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bipgo



# Whitepaper

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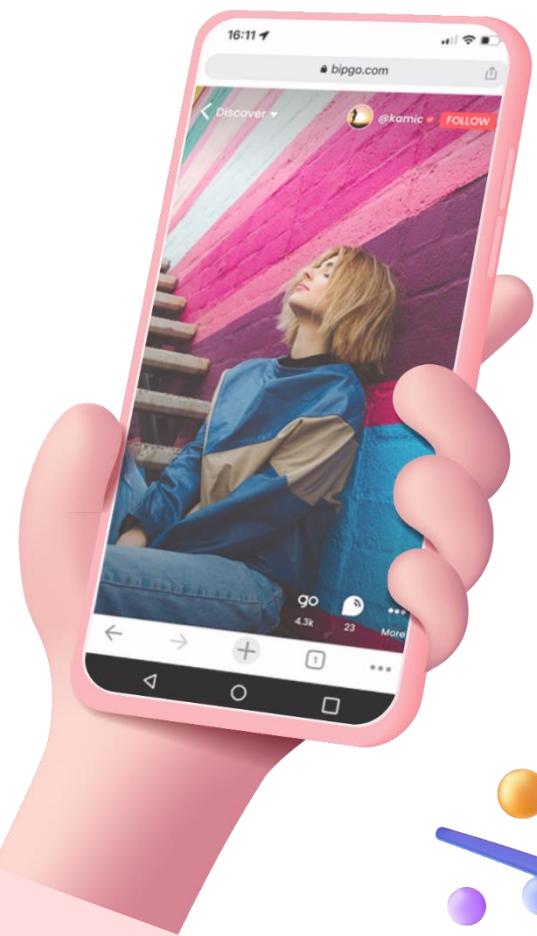
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**PLATFORM**

## **WHAT IS BIPGO?**

Bipgo is a social platform that rewards its users for watching and sharing videos. In Bipgo creators can share exclusive content with their fans by offering them memberships. We redefine the concept of memberships, moving from traditional spending model (like Patreon<sup>©</sup> or OnlyFans<sup>©</sup>) to a new investment model (based on NFTs).

**Watch videos. Earn rewards.**



 **Explore  
The Hub**

**A place to discover.**

**No more likes, just GO**



Bipgo has an internal economy developed using blockchain technology. Memberships are Non-Fungible Tokens (NFTs) sold by creators and grant their owners, in addition to access to exclusive content, possibility of obtaining economic benefits.

Bipgo platform is designed to optimize engagement, by rewarding users for watching and sharing video-based content (Share-to-Earn model). In this model, creators are rewarded for posting content on the platform, and users for engaging with that content.

Unlike other social platforms, Bipgo is welcoming of all creator genres and their content. We consider all content can have an audience interested in consuming it, for this reason creators are free to express their ideas without restrictions and can publish almost any type of content (there are some restricted content within the platform, such as those that include: hate speech, incitement to violence, racism and copyright violations).

Registering with Bipgo is free, as well as watching or interacting with videos posted on the platform. However, to post videos and sell memberships, users must have a Bipper and be over 18 years old.

Users need a Bipper to be creators on Bipgo. Bippers are NFTs and give users real property right, allowing them to trade it directly with other users. Owning a Bipper not only allows users post content and monetize on Bipgo, but also gives access to an exclusive private network of creators.

Bipgo has its own currency: \$BGO. \$BGO is a utility token (cryptocurrency) developed by Bipgo using BEP-20 technology, it works on Binance Smart Chain and is used to make purchases on the Market and to reward users. Bipgo shares revenue generated with users transparently using smart contracts. Users will receive up to 90% of revenue from memberships sale and up to 65% of all additional platform revenue.

When a person buys \$BGO tokens it is not acquiring from Bipgo any security, ownership right, stake, share, future revenue, business participation, or other comparable rights in any jurisdiction. Users can acquire \$BGO tokens exclusively to make purchases within Bipgo Market (Bippers, memberships and advertising).

# FROM BIPGO WITH LOVE ❤



# WHY BIPGO?

In 2021, NFT industry grew by more than 850%, reaching a total sales volume of 25 billion dollars. Cryptocurrency industry went from 100 million users in January 2021 to almost 300 million users at the end of the year, which implies almost 4% of world population owns cryptocurrencies, and these figures are expected to increase in the coming years.

Another industry growing rapidly is content creation industry, which generated revenues of more than 100 billion dollars in 2021. It is estimated there are currently more than 50 million content creators around the world, of which 2 million do it professionally (full time job).

Bipgo is developed to offer creators a novel way to monetize their exclusive content using NFTs and blockchain technology. We focus on solving some problems currently presented in social platforms and in tools used by creators to monetize their content. Below are some of these issues and how Bipgo fix them.



