

treasure

Peer-to-Peer Monetization System



Abstract

In an era dominated by the rapid evolution of blockchain technology and Web 3.0, Treasure dApp emerges as an innovative decentralized application designed to revolutionize online engagement and monetization. It brings together individuals, influencers and brands that can mutually benefit from a wide range of Web 3.0 P2P tasks and P2P deals.

The core of Treasure dApp is the \$KEY token, a digital currency that serves as the central medium of transactions within the platform. Users earn \$KEY tokens by completing various P2P tasks - ranging from social media engagement to content creation. These tasks are created by brands to enhance their presence in the Web 3.0 space. Influencers can earn \$KEY tokens by creating P2P deals for brands. This innovative approach not only incentivizes the active participation of users but also creates a dynamic community focused on value creation and exchange.

Treasure has a clear roadmap outlining phases from building awareness and community to the official launch and beyond. Treasure dApp is strategically positioned for growth and adaptation.

This white paper presents an in-depth look at Treasure dApp's vision, technology, tokenomics, and the potential it holds to change the way people interact in Web 3.0 space. It invites users, investors, and brands to join an innovative journey in the Web 3.0 domain, which marks a significant step forward in decentralized digital engagement and monetization.



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Introduction

Treasure is a Peer-to-Peer Monetization System that connects brands with individuals and influencers within the Web 3.0 space.

This connection is facilitated through a variety of P2P tasks and P2P deals that are crucial to the app's ecosystem.

The platform acts as a channel for brands to boost their Web 3.0 presence while also empowering individuals and influencers with opportunities to earn \$KEY tokens.



2. The Concept of Treasure dApp

What is Treasure dApp?

Treasure dApp is an innovative decentralized application (dApp) at the forefront of Web 3.0 technology. It stands as a unique platform that revolutionizes how users engage with the digital world and earn from it. The core functionality of Treasure dApp allows users to earn \$KEY tokens, a specialized digital currency, by completing a variety of peer-to-peer (P2P) tasks. They include activities ranging from social media engagement to more advanced content creation and digital marketing efforts.

The dApp utilizes the power and security of blockchain technology. This ensures that every transaction and interaction on the platform is transparent, secure, and unchangeable. This method brings a new level of trust and efficiency to digital engagement. It also makes the process of earning from online activities more transparent.

Users with various backgrounds can take part in tasks matching their interests and earn \$KEY tokens as a reward for their contributions.



Challenges Addressed by Treasure dApp

A key challenge for brands today is getting a significant and relevant presence in the new field of Web 3.0. Treasure dApp tackles this issue directly by providing a platform where brands can create specific tasks aimed at increasing their Web 3.0 presence and engagement.

By using dApp, brands can access a large, diverse audience and engage them through targeted P2P tasks and P2P deals. Whether it's promoting a product on social media, creating buzz for a new Web 3.0 offering, or expanding their Web 3.0 presence, brands can connect with the Treasure dApp community.

Treasure dApp also eliminates trust issues that are common in Web 3.0 promotion. We have seen many scams happen. People pretend to have big social media accounts. They take money from brands for promotion work. Then they disappear without doing the work.

Treasure dApp acts as a trusted intermediary to prevent such issues. Payments will only be released to influencers and promoters once the agreed-upon tasks or deals have been satisfactorily completed. This provides brands peace of mind that their investments will result in real promotional work and value. By verifying identities and acting as a payments guarantor, Treasure dApp aims to establish trust and accountability between brands and content creators in the Web 3.0 space.



Target Audience

Treasure dApp has been carefully designed for diverse groups: individuals, influencers, and brands. Each group plays an important part in the ecosystem, adding value to the platform and gaining benefits.

1. Individuals

Individual users form the backbone of the Treasure dApp community. These users are typically Web 3.0 enthusiasts, digital currency adopters, or those simply seeking to earn through online engagements. The platform offers them a unique opportunity to earn \$KEY tokens by participating in a variety of P2P tasks. These tasks, provided by brands, range from social media interactions to content creation and more.

