

# Shiboo FRIEND

SHIBAFRIEND  
PLAY TO EARN  
GAMES



SHIBAFRIEND  
MARKETPLACE  
FOR NFT



SHIBAFRIEND  
SHF COIN



SHIBAFRIEND  
ECOMMERCE



SHIBAFRIEND  
PET SOCIAL MEDIA NETWORK

An ecosystem of social gaming for pet owners to **PLAY TO EARN**, socialize, make new friends, and shop for pet supplies.



Whitepaper

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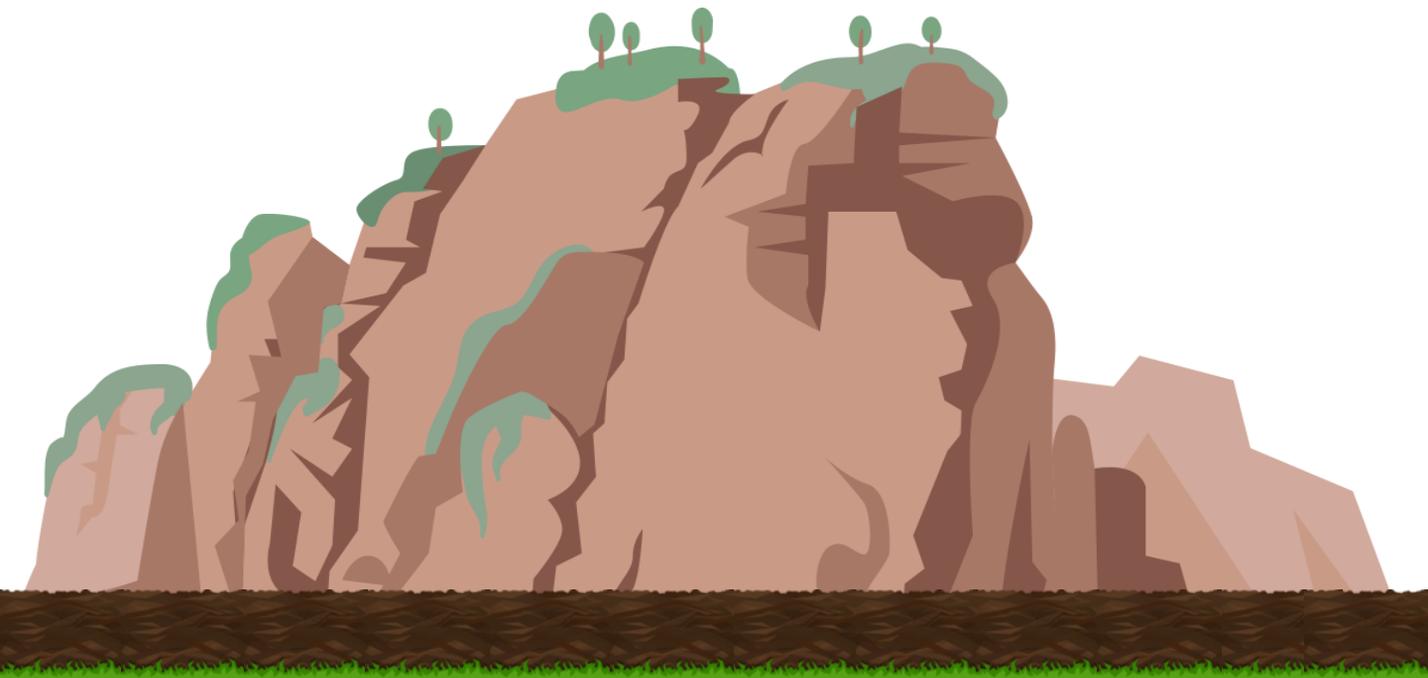
## VISION

**Shibafriend is an ECOSYSTEM of social gaming for pet owners to PLAY TO EARN, socialize, make new friends, and shop for pet supplies.**



## MISSION

**To inspire 100 million Pet owners to join our meaningful ecosystem platform focusing on our Pet's wellbeing.**



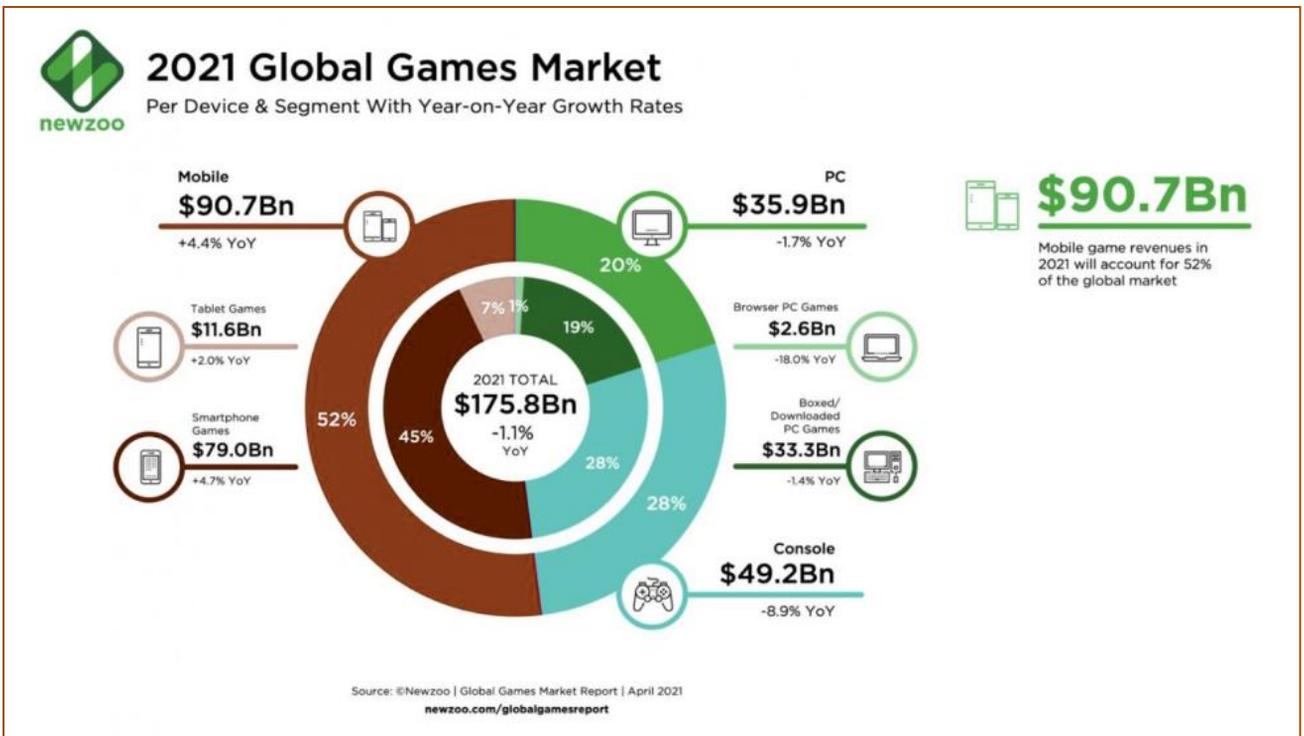
# MOBILE GAMING MARKET STATISTICS



## I. Gaming Expected to be Worth More Than \$100 billion by 2021

According to Newzoo's gaming revenue predictions, it's expected that the total gaming revenue will be worth \$174 billion by 2021, with mobile gaming accounting for 52% of the revenue. The majority of this revenue will come from smartphone gaming (43%), while 9% will come from tablet gaming.

