



FOR THE DOG



FTD

M2E Platform together with pets
Written By FTD FOUNDATION



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1. Introduction



A. Introduction of FTD Coin

The number of households that have pets in Korea, which is about 28% of the total households or approximately 5.21 million households, reflects the growing scale of pet ownership in developed countries, including Korea. Furthermore, various reports show that the size of the domestic pet market of Korea alone will exceed 6 trillion won in the latter half of 2027. (KB Financial Group Management Research Institute 2021 Korea Pet Report)

Despite the growing size of pets, efforts to understand and socially integrate pet individuals are insufficient. In particular, predicting changes in the domestic and international pet industry ecosystem is becoming increasingly difficult. Industry distortions due to the lack of data in the pet industry can be seen in various places. In fact, due to the undeveloped structure of pet industries in Korea, the supply data of pet individuals has not been trusted for a long time.

There are no reliable figures for pets and related industries because the awareness of pets in this society has not risen to the level of developed countries. But the more cause is the lack of a platform to utilize the value of various data on pets. On the other hand, changes in the system for analyzing and sharing information about people are developing on an incomparable scale.

In particular, if various information about pets can be transformed into valuable information, such as transforming fragmented information on finance, purchases, and movement into valuable data information to be provided to companies demanding marketing, it could be an opportunity to provide new added values.



1. Introduction

B. The Basic Ecosystem of FTD Coin

The ecosystem of FTD Coin is to process various digital information about pets into new value-added data on the blockchain platform. The 'My Data' project was started as a national project in Korea in 2020. This project is not to arbitrarily utilize many digital data provided by people until now but to provide relevant data for users through the provision of user-oriented data without leaking information. As mobile technology improved, individual digital information or traces owned their value, but most of them were used by companies. However, through the 'My Data' project, the government and corporations are encouraged not to use information unilaterally more than necessary through the user's consent and protection of personal information when using user or personal information. This method allows changing the subject of data use from a platform or company to an individual by giving the user, the information provider, the authority and value for the information.

The FTD Platform is in the progress of implementing an ecosystem to make an information platform like 'My Data' into a user-oriented system while sharing the awareness of flow and utilization of information as described above. Although pets cannot utilize their own data generated, it is clear that they are continuously creating a lot of data. It has been up to people to provide and use these data; however, the FTD Platform grants the right to offer and use these data to the people (users who own them so it will encourage people and pets can coexist in a better way.

The platform, which utilizes the FTD Coin, is based on blockchain technology, which converts a lot of fragmented or discarded data about pets into valuable data. The FTD Platform offers three types of blockchain-based services.

- 1) FTD and BTM coins: indicators of the market size and currency volume distributed in the pet market
- 2) 'For the Dog' Platform: an M2E platform for recording the physical activities of dogs.
- 3) A NFT marketplace where dog NFTs, which are utilized on platforms, are traded P2P

2. Understanding the FTD Platform (M2E Platform)

A. FTD (For The Dog) Platform Mechanism

In order to provide M2E system services for pets, the FTD platform must issue NFTs on the blockchain for users to hold their own dog NFTs.

To briefly introduce the M2E system, M2E is an abbreviation of 'Move to Earn,' which generally means the platform pays real money, points, or virtual assets under the condition that it receives information about people's daily movements. The fact that the FTD platform includes the M2E service means that living with pets involves significant motions, and the users can provide the equivalent route information as pets accordingly. As the platform users present the platform with the data on these dynamic movements, the platform can produce meaningful information combinations and return the value of this information to users.

Another feature of the FTD Platform is that it can contain information about the entire life of a pet through a blockchain service. The FTD Platform divides services for pets into five major stages.

- (1) NFT Minting : Creating a new NFT
- (2) Raising : Leveling up to obtain more tokens
- (3) Earning : Earning BTM through M2E service
- (4) Breeding : Stages to produce new dog NFTs through breeding, etc.
- (5) Memorializing : A space for staking and commemoration of pets



2. Understanding the FTD Platform (M2E Platform)

The FTD Platform provides Dog NFT issuance service for users. This Dog NFT upgrades and issues into the 3D format NFT served by the platform to provide user convenience.