What attracts individuals is the platform's ability to make money from various online activities. Whether it's interacting with content, sharing posts, or joining online discussions, users can now get real rewards as \$KEY tokens. This encourages active contribution to Web 3.0 and makes the earning potential more fair.

2. Influencers

Influencers in the Treasure dApp are individuals who have a significant following or influence in digital spaces, particularly within Web 3.0 communities. These may include content creators, social media personalities, bloggers, and niche community leaders. Influencers can use their audience to help brands expand their Web 3.0 presence.

By posting P2P deals for brands, influencers play a critical role in driving brand visibility and engagement. In return, they earn \$KEY tokens, adding a new revenue stream to their digital influence activities.

3. Brands

Brands are the third crucial component of the Treasure dApp ecosystem. These can range from startups and established companies to Web 3.0 projects looking to increase their Web 3.0 reach. The platform offers brands a new way to create P2P tasks focused on improving their presence in the Web 3.0 community.

Whether it's launching a new product, promoting an event, or simply increasing brand awareness, Treasure dApp offers brands a direct channel to an engaged and diverse audience. By offering \$KEY tokens as rewards for task completion, brands can encourage meaningful engagement. This helps brands make a deeper connection with potential customers.



3. Peer-to-Peer (P2P) Tasks

Nature of P2P Tasks

Peer-to-peer (P2P) tasks are designed to create a dynamic and interactive ecosystem. These tasks offer a range of activities, ensuring there is something for every user. The P2P tasks are integral to the platform, providing a direct way for brands to engage with individuals within the Web 3.0 space.

A comprehensive list of all types of P2P tasks available on Treasure dApp includes:

Social Media Interactions

- Facebook: Page Likes/Followers, Shares, Post Likes, Comments
- Twitter: Follows, Tweets, Retweets, Likes, Comments
- Instagram: Follows, Post Likes, Comments
- YouTube: Subscribes, Video Likes, Comments
- TikTok: Followers, Video Likes, Content Creation

Content Outreach

- Article Submission
- Blog Posts
- Press Release Distribution

Community Engagement

- Discord: Joining Groups, Participating in Group Activity
- Telegram: Channel Joins, Group Joins, Post Likes
- Reddit: Joining Communities, Posting Comments, Upvoting

Cryptocurrency and Finance Platforms

- CoinMarketCap: Adding to Watchlist, Posting, Liking Posts, Following
- Coingecko: Adding to Portfolio



How Will it Benefit Brands?

These P2P tasks play a crucial role in enhancing the visibility of brands within the Web 3.0 ecosystem. By engaging users in these tasks, brands can significantly increase their digital presence across various platforms.

For instance:

- **Social Media Interactions:** Increase brand awareness and reach on popular social platforms.
- **Content Outreach:** Boost search engine rankings and online presence through quality content.
- **Community Engagement:** Build a loyal community and foster discussions around the brand.
- **Cryptocurrency and Finance Platforms:** Gain visibility among cryptocurrency enthusiasts and investors.
- **Web Traffic:** Drive more traffic to websites, enhancing online visibility and potential customer engagement.
- **Specialized Web 3.0 Tasks:** Direct engagement with the Web 3.0 community, particularly beneficial for blockchain-based projects or NFT promotions.

By completing these tasks, users not only contribute to the brand's growth in the Web 3.0 domain but also earn \$KEY tokens, creating a mutually beneficial environment.



Rewards and Opportunities for Each User Group

Treasure dApp offers a platform where technology, community, and innovation come together, creating a wealth of opportunities for different user groups. Each group – individuals, influencers, and brands – benefits in distinctive ways by their active participation on the platform.

Individuals

- **Earning Potential:** Individuals can earn \$KEY tokens by completing various P2P tasks.
- **Skill Development and Engagement:** The diversity of tasks available allows individuals to engage in activities that match their interests. This leads to personal growth.
- **Networking Opportunities:** Engaging with brands and other members opens doors for networking, which could bring more opportunities in Web 3.0.

