TTT
The Tip Token

"Here is a simple but powerful rule:
always give people more than what they expect to get."

– *Nelson Boswell*

Revolutionize the way you tip

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I.   Preamble

The purpose of this whitepaper is to introduce TTT, The Tip Token, detailing most of its aspects and giving answers to the technical and fundamental questions raised with regards to this product.

This document is in no case to be considered as a solicitation to buy or sell TTT tokens, or any other investment advice with regards to this project. This document should serve as a learning material to further understand the exact workings of The Tip Token and its concrete use cases.

This paper reflects our current vision for The Tip Token and the goals we intend to achieve with this project in the future. Furthermore, this document reflects our team's utmost commitment and ambition to transform the ideas in this whitepaper into a fully functional and predominant realization; with our primary commitment being the release of a fully functional Tip Name Service, Platform & Custom Name Service and continuation on the developmental focus with regards to interoperability with other blockchains.

Lastly, this document aims to bring forth our project's last fundamental principle.
TTT is a community token; driven by the community, for the community, whose future advancement and development will be forged by the collective voice of its user base, to be implemented by the team behind it.

II.   The TTT Vision

A. Brief History in Tipping

Historically, a tip was a method for a person(s) to show their appreciation towards another person(s) who has affected them in a positive manner, whether it is for a good service provided or a particular aid given – physically or intellectually. In that context, tipping is as old as humanity itself. Century old stories depict acts of Kings and Lords giving away land properties, live stocks, and jewels as an act of equal admiration to artists and servants who have managed to impress and dazzle them and thus, as a method of tipping. Overtime, the act of tipping has evolved into a more systematic approach, visible especially in the hospitality sectors, with the earliest recorded example of clients using tips - To Insure Promptness - 300 years ago, in British owned restaurants to ensure the services' swiftness.

Present day, millions of people tip regularly around the globe for a variety of reasons or occasions, so much so, that it led to some industries and cultures adopting tips as a general, well-accepted norm.

Nowadays, the most prevalent act of tipping occurs in the Service Industry, in gratitude for a good service in social settings such as Bars & Restaurants. However, this accounts for a minority of the tipping use cases. Thus, shouldn't we also consider the other use cases where people deserve a tip for their services, which represents the vast majority? Such use cases include but are not limited to:

- Transport services (RelayRides, Uber, BlablaCar, etc.)
- Housing services (Hotels, Airbnb, Couchsurfing, etc.)
- Online services & reviews (Wikipedia, Yelp, Reddit, etc.)
- Online content creators (Bloggers, Youtubers, Artists, etc.)
- Face to face services (A neighbor helping to move out, a stranger helping to fix the car, etc.)

For use cases such as these outlined above, there is no fast and natural way to tip these entities in effort to show gratitude.

B. Tomorrow

The Internet has advanced our world considerably more in the past two decades than anything else fabricated this century. The Internet today has penetrated almost 40% of the our global population compared to 1995, were it reached less than 1%. Simultaneously, the world's population has more than doubled in the same period. Currently, the number of internet users has increased ten-fold from 1999 to 2013: the first billion users was reached in 2005, with the second billion coming in

Internet Users in the World
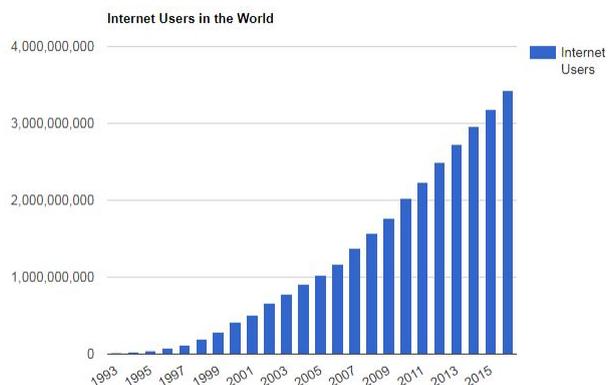
at 2010 and the third billion in 2014[1]. The Internet itself, was a creation which eventually led to an internal evolution of human society and behavior where the power of user generated content became the driving force; forever, communication was now changed.

Today's primary use of the internet is primary focused on communication and providing services. The internet is driven by recent rise in social media, video hosting sites, content sites and discussion forums like Twitter, Reddit, Youtube, Medium, Bitcointalk etc.. These channels allow millions of people to create and post entertainment content on a daily basis consisting of various forms; millions of people are then affected by this, and use that content to seek answers, learn, to vent out their frustrations, communicate, help, entertain, and to alert others around us.

