



THC

whitepaper

Abstract

THC is a platform that focuses on spreading blockchain industry information. It aims to build a decentralized content-sharing community platform, on which people can obtain the most objective, professional, latest and insightful information in the industry.

In the times when blockchain is at the golden turning point, THC presents itself as a community that aggregates professional information about blockchain. Cryptocurrency will be provided to everyone who contributes to the community platform. We believe with incentives, users can be motivated to create more premium content to enrich THC. On this platform, we appreciate each user's value, and welcome them to co-build a healthy community.

In China, THC is the first blockchain-related information sharing platform that offers incentives to every user who contributes to the community.

1. Background

1.1 Blockchain

Ever since the birth of blockchain, people are attracted by its usage as a decentralized, traceable, undistorted and transparent database. Especially in the end of 2017, blockchain became a heated topic. An international marketing firm named Research and Markets predicts that in 2020, approximately 65% enterprises will apply blockchain technology. And in 2022, the value of the blockchain global market will reach 13.9 billion U.S dollars.

In China, blockchain nowadays is more often referred to as a technology instead of a cryptocurrency. From start-up companies to IT giants such as Tencent and Alibaba, they all try to develop and apply blockchain to their business practices. According to the China's Blockchain Industry White Paper 2019 recently released by the Ministry of Industry and Information Technology of the People's Republic of China, by the end of March 2018, there are 456 companies whose main business are blockchain-based. Blockchain technology is widely-used in other industries such as finance, medical, retailing, supply chain, energy sources and media. It is predicted that more and more enterprises and start-ups will embrace blockchain in the future.

Nevertheless, blockchain is still in its early stage. There're more details that demand further research. It is too early to say it has already successfully embedded in people's surroundings. People may not be able to form a comprehensive idea of this technology due to lack of practical application in real-life situation. Sometimes this situation may lead to misunderstandings, regarding blockchain as a Ponzi scheme, which may aggravates the environment for it to grow. Meanwhile, facing numerous blockchain projects, investors rely more upon Key Opinion Leaders' recommendations rather than the project's potential value. In some cases, such projects may be nothing but business schemes, leaving those valuable ones unknown and finally, aborted. To some degree, these phenomenon dismay the blockchain's development.

1.2 The Value of Social Media

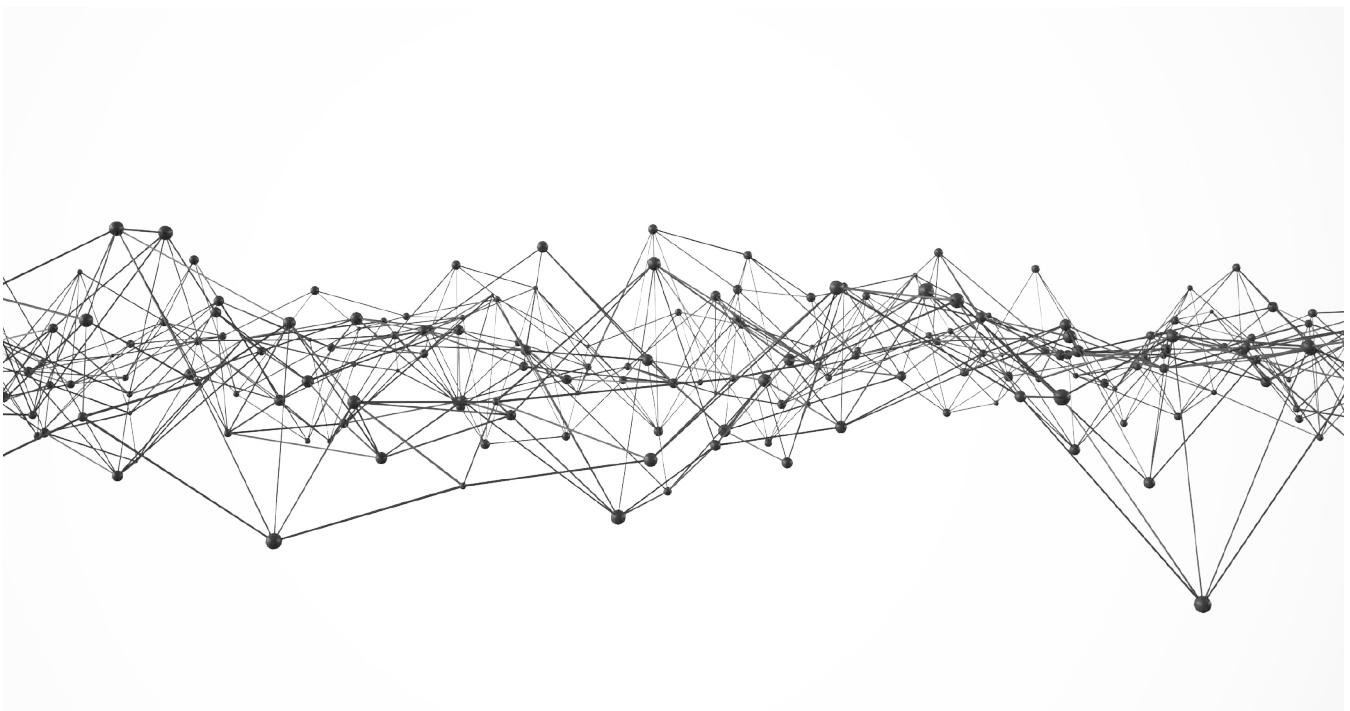
The birth of social media effectively lowers the trust cost for making social contact. Through social media, people can create content, obtain information and present themselves to a wider group of audience. In the past few years, premium UGC (User Generated Content) have already created hundreds of million dollars for social media platforms such as Reddit, Facebook, Twitter, Weibo, etc. It is believed that premium content can enrich the platform itself and enhance the content ecosystem. In 2014, Reddit assumed that their platform would be greatly improved if a share of Reddit was offered to every user who posts, makes comments and votes.

