



WHITEPAPER

VEGAN (VGN) TOKEN

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1. What Is VGN And How Does It Work?

The Vegan Token (VGN) is built on the Binance Smart Chain (BSC).

Contract Address: 0x284c731607fFbFe1bF6d6Ddf1CDC40551dE1028C

Decimals: 18

Total Supply: 100'000'000 VGN

Circulating Supply: 60'000'000 VGN

Presale Price: 1 BNB = 250'000 VGN (Min. 0.1, Max. 2 BNB / Wallet)

Listed Price: 1 BNB = 200'000 VGN

With our VGN Token, we want to support people working towards a vegan lifestyle. Of course, we do not require for every human being, live vegan now, but the more you go for a vegan shopping, the faster the change to a better and more sustainable world will happen. In addition, you will be rewarded with vegan tokens and receive a fraction of your purchase refunded.

VGN was developed as an almost decentralized token based on Proof of Stake, which consists of four differentiated but linked use cases.

- 1. Use case:** You will be rewarded with VGN tokens for purchasing vegan products (how we defined this is described below).
- 2. Use case:** The VGN Token is deflationary. This means the total supply decreases by every transaction: For every transaction there will be a 1% manual burn and 1% will be distributed among the token holders. This allows us to reward token holders just for “hodling” our token and becoming increasingly rare and thus automatically gain in value while maintaining market capitalization. For a general understanding, an example: A transaction of 10'000 VGN tokens is sent. Of this, 1% (100 VGN) will be destroyed manually and a further 1% (100 VGN) will be distributed fairly to all current owners of VGN tokens. The burn of tokens will always be by the end of the month and sent to this [Burn Wallet](#)
- 3. Use case:** The VGN Token consists of smart contracts and was programmed in such a way that it cannot be mined digitally. This makes it possible to use it for all kinds of transactions without any loss of value. Either when you buy it on an exchange or a simple transaction between two individuals. It can be used as a payment currency if a company, institution, sales platform, or company declares and accept it.
- 4. Use case:** If tokens are sold on the decentralized exchange Pancakeswap, a fee of 7% is applied. How this fee is split and what benefits they pursue:
 - 4% of the sold value, is sent to our wallet in BNB. We chose BNB and not VGN to prevent our token ownership increasing. With this 4% we can put additional money into marketing and employee salaries. At the beginning that will not be an appreciable amount. But the

more volume, the more taxes can be generated. If the amount increases, we want to give something back to our community and organize reward events. When and how much will be able to be won has not been announced yet. It will probably be part of the first competition on July 25th, 2021 (check the last event on our Instagram: @vgntokenofficial).

- 3% will be transferred back to the liquidity pool. This automated shift ensures that there is always a real equivalent value.

How it works:

1. You are in possession of VGN Tokens (the number of tokens on your wallet plays a central role). If you have not already done this, buy VGN first.
2. You go online or in a store for shopping (Keep the bill, you will need it later).
3. Your purchase **MUST** be 100% vegan.
4. You come home, put your purchased vegan products on the table, plus the bill.
5.
 1. You take a photograph of the bill (the price of your purchase, the listed products and the date of purchase must be visible), and...
 2. ...your physical purchase on a second pictures. You can put them on the table and take a photo (all products must be visible).
 - i. The pictures of your bill **MUST** show **WHEN** you made the purchase, **WHAT** you bought and **HOW MUCH** the purchase costs (the amount will be converted to \$). We are already working on a smarter and easier solution like scanning the code. If there are any changes, we will inform you directly.
 - ii. There must not have elapsed 24 hours between your purchase and the upload of your pictures. The reason for this, are any attempts at deception.

- 6. If you have shopped online, you can take screenshots of the e-bill and the products. Also, here it **MUST** be visible **WHEN** you made the purchase. The only exception: You are allowed to cover your name and home address.**

- 7. Now you send the pictures to reward@vgntoken.com and insert your public wallet address (where your current VGN Tokens are), so we can check your VGN balance, make the reward calculation and finally send you the VGN Tokens. Also write down the fiat currency you used to pay for your purchase!**

- 8. Until you receive your rewards, it will take at most of 1 week. Please understand that we need to check carefully if you passed our requirements and therefore be remunerated. You should keep the tokens on your wallet for at least one week. Otherwise, you may not receive any rewards when you sell before we can check your VGN balance. We want to prevent endangered “pump and dumps” and general attempts at deception.**

Anyone who tries to defraud, deceive, or spam the reward criteria will be excluded from the opportunity to receive rewards.

