

PETTO.

Providing total pet care system



REI Care

Leading a Unique Pet Care Platform
Whitepaper Version 1.0

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Introduction

Vision

REI Care aims to propagate the Pet Care Culture by working alongside various animal organizations such as the Best Friends Animal Society. The blockchain-based project intends to support poorly-treated and abandoned animals through the generated funds gathered from its products and services. These include the REI Payment, REI School and REI Taxi.

Focusing on the company's philanthropic culture, REI Care builds a unique and innovative total pet care system approach by establishing REI Platform to encourage everyone in the act of caring.

To provide a profitable, expandable, informative, and guaranteed platform, REI Care will utilize the value of its native currency, REI Token, by partnering with animal hospitals in Korea and optimizing the fees from the REI Payment and other transactions within the ecosystem.

Official website link



REI Care

Reicare.com

Background

According to the Animal and Plant Quarantine Agency Korea (APQAK)' s 2020 annual report, total number of 235,637 pets are registered since the year 2014, when all dog owners have been obligated to register their animals in the system, with violators being fined 1 million won. (1) Microchip identification have gained popularity in South Korea after the introduction of embedding microchip. More than 58.9% of the pet owners chose to register by embedding microchip rather than the external-type.

Accordingly, South Korea is turning into a “responsible” pet society as more people are opting to register for both safety and responsibility. Every year the number of registrations increases in range of 5~15%, while the number of abandoned animals in 2020 decreased by 3.9% than the previous year.

Such microchip-identification regulation has become rather participating through the years. In Korea, there are currently 3,690 registration agencies that anyone can simply bring their pets for embedding microchip and 3,420 of the agencies are animal hospitals. (2) Nevertheless, the Korean government is increasing expenses and expanding protection management programs such as street-cat TNR(Trap-Neuter-Return), which cost them about 10.7 billion won to reduce 73,632 street-cats from propagation.

Back to APQAK's 2020 annual report, the number of workers and businesses in the pet industry is also increasing by 8~15% a year. In Korea, big names began to start participating in the pet industry as well as small-medium sized companies are already growing fast by the government's regulations and the changes of perspectives in society. Samsung Card launched its pet application in year 2017, then Hana Card, and Shinhan Card also involved in the competition to collect about 15 million prospective users. As they garnered millions of active users, pet business market was able to hit 3 trillion KRW in volume in South Korea since inception. Their growth is expected to grow up to 6 trillion KRW in volume as the insurance companies started to launch diversity of pet insurance plans.

Blockchain-based pet care systems are also incorporating its way into more traditional payment businesses. Blockchain technology's widely-recognized application to date has been in the payments sector. Aside from the cryptocurrency wallets, there are also numerous bitcoin ATMs available(3) not only in Korea, but in different parts of the world.

Blockchain is the most common type of distributed ledger. Known for its decentralization, security, and scalability features, it is most often used to facilitate payments and verify records.(4) The most common use cases for blockchain initiatives are payments and money transfers while users believe that its primary benefits are risk and fraud reduction and increased efficiency on performance.

With people being dependent on their mobile devices, people have chosen their preferred telecom provider. Around 60% of South Korean smartphone owners use SK or LG U+.(5) It is no surprise that these providers have driven South Korea, in general, into becoming a breeding ground for blockchain and cryptocurrency activity.(6)

SK Group, its largest telecom company, has invested \$10 million in the global blockchain firm ConsenSys while its subsidiary SK Telecom (SKT) has partnered with Germany's Deutsche Telekom in creating a blockchain-enabled mobile identification solution. LG U+ has also provided blockchain-based payment services to overseas customers.(7) This is in collaboration with mobile carriers in Japan and Taiwan. The payments will be processed through the Cross Carrier Payment System (CCPS) operated by SoftBank.(8)

In conclusion, it is significant that there is huge growth of pet care industry in Korea which the society is actively participating to, but traditional pet care system and pet care businesses lacks transparency and privacy. While the market is growing in its volume and the number of active participants, the number of abandoned and poorly-treated animals does not decrease as much. The market is built to only provide pet care systems to who can afford to care more and it is almost impossible to participate in pet caring without being able to spend much. This is the reason why despite significant investments by development organizations, governments, and the private sector, an additional capital is needed to support philanthropic activities every year.