However, it is often the case that only those KOLs, who occupy the most volume, can make profits via different methods (advertising, etc.), while more audience simply generate content without getting any return. In a long run, their motivation will be damped, leading low cohesion within the community. Besides, in order to do advertisement on social media, both authors and brand owners need to give expensive fees to the platform for its own maintenance. The platform's unclear pricing policy may hurt users' desire to create. Last but not least, due to the fragmented information and the dispersed yet huge user base on social media, author's copyright often is not well protected. These can all damage the health of a social media platform.

1.3 What Hurts Social Media Users Most?

Blockchain technology is an inexorable trend, and it is also a fact that social media will continuously affect us. Under this circumstance, our audience are facing the following problems:

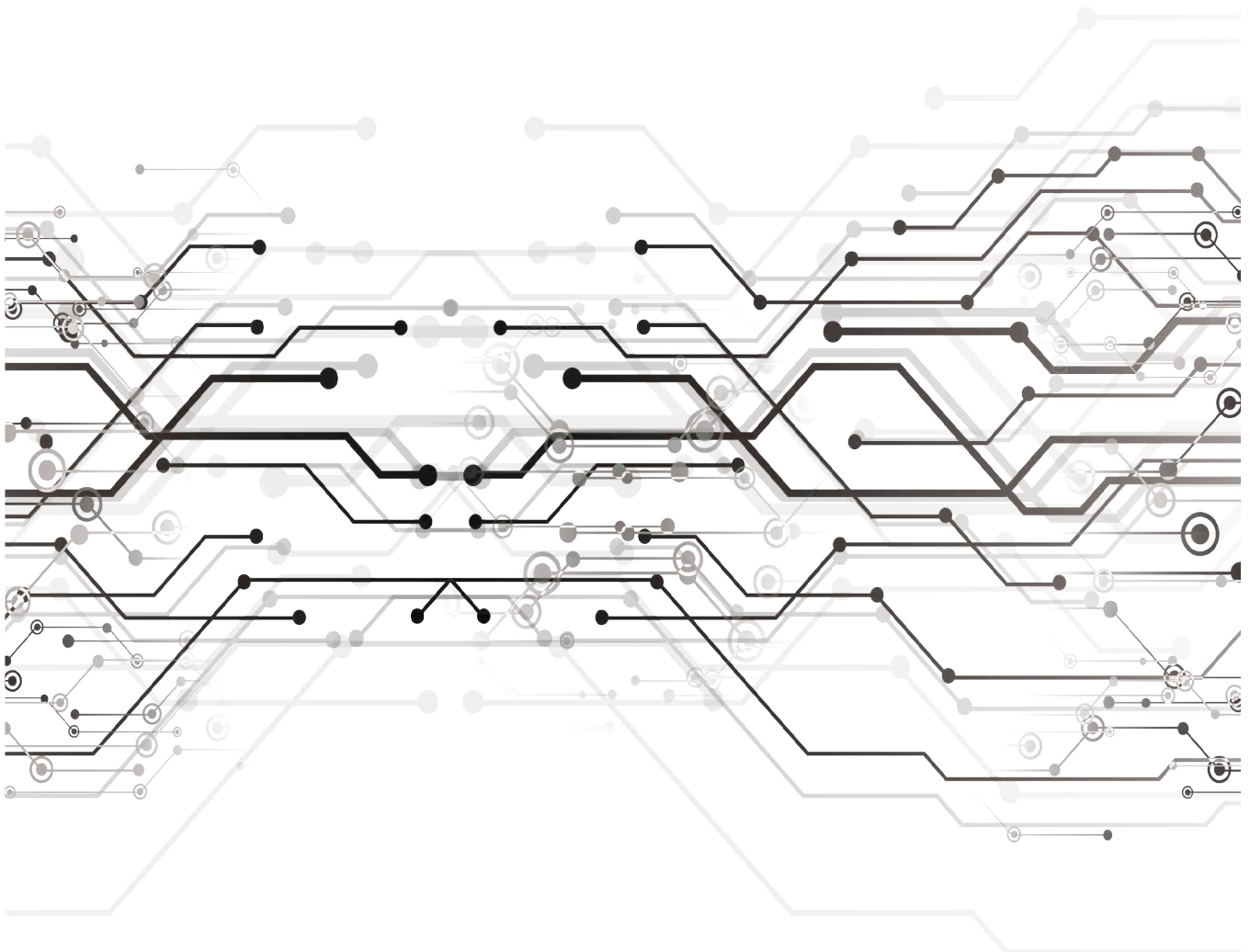
- a. Lack of community platforms where people can find and share information about blockchain;
- b. Premium blockchain projects with no KOL's support may be aborted;
- c. Platform may charge authors of high maintenance fee;
