BALTO TOKEN

WHITE PAPER

When we look into the eyes of a dog, we see more than an animal.

We see a living being. A soul. **A best friend.**

With a shared dedication to helping animals and inspired by the famous sled dog and his heroism, Balto Token was formed. Nearly a century after Balto made his illustrious run, Balto Token is excited to continue his mission of helping to create a better future for others.

WELCOME TO THE PACK.

Balto Token is a decentralized brand with purpose. Fair launched May 20, 2022, Balto Token was formed to bridge defi concepts while adding equity, accessibility and charity to the traditional narrative.

BALTO TOKEN DREAM BIG

Unlike older, comparable projects, Balto Token provides holders with a growth- and utility-forward approach. An integrated ecosystem, Balto Token assimilates cryptocurrency with later-generation concepts like treasuries, NFTs, rewards, decentralized exchanges and more. This omnichannel model allows the brand to continually generate holistic growth, while driving liquidity, income and charitable funds.

OUR MISSION

With Balto Token, the welfare of animals is a top priority. While we will emphasize our efforts with dog-related charities, we are open to all organizations helping animals. As a community-driven project, our ideas and greatest accomplishments will not be singular but a product of our collective efforts.

The Balto team is committed to responsible stewardship of token and donor funds. Philanthropic beneficiaries will be announced ahead of donation with funds presented in the form of a check if possible and content shared on social platforms to help further champion the organizations. We will act ethically, responsibly and fairly in all dealings and all aid provided will match transactions within the wallet.

JOIN THE PACK AND BECOME
AN ALPHA FOR GOOD

OUR VALUES

TRANSPARENCY

Balto Token encourages positive, open communication and believes trust, transparency and community are the three pillars to build longevity.

TRUST

In cryptocurrency, market trust is paramount. This means complete transparency in not only community and development, but security. Balto Token is KYC'd and audited.

COMMUNITY

Balto Token will be one of the most loved and inclusive communities in crypto. Community is everything. Only together can we be strong.

LONGEVITY

Balto Token is in it for the long haul. The decentralized and long-term development of the ecosystem ensures growth, actual use cases, greater rewards and popularity beyond trends.

CHARITY

25% of Alpha Pack NFT and 2% of BEP20 token transactions are held in the community charity wallet with all funds donated directly to certified 501(c)(3) pet rescues and animal organizations. This is personal for all of us, so as Balto Token continues to grow, the community will be heavily involved in the nomination and selection process.

BEP20 $BALTO was fair launched on the Binance Smart Chain on May 20, 2022 with a hard cap of one billion tokens. The current circulation is 780 MM with 220 MM burned at launch in a dead wallet. Blockchain expansion was made on December 16, 2022 with the addition of ERC20 $BALTO on Ethereum with a total supply of 220 MM.

By minting a limited supply, we remain true to our origin while creating viable and reliable incentive mechanisms and accommodating for future arbitrage. In addition to supply limitation, Balto employs treasury contracts for both tokens, utilizing transaction fees to purchase and lock $BALTO. While accomplishing the same fundamental objective as burn models removing tokens from supply, the treasury differentiates itself by levying the entire Balto ecosystem plus outside revenue to create a powerful, continual growth structure.

$BALTO BEP20

1 B
Total Supply

22%
Burned
Dead Wallet

20%
Liquidity Pool
18-month lock

8%
Staking/
Farming
Utilities

20%
Future
Exchange
Supply and
Utilities
Locked in treasury

30%
Circulation on
PancakeSwap
No team tokens

10% BUY/SELL TAXES
2% TO CHARITY
4% BNB REFLECTIONS
2% BUYBACKS
1% LIQUIDITY
1% MARKETING

$BALTO ERC20

220 MM
Total Supply

58%
Burned
Dead Wallet

12%
Liquidity Pool
12-month lock

6%
Staking/
Farming
Utilities

15%
CEX
Listing

3%
Private
Sale

6%
Team
Tokens
6-mo vesting

7% BUY/SELL TAXES
2% NFT STAKING POOL
2% BUYBACKS
1% LIQUIDITY
2% MARKETING

ALPHA PACK NFT COLLECTION

The Balto Token Alpha Pack NFT collection is comprised of over 200 original layers to create 5,000 unique pieces holding distinct utilities. 25% of revenue will be donated to the charity wallet and 25% will be reinvested into the treasury.

10K $BALTO ALPHA BONUS
CLAIM 10K JUST FOR MINTING!

HOLD AN NFT, MAX $BALTO WALLET OR MUTT LEVEL IN DISCORD

Mushers will receive special boosts for game nights and be eligible for top prizes. Examples of boosts include extra poker chips or additional free spots for bingo.

