



# Black Rhino

Harnessing the power of blockchain technology,  
to help protect endangered species.

Presentation Deck

# Mission

Our mission is to raise support + awareness for endangered species conservation through opportunities in blockchain.



# Problem

01

Increasing numbers of critically endangered species are on the brink of extinction; key to our ecosystems.

02

Trophy hunting and other controversial methods are not sustainable solutions for funding environmental conservation.

03

No easy way currently exists to support conservation + preservation efforts in the cryptocurrency space.

# Solution

01

Cryptocurrency donations + fundraising made possible through Black Rhino Portals.

02

A cryptocurrency token that incentivizes holders to democratically support conservation organizations.

03

Exclusive NFT works directly supporting conservation, adoption, individual causes + local communities.

# The "Why?"

Time is running out.

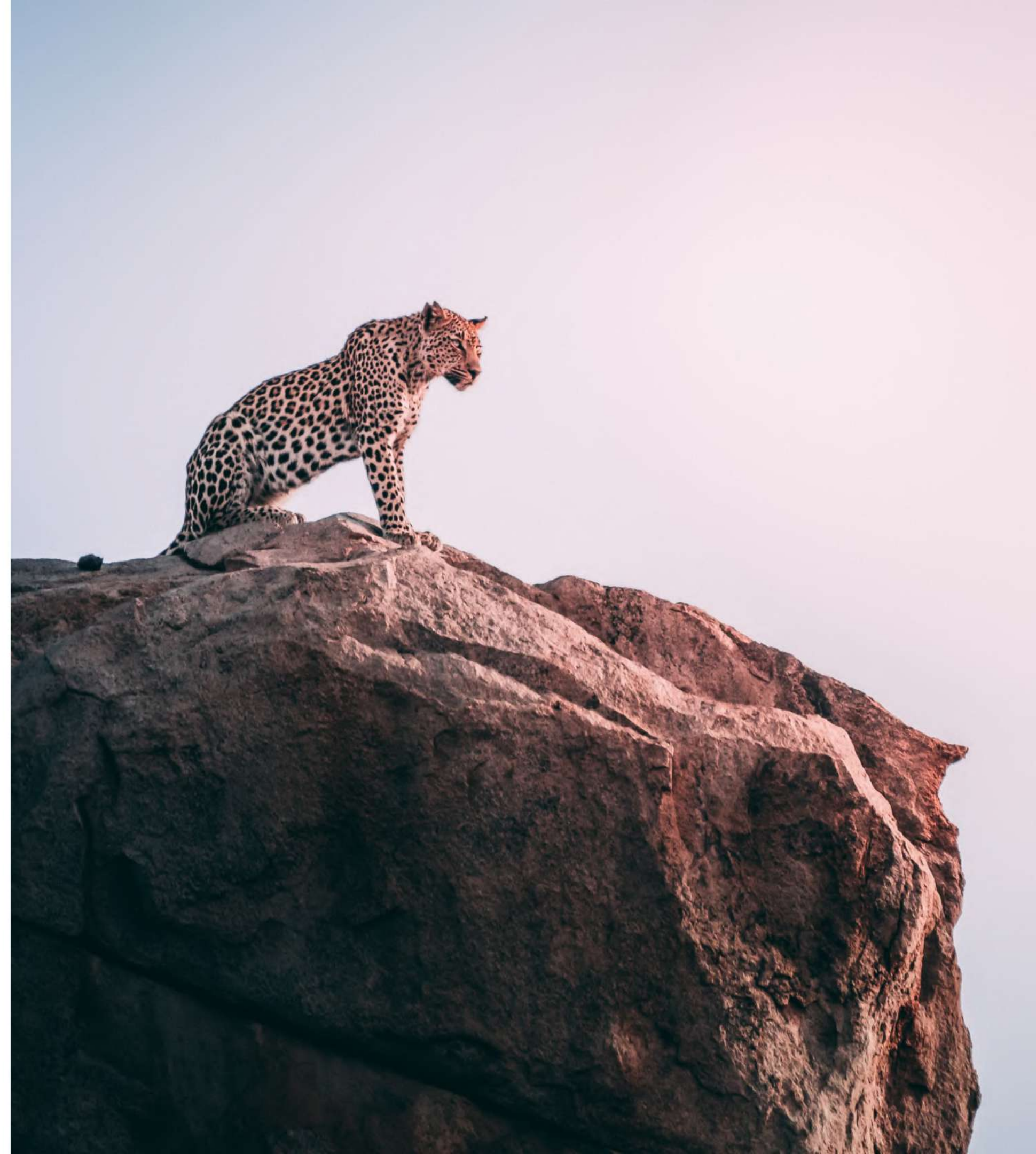
As human populations continue to grow, so does the number of endangered species. Leading to **habitat loss + increased poaching**.

Healthy ecosystems around the world depend on an abundance of biodiversity. When a species becomes endangered, it's a bad sign.

Losing key endangered species could cause ecosystems around the world to fall apart, drastically affecting our everyday lives.

Conservation efforts around the world work to protect + preserve some of our most important resources, such as keystone species.

However, most of these areas lack the support + infrastructure necessary to continue to maintain these resources properly. Due to this, controversial "models" like **trophy hunting** have become a means to fund conservation efforts + local communities.





# The "Why?"

There is a better way.

