

# COWS GONE MAD

An NFT Collection by:



## The Whitepaper

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# Foreword



Dr Ricardo A P Persaud, Founder

“Since my days at medical school, I have been interested in how technology advances healthcare and education. Recently, I have watched the explosion of the Web 3 space, observed the growth in the ownership of digital assets and witnessed the on-going race to create the first fully realized Metaverse. This made me wonder how I could utilize this new digital movement to create something unique and forward-thinking for healthcare, whilst simultaneously delivering a powerful message pertaining to human interference with nature.

Consequently, I decided to explore the possibility of creating my own NFT collection with the fundamental aim of bringing healthcare and medically related education to the forthcoming Metaverse.

I chose Mad Cow Disease because I wanted to use a clinical problem that highlighted a distinct interaction between a healthcare issue and education in terms of the lack of proper research or due care. Mad Cow Disease taught us that feeding dairy cows with meat-and-bone meal, rather than plant-based food, had a twofold effect: a short-term gain in term of enhanced milk production, and serious long-term consequences, specifically the deaths of affected cows and humans. Mad Cow Disease therefore illustrates the importance of respecting nature and its processes.

Cows Gone Mad is the first NFT Collection to be delivered by MetaPolyclinic - a novel healthcare initiative within the Web 3 space. I am aware that healthcare issues within this space will involve navigating a number of ethical hurdles to ensure patient safety and confidentiality. However, I will acknowledge and overcome these challenges by using traditional ethical standards that currently exist in the real world.

Finally, I believe that healthcare services within the Metaverse will provide a more convenient and robust access for the wider population. I hope that you will join me in this pioneering venture by engaging with our ever-growing community. This is just the beginning of an exciting journey to bring forth the Mediverse (medical metaverse) and all the wonderful, related healthcare and educational benefits to all, regardless of geographical boundaries.”

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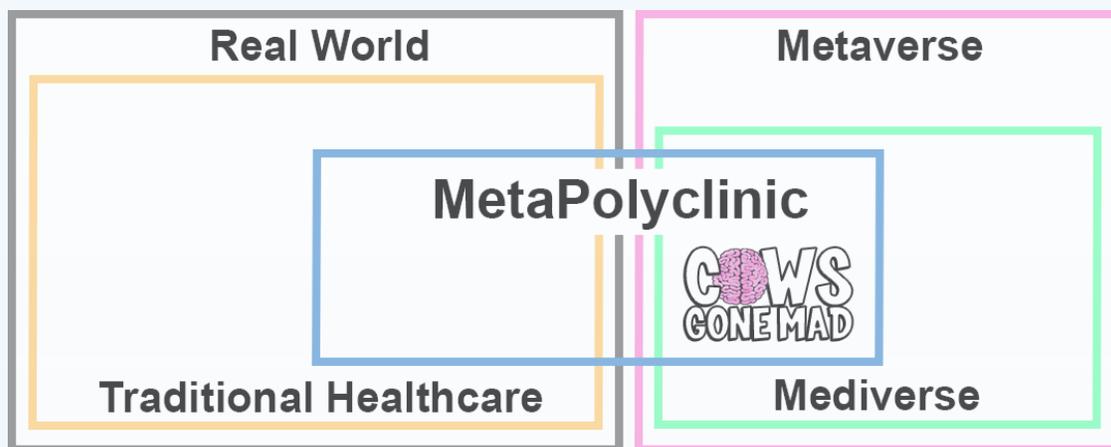
# Introduction

This whitepaper will detail how MetaPolyclinic will launch the first medical based Ethereum NFT collection (Cows Gone Mad, CGM). Provides information relating to the mission, vision and influence that has taken CGM from the drawing board to being one of the most interesting projects to date.

## Abstract

MetaPolyclinic is a unique blockchain company that is bridging medical services and education within the metaverse. An initiative to create what we are calling the “Mediverse”.

