



Whitepaper 2.0

imal.io



1. What is IMAL?

IMAL is a project to transfer BNB Coins from animal lovers' shopping to shelters and animal associations.

Many of us live with animals in the world, and the vast majority of them need help. They are also a part of life. Among them, there are creatures who have difficulty in reaching food, who have been abandoned, exposed to violence, and have no habitat, whose nature has been taken away.

Every person earns IMAL tokens from the purchases they make for their own pet, and with the BNB coins that come out of these purchases, they can support associations and shelters that help street animals.

We thought about what we can do for animals in need and created the IMAL project. We know that with this project, we can create a great favor for animals in need. We aim to improve the lives of these animals.

We have decided to use every item that we think can benefit this ecosystem in this project. IMAL Game is just one of them.

In the IMAL game, you can earn IMAL Tokens by walking your dog every day or by paying the payments you make at pet shops, veterinarians and pet hotels that have an agreement with Imal. Moreover, the BNB Coins that will be formed from these purchases also provide support to animal associations and shelters.

IMAL project; It uses official associations and animal shelters while transferring the funds it has created in its ecosystem to animals in need.

Every existing business, shelter or official association within the project has a web 3.0 wallet and a smart contract on the BSC network. In this way, all transactions can be followed clearly by all users and visitors. This is the most important thing that indicates that IMAL project is safe.

