

# polkapetworld

ORIGINAL NFT COLLECTIBLE EXPERIENCE CREATED IN  
PARTNERSHIP WITH 21 WELL-KNOWN POLKADOT PROJECTS





# Table Of Contents



## About Project

1. Background
2. Ecosystem Overview
3. Previous Success
4. Token Utility

## Roadmap & Game

1. Overview
2. Phases
3. Native Game

## Tokenomics

1. Token Allocation
2. Sales Round



# Background

PolkaPets focus on driving education and participation in the Polkadot ecosystem while providing revenue and marketing opportunities for upcoming projects. Each PolkaPet NFT represents a project on Polkadot with 'special moves' that correspond to their project's characteristics. Each Pet also acts like a key or an "Amiibo" to unlock functionality in games and other DeFi platforms and future PolkaPet products. (e.g., in Chain Guardians you can use PolkaPets to mine tokens.)

## Competitive Advantages

### Network Effect:

Established strong relationships with Polkadot and more than 21 partner projects to build a PolkaPet ecosystem, leveraging the network effect and expanding our PolkaPets network to a broader reach of buyers.

### Strong Fan Community:

Highly engaged community who are passionate about collectibles and crypto and love to invest in and collect our NFTs. Buying PolkaPet NFTs is a creative way to fund a project and get rewarded through utilities and perks coming with the cards.

### High Quality Creative:

We have 7 in-house artists & game developers designated to craft the Polkapet world, from characters planning to cards design, from storytelling to gamification.



