

CATDOGSHOW whitepaper

Cat Dog Show application **contents (Championship, Pet Diary, and Communication)**

Utilizing member attraction and pet food 3D printing delivery system using blockchain and **using NFTs for Pet Photography.**

Contents

Headline

1. Publication Background

- 1-1. Pet Market Size
- 1-2. Pet Economy Trends

2. Problems

- 2-1. Pet App Recruitment
- 2-2. Premium Pet Food Market

3. Solution

- 3-1. Pet Friendly and Fun
- 3-2. Self Food System

4. Business Model

- 4-1. Cat Dog Show Membership
- 4-2. Pet Food Recipes

5. Token Distribution

6. Team members

7. Advisor

8. Partners

9. Roadmap

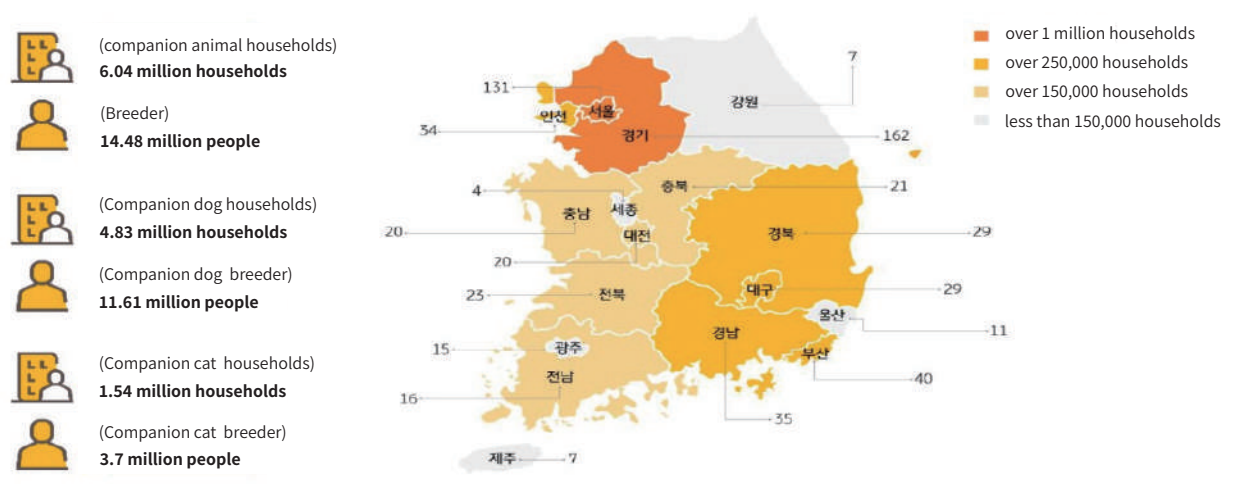
10. Disclaimer

1. Publication Background

1-1. Pet Market and Size

Pets, pets, households, dogs, cats, are all words that are commonly encountered around them. The word companion animal, which we are already familiar with, is used by humans and at the International Symposium in Vienna, Austria in 1983 in the sense of being an animal living together. It was first proposed by zoologist and Nobel laureate Konrad Lorenz and officially began to be used in South Korea in 2007. As of the end of 2020, there are 6.4 million pet households in Korea, accounting for 29.7% of the total households.

With 1448 million companions, the age of 15 million is on the horizon. This is due to the Office for Statistics. 2019 Population Housing Total Survey Animal Registration Information Status of the Ministry of Agriculture, Forestry, Livestock and Food 1,000 men and women over the age of 20 in the country. This is an estimate based on the results of a survey of the subjects. If you look at the status of pet households by region, there are 131 million households in Seoul, 196 million households in Gyeonggi and Incheon, and the total number of pet households. More than half of the 327 million (54.1%) households are concentrated in Seoul and the metropolitan area. Of all households by region The proportion of pet households is 33.7% in Seoul, 32.5% in Gyeonggi and Incheon, compared to 26.5% in the metropolitan area. There are lots of pets.

