

# Shiba Rocket Lite Paper

(SHIROX Token)

**Version 1.0**

August 2021





**Shiba Rocket goes beyond just another token. Unlike other DeFi programs that have the goal of creating a general digital currency or providing on-chain financial services, Shiba Rocket is laser focused on giving and showing appreciation.**



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# who we are



The mission of Shiba Rocket is to provide an easy and accessible way for people to “share the love and build the love”, which is the Shiba Rocket motto.



# 01

## Executive Summary

Shiba Rocket is the first Social DeFi platform for the Sharing and Giving Economy.

The founding volunteers wanted to build a token ecosystem and platform to support the sharing and giving economy. They were inspired by the success of Dogecoin (DOGE) and Shiba Inu (SHIB) to create a decentralized financial (DeFi) ecosystem that is fully supported by the community.

But Shiba Rocket goes beyond just another token. Unlike other DeFi programs that have the goal of creating a general digital currency or providing on-chain financial services, Shiba Rocket is laser focused on giving and showing appreciation. This is the vanguard of Social DeFi.

The mission of Shiba Rocket is to provide an easy and accessible way for people to **“share the love and build the love”**, which is the Shiba Rocket motto. That means showing your appreciation to other people for excellent service or jobs well done or to just share to show your support for them. The way you can do that is the Shiba Rocket token (SHIROX), supported by a mobile Sharing App (we call it “APlaws!”).

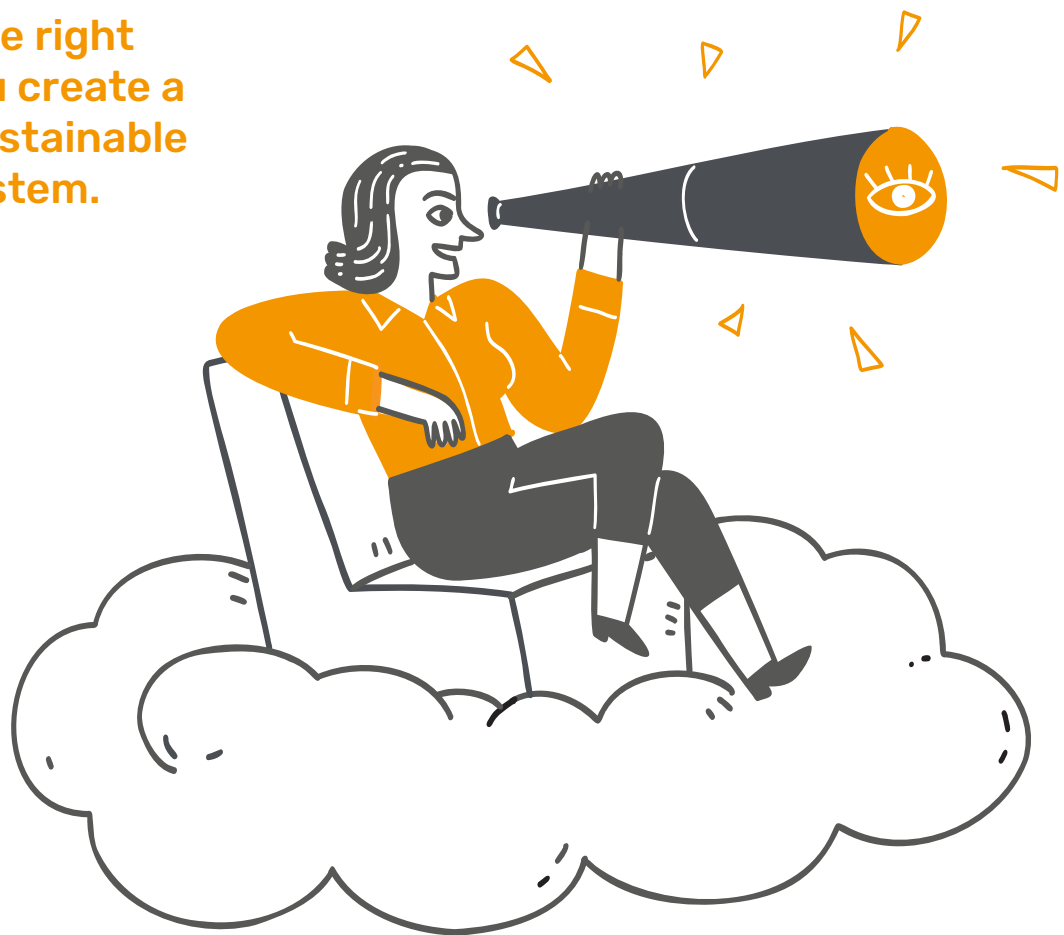
**The Shiba Rocket Foundation will be modelled after the MakerDAO and Ethereum Foundations. The Foundation will provide community input-based direction to the efforts of the platform development and community-building efforts of the Shiba Rocket ecosystem.**

