



Official Lucky Paper

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# Introduction

CatzCoin (\$CATZ) is a community token with a vision. Our mission is two-fold. First, to unite cat fans around the world, economically empowering them in the flourishing market of decentralized finance (DeFi); and second, to support abandoned or homeless cats. The CatzCoin Project aims to ensure all our furry friends are protected and happy in a loving home.

CatzCoin is rapidly becoming the center of interest within the global community. It is more than just a community token – it is also a DeFi product, where CatzSwap, CatzFarm, CatzTrading, and other initiatives will be founded.

There has been skepticism regarding the future of cryptocurrency – isn't it just some bits of code made up some random on the internet? Why would CatzCoin work? However, the power of humanity comes from our unique ability to believe in imagination. Banknotes have value because we all believe it has value. Stocks go up when we all believe it will go up. In the same way, cryptocurrency has become an imagined reality, but this time free from political agencies and energized wholly by the community. We wanted to create a community of cat-lovers that can rapidly prosper and grow into a leading global community under the endless potential of DeFi technology, to ensure there is no cat or kitten that will go abandoned, unloved and neglected. Our motto – **“by the Catz, for the Catz”**.

CatzCoin distinguishes itself from other tokens. The CatzCoin journey is on a solid decentralized finance roadmap – it is not designed to survive off hype or to be reliant on the tweets of the wealthy. There is no pre-sale, no external investor and no pre-mine. The initial project liquidity has been locked on UniCrypt, the leading

liquidity locking service provider. The CatzCoin smart contract has been fully verified and audited by Techrate. The CatzTeam is also developing a decentralized exchange (DEX) CatzSwap, a new reward token \$FISHZ, a NFT trading platform CatzTrading, among other DeFi initiatives. Furthermore, our CatzCharity program means that the equivalent dollar value of five per cent of the total coin supply will be donated to the preferred charities of \$CATZ holders over the next 30 months.

# The use of the CatzCoin Token



## **The token will be used to build a global Catz community**

- The CatzNation will be the largest global multilingual community connected by CatzFans who support one another.
- The CatzCoin will be used to facilitate interactions, payments, and transfers among members of the CatzNation.



## **Decentralized finance (DeFi) utilities: CatzSwap / CatzFarming / \$FISHZ / CatzTrading**

- \$CATZ can be staked to earn transaction fees and Liquidity Pool (LP) tokens.
- LP tokens can then be used to farm \$FISHZ, a new reward token, and NFTs.
- NFTs can be traded on CatzTrading in exchange for other NFTs or \$CATZ.



## **Participating in CatzCharity to rescue homeless cats**

- \$CATZ holders will have the right to vote which cat charities the donations should go towards.

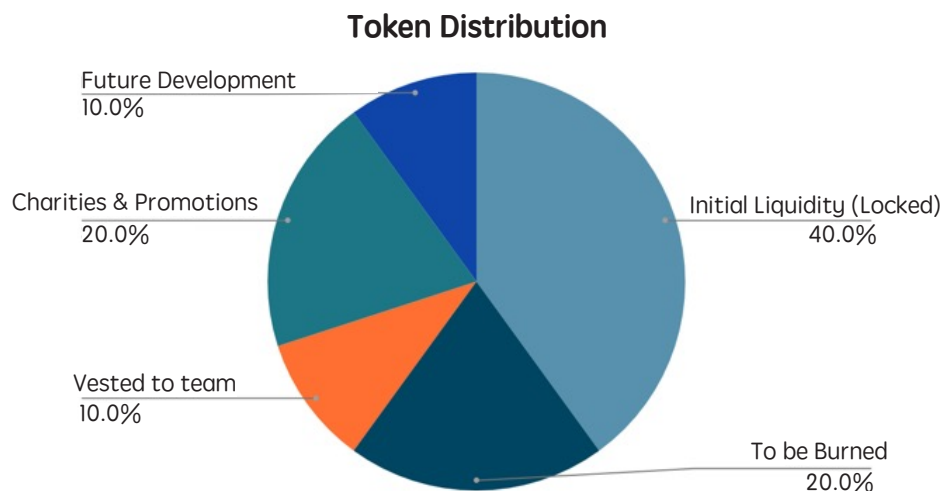


## **Governance rights**

- \$CATZ holders have the right to vote on any important issues as they arise, such as new product development, fee structure updates and protocol changes.