Executive Summary

This document presents the basis, technology, use cases, and roadmap of the REI Care Platform and its underlying blockchain network. It explains how REI Care intends to utilize blockchain technology integrated into the pet care infrastructure. REI Care will introduce a tokenized solution that will be beneficial to the key figures of the platform which are — Corporations, Users, and Investors.

REI Care Token will be a utility ERC-20 token in parallel to the usage within the platform. These include the REI Medical 911, REI Community, REI School, REI Commission, and REI payment platform.

The target audience and use cases for REI Care Token involves Corporations, Users, Organizations, and Investors. All prospect participants will benefit from the five services mentioned above.

In the latter part of this document, we provided the timeline of the REI Care platform development. This provides an overview of what REI Care aims to do as it progresses through time such as the launch of the total care application, exchange listings, and blockchain development.

Project Overview

Technology

Blockchain technology arose along with the popularity of the cryptocurrency Bitcoin. Since then, it has been known as an emerging technology closely related to the financial sector. Due to the disruption blockchain brings about, the financial sector has shown skepticism towards the technology. However, despite early rejections from established financial institutions, blockchain technology succeeds to prosper as the FinTech industry booms.

At present, blockchain technology slowly takes its rightful place within the financial sector. It is greatly considered to be one of the most promising technology to develop for FinTech businesses around the world. Many established international banks and companies have started to explore the technology and others have already integrated blockchain within their ecosystem.

With the growing acceptance of blockchain technology, REI Care has initiated in building a blockchain-based payment system to provide the Korean society a highly-accessible and highly-secure payment avenue within the pet industry. More than a pet care solution, REI Care aims to build a digital payment ecosystem that commits to pet charity.

Platform Overview

REI Care has structured a highly-modern payment gateway system based on Ethereum blockchain platform. REI Care developers chose to fork from the Ethereum network because it is well-reputed to provide high-performance in digital payment transactions. Also, due to its scalability, flexibility, and speed, Ethereum is deemed to be the most efficient underlying blockchain network for projects focused on providing digital payment solutions.