Tomorrow has come again, in the form of a peer to peer, trustless form of value exchange pioneered by Blockchain technology. The introduction of Bitcoin, a decentralized proof-of-work currency accompanied with a globally accessible distributed open ledger, has transformed forever transactions of value between two or more persons. A few years later, the Ethereum blockchain further innovated the way blockchains work and are used with the introduction of smart contracts. Smart Contracts enabled developers to create a digital currency much like Bitcoin, which had the added capability of being programmable; digital currency accompanied with executable code. Furthermore, ethereum gave rise to decentralized applications, also known as dApps; and DAO - a decentralized autonomous organization capable of functioning without human aid. This brought a particular attention to the cryptocurrency industry, allowing companies to easily create new coins & tokens. The blockchain world we know of today is still in its early stages, and it has still already captured over 800 Billion dollars in market capitalization as it marches towards mainstream adoption.

The Tip token, working on the Ethereum blockchain, intends to use its smart contract capabilities to create the first real world decentralized and automated solution for tipping anyone, anywhere, upon any conditions, with transactions taking place at near instant speeds.

The gateway to making this vision a reality lies within the TTT platform. The Tip Token is accompanied by a decentralized platform allowing the facilitation between people being tipped - the TIPD, and people tipping - the TIPR, whom will be able to self manage, edit and adjust their own personal smart contracts dictating The Tip Token directly on the platform.

The TTT token and Platform ambitions differ from current digital currencies by aiming to:

- Considerably simplify the blockchain address system by replacing the traditional 40 characters public key utilized to identify an individual's wallet with personalized short address names attached to each wallet. This removes the complexities of not only remembering one's personal wallet public key, but also allowing for more accessible input when conducting a transaction.

- Encourage tipping by rewarding the tippers through various advantages provided directly by the content owner or service provider. Discounts, services offering and other various advantages will encourage occasional tippers becoming regular tippers.

- The TTT Platform further contributes and encourages the use of TTT tokens as a means for conducting transactions using TTT's Proof of Action Algorithm. POA rewards users for consistently using TTT as a value transaction by airdropping TTT to top users

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[1] *Source: http://www.internetlivestats.com/internet-users/*

according to the number of transactions they have conducted per month. Wallets with the top 20 highest amount of transactions each month are chosen as part of our reward program. Currently, Ethereum mines 178650 blocks every month. This block number will serve as a countdown each month, readjusted to match current month's Ethereum hashrate.

III. Milestones

A. TTT Address Simplification

TTT is an ERC-20 token. Therefore, as with every other ERC-20 token, every TTT wallet address on the blockchain will also start with "0x" followed by 40 random alphanumeric characters. This unique address is directly linked to the TIPR account where he can use the TTT tokens he stored. The usefulness of this unique decentralized address directly linking to the TIPR's tokens is tainted by the complexity of the address itself and one eventually has to store it on a computer in order not to forget it.

TTT aims to implement a unique solution in order to considerably simplify this address system. Users will be allowed to decide the specific address name they want themselves. This wallet address will be dictated by alphanumeric characters as well, however we plan to mimic the address structure in order to appear closer to what an e-mail address or twitter handle would.

Example:
jon.ttt would act as the public key in exchange of,
0x00b1b73C4f0BDa0067dcA2600e6Ef40052000B900.

At first, we will release the TNS (Tip Name Service): the TIPR will be able to connect his standard alphanumeric TTT address to the SAN (Short Address Name) they desire. Then, step by step, we will release tipping bots for the most popular social platforms such as Telegram and Reddit, allowing the TIPR to individually link each of his social network usernames and his email address to his SAN and alphanumeric TTT address.

We will also organize bi-monthly/quarterly surveys, letting the community decide which platforms they want to integrate next on the TTT linking interface.

At first, every transaction occurring between a TIPR and a TIPD will pass through one of TTT's servers, which will allow our team to handle and manage the short address system smoothly. This is a temporary system, and will only be utilized until the TTT Platform is ready to handle this in a decentralized fashion.

Additionally, our team will be working on the release of the CNS, Custom Name Service, on the Ethereum blockchain. The release of the CNS will authorize transactions directly from and to SAN, emails and usernames without going through TTT's servers. Moreover, the CNS will allow any ERC-20 token to create a SAN. The database switch from the TNS on our servers to the CNS on the Ethereum blockchain will be automatic and transparent for customers already registered on our website.

