



INVESTMENTS NFT WHITEPAPER

THE LARGEST, MOST DIVERSIFIED INVESTMENT FUND
ON THE SOLANA BLOCKCHAIN
(YOU HEARD IT HERE FIRST!)

V1.5

ALPHAS:

Pugging Chic | Pugging Epic | Pugging Cute
From the Founders, For the Community

A Message to Our Pugging Awesome Pugs

It has been 10 days since we made the Discord Server public and took you all in. Since then we've grown quite a bit, not quite as fast as other projects but pretty fast for an organic project with a closed discord server. We might not be in the thousands yet as of this writing but that's okay, we love the quality members we've had the pleasure to welcome to the community and enjoyed all the intellectual conversations and lessons exchanged throughout the server. You have no idea how much we enjoy interacting with you all in the community and the thrill we get whenever you suggest something or give us ideas for the community!

We initially started this project with a vague idea, uncertain if anyone would invest in it, which quickly developed itself the more we talked to you guys and your ideas and input. It's heart-warming to see a group of people whom we've never met before believe in our project so passionately!

Thank you for trusting us, for believing in our project and for encouraging us when things seem uncertain. There will definitely be road bumps on our way to building this investment fund and as we know, stonks don't always go up, the same can be said for Cryptocurrencies, NFTs and other assets, but as long as we stick the course we are all gonna make it!

Special thanks to the core team, our analyst and our mods for helping us bring this project to life, the community would be lost without each and every one of you!

As for us founders, we are all in on this Pugging Awesome Community and you guys are our main focus day in and day out. The amount of dedication, effort and support you've given us is invaluable and it is only fair that we reciprocate. We are here for the long term and we hope you OGs who are reading this during the 1st phase will continue to stick with us over the next phases of our project. Stick with us and we will do our very best to give you guys a good return on your investments!

TO THE PUGGING MOON!

A Message to Potential Pugging Awesome Pugs and NFT Holders

It is with great humility that I present to you this whitepaper on our Pugging Awesome Investment Fund. It's been 20 days since we started our Discord Server to realize a dream that has been years in the making.

We have a vision to make the biggest, most diversified Investment Fund in the Solana Blockchain. A big ambition? Yes, but not impossible, not without your help.

As for whether our ideas are valid, we will leave that for you to decide as you go over this whitepaper. We only ask that you take the time to check our Pugging Awesome community out over at discord (which will be closed during this time of writing, so stay tuned for our twitter updates @puggingawesome), and meet fellow long term investors and HODL-ers there!

(PS. If you're lucky you might just spot a whale there!)

Don't let the magnitude of the goal deter you, as our pugging commitment is just as big!

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INTRODUCTION

Pugging Awesome Investments is the first diversified investment fund in the Solana Blockchain. Pugging Awesome Investments was founded on an idea early 2022 and driven by a community effort.

The Pugging Awesome Vision is to become the biggest, most trusted, diversified investment fund in the Solana Blockchain which focuses on growing the community wallet through aggressive investments in high risk:high reward vehicles like NFTs, Crypto and Metaverse assets whilst limiting risk by spreading the funds across these various investments. We will also open part time job opportunities for our holders (want to live the dream digital nomadic lifestyle? Give us a try!). Did we also mention that a percentage of profits go to dog charities?

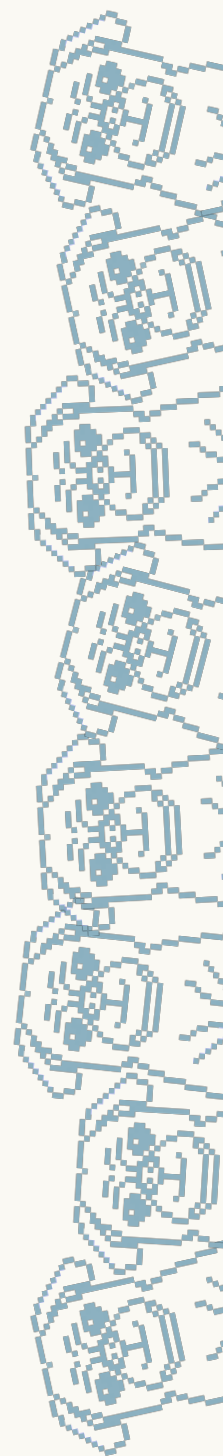
With a team of analysts and market executors for each asset class, we are confident that our team can make sound investment decisions with a reasonable and profitable win-rate. This will then translate into passive income for our holders (more on this later) so they can not only recoup their investments but also make tons of profit with us.

As of this writing, we are still in the first phase of four planned phases to raise funds for this investment fund, think of it as a seed funding round. It also means we are here to stay. Each subsequent phase would be akin to another round of funding to expand and raise more capital, allowing holders the opportunity to buy more shares of our fund at mint price, and lowering the barrier for entry for newcomers who wish to join our fund (without disrupting the floor prices of the previous mints).

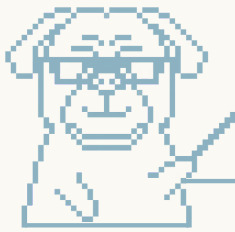
During each and every step of the way we wish to maintain transparency in all that we do. As there is nothing more important to us than gaining and maintaining our community's trust.

We wish to remind you that this is a community of long term investors and would welcome all of you HODLers with open arms. This does not mean that we shun or look down on flippers as everyone has their own investing style, but what we wish to convey is that there is more to be had from our project. We are here to stay.

Let's Pugging Begin.



The following pages are dedicated to readers who are new to the NFT space, if you already have experience buying into NFT projects, feel free to skip to page 12



Non-Fungible Tokens

What are Non-Fungible Tokens?

The term “Non-Fungible”, is used to describe something that is unique and irreplaceable. A good way to illustrate this would be to use something that is Fungible to contrast. Currency is Fungible, you can trade a \$100 bill for another \$100 bill and the value of your currency will not be changed. An example of something “Non-Fungible” would be a pair of limited edition, Michael Jordan Autographed Sneakers, or a one of a kind Legendary Shiny Pokemon trading card that only appears in 1 out of every 1000 booster packs. It confers its own value and could not be approximated to a regular pair of sneakers or trading card.

Non-Fungible Tokens are the same way in that they give you sole ownership over the token you just bought, and this ownership, and the fact that it can be verified in a decentralized manner by anyone, is what lends NFTs their value (let’s start using the abbreviation so I can type less and you guys can get accustomed to it). Let’s say for instance a wealthy millionaire purchases an NFT art piece for \$1 million. One can argue that one can simply screenshot and save the picture on his/her device but let’s remember it does NOT give them verified ownership over the art piece, meaning if they were to resell it as an NFT, educated buyers would not value it at the same price as the original NFT (now don’t get any ideas), as decentralized transactions can be traced by anyone (but more on this later).

How do I buy NFTs?

Non Fungible Tokens are purchased through the blockchain they are on. Once an NFT is embedded into a given blockchain (let’s use Ethereum as an example), the owner can sell (or “List”) it through secondary market platforms such as OpenSea to other potential buyers for a certain amount of Ethereum. Buyers have the option to “bid” for a price lower than list price, or buy immediately at the listed price.

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Artists or creators usually receive a percentage of royalty ranging from 2-10% which will be deducted automatically from the purchase price. This transaction is not without cost and Ethereum is known for its notoriously high transactions costs (better known as “gas fees”) which can cost anywhere from 0.01-0.10 Ethereum (which at the time of writing would be anywhere between \$30-300 USD).

What are some utilities of Non-Fungible Tokens?

What started out as a method for artists to sell their art digitally, became a global phenomenon as the world began to acknowledge and experiment with different ways to use the “verified ownership” property of NFTs to generate value for their many businesses.

Utilities are many and varied but are all rooted into the one central characteristic of NFTs which are (you guessed it), verified ownership. This verified ownership then gives them exclusive access to a given project/business. One of the most popular examples are the NFTs Bored Ape Yacht Club in which holders are given exclusive access to Yacht parties. Holders of BAYC include artists, athletes and celebrities like Jimmy Fallon. Another famous example is VeeFriends, an NFT made by entrepreneur Gary Vaynerchuk that gives holders access to one-on-one sessions with the knowledgeable entrepreneur.

In all these projects, holders are verified through the blockchain to ensure they are not scammers trying to impersonate a holder by screenshotting their NFTs.

This then leads into our next discussion.

How do I avoid NFT Scams?

