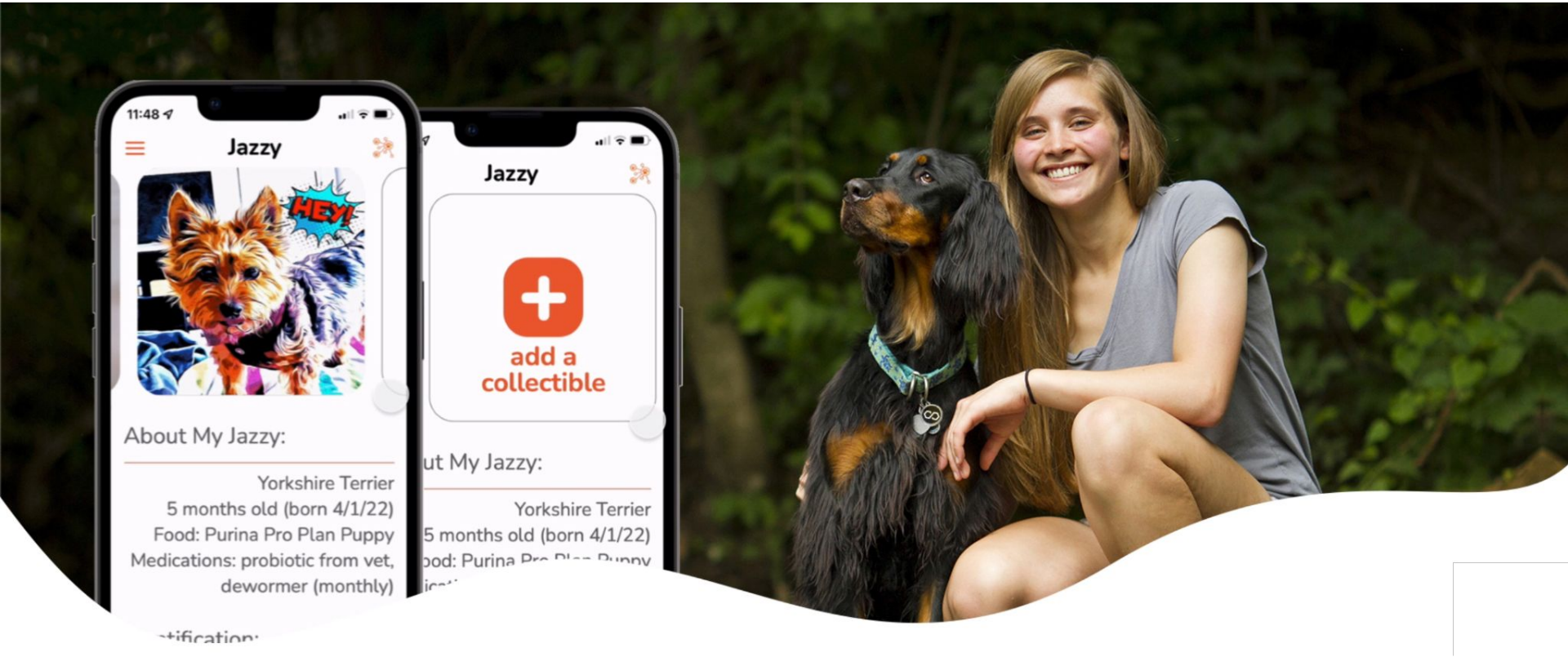
petoshi
Digital Pawprint

Calling millions of paws to OpenSea



Confidential materials enclosed - intended only for the OpenSea Ecosystem Grant Committee