Though, the latest projections by Statista paints an even more lucrative picture. According to its numbers, the mobile gaming content market will exceed \$121 billion by 2022.



## 2. The Number of Mobile Gamers Increased by 46% in Q1 2020

GameAnalytics, a mobile game analytics tool provider, revealed that the COVID-19 pandemic had a significant impact on mobile gaming habits. According to their data, the number of mobile gamers skyrocketed from 1.2 billion people to 1.75 billion per month during the first quarter of 2020. This works out to an increase of almost 50%.

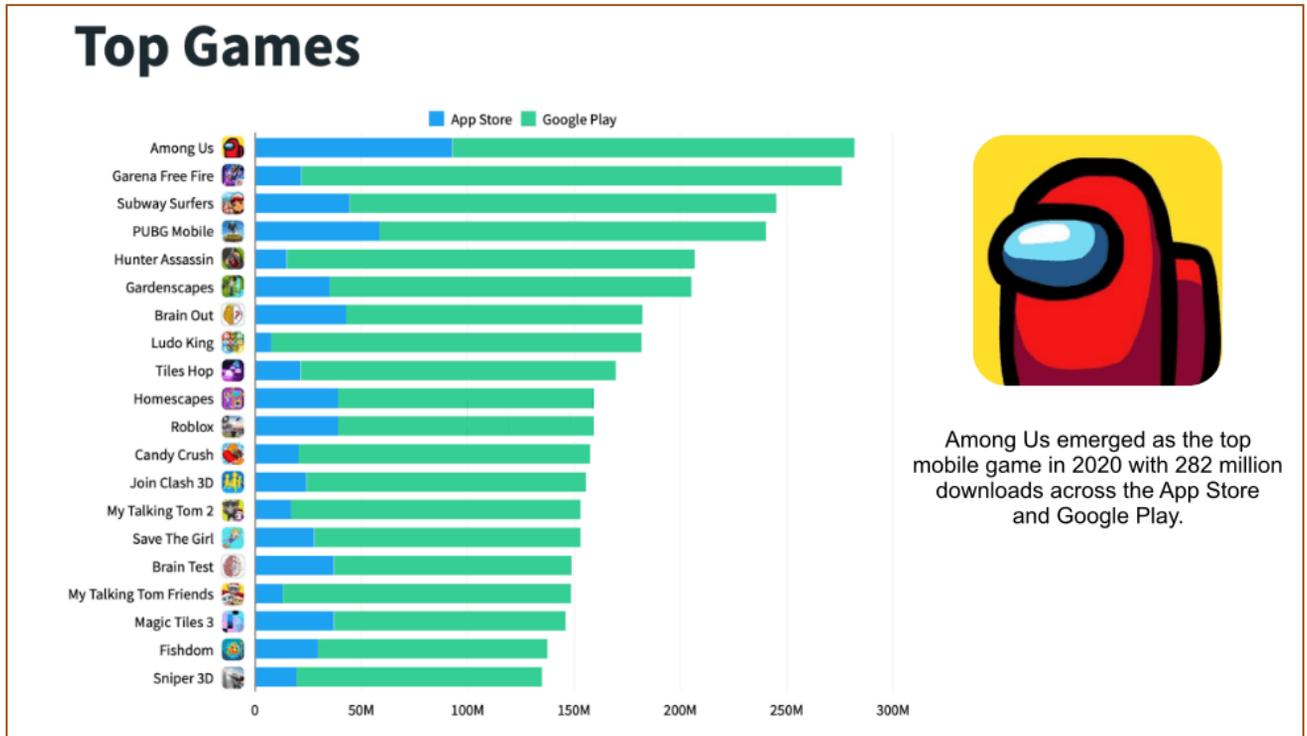
## 3. Casual Games Is the Most Popular Genre

In 2021, the casual game genre is by far the most popular genre downloaded with 78% of the games downloaded falling into this category. Core games make up for 20% of downloads, while half surprisingly casino games account for only 2% of downloads.

Casual games include simple games like match-3 games, bubble shooters, hidden object games, word games, and puzzle games. Considering that the gameplay of casual games is easy to understand and very addictive, it's easy to understand why this genre is being downloaded the most. As App Annie explains, this genre plays a significant part in turning "non-gamers" into gamers.



## 4. TOP Games



Among Us emerged as the top mobile game in 2020 with 282 million downloads across the App Store and Google Play.

According to Statista, these are the top 10 mobile game genres in North America by revenue share.

**Puzzle (22.09%)**

**Casino (17.17%)**

**RPG (14.33%)**

**Strategy (13.36%)**

**Simulation (9.51%)**

**Shooter (5.87%)**

**Arcade (5.16%)**

**Lifestyle (3.89%)**

**Sports (3.27%)**

**AR/Location Based (2.83%)**

## 5. Children's Mobile Game Spending Can Be As Much as \$100 a Month

In 2020, Sell Cell completed a study that looked at the spending habits of younger US gamers. The results revealed that almost half of parents don't let their kids make any in-app purchases without their permission. What's more, more than 40% of these parents limit the in-app purchases that their kids make to only \$10 a month. Though, 23% of parents allowed their kids to spend as much as \$100 per month on mobile gaming.



## 6. Female-oriented Games Offer Great Potential

A study completed by Newzoo, a gaming intelligence provider, and Google Play revealed that female gamers and gender minorities are a lot more involved than what many game developers believe. Their study revealed a few interesting findings that include:



- 49% of mobile gamers are women.
- 65% of women aged 10 - 65 in the United States play mobile games.
- 43% of women (compared to only 38% of men) play 5+ times per week.

Yet, women are still underrepresented and there are signs of gender bias as illustrated by these stats:

- 60% of women who play mobile games feel that less than a third of mobile games are created for women.
- A quarter of men who play mobile games will spend more time playing mobile games if they knew they were competing against only men.
- Only 27.8% of the gaming industry is female, transgender, or another gender identity
- 57% of men self-identify as gamers compared to only 29% of women.
- 70% of men feel good after paying for a new game compared to only 58% of women
- Of the top 100 grossing games on Google Play, 44% more of the app icons feature male characters.

Taking into account that female gamers account for almost half of the mobile gamer population and that female-oriented games like Travel Frog and Animal Crossing: New Horizons have quickly gained in popularity, the statistics suggest that female-oriented games can offer great potential.

