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Bedlington Terrier Token

1 September 2023



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KEY RISK INDICATORS	YES/NO/NOT APPLICABLE	SCORE
Does the project have a well-defined use case or utility?	Yes	2/4
Are there any references to the company in business directories, commercial databases, official announcements or similar sources of business information for the relevant sector(s)?	No	0/5
Is the list of shareholders/investors publicly disclosed?	No	0/5
Is the corporate structure unorthodox or unduly complex?	N/A	N/A
Is there an offshore element in the corporate structure?	N/A	N/A
Are the company's financial returns available from online re-search?	N/A	N/A
Is the company making a loss?	N/A	N/A
Are the assets of the company publicly disclosed?	N/A	N/A
Have the company and its key individuals a proven track record of developing successful projects?	No	0/10
Have the company and its key individuals been mentioned in the media in connection with illegal business practices or in any negative or controversial context?	No	5/10
Is there any evidence that the company and its key individuals have been involved in litigation?	No	5/10
Is there any evidence that the company and its key individuals are listed on blacklists?	No	5/10
Is there any evidence that the company and its key individuals have been involved in credit or bankruptcy issues?	No	5/10
OVERALL RISK ASSESSMENT & TOTAL SCORE	VERY HIGH	22/100



EXECUTIVE SUMMARY

Bedlington Terrier Token ('BETT') is an ERC-20 and BEP-20 meme coin launched in March 2023 allegedly to facilitate financial transactions while supporting animal welfare causes. At the time of writing, BETT has a reported market capitalization of \$14,977.73 with the **largest token holder on Ethereum possessing over 50% of the total supply**. Furthermore, **the top five holders on BSC collectively own over 80%** of the network supply. Of note, there is **no publicly available information regarding the identity of BETT holders** and different sources provide **conflicting information regarding whether BETT token ownership has been renounced**.

The **anonymity of the team behind BETT is of concern**, as it prevents the verification of their personal and professional backgrounds. The reported CEO of BETT is **Luis Robinson**. However, there is no publicly available information about his identity and/or professional background. The only individual reportedly linked to BETT whose identity could be confirmed is **Ali Martinez**, Global Head of News at crypto media BeInCrypto. Furthermore, **no corporate structures affiliated with BETT could be identified**.

There are also **concerns surrounding BETT's whitepaper and roadmap**, primarily stemming from their **lack of clarity, incompleteness**. BETT's planned token distribution is explained in its whitepaper with a single pie chart not fully labelled. Likewise, BETT claims that specialized fundraising wallets for charities are the network's distinctive, albeit yet-to-be-realized, use case; however, nowhere is it explained how this feature will operate. Additionally, BETT claims that a portion of all transaction fees on the network are currently being donated to animal shelters and rescue organizations; however, there is no mention of the exact percentages, the donation mechanism or the intended recipients.

With regards to reputation, BETT is currently receiving no social media attention or press coverage and the most recent feedback shows that it is **predominantly viewed negatively**. BETT' social media are currently inactive with little to no user interaction and the latest public comments accused the token of being a scam with liquidity issues. In the past, the token seemed to have had a more positive reputation, however it is unclear how much of this previous feedback was artificially generated.



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According to our review, BETT and its management team have not been involved in any civil or criminal litigation.

We can also confirm that the project has not been featured on any anti-money laundering lists, debarment lists and prohibitive lists; or on any international sanctions.

Based on the above elements, Athena Intelligence has assessed BETT as an **overall very high risk**.



PROFILE

BETT is an ERC-20 and BEP-20 meme coin, reportedly designed to facilitate monetary transfers while supporting animal welfare causes.¹ Launched in March 2023, BETT intended to establish a crypto infrastructure uniquely suited for making donations to charities and NGOs, eliminating the need for intermediary banks or payment processors. While its whitepaper stated that BETT intended to promote various charitable initiatives, other materials claimed that the token was specifically created to support the vulnerable Bedlington Terrier dog breed.²

BETT's whitepaper notably lacked clear explanations about crucial project details.³ With regards to BETT's charitable utility, its whitepaper highlighted that their network has the potential to support specialized fundraising wallets and smart contracts for NGOs or non-profit organizations. However, its mechanism's specifics were not outlined. Likewise, its whitepaper claimed that a portion of all transaction fees are donated to animal shelters and rescue organizations. The percentage, mechanism, and donation recipients were not specified in any BETT materials.⁴

