



Web3 Pay-per-Content Multimedia Platform

Whitepaper Version 4.1

Disclaimer and abstraction

The purpose of this Whitepaper is to present PitSnap – an ecosystem empowering the interaction and monetization between artists, content creators and their fans – to potential community members who want to join the PitSnap Community in connection with the proposed PITS Token Launch, or “Initial Coin Offering” (“ICO”) and Crowdsale. The information set forth below should not be considered exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential utility token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring PITS tokens.

Nothing in this Whitepaper shall be deemed to constitute a prospectus or any sort of solicitation for investment, nor does it, in any way, pertain to an offering or a solicitation to buy any securities in any jurisdiction. The document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors.

Certain statements, estimates, and financial information contained within this Whitepaper constitute forward-looking, or pro forma statements, and information. Such statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

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Abstract



'Without art, the crudeness of reality would make the world unbearable.'

~ George Bernard Shaw

Art has been the cornerstone of human identity since ancient times and, needless to say, life would not be anywhere the same without it. Over the thousands of years the concept has been around, the various forms of art have evolved - new types have emerged, some changed dramatically, while others stayed pretty much the same as they always have been.

In our modern world, art is deeply embedded within our economic structure and financial system. The E&M (Entertainment and media) industry has become one of the most gigantic sectors today, encompassing a multitude of different sub sectors with their own separate markets. Over the last decades, the industry has experienced a dramatic change due to rapid development of digitization - the concept changed the face of the E&M industry forever, while giving rise to a new modern phenomena such as the Creator economy focused entirely on digital content.

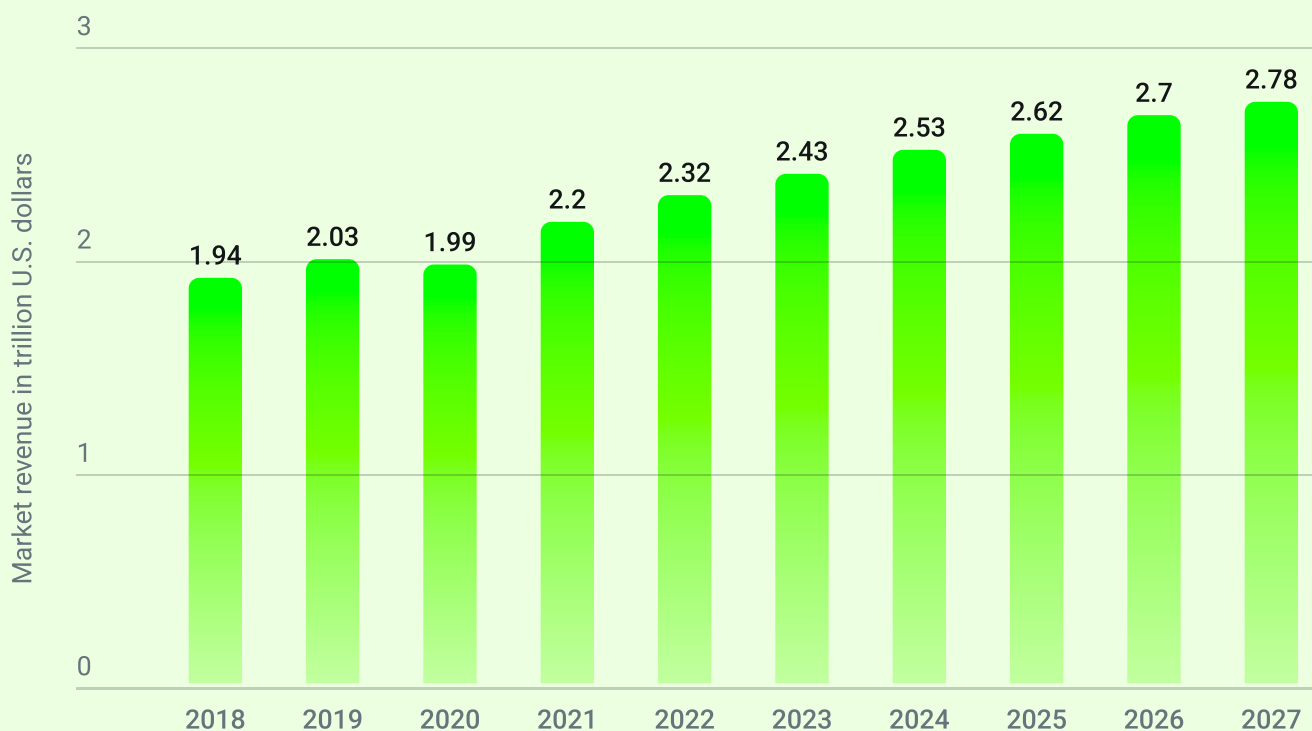
However, the E&M sector and its more modern forms are not without issues. One of the biggest problems faced by art creators today is the high power of media companies and digital content platforms that take the biggest share of the profits, while leaving artists with a lot less than they deserve. This makes it more difficult for artists to focus on what really matters - the art they create - essentially bending the concept of art entirely to the power of profits.

The PitSnap project has been created with the purpose of tackling precisely these challenges. We are creating an ecosystem for all artists and creators that will set a new paradigm shift for the sector - one that is based around fairness of compensation, democracy and transparency.

Industry overview

The global media and entertainment industry

The media and entertainment industry (E&M) is one of the sectors encompassing the most comprehensive set of different subcategories, each with its own specifics and separate markets. These categories include audio, video and animation, publishing, streaming media, music, social media, film, events, theater and art, graphics, and interactive media. With all of its subcategories combined, the E&M industry is a gigantic behemoth with a massive market size that will surpass 3 trillion by 2023.



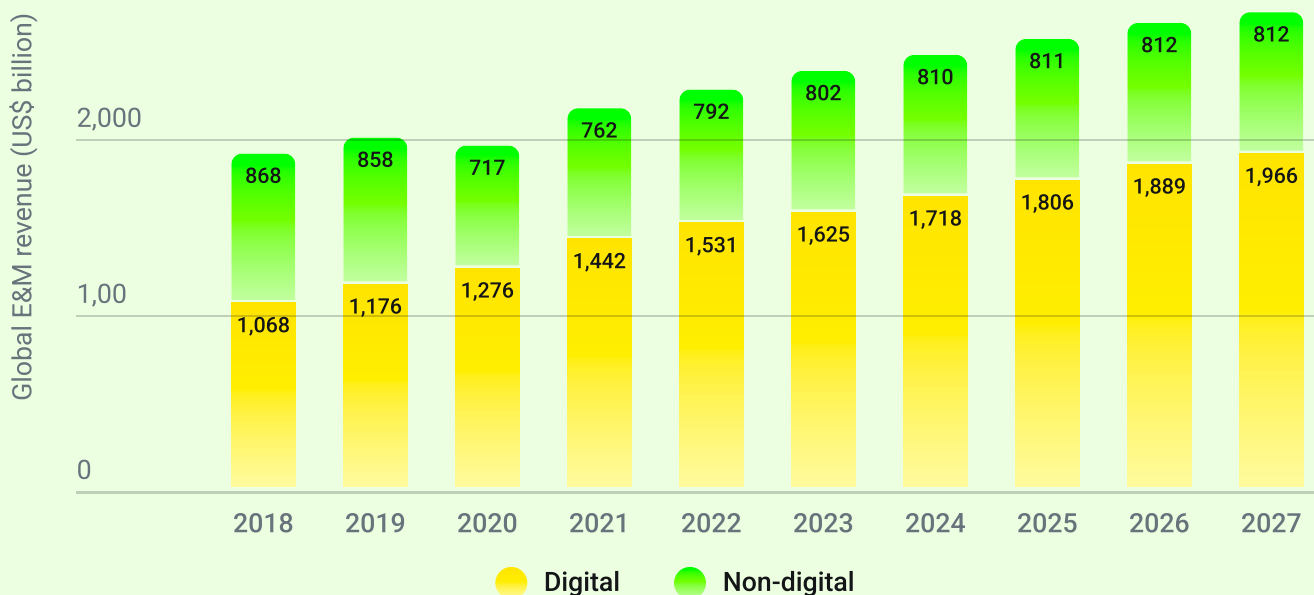
Value of the global entertainment and media market from 2018 to 2027 in trillion USD. In 2024, the combined revenue of the industry reached 2.53 trillion USD. The projections for the sector in terms of CAGR (Compound Annual Growth Rate) vary dramatically from one sub sector to another. For example, data consumption is estimated to grow by 26% annually, followed by Virtual Reality (VR) with 24%. In comparison, traditional sub sectors such as print media are expected to shrink on an annual basis by two percent in the same period.

What is more, the media and entertainment sector has been one of the most dynamically evolving ones over the last several decades due to the rapid development of digitization, which introduced some completely new concepts along the way.



In 2021, digital media consumption surpassed traditional media, with 58.8% of the global population using digital devices, compared to 41.2% traditional media consumers.

The COVID-19 pandemic was a heavy blow to many subsectors in entertainment, especially traditional ones that rely on live events and performances. At the same time however, it also gave rise to many other alternatives - specifically digital content - and was one of the biggest contributors to the fact that digital has now surpassed traditional entertainment. This further enhanced the already considerable paradigm shift happening in the E&M sector and attributed to the growth of the related sub sectors within it.



Almost the entire future growth of the E&M revenue will come from digital products and services. More than 60% of ad spending is already attributed to digital channels.

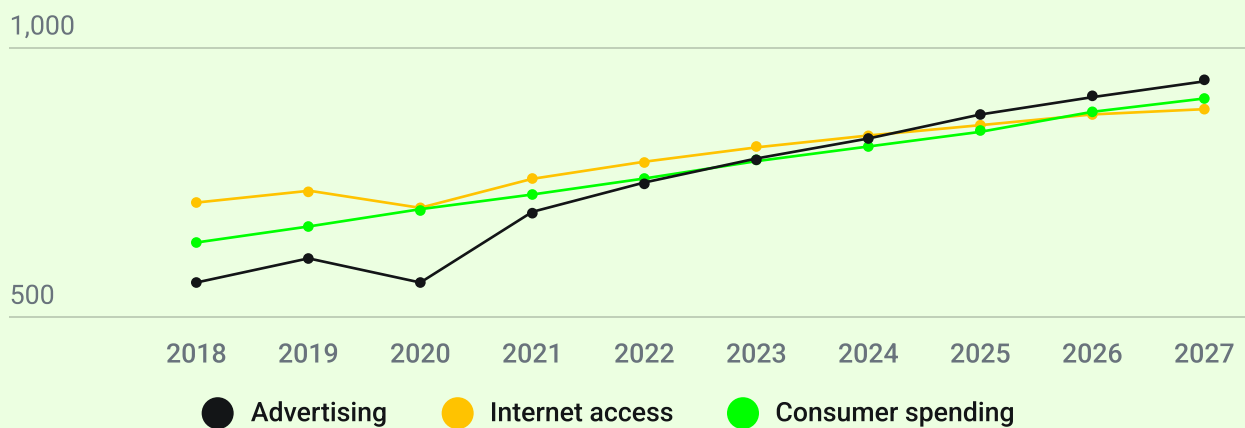


CD album sales in the US have dropped 95% since 2000 and are at their lowest level since 1986. In 2019, streaming accounted for 80% of the U.S. music industry's revenues, while physical media accounted for just 9%.

The shift towards digitization in the E&M sector has also greatly expanded the potential ways for advertising, which today is taking many different forms and is delivered via multiple different mediums. Digital advertising is expected to also become the go-to method for brands and companies to reach out to their potential consumers.