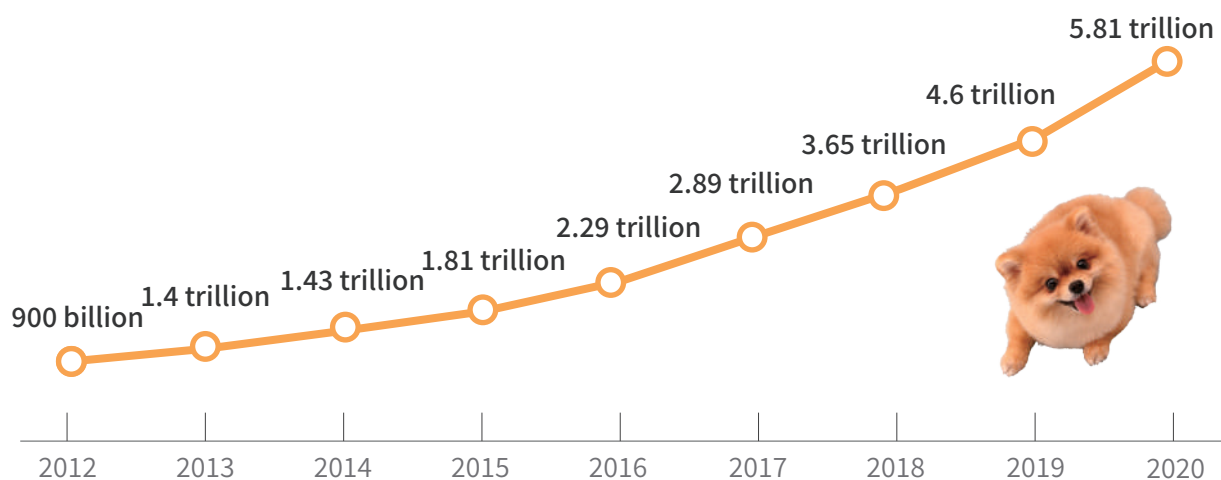


Among the pet households in Korea, 80.7% of dog households have puppies as pets. That's an increase of 5.4% compared to 75.3% in 2018. The second most common pet is Cat households account for 25.7%. Other animals such as ornamental sharks, hamsters, etc. In a dog household, an average of 1.2 dogs per household is raised. There is an average of 1.4 cats per household. Parenting rate by pet type in the household and Estimating the average population, the total number of dogs in Korea is 586 million, and the number of cats is 211 million.

Pet-related market size trends and forecasts

Unit: Won

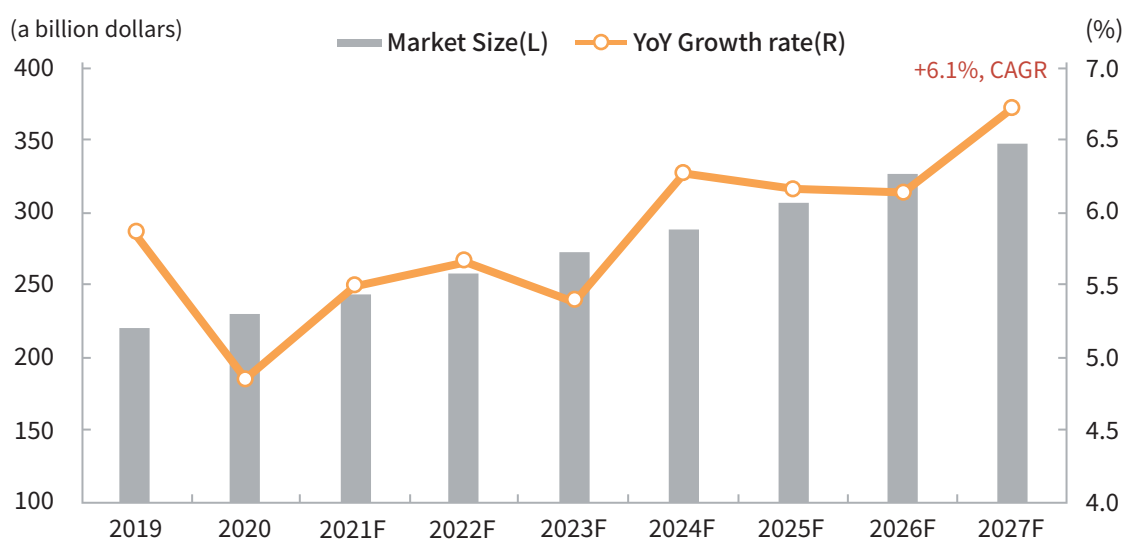
Source: Nonghyup Economic Research Institute



Combined with the above situation, with the surge in the era of 1-person households, the size of the pet-related industry market. It has exploded, with 1.5 million pets in the age of 1.5 million pets, the so-called pet economy market. The scale is about 6 trillion won. However, it is directly proportional to the size of the pet-related market. The market for pets, which is uncertain about the quality of services and information that is not done, ends up being a pet household. Because it will be a damage to the pet we love the most, we will spread this damage. I dreamed of a platform that prevents and shares a variety of services. We are a pet owner and a marketer. Believing that consumers need to acquire the right knowledge and information, Cat Dog Show is using blockchain. We've built a comprehensive pet platform.

The global pet care market size will grow at a 6.1% from USD 2.30 billion in 2020 to USD 2027. It is expected to increase to \$3.50 billion. The share of pet-owned furniture is increasing, and the cost of spending per pet is increasing. Global trends are continuing, and the main factors of change are changes in the perception of pets and the innovation of technology. Pet humanization that recognizes pets as part of the family, not just pets. The proliferation of (Pet Humanization) trends is driving growth. Especially around the MZ generation. There is a growing awareness of pets as family.

With this upgrade of pet status, the retail sector, which used to be the main spending area for feed, snacks, toys, etc. It is becoming premium. In addition, pets are perceived as children, and pet kindergartens, wellness, funerals. New markets for pet services that have not existed before, such as services, are emerging. It is leading to an increase in the cost of expenditure in the pet industry. Technological innovation in healthcare and IT. It is accelerating the growth of the pet care industry. Advances in the field of pet medicine have previously abandoned treatment. It is making the disease treatable with surgery or medication, increasing the life expectancy of the pet. The increase in pet lifespan leads to an increase in the proportion of older pets, which leads to a surge in lifetime medical expenses. The development of Pet+Tech, which combines advanced technologies such as IoT, AI, and big data with supplies and services. We are in the process of flowering the pet-only device market.