With the increase in sales and revenues on the Ethereum Blockchain as well as other rising blockchains, it is really no wonder that some people out there want to make use of this opportunity to make a quick buck (we are no different, JK). This would usually involve dishonest practices such as rugpulls where projects would mint their NFTs, only to leave the project and holders hanging, never fulfilling their roadmaps or promises.

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There are many ways to identify NFT Scams or simply evaluate projects and since there is no one indicator that can verify an NFT project's credibility, we have compiled a list of red flags that seasoned NFT buyers usually look out for when evaluating a project:

Red Flag #1: Is the project looking to integrate NFTs into its business model, or to integrate a business model into NFTs?

- This is probably the most telling of all signs as even if the team ends up being honest, a lot of projects that aren't properly thought through end up failing in the long run, costing buyers their money and causing them to sell at a loss.
- Projects need to decide on a proper, proven business model that preferably has a track record of success and be able to explain how the utility behind NFTs can add to that projects' success. If it's a novel idea, they need to go to greater lengths to educate their communities as to how and why they will succeed. Such is the price every pioneer must pay.
- It then goes without saying that projects with no roadmaps have a huge red flag over them.
- Don't get me wrong though, there are a few projects that have made it far without a substantial roadmap, leveraging their artwork as unique selling points or simply "being the first" on the blockchain (like Cryptopunks or Solpunks) but with that being their only selling point, there can only be so many "firsts" before the market is divvied up into other projects and the demand dies.

Red Flag #2: Project Community is full of Bots

- A lot of projects have communities that may seem big (by their member count) but are actually full of bots that are bought to make their project seem big. This can be seen from the number of active members they have compared to the actual number of members
- Projects that do not take the time to build a community proportionate to their mint supply will not sell out, and the existence of NFTs selling at mint price will make it difficult for buyers to sell at a higher price. On the long term, it also translates to less capital to work with, making it harder to manifest the roadmap
- Signs of a poor community also include people with no real conversations who simply spam NFT lingo here and there like "LFG" (Let's F*cking Go), "WAGMI" (We're all gonna make it), and more.

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Red Flag #3: The project mints on their own website

- Launchpads offer founder verification processes as a method of reassuring buyers that the founders have been investigated and Doxxed by them. They also look into the viability of the roadmap and decide whether it is worth hosting on their launchpad.
- Consequently, it is a common notion that founders who try to mint on their own website are usually trying to avoid this verification process.

Red Flag #4: The presence of a developer once associated with a rugpull

- This requires more in depth knowledge of the NFT space and there have been several individuals “tagged” as rugpullers.

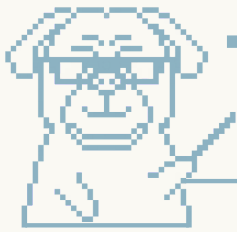
Red Flag #5: Founders are not Doxxed to anyone

- We put this on the lower end of the list as a lot of successful projects have founders that are privately doxxed to a verified launchpad or to their core team members.
- Oftentimes honest founders refuse to be doxxed (even if it means potentially generating more sales through trust), because there have been instances of people who try to discredit a project (also known as “Fudders”) by using the founder’s personal information to destroy his/her identity. There is also the risk of identity theft in which scammers assume the identity of a successful project owner.

Red Flag #6: Too many Whitelist Giveaways

- Ideal projects entice buyers with their product offerings and their community.
- However some projects that are looking for a quick cash grab are just looking to sell out quick by giving out too many whitelists without properly educating the community on their roadmap (the product). This would only serve to attract flippers that usually try to undercut each other by listing below floor price leading to a steep fall in floor price (more on floor price in the next section).

Do you know of any more red flags? Do let us know and we will add it to the list!



The Solana Blockchain

What is Solana?

Solana is a Proof of Stake, third-generation blockchain founded in 2017 by Anatoly Yakovenko. The network is attempting to achieve some of the fastest transaction processing times in the industry through its unique Proof of History mechanism. By combining Proof of History with Proof of Stake, the network claims to process up to 50,000 transactions per second.

Solana hashes all transactions in a linear process, making an easily verifiable order to network activity. This feature removes the need for a timestamp and other validators to confirm that the time of the transactions is legitimate.

Currently, Solana is the fastest blockchain in the world with sales surpassing \$1 billion in volume.

Sol is a digital currency, like bitcoin, that is used for transactions in the Solana Blockchain.

How can I buy Solana?

Solana can be purchased from a variety of exchanges, each with their own instructions. Here are a couple of famous ones:

1. Binance: <https://www.binance.com/en/buy-solana>
2. Coinbase: <https://www.coinbase.com/how-to-buy/solana>
3. Kraken: <https://www.kraken.com/learn/buy-solana-sol>

Why Solana?

Solana has negligible gas fees of <\$1, which is pretty significant compared to that of Ethereum. As an investment fund we do not want users to spend 10-50% of their mint funds on gas fees as that would take them longer to get a return on their investments.

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How does an NFT Project get Birthed?

Through the vaginal canal. Just kidding. An NFT project usually goes through 2 phases when it enters the public marketplace.

First is a launchpad where an NFT is first minted by prospective buyers. During this process, transactions take place between the creators and buyers.

This is followed by secondary market listings where NFTs are bought and sold between fellow NFT buyers and creators get a percentage of sale price.

Notable Launchpads in Solana

The most notable launchpads in Solana currently are Magic Eden, Monkelabs and Launchlabs. They all provide doxxing and creator verification making their mints relatively more credible than self-website launches.

Notable Marketplaces in Solana

Famous marketplaces include Magic Eden and Solanart, with Magic Eden commanding over 80% of total revenues in the Solana NFT space.

What is Floor Price?

Floor price (or FP) is the lowest listed price in an NFT collection. It disregards the highest listed price or the average listed price and only takes into account those who listed for the cheapest price. Moreover, it is one of the only measures that is listed in any projects' secondary listings' home page which makes it the only indicator of success that a lot of NFT buyers use.

In my personal opinion this only serves to encourage flipping in the NFT community and greatly impacts their psychology, especially when it drops.

How to mint an NFT on the Solana blockchain?

One has to first own a wallet that can hold Solana currency. This wallet will be used for transactions with other wallets, launchpads and secondary markets. The most popular wallet for Solana currently is Phantom Wallet. Register here: <https://phantom.app/>

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Be sure to keep your safety phrase to yourself, never send it to anyone else. Send only your wallet address, it should look something like this: PnWY3LZWaiG7nj5pmtYgXW7FTjXbAnu6mE4mTANPfYh
(PS. if you want to donate for the time and effort I put into this guide I would gladly accept, man needs to buy instant ramen)

Examples of successful projects on the Solana Blockchain

Solana Monkey Business: One of the earlier NFT projects, boasting a collection of 5000 monkeys, giving holders access to an on-chain voting system and probably one of the largest community wallets on the Solana Blockchain

- FP: 183.69
- Volume: 828.2k Sol

Degenerate Ape Academy: A strong, solid community of wild, unregulated, NFT degenerate that are solid enough to maintain a strong FP on a 10.000 NFT collection:

- FP: 59
- Volume: 302k Sol

Solpunks: One of the OGs of the Solana Blockchain, a rendition of the highly popular Cryptopunks NFT collection:

- FP: 4.85
- Volume: 417k

These are several examples of early projects that made it without an intricate roadmap. This goes to show that a strong community plays a bigger role in a projects' success than a detailed roadmap.

However nowadays, there are too many of those going around and we feel that people need a tangible AND sustainable business model to grow their investments rather than simply selling their NFTs at a higher floor price. It takes a lot of time and risk exposure to continually reinvest your funds into new NFT projects and we believe it's time someone made a project that solves this for NFT enthusiasts by providing a sustainable source of returns and opportunities for continuous reinvestment.

Well that was a good segway into our project, onto the juicy bits! (Or the big bone if you pugs prefer)

The Pugging PROBLEM

Despite celebrities and a few individuals making a lot of money, it is still realistically hard to invest and profit consistently off of NFTs and Cryptocurrency. There are quite a slew of problems associated with investing in these new and unregulated assets:

Too many scams/ rugpulls

1

With nobody to oversee and hold people accountable, there has been an alarming increase in these scams/rugpulls with over 37% of NFT projects turning out to be rugs. This leaves only a 63% chance of minting a project with honest creators and even then, not all of these projects will prove themselves successful.

Too many creators trying to integrate a business into their NFT project, not the other way round

2

As explained in the Red Flags section prior to this, a lot of creators try to make an NFT project and then sprinkle a bit of utility and business over their NFTs, which gives them a very slim chance of long term success. Real creators realize that NFTs themselves are utilities that can be integrated into a solid and sustainably profitable business model to augment its ability to give holders value for their money.