- d. Infringement upon authors' copyrights are prevalent;
- e. Unclear tax policy for authors on social media;
- f. Advertisements consume users' attention freely;
- g. Premium content from ordinary users may be ignored.



1.4 THC' s Solutions

To solve such problems, THC aims to build a social media community that focuses on spreading blockchain-related information, providing a platform where people can learn about blockchain and also exchange their opinions about this technology.

By rewarding users with our token, it is expected to stimulate people' s enthusiasm to create more premium content, contribute to the community and facilitate our development. Blockchain technology will also be applied to protect each author and user' s rights.



2. Product

2.1 What is THC?

THC is a blockchain-based content-sharing platform which provides contributing users with token incentives.

2.2 Design Philosophy

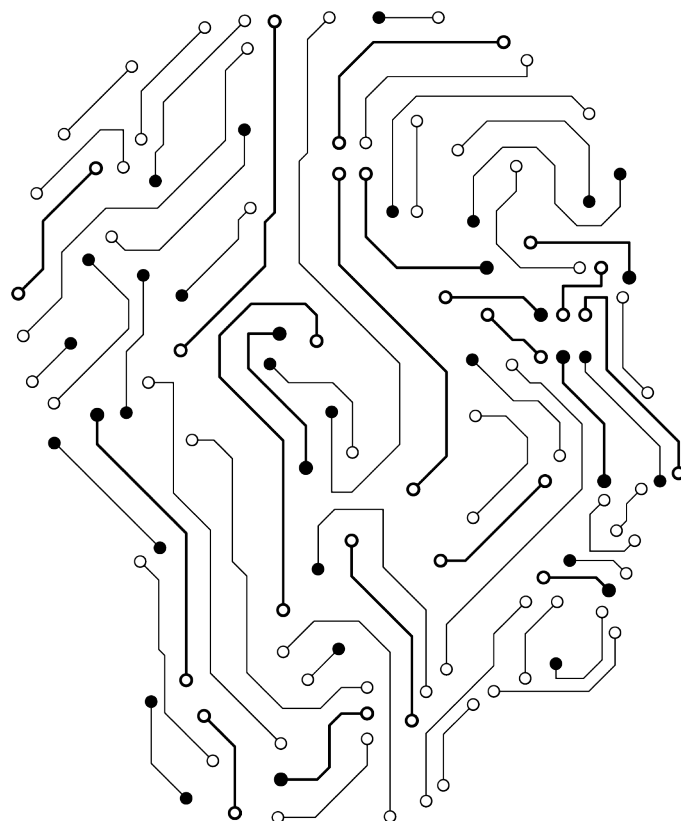
THC will share its revenue with every contributing user on our platform. Every contributing role has the right to receive rewards in forms of payment or token. Though it is difficult to quantify users' efforts behind generating content, we believe their time and effort should by no means be ignored. They should all be well rewarded.

