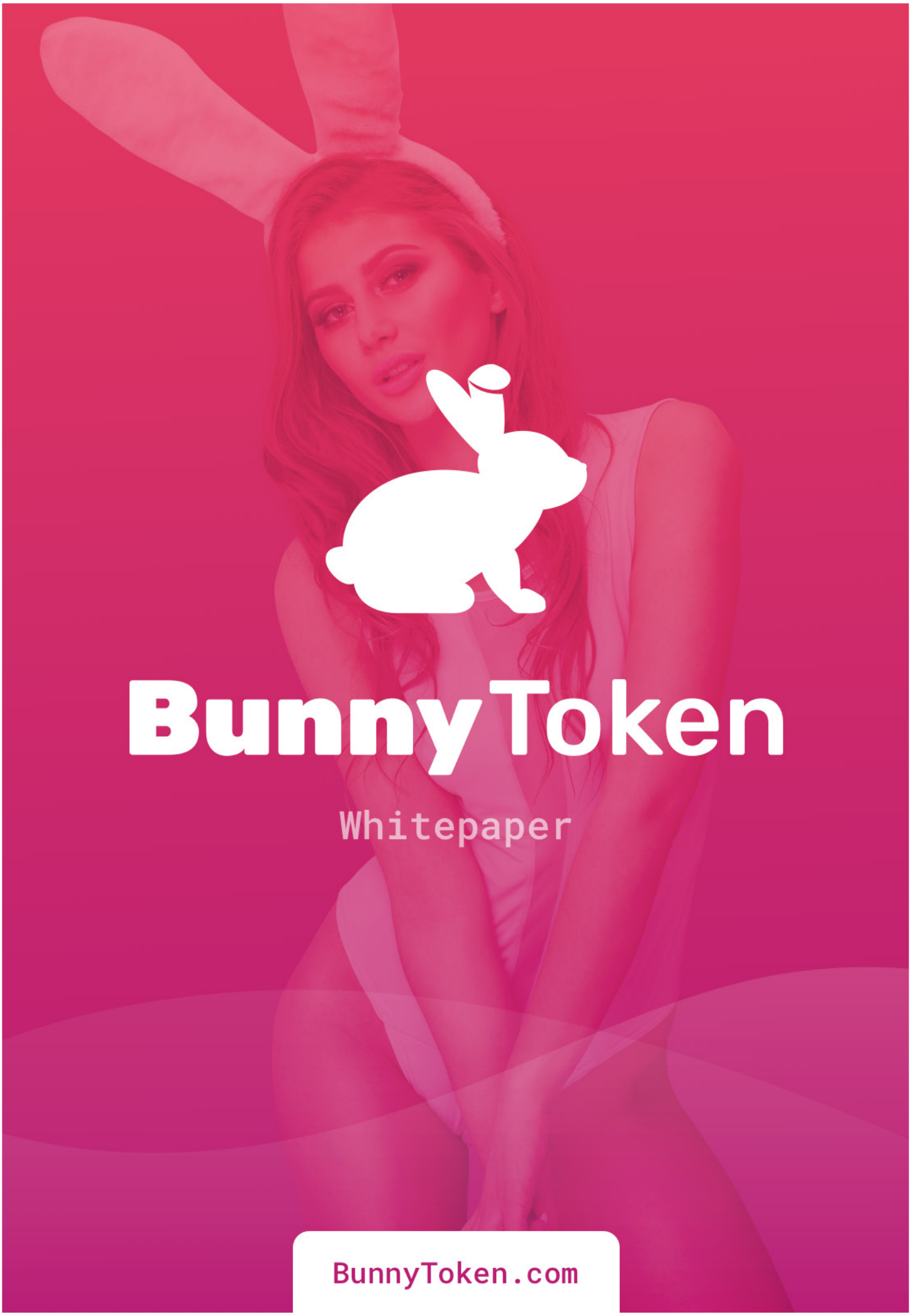

BunnyToken

Whitepaper

BunnyToken.com

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BunnyToken: The Future of Payments in the Adult Industry

BunnyToken is a project inspired by the adult industry which aims to offer all businesses related to the industry a safe and reliable payment solution, to guarantee safety and minimise rejections based on the nature of the business. Our vision is a future where a large share of the adult market uses one unified token; Bunny, for all their transactions. The different sectors of the industry will create an intricate ecosystem with thousands of interconnected businesses, in which the token will be exchanged, and its value will be consistently on the rise. Our aim is for BunnyToken to become the principal cryptocurrency which will largely replace fiat currencies in the multi-billion dollar adult industry over the course of several years. BunnyToken will serve as a solution to a prominent problem, becoming a highly used and valuable token for millions of businesses and individuals. This whitepaper will explain the details of this vision and exactly how we see it coming to fruition.

Introduction

The adult industry has been prominent since before print was even invented and has noticeably expanded in the last decades due to technological advancements such as mainstream television, pay per view and of course the internet. There are thousands of adult websites, magazines, studios, movies even mainstream reality and award shows. The industry, however, continues to be an 'underground' world, which faces not only criticism by the public but also many financial limitations which affect users on both sides of the business.

At a time when viewers have access to free adult content at the click of a button, making the decision to pay is encouraged by two main things: security and anonymity, both hard to acquire by using conventional payment methods on the world wide web.

In comes BunnyToken. With the creation of Bunny we are building an ecosystem for the vast types of adult businesses and consumers to have access to an advanced, safe and accessible payment system built on the revolutionary blockchain technology which caters to both ends; the business and the consumer.

A Look at the Adult Industry

> *"The widespread use of internet porn is one of the fastest-moving global experiments ever unconsciously conducted"*
>
> **US Science Writer, Gary Wilson**

Adult content can be traced as far back as pre-historic times in cave art. On a more modern scale the adult industry started in the form of novels from the 1740s, and erotic films commenced at the dawn of motion pictures.

The adult industry has grown with every technological advancement, from print to television, to cable, VHS and DVDs. The internet took it to another level, allowing images and videos to become available on a much larger scale than previously possible. Live streaming was the birth of adult live webcams.

Porn websites take up to 37% of total website space but aside from all the free content, porn is a multi-billion dollar industry. There are big production companies that create and sell movies, websites which offer high quality paid adult content, paid live cam shows, online sex shops, as well as dating websites, apps and more.

The adult industry in numbers

It may come as a surprise to many that the adult industry in fact makes a large revenue which can compete with some of the biggest and best performing companies in the world. According to a 2017 TopTenREVIEWS report the industry was valued at a whopping 97 billion dollars annually. The research included more than 10,000 sources such as websites and reports from international media.

The adult industry also has its own union called the Free Speech Coalition (FSC) which was preceded by the Adult Film Association of America (AFAA).

36%

of internet content is pornography

30000

people watch porn every second

$3075.64

are being spent on pornography on the internet every second

every **39 min**

a new pornographic video is being created in the United States

Among websites, porn competes with the biggest brands. SimilarWeb statistics places xvideos.com in 5th place of top website ranking for all categories in the world. In 8th place we find xnxx.com which is above Yahoo, Wikipedia and Twitter. This is a quick perspective of how the adult industry is ranked in comparison to all other online industries.

The truth behind the glamour

The industry is driven by hard working men and women who should have equal rights to any other entrepreneurs.

Unfortunately this is not the case. Despite the fact that nobody is harmed and no one's rights are breached, all sectors of the adult industry still face large limitations.

In truth watching pornographic content is an entirely natural human process, and neuroscientist Nicole Prause says “lots of other things are as powerful [as porn]. For someone with lower sex drive, for instance, watching porn evokes the same magnitude response as eating chocolate, in similar brain areas”.

This industry caters to the fantasies and pleasure of people through an instinctual basic human need, yet individuals and businesses in the industry, cannot find a steady payment system which guarantees the security of their hard earned cash.

Existing payment systems and banks who do accept opening accounts for businesses in the adult industry tend to place these accounts in the ‘high risk’ category and charge ridiculous fees which can be as high as 20 to 30%. This automatically reduces profits for businesses and increases cost for consumers.

In 2014 Cindy Gallop, founder of MakeLoveNotPorn said in an interview “I cannot open a business account anywhere … I spoke to the startup banks, I spoke to Silicon Valley bank, I spoke to Square One bank and they wouldn’t touch me”.

