UGLY INU'S

BIG VENTURE

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Abstract

" Starting as a meme – planning big things

Started as a meme cryptocurrency, Ugly Inu aims to leverage the immense growth potential of meme tokens to create a decentralized business in an industry full of large centralized companies. Ugly Inu is backed by a large team of entrepreneurs, developers, and designers who have been working on this project idea for over a year now. After having enough market research data, we found that by using blockchain technologies, we could develop the same platforms that current market providers have with reduced operational costs of up to -75%. This would represent a huge cost advantage over current competitors. The end consumers of this industry would end up paying much less for the same services and would even get rewarded for using the platform. Our decentralized

investors/shareholders would be part of an innovative enterprise and would be compensated with 1% of each transaction made on the platform. To show you what this means, a comparison:
In traditional, centralized business models, a company is only partially organized/managed by shareholders. The management of the company has a lot of influence on the further development of a company. Investors/shareholders only receive a dividend if the company has achieved a positive net profit generated during the year. In the other hand, investors/token holders of Ugly Inu would receive direct, frictionless dividends from the total revenues. This is a tremendous business innovation.

The current leader in this industry has over 600 Million transactions per year. The average transaction value is €30. So these platforms are living on transactions. And every transaction has transaction fees that go directly to the holders! 600 Million transactions multiplied by €30 is a huge number.
Our goal is realize our plans by building a strong community and less with bigger investors.

Introduction

The Ugly Inu project was started with the goal of building a strong community, following a very specific plan we have been developing for over a year . Our team is targeting a very specific industry whose providers have been under a very bad light for years (especially in Europe).

This (currently still) completely centralized industry is, in our opinion, on the verge of change. The world in general is in transition. The fact that PayPal and thousands of other companies are offering cryptocurrencies as a means of payment in rows is accelerating this change. This trend and many others are now enabling innovative business models that run without a central player. This means that all other stakeholders, by eliminating the profit-driven central provider, benefit more. The only losers will be the central providers who do not follow the decentralization trend.

Ugly's innovative Utility Plan

Our team has a broad knowledge in different fields. We have been working on this business plan at our agency for over a year. Actually, the plan was not to develop a meme cryptocurrency. However, we decided to start this because meme projects have enormous growth potential. Many meme projects have outperformed serious projects. With Ugly Inu, we saw an opportunity to realize our plan without big investors.

At this point we would like to mention that our research is completely related to the European market. All research data collected is from benchmarks of European vendors in our targeted industry.

Our research has shown that vendors in a specific multi-billion dollar industry have all been in the red for years. Due to the enormous operational costs of these companies, losses of over €1 billion are being raked in in some cases. However, it is primarily the end consumers and intermediaries who have to absorb the losses. With levies of up to 40% to the central providers, they have to give up almost half of their sales. By applying blockchain technologies, we are sure that these costs can be reduced by up to -75%. Thus, with an absolute cost advantage, Ugly Inu would be the first decentralized venture in an industry that is still completely centralized.

According to our market research, almost all stakeholders involved in the market are very dissatisfied with the prevailing conditions. End consumers are paying extortionate prices. Intermediaries make less profit to almost none (zero-sum business). The ratings of these suppliers on various rating platforms show record lows. For five vendors we studied, we conducted average ratings that varied from 1.1 to 1.6 stars (out of a total of 5 possible stars).

Our vision is to fundamentally change this industry with a strong community. We are consumers of this industry ourselves and can understand the frustrations of the stakeholders all too well.

Why Blockchain?

lockchain technologies are penetrating our everyday lives bit by bit. There are countless reasons why the application of a blockchain technology is worth considering:

The most innovative business models are now possible through the application of Blockchain technologies. DAOs are possible that are operated without a centralized player. The elimination of powerful, profit-driven providers benefits all stakeholders, as now the huge share of the centralized provider is paid out to all stakeholders.

2% of all transactions go to $UGLY holders. Without blockchain technologies, such small instant payments would not be possible in the first place. Our project would not function as optimally without this feature.

