



Veggie

A Cryptocurrency For The Animals



INTRODUCTION

Every year, 2.7 million dogs and cats are slaughtered at animal shelters, due to a lack of space to accommodate them, and a low number of adoptive homes. For example, in 2016, RSPCA euthanized almost 30% of cats in their care, and more than 42% of horses, livestock and other small animals.

Animal welfare charities are desperate for funding, with many relying solely on donations from the public. With little government funding, many animal welfare groups are struggling to look after their huge collection of animals.

Veggie offers an exciting and innovative way to contribute to animal welfare groups and initiatives, without donating large amounts of conventional currency. Users running the Veggie software, will be contributing to the health and welfare of a number of amazing startups and charities, chosen by the Veggie community.

To contribute, a user simply downloads the Veggie client, and runs the software. A user will receive Veggie coins while running the software, and a 25% mining bonus will be stored in a special wallet. The special wallet's content will be split between a collection of animal welfare charities and startups, at the end of each month. The community decides which charities and startups receive Veggie coins, known as Veggies (VEGI).

"Veggie Farmers" who run the Veggie software, and "farm" Veggie coins, will be free to trade them on major currency exchanges, or donate them to the Veggie fund. Veggie is an amazing way to donate a small portion of your computing power, to make an amazing impact on the lives of animals who need our help.

Veggie uses a rare and interesting mining algorithm called HMQ1725. This algorithm is easy to compute on low-medium powered computers, yet difficult to optimise on powerful mining hardware. In other words, our blockchain is resistant to strip-mining, enabling all farmers (people who use the software) to have a fair distribution of the currency.



THE COIN



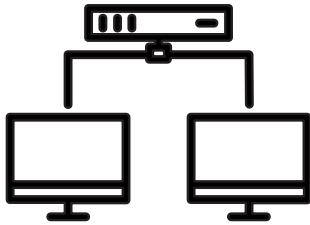
Veggies (VEGI) is a cryptocurrency, generated on the Veggie blockchain. The Veggie blockchain is based on the Bitcoin source code, and includes all of Bitcoin's robust features and security.

VEGI is generated by running the Veggie software. The software generates VEGI by automatically solving computationally challenging problems, in a system called "proof of work". When a Veggie farmer's computer solves one of these challenging problems, they are rewarded with VEGI. A bonus 25% is sent to the VEGI fund wallet, which is used to support animal welfare charities and initiatives.

Veggie farmers (those who run the Veggie software) need only run the software on their computers in the background, to contribute to the fund wallet and generate wealth for themselves.



STRUCTURE



Transparency

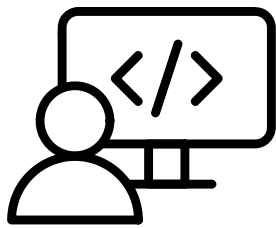
Many traditional charities operate with a veil of obscurity over how their funds are distributed. They are notorious for expending a large percentage of their donations on fat salaries for executives. Veggie operates on a public ledger, so anyone can see exactly where the Veggie fund is used. The Veggie blockchain is fully transparent and completely public, so any deviant behaviour is obvious to the community.

This transparency enables a high level of trust between the community and the Veggie team. If the team began to spend the coin unfairly, the community would lose interest in it, and the value of the coin would drop.

20% of VEGI is premined, and will be used to create and maintain the coin's infrastructure. A small team of expert developers will maintain the website, forum and blockchain application, as well as oversee the entire project. Of all coins mined, a 25% bonus will be reserved in the Veggie fund wallet. This fund is used to support organisations chosen by the community.



STRUCTURE



Animal Welfare Fund

Each month, any member of the Veggie community can propose a worthy charity or organisation that requires funding. The Veggie team will work closely with the community, and research its most popular choices. The community's most popular organisations and startups will be contacted and heavily researched by the Veggie team, in order to establish the five most worthy candidates of that month's Veggie fund.

Eligible candidates will be required to provide details to the community, on how they would spend their portion of the Veggie fund. The transparency required by fund candidates, will help the community make an informed decision during voting.

The community will then vote upon which of these five candidates they wish to receive the funds. Each organisation receives a percentage of the Veggie fund, which corresponds to their popularity in the community vote.

To ensure the stability of Veggies, funded organisations will be limited to selling a maximum of 1% of their Veggies per day, on cryptocurrency exchanges. In other words, funded organisations cannot cash out their Veggies all at once, and cause their value to crash. Veggie farmers are not bound by these rules, and can buy and sell as many Veggies as they like, instantly.

Veggie farmers can trade their VEGI for other cryptocurrencies, or fiat currency on major cryptocurrency exchanges.



WHAT MAKES VEGGIE UNIQUE?



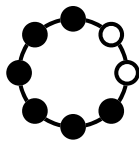
ADVANTAGES

Public Ledger



The Veggie blockchain provides complete transparency in all transactions. The community can see the flow of currency between all wallets. All transactions on the Veggie blockchain are immutable and highly secure. As the Veggie blockchain grows, the security of each transaction is strengthened.

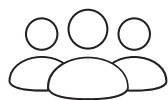
Donate Computing Power



Veggie offers a fantastic opportunity to those who cannot afford to donate cash, to help animals in need. To make a huge difference, users need only run the Veggie software on their computer. The power of the Veggie software allows activists to help animals in need even while they sleep, whilst simultaneously generating Veggies for themselves.

The Veggie software also offers activists who can afford to donate money, the ability to donate directly to the Veggie fund, and track how their donation is spent.

Community Power



In traditional charity models, it is easy for executives to obfuscate the distribution of funding within the organisation. A donator has virtually no power to decide how their donation is spent. The Veggie community has far more power and influence. Each member has a voice on how the funds are distributed.





WHO ARE WE?

Veggie was created by the Financial Guru Clem Chambers, and software engineers Oscar Chambers and Barney Chambers.

Clem Chambers has over 30 years experience in the financial sector, with more than 15 years experience running the most successful financial marketing company in the UK. Through his regular expert business analysis on global TV networks and columns in international publications, Clem has become one of the world's favourite financial gurus.

Clem was nominated twice for Columnist of the Year (Business Media) in the PPA Awards for his work with E&T Magazine and The Institution Of Engineering & Technology. In 2017, he won silver in the Tabbie Awards for his Money and Markets column in the same publication.

Clem is a frequent co-presenter on CNBC, CNBC Arabia and CNBC Europe. He has been a market commentator on BBC News, Newsnight, BBC One, CNN, Al Jazeera, Sky News, TF1, Working Lunch, China's Phoenix TV, Canada's Business News Network and numerous US radio stations.

Oscar Chambers is a cryptocurrency expert with

years of experience in the financial sector as a software engineer. Oscar has developed a number of mobile applications focused on cryptocurrency, and released a Bitcoin analysis mobile app for iOS and Android in 2017. Oscar has written whitepapers for numerous crypto projects, and acts as an advisor on a number of cryptocurrency startups.

Barney Chambers is an experienced software architect. Before co-founding Veggie, he worked in a development team of engineers at a successful mobile tech startup company. With years of experience in the startup and financial sector, Barney has a vast array of managerial and technical knowledge.



CONCLUSION

Veggie is an exciting and revolutionary cryptocurrency organisation, with a unique vision - to empower anybody with a computer and internet connection to greatly improve animal welfare.

Using cutting edge blockchain technology, Veggie has created a platform by which donated funds are completely transparent in their movements, and anyone, regardless of financial circumstance, can help make a huge impact to the lives of animals.

We cannot wait to see how much positive effect the Veggie community has, and look forward to helping the animals together!



