

White Paper

United States of Cats

The decentralized platform for turnover of pet goods.

Summary

By means of the decentralized the United States of Cats platform we will create communication infrastructure of B2B and B2C on service of the consumer and commercial relations formed by practice of pets keeping.

In the long term the United States of Cats platform is focused on gain and deduction of position of the intermediary in the sphere of the commercial and legal relations arising at interaction between people and pets. We will create the universal platform for exchange of resources and information between:

- pets' owners;
- producers of goods and services for animals;
- research collectives (in the field of creation and test of goods for animals);
- zoodefenders (in the field of protection of pets);
- the politicians (connected with protection of interests of animals and their owners).

And other interested persons.

Anonymous fund raising for the independent examinations, charitable projects and commercial actions which are carried out through blockchain technology acts as the main mechanisms of interaction.

The United States of Cats' economy is based on the USC Token and the subsequent release of Catscoin cryptocurrency.

Description of the project

Market problems to which solution of the project is directed:

USA residents alone spend on pets more than 50 billion dollars a year.¹ However there are more cats than dogs (about one hundred million cats versus eighty million dogs).

The researches conducted in Russia have shown that even in times of crisis people don't save on pets. With an increase in food prices Russian cat owners would cut on their own expenses in the first place. Thus pet maintenance costs grew much quicker, than food costs for owners themselves. Total expenses for pets in Russia amounted to more than 1% of GDP.

Thus, it is possible to speak about the significant segment of economy focused on production of goods and services for animals which means a large number of potential buyers.

At the same time market of goods and services for animals is characterized by complex structure. First of all, we will note that in this market the consumer and the buyer are divided into two different subjects. The buyer is the pet's owner, and the consumer – the pet. The buyer most often can't estimate quality of production properly, proceeding from the sensual experience as it happens in case of acquisition of usual goods for private use. And the pet, in it's turn, can't accurately express (and even to realize) the real requirements.

In this regard in the market there are various intermediaries in the form of experts, and buyers naturally have suspicions of their affiliation with manufacturing firms.

Also various zooprotective organizations, a part from which works from especially philanthropic motives, begin to interfere with the market relations, and a part can act as implicit lobbyists of certain trademarks.

¹ According to the American Pet Products Manufacturers Association

The United States of Cats project will allow to make the relations between all the players who are present at the zoomarketplace more transparent. The project provides creation of the unique cross-border platform which will allow to exchange information and resources for free. This platform will function on the basis of modern information technologies which has core such as the USC Token and subsequently Catscoin cryptocurrency.

How does work the United States of Cats project: principles, schemes, streams

Services of independent experts could play a crucial role in ordering of market of goods and services for animals, under a condition if ordinary buyers receive the independent mechanism of fund raising on carrying out the corresponding research through a set of small donations.

Thus, the USC Token, Catscoin cryptocurrency and the portal servicing her can become the effective intermediary between buyers, experts and producers.

Besides, we will note that keeping of a pet doesn't give any material benefits, it is the act of altruism. In exchange on keeping of the pet its owner doesn't receive anything, except positive emotions. Therefore it is natural that market of goods and services for animals and charity is closely bounded by zooprotective. There is an opportunity and the need for the organization of fund raising on charitable and zooprotective projects. By means of the USC Token, Catscoin cryptocurrency and the portal serving her fund raising, both from buyers, and from producers for which it can become a part of marketing strategy can be organized. At the same time, due to blockchain technology intermediary expenses are minimized, political borders are leveled and in project managements the principles of cloudy democracy are used.

Besides, producers of goods for animals will be able to use the USC Token and Catscoin cryptocurrency in their own marketing actions (in particular, within cashback technology or as a way of assignments on charitable projects) for involvement of new clients and increasing of profit. Especially trademarks which

quality will be confirmed with the independent examinations financed through completely transparent technology offered by the decentralized the United States of Cats platform will be able to use this offer.

As a result all parties concerned will get the following results:

- pet owners: communication by interests, an opportunity to earn in game applications, access to special offers for goods for pets; an opportunity to accumulate tokens and coins and use them to pay completely or partially for goods for pets or to invest in independent research and expertise;
- producers of goods and services: opportunity for promotion of their trademarks by selling goods completely or partially for tokens and coins;
- animal rights activists and experts: the platform for promoting their ideas, an opportunity to raise funds for conducting independent expertise or research as well as for charitable projects.

Thus, we offer the tool which will allow to unite pets' owners, independent experts, conscientious producers and zoodefenders.

Together we will make market of goods for animals is more transparent, life of pets is better, and will help to the thrown pets more effectively.