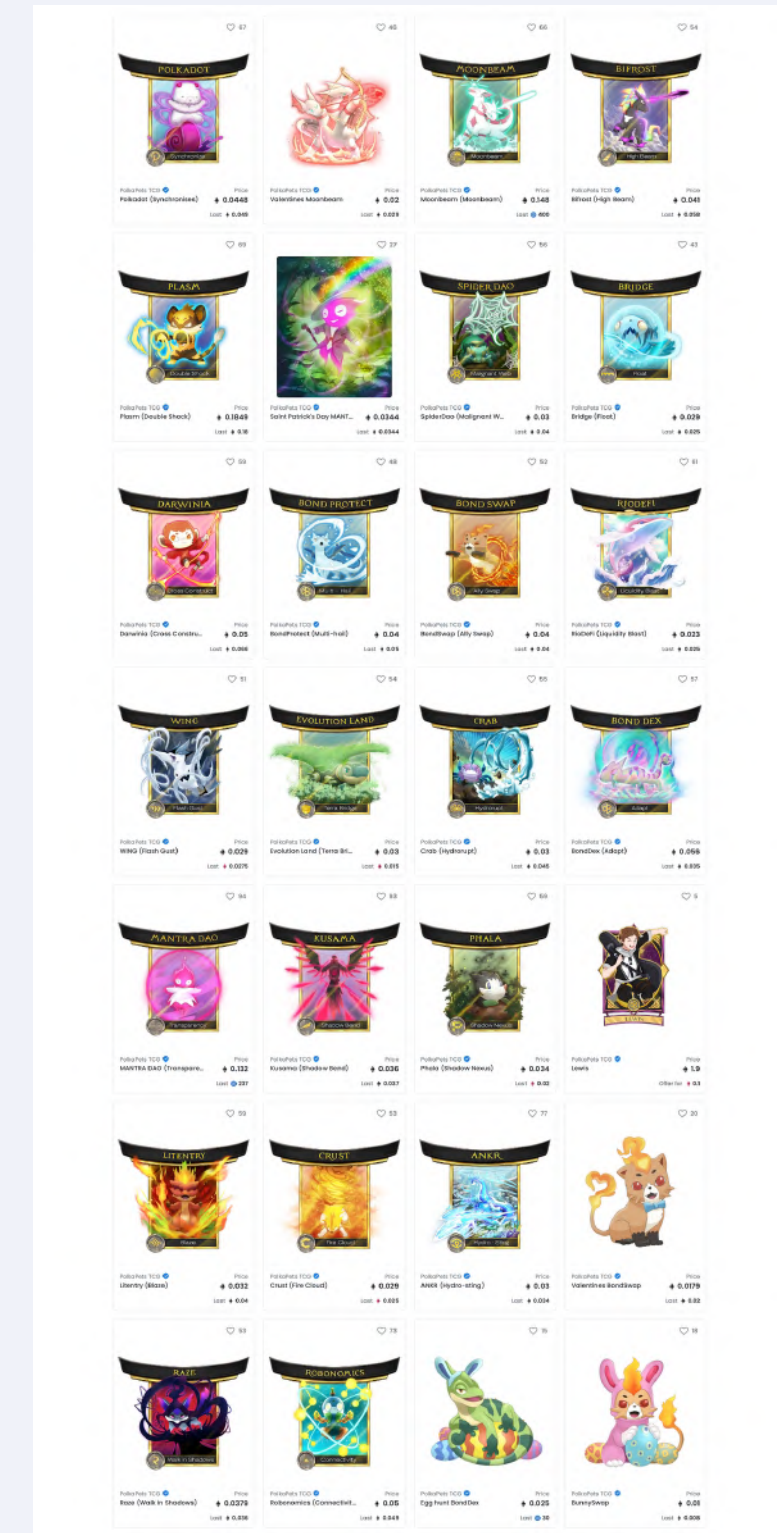


# Ecosystem Overview

## Partners

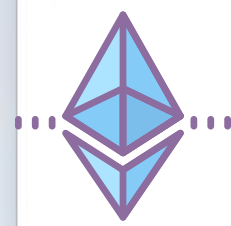


## NFTs





# Previous NFT Success



**\$7.5M+**  
in Sales



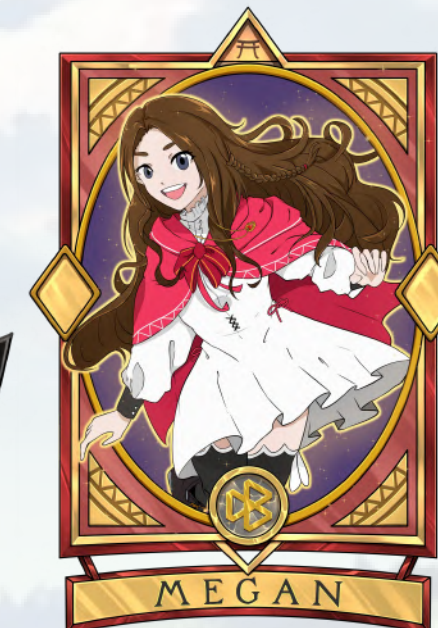
**4.1k**  
NFT Holders



**600k+**  
Partner Audience

## Key Stats

- 21 NFT Polkadot Partners, 600k+ audience
- Over \$1B Mcap for project participation
- Signed off by the Parity team
- All cards are sold out

