

# KUTEE KITTY NFT

THE BEAUTY WILL SAVE THE WORLD

WHITE PAPER





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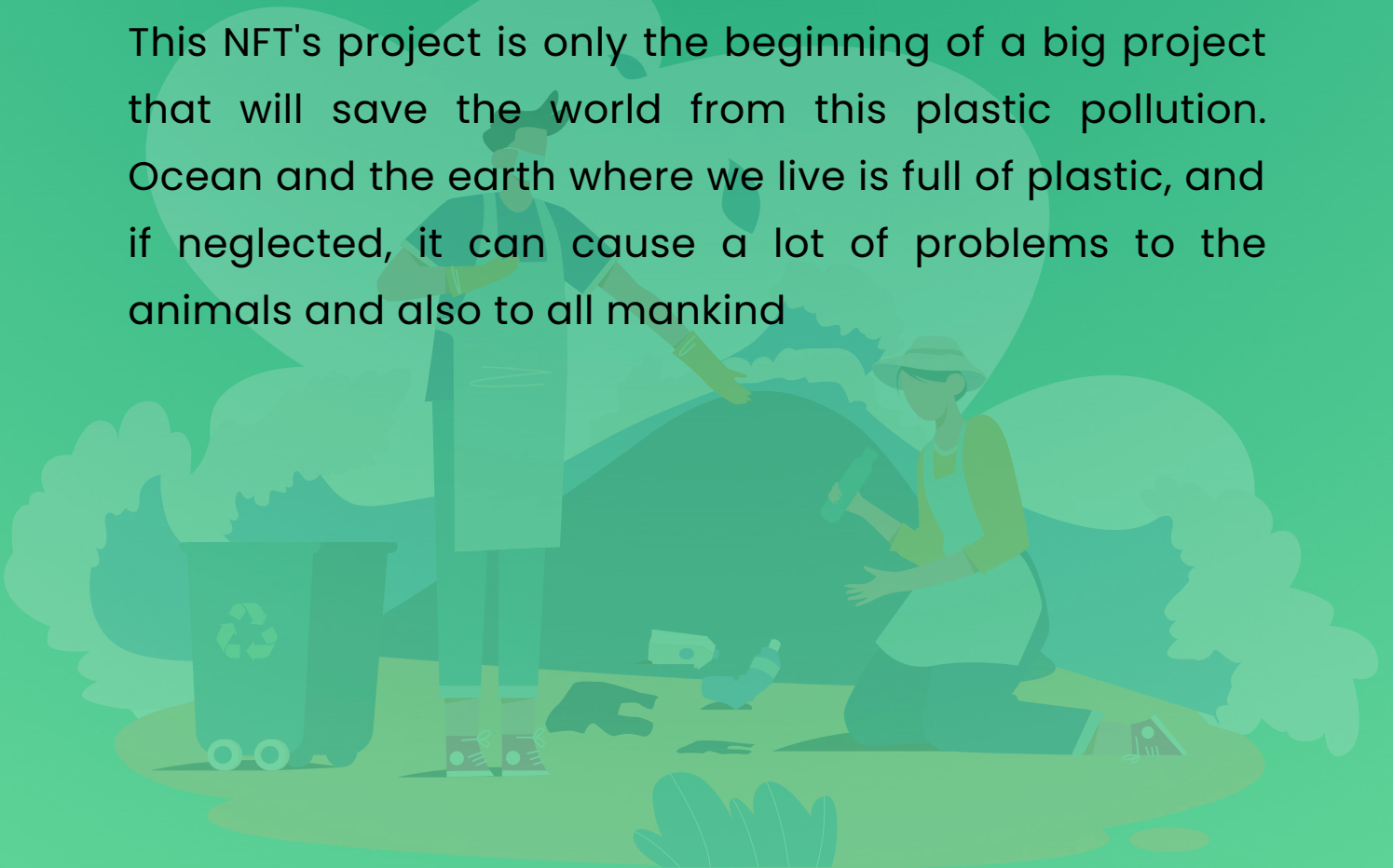


# INTRODUCTION

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Kutee Kitty NFT (KKT) is an NFT collection offering the world a more beautiful and safe place to live, our main goal is to save the world.

