

# TrillHUB

## Blockchain VR Platform and Ecosystem to Revolutionize The Adult Entertainment Industry

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### ABSTRACT

Presenting a decentralized distribution platform for adult industry content and services that covers operational costs by minting it's own native currency, the TLC Token, instead of charging high platform fees or taking a commission. High demand for the TLC

token by consumers who can spend the tokens on the TrillHUB marketplace will outweigh the inflationary costs of minting a small number of tokens each year. This document contains an overview of the platform and its advantages in the adult entertainment industry.

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# 1. HISTORY

Throughout history, the porn industry has often directed the growth of other industries. In the 1970s, VHS cassettes captured the entire home video market; half of them had pornographic content. Many subscribers to Penthouse or Playboy needed higher Internet speeds, as they needed more bandwidth to enjoy their erotica.

Paying for content has also changed. Back in the days of limited content, it was easy for producers to get their customers to pay. Now, it has transformed into a free-tube model where most advertisers pay a supplier based on traffic. Customers have combatted this with ad-blockers, skipping ads, etc so the “free-to-watch” market has become saturated. The new model with cryptocurrency throws that old style out the window. With blockchain technology, TrillHUB will enable viewers to be paid in TLC tokens simply for viewing, commenting, or rating various types of content on the platform. Why would anyone watch something for free when they could get paid instead?

# 2. ABOUT THE PLATFORM

## VR BOOM

According to Google statistics, searches for “vr porno” have increased by 9,900% in the last two

years. Monthly growth for VR audience rises at an astounding rate of over 200%! According to Juniper Research, VR headset deliveries will increase 1000% by the year 2020. Those numbers would shoot the VR pornography market to \$1Billion!

These numbers suggest that an increased demand for the platform and for VR content will continue throughout the next few years, giving the TLC token continued value, growth and sustainability.

## DECENTRALIZED

Decentralized account balances will be integrated into individual smart contracts on the Ethereum blockchain. Suppliers and customers can use the TrillHUB platform without having to trust the platform with their valuable personal information.

This not only eliminates the need for high cost intermediaries, but it also allows to build “trustless reputation” within the ecosystem by being a good player within the community, whether a customer or supplier of content.

Higher reputation suppliers even have the opportunity to take investments from the community in order to fund new projects, therefore increasing the value of the market as a whole.

## SELF-GOVERNANCE

Decentralized governance by blockchain (DGBB) is the driving force behind the TrillHUB platform. The blockchain allows TrillHUB to cover operational

costs by creation of its own native cryptocurrency TLC Token (TrillCoin). TrillHUB also uses blockchain to govern new token issuance efficiently and democratically through rules and voting systems that are coded into smart contracts.

TLC Token holders submit proposals with regards to how many new tokens should be issued. Voting on proposals takes time and attention and requires users to be constantly active and informed. Therefore, token holders may delegate voting power to a trusted person if they do not want to play their role.

Ideally, token holders would balance out the benefits of the small inflationary costs against making sure that the platform has the funds necessary to operate correctly and sustain continued growth.

## NO MORE PIRACY

A distributed open-source database for adult content will help protect intellectual rights of suppliers. If content is distributed to the network that has an original owner, the original owner will be compensated, instead.

## VIRTUAL P2P MARKETPLACE (VR)

The virtual marketplace and platform has been in development for the last several months. We will be launching a beta version to the public starting March 2018.

TrillHUB platform (mobile and PC) will include a global p2p marketplace where industry vendors and manufacturers will be able to accept the TLC Token as payment for thousands of different products and services within the adult industry (already in development).

Exclusive partnerships with production studios, adult toy manufacturers, and VR/AR industry companies will allow TrillHUB to not only provide the best VR and non VR digital content and experiences, but also bring a vast market of actual products to the user's fingertips as well.

P2P will also bring a whole new group of smaller/amateur content suppliers, as the cost to bring them to the public, is less, without intermediaries. But don't worry; the community will be able to rate the bad ones right out of the ecosystem, if necessary.

## **WATCH PORN – EARN CRYPTO**

In addition to paying creators and curators, we are working on the systems to allow viewers of all types of content on TrillHUB to be paid just for viewing, commenting, and rating content on the platform. Yes, you heard it correct, just like Steem pays its users for upvoting, rating, etc, TrillHUB will allow its users to be paid in cryptocurrency just for viewing content on the platform.

## **THE TLC (erc-20) Token**

The platform's main assets are its users. The more users, the higher value the token. The price can be seen to reflect the platform's value on the open market.

The TLC Token is a smart contract based token issuance from the Ethereum blockchain.

During the ICO, the token will be issued to users to whom send ETH to our smart contract address, that we will publish on the day of the ICO sale.

## SUPPLY AND DISTRIBUTION

**500,000,000 (500M)** Tokens will be originally minted, and no new tokens will be minted again until 2020.

**400,000,000 (400M-80%)** Tokens will be available FOR SALE in the ICO that will take place beginning February 19, 2018. The sale will last 30 days.

**75,000,000 (75M-15%)** Tokens will be held by the team and vested for at least 2 years (until 2020). At this time, community proposals will be held to determine the use of the holdings, whether it be for operational costs or expansion ideas.