# METaverse GAMING – PLAY TO EARN

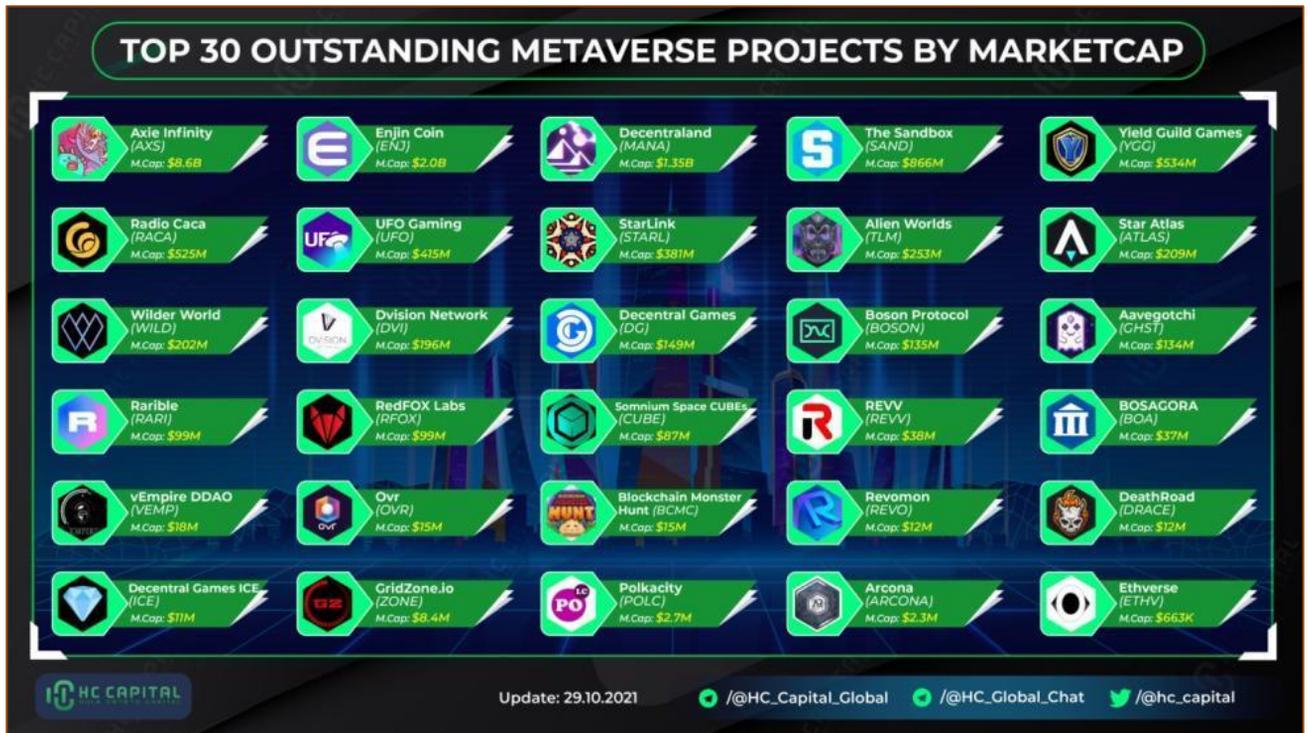


## 7. Play to Earn gaming worldwide acceptance

Mark Zuckerberg is betting Facebook's future on the metaverse



Metaverse projects spiked up to 400% after Facebook changed its name to Meta.



**THE FUTURE OF PLAY TO EARN HAS ARRIVED!**

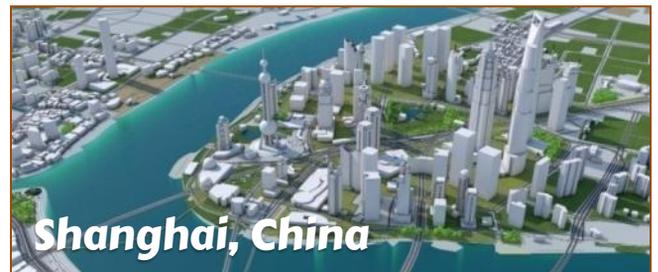
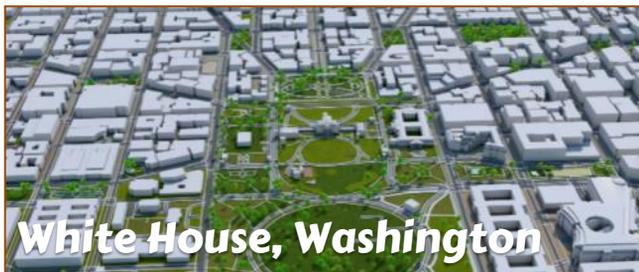
# SHIBAFRIEND GAMEPLAY



## I. SHIBAFRIEND UNIVERSE

Shibafriend setting is inspired by a 3D beautiful island of Singapore city. The city is surrounded by gorgeous beauty of concrete jungle, beach, ports, airports, public flats, apartments, condominiums, villas, commercial buildings, hospitals, parks and forests. The game feel will incorporate as much sight and sound of Singapore.

▪We have a 5-year plan to expand to over 100 cities in the world.



- The players can buy and put their company logo on empty land.
- The players can put their picture or company logo on their own building.





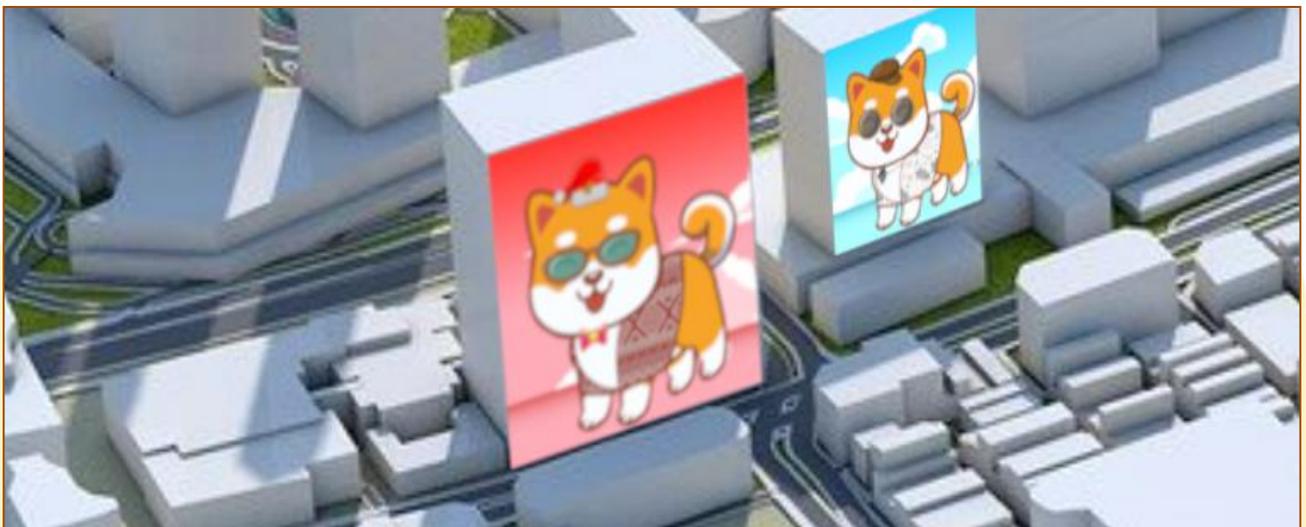
## NFT BUILDINGS

- **Public Flats: Approximately 7,600 Units**
- **Private Apartment and Condominium: Approximately 2,400 Units**
- **Landed House : Approximately 65,000 Units**