On THC, an algorithm is designed to rate user's contribution. This algorithm can guarantee a fair and clear rating system where members can receive incentives accordingly. This system can also detect and defend those who try to gain our tokens by malicious manipulation such as trolling in our community.

Besides authors, we will award readers as well since they also take up a majority of our user base. By giving our tokens, readers can choose to vote or invest in the content. According to an article's votes, PVs, investment and sharing, reward will be determined and allocated correspondingly.

Moreover, advertisers nowadays understand the power or WOM (Word of Mouth) on social media platform. Consequently, they may align with KOLs to launch advertisements. Despite the fact that author can receive returns, a larger part of it goes to the middleman and the platform. From reader's perspective, the ad, to some degree, may undermine the content and impair their experience. Lastly, it is unreasonable that most advertisers consume readers' time for free. They don't need to pay readers for their attention.

On THC, with cryptocurrency, authors can do business with advertisers directly. The paying process can be simplified. Ordinary users can gain their returns by investing potential content. Advertisers, through paying viewers with token, can compensate their time. It can also assure the advertisement can be effectively received.



3. Product Elements

3.1 Account

To register a THC account, users have to bind THC with their social media accounts. Unregistered users can view content on the platform only, while the registered can enjoy rights such as posting, making comments, auditing, voting, investing and receiving incentives based on their contributions.

3.2 TianheNow

TianheNow presents users' content. It includes 3 basic elements: Following, Recommendation and Latest news.

Following: users can read content posted by authors they are following.

Recommendation: according to votes, investment, PVs and sharing volume, recommended contents will be shown.

Latest news: content will be updated in time sequence.

3.3 Posting

Users can post content in different forms: article, picture and video. In the future, the platform will enrich the diversity of content, such as in-time Q&A, links and live-streaming, etc.

3.4 Interaction

On THC, users can interact through:

Voting: users can vote content with THpiao, which is used for voting especially. The number of THpiao goes up as our token THC increases at the ratio of 1:1. THC can be gained in ways of joining community activities, signing in, and redemption, etc.

Investing: THC can be used to invest in content. If the value of content is added in the future, THC will return profits to investor referring to the investment proportion.

Forward: users can share content to Wechat, Twitter, QQ zone, and Weibo, they will be rewarded with THC in return.

Comment: when browsing content, users can interact with authors or other users based on the content. Comments will affect the Weight of contents.

Report: users can supervise posted content. Every user has the right to report inappropriate content. If the complaint is verified by THC, content will be deleted and token will be given to the user who submits the report.

Content Approval: after an article is posted, the system will randomly push the content to ten other users, which can be seen in "Content Approval". These users have the right to approve the content. The content will be posted publicly if there are three approvals. Users who approve the content will get token for rewards. However, if the content was reported inappropriate or illegal, once verified, the three users will be fined at some tokens.