The native token for Shiba Rocket is SHIROX, which is an ERC-20 token built on the Ethereum blockchain. SHIROX can be obtained using Ether (ETH) on the Uniswap Decentralized Exchange (DEX) on Ethereum or via MetaMask. SHIROX was launched on Uniswap on July 8, 2021.

Governance of the Shiba Rocket ecosystem is intended to be completely in the hands of the community, managed on-chain and led by the Shiba Rocket Foundation. Any changes will be driven by the Shiba Rocket Innovation Proposal (SR-IP) process and on-chain voting. Although this project was launched by a team of volunteers, the goal is to hand over the reins fully to the Shiba Rocket community as soon as feasible.



**The Shiba Rocket Corps believes that if you focus on doing the right things, you create a healthy, sustainable ecosystem.**



## Mission

The mission of the Shiba Rocket project is to enable people to “share the love and build the love” using crypto, blockchain and DeFi technology advances, always Doing Only Good Everyday (DOGE).

We intend to build a growing and thriving ecosystem where like-minded community members can drive the direction of the project and advance the community in a decentralized way.

The focus of the community is to build the platform and the community by sharing and performing the mission. The Shiba Rocket Corps believes that if you focus on doing the right things, you create a healthy, sustainable ecosystem. We leave it to the community to share what they choose to give to people and causes that they want to support in a truly decentralized way.

We plan to continue to build the platform and the ecosystem to realize the mission world wide.

We welcome like-minded people to join this movement! This is more than just about blockchain technology/cryptocurrency, or DeFi, or social media – this is about the integration of all three in the pursuit of the share the love and build the love mission!

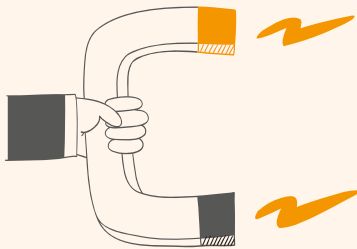
# Opportunity

We believe the worldwide sharing and giving economy to be \$2-4 trillion per year and increasing.

- Tipping in 2017 is estimated to be \$36 billion per year in the US alone<sup>1</sup>
- Giving in the US alone is estimated to be \$471 billion annually in 2020<sup>2</sup>
- The average US adult gives 3-5% of their gross income<sup>3</sup>
- With the world-wide GDP at \$85 trillion in 2020, if we use 3-5% as an estimate for worldwide giving, the total annual amount would be \$2-4 trillion.<sup>4</sup>

The current popular sharing and giving channels incur a high cost for the giver.

- Depending on the charity, only 70% - 90% of the money received by charities actually goes to the beneficiaries. The rest is used for the operating expenses of the charity organization.<sup>5</sup>
- These organizations also generate low returns on their funds.<sup>6</sup>



A decentralized social finance model could generate a higher percentage throughput to the beneficiaries (97-99%) while generating strong returns on their funds (8-12%).

We believe most Generation Z and Millennial givers would give more if they could use a mobile digital app to share in a more direct and specific manner. Here are a few more relevant facts and statistics from the NP Source Giving Statistics web page.

- In 2017, the largest source of charitable giving came from individuals at \$281.86 billion, or 72% of total giving.
- 46% of Millennials donate to crowdfunding campaigns.
- Millennials are active on their phones and respond best to text message and social media, but rarely check personal email or respond to voice calls.
- 49% of Gen X and Boomer donors are enrolled in a monthly giving program.
- 24% of Boomers say they were promoted to give an online donation because of direct mail they received.

For more information, see <https://nonprofitssource.com/online-giving-statistics>.