1.1 How is the purchase in VGN calculated and finally rewarded?

It all depends on how many tokens you own. We put an average of \$1 (of your purchase) = 1 VGN payment if you have an amount of VGN defined by us. Let us do an example:

Imagine you own 50'000 VGN. Now we have defined 50'000 VGN → 1:1, so you will receive 100 VGN tokens with a purchase of \$100. Deviations of this rate will be calculated as a percentage. So, if you own 100'000 VGN, you will receive 200 VGN (purchase 100\$). The same amount, calculated with 5'000 VGN, you receive 10 VGN (purchase 100\$).

What is the great thing about this calculation? The earlier you buy VGN, the cheaper you can get more tokens and the higher are your rewards. Let us do another example:

Let us assume that one day 1 VGN has a value of \$1 and you own 500 VGNs (1:1 rate still calculated on 50'000 VGN = \$1 for your purchase). Now you go shopping vegan with a purchase value of \$200 and would get back 2\$ in VGN tokens. If you bought early and owned 50'000 VGN you get your full purchase refunded (200 VGN). Now you can calculate the rewards with other VGN amounts. Of course, we are at the beginning with our project, but we are confident that this value will be achieved one day. For these reasons it is worth it to invest in this project early (also with smaller amounts) and live a vegan life. This is how you benefit from a vegan life and live healthier.

Compound interest: As stocks with their dividends, your reward tokens are a kind of byproduct of something you are already doing. If you go shopping vegan every week, it makes sense to leave the rewards on your wallet. That is how your balance of VGN grows every week and you get rewarded higher for your next purchase.

1.2 How many VGN Tokens do I have to own to have a 1:1 rate?

You must be in possession of 50'000 VGN tokens. For every \$ you buy vegan products, you receive 1 VGN token (0.05% of the total supply).

Here you can see a calculation of how much money you need to invest / own in VGN tokens to get the 1:1 rate:

- Presale: $50'000 \text{ VGN} * 0.002\$ / \text{VGN} = 100\$$ Your earnings with a vegan purchase of 100 dollars: **0.2\$**
- Exchange: $50'000 \text{ VGN} * 0.0025\$ / \text{VGN} = 125\$$ Your earnings with a vegan purchase of 100 dollars: **0.25\$**
- If: $50'000 \text{ VGN} * 0.02\$ / \text{VGN}$ (market cap of 2 million\$) = **1000\$** Your earnings with a vegan purchase of 100 dollars: **2\$**
- If: $50'000 \text{ VGN} * 0.25\$ / \text{VGN}$ (market cap of 25 million\$) = **12'500\$** Your earnings with a vegan purchase of 100 dollars: **25\$**

Imagine you own 100'000 VGN tokens. You will receive the double amount of these calculations. With 25'000 VGN you will get the half of it.

2. Our Partner

Our reward system works and will be more attractive with partners. Together with them, we define sales platforms that offer vegan products.

(This chapter will be updated with future published partners and further shared here and our social media channels.)

2.1 What is your advantage?

Through our declared partnership with a sales platform, you will be rewarded several times for every vegan purchase. So, a factor of at least 2 (this factor can very depend on the sales platform).

Anyone who purchases from our partners also benefits from a potential discount code. This could be called "VGN20" for example.

2.2 What is our advantage?

A partnership always means a win-win situation. Through a partnership with a vegan sales platform, we can reach more people and potential investors who want to shop there because of us. So, if you buy anything on this platform beforehand, you can be rewarded for it (of course you need VGN for this). Depending on the agreement, affiliate links can also be created, whereby we can generate a passive value and invest it as liquidity for our VGN Tokens. Our team can also be paid this way. Our partners benefit by generating new customers for them and receiving more attention from our growing community.

3. Why Should You Be Vegan?

In the following chapter we describe why it makes sense not only for the VGN Token to buy vegan products, but also for yourself and the environment. We want to help you change your mind on a rational way. We do not show you any media that deters you from a non-vegan lifestyle. But we are sure you are aware that the killing of animals could be avoided.

3.1. Husbandry

For milk, cows are usually locked in narrow stalls and the calves are taken away from them immediately after birth. For eggs, bred chickens usually must live closely packed on their own excrements. Just like in the meat industry, cattle and chickens that are no longer “economical” are killed in the slaughterhouse.

3.2. Animal Transport

At the latest on the way to the slaughterhouse, cows and chickens are not infrequently squeezed in hundreds or thousands onto trucks where they often must endure for days without food or water to reach their destination. Some do not survive these extreme conditions and collapse in heat or cold while on the move, die from stress or injure themselves fatally in a confined space.