In addition, as retail investors that invest alone we often rely on gut instinct more than we care to admit and that inconsistent method of choosing what to purchase leads to haphazard results with a few lucky wins along the way to stoke our fire. The following are some of the problems faced by solo retail investors:

1. Not enough research

With so many projects minting in a single day, it is almost impossible to keep track of each and every one of them on our own, let alone analyze their long term viability and credibility.

2. Late to the party

Oftentimes we find ourselves late to a prospective project, with whitelists being filled (or are in the process of filling up), wishing we got in earlier, only to see it moon wistfully from the sidelines.

3. No time to grind for the right projects

A recent statistic from Civiscience found that a majority of people in the NFT space are between the ages of 18-30 with more being above than below the range. This means a huge percentage of us are not doing this full time which limits our ability to grind for all these projects we want to get into.

4. Not enough funds (Opportunity Cost)

After several purchases, we retail investors usually find ourselves unable to mint more of a project we like as we have the bulk of our investment tied up in previous projects, waiting for them to moon or staking them for passive income. This reduces our ability to capitalize on great opportunities down the road and may even cause us to miss the train.

5. Not enough data to time the markets

On the occasions that we do make it to a successful project, we find it difficult to decide when to take profits or hold for the long term and more often than not, these projects do not end up becoming blue chip NFTs and we can only watch as their floor price plummets along with our hearts.

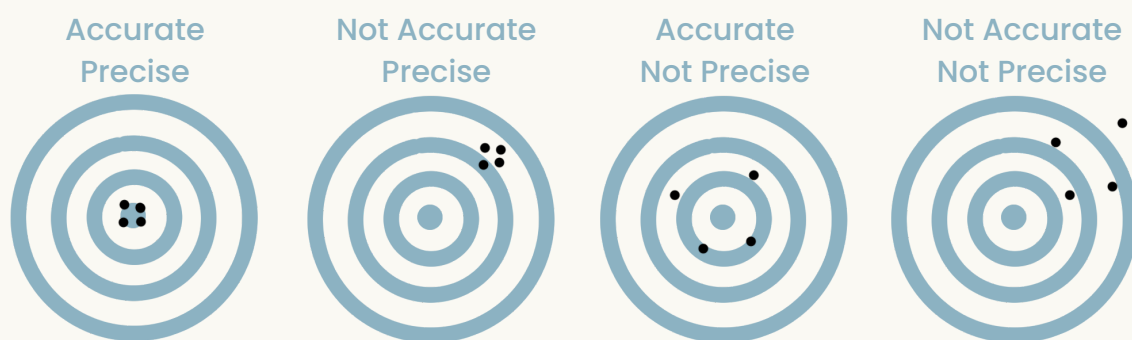
The Way of the Pug

With disciplined implementation of sound investing principles one can easily overcome the aforementioned Pugging Problems and increase one's win rate. Introducing, the Way of the Pug:

1. Collective Analysis:

The more data one has, the more accurate and precise the decision making.

Note that most NFT projects are driven by euphoria and sensationalism, making it vital to read and interpret crowd psychology and sniff out news on Fuds before others do. You have come so far on your own, how about moving forward with a thousand other like minded minds?



2. Calculated Decisions Making:

Buying is one thing, more importantly is knowing when to sell.

In doing so we need to figure out what the long term roadmaps of that given project are and what news in the short term will drive euphoria and bring us selling opportunities.

3. Value Investing:

Avoid Degen plays, sticking to a strategy that yields profits over the long term when repeated over and over again. These include:

- a. Clear selection criteria:
 - A clear and sustainable roadmap
 - A credible team
 - Reasonable prices
- b. Strategic Buying and Selling to limit risk whilst increasing profitability
 - Buy multiple tokens
 - Risk Limiting: Sell some of your tokens during the initial spike in order to cover initial costs, leaving the rest to run with your risk covered
 - Profit Averaging: Selling on the way up as a token's roadmap takes off, making sure to lock in gains along the way and get a nice average return.
 - Holding to Capitalize on recurring Revenue: Some projects pay you in installments (e.g. Staking, Airdrops)

4. Eyes of an Eagle:

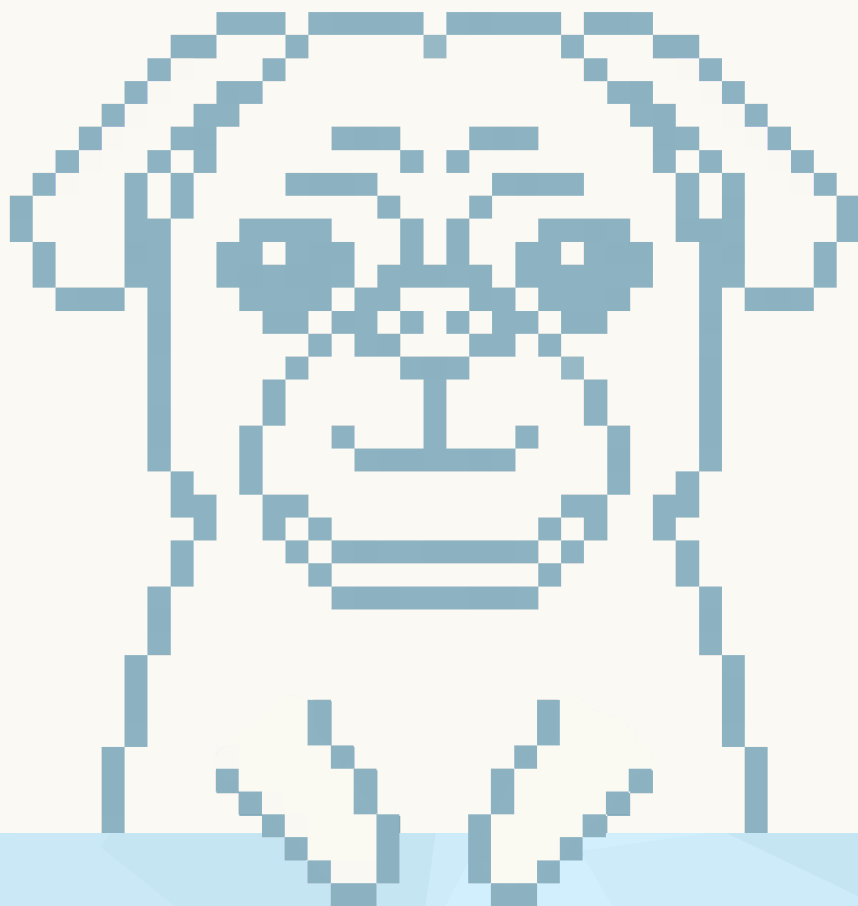
Sees through thousands of launched projects daily, finds the diamond needle in the haystack.

- The average person can only grind and keep track of 4-5 projects at a time before losing their minds (or money!), what about 10 or even 1000 coordinated people?
- Collective and systematic evaluation of projects will allow you to have an overall view of the market whilst focusing on the ones with potential

The takeaway from this is that to overcome the bulk of obstacles that stand between you and consistent profitability in this growing space (or asset class as we'd like to call it), there IS a one-size-fits-all solution, and that in making an informed decision, directed by the systematic effort of a like-minded community. Better yet, how would you like it if you had someone manage both the community AND your funds for you? So you can spend time on the things that matter most (your dogs, obviously).