1 <https://www.epi.org/publication/employers-would-pocket-workers-tips-under-trump-administrations-proposed-tip-stealing-rule>

2 <https://www.qgiv.com/blog/giving-usa-2021>

3 <https://www.financialsamurai.com/the-average-percent-of-income-donated-to-charity/#:~:text=According%20to%20several%20of%20the,highest%20for%20lower%20income%20households>

4 <https://www.statista.com/statistics/268750/global-gross-domestic-product-gdp>

5 [https://charity.lovetoknow.com/What\\_Percentage\\_of\\_Donations\\_Go\\_to\\_Charity](https://charity.lovetoknow.com/What_Percentage_of_Donations_Go_to_Charity)

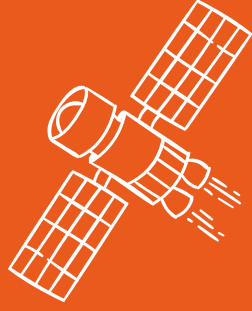
6 <https://www.wsj.com/articles/why-charities-do-goodbut-not-wellwith-your-money-1543402800>



# Foundation and Governance



Shiba Rocket's governance process is modelled after MakerDAO's and Ethereum's processes, but with a greater focus on getting primary direction from the community.



# 02



Shiba Rocket's governance process is modelled after MakerDAO's and Ethereum's processes, but with a greater focus on getting primary direction from the community.

A Shiba Rocket Foundation will be established to provide interim guidance until a fully functional DAO is built, vetted and established for the Shiba Rocket ecosystem. Governance will be handled using an online, on-chain Shiba Rocket Innovation Proposal (SR-IP) process.

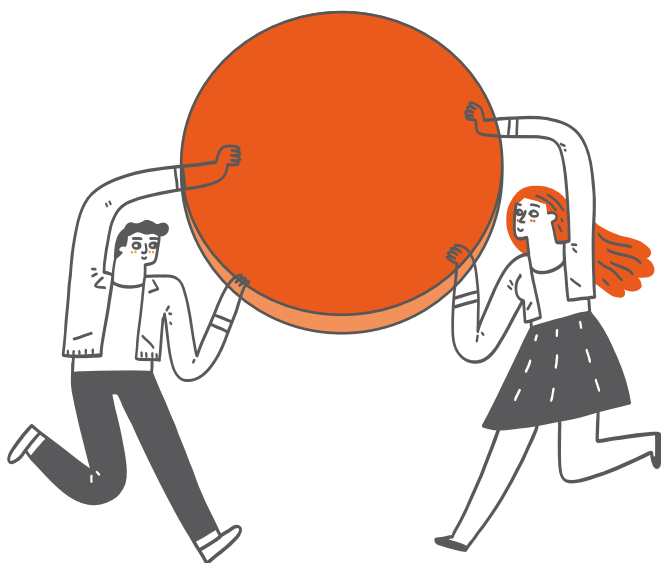
## Shiba Rocket Foundation

The Shiba Rocket Foundation will be modelled after the MakerDAO and Ethereum Foundations. The Foundation will provide community input-based direction to the efforts of the platform development and community-building efforts of the Shiba Rocket ecosystem. It will initially manage the Shiba Rocket Innovation Proposal (SR-IP) process. The development teams will be made of self-forming volunteer groups from the community based on SR-IPs and supported by the Shiba Rocket community.

The Foundation's role will diminish as the Shiba Rocket DAO is built out and vetted over time.

## Token Burning

400 trillion ( $4 \times 10^{14}$ ) SHIROX – 40% of the total -- will be burned over the first four months after launch by the Shiba Rocket team in order to provide a deflationary boost to the SHIROX tokenomics. They will be destroyed using a provision in the SHIROX smart contract (not by sending them to a leading figure in the community). You can see the smart contract at this ERC20 Token address: `0xCEDD636c602dA779754286ad6eFeef7DB99E3b22`.



**The Shiba Rocket Foundation will be modelled after the MakerDAO and Ethereum Foundations**

# Development Funding

A Quarterly Development Funding mechanism will be established to build the ecosystem. This is not intended to fully fund the development efforts, but to catalyze and seed fund the SR-IP process. The community is always welcome to share/donate their SHIROX to efforts they value.

100 trillion (10<sup>14</sup>) SHIROX will be placed in a smart wallet and released over time to fund development activities. 50% of the 100 trillion will be released over the first five quarters (10 trillion per quarter) starting in the first quarter after the launch date (July 8, 2021). Every five quarters after that, there will be a halving of the funds allocated to build the ecosystem.