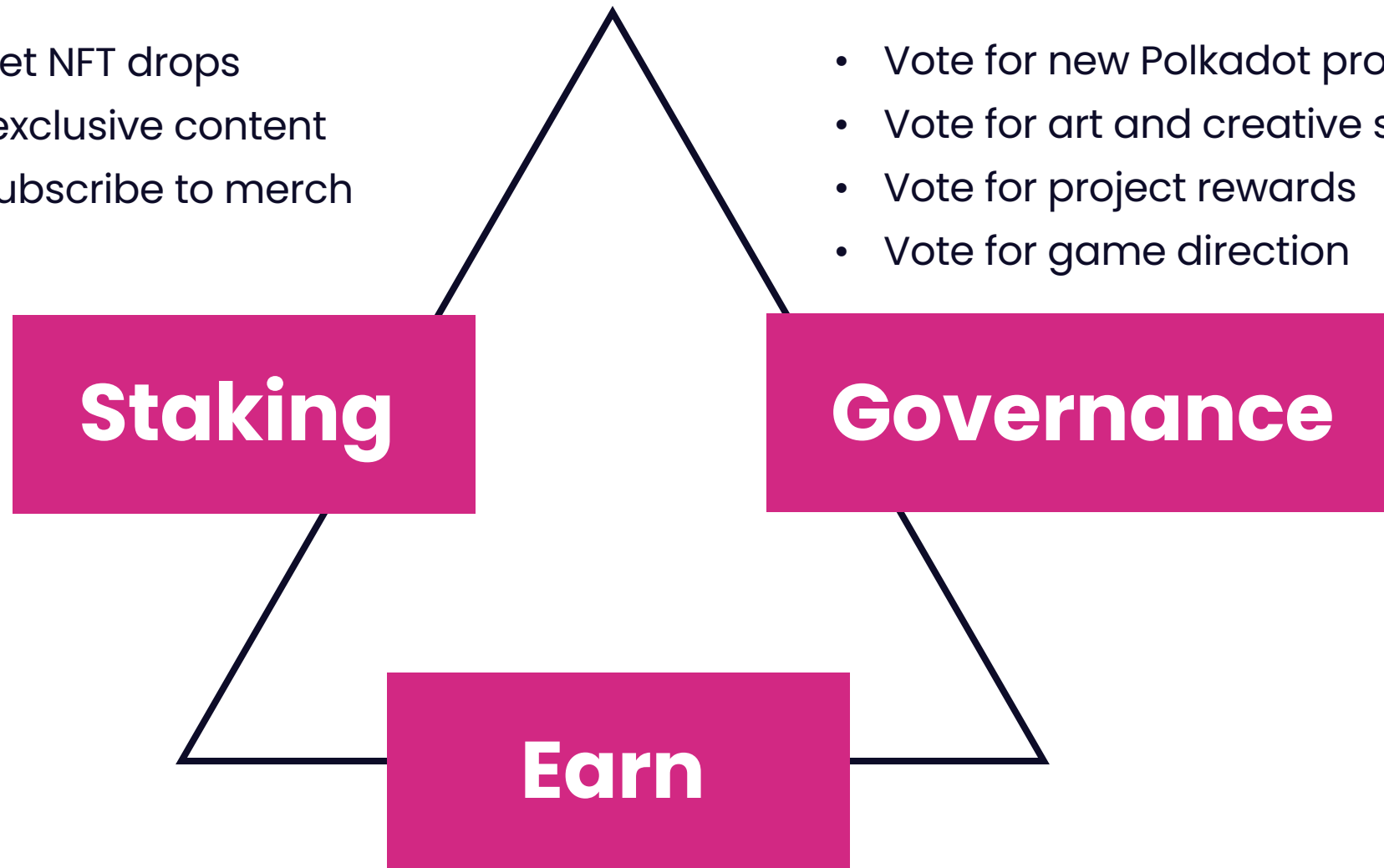




# Utility

Overview of token utility

- Stake PETS to get NFT drops
- Stake PETS for exclusive content
- Stake PETS to subscribe to merch



- Vote for new Polkadot projects
- Vote for art and creative selection
- Vote for project rewards
- Vote for game direction

- From using ecosystem projects' products
- From development of game projects built on Pet characters
- From game rewards





# Value Proposition

## Team Focus

The PolkaPets team will work on the following:

- Acquire new Polkadot audience, ambassadors, community managers, and NFT enthusiast
- Incentivize participants through 'Product Test flight' reward program
- Distribute token grants
- Distribute IP assets to different metaverse and Gamefi projects
- Build technology to expand its core activities of rentals and yield;
- Support Polkadot Projects education through grants, creatives and marketing

## Value Creation

PolkaPets value is derived from the following:

- Continue creation of new Polkadot NFTs with token rewards attached
- Revenue gained from NFT sales, primary and secondary
- Yield produced from active play of mini games;
- % of APY token rewards generated from treasury's farming activities;
- Rewards generated from merchandise sales;
- Rewards generated from sponsorship



# Roadmap





# Native Games

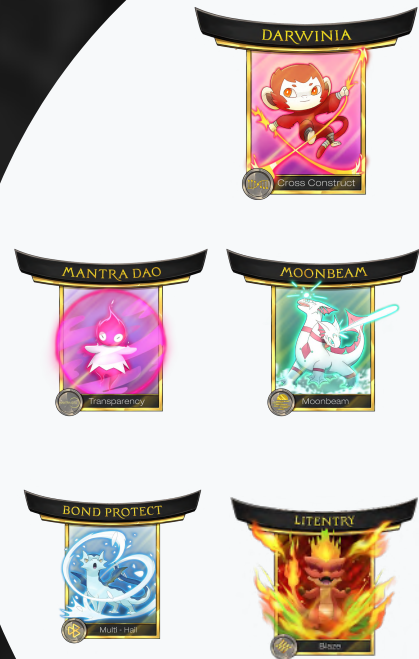
The raise is used towards development of native games for PolkaPet partners





# Pet Training

5 Pets + 2000 \$PETS to obtain one Combat NFT.



2000  
\$PETS

Get



Game Access

Earn \$PETS



Reward Pool



# Token

Name: PolkaPet

Symbol: PETS

Chain: Kusama/Moonriver

Total supply: 100,000,000 PETS + 2% supply/year

## Tokenomic:

- Angel round: **1% at \$0.05/PETS = \$50,000**
  - Seed: **3% at \$0.1/PETS = \$300,000**
  - Private #1: **7.5%** with price **\$0.16/PETS = \$1,200,000**
  - Private #2: **8%** with price **\$0.20/PETS = \$1,600,000**
  - IDO: **1.5%** with price **\$0.30/PETS = \$450,000**
- 
- Advisor and team: **15%**
  - Foundation: **15%**
  - Marketing + partnership: **8%**
  - Staking Incentives: **12%**
  - Reward Incentives: **10%**
  - Game Incentives: **10%**
  - Airdrop: **4%**
  - Liquid & Listing: **5%**