Advertising will surpass consumer spending and internet access in 2025 to become the largest category of the media and entertainment sector.



With the rise of digital content and social media, advertising has already become the biggest subsector of media and entertainment and will approach 1 trillion USD in 2027 or about 30% of the whole industry.

It is clear that digital is the future and that most of the sub sectors of the E&M industry will have to adapt accordingly if they want to survive in the long-term. This has a profound effect on many stakeholders, including artists of all types (music, theater and comedy, performers and others), as well as content creators.

The rise of the online entertainment market

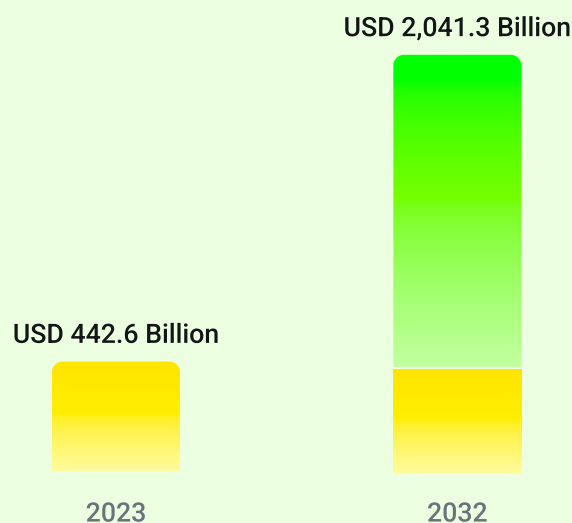
The online entertainment market is primarily focused on digital content in all of its forms, most notably music, videos, and web shows. The increased access to smartphones thanks to the rapid technological advancements in both hardware and software, which allows for much lower prices, is one of the biggest contributors towards the global paradigm shift within the E&M industry towards digital forms of entertainment.



In 2021, adults in the U.S. spent an average of 485 minutes (eight hours and five minutes) with digital media each day.

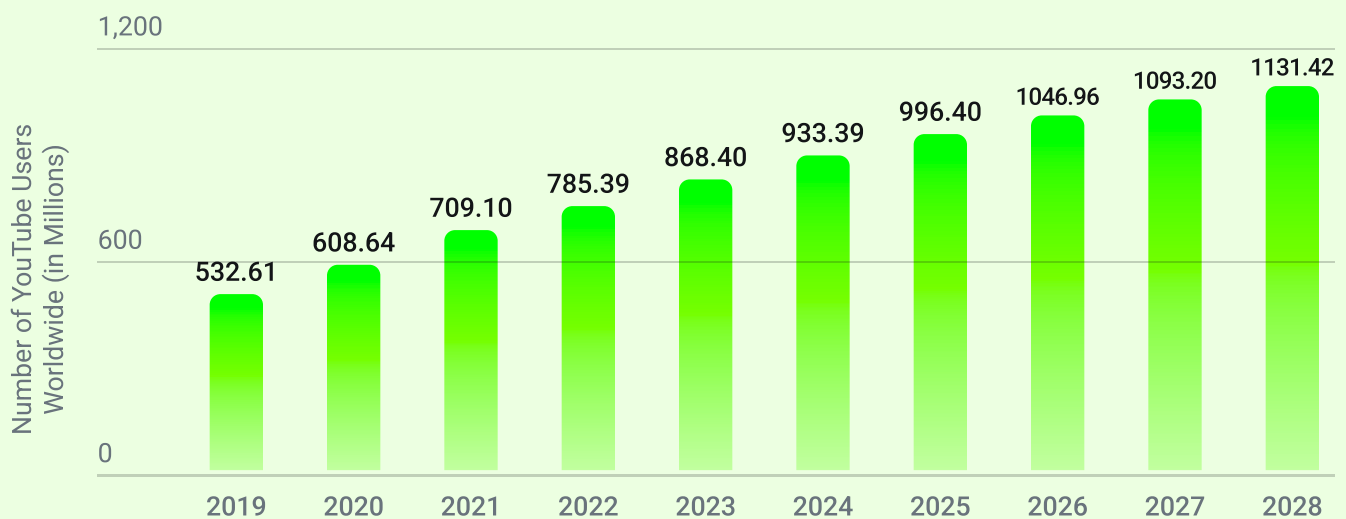
ONLINE ENTERTAINMENT MARKET

Market forecast to grow at a CAGR of 18.5%



The online entertainment market was valued at nearly 450 billion last year, with forecasts of surpassing 2 trillion USD by 2032 at a CAGR of 18.5%.

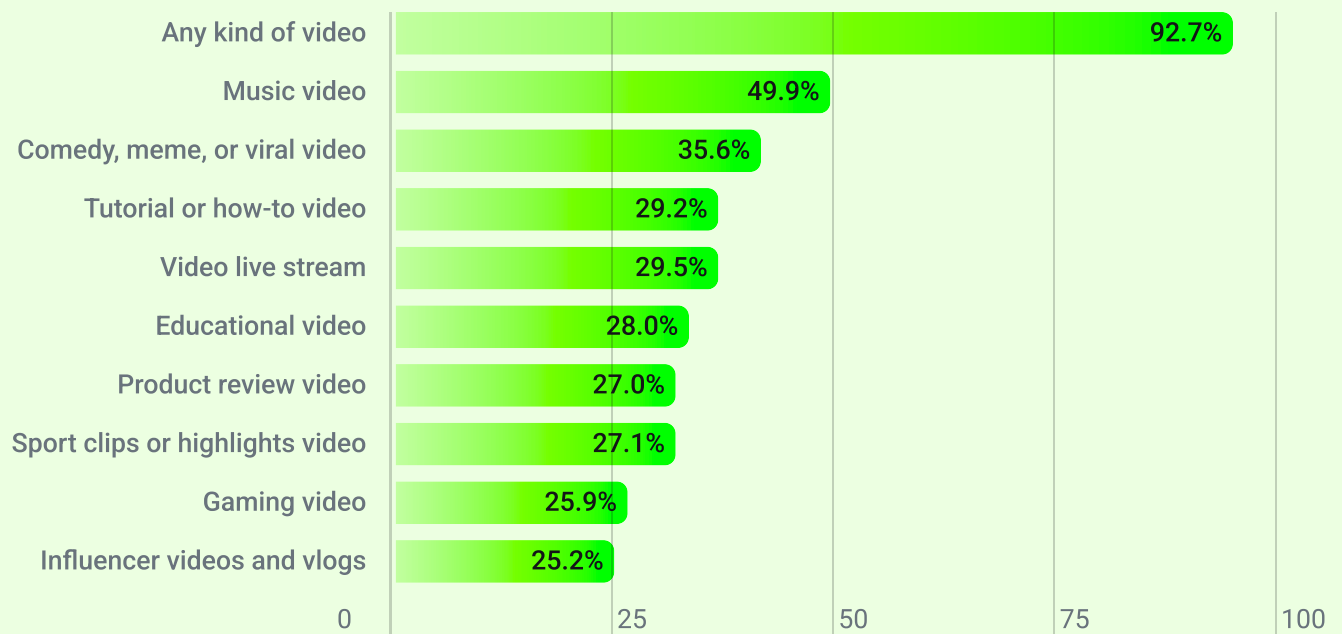
Online streaming and videos are the most widely consumed categories of online entertainment today. The leading platforms - Twitch.tv and Youtube - account for the majority of the traffic, although Asia leads the race for the highest user base and further has several notable services in this area that are exclusively available on the Asian market.



How many people use Youtube - data from 2019 with a forecast to 2028. In merely 5 years, the number of Youtube users has nearly doubled between 2019 and 2024.



YouTube accounts for almost 40% of worldwide video streaming consumption.



The most popular types of video content according to consumers today.



99% of all U.S. households pay for at least one or more streaming services.

Streaming services such as Twitch.tv, Netflix and many others are accountable for a considerable amount of both traffic and money spent within the digital entertainment industry.



People are spending about \$552 on streaming services a year.

The increased interest in online entertainment sources of all kinds has given the grounds for a whole new sector to emerge known as the Creator economy.

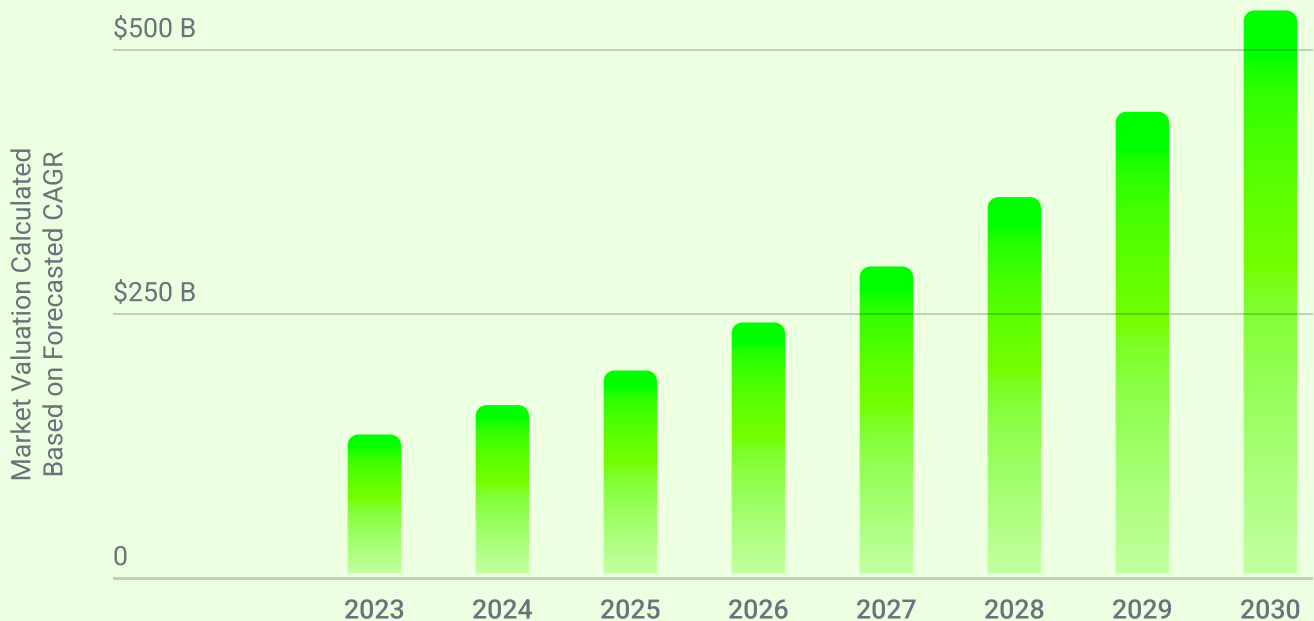
The Creator economy



The estimated worth of the creator economy is \$155 billion, with forecasts for the market size to more than triple by 2030.

Today, there are more than 207 million content creators worldwide. In 2021, the industry saw a whopping 1.3 billion USD investment flow. The rise of digitization in the E&M industry has clearly laid out the foundations for its future where the Creator economy will be one of its main pillars. Key players specifically focused on the online entertainment sector such as BitClout, Discord, Instagram, TikTok, Twitch and YouTube are the driving forces behind the change.

CREATOR ECONOMY MARKET GROWTH PROJECTIONS



The creator economy market is expected to grow at 22.5% CAGR over the forecast period.



There are currently ten times more paid content creators in the United States than the total number of police officers, doctors, and lawyers in America combined.