# Tokenomics

There is a capped supply of 100 billion \$CATZ tokens. No new tokens can ever be created. The burning mechanism within the smart contract means that \$CATZ is deflationary. The distribution schedule has been written into the smart contract, or [source code](#), and it is not possible for the team to make changes to the code. The burning and vesting of \$CATZ will happen automatically according to the contracted schedule.



- 40% of the supply has been injected as initial liquidity and locked via [UniCrypt](#) until the end of 2021.
- Initial capital is supplied by the CatzTeam and there is no external investor.
- 10% has been vested to the CatzTeam developers.
- 20% of tokens will be used for charities and promotions, of which 5% is allocated to airdrop events and 5% is set aside for homeless cat charities.
- 10% of the \$CATZ are designated for future project development and will be vested equally every 3 months over the next 12 months.
- The remaining 20% of supply will be burned over a 24-month period. The burn process will occur over time, with 5% being burned every 6 months, starting on 31 October 2021, until total supply reduces to 80 billion tokens by the end of April 2023.



- 49% of the total supply, or 49 billion tokens, are currently stored in the contract wallet. This includes 20% for burning, 19% (remaining) for charities and promotions and 10% for future development.

# 2021 Roadmap

CATZ has a clear plan and an exciting roadmap. We intend to build the best decentralized ecosystem (DECO) around \$CATZ and the CatzNation.



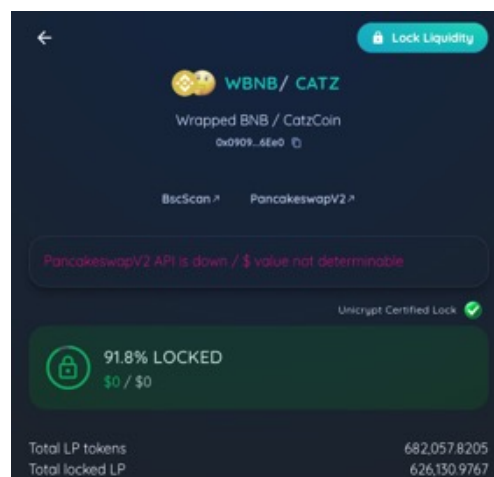


1 May 2021

## PancakeSwap Listing

CatzCoin was officially listed on 1 May 2021 with the ticker \$CATZ. The token was placed on PancakeSwap with a starting market capitalization of \$25,000. 40 billion \$CATZ tokens were paired with \$BNB and placed in the liquidity pool to facilitate trading. The liquidity pool is locked via UniCrypt until the end of 2021. The initial price of \$CATZ was set at \$0.00000025, significantly below 1 to appeal to a broad, diversified group of investors.

\$CATZ chose to list on PancakeSwap because of its efficiency and popularity. PancakeSwap is a Binance Smart Chain-based decentralized exchange (DEX). It uses an automated market maker (AMM) model, where investors trade against a liquidity pool.



4 May – 9 June 2021

## Airdrop Event

CatzCoin is currently holding an Airdrop event to distribute CatzCoin to participants who are involved with sharing and supporting the CatzCoin vision. Participants do not have to be existing \$CATZ investors to be involved in the Airdrop event. Five billion tokens will be airdropped to participants who sign up for the \$CATZ airdrop event. Every participant will receive an equal share of the tokens. As of 15 May 2021, there are over 13,000 registrations.

Applications close on 7 June 2021 and distribution will occur on 9 June 2021. To ensure integrity of the process, the CatzTeam has commissioned a third-party service provider to audit the Airdrop event.



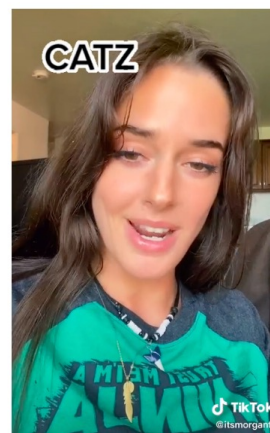
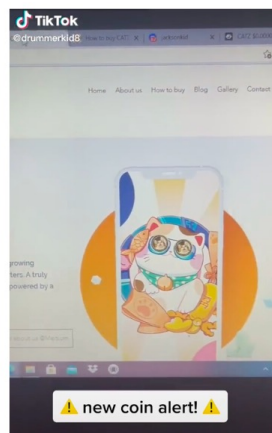


10 May 2021 – ongoing

CatzInfluencer  
Collaborations



CatzCoin has had a few collaborations, including with [Morgan Marshall of Tik Tok](#) in English and [K线教主 of YouTube](#) in Chinese. CatzCoin will continue to partner with influencers and celebrities all over the world to promote the CatzNation.