Upon completing its testing to ensure the CNS has been validated and can be safely implemented on the blockchain, we intend to build name service packages that could be used by any token. In the long term, we expect every alphanumeric address to be linked to a custom address, facilitating not only TTT's transactions but every transaction on the blockchain.

B. TTT Tipping Advantages

As seen previously, tips can vary considerably depending on the country, the legislation but most importantly depending on the people themselves. We can't change countries' legislations but we can change the way people tip!

Being pleased of an unasked service is the very essence of tipping. However, it is sometimes not enough for people to tip their service provider. To counter that, we want to encourage people to tip in exchange for advantages; in order to inculcate tipping's value into today's society.

Here are several examples of advantages a TIPR could get from a panel of various services providers:

- **Uber** : Every 4 TTT* sent to a driver, the TIPR would get a 2%* discount on his next ride
- **Airbnb** : 5 TTT* sent to a host would give the TIPR a 5%* discount on his next housing order
- **CoinMarketCal** : For every 3 TTT* sent to an event poster on a week base, the TIPR would receive next week's events 15 minutes before non TIPR users
- **TripAdvisor** : For every 10 TTTP* sent to the website, the TIPR would get a 3%* discount on his next booking
- **ICOBench** : Every 6 TTT* sent to the website would let the TIPR receive ITO reviews a day before non TIPR users.

<div align="center">* those numbers are examples and do not reflect any advantage at the moment</div>

These simple examples can easily show the full potential of an ERC-20 TTT token, allowing companies and websites to attract more users and TIPR thanks to smart contracts deployed on the blockchain. The smart contract would initiate a loyalty rewards system, continuing to aid businesses in retain transaction volume through discount incentives for the user.

C. TTT Platform

The TTT Platform will act as a gateway channel between the TIPR and the TIPD.

This decentralized interface will allow every TTT user to monitor their tipping activities. It acts as a middle man between the tipper and the business, website or merchant. This depersonalization is the best way to ensure a safety in the transactions between all the tipping actors: the TTT platform is creating impartial and instantaneous contracts that can't be broken.

As a TIPR, the platform will provide a way for users to:

- ❏ Check the statistics: who did I tip, when and what amount?
- ❏ Manage the advantages: what discount do I have with a specific business or merchant? How much more am I required to tip Uber before my next free ride rewarded is gifted?
- ❏ Link and manage SAN with various social media platforms: which social media did I link to my TTT address? What is my SAN?
- ❏ Participate in airdrops and challenges: What challenge and airdrop is currently going on? What did I earn on previous ones? Am I eligible for the current airdrop event?

❏ <u>Check the balance</u>: What is my current TTT balance? What is the current TTT rate?

As a TIPD, the platform will provide a way for users to:

❏ <u>Check the statistics</u>: who sent me TTT tokens, when and what amount?
❏ <u>Manage the advantages</u>: what advantages am I offering to TIPR? Are there any benefits from transacting with me, for other users?
❏ <u>Link and manage SAN and usernames</u>: which social media did I link to my TTT address? What is my SAN?
❏ <u>Check the balance</u>: What is my current TTT balance? What is the current TTT rate?
❏ <u>Advertise my services</u>: listing on Platform's front page area designated for paid advertisements allowing users to find out about the services I provide.

<u>Platform Note:</u> A user can be both a TIPR and a TIPD and thus, the 2 interfaces will be available on the Platform.

<u>Additional Notes:</u> Before the release of the platform, we will implement several of the functions above on TTT's website in order to allow users to start using the TTT token as soon as ITO's tokens are distributed.

IV. Products & Community

A. TTT: A Community Token

More than a simple coin, The Tip Token is a way for users to express their satisfaction to other members of the community. Our team is building a ship, but that's TTT community who is in charge of leading the way. We want the community to forge the blockchain, and we are just here to provide the ways to do so.

We want TTT to be alive and the community to grow exponentially. And this is how we plan on doing it:

- We will pick, every month, 2 of the community's best ideas for consideration on implement them on our website. Next, we will extend this process to the wallet, to the platform and to every product we will release. Users' feedback is without a doubt what will allow us to create and deliver reliable and quality products.

- We intend to organize challenges and airdrops on monthly basis. We want to involve every single user in the TTT community and motivate everyone to transform tipping into a casual routine. That is why every person sending TTT tokens will be automatically registered in our "best 20 TIPR" that will occur every month. Much more airdrops and challenge will see the light within the first weeks after the token distribution

- And most of all, we will allow every person, website and company to be easily tipped; even if one is not registered to TTT's website yet.