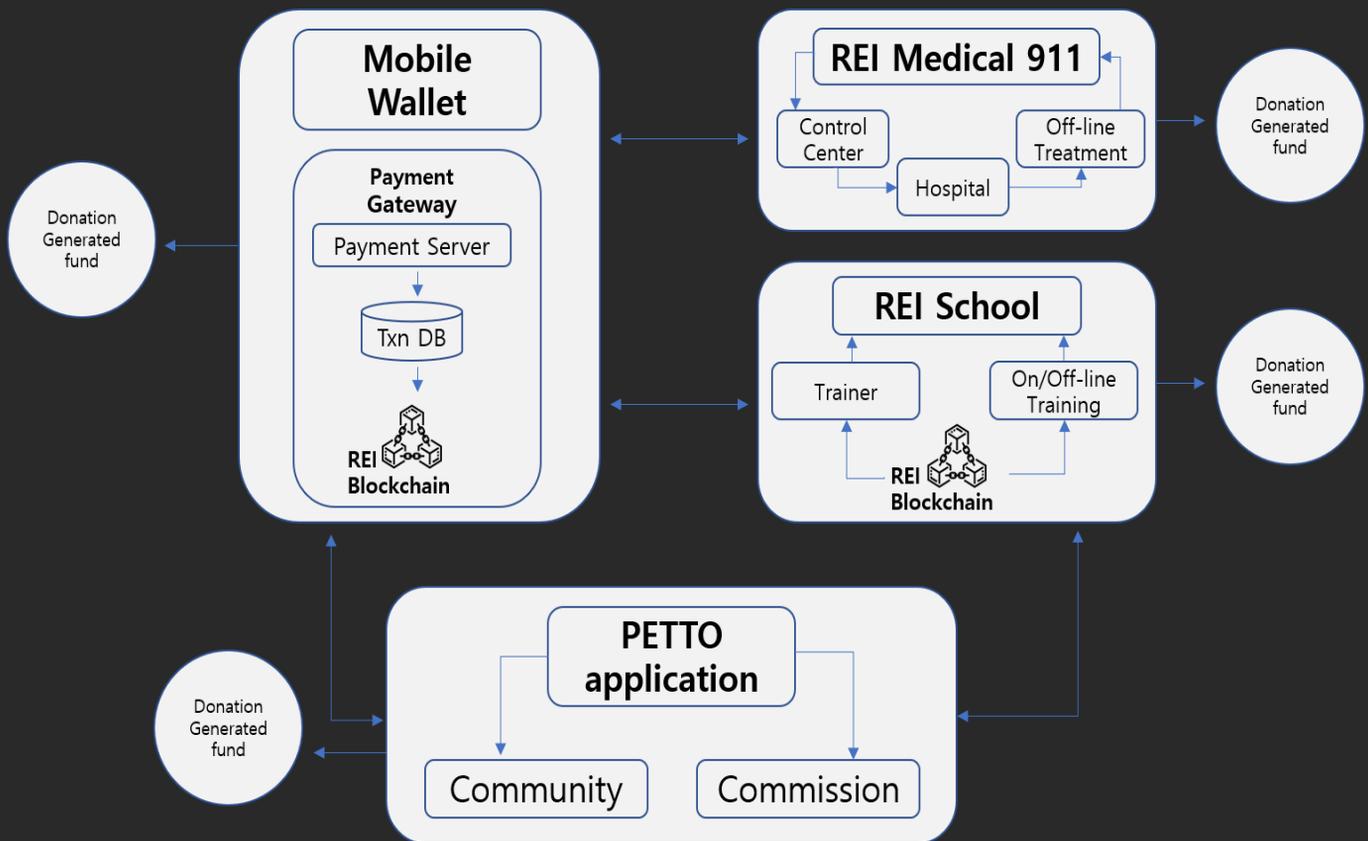
Furthermore, REI Care network aims to build a wide ecosystem with a number of decentralized projects to further expand the use case of its native token and encourage more users. REI Care will be introducing Ethereum based decentralized applications to foster its planned ecosystem.

REI Care' s platform introduces Korean society opportunities instilled within the payment system of pet care systems. By using the REI Care applications, users will be able to participate in saving poorly-treated, abandoned animals and at the same time get rewarded with REI tokens. In every payment transaction (includes all REI Token used within the total application service such as Medical 911, Community, School and Commission.), REI Care will allocate a percentage of the profit for the pet charity and non-profit community organizations.

The Ecosystem

The REI Care Foundation offers various digital services ranging from payment solutions, medical care, online pet training, and online community platforms. All the decentralized projects within the REI Care ecosystem will all utilize REI token as its native digital currency.

Initially, REI Care will introduce a digital wallet called REI Wallet and a total pet care application called PETTO. This application will be scattered in different cities and provinces in South Korea to ensure REI Care extends its pet care services and pet charity fundraising goal nationwide.



The REI Care Ecosystem

The REI Care Ecosystem is architected to interoperate with one another. On the diagram above, there are 4 main decentralized projects involved: the REI Payment Wallet, REI Medical 911, REI School, and the PETTO application. Each decentralized project contributes to Donation Generated Fund — the main cause of the REI Care Foundation.

Decentralized Projects

Aside from REI Payment Wallet and PETTO application, REI Foundation will introduce other decentralized applications to grow a wide ecosystem.

- [REI Payment Wallet](#)

REI Payment Wallet is the sole and main wallet of the REI Care ecosystem. It would be engineered to work with both IOS and Android system to support any devices to use. It will store REI cryptographic tokens and main cryptocurrency coins such as BTC, ETH and USDT.