Please reach out to us if you would like to become a CatzAmbassador.



13 May 2021 – ongoing

CatzRewards  
Program

CatzCoin launched its CatzRewards Program on 13 May 2021. The incentive program encourages CatzFans to promote the CatzNation on Twitter, YouTube and other social media platforms. It also rewards CatzFans for creating a vibrant Telegram community. Please find out more details on our website.

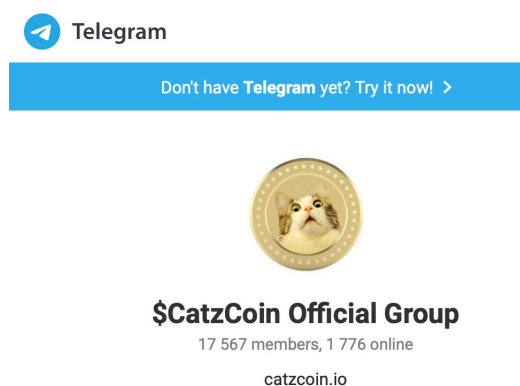
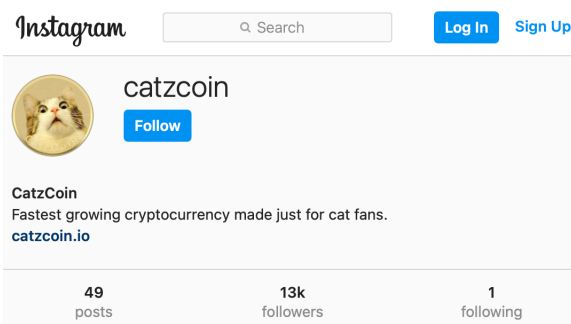
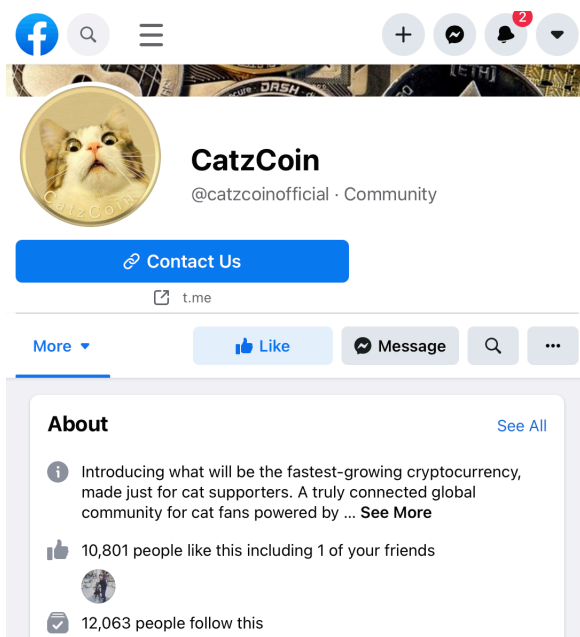
We would like to take this opportunity to thank our CatzFans for all their efforts since the project launched on 1 May 2021. Your contributions and support are of utmost importance to us and are integral to the success of the CatzProject.



15 May 2021

Followers exceeding 10,000  
on each of the major social  
media platforms

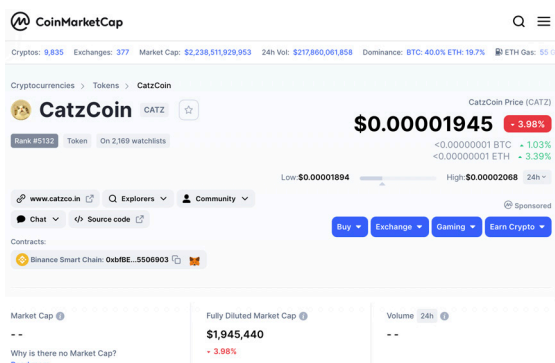
Over the past two weeks, we have seen community interest in CatzCoin explode. The CatzNation now has over 10,000 followers/members on every social media platform, including Twitter, Facebook, Instagram and Telegram. CATZ also has a Discord channel for CatzFans.