The issued NFT can be stored as the 3D rendering image of the user's pets through the FTD Platform app. The Dog NFT installed in the FTD app records all activities and statuses of the user's pets; the platform pays the user a reward for providing the information. This service will be cross-serviced through a smart neckband dedicated to pets that the FTD Platform will provide in the future.



2. Understanding the FTD Platform (M2E Platform)

B. Components of the FTD Platform

FTD is a multi-purposed application and currently consists of three main components.

The first is the coin used within the platform.

FTD platform offers two types of coins, BTM and FTD. BTM is a virtual coin that can be obtained through various activities, and it is exclusively used for payment functions within the platform. On the other hand, FTD is a blockchain token that can be traded with legal tender and can be swapped with BTM within the platform.

The second is the game supported by the platform.

In the M2E game, users can link their pet NFT to the FTD platform to participate in M2E activities such as walking and check-ins with their pets. In return for their participation, users receive BTM coins as rewards from the platform. The amount of rewards and the quantity that can be obtained may vary depending on the level and choices of the user, and can be influenced by various conditions, such as:

- i. Activity level of the pet
- ii. Loyalty level of the pet
- iii. Intimacy level of the pet (based on the heart-click function of the platform)

The third is an NFT marketplace for dog NFTs used on the platform, which enables P2P transactions. Users can buy or sell integrated NFTs on the FTD marketplace. By purchasing an NFT, users can participate in M2E activities integrated with the platform. Due to the unique feature of NFTs being irreplaceable, users can profit from their scarcity.

2. Understanding the FTD Platform (M2E Platform)

C. Pets Supported by the Platform

i. Basic properties

- 1) **Power** - The higher the power attribute, the shorter the M2E time and distance required for BTM mining, up to a maximum of 5 minutes.
- 2) **Speed** - The higher the speed attribute, the easier it is to meet the mining condition of M2E speed required for BTM mining.
- 3) **Activeness** - The higher the active attribute, the higher the basic mining reward can increase up to a maximum of 500%.
- 4) **Intimacy** - The higher the affinity, the shorter the heart press delay, and when you satisfy 5 heart presses, the total mining reward increases by 25%.
- 5) **Loyalty** - The higher the loyalty, the higher the chance of acquiring mining rewards. Users can reset the attributes of their pets by burning BTM coins they possess.

ii. Dog Type

The platform categorizes dogs into five different types, and depending on the type, they have varying levels of exercise intensity and mining time.

Size of Dogs	Optimal Speed(km/hr)	Minimum Mining Time Required to earn rewards (min)
Extra Small	2-5	100
Small	5-8	55
Medium	8-11	40
Large	11-14	30
Extra Large	14-17	25

iii. Dog Rarity

There are two types in dog Rarity.

Quality	Default GEM Level	Default NFT Level
Common	1	1
Rare	5	1

2. Understanding the FTD Platform (M2E Platform)

iv. Basic Attributes of Dogs - Attributes that Enhance Mining Convenience.

The level of the basic attribute indicates the measure of obtaining BTD coins. In order to raise the level of the attribute, users need to pay with BTD coins, and their continuous activity will be rewarded as compensation for the coins paid.

Power Lv.	Extra Small (Activity duration, unit: minutes)	Small (Activity duration, unit: minutes)	Medium (Activity duration, unit: minutes)	Large (Activity duration, unit: minutes)	Extra Large (Activity duration, unit: minutes)
Lv.0	100	55	40	30	25
Lv.1	91	50	37	28	23
Lv.2	81	45	33	25	21
Lv.3	72	40	30	23	19
Lv.4	62	35	26	20	17
Lv.5	53	30	23	18	15
Lv.6	43	25	19	15	13
Lv.7	34	20	16	13	11
Lv.8	24	15	12	10	9
Lv.9	15	10	9	8	7
Lv.10	5				