This NFT's project is only the beginning of a big project that will save the world from this plastic pollution. Ocean and the earth where we live is full of plastic, and if neglected, it can cause a lot of problems to the animals and also to all mankind





# ABOUT US

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Our collection features 10,000 NFTs that combine over 100+ different traits to create a unique and desirable Kutee kitty. Each attribute rarity is displayed in your NFTs metadata, showing how many NFTs feature that specific attribute.

Holding a kutee kitty is the right way to give your contribute to save the world, obviously is only the first step into a change that we'll be so big and all the mankind will benefit from this!

**THE BEAUTY WILL SAVE THE WORLD**





# OUR VISION

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Our aim is to clean up the world and especially the floor of the sea. Plastic has an unfortunate consequence on mankind and aquatic life. It penetrates our society like a disease.

We are all aware recycling conserves the resources and environment. We try to make useful things through the process of recycling plastic which is very eco-friendly. We will amaze you with nonpolluting materials like T-shirts and much more stuff. Our platform is a superb way to give your contribution to secure the world. We will make a great investment in the sector of innovative materials. We will enhance the project with the sustainable way to reduce the consumption of traditional plastic.

Moreover we have charity at Ocean Voyages Institute. After this our team decide to give a free world wide trip to unleash the beauty of the world. For more details visit our website.





# OUR PLASTIC EARTH

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## HOW PRACTICAL BEAUTY CAN SAVE THE WORLD

### EXECUTIVE SUMMARY

We have successfully produced more plastic than we can handle, and our ecosystem is paying for it. Plastic pollution is a pressing issue that needs to be addressed swiftly. Although some effort is being made to respond to the situation, we must take more deliberate steps before our world becomes wholly drowned in plastic. Mass recycling plastic waste is currently the fastest and most effective solution to the plastic pandemic.

This whitepaper delves into the why and how of plastic waste and expounds on its multifaceted consequences as we describe how beautiful things can drive a global clean-up through large-scale plastic recycling.

### PLASTIC IS EVERYWHERE

Plastic has become a component of our ecosystem. Synthetic materials have become intertwined with every aspect of our lives - from medicine, food, and electronics, to the beauty and cosmetics industry. Plastics are a big part of our lives today. Since the '70s, plastic production has grown faster than any other material, and its demand keeps increasing. However, these handy and lightweight polymers are a nuisance to our planet today, and we should all be concerned.





## HOW PRACTICAL BEAUTY CAN SAVE THE WORLD

### PLASTIC IS NOT ONE THING

Generally, plastics are synthetic polymers that can be shaped with heat or pressure and then hardened to retain the given shape. A polymer is a substance made from numerous repeating units called monomers, often repeating units of carbon and hydrogen. Not all polymers are plastic; tar and latex are examples of naturally occurring polymers.

Different types of plastics exist, and typical examples include polyethylene (used in plastic bags), polyvinyl chloride (used in drain pipes), polyethylene terephthalate -PET- (for beverage bottles), and Teflon.

Plastics are a concern because they are non-biodegradable; hence, they accumulate in the environment.

### WE ARE SURROUNDED BY SO MANY PLASTIC WASTES

The non-biodegradable nature of plastics makes them durable, a significant advantage driving the plastic industry's boom. However, this same apparent advantage is why plastics are problematic to our biosphere. Plastic materials linger in the environment long after they have been disposed of. According to experts at National Geographic, it takes at least 400 years for plastic to disintegrate completely.







# OUR PLASTIC EARTH

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## HOW PRACTICAL BEAUTY CAN SAVE THE WORLD

### WE ARE SURROUNDED BY SO MANY PLASTIC WASTES

The durability of plastic would not be a significant concern if we had a few of it in our environment, but this is far from our current reality. The amount of plastic we produce and consume has become overwhelming for the planet. Statistics show that half of all manufactured plastics have been made within the last two decades. According to the United Nations Environment Programme, one million plastic bottles are purchased every minute, and about five trillion plastic bags are used worldwide annually. So far, up to 7 billion tonnes of plastic waste have been generated, with an estimated 400 million tonnes produced yearly. All the plastic that has been made is enough to cover the country of Argentina ankle-deep!