Mid-May 2021

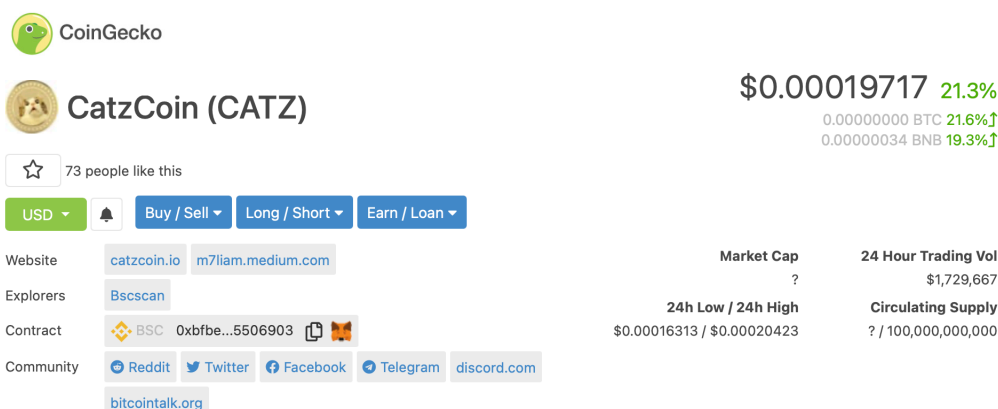
## Listing on Price-Tracking Websites



\$CATZ is currently listed on [CoinMarketCap](#) (CMC) and [CoinGecko](#), the two most referenced price-tracking website for cryptoassets in the rapidly growing cryptocurrency space.

CoinMarketCap is the world's most referenced price-tracking website for cryptoassets in the rapidly growing cryptocurrency space. Founded by Brandon Chez in May 2013, CoinMarketCap has quickly grown to become the most trusted source by users, institutions, and media for comparing thousands of cryptoassets and is commonly cited by CNBC, Bloomberg, and other major news outlets.

CoinGecko is the world's largest independent cryptocurrency data aggregator with over 6,000 different cryptoassets tracked across more than 400 exchanges worldwide.



Both listings are no doubt a recognition of the future of the project.

CatzCoin has also applied to be listed on [Blockfolio](#) and expects to be listed soon. Blockfolio is the world's best known cryptocurrency portfolio tracking app. It was acquired by FTX in 2020 and recently launched trading features that allow users to buy and sell cryptocurrencies from within the app.



Mid-May 2021 – ongoing

## CatzNation Expansion

CatzCoin has started to develop a strong CatzFan base in major cities around the world. Our traffic location shows we have traffic from cities in every continent in the world (except Antarctica!).



**Website Traffic by Location**

CatzCoin is looking to expand the CatzNation into the top 20 countries by 31 July 2021, through partnering with local influencers and developing multilingual websites. CatzCoin will look to put in place a local team in each country to facilitate and support our CatzFans.

At present, Catz has significant following around the world – several community-managed groups and pages on various platforms such as Telegram, Wechat, WhatsApp have since been created, and growing, for various country and language communities. We will be looking to expand this as quickly as possible so that the CatzCoin will become a global phenomenon that will reach cat-lovers everywhere.



