

Treasure Island

**Treasure Island
Executive Summary
January 2025**

Treasure Island is an unscripted (reality) TV show that will place 16 **Social Influencers** in **Las Vegas** (season one) as they compete in challenges both physical and mental for **\$500,000**.

The show will be a crossover of **Survivor**, **Amazing Race** and **The Ultimate Escape Room**. The Influencers will utilize their social networks to help them solve puzzles to win the game.

Treasure Island will air on all free streaming platforms like Youtube, Rumble, Vimeo, Twitch, Vevo, Dailymotion, Metacafe, Peertube, Dtube etc. then we'll offer Treasure Island to all other digital platforms like Netflix, Amazon, Apple, YouTube, Hulu, etc. for **FREE**.

Due to the Influencers posting pictures and videos of their journey daily, we will air each episode within 72 hours of filming. We believe that based on the level of Influencers and their following, we will have a minimum of **5,000,000 people watching** each episode and each social media post could **reach 50,000,000 + people**.

Treasure Island will host 16 **Social Influencers** whose following will be from YouTube, Facebook, Instagram, TikTok, and Twitter. Combined, our Influencers will directly impact over **50,000,000** followers/fans on Social Media Platforms. However, in time, we expect **Treasure Island** to reach **100's of millions of viewers worldwide**.



Each day our Influencers will post 100's of pictures and videos of their experience, the hotel, food, clothing etc. These pictures and videos will be seen daily by millions and millions of people worldwide.

Product Sponsors will be integrated into the TV show, as well as on all Social Influencer posts. This will provide sponsors with an unprecedented amount of global exposure.

Show Details

There will be a total of 11 episodes, with an approximate run time of 60 minutes (not including commercials). Treasure Island Players' Lounge is a 60 – 90-minute recap, where we will have a host interviewing Influencers on the day's events. They will discuss the game, conflicts, romances, drama and almost anything else. Set in a social, cocktail hour type of environment, this will no doubt be loaded with entertainment and a great way to get to know each Influencer cast member. Sixteen **Social Influencers** from **TikTok, YouTube, Instagram, Facebook, and Twitter** will have over **50,000,000** combined followers that will share and help the Influencers in their journey through the challenges they will face. The goal is the ultimate prize of **\$500,000** for one team.



The Influencers will be divided into **8 teams of 2 people**. Each team will need to work together to beat the other teams in the physical and mental challenges.

After each Challenge, Influencers will be given a complex riddle to solve. They will post the riddle to their followers to get help solving it. The online followers will be heavily involved in the game with their favorite Influencers. When they solve the riddle, it will

direct them to their next challenge. Each team is timed when completing the individual challenges. The winner of **Treasure Island** will be the team to complete the challenges the quickest.

The winner will be announced on the Season 1 Finale

There will be 11 episodes of **Treasure Island**, 10 episodes of **Players' Lounge**, thousands of Social Media pictures and videos that will potentially impact **50,000,000** or more followers. In addition to this, **Treasure Island** will post daily, never seen before, content from Season One until Season Two launches later in 2025. All additional content will display our Season One sponsors (One Sponsor per post).

Influencers/Cast

The Influencers/Cast will be from the USA and will have followers on platforms such as **Facebook, Instagram, YouTube, TikTok, and Twitter**. Each influencer will follow our strict guidelines for posting sponsor promotions or will be removed from the show.

Statistics

Sixteen **Social Influencers** will have an estimated **50,000,000** total followers. If **50,000,000** followers shared posts, the reach could be 100's of millions. Each Influencer will post multiple images or videos per day for 17 days while filming, not including before or after the show airs.



A **Treasure Island** Sponsor could easily reach 100's of millions of followers worldwide.

Season 1 is scheduled for September 2025 In Las Vegas.

Season 2 is scheduled for February 2025 in Belize.

Season 3 is scheduled for June 2025 Costa Rica.

Treasure Island will film every 4 months with a new cast of Influencers in a different tropical location.

Social Influencer Marketing

Many brands have learned how to utilize the marketing power of **Social Influencers**, and that trend is expected to grow. According to Entrepreneur.com, dollars spent on Influencer Marketing is currently over \$24,000,000,000.

