



SAFECAT

KITTEN ADOPTION SOCIAL NETWORK





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SAFECAT APP

In essence, safecat is a social network specialized in kittens adoption with many unique functionalities adapted to current needs.

All the kittens added to the network will be digitized. You will have all the information regarding your pet on your mobile device, such as medical history, vaccinations, passport, etc.

Here we explain the main functions and why we are different from the rest:

Rewards:

Our main mission is to involve society in the kittens adoption, so that kittens could have more visibility and therefore more adoption possibilities. One of the system main features are the rewards based on our \$ SAFECAT Token that will reward the user for: Participating or getting these cute creatures adoption, sharing kittens for adoption on your social networks, providing a foster home or get someone to adopt a kitten through your link. These are some compensation forms in our system. (You can add more functions through our block system.)

Animal shelters

We will provide a special area for animal shelters in the app, where we will facilitate shelters the process of managing kittens for adoption, with many intuitive functions and utilities, easy to use and adapted to kittens needs, for example: Management and administration of kittens for adoption, follow-up, simple and one-click forms, digital paperwork, possibility of entering donation rounds, counseling, matching system with other protectors or foster homes. etc..

Medical and veterinary authorities:

Furthermore, there will be another more specific area for them. They will have a very important role in this idea. They will be the only people who will be able to add the cats medical information within the application. In addition, they will be able to add temporary labels of medications that the kitten should take or provide some care the animal could periodically requires. The pet owner will receive mobile notifications every time his pet requires one of these attentions, they will also have the function of updating the information at any time and the possibility to track the online pet progress, always in direct contact with the pet owner and animal shelters.

Shelters

At the moment animal shelters are overflowing, if you are one of those caring people who want to help with this problem it is your turn. The reward system will try to provide you with enough financial support for the maintenance of your pet for as long as it is living with you,

Support

Users will be able to support kittens and make donations to the animal shelter, directly from the app, either with cryptocurrencies or a credit card. We will advise the protectors how our app works and how to adapt their payment gateway.

Interactive map

Another tool that safecat offers you is the interactive map. This is one of our best hidden secrets. With the interactive map you can do outdoor activities while you do social work. Users will be able to add personalized events around the map, some of the highlighted events can be: areas where large groups of stray cats live so that you can go to feed them, kittens in dangerous areas, alerts if a kitten gets lost inside the map , hungry kittens This function can be used for a large number of situations.

Good will acts.

Every week we will help together the kittens most in need. Our selection algorithm will search among all the kittens added to the network, review the medical history of each one and choose the group of kittens most in medical assistance need. The kitten will be presented on the app main page where it will be given visibility, so that users can donate live. For this to happen, the kitten must have a verified diagnosis by a competent authority. They will add the medical care costs and a secure, then a transparent funding process will begin. Donation rounds will also be held to help animal shelters with fewer financial resources.

How will the reward system be sustained?











For each safecat transaction you will have 5% in network fees that will go to the rewards system, 25% of the token distribution will also be available for this cause.

Safecat will never stop developing!

New problems will always arise, Safecat will keep the app updated to cover the needs that arise at all times, thanks to its blocks information system.



Problems:

-  1: 123,403 kittens were collected by the animal protectors In 2019. The dropout rate has been increasing dramatically in recent years, shelters are overwhelmed and there is a strong adoption need.
-  2: Nowadays, there are many animal shelters around the world, many of them do not have an online platform or choose to use other platforms not related to animals adoption.
-  3: Management and organization problems. Animal shelters have to list many kittens for adoption daily. Many times this is a tedious job and a lot of time is wasted to manage the process.
-  4: Unwanted litters. Exterilization is necessary to avoid abandoned animals overpopulation . The problem is the lack of tools to control these situations.
-  5: Many animal shelters do not have the resources or time to give visibility to their pets.
-  6: Many animals do not receive basic medical care and they are undocumented.
-  7: Pet property problems.
-  8: Lack of union. Right now, there is a communication lack between shelters, associations, shelters and veterinarians.
-  9: Scams and organizations transparency lack make people distrust and make fewer donations. Clearly, this creates great mistrust. This problem directly harms kittens and animal shelter with good intentions.
-  10: Other active adoption platforms have become obsolete over time, they have become visually unattractive and many of them do not have a Mobile version.