## BUILDING OWNER PROFITS

- **Put your own logo, or allow others to advertise in your building.**
- **Rent your building to players to grow their pet and collect monthly rental.**
- **Trade the building in our NFT Marketplace.**

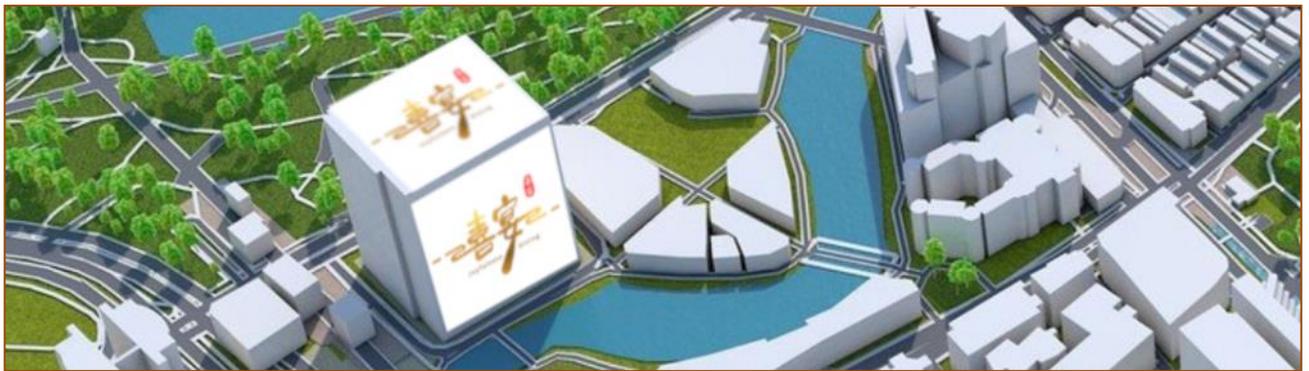


# SHIBAFRIEND GAMEPLAY



## 2. GAMEPLAY ACTIVITIES TO EARN SHF COIN

- **Players will visit commercial businesses to play mini-games to earn SHF.**
- **Joyfulness Dining bought the Shopping Mall commercial building and brand the building with their restaurant logo.**
- **Player go to Joyfulness Restaurant, plays a restaurant game, and earns SHF coin.**
- **SHF Source:**
  - **33% of allocated tokens from our IOB pool.**
  - **Building Owners can allocate their own SHF coins for players.**
- **From Online to restaurant:**
  - **The business owner can run campaigns or promotions to give free SHF, discounts or special dishes for players to redeem in their real restaurant.**
- **Shibafriend will drive online gamer traffics to the business owner!**



The game play can be 3d games or 2d games as we will produce a series of mini games for different buildings.



# SHIBAFRIEND NFT BUILDING STAKING



## ▪CASINO NFT STAKING

- Players go to the Casino to play different types of Pet card games.
- Single-player and multiple players.
- There is no gambling in it. It follows a mobile game casino game card to play to earn. It is no-lost gameplay where the winner will win a limited edition of NFT Card prizes.

- NFT Staker will earn daily profits from entry fee.



## AIRPORT & SEAPORT NFT STAKING

- Players go to the Airport to play different types of flying games.
- Players go to the Seaport to play different types of water-style games.
- Single-player and multiple players.
- This is compulsory gameplay for the player to up the energy, level of their pet to qualify for weekly and monthly events.

- NFT Staker will earn daily profits from entry fee.

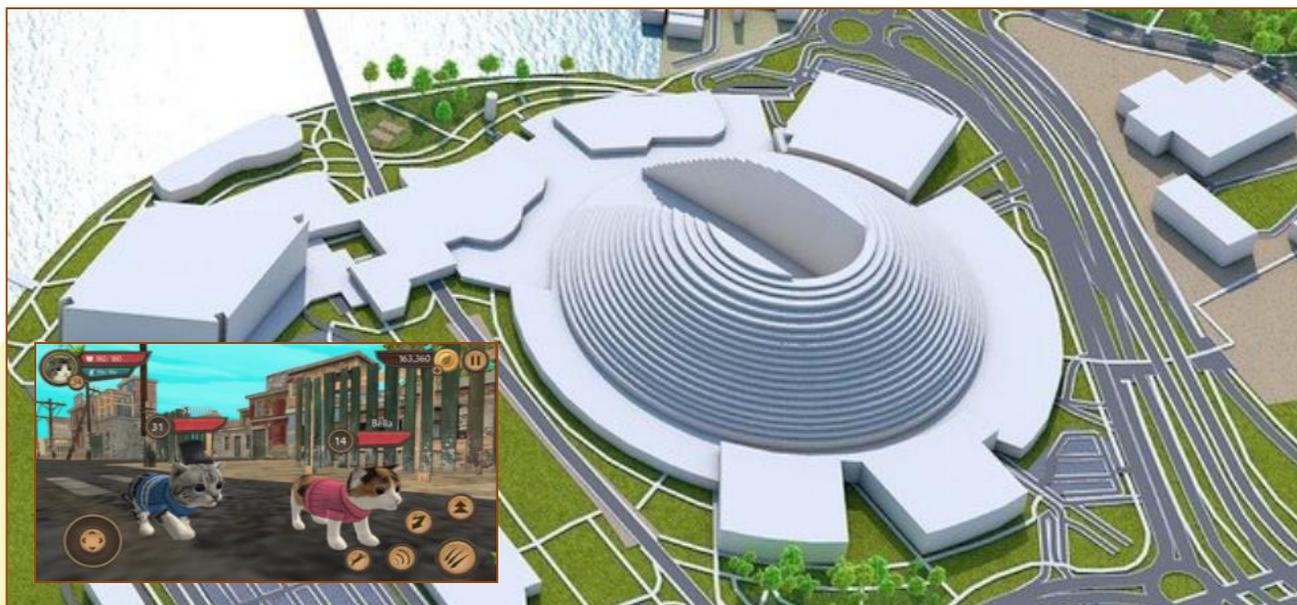


# SHIBAFRIEND NFT BUILDING STAKING



## EVENT EXPO HALL & SPORTS HALL NFT STAKING

- **Weekly and Monthly Event competitions such as beauty contests, dancing contests in the expo halls, and Sports Competition such as speedboat, fishing, swimming contest in the Sports Hall.**
- **Players require to pay an entry fee to enter the contest.**
- **It is a no lost pool contest prize.**
- **Prizes Source:**
  - **Sponsors,**
  - **33% of allocated tokens from our IOB pool.**
- **NFT Staker will earn profits from every event entry fee.**