Influencers are people on various social media channels who have built an audience around themselves and what they say or do on those channels. They can come from any background and are typically not famous, but they are known well by their followers, which could reach into the hundreds of millions.

The right partnership with an influencer can give a brand a huge boost.

Influencers are already connecting with a Brand's target audience

Consumers are spending a lot of time on social media. Forbes reported that **Instagram** reached 2 billion daily users in 2023, which makes it the third largest social community, aside from **YouTube** (2.5 billion) and **Facebook** (2.9 billion). **TikTok** pulls in a strong 4th at 1 billion active users daily.



With so many social channels, it can be hard to know exactly where a Brand's audience spends most of their time. Placing ads on the wrong platform can be a waste of resources. That's where Influencers come in. They have already attracted a niche audience with shared interests, and if a Brand has chosen the right Influencer to partner with, they have already been having a conversation with their potential customers.

Followers trust Influencers over Brands

People are more likely to engage with an Influencer on social media than they are with a brand. They know a brand is trying to sell a product, but an Influencer might be sharing a product because it's something they use themselves. In 2023 Oberio.com reports that the Influencer engagement rate across industry verticals was 4.84%, while according to Rival IQ, the average engagement rate for Brands independently on **Instagram** by themselves, without Influencers, was between 0.47% - 1.0%.

Consumers try to avoid ads

Pop-up blockers exist for a reason. Customers do not want to be bombarded by advertisements, and they actively try to avoid them. Influencers allow a Brand to get around that and sell in a more subtle way. By sharing content or information about a Brand's product or service on their channel, Influencers help to amplify their reach and drive revenue.

Influencers create and share content

To stay relevant, Influencers are continually coming up with new current content for their audiences. They know what keeps their audience engaged. This allows them some creative license when promoting a Brand's product or service and can help make sure their potential customers are paying attention.

Working with Influencers is cost-effective

When compared with more traditional methods such as paid ad placement and celebrity endorsements, Influencers are much less expensive, especially if they're micro-influencers.

According to a 2019 report published by Influencer Marketing Hub, businesses that know how to select and work with Influencers can gain up to \$18 in earned media value for every dollar spent on Influencer Marketing. The report also found that even companies with a mediocre understanding of how to use Influencer Marketing had an average earned media value of \$5.20 per dollar spent.



Treasure Island is utilizing the power of Social Influencers to build an unscripted, reality-based TV show that accomplishes several objectives.

1. The **Treasure Island** TV shows give **Social Influencers** an even larger reach. They will become even more well-known.
2. The larger the following an Influencer has, the larger the reach for brands that want to utilize Influencer Marketing.
3. Companies that sponsor the TV show get the best of both worlds. They will receive exposure on an unscripted TV show that will be heavily promoted by the **Social Influencers**, and whose followers will watch the TV show because their favorite Influencers are on the show. Brands will also be exposed directly to Influencer's followers via their social media channels. For example, if a clothing company sponsors the TV show, the Influencer will be wearing their apparel on the show, as well as posting pictures of themselves wearing it on their various social media mediums.

Treasure Island is the absolute best and most affordable option for brands to get exposure for their product or service and turn that exposure into sales.



Unscripted (Reality) TV

Reality television is a genre of television programming that documents purportedly unscripted real-life situations, often starring unfamiliar people rather than professional actors. Reality television emerged as a distinct genre in the early 1990s with shows such as *The Real World*, then achieved prominence in the early 2000s with the success of the series **Survivor**, *Idols*, and *Big Brother*, all of which became global franchises. Reality television shows tend to be interspersed with "confessionals".

These are short interview segments in which cast members reflect on or provide context for the events being depicted on-screen; this is most seen in American reality television. Competition-based reality shows typically feature the gradual elimination of participants, either by a panel of judges, by the viewership of the show, or by the contestants themselves.

Reality TV facts

- **90% of Reality TV viewers** watch with a second screen, like a smartphone or tablet, according to Nielsen Research.
- Women make up **60% of the reality TV** audience.
- The reality TV industry in the US is worth **over \$1.8 billion**.
- Reality TV has helped **to break down barriers** and bring people from different cultures and backgrounds together in a shared viewing experience.
- Approximately **79% of adults** who watch television in the United States watch reality shows.
- Approximately **60% of prime-time** television in the United States is reality programming.
- About **80% of reality participants** reported some long-lasting benefit from their experience.
- Reality show participants have spawned more than **653 celebrity offspring** from their TV connections.