Between 5m and 13m tonnes of plastic leak into the world's oceans yearly to be ingested by sea birds, fish, and other organisms. By 2050 the ocean will contain more plastic by weight than fish, according to research by the globally renowned Ellen MacArthur Foundation.





## HOW PRACTICAL BEAUTY CAN SAVE THE WORLD

### HOW DID WE GET HERE?

#### Brief History

The current situation was not the intent from the beginning of plastic production. Interestingly, plastic was made to protect the environment rather than destroy it. Before the invention of synthetic polymers, manufacturing industries depended on natural resources. The commonest material was paper, but it lacked strength and durability. Many trees had to be felled to get it in mass- the wastage of natural resources to get such a short-lived material inspired the search for an alternative. Plastic was first introduced in the 19th century, but it wasn't until World War II that it started being produced in mass as part of war strategies. Polyethene (PE) was created in England in 1933 and was used to make Britain's airplanes lighter and faster than the Germans. The need for superior materials drove research efforts, and many other types of plastics were introduced during this time. However, during the post-war era of the '50s, plastic manufacturers expanded their customer base outside the military to remain in business. This market diversification began the widespread plastic revolution that has grown into the multibillion-dollar industry we see today.





## HOW PRACTICAL BEAUTY CAN SAVE THE WORLD

### WHY MAKE SO MUCH PLASTIC?

Both manufacturers and consumers influence the amount of plastic produced. Plastic is appealing to consumers- it is light and comes in various shapes, sizes, and colors; the demand for plastic is high. Manufacturers find plastic very convenient to produce because it requires less energy than other materials and can easily be gotten from petroleum byproducts. With the demand and ease of supply, plastic is consistently churned out in mass.

### THE EFFECTS ON OUR PLANET

From our trash bins, waste management may discard plastic in landfills; burn it; drive it far away to be dumped on uninhabited land, along coastal shores, or thrown into water bodies. These measures only attempt to remove macro-plastics from the immediate living environment. Still, plastic out of sight is not plastic out of the earth. No matter where plastic is discarded, it affects our planet- land, air, water, plants, animals, and man.

#### **Air**

When plastic is burned, it releases toxic chemicals into the atmosphere and pollutes the air. Micro-plastics also get carried in the air we breathe.

#### **Plants**

Plastics slowly release toxins into the soil and reduce its nutrient content, affecting our plants.



# POSSIBLE SOLUTIONS TO THE PLASTIC WASTE

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## Reduce Production

This seems like the logical thing to do since reducing plastic production will reduce the generation of waste in the first place. But it is not such a straightforward step to take for many reasons. For the consumer, plastics are convenient. With the globally adopted on-the-go culture, people want their soda in PET bottles instead of glass, for example. The demand for plastic is very high, and companies will continue producing it to profit.

Moreover, with the falling price of oil, which provides the raw material for plastic, it is even cheaper for companies to make plastic now than ever before. The World Economic Forum projects that the rate of plastic production is expected to quadruple by 2050. Reducing plastic production would require strict policies and many stakeholders' cooperation, which may take considerable

REDUCE PLASTIC



## Incinerate



Burning is an easy way to eliminate plastic, but it is not safe. Burning plastic produces toxins like dioxins and furans, which can adversely affect the liver, skin, immunity, and every human body system. Burning plastic will also compound the existing challenge of air pollution and climatic change.



## HOW PRACTICAL BEAUTY CAN SAVE THE WORLD

### THE EFFECTS ON OUR PLANET

#### Land

When dumped in landfills, it breaks down over time into micro-plastics which seep into the underlying water table and gets into our drinking water.

Dumped plastics form litter that occupies usable land, making it uninhabitable for man and animals. This leads to displacement and migration. Land animals and birds may get entrapped by heaped-up plastics, or they may mistake plastic for food and ingest toxins.

#### Water

Plastics are light, so they can easily be carried by the wind, and other climatic elements, into rivers and other water bodies. Once at sea, plastics can entrap aquatic animals. These animals may also feed on small plastics to their detriment. The plastics may accumulate in their guts, causing fullness, reduced appetite, and eventual starvation. The tiny synthetic polymers may also pierce the GIT during transit and cause fatal bleeding and death.