One of the main sources of income for content creators is sale of subscriptions to exclusive content. Some web 2.0 platforms like Patreon<sup>©</sup> or OnlyFans<sup>©</sup> are used by creators to monetize their content, however, these platforms are used by less than 4% of world's content creators. Bipgo proposes a membership model based on NFTs, which offers to creators a new way to monetize their content and fans the possibility to invest in their favorite creators and enjoy exclusive benefits.

When a fan purchases a membership on Bipgo, is buying an NFT that gives them access to exclusive content and gives them ability to trade it on the Market. Imagine the collectible value of being the first subscriber of a new creator who over the years becomes famous, or the value of a membership from a subscriber who has accompanied a creator over time, renewing their membership for many months and contributing their success and development.

### **Transparent economy** *Smart contracts for every penny*

Some platforms indicate they share a predefined percentage of their income with creators, but is this really true? Do creators have any way to verify they are receiving percentage offered by platform?

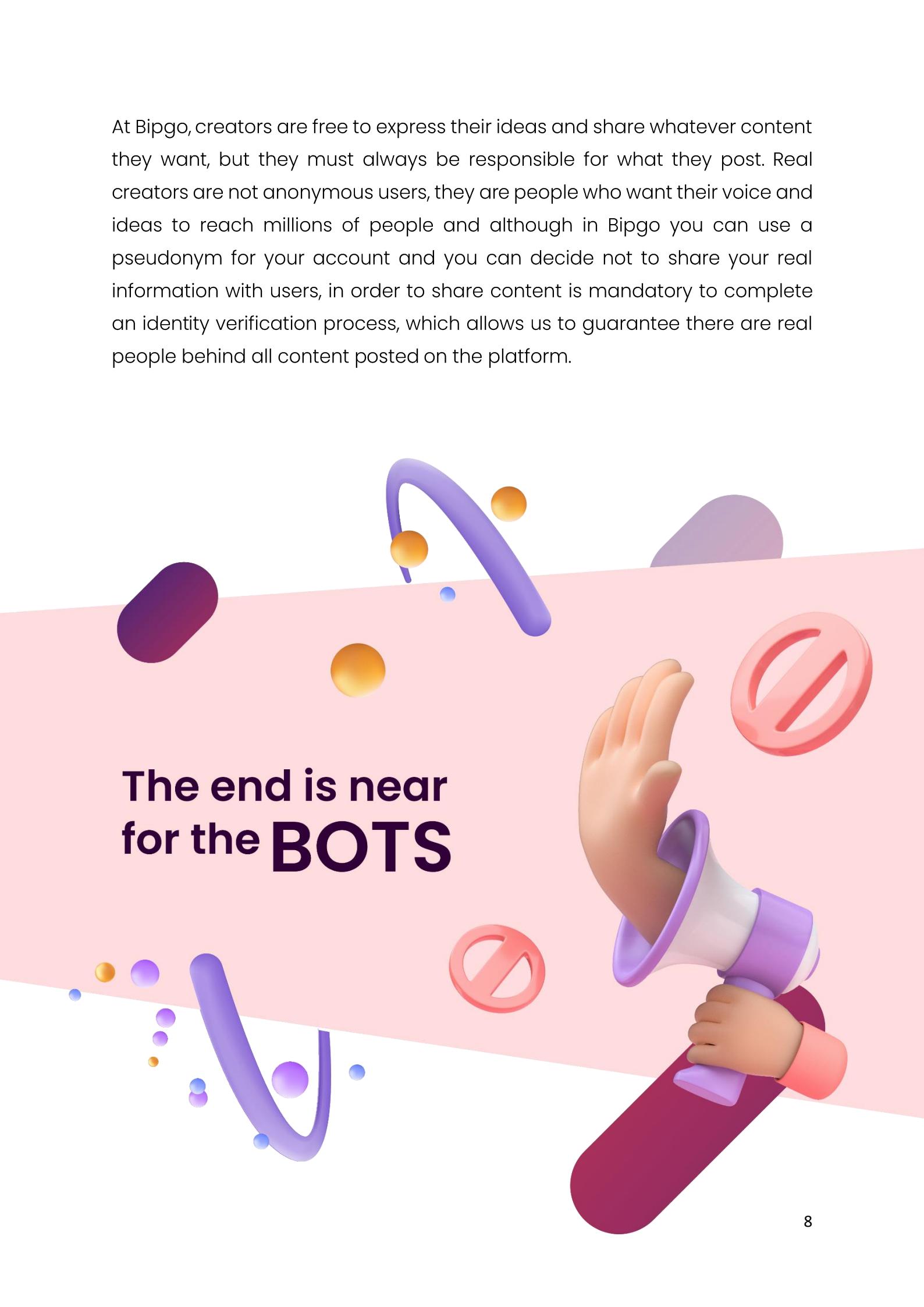
In Bipgo this is no longer a problem because blockchain technology and smart contracts offer creators possibility of knowing real platform revenue and verifying if receiving right percentages. Goodbye to lack of transparency in social media payments.