Moreover, the REI Care Wallet application offers a wide array of services, such as cryptocurrency transfer, pet charity donation, and store REI tokens. It will also serve as the wallet for the succeeding decentralized projects such as the REI Medical 911, REI School, and PETTO application service. For every payment to receive or send among these projects, REI Payment Wallet will function as the main device.

- [PETTO application](#)

PETTO application is the main total pet care platform that accepts REI tokens as payment for purchases of every service offered. The platform will facilitate online trading catering to both merchants and customers within South Korea to ensure the marketplace will sell a variety of services and products.

Aside from services, PETTO offers the pet charity and community programs for user's benefits. In every transaction done on the PETTO application, a portion of the profit will be donated to pet charity — this is assured by the REI Care Foundation. Furthermore, for every participation in the community in sharing information about pet caring, users will be rewarded with REI token as a commission. There is also a participation winner program, wherein, a random and PETTO application user will win REI tokens and shopping vouchers that can be used on any services provided on the application.

- REI Medical 911

REI Medical 911 is a medical service offered 24/7 online, which connects you to nearest pet hospitals and professional's assistant messenger service 24/7. It will guide users whether their pet is in emergency, or treatments that can be selfdone at homes. When the pet is in emergency, it will show which nearest pet hospital is able to provide service right away.

REI Medical 911 is offered by pet hospital organizations in Korea. They give exact and fixed prices of each treatment which will benefit users from using other local hospitals. It is built as a transparent medical service platform in order to support any pets that needs treatment from the pet hospital, and therefore, funds collected by donations and services will be used for those pets without owner's support or when the owner is not able to pay.

- REI School

REI School Platform is an online training platform. It is a blockchain-based channel where trainers can do their trainings live creative, educational, and entertaining video content. On this platform, audience can support their favorite trainers by sending them REI tokens stored on their REI Payment Wallet. Also, for offline training programs, REI School platform will connect users directly to the schools and trainers registered on the platform and users are able to use the service with REI tokens.

Besides entertainment and education, the REI School has a greater purpose. It aims to broadcast charity-related and fund-raising projects to reach out to potential sponsors for a better cause.

- REI pet charity

The main purpose of REI Care Foundation is giving care to the abandoned animals. Although every province and cities are supporting with programs and caring businesses, the actual act of caring belongs to those abandoned pet caring organizations and business owners which are almost impossible to control their usage of supporting funds. REI pet charity will support donation funds by REI tokens to the organizations and business owners, in which clarifies how much funds they received compared to how many animals they are supporting.

REI pet charity aims to support more and wide range of animals from mistreatments. Supervising organizations are lacking in support of funds and workers which seems to be the biggest problem when we are facing mistreatment solutions. Illegal pet shops, pet farms, pet owners are not being properly supervised especially when they are located in outside of main city. REI pet charity is to support from countryside areas to supervise illegal activities done with animals.

With REI token to function as main charity fund, all charity programs are then to be transparent and their activities, outcomes will also be noticed by all participants and users on the platform. We strongly believe that this will also bring more donations and participants with positive goals.



REI Token



The REI token is an ERC-20 based token on the Ethereum blockchain. However, it will migrate to its own mainnet in time. The mainnet will free the REI token from the restrictions set by the Ethereum blockchain. It will also provide REI token the freedom to create its own rules and limitations inside the platform. Specifically, the ERC-20 token has the following method-related functions, with those in brackets clarifying what each function does:

1. `totalSupply()` public view returns (uint256 totalSupply) [Get the total token supply]
2. `balanceOf(address _owner)` public view returns (uint256 balance) [Get the account balance of another account with address `_owner`]
3. `transfer(address _to, uint256 _value)` public returns (bool success) [Send `_value` amount of tokens to address `_to`]
4. `transferFrom(address _from, address _to, uint256 _value)` public returns (bool success) [Send `_value` amount of tokens from address `_from` to address `_to`]
5. `approve(address _spender, uint256 _value)` public returns (bool success) [Allow `_spender` to withdraw from your account, multiple times, up to the `_value` amount. If this function is called again it overwrites the current allowance with `_value`]
6. `allowance(address _owner, address _spender)` public view returns (uint256 remaining) [Returns the amount which `_spender` is still allowed to withdraw from `_owner`]

Use Cases

The REI token is the native token of the platform that will serve as the medium of exchange for all the transactions that will take place within the platform. It will also be used to reward users, token holders and investors within the REI Care platform.