Influencers

- **Monetization of Influence:** Influencers can monetize their audience and reach by promoting brand's tasks and engaging their followers in the Treasure dApp ecosystem.
- **Brand Collaborations:** The platform offers a direct channel for influencers to collaborate with brands to enhance their portfolio and reputation.
- **Community Growth:** By introducing their followers to the Treasure dApp, influencers can further grow and strengthen their community base.

Brands

- **Enhanced Web 3.0 Presence:** Brands can significantly increase their visibility and engagement within the Web 3.0 space through user-completed tasks.
- **Cost-Effective Marketing:** The P2P task model provides a more cost-effective marketing solution compared to traditional advertising methods.
- **Direct Feedback and Engagement:** Interacting with the community through tasks allows brands to receive direct feedback to improve customer relations and product development.



\$KEY Token



4. \$KEY Token

Token Supply

This is a single fungible token system, consisting of a fixed maximum supply of 1 billion \$KEY tokens. The total supply of \$KEY tokens will be minted at Genesis. They will be released periodically over time into the community treasury.

Role of \$KEY Tokens

The \$KEY token is a fundamental element of the Treasure dApp ecosystem, serving as its central currency. These tokens are more than just a digital currency. They are crucial for the platform's operation, enabling transactions and motivating participation.

Central Currency of the Platform

- The \$KEY token operates as the primary medium of exchange within the Treasure dApp.
- It standardizes transactions across the platform, enabling a seamless and unified experience for users.
- As a digital currency, \$KEY tokens allow for quick, secure, and transparent transactions, utilizing the efficiency and trustworthiness of blockchain technology.

Use Cases of \$KEY Tokens

1. Rewards for Task Completion

- Users earn \$KEY tokens as a reward for completing P2P tasks. This direct reward system incentivizes active participation and contribution to the platform.

2. Payment for Task Creation by Brands

- Brands use \$KEY tokens to create and list P2P tasks on the platform.

3. Exchange and Liquidity

- \$KEY tokens can be exchanged for other cryptocurrencies, providing liquidity and trading opportunities for users.



\$KEY Distribution



\$KEY Distribution

1. Private Sale and Community Pre-Sale (30% of Token Supply)

Private Sale

- **Target Audience:** This sale targets strategic investors, including institutional investors and strategic angels, who can add value beyond capital.
- **Institutional Investors:** These are subject to an 8-month lockup period, followed by unlocking over the subsequent 18 months.
- **Strategic Angels:** They receive 15% of their allocation at the Token Generation Event (TGE), with the remaining unlocked over 18 months.

Community Pre-Sale

- **Access:** Open to the public, allowing early supporters and community members to purchase \$KEY tokens.
- **Unlocking Schedule:** Similar to the strategic angels, 15% of tokens will be available at TGE, and the remaining will be unlocked over 18 months.

2. Contributions (20% of Token Supply)

- This portion of the token supply is allocated to the team, advisors, and partners who are instrumental in building the Treasure dApp.
- **Unlocking Schedule:** To ensure long-term commitment, there is a 12-month lockup period, after which tokens will be unlocked over the following 24 months.

3. Ecosystem Growth Fund (50% of Token Supply)

- The largest allocation is reserved for the Ecosystem Growth Fund.
- **Usage:** These tokens are set aside for activities that will encourage Treasure dApp ecosystem growth. This includes airdrops, providing liquidity, and other growth efforts.
- **Unlocking Method:** Tokens from this fund will be algorithmically unlocked based on the needs of the platform, ensuring that the release of new tokens is aligned with the platform's growth and stability.

Tokens Utility and Sustainability

The sustainability and long-term value of \$KEY tokens are central to the success of the Treasure dApp ecosystem. Several mechanisms are in place to ensure that these tokens not only retain their value but also grow in utility and usefulness over time.

1. Limited Supply and Demand Dynamics

- The total supply of \$KEY tokens is capped, creating scarcity and potentially increasing value as demand grows.
- This limited supply aligns with the principles of digital scarcity, a key factor in the valuation of cryptocurrencies.

