

THE DOLLAR HUNT SHOW- LITEPAPER

Powered by FunFi - The Future of Crypto Participation

INTRODUCTION

The Dollar Hunt Show (DHS) is a first-of-its-kind crypto experience that transforms project discovery, community participation, and utility storytelling into a fun, competitive, and knowledge-driven game.

We blend education + entertainment + competition, creating a new category in crypto: FunFi.

DHS is a monthly challenge-based ecosystem where every project coming onboard gets two weeks of utility-driven community activation, followed by structured voting, and a final Hot Seat Live show, where finalists showcase their knowledge, creativity, and depth.

THE PROBLEM

Crypto marketing is broken, especially for new and mid-stage projects.

Main problems we are solving:

1. Projects struggle to communicate utility clearly.

Most projects rely on hype, farmed engagement, or influencer noise. The real utility gets lost.

2. Communities don't deeply understand the projects they support.

People retweet without understanding. They shill without learning. They follow trends without clarity.

3. Organic growth is dead because engagement is not fun.

Almost every "campaign" feels like a chore:

Like

Retweet

Tag 3 friends

Join Discord

No creativity. No storytelling. No depth.

4. Early believers in strong ideas rarely get spotlighted.

Most spotlight systems are:

Pay-to-play

Influencer-first

Noise-driven

Not value-driven.

5. Projects lack a structured, fun, month-long activation model.

Most activations last months and still fade away after the hype.

Nothing creates retention, continuity, or community participation over time.

THE SOLUTION: THE FUNFI MODEL

FunFi is a new crypto participation model where communities engage in fun, creative challenges centered on real project utilities, not hype.

How DHS applies the FunFi model:

For every project onboarded:

1. We create 10 content pillars around their identity and utilities.
2. Each content pillar becomes a challenge, posted on Dollar Hunt Show's official page.
3. Community members join by submitting creative responses in the comment section.
4. Campaign length: 2 weeks of participation.
5. We shortlist Top 20 best entries based on creativity, clarity, and originality.
6. One week of community voting determines the final contestants.
7. One week of Hot Seat Live, where finalists defend their knowledge and compete for rewards.

This creates:

Fun engagement

Deep understanding

Community ownership

Viral-worthy content

Real value for both project & participants

This is not Influence-to-Earn

This is Influence-to-Learn + Influence-toCompete + Influence-through Creativity

This is FunFi.

MISSION

To transform how crypto projects communicate utility and how communities engage with them, making learning, discovery, and participation genuinely fun, competitive, and value-driven.

VISION

To become the largest FunFi ecosystem in crypto, the global hub where:

- Serious founders get real community education
- Everyday users become knowledgeable participants
- Creativity replaces farming
- Utility replaces hype

A world where people don't follow charts, they follow knowledge.

CORE OBJECTIVES

1. Build a new category in crypto (FunFi)

Position DHS as the pioneer and flagship platform for FunFi-driven engagement.

2. Make project utility mainstream

Shift attention from hype to what truly matters:
Does this project solve a real problem?

3. Empower communities through creativity

Every participant should feel like they're part of the journey, not just task bots.

4. Create the strongest discovery engine in crypto

Every month, new projects get introduced in a fun, structured way.

5. Spotlight early believers

Early participants get recognition, priority slots, and rewards.

HOW THE MONTHLY CYCLE WORKS (*1-Month Model*)

WEEK 1–2: The Challenge Phase (FunFi Mode)

Every project gets 10 core challenge pillars based on their utilities, features, and value proposition.

Examples:

- Explain the project like I'm 12
- Pitch your favorite utility in 20 seconds
- Tell us why this project matters
- Break down the token utility creatively
- Compare the project to something in real life

How It Works

- A challenge drops daily or every other day.

- Participants reply in the comments section of the challenge post.
- Criteria to participate: Follow DHS + the project + retweet the challenge.
- Our validators pick the Top 20 entries.

This filters people based on creativity, clarity, simplicity, and knowledge, not hype.

WEEK 3: Community Voting

The selected Top 20 move into voting.

To ensure fairness:

Influencers and small accounts are separated.

They battle within their categories.

The highest votes from each category become finalists.

Finalist Breakdown

5 influencers

5 small accounts

Total: 10 finalists

All 10 advance to the finale.

Week 4: The Hot Seat Live Show

Week 4 is where everything comes together, the final stage of the Dollar Hunt Show. Only **10 finalists** make it to this stage.

How it works:

1. The Quick-Fire Round (10 Finalists → 1 Hot Seat Winner)

All 10 finalists will answer **one quick question** based on the project's utilities or fundamentals.

The rule is simple:

The fastest correct answer makes it to the Hot seat.

This is where knowledge meets speed.

Only **one person** earns the right to sit on the actual **Hot Seat**, just like the *Who Wants to Be a Millionaire* model.

That one contestant becomes the **Hot Seat Champion** for the month.

2. The Main Hot Seat Round

The selected contestant now answers a **series of project-specific questions** designed to test:

- Understanding
- Depth
- Recall
- Creativity
- Real knowledge of the project

Every question is centered strictly on the project featured for that season.

This is where the **Game of Knowledge, Speed & Creativity** shines.

3. Rewards Structure

- **All 10 finalists go home with something**, whether or not they make it to the Hot Seat.
 - The **Hot Seat Champion** gets priority placement + top rewards.
 - The **community** also gets rewarded through **bonus questions** during the live show. Viewers who answer these correctly win tokens, merch, or special community perks.
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4. Why This Stage Matters

The Hot Seat is designed to reward people who:

- Actually understand the project
- Think fast
- Can explain clearly under pressure
- Have creative responses
- Aren't just playing for hype

It is not a popularity contest, it is **pure skill**.

This creates trust for projects, fun for participants, and real entertainment for the audience.

WHY THIS MODEL WORKS

1. It creates fun without sacrificing depth.

People learn while competing.

2. It builds organic hype that isn't fake or forced.

3. It makes every project trend for at least 14 days.

4. It turns users into storytellers & knowledge creators.

5. It rewards early believers, not bots or influencers.

6. It's different from anything in the crypto marketing space.

PRODUCT VALUES

Knowledge over Noise

Fun over Force

Creativity over Clout

Community over Influencers

Utility over Marketing Hype

FUTURE EXPANSION

Although the cycle is monthly, this model sets the base for:

FunFi Academy (education + challenges)

Merch drops tied to challenge themes

Creator partnerships

Seasonal tournaments

Ecosystem leaderboard

Campaign bumps for projects

Branded Hot Seat stages

Community badges & digital collectibles

Merch is prioritized now, not later:

Hoodies, caps, shirts, worn by contestants, winners, and fans to build culture.

CLOSING STATEMENT

The Dollar Hunt Show is pioneering FunFi, a new era where crypto engagement becomes a competition, not a chore.

Where creativity matters more than clout.

Where knowledge becomes the new clout.

Where projects don't need hype to be understood.

And where early believers get rewarded the most.

Welcome to The Dollarverse.

Welcome to FunFi.