



We're revolutionising the sex industry.

Whitepaper

(Not Final: Preliminary Version / Without Design)
Version 0.9 / Updated 03/08/2021

bitcci® Nightclubs

bitcci® Systems

bitcci.com

bitcci® App

bitcci® Cloud

bitcci® Cash

bitcci® Pay

bitcci® TV

bitcci® Agency

bitcci® Academy

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A.) Introduction / summary

The global sex market was worth over **\$200 billion in 2020**. The **potential for growth is great**, because the internet has significantly changed the way in which sex is perceived and how it is experienced. For example, since 1980, the number of men who purchase sexual services has **doubled** worldwide. In addition to the great potential for the industry, there are also many **challenges** in the industry for which bitcci is developing unique **solutions**.

Within the "bitcci ecosystem," we are building a new, global network of our own nightclubs, portals, apps, cloud services, and blockchain-based payment solutions.

We aim to become the international market leader in the sex market in the next 10 years.



In addition to setting up the central IT platform "bitcci Systems", one of our core competencies will, in particular, be our extensive knowledge of the operation of nightclubs.

Along the value chain of sexual services, we offer sex workers a modern package of services and training programmes marked by free self-determination that ensure their stable and long-term loyalty to the bitcci ecosystem and a high work-life balance. The fact that our IT system is already in operation in the 4 largest nightclubs in Switzerland gives us the necessary business data and know-how regarding their needs. The operation of these 4 nightclubs has shown us that there is a considerable need for optimisation, modernisation, standardisation and regulation in the industry. Our entire strategy and culture within the bitcci ecosystem is geared towards achieving these goals.

For this reason we have decided to build the bitcci Nightclub Network with modern, standardised and identical buildings and to operate them in close coordination with the authorities. We are initially launching a "learning phase" in the European Union, in which we will build 20 new nightclubs by the end of 2022. Then we will start the international rollout. We will then seek certification according to ISO 9001:2015 in short order, aligning the entire

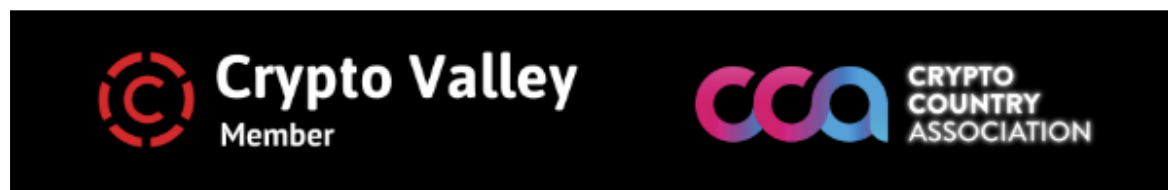
ecosystem according to the Kai Zen philosophy and introduce AI systems in order to achieve the greatest possible efficiency. The first meetings with specialists in these areas have already been held and the first projects are already in preparation.

The central instrument of the bitcci ecosystem is the bitcci IT platform "bitcci Systems", which uses software modules created in-house to ensure the safe and efficient operation of all components of the bitcci ecosystem. Likewise, special interfaces will give authorities and others direct access to our club data and the women working. Large parts of bitcci Systems are already available and operational.

As a viral marketing tool, we are launching bitcci.TV, an internet-based TV channel on which presenters will regularly present current news from the bitcci ecosystem live. We already have a great deal of experience in setting up a successful online broadcasting company.

All activities and the entire bitcci ecosystem will be bundled under the bitcci Group AG. All shares in both the existing and forthcoming subsidiaries of bitcci Group AG will be 100% owned by bitcci Group AG.

bitcci Group AG and the company's management have a very dense network of contacts and cooperation partners in the sex and blockchain industries and belong to relevant professional organisations.



B.) Description of the market and the problem

B.1.) Market

Online Sex Business / General Facts:

- Around a quarter of all online searches revolve around the topic of sex.
- Providers of online sex services make €12.6 million per day.
- 35% of internet traffic is related to sexual content.
- Worldwide, 43% of all internet users look at sexual content.

Source: <https://www.netzsieger.de/ratgeber/internet-pornografie-statistiken>

Prostitution Market / General Facts:

- The global market for sexual services had about \$200 billion in revenue in 2020.

Source: <https://www.havocscope.com/prostitution-revenue-by-country/>

- There are more than 40 million sex workers worldwide.

Source: <https://www.businessinsider.com/there-are-42-million-prostitutes-in-the-world-and-heres-where-they-live->

- Since 1980, the number of men who purchase sexual services has doubled worldwide.

Source: <https://www.50ish.org/lifestyle/why-do-men-sleep-with-prostitutes/>

B.2.) Problem

One of the fundamental problems in the sex industry is that the profession of sex worker and the consumption of sexual services are not recognised everywhere as legal and the industry has therefore been pushed into the shadow economy. This leads to the following problems within the industry:

- Inconsistent government regulations.

For sex workers:

- Frequent lack of access to advisory services on such issues as social insurance, tax and legal advice, and training programmes.
- In some cases, poor working and living conditions, lack of safety, lack of health, accident, and pension insurance, lack of mental health services, lack of resources to prevent/treat addiction.
- Inconsistent labour law issues (self-employed v. employed, etc.)
- No or few opportunities for further training in other industries.
- Insufficient options for planning the future

For establishments:

- Inconsistent permitting with regard to locations, quality, etc.
- Lack of safety and quality standards.

1

C.) Description of our approaches to solving these problems

C.1.) Image problem

We will give the sex industry, the operation of night clubs, the sex worker profession, and the consumption of sexual services a new image and initiate a cultural change. To this end, we will build the bitcci ecosystem and establish sexual services and their consumption as a professional trade and help replace the negative perception and communication in people's minds and in the media with a more positive image. Together with regulatory authorities, we plan to develop transparent, modern and efficient solutions that will eliminate the negative implications of the industry.

C.2.) Shadow economy

To get the sex industry out of the shadow economy and into a position of societal tolerance, we will inspire sex workers with the benefits of participating and registering in the bitcci ecosystem legally and free from any constraints.

¹Prostitution and human trafficking for sexual exploitation. Report of the Federal Council in fulfillment of the postulates 12.4162 / Streiff-Feller ff. dated 05/06/2015

The following solutions are already in development:

- Government interface to the IT platform "bitcci Systems".
- Transparent accounting systems that are freely accessible to all those involved in the processes (e.g. authorities, sex workers, customers)
- For migrants: Automated reporting system including status, length of stay, health and accident insurance, etc.
- Tax accounting and payment (input tax, income tax, etc.)

C.3.) Health

The well-being of sex workers associated with bitcci is very important to us and will be ensured by a wide variety of measures:

- Initial health checks with documentation when entering the bitcci system.
- 3 health checks on an monthly basis
(Illnesses, drug consumption, mental health, telephone pastoral counselling)
- Access to medical care in the event of illness, health insurance, telemedicine.
- High-quality living situation with sport and wellness options separate from the club.
- Freely selectable, regulated working hours / "work-life balance"
- Technical solutions to ensure personal integrity, both on the go and in work rooms.

C.4.) Training programme: "bitcci Academy"

With the "bitcci Academy", we are establishing a training programme specifically tailored to the needs of sex workers. This will cover all aspects relevant to their work and private lives.

- Onboarding (health check, general information on bitcci, workflows and processes, billing, taxes, health insurance, reporting sick days, regulation, etc.)
- Working with bitcci tools (app, communication/chat, telephony, video communication, bitcci Wallet, payments, banking, etc.)
- Quality management
- Further training (self-marketing, dealing with guests, conducting conversations, sales psychology, hygiene, clothing, cosmetics, nutrition, etc.)
- Language skills
- Sport and wellness
- Safety, first aid, de-escalation & self-defence.
- Handling money, insurance and retirement planning.
- Continuing education programmes / training

C.5.) Modern, regulated club operation

- Regulation: We are striving for uniform official approval for establishments in individual countries. We will first sit down with the permitting agencies, migration offices and tax authorities of the EU countries for the purpose of developing a uniform licensing procedure. We then try to apply this solution on a global level in the

individual countries.

- Equipment: The bitcci Nightclub Network will consist of new, modern high-tech buildings with design, equipment, workflow, control and security concepts optimised for the sex industry. The workflow will be supported by a central club management system as part of our IT platform "bitcci Systems". This includes: registration of sex workers with authorities, POS system, personnel planning, management of the online portals, room planning, statistics, etc.

