

Treasure Island

TI Coin Whitepaper
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www.ticoin.io



Welcome to Treasure Island: The Ultimate Reality Show Experience

Treasure Island is not just another reality TV show; it's a groundbreaking adventure that blends the thrill of Survivor, the excitement of Amazing Race, and the intrigue of The Ultimate Escape Room. Sixteen social influencers will converge in Las Vegas for Season One, battling through physical and mental challenges for a grand prize of \$500,000.

Our influencers, hailing from YouTube, Facebook, Instagram, TikTok, and Twitter, command a combined audience of over 50 million followers. With their massive reach and daily posts, we expect each episode to attract millions of viewers. When they tell friends and family it will further expand our audience to hundreds of millions worldwide.



Show Format:

- **Episodes:** 11 episodes, each 60 minutes long, plus 10 episodes of The Treasure Island Players' Lounge, a 60–90-minute recap where influencers discuss the day's events in a lively, social setting.
- **Challenges:** Influencers will be divided into 8 teams of 2, facing off in various challenges. After each challenge, they'll solve complex riddles with the help of their followers, driving engagement and real-time interaction.

- **Broadcast:** Episodes will be available online at major streaming sites like Youtube, Vimeo, Metacafe, Rumble, Vevo, Peertube, Dailymotion etc and later offered to platforms like Netflix, Amazon, Apple TV, YouTube, and Hulu for free.
- **Social Media Impact:** Each day, our influencers will post hundreds of pictures and videos, providing sponsors with unparalleled global exposure.



Why Treasure Island?

1. **Innovative Integration:** The show leverages the power of social media influencers to drive viewership and engagement, creating a unique, interactive experience for fans.
2. **Unmatched Exposure:** Brands sponsoring Treasure Island will benefit from extensive visibility on both the show and the influencers' social media channels.
3. **Real-Time Engagement:** Episodes air within 72 hours of filming, keeping the content fresh and the audience engaged.

The Cast will remain confidential until the first episode of Treasure Island.

The Power of Influencers:

Influencer marketing is a rapidly growing industry, with expenditures surpassing \$21 billion. Influencers connect with niche audiences and have a higher engagement rate compared to traditional brand advertising. Their followers trust their recommendations, making them powerful partners for brands looking to amplify their reach and drive sales.

Treasure Island's Competitive Edge:

- **Unique Concept:** No other reality TV show features a cast of social influencers with a combined following of over 50 million people.
- **Interactive Participation:** Followers are actively involved in the game, helping their favorite influencers solve riddles and win challenges.
- **Real-Time Viewing:** Episodes are aired within 72 hours of filming, providing an almost live viewing experience.
- **Long-Term Value:** The show offers long-term residual commissions and profit-sharing opportunities for participants and sponsors.

Join us on this exhilarating journey and be part of the most innovative and engaging reality show ever created. Treasure Island is set to revolutionize reality TV and influencer marketing, and we invite you to be a part of this cutting-edge adventure. Stay tuned and get ready to embark on the adventure of a lifetime!



The Power of Influencers: Unleashing the Treasure Island Advantage

Followers Trust Influencers Over Brands

People are more inclined to engage with influencers on social media than with brands. While brands are often perceived as merely trying to sell products, influencers share products they genuinely use and trust. In 2023, Oberio.com reported an influencer engagement rate of 4.84% across various industries. In contrast, Rival IQ found that brands on Instagram alone had an engagement rate between 0.47% and 1.0%.

Consumers Try to Avoid Ads

Ad-blockers exist for a reason—people don't want to be bombarded by advertisements. Influencers provide a more subtle and effective way for brands to reach their audience. By sharing authentic content about a brand's product or service, influencers can amplify reach and drive revenue.

Influencers Create and Share Content

To stay relevant, influencers continuously produce new and engaging content for their audiences. They know what resonates with their followers, giving them creative freedom to promote a brand's product or service effectively and ensuring potential customers are paying attention.

Working With Influencers is Cost-Effective

Compared to traditional methods like paid ads and celebrity endorsements, influencers are more affordable, especially micro-influencers. According to a 2019 report by Influencer Marketing Hub, businesses that effectively collaborate with influencers can earn up to \$18 in media value for every dollar spent on influencer marketing. Even those with a mediocre understanding saw an average of \$5.20 in earned media value per dollar spent.