2. Token Burn Policy

An important part of keeping the long-term value and stability of \$KEY tokens in Treasure dApp is the implementation of a direct burn policy.

This approach involves the following steps:

- A small percentage of transaction fees generated within the Treasure dApp platform is collected directly in \$KEY tokens.
- This fee mechanism ensures a steady accumulation of \$KEY tokens within the platform's treasury, contributing to the overall economic activity.
- Instead of repurchasing tokens from the open market, some portion of the \$KEY token accumulated as transaction fees are directly removed from circulation.
- Periodically, these collected tokens are 'burned' or permanently deleted from the total supply.



5. Platform Features and Phases

Features

Treasure dApp is designed with a range of features. These are customized to suit the different needs of its three main user groups: individuals, influencers, and brands. Each feature set is made to match the specific goals and requirements of these users.

Features for Individuals

- **Explore Tasks:** Individuals can browse through a variety of P2P tasks, choosing those that align with their interests.
- **Task Completion and Tracking:** A user-friendly interface allows for the easy completion and tracking of tasks to ensure a seamless user experience.
- **Earnings in \$KEY Tokens:** Upon successful completion of tasks, individuals earn \$KEY tokens, which can be exchanged for other cryptocurrencies.
- **Profile Verification and Ratings:** Users can verify their profiles. This could earn them more for their tasks. They can also build their reputation with a rating system.

Features for Influencers

- **Task Posting for Brands:** Influencers can post P2P deals for brands, leveraging their following to provide brands with substantial reach.
- **Earnings and Analytics:** Influencers earn in \$KEY tokens for their promotional activities and have access to analytics to track their impact.
- **Community Engagement Tools:** The platform provides tools for influencers to engage and grow their community, enhancing their influence in the Web 3.0 space.

Features for Brands

- **Task Creation:** Brands can create P2P tasks for individuals, offering \$KEY tokens as rewards.
- **Targeted Campaigns:** Brands can target their campaigns to specific user groups to maximize the effectiveness of their P2P tasks.
- **Performance Analytics:** Brands receive detailed analytics on task performance. It allows them to measure ROI and plan strategies for better engagement.



Phases of Development

The development of Treasure dApp is strategically split into distinct phases. Each has particular goals and timelines. This phased approach guarantees a structured and successful platform launch. It addresses key areas like community building, testing, and market readiness.

1. Awareness & Community Building

Goals:

- Establish the brand identity and presence of Treasure dApp in the digital and Web 3.0 communities.
- Develop and share educational content to inform potential users about the platform's features and benefits.
- Engage with early adopters and build a foundational community.

Timeline:

- This is the initial step, focused on laying the groundwork for the platform's success.

2. \$KEY Token Launch & Marketing

Goals:

- Officially launch the \$KEY token, introducing it to the cryptocurrency market.
- Conduct a series of marketing and promotional activities to raise awareness and attract initial users and investors.
- Initiate the dApp demo launch to give users a preview of the platform's capabilities.

Timeline:

- After the community-building phase, this stage is vital for establishing the \$KEY token's presence in the market and draws interest in the upcoming platform launch.



Phases of Development

3. Beta Launch & Testing

Goals:

- Release a beta version of the Treasure dApp for testing purposes.
- Collect and analyze user feedback to identify areas for improvement.
- Establish partnerships with key players in the Web 3.0 and blockchain space to enhance platform reach and capabilities.
- Conduct thorough testing to ensure platform stability, security, and user experience.
- Provide airdrops to users who have participated in testing the platform.

Timeline:

- After the token launch, this phase is dedicated to fine-tuning the platform based on real user interactions and feedback.

4. Launch

Goals:

- Officially launch the Treasure dApp platform to the public.
- Establish partnerships with key players in the Web 3.0 and blockchain space to enhance platform reach and capabilities.
- Begin full-scale operations, including the complete functionality of P2P tasks and token transactions.

Timeline:

- This final phase marks the transition of Treasure dApp from a developmental project to a live, operational platform, ready for widespread user adoption.



