Puffpaw Whitepaper

💡 INTRODUCTION

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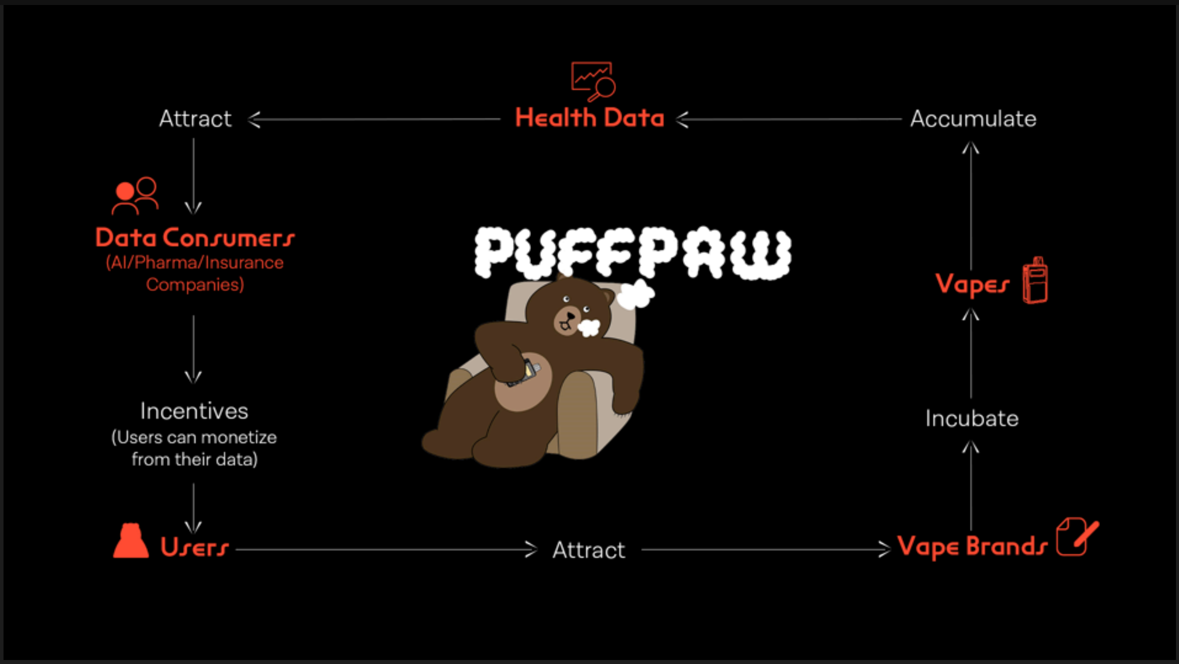
What is Puffpaw

Quitting smoking is not a one-day task

What is Puffpaw?

Puffpaw is a platform designed to help users quit smoking by reducing their nicotine intake through a structured and gamified vaping experience. By combining traditional vaping with blockchain technology, Puffpaw offers a transparent and accountable system that encourages healthier habits. The platform uses verified devices and on-chain records so users can track their progress and get Paid to quit nicotine.



- **Puffpaw Smart Vape:** Puffpaw users tie their Puffpaw Vape devices to the Puffpaw app. This allows users to start participating in the Puffpaw ecosystem using our patented hardware.
- **Gamification & Rewards:** The platform gamifies the process of quitting nicotine by rewarding users for reducing their nicotine intake. These rewards are recorded on the blockchain, making the journey to quit smoking more engaging and motivating.
- **Leasing & Borrowing:** Puffpaw Smart Vape holders who don't vape or smoke can lease their vapes via the Puffpaw Lending Program or lend the vape directly to their web2 smoker friends (borrowers). Borrowers will receive free vape & pods, and share the Paid to quit nicotine rewards with the Pass holder.
- **On-Chain Transparency:** All vaping activity and earned rewards are recorded on-chain, giving users a transparent and secure record of their progress. This data is self-custodial, meaning users maintain full control over their information

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💡 INTRODUCTION

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Investor Highlights

Why we're so bullish:

- **First to Market**: Being first in the web3-enabled vaporizer space provides a significant competitive edge.
- **Innovative Product**: E-liquids that reduce nicotine intake while promoting health through organic tea-derived ingredients. We are making vaping safer.
- **Community and Loyalty**: Our loyal community of crypto and vaping enthusiasts offers an encouraging space to adopt healthier habits and drive user engagement beyond traditional approaches.
- **Barriers to Entry**: Unique team expertise in vaping technology, pharmaceutical production, and blockchain. Proven track record with 76 million vapes sold to major tobacco companies like Aspire and KT&G.

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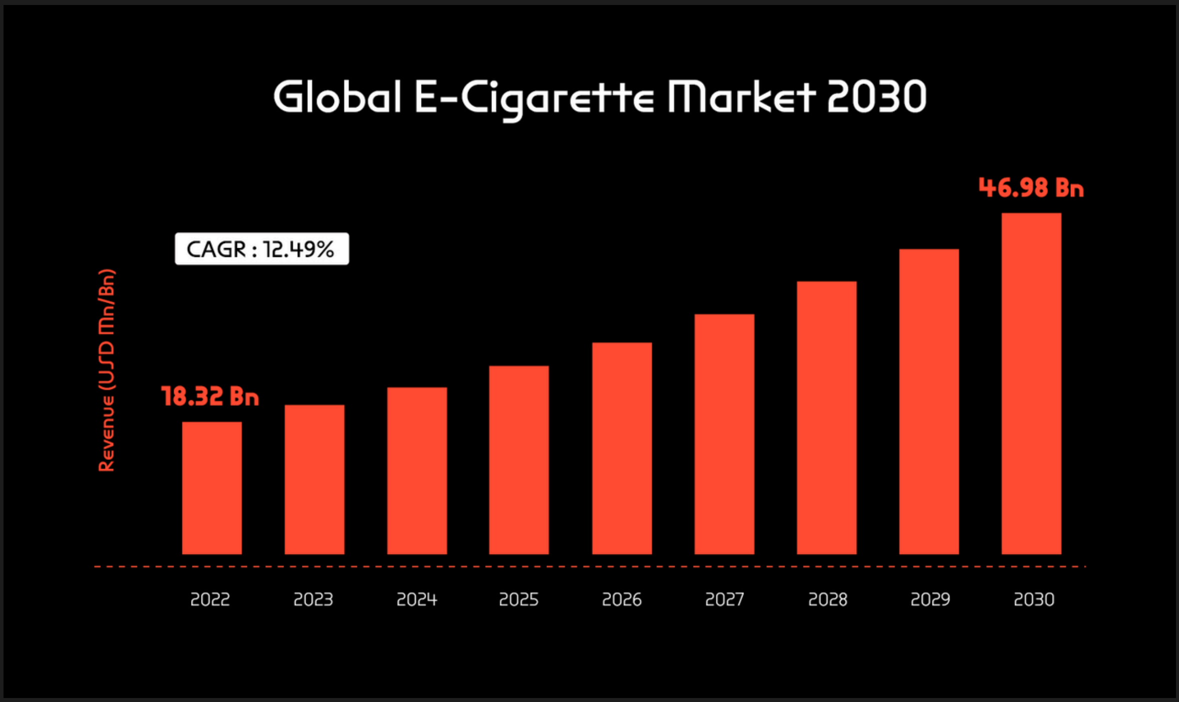
Market Cap Potential

Market Overview and Growth Potential

Let's start with the basics—the market is booming.

We've crunched the numbers, and the global e-cigarette market is on a trajectory that's hard to ignore.

We're talking about a compound annual growth rate (CAGR) of 12.49% from 2023 to 2030. That's taking us from a market worth $18.32 billion in 2022 to an eye-popping $46.98 billion by 2030.