Source: Estimation of Mirae Asset Securities Research Center

1-2. Pet Economy Trends

The so-called pet economy, which refers to the pet-related industry, is also trending as the growing market changes. It's changing. Pet foods that occupy the largest market are regular pet foods and premium pet foods. Pet Tech combines AI and IoT technologies such as smart eating, AI toys, and healthcare. It's a field, and pet living is literally a lifestyle with pets. Pet finance refers to pet financial products that are created in connection with pets, and various products are being launched. Pet play is the field of play and fun with pets, and Pet Economy. Scalability continues to grow.

Accordingly, Cat Dog Show can be consumed in the pet-related market. I want to issue a Cat Dog Show Coin. Cat Dog Show Coin is a great way to make a record for your pet. Automatically stacks and allows you to consume pet-related products, services and content through the Cat Dog Show app. This allows the Pet Economy market to combine Pet Living and Pet Play, Pet Food and Pet Tech. Pay attention and preempt.



2. Problems

2-1. Pet App Recruitment

Current or future business trends are essential to any industry's growth, as mobile applications. This has emerged and is leading the industry. Currently, pet-related applications are domestic. As a baseline, about 100 have been released and are competitive. However, most applications. We focus on the distribution of pet supplies, pet food, pet medicine, exercise with pets and pet movement, etc., and distribution channels. Its role as a company and its focus on profitable business have attracted a lot of buzz from many of its peers. I'm not doing it. However, the pets of the growing pet market live with their pets. There is a desire to exercise and do anything together, and to give it special value. However Relevant applications in the current pet market do not meet the needs of these companions. We are not in a situation.

2-2. Premium Pet Food Market

The pet food market is a phenomenon of 'pet humanization' in which pets are treated as human beings as part of the family. Proliferation and driving market growth, customized products with different nutritional compositions depending on age and species, companion. Functional products for the management of animal diseases, healthy foods that take into account health and nutrition, etc. 'Premium pet food'. It's increasing. In line with the situation of the pet food market, which accounts for the largest share of the pet economy market. Some food giants are entering the premium pet food market and launching their products. However, the people who buy them do not prefer auto-produced, mass-produced, premium pet foods. They prefer homemade pet food made by lovers and like-minded people, and sometimes pet food. You can also create your own. This is a common worldwide phenomenon for cats and the largest U.S. market in the world. Japan's premium pet food market with its central characteristics, the Chinese market centered on young people, and the fast-growing Malaysia, Vietnam and Thailand are some of the leading premium pet food markets. However, in these markets The reality of the market is that we are not able to provide premium homemade pet food even for our desires.

3. Solution

3-1. Pet Friendly and Fun

Companions share the fun and enjoyment in life like family members, just like their pets and friends. Over time, moments are built into memories, and you want to keep them. Catdogshow Co. Ltd. has registered the CATDOGSHOW application in the Android and IOS app markets. We provide our users with pet-related services. The Cat Dog Show application is available to users. A comprehensive pet platform that offers a variety of premium content with a free membership. It's an application. Cat Dog Show offers a service that divides 5 different topics.

1. Cat Dog Show Championship

- Hold a contest to be with your pet, so that you can love your pets.

We seek happiness that makes our lives enjoyable.

2. Pet Care and Fundraising Campaign

- Donation activities to animal organizations such as shelter support for organic dogs, organic cats, adoption, neutering surgery, etc.

Through service, we provide the right promotion and direction for pets.

3. Sharing Pet Information

- Share information about pets, including laws, policies, health, training, grooming, insurance, funerals, and premature care for pets. Create a healthy social atmosphere for your pet.

4. Pet Communication

- In addition to holding periodic Cat Dog Show Championships, healthy pets through communication. Create a pleasant channel of communication to socialize.

5. Establish the right pet culture

- Only the love and concern for pets is the right thing to do with the pet culture that Cat Dog Show.

You can settle down.

Cat Dog Show includes activities like the above to help you establish the right companion culture.

Championship Contest	Pet Protection & Donation Campaign	Sharing Pet Information	Pet Myspace	Pet Diary
Weekly Champion Wang Zhong Wang Champion Selection	Dog Care & Adoption/ Donation to Pet Organizations	Sharing pet-related information (food, medical, beauty, supplies, etc.)	Launch Myspace for pets, upload photos and write	PetDB creation and pet routine history

1. Cat Dog Show Championship and NFT Market

The Cat Dog Show Championship, the main content of the Cat Dog Show application service, is a pet photo. It is a contest in which the winners are held weekly, and the championship is voted on in person by the members of the subscribing group.

You will be selected. This is a very fair decentralized voting system, which has no impact on the Catdog Show.

The weekly championship will feature qualifiers from Monday to Tuesday, Wednesday to Thursday, and Friday to Thursday. The final will be played until Saturday and the final winner will be decided on Sunday, with the Cat Dog Show homepage.