3.3. Day Old Chicks

The egg industry also kills animals every day. Immediately after birth, the chicks are sexed, sorted by gender. Because male chickens cannot lay eggs, they are gassed directly.

3.4. Environmental Protection

Agricultural animal husbandry is a disaster for our environment. It means that forests are cleared, pesticides and manure seep into drinking water and cause more greenhouse gas emissions than global traffic combined. In addition, not only water and grain are consumed, but also a huge amount of fossil fuels. This applies to the dairy and egg industry as well as to the meat industry. All the space that is needed for the animals’ feed could be used for plant-based food for humans.

3.5. World Hunger

The more animal products we consume, the fewer people we can feed worldwide. Instead of using cultivated soy and grains directly for human consumption, a huge part of the crops is fed to animals that are kept for meat, milk, or eggs. This is not only inefficient; it also directly causes people to suffer famine.

3.6. Health

Removing meat from your plate is a good idea already, but milk and eggs are not necessary for a healthy diet either. A plant-based diet usually not only contains more vitamins and fiber but can also lower the risk of widespread diseases. There are already enough alternative products that make it possible to easily live without animal products.

4. How Do I Know A Product Is Vegan?

To filter out the vegan products and to be rewarded for them, more conscious shopping is necessary. You need to know what ingredients a food and product contains. There are two things you should pay attention on:

On the one hand you should look for products with the labels below. If the symbol is not explicitly shown, you can read the ingredients. Not all vegan products and foods are marked with a V-label. There are also certain foods for which it is not necessary to print a label on it. All vegetables for example.



This logo is probably the most seen one: The V-Label. In the whole EU there are currently around 35'000 products. You can find it in groceries, on cosmetics, and many other products. To be declared with this logo, the products must be free from animal ingredients or products (only with the “vegan” logo, the vegetarian only distinguishes vegetarian products, there may be milk, eggs and co.). Production must also be free of any animal material. Products with this label are free from genetic manipulation and animal testing. Annual controls take place at the perspective production site.



The Eco Veg logo identifies organic vegan food. This vegan logo is still quite young and therefore not that widespread. These are certified by Veg-organic e.V. The declared products must be composed exclusively of plant-based ingredients, produced without any technical additives, and manufactured strictly spatially and / or temporally separated from products with animal ingredients. Storage must also take place separately from animal products. Only products are labeled that are already certified with a valid EC organic label. It is only awarded for one year, after new reviews take place.



This vegan logo has nothing to do with food but is still very important. You can find the PETA-Approved-Vegan-Logo on vegan fashion and vegan accessories. PETA works with companies in the fashion industry to bring animal-friendly styles and designs to the market and to make ethically correct fashion more popular. The logo enables animal-friendly companies to visibly highlight their vegan fashion items and their commitment to animals. It is also easier for you as a consumer to recognize vegan fashion quickly and to be sure that no animal had to suffer or die for it.