Speed Lv.	Extra Small	Small	Medium	Large	Extra Large
Lv.0	2~5 km/h	5~8 km/h	8~11 km/h	11~14 km/h	14~17 km/h
Lv.1	2~6 km/h	5~9 km/h	7~11 km/h	10~14 km/h	13~18 km/h
Lv.2	2~7 km/h	4~9 km/h	7~12 km/h	9~15 km/h	12~18 km/h
Lv.3	2~8 km/h	4~10 km/h	6~12 km/h	9~16 km/h	11~18 km/h
Lv.4	2~9 km/h	4~11 km/h	6~13 km/h	8~16 km/h	10~19 km/h
Lv.5	1~11 km/h	3~12 km/h	5~14 km/h	7~16 km/h	9~19 km/h
Lv.6	1~12 km/h	3~13 km/h	4~14 km/h	6~18 km/h	8~19 km/h
Lv.7	1~13 km/h	3~14 km/h	4~15 km/h	6~18 km/h	7~19 km/h
Lv.8	1~14 km/h	2~15 km/h	3~16 km/h	5~18 km/h	6~19 km/h
Lv.9	1~15 km/h	2~16 km/h	3~17 km/h	4~18 km/h	5~19 km/h
Lv.10	1~20 km/h				

2. Understanding the FTD Platform (M2E Platform)

v. Basic Attributes of Dogs - Attributes that Enhance Mining Reward Range.

The level of the basic attribute indicates the measure of obtaining BTD coins. In order to raise the level of the attribute, users need to pay with BTD coins, and their continuous activity will be rewarded as compensation for the coins paid

Attribute Lv.	Activeness additional increase rate of mining reward	Intimacy Time to the next 'Heart Click'	Loyalty mining reward acquisition probability
Lv.0	0%	240 min.	50%
Lv.1	10%	210 min.	55%
Lv.2	20%	180 min.	60%
Lv.3	30%	150 min.	65%
Lv.4	40%	120 min.	70%
Lv.5	50%	90 min.	75%
Lv.6	80%	60 min.	80%
Lv.7	100%	30 min.	85%
Lv.8	150%	15 min.	90%
Lv.9	200%	5 min.	95%
Lv.10	500%	'Heart Click' / Auto	100%

2. Understanding the FTD Platform (M2E Platform)

D. Understanding the Properties of the Pet Platform

i. Gem

Users can enhance the basic attributes of their dogs by equipping or strengthening GEMs through burning BTDs. Equipped GEMs can be enhanced with varying probabilities based on the level of each GEM, and since each socket has a specific attribute that can be inserted, GEMs with different types of attributes cannot be inserted.

GEMs are categorized into five types, and each color represents an attribute.

- 1) Blue : Power
- 2) Purple : Speed
- 3) Green : Activity
- 4) Red : Intimacy
- 5) Yellow : Loyalty



Users must burn their BTD coin to upgrade the gem.

Power Lv.	# of BTDs required	단위	Possibility of Success	Possibility of Destruction
1	2.5	BTD	100%	0%
2	4	BTD	90%	0%
3	8	BTD	80%	10%
4	15	BTD	70%	20%
5	22.5	BTD	60%	30%
6	30	BTD	50%	40%
7	38	BTD	40%	50%
8	8	BTD	30%	60%
9	8	BTD	20%	70%
10	8	BTD	10%	80%

ii. Burning BTD through GEM purchases.

Users can equip or enhance GEMs with their BTD to strengthen the attributes. This means that users can upgrade their pets' mining abilities, but it also implies mass burning of BTD coins.

2. Understanding the FTD Platform (M2E Platform)

E. M2E Platform and NFT Service

i. Coin burning through NFT minting.

Users can request NFT minting based on their pets' photos from the FTD platform's random box draw or designer pool, and receive new pet NFTs. Users will have to spend BTM as the cost, which varies depending on the rarity and attributes of the pet NFT.