Despite the apparent rise of the Creator economy, the industry is faced with a multitude of problems that are quite similar to the issues faced by artists in the E&M sector in general.

The existing and new issues for artists and content creators

As any coin, however, this one also has two sides. Despite the rapid development of the E&M sector over the years, the issues for artists have not been resolved. The most notable problem lies within the enormous discrepancies between the artists' payment and the revenues of E&M corporations. Additionally, the industry is highly fragmented - for example, more than two thirds of the music market is split between three major companies – Universal, Sony, and Warner.



The music industry reached \$43 billion in revenue in 2017. Musicians only received 12% of that figure.

The Creator economy is suffering from very similar issues as well, particularly when it comes to the amount creators are paid and the strict terms they have to comply with unless they want to be demonetized or outright banned. Platforms such as Youtube and Twitch.tv are known to take a very large cut of the pie. For every ad that runs on a specific channel, YouTube takes a 45% cut of what the advertiser pays for the placement. The creator gets the remaining 55%. On Twitch, most creators are charged 50% of what they earn from subscriptions and donations. Recently, the platform introduced a new revenue model split that, while providing advantage for some, is envisioned to affect more creators negatively.

Platforms for music streaming are also known to take a considerable percentage from musicians, making it challenging for them to earn a living despite the increased exposure to fans thanks to the higher degree of digitization.

HOW MUCH MUSIC STREAMING PLATFORMS PAY PER STREAM

Average payment per stream across music streaming platforms

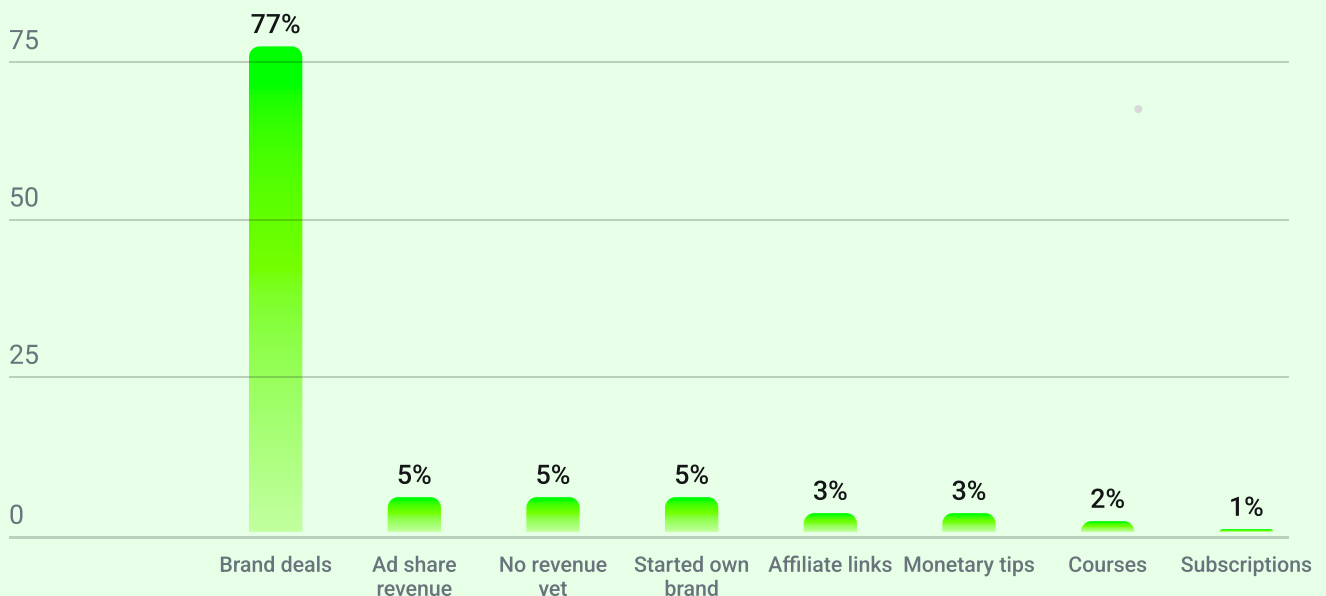
	Per Stream	1,000 Streams	\$1,000 (Streams)
	\$0.03	\$30	33,333
	\$0.013	\$13	76,923
	\$0.010	\$10	100,000
	\$0.008	\$8	125,000
	\$0.0064	\$6.4	156,250
	\$0.004	\$4	250,000
	\$0.0033	\$3.3	303,030

The average pay per stream on leading music platforms. TikTok is not a music streaming platform, but is added for the purpose of comparison. A normal Youtube video would earn its creator about \$100 per 100,000 views.

Because of this, Creators are forced to look for alternative monetization sources that do not rely directly on the platforms they are active on. The most notable ones are brand deals that are directly negotiated with brands looking for exposure to their products and services. These deals usually include various types of placements in the Creator's content (social media posts, videos or streams) and are communicated off the platform, as there are no mechanisms encouraging it through digital tools yet.

CREATORS STILL DEPEND ON BRAND DEALS FOR REVENUE

The highest revenue sources for surveyed creators (%)



Creators still depend mostly on brand deals for revenue. Merely 1% depend on subscriptions, which is caused mostly by the large cuts platforms such as Youtube and Twitch get from their content creators, making this revenue source impossible to fully rely on.

There are some new technologies holding a considerable potential for the Creator economy. With the recent developments in the Artificial Intelligence market (AI) companies have started to tap into generative AI as a considerable building block of digital content. This shift will inevitably have additional effects on the creator economy within the E&M market and while it could provide improvements in the way creators deliver their content and interact with their audiences, it also endangers some specific areas through the higher degree of automation. This might make the work of some artists obsolete. The concept is overall expected to have a considerable effect on the creator economy in the foreseeable future and the raging debate whether the benefits will outweigh the disadvantages is still far from resolved.

Blockchain technology is another potential disruptive addition that is expected to also change the E&M sector dramatically. Web3 could give creators new tools to collaborate with and incentivize fans, including tokenized revenue shares, exclusive online communities and NFT rewards.

Issues and challenges

The E&M sector and specifically artists as the primary stakeholders, as well as the whole Creator economy, are struggling with a variety of different issues. Some of these include:

PROBLEM

The issues on the traditional E&M market with artists being paid pennies on the dollar while large media companies taking the lion's share of the profits still remains. This reality has not changed much over the last decades.

PROBLEM

The traditional sources of entertainment are going digital. Traditional artists have to adapt to the new dynamics if they want to survive. There should be an easy way for them to transition and adapt without losing focus on their art.

PROBLEM

Traditional artists and stakeholders of the Creator economy are forced to choose from a handful of providers of digital services in order to reach their fanbase. Due to their immense, one-sided market power, these are charging very high commissions that leave the artists with very little left, although they are the ones creating the content the users of the platforms consume.

PROBLEM

Existing platforms like Youtube and Twitch do not offer the possibility for the creator to freely define the price of their streams, shows or videos. This unification is only in the favor of the platforms, as they maximize their advertising revenues, while giving no freedom and a transparent monetization stream to the creator. This narrative overall promotes the creation of content with a priority of quantity over quality and in the shortest time possible as the best way for artists and creators to earn. The issues are already evident, with millions of hours of new content online that has on average a very low quality or is just old content that has been recycled. Artists and creators are in a dire need of a platform that allows them to fully expand their creative freedom.

PROBLEM

Despite the multiple potential monetization options that artists and creators can have at their disposal thanks to digital technologies - such as the option to directly sell their merchandise at the point of interaction with their fans - leading streaming and video platforms don't offer this possibility. They merely provide the digital space for artists to showcase their art, but do little to expand on the revenue sources content creators can have.

PROBLEM

There are limited engagement options for artists and content creators on traditional platforms to engage with their fanbase in a meaningful and diverse way.

PROBLEM

Advertising practices on current platforms are a black box for the creators on whose content the ads are actually delivered. Leading platforms are collecting considerable fees from advertisers and the creators have no in-depth information about the ad performance, which leaves them in the dark when it comes to their commissions.

PROBLEM

Despite the potential of Web3 concepts for the Creator industry in both increasing the engagement and offering additional monetization options, these are yet to be utilized on a wide scale. None of the currently leading platforms is willing to venture into the possibility of giving Creators the options to create and distribute their own unique NFTs directly to their fanbase.

PROBLEM

Creators are having difficulties in building and maintaining their fanbase efficiently over a long term. Many of them report that the platform they use provides limited analytics and insight, which are crucial in the analysis of the fanbase. There is a need for a comprehensive dashboard for the creators that is both intuitive and powerful in terms of the information it can provide to the user.

The solution

PitSnap will create an ecosystem for the E&M industry specifically targeting both traditional artists going digital and the Creator economy. Our mission is to revolutionize the way artists and creators produce content, monetize it and interact with their fan base. Available as both a web and mobile application offering access to a variety of content types including streaming, videos and other multimedia, PitSnap is envisioned to become the one-stop digital stage for artists and creators in the foreseeable future.

We are planning to elevate the experience of all stakeholder groups by providing creators with the most comprehensive set of monetization options, audience management tools, as well as fair and transparent pricing, while allowing fans to get the most value of the interaction with their favorite artists. Creators will have a diverse set of revenue streams in the likes of separate pricing of streams and videos, as well as subscriptions from fans and donations through the PitSnap platform. They will also get access to limitless opportunities on the PitSnap marketplace, which will allow them to list their own merchandise, artistic work such as music albums and their services if they are for hire as freelancers directly at the point of interaction with their fans. Beyond that, PitSnap will be one of the first platforms to offer artists and creators the option to create and distribute their own Web3 products such as NFTs representing their identity expressed in a modern and value appreciating asset class with multiple use cases beyond their intrinsic value.

Furthermore, with the multiple functionalities that the PitSnap platform will offer, it will become a full-fledged ecosystem of products and services for artists, creators and their fans. The PitSnap ecosystem will promote a high engagement and user satisfaction through multiple rewards through a wide array of incentive structures such as gamification rewards and discounts.

The ecosystem is planned to leverage the latest advancements in digital technologies and will be built with scalability in mind. We will utilize advanced web development concepts coupled with a strong server infrastructure, combined with cryptocurrency payments and AI algorithms for an improved efficiency in multiple areas, which artists, creators and advertisers can benefit from.

PitSnap is envisioned to be built with a democratic view in mind - empowering all stakeholder groups by focusing on the synergy effects and mutual benefits they can get rather than maximizing its own profits at their expense. We strongly believe that this model will allow us to set a new paradigm shift for the sector that will transcend the traditional boundaries and provide a more worthwhile experience for all stakeholder groups, most of all allowing creators to become independent of the traditional structures within the E&M industry and the Creator economy.

Reinventing the traditional boundaries through Pay per Content

One of the main USPs of PitSnap is the transparent pricing experience it offers for both artists / creators and their fans. We are replacing the traditional monetization limited only to subscription and donation for artists and creators with our innovative and flexible Pay per Content model. Each user will be able to freely set the price for their performance or video that will be paid by their fans directly at the point of interaction.

For example, an artist could decide to set a price for their stream that would be much lower than the ticket price he would require for a live performance due to the lower costs incurred in carrying out the performance, as well as the much bigger reach he can get through our digital platform. Instead of a normal ticket price that would be 20 €, he can offer it for e.g. 1-2 € and still make more money than he otherwise would. Additionally, by introducing a mechanism allowing for free pricing for each creator, we add an additional degree of exclusiveness to their content, as well as the option to specifically target audiences through different pricing

strategies. An artist can choose to set different prices depending on whether it will be the live stream or if the user wants to watch it afterwards, allowing creators to maximize the monetary value of their performance.