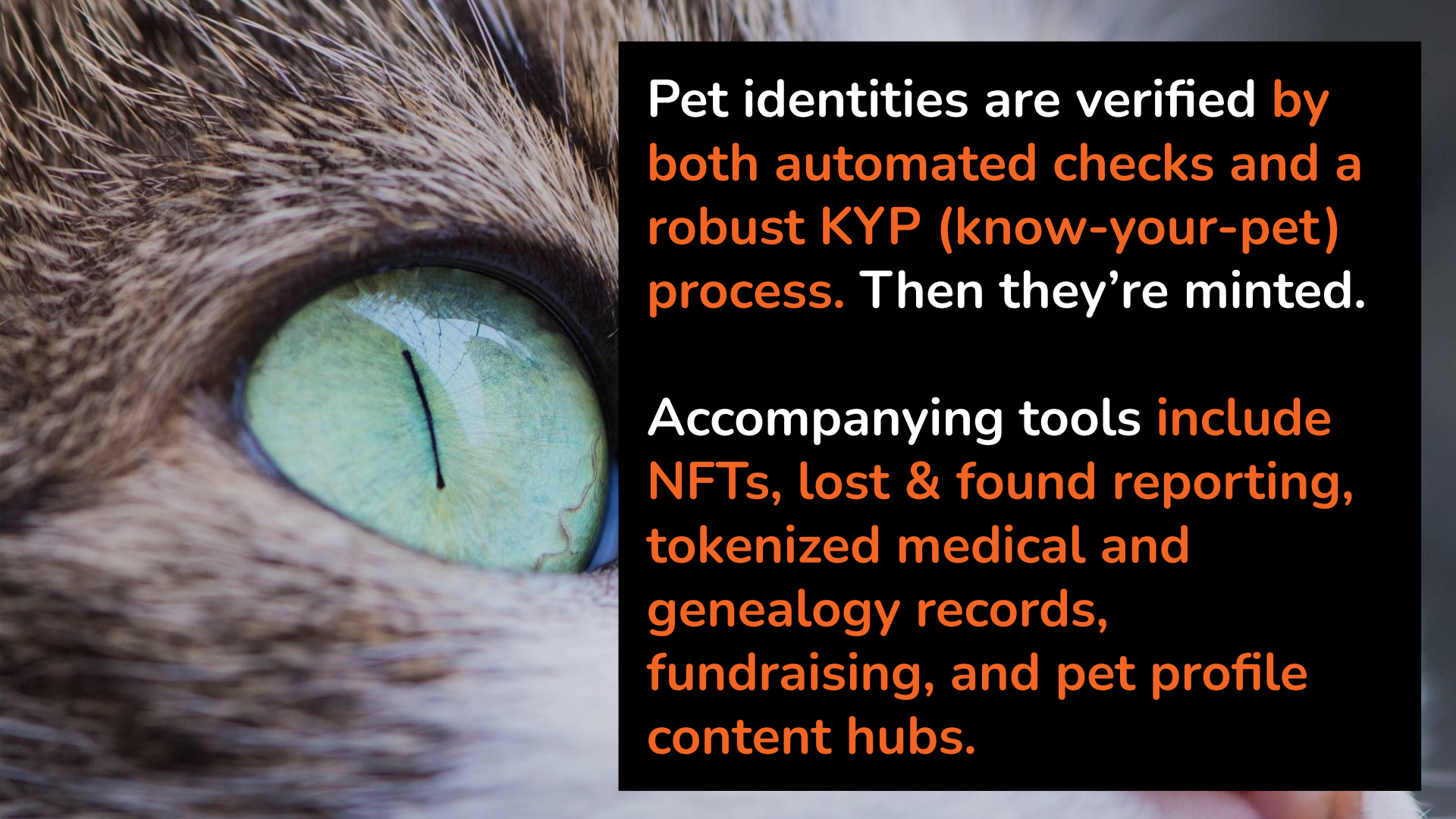
In the U.S. alone: 70% of households, or 90 million families, owned a pet in 2021 (and also spent $123.6 billion caring for them).

Petoshi provides a way for people to identify, verify ownership, and creatively share their pets, using NFTs.

Source: 2021-2022 National Pet Owners Survey conducted by the American Pet Products Association (APPA)

Our mission:

To provide verifiable digital identities and accompanying tools for pets and their caretakers.



Pet identities are verified by both automated checks and a robust KYP (know-your-pet) process. Then they're minted.