The unique concept of having **Social Influencers** on a reality-based TV show and engaging their social following during the TV show is a first of its kind and we're confident it'll be a massive hit and will grow our **Social Influencers** profiles massively...which ultimately will benefit our Brands and **Sponsors**.

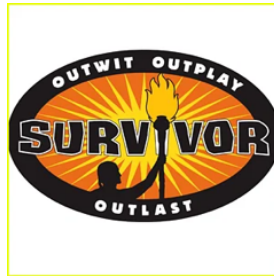


Treasure Island Business Model:

Leveraging Sponsorship and Advertising

Survivor: A Benchmark in TV Advertising

Since 2000, Survivor has aired 46 seasons with 5-8 million viewers per episode. They charge \$250,000+ per 30-second commercial, with about 16 minutes of ads in a 1-hour show. This translates to approximately \$8 million per episode and at least \$200 million per season, airing twice a year.



Super Bowl: The Pinnacle of Advertising

In 2024, the Super Bowl had over 124 million viewers, charging over \$7 million for each 30-second commercial.



Social Influencer Industry: A Lucrative Market

The industry rate for social influencers is \$100 per 10,000 followers. With Treasure Island's 16 influencers amassing over 50 million followers, we could charge \$500,000 per post.



Treasure Island's Unique Advertising Approach

Instead of mainstream companies advertising on Treasure Island, we'll promote 10 different products per season, either created by us or in partnership within reputable multi-billion-dollar industries. This model ensures residual income for Treasure Island, the cast, and our Lenders, not just a one-time payout.

Cast Member Engagement and Promotion

Each cast member is contracted to promote each product sponsor, making at least one post. They'll have non-expiring affiliate links, earning commissions for years as long as purchases continue. This provides a massive incentive for the cast to keep promoting our product sponsors.

Season One Product Sponsors

Treasure Island has potential of reaching over 50,000,000 people. If Treasure Island only sold 10,000 units per month of each product, Treasure Island would earn approximately \$1,500,000 per month.

As we add additional seasons, we'll add additional products and additional monthly revenues.

Season One Product Sponsors

1. **Connect Vacations** – www.connectvacations.net Travel website that looks and feels like Expedia but saves everyone money on their travel needs.
2. **Good Super Greens** – A Greens Product that Rivals AG1 quality. AG1 has reached a \$1.2B evaluation based on their sales utilizing Social Media.
3. **Good Energy** - Natural Energy Drink that Rivals "The Rock's" Zoa Energy Drink
4. **Auto Approved Group** – Website that will collect consumer data and those leads will be sold to Auto Groups throughout the USA.
5. **Connect Pet Care** - \$25 per month. Unlimited 24/7 Televet. Save up to 85% on Pet Medications, 25% off on Vet visits at over 5600 Vets in the USA. Save 25% on Pet Legal
6. **Pain X** – 100% Natural Pain Relief Spray – Simply Spray it on anything that hurts.
7. **Connect Primary Care** – Free Telehealth, 400+ maintenance drugs for free each month, Save 15%-85% on all other drugs, discount vision, discount pet, discount dental and mental health.
8. **Connect Dating** - \$10B industry, 126m people are looking for real relationships. Connect will provide verified, authentic people to find someone your compatible with at a reasonable price.
9. **Connect Mobility** – Low-Cost cell phone prices and Ti Coins paid to users for their loyalty.
10. **Treasure Island Coins (Ti Coins)**

Treasure Island



The Opportunity

Treasure Island season 1 will cost \$1,500,000 to produce and air. We plan on filming in September 2025 in Las Vegas. We'll film season 2 in February 2026 and season 3 in June 2026.

We've created a loan opportunity for anyone who wants to participate in the business opportunity. The minimum loan amount is \$100 USD and there's no maximum loan amount. (All loans are required to be in \$100 increments.)

The loan will be for 1 year and will bear an interest rate of 50%. If you loaned \$100, we'll ensure you receive \$150 back within 12 months. We've created a holding company (Lenders Fund) called Treasure Island Network LLC that will disperse all commissions proportionately between lenders. For example, if Bob loaned \$500 and Sally loaned \$5,000, Sally would receive 10X more commissions than Bob.