This opens the door to a multitude of possibilities for artists and creators and frees them from the traditional boundaries they are forced with on traditional platforms. It gives them the full power on how to price their own work, which has a multitude of positive effects, such as the introduction of a paradigm shift promoting quality over quantity in content creation. Because the artist and creator can freely price the value of their work and knows exactly how many people watched their stream, he has the full transparency related to his or her compensation. At the same time, users can watch the stream as many times as they want unlike with traditional shows in an offline format. Last but not least, we allow users to know exactly how much they are contributing towards their favorite artists and creators' development.

Our platform also creates opportunities for new art forms. With the new revenue opportunity for the digitalization of stage performances, artists will also be encouraged to find new, more creative digital applications and ways to deliver their content that could have a significant impact on their performances. The possibilities here are endless.

Most importantly, with the new Pay per Content monetization model, PitSnap is envisioned to provide space for art and content that has not existed before. By providing more freedom in monetization for artists and creators, we push them to focus on the quality of the content they create and explore new horizons without the restraints they are currently bound with. Up to this date, there are only short excerpts from individual stage performances that were recorded by fans or provided by the organizers. Only a handful of artists have managed to have their performance listed on Netflix, Prime and Co. However, the number of such artists is very low and it is immensely difficult for others to get there, despite their undisputed talent. PitSnap will provide everyone with the unlimited possibilities in reaching their fans.

PitSnap as the alternative to current video and streaming platforms

Below is a simple comparison between the PitSnap ecosystem and Youtube as the world's leading platform where artists and creators are looking for exposure. We did a rough cost estimation based on 100.000 views (as per available data we provided in the industry analysis earlier) to illustrate the advantages for artists and creators.

	Youtube	PitSnap
Pricing model	Subscriptions / Donations	Pay per Content
Transparency	Low	Complete
Earnings per 100.000 views	Between \$120 and \$800 (depending on the creator)	Assuming the creator has set 1,00\$ fee per view, then at least 50.000\$ (after deducting PitSnap's cut)
Ad deliverance	Multiple times on every video. Always at the start of every video.	No ads - the platform is funded through the fees on the Pay per Content model. The user can freely decide to switch on ads on a cooldown-basis and will receive rewards for watching them.

Here is also a more general comparison with other platforms as well. Keep in mind that the platforms have a difference in their pricing models - while PitSnap employs a Pay per Content methodology, the other platforms are usually impression-based. As a result, a content piece on PitSnap will have lower view count due to the fact that it is not completely free. Thus, the numbers presented in the graph and the overall comparison should be considered conservatively.

We will assume a stream price of only \$0,10 that the artist / creator has freely defined. After deducting our cut, the artist / creator receives \$0,05 for each stream. Even at a very low price as \$0,10 he will receive more than on TikTok, which currently offers the best conditions.

		Per Stream	1,000 Streams	\$1,000 (Streams)
 PitSnap		\$5.00	\$50,000	200
		\$0.03	\$30	33,333
		\$0.013	\$13	76,923
		\$0.010	\$10	100,000
		\$0.008	\$8	125,000
		\$0.0064	\$6.4	156,250
		\$0.004	\$4	250,000
		\$0.0033	\$3.3	303,030

Of course, artists and creators will have the possibility of offering content completely for free - PitSnap will not generate any fees in such a case, except any fees we will collect from advertisers delivering their ads to viewers of these streams or videos. We will limit the format of free content types only to Shorts, which will be short videos used to advertise specific upcoming streams or videos. These will be shareable across the platform, including on the social media available within the PitSnap ecosystem.

Additionally, we will introduce an incentive mechanism for users powered by a Gamification program, which will reward them based on the total duration of ads they have watched on PitSnap with special bonuses once they reach a new milestone. Users will get access to cosmetic options such as profile badges, frames and titles as they advance in the ranks. This mechanism is going to make ads more tolerable by users and is based upon the idea of giving back to the community as a reward for their contribution to the ecosystem.

A new approach to advertising

We strongly believe that the currently employed practices in advertising are not optimized to benefit neither the advertisers, nor the user, as they are delivered too often in order to maximize the profits of the platform they are shown on. We will strive to create an ad experience for users that is fair and transparent.

We are replacing the current advertising policies of platforms like Twitch and Youtube that are considered highly invasive to the user experience with an ad-free model for streams on the pay per view model. This is due to the fact that we can fully finance the operational costs involved in bringing the content to the users by taking our cut on each paid stream rather than having to bombard all users with ads. This allows users to fully immerse themselves in the content they have paid for, without any interruptions.

However, in order to not cut advertising revenue for us entirely, we are introducing the option for users to freely choose whether they want to watch streams and videos with ads turned on. In order to incentivize users to opt for this option, we will provide gamification rewards, including PITS tokens, which they can spend on some of the paid streams and videos available on the platform. Additionally, in order to prevent the use of bots watching ads and to boost the user experience, we will introduce a so-called cooldown model, which will only deliver ads to users once in a while. If the user decides to play another video or switch to another stream, he or she will not be confronted with an advertisement at the start, as is currently the case with market leading video and streaming platforms.

A percentage of the profits we collect from advertisers will be used to initiate token buybacks, which will serve to refill the pool of PITS distributed among users who are watching ads within the ecosystem.

Problems and solutions by PitSnap

We are targeting some of the biggest issues in the current E&M sector and the Creator economy, while providing innovative solutions from both Web2 and Web3 aimed at elevating the experience for all stakeholder groups.

PROBLEM

The low cuts for artists and content creators still remain a problem today. Additionally, existing platforms like Youtube and Twitch do not offer the possibility for the creator to freely define the price of their streams, shows or videos. This pushes the narrative of quantity over quality, while artists and creators earn only a fraction of what they deserve.

SOLUTION

PitSnap completely changes the traditional subscription and donation model that is not in favor of artists and creates and replaces it with a Pay per Content concept that can be compared to how traditional live shows work. This allows them to fully expand their creative freedom and make the content that will allow their talent to shine.

PROBLEM

The necessity for seamless tools and user experience that can allow traditional artists to go digital without too much hassle.

SOLUTION

PitSnap is built with ease of use in mind - any artist or creator will be able to put out their work on the platform and customize their appearance with as little effort as possible. At the same time, we will provide a variety of advanced tools for them to maximize the value of the interaction with their fanbase, including AI-based analysis tools, video editing options and many others.

PROBLEM

Artists and creators today on leading platforms have limited exposure options for the full range of their work and products. They are forced to list their merchandise via third-party vendors, dispersing their efforts and fanbase and making it difficult for them to manage all channels simultaneously.

SOLUTION

PitSnap is envisioned to become a one-stop platform for artists and creators offering them the utmost exposure for all of their services and products they need under one roof. This includes a marketplace with a variety of different categories, allowing artists and creators to list their physical and digital products, services and even NFTs.

PROBLEM

Limited engagement options for artists and content creators on traditional platforms to engage with their fanbase in a meaningful and diverse way.

SOLUTION

PitSnap will offer artist and creators the complete freedom in designing their own unique incentive structures, which will increase the CLV (customer lifetime value) of their fans and make them feel more exclusive than ever before.

PROBLEM

Dubious advertising practices on current platforms including intransparent costs and prioritization of quantity over quality in ad deliverance that hurts both advertisers and users with low conversion rates and overwhelming amount of ads.

SOLUTION

We are offering users the option to decide whether they want to watch ads or not. To incentivize them to opt in to watch ads, we will reward them with PITS tokens. At the same time, we will design a tolerable experience by introducing a cooldown methodology that will prevent the bombardment with advertisements. This will also make bots obsolete, as they will have to spend an immense amount of time on the platform to be effective.

PROBLEM

Web3 concepts like NFTs are not utilized by the existing streaming and video platforms.

SOLUTION

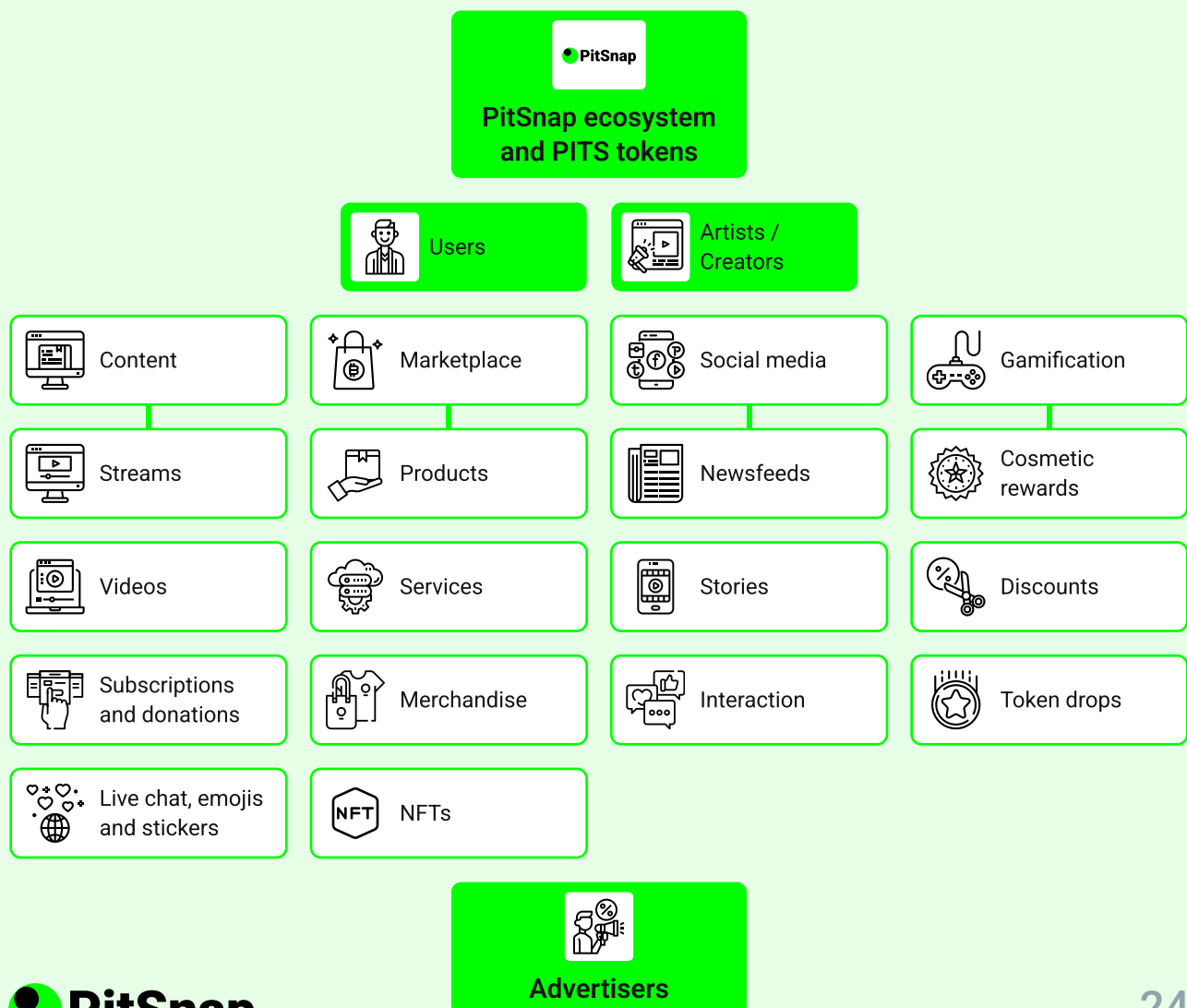
PitSnap will introduce the possibility of full-fledged NFT minting and customization directly on the marketplace by creators.

