

Pitch Finance Whitepaper

Accelerating Blockchain Unicorns



Abstract

Pitch Finance is the next-generation Blockchain and Crypto launchpad that nurtures promising blockchain projects through funding, exposure, and incubation. We are a leading investment accelerator/incubator in the blockchain world. We fund early stage promising projects with a war chest of cash to grow, innovate, and compete.

By creating an ecosystem that finds, funds, and promotes promising projects, Pitch Finance's community of investors benefit from holding an appreciating PFT and supporting a growing portfolio of successful blockchain projects.

The Pitch Finance Ecosystem consists of three pillars:

1. The Launchpad
2. The community
3. The Incubator

We are issuing 1 Billion \$PFT tokens on a BEP20 on the Binance Smart Chain. 35% of the \$PFT issued will be allocated to the community via Private Sale and Public sale Rounds.

The Public sale was closed on October 6, 2021. The hard cap is 150 BNB with 55% funds allocated for Pancake Swap Liquidity Pool and locked for 90 days. 29 % \$PFT tokens locked at Pink Sale Finance and can be tracked at <https://www.pinksale.finance/#/pinklock/token?chain=BSC>

Introduction

The role of social media in the cryptocurrency space cannot be ignored. Bitcoin creator Satoshi Nakamoto first introduced the cryptocurrency to the world via a mailing list. The first Bitcoin transaction (10,000 BTC for 2 pizzas) happened via Bitcoin Talk in 2010. In its early days, the crypto space received little coverage from mainstream media.

However, social media, chatrooms, and forums became the megaphone for the market. *Social media is the driving influence in the crypto space.*

Dogecoin was created and launched as a joke coin in December 2013. Unfazed by its satirical nature, the meme coin attracted over a million visitors to Dogecoin.com within the first 30 days. Dogecoin's success is attributed to the cryptocurrency's devout community, also known as the Doge army, and support from the highly influential engineer and Tesla CEO, Elon Musk, who with just a tweet, can pump Dogecoin's price. Apart from Musk, Dogecoin enjoys the support of influencers that include Snoop Dogg, Gene Simmons, and Mark Cuban.

The Problem

Unfortunately, most crypto and blockchain projects don't enjoy the same exposure as Dogecoin.

Coinopsy.com, a service that tracks dead crypto projects, estimates that more than 2,000 cryptocurrencies have failed. The failure of some of these now-defunct projects is documented. Some were outright scams from the beginning. Others crumbled under the weight of their own growth and a portion of them failed to stick to their core mission.

The causes for these failures are rooted in the recurring themes of;

- Lack of exposure to the market.
- Lack of funding.
- Failure to gain public trust.

The Solution

A vision to leverage a global community of crypto enthusiasts to accelerate innovative, impactful, and meaningful ideas by funding and nurturing promising blockchain projects.

Lack of Exposure

The main value proposition of Pitch Finance is the ability of the community to create viral exposure for great projects.

A “Pitch Financer” reaches milestones by using their unique link to promote the Pitch Finance Community. When a new member joins from the link they are credited to the referring Pitch Financer account. Every referral counts towards a new milestone. This is the basis for an affiliate marketing program.

There are two types of referrals, members, and members who become investors. Milestones for investor referrals will earn real \$PFTs. Every referral has the opportunity to count towards other giveaways and special promotions.

Attracting Top-Tier Influencers as Pitch Financers

To be successful in establishing a “trusted” platform the value of **trust** must percolate up from the influencers that promote us. A Pitch Financer is a trusted source of information, not a bad actor driving their own agenda. Similar to projects, the Pitch Finance have an established process to “vet” influencers. Abuse of the “spirit” of the community will result in removal.

Target Pitch Financers will cross disciplines including crypto, social good, finance, and technology. They will include thought leaders and trusted curators of information. The platforms will be as diverse as the target audience. Covering channels like Reddit, Twitter, Facebook, Instagram, LinkedIn, YouTube, Blogs, and many more.

Lack of Funding

In the beginning Pitch Finance’s only mission was connecting great blockchain projects with a community of advisors and influencers. A launchpad for awesome project ideas. During our ICO we realized that successful projects need more than advice and exposure. They also need seed capital to start development. This could be \$50,000 or more.

So, we’re adding a **seed fund** to the Pitch Finance ecosystem. We’ll kick off the fund by adding liquidity to a seed wallet address. Those funds will be used to buy first release tokens from promising projects on Pitch Finance.

We’ll keep our community informed about which projects we’ve bought into. You might wish to join us by buying tokens in these promising projects yourself.