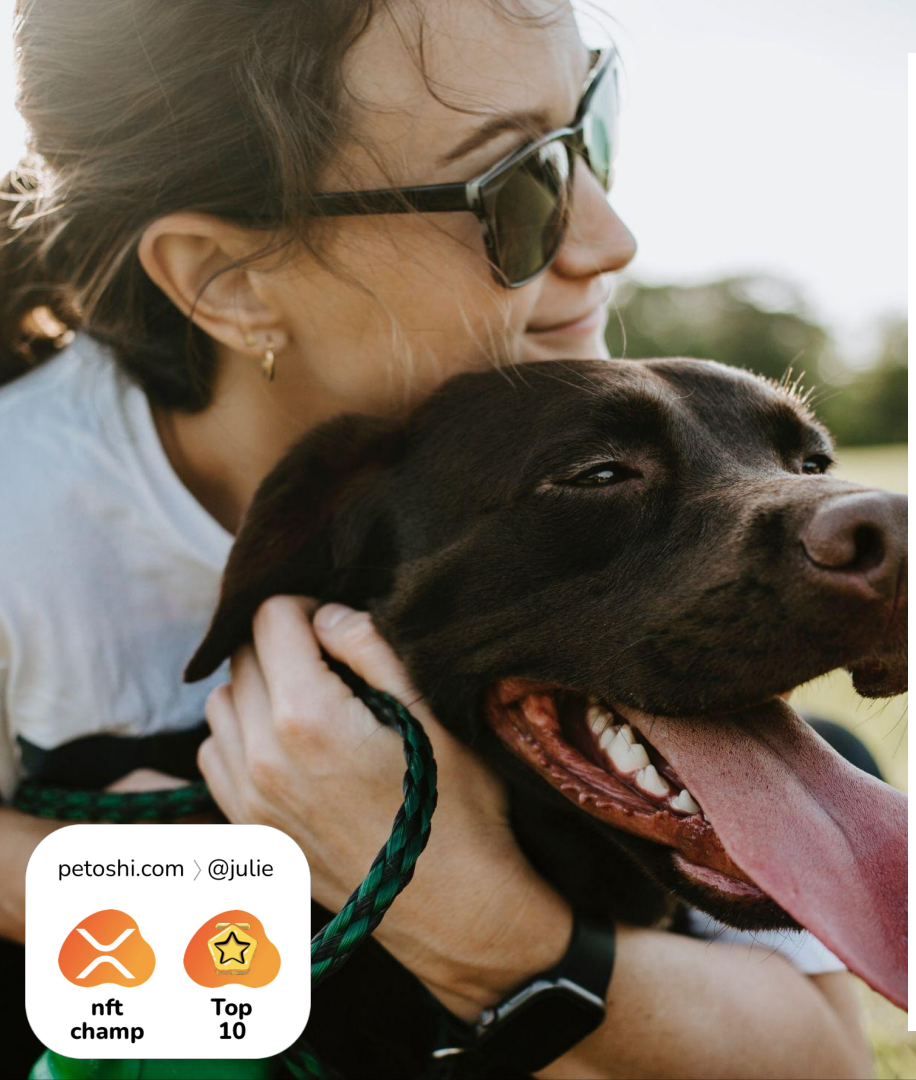
Accompanying tools include NFTs, lost & found reporting, tokenized medical and genealogy records, fundraising, and pet profile content hubs.

Meet Charlie.

He fosters cats and wants to ensure that the proper care information is passed on to the adopting family for each cat.

Charlie creates Petoshi profiles for each cat to keep his notes organized. He transfers profiles to the adopting families and loves to check in on their profiles periodically to see how the cats are doing. His own Petoshi profile is important too, which he proudly links to from his other social profiles.





Meet Julie.

She wants to keep track of Max's awards, so she uses Petoshi to tokenize her geo-tagged events and award photos and displays them on Max's public profile, where she also sells NFTs of Max to help fund her next event.

She has peace of mind that Max's microchip data and AKC registration is minted along with her proof of ownership NFT in case Max is ever lost or stolen.

Meet Sergey.

He wants to easily access notes about each of his pups from his phone, so whether he’s trying to remember the kind of food to buy at the store, or medical history while at the vet, it is organized and accessible.

Sergey uses Petoshi to set reminders for their dewormer medication, store their adoption certificates, and research their genealogy.