How does it work?

Treasure Island will earn ongoing (for years to come) revenues (commissions) from all the product sponsors. Treasure Island will take 5% of all commissions and pay it directly to the Lenders via Treasure Island Network LLC. These commissions will be paid out weekly after Season 1 officially airs in September 2025.

The funds that are paid to Treasure Island Network LLC will be dispersed to all Treasure Island Lender as follows.

The Treasure Island Network (Lenders Fund) will have two different compensation pools.

1. Lenders Pool

50% of the revenue / commissions will be paid to all Lenders proportional to your original lending amount. For example, if Sally loaned \$5,000 and Bob loaned \$500. Sally would earn 10X more commissions than Bob.

Each \$100 you lend to Treasure Island will grant you 1 unit. (\$500 would equal 5 units etc). When commissions get paid to the Lenders Group, we'll add all the Lenders units and divide it by the total commission.

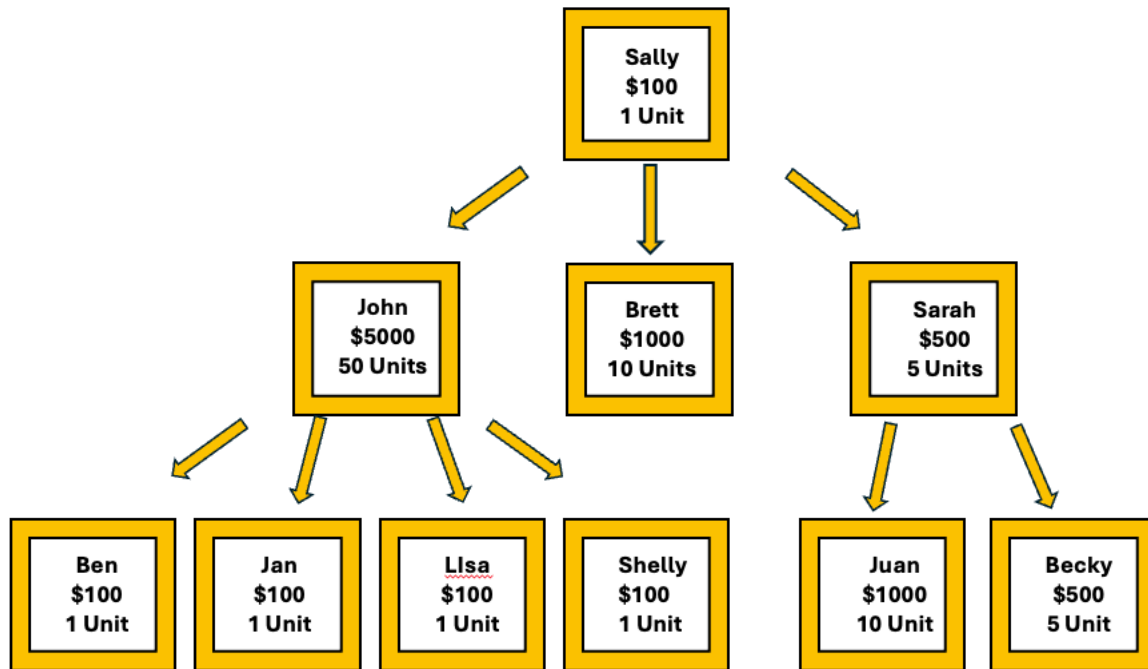
Example, if the total commission was \$100,000 and there are a total of 10,000 lenders units. This would equal \$10 per unit.

Sally would have 10 units or \$100 in commission and Bob would have 1 unit or \$10.

2. Business Builders Pool

50% of the revenue / commissions will be paid to anyone that referred lenders to Treasure Island. This will reward anyone who is helping us to raise funds. This compensation plan will work as follows.

The minimum will be \$100 USD. That will represent one unit in the compensation plan. If you loaned \$500 then you'll have 5 units, etc. Each month we'll total the number of units and pay out the commission divided by the number of total units. For example, if the total monthly commission was \$100,000 and we had 10,000 total units in the compensation plan then each unit would be worth \$10. If Sally had 10 units, Sally would be paid \$100 that month.