Solutions:

-  1: We will drive kitten adoption by motivating users with rewards to get them involved in the cause. We will also carry out awareness campaigns about the animals abandoned, abuses and responsible animal property.
-  2: Safecat wants to include all these platforms in a single site adapted for mobile phones. We want to make finding kittens for adoption easier and prevent you from visiting multiple sites to find what you are looking for. With just one click you will have access to all adoption kittens available near your area and anywhere in the world.
-  3: Safecat incorporates the animals adoption management. If you are an animal shelter you can manage all your adoption kittens in a fast, productive way and with the blockchain security,
-  4: Animal shelters and vets will be able to track the kitten once it is adopted to verify the animal sterilization.
-  5: We will take care of that work, thanks to our self-promotion system we can ensure that the kitten will receive the visualization he needs.
-  6: Veterinarians will be able to do a medical follow-up of the animals that are in their area and they will be able to send notifications to users who are not complying with these minimum requirements.
-  7: This problem will be solved thanks to blockchain technology.
-  8: One of our missions is to connect all the people who help animals on a single platform. We will provide them with a community chat where they can write articles, send requests for help, talk and collaborate together ... all with the aim of saving lives.
-  9: We will help people regain confidence in these charitable actions. Safecat uses blockchain technology, which will offer users total transparency and security. The person who makes a donation or sponsors a kitten will be able to verify that it is a legal operation on the blockchain network.
-  10: Safecat is designed to make a intuitive, fun and educational adoption process. We will incorporate an attractive and simple design for mobile phones, especially highlighting the kitten that needs a home.





Kittens profile, roles and permissions.

All users will be able to add their kittens to the network, but only the protectors will have the necessary permissions to add kittens to the app adoption network. Users will be able to interact with the kittens that are available in the following ways: adopting, sponsoring, sharing publications, donating, with information, etc.




If you are one of those wonderful people who have decided to adopt, you will have a special section where you can see and edit all the information regarding your cat, except clinical information and labels (this function is for veterinarians and animal shelters. They will guide you through the tag system so you can manage your kitten's health correctly.) You will receive mobile notifications when your cat needs to take some medicine, vaccine, food, etc.

When the kitten becomes part of the network, all the information will go to blockchain database where it will remain intact until the user who owns the kitten decides to change it.

The owner will grant permissions so that other users can add or change information.

You can perform these functions depending on the type of user you are and if you have a kitten in property:

	Users	Adopters	Shelters	Animal shelters	Veterinary
Property	View and interact	View and edit	View and interact	View and edit	View and interact
Adoption	View and interact	View and interact	View and interact	View and edit	View and interact
Basic Information	View and interact	View and edit	View and interact	View and edit	View and interact
Medical Information	View and interact	View and interact	View and interact	View and interact	View and edit
Tags	View and interact	View and interact	View and edit	View and edit	View and edit
Sponsor	View and interact	View and interact	View and interact	View and edit	View and interact
Donations	View and interact	View and interact	View and interact	View and edit	View and interact
Tracking	None of the functions	None of the functions	None of the functions	View and interact	View and interact
GPS tracking	None of the functions	View and edit	View and edit	None of the functions	None of the functions

-  View and edit.
-  View and interact.
-  None of the functions.



Refuges and Shelters

Refuges

The animal refuges will be the fundamental pillar of the Safeceat ecosystem, without them this would not be possible. We have to take care of them as they take care of animals, that is why they will have a special section app where they will have all the necessary tools to carry out the refuge animals administration and management processes. The protectors will be able to add adoption kittens to our social network, quickly and easily. In addition, the matching system will connect you with refuges that have unoccupied facilities and can help you with the overcrowding problem.