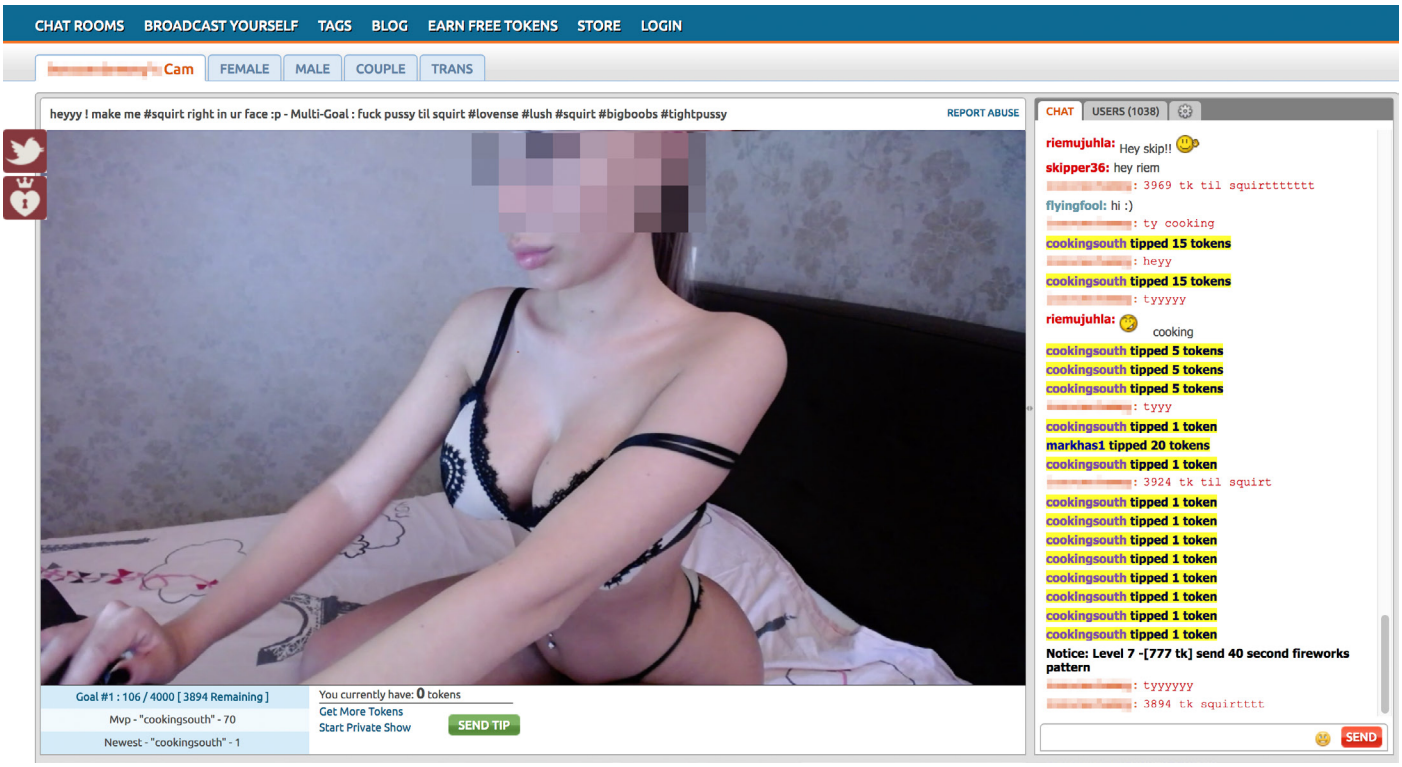
Colin Hodge, founder of Down, a hook-up app, was rejected by Chase bank because it doesn’t allow accounts in “that industry”.

Even earlier than that, in 2002 Visa and MasterCard decided that adult content would be classified as ‘high risk’, meaning businesses in this category are charged a higher fee, consequently Paypal announced it would no longer work with adult content companies.

We believe BunnyToken is the future because there is great potential of creating an ecosystem around this multi-billion dollar industry which has millions of participants and an undeniable online presence. The adult industry goes beyond performers and consumers. There is a large tech and innovation movement such as developers of dating apps, creators of sex related products, sex shop owners and more. Based on the multitude and span of this industry, even if a small percentage converted to BunnyToken, that alone would create enough exchange for BunnyToken to become one of the leading cryptocurrencies on the market.

Breaking down the industry

Adult live webcams “camming”



Adult live webcam site

Adult live webcams also known as ‘camming’ is a popular form of paid adult content during which viewers can tip performers to do certain sexual acts live. It is attractive mainly for the fact that there is live interaction with the performer and that can be far more fascinating than watching pre-recorded content.

In 2013 the New York Times reported that industry analysts and executives estimate the industry brings around $1 billion in annual revenue, but how much of that is seen by the performers who actually do the work? Not as much as one would expect. While some performers make a full time living from camming, a large percentage of their hard earned cash goes into unreasonably large fees for payment methods and in some cases their whole accounts are closed due to legal restrictions on the nature of their work.

In some countries most noticeably Eastern Europe and Asia the risks of being underpaid are even higher. Performers are hired by studios which are located in less than perfect locations where internet is accessible, and the studios take a larger cut of the money than promised.

In order to avoid large fees many performers use private Skype or Facebook accounts, but this exposes them to other risks. Cam4 performer development and training manager Nikki Night explained in an interview in 2015 how cam girls who go solo risk not getting paid at all or having their content recorded and shared without consent. Additionally, sharing private personal accounts without a payment provider exposes their identity, email, name and more to complete strangers.

There are thousands of camming websites which provide a fair platform for live webcam performers to connect with paying viewers, however the fees are out of their control because the payment providers charge them large fees and the effect trickles down.

Porn tube sites and galleries

Online adult tube site

Porn tube sites, are websites which offer pornographic content in the form of videos, photos, or stories. There are thousands of porn sites and some are among the best paid websites in the world. This is one of the largest forms of online businesses.

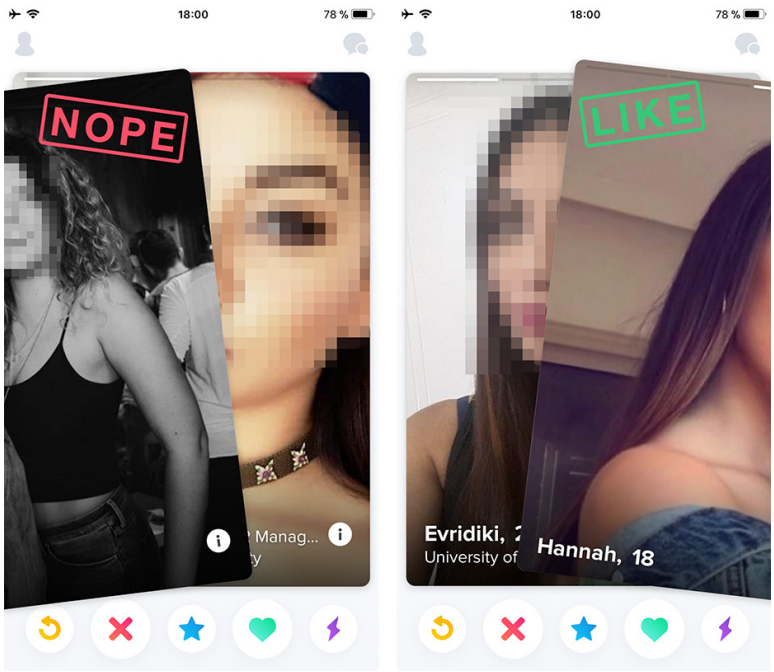
Online adult websites can be seen as the natural next step, rising up from print and film porn. Pornography was one one of the first industries to get on the web, when connection speeds were so slow it took several minutes for one image to load. Now porn websites offer thousands of videos each with content which satisfies any fantasy, hence the coined term “If you think it, it exists in porn”.

Porn websites are always on top of all technological advancements, the rise of Virtual Reality is a relatively recent one, and continues to be far away from mainstream, yet websites with virtual reality porn already exist.

There is a considerable amount of free content, but many websites offer premium accounts for higher quality content, longer versions of the scenes or niche videos.

Porn websites are and will continue to be an attraction which receives the attention of every person regardless of gender or ethnicity. Paid content however attracts a smaller audience because not many people like a credit card statement with their name next to a porn website’s name, or any trace of their viewing habits.

Dating services



Mobile dating application

It would surprise many to know that dating ads go as far back as the 17th century when personal ads helped British bachelors find eligible wives.

In the late 90s the explosion of the internet created a new context for what was once known as personal ads, the search for a partner became more concise and based on algorithms which would help hopefuls find their match and thus the birth of Match.com. This was one of the first dating websites which launched in 1995. By 2007 online dating had become the highest online industry for paid content.

Dating services at their core are a way to link two people on a semi-blind date, based on specific characteristics which indicate that the two individuals may be compatible. Nowadays these searches are mainly conducted on apps, whereby the user browses through a large number of options before deciding who they'd like to get in contact with.

Dating websites and even more so apps are the norm to look for love or hookups in this day and age. Tinder was officially announced the highest grossing app on Apple's App Store in september of 2017, in the same year Forbes reported that Tinder was valued at around $3 billion.