Sally loaned \$100; she'll be paid 1 unit worth on the Lender's side. If she referred John (\$5,000, 50 units), Brett (\$1,000, 10 units) and Sarah (\$500, 5 unit).

Then John referred 4 people, Ben, Jan, Lisa and Shelly all of whom loaned \$100 each.

Sarah referred 2 people, Juan loaned \$1,000 so he has 10 units and Becky loaned \$500 for 5 units.

For the month Sally has a total of 84 units in her network.

John = 50 units PLUS Ben, Jan, Lisa and Shelly each with 1 unit for a total of **54 Units for Sally.**

Brett = **10 units**

Sarah = 5 unit PLUS Juan 10 and Becky 5 for a total of **20 units for Sally.**

For the month John has a total of 4 units in his network.

Ben = 1 unit

Jan = 1 unit

Lisa = 1 unit

Shelly = 1 unit

For the month Sarah has a total of 15 units in her network.

Juan = 10 units

Becky = 5 unit

The total monthly Units would be 103 Units

Sally = 84 units

Brett = 4 units

Sarah = 15 units

If there were a total of 10,000 units this week in the Business Builders Pool and the weekly commission was \$100,000, that would mean the commission was \$10 per unit.

Sally = 84 units = **\$840**

Brett = 4 units = **\$40**

Sarah = 15 units = **\$150**

These numbers will change weekly as the amount of commission per week will vary and more as more people continue to refer their friends and family to this opportunity.

Sally may have 84 units this week but if people in her network continue to refer more people, than Sally's total number of units will continue to grow each week.

This is a limited opportunity!



The Lenders pool is meant to reward lenders. The more money you lend, the larger the financial gain.

The Business Builders pool is meant to reward people for referring lenders to Treasure Island.

If the commissions aren't enough in the Lenders Pool to earn your principal back plus 50% interest within the first 12 months than Treasure Island will repay the balance owing. For example, if you loaned \$500 you would need to earn \$750 within 12 months.

If you only earned \$500 within 12 months from the Lenders Pool compensation plan than Treasure Island would pay the additional \$250 to complete the loan agreement.

Financial Projections

*****All Financial Projections are strictly Assumptions and should not be considered when deciding to take advantage of this opportunity. They are for illustration purposes only!**

When Treasure Island Season One airs, we have access to approximately 50,000,000 people via the TV show and our Social Influencers. If we had 1% or 500,000 purchase a product from our product partners that would be incredible however we have assumed only 100,000 people (10,000 people per product) would buy a product each month.

If our lending group only earned \$5 per product per month, that would generate \$500,000 in monthly commissions.

The \$500,000 would be split into the 2 pools.

\$250,000 would go towards repaying the Lenders Pool plus the 50% interest and \$250,000 would be paid to the Business Builders pool and will be divided by how many units each person has.

If we had 3,000 people all lend \$500 for a total of \$1,500,000 of loaned funds, the Lenders pool (\$250,000 per month) would pay each person \$83 per month (per unit). If someone loaned \$5,000 then they would earn \$830 per month or \$9960 in the first year.

The Business Builders pool would be hard to calculate as each person would have referred a different number of lenders, however, there would be \$250,000 divided by the total number of units.

Season 2 will add an additional potential of \$500,000 per month (Season One = \$500,000 per month and Season Two = \$500,000 per month for a total of \$1,000,000 per month)

Season 3 will add an additional potential of \$500,000 per month (Season One = \$500,000 per month, Season Two = \$500,000 per month and Season Three = \$500,000 per month for a total of \$1,500,000 per month) If these assumptions are realized, then

the Lenders Fund could earn over \$18,000,000 per year and would be divided amongst the Lenders 2 pools.

In theory, these commissions could increase year by year. Customers would drop off, but there will also be customers in these compensation plans that decide to also build a business and refer others to build a business etc.

Treasure Island Coin (Ti Coin)



The Treasure Island Coin (TI Coin) is the official token for the Treasure Island TV show, poised to be a groundbreaking, internet-shattering event. Never has a reality TV show utilized a cast of social influencers to impact the game in real-time, reaching an unprecedented number of people through the cast's social following.

Unprecedented Exposure for Product Sponsors

Every product sponsor highlighted on Treasure Island will gain unparalleled exposure. The TI Coin will be one of these products, reaping significant benefits from the show's massive viewership.