Soona Amhaz, Managing Partner at Volt Capital said:

“Today, nearly 1 in 4 Gen Z adults regularly vapes. What if we encouraged them to choose healthier alternatives, like herbal tea extracts, instead of nicotine pods? Puffpaw is making that vision a reality. With their Puffpaw Smart Vape, users get more in-depth data on their smoking habits while enjoying a gamified experience to reduce their reliance on nicotine, a $430 billion problem. Puffpaw is tackling a massive market, and at Volt Capital, we're excited to support a company pioneering a new category in crypto as they work to curb nicotine dependence and addiction.”

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International Acceptance

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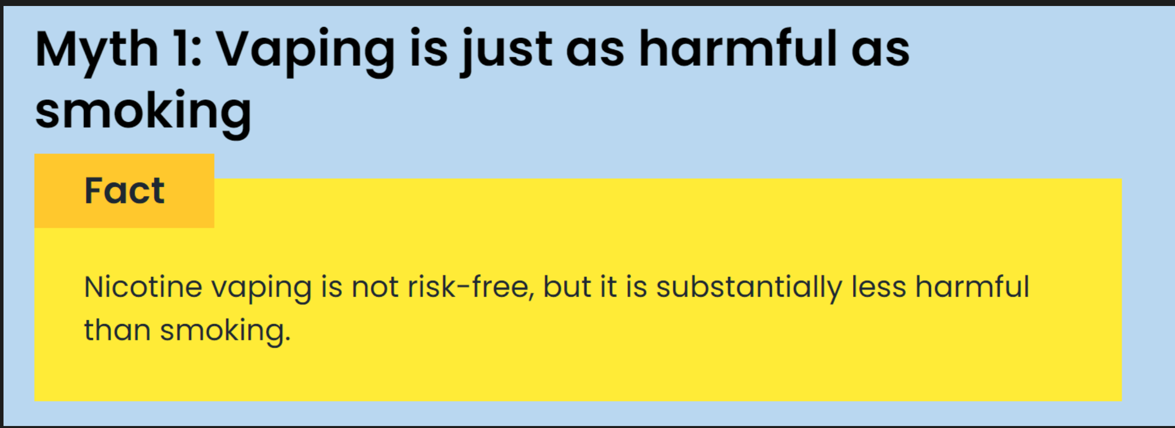
International Acceptance

There has been growing recognition of e-cigarettes as a healthier alternative to traditional tobacco, along with widespread acceptance of vaping in regions that once held firm against it. Countries like the UAE and Egypt recently ended their bans on e-cigarettes, while New Zealand and Denmark are cutting back on traditional cigarette sales, which will likely boost the growth of the e-cigarette market even more.



Source: https://www.nhs.uk/better-health/quit-smoking/ready-to-quit-smoking/vaping-to-quit-smoking/vaping-myths-and-the-facts/ ↗

Given these changing market dynamics, the e-cigarette market is rapidly gaining market share as more people recognize e-cigarettes as a healthier alternative to traditional tobacco. In 2022, UK experts reviewed the international evidence and found ↗ that in the short and medium term, vaping poses a small fraction of the risks of smoking. Puffpaw is poised to capture market share from both the tobacco, nicotine and e-cigarette markets, thanks to its innovative Paid to quit nicotine model.

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We Solved It

The vape industry has deep rooted problems, and we are the only solution.

Problem 1. How Vape Companies Put Profits Over Health

E-cigarettes started as a way to help people quit smoking. Now, they've become a big public health problem.

E-cigarettes were first created to help people quit smoking. They were meant to be a healthier option by giving nicotine in a less harmful way than regular cigarettes, according to NHS of UK ↗.

The reality of vaping is very different from what was promised. Many companies sell vapes with high nicotine levels and artificial flavors that contain harmful chemicals. These could be even more dangerous than regular cigarettes.

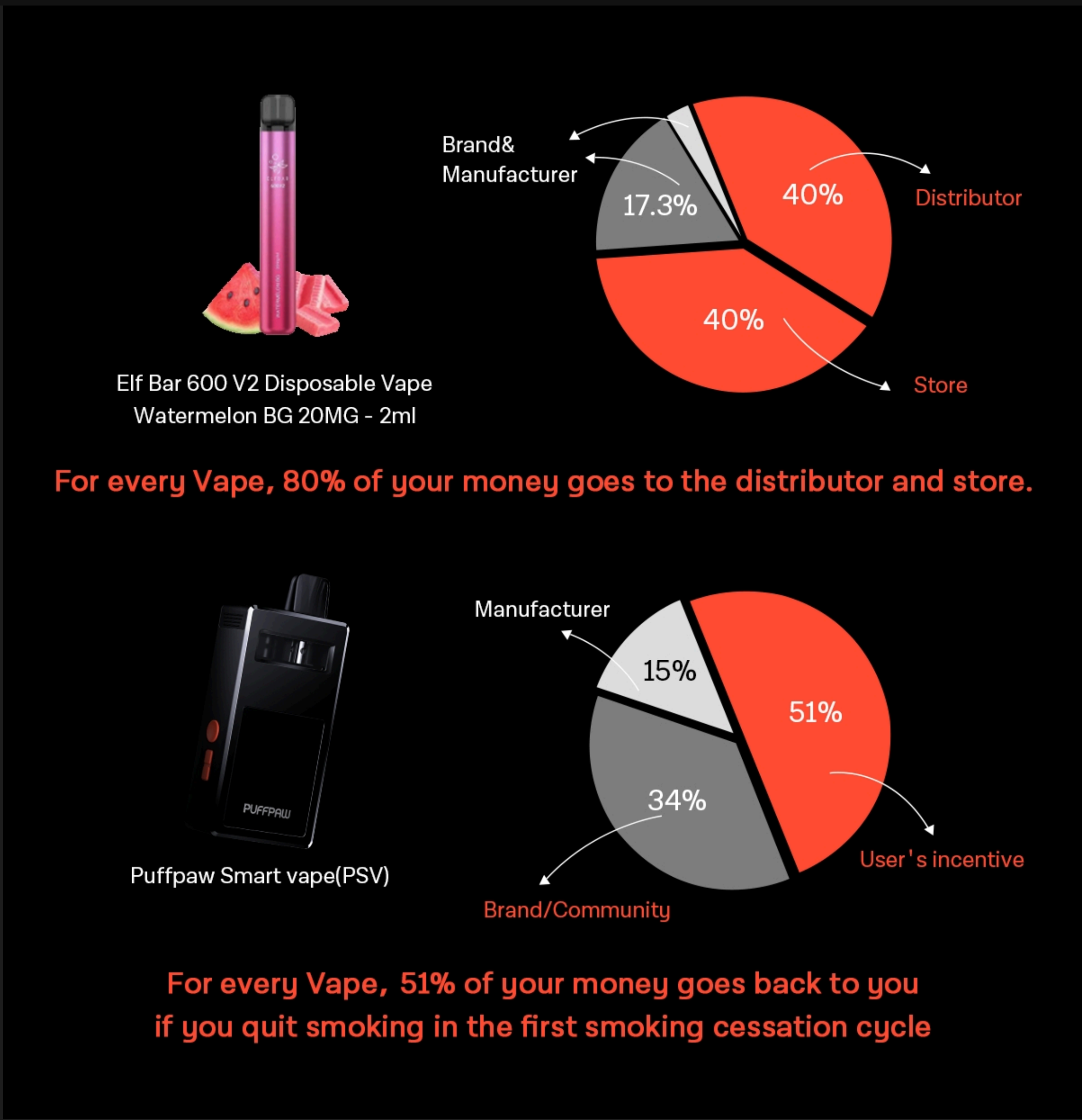
It's hard to track how much someone vapes each day, which can lead people to use more nicotine than they would with normal smoking.

The main problem isn't e-cigarettes themselves, but the companies that care more about money than health. It's even worse because vape juices often come from unknown sources, and some sellers use cheap, unsafe materials that can harm people.

Problem 2. Distributors Take Too Much: The Hidden Problem in the Vaping Industry

This creates a big gap between brands and customers. It also causes problems with supply and demand.

This creates a big gap between brands and customers. It also causes problems with supply and demand.