**Official Group**  
18,484 members

## CatzCoin Telegram Groups

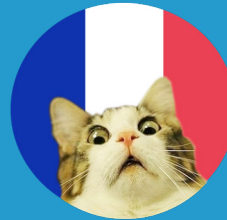
Members as of 17 May 2021



**Chinese**  
435 members



**Indonesia**  
142 members



**France**  
115 members



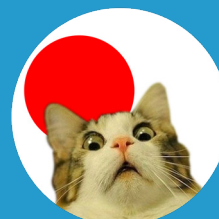
**Arabic**  
89 members



**Hong Kong**  
89 members



**Turkey**  
52 members



**Japan**  
49 members



**Brazil**  
43 members



**Spanish**  
31 members



**Korea**  
23 members



**Germany**  
15 members



**Russia**  
5 members

**...and fast growing!**



Late-May 2021

Listing on centralized exchanges

\$CATZ is expecting to list on a number of centralized exchanges in late-May 2021. Listing on centralized exchanges will significantly improve liquidity and volume of CatzCoin being traded, as well as propel CatzCoin into mainstream acceptance. Unlike decentralized exchanges such as PancakeSwap, centralized exchanges do not use an Automated Market Maker (AMM) model. Investors trade with a middle person, the exchange, as opposed to a liquidity pool. Currently, the liquidity of \$CATZ is thin relative to its trading volume. This has led to unexecuted orders (when a low allowed slippage is set) or high slippage costs, which make investors susceptible to frontrunning. \$CATZ will appeal to more investors if these issues are resolved.

Furthermore, multiple trading currencies including USD/\$CATZ pair are only available on centralized exchanges and not DEXs. Having a fiat/crypto pair helps attract novice crypto investors as they don't already have BNB. We are confident that \$CATZ fulfills all the listing requirements, with a proven team, useful product, and a large user base.



23 May – 26 June 2021

CatzNFT Contest

A CatzNFT Contest will be held between 23 May 2021 and 26 June 2021. Participants will be asked to design a piece of cat related digital art. The winner will receive \$5,000 worth of CatzCoin.

Designs submitted by participants will be transformed into non-fungible tokens (NFTs), which may be farmed by staking BNB/CATZ LP tokens. These NFTs are tradable on CatzTrading.





June 2021

## CatzSwap Launch

The goal of CatzSwap is to provide an easy, efficient and safe platform to trade your valuable cryptocurrency while remaining decentralized and free from government or institutional interference.

CatzSwap is going to be an all-in-one exchange, built with custom coding and a user-friendly interface suitable for experienced and new crypto investors. CatzSwap will also provide a bridge for multi-chain interoperability, allowing investors to migrate assets from one network to another.

CatzSwap features high transaction throughput times and low transaction fees. Investors choosing to trade \$CATZ on CatzSwap have the opportunity to buy more \$CATZ with their BNB and receive more BNB when selling.

CatzSwap will have the following features:

- Ability to stake any token listed and earn \$FISHZ, a new reward token;
- Built-in liquidity locking option, which eliminates the need to use third party providers, such as UniCrypt, that charge high service fees;
- Smart liquidity options allows investors to add or remove one-sided liquidity to help ease effects of impermanent loss and to encourage the provision of liquidity. This creates a healthy market with low slippage for every investor;
- Anti-dumping technology to programme circuit breakers that can set selling limits to stabilize trading and minimize price manipulation as required; and
- Front running bot protection to ensure CatzFans are not being taken advantage of by setting a higher slippage.

Investors that put \$CATZ tokens into liquidity will receive their pro-rata share of the transaction fees as well as CATZ-BNB LP tokens for farming. Liquidity can be withdrawn at the discretion of the liquidity suppliers at any time and in any amount. Unlike PancakeSwap (which \$CATZ currently trades on), CatzSwap accepts one-sided liquidity.

- No need to pair \$BNB with \$CATZ, which halves the threshold for liquidity provision;
- The maximum one-sided liquidity add per transaction is equivalent to 1% of the pool. If the pool contains 100 \$BNB, then one \$BNB can be placed in at a time;
- LPs are subject to impermanent loss, which is compensated for by transaction fees. Fees are set tentatively as 0.2% of transaction volume on \$CATZ pairs and 0.08% on all other pairs.



July 2021

### CatzFarm Launch

Liquidity providers (or now ‘farmers’) will receive \$FISHZ every time they stake their \$CATZ–BNB LP tokens or other pairs of LP tokens. \$FISHZ is a new, inflationary, reward token with unique tokenmetrics. The amount of \$FISHZ farmed is positively related to the number of Liquidity Pool (LP) tokens staked and the length of the staking period.

The LP tokens will be frozen during the farming process. Participants can ‘unstake’ at any time and withdraw the frozen LP tokens.

Farmers will also have the opportunity to receive cat-related NFTs when farming. There are three types of NFTs with varying rarity. “Legendary” is the scarcest, followed by “super rare” and “rare”. NFTs are provided to farmers at random, although chances can be increased by staking more LP tokens and for a longer period of time.