NFT Rarity	Clothes	Accessories	Price
Random Box			250 BTM
Normal	0	X	400 BTM
Normal	X	0	500 BTM
Normal	0	0	600 BTM
Rare	0	0	3,000 BTM



2. Understanding the FTD Platform (M2E Platform)

ii. P2P trading service on the NFT marketplace.

Rare pet NFTs that have grown well can be resold to other users through the NFT marketplace in a P2P manner, where a portion of the transaction fees is applied as a commission and burned as BTM.

iii. Breeding and minting.

If users achieve certain conditions through sufficient activity within the platform, they can create offspring pet NFTs through the Breeding service using their owned pet NFTs. The original pet NFTs are burned, and new offspring NFTs are created.



3. Evolution of the FTD Platform (BTD Platform)

A. Metaverse Game Service – ‘Check-In’

The FTD Platform will launch a new game service that combines the metaverse and offline activities to expand users’ M2E services. This service is a game that allows users to acquire additional revenue by preempting their main walking course when they walk with their Dog NFTs and their actual dog.

If a user publishes their walking course as an NFT on the metaverse and designates ownership, the platform sets up a system where other users who use that area pay coins to the NFT holder. The user cannot immediately know that some of the coins they receive as a reward for walking are paid to the NFT owner, and they must check the platform's coin payment history to find out.