The Pugging SOLUTION

Illustrated by this Pugging Roadmap



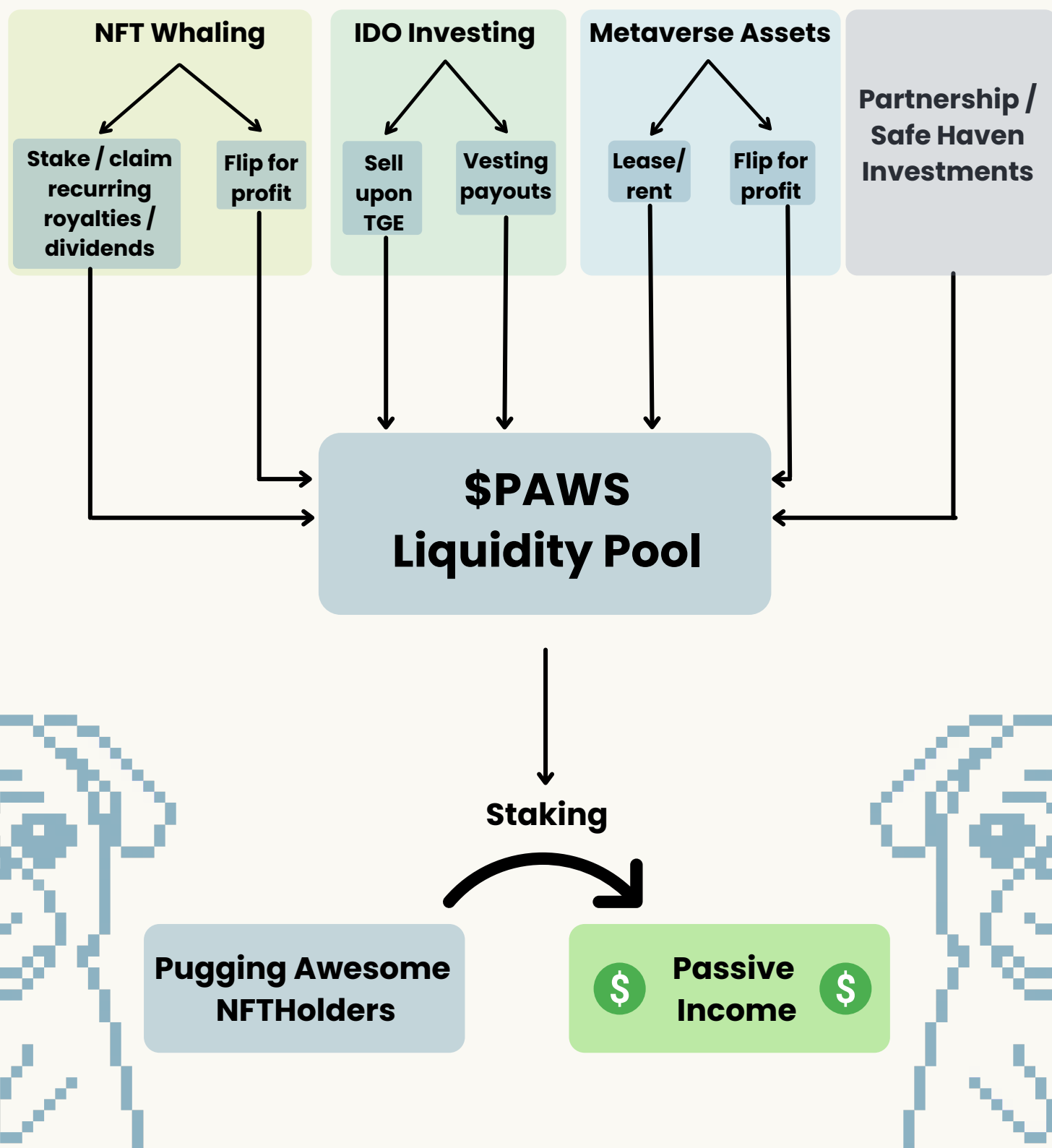
THE SOLUTION

A team of investors and analysts that manages the investments of a collective community of other like-minded investors by making calculated, collective decision making based on sound, agreed upon investment principles and distributing profits to holders in the form of passive income on a consistent basis. Becoming a part of this community will grant additional benefits outside of consistently profitable investing (as we will go over in the following pages).

THE PUGGING AWESOME SOLUTION

Our project aims to become the largest, most diverse and sustainable investment fund on the Solana Blockchain. To do so, we strive to build a community of investment enthusiasts and dog lovers and make informed, high quality investments to grow our community wallet, pay holders a passive income through staking and donate to dog charities worldwide!

Overall Framework



STAGE 1

Organic Community Building

Reaching out to people who we consider long term HODLers

Establishing a **social media** presence

Building a community: Of investment enthusiasts and dog lovers.

Creating a safe environment to share investment strategies, dog care tips, etc.

Solicit partnerships from at least 10 minted and successful NFT projects with strong communities

Core team Doxxing: To admin and members of staff, reputable launchpads and applying for Radrugs Certification

STAGE 2

Mint

Whitelist Sale and **Public Mint** Pugging Awesome Tokens on Magic Eden

Registering on **HowRare.is**

Hosting mint on 3rd Party Platform

Listing on **Secondary Market**

STAGE 3

Post Mint

Generation of Unique Pug Currency and Staking:

We plan on setting up our native token and staking website within 10 days of our mint and using the profits earned from NFT and Cryptocurrency IDO investing to add to the liquidity pool and maintain our token price

Whale Royalty Program:

For holders of 10+ NFTs, 60% of secondary market royalties will be distributed to all holders based on number of shares they own (multiples of 10)

Sweeping the floor:

If it drops below mint price, to raise FP and increase secondary market royalties

Air Drop:

Hosting competitions for random air drops from our sweeps or other projects so don't leave us for other projects just yet!



STAGE 4

Stretch Goals

Whaling into NFTs with Community Wallet:

- Gaining recognition in the Solana blockchain as an entity that whales into other noteworthy projects (purchases of 10-100 NFTs from another project)
- Holders get to vote on which NFTs will provide the most benefits for holders (whitelist opportunities, airdrops, staking income, etc)
- Holders get to vote on when to sell the NFTs and liquidate profits to redistribute

Cryptocurrency IDO participation:

- Purchase of maximum required Launchpad tokens of our choice to acquire the largest guaranteed allocation
- We recommend the IDO projects to invest in and the community votes on them
- Potential profits from the IDOs will be redistributed to each holder's wallet through staking of their NFTs
- Community voting to choose the next IDOs or launchpads should anyone come up with a good idea

Dog Kennel Charity:

- A percentage of profits (voted on by holders), will be donated to canine foundations of the community's choice

Team Expansion:

- To handle each of the projects mentioned above and act as liaisons to future partners

We want to emphasize: Holders of Phase 1 (First Gen.) Pugs will be automatically whitelisted for our future projects, and receive 10% of profits from future projects, so hold on tight!

Running of Second Mint 2

- Creation of second DAO by implementation of DAO proposals from Phase 1 or a rendition of Phase 1
- Generation of second Pug currency and creation of a second liquidity pool to not dilute the shares of the first phase holders

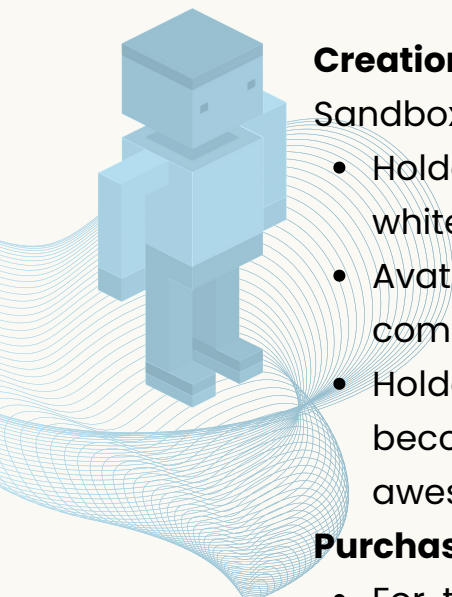
Retail Opportunities

Creation of Pugging Awesome Merch

- Holders can submit designs and a percentage of profits will be redistributed to holders or given away in charity

Team Expansion

To handle each of the projects mentioned above and act as liaisons to future partners

**Creation of 3D pugs for use in metaverse lands** (such as Sandbox, Decentraland, etc)

- Holders are entitled to either airdrops or exclusive whitelist for upcoming project
- Avatars can be sold for a profit as the pugging community gains traction in said metaverse platforms
- Holders can use their pugs in said metaverse lands and become a well-recognized community of pugging awesome dog lovers

Purchasing of Metaverse Assets

- For the community wallet's investment, profits will be distributed to holders who stake their NFTs

Creation of Land in said metaverse lands

- Holders can purchase real estate in an area with a dedicated dog playground and can sell for a profit as the prices of metaverse real estate increase especially given the traction of our unique neighborhood

Purchasing and flipping of Metaverse Real Estate

- For the community wallet's investment, profits will be distributed to holders who stake their NFTs