**25,000,000 (25M-5%)** Tokens are allocated for the Pre-ICO registration referral program. Each person who registers will receive:

- 100 FREE TLC Tokens
- LIFETIME VIP Status on the platform

For every person that you refer using referral link, a BONUS 100 TLC Tokens will be awarded following

the ICO sale. (**FIRST COME, FIRST SERVE UNTIL 25M ARE GONE**).

FOR EXAMPLE: Tom registers and refers 10 people who all register with his referral link. Tom would get 100 TLC Tokens for registering +  $100 \times 10$  people = 1000 TLC Tokens for referring 10 people to the registration.

## COMMERCIAL ASPECT

This project assumes crowdfunding by sale of the TLC Token, which is implemented as a financial instrument on the Ethereum blockchain platform.

The TLC Token serves as a form of power to vote within the DAO voting system, which allows for democratic autonomy of the system. TLC Token is also the normal form of payment for all users on the virtual P2P marketplace where users can purchase digital VR content, services, and many other products directly from the TrillHUB platform.

The TLC Token allows for quicker and even less-expensive transactions than that of traditional payment systems. All token balances and transfers are publicly auditable.

### WHERE WILL THE MONEY COME FROM?

- Investors that buy tokens during the ICO in hopes of increased value
- Users that need tokens to anonymously pay for goods and services on the TrillHUB platform
- Advertisers

### MAIN GOAL OF CROWDFUNDING FOR:



**INVESTORS:**

- Purchase a highly liquid token that will grow in value as the user base grows and the platform develops.
- Trade the token on cryptocurrency exchanges and speculate on the rise and fall of the price
- Sell your tokens to the users TrillHUB internal exchange. (ETH/BTC)

**USERS:**

- Anonymity in paying for goods and services within the adult entertainment industry.
- A user can exit the ecosystem at any time by selling their tokens on the TrillHUB internal exchange or via external exchanges already trading TLC.

**ICO SALE**

Any person with an ERC-20 capable wallet can become an investor in the TrillHUB ICO.

<div> <div>\$0.05</div> <div>Price Per Token</div> </div>		<div> <div>400,000,000</div> <div>TLC Tokens Available (ICO)</div> </div>	
<div> <div>\$1,000,000</div> <div>Soft Cap</div> </div>	<div> <div>25%</div> <div>1st Week Bonus</div> </div>	<div> <div>ETH</div> <div>Accepted Currency</div> </div>	<div> <div>30 Days</div> <div>Sale Duration</div> </div>
<div> <div>\$20,000,000</div> <div>Hard Cap</div> </div>		<div> <div>500,000,000</div> <div>Total TLC Supply</div> </div>	

**ICO SALE:*****Buy Price/TLC (Send ETH, receive TLC) = \$.05******Sell Price/TLC (Send TLC, receive ETH) = \$.03******\*Sells will become available as soon as soft cap is reached.******Tokens Available = 400,000,000 (400M)******Soft Cap = \$1,000,000******Hard Cap = \$20,000,000******First Week Bonus = 25%******Accepted Currency = (ETH) Ethereum******Sale Duration = 30 Days******Minimum Transaction - 0.02 ETH******Maximum Transaction - 100 ETH***

Every purchaser who registers for the Pre-ICO will be given LIFETIME VIP status on the TrillHUB platform. This will be a PAID benefit in the future for platform users.

We are currently in discussions with several external exchanges in the crypto space. Stay tuned to our social media for the most up to date announcements on external exchange listings.

**Estimated time to external exchange is Q2 2018!****INTENDED USE OF FUNDS**

Funds collected, as part of the ICO crowdsale will be primarily used to develop the platform. Increased demand for VR and AR content makes the quality, UI, and functionality of the platform our utmost priority. We will also use the funds to procure relationships with industry leaders and content providers that already have large communities,

showing them the innovative advantages of blockchain technology.

Funds will be used to begin Research and Development of the integration of the viewer monetization model, along with development of the integration of artificial intelligence and machine learning into the TrillHUB protocol.

Funds will be used to acquire more and more VR/AR content for our prospective users. This is will be achieved through strategic partnerships with providers already successful in the adult entertainment industry.

**\*\*Actual percentage distribution of funds will be determined following ICO.**

The platform will instantly have a positive influence on the global pornography market, and income from the ICO will help create a global community for TrillHUB in an already very stable industry.

## MARKETING AND ADVERTISING

TrillHUB's target audience is very large. 35% of downloads are related to porn and over 30% of all Internet traffic is related to pornography. 1/3 of men watch it EVERYDAY. Total income of porn and adult goods for 2016 amounted to \$127 BILLION.

We will be focusing on global PR to those users among already popular sites and people interested in VR technologies. Partnering with other leading brands in the industry will allow TrillHUB and the TLC token to thrive for years to come.

Cross-promoting through social media with VR technology and VR worlds will give TrillHUB the edge when it comes to customer attention. Some places where legislature on pornography might make it hard for sites/companies to function, TrillHUB can act as an alternative solution, allowing oppressed areas of the world the chance to participate in the TrillHUB ecosystem.

## CONTACT US AT:

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