Our Solution: A New Smart Vape and a Paid to quit nicotine Platform

1. Puffpaw Smart Vape monitors and records all smoking data. By transmitting data from vape - mobile App - blockchain, Puffpaw uses rewards to incentivize users to quit nicotine.
    a. The higher the nicotine, the lower the daily rewards
    b. The main product is a non-nicotine vape, which maximize the daily rewards

   c. Only uses organic and edible ingredients (i.e. tea extracts). No artificial ingredients added.

2. Puffpaw uses a Paid to quit nicotine mechanism to onboard smokers/consumers directly. So that Puffpaw can bypass distributors and smoke shops to provide service directly to customers (DTC).

   This is how Puffpaw can lower the price of the product significantly and reshape the whole industry chain. Puffpaw aims to create the win-win situation between brands and customers.

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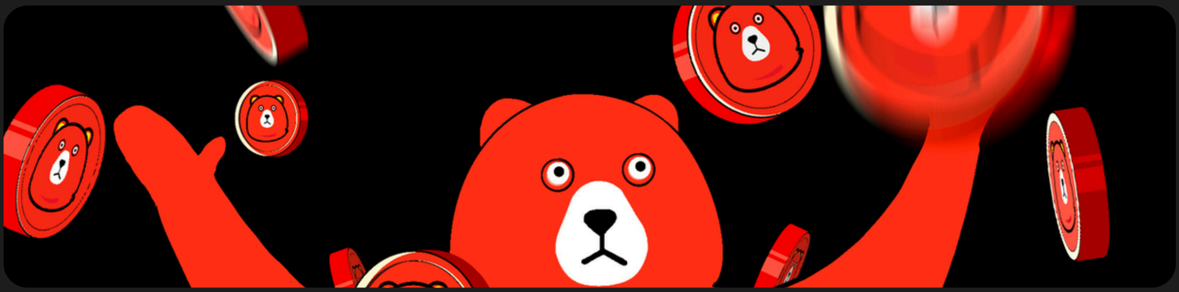

💡 INTRODUCTION

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Masterplan

A flywheel to reshape the industry

Puffpaw aims to build a healthier lifestyle for the 1.3 billion smokers worldwide. It’s unfair to challenge human nature, expecting to change a long-established habit momentarily. Therefore, Puffpaw provides a solution with a proper incentive mechanism via an open RWA (Real world asset) protocol to monitor themselves and quit smoking in a completely sustainable way.

Puffpaw utilizes a feedback mechanism, enhancing support at critical junctures to fast-track not only the network's adoption (supply) but also the demand for it and the advantages for its users. During the initial phase of growth, our efforts are concentrated on developing:

- The production of Puffpaw Smart Vape and pod rewards early users with tokens for their contributions.
- The platform for staking, lending & gifting, and a daily health tracking mechanism.

Development will proceed through stages as detailed in the plan, with each phase introducing new functionalities, categories of devices for connection, and increasing degrees of decentralization.

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HOW TO GET A VAPE

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Genesis Vape (Sold out)

1 Genesis Vape = 1 Free Genesis Vape Device + 3 Free Pods + Airdrop

1. Key Features

- A Genesis Vape is the ticket to get into the Puffpaw Paid to quit nicotine game. Holding a Genesis Vape is the only way to earn daily VAPE rewards and receive VAPE airdrop.
- **1 Genesis Vape = 1 Free Gen2 Vape Device + 1 Free Pod + Airdrop**

    - Users need to bind the Genesis Vape device to the Puffpaw mobile app via Bluetooth to join the Paid to quit nicotine game.
- Refer to Production Economy for more information

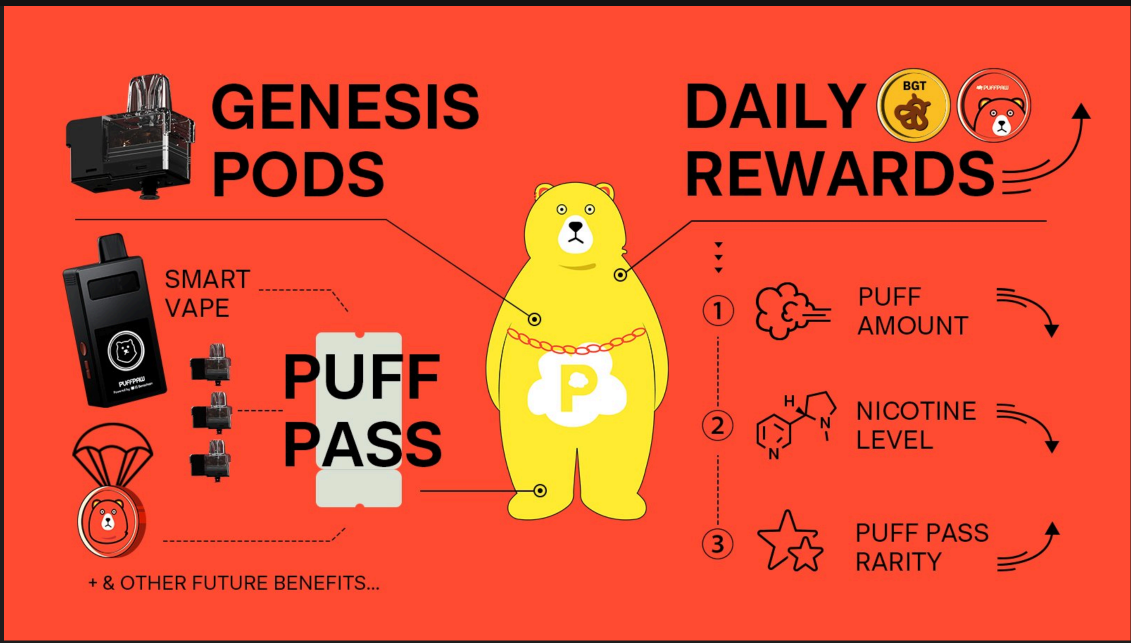
2. Key Benefits

- Paid to quit nicotine rewards (VAPE)
- VAPE Airdrop
- VAPE Staking APY boost
- Puffpaw (Validator Node) Profit Sharing
- Exclusive Holders IRL Events & Merch
- 40,000 Prize Pool for Movement branded vape
    - Please check the lastest annoucement ↗ about this campaign
- Puffpaw Dealership Network
- Early access to Puffpaw Future products (HNB/IQOS Vape, Shisha rewards, Cannabis Vape)

Note: Puff Pass

The Puffpaw ecosystem once used the Puff Pass NFT. This NFT acted as the Genesis Vape, except it was the NFT that was tied to the VAPE rewards earned, not the vape device itself.

Since the launch of Gen2, Puff Passes are no longer in use, as Puff Pass holders burned their NFTs to secure a Gen2 Vape in a 1:1 basis. Now, all rewards are tied to the Puffpaw vape devices directly.



Puff Pass - Your Ticket to Earn $VAPE

Basic Info

Contract:
https://berascan.com/address/0x6a98fd0da1fc9fbbfcc83c6ee7e9f5904299dbfb... ↗

Puff Passes could be staked at http://staking.puffpaw.xyz ↗ to qualify for Paid to quit nicotine and future airdrops.

Buyers had to make sure to visit http://checker.puffpaw.xyz ↗ before purchasing on:

- OpenSea: http://opensea.io/collection/genesis-puffpass... ↗
- Magic Eden: http://magiceden.us/collections/berachain/puffpaw ↗

If the checker showed "vape has been claimed for this puff pass", it meant that buying that Puff Pass on the secondary market would not mean receiving a new vape!

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HOW TO GET A VAPE

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Gen2 Vapes

Rolling out to stores near you.

Gen2 Vapes

Holding an exclusive Genesis Vape was the only way to participate in the Puffpaw Paid to quit nicotine game. Gen2 Smart Vapes are here to change that.

Gen2 Smart Vapes are here to welcome more Puffpaw users into the Puffpaw ecosystem. Of the 30,000 available devices, 10,000 are reserved for Genesis Vape Holders and 20,000 are available for paid sale.

