Dogatopia

Healthier, Wealthier Dogs & Humans

Whether it's puppy love or long-term best friends, our dogs are our go-to source for unconditional love and acceptance. They give us everything they have, so at ***Dogatopia*** we're here to give our four-legged companions their very best lives.

Our **MISSION** is to create heaven on earth for all dogs, or *Dogatopia*, which is devoted to promoting dog welfare and nurturing a vibrant community of dog owners and lovers.

Our **VISION** is to use the financial and community-building technology of Web3 technology to create a sustainable, home ecosystem in order to host a variety of strategic projects aimed at accomplishing our mission.

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Abstract

In the US alone, there are over 69 million households which count dogs as part of their family structure. These "dog" families are devoted, active and willing to invest in their canine family members. Spending on dogs has grown from $52 billion in 2012 to over $123 billion in under a decade. Despite being a huge, rapidly growing market, there is no centralized authority or brand to which dog owners turn when making decisions about care, products and social connection. Dogatopia is the first project to fully utilize Web3 technology which will establish it as **the** central, trusted authority within this growing, passionate community.
So what if everything dog-related could find a single home?

Dogatopia is this home. It will be accessible through a smart phone app drawing on the best of Web2 and Web3 technologies.

Snapshot of the Ecosystem

There are 4 integral parts comprising the *Dogatopia* ecosystem:

- 🐾 *Dogatopia*
- 🐾 The *Dogatopia* smart phone app
- 🐾 The *Dogatopia* token, DGZ
- 🐾 The *Dogatopia* DAO

Dogatopia, the doghouse of the ecosystem. *Dogatopia* is Layer 1 hub to which all-things-dog are connected and have a home. Think of it as the name, placeholder, and digital space by which the lives of dogs can be significantly improved.

The *Dogatopia* smart phone app, the paw of the ecosystem. The app is the main user interface through which you can tap a dog paw to express your love for dogs and the community. One feature is what like to call high-fiving the paw, or "Paw Five". Users are rewarded for tapping daily and inviting other dog lovers to join the community. To encourage this, users will get a notification through the app up to 3 times a day, or the number of times dogs ought to be walked.

A second feature is "Walkies", or a move-to-earn activity that rewards users for getting outside with their dog.

As *Dogatopia* grows, we plan on adding more functions to the app.

The DGZ token, the dog bone of the ecosystem. DGZ is the "currency" of the ecosystem which users can earn and hold to increase standing within the community, lock up to increase earning rate, vote, and use to gain rewards.

The *Dogatopia* DAO, the brain of the ecosystem. The DAO (decentralized autonomous organization) is the Web3 entity that enables community ownership, voting rights, and rewards for users. It uses the blockchain to collect, collate, reward, and validate valuable information.

How the App Works

The downloadable app will feature a community interface, or Dog Park, where each user can personalize and build their park through various in-app features and purchases. The two primary activities that support community growth and the well-being of dogs:

- 🐾 Paw Five (Tap-to-earn): Users will get a daily notification through the app to "high five", or tap, a paw notification in order to express their love of dogs. Doing so allows them to earn DGZ and support the wider ecosystem projects supporting dogs.

- 🐾 Walkies (Move-to-earn): Foundational to exemplary dog care is the basic daily walking of your dog. However, until *Dogatopia*, nobody has been willing to reward people for doing it. Using oracle technology to validate dog walking, users can earn DGZ for doing this basic activity. Good for dog health, good for their own health.

How *Dogatopia* Supports Dogs

Community growth and use of DGZ tokens will help to build *Dogatopia's* financial and developmental strength.

Financial

As our community grows, it will accrue a tremendous amount of network value which, in turn, will translate to earnings. These earnings will be reinvested in the ecosystem according to DAO governance decisions, as well as donated to dog-related charities and communities.

Developmental

Dogatopia is a "Layer 1" home for other dog-related projects—whether this includes more in-app developments, separate applications, or distinct businesses and projects building within our ecosystem.

Dual Value Propositions (a Virtuous Ecosystem)

Dogatopia employs a virtuous ecosystem[1] that does not solely rely on *single* value proposition—most common of which is the incentive to profit. Move-to-earn and Play-to-earn platforms typically use this incentive in the form of financial nudges, which reward users for completing a task. While effective at first, such ecosystems are prone to failure, where token value depreciates rapidly in a vicious death spiral.[2]

Participating within the *Dogatopia* ecosystem is about more than just earning tokens. While the nudge to gain a reward is still there, **our ecosystem pairs alongside the prospect of reward that of participatory esteem**—namely, the recognition that one is doing the right thing by dogs and supporting other people and organizations in the process.