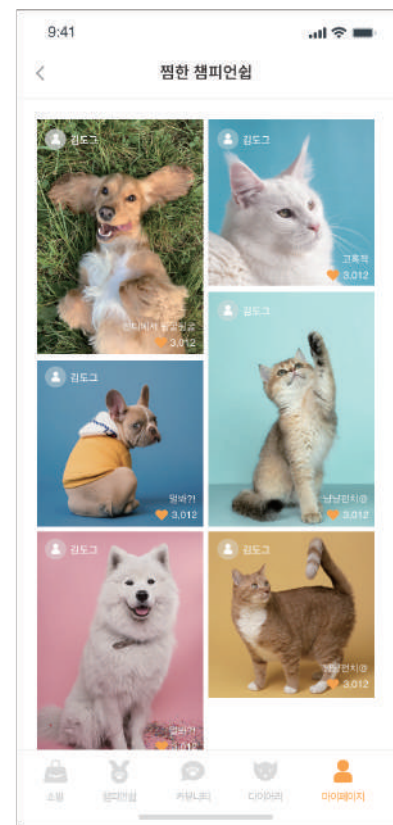
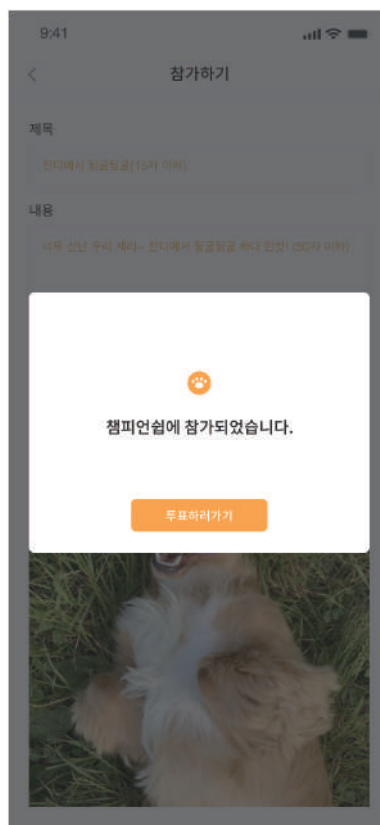
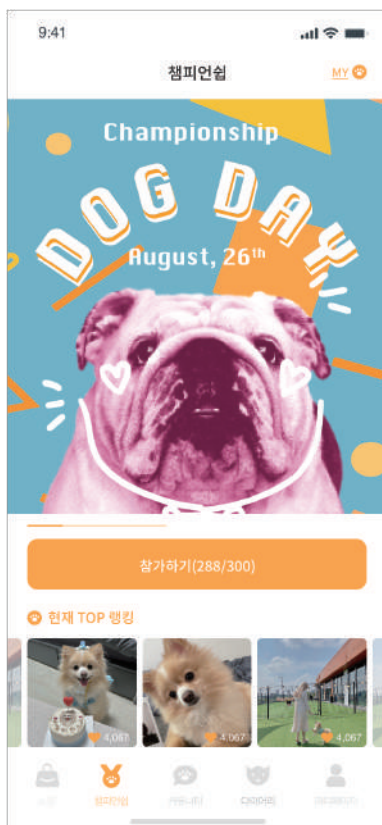
It is listed in the application.

Cat Dog Show NFTs photos of pets to give customers ownership and a tradable platform.

Images of pets listed in the Championship can be NFT applied for a fee, and NFT transactions.

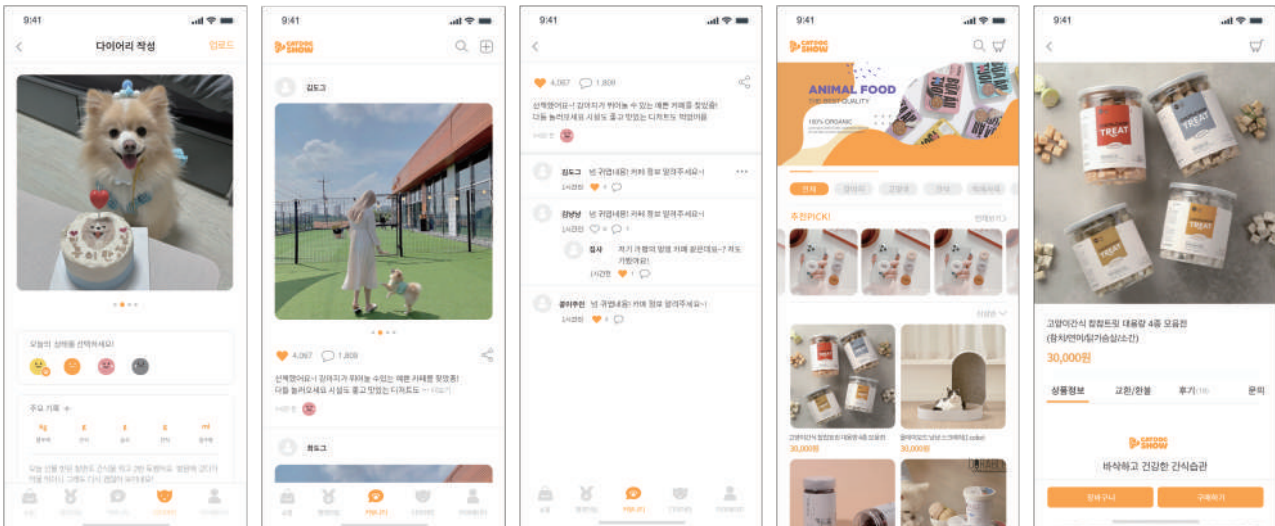
The commission is clever. As such, Cat Dog Show is on their mobile phones.