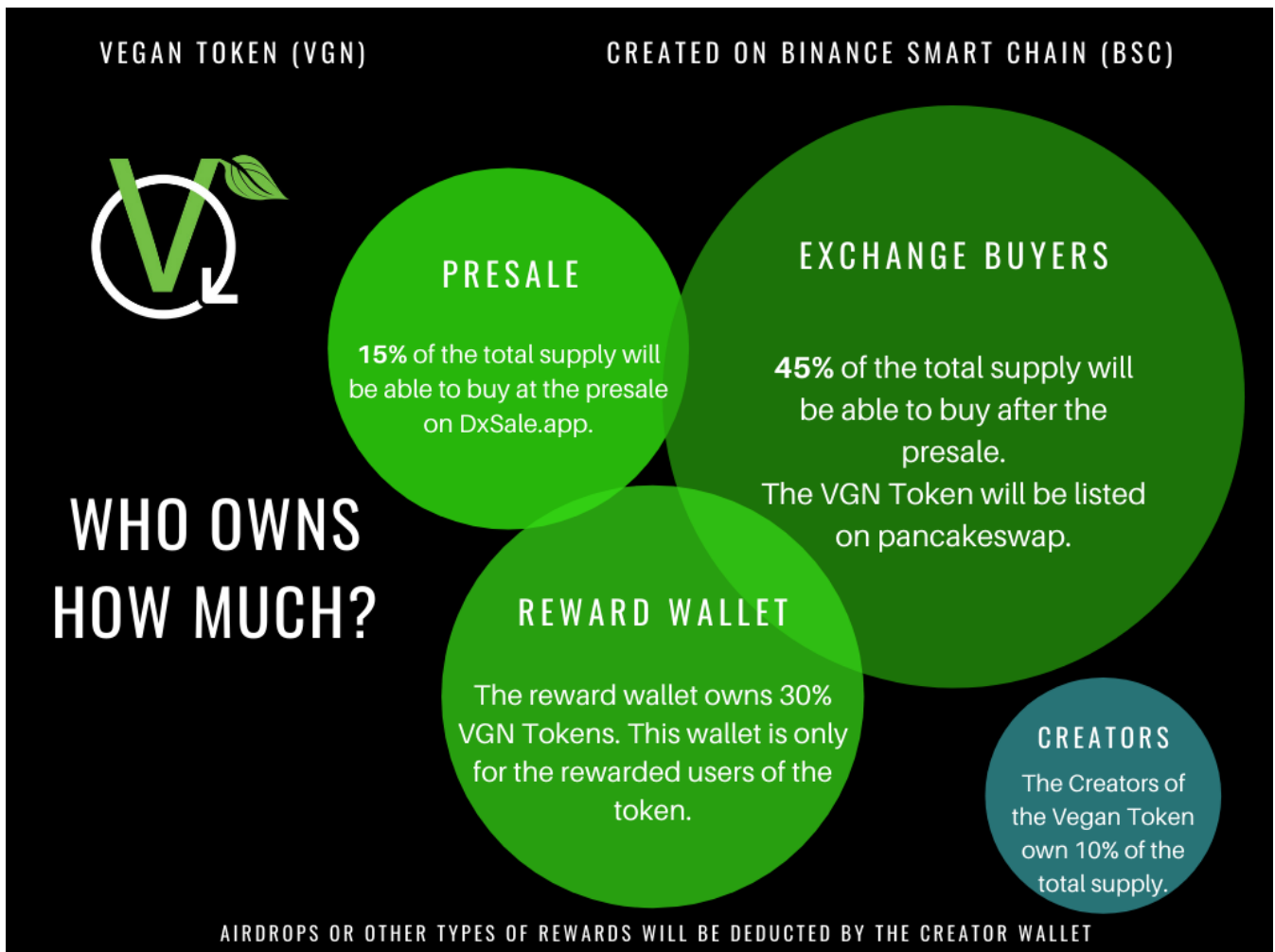
The vegan flower is also a very well-known vegan logo and distinguishes around 40'000 products. It has been awarded worldwide by the Vegan Society England since 1990. You can find it on vegan foods and cosmetics. Products with this label do not contain any animal ingredients, no animal by-products or raw materials derived from animals in the product. In addition, no animal materials are used during production and no animal experiments are carried out. If a company also produces non-vegan products at the same time, all machines must be thoroughly cleaned before they come into contact with the vegan ingredients. If a product has been genetically modified, this must be marked on the packaging.



Not only the product, but also the packaging must be free from animal ingredients and auxiliary materials. The production, processing and packaging must only take place in rooms in which only vegan food is produced. This is to avoid "cross-contamination". Animal testing is not permitted for the product or its components. Genetic engineering is not allowed.

If a logo can be seen on the packaging, it should be one of these V logos. As mentioned earlier, not all products have one of these logos. However, they will help you find your way into shopping for vegan products.

5. Token Distribution



- For the presale, 15% (15'000'000) will be available on the "DXSale.app" platform. To prevent a single "whale" from buying up the entire presale and selling it immediately after the DEX listing, we set a purchase limit of 0.1 to 2 BNB per wallet. The presale is a winning situation for both sides. On the one hand, investors have the chance to get hold of the token at a discount before it is traded more expensive on Pancakeswap (+25%). A small part of the investor money goes to the founders (in form of BNB). These coins will be transferred to the wallet where the reward tokens are located. Above all, they serve to pay the future transaction fees that are incurred if an investor has passed the reward conditions and receives the converted VGN Tokens. If necessary, the BNB are used for liquidity on the DEX.
- After the presale, the token (45'000'000) will be listed on the Decentralized Exchange (DEX) Pancakeswap and can be traded as a VGN / BNB trading pair.

Our advice is to buy more tokens after the DEX listing. This is not intended to be a "pump and dump" token. Our project is planned for the long term and is still in its infancy. For this reason, it will be possible for us to optimize the project. Tokens are rewarded in such a way that you must hold VGN tokens to earn additional ones. The presale is a very limited amount and people will be much more likely to buy the token right after it is listed before it continues to increase in value.