  ➔ Example:
    A TIPR tips a Reddit username in return of a service. He has no ways to verify neither if the Reddit user has a TTT address nor if he linked his Reddit username to an existing TTT address but the Reddit user will still be tipped.

- Lastly, to insure that the TIPD will receive his tokens, our team is building a buffer wallet to store coin destined to new user. In the meantime, the TIPD will be notified that he has been tipped, asking him to create a TTT account within 30 days or the TTT sent will be returned to the TIPR. The only tipping limit will be our imagination! People will be able to tip literally everyone and even more: books, monuments, cities and so on.

B. Official TTT Website

We will focus on the account management part, the website having numerous other features.
The website account page is created to serve as a pre-platform tool. We will substitute it with the definitive Platform in due time.

Everyone will be able to register on the website with nothing else but an email address and a password. Once the account is created, users can set up a SAN, a telegram username and much more.

C. Social Media & TTT

In order to target the largest possible audience, we will create numerous bots covering most of the biggest social media.

The first series of bots will be designated for the use in Telegram chats.

Once people have linked their telegram username to their TTT account on the website, they will be able to tip everyone on telegram using simple commands. Even if the TIPD doesn't have an account registered on TTTP's website, he will be warned that he has been tipped and he has 30 days to create an account and collect the TTT tokens.

A simple example of what the bot could do:

Anna created an account on TTT's website and creates the SAN "anna.ttt".
She goes to telegram and tips Alex with the command "/tip 100 @alex".
Alex is notified "You have been tipped by @Paula. If you do not have a TTT account, create one at thetiptoken.io within the next 30 days to collect your TTT tokens."

We want the process to be simple and effective for everyone.

After this first telegram bots, the community will hold a vote to decide which social media bot we will develop next.

D. TNS, CNS & TTT Platform

As a part of our main milestones, the Tip Name Service, Custom Name Service and the TTT Platform have been described above (Cf. §III.A & §III.C).

While the TNS will allow people to link their address through our website and servers, the CNS will be directly implemented on the Ethereum blockchain, allowing any ERC-20 token to use the short address name system.

Once the CNS will be fully implemented, we will work on specific name services for every existing blockchain.

The TTT Platform is directly linked to the TNS and CNS as this is the platform where users will setup their SAN and monitor all their tipping advantages.

E. Official TTT Wallet

The App and desktop wallet will be developed simultaneously on all platforms.

A TIPR will be able to manage his wallet through the Platform or directly on a TTT wallet. However, not all features from the Platform will be available on the wallet. We will focus on the main traditional functionalities of a wallet: store and manage tokens. The other possibilities exposed on the III.C will solely be available on the Platform.

We want the wallet to feel lively and intuitive, thus we will continuously strive to bridge a strong connection with our community. The community's feedbacks will play a key role in future considerations for improving and upgrading the TTT wallet functionality and accessibility. Furthermore, safety being our top priority, all the wallet functionalities will be heavily tested before any product is released, not only by us, but will go through a heavily vetted code quality analysis by a designated third party. We will conduct internal tests and invite beta testers to participate in these tests.

F. TTT Website Widget

We intend to develop a friendly user widget that companies will simply install on their website in order to use all the advantages of The Tip Token and platform.

In the future, companies will be able to register on TTT's website, download and install the widget package in a few clicks. Our goal is to allow any company to receive TTT tokens and list their name on our website in a few minutes.

G. TTT Community Games

Because we want a live community, several online games will be hosted on TTT's website where winners can earn TTTs on daily basis. In conjunction with this, members will be encouraged to contribute their own ideas for specific game designs they wish to be built for the use by the community.

Our goal is to create multiplayers online games hosted on the website. This will aid in familiarizing the newer members to our platform, and its community. It will allow members of the community to play together and against each other's in various games and tournaments. Players will be able to tip their favorite players and thus help them win the competitions. These games first intention will be to let the members of the community interact in a fun way and it will be a good way for players to earn TTT tokens they can use back on the Platform.