While it's possible trophy hunting could benefit local communities, there's no way to measure its impact + **it's not a sustainable model.**

Now more than ever, due to the global pandemic, conservation efforts around the world are seeking alternative streams of funding.

Many conservation organizations are aware of the growing opportunities in the cryptocurrency market, and want to get involved.

However, most don't have the required resources to do so. Our goal is to bridge the gap between organizations and average blockchain users.

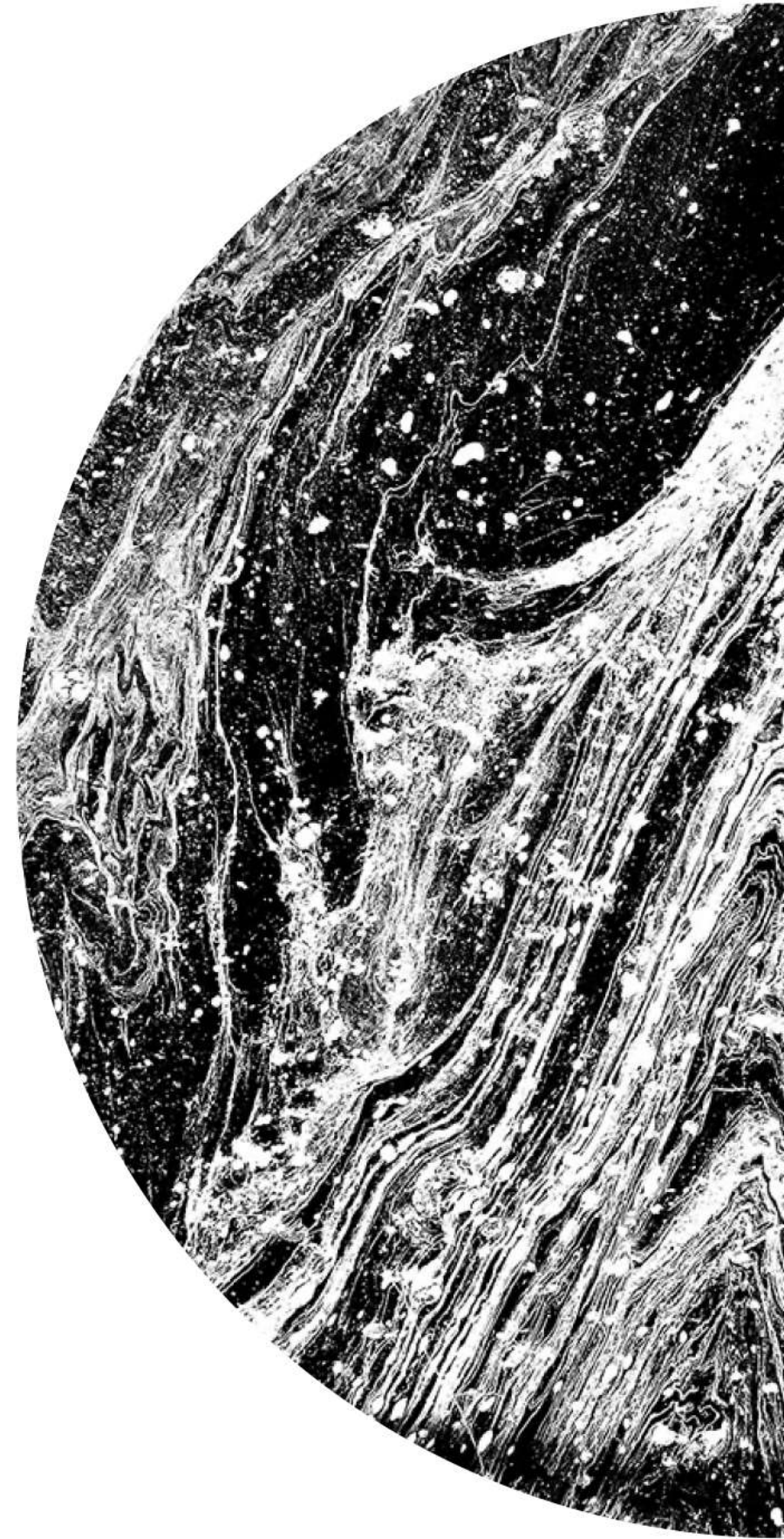
With an estimated **\$2 Trillion circulating in cryptocurrency markets**, now is the time to invest in opportunities in blockchain which can help support non-profit conservation organizations + incentivize local communities to maintain natural ecosystems, before it's too late.

"...A new model of conservation **must be implemented**. One where the international community plays a far more active role in funding the costs of conservation. We cannot expect the poorest people in the world to maintain something that largely is valued by the richest people in the world."