Competitive environment

At the time of drawing up this document the project has no analogs. It would be possible to carry the large zooprotective organizations which independently are engaged in fund raising on their activity, including conducting examinations to indirect competitors. However if to understand the essence, in the person of the decentralized the United States of Cats platform these organizations will just receive one more, more effective way of collecting and accumulation of funds. The United States of Cats platform isn't engaged directly in protection of animals or expert activity, it only helps to coordinate this activity due to exchange of information and resources worldwide.

In the tool plan our project will be especially convenient for the independent organizations striving for transparency and appealing to mass support.

Project team

Oshkin Konstantin Aleksandrovich is an economist, the developer of an economic part of the project. Business consultant, expert in B2B, B2C technologies, lobbyist. The author of more than fifteen successful projects coordinating interaction between producers, consumers and authorities (are realized in 2004 - 2017 on the territory of the FEFD).

Yury Vladimirovich Siryk is an engineer of design of technological complexes. Development of the software of the project. Has experience of development and deployment of program complexes with the increased degree of protection.

Filimonov Alexey Gennadyevich is an anthropologist, the candidate of sciences. The developer of the sociocultural concept of the project, specializes in mass psychology, has experience of field researches within RHSF and also has successful experience in the organization of advertizing and election campaigns. Expert in B2C technology.

Oshkin Alexander Konstantinovich is a lawyer, responsible for a legal part of the project. Has experience of consultation and representation in courts on civil questions.

Plan of the United States of Cats project

1. Development of the concept, creation of the website and start of a token.
2. Fund raising on creation and advance of Catscoin.
3. Advance of Catscoin, negotiations with producers of goods and services for animals.
4. Releasing the United States of Cats platform into working phase.

5. Maintenance of interest in Catscoin through event-management, activity within social networks, mailing of press releases

Project business model

For customer acquisition it is supposed to use instruments of SMM marketing. Including: YouTube, Facebook, Twitter, Instagram, VKontakte.

The general strategy is creation and development of the communities and accounts devoted to cats where information about Catscoin will move from time to time.

Also it is supposed to use game applications, contextual advertizing in the Internet, advance through internet mass-media, advertizing in thematic communities and forums.

After the project gains the first fame, joint actions with producers of goods for animals will be organized (fund raising on charity; cashback).

The main part of profit is supposed to be received through capitalization of Catscoin cryptocurrency.

Current stage of the project

For now the project has released USC token.

The project website is designed and works, the technical issues of blockchain are resolved.

Catscoin cryptocurrency

For the United States of Cats platform servicing will be created the digital currency - Catscoin.

Catscoin is the protected digital currency, which allows to make purchases and to transfer any amounts on the Internet. The planned release makes 10 000 000 000 Catscoin.

The currency is branded by unique author's images of cats. This branding will allow to optimize expenses at initial stage of promotion (based on the ratio of expense – result) due to creation of virus content.

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Assets for realization of the United States of Cats platform and creation of Catscoin cryptocurrency are attracted by means of the created USC token.

USC Token's economy

1. Structure and economy of USC Token.

USC tokens has fixed total, equal 500 000 000 tokens.

5 000 000 USC Tokens (1% of total of USC Tokens that will be distributed) will be distributed during the closed part of ICO until November 15 2018 00:00 UTC at the price 10 000 USC Token for 1 ETH;

37 500 000 USC Tokens (7,5% of total of USC Tokens which have to be distributed) will be distributed during Pre-ICO which is starting November 13 2018 at 00:00 UTC and coming to an end December 13 2018 at 11:59:59 PM UTC at the price 7500 USC Tokens for 1 ETH;

210 500 000 USC Tokens (42% of total of USC Tokens which will be distributed) will be distributed during ICO which is starting January 13 2019 at 00:00 UTC and coming to an end February 13 2019 at 11:59:59 PM UTC at the price 5000 USC Tokens for 1 ETH;

100 000 000 USC Tokens (20% of total of USC Tokens that will be distributed) are reserved for a bounty campaign and will be distributed among participants in accordance with their assistance and contribution to the campaign;

147 500 000 USC Tokens (29,5% of total of USC Tokens that will be distributed) are made for a team reserve for payment of remuneration and burning.

95 000 000 USC Tokens (19%) will be blocked for an ecosystem of United States of Cats and can't be sold in Ethereum network within 12 months.

In process of development of the project the total of tokens will gradually decrease, according to the plan of share repurchase of tokens with the subsequent their burning.

2. Economic model of share repurchase of tokens.

For the USC Token the mechanism of share repurchase with the subsequent burning of tokens is provided.

United States of Cats plans to direct 25% of the net profit got as a result of operating activities of the company to repayment of tokens at the exchange, support of their cost and then will burn them.

As a result, amount of the tokens which are in free circulation will constantly decrease.