Structure of TEAM



PUGGING EPIC

Founder, Developer and Bookkeeper



PUGGING CHIC

Social Media and Marketing Manager



PUGGING CUTE

Community Manager and
Discord Technician




GREENY

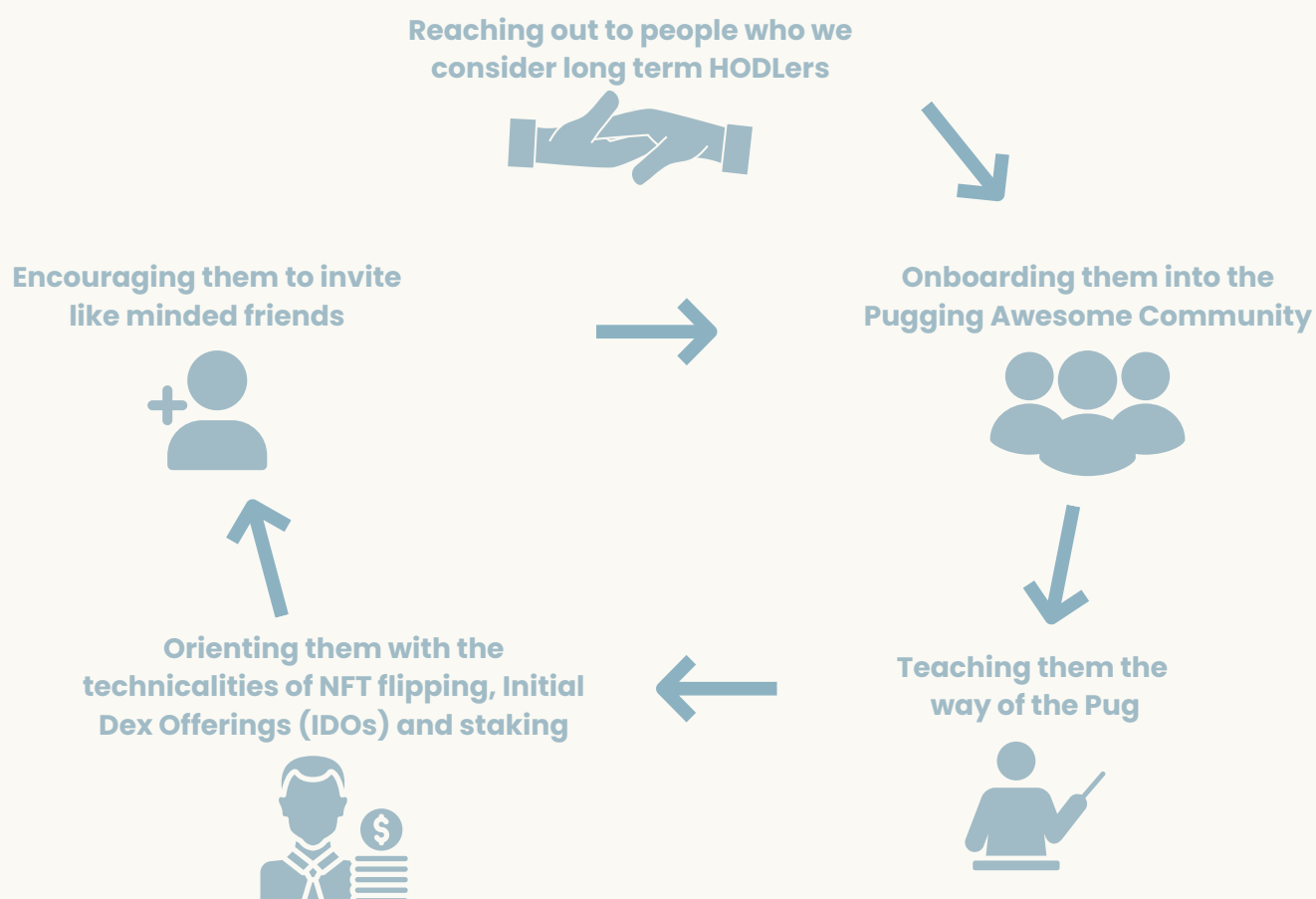
IDO Analyst

PHASE 1

Stage 1: Organic Community Building

The whole point of being organic is to ensure and maintain a certain standard and quality of people in our community. While it may take longer to grow and reach the desired critical mass of community members, we know it will pay off in the long run. This is based on our belief that in maximizing the odds of success of a project, the community plays as big a role as, if not bigger than, the roadmap or even the team.

-  **Reaching out** to people who we consider long term HODLers, onboarding them into the Pugging Awesome Community, teaching them the way of the Pug, orienting them with the technicalities of NFT flipping, Initial Dex Offerings (IDOs) and staking, and encouraging them to invite like minded friends.



2 Building an online social media presence on twitter and instagram through:

- Daily reveals
- Stringent requirements to gain access to our discord channel: Must follow, like, retweet and tag friends in our pinned tweet
- Establishing relationships with a large online presence in the Solana NFT Community
- Direct Messaging prospective people who we feel fit the characteristics needed to get into our Pugging Awesome Community
- Conducting raids on notable Solana NFT social media figures/accounts



Through these concentrated efforts, we would like to highlight that we refuse to participate in paid endorsements as we cannot control the type of people to whom our project is marketed to, and hence we'd be unable to maintain the quality of the people that enter our community. With time, we are confident our community will grow albeit slower than other projects. We would also like to add that the bulk of our online interactions come from the community which means a lot of our members are still active despite already earning their way into our community. A testament to the strength of our Pugging Community!



Our Twitter circa week 3 of launch

3 Building a community: Of investment enthusiasts and dog lovers. Creating a safe environment to share investment strategies, dog care tips, etc.

- Education on all things NFT and IDO investing related so community members understand what we're going to do down the road-map (pun intended)
- Generating healthy discussions related to these topics. These will pay dividends down the road when we are evaluating future projects to invest in. 2 cents from 10000 members is worth 20 grand (okay I'm going a bit too far on these wordplays)
- Creating a channel to talk about their pets (mainly dogs). People are unified when they know one another personally, and what better way to get conversations started and grow attachments in a community of non-doxxed individuals than seeing each others' cute cuddly pets (or dinosaurs)?
- Handpicking high quality, hard working moderators and removing the rights of those who neglect their duties (yes we are very serious about the quality of our mods).



Our Discord circa week 3 of launch

4 Solicit partnerships from at least 10 minted and successful NFT projects with strong communities:

- Partnerships will be voted on by the community and only those who get more positive votes than rejections will be pitched to said project
- This is also in line with our efforts to create a community of HODL-ers and long term investors from those who have held onto other successful projects
- Here is a list of our completed partnerships circa week 2:
 - Degen Ape Academy
 - Solpunks
 - Blue Terra

5 Core team Doxxing

- To admin and members of staff, reputable launchpads
- Applying for Radrugs Certification

Stage 2 : Mint

1 Whitelist Sale and Public Mint Pugging Awesome Tokens on a reputable launchpad:

- We will be applying to any from Magic Eden's Launchpad, Monkelabs and Launchlabs
- Mint price, supply and date will be announced once our community reaches a given critical mass
- We will be closing our discord to ward off fudders who will try to destroy the project
- There will be fudders who will try to discredit us and our project, we hope members will be wise enough to discern for themselves. Throughout the course of the project we will endeavor to be as transparent as possible so if you have any doubts, feel free to ask!

2 Registering on HowRare.is

- To give rarity tiering and provide opportunities to those who wish to flip or make a profit off of different tiered Pugging Awesome Tokens (although we would recommend holding as we have lots in store)

3 Listing on Magic Eden's Secondary Market

- The true testament of a projects' success, here you can check out our floor price and see how we're doing both roadmap and community-wise

Stage 3 : Post-Mint

1 Generation of Unique Pug Currency and Staking:

- Setting up Pug native token (\$PAWS) and staking website within 10 days of our mint and using the profits earned from NFT and Cryptocurrency IDO investing to add to the liquidity pool and maintain our token price
- Token Value Maintenance:
 - Burning through Airdrops, Breeding of 2nd Gen 2D pugs, Purchasing of Merch, Access to alternate IDO options (not invested in by community)
 - Constant contributions from IDO and NFT Whaling Profits
 - Sporadic contributions to the liquidity pool to keep the price stable and have a safeguard against rugs/dumps
 - Deploying a decay coefficient to ensure supply steadily regardless of activity
 - Auctions (TBA)
 - More coming soon!
- Users will receive profits from our investment endeavors in the form of Pug native tokens which can be converted to BUSD or USDC (more on this as we go along) through staking their NFTs and committing their NFTs to the community vault for a set period of time

Megapug Royalty Program:

- For holders of 10+ NFTs, 60% of secondary market royalties will be distributed to all holders based on the number of shares they own (multiples of 10). 10 NFTs equal 1 share of the royalty distributions)

Sweeping the floor:

- If floor price drops below mint price, a percentage of community wallets will be used to buy back these NFTs to raise FP and increase secondary market royalties and prevent more pugs from selling at a loss
- NFTs swept off the floor will either be listed at a later date and at a higher price to generate profits for the community wallet, airdropped to megapugs at intermittent periods or to winners of giveaways/competitions

Airdrop:

- Hosting competitions for random airdrops from our sweeps or other projects so don't leave us for other projects just yet!