Some of the NFTs will be based on designs submitted to the NFT Contest. The judging panel will decide on the ranking of each design, which in turn determines the rarity of the corresponding NFT.

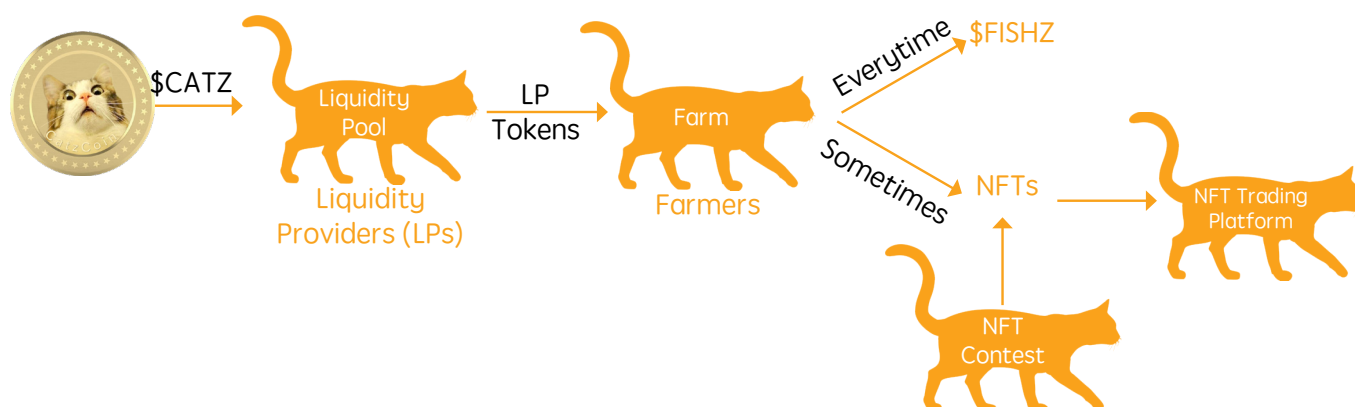


August 2021

### CatzTrading Launch

NFTs harvested on CatzSwap are tradable on CatzTrading, alongside other cat related NFTs. Each NFT is unique and is proof of digital ownership. The underlying digital asset may be a photo, video, music, or other type of digital file. NFTs can be exchanged or purchased with \$CATZ on CatzTrading.

We believe there is enormous investor interest in NFTs. Earlier, Jack Dorsey, founder of Twitter, sold his first tweet in the form of NFT for just below \$3 million. Other businesses, such as Mattel, a leading international toy company, are looking to do the same.



**Illustration of the CatzDeFi (CDEF) network**





31 October 2021

CatzCharity

Central to the Catz mission is the goal of helping homeless cats. Over the next 30 months, CatzCoin will be donating 5% of the total coin supply to charities that support homeless cats. At today's market capitalization, this would be equal to \$1.3 million, which would be a tremendous contribution. CATZ holders will have the right to pick and select the charities to which the tokens will be distributed.

The first donation will happen on 31 October 2021. The equivalent dollar value of 1% of the total coin supply will be donated to the selected charity. Photos of the sponsored cats will be uploaded to social media platforms to allow CatzFans to follow these cats and to make additional donations.

Each year, approximately 2.7 million cats are killed across the world because shelters are low on capacity and there aren't enough adoptive homes. In the US alone, there is an estimated 70 million homeless cats. Rescuing these cats will be an enormous mission – CatzCoin, through the collective efforts of its supporters and the potential of DeFi technology, will be the key to complete this mission.

We aspire to donate to charities such as Mini Kitty Commune, one of Australia's most well regarded cat charities. MKC helps hundreds of abandoned and neglected cats. Every single day, Mini Kitty saves hundreds of poor cats from death row. They pledge to use all donations towards vet bills, food, medical supplies and housing equipment.



Gizmo (pictured left) is one of many homeless cats that CatzCoin is looking to save. Despite being two years old, he is a smoochy boy who loves to snuggle and sit on his carer's lap. At night, he'll be sound asleep next to his carer on the bed. But poor Gizmo was sadly surrendered to a charity due to hardship of his owner. We hope that our donations will assist in saving cats like Gizmo and providing them with the medicine and care they need to find a new family.