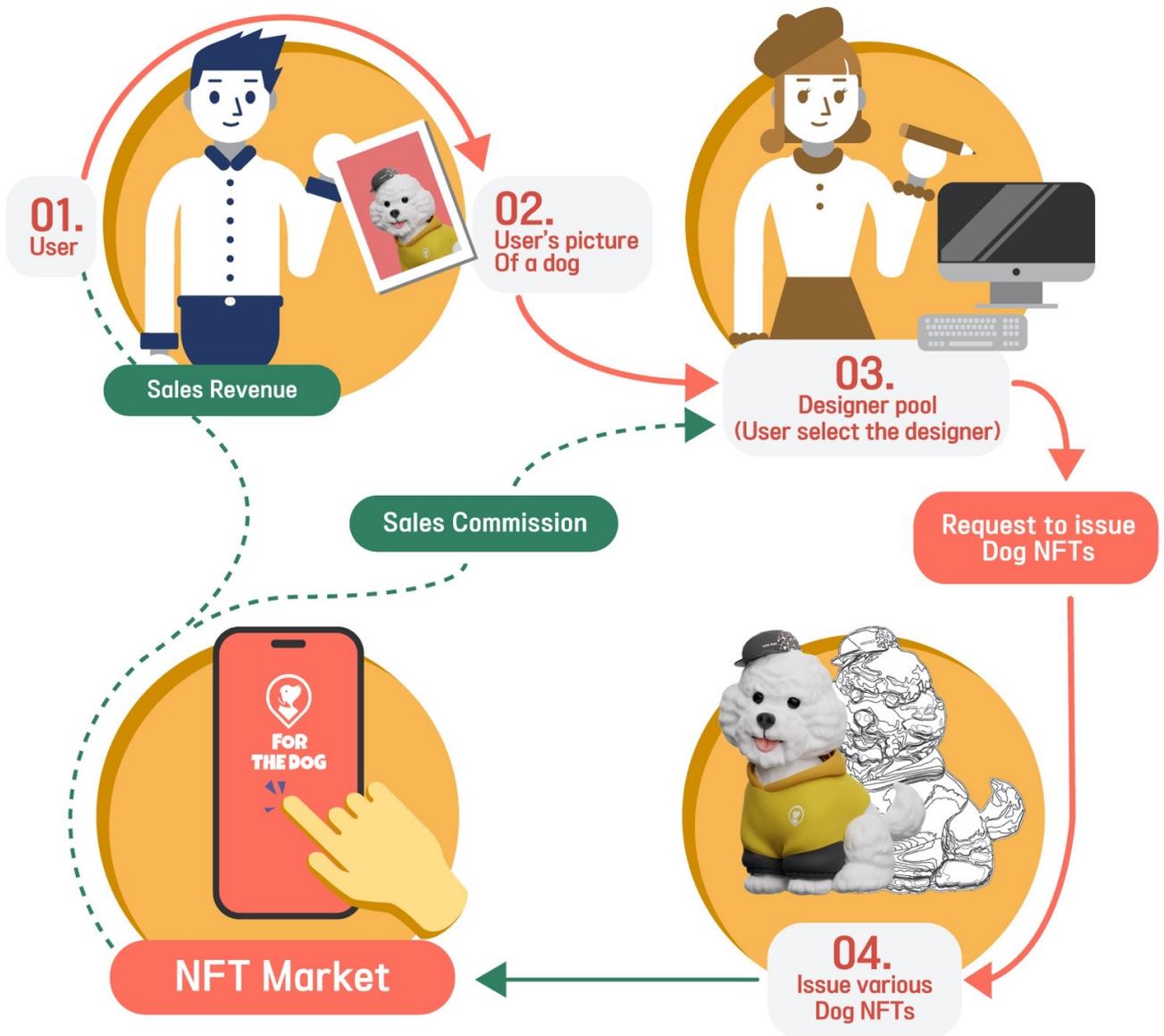


3. Evolution of the FTD Platform (BTD Platform)

B. Customized NFT Creation System

The FTD platform provides a collaboration system to make it more convenient for users to create dog NFTs. Typically, NFT creation involves uploading an image and issuing it as an NFT. However, the FTD platform operates a Designer Pool, where designers can help turn users' images into more valuable commercial or artistic images.

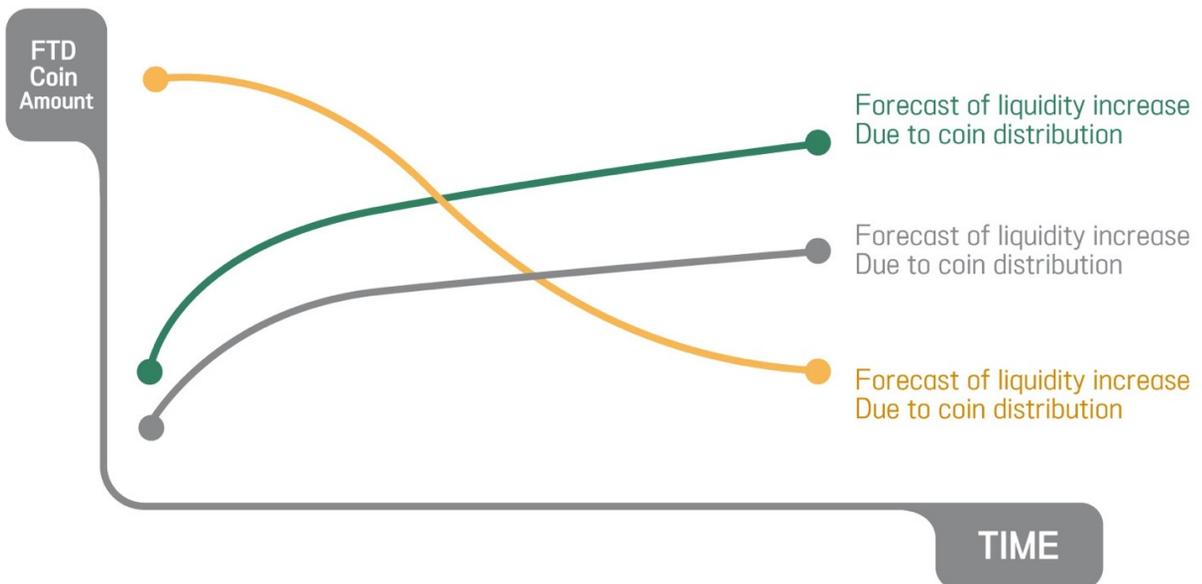
By using the Designer Pool, users can produce upgraded images for their dog NFTs, and designers who participate in the collaboration can receive commission fees by accepting requests. Whenever a transaction is completed, a portion of the sale commission is burned as BTD coins.