The Challenge of New Coins

One of the biggest challenges for new coins/tokens is gaining exposure. Without substantial marketing, new coins struggle to attract attention and buyers. TI Coin addresses this challenge head-on with its unique value proposition and extensive exposure through the Treasure Island TV show.

The Unique Value of TI Coin

All successful coins/tokens have a "hook"—a unique value proposition. TI Coin's hook is its integration with the Treasure Island TV show's revenue model. Treasure Island will earn revenues from product sponsors each month, and 10% of these revenues will be used to purchase TI Coins at current market rates. This ongoing investment ensures continuous demand and liquidity for TI Coin.

Massive Incentives for the Cast

Each cast member is contracted to promote each product sponsor to their followers, ensuring ongoing promotion and engagement. Cast members will earn commissions on sales generated through their affiliate links, providing a powerful incentive to continue promoting the products and TI Coin.

Key Features of TI Coin

1. The TI Coin Hook

- Treasure Island will invest 10% of monthly revenues from product sponsors into purchasing TI Coins.
- This continuous investment ensures ongoing demand and liquidity for TI Coin.
- Example: Connect Vacations earns 4% on every travel product purchased. With 100,000 bookings, Treasure Island would earn \$8 million annually, investing \$800,000 into TI Coins.

2. Exposure

- Treasure Island will air a new season every four months with a new cast of social influencers.
- The first season has over 50 million followers, with expectations to reach hundreds of millions globally.
- TI Coin will be marketed on every season, providing significant exposure and increasing its value.

3. Liquidity

- Continuous investment from Treasure Island's revenues ensures a steady supply of liquidity.
- This will increase the volume of coins being bought and sold each month, enhancing market activity and stability.



TI Coin Utilization

Where Can TI Coins Be Used?

1. **Buy and Sell on Exchanges**
 - TI Coin will be available on multiple exchanges for trading.
2. **Purchasing Products**
 - TI Coin holders can use their coins to purchase products from the Treasure Island website starting from Season 1 in June 2025.
3. **Retail Network**
 - From Q1 2026, a growing network of retailers will accept the TI Coin for goods and services.
4. **Augmented Reality Game**
 - Starting in Q1 2026, an AR game similar to Pokemon Go will be launched.
 - Users can use TI Coins to get game clues, create avatars, and purchase fast passes, driving further demand for the coin.



The Opportunity – TI Coin Presale

Presale #1 Details

- **Start Date:** August 17, 2024
- **End Date:** November 15, 2024
- **Price:** \$0.01 per TI Coin
- **Total Supply:** 150,000,000 (15%)
- **Lock Period:** Presale TI Coins will be locked until September 30, 2025.