Under the umbrella of the Mediverse, we will be building the first novel polyclinic (MetaPolyclinic, MPC) to deliver medical services and education.



MetaPolyclinic will make a significant contribution to the future of global healthcare and education using blockchain technology. At the heart of the project is a Decentralized Autonomous Organization (DAO) which will give the community a voice to help shape things to come. We at MPC believe that the future of healthcare and related education should be in the hands of the people, and this is reflected in our approach to governance.

Eligibility for governance, medical and educational services will be achieved by utilizing an ERC20 token on the Ethereum blockchain. For example, once a certain threshold of tokens has been accrued per individual, this will then allow him/her a voice in governing the medical and educational services provided by MetaPolyclinic and will later spread to include other faculties as they develop and become available on the Mediverse Exchange. MPC tokens will also be required by an individual to access healthcare and educational services.

In the first phase of this multi-phase project, we aim to raise awareness of the importance of the interaction between a medical condition and education. For this reason, we have chosen to create a non-fungible token (NFT) collection inspired by Bovine Spongiform Encephalopathy (BSE or Mad Cow disease). The name of the collection is Cows Gone Mad (CGM).

Medical services in the metaverse are expected to provide more convenient and robust access to healthcare. It's important to note that the implementation of medical services in the metaverse will likely be subject to the same regulations and ethical considerations as traditional healthcare, to ensure patient safety and confidentiality.

# Why Choose Ethereum?

We have based the development of the Mediverse ecosystem on Ethereum as it allows the freedom to change and evolve with little outside regulations impacting its growth and reach. It is well established, and while we have seen Ethereum move to PoS (Proof-of-Stake) it has remained largely decentralised with one of the largest communities of investors, developers, and blockchain advocates.

The changes we have seen to the Ethereum blockchain in recent months is also a testament to the ongoing development and support the network still receives, despite large fluctuations in value to the overall blockchain and cryptocurrency space. This approach to constantly improve the platform is paramount to the success of the Mediverse Exchange and associated tools that are under development to deliver services and programs in a tokenised three-dimensional visual space.

## CGM NFT Collection

Cows Gone Mad marks the first phase in the Mediverse initiative. The collection is centered around Mad Cow Disease (Bovine Spongiform Encephalopathy, BSE). The UK was affected by an outbreak of Mad Cow Disease in 1980s, and its human equivalent variant Creutzfeldt-Jakob Disease (vCJD) in the 1990s, resulting culling of 4.4 million cows and the deaths of 232 people.

## Mad Cow Disease: Background

The outbreak of Mad Cow Disease (MCD) in the UK was due to the practice of adding extra protein to cattle feed, in the form of meat-and-bone meal (MBM) derived from the remains of cows and other animals. Feeds with MBM had been used since the early 20<sup>th</sup> century and were found to increase milk yields more than those derived from non-animal sources such as soybeans. Most British beef came from cattle in the dairy herds. The outbreak of MCD resulted in British beef being banned from export to numerous countries up until late 2019.

Bovine Spongiform Encephalopathy is a neurodegenerative disease caused by misfolded proteins known as prions. Humans can get vCJD if they eat nerve tissue (brain and spinal cord) from a cow affected by the abnormal prion protein. Over time vCJD destroys the brain and spinal cord leading to symptoms of abnormal behavior, difficulty walking, weight loss and eventual paralysis and death. The time between infection and onset of symptoms varies between 4-6 years, but the time from onset of symptoms to death is typically weeks to months. Examination of tonsil tissue is the gold standard method for confirming clinical vCJD and therefore screening of tonsil tissue is the only way to identify the true incidence of vCJD.

The typical sign of BSE in cows is in-coordination. An affected cow has difficulties walking and getting up in addition to violent behavior, hence why BSE is known as 'Mad Cow Disease'. It may take up to 6 years for the abnormal prion to manifest symptoms.

Once a cow starts to show symptoms, it gets sicker and sicker until it dies, usually within 2-6 months. There is no treatment or vaccine for BSE.