- **Total Supply**: 30,000 Gen2 Smart Vapes
- **Launch Date**: July 22, 2025
- **Price**: $90.00 or 60,000 preVAPE

Secure your Gen2 Smart Vape on the Puffpaw website, the TREATS website, or in select retail stores from South Korea and the UAE.

Total Supply	30,000	
Price	$90.00	60,000 preVAPE
Initial Tier	Tier 1	
Set Includes	Puffpaw Smart Vape x 1	Puffpaw Pod x 1
How to participate	Ship to me (check shipping countries list)	Lease to platform (earn 100% rewards)
How to upgrade	Recast (higher tier, lower chance)	Pay-to-Upgrade (higher tier, higher expense)

Basic Info

- Shipping Country List and delivery time: Click here to view ↗
- How to Lease to Platform: Click here to view ↗

Gen2 Smart Vape buyers can have their devices shipped to them and start earning immediately, or they can join the Puffpaw Leasing Program to start mining from day one.

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Gen 2 Features

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HOW TO GET A VAPE > GEN2 VAPES

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Gen 2 Features

1 Gen2 Vape = 1 Free Vape + 1 Free Pod

Key Features

Low Barrier to Entry Gen2

Gen2 Smart Vapes are more affordable and easier to use than Genesis Vapes, with simplified Paid to quit nicotine mechanics that suit both beginners and advanced users.

High Earning Potential

Earn more by inviting others. For each friend you invite who purchases a Gen2, you gain +1.5 Wallet Social Mining Efficiency with no cap. Invite 100 people and earn up to 960,000 preVAPE. Each invitee also receives 2,400 preVAPE.

First-Mover Advantage

Gen2 is optimized for Web2 expansion. Join early and get ahead of the curve.

Faster Earnings

Devices leased to the platform can start earning immediately. For shipped devices, you can receive up to 14 days of backdated rewards (up to 280 preVAPE/day during transit). Delivery time reference: Click here to view ↗

Tier	Genesis Puff Pass Mining Efficiency	Gen2 Vapes Mining Efficiency
1	1	0.5
2	1.4	0.7
3	2	1
4	3	1.5
5	4.2	2.1
6	5.6	2.8
7	7.6	3.8
8	11	5.5
9	15	7.5
10	22	11
11	36	18
12	80	40

Updated Mining Rules (effective on July 22nd)

- **Gen2 is not an NFT** — there is no staking or forced wallet binding.
- Mining rewards belong to the physical owner of the vape (for leased vapes, you can check your mining rewards in the app daily).
- Data follows the physical device. If it's lost, all associated utility is lost.
- Wallet addresses and vape data are not permanently linked. Even if someone maxes out usage today, whoever reconnects and owns the device tomorrow earns the rewards.

Genesis vs Gen2 comparison:

Gen2 Vapes				
Puff Pass Tiers	Vape (Recast Cost)	Mining Efficiency	Min Puff Count	Max Puff Count
1	600	0.5	75	150
2	750	0.7	75	150
3	850	1	70	140
4	1,150	1.5	70	140
5	1,450	2.1	65	130
6	1,750	2.8	65	130
7	2,050	3.8	60	120
8	2,350	5.5	60	120
9	2,900	7.5	55	110
10	3,450	11	55	110
11	4,000	18	50	100
12	9,999,999	40	50	100

Genesis Puff Pass				
Puff Pass Tiers	Vape (Recast Cost)	Mining Efficiency	Min Puff Count	Max Puff Count
1	1,200	1	100	200
2	1,500	1.4	100	200
3	1,700	2	90	180
4	2,300	3	90	180
5	2,900	4.2	80	160
6	3,500	5.6	80	160
7	4,100	7.6	70	140
8	4,700	11	70	140
9	5,800	15	60	120
10	6,900	22	60	120
11	8,000	36	50	100
12	9,999,999	80	50	100

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Sale Models

Genesis Vape Holders Airdrop (10,000)

10,000 Gen2 Vapes are reserved for Genesis Vape holders airdrop. Each Genesis Vape holders can claim a Gen2 Vape on a 1:1 basis by burning their Puff Pass.

Once burned, all utilities from the Puff Pass will migrate to the Genesis Vape device, which will then bind directly to the wallet (non-reversible).

Instructions for burning and redeeming a Puff Pass will be shared ahead of the Gen2 Vape sale.

Additional free Gen2 Vapes will be distributed through official campaigns.

Paid Online and Offline Sales (20,000)

No purchase limit, meaning buyers must secure their Gen2 Vapes on a first-come, first-served basis.

Gen2 Vapes can be bought on the Puffpaw website, the TREATS website, or in select retail stores from South Korea and the UAE.

Online sales will support USDC/USDT (Arbitrum + Ethereum Mainnet) and preVAPE as purchase options, while Debit/credit card payments will be added shortly.

Invite-to-Earn Program

1 tier referral system for everyone

Invite-to-Earn Program for Everyone

How It Works

- Tier-1 referral system with permanent binding
- Invitees must purchase a Gen2 via your unique link to bind the relationship

Rewards

Inviter: Gains Wallet Social Mining Efficiency ↗ (+1.5 per person) and unlocks tiered rewards

Invitee: Receives 2,400 preVAPE

Wallet Social Mining Efficiency

- Determined by total successful referrals.
- Not affected by device upgrades, recasting, or puff counts.
- As long as your wallet is actively mining each day, your efficiency is factored into global mining power.

Leveled Rewards

- Unlock preVAPE rewards as you reach higher referral milestones

- Rewards are issued the next day upon achieving each level

Referral level	Number of referrals (per account)	Reward: preVAPE
1	1	2,400
2	2	3,000
3	3	3,600
4	4	4,200
5	5	6,300
6	7	12,000
7	10	19,500
8	15	34,500
9	20	46,500
10	30	93,000
11	50	195,000
12	100	540,000

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Puffpaw Smart Vape

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HOW TO GET A VAPE

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Puffpaw Smart Vape

Explore the possibilities with the Puffpaw Smart Vape

Puffpaw Vape Pop-up Shop Event at Soeul, South Korea

The world's first Smart Vape to help users monitor smoking behavior. Each vape and e-liquid pod contain a patented PuffPaw PrimeCore chip with encrypted anti-counterfeiting code. All such verifiable data are stored privately on-chain for incentive mechanism.

To be specific, each Smart Vape enables user to:

1. track daily puffs & earn tokens via bluetooth module and mobile app
   - [x] time of each puff
   - [x] amount of puffs in a certain duration
   - [x] length of each puff
   - [x] PSV must stay with mobile phone all all time to prove its validity
2. earn additional VAPE at IRL events via embedded NFC (future features)
   - [x] adding a SocialFi layer
   - [x] strengthen the sense of group ownership
3. verify the authenticity of product
   - [x] every Smart Vape and pod own separate unique IDs as anti-counterfeit label

Refer to How to Earn* for a detailed explanation of the incentive mechanism

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What is it?

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What is it?

Puffpaw Smart Vape uses a Closed Pod System, which includes a vape machine and a pod (cartridge) that contains e-liquid. It's made to give rewards (VAPE) while helping quit nicotine addiction.

Puffpaw Smart Vapes

1. What is the Puffpaw Closed Pod System?

The Puffpaw Pod System uses pods that can't be refilled or replaced. These pods are used in Puffpaw's Smart Vape (PSV) and hold e-liquids. The e-liquids can have nicotine or no nicotine at all. This system is key to Puffpaw's goal of helping users slowly reduce their nicotine use.

Puffpaw Vape + 3 Pods

2. Key Features

- **Controlled Nicotine Intake**

The Puffpaw pods are designed to give users a precise amount of nicotine with each puff. This helps users control how much nicotine they use, which is important for those trying to quit.

- **Non-nicotine Vape as Main Option**

Puffpaw offers pods with different nicotine levels, including ones with no nicotine. Users are incentivized to slowly lower nicotine levels and earn more financial rewards (VAPE).

- **Organic and Safe Components**

The pods use organic ingredients and e-liquids that meet high quality and safety standards. This gives users a healthier choice compared to regular cigarettes or high-nicotine vapes.

