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ABSTRACT



Coin Dogs is a player-to-player social cryptocurrency game where you breed and race virtual dogs for fun and to make money. Users can purchase dogs from various breeds and breed them with others, with the objective of creating the best combinations—either for unique visual appearance, race speed, or breeding value. Coin Dogs allows users to race their dogs against other users' worldwide in continuously running tournaments. Users can also personalize dogs with fashionable accessories to create unique, collection-worthy breeds that they can showcase on social media or rent out for breeding.

Users participate in the game and platform by buying, trading, and breeding dogs with Litecoin. Litecoin is a globally renowned cryptocurrency that stands out for its speed, reliability, and transactional security. Litecoin's low fees ensure minimal friction and incentivize users to breed, race, and trade more dogs, more often. In addition, the use of off-ledger hosting for the Coin Dogs platform ensures smooth problem-free transactions.

Coin Dogs is a pioneering project in the emerging crypto-gaming space for three main reasons:

- ▶ **Entertainment** - Choose among a gene pool of 20+ dog breeds (with more added every month), all possessing different physical, speed, purity, and character traits. Breeding yields more than 6 trillion genetic possibilities for virtually endless combinations, giving you the opportunity to own dogs like no others. Dogs with especially unique characteristics become collector items, which you can display on social media or sell to other collectors. In addition, you can race your dogs against others and see how good of a racing breed you have created.



- ▶ **Making Money** - You can earn Litecoin by racing dogs to win, by trading dogs with special breed purity or speed characteristics with other owners, or renting dogs to other owners for breeding purposes. In each case, you can make money by being a successful dog racer, breeder, or collector, or a combination of all three. While breeding and racing outcomes are affected by many factors that can be quantified, a persistent element of chance makes outcomes never fully certain for added entertainment value.
- ▶ **Investment Growth** - Coin Dogs offers investors and players the opportunity to share in the success of the game. The Coin Dogs token (CDS) represents an ownership share, giving the holder both voting rights and dividends from the profits generated by the Coin Dogs platform. Players earn more CDS tokens the more they play the game, while external investors can purchase CDS tokens for profit. Both groups therefore benefit from the growth and expansion of Coin Dogs, earning income from the periodic distribution of profits. In addition, their ownership gives them the right to actively shape the development of the game.

The Coin Dogs platform will operate thanks to the fees generated by user breeding and dog buying and selling activities. A Coin Dogs ICO, with a public sale of the CDS tokens, is planned to raise the funds needed for marketing, operational costs, and ongoing game development.



COIN DOGS - A STEP AHEAD IN THE CRYPTO-GAMING REVOLUTION

The phenomenon of crypto-gaming is relatively recent, but it is already exhibiting signs of explosive growth. CryptoKitties, considered the first crypto-game of its kind, was launched on November 28, 2017. The game, which allows the collection and breeding of virtual cats, operates on the Ethereum Blockchain, with each CryptoKitty represented by a non-fungible ERC-721 token.

Less than a week after launch, a CryptoKitty by the name of Genesis was sold for a record sum of \$113,000. Various other cat breeds routinely sell above the \$40,000 level. As of mid-April 2018, over 275,000 unique CryptoKittens had been sold for a total investment of more than \$23 million. There are over 250,000 active CryptoKitties players as of April 2018.

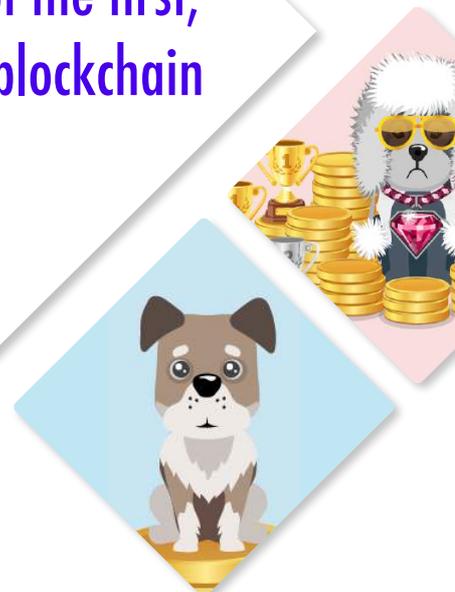
The burgeoning popularity of CryptoKitties has rapidly attracted the attention of venture capital. Leading VC firms Andreessen Horowitz and Union Square Ventures (USV) invested \$12 MLN in CryptoKitties in March 2018 in a Series A funding round.