4. Stakeholders

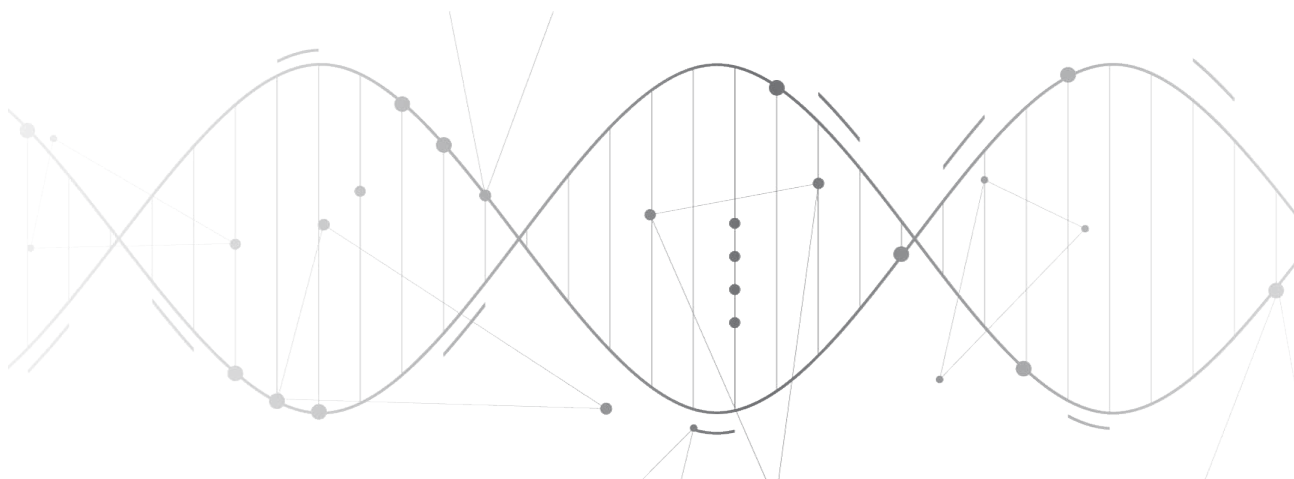
On THC, users enjoy equal rights. They can post content, vote, invest, comment, audit and spread content. Their roles are not limited and can be changed reciprocally.

4.1 Key Opinion Leaders

More than a hundred Key Opinion Leaders specialize in blockchain industry have registered in our community, including Kuangren, Huoqiu and 8btc etc. As the platform develops into the first blockchain-related MCN (Multi Channel Network) organization in China, we will continue signing potential authors internationally and domestically to provide customized and professional content to our audience

4.2 Authors

In order to appreciate authors that generate content, besides Minimum Guarantee, we will award extra bonus to content creators if other users vote, invest or forward their content. For those excellent authors, we will provide correspondent plans to help them become next KOLs in the industry.

