

OWN THE INFLUENCE

The World's First Global Creator Umbrella Brand

WHITEPAPER 2025





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1. Executive Summary

\$OTI is built as a global umbrella brand that unites Creators across all platforms, cultures, and geographies into one cohesive brand identity.

For the first time in history, followers and fans will not only consume content but also own a direct stake in the cultural and commercial success of their favorite Creators. By purchasing and holding \$OTI tokens, users become stakeholders in a global brand that aggregates Creator reach, monetizes cultural influence, and distributes value back to its community.

Just like traditional companies issue shares to represent ownership and allow investors to benefit from growth, \$OTI issues tokens that capture the upside of Creator economy growth – but with far more flexibility, global accessibility, and embedded digital-native utility.

Where traditional equity markets are limited by regulation, geography, and intermediaries, **\$OTI is borderless, community-powered, and reinforced by real revenue streams**, digital collectibles, lifestyle products, and a commitment to continuous token buybacks.



2. Vision & Mission

Vision

To become the world's first global Creator umbrella brand - uniting thousands of Creators into one tokenized ecosystem that transforms cultural influence into an investable, revenue-generating, and community-owned brand.

Mission

- **For Creators:** Provide a unified global brand that amplifies individual reach, monetizes audiences more effectively, and unlocks new revenue streams through NFTs, token allocations, and product partnerships.
- **For Fans and Followers:** Enable fans to move from passive consumers to active stakeholders who directly benefit from the success of their favorite creators.
- **For Investors:** Deliver a sustainable Web3 asset that combines network growth, product revenue, and regular token buybacks with cultural virality and community engagement.

\$OTI bridges the gap between the creator economy and financial participation, positioning itself not as a speculative memecoin, but as **a new model for participatory ownership in global culture**.



3. What is \$OTI?

\$OTI is the tokenization of cultural influence. Traditional companies issue shares that represent proportional ownership of their performance. \$OTI reimagines this model for the Creator era by issuing tokens that represent participation in a unified Creator umbrella brand.

Each \$OTI token is tied to the success of the overall brand, which aggregates:

Creator audiences across platforms and geographies

Product sales, from digital NFTs to real-world lifestyle items

Brand campaigns, licensing, and promotional partnerships

Community-driven cultural growth

The more Creators join the network, the stronger the brand becomes. The more products are sold, the greater the revenues that flow into token buybacks. The more cultural impact the ecosystem achieves, the more demand grows for both the token and the NFTs.

\$OTI is not about hype, but about creating a new category: **a global umbrella brand where fans and investors own a piece of cultural capital itself.**



4. Market Opportunity

The market dynamics underlying \$OTI are among the strongest in the digital economy.



The Creator Economy

Creator marketing is expected to exceed hundreds of billions of dollars globally by the end of the decade. Brands increasingly rely on Creators rather than traditional advertising channels.



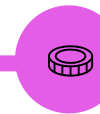
Global Reach

Over 5 billion people use social media monthly, spending hours daily on platforms dominated by Creator-driven content.



Conversion Power

Creators consistently deliver higher ROI on marketing spend compared to traditional digital advertising. Their cultural power translates directly into economic influence.



Tokenization Trend

Web3 has already proven the demand for tokenized assets, but most projects lack sustainable revenue backing. \$OTI fills this gap with real-world products and NFT integration.

By uniting thousands of Creators into a single tokenized umbrella brand, **\$OTI captures this opportunity in a way no single creator or fragmented platform can**. It is not only tapping into the growth of the creator economy, but fundamentally reshaping how that growth is monetized and shared with fans and investors.



5. Competitive Landscape

The current landscape of Creator monetization and Web3 integration is fragmented and limited.

Centralized Platforms

Platforms like Instagram, TikTok, and OnlyFans capture the majority of value. Creators monetize, but fans remain passive consumers. Ownership is not shared, and platform rules dictate creator freedom.

Creator Subscriptions

Models such as Patreon or OnlyFans allow creators to monetize directly through fan subscriptions, but these models stop short of granting fans any economic upside. Fans pay, but they do not share in the success.