Pet photos make it fun and fun to compete in the championship every week.



2. Cat Dog Show Pet Myspace and Pet Diary, and Metaverse

The Myspace feature of the Cat Dog Show application is the first pet-only Myspace service in our country. Provide members with their own personal storage and virtual space to write, photograph, etc. Upload and cherish and appreciate your past routines and past memories. You can also nurture cyberpets in virtual spaces, as well as a variety of characters, pet toys, accessories, and more. You can buy it.

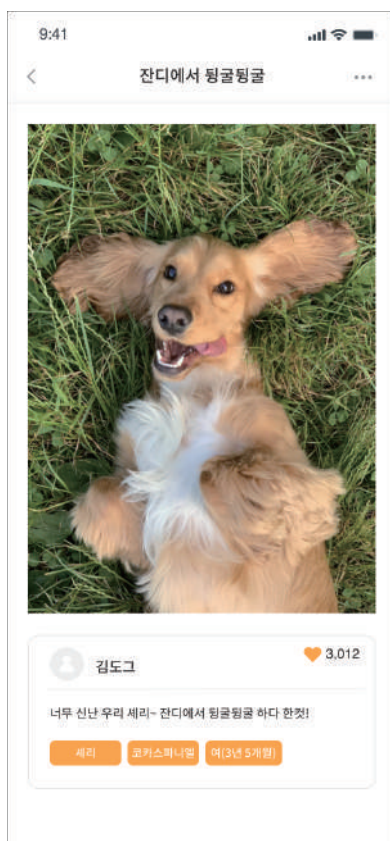


The Pet Diary feature of the Cat Dog Show application is to record your daily life with your pet and your pet. Record your pet's disease, vaccination date, etc., and exercise information with health information, etc. The pet information recorded in the Pet Diary is collected and verified by the cat dog show as pet data. Data your pet's information to provide optimized services to your members.

The image shows two screenshots of the Cat Dog Show mobile application. The left screenshot is the 'Pet Diary' (펫다이어리) screen, which includes a profile picture of a dog, a name field, a breed dropdown, a date picker, and a 'Save' button. The right screenshot is the 'Pet Shop' (펫샵) screen, which features a list of pet products with fields for weight (kg), price (₩), and a 'Buy' button.

Later, the Cat Dog Show is linked to Metaverse to build the so-called Pettabus. Cat Dog Show Pettabus. Cat Dog Show members are offered a Pettabus Pet Raising Service for paid members. Utilize data-driven information such as videos, photographs, diaries, etc. stored in Myspace and link AI. Recreate your pet's appearance on the Pettabus in the same way it really is. Through this, your companion. In the world of metaverse, we also give you the excitement and fun of pets.

In Pettabus, we are based on videos and photos of pets that were with us in our lives. You can replicate and recreate the appearance of your pet. Go for a walk, play, feed cycle, buy supplies, etc. A variety of features allow you to interact with pets in Pettabus. Cat Dog Show in the Metaverse. Transcending space, era, and background about a pet that exists in its own memory and memories. Visual information and sounds make you feel immersed in your dog in your lifetime.



AI application

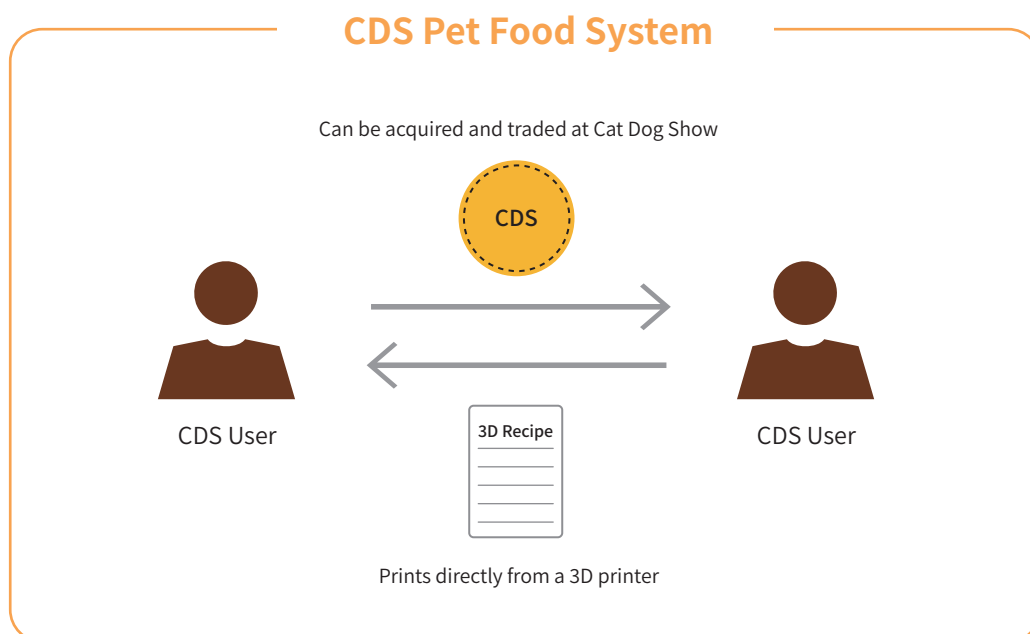
“Pettabus”