BETT's overarching objectives were stated to involve: improving speed and efficiency, adding new features, expanding use cases (including the coin's acceptance by merchants and service providers), increasing public awareness about the project and fostering future partnerships. However, its whitepaper did not include specific strategies for achieving these goals, as well as concrete elaborations on what each entails. For instance, no technical insights were given about how its network's performance metrics may be improved and the ultimate goal of the proposed partnerships remained unclear. Its whitepaper also mentioned the possibility of partnering with charities to support their fundraising initiatives; however, details were again absent. While the roadmap on BETT's website provided some additional information,

¹ bedlington-token.com

² medium.com/@bedlingtonterriertoken/brief-of-bett-project-30f32e9627e1

³ drive.google.com/file/d/1PuM_3gogeFhZRvXM-4vroh6MmBt8IegA/view

⁴ Of note, the introduction of charitable giving applications is scheduled for Q1-Q2 in 2024 according to BETT's roadmap, thus new information could be provided at a later date.



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it remained vague and appeared to be more of a collection of general aspirations rather than a definitive roadmap.

BETT, operating on both Ethereum and BSC blockchains, had an ambiguous planned distribution and tokenomics structure. Its whitepaper suggested that BETT “may use” various methods such as ICOs or airdrops for coin distribution and stated that “a portion of the total supply may be reserved.” The document claimed that the tokenomics “will be designed to balance the needs of users, investors, and animal welfare causes, while also ensuring the stability and predictability of the currency.” However, it lacked specifics beyond a solitary pie chart featuring five colored segments, with only two labeled: 15% designated as “burn” and 10% as “airdrops.” Whilst the remaining three segments, making up 75%, were unlabeled; a similar chart within a BETT Medium post indicated that the three segments were labeled as: 10% for “marketing”, 45% for “exchanges” and 20% for “team.” Its whitepaper even appeared to maintain a non-committal stance on the token’s consensus mechanism by stating BETT “may” employ a Proof-of-Stake algorithm.

With regards to tokenomics, BETT’s contract address is 0x2f4b36442687E943E587b45cCcc92D60C3c3502F. Its whitepaper stated that there is a fixed supply of 299,999,999 BETT. However, the supply is divided between 149,999,999 on BSC⁵ and 150,000,000 on Ethereum⁶ – although nowhere in its whitepaper nor on its website was this explicitly stated.

At the time of writing, the price of BETT is \$0.0000109⁷ with 3,710 holders on Ethereum and 10,091 holders on BSC. Additionally, BETT has a reported market capitalization of \$14,977.73.⁸ You may note that the largest token holder currently possesses more than 50% of the total supply on Ethereum, while on BSC, the top five holders individually possess 15-17% of the total supply, collectively accounting for over 80% of the network’s supply. Also of note, there is no publicly available information regarding the identity of BETT holders.

⁵ bscscan.com/token/0x2f4b36442687E943E587b45cCcc92D60C3c3502F

⁶ etherscan.io/token/0x2f4b36442687E943E587b45cCcc92D60C3c3502F

⁷ coinmarketcap.com/currencies/bedlingtonterriertoken

⁸ coingecko.com/en/coins/bedlingtonterriertoken



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Following the null address, the first token holder labeled “BedlingtonTerrierToken: Deployer”, assumed to be the creator address, has been identified as 0xaCD2E8eeD2B71BC498A139C0AD5be98fBBE59eAB.⁹ Athena Intelligence notes the presence of conflicting information from various sources concerning whether the creator of the BETT smart contract has renounced token ownership.¹⁰

At the time of writing, the only available method for purchasing the token is reportedly through the swap app on BETT’s website allowing users to exchange various crypto currencies for BETT, including: BNB, BTCB, BUSD, ETH, USDT and WBNB.¹¹ Of note, CoinMarketCap currently lists VinDAX as an exchange that supports the BETT/USDT trading pair; however, it appears that due to a lack of BETT liquidity, purchasing BETT is currently not possible on the platform.¹²

MANAGEMENT PROFILE

The management team associated with BETT has remained anonymous. Their profiles on BETT’s website lacked photographs, professional histories and links to external profiles such as LinkedIn. Each team member was represented by a blank gender-specific avatar silhouette, along with their name, role and responsibilities as well as a link to their alleged Discord account – of which numerous are non-functional.