Stage 4 : Stretch Goals

In this section, we will be diving into the details on how exactly we plan on creating a long term, sustainably profitable investment fund for the pugs.

Whaling into NFTs with Community Wallet:

- Gaining recognition in the Solana blockchain as an entity that whales into other noteworthy projects (purchases of 10-100 NFTs from another project), this will allow us to propose and negotiate exclusive mints for our community wallets to accommodate our whaling.

- Holders get to vote on which NFTs will provide the most benefits for holders (whitelist opportunities, airdrops, staking income, etc)
 - A channel will be made wherein our NFT Pugfessor will post his top NFT picks along with the pros and cons of each project and date of investment
 - Users can open a ticket to report red flags about any project posted they find risky and warn the team against investing
- Realized profits from these NFT investments will be added to the liquidity pool where holders can claim a share of them through staking of NFTs
- Community recommendation future NFT projects for the team to consider

How profitable is NFT Investing?

We believe NFTs are here to stay. At least for the next couple of years. Meanwhile we will profit off of this wave and endeavor to give our holders massive, unheard of returns (as you will see in a bit) that will make traditional investment funds that dabble in the 8-10% per annum range seem small. Albeit high risk, here are some successful NFT projects that have made it on the Solana Blockchain:

Table 1. Successful NFT Projects on the Solana Blockchain (note these are outliers)

Project	Returns	Mint (Sol)	All Time High (Sol)
Boryoku Dragonz	21818%	1.1	240
Thug Birdz	2500%	1	25
Degen Ape	750%	8	60
Solana Monkey Business	10000%	2	200
Degods	2800%	3	84

Given these returns, we can easily become one of the highest profiting investment funds in the world. As of 2021, the highest returning mutual fund goes to DSP BlackRock World Mining Fund with a 32.1% return for investors per annum. This is a very impressive feat, considering the industrial average for returns is below 10% consistently (4.67% for US Mutual funds, which is 3.52% less than the S&P500, an index fund retail investors are now gravitating towards for compound interest). But let's compare this to NFT investing I for conversation's sake.

Now let's get back to planet Earth and imagine for a moment that you're a very selective NFT investor, and that your reputation and name is so well known in the NFT space that you could virtually Whitelist your way into any project, and that this Whitelist privilege grants you the ability to purchase as many NFTs as you want (we plan on becoming the most recognized whale in the NFT space that this will be a given for us). What would your theoretical returns look like? Let's simulate. Let's say you missed out on all of the big projects aforementioned, and that you have a habit of flipping NFTs for 200% profit regardless of their potential to moon (E.g. Mint price 2 Sol, sold at 6 Sol), and that you have a 50% win rate, in which you profit as much as you lose (in that you literally lose all your money when you do lose). What would your profits look like? Suppose you start with 4 Sol and put them both in 2 projects with 2 Sol mint price each:

- Winning Trade: 2 Sol \rightarrow 6 Sol = 4 Sol Profit
- Losing Trade: 2 Sol \rightarrow 0 Sol (theoretically) = -2 Sol Loss
- Net Profit = 4 - 2 = 2 Sol (50% return)

This gives you a 50% return in 2 trades! And that's already assuming that you will not sell your losing trade (or will let it go to 0 Sol). Now imagine if you made 200 of these trades, meaning you will earn 50% on your investment, 100 times. What would your compound interest look like?

- 4 Sol, at 50% profit, compounded 100 times
= 1,626,244,710,140,860,928.00

Don't believe us? Check a compound interest calculator! Input \$4 starting fee and 50% per annum interest, for 100 years. Let us know if your calculations are different! Of course these numbers are rather impossible because: One only has so many NFTs in a single project, you cannot buy \$1 million worth of NFTs for every project, one cannot always sell at a 200% profit (much like one cannot always cut a loss at a 100% loss!), and since we're using profits to add to the liquidity pool to keep the native token's value afloat, we are not completely reinvesting 100% of our profits which disrupts the equation and its exponential potential. Conservatively, we are expecting at least a modest 10000% return (or 100x) on our money. But hey, how does this measure up compared to a 32.1% per annum return? ;)

Benefits our holders will receive:

- 1. Our NFT research: should they wish to purchase the NFTs from their own wallets or learn more about how to analyze NFT projects*
- 2. Community Analyses: With a community of holders in the thousands, we can make better NFT purchases and avoid rugpulls, thereby increasing our winrate.*
- 3. Whale Authority: We can negotiate increased mint quantities that will be mutually beneficial to the devs and us (we get more guaranteed mint allocations, they get more buyers that will help them sell out)*
- 4. Circumventing Opportunity Costs: Ever felt that you wanted to mint more of a promising project but couldn't because your funds are still stuck in a prior investment that you're still waiting to moon? Fear not! With our community wallet's size we can mint and capitalize on as many opportunities as possible whilst not having to sell NFTs at a loss/mediocre profit just to mint another.*
- 5. Consistent Returns: Through our staking model, you will receive a consistent payout every month, as we keep reinvesting our profits to keep the liquidity pool afloat.*
- 6. Pugpproval: Supporting worthwhile projects after thorough doxxing and analysis by raiding and establishing Pugpproval, this increases a project's perceived credibility and helps increase our investments' odds of profitability*

2 Cryptocurrency IDO participation:

- Purchase of maximum required Launchpad tokens of our choice to acquire the largest guaranteed allocation
 - We are currently eyeing Polkastarter and Trustpad, and if the community is torn between the two, we will spread our funds evenly between them
 - We will hold a community vote on which launchpads to invest in (or if we should divide our funds evenly between a selection of them)
- We research IDO projects to invest in
 - A channel will be made wherein our IDO Pugaanalyst will post his top IDO picks along with the pros and cons of each project as well as date of investment
 - Users can open a ticket to report red flags about any project posted they find risky and warn the team against investing
- Realized profits from the IDOs will be added to the liquidity pool where holders can claim a share of them through staking of NFTs
- Community recommendation of future IDO or launchpad investment opportunities for the team to consider

How Profitable is IDO Investing?

Investing in Initial Dex Offerings (or Cryptocurrency Launches) is as wildly risky as it is immensely profitable when done right. To cut to the chase, IDOs are a type of decentralized crowdfunding platform for new cryptocurrencies to gather funds for their project. We believe Crypto is going to be the norm for at least the next few decades. Let's go through the most successful IDOs of 2021:

Table 2. Successful IDO Launches and their returns as of 2021 (note these are outliers)

Project	Returns
Bloktopia	55800%
Pulsepad	25400%
StarLaunch	27300%
GameFi	24000%
GameZone	18900%

The table above highlights the top most successful IDOs of 2021. There are many others that made 100x+ returns but these were the top of the list. Of course, there's a lot that goes into IDO investing that may affect your returns and here I will try to explain them all to you so you'd know what to expect from our IDO investing venture or from your personal ventures:

- **Vesting Periods:** These refer to a period of time before the full amount of shares (or tokens for that matter), will be unconditionally owned by the investor. This is a method of maintaining the stability of the token's price and ensures its stability for the duration of the vesting period, to avoid pump and dumps.
- **Allocation:** Most launchpads require us to purchase their native token before we can apply to invest. Moreover, the amount we are able to invest is directly proportional to the amount we invest in those tokens. For instance, Trustpad's maximum allocation requires you to purchase 125,000 TPAD tokens. Currently \$TPAD sits at an average weekly price of \$0.4 USD, meaning you'd have to invest \$50,000 USD to earn that maximum allocation (28x pool weight). The typical pool weight of a IDO launch can range anywhere between \$5-200, meaning you'd be able to allocate \$150-\$5600 for each launch, which imposes a limit on the amount you're able to allocate per account.

Now let's say you start with \$100 invested in each project (excluding the amount needed to purchase the launchpad tokens), earn a consistent 5x for every IDO launch and participate in over 200 IDO launches, with a 50% win rate (assuming you netted 0 from the losing trades). You'd have well over \$50,000 from that initial investment (\$500 for each successful trade multiplied by 100). Now imagine if you have 28x that pool weight. That would mean you'd have invested \$2800 to make \$1,400,000! Imagine what we can do together as a combined investment fund.