### **Verified creators** *No more fake accounts*

One of the main problems facing social platforms today is the inability to control fake news and creation of fake accounts. Have you ever seen comments on posts created by fake accounts looking to mislead or scam? Has someone ever created a fake account on social networks posing as you, using your images and videos?



At Bipgo, creators are free to express their ideas and share whatever content they want, but they must always be responsible for what they post. Real creators are not anonymous users, they are people who want their voice and ideas to reach millions of people and although in Bipgo you can use a pseudonym for your account and you can decide not to share your real information with users, in order to share content is mandatory to complete an identity verification process, which allows us to guarantee there are real people behind all content posted on the platform.



## The end is near for the BOTS



## Focused on all users

*All users are rewarded*

Creators are the mainstay of social platforms, but most platforms do not share their income properly with them, some share nothing. At Bipgo we create an internal economy in which first to get paid are creators, and also those who receives most benefits. But creators would be nothing without users, for this reason at Bipgo we also reward users for simple fact of interacting with content posted on the platform.



## Efficient to collect profits

*No minimum amounts, just one click*

Creators know how slow and complicated it is to get paid on many platforms. First, you must reach a minimum income to be able to request a payment (for new creators reaching these amounts can take a considerable time). Second, it is necessary to validate a means of payment, which may vary depending on geographical location of creator and many times there are even no payment methods available in creator's country of residence. And finally, when everything is so close, you have to wait between 15 days and often more than one month to receive your profits.

With Bipgo all this is easily solved. No minimum amounts or validation of payment methods are required. Everything is as easy as one click to cash out and within seconds earnings are deposited into creator's crypto wallet. At Bipgo, payment management system is managed through smart contracts on the blockchain. When users makes purchases in the Market, tokens are stored on a treasury account, therefore funds are always available for when creators decide to withdraw them.

# HOW BIPGO WORKS?

Registering with Bipgo is free, as well as watching or interacting with videos posted on the platform. However, to post videos and sell memberships users must have a Bipper.

Would you like to be rewarded for watching or sharing content? That is the dream of millions of people and Bipgo will make that dream come true. "Share to Earn" model is designed to reward creators who share quality content and users who engage with their favorite creators.



The way Bipgo works can be summarized in 3 points:

1. Creators must register with Bipgo, set up their profile, purchase a Bipper and verify their identity.
2. Verified creators will be able to post short videos (maximum 30 seconds) that will be available for free to all Bipgo users for 24 hours. Creators will earn BGO tokens for views their videos receive during these 24 hours and free users who watch these videos will earn "Spins" that they can use in The BIP Game to accumulate points and receive rewards.
3. Verified creators will be able to sell their fans memberships (NFTs) to access exclusive content (inside and outside of Bipgo).



## Hub

We live in a world where video-based content is the king, for this reason content posted on Bipgo is in video format. Creators can post short videos with a maximum length of 30 seconds. Hub is the epicenter of Bipgo. It is the place where you will find all content posted by creators. In the Hub you can interact with videos, access to creator's profiles and discover relevant content.

When a creator post a video on Bipgo, it can be watched by all users for 24 hours. When a video is no longer active (more than 24 hours have elapsed since its post), becomes private and can only be watched by members of creator's Fans Club.

Creators can also post private videos exclusive for members of their Fans Club. To join a Fans Club, users must buy a membership. This membership give access to private content for a period of time, after that period members must renew their membership if they want to continue accessing exclusive content.



## Market

Market is the place developed to carry out all transactions with NFTs on the platform. Purchases of Bippers and memberships are made in the Market.

In the Market is not possible to convert \$BGO tokens to other cryptocurrencies or fiat currencies (USD, EUR, etc.). Exchange of \$BGO tokens to other cryptocurrencies can be done exclusively in exchanges platforms outside of Bipgo.



## Network

Communication between users is one of the most important characteristics of social platforms. In Bipgo conversations are organized in "Network" section. In this section users can review notifications received, control comments made on posts and manage conversations with other users.

When a user subscribes to a Fans Club will have access to a Super Chat, where creator could share messages with their subscribers. Fans Club members also will have option to send private messages to creator.



## Profile

In Profile section users can personalize their public profiles, configure their channel to share videos and control security and privacy options, among others.