REI Payment System

One of the great services that the REI Care platform offers is the ability to provide banking for the unbanked people, and as part of our partnership with various telecoms firms, SMEs, and charitable organizations, we facilitate seamless online payment transactions for all our users.

REI Payment Mobile Wallet

REI Payment Mobile Wallet is an ERC-20 compatible wallet application that can be downloaded on any mobile device that stores the user's fiat debit and credit accounts, as well as REI funds. The wallet also provides a great level of security to ensure the safety of your funds.

PETTO Application

REI partners with a number of shopping retailers and pet hospitality service businesses, REI token users can purchase the hottest commodities and services available. By using the REI platform, users will be open to a service shopping market where they can choose and compare different types of products and services depending on their liking.

REI School

The REI school platform shows the latest and the hottest updates of pet training programs and information. It also connects users to their choice of trainers or schools when they need 1:1 assistance. At the same time, it can also be used by charity organizations, and individuals who need assistance can explain their needs.

REI Medical 911

Many pet owners are afraid to take their pets to the hospitals in which it will cost them too much for anything they need their pet's to be checked or treated for. Although we cannot reduce the service and treatment costs, REI Medical 911 is supported by participated hospitals that are willing to give 24/7 online assistance and pre-treatment guides. Moreover, these hospital organizations are willing to give treatments to any pets even if their owners are not able to afford the treatment, in this case, REI pet charity will use it's saved funds to the hospital.

Conclusion

The importance of social contribution to the animal care cannot be stressed enough due to the responsibility that the society has by their own choices. The act of caring is integrated deeply into human culture. There is an evident need for companies to adopt this type of culture. The REI Care platform works in ways that will allow users, corporations, organizations, hospitals and investors alike to be a part of a project that boosts animal welfare along with profitable aspects as well.

The value of animal welfare projects is real. It can help build the images of companies who participate in these projects. This can be taken even further through blockchain technology integration. As for blockchain technology, it is generally defined as a distributed, decentralized, and mostly digital public ledger that is utilized to record transactions throughout many computers so that any record cannot be altered retroactively, without the alteration of all subsequent blocks.

With blockchain technology at the forefront, the REI Care platform aims to establish an all-around token infrastructure revolving in proliferating the pet caring culture. This can potentially improve the way people treat animals. With a distributed reach, many industries can start donating and creating a culture of caring animals.

Road Map

2020

Q4 - Establishing the Company

- Begin to establish REI Care in the market
- Publishing the REI Care Whitepaper Version 1.0
- Launching the REI Care website
- Start developing the wallet
- Start developing the beta version of the application

2021

Q1 - Start Listing REI Care (REI Token) on Exchanges

- Prepare the REI Token for listing
- List the token and start trading on exchanges

Q2 - Release the Beta Version of application

- Finalize the development of the beta version
- Launch the beta version of the PETTO application

Q3 - Finalize Alpha Version of application

- Finalize the development of the wallet
- Finalize the alpha version of the application
- Launch alpha version application

Q4 - List REI Token in more Exchanges

- Achieve the goal of listing in 25 exchanges

2022

Q1 - REI Token Blockchain Development

- Start developing REI Care's own blockchain

Disclaimer

Please read this Disclaimer carefully as it includes the most essential information about REI Care. Please be aware of the market risks and consult your legal, financial, tax, or any other suitable professional advisor before making any decision.

Before your participation in the purchase of REI Care (REI Tokens), we strongly encourage a careful reading of this whitepaper.

The information provided by REI Care ("We," "Us," or "Our") on the REI Care Whitepaper version 1.0 is for general informational purposes only. All information on this whitepaper is presented in good faith; nevertheless, we make no representation or warranty of any kind, expressed or implied, regarding the accuracy, adequacy, validity, reliability, availability, or completeness of any information on this document. Under no circumstances shall we have no liability to you for any loss or damage of any kind occurred as an outcome of the use of the website or reliance on any information provided on the whitepaper. Your comprehension and your reliance on any information on the whitepaper is solely at your own risk.