4. Understanding Liquidity of FTD Coin

As discussed in Chapter 3 of this whitepaper, FTD Coins are distributed and burned in various methods through the activities of dogs and interaction with the platform. Users will acquire free FTD and BTM coins through games and basic actions on the platform with the airdrop. These obtained coins will get used again to upgrade their dogs on the platform and issue new NFTs.

In general, the liquidity of coins is divided into distribution and burning. In the case of FTD coin, it is distributed to platform users free of charge through various services based on M2E. Although this may raise concerns about increased liquidity of the coin, the platform offers various services linked with NFT and continuous burning of the coin through FTD ecosystem's online shops.



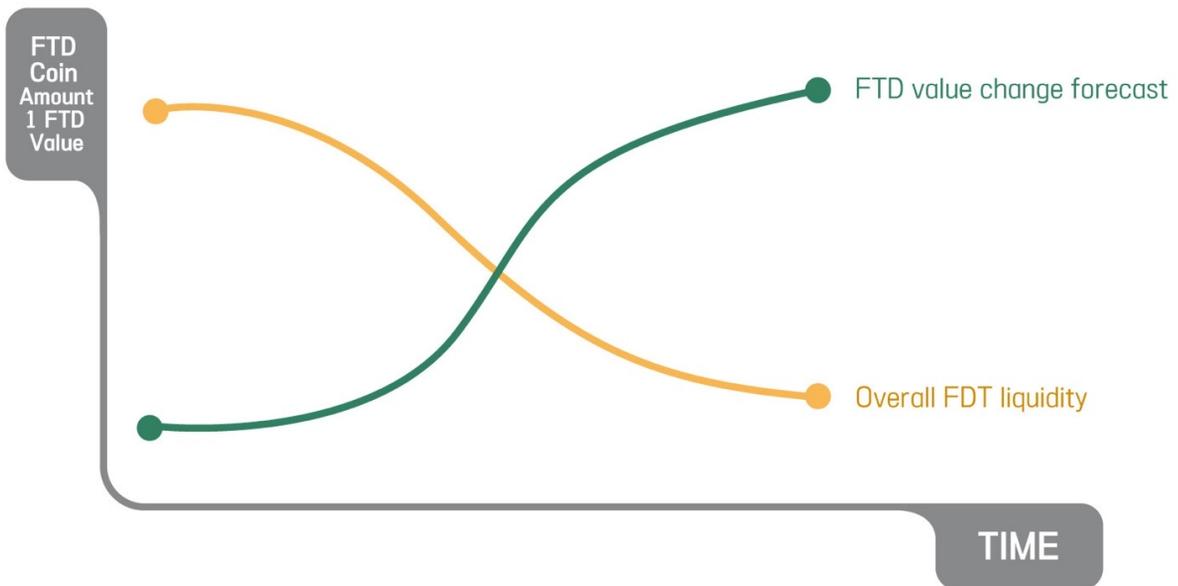
The correlation between liquidity supply and incineration of FTD coins can be highly fascinating. The liquidity of coins takes the M2E form. However, these coins do not get distributed based on people's data like the universally known apps such as Working coin; they are distributed based on the behavior of dogs living with users. In addition, since the coin distribution is done based on the advancement of pet data, as mentioned in the introduction, the platform has the advantage of providing more linked services through user participation.