Take a walk
Playing around
Feeding
...
Interact with pets
in Pettabus

3-2. Self-Pet Food System

Those who want to feed their adorable pets the safest, most nutritious and delicious pet food. The desire goes beyond pet food to the pursuit of a human grade that pets and people can eat together. Cat Dog Show can create their own premium pet food using a 3D printer called the Flower of the 4th Industry. Provide a solution. Cat Dog Show is taking the lead in the era of 3D printing, preempting the market. We will provide you with a service.

Companions can enjoy a 3D printer and 3D printed pet food provided by Cat Dog Show. With the recipe, anyone can conveniently make their own homemade pet food at home. Cat Dog Show's Pet Food Recipe for 3D Printer is a National Standard Food Ingredient Table from the National Department of Agriculture, Forestry, Livestock and Food. Based on the uploading of pet information by members of the Cat Dog Show in addition to the data, the optimal 3D Provides pet food recipe data for printers. Cat Dog Show's Pet Food Recipe for 3D Printer. It is offered the same all over the world, and anyone in the world can easily and quickly purchase pet food with CDS coin. Allow them to create their own.



4. Business Model

4-1. Cat Dog Show Membership

Users of the Cat Dog Show application will be awarded 3,000 points upon their first registration. Runner-up in the Championship or post articles and photos on Myspace to enter the Myspace Photo Ranking TOP10. If you keep an active record of your daily routine and pet information in your pet diary, you'll be awarded additional Cat Dog Show Points. Points awarded can be converted into Cat Dog Show CDS Coin. CDS Coin is a Cat Dog Show. You can purchase the products and content of the application, as well as the products of partners that have been contracted with the Cat Dog Show. You can purchase content and services.



This is a Cat Dog Show online business, which has launched a store app dedicated to selling Cat Dog Show merchandise to be pet-related. It sells a variety of pet products and content, including feed, snacks, insurance, adoption, funerals, travel, medical care, and more. Cat Dog Show. Launch Premium Goodies to provide pride and identity to Cat Dog Show members.

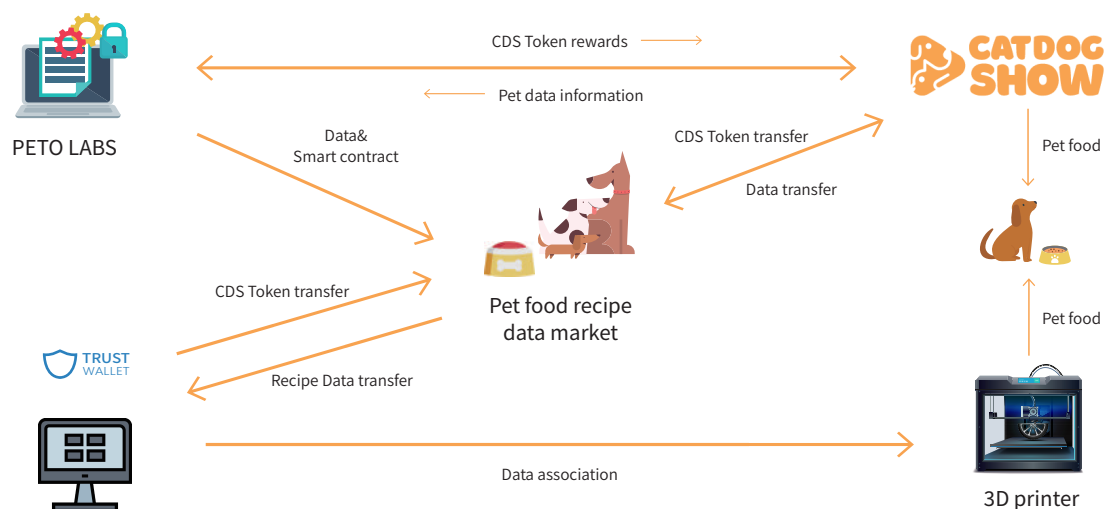
Furthermore, it has launched an offline pet café to provide food and fun for pets and their companions. Cat Dog Show offline business is registered as a Cat Dog Show trademark patent registration (registration number 40-2022-0028204). Open a franchise store dedicated to selling merchandise and be in each industry such as pet supplies, beauty, medical, food, travel, etc. The Ranch Store is also planned to open, and the online shopping app store and offline franchise store are also planned to open. It serves as an important ecosystem of CDS Coin and provides the best service to its members.