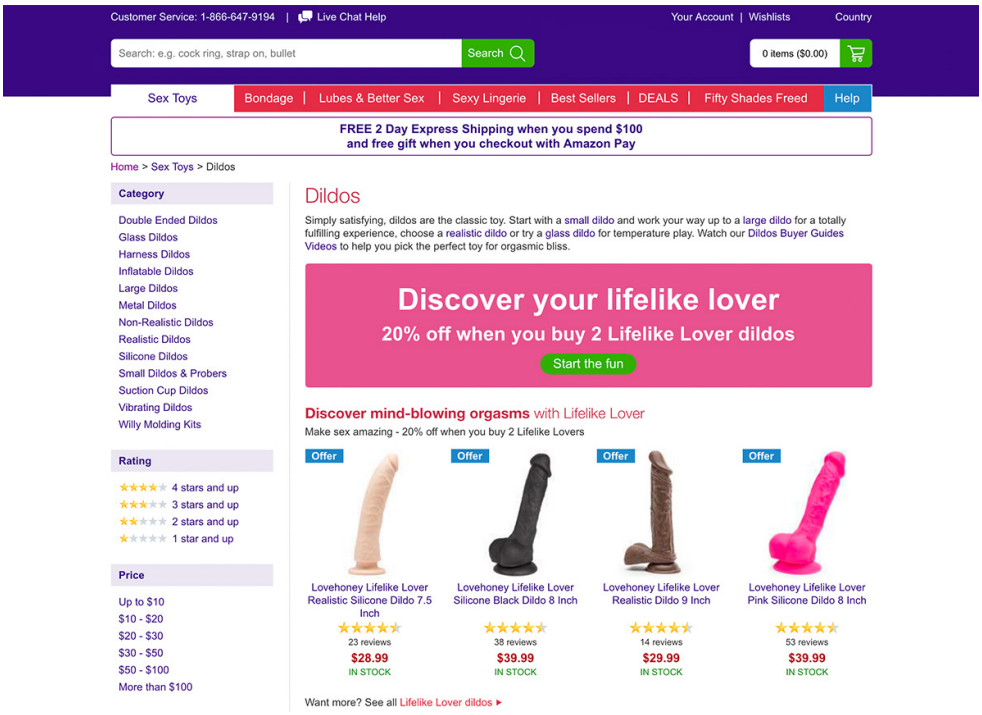
Tinder is so popular and interlaced in society that the phrases "swipe right" and "swipe left" are now used by millenials to indicate whether they are attracted to someone or not, as the app allows users to swipe left if they don't like a person and right if they do.

Such apps tend to allow users not to expose themselves until they have been liked back. This maintains a certain level of anonymity and saves awkwardness or embarrassment.

Basic functions of these apps are also free, but for those who want to use them to the full extent there are many premium options which give certain benefits like seeing the people who already liked them before liking them back, finding people in different countries or controlling displayed information in the profile.

While Tinder hit the big leagues there are hundreds of online dating services and apps which fall in a grey area and face issues with their payment providers, and some are not as accepted by society as tinder due to their sexual nature which may focus on niches and finding sexual partners rather than dating and looking for a life partner.

Online sex shops



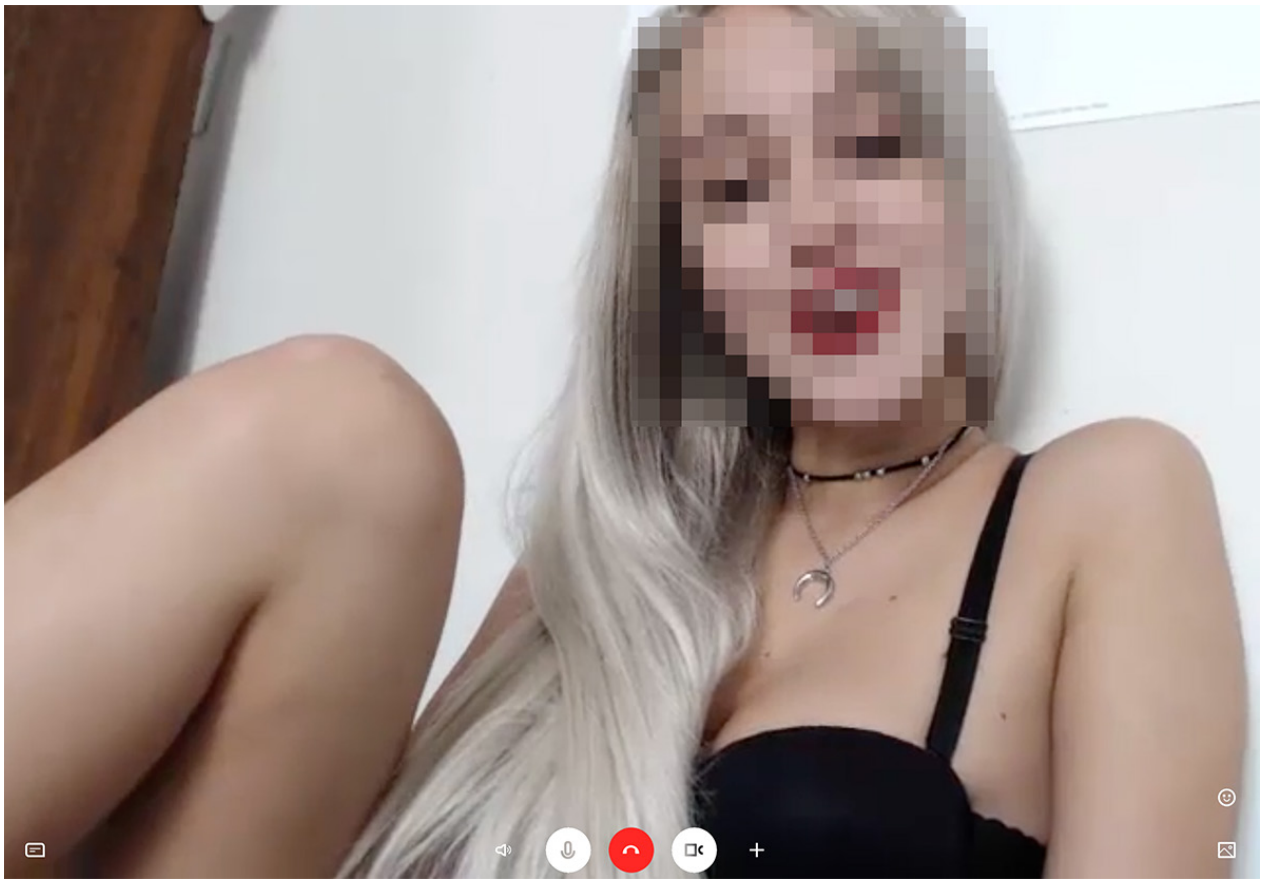
Online sexshop

In 2015 Forbes reported that the sex toy market had grown into a $15 billion industry. Online and offline sex shops have managed to make a name for themselves, certain brands are front and center in some of the busiest shopping spots. Ann Summers has over 140 high street stores in the United Kingdom and was estimated at 101 million pounds between 2013 and 2014. Lovehoney group is another online sex shop giant which owns several websites including Lovehoney.com. The company even has the exclusive license to sell Fifty Shades of Grey merchandise, based on the bestselling book trilogy and box office hit.

Physical sex shops still exist and are often visited by people wearing caps and large sunglasses claiming to be “buying a gift” and very few societies have accepted the purchase of sex toys as a norm. Online stores make the process easier, the search can be done from the comfort and privacy of a home. However, packages have to be delivered in person, and once again the dreaded eye to eye contact with a postal worker is faced, then comes the credit card bill with a clear and agonizing statement of a full name and the purchased product. The awkwardness of being handed a box with a naughty toy ends within a few minutes, while a record of the purchase cannot be erased.

Still these stores make a large cap of the industry and some stores manage to succeed but the same struggle persists when it comes to dealing with their finances.

Individual performers



Online video chat

Companies and businesses such as porn websites and live cam platforms need performers. These are the people who appear in pornographic content and get paid for their acting. Performers can work with studios or through larger online platforms, or make their own deals ‘freelance style’ and get paid for each project separately, either through a studio, a company, a manager or directly through the paying client in the case of live cams.

Adult industry performers and actors may be frowned upon by a conditioned society, but many are professionals who build a big brand for themselves, get paid well and use their money for good causes and to start new businesses.

Performers struggle to maintain a bank account which receives unidentified money from a profession they cannot disclose because banks can shut down their accounts and freeze their money.

In addition when these performers receive payments from clients through banks they expose their personal and financial details to complete strangers putting themselves at large risk.

Consumers

Consumers of the adult industry are countless. Every person who watches porn - who doesn't? - is considered a consumer. Approximately 28,258 people are viewing pornography every second, while during that same time-frame 372 people are typing adult search terms. Supply needs demand and it's no coincidence that there are more than 4.2 million pornographic websites. Then there are those who buy adult content. Considering the industry makes billions of dollars, it is obvious that more people than we think are willing to pay for porn. This doesn't mean that the process is not problematic for them too.

