TreatDao: Litepaper v2.0

Introduction:

TreatDao is a decentralized autonomous organization (DAO) founded for the purpose of utilizing blockchain and NFT technology to build blockchain agnostic platforms that will allow adult content creators to connect with customers, without the risk of deplatforming by centralized entities or the banking system.

As recent events have illustrated, the current centralized platform and banking model pose major risks to adult content creators freedom to produce and be paid for their content. TreatDao aims to solve this problem with a suite of NFT based products built on decentralized platforms throughout the blockchain space.

Our goal is to empower adult content creators to freely engage with customers and to remove the risk engaging with the traditional banking system poses to these transactions.

The $TREAT token was originally a public airdrop held on March 5th, 2021. The only requirement to receive the drop was filling out a google form posted in the Treat telegram room and the project is being continually developed by those airdrop recipients.

Tokenomics and Distribution

Original $TREAT Distribution:

- Total Supply: 1,000,000

- 94% of the $TREAT supply was distributed via airdrop in lots of 734 tokens on March 5th, 2021

- 6% held for development

- All LP was community funded, no liquidity was added at the time of the airdrop

6% held for developer fund

94% airdropped to the community
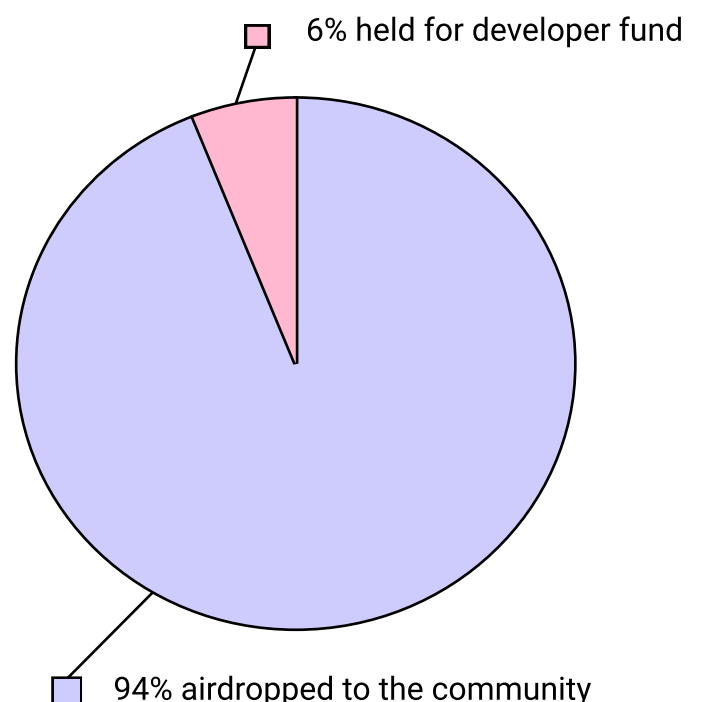
Current Products:

Treat of the Week (**TOTW**) is our weekly curated release of own-to-view NFTs on the TreatDao platform. This began as our proof of concept for the platform and the exploration of own to view NFTs. The promotion is designed to be a low cost and high volume product that gives customers the option to buy the content individually or as a bundle (in a single transaction) for a discounted rate.
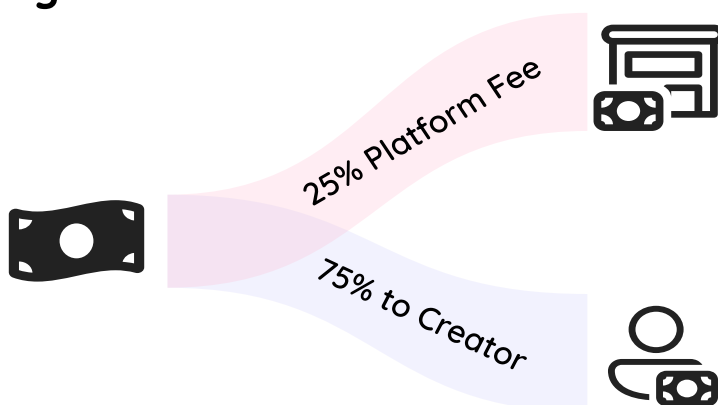
The TOTW program will be expanded upon in the future to include multiple creators every week, with the price declining as the volume of sales rises. We hope to continue to expand upon our flagship program with the community's input and suggestions for creators.