4-2. Pet Food Recipes

Pet Food Recipes are a self-made homemade snack cooking offered by Cat Dog Show at the premium pet food market. System. For your pet, premium homemade pet food is a very important factor in the nutrition of pet food. Taste, up to the origin of the ingredients, are pickily chosen. Cat Dog Show is based on the National Standard Food Ingredients Chart. Create premium pet food recipes and consult pet information reviews from Cat Dog Show members for the best. Generate premium pet food recipe data. The generated pet food recipe data is a smart chain. (SMART CHAIN) A smart contract function of the blockchain network to users around the world provided.

Users from all over the world can use the pet food recipe data provided by the Cat Dog Show to be fast with CDS coin. You can conveniently purchase and make your own pet food using a 3D printer. In the not too distant future. The era of door-to-door food printing using 3D printers will arrive. Cat Dog Show's Pet Food. Recipe data sales revenue is made up of CDS coins, and the value of CDS is over time and the industry. The more you grow, the more you will rise. Cat Dog Show Announces Part of Pet Food Recipe Data Revenue. Recompensing Cat Dog Show Members with Airdrops to Help Pet Food Market and Cat Dog Show Community. Use for.

Cat Dog Show members write their pet information as a review, and the selected review records are from Pet Food. Used as recipe data and provided with a review record as Cat Dog Show Points or CDS Coin Get rewarded. This is a virtuous ecosystem of CDS coins, with the participation of the blockchain community. It will be a model for the blockchain ecosystem to realize rewards. Cat Dog Show's "Blockchain Data Transfer". 3D Printing Pet Food Delivery System and Method" is a business model (BM) patent from the Korean Patent and Trademark Office. Application (Application Number Patent: 10-2022-0029146) to secure intellectual property rights and legal in the market. Gain protection and open your business reliably.

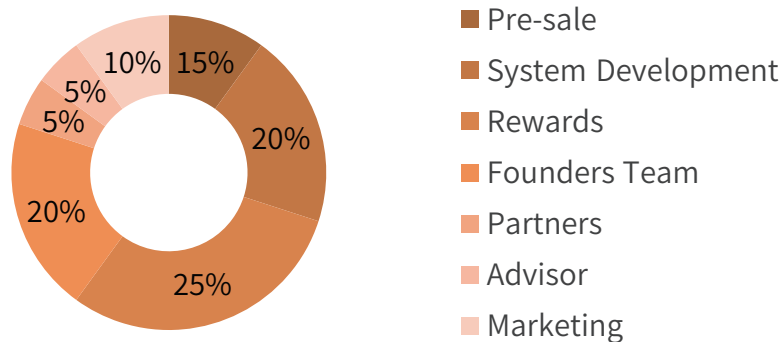


5. Token Distribution

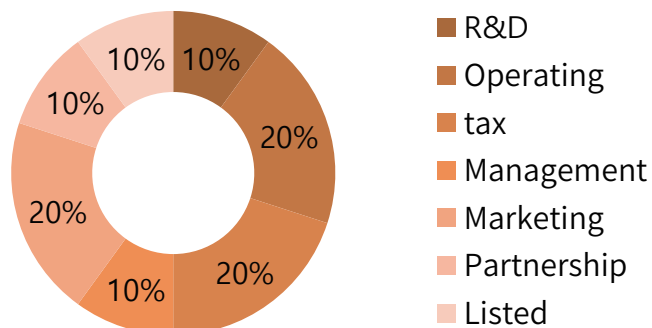
Available at Cat Dog Show

- Publisher: Cat Dog Show Membership App
- Token Name : CATDOGS SHOW COIN
- Tokenticker : CDS
- Protocol : Smart Chain BEP-20
- Quantity Issued : 200M CDS

CDS Coin Distribution



Using CDS Coin Revenue



6. Team member



Youngju Park

CEO

Current) Descent Planet CSO

Current) Non-Gong Pictures COO

Current) Catdog Show CMO



Jeonseok

CTO Technical Director

Current) CEO of Descent Planet

Current) CEO of Bingo Pictures

Metaverse Project Yesterday Universe Director

Winery DEX Exchange Planning and Operation

P2E, X2E Projects

Bingo Family, Marvel, Legend of RPS, Creature Hunters, and

many other planning, operations, and investment NFT platforms

Bully Sheep, Crow Crane, 12 Zishin and many other project projects



Misook Kim

COO Head of Operations

Current) CEO of MS Platform

Current) CEO of CatDog Show



Jaedong Lim

CSO Head of Strategy

Visiting Professor, Sichuan University
of Music, China

Distinguished Professor, Sangmyung University

Director of the International Institute
for the Promotion of the Arts

Commissioned by the 4th Industry
Expert Committee



Seohee Hwang

CFO Finance Officer

Current) Representative of
Difference Co., Ltd.