Micro-plastics are ingested by plankton which our fish and crabs eat before landing on our plates. A study by Plymouth University reported that plastic was found in a third of UK-caught fish, including cod, haddock, mackerel, and shellfish. The European Food Safety Authority has also raised increasing concern for human health and food safety "given the potential for micro-plastic pollution in edible tissues of commercial fish."

#### Humans

We eat micro-plastics through fish. We also inhale micro-plastics and other toxins released from burning plastics. Plastics affect our health. The litter destroys our beaches or gets into our drainage and causes floods. Plastics wastes affect our general well-being.



# POSSIBLE SOLUTIONS TO THE PLASTIC WASTE

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## Bio-based and biodegradable plastic

We have so many ways to reduce the use of plastic such as multiple uses of plastic, Avoid Products Containing Microbeads, Recycle Properly, etc. In our opinion, the legitimate to reduce the use of plastic is the biodegradable plastic. This is the right moment to invest in our project to reduce the production of plastic.

These inventions are a recent response to plastic pollution. Bio-plastics are made from plants or microbes rather than fossil fuels. They can be completely degraded within months or converted into compost to nourish the soil. Although bio-plastics have been gaining popularity in some regions of the world, European Bio-plastics report that they still constitute less than 1% of plastics produced annually. Bio-plastics are still a work in progress. Trials have shown that many of these bio-plastics still break down into micro-plastics when exposed to the sun and natural elements and are only genuinely biodegradable under special industrial conditions. Bio-plastic disposal needs to be strictly monitored beyond what is realistic. Before we can enjoy the intended benefits of bio-plastics, there is still much work to be done.

## Recycle

Recycling is the act of converting waste into reusable substances. Around 50% of all plastics are thrown away after a single use, significantly contributing to plastic pollution. Recycling is an effective way to reduce plastic wastage and curtail the need for virgin plastic.

Recycling is feasible now, and its effect on plastic waste is immediate.



# POSSIBLE SOLUTIONS TO THE PLASTIC WASTE

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## REDUSE, RECYCLE

### History

Plastic recycling started in the 1970s as a response to the environmental concerns caused by the increasing plastic waste. However, this practice still lags behind today. Of the 7 billion tonnes of plastic waste produced so far, only 600 million tonnes have been recycled. In comparison, 4.9 billion tonnes have been sent to landfills or left in the natural environment.

### Challenge so far

The impact of plastic recycling is currently underwhelming because it is majorly done on a small scale globally. In Europe, only 30 percent of plastic is recycled, and just 9 percent is recycled in the U.S. In developing countries, the rate of recycling is almost zero.

The low demand for recycled plastic has been a major contributing factor to the low rate of plastic recycling. Recycling is done on a small scale, and many packaging industries and consumers feel a sustained apathy towards recycled plastic.





# POSSIBLE SOLUTIONS TO THE PLASTIC WASTE

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## REUSE, RECYCLE

### Solution

The solution is embedded in making recycled plastic fashionable, especially for end consumers. Once this happens, industries will naturally follow the trend to meet the demand. With the increasing awareness of plastic pollution, people are more interested in recycled plastic.

According to Grand View Research's 2022-2030 forecast, the global recycled plastics market is expected to grow at a compound annual growth rate (CAGR) of 4.8%.

Investment should be geared toward large-scale plastic recycling to meet the growing demand for recycled plastics. The end product should be appealing and valuable to consumers.

When recycled plastics become trendy, the increased demand will drive competition. More plastic recycling plants of different sizes will spring up, the recycling rate will increase, and plastic wastes will decrease.







# THE KUTEE KITTY STRATEGY

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We at Kutee Kitty have a strategy to popularize plastic awareness and drive the biggest environmental movement of the decade through non-fungible tokens (NFTs).

## The NFT way

Recycling is one way to go, and large scale is the way to do it. Our unique strategy to achieve large-scale plastic recycling is embedded in technology. Technology has fashioned our world into a global village, and one of the biggest and growing marketplaces in this village is the world of NFTs. NFTs have become increasingly popular in the last two years and we are ready to take advantage of this trend to save our planet. We plan to involve the whole of humanity in saving the planet through physical asset NFTs – assets that will be delivered to the physical location of the buyer.