MUSHER

HOLD A FOUNDER, MOD, DOG OR COLLAB TRAIT

Backgrounds: DFA, Ocean Man, Texas Tornado

Bases: Chad & Brad, Eleanor Rigby, Escape, Funky Flies, Mini Demon, Money Money Money, Paradise, Penny Lane, Red Right Hand, Stamp

Headwear: Ends of the Earth, Running on Empty

Wheel holders will receive a one-time free mint redemption and become a Diamond Collar Club member. DCC benefits include a private Discord channel, exclusive game nights and discounts on merchandise and future NFT collections.
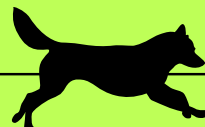
WHEEL

HOLD ONE OF EACH FAMILY TRAIT

Fox, Fritz, Tillie, Togo

Team holders will be rewarded with a one-time 100k $BALTO redemption and become a Diamond Collar Club member. DCC benefits include a private Discord channel, exclusive game nights and discounts on merchandise and future NFT collections.

TEAM

HOLD AT LEAST ONE FROM EACH PHASE

10% of mint revenue will go into the Swing wallet. Following phases 3, 5 and 7, Swing holders will get to choose whether to claim a bounty or continue accruing until the next vote.

SWING
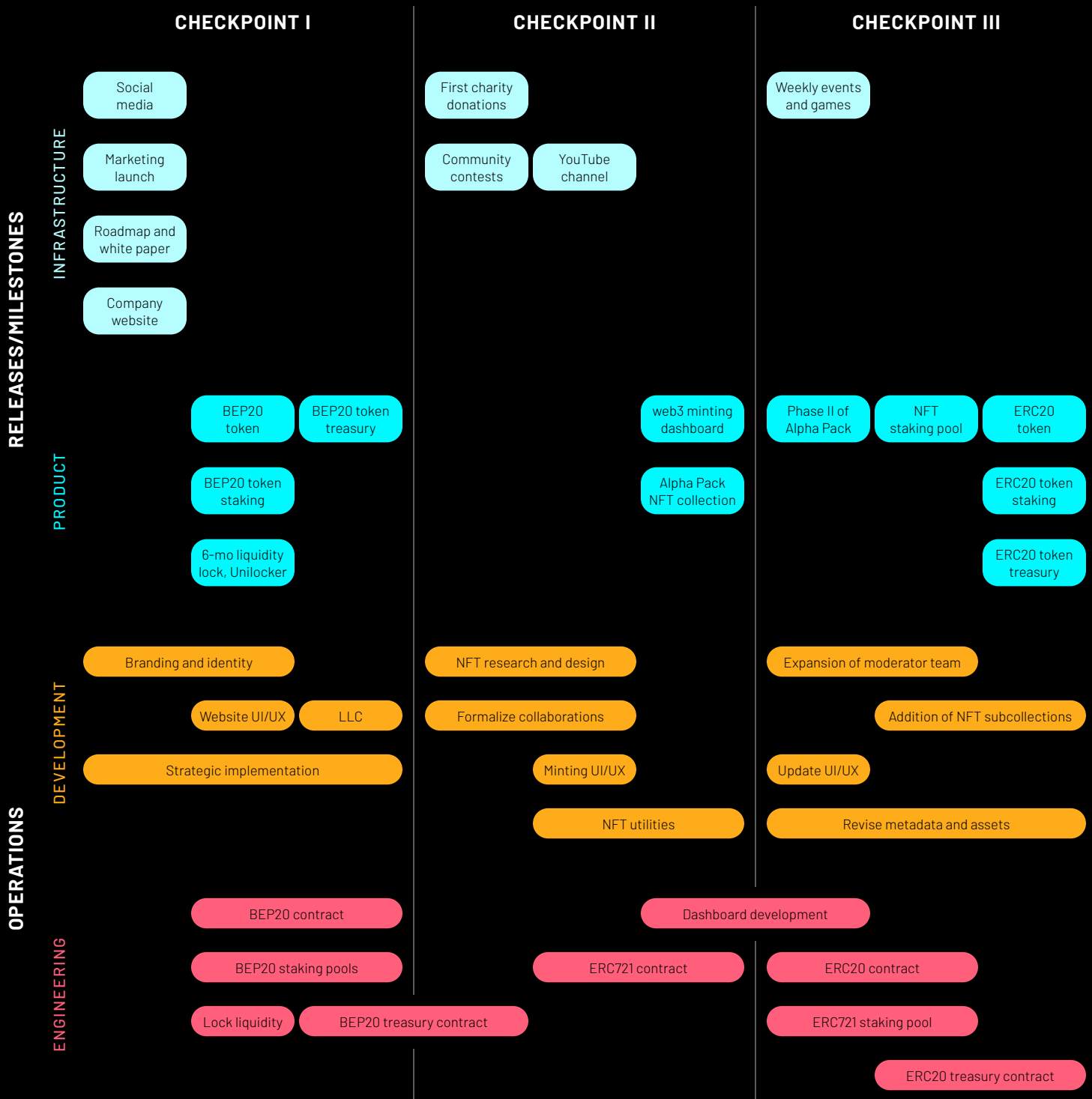
MINT A 1/1

Dancing Queen, The Show Goes On

Lead holders will receive a custom hand-drawn pet portrait and twin mint NFT.