2. IMAL Token

Network : BSC

Name : IMAL

Symbol : imal

Contract Address : 0xff43312e1a2d09033963ca594e722f3d29dc2f5b

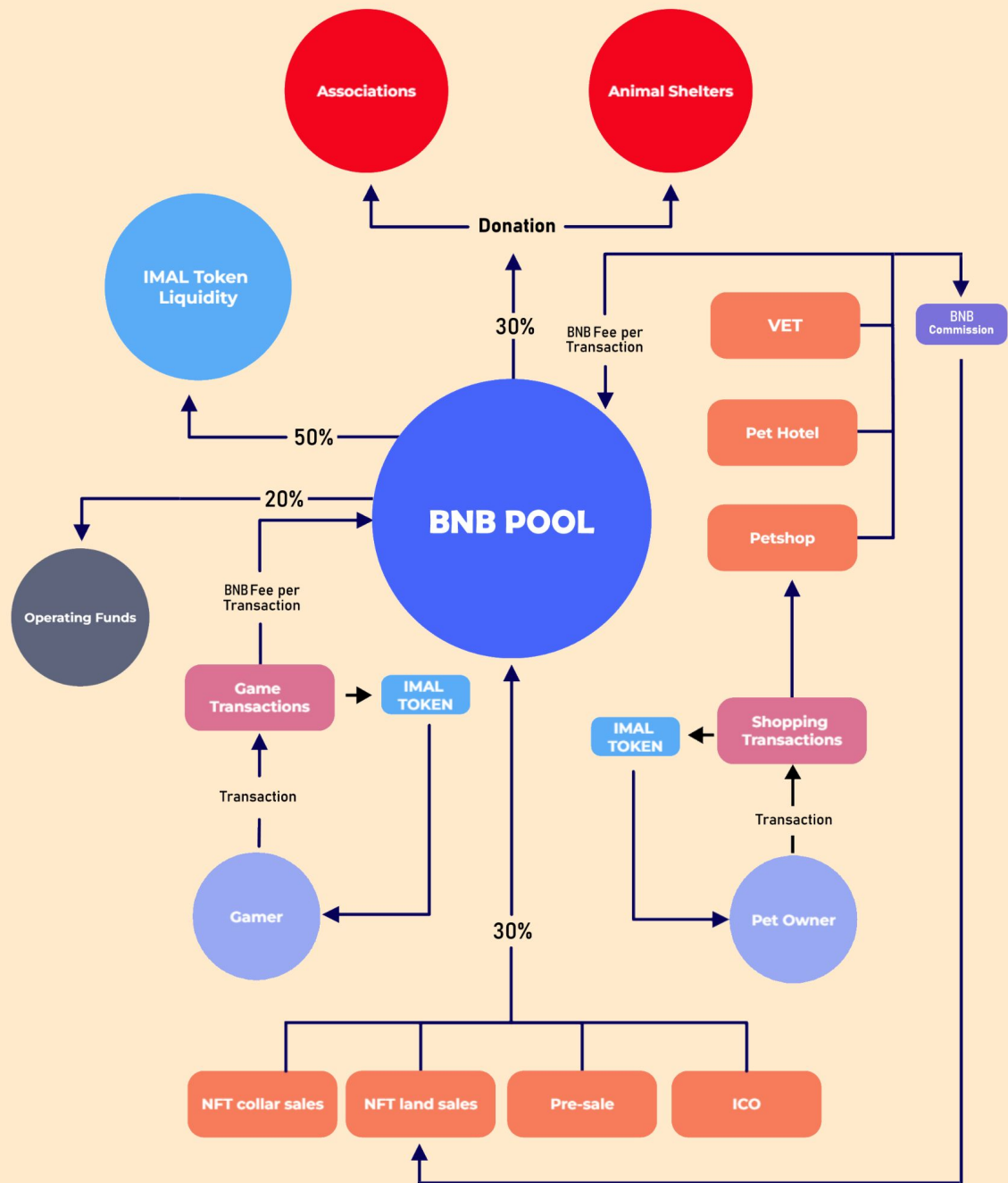
Total Supply : 100,000,000,000 IMAL

3.Ecosystem of IMAL

- 1. Pet owners
- 2. Associations and shelters
- 3. Contracted merchants and vets (petshops, pet hotels, veterinarians, etc.)
- 4. NFT landowners
- 5. IMAL gamers

These form the IMAL ecosystem. Pet owners shop at contracted merchants and vets and earn IMAL tokens, thus helping Associations and Shelters.

IMAL gamers helping shelters and associations with the IMAL tokens they earn in the system and every BNB transaction they contribute to the ecosystem.



3.1 Pet Owners

The amount of payment that pet owners make when shopping from pet-related businesses such as pet shops, pet hotels, pet training centers and veterinarians;

They earn IMAL tokens at a rate of 10 times their BNB Coin equivalent for a total trading volume of 1,000,000 BNB Coins per day.

When the total transaction volume in the daily system reaches 10,000,000 BNB Coins, they earn IMAL tokens at the rate of 5 times their BNB Coin equivalent per transaction.

When the total transaction volume in the daily system reaches 100,000,000 BNB Coins, they earn IMAL tokens at the rate of 2 times their BNB Coin equivalent per transaction.

This distribution continues until the total supply is put into circulation.

10-year IMAL token distribution simulation for the total daily trading volume is given below.

Period	Total Transactions	Distributed Token
10-year	120.000.000 (BNB)	1.200.000.000(IMAL)
10-year	1.200.000.000 (BNB)	6.000.000.000(IMAL)
10-year	12.000.000.000 (BNB)	24.000.000.000 (IMAL)

3.2 Associations and Shelters

30% of the total BNB Pool is regularly allocated to associations and shelters in the IMAL ecosystem.

The source to be transferred is determined according to the choices of users who have chosen the countries determined during the membership phase.

For example;

The ratio of the transactions made by the users choosing the "A" country to all the transactions made in the total system determines the ratio of the 30% share allocated from the pool to the donations to be allocated to the associations in that country.

In a scenario where the total processing rate of transactions from country "A" is 25%, the formula is applied as follows;

b = total donation amount

c = total number of associations and shelters

$$(b * 0,30 * 0,25) / c$$

3.3 Contracted Merchants and Vets

Contracted merchants and vets are the most important element that feeds the BNB pool in the IMAL ecosystem. A business included in the IMAL ecosystem, it must have downloaded the IMAL APP and its application must be approved.

Each merchant existing in the system has to keep BNB Coins for referrals and purchases in their wallet on IMAL. Merchants with less than 20 BNB Coins in their wallet will not appear in the IMAL merchant list. To be visible again, they must make a BNB deposit.

When a pet owner makes a purchase from an IMAL merchant, the merchant creates a QR code via the APP. As soon as this QR code is read by the pet owner, the transaction information is displayed on the screen and if the shopper approves the transaction, 0.4% of the transaction amount is transferred to the IMAL BNB Pool from the merchant account.

for example;

If 50 BNB is paid in a purchase, the amount of BNB transferred to the IMAL BNB Pool becomes 0.2 BNB.

The simulation of the total BNB Pool that will be formed when the daily 1,000,000 BNB trading volume is reached is given below.

Period	Total Transaction	Transfer to Pool
<u>Day</u>	1,000,000 (BNB)	4,000 (BNB)
<u>Month</u>	30,000,000 (BNB)	120,000 (BNB)
<u>Year</u>	360,000,000 (BNB)	1,440,000 (BNB)

3.4 NFT Landowners

NFT landowners earn 0.1% from member merchant transactions carried out in the countries where the lands they have purchased in the IMAL ecosystem are affiliated with. 10% of the total income is allocated to the shelters and associations of the country to which the land belongs.

The table is the monthly earnings statement for the owner of an area within a country of 100 landowners.

Ps: Land owners autoBNBally obtain IMAL Tokens as much as the number of BNB Coins they have earned.

Total Transactions	Total Earnings	Landowner	Associations and Shelters
1,000,000 (BNB)	1,000 (BNB)	9 (BNB)	1 (BNB)
10,000,000 (BNB)	10,000 (BNB)	90 (BNB)	10 (BNB)

3.5 IMAL Gamers

IMAL gamers; They are the players who play the IMAL Play to Earn game and are part of the ecosystem. They contribute to the BNB Pool from the collar purchases they have made and all the purchases they have made in-game.

The total amount of tokens to be circulated through IMAL Game V1 is 10% of the total supply. IMAL Game V2 will be released after this amount is fully distributed.