As the project matures we’ll manage our tokens for;

- Adding liquidity back into the fund for new projects.
- Fund the continued development of the Pitch Finance platform.



Funding for the Seed Fund is provided from Pitch Finance’s available cash for marketing and development plus returns on future token investments.

Trust

Analysts review the ranked projects by following up on evidence to “vet” the project for additional consideration by Pitch Financer Community. This process is critical to maintaining public trust so only viable projects make it into the Pitch Finance Launchpad. Some of the factors considered in the vetting process include;

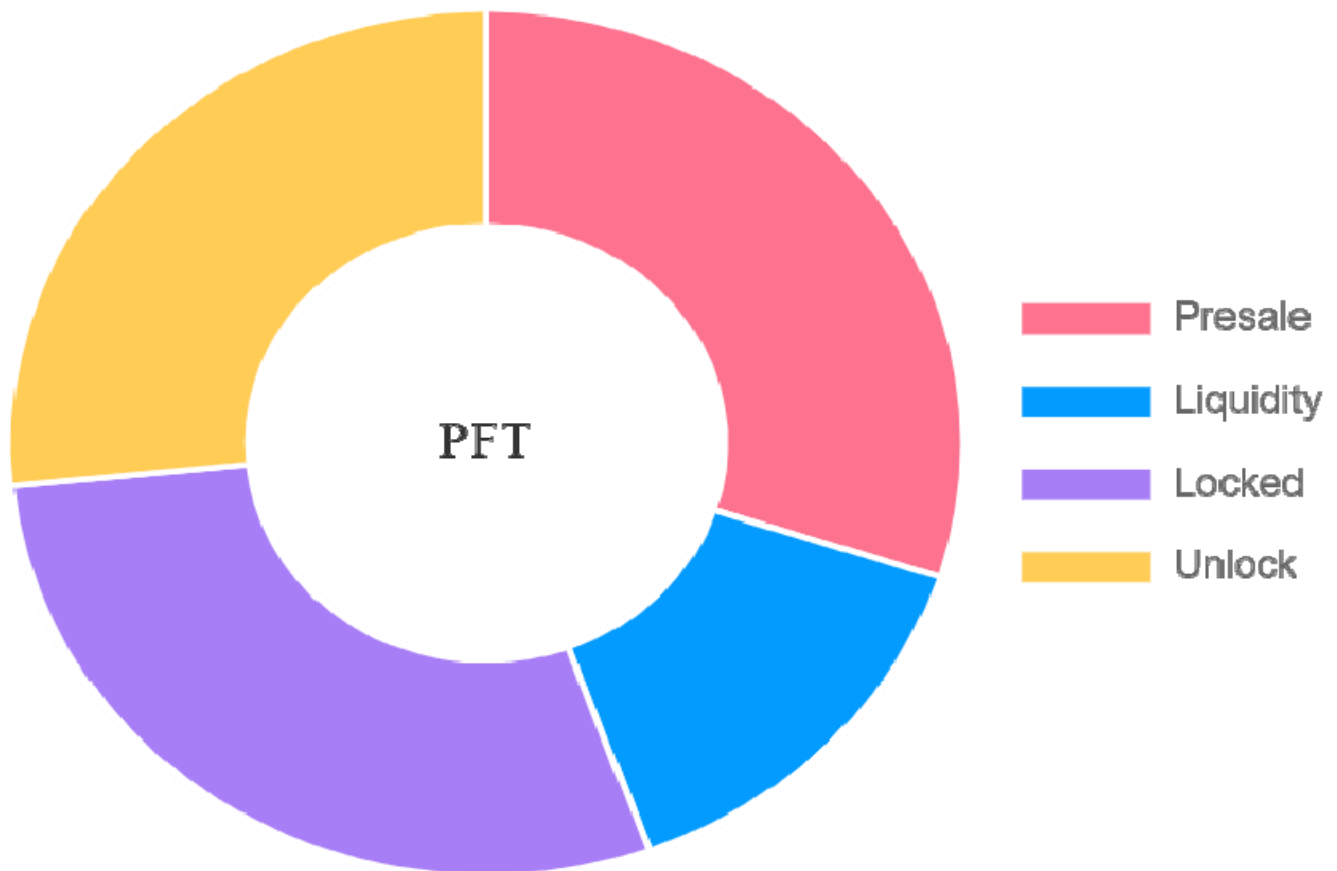
- A doxxed team
- An exciting project with real use case
- A project that can ultimately lead to more people being interested in blockchain technology
- A project with known corporate partners (optionally).



Pitch Finance demonstrates these factors everyday in our transparent approach to building the Pitch Finance project.