LEAD

ROADMAP

PHASE I ROADMAP *COMPLETE*

	CHECKPOINT I	CHECKPOINT II	CHECKPOINT III

RELEASES/MILESTONES

INFRASTRUCTURE

CHECKPOINT I	CHECKPOINT II	CHECKPOINT III
Social media	First charity donations	Weekly events and games
Marketing launch	Community contests / YouTube channel	
Roadmap and white paper		
Company website		

PRODUCT

CHECKPOINT I	CHECKPOINT II	CHECKPOINT III
BEP20 token / BEP20 token treasury	web3 minting dashboard	Phase II of Alpha Pack / NFT staking pool / ERC20 token
BEP20 token staking	Alpha Pack NFT collection	ERC20 token staking
6-mo liquidity lock, Unilocker		ERC20 token treasury

OPERATIONS

DEVELOPMENT

CHECKPOINT I	CHECKPOINT II	CHECKPOINT III
Branding and identity	NFT research and design	Expansion of moderator team
Website UI/UX / LLC	Formalize collaborations	Addition of NFT subcollections
Strategic implementation	Minting UI/UX	Update UI/UX
	NFT utilities	Revise metadata and assets

ENGINEERING

CHECKPOINT I	CHECKPOINT II	CHECKPOINT III
BEP20 contract	Dashboard development	
BEP20 staking pools	ERC721 contract	ERC20 contract
Lock liquidity / BEP20 treasury contract		ERC721 staking pool
		ERC20 treasury contract

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PHASE II ROADMAP *IN PROGRESS*

CHECKPOINT IV

- *Complete* Expand game collaborations and community development
- *Complete* Establish team trading group for future revenue utility
- *Complete* Launch storefront
- Establish initial CEX listing
- Attach exchange volume revenue to BEP20 and ERC20 treasuries

CHECKPOINT V

- List on multiple exchanges
- Expand charitable giving globally
- Ideation, research and development of web3 platform ("ALPHA")
- Launch outreach for ALPHA
- Generate demand and MQL/SQL funnel for ALPHA

CHECKPOINT VI

- Expand mining and trading operations
- Launch ALPHA platform
- Secure land for physical expansion
- Market research
- Develop new business opportunities

The Husky mascot logomark is the official logo of the Balto Token brand and core element of the visual identity system. The Husky silhouette icon is an important supplemental expression and distinguisher of the brand, which may be used with discretion in small-scale or minimalist applications.

Both the primary logo and icon are a 4:5 ratio and should be scaled accordingly. While ideal to keep as much clear space around the logo as possible, at least one tongue-width clear should be maintained on all sides of the mascot logo.

In addition to the Husky logos, the identity system is supplemented by line iconography used to identify specific values and maintain visual cohesion.

FONT

The Balto Token brand uses Barlow font, a free commercial and web superfamily.

Barlow Light should be the default paragraph weight unless higher contrast is needed for legibility. Headers may use any weight; however, tracking should be adjusted accordingly. Bold or heavier weight headers should have tracking of 100 (in thousands of an em), while lighter weights can be expanded up to 200.

Barlow is a slightly rounded, low-contrast, grotesk type, which includes Normal, Semi Condensed and Condensed families in a variety of weights. The Barlow project is led by Jeremy Tribby, a designer based in San Francisco, California, USA. To contribute, visit github.com/jpt/Barlow.

PALETTE
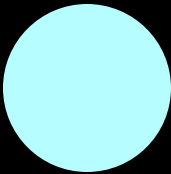
ENDURANCE
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CMYK 23, 0, 5, 0
HEX #B6FDFF
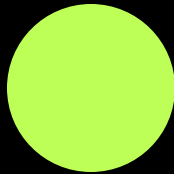
FIDELITY
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CMYK 29, 0, 88, 0
HEX #BEFF57
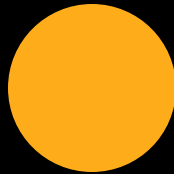
INTELLIGENCE
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CMYK 0, 37, 98, 0
HEX #FFAC1A
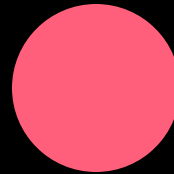
DAYBREAK
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CMYK 0, 78, 34, 0
HEX #FF5F7A
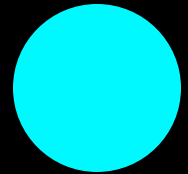
ALPHA
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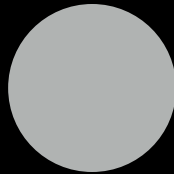CMYK 100, 2, 0, 0
HEX #00F9FF
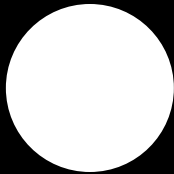
WHITEOUT
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #FFFFFF

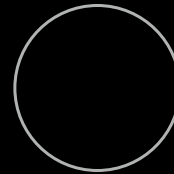**IDITAROD**
RGB 176, 179, 178
CMYK 32, 24, 26, 0
HEX #B0B3B2

GUNNAR
RGB 43, 42, 40
CMYK 69, 64, 65, 67
HEX #2B2A28

MIDNIGHT
RGB 0, 0, 0
CMYK 0, 0, 0, 100
HEX #000000

FOLLOW THE PACK

BALTOTOKEN.COM

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