The sole identifiable individual associated with BETT is Ali Martinez, currently Global Head of News at crypto media BeInCrypto.¹³ He is referenced as author of a BETT’s Medium article, which stands as the only piece attributed to a specific author and accompanied by external profile links.¹⁴ The only other signed Medium article was reportedly authored by Elizabeth Howcroft, however this piece did not include

⁹ etherscan.io/address/0xacd2e8eed2b71bc498a139c0ad5be98fbbE59eab

¹⁰ tokensniffer.com/token/eth/4nzsJ0ilks4snk3lvgqahgse0pape14vpqjs1bbdbpbhn2kxfb80bd01xnfz
tokensniffer.com/token/bsc/nmdzmcjsj0ks5snkuvqahsf0am1vqgomjosu1ubbbuh55n2kx5b0b01xu8nz
cyberscope.io/cyberscan?network=ETH&address=0x2f4b36442687e943e587b45cccc92d60c3c3502f
skynet.certik.com/projects/bedlingtonterriertoken?utm_source=CMC&utm_campaign=ScoreByCertiKLink

¹¹ swap.bedlington-token.com/Bett-swap.html#/swap

¹² vindax.com/exchange-base.html?symbol=BETT_USDT

¹³ linkedin.com/in/ali-martinez

¹⁴ medium.com/@bedlingtonterriertoken/ethereum-price-drop-may-offer-a-golden-opportunity-7e24966065e0



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any external links.¹⁵ Notably, a crypto and fintech journalist at Reuters is named Elizabeth Howcroft,¹⁶ however we are unable to verify whether she is the person who authored the article.

BETT's website states that the team has eight members and three executives. However, Athena Intelligence could not confirm the identities of BETT top management team.

Luis Robinson – CEO

Luis Robinson is reportedly CEO of BETT.¹⁷

Of note, there is no available information confirming his background and/or identity, nor whether he is actually BETT's CEO. No additional evidence has been identified concerning an individual named Luis Robinson in relation to BETT, or even crypto and Web3 in general.

The profile of Mr. Robinson on BETT's website includes a link to a Discord account active since 7 April 2020.¹⁸ This account's display name is "L.R" and its username is "shacophrenia." The same username has been used on YouTube¹⁹ and Twitch²⁰ in relation to League of Legends video game; however, no connections to BETT, Web3 or crypto have been found. Furthermore, the Discord account attributed to Luis Robinson is linked to a blank Spotify account labeled "Wasim." No further information has been identified in this regard. You may also wish to note that within BETT's Telegram group,²¹ a prominent user²² with BETT's logo as avatar presents himself as Luis Robinson, CEO of BETT.

¹⁵ medium.com/@bedlingtonterriertoken/-54f2d413f3a5

¹⁶ linkedin.com/in/elizabeth-howcroft-872688117

¹⁷ bedlington-token.com

¹⁸ discordapp.com/users/697034652153675807

¹⁹ youtube.com/@shacophrenia6667

²⁰ twitch.tv/shacophrenia

²¹ t.me/bedlingtonToken

²² @LuisRobie



Sarah Johnson – COO

Sarah Johnson is reportedly COO of BETT.²³

Similarly as Mr. Robinson, no identifiable information regarding Ms. Johnson has been uncovered from online sources.

Of note, the link to her Discord account on BETT’s website appears to be not functional.²⁴

David Lee – CTO

David Lee is reportedly CTO of BETT.²⁵

Similarly as Mr. Robinson and Ms. Johnson, no identifiable information regarding Mr. Lee has been uncovered from online sources.

Of note, the link to his Discord account on BETT’s website appears to be not functional.²⁶

REPUTATION

BETT currently has an overall negative reputation, particularly evident on Twitter and Facebook where the project received most public attention. As of the time of writing, BETT’s Twitter account has 1,915 followers and has not posted since 17 June 2023.²⁷ Its account shows limited user engagement with most posts receiving around 40 to 50 likes at best. In the past, engagement levels were higher, reaching up to

²³ bedlington-token.com

²⁴ discordapp.com/users/1094304974541955272

²⁵ bedlington-token.com

²⁶ discordapp.com/users/1092092603106873405

²⁷ twitter.com/BedlingtonToken



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100 likes per post. However, it is of note that a substantial portion of responses to these more popular posts seemed artificial and/or potentially influenced by paid engagement.²⁸

BETT's most recent post on Twitter received negative public feedback, including comments such as "This coin is only for waste of money, I have tried alot to purchase it but no this is only for showoff" and "Do not buy the scam coin, my money went to zero". Positive comments are rare and the majority of responses in general are requests from marketers soliciting private messages for business purposes.