3. Economic model of USC Tokens using.

All tokens received as the commission for service of the B2B, B2C USC market, revenue from sale of a merch and use of symbolics of the USC in advertizing campaigns, revenue from a game segment and realization of other services will be used as follows: X% of tokens will be withdrawn from circulation by burning for reduction of their total in a free turn;

Y of % of tokens will be sold at the cryptoexchange at market price at the time of carrying out operation.

The prices of all services and service charges of the platform are established in fiatny means, but calculation for them is made with tokens. At the time of payment

Наименование показателя	Токен USC
Legal position	Utility token
Emission	500 000 000 USC
Cost (is recommended)	1 \$
Appointment	VIP service
Share repurchase	25% of net profit, burning

of service there is a determination of necessary amount of tokens at their current rate and the necessary amount of tokens undertakes from a wallet of the client or bought at current rate at the exchange.

4. Economic justification of growth of the price of a token.

The price of a token depends on supply and demand. In order that the price of a token grow, stable increase in demand and reduction of the offer are necessary.

Increase in demand for a token

In process of development of infrastructure of B2C project of the United States of Cats company and growth of number of consumers of services and persons interested to take all advantage available to holders of USC Token. It is natural economic process at which demand for a token will constantly grow in proportion to the number of participants of community of the project, of persons interested to buy it and to use exclusive rights USC token holder.

Decrease in supply for a token

In economic model of the USC Token the mechanism of a gradual conclusion of tokens from a turn by their burning is put. The tokens redeemed by the project for 25% of her annual profit and also a part of the tokens received as payment of consumption of products of economy of United States of Cats are subject to burning. Such economic model leads to stable decrease in lump of tokens in free circulation and, as a result, to the offer of a token in the market.

Thus, in the nature of a token two factors of growth of its price are put eventually. Increase in demand for a token from associates of United States of Cats, on the one hand, and reduction of quantity of tokens in system, on the other hand, will lead to the stable and predicted growth of the price of a token.

5. Functionality of the USC Token.

At payment by USC Tokens, 15% discount for all paid services are provided to owners of tokens:

- USC Token gives the chance of receiving a discount for payment of goods and services of partners of the United States of Cats project;
- at acquisition merch production of United States of Cats;
- payment of a game infrastructure of the United States of Cats;
- fee of other connected services;
- exchange of 1 USC token = 1 Catscoin at release stage of Catscoin.

5.1. Exclusive services for USC token holders.

Besides a standard set of services, the largest owners of tokens have access to a number of additional exclusive services.

- The organizations of roadshows, meetings, business dinners with investors, blockchain alliances and investment funds.
- USC Token the gives to a person the right for participation in conferences in quality of VIP.
- Communication at a round table with leaders of opinions an industry blockchain, private meetings with representatives of investment funds, an opportunity to receive the best time for a performance at conferences and also the best advertizing tools.
- For participation in vote at the choice of architecture and functionality of projects.
- Addition in the list of founders of the United States of Cats (it is displayed on the website and other official USC resources, it can be used in advertizing tools).
- Special privileges at the offer of the products created in the ecosystem of the United States of Cats.

New functions in this sphere which will be tied to USC token will be developed in addition.

6. Legal structure of the USC Token.

1. The token represents utility token which is used in the following purposes:
 - doesn't grant the right of participation in the capital stock of the United States of Cats company;
 - his main function is giving access to VIP services and exclusive services of the United States of Cats;
 - tokens won't be distributed until the project won't be started;
 - all unallotted tokens will be stored at the entrusted keeper;

- token holders will also have the right to vote for architecture and functionality of the B2C projects of the United States of Cats company - in other words, they don't depend only on actions of others;
- for payment of all services of the United States of Cats (including participation in roadshows, meetings, conferences, business dinners with investors, blockchain alliances and investment funds in quality of VIP);
- for receiving discounts for rent of any components of infrastructure of the United States of Cats and also for fee service of the providers placed in Decenturion state;

2. Keeping of USC tokens doesn't give to the holder any other rights, except as their limited set described above and also the right for fair expectation of use of the USC Tokens with the United States of Cats in such ways with what it will be offered and is available to interaction in each timepoint.

All restrictions provided in rules of sale of tokens and national legislations of token holders are applied to such rights and expectations.

Buying or accepting USC Tokens, the recipient understands and accepts the fact that the token doesn't provide and doesn't declare:

- a) any rights or interests for shares in authorized capital, actions, goods, bonds, debt tools, either other financial instruments, or the investments granting the equivalent rights;
- b) any rights for future profit, share in the companies or any other forms of participation or management of the United States of Cats;
- c) that the token is any form of money or lawful means of payment in any jurisdiction.