Nobody likes linking their bank account and name to a pornographic purchase be it online content or ordering a sex toy. Society has not reached a point of complete acceptance of the industry or the needs it fulfills.

When BunnyToken becomes the mainstream currency for adult related products and content around the world consumers will largely benefit too.

Anonymity is one of the most valued benefits in the adult industry. When BunnyToken becomes a payment option for most adult related businesses, any consumer can make a purchase assured that their personal and financial details will never be traced by family members, friends, business partners or anyone.

Additionally costs for purchasing adult related content with BunnyToken will be lower, as fees will be decreased for businesses allowing them to sell their products and services at a lower price.

How BunnyToken Improves the Industry

The BunnyToken ecosystem was built on a basic premise; adult industry performers, entrepreneurs and businesses as well as consumers are all entitled to control their privacy, keep their share of the money and guarantee their security. The blockchain technology is now viewed as the future of all industries because of its ability to guarantee all the above mentioned and more. It is becoming clear that those who master this technology will emerge as leaders in their sectors. BunnyToken is taking the adult industry to the next level and ensuring a better, safer and more lucrative experience for all parties involved.

Financial insecurity

At the moment, adult industry men, women and companies face roadblocks due to the fact that many payment providers do not want their names publicly linked to the adult industry. This also means that once they do open bank accounts they are vulnerable to having those accounts closed due to law changes or bank terms and conditions. With fiat currencies once a bank decides to freeze or close an account, it is very difficult and near impossible to unlock those funds even when they rightfully belong to the account holder.

BunnyToken will act as the payment provider which accepts adult industry related businesses without demanding high fees, presenting a risk of blocking accounts or exposing identities.

The problem for businesses in the industry

All businesses in the industry have two consistent things in common; they are related to the adult industry and they have a problem with their payment providers.

Banned from payment providers

A large number of payment providers and banks do not accept any accounts related to the adult industry.

High fees

Companies who do accept such accounts tend to add large fees because they consider such industries “high risk”.

No guarantees

Any changes in a bank's terms and conditions, or general financial laws could lead to the termination of a bank account.

No anonymity

All types of conventional payment methods require full personal details and will bill any payments under the name of the service/ product and the payer.

The solution: BunnyToken

BunnyToken will approach all the aforementioned markets and offer a reliable payment solution.

"Businesses make more profits while consumers spend less"

Full ownership of money

Digital currencies are independent of any third party. Transactions through the blockchain are freed from conventional and traditional rules, they are not overlooked by a government, and only the owner of the tokens has control over their money.

Low fees

The payment providers who do allow accounts for adult industry related businesses and individuals charge very high fees, because competition is almost non-existent. With BunnyToken those fees are much lower making them equal and even less than they normally are in any other industry. This instantly means **businesses make more profits while consumers spend less.**

Security

The infrastructure which underpins the blockchain technology carries a huge advantage for the banking sector of any industry. Through blockchain data of transactions is stored across vast networks of computers that constantly check and verify information with each other. The blockchain system is near-impenetrable even to the brightest cyber-minds.

Guaranteed anonymity

Due to the Ethereum based blockchain platform, digital currency transactions will allow **guaranteed anonymity.** Anyone who is uncomfortable with a billing statement related to any form of adult content or products will remain anonymous when making purchases with BunnyToken.

A united currency

Once more and more companies join BunnyToken, the use of of BUNNY in the industry will eliminate large transaction costs, because all transactions will eventually be made through one united currency.

Helping individual performers

With BUNNY performers can control their account and receive their payments directly, securely, without large fees and with full anonymity towards the paying end.

Market Opportunity and Strategy

It all starts with the question “what is the point of BunnyToken?” our answer is simple: Improving one of the biggest industries in the world, which has grown to become a multi-billion dollar industry. We want to create a digital currency which will unify all sectors of the adult industry making financial transactions safe, less costly and seamless.

The opportunity

The opportunity starts with the problem: despite its magnitude the industry continues to be frowned upon at best and completely rejected by financial institutions at worst. While there are many supporters of the industry it is still an industry where ‘rights’ are minimal, and fairness is almost non-existent, however over the decades this is an industry which has fought against all opposition and taken advantage of every new technological development to climb the ladders of success. The blockchain technology is the exact revolution it needed to rid itself of all remaining attachments to bureaucracy and discrimination. We have located all the separate problems and found a solution for them.

“Sex Sells”

The market opportunity lies in the fact that this industry is huge with millions of participants, and it has proven to bring in large and competitive revenues in many countries around the world. This industry will not stop simply because sex sells. Sex is one of three universal languages. Sex transcends ethnicity, social status and gender.

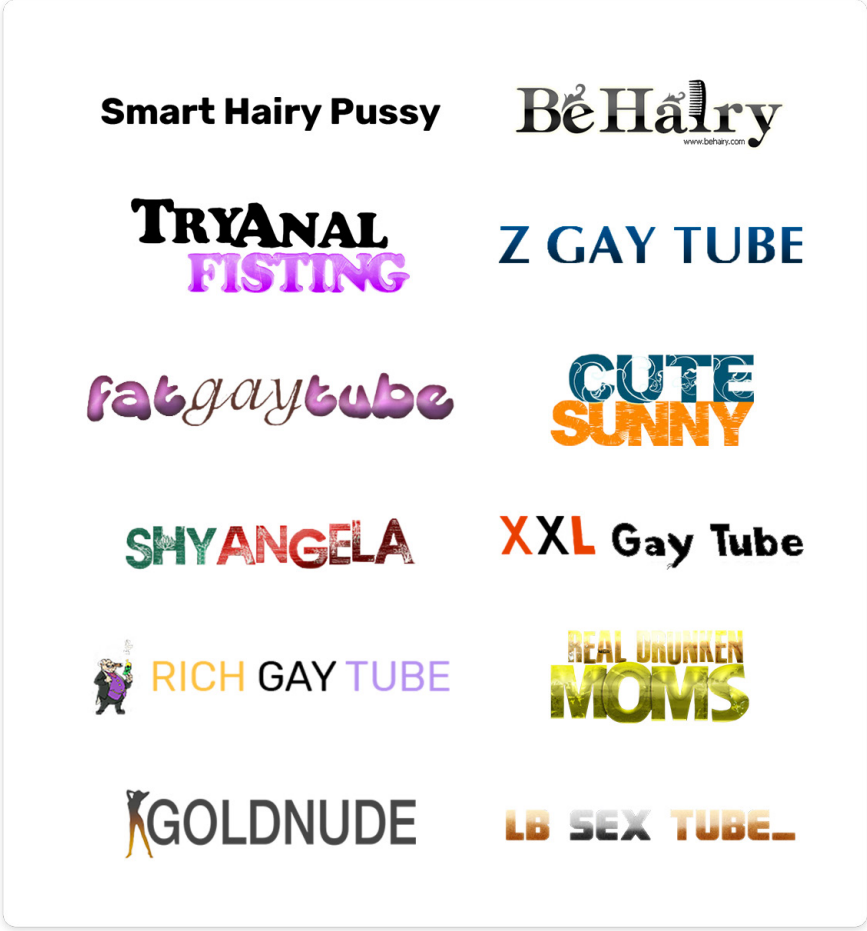
Over the next two years, BunnyToken will aim to recruit a number of these businesses, both big and small. Even a small percentage will constitute hundreds of online businesses offering BunnyToken as a payment solution and creating a large circulation which will give the token value.

Once Bunny becomes the mainstream way to purchase and get paid for adult-related content everything changes; bigger players will join in and add us as a payment method whilst new businesses and individuals will choose us as an easy and safe choice for opening accounts.

Numbers speak louder than words, and the current numbers of the industry as well as the growth of blockchain technology and cryptocurrencies highly indicate that BunnyToken will be a successful project.

Optimum marketing strategy

Success starts from the top and trickles down to the bottom; our marketing plan begins with approaching the biggest players in the industry and introducing them to the concept of BunnyToken. Once we acquire a handful of powerful partners who are onboard to use the BunnyToken platform as soon as it is ready they will pave the way to a wider audience. We have already partnered with more than a dozen porn websites including goldnude.com and lbsextube.com.



Industry businesses already partnered with BunnyToken.
We expect every new partnership to increase the value of BUNNY.

All partners will be given a badge to add on their website with the BunnyToken logo. This will increase awareness of the brand and place it on the fast lane to becoming the mainstream choice among payment providers.

The BunnyToken badge for partner websites.

The first part of our marketing strategy will focus heavily on creating as much awareness about BunnyToken as we can as it gets distributed into the community. Our blockchain specialists will act as advisors to the marketing team.