— Dr. Amy Dickman, Oxford University



# Black Rhino Token





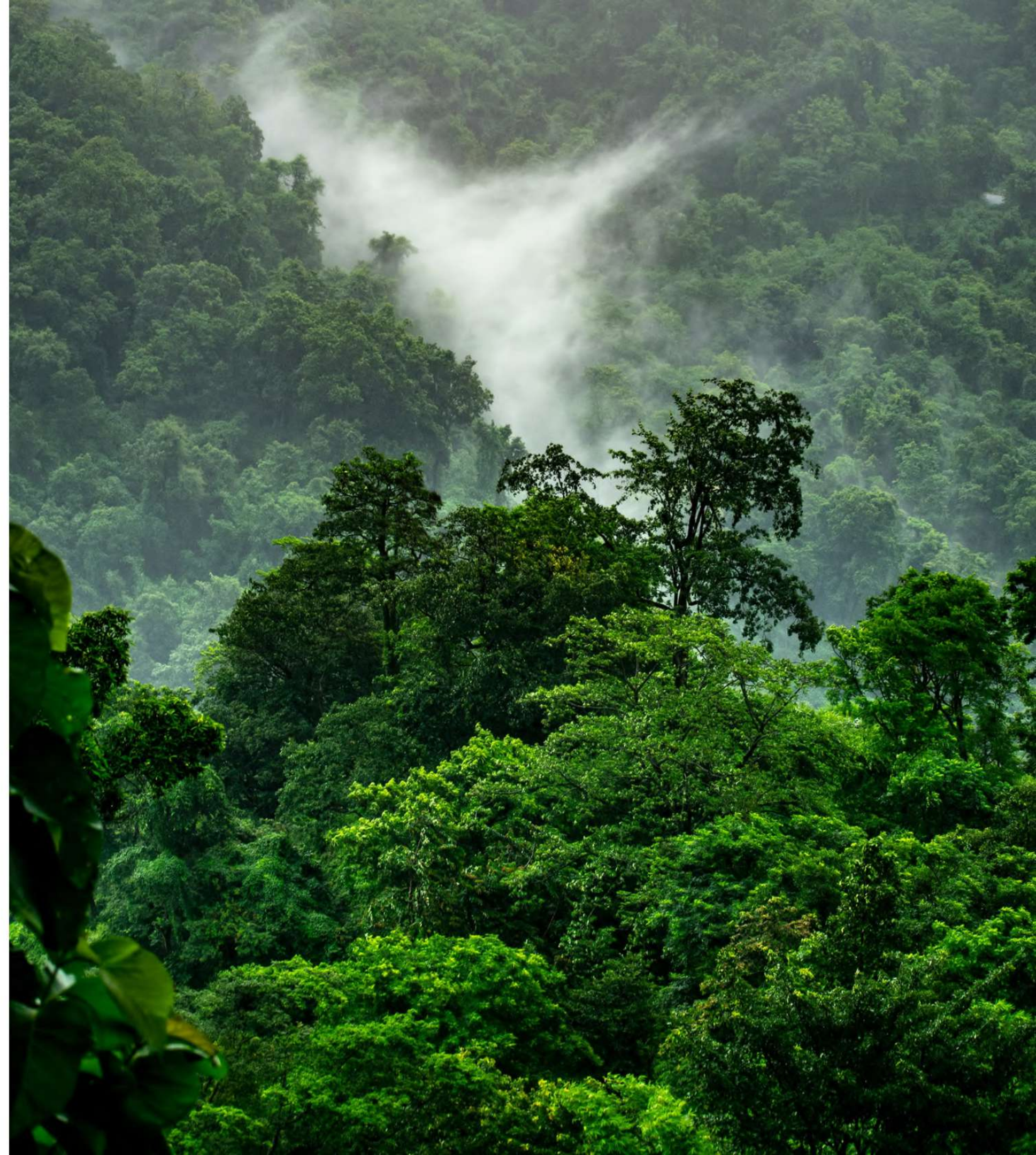
# Black Rhino Token \$BRT

Money that does more.

A cryptocurrency token that directly supports non-profit conservation organizations + local communities around the world.

Donate + fundraise with Black Rhino to earn rewards automatically through Black Rhino Portals.

Holders are able to vote on organizations + causes to support directly within the community.



## Black Rhino Token

"... the worlds only  
cryptocurrency token that allows  
users to democratically support  
endangered species conservation +  
rewards them for doing so."

# Breakdown

How it works

## 10% Total Tax

For every transaction using \$BRT, a 10% total tax is applied, to be allocated in different ways accordingly.

01

## 6% For Donations

From every transaction, 6% will be allocated for donations to our partner non-profit organizations monthly, voted on by holders.

02

## 2% For Liquidity

From every transaction, 2% will be locked in a secure liquidity fund to ensure that \$BRT will remain liquid, tradeable + exchangeable.

03

## 2% For Rewards

From every transaction, 2% will be allocated to a Rewards Fund to be redistributed amongst holders of \$BRT + donors.

## Breakdown Cont'd

Every transaction made with \$BRT directly supports endangered species conservation.

