



# Bit House Finance

## Whitepaper



# ABOUT

Bit House is a Reality Show where participants will be confined in a scenographic house for 21 days and their activities will be broadcast 24 hours a day with no means of communication with friends, family or the outside world.

Bit House prides itself as an entertainment and content marketing project, and entertainment.

Bit House participants will go through crypto related tests and challenges with the goal of remaining in the house till the last day at which time the audience will choose through online voting who the winner of the final grand prize of up to 1 BITCOIN will be.

In order to capture the final value of the prize and the costs to maintain the project there will be a 2% token trading fee percentage. There will also be funds raised from advertising sales, monetization of streamings and other forms of fundraising. They will all define the value of the final prize, the maximum being 1 BTC.

## PROGRAM DYNAMICS

During the confinement period, housemates will vote for one opponent to be eliminated from the program; the housemate with the most votes will be evicted from the program.

Bit House participants will be chosen by the public through Voting videos on YouTube. The presentation video of the participants will be publicly posted and those with greater acceptance via real likes and comments will be chosen, and being most in tune with the Crypto universe will be the determining factor in the competition.

Bit House hopes to generate quality content and a lot of entertainment. Panel discussions will also be organized among participants as part of our educational bit. House members will be selected from different regions of Brazil, with diverse experiences in relation to the market and all of this information will be shared with the viewers as the program progresses.



# SELECTION OF PARTICIPANTS

The first phase of Bit House begins with the selection process of the programs' participants. This selection process will last 60 days. Candidates must complete the form containing all their data and social media profiles on the official page and send it along with a video of not more than 5 minutes for the potential participant's profile analysis.

Simultaneously, there will be closing and formalization of partnerships and sponsorships for the parties, competitions and the challenges will be prepared daily for Bit House participants.

The adhesion of companies to Bit House will make it gain visibility, attracting the attention of investors, generating audience and the market value that the project seeks in the long term.

The first edition of Bit House will be held in Brazil in a confidential location. With the expected positive result of this edition, Bit House will seek to expand to other countries.

There will be 10 participants confined for a period of 21 days participating in group dynamics, physical and intellectual challenges, tests, parties and many others with the objective of winning the prize of up to 1 BITCOIN.

Every 3 days a participant will be evicted from the program, so the dynamics of votes and audience participation will be greater, reflecting the speed with which everything happens today in the crypto market.

# GOALS FOR THE PROJECT

With the growth of Bit House, the following editions will have greater investments in infrastructure, development and research which will bring an increasingly elaborate and updated format to the program as is already seen in the entertainment and marketing segment, however we combine blockchain technology. The possibilities are endless! This increased visibility will make Bit House become a media generator as companies today increasingly seek to advertise in digital media.

Also with the help of digital influencers, the commitment of the marketing team and with the Generation of relevant content we believe we will grow the project and make it highly relevant in the entertainment and content marketing ecosystem.

# THE MARKET

Bit House is a project that arises due to the growing demand for entertainment in the "Reality Show" format where ordinary people play real roles and not fictional characters, our goal is bringing this entertainment format into the DEFI market, and using Blockchain technology to monetize the project in a decentralized way.

As an example of our potential, BBB22 (Big Brother Brazil 22) since its debut on January 7, 2022, has made "Rede Globo" about R\$ 7 million per day. The reality show is among the attractions that generate the most revenue in the shortest time for the channel.

The show itself put about R\$700 million into the network's accounts until its final day on April 26. That is, R\$ 700 MILLION IN JUST 100 DAYS!!! That is about three times greater than the attraction generated until a few years ago.

The audience and engagement phenomenon of the previous edition (BBB21) produced a race of new advertisers in search of millionaire sponsorship quotas and single merchandising actions for this year, which demonstrates the growing demand for this entertainment format and the need for decentralization of this complex ecosystem.

The scope of our project is very wide because the 22nd edition of the BBB debuted on January 7th with the largest audience on Brazilian TV in 2022 and around 5.6 million viewers.  
per minute ONLY IN THE CITY OF SÃO PAULO.

BBB 22 was the most watched program on Globo and on Brazilian television this year according to the broadcaster, accounting for more than 155 million viewers, which demonstrates the insane potential of a project like this which, in just three months generates more advertising revenue than Band and RedTV earn in 1 year, which are respectively the fourth and fifth largest TV networks in the country.

This is in times where the audience is constantly on the internet and social networks, but shows like these has kept broadcasters ( television channels that is) alive, as more and more users are adhering to streaming platforms.

BBB22 was also the most watched program on Globo's Streaming service in the same period, with a growth of 46% in consumption of hours and 187% in the total number of logged in users who watch the reality show.





Comscore data shows that among social networks Twitter, Facebook and Instagram, BBB 22 reached an audience of 32 million people, who interacted with content more than 201 million times.

It is an already consolidated format that is not lacking adaptations and all with great reach and engagement such as: No Limite, Power Couple Brasil, On vacation with the EX, The Island, The Farm, among others...

With an eye on this market, Bit House emerges, a project extremely elaborate with the necessary structure, specialized development team and daily marketing in order to enable the progress of the project.

# TOKENOMICS



- NAME: BIT HOUSE FINANCE
- SYMBOL: BTH
- SUPPLY: 21 MILLION
- CONTRACT: 0xb5414c365a0399bee8c4380c4aa98166fe797d7a

## TOKEN DISTRIBUTION

- LISTING WALLET 5%
- PRIZE WALLET 5%
- PRE-SALE OF 70 BNB AND 11.410.000 BTH TOKENS
- PANCAKESWAP 49 BNB AND 7.416.500 BTH TOKENS
- PRE-SALE AT PINKSALE (PRE-SALE LINK)

## CONTRACT TAXES

- 15% in fees on every transaction
- 2% award fee
- 4% marketing fee
- 4% project development fee
- 5% BTC reward for holders



# ROADMAP

## PHASE 1 - 2022

### *Pre Sale*

- Website v1
- Launch of Telegram, Reddit, Discord, Instagram and YouTube channels.
- Marketing
- Smart Contract
- Invitation of VIPs
- Pre-Sale
- Audit
- PancakeSwap

## PHASE 2 - 2022

### *Preparations*

- Website update
- Opening of registrations to the general public
- Invitation to VIP participants
- Community Events
- Closing of Registrations to the general public
- Start Selection Process
- Mainstream Marketing Campaign
- CMC and CG listing

## PHASE 3 - 2022

### *The Reality Show!*

- Presentation of Housemates
- Reality Show Start
- Team presentation
- End of reality show
- Prize delivery
- Top Tier CEX Listing
- Strategic Partnerships
- Development of the second edition NIGERIA

# TEAM



PEDRO  
CEO



MOONK  
BUSINESS AND MARKETING



ÍTALO  
BLOCKCHAIN DEV



PABLO  
BACKEND DEVELOPER



HERNAN  
FRONTEND DEVELOPER



ROGÉRIO  
DESIGNER



# BUSINESS PARTNERS





<https://BitHouse.Finance>