At the time of this being published (September 2021) we are featuring a TreatDao sponsored photo shoot taken in Bali. This was organized by members of the TreatDao team and features our exclusive merchandise. We hope to continue to offer content sponsored by TreatDao as well as featuring a multitude of creators every week.
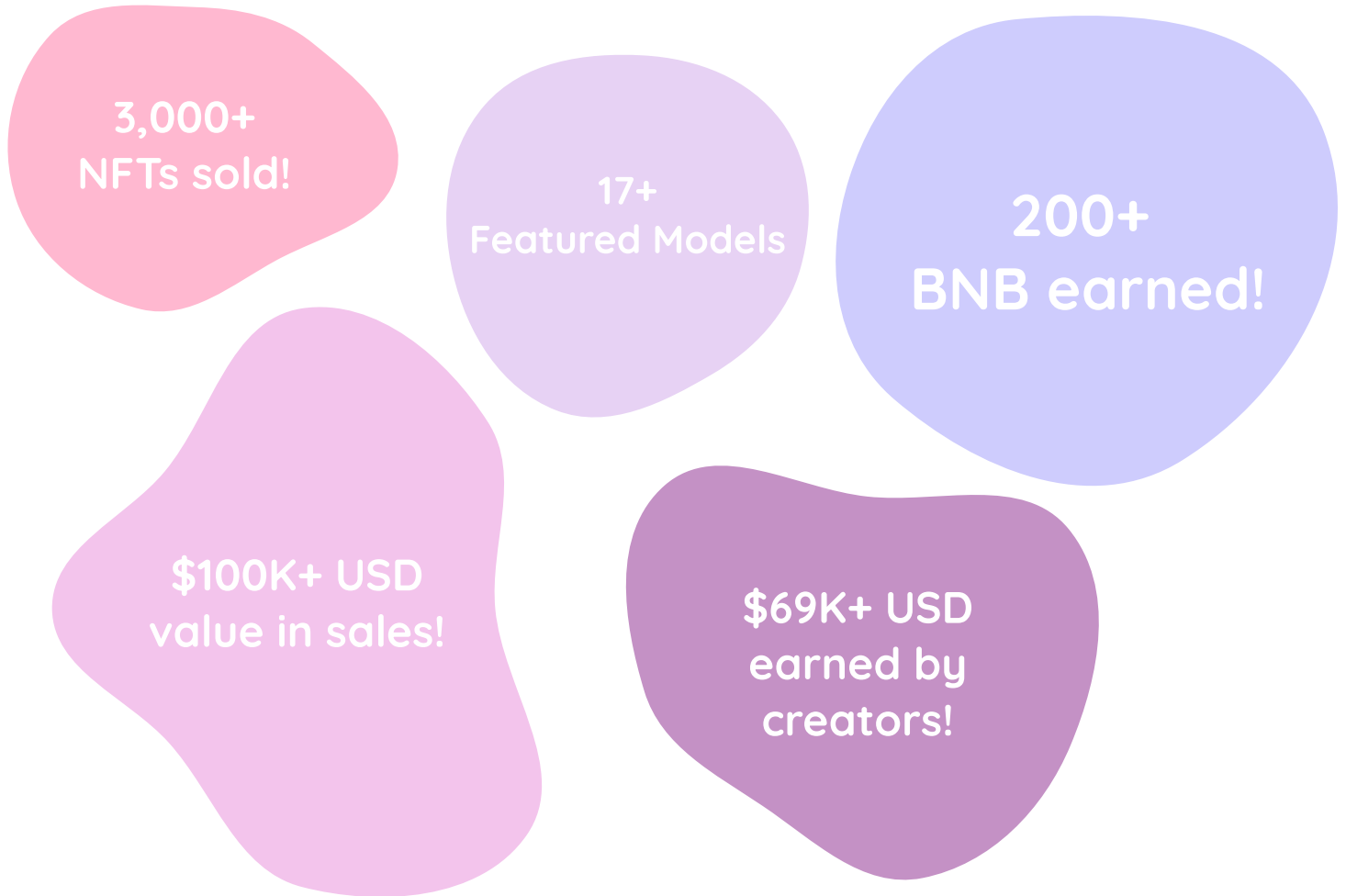

TOTW Payout Structure

- 25% Platform fee

- 75% Paid out to creator

25% Platform Fee

75% to Creator

TOTW Sales

3,000+ NFTs sold!