## Summary

### Tokenomic:

• Token Symbol	<b>PETS</b>
• Total Supply	<b>100,000,000</b>
• Hardcap	<b>\$3,600,000</b>
• Angel	<b>\$50,000</b>
• Seed	<b>\$300,000</b>
• Private #1	<b>\$1,200,000</b>
• Private #2	<b>\$1,600,000</b>
• IDO Round	<b>\$450,000</b>
• Initial Market Cap	<b>\$900,000</b>
• Initial Circulating Supply	<b>3,000,000</b>

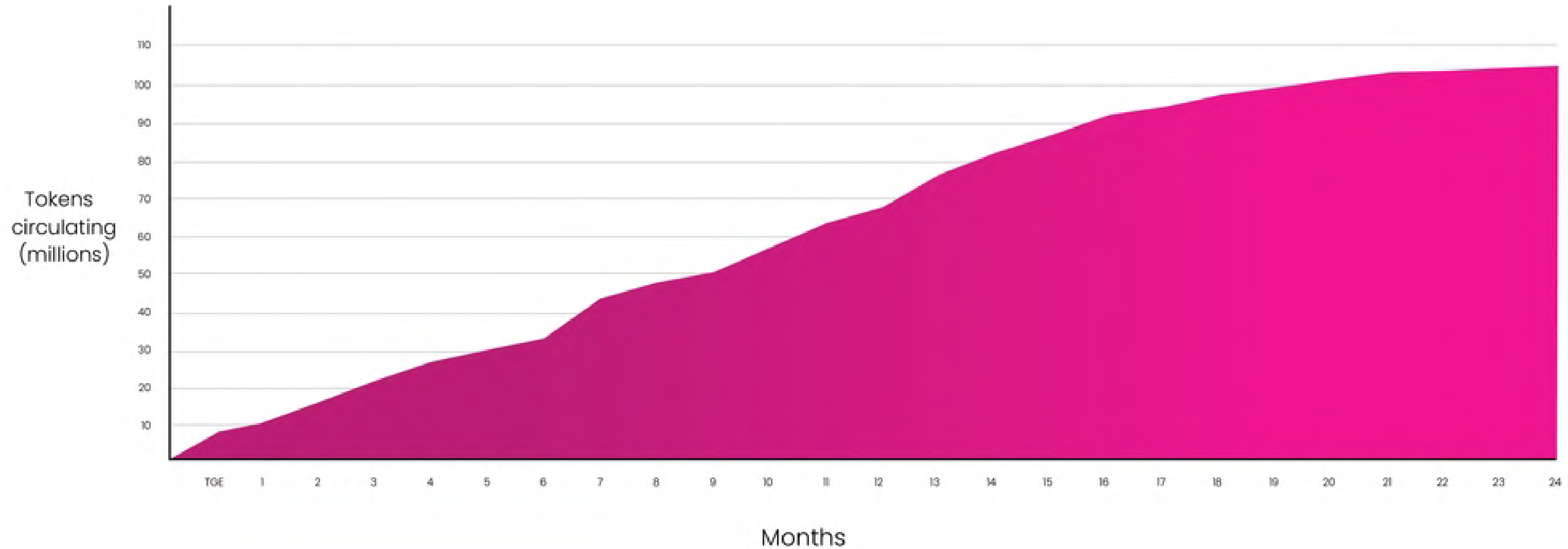
## Token Release Schedule

<b>Angel</b>	lock for 5 months, then 10% per month
<b>Seed</b>	3 month lock, then 10%, then linear over 10 months
<b>Private Sale #1</b>	10% at TGE, lock for 2 month, then linear 9 months
<b>Private Sale #2</b>	15% at TGE, lock for 2 month, then linear 8 months
<b>IDO Round</b>	30% at TGE, linear 3 months
<b>Team &amp; Advisor</b>	lock for 6 months, then 10% per month
<b>Marketing &amp; Partners</b>	3 days lock, then 5% linear vesting, monthly
<b>Foundation</b>	1 month lock, then 5% for 2 months, lock for 6 months, then 10% per month
<b>Game Incentives</b>	2 month lock, 5% linear vesting, monthly
<b>Reward Incentives</b>	1 month lock, 5% linear vesting, monthly
<b>Staking Incentives</b>	5% linear vesting, monthly
<b>Airdrops</b>	To be announced
<b>Liquidity&amp;Listing</b>	100% unlock at TGE





# Token Release Schedule





# Token Round

Round	Token Price	Raise	Date	Amount (PETS)
Angel	\$0.05	\$50,000	Sept	1,000,000
Seed	\$0.10	\$300,000	Sept	3,000,000
Private 1	\$0.16	\$1,200,000	Sept	7,500,000
Private 2	\$0.20	\$1,600,000	Sept	8,000,000
IDO	\$0.30	\$450,000	OCT	1,500,000
IEO	\$0.4	\$50,000	OCT	125,000





**Thank You**