All Bipgo registered users will be able to have a free public profile and will be able to create a channel, however, to post videos (public or private) and sell memberships to its Fans Club, must have a Bipper associated with their account.



The BIP Game is a game developed to entertain users and reward them for their interactions with videos posted on the platform. All users with a Bipgo

account and a public profile will be able to play The BIP Game and will have a chance to win rewards based on the number of points earned.



## Other features

At Bipgo we have a roadmap with new features that will be developed on our platform focused on improving experience of our users and aimed at maximizing monetization of our creators. Some of the features that are planned to be incorporated in future versions of Bipgo are:

- ❖ **Live:** Livestreams from content creators
- ❖ **Events:** Sell of tickets for private events (livestreams, courses, conferences, sport events, concerts, among others)
- ❖ **Ads Manager:** Advertising platform to promote videos among Bipgo users
- ❖ **Spaces:** A place to interact in Bipgo's Metaverse



# WHAT ARE BIPPERS?

Bippers are unique collectible NFTs allowing users to post videos, sell memberships and participate in Bipgo's economy. To become a creator in Bipgo users must have a Bipper associated with their account. Creators can post videos and get rewards for interactions received on their posts and share exclusive content with their fans.

By acquiring a Bipper, users get a lifetime subscription to Bipgo. Bippers are unique and can be used to generate content, collect them, rent them or sell them. Bipper's quality (ability to produce rewards on the platform) is determined by its rarity and experience level. Bippers have 6 rarities: Common, Uncommon, Rare, Epic, Legendary and Superstar.

 **Bippers.**

**Your key to Bipgo and Web3.**

All Bippers, regardless of its rarity, start at level 1 and need to accumulate points to increase its experience level. For every 250 points accumulated, 1 experience level is increased. You need to accumulate 3,250 points to reach level 14 (maximum experience level of a Bipper).

Bipgo will carry out an initial sale of 4,000 Founder Bippers (out of 10,000 existing ones). The 6,000 Founder Bippers not included in initial sale will be used by Bipgo for future sales, awards, events or marketing activities. Founder Bippers have a special badge identifies them.

All Founder Bippers owner will get access to Founders Hub, an exclusive club where Bipgo founders can share and interact with each other, get early access to new features, networking with special guests, private workshops and much more.



In addition to Founder Bippers there are Basic Bippers. Basic Bippers sold by Bipgo are limited edition, have a fixed price in United States Dollars (USD) for each collection and can be purchased on the Market. Users can sell their Bippers on the Market at any price they want.

When all Basic Bippers in a collection are sold, users will have to wait until release of next collection to buy Basic Bippers again or they can buy Bippers published by other users in the Market.

Amount of Basic Bippers and launch date of each new collection is variable and considers factors that allow to avoid Bippers overpopulation and guarantee economic balance of ecosystem.

## ECONOMY

# WHAT IS \$BGO?

Bipgo operate its own utility token (\$BGO) developed using BEP-20 technology. \$BGO token is the epicenter of Bipgo's economy and cryptocurrency used to reward users.

As utility token, \$BGO can be used exclusively to make purchases on Bipgo Market. When a user buys \$BGO tokens it is not acquiring from Bipgo any security, ownership right, stake, share, future revenue, business participation, or other comparable rights in any jurisdiction.

Main uses of \$BGO token are:

- ◆ **Market purchases:** \$BGO can be used for purchasing Bippers and memberships on the Market.
- ◆ **Sponsored videos:** Users and brands will be able to promote products and services within Bipgo through advertisements in video format.
- ◆ **Rewards:** Revenues generated by Bipgo, due to sales of Bippers, memberships and advertising, will be shared with users in \$BGO.
- ◆ **Staking:** Users will be able to receive rewards by staking \$BGO tokens.

If a creator wants to be part of Bipgo's economy, and earn \$BGO tokens, must buy a Bipper and share content in the platform. Simple fact of having \$BGO tokens does not allow to obtain rewards, only way to obtain rewards is by being an active user or creator on the platform.