The distribution model that will occur when there are 1,000,000 active users is shared below.

Total Users	Difficulty Level	Collar Type	Coefficient
1,000,000	Level 1	<u>Wooden Collar</u>	0.00000012 <u>Imal /sn</u>
1,000,000	Level 1	Silver <u>Collar</u>	0.0008333 <u>Imal /sn</u>
1,000,000	Level 1	Gold <u>Collar</u>	0.00166667 <u>Imal /sn</u>
1,000,000	Level 1	Platinum <u>Collar</u>	0.0025 <u>Imal /sn</u>

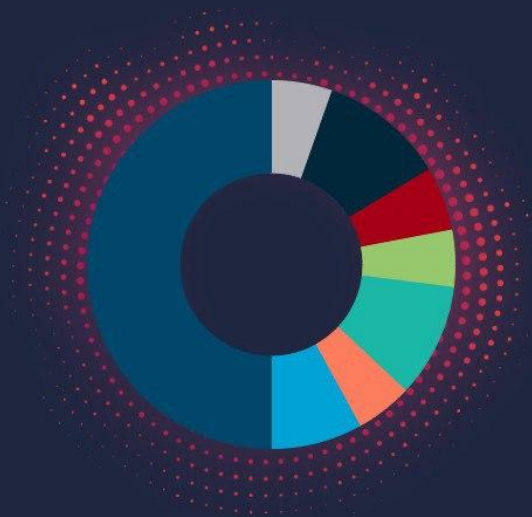
After 50% distribution of 10,000,000,000 IMAL tokens, which is the total amount of tokens to be circulated through IMAL Game V1, is completed, it will move to Level 2.

Total Users	Difficulty Level	Collar Type	Coefficient
1,000,000	Level 2	<u>Wooden Collar</u>	0.000000012 <u>Imal /sn</u>
1,000,000	Level 2	Silver <u>Collar</u>	0.0000412 <u>Imal /sn</u>
1,000,000	Level 2	Gold <u>Collar</u>	0.00034 <u>Imal /sn</u>
1,000,000	Level 2	Platinum <u>Collar</u>	0.00016 <u>Imal /sn</u>

After the distribution of 50% of the remaining amount of tokens, 5,000,000,000 IMAL tokens, is completed at Level 2, it will move to Level 3.

Kullanıcı Sayısı	Difficulty Level	Collar Type	Coefficient
1,000,000	Level 3	<u>Wooden Collar</u>	0.00000004 <u>Imal /sn</u>
1,000,000	Level 3	Silver <u>Collar</u>	0.0000112 <u>Imal /sn</u>
1,000,000	Level 3	Gold <u>Collar</u>	0.00016 <u>Imal /sn</u>
1,000,000	Level 3	Platinum <u>Collar</u>	0.0002 <u>Imal /sn</u>

4. Tokenomics



Allocation Of Funds

Total Token Supply - 100,000,000,000



Quantities of IMAL tokens and BNB equivalents to be distributed at the pre-sale.

	Total Quantity
Pre-sale	11,000,000,000

5. Roadmap

2023

1st Quarter

Pre-sale for starter
Android Play to Earn Game Released
User panel completed
NFT collar sales started
Contracted merchants and vets applications can be made
.Association and Shelter applications can be made

2023

2nd Quarter

IOS Play to Earn Game Released
ICO made for business development
Association and shelter wallets activated

2023

3rd Quarter

Developer increased for IMAL Game V2
NFT Lands were sold
Member workplace list is ready

2023

4th Quarter

IMAL business app released
First transactions from shopping started
Graphic screens are ready for tracking transactions

2024

1st Quarter

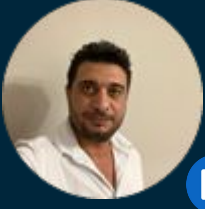
Contracted merchants can receive payment by IMAL card.
Activating donation payment systems to agreed shelters.

2024

2nd Quarter

IMAL V2 game released

6. IMAL Team



SAMET KUZU
Co-founder



ÖZGÜR AKBULUT
CTO



HASAN AKKAŞ
Social Media Manager



ULAŞ ÖZGÜR FIRAT
CMO



SEFA EFECAN
Art Director and Content
Editor



CAHİT GÖĞÜSLÜ
Community Manager



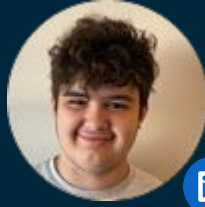
**MEHMET KUDSİ
ODAMAN**
Game Developer



ATAKAN ELİZ
Software Developer



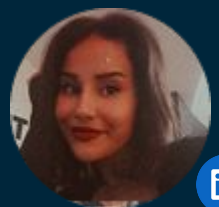
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Software Developer



İSMAİL CAN GÜREL
Game Developer



BÜŞRA ŞENTÜRK
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SILA NUR PERKTAŞ
Software Developer

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