Limited analytics options on existing platforms for both artists / creators and advertisers.

PitSnap will design advanced audience analysis possibilities for creators and advertisers that utilize AI technologies and are a step-up from the currently available options on leading platforms.

The PitSnap ecosystem: functionality scope

In this chapter we will take a high level overview of the functionality scope which will be available to users on the PitSnap platform. We will then take a separate look at how users and artists or creators will specifically interact with each of these functionalities.



STREAMS, LIVE SHOWS AND VIDEO CONTENT

Streams, live shows and videos will comprise the core content available on the PitSnap platform. We are planning on creating a full-fledged experience for both viewers and artists / creators based on the best practices currently in the industry.

As mentioned previously, one of the main USPs of PitSnap will lie within the complete freedom for artists and creators to autonomously decide how to price their content. This will result in a more democratic experience for everyone involved and a chance for artists and creators to focus on their art and finally become independent. By being able to freely define the price per stream, show or views, as well as knowing the exact commission PitSnap will require, artists and creators will get access to a highly transparent pricing experience.

SOCIAL MEDIA

We are planning on creating an integrated social media experience on the PitSnap platform, which will provide artists, creators and their fans a digital space for interaction going beyond the live streams and shows. The platform will further introduce additional stakeholders to our ecosystem such as influencers and will be an additional space for advertisers and brands to showcase their products and services. The social media network will offer all functionalities that users today are accustomed to under one roof - from full-fledged profile customization to newsfeeds, stories, reels and many others.

MARKETPLACE

The marketplace will provide artists and creators with the possibility of listing their products and services across multiple categories. This will allow them to get additional exposure of their work and merchandise to their fans, which are also their main target group. The marketplace will not allow for direct payments between artists, creators and potential buyers - these will be negotiated directly between the stakeholder groups and will commence outside the PitSnap ecosystem, which will provide no infrastructure for such interaction.

The marketplace will have several distinct modules, each with its different search filters, product or service detail pages, but with a similar UX and UI.

PRODUCTS

All kinds of digital and physical work will be listed on the marketplace by the artists themselves. These can include digital music albums, physical copies of shows, CDs and many other forms of similar products. Additionally, creators will be able to publish digital content.

SERVICES

Artists and creators will be able to list their services directly on the marketplace to people and companies interested in them. This concept has already achieved considerable market penetration - artists and comedians for hire as freelancers are now common, including some of the biggest names in the sector. For example, users will be able to find a comedian who will create a custom made video specifically for them - this can be a simple short sketch video or a happy birthday video for a friend.

Additionally, we will provide artists and creators with the possibility of creating their own mentoring programs similar to platforms like Patreon directly within the PitSnap ecosystem. Creators will have the option of offering content exclusively created for their subscribers and make it available in different subscription tiers that they can freely define.

MERCHANDISE

Merchandise including all types of items such as t-shirts, cups, plushies and anything imaginable is usually sold by artists and creators via additional channels outside the platform they are delivering their content to their audience on. These channels have to be managed separately, charge their own fees and require the buyer to be navigated there from an external source. PitSnap will provide the option of showcasing such merchandise directly at the point of interaction with fans, making it much more convenient for both target groups.

NFTS

Embracing Web3 as a catalyst of change for the E&M sector and especially the Creator economy, we will provide a separate section on our marketplace, which will allow artists and creators to mint and list their own NFTs. These could range from a variety of categories, including existing past streams or videos that were listed on the platform or images. The NFTs will be fully customizable and will allow the owner to define all crucial parameters, including royalties.

WALLET CONNECTION

PitSnap will offer the option for users to connect their preferred wallet services such as Metamask and Trustwallet directly on the platform in order to be able to execute payments quickly and efficiently. Note that we are not planning on creating a platform-native wallet for the initial version of the PitSnap ecosystem.

VOTING

As part of our commitment towards making PitSnap an ecosystem that involves its community as an integral part in its development, we will implement transparent and democratic voting on a variety of topics. Note that the voting should be understood as community feedback - it will not grant users and / or PITS token holders any membership rights or decision power within The PitSnap company.

One way that we will offer the possibility to users to vote is through polls created by artists and creators, which will elevate the interaction with their fans to a new level. For example, a musician playing an instrument could make polls on what song they should learn next and showcase it on stream or their next performance. A stand-up comedian would instead make a poll about various topics his next show should be about and his fans can cast their votes.

We will also provide users with some degree of decision power related to the future development of the PitSnap ecosystem, as well as the tokenomics (we will take a closer look at the subject in the later chapters of this white paper). We will hold regular voting rounds, allowing users to cast one vote with one PITS token on decisions such as which functionality we should prioritize to be implemented in our next release, how we should distribute PITS tokens that were acquired during

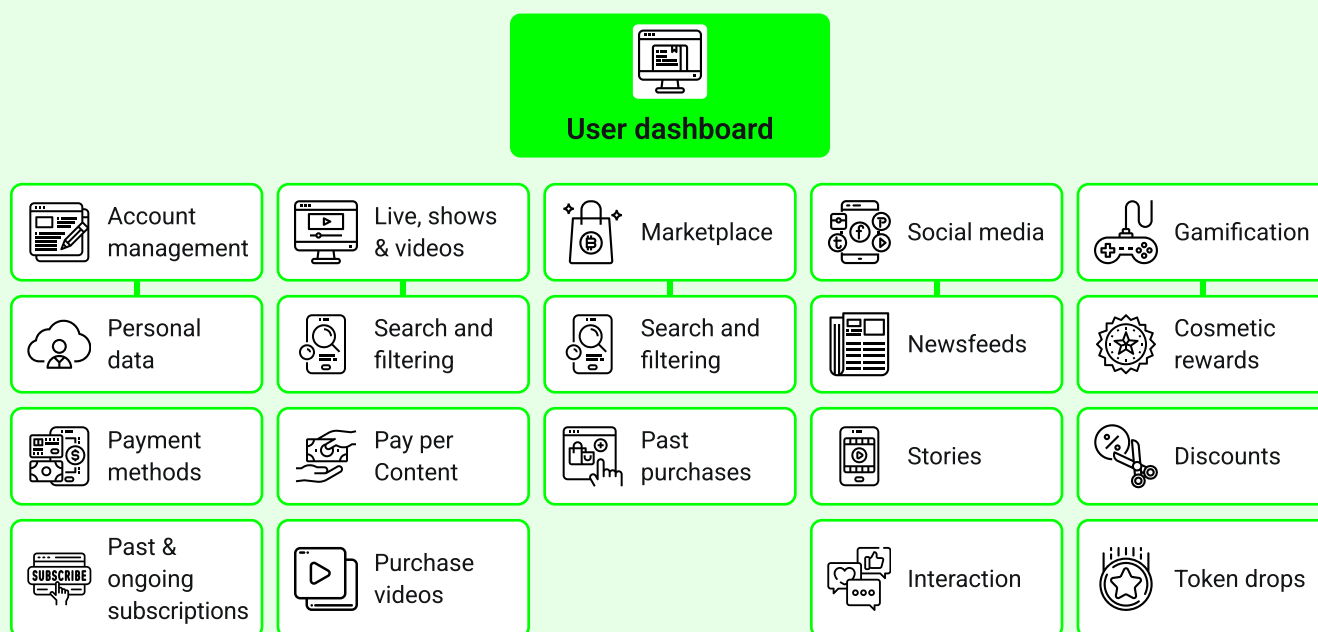
last buyback round (burning, community pool refill) or similar. PitSnap will retain the ultimate decision power related to all decisions involved in the voting, but will still value the community feedback and will attempt to develop its services in accordance with the wishes of users.

LOYALTY (VIRTUAL) POINTS AND GAMIFICATION

Gamification will be one of the core mechanisms to nurture continuous engagement within the PitSnap ecosystem. Artists / creators and users will have their separate gamification trees, providing specific rewards tailored to each of the target groups' specifics. We will take a look at these separately in the next chapters.

User's dashboard

The user's front-end will be the gateway for fans to get access to everything the PitSnap ecosystem has to offer. The full functionality scope will be available via our mobile application, with the web app acting as the entry point for users that will prompt them to download the app if they want to get access to the full scope of functionalities.



ACCOUNT MANAGEMENT FUNCTIONS

The account management for users will allow them to fully customize their profile, which will then be shown in their interaction across a variety of sections within the PitSnap ecosystem, including the social media network, live streams and videos.

In order to prevent the negative effects of transaction fees if every transaction is charged per stream, we will introduce credits that the users can purchase with PITS. In the account management, users will be able to load credits that they can then later use to pay for streams and videos. We will offer a variety of payment methods that can be used to purchase packages ranging from € 10 to € 5.000 in our native token. The user tops up their user account and can use the credits to pay for services offered by the PitSnap platform. The larger the selected package, the higher the discount the user receives on the purchase.

Within the same dashboard, users will be able to see their currently ongoing and past subscriptions, purchases, submitted comments, any content they have added as favorites (which they will also be able to add to playlists) and others.

LIVE STREAMS, SHOWS AND VIDEOS

Users will be able to search and join live streams and shows based on a comprehensive search, as well as watch any past broadcast. They will have a variety of filter options such as categories, type of content, sorting options, date range, price, popularity and many others. They will have a variety of interaction options during the streams, including a live chat, the option to send emojis, to donate an amount they can freely define and subscribe, to name a few. Note that donations and subscriptions to artists and creators will be directly done to the PitSnap platform, which will then distribute the amount to the receiver after deducting its cut.

The same search with similar options will be expanded to artists and creators as well, allowing users to directly search for their favorite creators.

PitSnap will be a comprehensive video platform similar to current market leaders, but building upon their concepts with a higher degree of integration to other services within the ecosystem, as well as an added community element.

Next to the possibility to search for videos and shorts, save them, organize them in playlists and comment or like them, we will also add the possibility of granting exclusive access to videos for a fee set by the owner. Last but not least, the user will be able to purchase the videos listed on PitSnap with the available tokens in their account.

Every artist and creator will have the option to freely define what the price for users to access each stream, live show or a video should be. The fee will be transparently disclosed to the end user and will require a confirmation on his side. After the user pays the fee to the platform, it will be split evenly between the artist / creator and PitSnap, with the advantage that the content will be completely ad free and that the artist / creator will freely define its pricing.

MARKETPLACE

The marketplace will showcase a variety of different products and services by the artists and creators themselves, including exclusive videos or shows, NFTs, merchandise, artwork and many others.

SOCIAL MEDIA

Newsfeeds, profile customization, friend lists, chatting, groups, stories and the option to share videos or images, as well as to comment, like and share posts and repost videos and streams will be the core options available to users. The social media will also provide users with the possibility of displaying all of the cosmetic rewards they have acquired via the gamification program.

