

Synthorn Whitepaper  
Synthetic Rhino Horn Aphrodisiac  
Tokenized on the Ethereum Blockchain

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2017-08-30



**Abstract**

Rhino horn is much sought after for use as an aphrodisiac. However, poaching has had a devastating effect on rhino populations worldwide. To combat this, Synthorn proposes a synthetic rhino horn aphrodisiac, tokenized on the Ethereum Blockchain via an ERC20 token. This would allow pre-orders, trade and speculation. A separate sale of HORN tokens is being conducted to validate the proposed ICO.

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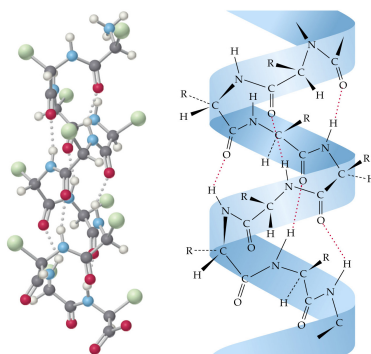
# 1 Introduction

In this paper we propose a novel ERC20 token offering, a physical derivative ICO offering biofabricated rhino horn aphrodisiac pills tokenized on the Ethereum blockchain.

Please note that the document describes a proposed, future initial coin offering (ICO). This is separate from the HORN token sale which is designed purely as an indication-of-interest at <https://synthorn.com>.

# 2 Science

Rhino horn primarily comprises keratin:



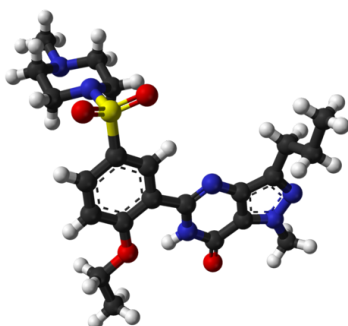
There is no scientific basis to support any therapeutic benefit from the consumption of keratin or any other constituent compound of rhino horn. Still, rhino horn is highly sought after in many countries for its supposed medicinal properties[3].

## Active Ingredient

However, where nature fails, science intervenes. Synthorn is exploring a combination of modern pharmaceuticals with synthetic rhino horn to produce an aphrodisiac that is both indistinguishable from one produced in the conventional fashion, yet with superior physiological effects. With the inclusion of active ingredients clinically proven to enhance sexual arousal and performance, the overall experience will be greatly improved compared to current rhino horn-based aphrodisiacs.

## Active Ingredient: sildenafil

Proposed active ingredient: sildenafil, also marketed under the brand name VIAGRA.



## Placebo Effect

In the event a synthetic rhino horn aphrodisiac is marketed without any active ingredient, it would be physically indistinguishable from conventionally sourced rhino horn aphrodisiac and thus could be marketed as such. This would facilitate the placebo effect in the same fashion as current products.



## Conclusion

Synthetic and conventional rhino horn aphrodisiacs will be genetically indistinguishable. With appropriate marketing, the existing placebo effect will be maintained. By adding active ingredients, it will be vastly superior to real rhino horn in its effects on arousal and sexual performance.

## 3 Economics

As if the advantages of superior sexual performance and genetic indistinguishability are not enough, the cost to produce synthetic rhino horn aphrodisiac will be lower than the cost to produce conventionally-sourced rhino horn aphrodisiac by many orders of magnitude. This comes from scalable production methods without the need to source horn and the cost advantages of legal versus illicit production, which limits supply and increases costs.

## 4 Environmental Impact

Synthorn will help to increase rhino populations by flooding the market with a cheap substitute for rhino horn aphrodisiac, thus reducing the price and status of rhino horn consumption and reducing the financial incentive for poachers and traffickers.

## 5 Risks

### Procurement

Although most of the inputs needed for Synthorn are easily sourced, there are few producers of biofabricated rhino horn.

Pembient, Inc. [1] is currently issuing an ICO, Pembicoin [2]. One Pembicoin token will eventually be redeemable for one gram of biofabricated rhino horn.

We plan to purchase Pembicoin commensurate with the amount needed to manufacture Synthorn.

However, since our ability to produce Synthorn is predicated on success of Pembicoin, any and all risks inherent to the Pembicoin ICO also apply to the Synthorn ICO. Please see the Pembicoin ICO[2] for details.

### Market risk

We expect Synthorn will sell itself. Market risk, although possible, is minimal.

## References

- [1] Pembient, Inc. <https://www.pembient.com>
- [2] Pembicoin ICO <https://www.pembient.com/pembicoin>
- [3] Rich Vietnamese snorting rhino horn causing a poaching explosion in South Africa <https://qz.com/...>