The importance of marketing is not lost on us; 35% of the funding will be allocated for marketing and 25% for business development. With this funding we will enhance the brand and give it more reach through all marketing channels. Our channels will be managed by an experienced team of specialists who will lead the way in branding, public relations, acquisition and sales.

BunnyToken will be listed on major websites which act as a 'go-to' for finding new cryptocurrency opportunities and that will give BunnyToken major exposure.

Communities, social media and forums will be approached through our various channels, which are already available, active and constantly growing. We will let the community in on our prototypes, developments and every milestone we achieve to ensure full transparency and earn their trust. Both organic and paid forms of marketing will follow.

Our marketing strategy is built upon actionable goals which we will reach through a carefully crafted roadmap of online and offline events. We do not set vague goals, we set solid and attainable goals like being one of the top cryptocurrencies by mid-2019.

The Bunny bounty program

3% of tokens will be reserved for the bounty program from the beginning of the project.

Referral program

The Bunny referral program will be based on a simple customized link that everyone who registers to BunnyToken will receive in their personal account. This link can be shared on most forms of social media or other websites to invite new people to register for BunnyToken.
For every referral who buys the Token a bonus will be offered to the link owner. The bonus will consist of an addition of tokens to the owner's account which amount to 10% of the invested tokens his/ her referrals buy.

Airdrop

During quarter 3 of 2018 we will launch an airdrop. The airdrop will offer additional tokens to everyone who has kept their tokens stored in a wallet. The airdrop will depend on how many tokens will be spent on the referral program during pre-ITS and ITS. If a larger than expected amount of tokens remains, we could potentially launch a second airdrop.

BunnyToken and its Components

A safe and professional payment provider

While our aim is to provide an easy and accessible payment system for the adult industry, we will ensure all our clients are legal and produce ethical content which does not include any harm to individuals, underaged performers, human trafficking or illegal acts of any kind.

We plan to partner with top performing websites who operate under ethical and legal standards and offer content for entertainment purposes without mistreating any of their performers or indulging in incriminating acts.

What we do support is giving freedom to adult content producers and consumers to be creative without being judged and taken advantage of due to the nature of their business. We believe that as long as all parties are consenting adult businesses, performers and consumers of the adult industry should not be excluded from having their own fair and reliable payment system, and this is the section of the industry we will cater to.

All merchants of the BunnyToken platform have to go through a registration and identification process. This is to ensure overall security.

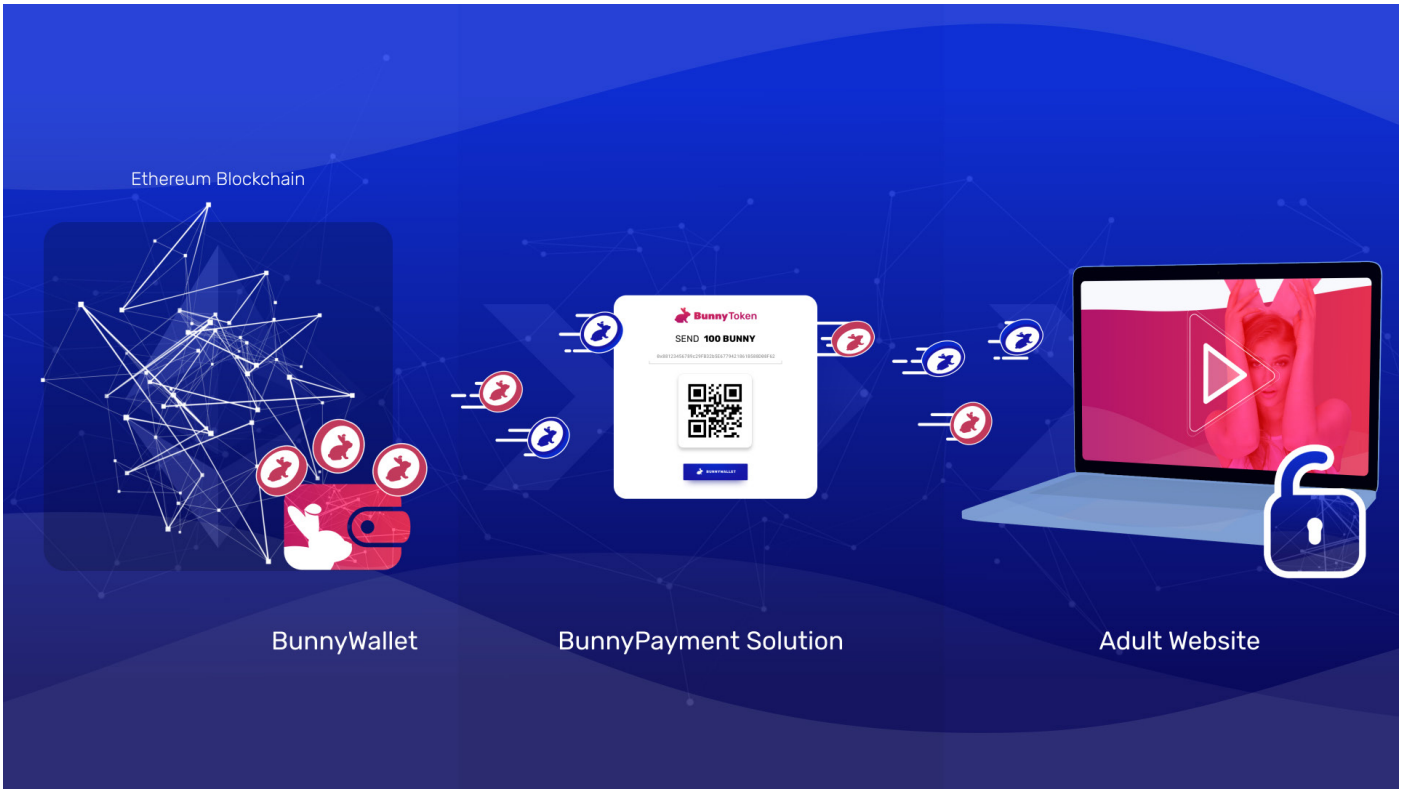
The BunnyToken platform

The BunnyToken platform is a payment system which facilitates the transfer of Bunny tokens between merchants and acquirers. What sets this platform apart is it only offers the exchange of a digital currency and is built on the Ethereum blockchain technology, ensuring security and anonymity.

The core of the payment system is to act as a substitute to traditional online payment methods such as PayPal. The BunnyToken can replace traditional banking systems for businesses related to the adult industry.

The payment instrument will be the Bunny token (BUNNY), which can be purchased during pre - Initial Token Sale (ITS) and ITS stages or later on through an exchange. The payment system will be electronic based and the delivery channel will be the BunnyToken wallet, through a funding page created for BunnyToken.

Using BunnyToken as a payment provider

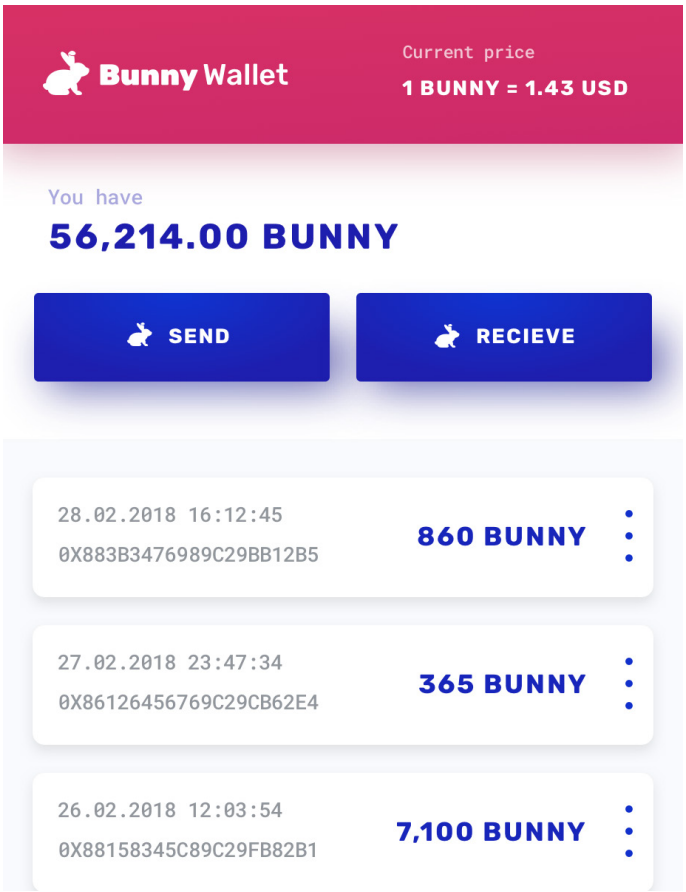


1. Website X offers BunnyToken as a payment method.
2. Client A wants to purchase premium video content.
3. The video costs 100 BUNNY.
4. Client A chooses BunnyToken as a payment method and is lead to the payment page.
5. Client A enters the amount of Bunny tokens he/she wants to pay.
6. Client A uses his/ her crypto wallet (e.g. BunnyWallet) and pays 100 BUNNY.
7. Website X receives 100 BUNNY in its crypto wallet and unlocks premium content.
8. The exchange is complete.
9. Client A has not disclosed any personal details or financial information throughout the process.
10. Website X is at no risk of having its account shut down and lose its profits.