Tokenomics

Pitch Finance is offering a BEP20 token based on the Binance Smart Chain. A total of 1 billion \$PFT was minted. The token supply will be distributed as follows:



- 30% Public presale
- 26% Private Sale and Airdrop
- 29% Locked
- 15% Liquidity

The \$PFT Token

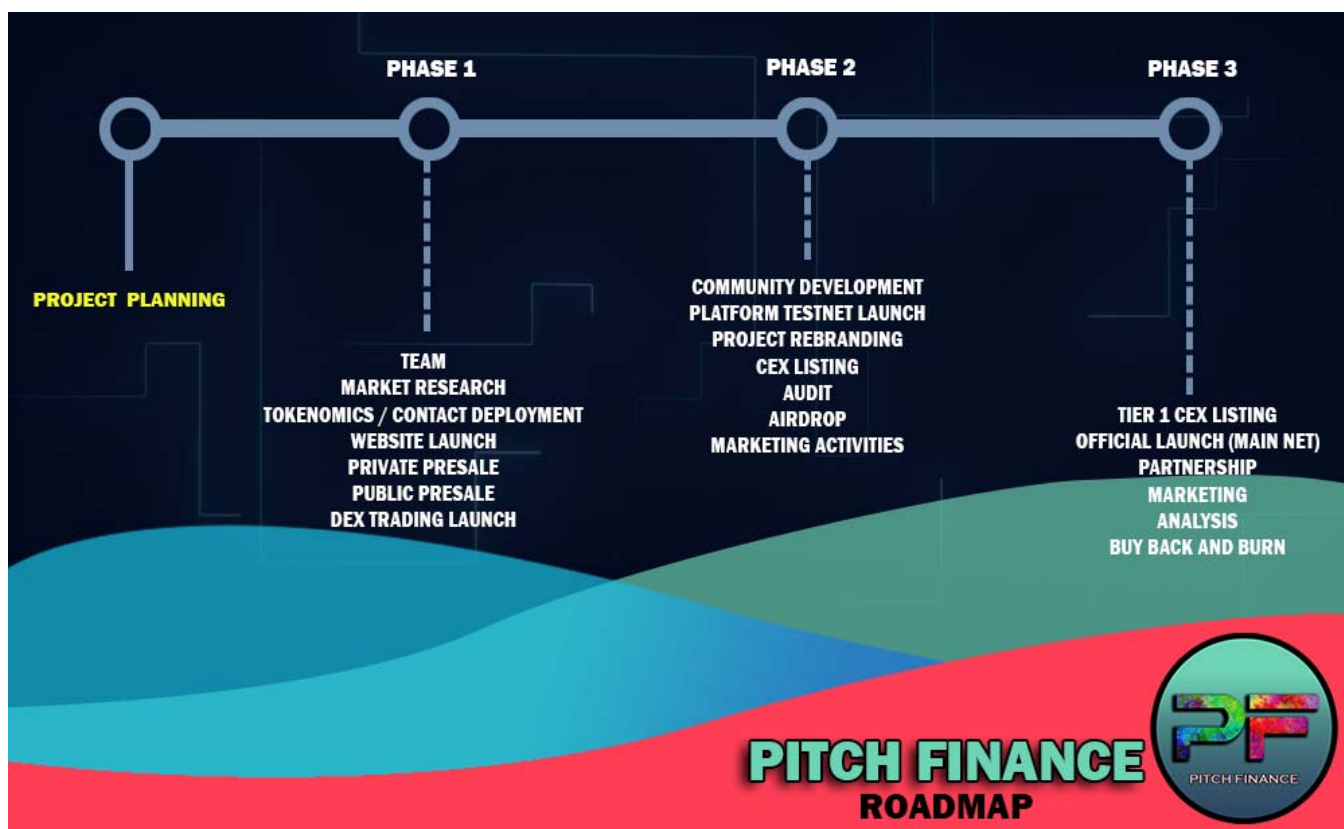
\$PFT is the native currency of an ecosystem that serves as a launchpad for other cryptocurrencies. The success of the project depends partly on the role played by the community as well as the team leading the project.



The two main functions of \$PFT are: 1. Trading. Token holders can buy and sell \$PFT tokens on listed exchanges. Supply and demand for \$PFT token will determine its

price valuation on the open markets. **2. Utility.** \$PFT token grants holders access to the platform and to engage in activities such as voting for projects and influencers. The growth of the platform will also depend on the trading volume and usage of \$PFT token.

Roadmap



Disclaimer: The purchase of \$PFT tokens in the Private or Public sale does not constitute ownership in the company. The cryptocurrency market is highly volatile and tokens could lose a part or all of their value.