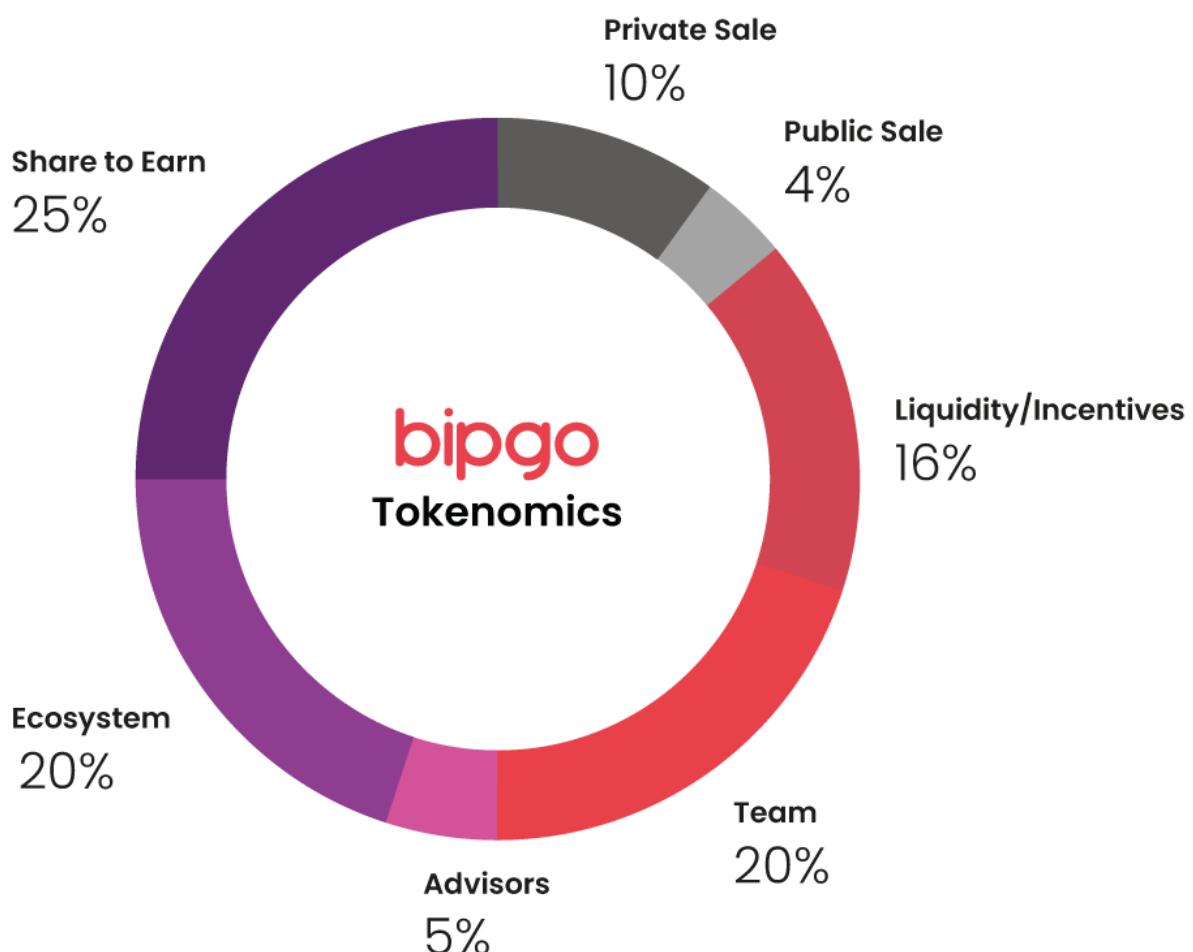
# TOKENS DISTRIBUTION

\$BGO will have a total supply of 400 million tokens, representing its total market capitalization over project life (no additional \$BGO tokens can be minted).

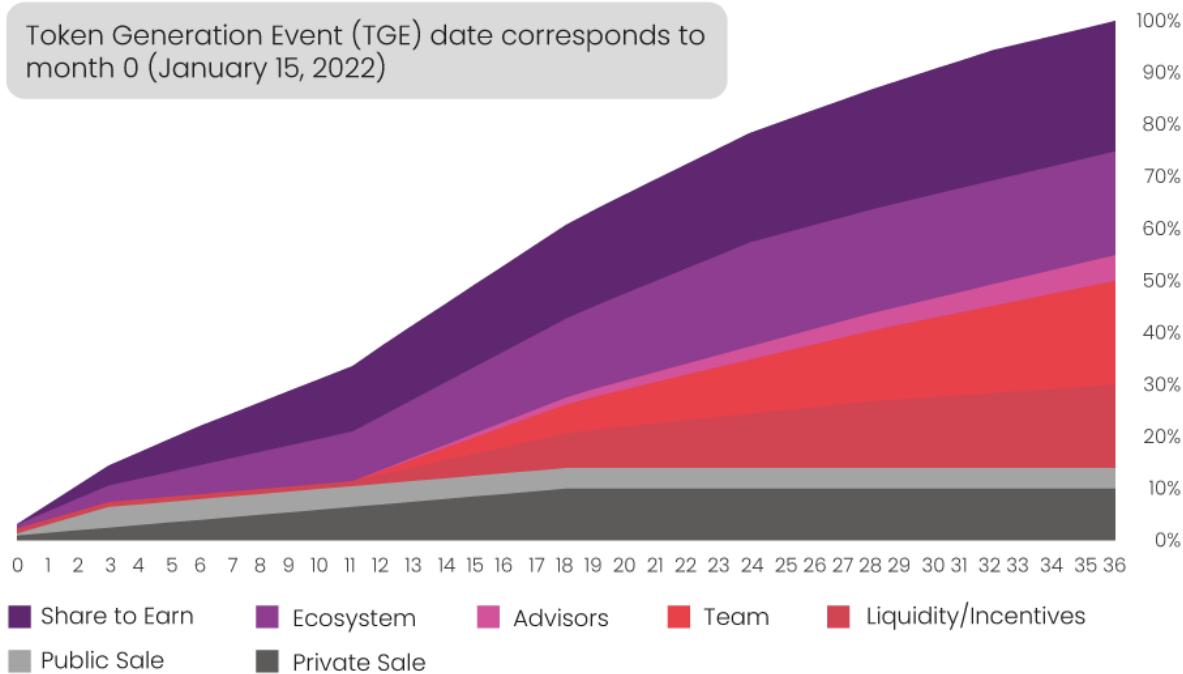
It is estimated that there will be a demand for \$BGO tokens from:

- ◆ New users entering in Bipgo and buying Bippers to become creators and participate in the platform economy.
- ◆ Users and brands promoting products and services on the platform.
- ◆ Users buying memberships to Fans Clubs.

Total supply of \$BGO tokens will be distributed over time in 7 accounts. Percentage of tokens that will be distributed in these accounts are shown in the following graph:



This graph shows the issuance schedule of \$BGO tokens for 36 months:



Token Generation Event (TGE) date corresponds to month 0 (January 15, 2022). Initial circulating supply of \$BGO (to TGE) is 12.8 million tokens, which is equivalent to 3.20% of total supply. Total supply of tokens is reached at month 36 from TGE.

## Private Sale

- ❖ **Tokens:** 40,000,000
- ❖ **Supply:** 10%
- ❖ **Minting:** 10% TGE; 5% monthly for 18 months

Bipgo will carry out a private sale of 10% of tokens between strategic partners and early adopters. Buyers can get \$BGO with a discount over retail price.

## Public Sale

- ◆ **Tokens:** 16,000,000
- ◆ **Supply:** 4%
- ◆ **Minting:** 10% TGE; 30% monthly for 3 months

Bipgo will carry out a public sale of 4% of \$BGO tokens between users through an IDO/IFO.

## Liquidity/Incentives

- ◆ **Tokens:** 64,000,000
- ◆ **Supply:** 16%
- ◆ **Minting:** 6.25% TGE; 5% months 12 to 19; 3.75% months 20 to 28; 2.5% months 29 to 36

\$BGO tokens of liquidity/incentives account will be used to provide liquidity to market through exchange platforms and to incentivize \$BGO holders to stake their tokens. Bipper owners will be able to stake their \$BGO tokens and earn rewards. These rewards will be high at the beginning, to incentivize user growth, and will gradually decrease until Bipgo reaches maturity.

## Team

- ◆ **Tokens:** 80,000,000
- ◆ **Supply:** 20%
- ◆ **Minting:** 12 months locked; 4% monthly for 25 months

At Bipgo we have formed a team of professionals with proven experience in all areas required to guarantee the success of the project. This team oversees development, updating and support of platform; strategic planning and economic modeling of ecosystem; definition and execution of marketing strategies to attract and retain users; customer support and many other functions. Team \$BGO tokens will remain locked for 12 months. From that will be unlocked at a rate of 4% per month.

## Advisors

- ◆ **Tokens:** 20,000,000
- ◆ **Supply:** 5%
- ◆ **Minting:** 12 months locked; 4% monthly for 25 months

We are constantly looking for strategic partners and advisors who contribute to strengthening and growth of Bipgo. Advisors \$BGO tokens will be used to reward companies and individuals that contribute to Bipgo success.

## Ecosystem

- ◆ **Tokens:** 80,000,000
- ◆ **Supply:** 20%
- ◆ **Minting:** 4% TGE; 4% monthly for 24 months

Video-based platforms require investment of large amount of resources for development of new functionalities and maintenance of a scalable infrastructure that allows connection of millions of users simultaneously. Similarly, projects based on blockchain, require implementation of security controls to minimize vulnerabilities. \$BGO tokens of Ecosystem will be used to maintain an infrastructure that guarantees an optimal user experience.