Each quarter, the Quarterly Development Funds will be distributed to five areas to support ecosystem building:

## PLATFORM



Focused on building apps, platforms and protocols

## EDUCATION



Teaching people about cryptocurrencies, blockchain, DeFi, DEX, etc.

## ADVOCACY



Programs that enable Shiba Rocket Corps members to share and evangelize Shiba Rocket the mission

## BOOST



Periodic bonuses and incentives to community members for sharing SHIROX or staking SHIROX on the APlaws! App

## CHARITY



Funds for matching member contribution of vetted charities members can easily give to from the APlaws! Sharing app.

**The community is always welcome to share/donate their SHIROX to efforts they value.**

## Innovation Proposal Process (performed Quarterly)

There will be five functional working groups: Platform, Education, Advocacy, Boost and Charity. The working groups will be started by the early volunteers, but all Shiba Rocket community members are welcome to join. There will be a few community rules – mainly focused on ensuring a positive group work environment.

These working groups (made up of volunteers) will help to focus the efforts of the five functional areas by proposing the functional needs of the ecosystem for the quarterly SR-IPs. In discussing their functional area for the SR-IPs, they will highlight the prioritized work, along with an estimate of the number of quarters needed for the development and the percentage of funds allocation needed, in a functional proposal associated with the SR-IP. Typically, the lead volunteers proposing the SR-IP functional element will develop the prioritized area and required resources. The broader community can contribute their feedback and input to the working groups and the Foundation via dialog in the working meetings and a polling process. The working team or the Foundation will be able to set up polls to get input from the broader community on specific SR-IP functional sub-proposals .

Once the SR-IP functional sub proposals are reviewed and polled on in the working groups, the functional sub proposals will be added to the quarterly SR-IPs.

The working groups will meet on Reddit and/or Discord to discuss the specific elements of the SR-IP and to execute the SR-IPs.

Once discussed and updated, the IP will be voted on by the community based on number of tokens and/or wallets. The vote will be for the proposed functional sub proposals and the allocation of tokens from the Quarterly Development Fund.

The approval process will require a simple majority vote of both wallets and the tokens for the SR-IP to be approved. The app will tally the votes based on a bicameral approach (two branches):

### **1.** **TALLY**

In the first tally, only holders of SHIROX tokens can vote, and their vote will be weighted by the number of tokens they hold. For example, if Voter A has 100 tokens and voter B has 10 tokens, Voter A's vote will count as 100 in the tally and Voter B's vote will count as 10 in the tally.

### **2.** **TALLY**

In the second tally, each SHIROX wallet gets exactly one vote. A SHIROX wallet is defined as an Ethereum account that owns at least one US dollar's worth of SHIROX tokens. This minimal balance wallet amount may be adjusted periodically by the Foundation.

The first tally favors holders of large amounts of SHIROX, while the second tally gives equal weight to each holder. Both groups must show a majority in favor of an SR-IP for it to be accepted and implemented. This is to balance the whales versus the

broader community (but help to deter people who would game the votes by creating more wallets). Each community member who votes will need to pay the gas costs needed to vote.

The goal is to use the APlaws! App to both poll and vote. Each SHIROX owner will only vote once, and their vote will be allocated automatically to the two groups as defined above. The results will be stored on-chain on the Ethereum network to be easily viewed on Etherscan and displayed in the APlaws! App.

If one of the two groups does not approve, the SR-IP will go back to the working group for discussion to determine if the proposal should be revised and re-submitted. If neither group approves, then the SR-IP will be marked rejected, and the allocated will be given to another working group or burned. (The burn option is available to the community, if they believe the best option for the community is to burn the Quarterly Development tokens instead of using them for development.)

## Shiba Rocket Innovation Proposal (SR-IP)

A Quarterly SR-IP proposal is a document composed of approved Functional SR-IPs produced by one or more of the Shiba Rocket Functional working groups. The Functional SR-IP will be a set of functional sub proposals that have been approved by the community. These sub proposals can be submitted by the working group or any member or groups of members in the community. The document will be recorded and maintained as a record of community development.

A Functional SR-IP sub proposal will be structured as follows:

1. Overview and background of the proposal
2. Description of the proposed new features or activities
3. How these efforts will build a better Shiba Rocket ecosystem
4. High level work plan, development leads, funding requested, target milestones (Describe the specific activities, the leads who will be driving this effort and key milestones)
5. Polling and voting history. A record of how and when the community was polled and voted on this proposal. (This will keep track of how the community polled and voted on this proposal)
6. Addendums as needed ecosystem



# Sharing Pledge



The purpose of the Sharing Pledge is to encourage people to share when good things happen to them and create a reminder and a self-driven accountability process.