Payment channels

Payment channels will be securely set up on the blockchain technology and payments will be made from a crypto wallet with pre-purchased Bunny tokens. By using cryptocurrency-only payments we further ensure security and anonymity in a fully immersed blockchain technology experience.

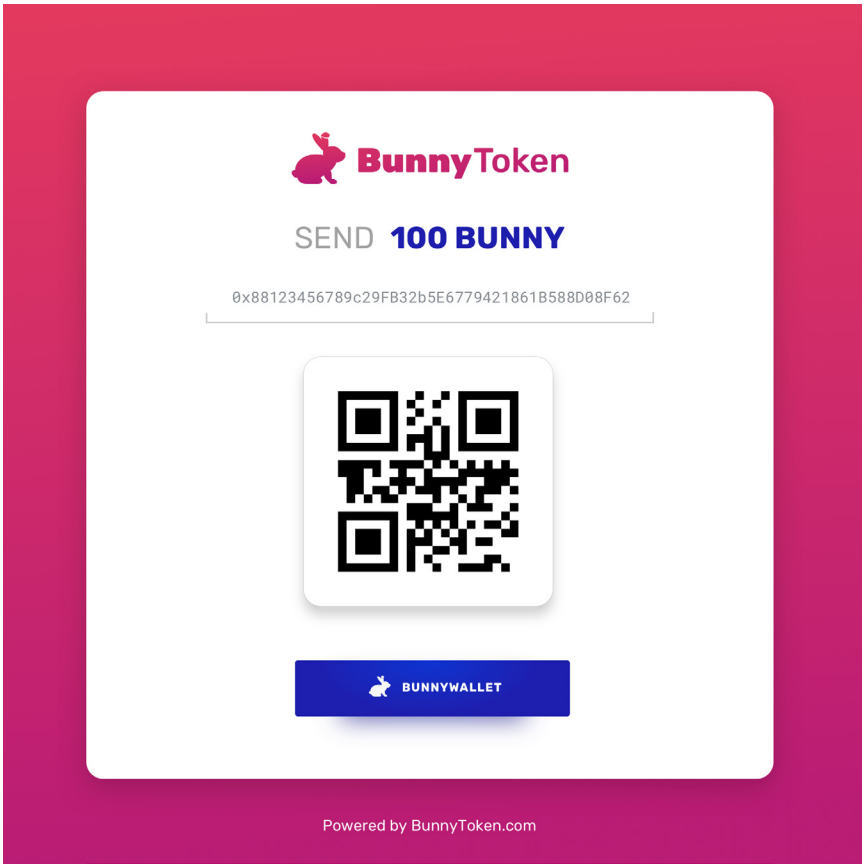
The Bunny wallet

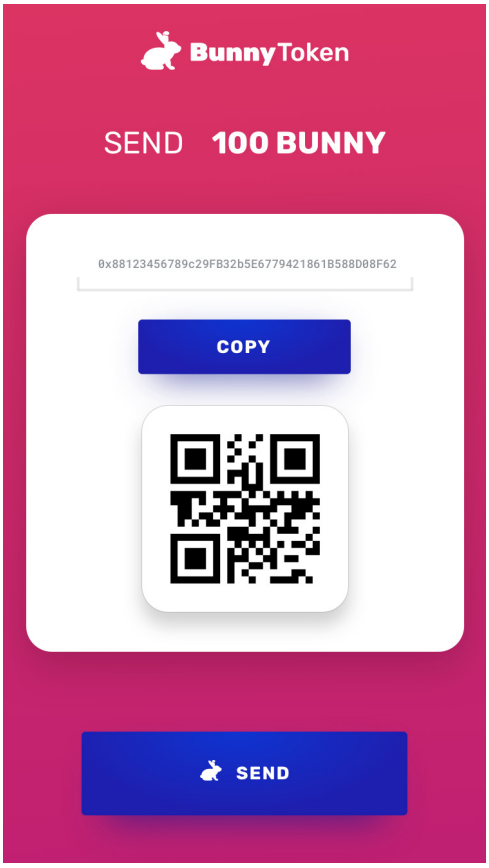


We will develop our own Bunny wallet which everyone with a BunnyToken account will be able to use. Through the secure Ethereum based wallet, payments can be made and received. Bunny tokens however, can be stored on any wallet which supports ERC20. Most Ethereum wallets support ERC20, a few such wallets: Ethereum Wallet, MyEtherWallet, MetaMask, Mist, Parity, imToken, Trust and Cipher. The BunnyToken wallet can be accessed through the Ethereum network. Security is a top priority for BunnyToken and the wallet will be a reliable and safe unit for cryptographic money.

The Bunny Wallet will be a desktop application and will become available as an app in native iOS and Android.

The Bunny payment page



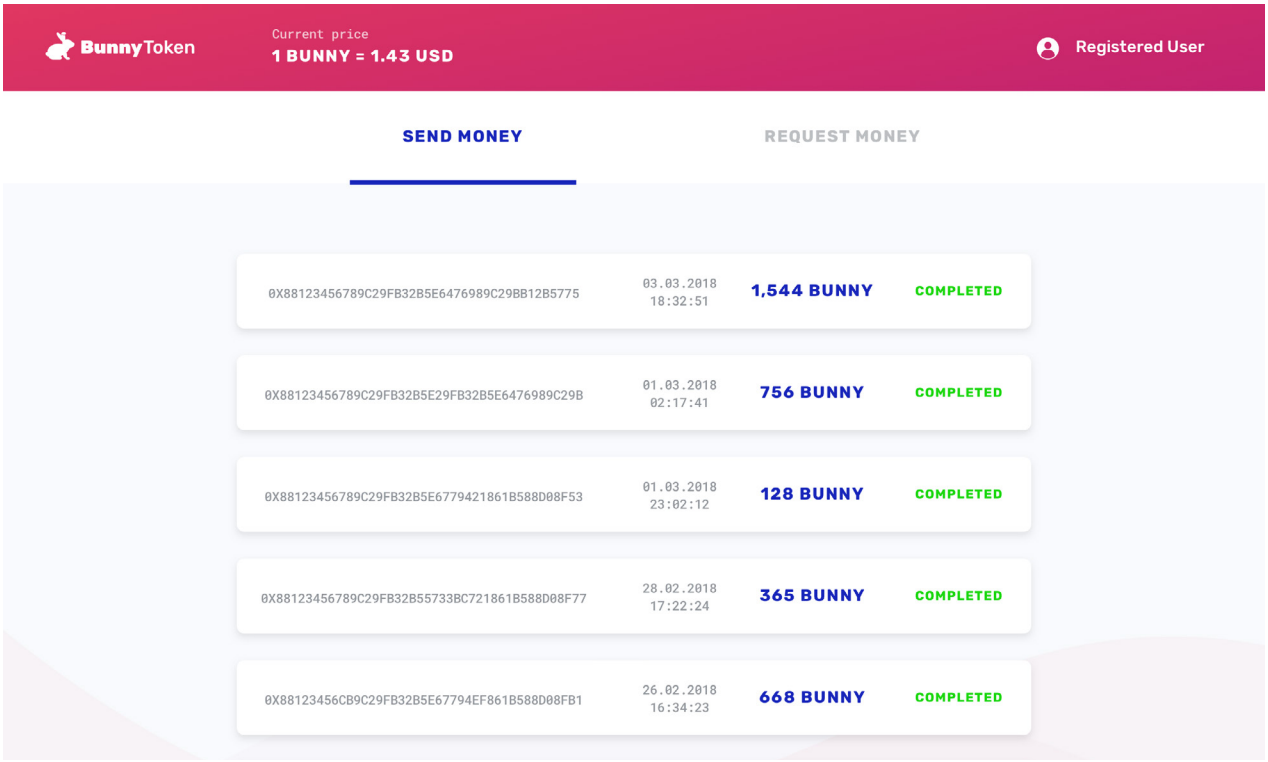


BunnyToken will offer a completely integrated payment system in the framework of any adult website payment options. Merchants will be able to integrate their business with BunnyToken's customizable payment page in an easy and user friendly interface which will eliminate any complications of working with cryptocurrencies.

The page will be supported by all browsers and responsive to be viewed on smartphones, tablets and any other devices.