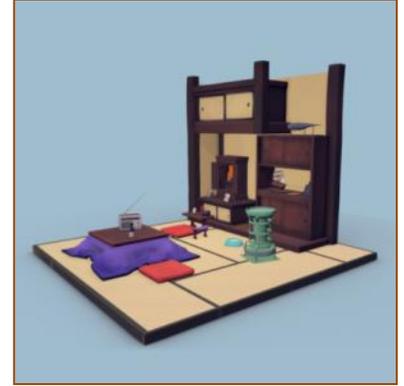


# SHIBAFRIEND NFT HOME INTERIOR DESIGN



## PUBLIC FLAT, APARTMENT, CONDOMINIUM, HOUSE

- Players can design the interior of the pet living place.
- Every player's design is unique due to different choices of design by players.



• Only The Premium Tier Pet can breed new dogs or cats for other players to adopt.



# SHIBAFRIEND TOKEN STAKING



Stake your SHF token to earn 0.3% daily or up to 30% APR.

Staking interface for SHF tokens. It features a dark blue background with orange accents. At the top, there are tabs for "Digital Assets" and "Tokenized Stocks". Below this, there are filters for "Staked only" (disabled), "Live" (selected), and "Finished". A "Sort by: Hot" dropdown and a "Search Pools" search bar are also present. The main content area displays a staking pool for "Earn SHF Stake SHF". Key statistics include: SHF Earned: 0.0 (0 USD), APR: 30%, TVL: 73,601\$, and Ends in: 348d 10h 52m 42s. Below the statistics, there are buttons for "View Contract" (with a "Manual" link), "SHF EARNED" (displaying 0), "Harvest", and "START STAKING" (with a "Connect Wallet" button). A "To Top" link is at the bottom.

## SCHOLARSHIP PROGRAM

Scholarship program advertisement. The background is a warm orange gradient with a white cloud-like shape at the bottom. The central text reads "Shiboo FRIEND" in a stylized, bubbly font, with "Shiboo" in yellow and "FRIEND" in green. Below this, it says "PLAY.EARN.ADVANCE" in bold brown letters. A sub-headline reads "With the most trusted with the most trusted and rewarding scholarship program for Shibafriend." At the bottom left is a cartoon illustration of a Shiba Inu wearing glasses and a bowtie. To the right is a large orange button with the text "APPLY NOW" and a white arrow pointing right.

# SHIBAFRIEND NFT MARKETPLACE



The increased adoption of NFTs since the notable virtual kittens' craze of 2017 has opened the online gaming market to a profitable frontier. NFTs games are blockchain games that allow users to purchase in game items as collectibles to be used as weapons for completing tasks or to be sold to other users within the game and on other NFT marketplaces. With NFTs, games are not only exciting but also potentially rewarding. No traditional online game remains in vogue forever. The in-app purchases you have made or will become redundant once you choose to leave the game for another or once the game shuts down.

With NFTs, you have access to the purchases from the game even if the game shuts down. Irrespective of what happens to the game, you can choose to sell the tokens you have erstwhile acquired.

NFTs is solving the ownership rights issue. In traditional online games, in-app purchases cannot be transferred because ownership rights remain with the game developer.

In NFTs, once a player purchases an asset, he owns the sole right to do with it as he wills. He can hold them for profit or use them on similar games.

Unlike modern-day online games, two NFT games with similar plots built on a blockchain can technically support the same assets; avatars, cars, clothes, and weapons can be interchangeably used on both games.

Your fully dress-up pet, your cool house decoration, your land, and be traded on Shibafriend NFT Marketplace. Let players worldwide buy your unique NFT masterpiece!

Your pictures in Shibafriend Social Network and your game character picture can be decorated and sell in our NFT Marketplace!



The screenshot displays the Shibafriend NFT Marketplace interface. At the top, there are navigation tabs for 'Dashboard' and 'Marketplace', and a 'Login' button. Below the navigation, there are filters for 'Shibafriend', 'Land', 'Houses', and 'Pets'. The main content area shows a list of NFTs for sale, with a total value of 619199 SHF. The list includes several Shiba Inu NFTs with their respective IDs and prices:

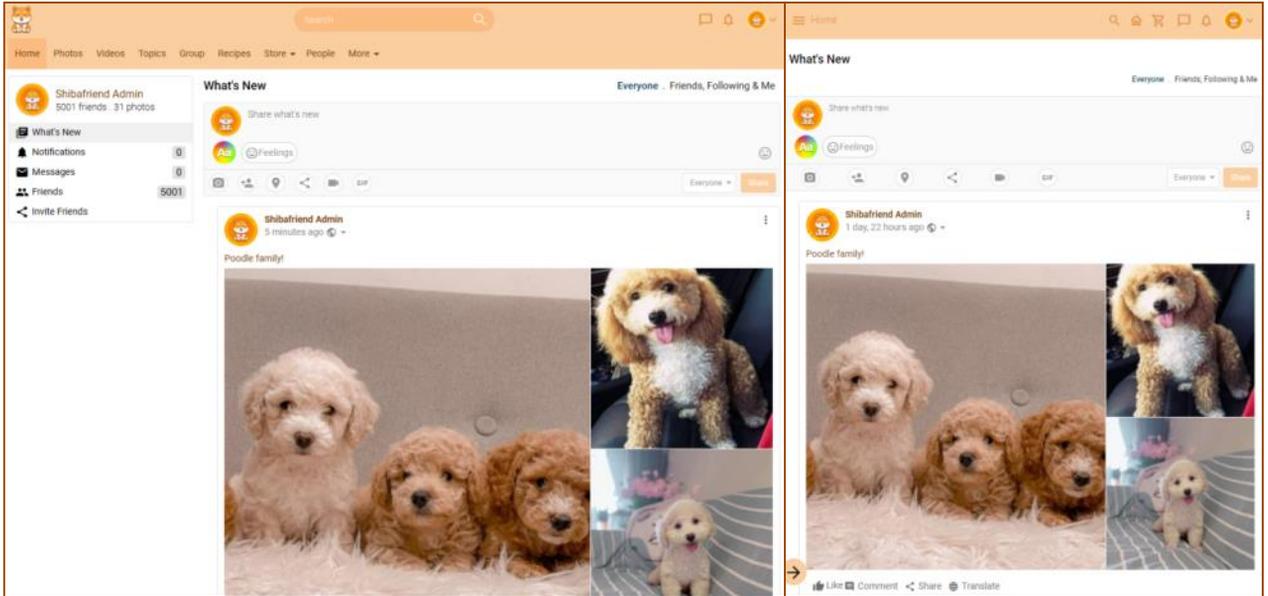
ID	Class	Price (SHF)	Price (USD)
#0814461	Shibafriend SHF#	0.016	\$74
#5067406	Shibafriend SHF#	0.017	\$80
#0321072	Shibafriend SHF#	0.021	\$98
#0037904	Shibafriend SHF#	-	-
#7542313	Shibafriend SHF#	-	-
#7443947	Shibafriend SHF#	-	-