- **Blockchain-Integrated Tracking**

Each Puffpaw pod is connected to blockchain technology, which tracks every puff taken. This data helps users monitor their progress, earn rewards, and ensures everything is secure and transparent.

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3. Incentive Mechanism

- Users earn rewards based on how much they use the Puffpaw pod system, especially as they reduce their nicotine intake. The reward system encourages users to switch to lower-nicotine or zero-nicotine pods, connecting their health progress with financial benefits within the Puffpaw platform.
  - In summary: **The less nicotine you use, the higher the mining rewards.**
- **Data-Driven Feedback:** Puffpaw collects data from pod usage and uses it to give users personalized feedback. This helps them stay on track with their goals and motivates them to keep making progress in reducing nicotine.

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Genesis Pods (Sold Out)

Last updated 4 months ago

💯Genesis Pods (Sold Out)

30,000 limited edition of pods for our early supporters.

What is Genesis Pods?

Genesis Pods are the first 30,000 pods that Puffpaw sold out on November 7th↗
More explanation about Genesis Pods can be found at Pod Economy

FAQ

Genesis Pods are not NFTs. They are physical products: pre-filled e-liquid pods for you to put on Puffpaw Smart Vape to earn VAPE tokens!

- Utilities?
  - Superior Mining Efficiency: Genesis Pods offer the highest mining efficiency compared to other pods.
- Why are pods and vapes sold separately?

    - Genesis Pods feature the highest mining efficiency and are offered at an exclusive low entry price. Given the anticipated high demand after the Puff Pass sale, we’re allowing a 24-hour early access period for our dedicated community members to purchase Genesis Pods in advance, ensuring they have the opportunity to stock up before supplies run out.
- Does the device come with a warranty?
    - Yes, all products by Puffpaw have a 3-month warranty. Puffpaw covers any damage caused during shipping or if a device is found faulty upon arrival. However, damages resulting from accidental user mishandling are not covered.
- I’ve purchased Genesis Pods. Do I also need to buy a Genesis Vape?
    - Yes, Genesis Pods require a Genesis Vape to function. Genesis Vapes are currently sold out.

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Organic E-liquid

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Organic E-liquid

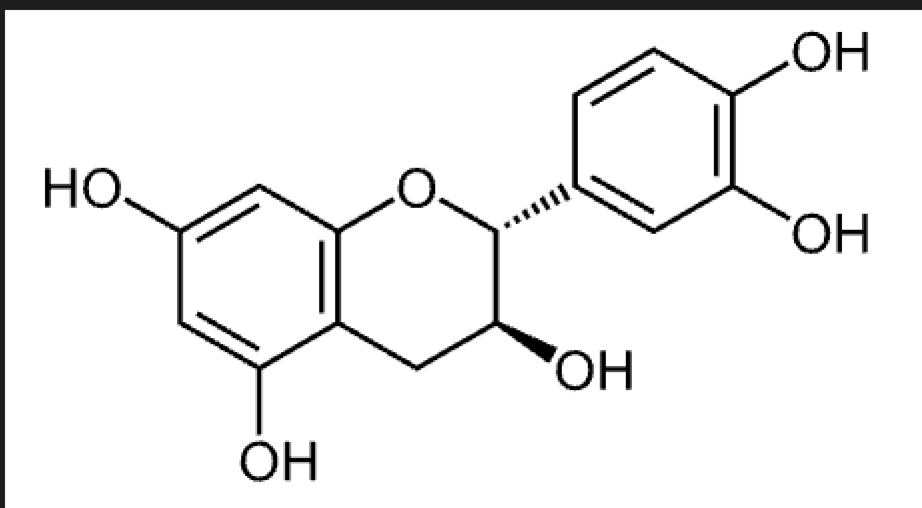
Puffpaw only uses organic and edible ingredients for e-liquid.

For example, one of our non-nicotine pods is made primarily with tea extracts as the main ingredient.

Tea extracts, especially catechins and L-theanine, are gaining attention for their health benefits when inhaled through nebulization. L-theanine is known for promoting calmness and focus, offering a new way to enjoy tea's benefits beyond drinking it.

Puffpaw aims to replace nicotine and harmful chemicals with natural tea extracts, offering flavors that mimic traditional smoking. The goal is to make smoking a healthier daily habit. The first Puffpaw e-liquid pod, featuring these patented tea extracts, will launch alongside the Puffpaw Smart Vape (PSV).

The chemical structure of L-theanine:



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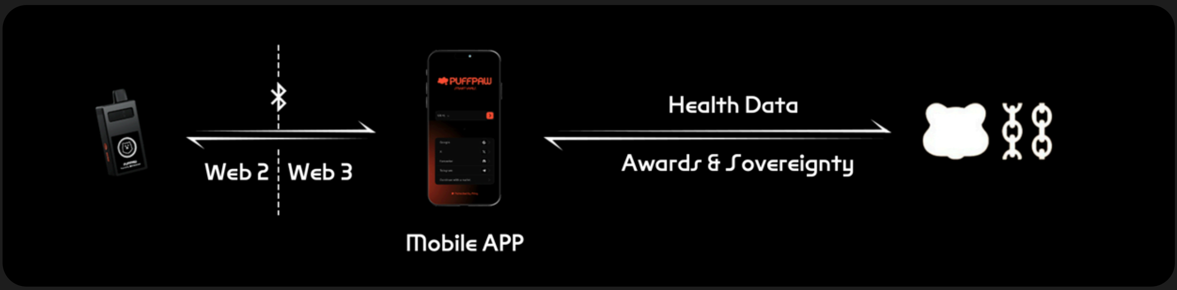

HOW TO GET A VAPE

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Puffpaw App

The Puffpaw App allows us to connect your Puffpaw Smart Vape to the blockchain.

Earning tokens requires you to log in and connect your Smart Vape to the Puffpaw App via Bluetooth. Your phone MUST be connected to the internet to ensure each puff is recorded on-chain. This is essential for earning your token rewards.

The Puffpaw App will be listed on both IOS App Store and Google App Store.

App Download Instructions: guide.puffpaw.xyz

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Organic E-liquid

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Managing Multiple Vapes/Wallets

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Managing Multiple Vapes/Wallets

Users can manage multiple Genesis Vapes across different wallets within the same mobile app. Wallet switching is required to initiate transactions associated with each specific Genesis Vape.

Due to hardware limitations, only one vape device can be connected via Bluetooth at any given time. Users seeking to operate multiple devices concurrently must manually disconnect and reconnect between devices to enable data caching.

It is also possible to access the same wallet on multiple devices simultaneously.

All Genesis Vapes—whether designated for personal use, the Puffpaw Leasing Program, or lent to another individual—are centrally managed within the app.

> **Note:** Staking your Puff Pass is a prerequisite for participating in the Vape-to-Earn mechanism.
> Unstaked Passes will not accrue any rewards.

Stake your Puff Pass here: staking.puffpass.xyz ↗

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What if I don't smoke?

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💨 HOW TO GET A VAPE

🤝What if I don't smoke?

For any non-smokers, there are 2 options to join the game and earn incentives.

1) Participate in Puffpaw Leasing-Borrowing Program

*This program is open to **all** vape holders.*

Holders choose to join this program will not receive the physical vape. Puffpaw will help to lease these vapes to the platform-signed KYC'ed borrowers and directly manage these leases.

Holders will be able to recast their Genesis Vape rarity Production Economy, check daily performances, and claim rewards in the app, same as other holders.

To simplify the leasing process, holders (vape owners) shall pay 100% of all future pods and earn 100% of the rewards. Puffpaw will incentivize borrowers via other feasible means & methods.

Reminder: Holders shall check the pod balance in the app regularly to make sure that all leased vapes have enough pods.