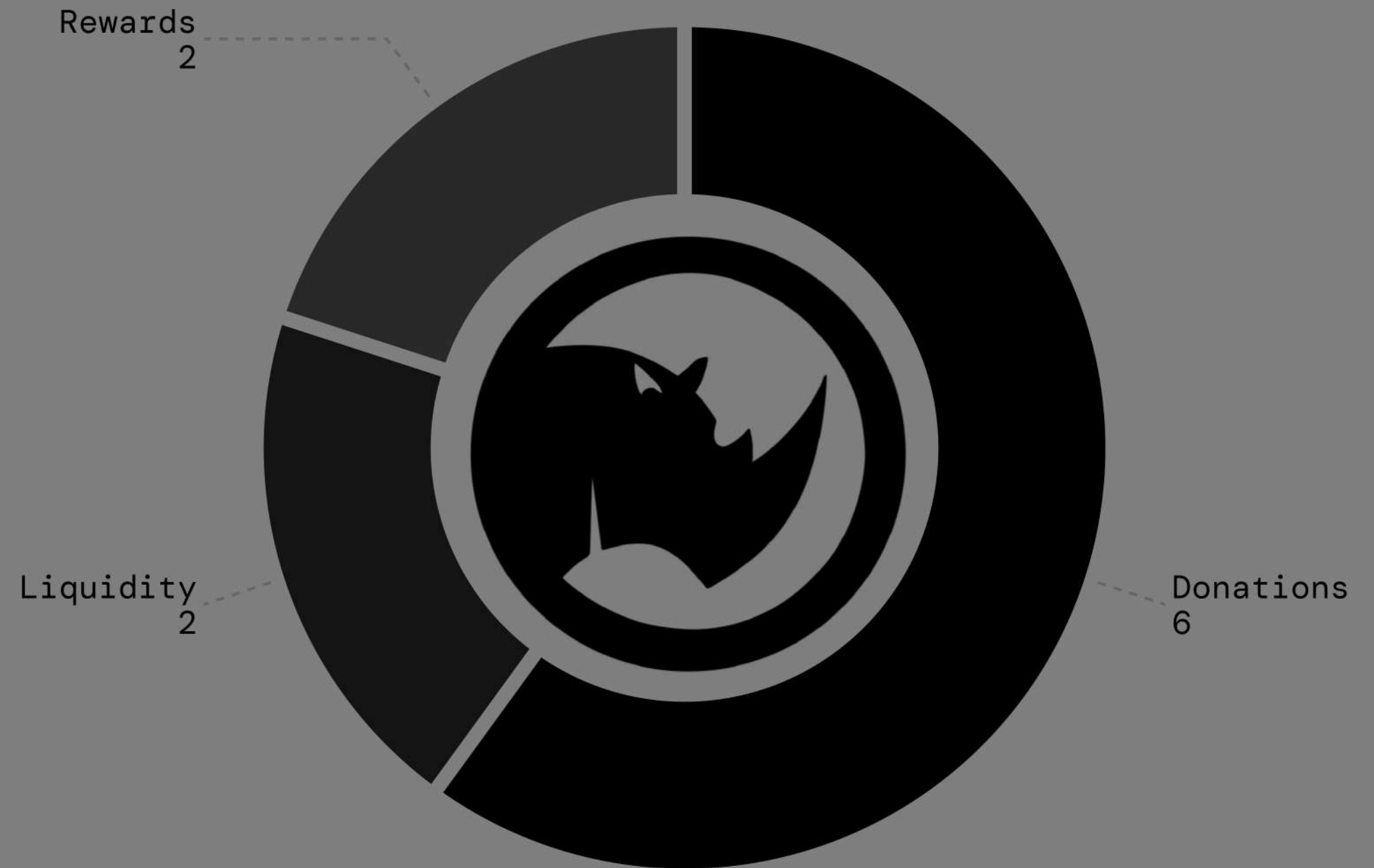
Holders of \$BRT receive rewards for staking + donating to conservation organizations.

Users are incentivized to vote on organizations + causes to support monthly.

Black Rhino will operate on Cardano.

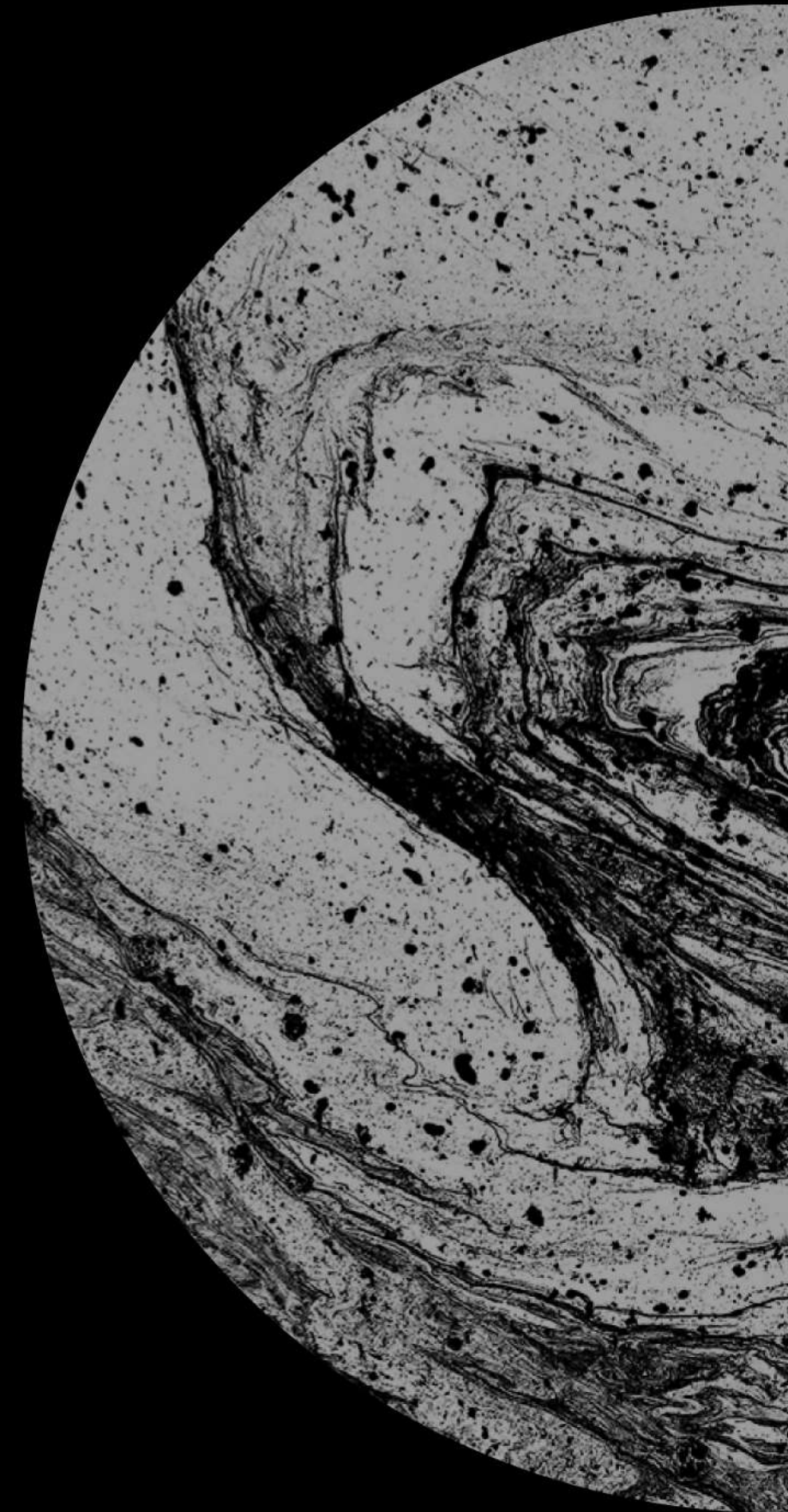
Cardano provides the most efficient and most environmentally friendly solutions.