17+ Featured Models

200+ BNB earned!

$100K+ USD value in sales!
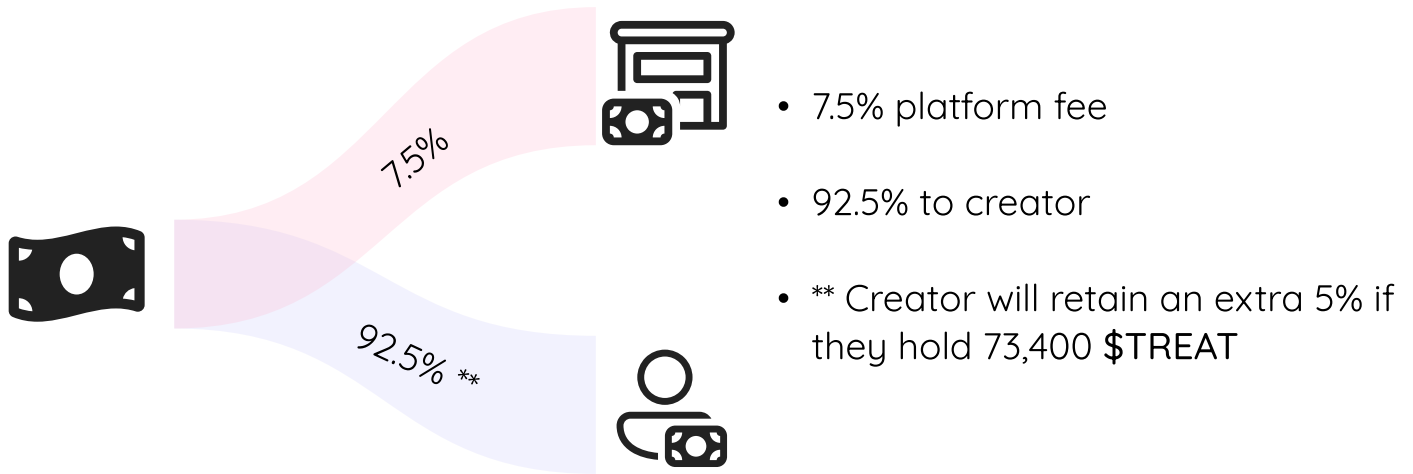
$69K+ USD earned by creators!

The Sweet Shop

The **Sweet Shop** is TreatDao's open NFT marketplace. Creators are able to mint and sell their own NFTs after meeting the requirements for our age verification process through Passbase. Once that is completed, the creator's address is whitelisted and they are able to mint their content.
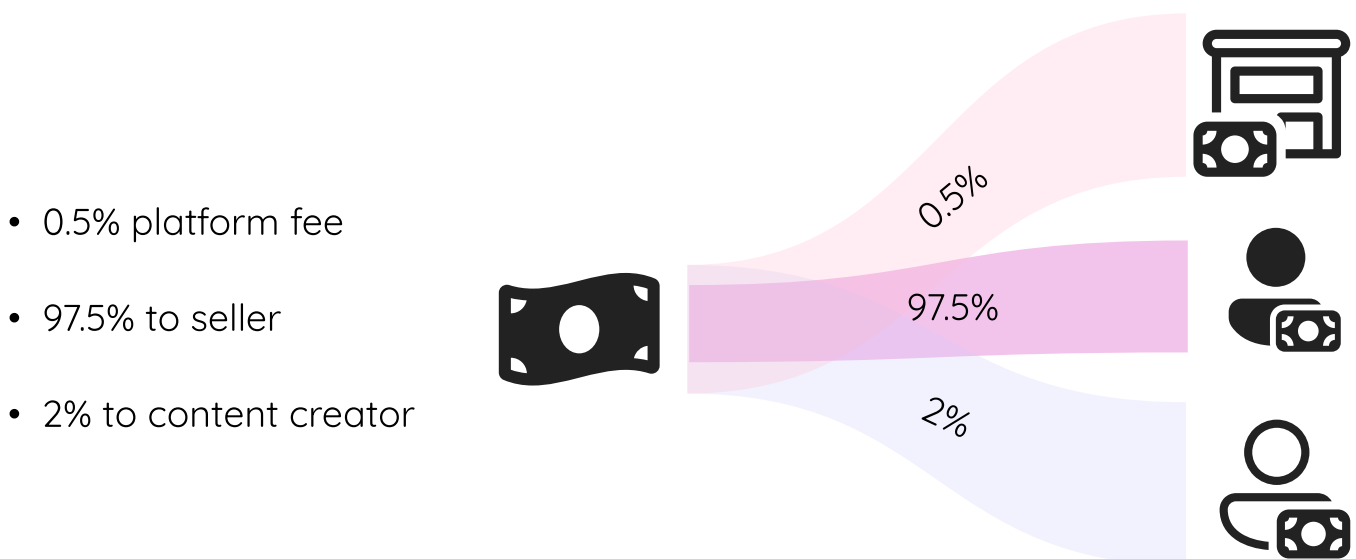
We have also given creators the option to choose if they would like their content blurred before purchase such as with our Treat of the Week sets. This allows for a creator to have both blurred and unblurred content at their discretion.