Also, Refuges will have the possibility to follow up and verify that the new pet owner is complying with the medical obligations required. They will be able to check if the kitten has been vaccinated, sterilized or any medical details they need. Another great function is the temporary tagging - you can add custom tags with timers to adopted kittens in your refuge. This function send the owners a mobile notification with data regarding their agreement with the protector and animal health.

Some tags examples can be: "give medicine every 8 hours" "cure kitten eyes" "Kitten not sterilized yet" "kitten not vaccinated yet" ... and many others. There will be infinite possibilities.

The refuges will receive notifications of lost pets. They will be notified with the pet's information message and owner's contact information, so they can quickly verify if they have the pet in their facilities. The application will also have a didactic map showing all the animal refuges and adoption kittens in your area.

The normal user will be able to access the refuge profile where they can see all the available kittens and refuge description. A description with video, photos, donations availability and sponsor kittens.

Shelters

We will reward people who have their own home as a shelter, until the kitten finds a family. We will try to get enough help to cover the basic foster kittens needs. (This will depend on our token demand and use. You will receive tokens (rewards x2) and your foster kitten love, it is a win-win situation!

They will also be provided with a special section where they can manage the pets they have in reception. You will be in direct contact with the refuges and you will be able to help find a family for the kittens to receive more rewards.

In order to receive rewards, the user will have to contact shelters in their area that use the app. They will be able to enable it so that the user can receive rewards and enjoy all the benefits of being a good person. If the shelter does not use the app, the user can recommend it and we will help them by explaining how the app works.

The kitten will be owned by the shelter. While the kitten is in refugee, he will be available for adoption by other users.

Veterinarians and medical information

Veterinary tools:

The health of our feline friends is the most important part, this is our priorities. We will offer veterinarians and specialists a special section app where they can do a medical follow-up of all the animals that are in their area and send a notification (with any incident or commitment) to the pet owners

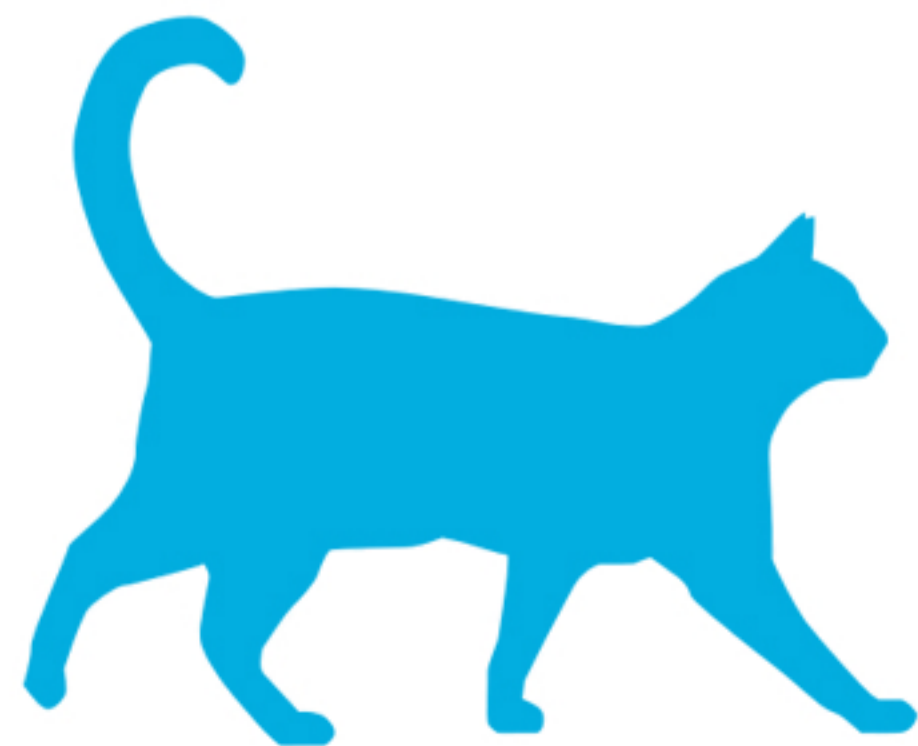
With the labeling system, veterinarians will be able to send notifications to users who are not complying with the pet necessary medical conditions, such as: lack of vaccines, sterilization, microchip, etc ...