With the lowest fees + support of our mission to support conservation efforts.





# Black Rhino NFTs



# Black Rhino NFT Collections

NFTs that do more.

Work's released in collaboration with efforts from around the world, inspired to help raise support for conservation organizations.

Proceeds from each purchase go directly to support conservation efforts + local communities in partnership with Black Rhino.

Collectors are able to purchase rare + unique collectible works in support of specific organizations or endangered species populations.



# Black Rhino NFTs

01

Black Rhino works with organizations to curate, and mint exclusive NFT collections ft. photographs, original works + more.

02

Each collection of work is released with the goal of supporting conservation efforts or individual fundraising initiatives.

03

For non-profit organizations that support adoption, works could support adoption of endangered animals.

04

Proceeds from each sale go directly to support non-profit conservation organizations + communities around the world.

# The Power Of NFTs

How can NFTs help change the world?

## Black Rhino NFTs

NFT works released in collaboration with conservation efforts from around the world. Featuring pieces inspired by the struggle of conservation work, highlighting those in need of support. Curated collections of rare photographs, original artwork + more with proceeds from each purchase going directly towards conservation organizations

## Black Rhino Adoption NFTs

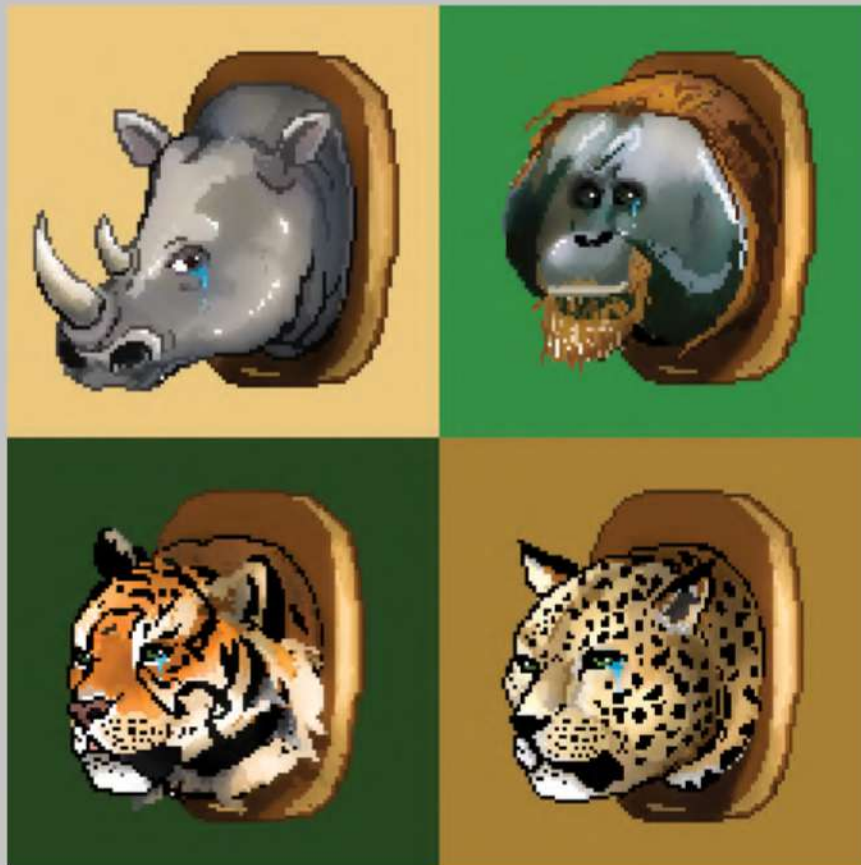
In collaboration with non-profit conservation organizations around the world, featuring unique works inspired by real life endangered animals eligible for adoption support. Collectors are able to purchase works + adopt an endangered animal in need of support. Building a collection, while supporting a non-profit conservation organization.