The interface also features a 'Filter (0)' section with tabs for 'General', 'Parts', and 'Stats'. Under 'General', there are checkboxes for various dog breeds: Shiba, Dachshund, Bulldog, Golden Retriever, Poodle, Pomeranian, German Sheperd, and Golden Retriever.

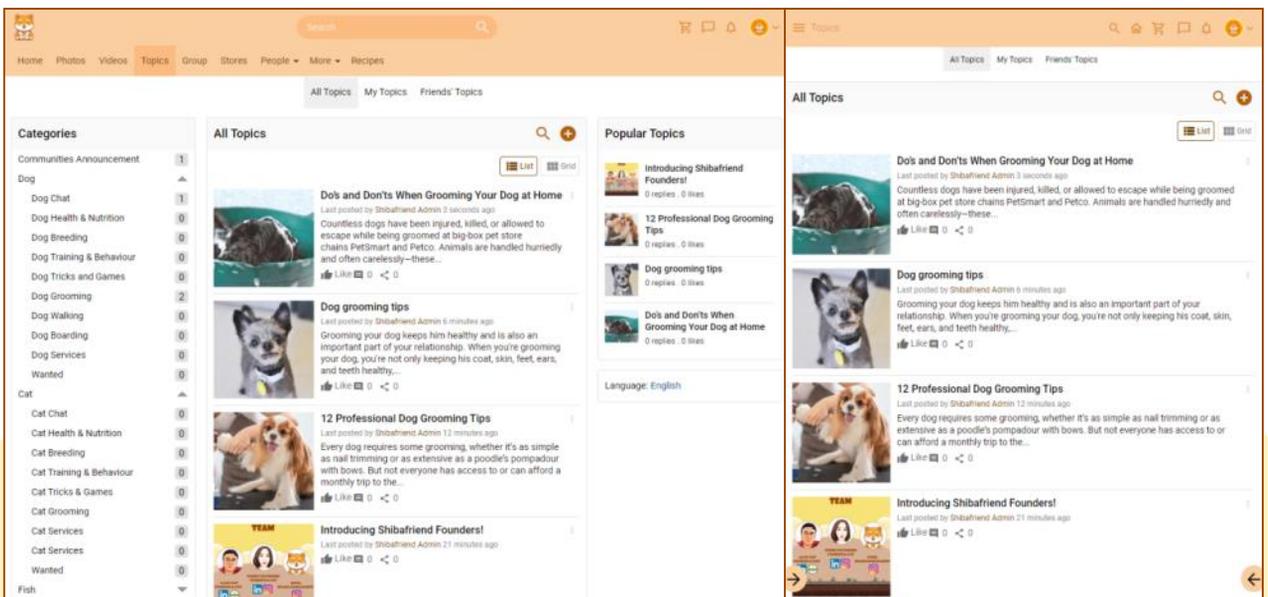
# SHIBAFRIEND PET SOCIAL MEDIA NETWORK



**Shibafriend is a social media platform for pet owners to make new friends, to shop for pet products, accessories, services.**



**Pet Owner sharing their beautiful cute pet pictures, videos and activities. Your pet pictures can be minted as NFT in our NFT Marketplace.**



