

TaskBunny White Paper

**Redefining Digital Engagement and Monetization
Through Blockchain**

Introduction to TaskBunny

In today's digital era, social media platforms like X (formerly Twitter), Instagram, and TikTok have become integral to shaping consumer behavior and driving market trends. Recognizing the profound impact of these platforms, TaskBunny has developed an innovative marketing solution designed to harness the power of social media engagement. By incentivizing users to interact with promotional content, TaskBunny establishes a powerful symbiotic relationship between clients and participants. This dynamic ensures that clients' products achieve maximum exposure and engagement, while participants are rewarded for their social media activity.

TaskBunny's platform is built around a unique model that bridges the gap between advertisers and engaged users. Through its Proof of Post (PoP) system, TaskBunny revolutionizes how social media engagement is measured and rewarded. Users earn BNY tokens for their activity, including likes, shares, comments, and other forms of interaction with promotional content. This reward system not only boosts the visibility of clients' products but also fosters a vibrant and active community of users who are motivated to participate and contribute to promotional campaigns.

The current landscape of social media advertising presents challenges for advertisers, particularly the unpredictability of engagement levels and the difficulty in ensuring tangible results. Traditional advertising models, such as Instagram promotions, often lack guaranteed metrics, leaving advertisers uncertain about the effectiveness of their campaigns. TaskBunny addresses this issue by offering a clear and measurable solution. With TaskBunny, advertisers can expect a defined level of engagement, ensuring their promotional efforts yield concrete results. By guaranteeing a baseline of user interactions, TaskBunny not only enhances the predictability of social media campaigns but also maximizes return on investment for advertisers.

Initially launching on X, TaskBunny is set to expand its reach to other major social media platforms such as Instagram and TikTok. This strategic expansion aims to capture a broader audience and enhance the platform's effectiveness in driving product visibility. By creating a platform where social media engagement is both recognized and rewarded, TaskBunny benefits both users and advertisers, creating a mutually advantageous ecosystem where increased engagement translates to greater visibility and influence for promoted products.

Platform Overview

TaskBunny operates as a comprehensive platform that connects clients seeking to promote their products with users eager to earn rewards through social media engagement. Here's how it works:

Campaign Creation:

- **Submission:** Clients initiate their campaign by providing detailed information through the TaskBunny platform. This includes not only essential details about their product but also in-depth information such as the company's history, unique selling points, and any specific promotional goals they wish to achieve. Clients are encouraged to share media assets like images and videos that best represent their product. By collecting this comprehensive information, TaskBunny ensures that every campaign is tailored to highlight the unique aspects of the client's product effectively. Once submitted, the campaign details are carefully reviewed by the TaskBunny team to ensure they meet our standards for quality and accuracy. To streamline the process, a "Submit Campaign" button is conveniently located in the bottom right corner of every page on the platform, allowing clients to effortlessly submit their campaign requests.
- **Setup:** After the campaign has been approved, the TaskBunny team collaborates with specialized marketing teams to ensure the client's campaign reaches its full potential. The team crafts a promotional tweet featuring the client's product along with engaging marketing text that resonates with the target audience. This tweet is then posted on TaskBunny's official X page. Simultaneously, a corresponding campaign is set up on the TaskBunny app, linked to the tweet, enabling users to directly engage with the promotion. All campaign design needs can be handled through TaskBunny, providing clients with a seamless and comprehensive service. This coordinated approach ensures that the promotional content is both visible and actionable, driving maximum engagement and visibility for the client's product.
- **Campaign Launch:** Once all preparatory steps are completed, the campaign is officially launched and made live on the TaskBunny app. Users can now interact with the campaign by liking, sharing, and commenting on the promotional tweet. This live interaction boosts the tweet's reach and amplifies product visibility. The campaign remains active for the predetermined duration, during which user engagement is tracked and analyzed to determine reward distribution. This process guarantees that every campaign garners the necessary attention and engagement, fulfilling the client's promotional objectives.