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“Digital collectibles and all of the games they enable will be one of the first, if not the first, big consumer use cases for blockchain technologies.”

Fred Wilson, USV

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As the crypto-gaming sector is still in its infancy, Coin Dogs aims to propel its growth by offering players a unique combination of gaming experience, cryptocurrency usage, and digital collectability. Coin Dogs incorporates all three of the elements proven to make a game popular, fun, and addictive:

Collectibility - The opportunity for players to breed unique dogs with unique traits introduces the element of scarcity, which in turn increases perceived value and desirability. Special breed combinations, accessories, and the element of luck combine to create dogs that will periodically become especially popular among players. These special dogs will become items of trading for collectors, who see both economic and social value in the rarest specimens. This translates into a flourishing trade market on Coin Dogs, where dog values fluctuate according to rises and falls in popularity. Players will find it extremely entertaining, challenging, and rewarding to have the opportunity to discover, buy,

and sell what they think will be the most popular dogs.

Gaming - The racing component of Coin Dogs (discussed more thoroughly in "Coin Dogs - Gameplay") is the first ever of its kind in crypto-gaming. Players can register their dogs for races and pay the entry fee in Litecoin. If their dog wins, they collect their winnings. Predicting the outcome of races combines elements of both skill and luck, which amplifies the game's addictive nature. Racing performance is determined by various factors (DNA, age, experience, mood, etc.), but nevertheless, there will be an element of chance always present. This means that players can hone their racing skills, selecting the best dogs to bet on based on their traits and racing experience. However, racing results can never be fully certain, which adds a risk-taking element akin to that of casino games and gambling. The final outcome is a one-two punch of skill and chance, offering the player the excitement of both types of gaming experiences.

Social Proof - Coin Dogs takes full advantage of the global popularity of social media platforms like Snapchat, Instagram, and Facebook. The Coins Dogs platform allows users to showcase their best dogs to both Coin Dogs players and non-players, gathering accolades, building curiosity, and accumulating social capital. Players will endeavor to own the dogs that can best capture the imagination and interest of their own private audiences of friends and acquaintances. At the same time, this will create competition between Coin Dogs users for who has the most social-media friendly and popular dog. The result is that players are motivated to breed more and better dogs as a form of social proof.



Coin Dogs unleashes the ultimate “gamification” of Blockchain, offering a unique entertainment, digital collectible, and gaming experience, all within a digitally safe environment underpinned by cryptocurrency technology.



COIN DOGS - A UNIQUE AND HIGHLY ADDICTIVE GAMEPLAY

The Coin Dogs game revolves around the two main activities of breeding and racing.

Breeding

Players choose a mother and father from a gene pool of 20+ dog breeds, a pool that will be expanded on a monthly basis. The breeding of the father and mother yields a new dog with a combined DNA profile. The variance of different breed DNA combinations yields a potential of 6+ trillion unique dogs. In addition, you can enhance and improve the appearance of your dogs with 100+ accessories, including hats, jewellery, scarves, and more. Accessories make sure your dog stands out above the others and let you display him or her on social media for maximum viral effect. As a general rule, your new dog will be a combination of the mother's and father's characteristics, however, with potential alternative variations.

If your dog has especially interesting characteristics, good racing genes, or a look that is popular, it may quickly become coveted by other players. That means you will be able to set a high price and rent them out for a fee for breeding purposes so other players can take advantage of your dog's good genes. In addition, other players may want to buy your dog from you outright for a premium price as a collectible that has future appreciation potential. Either way, you can readily monetize your dog's breeding potential, racing prowess, and unique appearance.



0 Gen Dogs

These are dogs that are not bred, but directly generated by a Satoshi Unicorn, a special character in the game. We will issue only 50,000 0 Gen Dogs, which will be mostly sold via live auction. Young 0 Gen Dogs are great dogs for racing. Older 0 Gen Dogs make great parents for breeding low-generation, high-performance racing dogs. The price of 0 Gen Dogs at the live auction automatically adapts to the market. If there's great demand, the price goes up. If demand cools off, the price gradually goes down. As the hard 50,000 0 Gen Dogs limit nears, prices are likely to fluctuate higher.