Benefits our holders will receive:

- 1. Our IDO research: should they wish to partake in IDO launches from their own wallets or learn more about how to analyze IDO projects*
- 2. Community Analyses: With a community of holders in the thousands, we can make better IDO launch investments and avoid rugpulls, thereby increasing our winrate.*
- 3. Circumventing Opportunity Costs: A lot of IDO launches come with vesting periods which mean you can only recoup your initial investment in tokens by the end of anywhere between 3 months-1 year on average (assuming token price stays the same as launch which is rarely the case). For those with limited funds, this means you can only invest in another project after that vesting period is over (or halfway through) and you've recouped the bulk of your investment. This will not be a problem for us and our community wallet.*
- 4. Consistent Returns: Through our staking model, you will receive a consistent payout every month, as we keep reinvesting our profits to keep the liquidity pool afloat.*

How much passive income can 1 Pugging Awesome Pug give you through IDO Investing?

TRUSTPAD

Project	Current Average ROI	ATH ROI
BLOK	62.72	698.26
DAL	0.99	269.13
SIDUS	7.39	109.29
MV	64.17	87.4
XPress	3.18	67.19
NTVRK	8.7	48.9
GEMG	0.77	34.53
SENATE	2.1	32.55
XPress	0.31	28.57
BPAD	5.84	26.48
SNE	0.96	24.16
UM	0.48	20.72
IEN	0.66	20.57
BTH	2.12	20.02
QANX	3.3	17.86
HUSL	4.16	17.6
NFTPAD	1.29	16.38
DNL	0.5	15.42
BLP	1.81	1450
GGM	2.31	13.8
CHICKS	0.32	13.19
MOO	0.57	12.92
TPAD	2.22	12.9
FNDZ	1.45	12.49
MESA	0.22	10.58
SNK	0.58	10.41
FACTR	0.49	9.79
FHTN	0.28	9.43
TAP	1.2	9.41
ARDN	0.39	8.67
METAL	2.74	8.39
CSTR	0.25	8.23
BABI	1.25	7.96
VDR	0.32	7.74
ORARE	0.47	7.55
SYNR	3.89	5.35
ICONS	0.25	6.97
ANML	3.72	6.86
OPS	0.05	6.83
PGK	3.72	6.83
MAGE	0.67	6.66
TFI	0.51	6.58
VLTY	0.03	6.39
TIP	0.28	6.25
AI	0.36	6.12
CPHR	0.19	5.84
ARNM	2.28	5.57
PLUT	0.06	5.43

Project	Current Average ROI	ATH ROI
LKN	0.29	5.41
MERKLE	0.46	5.07
AMAS	0.66	4.97
MNFT	1.29	4.76
LXF	2.6	4.65
WFAIR	0.13	4.62
SMCW	0.74	4.56
LTY	0.73	4.3
BULL	1.19	4.06
TRL	0.24	3.79
WEAR	2.3	3.79
RDR	0.28	3.73
BAKED	0.29	3.28
WZRD	1.82	3.18
INP	0.03	3.04
TRD	0.06	2.98
GWT	0.44	2.92
YARL	0.12	2.9
CANDY	2.12	2.81
HIMO	0.86	2.61
BIG	1.33	2.53
MMETA	0.44	2.51
ASC	1.33	2.5
PRIDE	1.17	2.39
NNT	1.1	2.37
PGEN	0.12	2.22
ADR	1.42	2.07
JGRD	1.52	2.04
2CRZ	0.22	1.93
EB	0.51	1.92
MIT	0.46	1.83
LQT	1.13	1.71
METAN	0.08	1.58
NESTA	0.28	1.4
AUDT	0.36	1.36
MECHA	1.04	1.19
SOLX	1.06	1.15
MUNDO	0.19	1.08
DKM	0.65	1.01
NIFTY	0.58	0.63
OCTANE	0.09	0.59
IBY	0.02	0.58
NOVA	0.28	0.33
Net ROI	234.55	3364.52
Average	2.60611111	37.38355556
Overall Realistic ROI per project	19.99483333	

*ROI disregarding Vesting

**ROI assuming we ape indiscriminately into every IDO Trustpad releases (we plan on running analyses to increase our winrate and avoid losses)

POLKASTARTER

Project	Current Average ROI	ATH ROI
MAPE	8.11	9.36
DLQ	0.63	1.31
TAUM	3.62	7.09
ARKN	0.71	2.5
SYNR	3.52	7.35
GCOIN	1.14	4.36
FIGHT	1.14	6.89
RAIN	0.7	5.38
SAFLE	1.48	1.51
DOMI	0.33	16.72
SPDR	3.28	3.86
CTZN	0.06	8.1
UNB	0.55	10.01
NITRO	0.49	4.43
HPL	0.77	13.21
HEART	0.69	18.11
ZODI	1.79	9.6
TRVL	1.01	17.26
QUIDD	2.77	23.76
MYRA	1.64	28.79
CERE	0.88	21.55
DOSE	1.18	12.54
LFW	3.92	15.91
WND	1.58	72.04
STRP	0.03	8.83
BCMh	0.52	52.4
KWT	1.2	7.7
HIGH	0.28	37.62
RPG	4.74	16.37
ORION	1.75	46.12
VERA	4.78	13.52
THG	1.62	264.17
REALM	10.18	71.17
MNY	6.2	31.68
POLI	0.72	4
TRADE	0.29	13.07
LITH	1.29	12.08
BURP	0.91	3.74

Project	Current Average ROI	ATH ROI
OOE	0.3	25.65
FEVR	2.2	25.89
MEM	2.78	2.71
STOS	0.14	18.18
PHTR	4.23	4.9
NIIFI	0.37	6.55
IONX	0.24	34
MOOV	0.75	24.55
PARA	8.05	5.74
DOP	0.12	8.24
EMON	0.33	4.57
PNODE	1.27	24.97
WILD	24.68	157.96
DFYN	0.88	86.88
SIENNA	0.77	10.11
STND	0.69	12.04
UNO	1.79	10.19
FINE	2.24	136.78
SAITO	10.005	28.3
PDEX	2.4	19.74
GS	0.36	26.02
EPN	10.18	72.29
KTN	2.35	34.86
LKR	0.96	32.25
PMON	12.44	185.46
MARSH	2.09	90.9
SHFT	0.51	32.36
CONV	0.8	55.14
TIDAL	0.22	17.34
ODDZ	0.61	21.7
KONO	0.35	13.14
BCU	0.13	11.38
CGG	2.98	36.07
ERN	17.07	272.1
UDO	1.03	18.02
APYS	0.26	19.59
KYL	1.24	44.33
Net ROI	194.315	2535.01
Average	2.159055556	28.16677778
Overall Realistic ROI per project	15.16291667	

*ROI disregarding Vesting

**ROI assuming we ape indiscriminately into every IDO Polkastarter releases (we plan on running analyses to increase our winrate and avoid losses)

We will be investing in 2 launchpads, **Trustpad** and **Polkastarter**, acquiring maximum allocations in both.

Trustpad

(is new and has only been around 10 months)

Simulated Total Returns/NFT over 10 months = \$863,78 USD

Average Returns/NFT/Month = \$86,48

Polkastarter

Simulated Total Returns/NFT over 1 year = \$655,04 USD

Average Returns/NFT/Month = \$54,59

**Total Monthly Income from 1 Pugging Awesome NFT
= \$141,07 USD**

**Note that this does NOT include vesting profits*

***Note that we will also have funds set aside for aping into NFT launches so there's that additional stream of income to consider*

ROI

Given a price of \$200 USD/pugging awesome NFT (assuming 1 SOL = \$100), one can expect a 350% return in 2 months from IDOs alone. This translates to 846% per annum.

What about the lucky orange OG Puglisters that mint at \$165 USD? Or the Megapugs that minted 20-50?

The answer: EVEN BETTER RETURNS!

3 Dog Kennel Charity:

- A percentage of profits (voted on by holders), will be donated to canine foundations of the community's choice
- This has always been a focus on ours and we would like to have a bit of corporate social responsibility (CSR) activity much like a real, traditional company, and we hope you pugs can support us in this.

4 Team Expansion: Hiring and opening up part-time opportunities for fellow pugs. It is important to note that we will be doxxing the team.

- 1.NFT Professor: Analyze and select NFT projects with favorable risk:reward ratio for the community to invest in. Negotiates number of NFTs the community wallet can be allotted to buy and a cheaper price (if possible)
- 2.NFT Executor: Helps back up the Professor and aids in the minting process
- 3.IDO Professor: Analyze and select viable IDO projects with favorable risk:reward ratio for the community to invest in
- 4.Mods: Police the community and help orient new members
- 5.Event Organizer: Organizes giveaways, contests and other matters within the discord to keep the pugs alive and pumping and draw other prospective investors into our community
- 6.Collab Manager: Manages Whitelist offers from other projects. Filters out the bad projects so our community receives only the highest quality projects to WL in
- 7.Charity Manager: Coordinates and gets in touch with prospective charities. Hosts a holders-only vote on which charities to donate to and how much. Documents the Pugging Awesome Donation to inspire other projects to donate too.
- 8.More job opportunities may open in the future as we progress with the subsequent phases

We want to emphasize: Holders of Phase 1 (First Gen.) Pugs will be automatically whitelisted for our future projects, and receive 10% of profits from future projects, so hold on tight!