User Participation:

- **Login and Connecting Wallet:** Users can browse campaigns on the TaskBunny platform without logging in. However, to fully participate and enjoy all features, users must log in, connect their wallet, and link their X account. By doing so, they gain enhanced access to comprehensive campaign details, personalized experiences, and exclusive opportunities. Logged-in users can view detailed campaign information, track their participation and rewards, and receive tailored recommendations. Connecting their X account allows seamless engagement with promotional content and ensures they stay updated with the latest news and offers. Additionally, users agree to TaskBunny's terms and conditions and follow the TaskBunny X page.
- **Participation Views:**
 - **General View:** In the General View, users can explore a comprehensive list of campaigns available on the TaskBunny platform. This view includes all active campaigns, upcoming campaigns, and past campaigns. Users can browse through these campaigns to find opportunities that interest them. Additionally, a search bar is available, allowing users to search for campaigns by the client's name who created the campaign. This feature helps users quickly locate specific campaigns and streamline their participation process.
 - **Personal View:** The Personal View provides a tailored experience for users who have connected both their wallet and X account. This view exclusively displays the active and past campaigns in which the user has participated. It focuses solely on campaigns that are directly relevant to the user, reflecting their individual engagement history. This personalized view ensures users can easily track their past interactions and ongoing participation in campaigns, enhancing their overall experience on the platform.
- **Participation:** Users looking to participate in TaskBunny campaigns must meet specific criteria to ensure fair and genuine engagement. The requirements for a user's account include having at least 25 followers, a minimum of 5 tweets, and the account must be at least 90 days old. These conditions are designed to prevent spam and ensure that participants are active and real users. Once these requirements are met, users can participate in various campaigns by following, sharing, and commenting on the promotional content as specified in the campaign details. By clicking the "Participate" button, users will see a pop-up that outlines what actions TaskBunny will perform on their behalf with their Twitter account. This includes liking a specific tweet, sharing it, and commenting on it with a message chosen by the client, ensuring a seamless and impactful engagement experience. Once users have participated, there is no further action required on their part. They simply need to wait until the campaign ends. After the campaign concludes, TaskBunny will finalize the results, and only then will users be able to claim their rewards.

Campaign Conclusion and Reward Distribution:

Once a campaign concludes, TaskBunny initiates a comprehensive review of the social media activity generated by participants. This process includes validating the authenticity of user interactions with the promotional content. Following the campaign's end, both the TaskBunny team and automated code perform thorough checks to ensure all requirements were met and that interactions were genuine. Only after this review and validation process is completed will users become eligible to claim their rewards. This ensures that the reward distribution is accurate and reflects the true engagement achieved during the campaign.

- **Validity Check:** During this review, TaskBunny verifies that all actions, such as likes, comments, and retweets, were genuinely performed and have not been subsequently removed or altered. If it is discovered that a participant has removed their likes, comments, or retweets after the campaign has ended, that user will be disqualified from the reward calculation. The participant will be blocked from future campaigns and removed from the reward pool distribution. This measure ensures that only valid and impactful engagements are considered, maintaining fairness and integrity in the reward distribution process.
- **Reward Allocation:** The reward pool for the campaign is then distributed based on the verified level of engagement each participant contributed. Those who demonstrated the highest level of genuine interaction with the campaign content will receive the largest share of the rewards. The methodology for this distribution is detailed in the following sections of this whitepaper, providing transparency on how rewards are calculated.
- **Claiming Rewards:** Once the validity check and reward allocation are completed, the campaign is officially ended. At this point, the claim button becomes visible to participants. When users attempt to claim their rewards, they will be redirected to the single campaign page, where they can review detailed information about the campaign, including any applicable cooldown periods.
 - **Cooldown Explanation:** If the campaign has a cooldown period, users must wait until this period ends to fully unlock their rewards. If users choose to claim their rewards before the cooldown period has elapsed, they will receive a warning that this action will forfeit any locked rewards. They will only be able to claim the rewards that have been unlocked up to that point. On the single campaign page, users will find the claim button, which allows them to claim their rewards. If they decide to wait until the cooldown period has ended, they will be able to claim the full amount of their rewards, including any that were previously locked.

Mathematical Formula for Rewards Distribution

The reward distribution is based on a formula that considers various metrics, including participation time and social media engagement (likes, comments, retweets, bookmarks, impressions). Each metric is normalized, and a weighted score is calculated for each participant. The formula is as follows:

Mathematical Formula for Rewards Distribution

Formula Components

1. Normalization of Participation Time:

$$\text{Normalized Participation Time} = \begin{cases} 1 - \frac{T_p - T_{\min}}{T_{\max} - T_{\min}} & \text{if } T_{\max} > T_{\min} \\ 1 & \text{Otherwise} \end{cases}$$