The bitcci nightclubs will be equipped in the style of a first class / 5-star premium hotel, including a wellness area, bar and entertainment area, restaurant and meeting rooms.

The culture within the bitcci clubs will be based on the **principle of free self-determination**. This will apply to both the sex workers and the workers employed by bitcci.









D.) Business model

D.1.) Sex worker

“All-Inclusive” package.

The central starting point of our business model is the sex worker. Around them, along the value chain of services feel-good package of services and training programmes marked by free self-determination that will ensure their stable and long-term loyalty to the bitcci ecosystem and a high work-life balance. The ideas for optimisation listed below are based on survey results within our various partner clubs.

Help with communication with authorities

Sex workers are often overwhelmed with formalities and communication with authorities, partly due to language barriers, and therefore tend to neglect them. This often results in follow-up costs and sanctions for administrative offenses by the authorities. For this purpose, we will institute largely automated handling of all processes, which will be almost completely IT-based and can be handled by the sex worker with her smartphone. This will include official registration, tax advice and payment, etc.

Agency services (photos, promotion)

As part of the overall package when signing up with bitcci, we will offer sex workers professional photographs and help with marketing their services within the bitcci system.

Health management

We will offer modern access to the healthcare system
(health insurance, accident insurance, drug counselling, telemedicine, etc.)

Security

All bitcci club buildings will have state-of-the-art equipment and the highest level of security on a technical and personnel level.

Payment solutions

Over 60% of the sex workers currently working in European nightclubs are from Eastern Europe. Upon arrival, most do not have bank accounts or credit cards and are therefore limited in their ability to participate in the normal life of society. Almost all transactions used to be in cash.

We see this as the basis for a high demand for new payment solutions: In this context, together with licensed fintech partners, we will develop our own bitcci debit cards incl. IBAN account numbers.



Pension funds: Although service providers in the Central European sex industry have an above-average income in the 5-digit range, only a few have old-age pension insurance. On the one hand, we will offer education in the bitcci Academy and, in cooperation with licensed financial service partners, offer our own products (e.g. the bitcci Pension Fund). In this way, sex workers will be able to create a secure foundation for their retirement.

Comfort & lifestyle

In the bitcci ecosystem, sex workers will enjoy a free choice of all parameters relating to their work:

- Free choice of workplace
- Free choice of working hours
- Free choice of clients
- Free choice of services to offer
- Free pricing for their services.
- A living area separate from the workplace in the attached bitcci hotel.
- Mobility, holiday & leisure offerings.
- Sports offerings, relaxation programmes, as well as extended services such as personal assistant services, textile service, etc.
- 100% of the income that the sex worker generates through physical services will go to her.

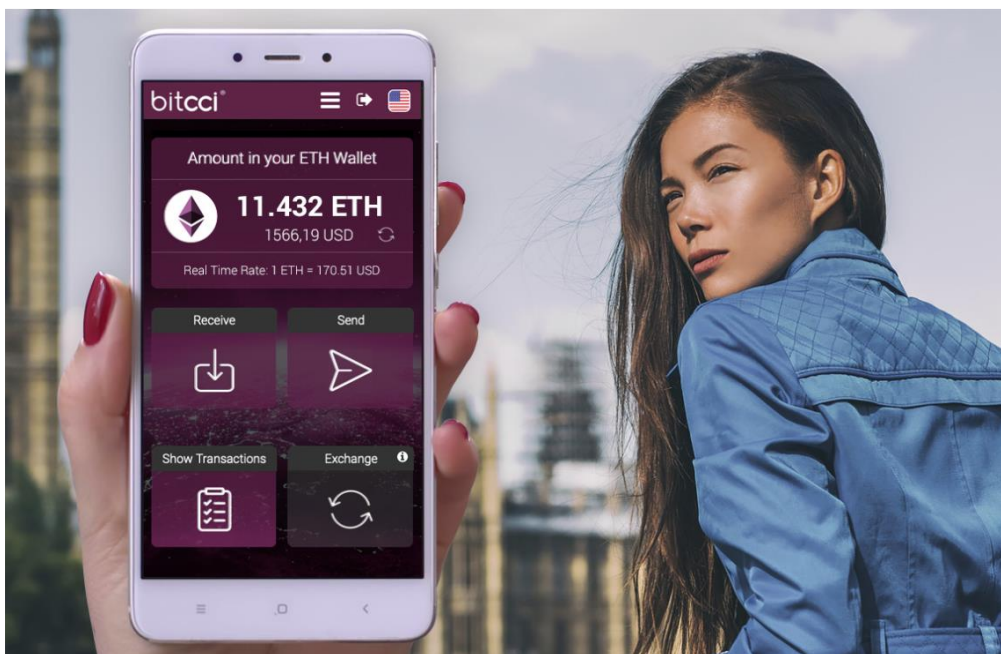
We will motivate our customers and employees to treat each other in a friendly and respectful manner, as well as, in particular, the sex workers registered with bitcci.

Additional earning opportunities

The communication tools of the bitcci IT platform will allow sex workers to offer digital services in addition to their physical services, e.g. chat, paid telephony (live video) or the sale of digital content (pictures/videos, etc.) in the bitcci cloud.

This can be a lucrative additional source of income for the sex worker.

The digital services will be settled in bitcci cash. The prices for the services can be set freely.



Furthermore, the sex worker can earn further income by recommending the bitcci online offerings on a commission basis.

Self-marketing

Sex workers will have the opportunity to create personal profiles and offer their services on our central bitcci.com portal. The portal will be available globally in more than 20 languages. A software-based real-time translation function will be available for the chat system. This will give sex workers the chance to offer their digital services internationally and gain clients from around the world.

D.2.) New sauna clubs and contact bars

The "old" business model for setting up night or sauna clubs consisted of redesigning existing commercial buildings with given dimensions and trying to adapt them as well as possible to the requirements of club operations. This business model is not scalable and prevents many clubs from being efficiently set up and successfully operated. To this end, we have carried out an intensive analysis of the European club industry.

The bitcci model has the advantage that the buildings will be specifically designed for the requirements of a nightclub, e.g. short distances, workflows, security & comfort, room arrangement, hotel rooms, regulatory requirements (hygiene, sanitary facilities, square metres, etc.). The bitcci club buildings will be built in 3 standardised building types, depending on their location; these differ in terms of size, shape and fittings. These 3 building types will have the same floor plan, number of floors, room arrangement, etc. They will be exactly the same and therefore easily replicated at other locations. Due to the modular construction consisting of completely prefabricated steel modules with interior fittings, a bitcci club building can be built turnkey and ready for use within 4-6 weeks. This will also considerably speed up official approvals for new construction.

Our strategy is based on optimising the standards and procedures for the purchase of land and the construction of new buildings in such a way that a very large number of bitcci clubs can be built worldwide over the next 10 years.

We will also use Kai Zen, QM and KI to optimise the operation of all bitcci clubs in such a way that the highest possible margins can be achieved, while the productive energy of employees and service providers remains optimal and the customers and sex workers enjoy a maximum sense of well-being. The selection of suitable sites in commercial zones in major metropolitan areas has already begun.

D.3.) The "bitcci Systems" IT platform

The "bitcci Systems" IT platform has been developed by us to centrally manage all elements of the ecosystem and all connected communication modules.

D.3.1.) Central club management

This includes: attendance records, room planning, POS system, sales tracking, inventory management, ordering, interfaces to app & websites, etc.