Individual NFT Drops

Some creators have launched their own NFTs, but without a unifying brand, these drops often lack liquidity, interoperability, and sustained demand. Once the hype fades, so does the value.

Memecoins

Numerous creator-linked or culture-linked tokens exist, but they usually lack substance. They rely purely on speculation, pump-and-dump cycles, and short-term hype. Once the initial wave passes, holders are left with nothing of enduring value.



Why \$OTI is different

Unified Umbrella Brand

Aggregate creators under one cohesive brand

Shared Economic Upside

Buybacks, NFT rewards, exclusive access

Real Products & Revenue

Token value tied to product sales

Sustainability

Recurring sales and long-term relevance



\$OTI creates something entirely new: a hybrid of a stock-like equity model, a lifestyle brand, and a Web3 ecosystem - one that merges cultural influence with real value creation.



6. Creator Network & Growth Projections

The strength of \$OTI is measured by the scope and depth of its Creator network.

Current Base (Q4 2025)

- **Creators Onboarded:** 100+
- **Combined Social Reach:** Approximately 15 million followers across Instagram, TikTok, YouTube, and other platforms.

Projected Growth (End of January 2026)

- **Creators Onboarded:** 20,000+
- **Projected Combined Reach:** Exceeding 1 billion followers.

Such an ambitious growth projection might raise questions – and we address this directly.

- A globally recognized celebrity with over 50 million followers has already committed to posting a direct call-to-action in January 2026, inviting Creators worldwide to join \$OTI. This endorsement is expected to trigger exponential network effects, onboarding thousands of creators rapidly.

As each Creator joins, they bring their audiences with them – not only expanding the \$OTI brand but also compounding its cultural relevance. This viral onboarding mechanism is designed to achieve unprecedented scale within a short timeframe.



7. Comparison: \$OTI vs. Traditional Stocks

\$OTI introduces a model similar in spirit to stock ownership, but adapted to the digital era and amplified by Web3 advantages.

Aspect	Traditional Stocks	\$OTI
Accessibility	Often restricted by geography, regulation, and intermediaries.	Available globally, directly through digital wallets and decentralized exchanges.
Growth Speed	Growth tied to slow-moving industries and corporate processes.	Driven by viral adoption, Creator onboarding, and cultural moments that can scale rapidly.
Value Drivers	Revenue, profit, dividends.	Aggregated Creator reach, NFT economy, real-world product sales, token buybacks, and exclusive access utilities.
Return Potential	Steady but limited, often in the single-digit percentages annually.	Significantly higher due to the network effects of Creator onboarding, cultural virality, and ecosystem monetization.
Community Role	Investors are passive, with limited voting rights in large corporations.	Holder are active participants, rewarded with free NFTs, exclusive experiences, and community-driven initiatives.