The Petoshi Platform Includes:

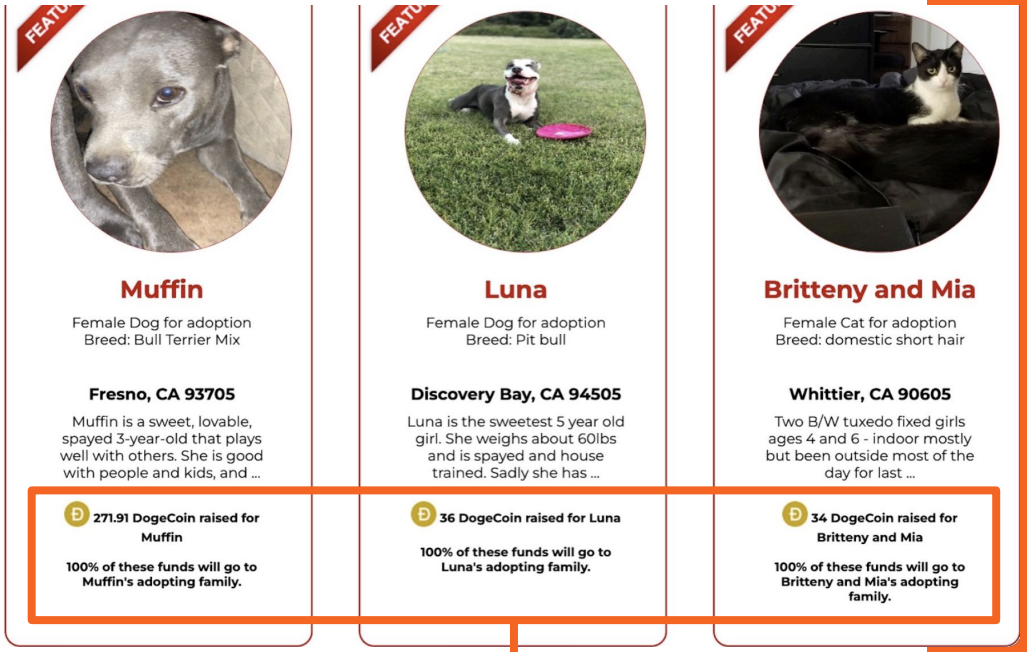
- Creation of unique Pet ID NFTs (pidNFTs), Ownership Proof NFTs (opNFTs) and Custom NFTs (cNFTs).
- Pet profiles with metadata attachments and privacy controls.
- Owner profiles with contact information and private messaging.
- Store for accessories like id tags and other physical products.
- Adoption Portal for pets that need to be rehomed.
- $PSHI rewards token.

Based on our current partnership commitments, our initial launch will include ~50,000 pidNFTs minted and attached to pet profiles of adoptable pets. As these pets are adopted out and profiles claimed, opNFT and cNFT minting will follow.

Initial Partnerships

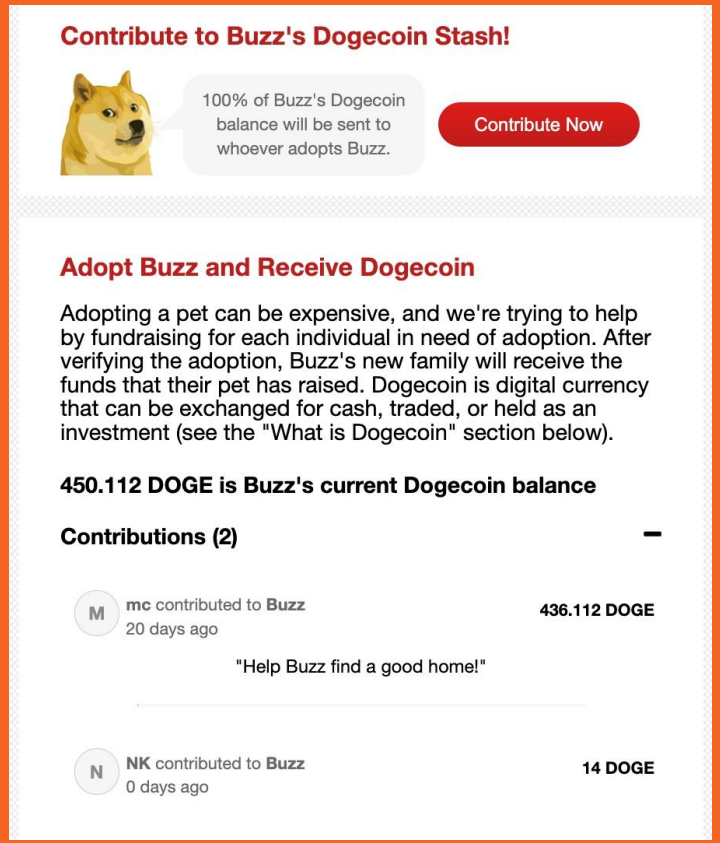
- Technology Provider - rescuegroups.org
  - Provides adoptable pet data to over 200 websites gathered from over 6k partner organizations.
- Adoption/Lost & Found Provider - nokillnetwork.org
  - 70k pets listed as adoptable, lost, or found, with 250+ new listings/day.
- Publisher - namedat.com
  - 30k adoptable pets listed to provide dynamic pet name data.