GAMIFICATION

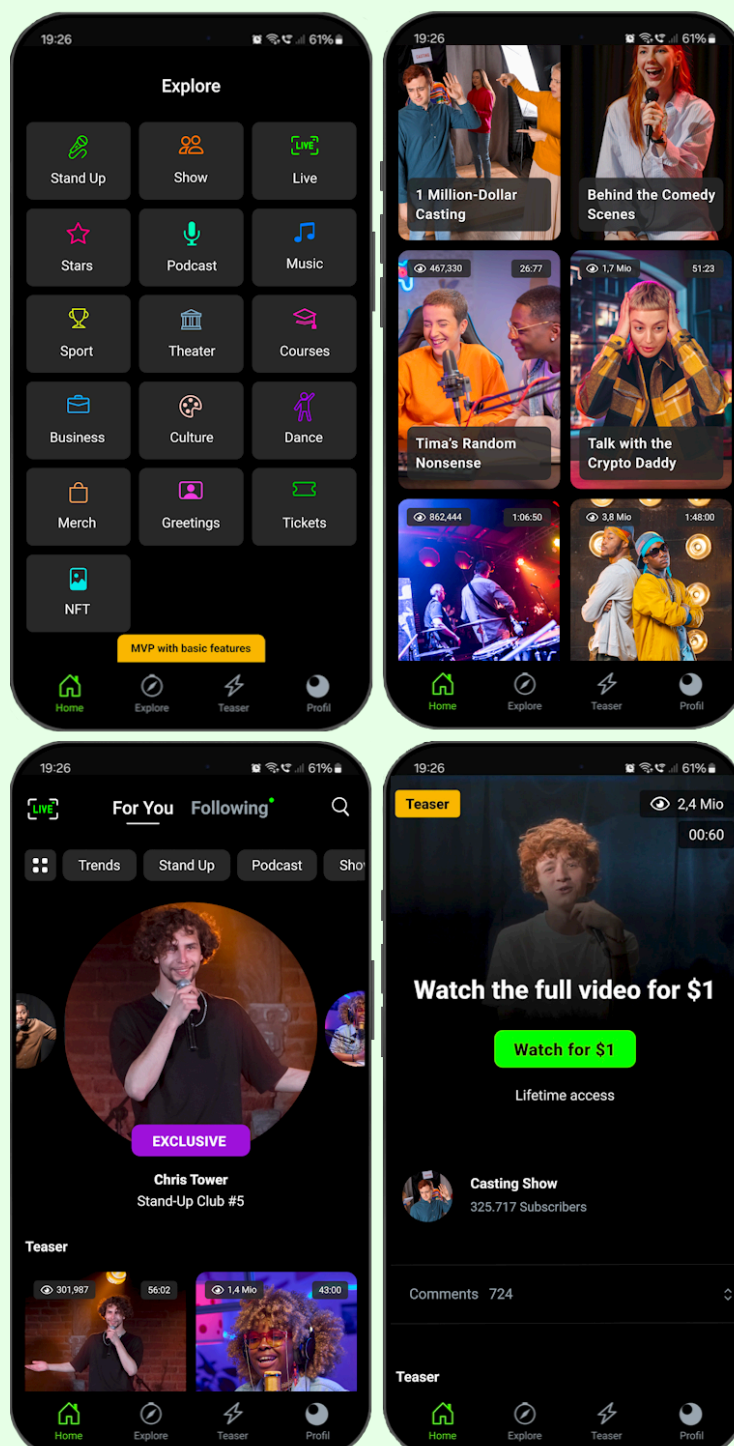
The incentives provided by the gamification program are envisioned to nurture a high engagement on the user's side in the long term. These will be a reflection of the user's interaction with the ecosystem, specifically of the time spent by the user interacting with the content and creators on PitSnap. Below is the rank hierarchy of the PitSnap ecosystem for users and the rewards that each rank will bring. Keep in mind that these rewards are not final and might change depending on the final version

of the PitSnap ecosystem. Every user will also be eligible to participate in the random airdrops that PitSnap will host by dedicating a percentage of its net profit as a way of expressing thanks to its community members.

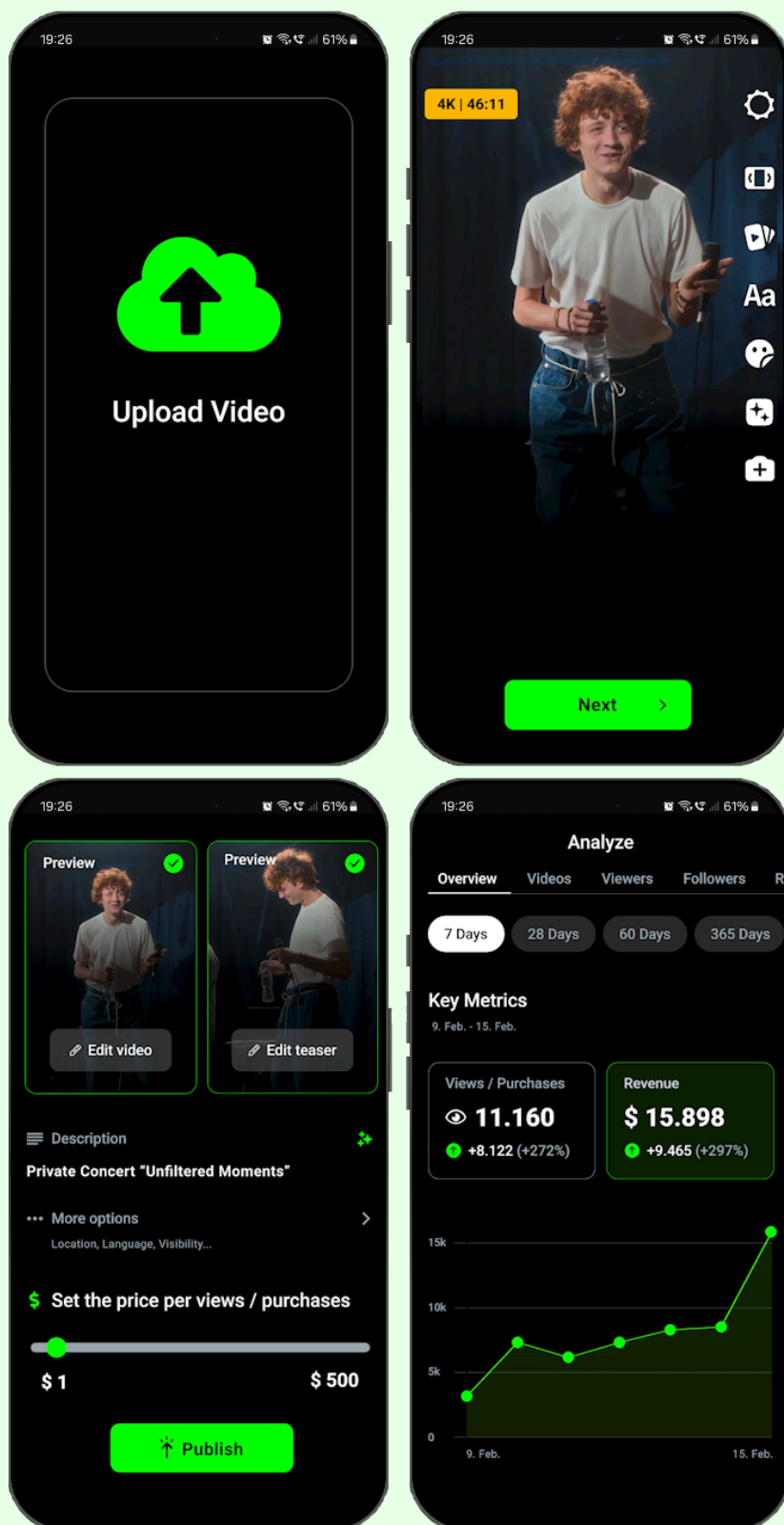
	Hierarchy
Intermediate	The User is fulfilling the following requirements: • 1.000 ads watched • 250 hours combined watch time of streams • 250 hours combined watch time on videos Rewards: • “Intermediate” badge that he can display next to his profile picture and name • “Intermediate” profile frame • Token drops from the community pool depending on the ads watched
Advanced	The User is fulfilling the following requirements: • 2.500 ads watched • 500 hours combined watch time of streams • 500 hours combined watch time on videos • At least 1 subscription to an artist or creator on PitSnap with PITS tokens Rewards: • “Advanced” badge that he can display next to his profile picture and name • “Advanced” profile frame • Access to unique sticker sets reserved only for Advanced users • 2.5% discount made on all purchases with PITS • Token drops from the community pool the community pool depending on the ads watched
VIP	The User is fulfilling the following requirements: • 5000 ads watched • 1000 hours combined watch time of streams • 1000 hours combined watch time on videos • At least 1 subscription to an artist or creator on PitSnap for one year with PITS tokens Rewards: • “VIP” badge that he can display next to his profile picture and name • “VIP” profile frame • Access to unique sticker sets reserved only for VIP users • 5% discount made on all purchases with PITS • Token drops from the community pool the community pool depending on the ads watched

Below are several mockups of the PitSnap ecosystem for users, which are currently displaying the first version of our platform and are meant as an MVP. Keep in mind that the final result will differ from the concept you see presented in the screenshots.

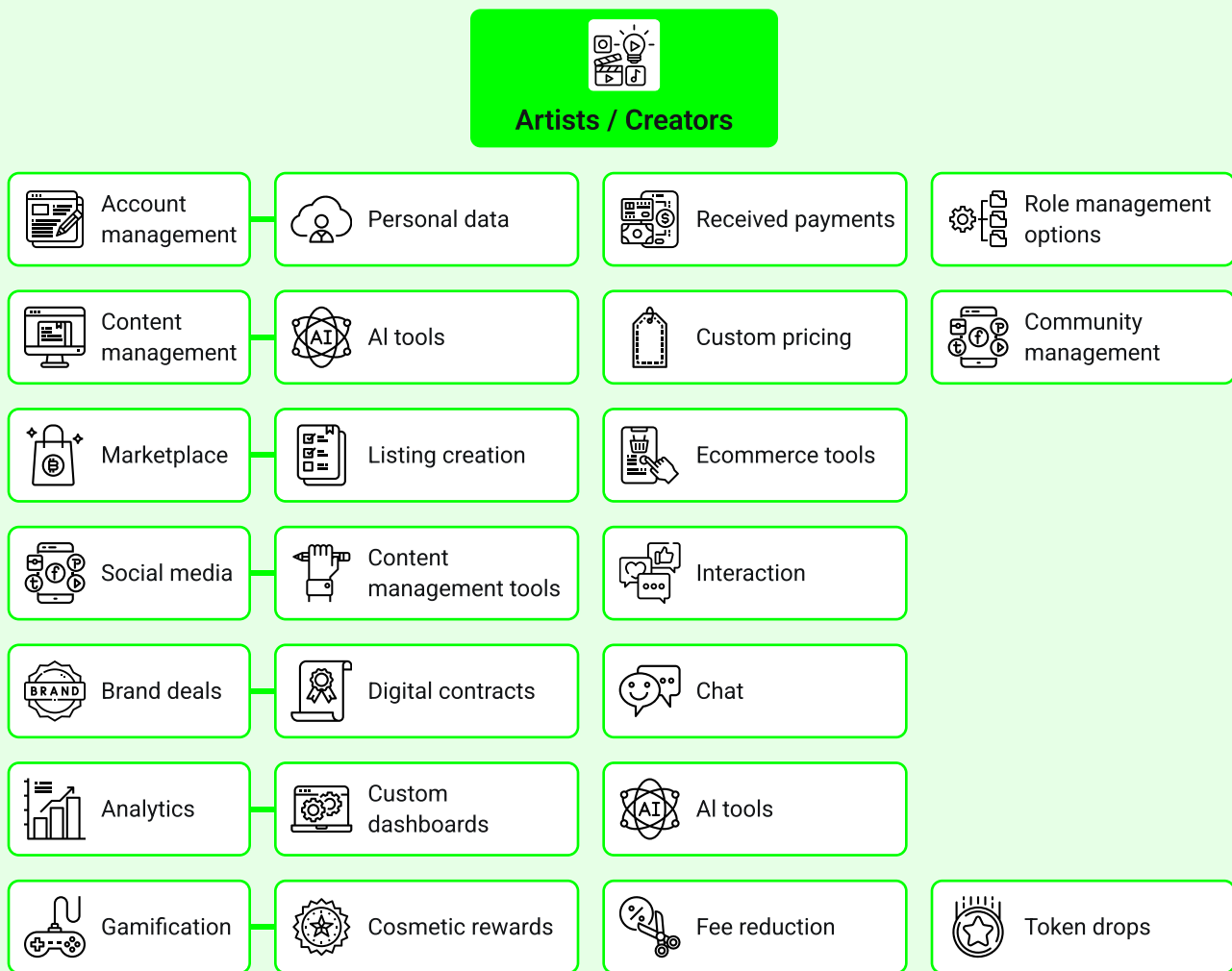
In the screenshots below you see the user's dashboard on the mobile app with the multiple categories available to them:



In the screenshots below you can see the Creator's dashboard in the mobile app with the various options available to him:



Creator's dashboard



The creator's backend will offer a variety of functionalities packed within a modern UI and enhanced by a seamless UX. Our goal is to enable every artist and creator - be it a seasoned veteran in the digital space or an artist transitioning from the traditional E&M industry - to be able to get the most out of the PitSnap platform with as little effort as possible. This will allow them to focus on what really matters and what they do best - create the content their fans love.