The first confirmed case of BSE was by a post-mortem of a cow from a farm in Sussex in September 1985. Two years later, the UK Ministry of Agriculture acknowledged the disease and in 1989 high risk foods such as offal were banned for human consumption. Cases of BSE continued to rise, reaching 100,000 in 1992-1993. This led to the slaughter of 4.4 million cows, in an attempt to halt the spread of the disease.

The first confirmed death of vCJD was in May 1995 and in March 1996 the UK Secretary of State announced that vCJD was caused by eating BSE-contaminated meat. As of June 2014, 177 people went on to contract and die of the disease. By the end of 2019, **232** people worldwide are known to have **died** from vCJD, most of the victims lived in the UK at some point in their lives; four Americans also became infected when they were living or travelling overseas.

It is important to mention that BSE is not contagious, and people cannot get the disease from drinking milk or eating dairy products, even if the milk came from an affected cow.

## About the Founder:

The project is the brainchild of [Dr Ricardo Persaud](#) *FRCS (ORL-HNS), Consultant ENT Surgeon & Head of Department, NMC Royal Hospital, Sharjah, UAE.*

Dr Ricardo has a special interest in Mad Cow Disease for two main reasons. Firstly, because the prion protein that is associated with Mad Cow disease is predominantly found in the tonsils and only ENT Surgeons are allowed to remove tonsils to confirm the diagnosis. Secondly, he has contributed towards the eradication of the disease by being involved in development and trial of single use surgical instruments (SUSI) for tonsillectomy, whilst working in London, UK. Single-use Surgical Instruments, used in adenotonsillectomy surgery, theoretically reduced the spread of prion proteins associated with reusable instruments. For further information, please refer to the following publication co-authored by Dr Ricardo Persaud:

### *Reference*

A Multicenter Audit of Single-Use Surgical Instruments (SUSI) for tonsillectomy and adenoidectomy. *Annals of The Royal College of Surgeons of England*, 89(6), 616-623.

<http://doi.org/10.1308/003588407x205350>

## A Collection with a Message:

This generative art collection is a tribute to the people that came together to investigate the cause of the disease, the lives of people who were affected by the disease and the millions of cows that had to be culled because of human intervention of altering their natural food intake resulting in a disaster that could have been avoided.

So, when it was decided to start creating the Mediverse, Dr Persaud wanted to start with a message, one that will guide MPC's approach to how we build the Mediverse ecosystem. Whilst we are moving quickly into the next chapter of this technology, we will not forget the valuable lessons of our past, and more specifically to be very careful about how we alter the natural world around us and its consideration for long-term ramifications.

## Artist and Illustrator:

This fantastic art was created and curated by our very own cartoonist and illustrator [Irfan Saeed Qureshi](#). He worked closely with integral members of the MPC team to really capture the vision that Dr Persaud has for this one-of-a-kind collection.

## Collection Details:

Cows Gone Mad is the first NFT collection by MetaPolyclinic.

- Genesis Collection of 3500 NFTs
- 1080 x 1080 resolution
- 150+ Attributes
- 8 single colour backgrounds
- 4 rare landscape background
- 1 super-rare landscape background
- 6 1:1 special NFTs
- ERC721A NFT standard

## Utilities: (Phase 1)

General:

- Discord (Owners) rank
- Exclusive access to the Owners Discord channel
- Invite to CGM/MPC Dubai event (Meet & greet, discuss the future of the Mediverse panel)
- Whitelist for the next MPC NFT collection – Bulls Gone Mad (Service and content creators)

NB! (The MPC token airdrop will take place just before phase 2)

Medical: (via WhatsApp):

- Free advice on the best management for the most common condition in the world – Rhinosinusitis (common cold and flu) from a renowned ENT Surgeon ([www.ricardopersaud.com](http://www.ricardopersaud.com))
- Free advice on any ENT conditions from the chief author of 9 ENT books
- Free medical career advice for holders and their immediate family
- 10% discount on products from German Medical Supplies (GMS) based in Ajman, UAE and Grub Shack restaurant Dubai