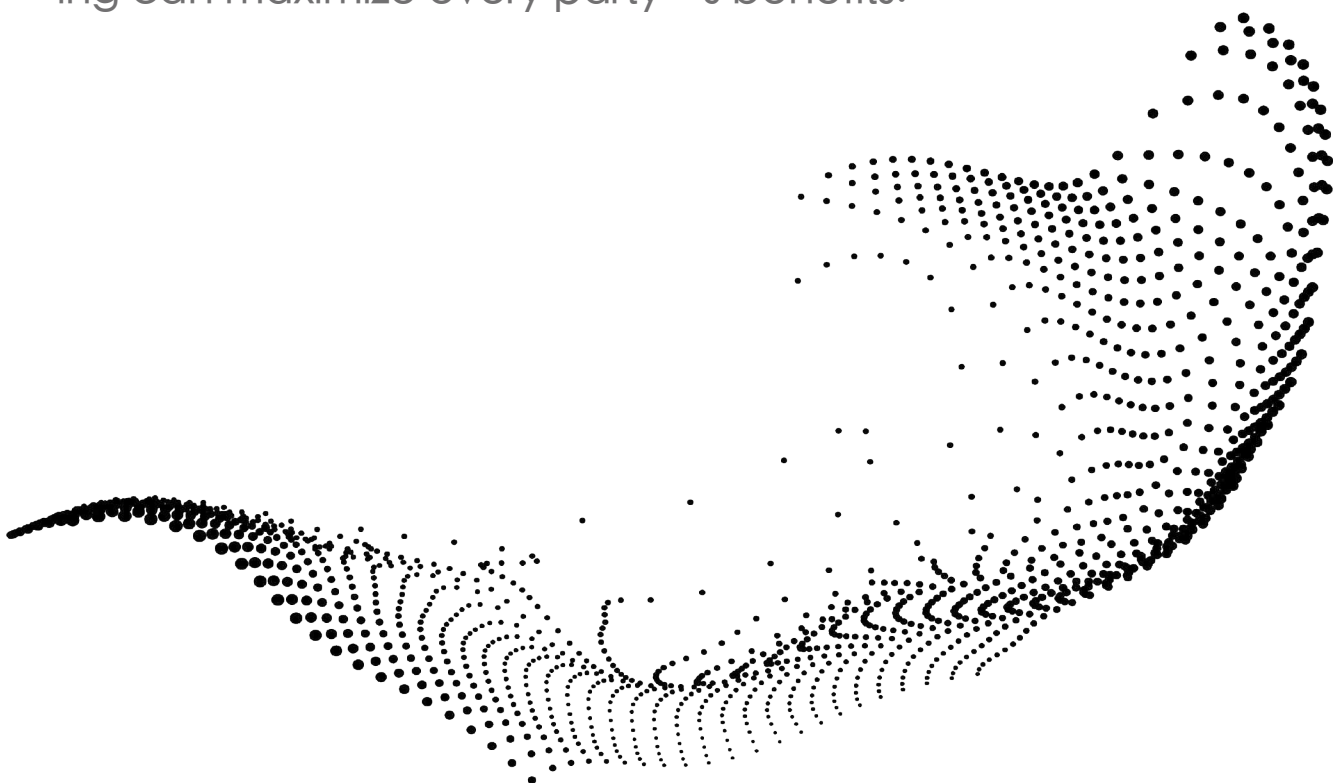


4.3 Content Supervisor

To monitor the content is of significance and necessity for a healthy community. Besides the official will supervise the content quality, we invite every THC user to report any illegal or inappropriate content. It is believed that only when our platform is well managed can our token THC be more valuable for the token holders.

4.4 Advertisers

As THC develops, we will present you a special advertising system, within which THC will be used to facilitate our token fluidity. Brand owners can register on THC, purchase THC and utilize our token to launch advertisements in our community. The token will be offered to our users in exchange for their time and attention. In this way, the effectiveness of advertisement can be guaranteed. The combination of community incentives and advertising can maximize every party's benefits.



5. Token

5.1 THC

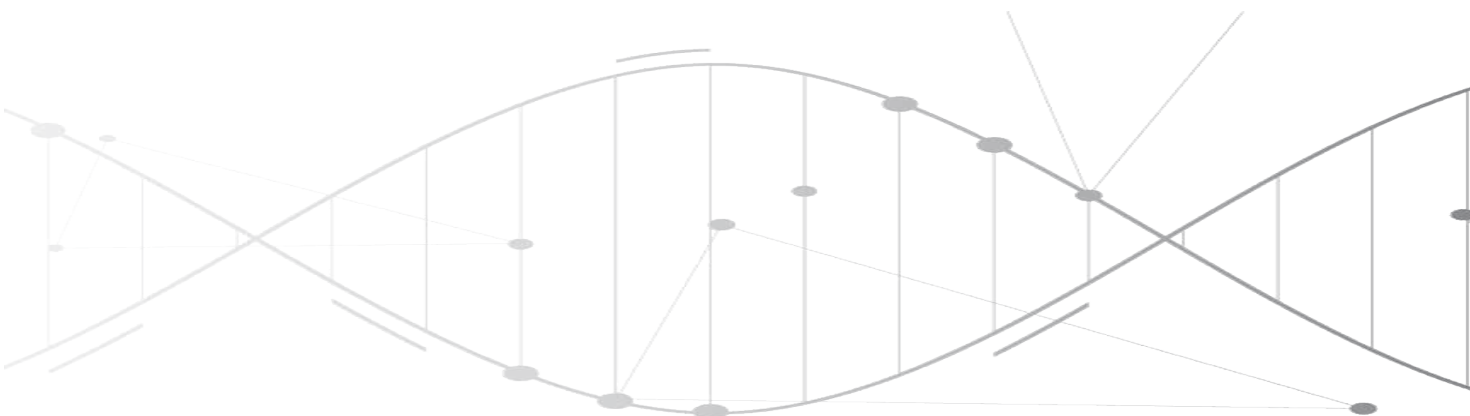
THC will be operating on BITCONCH, one of the fastest blockchain in the world. With BITCONCH, we hope to build an open content platform that can create value.

THC will be used on THC platform. Users' earnings on the platform will be settled in THC. THC is mainly used in the following situations:

- a. to invest in contents;
- b. to motivate content authors;
- c. to motivate content spreaders;
- d. to motivate content supervisors;
- e. to launch advertisements.