2) Hold Genesis Vape, and lend the vape to your friend who is a smoker, and help him/her to quit nicotine. (Leasing Your Vape to a friend = More Airdrop)

You: Vape Lender
Your friend: Vape Borrower

How to Lease

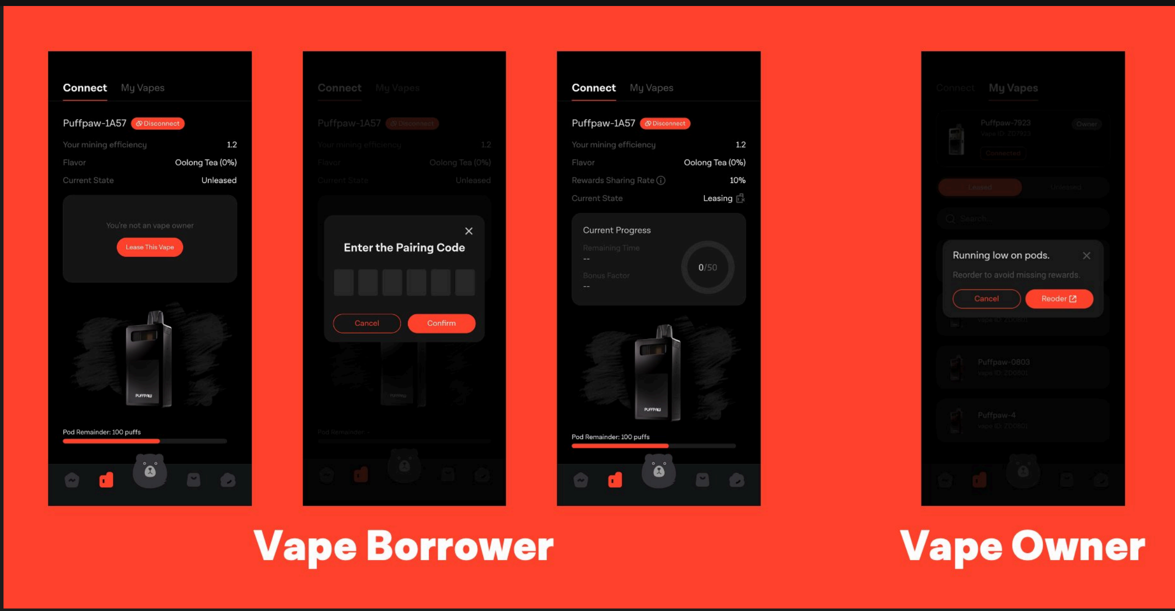
1. Vape Lender send the device and the pairing code (shown in the app) to the borrower.

2. Vape Borrower connects the vape, enters the pairing code, and waits for the owner's confirmation.

3. Rewards sharing starts at 90% (lender) / 10% (borrower) by default. Either party can propose changes later.

Reminder:

1. The Lender is responsible for reordering pods when the low balance warning appears.
2. The Lender can use the vape and lease the vape at any time.
3. Both Lender and Borrower will be able to check the vape status in the app.



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How to Get Started!

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🌬️How to Get Started!

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1. Firmware Upgrade (upgrades.puffpaw.xyz)

2. Stake Your Puff Pass (staking.puffpaw.xyz)

3. Open the App (guide.puffpaw.xyz)

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1. Firmware Upgrade (upgrades.puffpaw.xyz)

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HOW TO GET STARTED!

1. Firmware Upgrade (upgrades.puffpaw.xyz)

Stay current, stay rewarded.
Upgrade your Puffpaw firmware to unlock the latest Vape2Earn features.

Follow the guide at the link: https://upgrades.puffpaw.xyz

Reminder: This upgrade is not mandatory but highly recommended - it enables the data caching of vapes while disconnected with the app. So that user can keep puffing without worrying losing the bluetooth connection. However, please make sure to connect with the app before the end of every day so that all puff datas will be included for the calculation of daily rewards.

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2. Stake Your Puff Pass (staking.puffpaw.xyz)

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🌬️ HOW TO GET STARTED!

2. Stake Your Puff Pass (staking.puffpaw.xyz)

To make sure you can enter the game, all Puff Passes must be staked to play the game.

Go to the website and follow the guide to activate your Puff Passes in the game: staking.puffpaw.xyz ↗

if you don't stake, you won't be able to enter the mining game, meaning that your companions will potentially get all of your VAPE ↗.

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3. Open the App (guide.puffpaw.xyz)

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3. Open the App (guide.puffpaw.xyz)

App Download Instructions: guide.puffpaw.xyz

Download Bluefy (iOS) or Chrome (Android) and visit app.puffpaw.xyz

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What is it*

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PUFFPAW TOKEN

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What is it*

Introduction

Puffpaw token is the main cryptocurrency for the Puffpaw platform. It’s designed to power the system, reward healthy habits, and support the platform’s economy. The token helps users cut down on nicotine while enjoying Puffpaw's decentralized features.

Major Utilities

- **Payments**

The Puffpaw token is used to reorder pods, purchase future vapes and other products, or access special features directly on the Puffpaw Platform.

Puffpaw accepts fiat payments but offers discounts for payments made with the token.

- **Health Data Marketplace**

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PUFFPAW TOKEN

How to Earn*

1. Different ways to earn

- **Paid to quit nicotine:**

Users earn tokens by using Puffpaw Smart Vapes (PSV) and reducing their nicotine intake. The more they switch to low-nicotine or zero-nicotine pods, the more tokens they get. This motivates users to make healthier choices while earning rewards for their progress.

- **Leasing Vape to Friends**

Users can lend their Puffpaw Smart Vapes to friends or others. The tokens earned from the vaping activity are shared between the vape owner and the user, creating a profit split. This lets users earn tokens passively while helping more people join the Puffpaw ecosystem.

- **Data Monetization**

Users can choose to sell their health and vaping data to companies like health insurers or tobacco companies for research. This provides another way to earn tokens while contributing to important studies.

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2. How to earn the most

- **Increase Mining Efficiency**

Mining efficiency determines how much your Genesis Vape earns in tokens. The higher the efficiency, the more tokens you can earn.

- **Use Low or No-Nicotine Pods**

Switching to lower-nicotine or non-nicotine pods is the easiest way to improve mining efficiency. Non-nicotine pods give the biggest boost, rewarding users for cutting down or quitting nicotine.

- **Upgrade Your Puff Pass (Recasting)**

Recasting means upgrading your Genesis Vape to a higher level. This increases your Genesis Vape's ability to earn tokens by handling more data and working better in the network.

Puffpaw may introduce staking, where you lock tokens to earn rewards. Staking could also improve your mining efficiency, helping you earn even more tokens in the future.

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Puffpaw's target users are 1.3 billion smokers. Currently, there is no device or operation to collect respiratory disease-related health data. Puffpaw Smart Vape is not only a vape but also a data collector that enables smokers (data generators) to record, store, and monetize their data by selling it to data consumers.

In addition, since tobacco products are banned from paid promotion on social media platforms, smokers can only purchase from local smoke shops. Vape brands and manufacturers do not have access to such consumer data. Therefore, these companies are also valuable data consumers on the Puffpaw data marketplace.

Such data consumers include health insurance agencies, pharmaceutical companies, health product companies

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Tokenomics

- Inflation Mechanism: No additional issuance; the reward pool will decrease based on a halving mechanism.

- 46% are generated for mining rewards, in which
  - 36% for Vape-2-Earn mining
    - Halving Mechanism: once 60% of this allocation is mined, halving begins.
    - Halving cycle: every 360 days, rewards will be halved

Halving Cycle	Total Emission (%)	Total Emission	Cycle Duration (Days)	Daily Emission Amount
1	60.00%	21,600,000,000	360	60,000,000
2	24.00%	8,640,000,000	360	24,000,000
3	9.60%	3,456,000,000	360	9,600,000
4	3.84%	1,382,400,000	360	3,840,000
5	1.54%	552,960,000	360	1,536,000
6	0.61%	221,184,000	360	614,400

Vape-2-Earn rewards halving cycles

- 10% for DeFi mining

- The final tokenomics will be released before the TGE (Token Generation Event).

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Paid to quit nicotine Model

The Puffpaw ecosystem is driven by three interconnected economic models — Mining Efficiency Economy, Manufacturing Economy, and Pod Economy — forming a closed-loop digital economic engine.