We will be able to automate many of the processes that the current companies have by using Blockchain technologies. As a result, Ugly Inu's platform will have far fewer operational costs.

The Business Model

Our vision is to create a decentralized platform that will have up to -75% lower operational costs than the current centralized providers and will generate up to over 300 million transactions annually. It will be a dedicated B2B/B2C platform that will be largely independent of the course of the crypto market, as the players trading on it will be exchanging normal goods. This means that our platform will generate value for our holders even if the crypto industry stagnates.

The current tokenomics will be changed somewhat after the platform becomes operational in order to be able to cover operational costs and to reward stakeholders.
In traditional centralized companies, shareholders receive dividends when the company has positive net profits. Dividends are paid on a delayed basis at the end of the year and are based on net income, which can be manipulated. They are also subject to the discretion of management, which does not always act in the best interests of shareholders.
With Ugly Inu, we are innovating these processes: Our token holders/shareholders will directly participate in the gross revenue at 2% per transaction. And that, without a time lag.

A little comparison:
Platform X (centralized) generates $1 billion in revenue, $0.8 billion of which is needed to cover operational costs. After further tax deductions, the company would be left with, say, $0.1 billion. In order to reduce dividends and have a larger budget for the coming year, management decides to show hidden costs in order to pay little to no dividends.

On Ugly Inu's platform all these processes are simplified, optimized and automated. In the above comparison, $UGLY holders would receive 2% of the total revenue/transaction volume of $1 billion. Without any risk of manipulation on the part of management.

Moreover, we want to show our affection to all players involved in the market and incorporate various rewards mechanisms. Every action on our platform will be rewarded by rewards in the form of $UGLY. We will set clear incentive mechanisms to encourage all participants to make sustainable decisions.

The current community wallet will serve as the operational wallet. Through it, we intend to cover operational costs and pay out rewards to the individual players.

Benefits of our Platform

As mentioned, all stakeholders will benefit from this innovative business model except the central provider who will be eliminated. The huge margins that the central provider collects will be reduced by -75% at Ugly Inu. This means that the users of our platform will benefit from much lower prices. The middlemen on our platform, who are running a near zero-sum business due to the enormous power of the central provider, will be able to make positive net profits for the first time. Besides the fact that end consumers will now pay much less for the same services, the intermediaries will have larger profit margins with which they can optimize and expand their business.

This benefits the entire market:

Intermediaries do not have to give up horrendous margins to any central supplier.

└──── Return on investment of retailers rise!

Intermediaries can expand and improve their business.

└──── Quality of service increases!

Investors receive immediate, direct dividends based on gross sales.

├──── No accounting manipulation risk!

├──── No negative dividends possible, as no negative turnover is possible!

└──── Immediate dividends without delay!

End consumers pay less for the same services.

└──── Lower prices = greater demand = greater sales!!!

Expected Cash Flows for Holders

We aim to have the actual platform fully developed by summer 2022. From that point on, we expect the following figures:

Year	2022	2023	2024	2025
Gross sales	**$50 Mio**	**$200 Mio**	**$2 Billion**	**$10 Billion**
2% dividends for holders	**$1 Mio**	**$4 Mio**	**$40 Mio**	**$200 Mio**

A holder with 2% of the total token supply would receive dividends of:

Year 2022:	**$20,000**
Year 2023:	**$80,000**
Year 2024:	**$800,000**
Year 2025:	**$4,000,000**

Our market research has shown that the average transaction value on the European market leader's platform is around $30. This means that Ugly Inu's platform is expected to execute around 300 million transactions by 2025.

The targeted Industry

At this time, we do not want to reveal any more details to protect our plan. More details will follow as Ugly Inu develops. However, our team has already started developing the platform. By mid-July 2021, we want to release the first more detailed plans, as that's about when we'll be able to show our first successes, giving us a bit of a head start.

Roadmap

We also don't want to reveal anything about the roadmap at this point. We are all working hard to be able to publish the first successes as soon as possible. As I said, we want to have the full platform launched by summer 2022. Until then, we'll be running NFTs and merchandising and also including small mini-games to keep the community on their toes.