Current) Petpinion Representative



Jeongwoo Seo

CPO Personal Information Officer

Bachelor's Degree from Chung-Ang University

Current) Vice President Petpinion

Current) Planning and manufacturing
pet products and pet food products



Woongkyo Chung

CHO Human Resources

Graduated from Seoul National University
Department of Foreign Affairs

Graduated from Yonsei University Graduate
School of Public Administration

Current) Gyeongin-in-in, Director of
Seoul Investigative Headquarters

Current) Permanent Chairman of the
New Economic and Cultural Forum

Current) Chairman of the Organizing Committee
of the Korean National Football Congress Worldwide



Seonggi Lee

CMO Marketing Director

Ex)Withcoin Marketing Director

Ex)Head of IONEBio Co., Ltd

Member for MetLife COT

Representative Pammy Yu

7. Advisor



Soonyeong Hong

Current) Member of the Korean Dog Federation Award Committee

Current) Representative of Tinker Bell White

Current) 32 years of experience Maltese breeder & handler



Gyeongsang Yu

Current) Director of the Korea Dog Federation Technology Business Bureau

Current) Inspector General of the Korean Dog Federation

Current) Director of the Korea Dog Federation Competition Cooperation Department



Jawook Min

Current) Korean Dog Federation Dog Beauty Jury

Current) Representative of the Master Grooming Club

Current) Adjunct Professor, Graduate School of Alternative Medicine, Gyeonggi University



Deokbo Kim

Blockchain Consultant

Fidelity401 Representative

Head of DRGN Asia at the Dragon Chain



Changho Lee

Representative of Player Holdings Co., Ltd.
Ex) Samsung Life Asset Management Team
Ex) Representative of Chondi International
Director of Windsor Parkcc



Yoonkyung Lee

Current) Director of Yedam Mall
Current) Petpinion Director
Current) Cat Dog Show CFO



Jungin Lee

Completed the MBA program at Sogang University
Ex) Kyobo Life Service
Current) Co., Ltd. Difference COO



JungHo Lee

Completed the Small Business Management Course
at Korea University Graduate School of Business Administration
Current) CEO of B.N.H. Korea
Served as the President of the Korea Carnegie Ceo Club Anyang,
Gunpo, Uiwang, and Gwacheon Carnegie General Dongdong
Current) Chairman of the Carnegie CEO Club Emergency
Preparedness Committee of Korea
Current) Director of the Asia-Pacific Community in 2022

8. Partners



9. Roadmap

The roadmap Cat Dog Show project has already begun.

2021

- Cat Dog Show PC version beta service launched
- Cat Dog Show Mobile Version Beta Service Launched

2022 : Attracts 100,000 members

- Cat Dog Show App Development and App Market Registration
- Championship Contest and Myspace for Pets, Pet Diary Service Launched
- Homepage and White Paper Completed
- CDS coin issuance and listing on overseas exchanges
- Cat Dog Show Online Store Opens
- Launch of pet supplies consignment business

2023 : Attracts 500,000 members

- Launch of a store app dedicated to the sale of goods
- CDS Coin listed on the domestic exchange
- Cat Dog Show Enters the Chinese Market

2024 : Attracts 1 million members

- Franchise headquarters brick-and-mortar store opening
- Cat Dog Show Pet Cafe Open
- Cat Dog Show Supplies Franchise Opens

2025 : Attracts 2.5 million members

- Cat Dog Show Food Franchise Opening
- Cat Dog Show Beauty Franchise Opens

2026 : Attract 5 million members

- Cat Dog Show 3D Pet Food Printing System Development and Commercialization

2022

USER
100K

2023

USER
500K

2024

USER
1M

2025

USER
2.5M

2026

USER
5M

10. Disclaimer

This disclaimer applies solely to buyers of CDS tokens. Before proceeding with the purchase of CDS Tokens, we recommend that you carefully read the disclaimer in the CDS Token White Paper.

This white paper is intended to help you understand the CATDOGS SHOW App membership business, and buyers are encouraged to purchase through exchanges or publicly available retailers at their own discretion. CDS token provides transparent and social transactions and the CATDOGS SHOW App platform based on the blockchain. Within the CATDOGS SHOW App platform, CDS tokens are distributed and managed by a system dedicated to smart contracts that promotes security and transparency. The CDS token is based on the BEP-20 SMART CHAIN platform and is used as a mechanism for payment in the CATDOGS SHOW App system. CDS tokens have no legal liability as collateral. The purchase of CDS tokens is non-refundable and cannot be cancelled or refunded after purchase.

CDS tokens do not guarantee a return on investment to the buyer and do not guarantee a post-listing price. Buyers of CDS tokens should make their own judgment that they do not violate each country's blockchain policy, and despite technical efforts, CDS may incur investment losses depending on market conditions. The CDS Purchaser is responsible for taking reasonable steps to secure the e-wallet or other cryptocurrency wallet storage mechanism used to receive and hold CDS Tokens. If the essential private key or other credentials are lost, you may not be able to access the CDS Token Wallet, and we will not be liable for such losses. This disclaimer should not and should not be considered an exhortation to invest. CDS tokens are not related to investment in any way and should not be considered an offering of securities. The disclaimer does not contain any information or indication that may be considered an investment exhortation or used in an investment decision. The CDS token is a utility token and is not used for investment purposes.