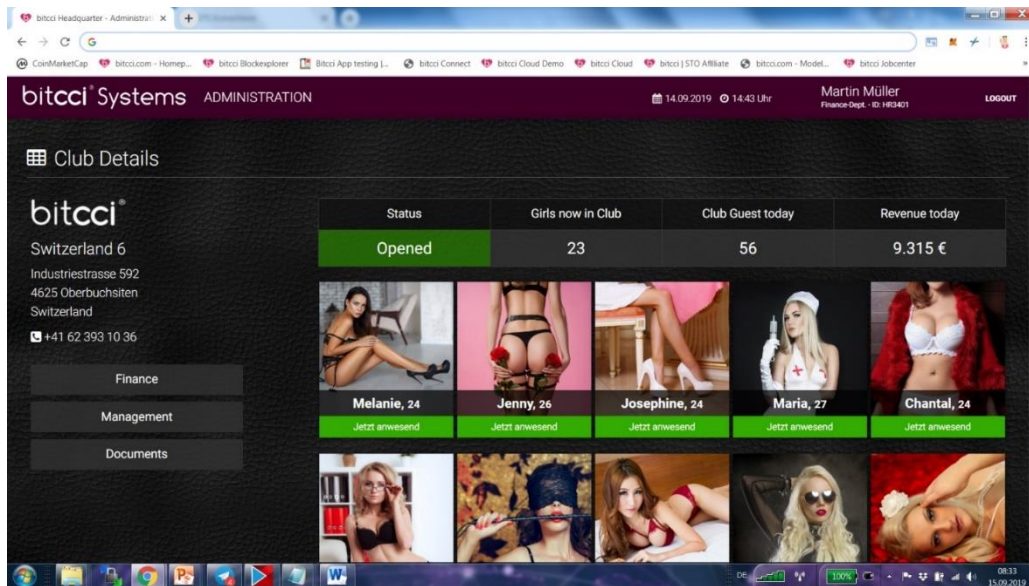


Image: Club administration screen (main view)

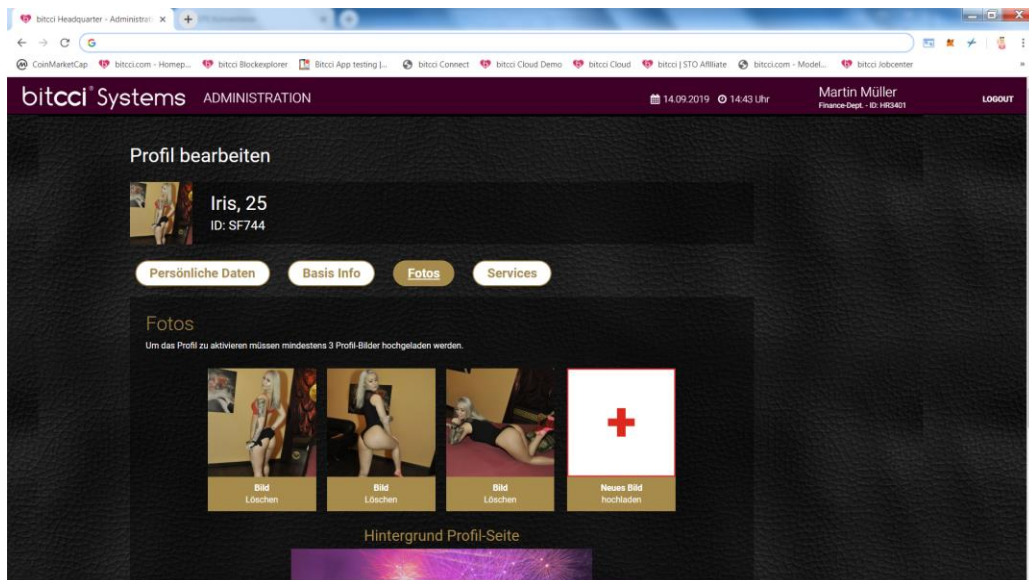


Image: Club administration screen (profile editing for sex worker)

bitcci Systems ADMINISTRATION 14.09.2019 14:43 Uhr Martin Müller Finance Dept. - ID: H03401 LOGOUT

Profil bearbeiten

Iris, 25
ID: SF744

Persönliche Daten Basis Info Fotos Services

Basis Info

Um das Profil zu aktivieren, bitte alle Informationen angeben / alle Felder ausfüllen.

- Sexuelle Ausrichtung:
- Alter:
- Körpergröße:
- Konfektionsgröße:
- Figur:

Image: Club administration screen (profile editing for sex worker)

bitcci Systems ADMINISTRATION 14.09.2019 14:43 Uhr Martin Müller Finance Dept. - ID: H03401 LOGOUT

Raum-Planung

Room	Status	Name	ID	Start-Zeit	Dauer	Preis	Action
1	Suite belegt	Melanie	CH-OLY-2018-411	15:35 Uhr	1 Std. 30 Min.	150 €	Check Out
2	Suite frei						Check In
3	Suite belegt	Jenny	CH-OLY-2018-431	14:35 Uhr	1 Std. 30 Min.	260 €	Check Out
4	Suite belegt	Mary	CH-OLY-2018-451	14:00 Uhr	2 Std. 30 Min.	180 €	Check Out

Image: Club administration screen (room planning module)

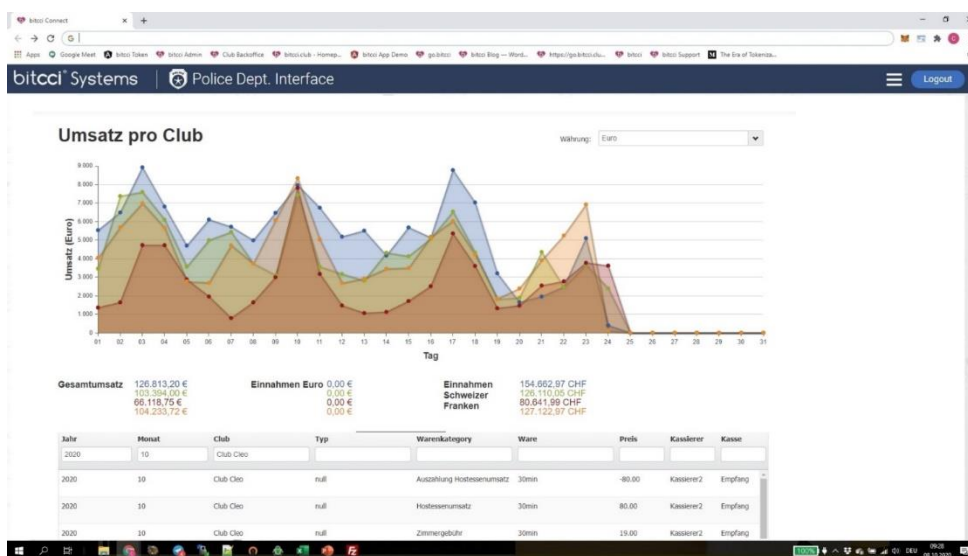


Image: Club administration screen (statistics module)

Transparency for authorities:

Our authority interface "bitcci Connect" grants the trade police as well as migration and tax authorities direct access to the bitcci database and the personal data of the sex workers registered with bitcci clubs. This creates a new dimension of transparency and security within the bitcci ecosystem.

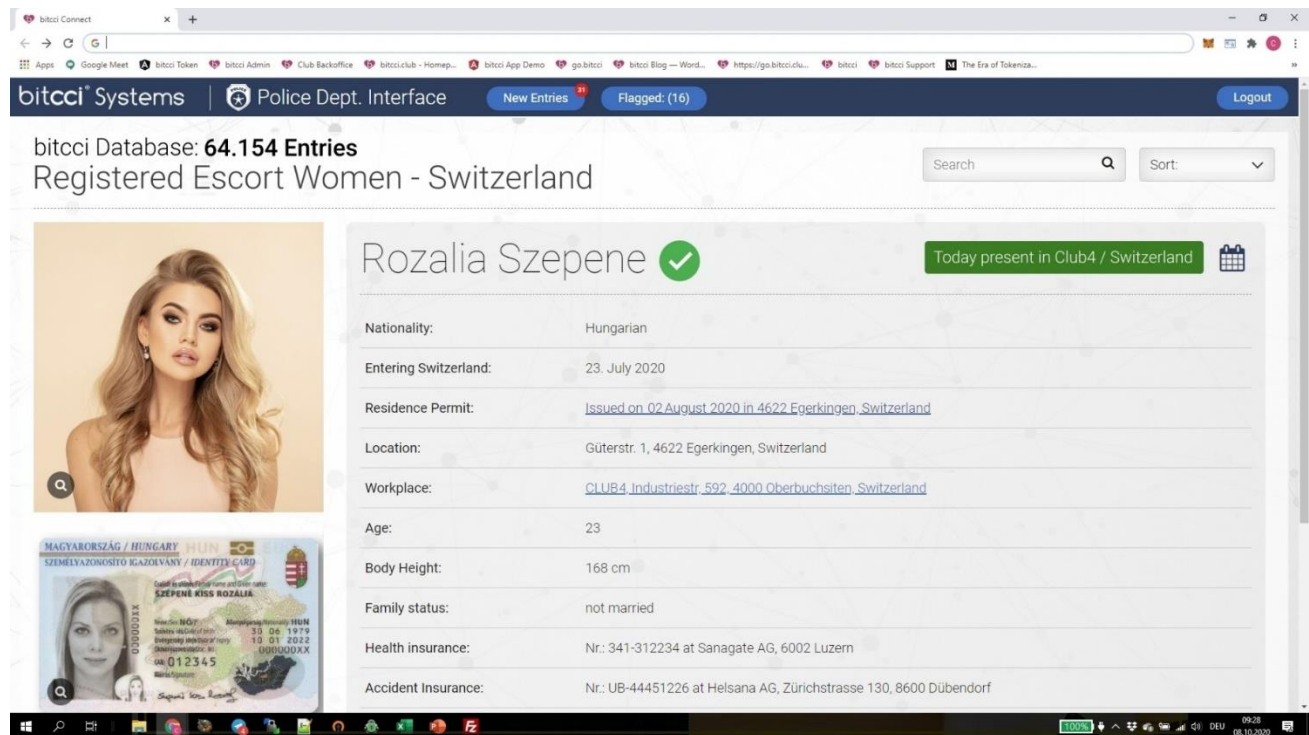


Image: Screenshot of the authority interface "bitcci Connect"