## Share-to-Earn

- ◆ **Tokens:** 100,000,000
- ◆ **Supply:** 25%
- ◆ **Minting:** 0% TGE; 5% months 1 to 6; 4% months 7 to 12; 3% months 13 to 18; 2% months 19 to 32

One of the main strengths of Bipgo compared to other social platforms is that we rewards all users for simple fact of being an active part of the community. Constant growth of users database of a social platform highly dependent on the way it is advertised and \$BGO tokens of Share-to-Earn will be used to reward users and ensure growth of active Bipgo users.

# HOW TO EARN MONEY AT BIPGO?

We are convinced creators will not find any other platform as profitable as Bipgo to monetize their content and connect with their community.

We are constantly innovating to include monetization options to reward our users. Why share content on social platforms without generating profits, if you can do it on Bipgo and be rewarded?

In Bipgo, creators can earn money by:

- ◆ Sell memberships
- ◆ Post videos (Share-to-Earn rewards)

Users can also earn money on Bipgo by:

- ◆ Playing The BIP Game
- ◆ Referring users to Bipgo (Connect Program)



Memberships are NFTs that give during a period of time access to exclusive benefits offered by creators to their fans. One of these benefits is access to creator's Fans Club, a private space where users get exclusive content and can share more intimately with creator.

Creators can post public videos in Bipgo (which can be seen by all users of the platform) and private videos (which can only be seen by Fans Club members). Any user can subscribe to a creator's Fans Club buying a membership.

Creators decide their memberships cost. Membership cost is set at a benchmark rate in USD but can be purchased with \$BGO. When a user buy a

membership, creator will receive 90% of price sale. Memberships have levels. New memberships sold by creators are level 1. The only way to get a membership with a higher level is to buy it from another user in the Market or renewing it until reach desired level.

Every time a user renew its membership increase its level. Cost of renewing a membership decreases as its level increases. Creator can grant special benefits when memberships reach certain levels.

Users can sell their memberships on the Market. Imagine the collectible value of being the first subscriber of a new creator who over the years becomes famous, or the value of a membership from a subscriber who has accompanied a creator over time, renewing their membership for many months and contributing their development and success.

## Share-to-Earn Rewards

Bipgo rewards creators for views their videos get on Bipgo, these rewards come from income received by:

- ◆ Bippers sale
- ◆ Sale of advertisements on the platform

Share-to-Earn rewards are delivered to creators in \$BGO and depend on number of effective views generated by videos posted. CPM can vary depending on audience geographical location, type of content and number of advertisers on the platform.

Videos posted by creators remain active for 24 hours and can be watched by all platform users from Discover section of the Hub. Inactive videos will only be available to members of creator's Fan Club (membership owners).



## The BIP Game

All users, even those without Bippers, can play “The BIP Game” daily and earn Points that allow them to win rewards. The BIP Game is a game using gambling mechanics in which users must spin to win Points.

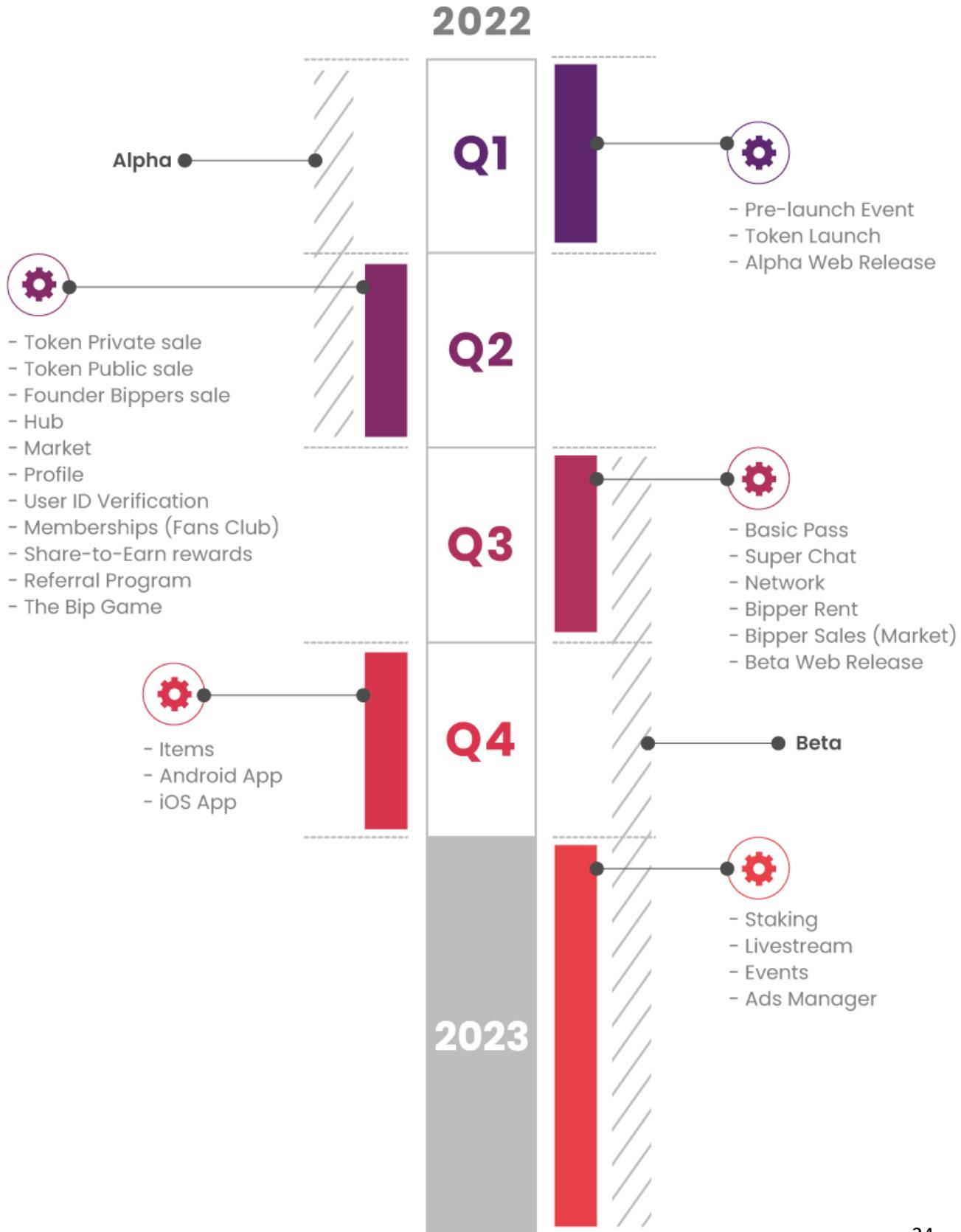
When Spins run out, to reload them, users must interact with videos in Discover section of the Hub. Spins take 24 hours to recharge after user complete actions required in the Hub.