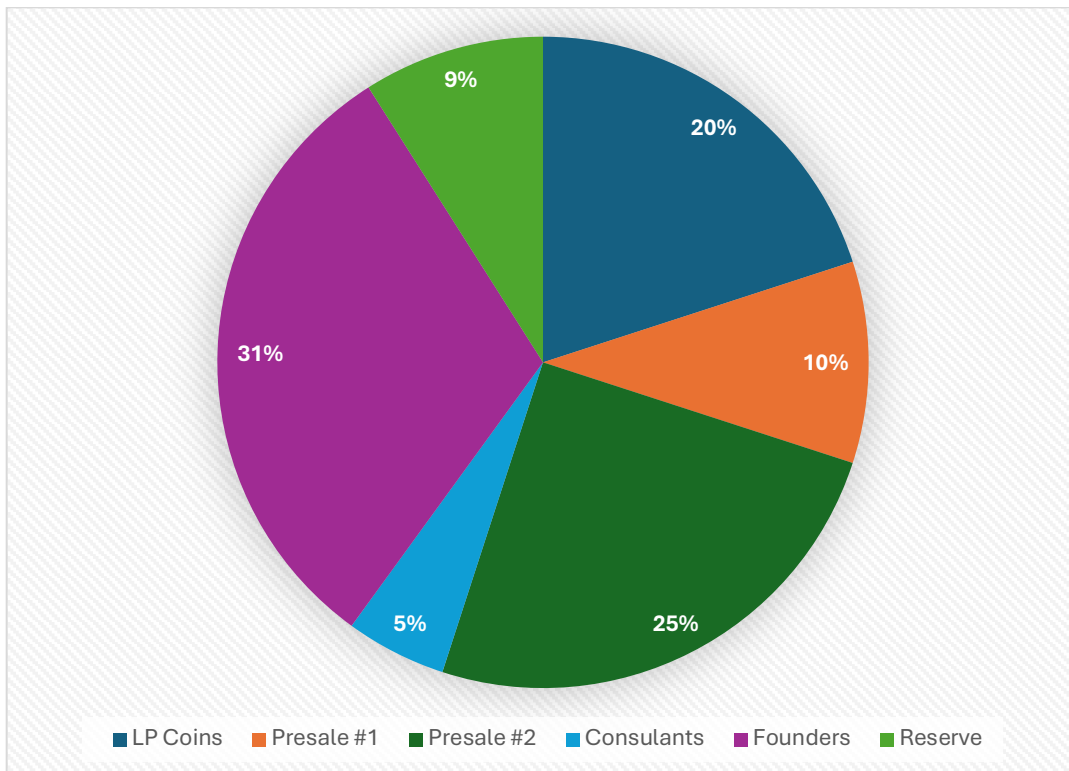
Presale #2 Details

- **Start Date:** November 16, 2024
- **End Date:** September 1st, 2025
- **Price:** \$0.02 per TI Coin
- **Total Supply:** 250,000,000 (25%)
- **Lock Period:** Presale TI Coins will be locked until September 30, 2025.

Season 1 of Treasure Island will film and air in September 2025 and will be exposed to 50,000,000+ followers on social media. This exposure will draw a lot of attention to the TI Coin, and we believe the volume of trades will increase massively.

Public Launch Details

- **Start Date:** September 1st, 2025
- **Price:** \$0.025 per TI Coin
- **Public Availability:** TI Coins will be listed on exchanges for the public to purchase.