bitcci.id

bitcci.id is the first ID and forensic check system for the sex industry. This means that ID documents can be checked for validity within seconds, compared with photos/selfies using a face-matching process, and checked using crime database and video/live checks and hologram checks. With bitcci.id, we will ensure that only partners who have valid identification documents, who do not yet have a criminal record, and who are not on bitcci "blacklists" can register in the bitcci ecosystem. bitcci.id can verify over 9,000 different types of ID documents from 193 countries in 130 languages.



D.3.2.) The bitcci.com platform

bitcci.com will be the central online promotion and live communication platform for sex workers. It will include an international marketplace for sexual services, as well as modules for live communication (chat, telephony, live video), as well as cloud-based services for the sale of images, videos, etc. The “bitcci cash” payment system will be completely integrated into all modules. Bitcci.com will be launched as an open beta version in Q4/2021.

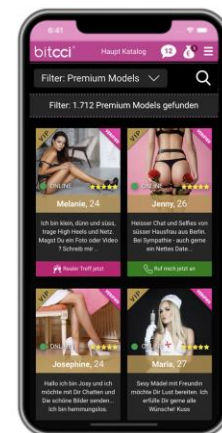
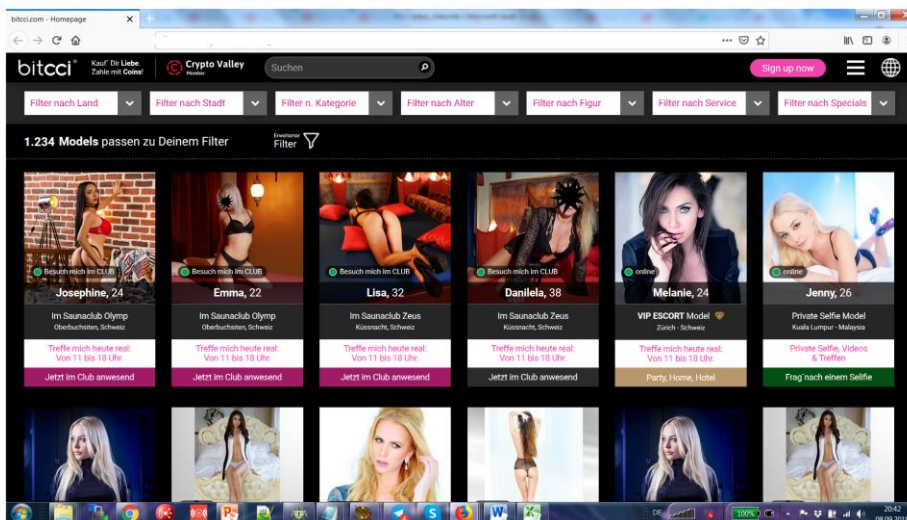


Image: Screenshot of the bitcci.com portal

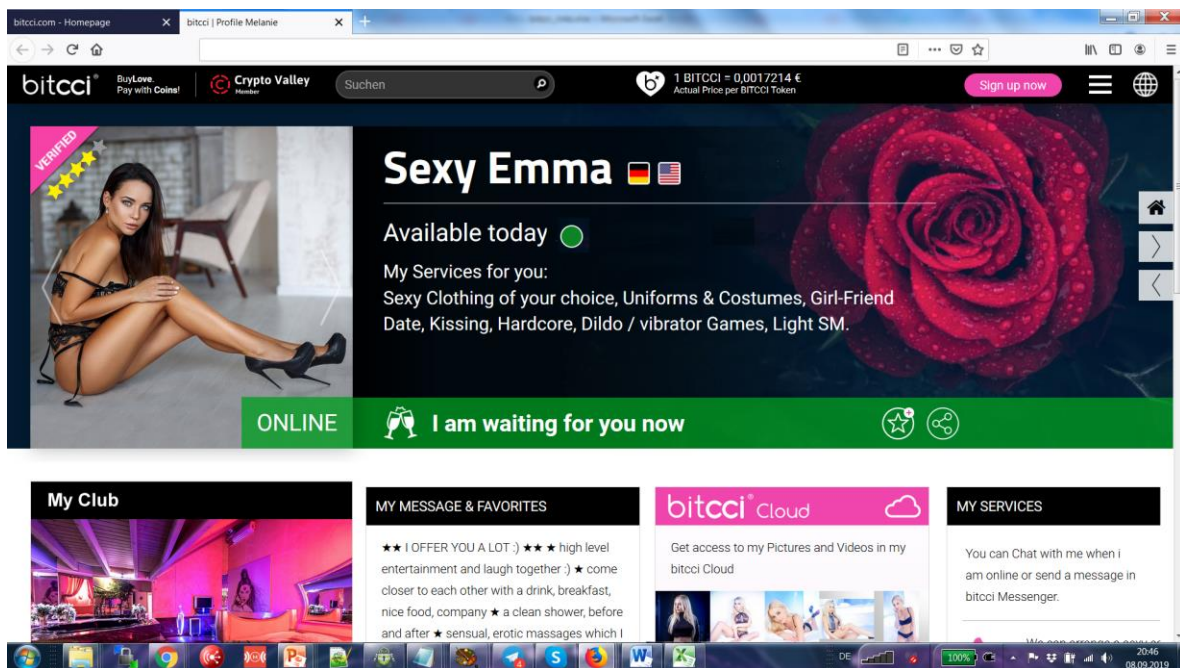


Image: Screenshot of a club profile on bitcci.com

D.3.3.) The bitcci cash payment system

bitcci cash will be integrated into the entire bitcci ecosystem to bill for sexual services. bitcci cash cashpoints are already solving a major problem for sex workers, who almost exclusively accept cash as a means of payment. Cash transactions are cumbersome. Transferring this in large amounts to relatives in Eastern Europe, for example, is expensive and cumbersome. The bitcci cashpoints are being set up in nightclubs. The money in the cashpoint is insured.



Image: bitcci.cash cashpoint.

D.3.4.) The bitcci API

The bitcci API will be a modern interface for connecting clubs, platforms and software applications. It will allow external partners to use the advantages of the bitcci IT platform, to optimise their business processes and develop additional sources of income without having to develop their own complex systems. In addition, the authorities will access the bitcci system via the bitcci API.

The bitcci API will be based on the latest technology:

- REST architecture, https protocol
- OAuth 2.0 authorisation, token-based
- JWT - JSON web token

D.3.5.) The bitcci AI

Together with AI specialists, we are already developing processes to optimise the bitcci ecosystem, e.g.

- Choice of club locations.
- Club design/process flow.
- Optimisation of the price structure.
- Optimisation of customer benefit.
- Fraud prevention in online portals.

D.4.) Revenue model

Within the bitcci ecosystem, 4 main groups can be formed from which revenues will be generated.

D.4.1.) Revenues from club entry fees for guests and sex workers

The values shown here are current figures from our partner club operations:

Guest entrance: CHF 15 to 50

Sex work entrance: CHF 110 to 150

D.4.1.a.) Sauna club

Size: 3,000 m² incl. bar, wellness area, restaurant dining, connected hotel operation.

20 work rooms & suites

50 hotel rooms, 50 parking spaces

Up to 50 women present/day

Up to 150 guests/day

Monthly revenue: CHF 160,000 to 300,000

Profit per year: CHF 0.8 to 1.4 million
at 40% net margin (= historical value from existing club operations)

D.4.1.b.) bitcci contact bars

Size: 500 m² incl. bar, bistro
8 work rooms & suites
10 hotel rooms
up to 10 women present/day
up to 30 guests/day.