Treasure Island: Harnessing the Power of Influencers

Treasure Island leverages the influence of social media stars to create an unscripted, reality-based TV show that achieves multiple goals:

1. **Expanding Reach for Influencers:** The show enhances the visibility of social influencers, making them even more well-known.
2. **Maximizing Brand Exposure:** The larger the influencer's following, the greater the reach for brands using influencer marketing.
3. **Unprecedented Sponsor Exposure:** Sponsors gain exposure on both the TV show and influencers' social media channels. For example, a clothing sponsor will have influencers wearing their apparel on the show and sharing photos on their platforms.

Unscripted (Reality) TV: A Powerful Genre

Reality TV showcases real-life situations, often featuring ordinary people instead of actors. Originating in the early 1990s with shows like *The Real World*, the genre gained popularity with global franchises like *Survivor*, *Idols*, and *Big Brother*. Reality TV often includes "confessionals," where cast members provide insights on the events depicted on-screen.

Reality TV Facts:

- 90% of viewers watch with a second screen, like a smartphone or tablet (Nielsen Research).
- Women constitute 60% of the reality TV audience.
- The U.S. reality TV industry is valued at over \$1.8 billion.
- Reality TV fosters cultural connections and shared viewing experiences.
- Approximately 79% of U.S. adults watch reality shows.
- About 60% of U.S. prime-time TV is reality programming.
- 80% of reality participants report lasting benefits from their experience.
- Reality show participants have collectively welcomed over 653 celebrity offspring.

Treasure Island: A Unique and Innovative Concept

Treasure Island's format of featuring social influencers and engaging their followers during the show is unprecedented. We're confident it will be a massive hit, boosting our influencers' profiles and benefiting our brands and sponsors.



Where to Watch Treasure Island

Treasure Island will be available on all major online platforms worldwide. The show will also be offered for free to platforms like

YouTube Rumble Vimeo Twitch Vevo

Dailymotion Metacafe Peertube Dtube

Additionally, we will offer our programming to Netflix, Hulu, Amazon, Apple TV, and more.

Treasure Island: One of a Kind

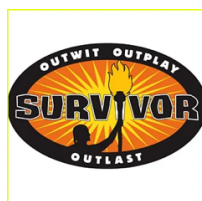
- No other reality TV show features a cast of social influencers with a combined following of over 100 million people.
- Treasure Island uniquely involves followers in the cast's journey and the show's outcome.
- Episodes air within 72 hours of filming, providing a near real-time viewing experience.
- Social influencers promote product sponsors both on the show and through their social media.
- The show creator (Treasure Island Productions LLC) earns long-term residual commissions.
- Everyday people can participate in the show and earn significant profits from its success.

That ONE SHOW is Treasure Island!

Treasure Island Business Model: Leveraging Sponsorship and Advertising

Survivor: A Benchmark in TV Advertising

Since 2000, Survivor has aired 46 seasons with 5-8 million viewers per episode. They charge \$250,000+ per 30-second commercial, with about 16 minutes of ads in a 1-hour show. This translates to approximately \$8 million per episode and at least \$200 million per season, airing twice a year.



Super Bowl: The Pinnacle of Advertising

In 2024, the Super Bowl had over 124 million viewers, charging over \$7 million for each 30-second commercial.



Social Influencer Industry: A Lucrative Market

The industry rate for social influencers is \$100 per 10,000 followers. With Treasure Island's 16 influencers amassing over 50 million followers, we could charge \$500,000 per post.



Treasure Island's Unique Advertising Approach

Instead of mainstream companies advertising on Treasure Island, we'll promote 10 different products per season, either created by us or in partnership with reputable multi-billion-dollar industries. This model ensures residual income for Treasure Island, the cast, and TI Coin holders, not just a one-time payout.

Treasure Island

Cast Member Engagement and Promotion

Each cast member is contracted to promote each product sponsor, making at least one post. They'll have non-expiring affiliate links, earning commissions for years as long as purchases continue. This provides a massive incentive for the cast to keep promoting our product sponsors.

Treasure Island Coin (TI Coin): The Official Token for Treasure Island



The Treasure Island Coin (TI Coin) is the official token for the Treasure Island TV show, poised to be a groundbreaking, internet-shattering event. Never before has a reality TV show utilized a cast of social influencers to impact the game in real-time, reaching an unprecedented number of people through the cast's social following.