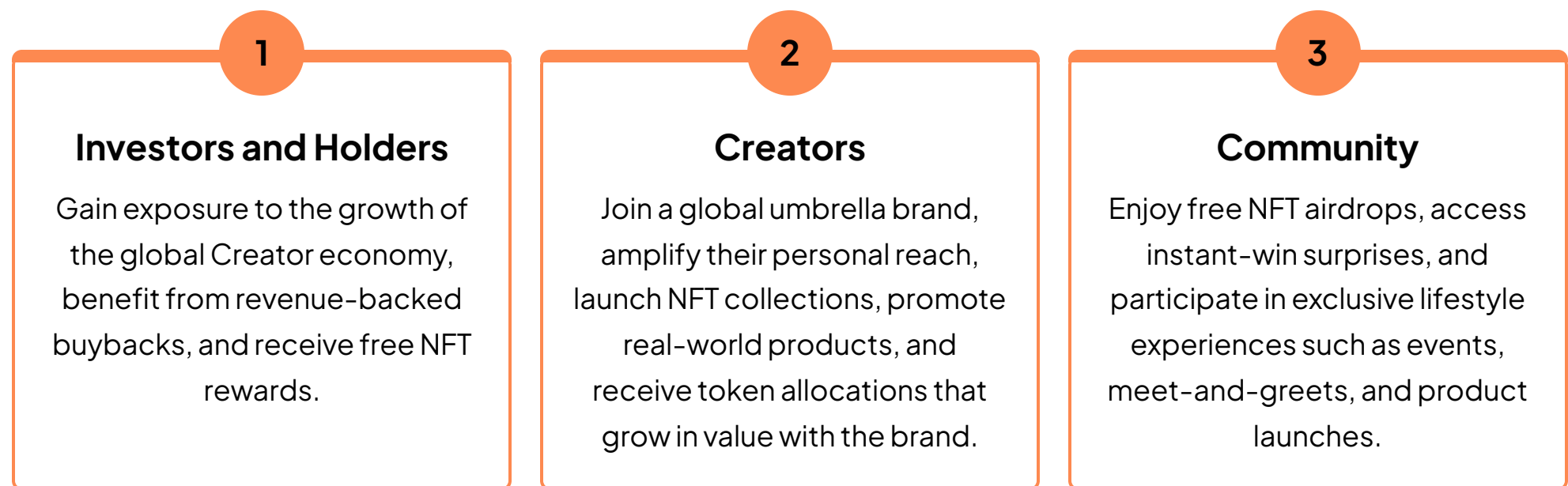
\$OTI is not a replacement for traditional equity markets – it is an evolution, offering modern cultural investors access to a new asset class: tokenized cultural capital.



8. The \$OTI Ecosystem

\$OTI is designed as a closed-loop system that continuously generates value for all stakeholders.

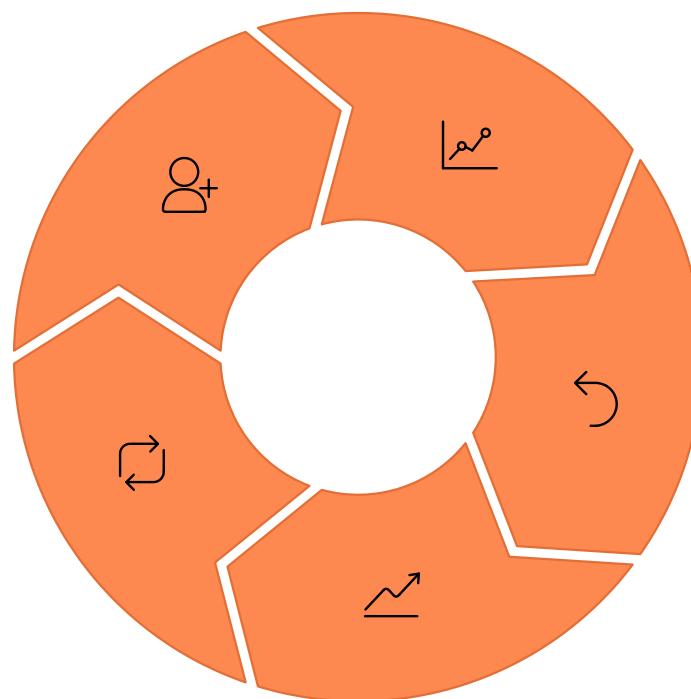
Core Stakeholders:



Value Loop:

**Creators onboard,
bringing audiences into
the ecosystem**

**The cycle repeats and
accelerates**



**Audience demand
strengthens the brand and
drives NFT and product
sales**

**Revenue from sales flows
back into token
buybacks, reducing
supply and increasing
value**

**Higher token value
attracts more Creators
and more community
growth**

This ecosystem ensures that \$OTI is not dependent on a single Creator, a single product, or short-term speculation. It is a self-reinforcing model designed for sustainability and global cultural impact.



9. Products & Utilities

9.1 Creator NFT Collections

Each Creator can launch exclusive NFT collections under \$OTI.

Instant Wins

Certain NFTs unlock surprise rewards such as cash, merchandise, or event access.

Regular Free Drops

Holders receive free NFTs based on token ownership and holding duration.