# Sharing Pledge

A key aspect of the Shiba Rocket mission is the Sharing Pledge. This pledge is totally voluntary and will be recorded and tracked in the APlaws! Sharing App. The purpose of the Sharing Pledge is to encourage people to share when good things happen to them and create a reminder and a self-driven accountability process. The Sharing Pledge will note when you would like to share your tokens or your time, how many tokens and how much time, and will help track your progress.

A sample pledge and ideas are highlighted below:

I \_\_\_\_ (Name) \_\_\_\_, will a) share or give \_\_\_\_% of my Shiba Rocket or ETH, or 2) share some of my time, as a volunteer, to help the development of the SHIROX token platform or help to evangelize the mission of Shiba Rocket, when my Shiba Rocket tokens have grown \_\_\_\_%

Ideas:



Share/Gift SHIROX tokens via APlaws! to friends, family, charities, etc.



Show your appreciation via APlaws! to your favorite service worker, dog walker, good neighbor, social network, content creator, social media influencer, etc. platform, evangelize the Shiba Rocket mission (be a #loveangelist, post and share in your social media)



Volunteer your time. Help develop our blockchain-enabled software



**This pledge is totally voluntary and will be recorded and tracked in the APlaws! Sharing App.**





# SHIROX Token



Shiba Rocket goes beyond just another token. Unlike other DeFi programs that have the goal of creating a general digital currency or providing on-chain financial services, Shiba Rocket is laser focused on giving and showing appreciation.



# 004

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Ideas:

- Share/Gift SHIROX tokens via APlaws! to friends, family, charities, etc.
- Show your appreciation via APlaws! to your favorite service worker, dog walker, good neighbor, social network, content creator, social media influencer, etc.
- Volunteer your time. Help develop our blockchain-enabled software platform, evangelize the Shiba Rocket mission (be a #loveangelist, post and share in your social media)

QUARTERS	QUARTERLY AMOUNT (SHIROX)
1 - 5	10,000,000,000,000
6 - 10	5,000,000,000,000
11 - 15	2,500,000,000,000
16 - 20	1,250,000,000,000
21 - 25	625,000,000,000
26 - 30	312,500,000,000
etc.	etc.

**The purpose of the Sharing Pledge is to encourage people to share when good things happen to them**



## Uniswap Pool

Tokens will be available to the community via the Uniswap Decentralized Exchange. Users will be able to swap ETH for SHIROX and vice versa.

The 500 trillion ( $5 \times 10^{14}$ ) tokens remaining after the initial token burning and development allocation will be used to initialize a Uniswap liquidity pool (ETH/SHIROX). The ETH portion of the pool will be funded with 2.0 ETH, establishing an initial exchange rate of 250 trillion SHIROX per ETH.

**Tokens will be available to the community via the Uniswap Decentralized Exchange.**



## Future Plans

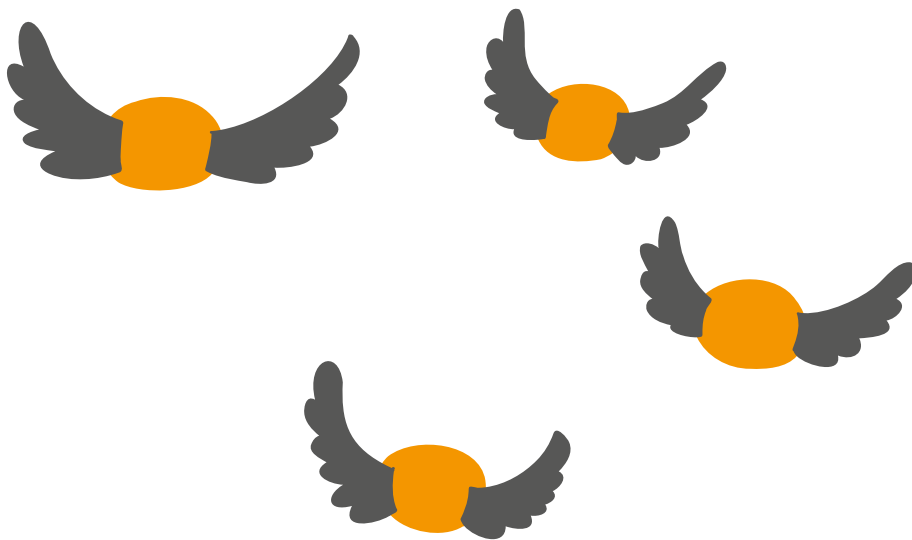
Initially, the liquidity pool will be a Uniswap V2 pool, but it will gradually be migrated to a Uniswap V3 pool.