# Our work so far...

NFT Sales up to today.

## NFT Collection #01 - Trophy Hunting



Inspired by the cruelty of trophy hunting, these works are meant to highlight four of the many critically endangered species on the brink of extinction due to human interference.

Price: \$100 USD per piece (10 pieces)

Status: Sold

Profits donated to VetPaw.

## NFT Collection #02 - Elephants



Inspired by the plight of both Asian + African elephants, this work was designed to help promote awareness of just how endangered these two species are, due to loss of habitat.

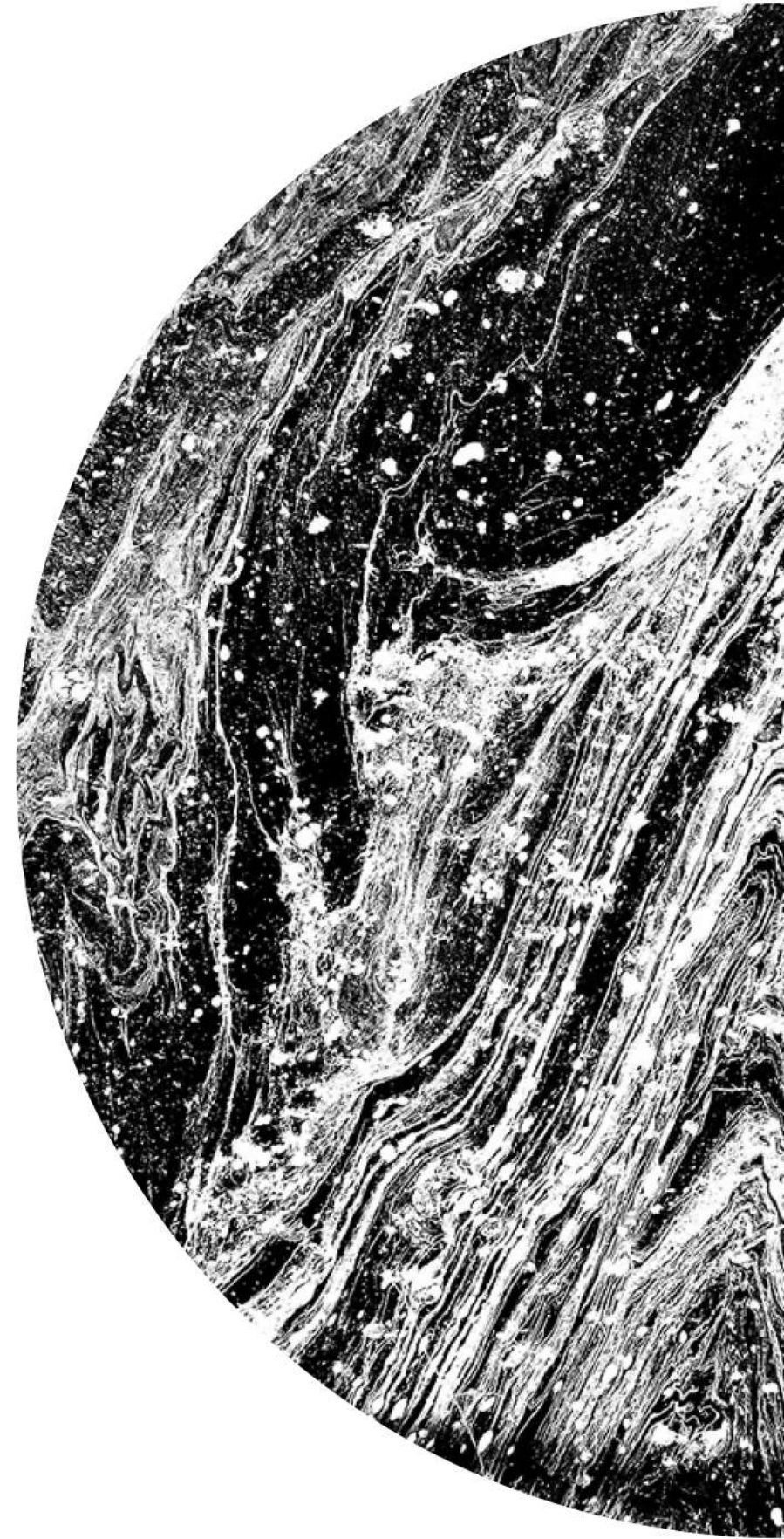
Price \$150 USD

Status: Sold

Profits donated to Sheldrick Trust.