These partners provide an initial set of content and marketing opportunities. Additional partner marketing will continue after soft launch.

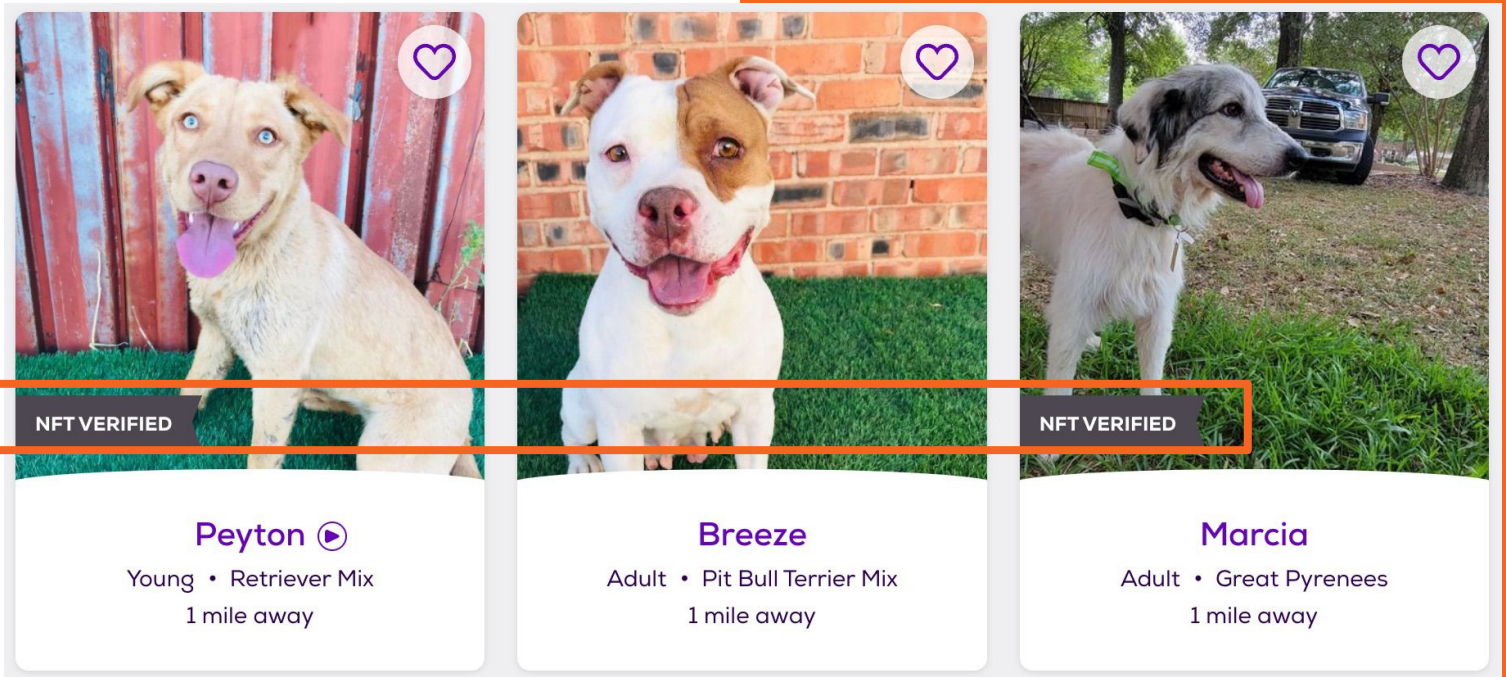


↑Screenshot from partner nokillnetwork.org

This partner is already crypto-friendly.



And embraces innovation that will help pets.



The Petoshi API will allow publishing partners to access NFT data.

This is a physical-world application of NFTs that provides real utility.



The communities that these partnerships represent are rare: not only are they pet lovers, they are also teachers, leaders, and **pet advocates.**

They are the highest-value consumers in this market because they influence others.

And their emotions are heightened:

Thank you all so much!! I can never thank you enough for your kindness!!

"Kenji" in Virginia

Thank you for all the support from everyone who reached out and helped. I didn't feel alone.

"Lucky" in California

Thank you thank you thank you to everyone who reached out offering advice and encouragement!

"Summer" in Wisconsin

See 2000+ quotes from this community: nokillnetwork.org/success-stories/

Petoshi provides a venue for these influencers to share their emotional connections.

As they do, OpenSea will gain long-term end users.

Building the Market

Petoshi's application is inherently for long-term users and will have the first-mover market advantage. All tools for basic platform functionality are free to users. While scaling up, focus is on user growth, product development, marketing, partnership building, and token liquidity.

Revenue-generating activities include:

- cNFTs - these are user-generated graphic NFTs. Cost is calculated based on traits and uniqueness and starts at the equivalent of $20USD. Minting is charged in $PSHI but can also be purchased with credit card that includes DEX conversion fees.
- Liquidity provisioning / exchange fees for $PSHI.
- Contacting other pet owners via the genealogy platform (i.e. breeders).
- Store for physical items like pet tags and accessories.

Petoshi Roadmap

Q1-Q4 2022