Monthly revenue: CHF 40,000 to 80,000

Profit per year: CHF 300,000
at 40% net margin (= historical value from existing club operations)

D.4.2.) Bitcci platform (online services)

bitcci will generate revenue from the sale of online services by all sex workers in the bitcci ecosystem according to the following formula:

Revenue sources:

D.4.2.a.) Selling ads to sex workers on bitcci.com

60% of the revenue from ad sales will remain with bitcci.

40% commission paid to referrer as commission.

The image displays a screenshot of the bitcci.com website and its mobile app. The website header features the bitcci.com logo and the text "Umsatz mit kostenpflichtigen Premium-Anzeigen". The main content area shows a grid of escort models with their names, ages, and photos. A mobile app interface is overlaid on the right side, showing a list of premium models. To the right of the app interface, there is a text box stating "60% des Umsatzes behält bitcci" and "40% an Empfehlungs-Geber".

bitcci.com
Umsatz mit kostenpflichtigen Premium-Anzeigen

60% des Umsatzes behält bitcci

40% an Empfehlungs-Geber

D.4.2.b) Live communication services (chat, telephony, live video chat).

70% of the revenue from live communication services will remain with the sex worker.

10% will remain with bitcci.

20% commission will be paid to referrer if applicable.

bitcci App
Prostituierte bieten Live-Dienste in der bitcci App an: Live-WebCam, Telefonie, Chat, Selfies

70% des Umsatzes behält die Sex-Arbeiterin

20% an Empfehlungs-Geber

10% für bitcci

D.4.2.c.) Sale of digital content (pictures/videos, etc.) in the bitcci cloud.

70% of the revenue from content sales will remain with the sex worker.

10% will remain with bitcci.

20% commission will be paid to referrer if applicable.

bitcci® Cloud

Neuer Marktplatz zum Kauf von Bildern & Videos.
Blockchain basiertes Zahlungssystem



70% des
Umsatzes
behält die Sex-
Arbeiterin

20% an
Empfehlungs-
Geber

10% für
bitcci

D.4.2.d) Sale of club management software licences

We will offer licences for our club control software to all international nightclubs, sex studios, escort agencies and operators of "keyhole apartments". We will charge between 0.1 and 3% of the club's monthly turnover, depending on which modules (website management, room planning, POS system, accounting & statistics, etc.) have been licensed by the customer.

D.4.3.) Fintech services

The fintech services that bitcci AG will offer will only be marketed after official approval. bitcci might generate the following income from fintech services:

- Annual fees for bitcci debit cards.
- Premiums & handling fees, as well as commissions for insurance services.
- Fund fees for old-age pension plan with bitcci funds.

D.4.4.) Premium agency services


bitcci will charge fees for the creation of premium marketing materials (e.g. photos, websites, advertising material, etc.), fee-based training measures within the bitcci Academy, as well as fee-based services relating to tax and legal advice, travel planning, etc.

D.5.) Competition

The bitcci ecosystem includes all aspects of the international sex industry.

This gives bitcci the chance to use **synergy effects** within its own ecosystem. Co-providers are only active in sub-areas of the sex industry or only nationally (e.g. only club operation, only online portals, only live cams, etc.).

The graphic below shows a comparison of bitcci with other market participants in the sex industry

 Vergleichstabelle: bitcci und Mitanibieter im Sex-Markt	bitcci	Andere Nachtclubs	Andere Online Marktplätze	Andere Live-Sex Anbieter
Club-Betrieb				
Eigentum der Bau-Grundstücke	Ja	-	-	-
Eigentum der Gebäude / Eigener Betrieb	Ja	selten	-	-
bitcci Bau AG: Eigenes Bau-Unternehmen	Ja	-	-	-
Schneller Club-Neubau innerhalb von 6 Wochen	Ja	-	-	-
3 standardisierte Gebäudetypen	Ja	-	-	-
Neue, moderne High-End Club Ausstattung	Ja	selten	-	-
Eigene, zentrale IT-Club-Steuerung & Abrechnung	Ja	-	-	-
Crypto-Payment / Crypto Geldautomat im Club	Ja	-	-	-
100% Compliant mit behördlichen Regelungen	Ja	selten	-	-
Datenbank-Zugang / Schnittstelle für Behörden	Ja	-	-	-
Zentral gesteuerte Sicherheits-Systeme	Ja	-	-	-
Work-Life-Konzept für Sex-Arbeiterinnen				
Professionelle Anmeldung bei Behörden	Ja	teilweise	-	-
Hochwertige Wohnsituation ausserhalb des Clubs	Ja	selten	-	-
Freie Wahl des Arbeitsortes & der Arbeitszeiten	Ja	teilweise	-	-
Freie Wahl der Kunden	Ja	teilweise	-	-
Freie Wahl der sexuellen Dienstleistungen	Ja	teilweise	-	-
Freie Preisgestaltung für Sexuelle Dienstleistungen	Ja	selten	-	-
Volle Mobilität & Freizeitprogramm	Ja	-	-	-
Professioneller Zugang zu Gesundheitssystem	Ja	selten	-	-
Professioneller Zugang zu Rechtberatung	Ja	selten	-	-
Professioneller Zugang zu Finanzdienstleistungen	Ja	selten	-	-
Nutzung eines persönlichen Crypto Wallets	Ja	-	-	-
Professionelle Selbstvermarktung auf bitcci.com	Ja	-	-	-
Backoffice zum Selbst-Management des eigenen Profiles	Ja	-	-	-
Ausbildungsprogramm "bitcci Academy"	Ja	-	-	-
Professioneller Erledigungsdienst "bitcci Concierge"	Ja	-	-	-
Professionelles Altersvorsorgeprogramm	Ja	-	-	-
Zusätzliche Verdienstmöglichkeiten durch die bitcci App	Ja	-	-	-
Möglichkeit der Beteiligung an der bitcci Holding AG	Ja	-	-	-
"bitcci Systems" - Eigenes IT Systemhaus für Club-Betrieb				
Vollständig selbst entwickeltes IT-System	Ja	-	teilweise	teilweise
IT Sicherheitsstandard auf Banken-Niveau	Ja	-	selten	selten
Eigene Entwicklung von Zahlungssystemen	Ja	-	-	-
bitcci.id / Eigenes forensisches System zur Ausweisprüfung	Ja	-	-	-
Eigene Entwicklung aller Portale & Apps	Ja	selten	teilweise	teilweise
Globale Ausrichtung, multilingual	Ja	-	selten	selten
Hochlastfähiges Server-System	Ja	selten	teilweise	teilweise
Zukunftssicher durch Blockchain-Technologie	Ja	-	-	-
API / Offene Schnittstelle zu Portalen & anderen Clubs	Ja	selten	selten	selten
Nutzung der Möglichkeiten von künstlicher Intelligenz	Ja	-	-	-
Konzept & Philosophie				
Globale Ausrichtung & Gesamt-Strategie	Ja	-	selten	selten
bitcci ist DIE globale Marke der Sexindustrie	Ja	-	-	-
Initiierung des Image- & Kulturwandels der Sex-Industrie	Ja	-	-	-
Professionelle Unternehmensstruktur	Ja	selten	selten	selten
Höchste Qualitäts-Standards / ISO 9001 Zertifizierung in Vorbereitung.	Ja	-	-	-
Mitgliedschaft in renommierten Verbänden	Ja	-	selten	selten
Synergieeffekte mit anderen Unternehmenseinheiten	Ja	-	-	-
Höchste Qualität / Eigenes Ausbildungsprogramm	Ja	selten	selten	selten
Enge Kooperation mit Behörden	Ja	selten	selten	selten
Vollständige Transparenz & Offenheit	Ja	selten	selten	selten
Humanitärer Ansatz / Prinzip der freien Selbstbestimmung	Ja	-	-	-
Philosophie der ständigen Optimierung ("Kai Zen")	Ja	-	-	-