31 October 2021

CatzBurn

\$CATZ is a deflationary token whose supply reduces over time. Specifically, twenty per cent of the supply will be burned over a 24-month period. The burn process will occur over time, with five per cent burned every six months, starting 31 October 2021. As at April 2023, the total supply will reduce to 80 billion tokens.



## Who are the CatzCoin Team?

The core team is based in Sydney, Australia, and has a strong mix of software and crypto development, finance, marketing and sales, and strategy experience. The core team is supported by a community team (currently 25 and counting) who conduct outreach, community development, marketing, graphics and design. The community team is not remunerated and supports the core team because they believe in the vision. Above all, everyone is a cat enthusiast.



**William**

[william@catzcoin.io](mailto:william@catzcoin.io)

William is the co-founder and Chief Catz of CatzCoin. Prior to CatzCoin, he was a consultant at McKinsey & Company, a premier management consultancy and trusted advisor to the world's most successful corporations and governments. William is undertaking a Master of Business Administration from the Wharton School of Business, and holds a Master of Finance from the London School of Economics and a Bachelor of Commerce from the University of New South Wales.

With a deep understanding in economics concepts, William has become highly interested in the concept of cryptocurrency, and believes that DeFi has the potential to shake up the whole financial system at the macro level and shift power the individuals. William's furry pal is Didi the British Shorthair, and he hopes that the CatzCoin project will ensure other cats will likewise be cared for and loved.



**David K.**

[david@catzcoin.io](mailto:david@catzcoin.io)

David is our Chief Growth Catz and co-founder of CatzCoin. He is a seasoned technology entrepreneur, having previously founded a fintech company which was exited to BGL Group, a global financial services company, as well as owning a software consultancy working with ASX200 companies focusing on digital transformation. David started his career in real estate investment banking and holds a dual Bachelors of Commerce and Economics (with Distinction) from the University of New South Wales.

Over the years, he has been exploring how digital innovations can disrupt, improve or enhance business strategies and models. He believes blockchain technology will be the game-changer to the problem of uncertainty in everyday transactions, and that CatzCoin will be revolutionary in charity fundraising.



**Samuel**

[samuel@catzcoin.io](mailto:samuel@catzcoin.io)

Sam is currently a professional investment analyst at a fund management company, managing capital with a high level of conviction and transparency. With a Master of Commerce (Finance) from the University of New South Wales, Bachelor of Laws and Business Administration (Law) from The University of Hong Kong, he is highly academic with a special interest in corporate finance. Sam believes everything is possible – it just needs the right minds with a united cause. Sam has a cat named Willow, and is excited to connect with all the other cat-lovers around the world that believes in the Catz mission.



## James

[james@catzcoin.io](mailto:james@catzcoin.io)

James graduated from the University of Macquarie with an eBusiness degree. He has been an entrepreneur within finance over the past six years. His passion and drive have always been in finance and new tech, and when he discovered blockchain technology in 2017 it took center stage. Everything from the established decentralization and censorship principals of Bitcoin, to the limitless innovative potential of smart contracts, he has well and truly “gone down the rabbit hole”.

Having the insight of both an investor and technology enthusiast, James has grand vision to turn CatzCoin into something beyond a meme coin. He wants to see Catz play a key part in the BSC ecosystem: as a green, sustainable utility token that will generate wealth for its holders and give back to the community.

James is of course a big cat enthusiast. His exotic shorthair, Ellie, probably finds him too clingy. It definitely wasn't a hard decision for James to come onboard the CatzCoin journey.



## Teason

[teason@catzcoin.io](mailto:teason@catzcoin.io)

Teason has an entrepreneurial spirit and has twelve years of experience creating software solutions and implementing their rollout. He has considerable experience in project management and is also a full-stack developer. Teason has experience in IT, architecture/infrastructure design and full life cycle project implementation. Some of his career highlights include: the implementation of a complete credit card online payment ecosystem connecting directly to MasterCard Internet Gateway Service (MiGS); the implementation of a complete social networking recruitment platform which facilitates the overseas blue-collar recruitment process; serving as project lead to implement a full P2P lending platform in Xiamen, China; and last but not least, he is actively involved in cryptocurrency development and cryptocurrency exchange implementation. Teason has a Ragdoll named Snowy.