2. Normalization of Other Metrics:

$$\text{Normalized Metric}_{p,m} = \frac{M_{p,m}}{M_{\max,m}}$$

3. Participant Score:

$$\text{Score}_p = \sum_m (\text{Normalized Metric}_{p,m} \times W_m)$$

4. Total Score:

$$\text{Total Score} = \sum_P \text{Score}_p$$

5. Reward Distribution:

$$\text{Reward}_p = \frac{\text{Score}_p}{\text{Total Score}}$$

6. Final Reward in Tokens

$$\text{Reward in Wei}_p = \text{Reward}_p \times 10^{18}$$

Scenario Setup

Total Rewards: 1000 Tokens

Participants: 3 Participants (Alice, Bob & Charlie)

Weights:

Metric	Weight
Likes	0.4
Comments	0.3
Shares	0.3

Participants in Metrics Data:

Metric	Likes	Comments	Shares
Alice	50	30	20
Bob	70	40	10
Charlie	60	50	30

Maximum Values

Metric	Maximum Value
Likes	70
Comments	50
Shares	30

Calculations

1. Normalized Metrics:

Participant	Normalized Likes $\left(\frac{\text{Likes}}{\text{Max Likes}} \right)$	Normalized Comments $\left(\frac{\text{Comments}}{\text{Max Comments}} \right)$	Normalized Shares $\left(\frac{\text{Shares}}{\text{Max Shares}} \right)$
Alice	0.714	0.6	0.667
Bob	1.0	0.8	0.333
Charlie	0.857	1.0	1.0

2. Weighted Scores:

Participant	Weighted Likes	Weighted Comments	Weighted Shares	Total Score <small>(Likes x 0.4 + Comments x 0.3 + Shares x 0.3)</small>
Alice	0.286	0.18	0.2	0.666
Bob	0.4	0.24	0.1	0.74
Charlie	0.343	0.3	0.3	0.943

3. Total Scores:

Total Score = 0.666 + 0.74 + 0.943 = 2.349

4. Reward Distribution:

Participant	Reward $\left(\frac{\text{Score}}{\text{Total Score}} \times \text{Total Rewards} \right)$
Alice	283.49
Bob	314.93
Charlie	401.58

BNY Token Function

Payment and Discounts with BNY Tokens

On the TaskBunny platform, clients have the option to pay for campaigns using TaskBunny's native BNY tokens. By opting to use BNY tokens for payment, clients benefit from a 5.0% discount on the campaign fee. This discount is designed to incentivize the use of our token within the ecosystem and enhance its utility.

Dynamic Pricing Mechanism: The TaskBunny platform employs a dynamic pricing model for payments. This means the number of BNY tokens required for a campaign payment may fluctuate based on the current market price of the token. This system ensures that the amount of tokens required adjusts automatically to reflect real-time value changes, maintaining balance and fairness in transactions.

Unlocking Additional Benefits: In addition to the fee discount, paying with BNY tokens may unlock additional benefits and rewards for clients. These benefits can include enhanced visibility for their campaigns, priority access to premium features, or exclusive promotional opportunities within the TaskBunny ecosystem. By using BNY tokens, clients not only save on costs but also gain access to additional value-added services that enhance their overall campaign effectiveness.

Why Hold BNY Token?

Staking BNY tokens offers a range of benefits tailored for both business clients and individual users. By committing to stake BNY tokens, participants can unlock significant advantages that enhance their overall experience with TaskBunny. For more detailed information on the specific rewards and benefits associated with different levels of staking, please visit the tokenomics section on our landing page. This section provides a comprehensive overview of how staking can increase your rewards, enhance your engagement, and contribute to the overall value of the TaskBunny ecosystem.

For Businesses (B2B Staking):

- **Level 1:** Staking BNY tokens at this level provides a 5% discount on fees associated with campaign management.
- **Level 2:** Upgrade to a 10% fee discount and gain access to an enhanced analytics dashboard, offering deeper insights into campaign performance.
- **Level 3:** Enjoy a 15% fee discount, a comprehensive analytics dashboard, and an extended campaign duration for greater exposure and effectiveness.
- **Level 4:** Maximize your benefits with a 20% fee discount, the full analytics dashboard, and extended campaign duration, providing a powerful toolkit for campaign optimization.

For Consumers (B2C Staking):

- **Level 1:** Receive a 1.2x multiplier on campaign points, increasing your rewards for participation.
- **Level 2:** Benefit from a 1.7x multiplier on campaign points and an event pass, offering additional rewards and exclusive access.
- **Level 3:** Achieve a 2.5x multiplier on campaign points, significantly boosting your earning potential.
- **Level 4:** Enjoy a 3.5x multiplier on campaign points and an event pass, providing the highest rewards and exclusive benefits.