- Mining Efficiency Economy – Produces preVAPE and injects it into the Puffpaw ecosystem.
- Production Economy – Continuously boost global mining efficiency.
- Pod Economy – Empowers preVAPE and enhances the token's value.

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Mining Efficiency Economy

What is Mining Efficiency?

Mining Efficiency is the core of Puffpaw's production mechanism. Users generate mining efficiency by holding and binding Puffpaw vape devices and pods to contribute hash power through daily vaping. Puffpaw Vapes of different rarities provide varying levels of mining efficiency to the ecosystem.

How to Provide Mining Efficiency?

Vape Mining Output Calculation Formula:

The Vape Mining Output is determined by the formula:

$$\text{Vape Mining Output} = \frac{\text{Vape Mining Efficiency} + \text{Wallet Social Minin}}{\text{Total Daily Mining Efficiency}}$$

- **Vape Mining Efficiency Calculation Formula:**

$$\text{Vape Mining Efficiency} = \text{Base Mining Efficiency} \times \text{Mining Efficiency}$$

- **Base Mining Efficiency –** The higher the rarity of the Puff Pass, the higher the base hash power.
- **Mining Efficiency Bonus Factor –** The more frequently you vape, the higher the bonus Factor, capped at an upper limit.

- **Health Factor –** The lower the nicotine content, the higher the health Factor.
  - The initial tier of each Puff Pass (vape) is 1, and the base mining efficiency is 1.
  - Recasting can increase the rarity of the Puff Pass (vape), resulting in a higher base mining efficiency.

- **Wallet Social Mining Efficiency —** Not affected by the Mining Efficiency Bonus Factor or Health Factor, nor by reforging or upgrading.

- **Total Daily Mining Efficiency —** The sum of the mining efficiency provided by all vapes participating in vape mining today + the sum of the wallet social mining efficiency of all wallets.

$$\text{Total Daily Mining Efficiency} = \sum \text{Vape Mining Efficiency} + \sum \text{Wa}$$

Start Paid to quit nicotine Mining

Start Mining

- **Staking:** Users must stake their Puff Pass (vape) before they can recast it.
- **Binding:** The vape device must be bound to a Puff Pass (vape) to earn rewards. Once the binding is confirmed, it is **permanent and cannot be changed**. Each vape can only be bound to **one Puff Pass**.
- **Daily Rarity Tier:** Starting from UTC 0:00, the rarity tier shown on the Puff Pass (vape) is used for that day's Paid to quit nicotine mining. Any changes made later in the day through recasting will not affect today's rewards.

Mining Efficiency Attributes (Genesis Vapes vs Gen2)

Tier	Genesis Puff Pass Mining Efficiency	Gen2 Vapes Mining Efficiency
1	1	0.5
2	1.4	0.7
3	2	1
4	3	1.5
5	4.2	2.1
6	5.6	2.8
7	7.6	3.8
8	11	5.5
9	15	7.5
10	22	11
11	36	18
12	80	40

Mining Efficiency Attributes (Gen2 Vapes)

Gen2 Tiers	Mining Efficiency	Min Puff Count	Max Puff Count	Recast Cost (preVAPE)	Upgrade Cost
1	0.5	75	150	600	50% of Genesis Vapes
2	0.7	75	150	750	
3	1	70	140	850	
4	1.5	70	140	1,150	
5	2.1	65	130	1,450	
6	2.8	65	130	1,750	
7	3.8	60	120	2,050	
8	5.5	60	120	2,350	
9	7.5	55	110	2,900	
10	11	55	110	3,450	
11	18	50	100	4,000	
12	40	50	100	999,999,999	

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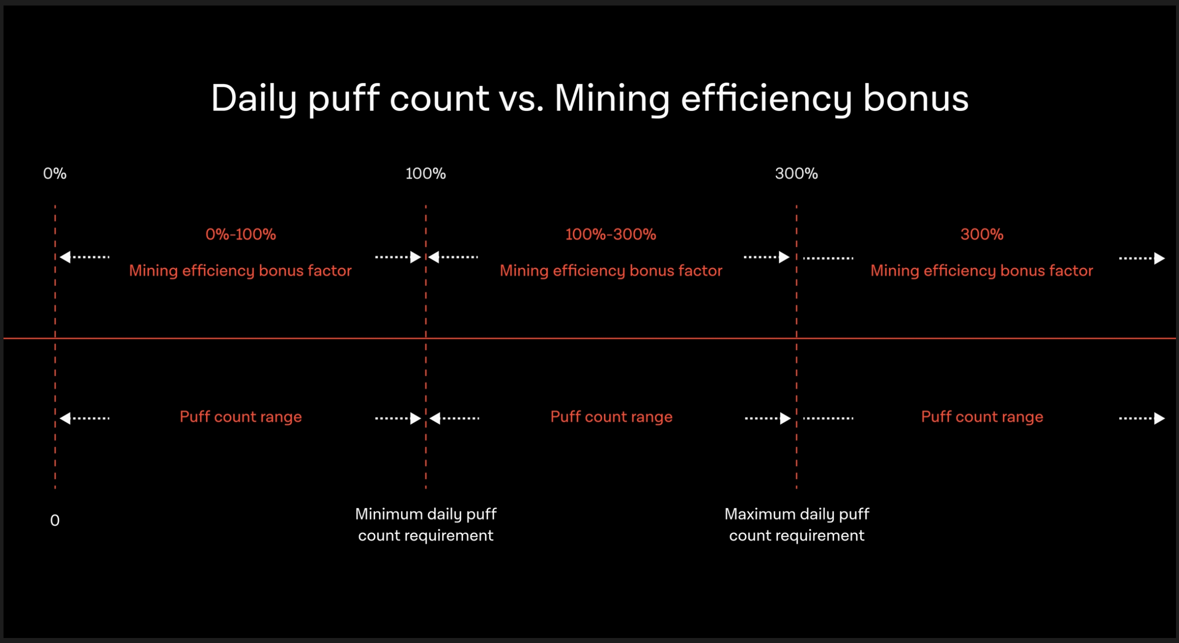
Gameplay: Vape Mining

Genesis Vapes of different tiers have varying levels of base mining efficiency. The higher the base mining efficiency, the more hash power users can supply to the ecosystem through vaping, thereby driving the growth of the ecosystem economy. In return, users can earn more preVAPE rewards.

Mining Efficiency Bonus Factor

- Minimum Vape Requisite: If the actual number of daily puffs reaches the minimum threshold, the mining efficiency bonus factor is 100%. If it is below the minimum, the factor is calculated proportionally.
- Maximum Vape Requisite: If the actual number of daily puffs reaches the maximum threshold, the mining efficiency bonus factor is 300%. If it exceeds the maximum, the bonus factor remains capped at 300%.



Relationship Between Puff Count and Bonus Factor

Reminder: Users who do not vape at all in a day will have a mining efficiency bonus Factor of 0%. Since no mining efficiency is contributed to the ecosystem's growth, they will not receive any preVAPE rewards.

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Production Economy

To earn more mining rewards, users can choose to participate in the production economy, enhancing the rarity level of their Puffpaw Vapes through the following features:

- Recasting
- Pay-to-Upgrade

Recasting

The core of recasting lies in asset redistribution - users can consume preVAPE to upgrade the tier of their Puffpaw Vapes, thereby unlocking higher hash power. The recasting fee significantly increases preVAPE consumption, helping to maintain the orderly growth of the ecosystem.

Users can consume preVAPE to recast Genesis Vape. After recasting, they will receive a new Genesis Vape with a tier between 1 and 12. An increase in tier results in a significant boost in the base mining efficiency.

Recasting Balance: The preVAPE consumed for recasting will be regularly burned to maintain the ecosystem's balance.

When it takes effect:

- For Genesis Vapes recast today, the updated base stats (such as mining efficiency and puff count limits) will take effect the next day.
- Example: If the Genesis Vape starts at rarity level 1 as of UTC 0:00 today, it will mine with level 1 stats throughout today. If it is recast to level 5 by the end of today, tomorrow's mining will use the level 5 stats.