5.2 The Value of THC

THC will be the only token in circulation on our platform. As more users are attracted to our community and the economic ecosystem of the whole platform thrives, the value of THC is expected to increase.



5.3 Application

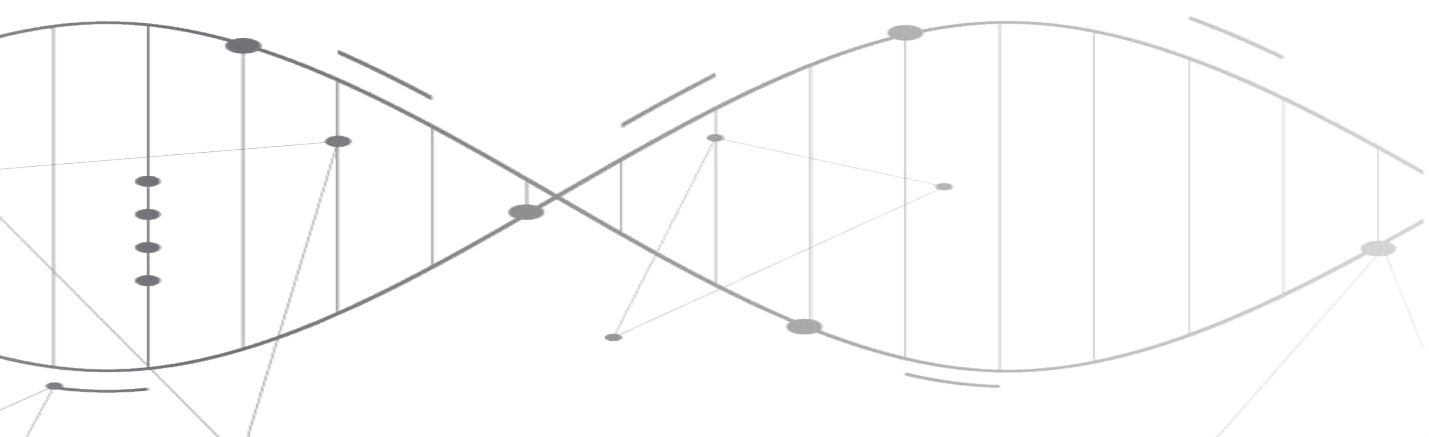
THC can be used in the following situations:

Advertising: Product owners must have THC to launch advertisements on THC platform. THC is the only circulating token on our platform. The price will be adjusted according to the form of advertisement (article, video, H5, poster, etc.). Moreover, the demonstrating places (opening page, homepage banner, searching column, tag, etc.) for advertisements can also affect the price.

Solicit Contribution: Product owners can purchase tag and name it after their product on THC with our tokens. Authors who write articles under this tag will be rewarded with extra THC. Readers can also be rewarded. In this way, we believe the quality of article can be improved and the advertisement can be effectively exposed to more target audience

Investment: All our users can invest in valuable contents they are interested and get investment returns after 7 days.

Withdraw and trade: THC will be launched on cryptocurrency trading platforms. THC holders can exchange our tokens with other cryptocurrency. Further, due to the rule that advertisements must be purchased with THC, in order to advertise on THC, product owners can buy THC on the market or from our users.



5.4 Distribution Plan

The total distribution amount of THC will be 0.966 billion, with a circulation amount of 24.15 million.