PHASE 2

Running of Second Mint 2:

- Within 1-2 months from the first mint
- Creation of second DAO by implementation of DAO proposals from Phase 1 or a rendition of Phase 1
- Generation of second Pug currency and creation of a second liquidity pool to not dilute the shares of the first phase holders (e.g. \$PAWSV2)
- The Gen 2 DAO will have access to the analysts and team of Gen 1
- A separate voting system will be put in place to respect the votes from each DAO
- The goal behind the second mint are as follows:
 - Firstly, to give the first gen holders an opportunity to reinvest their profits (first gen holders are automatically whitelisted)
 - Secondly, to allow newcomers to mint at a price slightly below the FP of first gen

Retail Opportunities: Creation of Pugging Awesome Merch

- Offers another avenue of cash flow and income for our Pugging Awesome Community
- Holders can submit designs for the merch, of which the community can vote for. The designs with the most votes will be selected and the designer will receive a percentage of sales of that particular merch
- Merch buying will also come with benefit such as completing pre-requisites to earn Whitelists in future Pugging Awesome Projects, so save your receipt!

Team Expansion: Hiring and opening up part-time opportunities for fellow pugs.

It is important to note that we will be doxxing the team.

- Retail Manager: Coordinates retail suppliers, production and logistics (shipping)
- Retail bookkeeper: Coordinates cash flow and payouts to designer and back to DAO
- Mods: Police the community and help orient new members
- Gen 2 Collab Manager: Manages Whitelist offers from other projects. Filters out the bad projects so our community receives only the highest quality projects to WL in
- More job opportunities may open in the future as we progress with the subsequent phases

Should the community desire, we will definitely consider a third mint and so on to keep increasing our capital and liquidity pool. We are confident holders would want to reinvest in a project they're already a part of rather than risk on new projects.

PHASE 3

Minting tokens that confer ownership of 3D pugs for use in metaverse lands *(such as Sandbox, Dropp land, etc)*

- Creation of a 3rd DAO to oversee this metaverse side of the project
- Holders are entitled to exclusive whitelists and can enter competitions for airdrops
- Avatars can be sold for a profit as the pugging community gains traction in said metaverse platforms
- Holders can use their pugs in said metaverse lands and become a well-recognized community of pugging awesome dog lovers

Purchasing of other Metaverse Assets

- More on this as we progress, but what we can assure you is that all decisions will be voted on as a community.

Team Expansion: Hiring and opening up part-time opportunities for fellow pugs

It is important to note that we will be doxxing the team.

- Metaverse Asset Analyst: Analyzes metaverse assets to buy and flip for profit
- 3D art designer: To design our 3D pugs as well as their traits and metadata for use in the metaverse
- Metaverse Developer: To integrate our 3D pugs into said metaverse land and ensure everything runs smoothly
- Mods: Police the community and help orient new members
- Gen 3 Collab Manager: Manages Whitelist offers from other projects. Filters out the bad projects so our community receives only the highest quality projects to WL in
- More job opportunities may open in the future as we progress with the subsequent phases

PHASE 4

Minting tokens that confer ownership of real estate in said metaverse lands

- DAO may be integrated with the existing DAO from phase 3 (if the existing DAO wishes so) or a new one may be created
- Holders will receive ownership of a plot of real estate in a Pugging Awesome neighborhood with a dedicated dog playground and can sell for a profit as the prices of metaverse real estate increase especially given the traction of our unique neighborhood
- We may even collaborate with another project known for making reputable metaverse real estate!

Purchasing and flipping of other Metaverse Real Estate

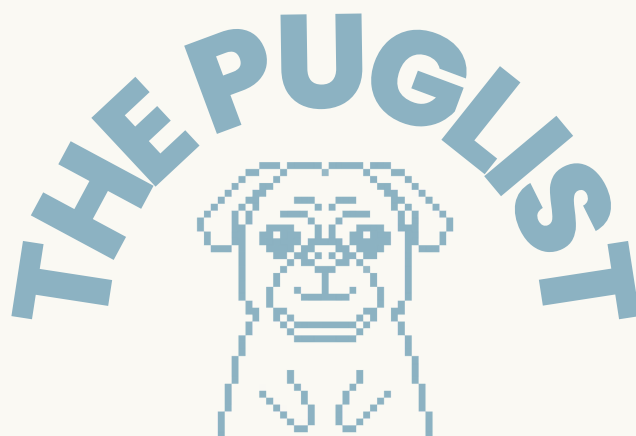
- More on this as we progress, but what we can assure you is that all decisions will be voted on as a community.

Team Expansion: Hiring and opening up part-time opportunities for fellow pugs

It is important to note that we will be doxxing the team.

- Metaverse Asset Analyst: Analyzes metaverse assets to buy and flip for profit
- 3D Digital Real Estate designer: To design our Pug Estate as well as their traits and metadata for use in the metaverse
- Metaverse Developer: To integrate our real estate into said metaverse land and ensure everything runs smoothly
- Mods: Police the community and help orient new members
- Gen 3 (or 4) Collab Manager: Manages Whitelist offers from other projects. Filters out the bad projects so our community receives only the highest quality projects to WL in
- More job opportunities may open in the future as we progress with the subsequent phases

Now at this point you might be wondering: How do I get in on this Pugging Awesome project? We figured this would be the place to introduce :



The esteemed list. The only one that matters.

The one everyone wants to get in on.

There are 3 types of Puglists for the first phase (as of this writing we are still in the Organic Growth Stage of Phase 1):

OG vs Puglings

OGs are the first 1000 members in this discord (the **purple** labeled pugs!), they constitute the first and earliest adopters of our community and have slightly easier whitelist requirements than everyone else that comes after them. We also award our OGs a head start by closing discord off for a day before opening it back to the public after each intake. Only **OGs** are eligible for **OG Puglist**.

OG Puglist vs Regular Puglist

Mint Order:

1. **Mega Puglist** : Mints at a much cheaper price, can mint 10+ NFTs per wallet (via application only)
2. **OG Puglist** : Mints at a much cheaper price, can mint 10 NFTs per wallet (time interval announced later with launchpad)
3. **Puglist**. : Mints at a slightly cheaper price, can mint 3 NFTs per wallet
4. **Public Pug**. : Mints at normal price, can mint an unlimited number of NFTs



Our project is like an investing fund where each NFT is like 1 share of the fund, so getting more means you can stake more NFTs and will consequently be receiving more payouts (or passive income if you will)!



Moreover, Megapugs (owners of 10+ NFTs), will be entitled to 60% of secondary market royalties (as per the Roadmap). Regular verified Pugs (after 1000 members) can have a shot at OG Puglists but with harder requirements (will be announced later).



We plan on having a number of tokens that will sell out should all OG Puglisters use their full mint allocation. However from previous projects we have learnt that not all OG Puglisters will use their full mint allocation and this is where the Regular Puglisters come in to take advantage of what NFTs are left after the OG Puglisters mint.



Long Term VISION

Our overarching goal is to keep increasing our investment capital to help more Pugs turn a profit as well as help aspiring projects in the NFT-Crypto-Metaverse ecosystem grow with help from our investments.

The community we build will be one that respects and honors democracy and everything investment related will be decided on by a community vote. This is why we are so adamant about our slow organic growth so that we have a greater proportion of mature investors making better informed, higher quality decisions.

Consequently, these will lead to more investment opportunities as the NFT-Crypto-Metaverse space, which a lot of you know is still in its nascent stages, grows. We will need all the brainpower we can get from our intellectual community and will definitely be open to suggestions on which places to invest in next.

It is not a long shot to imagine that one day we can establish our investment fund into a proper, real world company governed and overseen by the laws of the country in which it resides. .

With that being said, we hope this whitepaper was comprehensive enough to unwind and lay out the details of our Pugging Awesome plans. Should you have any more questions feel free to drop an ask in the discord and we will answer them or even add them here. Thank you for being an early adopter of our project. If you're reading this, you are just in phase 1, grinding your way to the OG Puglist in a small community of 500 members. We hope that you will return here one day (once we've made several new updates) and reminisce on the early days with us, looking back at one of the best investment decisions you've ever made.

To the Pugging Moon! 