

THE DOLLAR HUNT SHOW

What Is The Dollar Hunt?

The Dollar Hunt is a reality-style, content-based crypto game show that transforms passive interest into active conversation.

Designed to drive meaningful awareness for blockchain and Web3 projects, The Dollar Hunt gives crypto users the spotlight to talk, compete, and win by learning about real crypto products and sharing their views.

Unlike traditional shill threads or leaderboard yapping, the Dollar Hunt invites users into a high-energy contest where their voice earns them a chance at the hot seat, and a piece of the prize pool.

It's not just about talking about a project. It's about showing that you understand it.

Objective

To provide a powerful and engaging platform where crypto projects can drive real, user-led awareness, while giving community members the opportunity to participate, earn, and grow through storytelling and strategic content creation.

Mission

To help blockchain and Web3 projects break through the noise by turning community attention into authentic conversations, powered by competition, curiosity, and content that goes beyond surface-level hype.

Our Vision

To flip the script on Web3 awareness, where the audience isn't just watching, they're participating.

Where understanding drives hype and where projects finally get the attention they deserve, from people who actually care.

Why It Matters?

In a noisy space like crypto, attention is cheap. But understanding is expensive.

Most marketing models rely on temporary noise: giveaways, token incentives, or influencer tweets. We believe there's a more powerful path, one where users genuinely learn about the products they talk about, and where projects get more than just surface-level impressions.

That's where The Dollar Hunt comes in:

A platform that rewards engagement with intent, not just attention.

How It Works

Project Partners: Crypto projects sponsor a season of The Dollar Hunt to gain targeted visibility.

Participants: Anyone in the community can join for free, no token buy-ins, no paywalls

The Game: Participants share their thoughts or insights around the project (through tweets). The most compelling entries get shortlisted.

The Hot Seat: Shortlisted users get invited to the final show, a live, reality-style competition that crowns the winner.

Prize Pool: Winners earn cash rewards, spotlight moments, and credibility as voices in the space.

What Makes It Different

No Token Buy-In: Participation is 100% free. The goal is expression, not extraction.

Content-First Format: Participants must actually understand and explain the project, not just copy-paste.

Founder-Level Exposure: Each round highlights a real project, often with founders or team members involved in the narrative.

Gamified Reality Energy: This isn't another leaderboard, it's a live show with real emotions, tension, and wins.

Who It's For

Crypto Projects: Looking to build meaningful awareness, community feedback, and social content, all in one model.

Web3 Enthusiasts: Want to showcase their thinking, get recognized, and earn rewards for understanding real-world projects.

Investors & Observers: Seeking to follow real user sentiment in a curated, gamified experience

BACKED BY EXPERIENCE

The Dollar hunt show is built under SIO, a social media management agency that has helped crypto brands grow through organic storytelling, market engagement, and strategic positioning.

This is our flagship product and it's built from everything we've learned about how projects get seen and how they stay remembered.

THE PROBLEM

Crypto projects are building amazing products every day. But marketing? It looks the same:

Endless shilling nobody remembers.

Big budgets, low retention.

Hype that fades as fast as it comes.

The space is drowning in recycled tactics with no real solution.

OUR SOLUTION

We turn project marketing into a blockchain reality game show.

The Hunt Marketing Game is where projects get real visibility and communities stay engaged through fun, competition, and education.

Unlike other InfoFi plays, we go deeper.

We generate 21 content pillars that highlight your real utility and user value, not copy-paste shills from ChatGPT.

Your project becomes the centerpiece of a global game show inspired by:

Who Wants to Be a Millionaire

Big Brother

Gulder Ultimate Search

OUR USP

Marketing meets Gaming:

- First of its kind blockchain reality game show combining education, entertainment, and competition.
- Not just hype, but storytelling through gameplay.

Content at scale (Authentic & Organic):

- We create 21 content pillars on every project that comes onboard for users to choose what to write on.
- 500+ user generated contents per campaign(not Ai shilled contents)
- Each piece speaks directly to the project utilities & value of your project.
- Builds long term visibility across socials.

Community powered discovery:

- Instead of passive airdrops, communities vote, play and win alongside the project
- Engagement becomes Interactive, your audience feels ownership of the project journey.

Multi Layered Visibility:

- Exposure across multiple channels.
- Creators generated content
- Live game show
- Community driven conversations.
- One campaign = Multi touch visibility that lasts.

Inclusive by Design:

- Open to crypto and non crypto natives.
- Simple format + fun gameplay, making projects relatable even for newcomers.

Gamified Education (Infofi+ Funfi):

- Unlike static AMAs or shill threads, we teach through plays
- ° Communities actually understand the project and increases conversion and trust.

The Future of FunFi + InfoFi

For too long, crypto marketing has been stuck in two extremes:

InfoFi (Information Finance): Platforms like Kaito gave us research, insights, and alpha, but they often feel too complex or boring for the everyday user.

FunFi (Fun Finance): Meme coins, hype plays, and casino-style tokens gave us fun, but zero depth, no real value, and no staying power.

What if we combined the best of both worlds?

That's where **The Hunt Game Show** comes in.

From InfoFi: We bring structured knowledge, content pillars, and utility-driven storytelling that educates users about what a project really does.

From FunFi: We add competition, rewards, laughter, speed, and the adrenaline of a live reality game.

The fusion creates a new category of marketing in Web3:

Fun + Info = Sticky Attention

Here, communities don't just hear about your project — they play, learn, and remember it.

Projects don't just get "hype tweets", they get 500+ organic contents, real retention, and active

conversions.

This is the future of Web3 marketing:

Not hype that fades after a month.

Not dry research that nobody reads.

But fun education at scale, where every project can become the star of its own show.

This is where we position your product as category-defining, not just another marketing campaign.

HOW IT WORKS

The Hunt → Participants uncover the hidden gems in your project and turn them into content.

The Community Decides → Votes pick the top 10 finalists.

The Hot Seat → Speed + knowledge crown the winner live in front of everyone.

Everyone Wins!

Projects → authentic, educational content + long-term visibility.

Creators → rewards, recognition, and influence.

Communities → bonus prizes + power to shape the outcome.

This is InfoFi + FunFi combined.

Where learning pays and marketing becomes unforgettable.

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LEARN PLAY WIN