On Facebook, BETT has 2,100 likes but been inactive since 23 June 2023, with a similar pattern of low engagement and seemingly manufactured interactions.²⁹ Whilst BETT's penultimate post mentioned forthcoming 'great news', no follow-up was provided. A user commenting on that post expressed disappointment, stating: "No news came. Your coin failed." The same user also accused BETT of being a scam.

In a different instance, a user voiced frustration about the token's lack of liquidity, making it impossible to trade or sell. In response, the page administrator suggested sending the tokens to a specified crypto address, promising ETH in exchange for BETT: 0x26C6F7025F13E2570Fd25B12685Bd10d2Bd9e2eb.³⁰ The outcome of this situation remained unknown.

At the time of writing, BETT is inactive across most social media. For instance, BETT's Medium account³¹ only has four followers and its most recent post was on 27 May 2023. There are no reference to BETT on Instagram, nor does an account exist. BETT's Reddit account has been suspended,³² BETT's GitHub account³³ has made no contribution beyond uploading its whitepaper and its Discord account invite link

²⁸ Reportedly due to the brevity of replies coupled with the lack of meaningful content and genuine interaction patterns.

²⁹ facebook.com/BedlingtonTerrierToken

³⁰ etherscan.io/address/0x26c6f7025f13e2570fd25b12685bd10d2bd9e2eb

³¹ medium.com/@bedlingtonterriertoken

³² reddit.com/user/bedlington-token

³³ github.com/Bedlington-Token



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expired.³⁴ BETT's Telegram group chat is inactive and predominantly populated by bots or deleted accounts.³⁵ Likewise, the last post in BETT's Telegram channel was made on 24 June 2023.³⁶

You may note that the period between the end of May and the beginning of June, when most BETT social media accounts became inactive, coincided with a collapse in the BETT price from a high of ≈\$0.6003 on 14 May 2023 to a low of ≈\$0.0009 on 14 June 2023. The price of BETT continually fell from then onwards to its current price of \$0.0000109.

Of note, BETT regularly claimed that fake social media were trying to imitate its token and/or team members.³⁷

Reviews by Cyberscope³⁸ and Certik³⁹ notably both give BETT a low security score of 45% and 46.90% respectively.

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO/NOT KNOWN
Does the individual and the key companies have any discernible media profile in the general or specialized press?	Yes
Has the individual been mentioned in the media in connection with, illegal business practices (money laundering, corruption, tax evasion, fraud, misappropriation of public property etc.) or in any negative or controversial context?	Yes

³⁴ discord.com/invite/rNvsWBXVeM

³⁵ t.me/bedlingtonToken

³⁶ t.me/bedlingtonTokenChannel

³⁷ twitter.com/BedlingtonToken/status/1658547420639244288

twitter.com/BedlingtonToken/status/1651598458493493251

twitter.com/BedlingtonToken/status/1649109945256747009

twitter.com/BedlingtonToken/status/1648749635714834435

³⁸ cyberscope.io/cyberscan?network=ETH&address=0x2f4b36442687e943e587b45cccc92d60c3c3502f

³⁹ skynet.certik.com/projects/bedlingtonterriertoken?utm_source=CMC&utm_campaign=ScoreByCertiKLink



LITIGATION

Athena Intelligence has conducted litigation checks on BETT and its alleged top management team to determine whether they have been involved in any civil or criminal lawsuits. We have not identified any litigations related to BETT or its key figures.

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO/NOT KNOWN
Have any of the key directors, principals or beneficial owners been involved in litigation, either as a claimant or plaintiff?	Not known

SANCTIONS & WATCH LISTS

Athena Intelligence carried out a review of approximately 700 global records comprising official antimoney laundering lists, international sanctions, debarment lists, and prohibitive lists. BETT and its alleged top management do not feature on these lists or sanctions.

The consulted lists include, among others, the Specially Designated Nationals and Blocked Persons list ("SDN List") and all other sanctions lists administered by OFAC, all US related issued sanctions, also at state level; all UN/WorldBank/IMF Watchlists and Sanctions, all EU, Sanctions, including national states financial ministry sanctions, all LATAM and Asian continent watch lists.

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO/NOT KNOWN
Has the individual been listed in any international regulatory blacklists?	Not known
Have any of the key companies been listed on any international regulatory blacklists?	Not known