The page will be easy to integrate into existing payment pages and merchants will receive technical help from the BunnyToken team if necessary. Merchants and consumers will go through the payment process in the same manner as they would through any conventional online payment method making the process seamless and easy for payers and payees.

The Bunny CRM



Anyone who adds BunnyToken as a payment method for their online business will have access to a business account on the Bunny CRM. The CRM (Customer Relationship Manager) will include statistics of all payments, current balance and settings. The CRM will offer the following functionalities:

Transaction list

All transactions will be stored and listed in the CRM. Transactions can be sorted and filtered by transaction type or date and they can be exported as CSV files. Every transaction can be clicked to reveal full information about a particular transaction including blockchain related details.

Payment page

This is where withdrawals and transfers can be made between the merchant's account to any other account. This page will also be used for transfers between a merchant and their payees in cases like webcam sites who have performers.

Permissions

The Bunny CRM will be designed with a permission model to allow different separate accesses to different users. Administrators will have access to create new users under different categories based on employee roles: admin, finance, developer.

Customization settings

The payment page will be fully customizable to fit the brand of each business and developers will be able to provide their own CSS file with their own design. Every business will specify a postback url to receive confirmation on payments.

The Bunny API

For backend integration we will provide several HTTPS methods

GET /v1/payment
Opens a payment page with a new invoice

string recipient
int amount
int gaslimit
int gas price
string addition_info

returns the html of the payment page which can be embedded to an iframe or can be used as a separate page.

GET /v1/transaction
Used to get transaction info using Transaction ID in our system

int transaction_id

response: {“message”: {transaction: {id: 437510, type: “payment”, amount: “100000”, comission: “10”, hash: “0xrg2323toawa4332”, “date”: 10933223233, “sender”: “0xwr32sf32w”, “recepient”: “0x4jr3ew2a”, “status”: “confirmed” }}}

GET /v1/transaction/search
Searches for transactions by specified parameters. All parameters are optional

int[] transaction_ids
string[] hash
int date from
int date to
int amount from
int amount to
int commission
string recipient
string sender
string type
string status

response: {“message”: {transactions: [{id: 437510, type: “payment”, ...], [{id: 439509, type: “payment”, ...], [{id: 432321, type: “payment”, ...] }}}

Postback
Merchants will receive a confirmation when a payment goes through. Our server will invoke their postback url which they can specify in the settings page.

Example of a sent postback:

response: {“message”: {transaction: {id: 437510, type: “payment”, amount: “100000”, comission: “10”, hash: “0xrg2323toawa4332”, “date”: 10933223233, “sender”: “0xwr32sf32w”, “recepient”: “0x4jr3ew2a”, “status”: “confirmed” }}}

Technological stack

Architecture is initially designed to take into account further expansion. All bottlenecks are organized with the possibility of parallel execution on multiple servers. That is what helps us organise horizontal scaling.

Key architectural principles:

- Microservice architecture with duplication of key services
- Geographically distributed storage, provides high availability and reliability due to redundancy
- High availability
- Separate physical nodes
- Unlimited horizontal scaling
- Using an asynchronous model of interaction between client applications allows us to achieve High performance

As data storages we use both relational databases and NoSQL solutions like PostgreSQL, Redis, Elasticsearch. Backend implementation will be written on the Python programming language.

Our web part uses high performance modern stack of technologies, patterns and libraries. That gives the best experience to our customers and offers ease of fast production to our web development team. The heart of all of our web applications is Facebook's React framework. React allows us to create large web-applications that use data and can change over time without reloading the page. It aims primarily to provide speed, simplicity, and scalability.

Obfuscation algorithms allow us to keep code confidence, and protect code from comprometation. It enables the detection and removal of code injections, Man-In-The-Browser (MITB) attacks, DOM-tampering and data exfiltration on the client-side in real-time.

Token Sale

The token

Bunny software will produce the BunnyToken platform which will issue the ERC20 Bunny token based on the largest and most well-established, open-ended decentralized software platform; Ethereum.

The premise of the digital currency BUNNY is that it will enter a transaction mechanism between sellers and buyers through crypto exchanges and between parties of the adult industry. Liquidity of Bunny will rise, as demand rises and it goes into constant usage. Payments via Bunny will carry the security known to blockchain systems and information will be kept private through security encryption.

To jumpstart the value of the token, during the pre-ITS and ITS phase we will increase the value of the currency by 1% per day. This guarantees a noticeable increase for initial buyers. Minimum payments to purchase a Bunny token will be 0.1 ETH or 0.009 BTC. Withdrawals will require a minimum of 1000 BUNNY.

BunnyToken will be listed on crypto exchanges after the ITS and it will become available to the public for exchange and trading.

Once the BunnyToken platform is ready, the use of Bunny will become active and ongoing between the initial companies which add Bunny as a payment method and their consumers. As the number of these companies grows, so will demand and hence the general value of the currency.

An ERC-20 token is a smart contract which implements ERC20 interface. Smart contract is a program written in solidity programming language and is being executed in the Ethereum Virtual Machine of the Ethereum blockchain.

Smart contract guarantees that the BunnyToken allocation plan will remain unchanged, it will be impossible to create more than 1,000,000,000 tokens. It means that after being listed in an exchange the token’s price will depend exclusively on market demand and not on technical manipulations.

In our development we use OpenSource project OpenZeppelin which ensures security of our source code and protects the project from hackers.

Investing in ITS

Early adopters and initial investors who register during pre-ITS and ITS can exchange their cryptocurrency for Bunny tokens. 0.000100 ETH will buy 1 Bunny token. The price will increase by 1% per day.

The Bunny token can be withdrawn from bunnytoken.com to a private wallet after purchase. Tokens, however, can only be transferred between wallets as soon as ITS period ends.

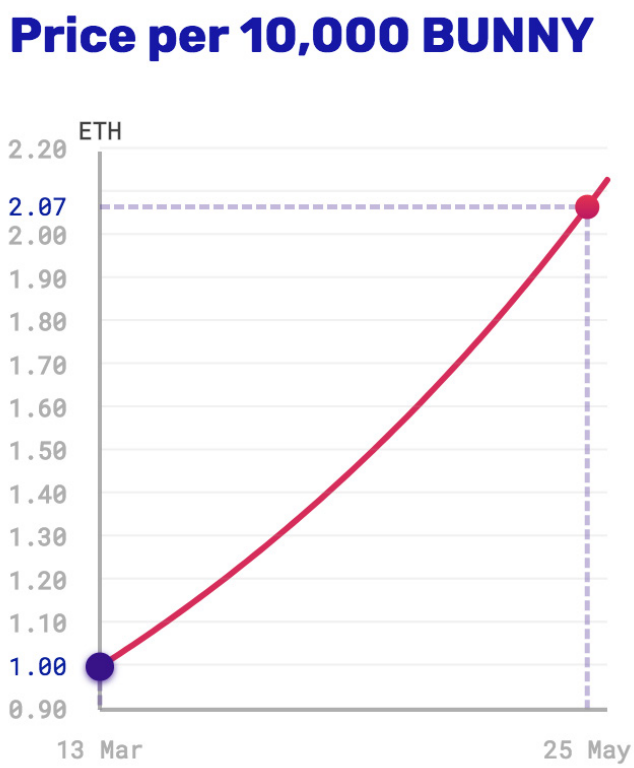
Buying Bunny tokens

Following the ITS Bunny tokens can be bought through exchanges. Payment methods will depend on the exchange. The tokens can be stored on any wallet which supports ERC20 tokens.

Token distribution

There will be a total supply of 1,000,000,000 Bunny tokens. No more tokens will be issued following ITS and any unsold tokens will be burned.

All funding raised from the token sale will go into the development of the BunnyToken platform and putting our marketing efforts to help the token reach the vision we have for it.



Token's price will increase 1% per day during token sale

Private presale

January 2018

Sold out to private investors.

Public Pre-Initial Token Sale

13 March - 24 April 2018

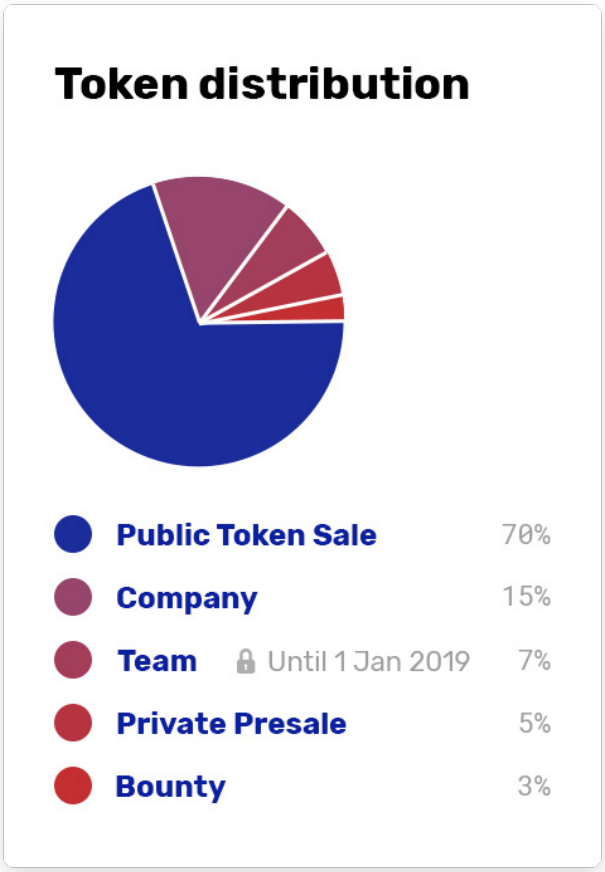
The price will start at 0.000100 ETH and increase by 1% per day.