bitcci "Agency" - Eigene Marketing-Agentur				
bitcci TV: Eigener Online Live-TV Sender	Ja	-	-	-
Virales Marketing-Konzept durch Affiliate-System	Ja	-	-	-
Alle Marketingmassnahmen werden inhouse realisiert	Ja	-	selten	selten
Globale Marketing-Kampagne in Vorbereitung	Ja	-	selten	selten
Eigene Fintech-Dienstleistungen				
bitcci cash: Eigenes digitales Zahlungssystem	Ja	-	-	-
Eigene E-Money Lizenz in Vorbereitung	Ja	-	-	-
Eigene Crypto-Geldautomaten in Clubs	Ja	-	-	-
Debit-Karte mit IBAN in Vorbereitung	Ja	-	-	-
bitcci Pensionsfond / Altersvorsorgeprogramm für Sex-Dienstleister	Ja	-	-	-
bitcci.com: Eigener Online-Marktplatz				
Alle Gruppen von Sex-Arbeiterinnen in einem Portal	Ja	-	teilweise	-
Portal-Betrieb vollständig ohne Fremdwerbung	Ja	-	-	-
25 Sprachiges, globales System	Ja	-	selten	selten
Integrierte "bitcci cloud" zum Verkauf von Bildern & Videos	Ja	-	-	-
Neuester Stand der Technik, Sicherheit auf Banken-Niveau	Ja	-	selten	selten
Voll integriertes, eigenes Chat-System	Ja	-	-	selten
Voll integriertes, eigenes Online-Telefonie-System	Ja	-	-	selten
Voll integriertes, eigenes Videotelefonie-System	Ja	-	-	selten
Voll integriertes Zahlungssystem bitcci cash	Ja	-	-	-
Mehrsprachiger 24/7 Kundenservice per Live-Chat	Ja	-	selten	selten
Selbst entwickelte Smartphone App				
Für iPhone, Android oder rein Web-basiert.	Ja	-	-	selten
Vernetzt mit allen Teilen des Online-Portals bitcci.com	Ja	-	-	-
Video-Kommunikation zwischen App & PC möglich.	Ja	-	-	selten
Erstklassige Sprach & Videoqualität auch international	Ja	-	-	teilweise
Echtzeit-Übersetzung von Chat-Nachrichtren in 25 Sprachen	Ja	-	-	-
Integriertes bitcci Wallet zur Zahlungsabwicklung in Sekunden	Ja	-	-	-
Tokensisierung der Muttergesellschaft: bitcci Group AG				
100% der Aktien der bitcci Group AG werden tokenisiert.	Ja	-	-	-

E.) Marketing and advertising concept

E.1.) The bitcci affiliate programme

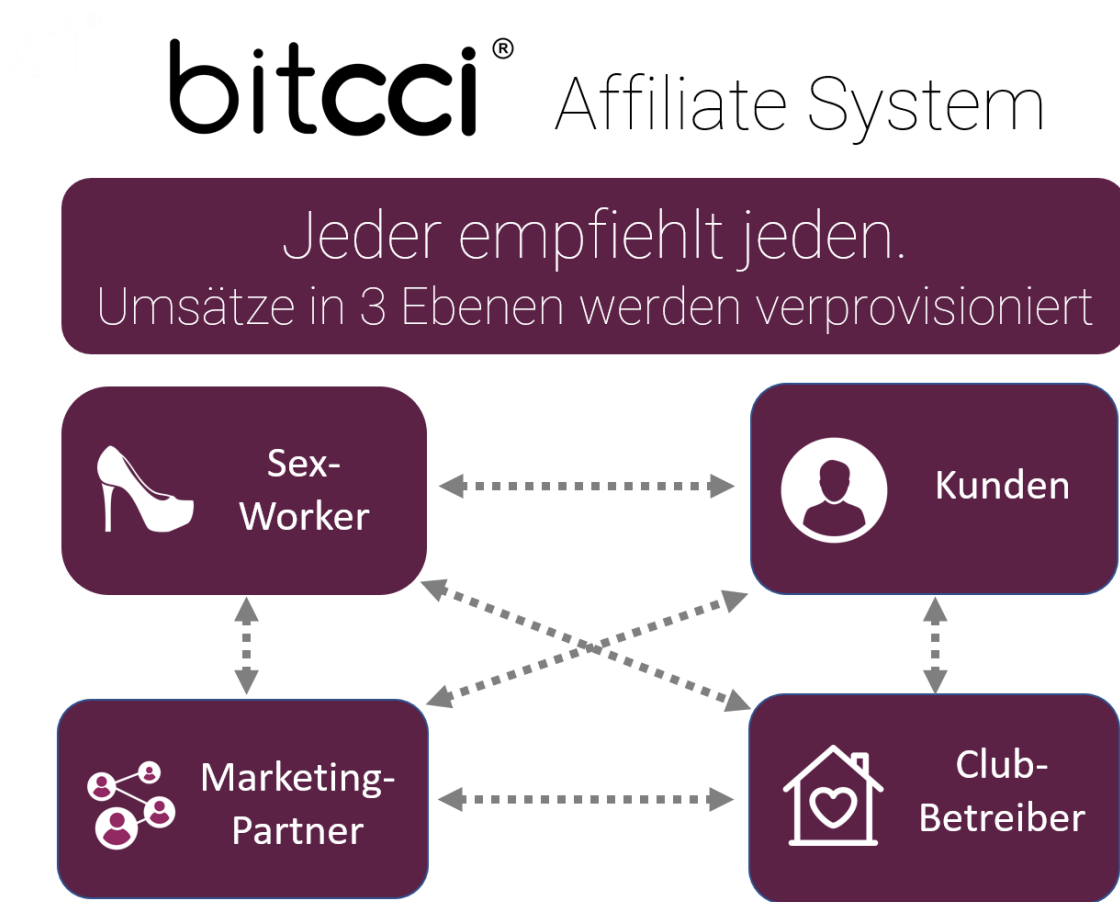


Image: Representation of the bitcci affiliate programme

A core of the bitcci marketing concept will be our own affiliate system. This will enable all market participants to build additional passive income streams through recommendations. 20% of the revenue generated by sex workers through digital sexual services will be distributed to referrers. This will give the entire ecosystem an additional viral effect and spread of the bitcci brand.

Sex workers can be recruited by other sex workers as well as by customers, nightclubs or marketing partners. The commissions will be paid out in real time to the referrer's wallet in digital currencies.



Image: bitcci revenue and commission table on a smartphone

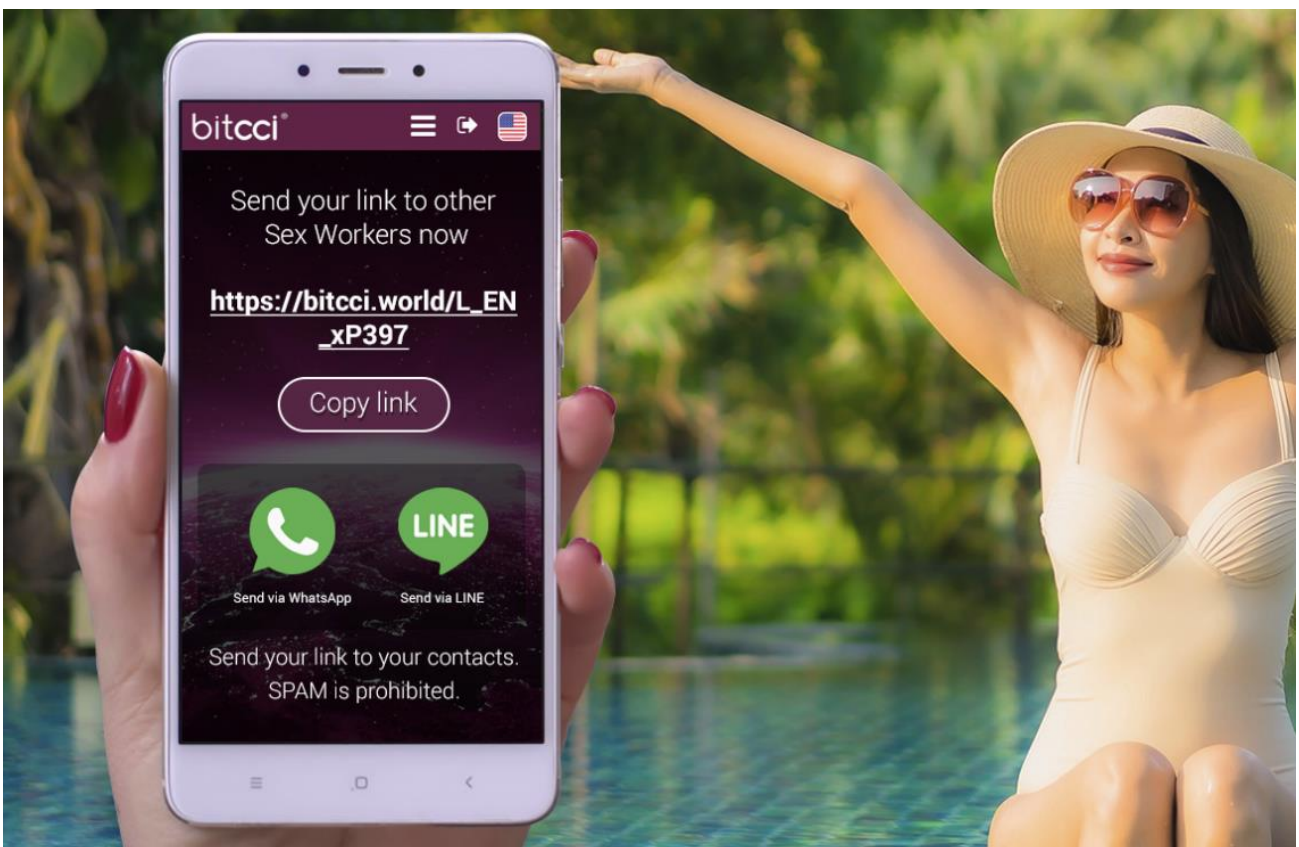


Image: bitcci recommendation link on a smartphone

E.2.) For sex workers

Successful contact with existing sex workers and recruiting new sex workers is one of the important elements of the bitcci ecosystem. The methods of recruiting new sex workers for the bitcci nightclubs and online services are shown below:

E.1.a.) Recruiting sex workers for online services

bitcci affiliate programme for sex workers **"Sex worker recruits sex worker"**

We are plan to launch the bitcci affiliate programme for sex workers on 1 October 2021. The sex workers will find a recommendation link in a clearly visible place in their bitcci app; they will be able to forward this to their contacts and colleagues via messenger with a simple click. The link will lead to a landing page on which the advantages of registration and the earning potential are explained in a short video clip. In return, the sex workers, as referrers, will receive commission on the turnover generated by the sex workers they recommended.

bitcci affiliate programme for portal operators

We already have close contacts to online portals in the sex business. These portal operators will become multipliers for bitcci.com, because they will have the opportunity to generate additional sales by offering bitcci services, e.g. fee-based telephony, cloud services, etc. on their portals and marketing them to their sex workers. In return, the portals will receive a commission from the turnover of the online sex workers they recommend. Due to the uniqueness and the great sales potential of the bitcci system, 2 portals in Switzerland have already agreed to integrate the bitcci system into their portals using the bitcci API.

bitcci.TV

bitcci.TV will be its own online TV channel on which professional female presenters will present current news from the bitcci ecosystem live several times a week. The programmes will be edited in such a way that they address sex workers and male customers and motivate them to register with bitcci.com or invest in bitcci tokens. We already have a lot of experience in setting up an online broadcasting company, e.g. editing content, external interviews, professional studio operations, live streaming, interacting with viewers via live chat systems, etc. We assume that bitcci.TV and the bitcci brand will spread quickly, even virally due to the innovative concept.

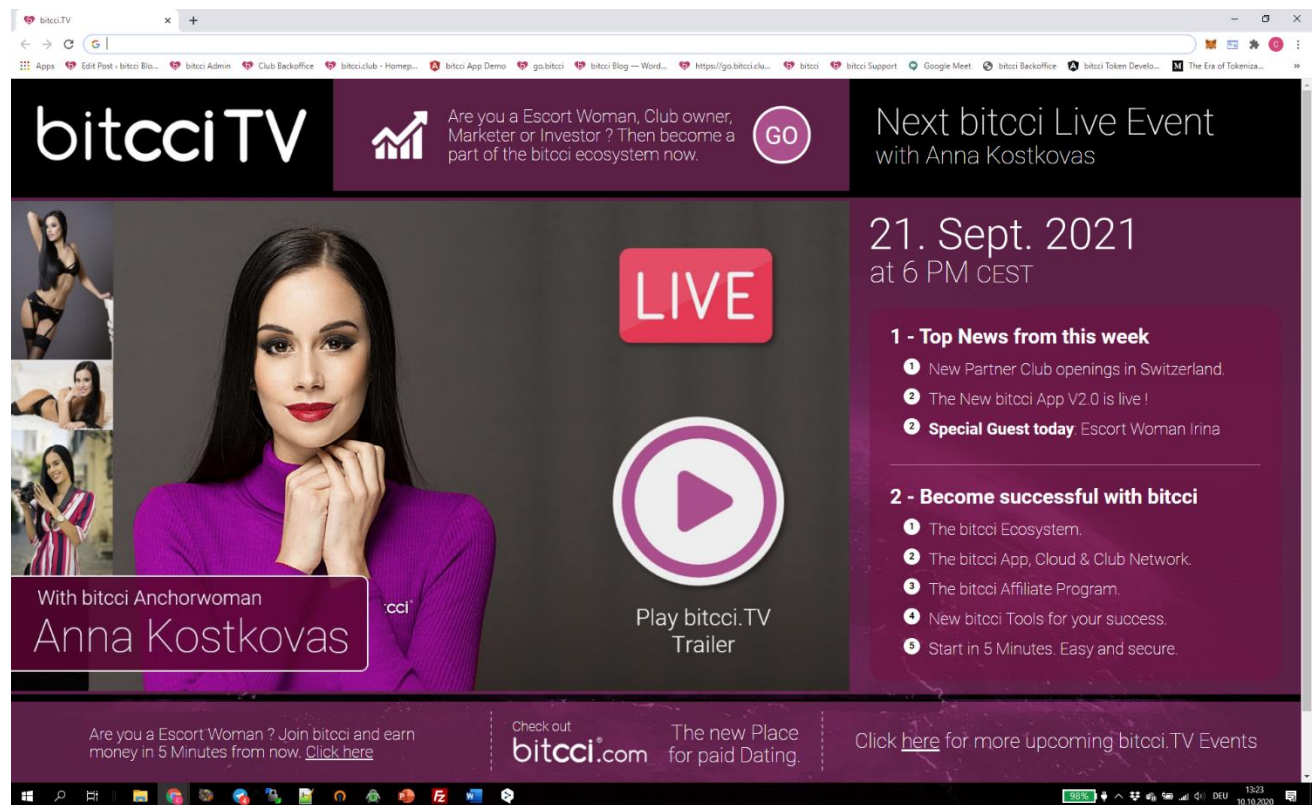


Image: Screenshot of the bitcci.TV trailer page

E.1.b.) Recruiting sex workers for nightclubs

bitcci.TV

bitcci.TV (see above) will also be used as an instrument for communicating the quality of our clubs and thus attract interested sex workers.

Via bitcci.com

Through direct contact with the sex workers on the bitcci.com portal, we can address them internationally and motivate them to work in bitcci clubs. Furthermore, the “feel-good package” will create a positive viral “word of mouth” effect within the industry, which in turn will lead to more applications. This effect is already increasingly taking place in our clubs. We already receive regular applications from new sex workers for our partner nightclubs.

E.2.) Acquiring customers

E.2.a.) Acquiring customers for online services

By issuing the bitcci cash token

In connection with the marketing of the token issue, all platforms will also be promoted. The bitcci ICO will thus also become a marketing campaign for our online

services and for the entire ecosystem.

Through banner advertising on partner websites

In order to spread the bitcci brand as quickly as possible, we will first place online advertising for bitcci.com on internet sex portals and partner sites in Switzerland. This is already taking place in cooperation with our partner clubs.



Due to the viral effect of the bitcci affiliate programme.

Sex workers, customers, club operators and portals will be able to recommend bitcci and thereby tap additional sources of revenue. This will quickly create wide reach and awareness of the brand and portals.

Through bitcci.TV

bitcci.TV will be our own online on which current news from the bitcci ecosystem will be broadcast live several times a week. The programmes will be edited in such a way that they address sex workers and male customers and motivate them to register with bitcci.com.

Through viral marketing campaigns

Example: A deliberately provocative poster campaign attracted the attention of the Swiss media, was picked up in online portals and TV channels, and became the subject of much discussion. As a result, our club received over 80,000 page views in a single day and has had a consistent number of guests since. We will repeat marketing campaigns like this at short intervals.

Our "bitcci TV" editorial team also regularly produces viral clips and brands them with "bitcci.com". These clips are then communicated via social media channels and high-reach distributors.

Through press & public relations

We will work with renowned press agencies who, in close cooperation with our press officers, will regularly distribute interesting editorial articles to the media.

E.2.b.) Acquisition of nightclub customers

Through club advertising on our online portal

Our central marketing tool for winning new customers for our nightclubs will be our own bitcci.com portal. For this purpose, special advertising spaces/banners will be used in the portal's headers.

Through local and regional poster advertising

We are already successfully cooperating with a large poster agency in Switzerland. Various poster campaigns have already been carried out.