4. Understanding Liquidity of FTD Coin

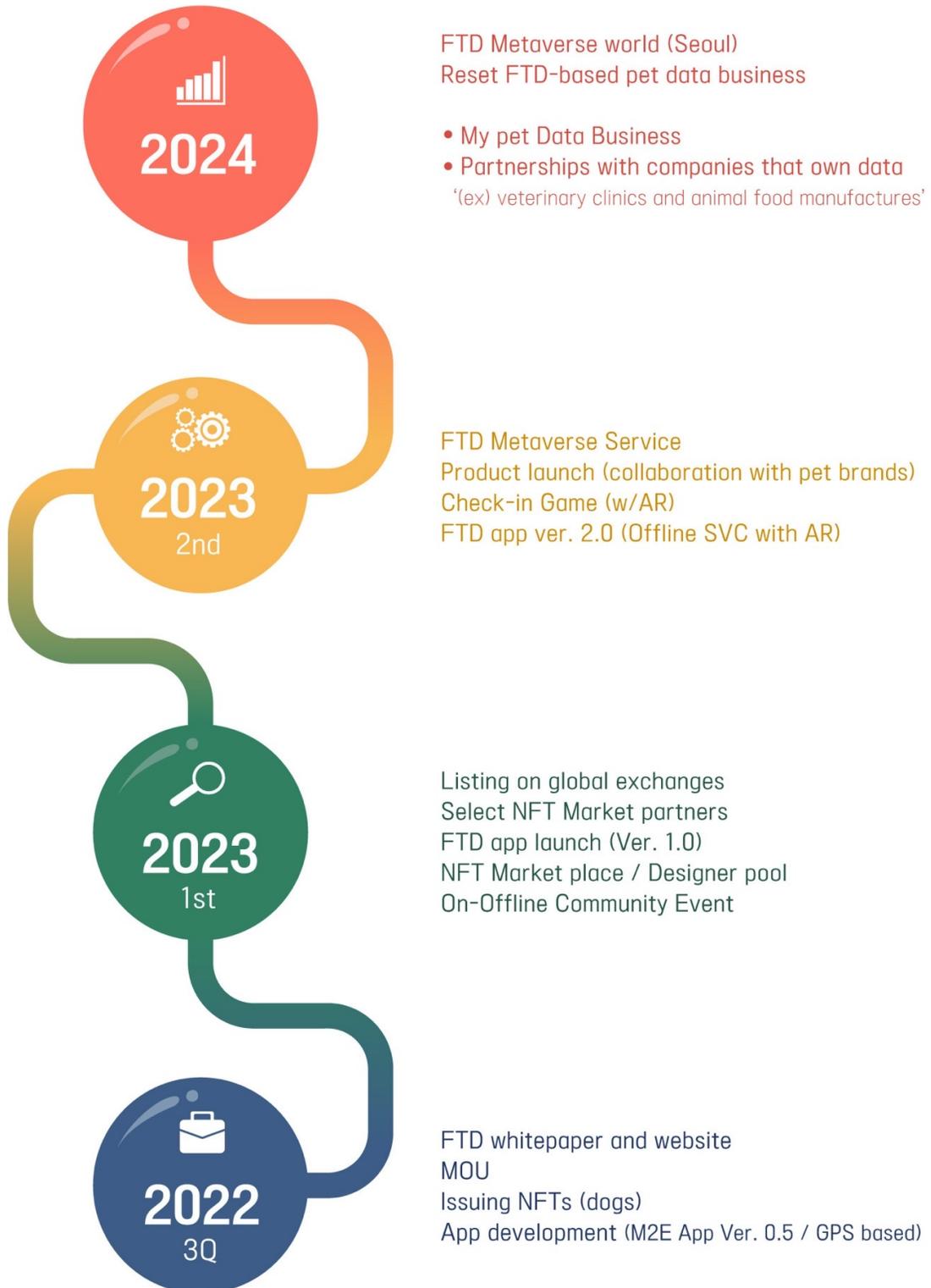
The M2E service will provide significant value to both users and platforms. Also, FTD coins obtained through M2E activities and profit-type services sometimes use as a tool to utilize new services according to users' decisions; however, some have the advantage of being used as coin trade through exchanges.

Value change in the FTD and BTM coin will ultimately get determined by the difference between the liquidity supply and the incineration volume.