NFTs purchased through the Sweet Shop may also be resold on the Resale Marketplace. Any sale made of a creator's content earns them royalties automatically sent to their minting address at the point of sale.

Payout Structure on Initial Sale

7.5%

92.5% **

- 7.5% platform fee

- 92.5% to creator

- ** Creator will retain an extra 5% if they hold 73,400 $TREAT

Payout Structure on Secondary Sales

- 0.5% platform fee

- 97.5% to seller

- 2% to content creator

0.5%

97.5%

2%

Referral Program

If a creator was referred to the platform, they may choose to list the wallet address of the individual that referred them during the application process. If a creator signs up with someone's referral link, this address is automatically filled for them.

The referrer will earn a portion of the TreatDao platform fee in a tiered system based off of their $TREAT token holdings. The referrer's address will receive their percentage every time a sale occurs without a cutoff date.

1.5% or 3% if holding 73,400 $TREAT

ON
INITIAL SALES

0.1% or 0.2% if holding 73,400 $TREAT

ON
SECONDARY SALES

Next Steps for TreatDAO

TREATv2, an update to the DAO's governance token:

TreatDao had humble beginnings that did not include much long term planning after the airdrop. The original tokenomics were not designed with long term viability for the project in it's current state. After deliberating with the team and the community, we've developed a new tokenomics structure.

Our proposal is to create a token swap for Treat(v2) at a rate of 1 Treat(v1) to 100 Treat(v2). Expanding the supply of the $TREAT token will allow us to expand our treasury to facilitate various avenues for the growth of the project. These include but are not limited to strategic partnerships, OTC sales, combating long term unit bias, expansion of the project's development team, along with a small tax on market activity to reinforce our liquidity and fund a renewed marketing effort.
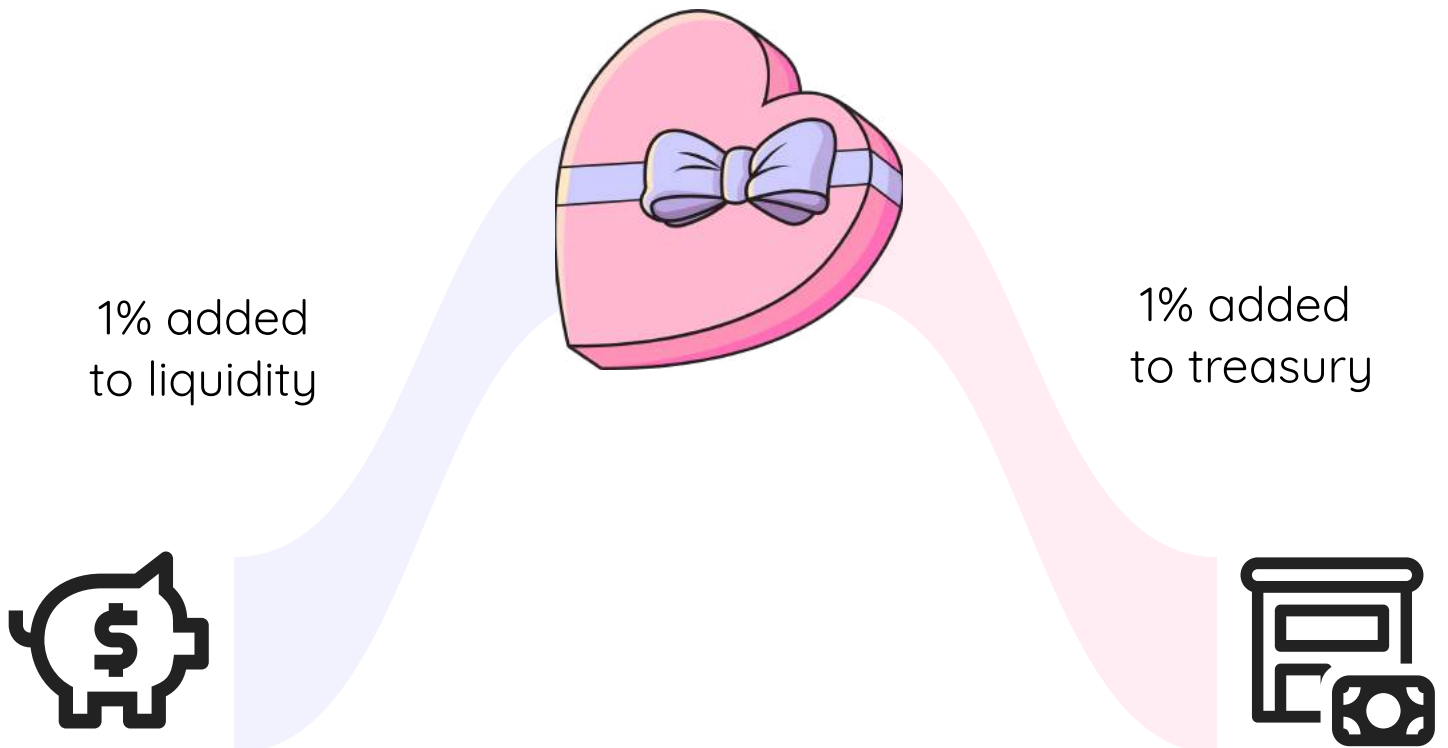
TREATv2 Distribution