**Pet Owner sharing details on health, nutrition, grooming, training, and other services.**

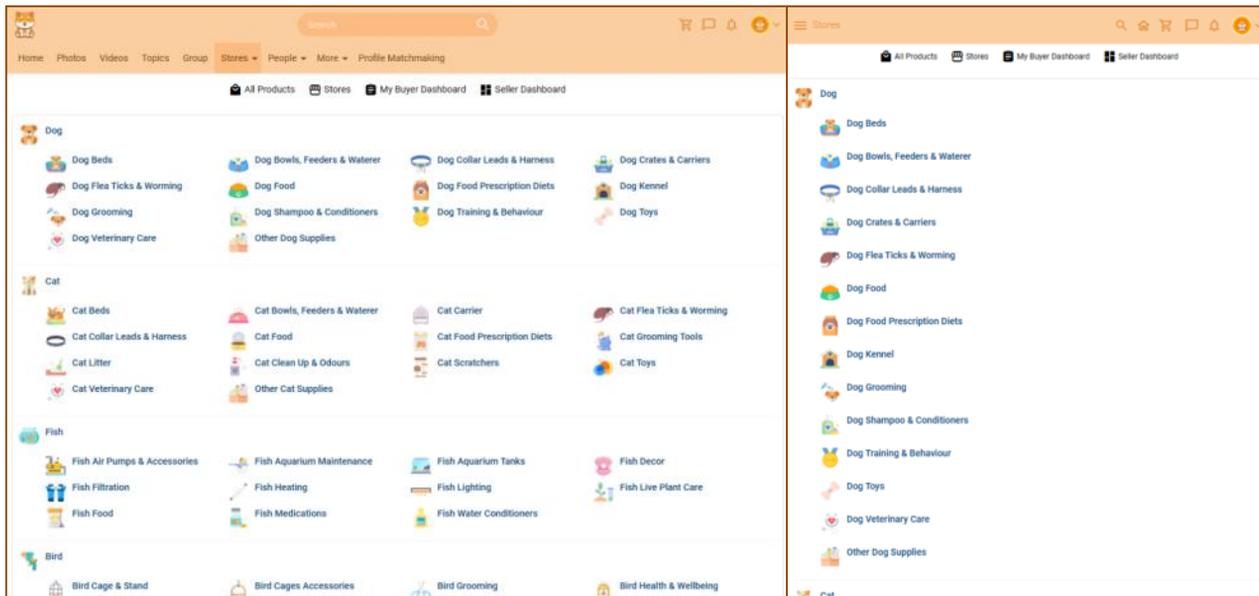


# SHIBAFRIEND PET E-COMMERCE

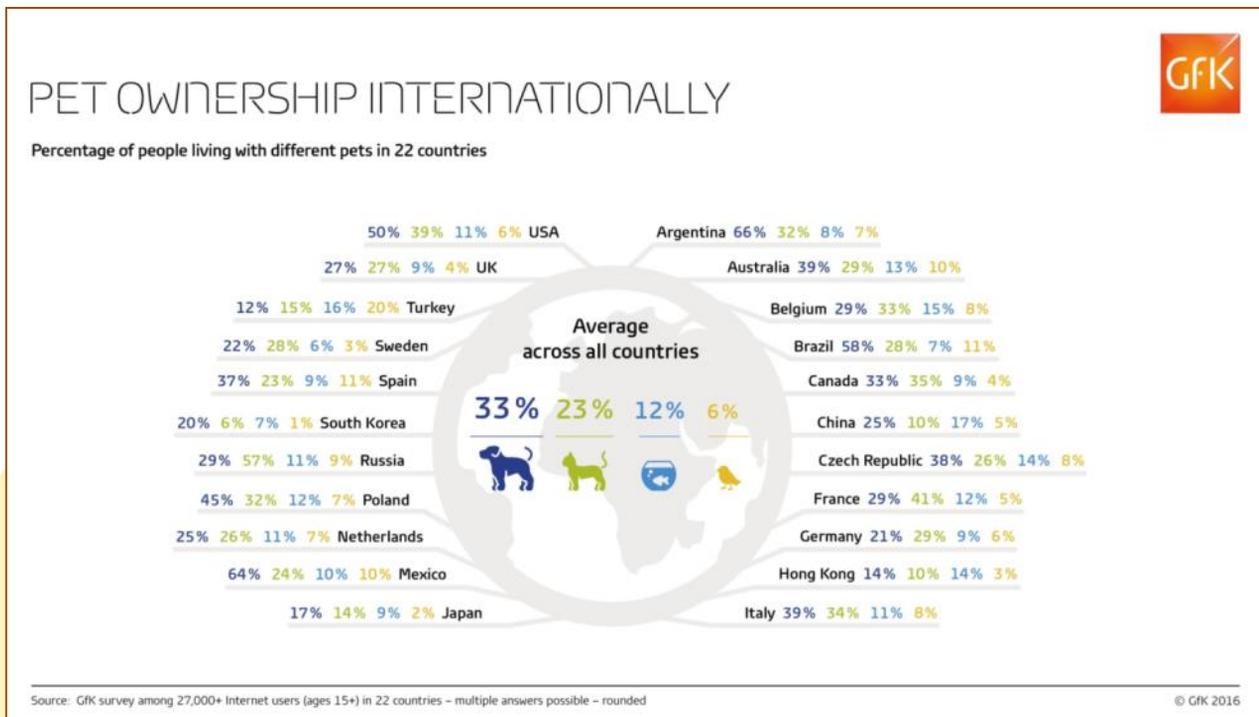


Shibafriend.com integrates Ecommerce system. Shop for everything you need for your pet right here at Shibafriend Vietnam Pet Ecommerce Store.

You can make payments using Paypal, Credit Cards and SHF Coin. We will progressively launch to more countries.



### 13. GLOBAL PET OWNERS & VIETNAM RETAIL MARKET SIZE



## Retail market size

Vietnam had the fastest pet food market growth among the five selected CPTPP markets in 2020, from a starting market size of US\$29.6 million in 2016 to a market size of **US\$54.5 million in 2020**. The projected market size for 2025 is US\$94.2 million. Every category has contributed to the growth of pet foods in Vietnam and will continue to do so. In 2020, over the half of the pet food market was made up of **dog food, at 57.6%**, followed by **cat food at 35.6%**.

# PET MARKET SIZES



## DRY PET FOOD

46% buy weekly  
36% buy monthly



is the most common item which's preferred & purchased by pet owners

## SNACKS



33% buy weekly  
30% buy monthly

including yoghurt, cheese, chewy snacks, calcium bone, sausage, ...

## NUTRITIONAL SUPPLEMENTS

Our survey also reveals an interesting fact about the increasing demand for pet nutritional supplements and its high purchase frequency.



Strongly confirm

that they also buy nutritional milk, powder, gel, vitamin ... for their pets



30% buy weekly  
27% buy monthly

## PET TREATS



38% pet owners buy treats weekly &  
24% prefer to buy it monthly

## WET PET FOOD



only 28% pet owners buy wet food weekly  
while 45% prefer to buy it monthly

Based on 394 pet owners in 4 key cities who've in the age of 25 - 55

## 14. COMPETITORS

# SHOPPING FOR PETS

## WHERE TO BUY



Specialty channels Online channels Modern trade channels

Small pet shops/Street vendors

54%

Big pet shops/ pet marts/ branded chains

47%

E-commerce sites (Shopee, Tiki, Lazada, ...)

38%

Supermarket/ Hypersmarket

33%

Social networksites (Facebook, Instagram)

18%

Convenience store 24/7 (Circle K, B'smart, ...)

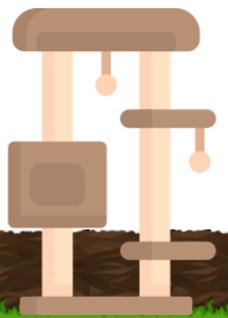
18%

Low-cost shops/ variety stores (Miniso, Daiso, ...)

14%

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Based on 360 pet owners in 4 key cities who've habit of shopping for pets



## SHIBAFRIENDOMICS



## SHF Coin INFORMATION

**Coin Name** : SHIBAFRIEND  
**Coin Ticker** : SHF  
**Coin Total Supply** : 10,000,000,000  
**Network** : Binance Smart Chain

<https://bscscan.com/token/Ox83dd8d0ded0116622d7638af527caf13f95cbd02>

## Each Transaction Distribution:

**90% to Coin Buyer**  
**3% to SHF Coin holders**  
**3% to Marketing**  
**4% to Liquidity Provider**



CATEGORY	%	NOTE
Legals	0.5%	Regulatory Compliance
Launchpad	6%	Initial Investors
Founders	10%	Founders, Team, Advisors SHF Coins Locked for 2 years
Exchanges	10%	Listing in centralized exchanges
Technical	10%	Game development and NFT Marketplace
Business Expansion	20.5%	Allocated for marketing, e-commerce expansion to multiple countries
Play to Earn	33%	Locked Up until game launching.
Reserved	10%	SHF Coins reserved and locked for 2 years

# ROADMAP



**Q4 2021 to Q1 2022**  
Shibafriend SHF Coin minted  
Creation of Whitepaper  
Shibafriend.io demo game  
Shibafriend.com Pet Social Media Platform  
Launchpad SHF Coin IDO  
10,000 Unique Shibafriend NFT Card

## Q1 2022

Shibafriend NFT Marketplace deployment  
Shibafriend Game  
Phase 1 deployment  
• Dress up your pet and mint your pet picture to sell in opensea  
• Buy and Sell NFT Building  
• (Grab limited unique building assets!)  
Shibafriend Pet Ecommerce Store expands to more Countries.  
Listing SHF coin in Centralized Exchange

## Q2 2022

Shibafriend Game  
Phase 2 deployment  
Buy and Sell NFT Building  
Grow, Raise and take care your pet.  
Shiba friend Pet Ecommerce Store expands to more Countries.