The chart below is a schematic diagram that describes how the supply and incineration of coins affect the change in the FTD coin value. This chart will motivate coin burned with platform persistence and suggest more burning systems.

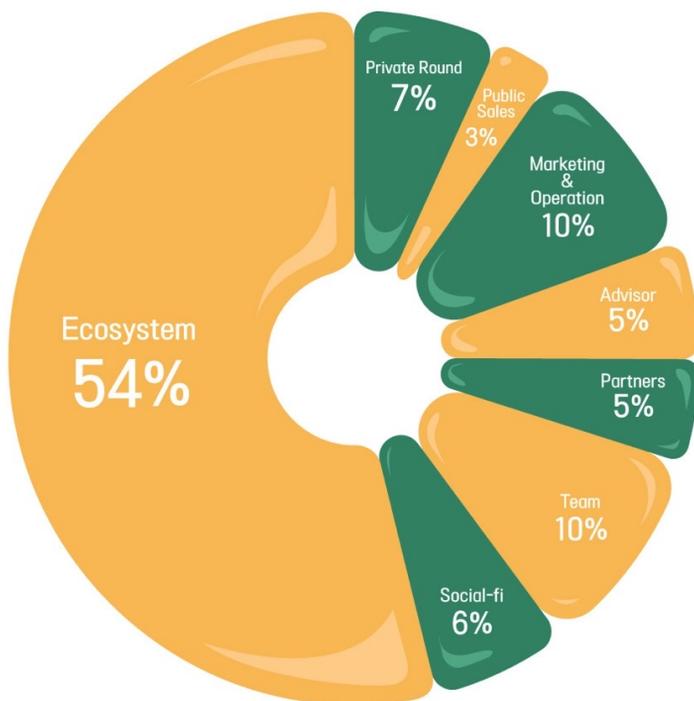


5. Business Road Map



6. Coin Information & Distribution

% Of Total		Distribution Schedule
Hardcap	7%	18-month period lock
Softcap (Public/IDE/IDO)	3%	18-month period lock
Marketing & Operation	10%	36-month period lock
Advisor	5%	Locked for 12 month, unlocked by 4.2% every month thereafter
Partners	5%	Locked for 12 month, unlocked by 4.2% every month thereafter
Team	10%	Locked for 12 month, unlocked by 4.2% every month thereafter
Social-fi	6%	48-month period lock
Ecosystem	54%	48-month period lock
TOTAL	100%	-



**FOR
THE DOG**

Initials	FTD
Full Name	For The Dog
Total Issuance	1,600,000,000 FTD
Decimals	18
Production Base	ERC-20

7. Legal Disclaimer

FTD coin is not a security and does not represent ownership. Therefore, the contents of this white paper are not for the purpose of financial promotion. FTD coin will be operated based on the contents described in this white paper according to the plan. (Development changes may apply based on objective and rational decision-making.)

To participate in the FTD coin project, please carefully read, fully understand, and agree to the following:

FTD coin does not constitute a security in any jurisdiction.

All contents of this white paper are not to induce or invite any form of investment activity.

The information contained in this white paper should not be arbitrarily interpreted or understood. (Including FTD coin and related platforms)

All information included in this white paper and any future notices from FTD coin, regardless of when they occur, should not be interpreted as a guarantee of profit or profit in any form.

Acknowledging the risks associated with cryptocurrencies, such as high price volatility and inherent risks associated with the cryptocurrency market, which may include financial loss.

There may be risks associated with the operation of the FTD coin project and the sale of cryptocurrencies.

FTD coin projects are currently under development and may be subject to changes before and after release.

At times, FTD coin may send e-mails to you, and such e-mail notifications do not require your confidential information. Therefore, there may be possibilities of fraud, phishing attempts, and malicious intent. Do not respond to any unofficial inquiries.

FTD coin does not guarantee the duration of the operation of the FTD coin project.

The FTD coin project may be discontinued for various reasons such as lack of public interest or lack of funding for solution development.

FTD coin holders do not own any securities or equity in FTD coin.

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