# MPC Token

The MPC token or Mediverse token will be a ERC20 token. ERC20 tokens are a type of digital asset that operates on the Ethereum Blockchain utilizing the [erc-20 token standard](#). It is a token that carries with it the same security, decentralisation, and utility of the Ethereum Blockchain network and is fungible. Meaning that it carries a 1:1 value of other ERC20 tokens of the same kind (MPC Tokens)

## MPC Tokenomics:

When considering how many tokens should be issued for this project, for the Mediverse and the supporting Mediverse Exchange we knew that we would need a large sum.

It stands to reason that the Mediverse will be an ever-expanding landscape as the interactivity between mediums of communication and tools are developed and adopted by doctors, patients, and relevant 3<sup>rd</sup> parties.

Supply ERC20 MPC tokens: 1 000 000 000 000

The token contract is in place with a clear roadmap to minting as we establish an adequate means of governance and distribution while continuing to work toward building development teams for the future of the Mediverse Exchange.

These steps will also include the creation of multiple custodial wallets used to manage expenses relating to teams, marketing, liquidity pools, and the community wallet. This will include a contract audit on the side of both the token as well as the staking contract.

# Mediverse Exchange

A central hub where we will provide access for doctors, patients, teachers, students, and collaborators to create, publish, redeem, and interact with one another. It will be the first point of contact and a library of content.

The term exchange should not be misconstrued to resemble a traditional crypto exchange or that of a DEX (Decentralised Exchange) although upon its release we will have a few features that overlap.

## Day one features (Phase 2):

- Link your MPC profile to a crypto wallet
- Validate ownership of CGM NFT
- Request access to medical based services
- Access list to associated discounts
- Receive updates on additional features as they complete development
- Schedule consultations with medical professionals
- Participate in proposed platform changes via MPC DAO

## Staking:

Staking has always been on our roadmap to be introduced into the Mediverse Exchange for those collectors who want to use their CGM NFT to accrue MPC tokens.

The structure for the staking rewards program will also likely change as we see more adoption of the MPC token however each tier will be fixed for a specific period and any planned changes to this program and its tiers will see our holders and community notified well in advance.

## Vision for the future:

As we continue to see adoption of the Mediverse Exchange and the associated MPC token, the team at MetaPolyclinic have laid out a clear path to improve deliverability of current services, continue develop additional courses and services as well as integrate a portal for 3<sup>rd</sup> party creators and professionals to leverage the platform and its tools to create their own courses or repackage already established available courses. We also have numerous technologies on our radar such as those which improve means of communication that we plan to include as they become more relevant.

# Privacy

When creating a medical service industry in the metaverse, several privacy issues can arise, including:

1. **Data privacy:** The collection and storage of sensitive medical information can be vulnerable to unauthorized access or hacking, putting patients' personal and medical information at risk.
2. **Virtual identity privacy:** In the metaverse, individuals may have virtual identities that are separate from their physical ones. However, linking virtual and physical identities can compromise privacy, as medical data can be linked to individuals' real-world identities.
3. **Data sharing:** In a medical context, data sharing between providers and insurance companies may be necessary, but it can also raise privacy concerns. Patients need to be informed and have control over who their data is shared with and for what purpose.
4. **User tracking:** In the metaverse, user behaviour and activities can be monitored and tracked, which can compromise privacy if this information is shared with third parties.

To address these privacy issues, it is important for companies operating in the metaverse to implement robust privacy policies, ensure secure data storage and transmission, and educate users on their privacy rights. Additionally, it may be necessary to seek regulatory guidance to ensure that privacy protections are in place for users of metaverse medical services.

# Disclaimer

The information in this whitepaper is subject to change or update and should not be construed as a commitment, promise, or guarantee by MetaPolyclinc or any other individual or organization mentioned in this whitepaper relating to the future availability of services related to tokens or to their future performance or value.