125,000,000 $TREAT

- 100,000,000 coins dropped to current $TREAT holders.
  (1 $TREATv1 = 100 $TREATv2)

- 20,000,000 coins for development and marketing

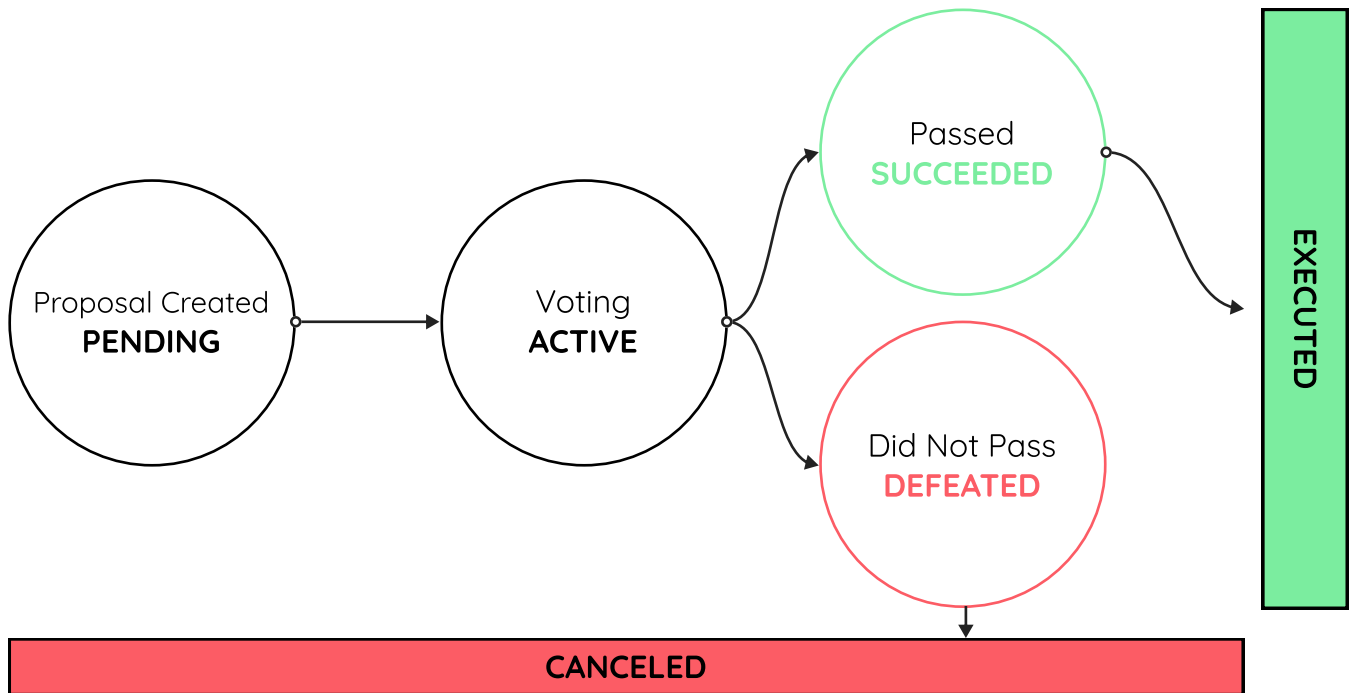- 5,000,000 sold to OTC buyers with a one year vesting period
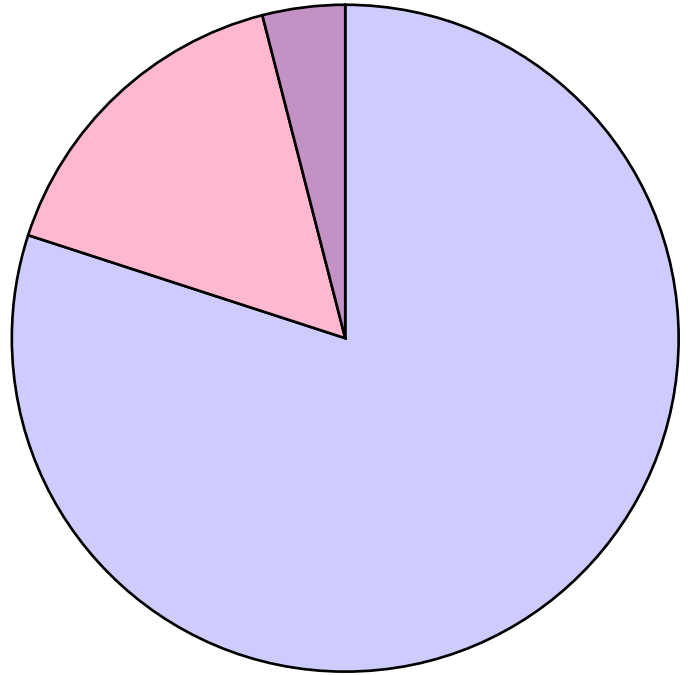
TREATv2 Tokenomics