Client Campaigns and Token Utility

Clients who use BNY tokens to pay for campaigns not only benefit from discounted fees but also contribute to the token's market stability and value. This enhances the overall effectiveness of their campaigns, as higher token values lead to increased rewards for participants. As a result, campaign activity and engagement are likely to rise, creating a more vibrant and active platform.

Liquidity Incentives

TaskBunny encourages liquidity providers by allocating rewards through a Community pool. These rewards are distributed monthly and help to maintain market stability and curb inflation. By participating in liquidity provision, you contribute to the health of the TaskBunny ecosystem while earning additional incentives. Specially allocated rewards are available for users who provide liquidity, offering further benefits for their participation. For a detailed list of available liquidity pools and opportunities, please visit the Market section on our landing page, where you can find all the relevant information to get started.

Penalties

At TaskBunny, we implement penalties for early unstaking and early unlocking of vesting reward tokens to ensure the stability and integrity of our staking system. If you un stake your tokens before the predefined duration, you will incur a penalty based on a duration multiplier. This penalty is designed to reflect the commitment period of the staking process and maintain the overall balance of the staking pool. Similarly, early unlocking of vesting rewards will result in a flat penalty rate. These measures are in place to encourage long-term participation and stability within the TaskBunny ecosystem.

Buyback & LP

The buyback and burn mechanism is designed to enhance the value and stability of the BNY token. By purchasing tokens from the open market and removing them from circulation, we effectively reduce the total supply of BNY tokens. This reduction in supply helps to counterbalance any potential downward pressure on the token's price and contributes to its appreciation over time.

This approach not only supports the token's value but also reinforces market confidence in TaskBunny's commitment to maintaining a healthy and robust ecosystem. By actively managing the supply of BNY tokens, we aim to create a more favorable environment for investors and participants, ultimately benefiting the entire TaskBunny community.

Governance

The BNY token empowers its holders with a stake in the decision-making process for the TaskBunny platform. This governance feature is designed to decentralize control and give the community a voice in shaping the future of the project.

Governance Participation: BNY token holders are granted the ability to vote on key proposals and decisions that impact the TaskBunny ecosystem. This includes matters such as platform upgrades, changes in policies, and other strategic directions. By involving token holders in these decisions, TaskBunny aims to create a more inclusive and democratic governance structure.

Voting Eligibility: Eligibility to vote is determined by the amount of BNY tokens held and the level of staking. The more tokens a user holds and stakes, the greater their influence in the voting process. This system ensures that active and committed participants have a more significant role in guiding the platform.

Voting Process: The voting process is conducted through a structured and transparent mechanism. Token holders can review proposals, participate in discussions, and cast their votes. This process is designed to be accessible and straightforward, fostering greater community engagement and ensuring that decisions reflect the collective interests of the TaskBunny user base.

By incorporating governance into the BNY token, TaskBunny not only decentralizes control but also encourages users to be actively involved in the platform's evolution, reinforcing their commitment to the project and its long-term success.

Final Thoughts

As we conclude this whitepaper, we reaffirm our commitment to revolutionizing the digital engagement and marketing landscape through TaskBunny. Our vision is to create a platform that not only serves our goals but also empowers every participant—whether they are clients, users, or stakeholders. TaskBunny is designed to bridge the gap between social media engagement and blockchain technology, fostering a vibrant ecosystem where everyone can benefit.

We believe that the success of TaskBunny hinges on its ability to integrate seamlessly into the web3 space, offering genuine value to all participants. Our mission is to provide a platform where engagement is rewarded, transparency is prioritized, and every voice has a stake in the future direction of the project. By leveraging the unique features of our BNY token, we aim to ensure that governance, rewards, and opportunities are accessible to all.

We extend our heartfelt thanks to all who are joining us on this transformative journey. Your support is instrumental in bringing this vision to life and in driving forward our mission to reshape how digital engagement and marketing are approached in the web3 era. Together, we can create a more dynamic and inclusive platform that not only meets the needs of today but also adapts and thrives in the evolving landscape of tomorrow.

Thank you for being a part of this exciting adventure. We look forward to continuing to innovate and grow with you, as we work towards a future where TaskBunny stands at the forefront of digital engagement and blockchain technology.