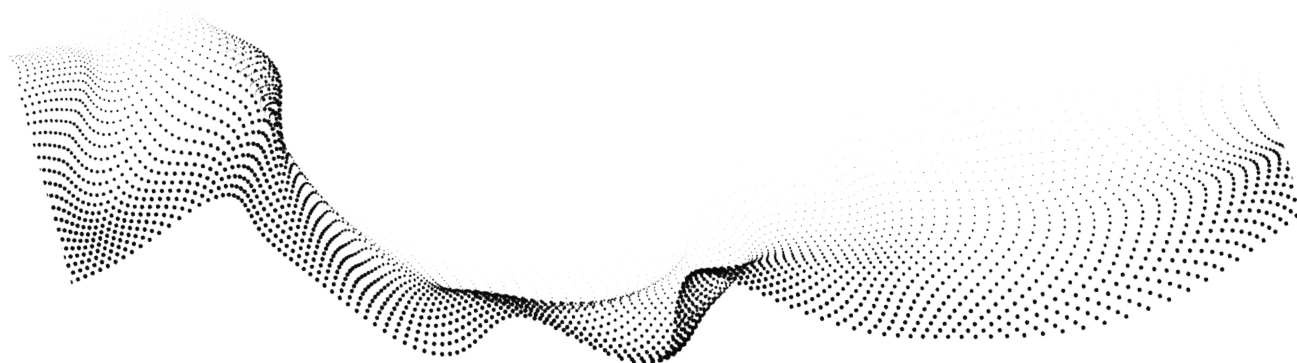
5.5 Repurchase Plan

In order to maintain a sustainable and healthy economic system on our platform and to stabilize the price of our tokens, we will repurchase THC proportionally. Tokens will be repurchased from the following activities:

Advertising: product owners will have to pay THC for advertising on THC platform. These tokens will be allocated in our token pool, a part of which will be recycled by the platform, and the rest will be returned to advertisement viewers accordingly based on their viewing time.

Investment: when users invest in contents, the invested tokens will be allocated in the pool. After returning to authors and investors, the platform will recycle a proportion of tokens for team and platform maintenance.

Withdraw: in the future, our users can withdraw tokens and trade on the markets. According to the amount of withdrawal tokens, service charge will be needed and paid in THC.



6. Technical Details

6.1 Platform

Content platforms(ios/android/pc)		
sample applications	log services	Document
Universal Api platforms		
Data service	Search engines	
Data platform		

6.2 Functions

THC platform is composed of five layers:

The bottom layer Data Platform provides underlying blockchain services such as blockchain format, network, consensus algorithm, database, users and permission management. The Data Platform is characterized by its high availability, safety and low latency that allows basic data and token service.

Data Service and Search Engines provide data storage and searching. The Data Service applies distributed system, which ensures high flexibility, stability and utility.

Universal API Platforms provide unified internal and external data interface with operation data. Both internal system and external system can share our interface promptly.

Sample Applications, Log Services and Document are the layer for direct interaction between app and PC. They provide basic operation interface, permit interface, data interface, operation log and develop document. These ensure the data are browsable and operational on our platform.

The top layer is our Content Platforms consists of IOS, Android and PC clients. Users can browse, post or comment information on these three platforms.

7. Schedule

7.1 Product Plan

April, 2020 – Development of basic interfaces

May, 2020 – Development of user incentive system

Jun, 2020 – Construction of trading system 1.0, THC token listing

July, 2020 – Product launch

Late-July, 2020 – launch IOS version and official website

Early-August, 2020 – launch Android version

Late-August, 2020 – THC community launch

September, 2020 – Support Advertisement function

7.2 Project Operation Plan

April, 2020 – KOL communication

Mid-May, 2020 – KOL lineup

June, 2020 – Registration of more than 100 KOLs in blockchain and cryptocurrency industry on THC platform

June, 2020 – complete beta test

Mid-August, 2020 – become the first MCN organization in blockchain industry

Late-August, 2020 – THC community launch

8. Technical Support

THC is a side-chain hatched based on BITCONCH. THC is backed by BITCONCH's underlying main chain technology.

9.Foundation Support

Sunshine Foundation PTE. LTD (Abbreviation SFPL) is founded in 2016 with its headquarter in Singapore. SFPL is an non-profit organization by leading blockchain R&D enterprises and blockchain industry investors, who are devoted to promote the industrial application of blockchain technology as well as to support entrepreneur with decentralized application.

10. Summary

THC combines the advantages of both blockchain and social media industries to tackle the challenges. As a pioneer, THC adopts an unprecedented way to return users in China's social media industry, that is, to provide exchangeable tokens to authors and readers. On THC platform, individual return is correlated with their contribution. Based on the market price and fluidity of THC, our tokens will share value as legal tender, and THC possessors will be given more exclusive earning opportunities.

The background is a deep purple with several lighter, wavy, organic shapes that create a layered, fluid effect. A semi-transparent rectangular box is centered horizontally and vertically, containing the word "Thanks" in white. The text is in a bold, sans-serif font.

Thanks