Unprecedented Exposure for Product Sponsors

Every product sponsor highlighted on Treasure Island will gain unparalleled exposure. The TI Coin will be one of these products, reaping significant benefits from the show's massive viewership.

The Challenge of New Coins

One of the biggest challenges for new coins/tokens is gaining exposure. Without substantial marketing, new coins struggle to attract attention and buyers. TI Coin addresses this challenge head-on with its unique value proposition and extensive exposure through the Treasure Island TV show.

The Unique Value of TI Coin

All successful coins/tokens have a "hook"—a unique value proposition. TI Coin's hook is its integration with the Treasure Island TV show's revenue model. Treasure Island will earn revenues from product sponsors each month, and 10% of these revenues will be used to purchase TI Coins at current market rates. This ongoing investment ensures continuous demand and liquidity for TI Coin.

Massive Incentives for the Cast

Each cast member is contracted to promote each product sponsor to their followers, ensuring ongoing promotion and engagement. Cast members will earn commissions on sales generated through their affiliate links, providing a powerful incentive to continue promoting the products and TI Coin.

Key Features of TI Coin

1. The TI Coin Hook

- Treasure Island will invest 10% of monthly revenues from product sponsors into purchasing TI Coins.
- This continuous investment ensures ongoing demand and liquidity for TI Coin.
- Example: Connect Vacations earns 4% on every travel product purchased. With 100,000 bookings, Treasure Island would earn \$8 million annually, investing \$800,000 into TI Coins.

2. Exposure

- Treasure Island will air a new season every four months with a new cast of social influencers.
- The first season has over 50 million followers, with expectations to reach hundreds of millions globally.
- TI Coin will be marketed on every season, providing significant exposure and increasing its value.

3. Liquidity

- Continuous investment from Treasure Island's revenues ensures a steady supply of liquidity.
- This will increase the volume of coins being bought and sold each month, enhancing market activity and stability.



TI Coin Utilization

Where Can TI Coins Be Used?

- 1. Buy and Sell on Exchanges**
 - TI Coin will be available on multiple exchanges for trading.
- 2. Purchasing Products**
 - TI Coin holders can use their coins to purchase products from the Treasure Island website starting from Season 1 in March 2025.
- 3. Retail Network**
 - From Q3 2025, a growing network of retailers will accept the TI Coin for goods and services.
- 4. Augmented Reality Game**
 - Starting in Q4 2025, an AR game similar to Pokemon Go will be launched.
 - Users can use TI Coins to get game clues, create avatars, and purchase fast passes, driving further demand for the coin.



The Opportunity – TI Coin Presale

Presale #1 Details

- **Start Date:** August 17, 2024
- **End Date:** November 15, 2024
- **Price:** \$0.01 per TI Coin
- **Total Supply:** 150,000,000 (15%)
- **Lock Period:** Presale TI Coins will be locked until March 30, 2025.