2% Tax
Buy or Sell

1% added
to liquidity

1% added
to treasury

DAO Governance

- Any one wallet with at least 73,400 $TREAT will be able to call a vote

- Votes will be passed with 50% +1 votes in favor of the proposal

- Day to day management will be delegated by vote every 2 months for the foreseeable future

Melon Farm

The **Melon Farm** is part of our plan to increase liquidity. It will include single sided staking for the $TREAT token as well as BNB/TREAT LP staking. Both of these pools will farm Melons, a non-transferable token which can be used to purchase randomized packs of NFTs exclusive to our farm. We plan on featuring creators new to TreatDao as well as previous creators, including former Treats of the Week.

Melons will be distributed at a set rate per the pool you are staking in. LP token staking will yield significantly more Melons than the single sided $TREAT token staking. The TreatDao development team will also determine how many packs/NFTs are distributed in a given time, ensuring that there is plenty of content for stakers both big and small.
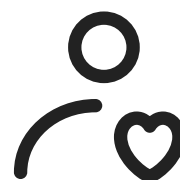
Expanding TreatDao

Own-to-view NFTs are just the first step in TreatDao's planned services. We aim to implement many services already familiar to audiences coming from other platforms.
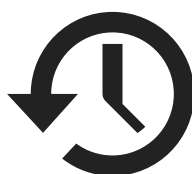
Messaging System with Tips

Private Video Chats with Creators

Personalized NFTs

Bundles

Time-based Subscription Services

Locked Content Behind Paywall

Expanding To Other Blockchains

TreatDao plans to expand to most applicable chains that are able to support EVM (Ethereum Virtual Machine) and potentially ones who do not. EVM chains have priority due to compatibility with the work we've already done, but we are choosing to view this project as blockchain agnostic in our future planning.

We hope to bring same functionalities as we have on the Binance Smart Chain to as many other chains as possible. With this, we will continue to offer creators and customers the best possible experiences with NFT based adult content without any of the frustrations that Web 2.0 and traditional payment processors bring.