# Black Rhino Portals



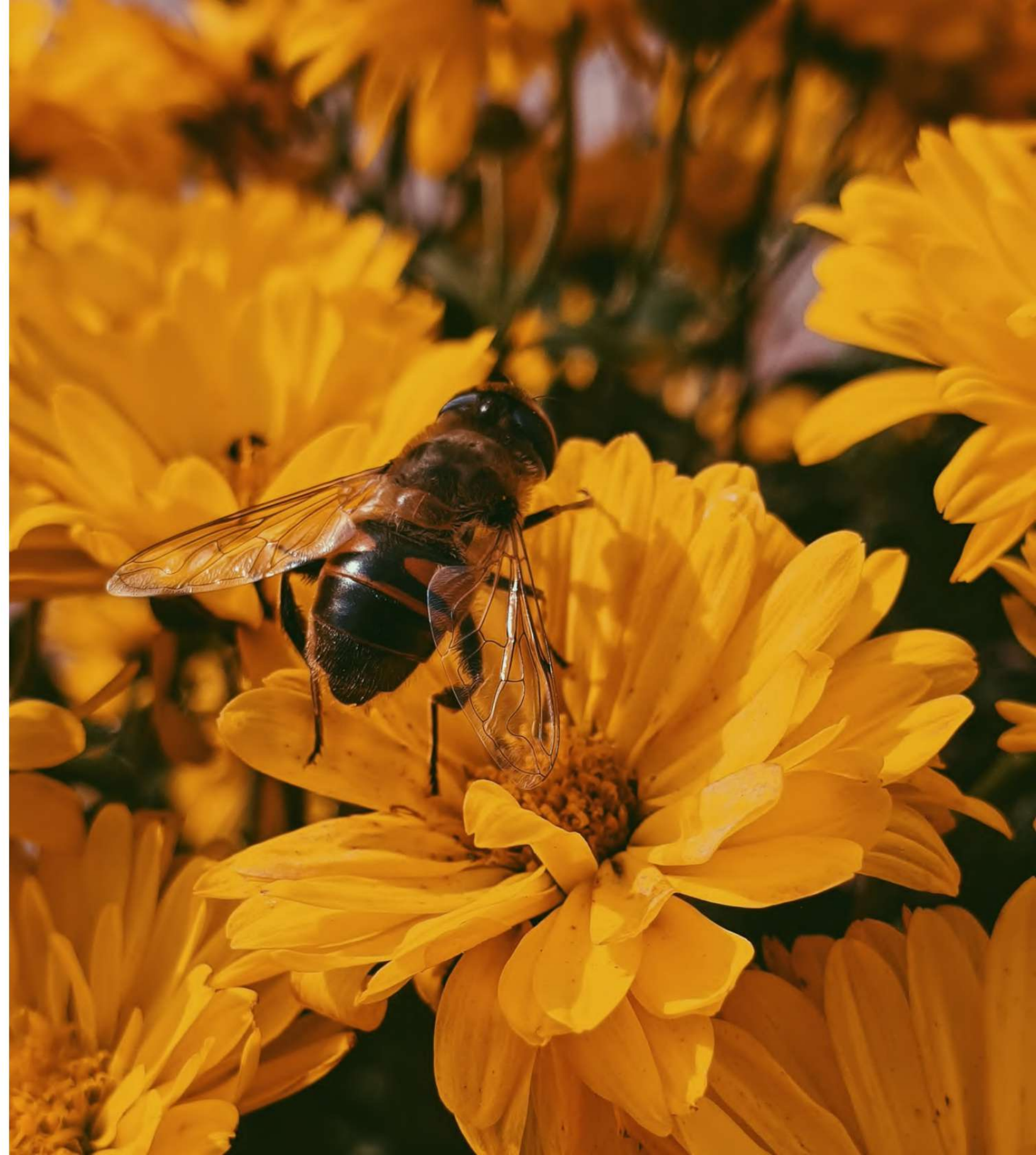
# Black Rhino Portals

Crypto does more.

Donate with cryptocurrency to support non-profit conservation efforts around the world.

Improved end-to-end experience for users, and non-profit organizations, simplifying the donation + fundraising process.

Earn rewards in \$BRT for every donation or transaction made through a Black Rhino Portal.



# Breakdown

01

## Transactions

Black Rhino Portals allow for individuals to donate + fundraise, or purchase from non-profits using cryptocurrencies.

02

## Process

Through a simple automated process, individuals are able to use a platform which will facilitate donations + fundraising using cryptocurrencies.

03

## Benefits

Black Rhino Portals reduce processing fees, ensuring organizations receive more of the intended donations + purchases.

04

## Rewards

Users are incentivized to donate + spend with \$BRT through Black Rhino Portals, to earn rewards for each individual transaction.

# Rewards

\$BRT

Experiences

NFTs

Auctions

Events

- Users earn rewards for using Black Rhino for donations + transactions made exclusively through Black Rhino Portals.
- Those who choose to donate using Black Rhino Portals will receive rewards in \$BRT and exclusive NFTs for each donation.
- Holders who vote + donate are eligible to win limited edition NFTs, experiences with Black Rhino partner organizations, grand prizes + more.

# Black Rhino Advantages

01

Helps address privacy and data protection issues, which are becoming increasingly relevant to donors.

02

Reduced processing fees. Debit/Credit Card fees are avoided, resulting in more funds received in donations.

03

Allows holders + donors to earn rewards for supporting non-profit conservation organizations + local communities.

# The Cardano Network

## Why Cardano?

Cardano is the most efficient, environmentally friendly, and forward thinking blockchain network currently in existence.

Cardano's ecosystem is populated with projects that aim to use opportunities in blockchain to help make the world a better place.

Cardano operates on proof-of-stake (PoS) system which is more environmentally friendly than proof-of-work (PoW) (Bitcoin).