V.   Initial Token Offering

A. TTT Tokens Distribution
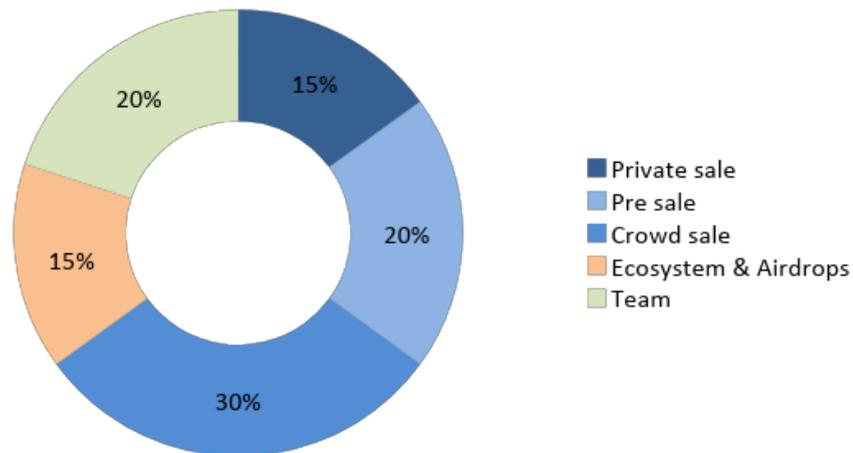
The total TTT tokens supply will be 600 Million.

Distribution:

- 15% of the tokens will be distributed to private investors funding the project on its early stage.
- 20% of the tokens will be distributed in the pre-sale to early whitelisted contributors.
- 30% of the tokens will be distributed in the crowdsale.
- 15% of the tokens will be reserved for the ecosystem & airdrops.
- 20% of the tokens will be blocked for the team.

The tokens allocated to the team will be blocked for a certain time: 50% will be unlocked in December 2018 and the 50% remaining will be unlocked in June 2019. These tokens allocation will be used as a compensation for the team and will serve as funds for further developments we have not released yet.

B. Budget & ITO Hard Cap

A TTT token will be sold at $0.045 during the ITO public crowdsale, this price will differ from the discount prices held during the private sales and ITO pre-sale, which will be announced by the final week of March, 2018.

It will be possible to buy TTT tokens with BTC or ETH during the private sale period ony. Afterwards, only ETH will be accepted in the pre-sale and crowdsale.

At the rate of 1 ETH = $650, the Initial Token Offering hard cap is 24,230 ETH, with 1 ETH = 14,445 TTT tokens during the crowdsale. Acknowledging the likelyhood of the ETH/USD rate

being more likely to fluctuate considerably by the time the Initial Token Offering starts, the team reserves the right to review the token distribution per unit of ETH and, consider any necessary changes that will need to be made with regards to amount of tokens distributed or amount of ETH making up the ITO hard cap. Should we have to add any adjustments, this will be done at least 24 hours prior to the start of the Initial Token Offering.

We intend to use this budget on the following tasks:

- Products Development and incubation funds for future ideas
- Development in future partnerships and interoperability with different platforms
- Market and customer expansion focus
- New exchanges listings and advertising purposes

C. TTT Market Cap

The Market Cap, short term for Market Capitalization, represents the market value of a company's shares. In the cryptocurrency industry, the market cap represents the number of circulating tokens multiplied by the price of one token.

After the Initial Token Offering, there will be a maximum of 396.5 Million TTT tokens in circulation (390 Million from the sales and 6.5 Million from the referral and bounty programs)..

TTT's maximum market cap, upon reaching our crowdsale hardcap will be:
Maximum TTT Market Cap = $15,750,000 + 6,500,000TTT x $0.045 **= $16,042,500**

D. TTT Referral System & Airdrop Lottery

TTT being a community token, it is fair that we include and reward people contributing to its well being. Thus, we have decided to setup a referral system for the Initial Token Offering. There is no limit regarding the number of referrals one can get. For every person referred, the referrer earns 100 TTT per ETH his referred user spends in the Initial Token Offering and the referred user also earns an extra 20 TTT per ETH they invests.

Example:
Jon refers Nico. Nico invests 10 ETH in the Initial Token Offering.
Jon earns an extra 1000 TTT and Nico earns an extra 200 TTT

Lastly, all the Initial Token Offering participants will be eligible to enter a bonus giveaway lottery following their crowdsale contribution. This lottery pool will have a starting amount consisting of 500,000 TTT tokens donated by the team, and any remaining unused tokens that were reserved for our referral program. This pool's total token amount will be evenly distributed within one week following the end of our Initial Token Offering, and given out to a randomly chosen 10 contributors.