ACCOUNT MANAGEMENT FUNCTIONS

The account management functions will include all account-specific details of the user including personal information, their payment details including fiat bank

account and cryptocurrency wallet. The users will be able to choose one of the multiple languages they want to use PitSnap in, request payouts, contact support and get an overview of all past transactions or contracts related to brand deals.

Additionally, users will have access to various user role management options - they will be able to invite content editors to the channel and assign various user roles. Manage multiple channels with one account will also be possible, essentially allowing the user to switch between each connected channel from one single dashboard.

CHANNEL CUSTOMIZATION OPTIONS

Channel customization options will allow the user to create and customize their channel with a diverse set of options. These will include text descriptions, external links, images, as well as various additional customization options such as different backgrounds.

We want to elevate the experience of artists and creators by providing them with the most advanced customization options for their channels, essentially allowing every user to have their own identity on the PitSnap platform. As a result, we will introduce the possibility to design custom emoji and sticker sets that their fans can interact with in the live chat during broadcasts and live shows. Some of these could be reserved specifically for subscribers, providing an additional incentive for fans to subscribe to their favorite creators and receive recognition for it in the community interaction with other members. Additionally, channel owners will be able to implement different voice messages and overlays on screen for specific events (e.g new subscriber, new donation, new milestone reached or others).

The sticker sets will offer the possibility to be later transformed into NFT packs that can be sold on the marketplace, providing yet another possible monetization stream for artists and creators.

CONTENT MANAGEMENT OPTIONS

We will strive for a diverse content management options beyond the traditional possibility to upload images and videos, shorts, or importing them from external

sources like YouTube. Channel owners will have the option to cut parts from videos with the support of AI tools that will make editing much easier and faster, share content on external social media networks they are connected to via a single click and overall get more tools under one-roof than they ever had access to before.

Artists and creators will be able to manage their community from here as well, being able to see all submitted comments by users, see who their subscribers are and assign roles to community members such as channel moderators with custom rights. This will also essentially integrate the social media for artists and creators directly with the content management options.

ADVANCED ANALYTICS

Every artist and creator will have their own advanced analytics dashboard that they will be able to also customize to fit their preferences. They will have comprehensive information about the users who have interacted with their channels and their current subscribers. By using AI-based algorithms, we will also provide artists and creators with automated suggestions on how to maximize the efficiency of their sales channels, as well as additional insight which will allow them to better optimize the way they deliver content to their fanbase.

MARKETPLACE

The marketplace will combine all products and services listing options and will allow users to list entries in any of the categories mentioned in the previous chapters. All details will be fully customizable by the user, while simplicity will be at the core of our design efforts to allow seamless and swift product insertion. This is where artists will also be able to create, customize and mint their NFTs and list them. Fees for minting the NFTs will be paid exclusively in PITS tokens.

BRAND DEALS SUPPORT

Brand deals are currently the biggest revenue source for stakeholders in the current Creator economy. Brand deals are particularly important due to the fact that the platform where the creator publishes their content cannot exercise its revenue policy.

PitSnap recognizes their importance and the lack of mechanisms implemented on current leading platforms to encourage this monetization source. As a result, we are planning on providing the needed technical infrastructure for artists and creators to directly communicate with brands interested in their promotional services. This will include not only the communication between the stakeholder groups, but also the possibility of closing contracts directly on the platform in digital form, which will protect both parties in the transaction. We will not charge any fees on successful deals.

Our goal is to further provide artists and creators with added value compared to existing platforms where they don't get support when it comes to brand deals. Additionally, by helping brands get more exposure, we are essentially laying out the foundations of having the brand join our customer base of advertisers. We believe this is a win-win scenario for us and our user base.

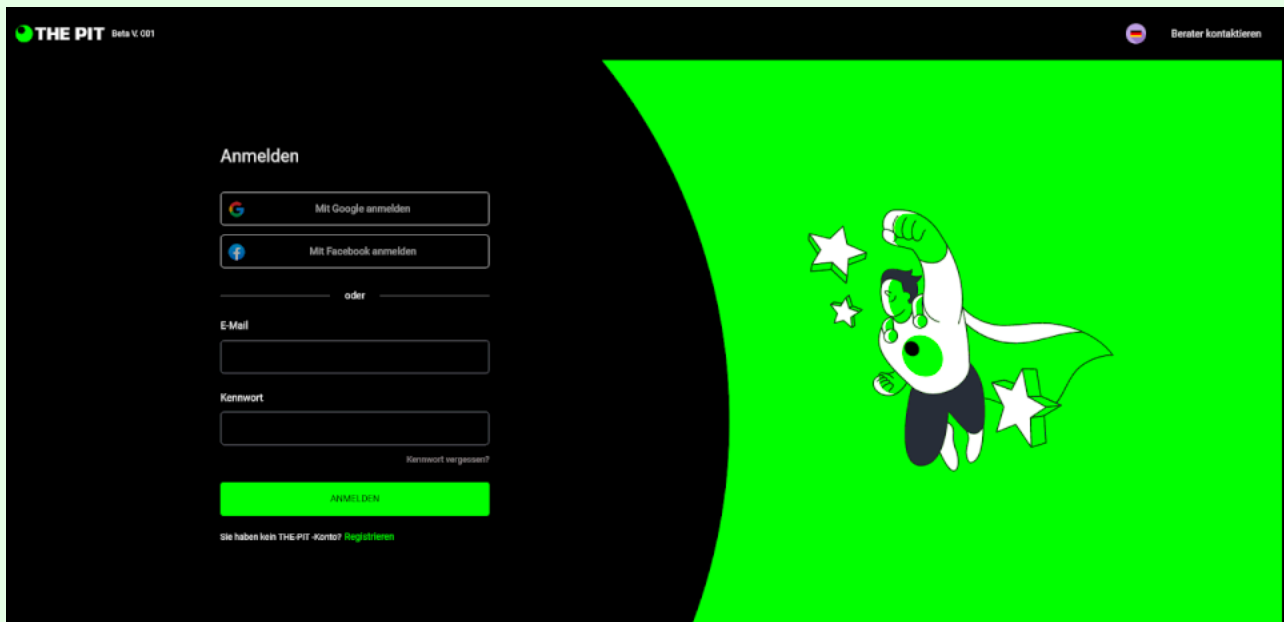
GAMIFICATION

Just as with normal users, we believe a gamification program for artists and creators can prove invaluable in providing long-term incentives for them to keep being active on the PitSnap platform. Here is an example of the gamification program we are planning on implementing for this specific target group.

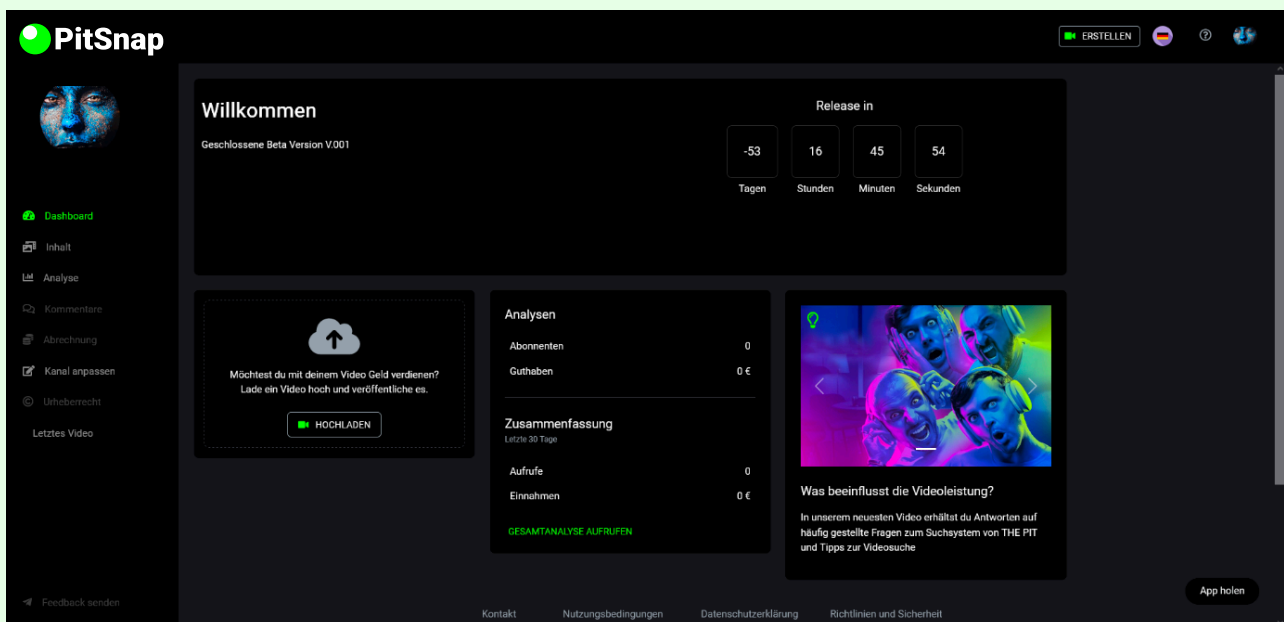
	Rank hierarchy – Artists / creators
PitSnap Creator	The user has accumulated a fan base: • 10.000 hours total watch time on all content (streams and videos combined) • 50 subscribers Rewards: • “PitSnap Creator” badge and a title displayed in search results • “PitSnap Creator” profile frame
PitSnap Pro	The user has accumulated a significant fan base: • 100.000 hours total watch time on all content (streams and videos combined) • 500 subscribers Rewards: • “PitSnap Pro” badge and a title displayed in search results • “PitSnap Pro” profile frame • 5% reduction in platform fees • Priority placements in search results (streams, videos, marketplace, social media)
PitSnap Wizard	The user has accumulated a substantial fan base: • 1.000.000 hours total watch time on all content (streams and videos combined) • 5000 subscribers Rewards: • “PitSnap Wizard” badge and a title displayed in search results • “PitSnap Wizard” profile frame • 10% reduction in platform fees • Top priority placements in search results (streams, videos, marketplace, social media)

Below are several mockups of the PitSnap ecosystem for Creators, which are currently displaying the first version of our platform and are meant as an MVP. Keep in mind that the final result will differ from the concept you see presented in the screenshots.