## Our Goals

- Our motive is to remove plastic from the world and oceans.
- Increase plastic recycling (recyclable) and use new things for society.
- Reducing single-use plastic consumption, everyone can make their contribution through small actions.
- To sensitize human beings to the splendor of the sector and to its renovation.
- Investing in innovative and sustainable materials to complement plastics.

## Solutions

We will reach the our goals by following steps:

- We will make the huge charity to [Ocean Voyages Institute](#).
- We try to make useful things through the process of recycling plastic which is very eco-friendly. We will amaze you with nonpolluting materials like T-shirts and much more stuff.
- Our platform is a superb way to give your contribution to secure the world. (CONTEST)
- We will make a great investment in the sector of innovative materials. We will enhance the project with the sustainable way to reduce the consumption of traditional plastic.
- After this our team decide to give a free world wide trip to unleash the beauty of the world. For more details visit our website.



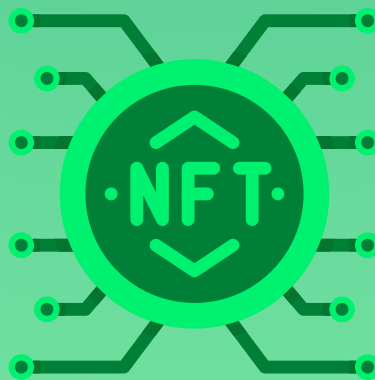
## Methodology

We will recycle abandoned plastic in the ocean and on the earth to produce beautiful and valuable physical asset NFTs. We have a collection of 10,000+ kutee kitties, and our combination of over 100 different traits makes each kutee kitty unique. Every item in our collection is beautiful, valuable and rare, making them desirable to people from every culture all over the world.

Funds generated from each kutee kitty will be re-invested into the venture and used to fund contractors to remove more plastic wastes from the earth and ocean. All waste plastic will be sent to our growing network of recycling plants, from where the kutee kitties can be delivered to surrounding buyers.

The more kutee kitties are bought, the more popular and trendier the collection will become. The trendier it becomes, the more people will want to own them. As more people own our NFTs, more money will go into the plastic clean-up and recycling drive. Furthermore, competition will cause other enterprises to start gathering plastic waste to recycle also. Our strategy is self-sustaining and has many positive and attainable ripple effects.

Our vision is to make plastic recycling so large scale that it becomes a lifestyle. Our mission is to leverage on NFT technology to make recycled plastic fashionable all over the world.





# UTILITY

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- We will whitelist the first 100 members with our NFT set as their profile picture for the next collection, who wins our extraction and we gift them with eth!
- Access to DAO
- We will be doing charity for an Ocean Voyages Institute (and other charity institutes) that is cleaning the oceans from this plastic pollution.
- Free NFT of the next collection for the whitelist people.
- 50% of the earnest from the YouTube channel will be redistributed to the holders (the other 50% to charity).
- 50% of the earnest from the sales of the hoodies and t-shirts will be redistributed to the holders (the other 50% to charity).
- 20% of the earnest from the stores of things produced with innovative material will be redistributed to the holders.
- We have decided also a random selection of whitelist members will be chosen: 5 people selected by members of the whitelist will win a trip completely paid for by the team in a natural location to show the beauty of this planet.
- A contest arranged by the team will be carried out on who will do good for our planet and this includes a huge reward in dollars. The actions will be take plastic from the ground, beach ecc (more details on website), make art or useful things with plastic you have in your home. a video prove will be recommended for the act and we will decide and pick out the winner.
- The last but not the least, if you are a Kutee Kitty holder you are participating in one of the greatest revolutions in history!

**Thank you for your support**



# MEET OUR TEAM

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Experienced and Professional Team



**Fabio Spina**

FOUNDER

Fabio Spina is a founder of Kutee Kitty and a blockchain enthusiast with expertise in NFTs.



**Cristian Del Gobbo**

FOUNDER

Blockchain and NFT expert and passionate enthusiast of new technologies.



**Collins Esq.**

Collins brings his legal analysis and cryptocurrency knowledge to the project.



**David B.**

David brings his technological and communication experience to the project.



**Frank C.**

Frank brings his knowledge of cryptocurrency and NFT project management to the project.