Abo **Politdebatte zur Sexarbeit**

Plakate mit heissem Hintergrund erregen die Gemüter in Muri

Ein Emoji mit herausgestreckter Zunge lässt die Emotionen in Muri hochgehen: Hat Werbung für einen Saunaclub im öffentlichen Raum etwas verloren?



Stephan Künzi

Aktualisiert: 05.06.2021, 11:56



Example: A poster campaign at Easter, which bitcci started in cooperation with Club-OLYMP, attracted the attention of the Swiss media, was picked up on online portals and TV channels, and was the source of much discussion. As a result, the club achieved over 80,000 page views on its homepage in a single day. We will repeat marketing campaigns like this at short intervals.

Press & public relations

We will work with renowned press agencies who, in close cooperation with our press officers, will regularly distribute interesting editorial articles to the media.

F.) Company



bitcci Group AG was founded in January 2020. It has its registered office in Lichtenstein. bitcci Group AG was founded with share capital of CHF 100,000.

In February 2020, bitcci Group AG founded bitcci AG as a 100% subsidiary, also with share capital of CHF 100,000. bitcci AG is also the operating company for Switzerland, platform operator of all our online portals and our international headquarters.

Furthermore, bitcci Group AG founded bitcci Token AG, also as a 100% subsidiary, in January with 100 ETH share capital.

For each country in which bitcci is active, a new company, which will then be a 100% subsidiary of bitcci Group AG, will be founded.

G.) Organisation

To set up the organization, we have already worked out a detailed personnel plan in cooperation with a company from Zurich that specializes in personnel planning. The company is also providing us with an experienced interim HR manager.

Organisation Personal Planung

	Phase	Token Emissions- Phase bis Q4 2021	Aufbau-Phase bis Q4 2022
Geschäftsleitung		3	5
Aufbau Headquarter		38	110
IT-Abteilung		12	37
Administration		26	73
Club-Betrieb		0	166
Summe Mitarbeiter		41	281

H.) Use of funds

The capital will be used as follows:

- 1.) To build the organisation
- 2.) For the further development of the bitcci IT platform
- 3.) To acquire land & build bitcci nightclubs

I.) Team



Christoph Elbert, Founder and CEO

Christoph Elbert started bitcci in May 2017 after a year of preparation and has been working full-time for bitcci Group AG since. Since 1996 he has worked exclusively in the internet business and in leading positions as managing director or board member of various IT companies. In 2000, as CEO, he built up what was then the most powerful online TV station in Europe with 50 employees and worked on successful projects in the online sex industry (Orion, Visit-X, etc.). Christoph Elbert is a software architect, specialist in viral marketing and has a dense network of contacts in the IT and sex industry.

<https://www.linkedin.com/in/christoph-elbert/>



Dany Lütolf, CFO

Dany Lütolf has over 20 years experience in banking, having worked with Credit Suisse Group and Deutsche Bank, among others. He has extensive experience in planning, launching and selling investment funds and has led several teams in the area of fund product management, including fund sales for the Allianz Group for 9 years. Dany has extensive expertise in marketing and business strategy development.

<https://www.linkedin.com/in/dany-l%C3%BCtolf-0554b312/>

15 other people are also currently working for bitcci. According to our personnel planning, the number of employees will increase to around 50 in 2021.

J.) The bitcci cash token

Legal aspects:

bitcci AG is the only entity issuing and receiving bitcci cash tokens. The bitcci payment system does not support any payment options for third-party services outside the bitcci ecosystem or the use of the token for peer-to-peer transfers between third parties. bitcci cash can only be used within the bitcci ecosystem and only purchased directly with crypto currencies in amounts of CHF 100 or higher; purchase with FIAT currencies is not possible.

bitcci AG will prevent all forms of money laundering activities. For this purpose, we reserve the right to identify the buyer in the context of a KYC process and their source of funds (AML) for purchases of more than CHF 25,000. The bitcci cash tokens or ETH addresses that we notice in this context with possible money laundering criteria can be blocked until further notice as part of the blacklisting function in the bitcci smart contract and released again by our compliance team after a successful AML check.

General:

The bitcci cash token is a payment token that can be used to pay for products and services within the bitcci ecosystem.

bitcci cash is part of bitcci Pay, a new, secure and compliant payment solution for the sex industry. Every product or service developed by bitcci can be paid for with bitcci cash. For entry into clubs and events, the purchase of digital content, live communication, advertising placements, premium services, licences and much more.

bitcci®

bitcci.cash



Der Zweck des bitcci cash Token

Der bitcci.cash Token ist ein Zahlungs-Token, der als Zahlungsmittel verwendet werden kann, um für Produkte und Dienstleistungen innerhalb des bitcci Ökosystems zu bezahlen. Jedes bitcci eigene Produkt, Portal oder Dienstleistung kann mit bitcci cash bezahlt werden.



Sex-Arbeiterinnen
& Club-Gäste

Club-Eintrittsgebühren, Bar- und
Restaurantkonsum, Veranstaltungen,
Premium Services, etc.



Sex-Arbeiterinnen
& Online-Kunden

Einkauf von Werbung, Bildern & Videos
und Live-Kommunikation



Club-Besitzer &
Business-Partner

Software-Lizenzen, IT-Dienstleistungen,
Verkehrs- und Premiumdienste



Club-Besitzer &
Business-Partner

Agenturleistungen, Werbung,
Beratung & Analyse

Technical details:

Blockchain & Standard: Ethereum / ERC20
 Ticker: bitcca
 Smart contract address: 0xe4d75e9b493458d032a5c3cc1ee9b0712c1ece06

Token mechanism:

The bitcci cash token is:

Limited:

This means that the maximum amount of bitcci cash tokens that can be issued can never exceed the limit. A maximum of 100 billion bitcci cash tokens will be generated.

Burnable:

The amount of tokens can be reduced by burning tokens. bitcci can buy back bitcci cash tokens from the market and burn them, reducing the total amount and eventually increasing the value of the token.

Pausable

The contract can be paused which will give bitcci the ability to stop all token transfers. This ensures that in the event of an attack/hack on a centralized hot/cold wallet of an exchange, the attacker will not be able to liquidate funds that could damage the ecosystem.

Blacklistable:

Suspicious ETH addresses can be blacklisted. This can occur, for example, if the bitcci compliance department discovers anomalies or transactions appear to be connected with possible money laundering.

Token Code:

The bitcci cash token code is written in the latest version of Solidity 0.8.0, which is Ethereum's own smart contract language. The code follows the best smart contract design practices in the industry. The source code of the smart contract of the bitcci cash token is accessible to the public/open source and can be viewed at the following address:

<https://github.com/bitcci-AG/bitcci-cash>

The source code was verified by 2 independent auditing companies:

Immunebytes: <https://immunebytes.com/> and <https://solidproof.io/>

We decided to publish the source code of the smart contract of the bitcci cash token for the following reasons:

Transparency and trust:

Anyone can see the code for the bitcci cash token. This ensures that all functions promised by the token can also be viewed in the code and that it does not contain any hidden functions or malicious code.

Professional image:

As the initiator of a successful open source project, bitcci will become identified as the industry leader.

Community:

With the publication of the source code of the bitcci cash token, we are attracting talent from the software developer community.

Altruistic energy:

The idea of publishing source code arises from generosity, altruism and philanthropy (where things of value are shared with others) and thus coincides with the values on which bitcci is based.

Token allocation:

The maximum issue amount of bitcci cash tokens is 100 billion tokens.

The number of tokens sold in the ICO will be 50 billion.

All buyers who bought bitcci cash tokens during the ICO can sell their bitcci cash tokens immediately after the end of the ICO or offer them on trading venues. The bitcci team members and early investors can only sell 5% of their bitcci cash tokens per month after the end of the ICO. bitcci founder, Christoph Elbert, holds 40% of all bitcci cash tokens. These tokens from Christoph Elbert are completely blocked for 12 months and cannot be sold during this period. After the 12-month blocking period, Christoph Elbert can only sell 2.5% of his tokens per month.

Token sale:

We will start selling the bitcci cash token as part of an ICO in Q3/2020. The bitcci ICO will run over several rounds with rising prices. In the private pre-sale phase, 5 billion tokens will be sold. In 5 further rounds, 10 billion each will be sold at rising prices.

If you have any questions, don't hesitate to get in touch:

bitcci AG, Gotthardstrasse 26, 6300 Zug, Switzerland

Email: support@bitcci.to

<https://www.bitcci.ag>