Presale #2 Details

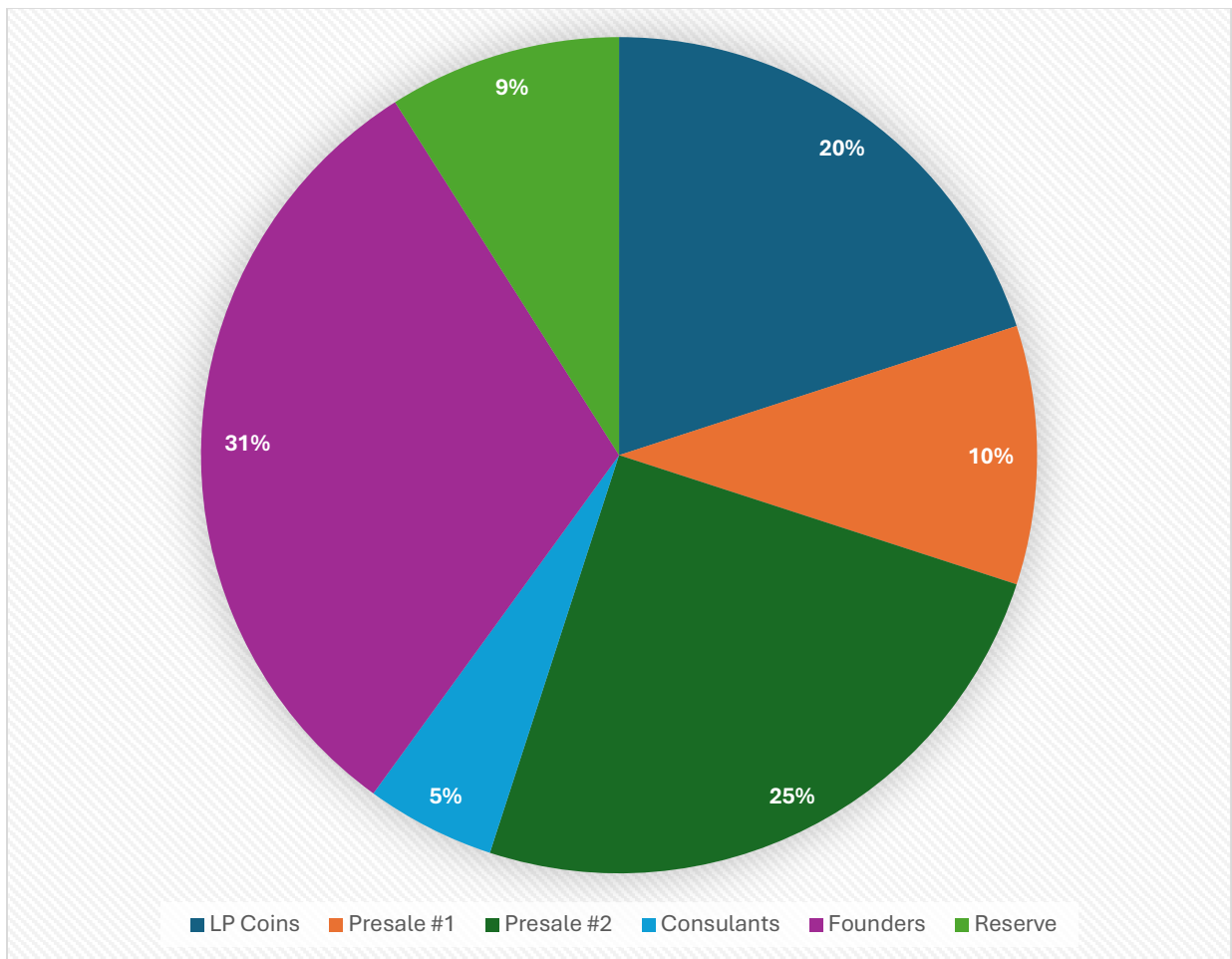
- **Start Date:** November 16, 2024
- **End Date:** March 1st, 2025
- **Price:** \$0.02 per TI Coin
- **Total Supply:** 250,000,000 (25%)
- **Lock Period:** Presale TI Coins will be locked until March 30, 2025.

Season 1 of Treasure Island will film and air in March 2025 and will be exposed to 50,000,000+ followers on social media. This exposure will draw a lot of attention to the TI Coin, and we believe the volume of trades will increase massively.

Public Launch Details

- **Start Date:** March 1st, 2025
- **Price:** \$0.025 per TI Coin
- **Public Availability:** TI Coins will be listed on exchanges for the public to purchase.