# ROAD MAP

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## PHASE 2

- Launch of a 3D cats collection
- Release of a DAO for the NFT's owners
- The utilities of this collection will be the same of the first phase, but the cash prize for the contents will increase a lot
- We will donate more travel to our holders to discover the beauty of this world

## PHASE 4

- Store opening (e-commerce), to sell items produced with innovative bioplastics or environmentally sustainable products
- 20% of the profits from these stores will be returned monthly to the NFT's holders
- So as to generate a completely passive income by holding the nft's

## PHASE 1

- Minting of the collection in our website, fair prize of 0.05Eth. The mint of 10000 NFT is divided into three parts of 3333 each.
- Launch of the project on opensea.
- Launch of our ecological t-shirt, composed only by recycled material

## PHASE 3

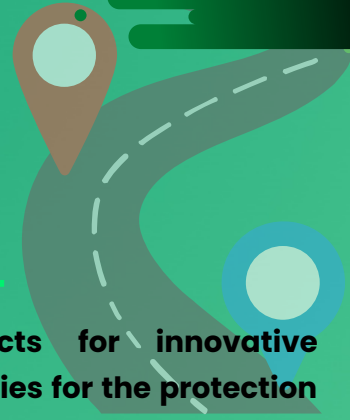
- Thanks to your support we will start to take plastic all over the world. We will give all the plastic a new life with project that you will discover in a future not too far Remember that all together we can save our planet, but your help is the key of this project

# THE BEAUTY WILL SAVE THE WORLD



# ROAD MAP

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## PHASE 5

- Funding for projects for innovative materials and novelties for the protection of the planet (similar to a startup incubator) 20% of investment revenues will be redistributed to Nft holders.
- Project are: (for the moment) Kanesis, which deals with the production of innovative bioplastics deriving from hemp and other agricultural waste, more info in their website.
- World wide wind, which deals with the production of renewable energy, more info in their website

## PHASE 6

- If you think the project is done here, you are wrong. We have big plans for the future, together we will be able to save the world.

# THE BEAUTY WILL SAVE THE WORLD



# FAQs

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## 1. When is our mint ?

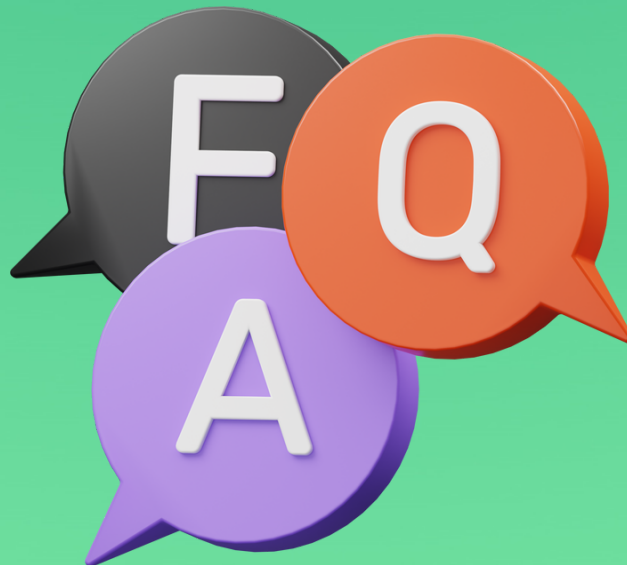
TBA

## 2. What is our mint price?

Our minting price goes for 0.03 ETH

## 3. Where is mint happening?

On our website







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**TWITTER** [twitter.com/KuteeKitty\\_nft](https://twitter.com/KuteeKitty_nft)



**DISCORD** [discord.com/invite/KuteeKitty\\_nft](https://discord.com/invite/KuteeKitty_nft)

FOLLOW US ON SOCIAL MEDIA TO STAY UPDATED WITH OUR PROJECT!

## Need More Information?

Please visit our website for more details or Reach us through

Email



**KUTEE KITTY NFT** [www.kuteekitty.com](http://www.kuteekitty.com)



**Gmail** [info@kuteekitty.com](mailto:info@kuteekitty.com)



THANKS BY



**KUTEE KITTY NFT**  
**TEAM**