The user will receive a mobile notification with a medical attention recommendation that his pet needs and the veterinary center data. This system benefits both veterinarians and pets. Veterinarians will receive more clients and pets will be healthier.

Temporary labels can also be added to the pets owners. The mobile will notify them of any medical commitment you have with the animal, such as: medicines, food, healing, etc .. these labels will also be personalized and you can adjust them in a time interval.

Medical information:

All kittens included in the safecat network will have a medical section. Users, veterinarians and animal shelters will be able to view and manage online this section.



Rewards System

Safecat has a useful feature which will help your regular users stay motivated for our cause. The reward system will be generated to make the adoption journey as pleasant as possible.

Customers and users will be able to generate tokens based on their performance. They can generate tokens by sharing the cats adoption publications, offering a foster home or participating in the donation rounds.

You will receive SAFECAT each time you use one of the following options:

- Share cats for adoption on social networks. You will receive tokens for each interaction you get (views + unique visits)
- Economic contributions in donation rounds.
- If someone adopts a kitten through your link.
- If someone adopts a kitten in dire need of adoption through your link.
- Provide kittens a refuge home.

There are many factors to consider to receive rewards:

Links rewards:

People who misuse link rewards will be penalized.

Some of the rules may be: The link cannot be spammed, the users who see the link must be very concerned about where it redirects them (clickbait), it cannot be published on another subject sites.

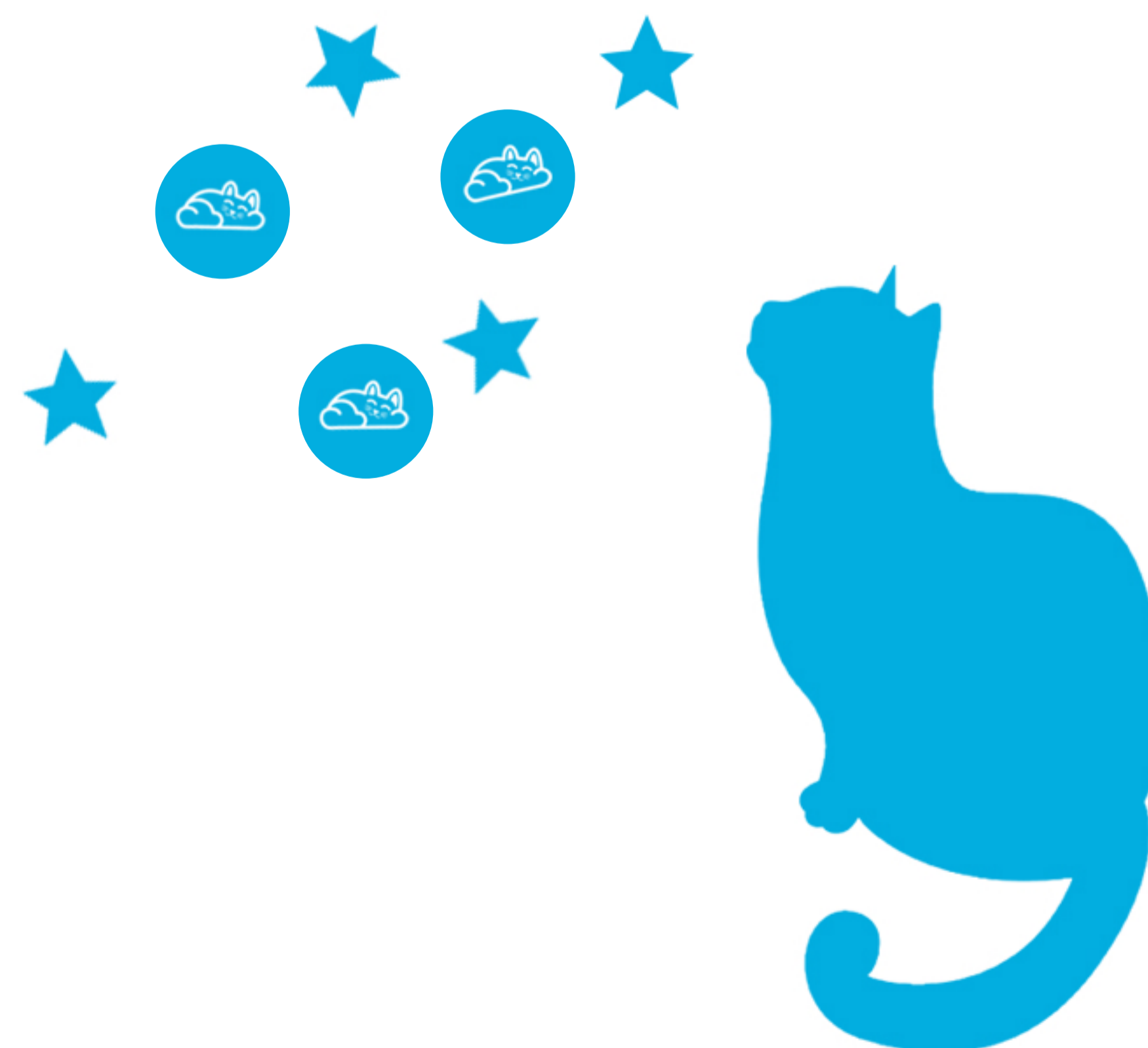
Actions you can do: publish the link on your social networks, facebook, twitter, instagram ..., send your link by mail, send your link to WhatsApp, you can also publish it in same subject forums and sites.

