

FIGHTING FRENCHIES

Whitepaper

I. The Doctrine

DAWG = Determined Attitude With Gratitude.

This is not branding.

It is a standard.

The fight is not limited to combat sports.

It is the fight for:

- Life
- Love
- Health
- Wealth
- Identity
- Purpose

From the kennel to the cage.

You do not need to be an athlete to understand the fight.

You only need to be alive.

Keep Fighting Forward.

II. Built for the 3% — Designed for the 97%

Most projects market only to the hyper-consumer 3%.

We build for them.

But we speak to the 97%.

That is how mass adoption happens.

Web3 natives understand:

- On-chain rails
- Digital ownership
- Utility passes
- Token ecosystems
- Community governance

The 97% understand:

- Story
- Mascots
- Culture
- Fashion
- Entertainment
- Emotional identity

Fighting Frenchies sits at that intersection:

Community.

Crypto.

Combat sports.

Culture.

That bridge is intentional.

III. Mascot Advantage

French Bulldogs are widely recognized as the most popular dog breed in the United States for multiple consecutive years and one of the most recognizable breeds globally.

Recognition matters.

From children to adults, the French Bulldog silhouette is instantly identifiable.

That creates generational IP leverage.

This is not just a character.

This is a globally recognizable visual anchor.

IV. Ecosystem Structure

This is a multi-vertical IP architecture.

Not a single-lane project.

1. Digital Layer (Web3)

The ecosystem is anchored by utility-based access passes.

Paw Print Passes (EVM)

Tiers:

- Green
- Black
- Red
- Gold
- **Alpha Dawg Pass (Highest Tier)**

Alpha Dawg represents highest alignment, highest access, highest proximity to the ecosystem's expansion.

Utility includes:

- Access to gated releases
- Lore and serialized media

- IRL activation priority
- Merch unlocks
- Game rewards
- Community initiatives

Utility will continuously evolve as infrastructure matures.

We do not promise what we cannot guarantee.

We build responsibly and expand deliberately.

2. \$SLUMDOG

Community utility token.

Designed for:

- Incentives
- Activations
- Game integration
- Community rewards

No financial framing.

Collectible + utility aligned.

3. Combat Sports Vertical

Combat is not a theme.

It is a rhythm engine.

Fight weeks.

Prediction cycles.

Content arcs.

Athlete alignment.

ANTE-UP (Gamified Experience)

- Free-to-play prediction engine
- Skill-weighted participation
- Seasonal leaderboards
- Pass-gated reward tiers

No gambling framing.

Engagement architecture only.

We align with second-screen culture.

We do not force behavior — we meet it.

4. Animation + Character Expansion

The IP was built visually first.

Animation is native.

Expansion includes:

- Short-form animation
- Serialized character arcs
- Lore-driven storytelling
- Long-form production development

The long-term vision includes theatrical-level storytelling ambition.

Woven in the fabric of imagination.

5. Web2 + Retail Expansion

Digital identity must bridge into physical culture.

Verticals include:

- Plush collectibles
- Vinyl figures
- Apparel (human)
- Dog fashion / pet fashion
- Serialized drops
- NFC-authenticated merchandise

Pet apparel is one of the fastest-growing lifestyle categories globally.

Major brands are entering the space.

Generational spending patterns support the trend.

Gen Z is allocating increasing discretionary spending toward animals.

We align with culture early.

Not late.

Matching human + dog sets.

Fight-inspired pet apparel.

Pass-gated exclusives.

Web3 loyalty meets Web2 retail scale.

6. IRL Activation — DAWG Walk

Mid-cycle launch event.

Charity walk.

Pet fashion runway.

Live fight viewing.

Game integration.

Adoption awareness.

Nonprofit alignment embedded from day one.

V. Nonprofit Integration

Two aligned pillars:

The GNAMI MAMI Foundation

Dedicated to animals, rescue efforts, and veterans.

THE Big KIDZ Incorporated

Dedicated to human beings and the next generation.

Impact is structural.

Not performative.

Generational IP requires generational responsibility.

VI. Institutional Architecture

Over time, the ecosystem is designed to support structured digital treasury alignment.

Digital asset reserves.

Curated ecosystem exposure.

Infrastructure alignment as markets mature.

The goal is simple:

Convert cultural momentum into structural longevity.

This is long-game architecture.

VII. The Lair M Doctrine

DAWG = Determined Attitude With Gratitude.

M = Mercenary.

Mercenary means adaptable.

Strategic.

Purpose-driven.

Able to operate in any environment.

Weave in the fabric of imagination.

That is Lair M.

VIII. The Standard

We do not build for cycles.

We build for generations.

We have:

- Doxxed founder
- Public narrative
- Structured roadmap
- Multi-vertical integration
- Combat + culture alignment
- Retail expansion path
- Nonprofit infrastructure
- Continuous utility evolution
- Transparent communication

We turned over every blade of grass.

Momentum is noise.

Longevity is structure.

IX. Closing

Life.

Love.

Discipline.

Where there is life, there is love.

Where love lies, discipline resides.

From the kennel to the cage.

EMBARK on the Fighting Frenchies Worldwide Takeover.

Keep Fighting Forward.