Initial Token Sale

25 April - 25 May 2018

The price will start from 0.000153 ETH where it left off at the end of the Public Pre-ITS, and will increase by 1% per day. By the last day a single Bunny token will be worth 0.000207 ETH.

The tokens created by BunnyToken will be distributed among sectors which will ensure the growth of the company and benefit investors.



Total supply 1,000,000,000 tokens
Unsold tokens will be burned
Tokens reserved for the team will be locked until the 1st of January 2019

Fund allocation

70% of invested funds during pre-ITS and ITS stages will be liquidated into fiat currencies, which will be used to maintain sectors of the development which cannot be paid through cryptocurrencies at the moment and to protect the project from cryptocurrency volatility.

The funds will be allocated for the development of the project and reaching the goals we have set in order to push Bunny token into the top cryptocurrencies and deliver the BunnyToken platform according to our roadmap timing.

Funds will be allocated to the following sectors:

Software development 30%

These funds will be allocated for the costs of developing the BunnyToken platform and all the technical work which will go into the process. This includes developing the CRM, wallet, payment page and API.

Business development 25%

These funds will go into growing and improving our relationship with potential partners and industry leaders through expos, promotional events and industry conferences. The relationships we build will increase our client base and help our business prosper.

Marketing 35%

These funds will be allocated for the costs of our marketing strategy, including but not limited to branding and brand awareness, public relations, ad campaigns, social media campaigns, newsletters, and any means deemed necessary to expand the brand and reach our goals.

Operational costs 10%

These funds will be used to cover the costs of our day-to-day operations which will keep the BunnyToken development and brand alive. This includes but is not limited to the recruitment, specialists who will join the team, office expenses and more.

Roadmap

We have created an attainable roadmap, based on our resources and marketing strategy. Any extra achievements or additional milestones will be announced to all registered members.

JANUARY 2018

Private Presale

The private presale was completed and sold out to private investors. 50,000,000 tokens were sold.

13 MARCH 2018

Pre-Initial Token Sale

The pre-ITS will open up to new investors. The price will increase by 1% on a daily basis.

25 APRIL 2018

Initial Token Sale Starts

The official ITS begins. The price will once again increase by 1% on a daily basis.

25 MAY 2018

Initial Token Sale Ends

The ITS ends and sale of BUNNY token on our website stops.

Q3 2018

Exchange Listing

We are already in contact with leading crypto exchanges to get BunnyToken listed. After the ITS ends the digital currency will be available for public trading.

Q3 2018

Tokens Burned

All unsold tokens will be burned.

Q3 2018

Airdrop

Anyone who has stored Bunny tokens in a wallet up until then will receive extra tokens. This will happen if the referral program does not consume all 3% of tokens allocated for the bounty.

Q4 2018

Bunny Wallet Launch

We will launch a desktop and mobile wallet for BunnyToken.

Q4 2018

Beta Test Launch

The beta test of the payment solution will be ready for release. The beta version will become available to our partners.

Q1 2019

Bunny Payment Solution Release

The Bunny payment solution platform will be launched. By this point, we will have made additional agreements with top adult industry businesses to begin using Bunny.

Q2 2019

Expand Client Base

Our aim is to have recruited a minimum of 200 businesses and individuals from the adult industry to the BunnyToken ecosystem.

Q3 2019

Market Share Grows

By late 2019 a considerable percentage of the adult industry will have switched to BunnyToken and more industry leaders will join. BUNNY will be the mainstream cryptocurrency for the industry.

Advisors

BunnyToken is working with experts from all sectors of the industry who act as advisors for our project. Their opinions and guidance is helping us design a detailed product which will enhance every participant's experience on our platform.

Alex Eikster

INDUSTRY BUSINESSMAN

Founder of Venus Media Ltd and Owner of leading website for affiliates in the entertainment industry TakeBucks, he is a videographer, photographer and producer with a big number of successful entrepreneurships under his name over the last 18 years. He has been a part of international projects and big productions. His presence in the biggest industry events across the globe is solid.

Kira Queen

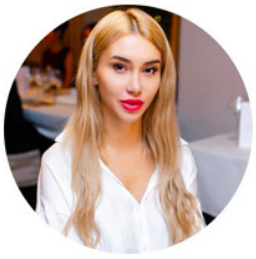
FAMOUS ACTRESS

Award-winning actress, screenplay writer and director. She runs her own widely successful business Queen Kira where consumers can buy quality content and chat with her online. She has worked on dozens of projects and continues to be hugely successful and popular on some of the biggest industry websites.

Nataly Gold

FAMOUS ACTRESS

Famous performer and actress. Nataly worked with number of notable companies and entertainment websites including Mofos, Private, DDF Network, Team Skeet, Devil's Film, Evil Angel, Perfect Gonzo, Cum Louder, Immoral Live, Reality Kings, Eromaxx Films, Wicked Pictures, Video Marc Dorcel, and Juicy Entertainment. She has a huge impact on BunnyToken guiding project development to the right direction.



Katrin Tequila

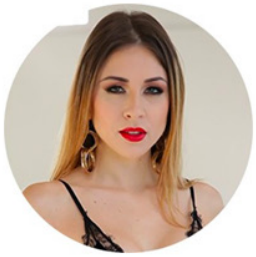
FAMOUS ACTRESS

Katrin has been a well established superstar since 2016. She runs a successful page on OnlyFans.com where her admirers can pay to access more of her exclusive content. She has starred in short and full length movies, as well as countless videos for dozens of sites and 2018's Chicas Loca TV series.

Eva Berger

FAMOUS ACTRESS

Performer and actress with a large number of projects under her name including 2018's hugely successful TV serieses. Known for her ginger hair and unique look, Eva has starred in countless viral videos which have become fan favorites on leading website. She has a big following on social media and famous platforms like FanCentro.



Paulina Soul

FAMOUS ACTRESS

Paulina is a well known actress and model with vast experience in the industry. She debuted with the esteemed DDFnetwork and went on to make famous video pieces which have become fan favorites and voted as top 10 scenes for January of 2018. She is a listed model on some of the most famous industry websites.

Jia Lissa

FAMOUS ACTRESS

Jia Lissa is a famous fashion model who crossed over to photography and movie acting. Her stunning and unique looks have earned her spots in famous movies such as Remote Control which was voted movie of the month on famous movie award. As a rising star in the industry Lissa offers fresh and creative insights to BunnyToken.

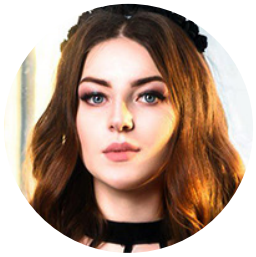
C-LEVEL

Bunny Software has brought together a team of experts with backgrounds in the entertainment industry business, payment systems and blockchain specialist who will make BunnyToken the mainstream digital currency for the entertainment industry.

Alexander Maslov

CO-FOUNDER CEO

CEO with huge experience in online entertainment international projects. Solid working knowledge of budgeting, sales, business development, and strategic planning. Strong financial and analytic skills. Able to assimilate complex information. Direct experience in budgeting, forecasting, and capital planning. Strong process design skills.



Vasilisa Yakubo

CO-FOUNDER COO

Deep experience in leading & managing international distributed teams with a wide range of business goals: functional support, e-commerce, customer relationship management experience, vendor management, project management

Andrei Kazarin

CO-FOUNDER CTO

I like to employ systems thinking and a ground-up approach to anything that comes my way. I have the soft skills needed to effectively communicate and a vast array of technical and strategic understanding to ensure successful completion of objectives across a range of industries and markets.

The Future

The adult industry is unstoppable and continues to get the attention of a large amount of viewers and consumers. Its annual revenues get bigger and compete with globally successful brands, but the biggest room in the world is the room for improvement and blockchain is the addition this industry needed to move on to the next phase. The adult industry needs a payment service solution which will offer better and more reliable conditions with lower fees. The industry needs BunnyToken.

Welcome to the era of BunnyToken.