Animal shelters rewards:

In order for a user to receive rewards for lending their foster home, they must first be verified by an animal shelter. Only them will be able to activate your account to receive rewards, the animal shelter will give you kitten ownership until he finds a family. You will generate tokens daily. We will try to make the generated tokens satisfy the kitten needs.

Donation rewards:

Donations Rounds, where users will vote the animal shelters that can participate in the round, will be made. In this case, tokens will not be received but Users who contribute to this cause will be enter into a nft collectibles raffle.



Interactive maps

Features:

Lost pet:

If someone loses their pet, they can add an event to the map. Area users that have the app installed will receive a mobile notification with all the lost pet information: photos, description, frequent locations, behavior, gps location ... A group chat will be opened for area users to be in contact with the affected person and they can help each other.

GPS location:

You will be able to locate your pet on the map if it has been lost in a great distance range. You can also add a perimeter. When the pet exceeds a set limit, the user will receive a mobile notification. In addition, he will be able to share the animal location with other people so that they can help him in his search.

Many of the market gps necklaces will be compatible with the safecat app!

Add events:

All users will have an app interactive map where they can add personalized events to help the animals.

Outdoor social activities

With this interactive map you can also do outdoor activities while you do a good social event. Users will have the option to add custom events around the map. Some of the featured events can be:

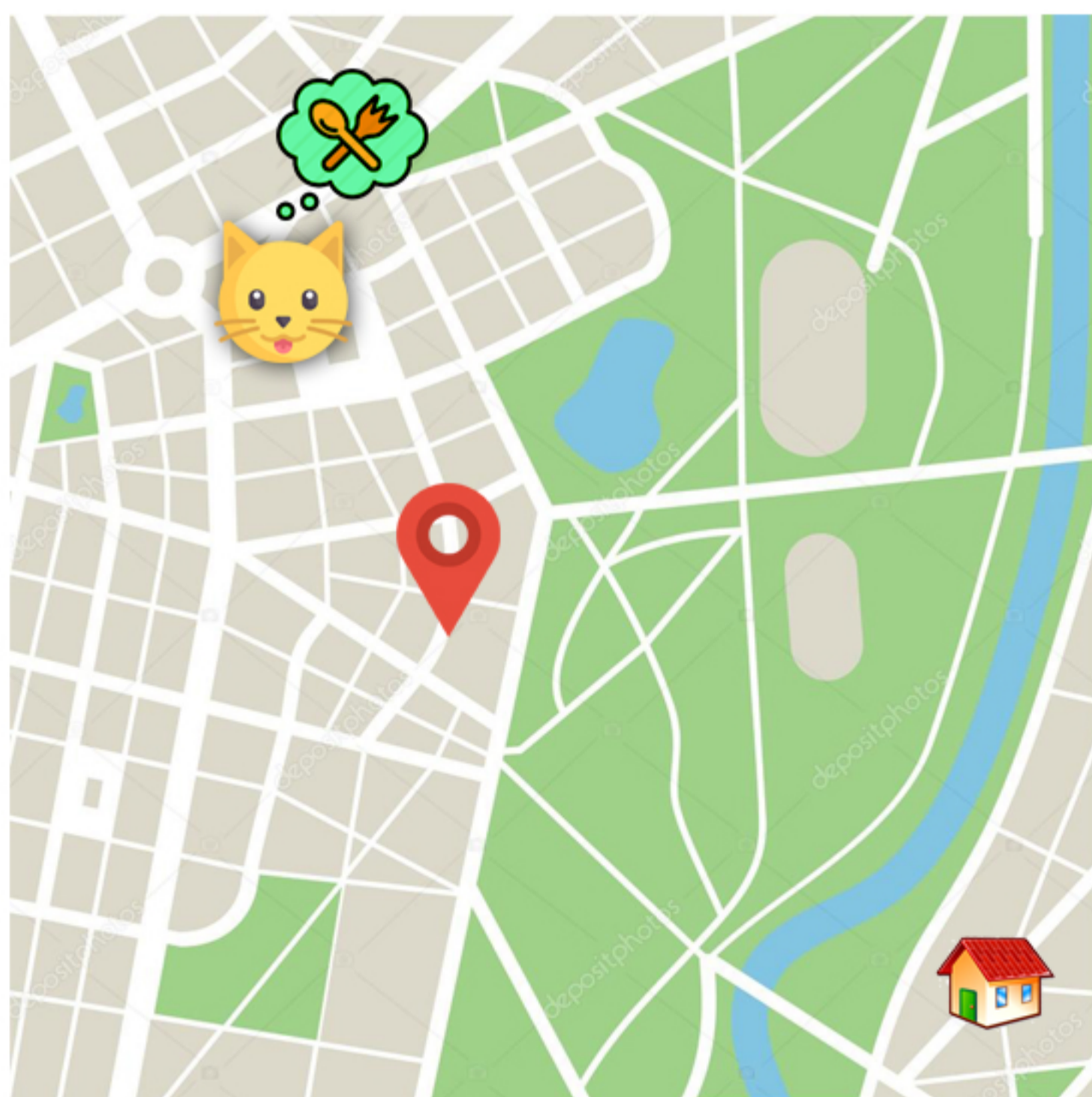
Areas where large groups of stray cats live.

Kittens in dangerous areas.

Lost kitten.

Hungry kittens.

You can use it for many situations. Your imagination is the only limit.



Marketing Plan

Online and physical marketing

The marketing that we will perform will be divided into 3 phases: the first and most important phase for our growth will be based on promoting our token use and adoption.

The first phase includes marketing online through social media: This will include paid advertising on Facebook, Google, Twitter, etc. Within this first phase we will contact: youtubers, tiktokers and influencers on social networks.

The second phase includes the application commercialization. We will promote the application use among local protectors area. The protectors will have at their disposal brochures and all the necessary help to understand the app operation and to distribute the application among their adopters list.

Relevant advertisements in newspapers and other print media will also create awareness between among animal shelter and foster home owners, as well between their clients and potential adopters.

The third part of the marketing plan includes an awareness campaign through events, street attractions and foot leaflets distribution. App specialties will drive usage and grow our user base.

Automatic marketing

In our reward system, users will give visibility to adoption kittens. Users who share adoption kittens publications will receive our tokens rewards for each visit and adoption made through their link.

This system will motivate users and involve them in the cause. Consequently, the application will receive new users and people interested in the adoption.