Particular assertions, estimations, and financial information stated in this whitepaper are forward-thinking observations that are based on and have taken into deliberation certain known and unknown contingencies and risks. It may, at some point, generate the estimated results or may differ factually and considerably from the featured approximations or results formulated in such forward-thinking estimations herewith.

REI Care reserves the right to make additions, deletions, or modifications to the contents of this document at any time without prior notice.

a. General Information

1. REI Care is a platform that uses blockchain technology to deliver its services in line with its vision and purpose. The reader must understand that blockchain technology is an open-source protocol and is not an exclusive property of any single person or organization.

2. REI Care aims at providing a new system to connect blockchain with propagating the animal caring culture by working alongside various humanitarian organizations, and there is a possibility that some of its features may be identical to others.

3. This whitepaper is used to introduce REI Care to the community and to emphasize all of its specific features. It only serves the purpose of providing comprehensive information to the reader regarding REI Care and nothing else.

4. Please observe utmost caution when trading cryptocurrencies. If mistakes are made during the transaction, particularly if the address of the receiver's wallet is mistakenly specified, the funds will be lost without any possibility of their recovery.

Privacy Policy

REI Care ("Us", "We", or "Our") operates the website and REI Care Database and Blockchain ("Service").

This whitepaper informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We will protect your data privacy, and we will not share your details with any third party organization unless forced to do so, and if we deem it necessary.

Should you not consent to our policy, we highly recommend that you refrain from availing of our services. Otherwise, using our services and providing your personal information means that you comply and agree with our privacy policy in its entirety.

For the sake of those who are staying in countries that are under the European Economic Area (EEA), we created our policy agreeing with the provisions in the General Data Protection Regulation (GDPR).

1. Data collection

We collect some vital information by visiting our website such as the internet protocol (IP) address used by your computer or mobile device to connect to the internet, operating system, browser type and version, duration of the REI Care Whitepaper Version 1.0 visit to the site, date and time of the visit, time zone setting, links you click on, and information you key into our forms.

We will ask for your approval for the cookies on our website upon visiting. We also use your provided information such as your full name, email address, age, mobile number for the customer, and technical support.

2. Utilization of data

The information we collect will importantly provide us timely and appropriate support that will prevent fraud and illegal activities from happening through our website.

3. Information sharing

We will never use your information to make a profit in any way by sharing it with third party organizations and companies affiliated with REI Care.

We may disclose some of your personal data with government officials, law enforcement officers, legal courts, and others if compelled by a court order or other similar legal procedures.

4. Data protection

For your protection, do not disclose any personal information on platforms and online applications which is not managed and owned by REI Care to prevent heinous and illegal activities on your account.

5. General Data Protection Regulation

Should you be a resident of a country situated within the European Economic Area (EEA), we respect your right for the following, as stipulated in the General Data Protection Regulation—the right to be informed, the right to access, the right to rectification, the right to be forgotten, the right to restrict processing, the right to data portability, the right to object, and rights in relation to automated decision making and profiling.

6. Service Providers

We may hire third-party companies and individuals to perform service-related services or assist us in analyzing how our Service is used. These third parties may have access to your data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

7. Advertising

We may use third-party Service Providers to show advertisements to you to help support and maintain our Service.

8. Links to Other Sites

Our Service may contain links to other sites that are not operated by us. We strongly advise you to review the site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third party sites or services.

9. Children's Privacy

Our Service does not address persons who are under the age of 18. Should you know someone who uses our services under the age of 18, please report to us so that we may perform appropriate actions.

10. Changes to This Privacy Policy

We may renew our policy from time to time, so we advise you to visit this page regularly. We also recommend checking this privacy policy more often for any changes. Changes to this policy are effective when they are already posted.

11. Contact Us

If you have any questions about this Privacy Policy, please contact us.

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