Research, Minimum Viable Product (MVP) definition, Branding, Funding, Website, Partnerships.

Q2 2023

MVP soft launch, API Dev, Partner outreach & integration, DEX listing.

2022 | 2023

Q1 2023

MVP Dev: Website accounts, pet profiles, store, adoption portal, OpenSea, pidNFT and opNFT automation, cNFT generator, wallet.

Q3-Q4 2023

Phase II feature and app dev, advertising, CEX listings, NFT marketplace integrations for cNFTs.

Cost Breakdown

Operations costs related to customer service, physical products, and marketing are expected, however, the primary costs required for the items seen in the timeline revolve around product development. We expect to be able to achieve the expected timeline results with the allocation of the following:

- $60k(x2) full-time programmers for back-end development on LAMP, python, and Polygon.
- $60k(x2) full-time founders providing the following:
  - Administration, accounting, marketing, finance, fundraising.
  - Technical consulting, operations, and customer service
  - Product, Content, UX, UI, SEO, and Visual Design
- $5k operations tools (ie. hosting, licenses, content)

Through the end of 2023 the total expected cost is $245k.

Tokenomics and Utility

The creation of the $PSHI token serves as a rewards token for end users to encourage UGC, NFT minting, and community participation, and also plays a key role in the launch of Petoshi as a way of attracting partners, providing exchange liquidity, and raising funds. The tokenomics are defined as such:

- 10% Operations reserve treasury
- 10% Marketing/Community development
- 20% Partnership Incentives
- 20% Team/Advisors
- 20% Network (DEX/CEX Listings/Liquidity Pools/Staking Rewards)
- 20% Funding rounds

Petoshi is not just a crypto project for crypto users with pets.

Petoshi is for ***people with pets***, built on technology that provides the benefits they desire.

petoshi
Digital Pawprint

Thank you.

We'd love to brainstorm with you.

Reach us at care@petoshi.com or @petoshi

Explore more at petoshi.com.

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