We anticipate the introduction of additional SHIROX token pairs in the near future on Uniswap V3 to make it easier for like-minded people to join the Shiba Rocket movement.

At some point, we expect to introduce a wrapped BEP20 Token (bSHIROX) on PancakeSwap using a Bridge service, making the Shiba Rocket movement truly global by making it easy for BNB (Binance coin) holders to join the movement.

The team will work to get SHIROX listed in Centralized Exchanges such as Huobi, Binance and Coinbase as the trade volume increases.

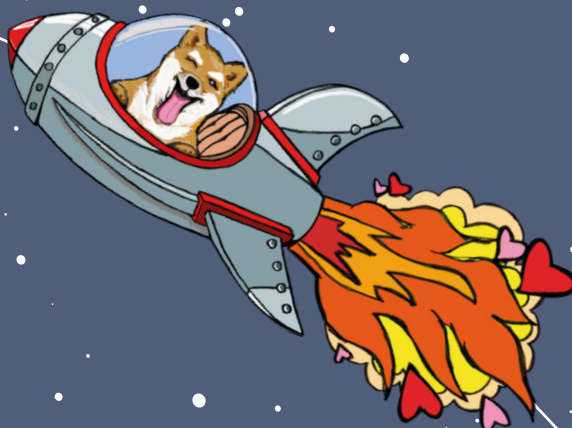
In all future activities, we will get input and direction from the broader Shiba Rocket community.



# Platform



Shiba Rocket is the first Social DeFi platform for the Sharing and Giving Economy.



# 05

The Shiba Rocket platform consists of three components:

## 1. The Sharing App (APlaws!)

APlaws! allows community members to:

- transfer SHIROX and ETH in and out
- easily send, receive and HODL SHIROX
- track their voluntary gifting pledge
- “Cheer” the sharing via social media (like a “Tweet” plus SHIROX tokens)
- link to MetaMask or TrustWallet

In the future, it may also:

- earn interest for SHIROX staked in APlaws!
- easily set up and maybe even automate the “Reload” function, e.g. get more SHIROX regularly, as in weekly or monthly
- support a “Boost” function and funding for matched giving and sharing
- support badging and recognition of all sharing members via a sharing board (like a leader board)
- provide a bridging Service initially between Ether and BSC mainnets (possibly later to layer 2 nets such as MATIC)
- provide an expanded link to other social media channels for a “Cheer” function

## 2. Sharing Swap (SHIROX Swap)

Sharing Swap will allow Shiba Rocket community members to:

- easily donate to a vetted cause wallet for them to use for the cause. Causes can be charities, relief efforts or a simple GoFundMe-like initiative.
- allow causes to keep donated SHIROX in-app and earn interest for tokens not being used, or even set up an account that grows and only use the interest earned for the cause
- allow causes to create an ERC20 token and get vetted and listed with a Liquidity Pool (LP) on SHIROX Swap (basically an ERC20 Uniswap, but with a vetting function for the Share Tokens)

In the Future, it may also:

- direct confirmation from the beneficiary of the cause

## 3. Governance (SHIROX DAO)

Shiba Rocket will be governed by a decentralized network of smart contracts (DAO) and Ethereum accounts. Governance of the ecosystem will be fully handed over to the SHIROX token holders via an on-chain polling and voting process.