Racing

Each Coin Dogs race has up to 7 dogs participating, with all dog owners allowed to compete and bet on their dogs. Payoffs are based on final positioning as follows:

- ▶ 1st place wins 3x the bet
- ▶ 2nd place wins 2.5x the bet
- ▶ 3rd place wins 1.5x the bet
- ▶ All other placements lose the initial bet

The determinants of race performance can be divided into physical factors and other factors. The more factors that are in favor of a dog, the better edge it has to win. Dogs tend to improve with racing experience, but performance declines after the 60-day-old threshold is reached.

LITECOIN - COIN DOGS' SOLUTION FOR QUICK & SAFE PAYMENTS

To participate in the game, you need to have a crypto-wallet, which you can open with third-party providers like [Coinbase](#) or [Coinsbank](#). With your wallet, you can purchase Litecoin, which is the cryptocurrency used for all transactions within the game, including the purchase of accessories and payouts of race winnings.

Litecoin is the cryptocurrency of choice for Coin Dogs for various reasons. Litecoin is similar to Bitcoin, however, transactions are confirmed in as little as two minutes with virtually no fees. This makes it suitable for frequent back-and-forth transactions between players. A Bitcoin transaction instead takes about an hour to confirm and has an equivalent of a \$5 USD fee. Your Litecoin holdings can be exchanged back into your local currency at any time in complete flexibility.

Using Litecoin as a means of payment is the first step in transmigrating the entire Coin Dogs platform to Blockchain. At the present time, all Coin Dogs are hosted on an off-chain ledger, which guarantees their safe storage. We are currently in the process of finding the best Blockchain solution to integrate an easy-to-use wallet and instant transactions with smooth gameplay.



THE COIN DOGS TOKEN (CDS) - YOU PLAY IT, YOU OWN IT

The Coin Dogs token (CDS) allows for players and prospective investors to reap the rewards of the the game's expansion and popularity. CDS owners will share in the profits of Coin Dogs, paid out in the form of dividends. In addition, CDS tokens will be traded once listed on a major crypto-exchange. This means that they will appreciate as the revenues and profits of the Coin Dogs platform increase. Investors will therefore benefit in the long term through the price appreciation of the CDS token.

You can purchase CDS tokens with Ether, with one CDS token priced at the equivalent of \$1 in Ether. We have set up a [public contract](#) that automatically and instantly sends you CDS every time a payment is received. This contract is transparent and has [verified source code](#).

A CDS token also represents a share in the ownership of the game, with the right to earn profits from all transactions. The more you play the game, the more shares you will receive as a bonus. Earning CDS tokens can also occur in other ways, including:

- Buying a dog or an accessory in the game
- Winning rewards in the game
- Publishing an article or a video on social media

As a CDS holder, you will also have the right to decide on major policy changes regarding the management and direction of Coin Dogs by exerting your voting rights. Coin Dogs, therefore, is the ultimate Decentralized Autonomous Organization (DAO), where ownership rights are exercised democratically and are completely aligned to the interests of the Coin Dogs player community as well as stake owners.



THE COIN DOGS BUSINESS MODEL

The Coin Dogs business model is centered around making the platform easy to use and the user experience seamless. That is why the Coin Dogs platform earns revenues only from two sources:



Breeding - Fees are charged for every breeding act and for the purchase of new dogs

Sales Commissions - A sales commission is charged for every dog that is bought or sold between players

There are no fees charged on Coin Dogs racing. The reason for this is to encourage the gaming element of the platform, giving players an incentive to participate in tournaments without the constant hindrance of having to relinquish a percentage of their winnings. Furthermore, the revenue model ensures that the platform only grows on the back of increased breeding and sales activity. New avenues for revenue generation will be explored by Coin Dogs as the scope and size of the platform expands.

THE COIN DOGS ICO

The Coin Dogs ICO will raise funds by selling CDS (Coin Dogs Share) tokens. We will be distributing 1,000,000 CDS tokens to early players and investors for a total of 30% ownership stake in the platform.

Token distribution will happen in 3 phases. In the first phase, we will distribute the first 500,000 CDS tokens at approximately \$1 per token value. In the second phase, we will distribute the next 250,000 tokens at \$1.50 per token value. And in third phase, we'll distribute the remaining 250,000 tokens at \$2 per token value. Early investors will therefore benefit from a price increase. Dividends will be paid each month to CDS owners beginning once all 1,000,000 tokens have been distributed. The money raised will be spent on marketing, localization, expanding to non-English international markets, developing new features, operational costs, and legal compliance to ensure long-term sustainability.