- There's no limit of how many recast can be performed within a certain duration.

Pay-to-Upgrade

Users can pay preVAPE to upgrade the tier of their Genesis Vape from the current tier (N) to the next tier (N+1), thereby gaining higher base mining efficiency.

Upgrade Cost
The cost fluctuates daily based on the total network mining efficiency. Specific values are subject to the actual data in the App.

The consumed preVAPE is periodically burned.

Genesis Vape Tier Reset
When a user unstakes their Genesis Vape, its rarity will reset to level 1, and it will no longer be eligible for vape-to-earn. Once restaked, mining can resume.

Recasting Attributes (Genesis Vapes)

Genesis Puff Pass

Puff Pass Tiers	Vape (Recast Cost)	Mining Efficiency	Min Puff Count	Max Puff Count
1	1,200	1	100	200
2	1,500	1.4	100	200
3	1,700	2	90	180
4	2,300	3	90	180
5	2,900	4.2	80	160
6	3,500	5.6	80	160
7	4,100	7.6	70	140
8	4,700	11	70	140
9	5,800	15	60	120
10	6,900	22	60	120
11	8,000	36	50	100
12	9,999,999	80	50	100

Recasting Attributes (Gen2 Vapes)

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PUFFPAW TOKEN > PAID TO QUIT NICOTINE MODEL

Pod Economy

What are Pods?

Puffpaw Pods are essential consumables for vaping and serve as the core fuel of the Puffpaw ecosystem. Through preVAPE incentives, users are encouraged to choose pods with 0% nicotine content. This allows users to enjoy a healthier vaping experience without compromising the pleasure of vaping.

Additionally, users can consume preVAPE in exchange for a variety of pods in the official store, creating a self-sustaining economic cycle within the ecosystem.

Consumable: Pods

During the vape mining process, users will regularly purchase new pods. The revenue generated from these purchases will gradually become the foundation of the Puffpaw economy.

This portion of the funds will be used to stimulate the market and protect the value of preVAPE, ensuring a basic price floor for preVAPE at different stages.

In the event of the worst-case scenario within the ecosystem, the preVAPE economy will be able to weather the storm alongside the community.

Max Valid Puff Count

Each pod has a maximum of **1,000 valid puffs** for mining.
Using the pod beyond this limit will no longer generate any rewards.

Health Factor

When purchasing pods from the store, users can choose pods with different nicotine content levels. Lower nicotine levels will increase the health factor, boosting the user's mining efficiency.

Pod Economy Attributes (diagram below)

Nicotine Level	0%	2%
Health Factor	1.05	0.95

Reminder: Pods are single-use consumables. Any attempt to tamper with or reuse them will disable the vape mining process.

Due to potential shipping delays, we will remind users to purchase pods in advance.

Genesis Pods

Users who purchase Genesis Pods will receive additional token incentives, divided into two parts:

1. 10 preVAPE per puff as a bonus in mining
1. 10 preVAPE per puff as a bonus in paid to quit nicotine mining
2. Future airdrops

VAPE-to-Pod Redemption

We will open redemption at an appropriate time. Pods are priced in USD, and the redemption ratio will adjust periodically based on the preVAPE token price.
Full rules will be announced to the community in advance.

Mechanism: Vape healthier, mine more preVAPE

Users can choose to purchase or redeem pods with different nicotine levels. We use token incentives to encourage healthier pod choices.

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Gen2 Vapes				
Puff Pass Tiers	Vape (Recast Cost)	Mining Efficiency	Min Puff Count	Max Puff Count
1	600	0.5	75	150
2	750	0.7	75	150
3	850	1	70	140
4	1,150	1.5	70	140
5	1,450	2.1	65	130
6	1,750	2.8	65	130
7	2,050	3.8	60	120
8	2,350	5.5	60	120
9	2,900	7.5	55	110
10	3,450	11	55	110
11	4,000	18	50	100
12	9,999,999	40	50	100

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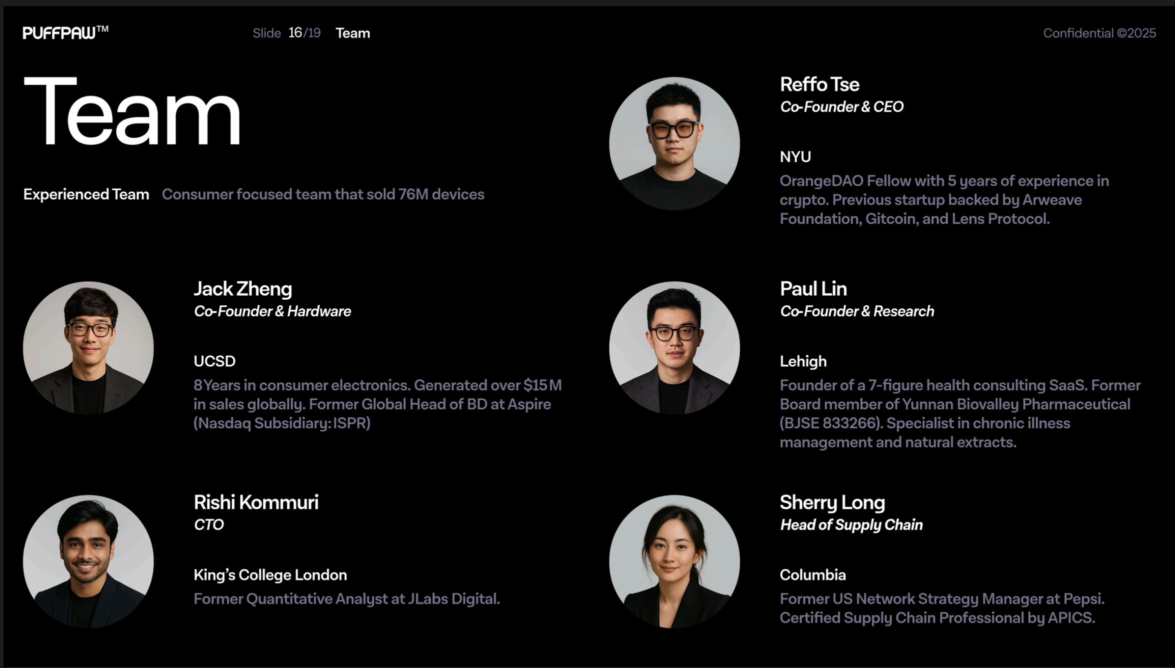
Team



The founding team of Puffpaw brings extensive experience in the healthcare and consumer industries, spanning over ten years together. Comprising three core members who have fostered a strong partnership and friendship back in high school, the team boasts a deep understanding of the market.

Additionally, Puffpaw has established partnerships with leading healthcare and consumer companies in APAC, North America, and various Western European countries.

Reffo (Twitter↗) - Lead of Direction

New York University, a digital nomad, OrangeDAO Fellow with 5 years of experience in crypto.
Previous startup backed by Arweave Foundation, Gitcoin, and Lens Protocol.

Jack - Lead of Product

University of California San Diego, 5 years in e-cigarette industry, delivered 70+ million vaporizers to the Big Four Tobacco companies

Paul - Lead of Research

Founder of a 7-figure gross revenue online health consulting firm, board member of a public-traded pharmaceutical company with $200m market cap, 5 years research of tea-related (Theanine, Theaflavin, etc.) health products

Rishi (Twitter ↗) - CTO at Puffpaw

Holds a Degree in Electronic engineering from Kings College London. Over 5 years within Web3, as a Quantitative Analyst, Tokenomics design and Web3 Socialfi experience. Served as Product and tokenomics lead for prior SocialFi apps, growing its userbase with innovative features.

Sherry Long

Former US Network Strategy Manager at Pepsi. Certified Supply Chain Professional by APICS.

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Disclaimer

1. Puffpaw vapes can only be shipped to countries where vaping is legal.
2. Puffpaw only provides services to adults aged 19 or 21, depending on the legal regulations of each country.
3. The final right of interpretation for all token-related matters belongs to the Puffpaw Foundation.

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