# Road map



# 06

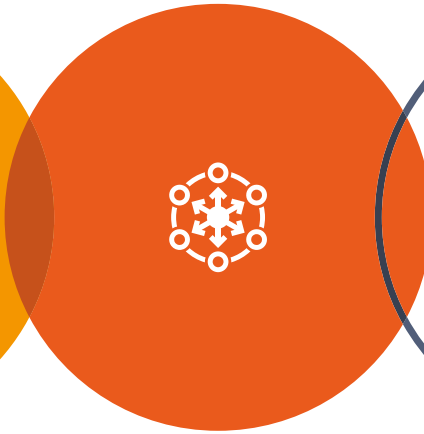


## Token



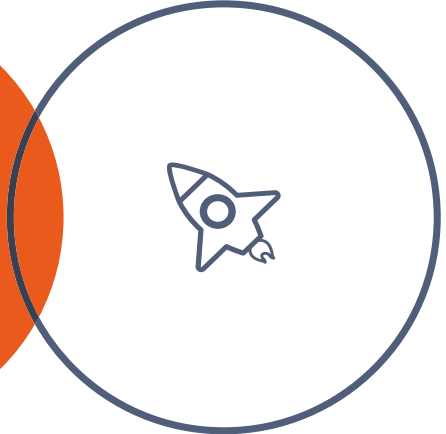
- 8 Jul 2021 SHIROX ERC20 launched
- 8 Jul 2021 SHIROX/ETH pair launched on Uniswap v2 7.8.21
- Q4 2021 Other SHIROX pair on Uniswap v3 planned rollout
- Q1 2022 BEP20 wrapped version bSHIROX under development
- Q1 2022 bSHIROX launch on PancakeSwap planned

## Governance



- Q3 2021 Volunteer Driven decentralized global organization
- Q3 2021 Reddit group to bring Shiba Rocket community to govern
- Q4 2021 Shiba Rocket Foundation in planning phase
- Q4 2021 SHRIP Process in development

## Platform



- Q3 2021 APlaws! App launched
- Q4 2021 SHIROX Swap – introduced as part of SR-IP 1
- Q1 2022 SHIROX DAO – introduced as part of SR-IP 1



# Community




The broader Shiba Rocket community will manage the creation and building of the Shiba Rocket ecosystem




# 07

# Community

The Shiba Rocket community will consist of:




Developers



Social media  
and advocates




Crypto and  
blockchain  
experts




Former NGO  
members



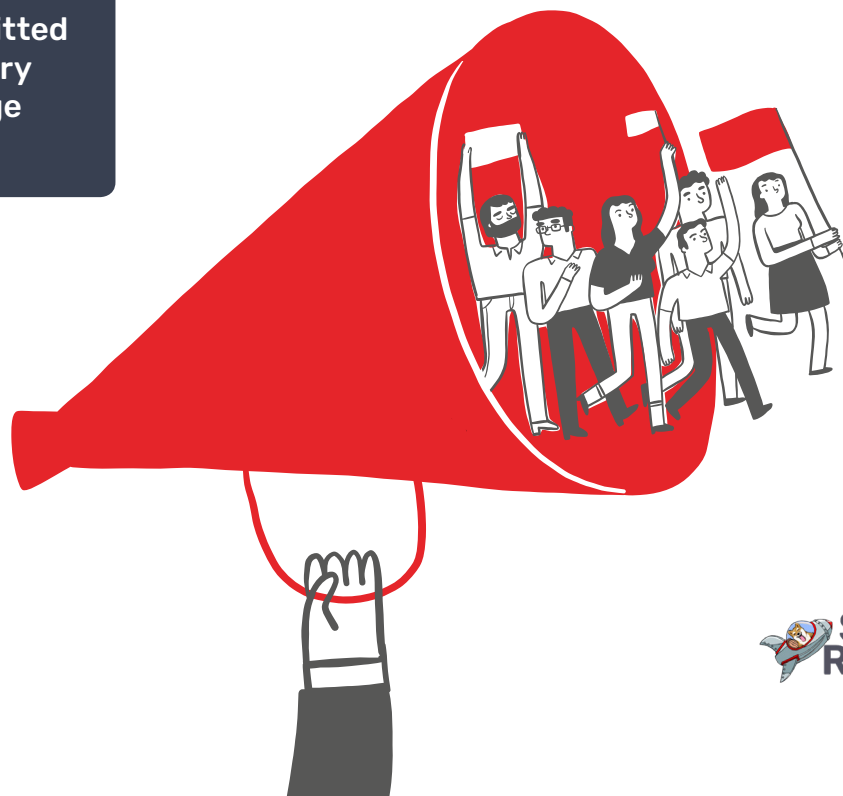
All dog lovers!



All believers of  
sharing the love and  
building the love!



Everyone committed  
to the voluntary  
sharing pledge





**SHIBA  
ROCKET**