Tokenomics

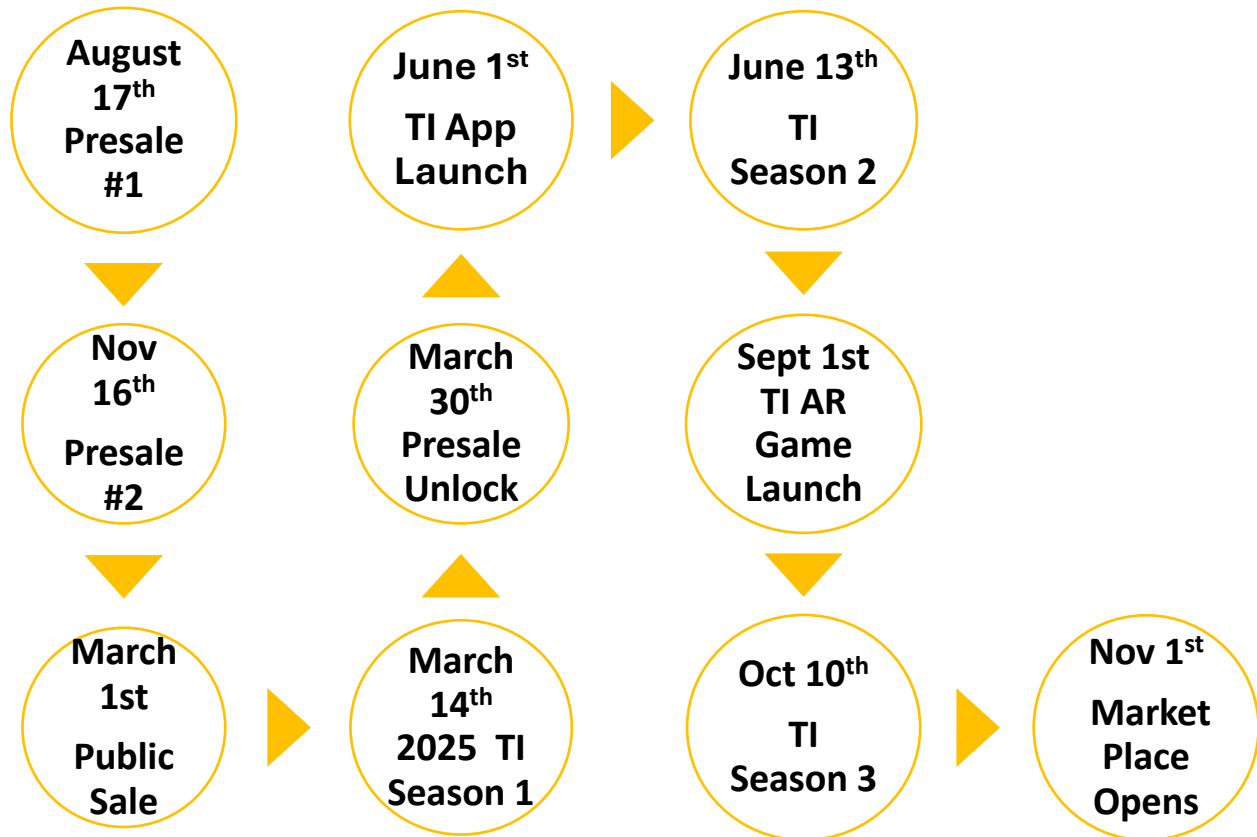


- **Total TI Coins:** 1,000,000,000
- **Presale:** 14%
- **Public:** 50%
- **Consultants:** 5%
- **Founders:** 31%

Locked TI Coins

- **Presale:** Locked until March 30, 2025
- **Consultants:** Locked until August 1, 2025
- **Founders:** Locked until August 1, 2025

Treasure Island Coin Roadmap



- **August 17th, 2024:** Launch of TI Coin Presale #1 at .01 per Ti Coin.
- **November 16th, 2024:** Presale #2 at .02 per Ti Coin.
- **March 1st,** Public sale starts.
- **March 14th, 2025:** Season 1 of Treasure Island begins filming and airing online
- **March 30th, 2025:** Presale TI Coins unlocked and available for trading
- **April 2025:** Treasure Island begins purchasing TI Coins from 10% of product sponsor commissions
- **June 1st, 2025:** Launch of Treasure Island mobile app for audience participation
- **June 13th, 2025:** Filming and airing of Season 2
- **September 1st, 2025:** Treasure Island will launch the Augmented Reality (AR) game. (similar to Pokemon Go). The AR game will allow people to look for their own treasure. (TI Coins, will be issued as the treasure). Players can play for free

but will be required to purchase TI Coins to help them with the game, thus driving TI Coin purchases

- **October 10th, 2025:** Filming and airing of Season 3
- **November 1st, 2025:** Opening of the Treasure Island Marketplace

Summary

The Treasure Island TV show is a groundbreaking reality TV show that will disrupt the social media and influencer industry. TI Coin offers a unique opportunity with significant potential for growth and liquidity. With continuous exposure, ongoing investments, and innovative uses, TI Coin is poised to become a game-changer in the cryptocurrency market.

Don't Miss Out! Buy Your Presale TI Coins Today!

Visit www.ticoin.io to purchase your presale coins.