Future Roadmap



6. Future Roadmap

Short-term Goals

First-Year Post-Launch Milestones:

- **User Base Growth:** Aim to reach a significant number of active users engaging with P2P tasks on the platform.
- **Platform Stability and Optimization:** Ensure that the dApp runs smoothly, with continuous improvements based on user feedback.
- **Expansion of Task Varieties:** Introduce a wider range of P2P tasks to cater to diverse user interests.
- **Partnership Development:** Establish strategic partnerships in the Web 3.0 and blockchain spaces to enhance platform capabilities and reach.
- **\$KEY Token Stabilization and Growth:** Work towards stabilizing and gradually increasing the value and utility of \$KEY tokens.

Key Performance Indicators (KPIs):

- **User Acquisition and Retention Rates:** Monitoring the growth of the user base and their ongoing engagement with the platform.
- **Number of Tasks Completed:** Tracking the total and variety of tasks being completed. This signals user engagement with the platform.
- **Token Circulation and Value:** Assessing the usage, circulation, and market value of \$KEY tokens as a measure of economic health.
- **Platform Uptime and Performance Metrics:** Measuring the technical stability and efficiency of the dApp.



6. Future Roadmap

Long-term Vision

Goals and Aspirations for Growth and Expansion

- **Global Adoption:** Expand the reach of Treasure dApp globally, making it a leading platform in the Web 3.0 space.
- **Ecosystem Diversification:** Develop a more diverse ecosystem around the Treasure dApp, possibly including other blockchain-based services and products.
- **Community-Led Innovations:** Foster a community-driven approach to innovation. Allow users to help develop and evolve the platform.

Future Vision for Treasure dApp

- The long-term vision for Treasure dApp is to create a self-sustaining, decentralized ecosystem that not only rewards users but also evolves with their needs and the developing world of Web 3.0.
- Creating a platform that is not just a marketplace for tasks but a hub for digital innovation, collaboration, OTC deals, and growth - driving the future of decentralized applications.
- Incorporating advanced blockchain technologies, AI, and other emerging tech to stay at the forefront of digital trends and user preferences.



7. Conclusion

Treasure dApp stands as a pioneering platform in the evolving Web 3.0 landscape, presenting a unique ecosystem where individuals, influencers, and brands can interact and benefit mutually. At its core, the platform leverages the power of blockchain technology to offer a secure, transparent, and decentralized environment for peer-to-peer (P2P) monetization.

Join Us

We invite you to become part of this revolutionary journey with Treasure dApp. Whether you are an individual looking to earn from your online activities, an influencer seeking new monetization avenues, or a brand aiming to enhance your digital presence, Treasure dApp offers a platform that caters to your needs.

- For Interested Users: Sign up for our platform to start exploring and completing tasks. Engage with our community to maximize your experience and earnings.
- For Investors and Partners: If you believe in the potential of Web 3.0 and are interested in investing in a cutting-edge platform like Treasure dApp, we welcome you to join us in this exciting venture. Contact us for more information on partnership and investment opportunities.
- Stay Updated: Follow us on our social media channels and visit our website to stay updated on the latest developments, upcoming features, and launch dates.

Join us in shaping the future of Web 3.0 monetization and be a part of the Treasure dApp story.



8. Appendices

Blockchain Technology and Architecture

- The Treasure dApp is built on the Binance Smart Chain (BSC), a blockchain network known for its high performance, low transaction costs, and robust security features.
- BSC operates on a Proof of Staked Authority (PoSA) consensus mechanism, which combines elements Proof of Stake (PoS) and Proof of Authority (PoA), ensuring both efficiency and security in transactions.
- The architecture of Treasure dApp is designed to be scalable. It supports a large number of transactions and users while maintaining speed and reliability.
- Smart contracts on BSC are essential to the functionality of Treasure dApp, managing tasks, token distribution, and other critical operations.

Contact Information

For further inquiries, support, or updates regarding Treasure dApp, please reach out to us via email at contact@treasure.win. Our team is dedicated to providing assistance and information to ensure the best experience for our users, partners, and investors.



8. Appendices

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8. Appendices

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