E. Unsold TTT Tokens

390 Mil TTT tokens are currently for sale. At the end of the Initial Token Offering, all the remaining unsold tokens will be divided like this:

- 10% will be airdropped to the Initial Token Offering participants
- 20% will be added to the tokens allocated to the ecosystem & airdrops
- 70% will be burnt

Our main goal is to sell all the tokens allocated to the Initial Token Offering but if we do not achieve this target, we think it is fair to reward the TTT community by airdropping a part of the remaining tokens to the sale participants. In order to keep TTT's market cap low, a major part of the remaining unsold tokens will be burnt.

VI.   The TTT Team & Advisors

Nicolas Nups
CEO & Co-founder

Jonathan Teel
CTO & Co-founder

Jamaal Wilson
Marketing Strategist
& Website Designer

Phurpa Thapa
Systems Engineer

Faisal Khan
Community Manager

Nick Henry
US Market Expansion
Manager

Alex Honcharuk
Solutions Architect
Consultant

Marc Van Dijk
Dutch Market Expansion
Manager

The Advisors

Mazhar Khan
Community Development & Social
Marketing Advisor

V. N.
Corporate Law & Legal
Advisor

John Tillerson
Smart Contract & ICO Advisor

Micheal O'Brien
Food Service and Catering
Industry Advisor

VII. The TTT Roadmap

The roadmap will be regularly updated on our website. It is one of the most important aspects of the project because this is where we can show the community the progress we make, our next targets and what is left to achieve.

Here is a first macroscopic version of the roadmap for the following year, starting at the end of the Initial Token Offering:
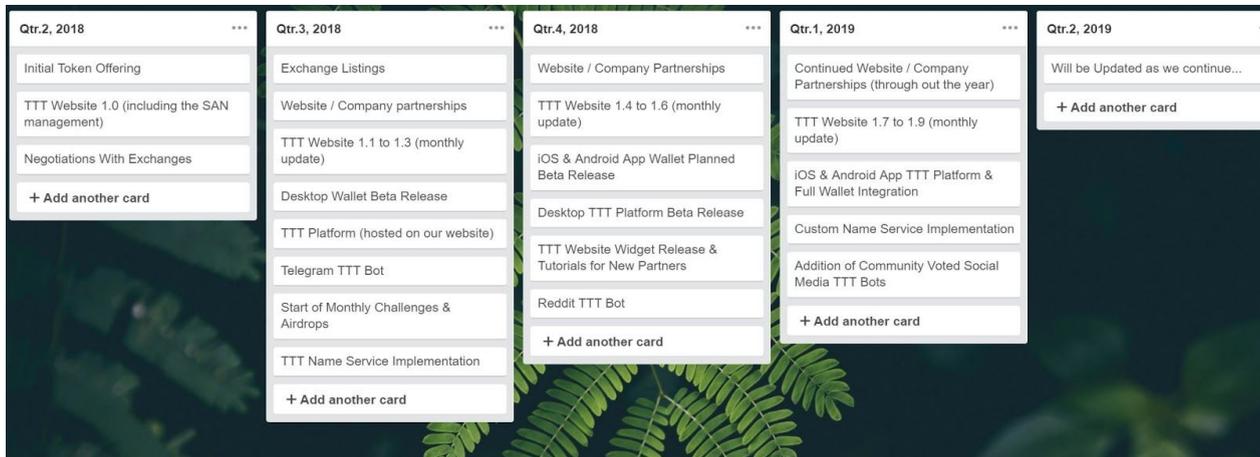
VIII. Conclusion

The main purpose of this whitepaper was to clarify and detail our project, how we intend to conduct it and the results the community can expect from it.

More than just a token, The Tip Token is a revolutionary concept which aims to change the way people see tipping all over the world. We don't pretend we can revolutionize the world in a day, but what we provide is a simple and innovative tool that can be used by everyone, instantly and worldwide.

The products we are developing around The Tip Token are destined to any audience, crypto friendly or not, as we intend to simplify the whole address and tipping system, allowing anyone to use TTT without any particular knowledges.

And as a conclusion, it is most important to say that TTT is a revolutionary concept which will be forged by the community for the community.

IX. Contact Information

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Official LinkedIN Account: https://www.linkedin.com/company/the-tip-token/
The Tip Token - Official Announcements Telegram: https://t.me/TheTipTokenOfficial
The Tip Token - Official Telegram: https://t.me/thetiptoken
Official TTT Github (Code will be added shortly after ITO): https://github.com/thetiptoken