Users cumulate points during the whole season and participate in a leaderboard. The more Points a user cumulate the best rewards will receive. Every season Bipgo will determine the prizes and number of users to be rewarded. Rewards of each user will depend on position they reach in leaderboard at the end of the season.



# ADITIONAL TOPICS

## ROADMAP



# FOUNDER TEAM



**Angel Da Silva**  
**Founder / CEO**

- Co-founder & CEO at Wayra Energy / +100 M\$ valuation; +80 employees
  - Founder & CEO at La Comunidad Petrolera / +150K users; +1M monthly views
  - Advisor at Halliburton and Schlumberger / Top 2 oil services companies in the world
  - Engineer and Master in Banking, Financial Markets and Wealth Management
  - Entrepreneur and lover of DeFi, NFT and Blockchain technology
- 



**Miguel Da Silva**  
**Co-founder / CTO**

- CTO at Wayra Energy / Accountable for Software and Infrastructure
  - Co-founder and Director at Waxmo / Digital Marketing Agency; +20 projects
  - Full-stack developer and UX/UI developer at several companies
  - Programmer & graphic designer
  - PHP / Swift Developer; Cisco CCNA – CCDP; Microsoft and Oracle Certified Professional
- 



**Moises Coa**  
**Co-founder / CMO**

- Senior Content Manager at Netflix, Nissan, Mercedes-Benz, Beiersdorf and FCB&FIRE
- Digital marketing strategist at Subway and Eta Fashion
- Creative Director at XOON Productions
- Degree in Advertising and Master in Marketing Digital Business
- Content creator and lover of marketing

# ADVISORS BOARD



**Juan José Delgado**

**Head of Advisors Board**

- Head Amazon Marketing Services. Lead day with most international sales in Amazon history
- Growth advisor: Amazon, Burger King, Pepsi, Hertz, Ford, Bosch, Siemens, Estrella Galicia



**Gerard Gracia**

**Funding**

- Managing Director at TheHop and Head of Digital Business Innovation at Hijos de Rivera
- Founder of Vlogger Awards and Newvideo Congress



**Alvaro845 (Álvaro González)**

**Content Creators**

- Professional content creator. +1.5b views on YouTube & +8.6m followers on social media
- CEO at Team Queso, leading esports team on mobile devices worldwide



**Carlos Otermin**

**Operations**

- COO & Executive Vice President at Lazada (Alibaba Group), top eCommerce platform of southeast Asian
- Strategy advisor: Accenture, PwC

# DISCLAIMER

Information in this whitepaper is subject to change or update. It should not be construed as a commitment, promise, or guarantee by Bipgo or any other individual or organization mentioned in this whitepaper relating to the future availability of services related to the use of \$BGO token or their future performance or value.

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