> *It's about being a part of a good cause and being involved in projects greater than oneself. It's about sustaining an ecosystem that nurtures dogs, their owners, charities, and communities in which dogs feature as a significant part of a culture, history, and life practice.*

In sum, the *Dogatopia* ecosystem is ***virtuous*** because it is anchored by two meaningful incentives.

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[1] Based on research in an unpublished paper. Todd Mei (2022). "Avoiding the STEPN 'Slip and Fall'," *Bitibles*, pp. 1-3.
[2] Evan Walker (2022). "Internal report about StepN: The temptation to wrestle with the death spiral," *The Bit Times*; https://thebittimes.com/internal-report-about-stepn-the-temptation-to-wrestle-with-the-death-spiral-tbt18770.html.

Token Specs (Snapshot)

DGZ is the native utility and governance token.

Total Supply (capped):
10,000,000,000

Token Address:
TBC

Token Trading Name:
DGZ

Network:
Polygon

Suggested Wallet:
Metamask

Governance

Due to *Dogatopia's* commitment to the welfare of dogs and related charities, the project will employ a two-stage Governance model for its DAO: Provisional and Participatory.

Provisional Governance

To ensure the successful development of *Dogatopia* is its initial phase, the Provisional Governance body will be composed of the *Dogatopia* Team (see [*Dogatopia* Team](#)). The Team operates on an open, democratic model that incorporates research, analysis, and reasoned discussion. An important component of research includes views and suggestions from the DGZ community of users, which will be facilitated by a FAQ and Contact feature within the app.

Participatory Governance

When a threshold of 3 million users is reached, the Team will invite users who demonstrate a high level of activity within the ecosystem to participate in governance matters. At which point:

The DAO will divide among an executive board of no more than seven members who have the ability to veto any proposal. This will prevent malicious takeovers of the DAO treasury or generally undesirable matters for passing. The founders and early investors will want to hold a position at this level.

The "congressional" chambers of the DAO will divide among a select smaller group of tier 9 members and a larger group of tier 8 members (see tier structure below). These groups will both be able to formally propose an improvement to the DAO for a vote. Both chambers will be required to pass the vote before the proposal reaches the executive board. DGZ partners and sponsors will likely want to hold tokens at a level that place them in these ranks.

Roadmap

Phase 1: Development[3] and Bootstrapping
Development includes architecture of the *Dogatopia* website and app, creation of algorithms, programming and creation of Web 2 and Web 3 interfaces, and tokenomics; as well as the development and research for the architecture of future projects, such as *Dogapedia*. The main website for information about the project will be launched. Bootstrapping will involve efforts to raise capital through crowd funding, grant applications, corporate investment, and strategic treasury management.

Social media campaigns on Twitter, Facebook, YouTube, Discord, Instagram, TikTok, and Telegram will be overseen by an agency to drive interest, growth, and presence.

Phase 2: Deployment and Dissemination
A full version of the *Dogatopia* app will be made publicly accessible, but to join the community a prospective user must have a referral or invitation code from an existing member.

Phase 3: Future Developments
Once the *Dogatopia* ecosystem is well established, future plans include developing and hosting more projects. At some point, the DGZ token can be listed on an exchange, depending on the economic and regulatory environment.

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[3] We are a U.S. based project, and we take compliance seriously. The DGZ ecosystem will evolve subject to the changes that impact the blockchain, Web 3, and DeFi.

The Dogatopia Team

Rob Urbach
CEO
Renowned leader, financer, and business builder. Rob's experience is unparalleled when sports, finance, and innovation intersect. He is well versed at taking a nascent project from the very early stages through successful exits – benefiting the organizations he represents and the shareholders involved. Rob holds an MBA from the Wharton School.

Rob's LinkedIn Profile

Sparrow Rogers
Project Designer
Sparrow is a specialist in educating institutional investors on decentralized finance strategy as a treasury management solution, working with numerous clients who represent public de-fi exchanges as well as institutional-grade, private yield services. She was retained by the Iditarod to oversee the development of a 50th anniversary NFT catalog and to help design a broader blockchain strategy for their community. Sparrow has over 2 decades of experience with company creation, early-stage finance, and middle market mergers and acquisitions.

Sparrow's LinkedIn Profile

Josephine Mills
Analyst
Josephine is an entrepreneur who completed her undergraduate studies in electrical and computer engineering. She commences studies at Notre Dame Law School in autumn 2022. While at Notre Dame, Josephine will specialize in blockchain and cryptocurrency law.

Josephine's LinkedIn Profile

Keith Zachow
Advisor
Keith has an extensive background in M&A advisory, valuations and private equity and early-stage investing. He is a CPA and holds an MBA from The Wharton School. Keith is actively involved in the blockchain space via his position as an LP in a top performing fund of funds.

Keith's LinkedIn Profile