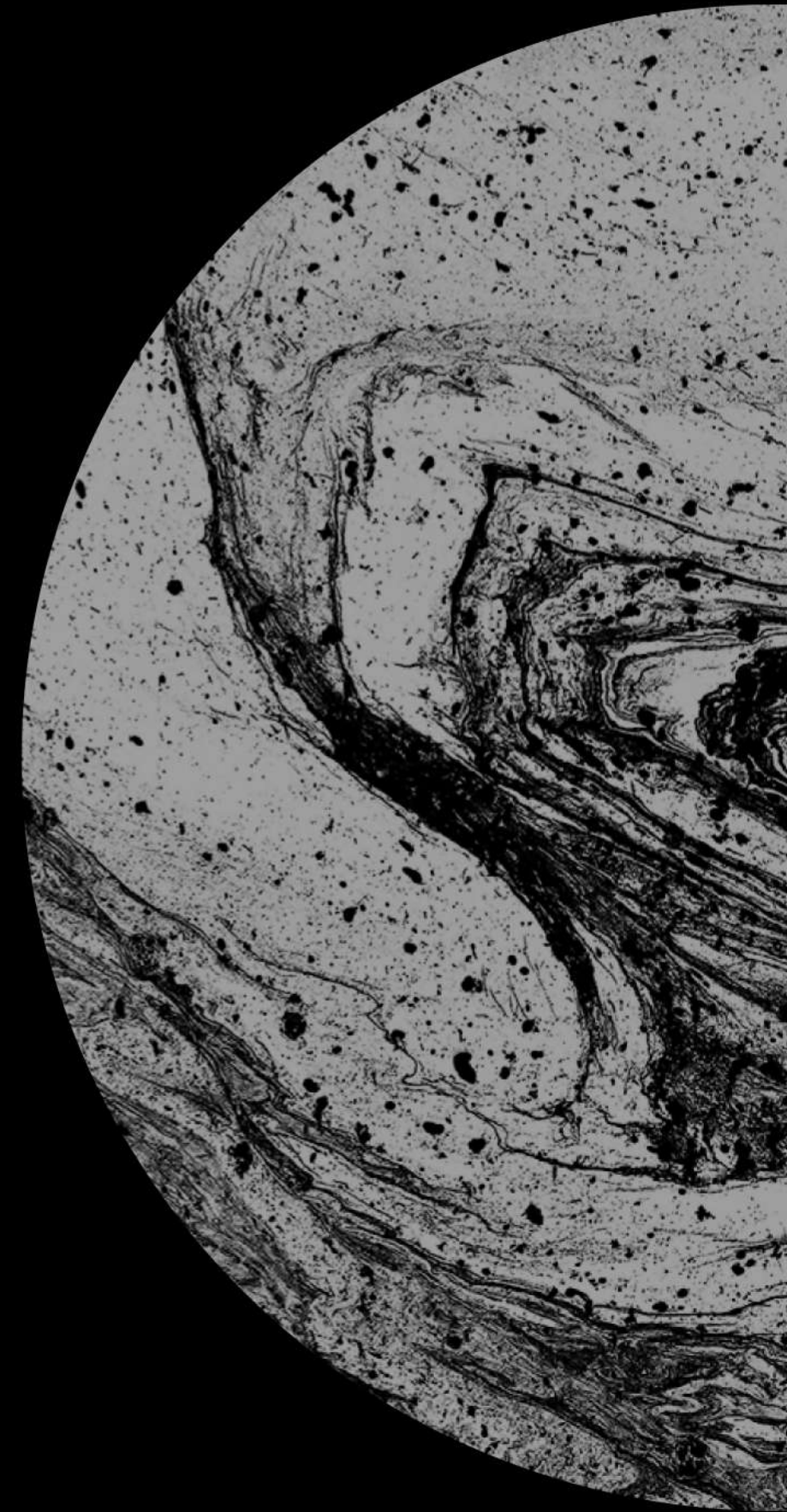
The Cardano Foundation is involved in a number of charitable efforts around the world aligning with our goals + ethos.

\*References: [Link #1](#)





# Black Rhino RoadMap





# Black Rhino Roadmap

Black Rhino visual roadmap of milestones, goals + events.

Q3 2021

Website Launch

Social Media Launch

Seed Funding Raise

\$BRT Launch

NFT Collections Launch

Announce Partnerships

Whitepaper Release

Q4 2021

Token Audit

CoinGeko + Blockfolio Listing

Launch Community Events

Black Rhino Portals

SundaeSwap Listing

Q1 2022

Major Exchange Listing

+ Partnership Announcements

100k+ \$BRT Holders

\$250k+ Raised

Black Rhino Rewards

More Coming soon...

# Team



**Tyler**

Director

NFTs + Conservation

[tylerburst@blackrhino.life](mailto:tylerburst@blackrhino.life)



**Nik**

Director

Tech + Development

[nnikolov@blackrhino.life](mailto:nnikolov@blackrhino.life)



**Todor**

Director

Tech + Development

[voynikov@blackrhino.life](mailto:voynikov@blackrhino.life)



**Kaloyan**

Director

NFTs + Branding

[kgeorgiev@blackrhino.life](mailto:kgeorgiev@blackrhino.life)



**Brandon**

Director

Creative + Partnerships

[brandon@blackrhino.life](mailto:brandon@blackrhino.life)



# Black Rhino

Twitter + Instagram: @blackrhinointl

Reddit: r/BlackRhinoIntl

General Contact: info@blackrhino.life

Partnerships: brandon@blackrhino.life

NFTs: kgeorgiev@blackrhino.life

Tech/Dev: nnikolov@blackrhino.life

Tech/Dev: voynikov@blackrhino.life

Conservation: tylerburst@blackrhino.life