LOGIN AND REGISTRATION



CREATOR DASHBOARD – THE MAIN HUB



CONTENT MANAGEMENT AREA





Dashboard

Inhalt

Analyse

Kommentare

Abrechnung

Kanal anpassen

Urheberrecht

Letztes Video

Feedback senden

Video hochladen

Veröffentliche ein Video und Verdienne Geld damit

VON YOUTUBE IMPORTIEREN

BILD AUSWÄHLEN



Bild Hochladen

Min. Auflösung 1920 x 1080 (PNG, JPG)

TEASER AUSWÄHLEN



Teaser Hochladen

Min. Auflösung 1920 x 1080 (MP4, WebM)

Titel

0 / 120

Beschreibung

0 / 5000

Kategorie

Stand Up

Wer dieses Video anschauen kann

Öffentlich

App holen

Kontakt

Nutzungsbedingungen

Datenschutzerklärung

Richtlinien und Sicherheit

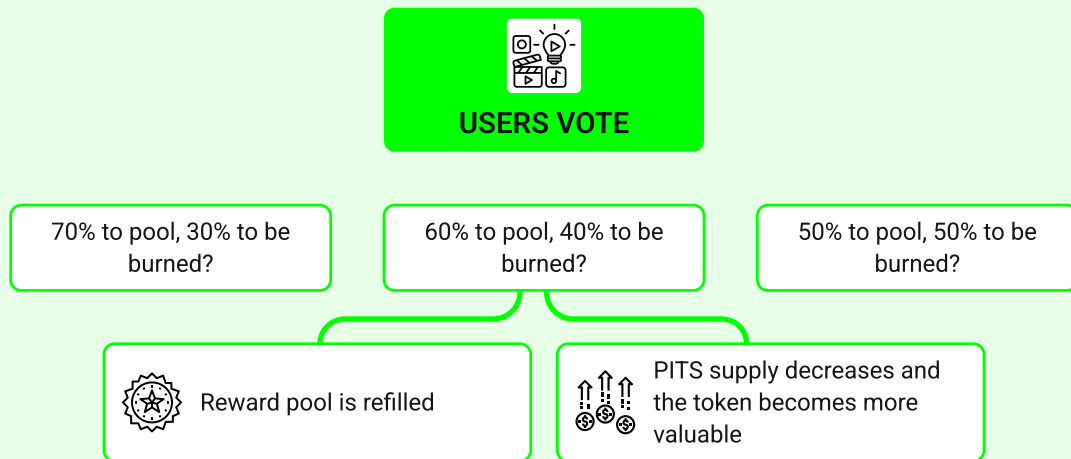
Token and tokenomics

PITS is a utility token released on the Binance Smart Chain according to the BEP20 standard. We chose the BSC blockchain due to the comparatively low transaction fees and quick execution times, which is a crucial requirement for the PitSnap ecosystem to facilitate frequent cryptocurrency payments in comparatively small amounts. At the time of writing (6th of April 2024), the transaction fee on the BSC stands at 0.116 \$ / tx. Initially, we are planning on implementing a packaged system that will allow artists and creators to offer bundles of specific credits, which will allow their fans to make one transaction at once and then spend the credits on different shows later. This will remove the necessity to pay the transaction fees every time, which is not optimal at low prices per stream or video. At a later stage, we are considering the development of our own sidechain layer, which is expected to further reduce the transaction fees within the PitSnap ecosystem.

PITS will be one of the main payment methods on the platform for services offered by PitSnap. PITS will be a deflationary token, meaning that its supply will be finite upon minting and will only decrease in the future. We will implement token buybacks from exchanges combined with burning rounds, which will both reduce the circulating (buybacks) and total (burning) supply of PITS, leading to a healthier token economy in the long term. A percentage of the tokens that are bought back will also flow back to the community pool, which will allow us to continuously grant random token drops to our users regardless of whether they are holding PITS tokens or not.

PITS will also allow users to vote on different polls created by the PitSnap platform as a type of community feedback rounds. One of these will be related to the exact distribution of PITS tokens that are bought back on exchanges. We will propose different scenarios, which will offer our users the possibility to decide whether a bigger portion should be burned or should flow back to the community reward pool.

PITSNAP BUYS BACK PITS TOKENS FROM EXCHANGES



Tokenomics

\$PITS Utility



\$PITS

Ticker



BEP20

Token Standard



3.340.277.778

Total supply

\$PITS distribution



Initial Circulating Supply



🔥 Burning of Unused or Unsold Tokens

All unused or unsold tokens, except for liquidity tokens, will be burned evenly from each category, including ecosystem, community sale, and team & angel investors. This action will help maintain balance in token distribution, prevent a sharp decline in their value, and minimize inflation risks, supporting the long-term value for all ecosystem participants.

Vesting

\$PITS Vesting

Allocation Category	Supply %	Token Amount	Available At TGE	Lock-Up (Months)	Vesting (Months)
Ecosystem & Community Rewards	40%	1,336,111,111	60.00%		24
Liquidity	10%	334,027,777	100%		
Team & Angel Investor	15%	500,138,720	10.00%	6	120
Foundation	15%	501,944,615	30.00%	6	12
Community Sale	20%	668,055,555	30.00%	6	12

Vesting Schedule

Community Sale:

30% of tokens will be unlocked on the listing date (expected in Q4 2025), and the remaining tokens will be unlocked linearly over the next 12 months.

Team & Angel Investor:

10% of tokens will be unlocked on the listing date, and the remaining tokens will be unlocked linearly over the next 120 months.

Foundation:

30% of tokens will be unlocked on the listing date, and the remaining tokens will be unlocked linearly over the next 12 months.

Ecosystem & Community Rewards:

60% of tokens will be unlocked on the listing date, and the remaining 40% will be unlocked over the next 24 months.

Token Economics

The PITS Token will be offered in multiple presale rounds on various launchpads. The exact schedule and details for each round will be regularly updated on the official PitSnap website. The price for the PITS Token starts at \$0.01 per token during the private presale, offering early investors a highly discounted rate. In the public presale, the token price will begin at \$0.03 and will gradually increase with each round until it reaches the final price of \$0.12 at the time of listing. Each presale round will offer a specific number of tokens at an incremental price, allowing early investors to benefit from better pricing as the rounds progress.

PAYMENT OPTIONS AND TOKEN PURCHASE

The PITS Token can be purchased during the presale rounds using various payment methods, including Ethereum (ETH), and Bitcoin (BTC). Payments will be processed through a secure Web3 payment portal.

TOKEN DISTRIBUTION

The distribution of PITS Tokens will be as follows:

- 40% for Ecosystem & Community Rewards
- 30% for Community Sale
- 20% for Team & Angel Investors
- 10% for Liquidity

INITIAL CIRCULATING SUPPLY

The initial circulating supply will be 1,002,083,333 PITS Tokens. Further details on token distribution will be updated regularly.

Team

Joscha Weisse

CEO

- Certified specialist in advanced mathematics and computer science (Universität Hannover)
- Examination Board (IHK Hannover)
- Expert in blockchain technology and AI



Eugen Volz

COO

- Expert in business process and project management (20+)
- Cash flow management
- Business process optimization



Markus Iwin

CMO

- Marketing specialist and business developer with over 20 years of experience
- Experience in Funnel Hacking
- Brand and community development



Felix Hartmann

CTO

- Computer scientist and software engineer
- Member of the examination board (IHK Hannover)
- Expert in blockchain technology and AI



Investors

Simon Zycha

ANGEL INVESTOR

- Helped create over 20 successful IT projects
- Experience in development and funding
- Deep understanding of challenges and opportunities in the digital market



Sascha Reinisch

ANGEL INVESTOR

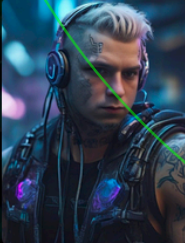
- Helped create over 20 successful IT projects
- Supporting young companies in realizing their business ideas
- Invaluable ability to identify and promote successful business models



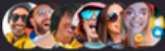
Advisory board



CORE TEAM

 Denny Devitto CEO, Founder of the company	 Nikita Pavlov PR, Influencer marketer	 Elvira Akhmerova PR, international media relations
 Igor Pavlov Director of strategic development	 Andrew Vasyuta CMO, marketing strategies development	 Oksana Klepikovskaya Editor-in-Chief and Analyst at Telegram

ABOUT MURR AGENCY

1.2B+ Reach via Influencers 🚀  2000+ Influencer  50+ countries  16+ Platforms	500+ Media Partner Forbes yahoo! Finance NEWSBTC blockchainreporter. BITCOINIST Coinspeaker ZyCrypto DAILYCOIN	160+ Contributed to Success Bitget MEXC Global KUCOIN CoinEx biswap klaytn NOMINEX EYWA PROBIT GLOBAL PitSnap
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Advisory board



Dimitri Haussmann

BLOCKCHAIN ADVISOR

- Founder of one of the leading agencies for blockchain development in D-A-CH
- Over ten successful ICOs with a total funding of >\$450M
- Vast experience in the technical development of complex projects
- Active on the cryptocurrency / blockchain markets for over 5 years



Martin Slavchev

STRATEGY ADVISOR

- Strategy advisor and project manager for over 10 successful ICOs
- Extensive experience in blockchain and cryptocurrency concepts such as ICOs, STOs, DeFi, NFTs, Metaverse and dApps
- Passionate cryptocurrency trader and enthusiast with deep understanding of cryptocurrency and blockchain markets



Fabian Klein

MARKETING ADVISOR

- Marketing advisor, project and community manager for five successful ICOs
- Extensive experience in PR, marketing and community building
- Passionate cryptocurrency trader and enthusiast with deep understanding of cryptocurrency and blockchain markets



Risks and concerns

RISKS OF EXTERNAL ATTACK

Unfortunately, scammers are very creative and inventive in their attempts to hack online websites of all kinds. Hackers are focused on finding and exploiting potential weaknesses. Attacks also extend to the open source algorithms of smart contracts, which is why we must consider the risk of attempted hacking of our platform.

RISKS OF GETTING WIDESPREAD ADOPTION

We warn you that we do not guarantee that the project will achieve widespread adoption.

REGULATORY RISKS OF BLOCKCHAIN INDUSTRY

The blockchain industry is in the initial stage of its regulation. Governments of countries are in the process of studying blockchain technology, and some countries impose restrictions (for example, the United States, China, South Korea). New laws that might come into force in the future could significantly affect the activities of blockchain projects, including PitSnap. We warn you that such laws can significantly limit and even stop the project activity, we are not responsible for the negative consequences associated with the possible regulation of the industry in the future.

FINANCIAL RISKS

Contributions in cryptocurrency projects carry a big risk. PITS tokens, like any other cryptocurrency, are subject to strong fluctuations and may decrease in value significantly. We are not responsible for any fluctuations in the value of the token on exchanges. We do not guarantee that there will be an opportunity to exchange PITS tokens for fiat. PITS tokens can be used only on the PitSnap platform; they do not grant you the right of voting or ownership in the PitSnap project. The PitSnap project does not guarantee any income, you can incur significant losses.