## Q3 2022

Shibafriend Game expansion on  
• More unique house design  
• More unique character design  
• More mini games to earn more SHF token  
Shibafriend Pet Ecommerce Store expands to more Countries.

## Q4 2022 & 2023 onwards

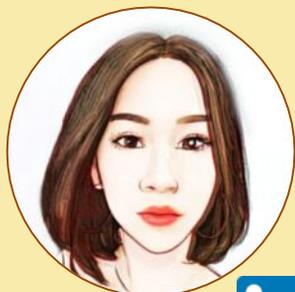
Shibafriend Game  
• Release different gameplay using your account NFT Pet Dogs and Cats to earn more SHF Coin!  
Shiba friend Pet Ecommerce Store expands to more Countries.





**SHIBA  
BRAND AMBASSADOR**

Shiba has been making a big headline in the crypto world. Shiba became famous when Elon Musk started to promote Dogecoin. As the fame continues, Royshi helps Shiba to start its own Shiba Inu cryptocurrency. Shiba Inu has stormed the world when it becomes an instant success overnight! Today Shiba join in Shibafriend as a Brand ambassador to promote more dogs and cats becoming internet influencers. Today everything successful is about sharing economy. It is time Shiba shares its fame, technology, and richness with every other friend!



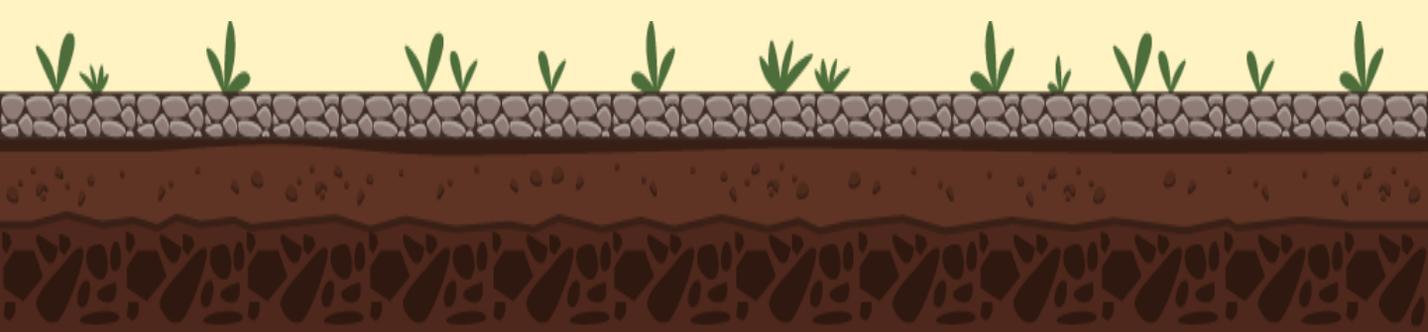
**HA PHUONG  
FOUNDER & CHIEF EXECUTIVE OFFICER**

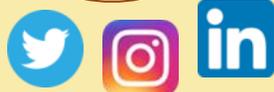
Ha Phuong is a serial entrepreneur where she operates an online eCommerce business, a travels business and a Korea Beauty Center. She was featured in success story of Woman Entrepreneur in doanhnhân24h. Her ecommerce products range from beauty products to pet supplies. She is a pet lover where she has pet dogs, pet cats, and she is actively involved in the pets community. With the advancement of crypto, blockchain and NFT, the launching of Shibafriend is the right timing to connect every pet lover into digital communities through social metaverse gaming.



**ALAN YEAP  
FOUNDER & CHIEF OPERATION OFFICER**

Alan Yeap has been in the technology field for the past 20 years from IT, Server/Network, ios / android games app, blockchain, NFT. His extensive knowledge in the mobile app gaming world from 2012 to 2017, was featured in Yahoo Finance. In 2019, he was technical advisory in a blockchain advisory firm with over 60 ICO/IEO project experience. With his combined mobile app game design and blockchain expertise, Shibafriend's metaverse game will bridge the mobile game world with blockchain and NFT technologies.





### **JAY KOH**

#### **FOUNDER & CHIEF MARKETING OFFICER**

Jay Koh has over 20 years of meticulous dedicated sales and marketing professional with demonstrated leadership skills aimed at archiving goals. Proven success in managing sales team with a view to increasing customer base and boosting profits. Well-organized with great attention to detail aimed at executing marketing programs in conjunction with set company directives. Experience in business start-up activities through strong implementation of marketing activities. Highly developed leadership skills coupled with strong customer insight targeted at delivering profitable solutions.



### **THANH HAI**

#### **FOUNDER & GRAPHIC DESIGNER**

Thanh Hai has 10 years of graphic design experience for mobile gaming apps from candy crush type of design to celebrity mobile game app. She is able to transform any characters or scene into lovely cute graphics suitable for all ages. She creates a different types of Shibafriend game characters and Shibafriend NFT.



### **TUONG BUI**

#### **SENIOR RUBY ON RAIL DEVELOPER**

Tuong Bui has nearly 6 years' experience as a Senior Ruby On Rails Developer. Strong knowledge in software database process and web development skills. Experienced in development with large and complex software systems, web service/web application and mobile application for England, Australia and US customers.



**AARON SOTH-EVANS**  
**ADVISOR - PARTNERSHIP**

Founder and CEO of <https://paidtogo.io/>. Aaron has worked as a web developer, SEM/SEO specialist for large E Commerce companies, firefighter and sponsored snowboarder. He founded a web development and marketing agency for doctors in 2010. After 6 years running a marketing and design firm, he decided to follow his dream of incentivizing exercise and active commutes.



**KENNETH JAMES BEREY**  
**ADVISOR**

Founder and CEO of The CEO & Founder of Blockchain Network Philippines, worked more than 100+ crypto projects from Start-up into real OG's with 100+ employees.



# OUR OFFICIAL CHANNEL AND CONTACTS



**TELEGRAM:**  
[https://t.me/shibafriend\\_official](https://t.me/shibafriend_official)



**FACEBOOK:**  
<https://www.facebook.com/shibafriendcoin>



**LINKEDIN:**  
<https://www.linkedin.com/company/shibafriend/>



**TWITTER:**  
<https://www.twitter.com/shibafriendcoin>



**REDDIT:**  
<https://www.reddit.com/r/shibafriend>



**YOUTUBE:**  
<https://www.youtube.com/channel/UCCKkSb5kRFTiIHYuNdYFUKw>



**MEDIUM:**  
<https://shibafriend.medium.com/>



**DISCORD:**  
<https://discord.gg/KuWWw5bNEV>



**INSTAGRAM:**  
<https://www.instagram.com/shibafriendcoin/>



**TIK-TOK:**  
<https://www.tiktok.com/@shibafriend>



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