The promotional link will be adapted for all types of social network and you can share it on different platforms: facebook, instagram, twitter, telegram, whatsapp ...

We will have links with an attractive and visual kitten presentation and all the relevant information to get the attention of new potential adopters.



Token Supply

Safecat total supply will be 10 Billion, whose distribution and issuance will be explained to you below:

Tokens for sale:

In the Safecat token presale a total of 2.5B will be available at a price of \$ 0.00015 per coin. The remainder that has not been acquired by our investors will be later put up for sale when the token is officially listed on the first exchanges. This corresponds to 25% of the token total supply.

4B of total tokens will be distributed for public sale, corresponding to 40% of the token total supply. 25% will be distributed to the public between the presale and the official sale when we list the token in the first exchanges. The remaining 15%, corresponding to 1.5B of tokens, will be released each year with a 3% inflation each year. It is a very small inflation, since we want to preserve the token value over time, so that the release of total supply for sale will end approximately in the year 2054.

Tokens for rewards and donations:

25% of total tokens (2.5B of tokens) will be used for rewards and donations. You will receive Rewards in our app when you help the kitten adoption, share publications and help us with the cause. Donations will go to animal shelters.

Tokens for marketing and advertising:

5% of total tokens (500M tokens) will be used to reward our marketing and advertising team. Our objective is to educate more people every day to support our cause and find a home for more pets.

Tokens for maintenance and security:

We want to ensure the project protection and that users have the best conditions using our app and services. We will allocate 1B of tokens (10% of the total supply) to improve our security systems and repair all errors that may occur in our app: external hacker attacks, viruses, compatibility, system errors etc.

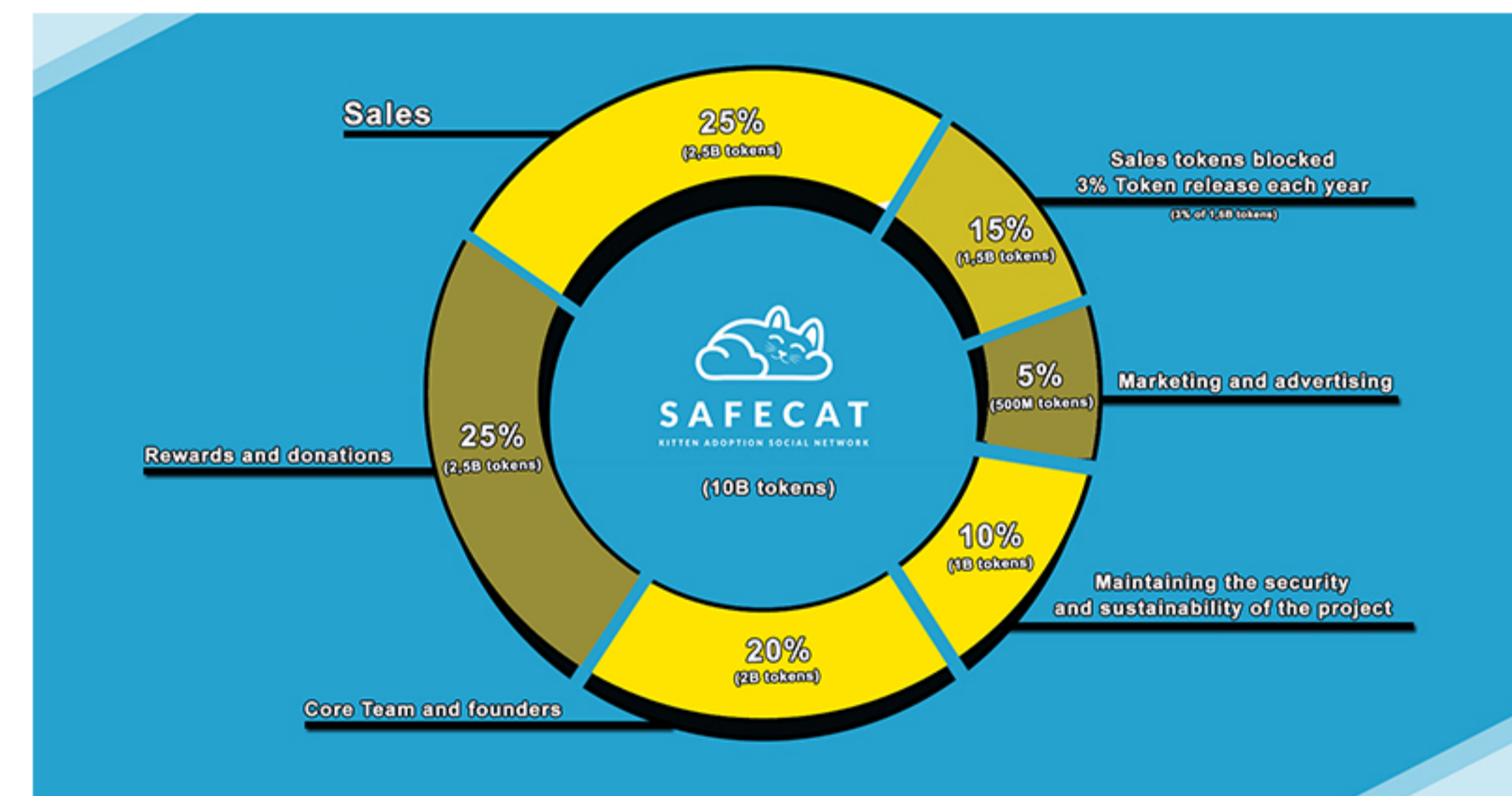
Tokens for core team and founders:

20% of the total supply (2B of tokens) will be destined for the team: Developers, computer scientists, managers, engineers, translators, office workers, managers and directors. As the project continues to grow we will need more team members to deal with all projects issues and needs. Another part of the tokens will be reserved for the team founding project.

Token burning and blocking:

To guarantee the project sustainability and development in the long term, 75% of the total supply will remain blocked for 1 year, and released throughout of the year 2021. From 2022 onwards, 15% of tokens corresponding to public sale will be blocked (It will be released 3% each year until full release will end in the year 2054)

in reference to the burning of tokens, it will be valued to eliminate a number of circulation tokens at the end of each year. This will benefit our project and investors.



Roadmap

PROJECT SCALABILITY

New partners collaborations.
App upgrades and
Associations with animal
protectors.

6

Q4

4

Q3

5

Q2

MOBILE APP LAUNCH

Launch of the cat adoption app.

3

WEBSITE DEVELOPMENT

Marketing, website updates,
social media and whitepaper.

TOKEN LISTING

Launching the token on
exchanges so that people
can trade with it and
continue supporting
the project.

2

Q2

TOKEN PRESALE

Launch of token presale for
early adopters who support
our project and idea.

FOUNDATION

Our Team creates Safecat.
Our fundamental mission
and operational purpose is to
provide social and monetary
support to animal and kitten
shelters around the world.

1

Q1

January, 2021



SAFECAT

ROADMAP

2021

Roadmap

WHAT IS THE SAFECAT ROADMAP?

The safecat roadmap is a summary of safecat development which has been organized into six parts: Foundation, token presale, website development, token listing, mobile app launch and project scalability.

PROTOTYPING

We will present prototypes and implementations of the app functions.

A NEW WEBSITE

We will develop a new website, with new updated functions and more security.

PERSONALIZED ATTENTION TO THE COMMUNITY

We will improve the marketing team to serve our entire community.

NEW EXCHANGES

We will work to develop the project and improve day by day to list the token in more exchanges.

BUDGET OPTIMIZATION

We will optimize our capital to the maximum
We will always protect our project and our investors.

PROJECT EXPANSION

We want to take this project to another level
Our animal passion moves us to do things properly.



SAFECAT

ROADMAP
2021

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- The Authorized Recipient has the right to ask questions and request the necessary data to enable the Authorized Recipient to make an informed decision regarding the project at support@safecat.io

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