**David C.**  
[david.chen@catzcoin.io](mailto:david.chen@catzcoin.io)

David is an entrepreneur with a passion for energising emerging technologies with a focus on healthcare and finance. He believes in harnessing the power of collective ambition to create something meaningful within society. With a background in banking, David was an early member of a fintech start-up that is now ASX listed. He is also one of the founders for a global health technology company. While running various business models in the health and fintech over the past nine years, he has amassed a wealth of experience and insights into marketing strategies, customer sales, building proprietary software, and is seasoned in scaling businesses. David holds a Bachelor of Commerce from the University of New South Wales.

David spends too much time with his mate's cats...he hopes to have a few of his own one day! For now he is dedicating to rescuing cats in need.

## How do I buy \$CATZ?

\$CATZ is actively traded on [PancakeSwap](#), one of the major and most popularly used DEXs. To become part of the CatzNation, simply head to 🐼 **PancakeSwap**

Please refer to our [purchase guide](#) (available on our website) for detailed instructions.


Accurate price and volume data are available at  BoggedFinance

If you are interested in understanding more about \$CATZ from a technical perspective, we have made our source code available at [BscScan](#) and [Github](#).

## How do I participate in CatzNation?

The CatzNation is a global community connected and powered by \$CATZ. CatzFans frequently hang out and connect on major social media platforms, including:

 **Telegram** <https://t.me/catzcoinofficial>

 **DISCORD** <https://discord.com/invite/P6yNjazF79>

  
**twitter** <https://twitter.com/CatzCoin>

 <https://www.facebook.com/catzcoinofficial/>

 **Instagram** <https://www.instagram.com/catzcoin/>

To find out more about CatzCoin and the CatzNation, you can:

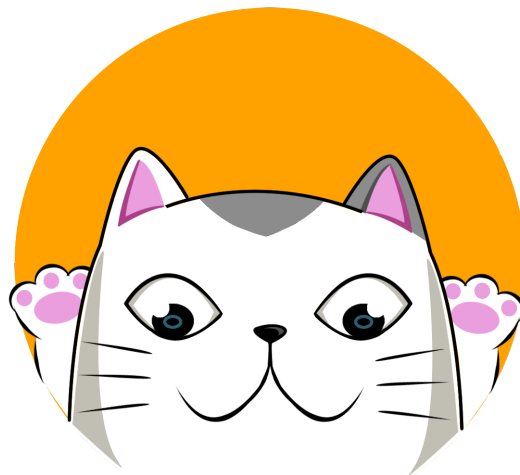
- Follow us on social media (links above)
- Visit our website: <http://www.catzcoin.io>
- Have a look at our Medium stories: <https://m7liam.medium.com/>
- Email us: [info@catzcoin.io](mailto:info@catzcoin.io) or one of the team members.

## Afterword

We started CatzCoin because we imagined a world where all cat lovers, regardless of location, can create a community with strong bonds that transcends time and distance. We imagined a different, decentralized future where cat lovers from all over the world would come together to achieve something bigger than themselves. Our goals and ambitions are big – the CatzNation, CatzSwap, CatzFarming, CatzCharity – to just name a few. We are believers that decentralized finance will be the enabler to the upper reaches of dreams.

I leave you with one quote from an old Smiths' song...

There is a light that never goes out.



**Thank you for your support!**



## Disclaimer

The Lucky Paper is a living document and information is up-to-date at the time of publishing. Please note the information herein does not constitute investment advice, financial advice, trading advice, or any other sort of advice and you should not treat any of the content as such.

The CatzTeam suggests you conduct your own due diligence and consult your financial advisor before making any investment decisions. Your decisions should not be based solely, or in any way material, on what is written in this document. By purchasing any CATZ product, you agree that you are not purchasing a security or investment and you agree to hold the team harmless and not liable for any losses or taxes you may incur. You also agree that the team is presenting the products “as is” and is not required to provide any support services.

You should have no expectation of any form from the CATZ Ecosystem and its team. Although \$CATZ is a community driven Decentralized Finance Ecosystem and not a registered digital currency, the team strongly recommends that citizens in areas with government bans on cryptocurrency do not purchase it because the team cannot ensure compliance with your territories’ regulations.

Always make sure that you are in compliance with your local laws and regulations before you make any purchase.