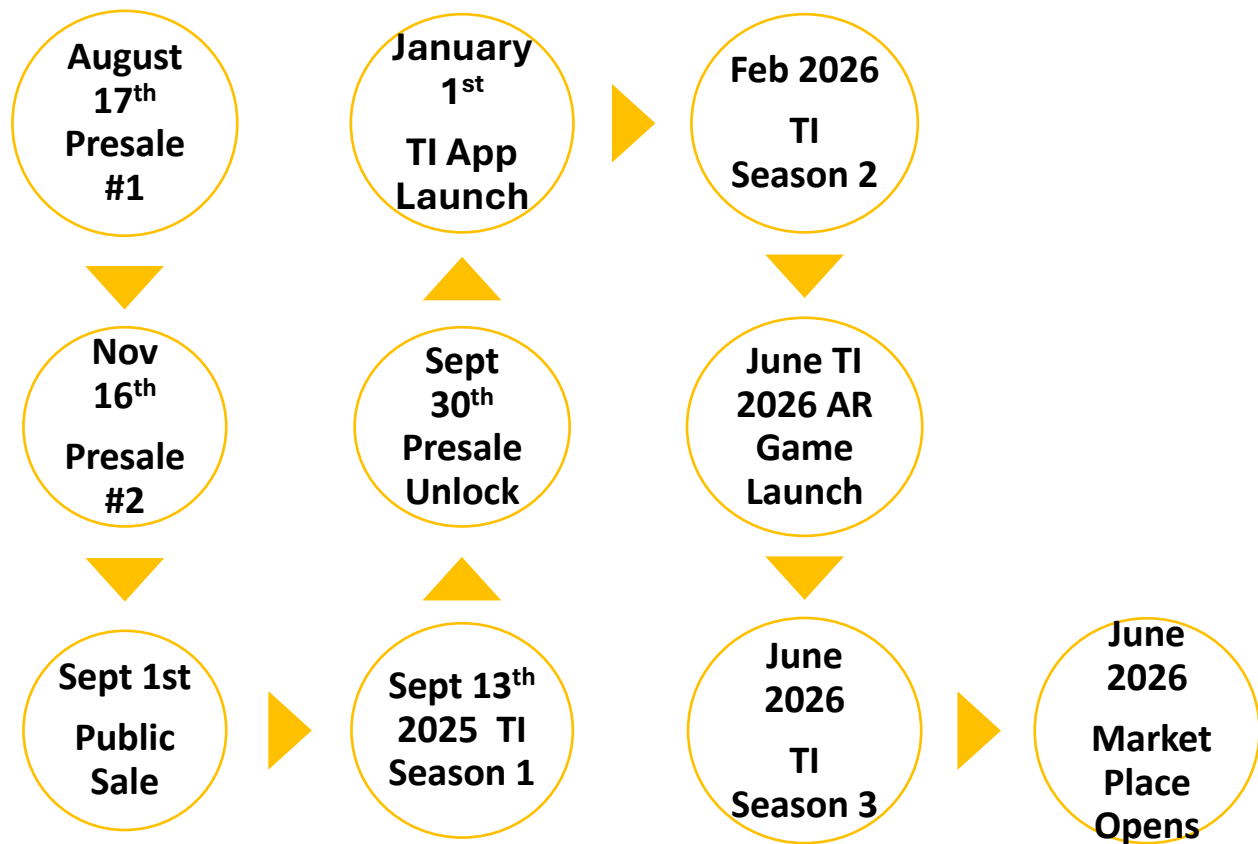


- **Total TI Coins:** 1,000,000,000
- **Presale:** 14%
- **Public:** 50%
- **Consultants:** 5%
- **Founders:** 31%

Locked TI Coins

- **Presale:** Locked until September 30, 2025
- **Consultants:** Locked until September 30, 2025
- **Founders:** Locked until September 30, 2025

Treasure Island Roadmap



- **August 17th, 2024:** Launch of TI Coin Presale #1 at .01 per Ti Coin.
- **November 16th, 2024:** Presale #2 at .02 per Ti Coin.
- **September 1st,** Public sale starts.
- **September 13th, 2025:** Season 1 of Treasure Island begins filming and airing online
- **September 30th, 2025:** Presale TI Coins unlocked and available for trading
- **October 2025:** Treasure Island begins purchasing TI Coins from 10% of product sponsor commissions
- **January 1st, 2025:** Launch of Treasure Island mobile app for audience participation
- **February 2026:** Filming and airing of Season 2
- **June, 2026:** Treasure Island will launch the Augmented Reality (AR) game. (similar to Pokemon Go). The AR game will allow people to look for their own treasure. (TI Coins, will be issued as the treasure). Players can play for free but will be required to purchase TI Coins to help them with the game, thus driving TI Coin purchases
- **June 2026:** Filming and airing of Season 3
- **June 2026:** Opening of the Treasure Island Marketplace

Summary

The Treasure Island TV show is a groundbreaking reality TV show that will disrupt the social media and influencer industry. TI Coin offers a unique opportunity with significant potential for growth and liquidity. With continuous exposure, ongoing investments, and innovative uses, TI Coin and Treasure Island are poised to become a game-changer.

The Treasure Island TV show and the cast of Social Influencers have access to over 50,000,000 via their variety of Social Networks.

The TV Show hits 5 Billion Dollar and Trillion Dollar industries.

1. The Social Influencer Industry - \$25 B+ per year.
2. Our Products that we created are all in multi-billion-dollar industries and some are in Trillion Dollar Industries. E.g Travel, Health coverage, Energy Drinks, Vitamins and Supplements etc.
3. Reality TV Industry = \$1.8 B+ per year
4. Consumer Data = Expected to reach \$600 B by 2030
5. Cryptocurrency Industry = Current Market Cap \$3.66 Trillion

Our Cast and TV show could sell a lot of products every season and provide an unprecedented amount of exposure to the Ti Coin.

As a Treasure Island Lender and/or Ti Coin presale holder you have an incredible opportunity to capitalize on the future success of Treasure Island.

This is a very limited opportunity and when it's gone....it's gone forever.

Secure your future today!

For more information on our Crowdfund Loan opportunity please visit www.treasureislandnetwork.com If you decide you want to take advantage of this once in a lifetime opportunity please get back to the person that referred you to Treasure Island. They'll send you their referral link so you can join.

Questions, please email info@treasureislandnetwork.com

For more information on the TI Coin please visit www.ticoin.io or email info@ticoin.io

**Welcome to Treasure Island
Your Treasure Map to Wealth!**

Treasure Island