- As you can see, 30% of the tokens (30'000'000) are not available on the market but are used for reward purposes. By reward we mean the remuneration after a vegan purchase. Yes, the amount of reward tokens is limited. For this reason, "first comes, first serves!" applies. But what happens when all tokens have been given away? To put this into practice, +/- 30 million \$ would have to flow into vegan products and be sent, registered, accepted and returned via our platform. It will take a moment before then. If the project gains momentum much faster than expected, we still have the 10% VGN from the founder's wallet, who can also serve as an emergency buffer here. On the other hand, the project will be that big at this point that we have already considered alternative uses, which we will not share yet. When 80% of the reward tokens have been distributed, the community will be informed about an alternative use of the VGN token. We cannot predict the organic growth of our community. However, if so, many tokens are paid, it would be a very positive sign, the community would be immense. At this point in time, it is very likely that we will be able to convince partners to accept the VGN token as a payment method in their sales platforms (perhaps this will happen automatically).
- 10% of the total supply belongs to the founders of VGN Token (10'000'000). With this statement we want to prove our transparency and convey that these tokens are not directly available on the market. Rather, they symbolize that behind the abbreviation VGN there is also a team that is working on the future of the token and is doing its best to make it palatable to society. This project is our "baby", and we want to let it grow. As you can read on the pictures; "Airdrops or other type of rewards will be deducted by the creator wallet".

6. Roadmap

ROADMAP

VGN TOKEN

PRESALE AND LISTING ON PANCAKESWAP (Q3)

The presale will start on DxSale at Q3 2021. After the successful presale, the trading pair BNB/VGN will be available on Pancakeswap (Calculation in BNB and the exactly date will be published before the presale).

COMMUNITY AND PARTNERSHIPS (Q3/Q4)

After the listing we highly focus on our community. We start some reward events for you to let our community grow much faster. We will focus on more partners in the international field. Also here is the community a very important vehicle: The more people are with us, the more vegan stores will be interested in a partnership with us.

DATABASE DEVELOPMENT 2022 (Q1-Q2)

Our reward system starts easy for customers but not very effective. You send us photos, we check it and reward you with VGN tokens. Our goal is to automatize the whole procedure with an app. You'll be able to save your public address there. The app will also save every new vegan product which people add to the automatic update of our algorithm. With this fact it will only take a few minutes until you receive your reward.

UPGRADES-DONATIONS

Our reward system works well for every human being on this planet, with VGN tokens on their wallet. We look forward that our long-term project will be established in as many countries as possible after one year. For this reason, we start planning (early year 2022) on an additional usecase for our VGN token. There are two more possibilities with this token we are planning to realize in the upcoming year:

- Accepting VGN token as payment for your vegan products (partnerships)
- Support vegan activists by spending them VGN tokens

NFT

There are a lot of ideas we want to realize with this project. One of these are NFTs. We won't create a new trading platform but will offer you three different NFTs: If you are in possession of

- **VGN-Gold:** You'll get 5x more VGN Tokens for every vegan purchase you made.
- **VGN-Silver:** You'll get 2.5x more VGN Tokens for every vegan purchase you made.
- **VGN-Bronze:** You'll get 1.5x more VGN Tokens for every vegan purchase you made.

For more details, visit: www.vgntoken.com

7. Transparency, Privacy and Security

7.1 Transparency

We would like to clarify that we have no influence on the token price with these three wallets and we cannot and do not want to make any profits from them:

1. Wallet 1: 60% available for purchase on DEX
2. Wallet 2: 30% "Rewardwallet" (is not for sale but is exclusively intended to benefit investors who shop vegan).
3. Wallet 3: 10% for the founders. We do not make any profit by holding these tokens as they are not available for sale on any exchanges. Possible movements could arise here if we find new partners and they agree with the vision of our project. We will inform you about this of course. It symbolizes more that we as Team VGN are working on expanding our community and rewarding them with our Creator Wallet in the form of an airdrop or event with VGN.

With BSC scan, you can always track exactly what kind of token movements are made. We will not be able to influence the price of the token, as the presale and exchange are decentral. We also invest in our project and adhere to the regulations of investing in presale (max. 2 BNB / wallet).

7.2 Privacy

We assure you that we handle your data very carefully and will not share them on to third parties!

7.3 Security

The security of VGN is important to us, we do not share any data or tokens with untrustworthy third parties. The reward tokens are on a secure wallet and only the inner circle of the team have access to them and can send you the rewards.

8. Can You Buy Vegan Products With VGN Tokens?

This scenario is a goal we are heading to but cannot be implemented at the beginning. Take the example of Bitcoin: BTC needed a bigger community first and acceptance in society. The higher the interest, the sooner it is possible to provide a cryptocurrency as a purchase currency for physical products. Depending on the agreement with future partners, it may be possible to buy vegan products directly with VGN Tokens. We keep you up to date on this chapter.