Paid Sales

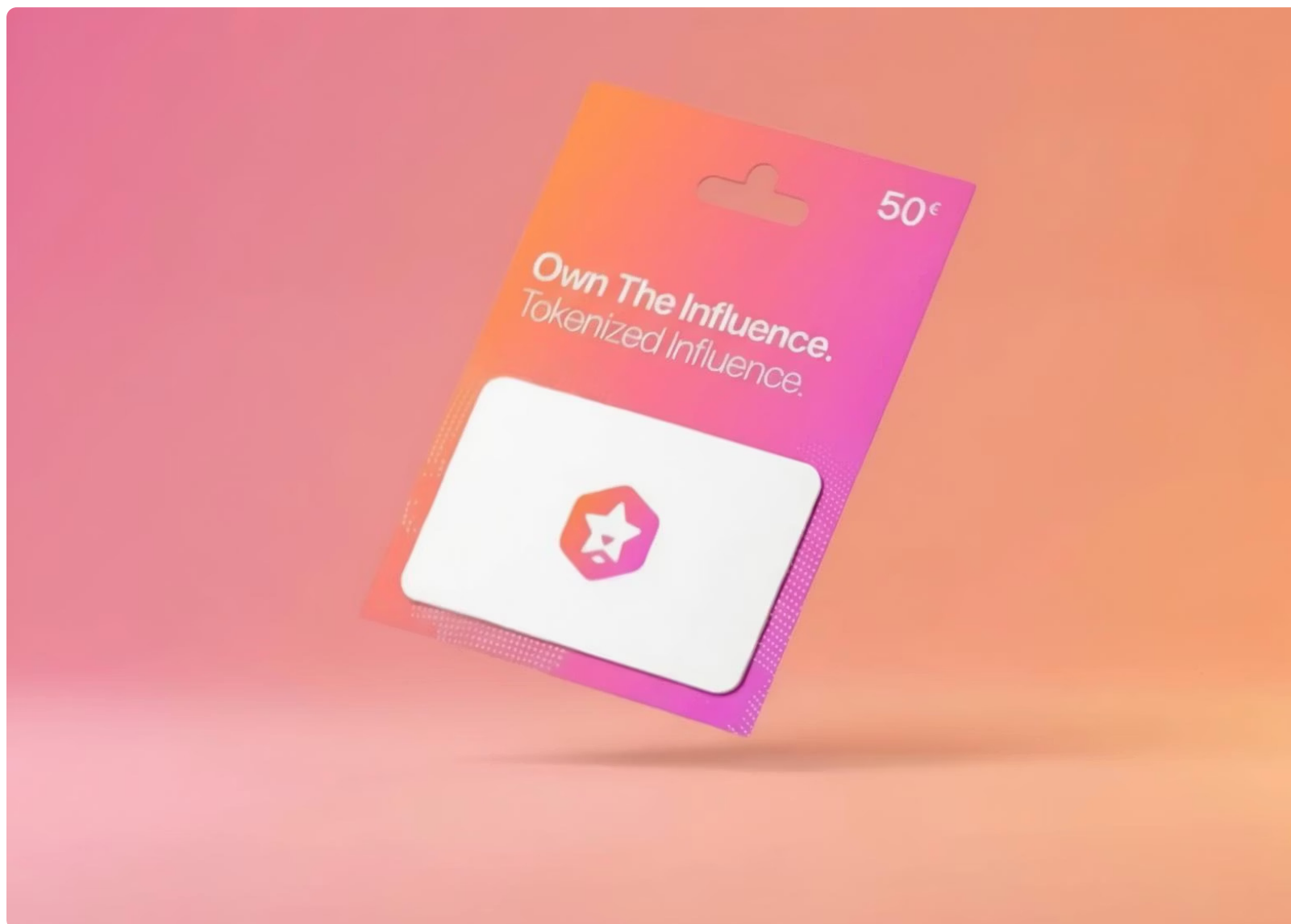
NFTs can also be purchased, with part of proceeds allocated to token buybacks.



9.2 Real-World Products

\$OTI is expanding into physical consumer goods.

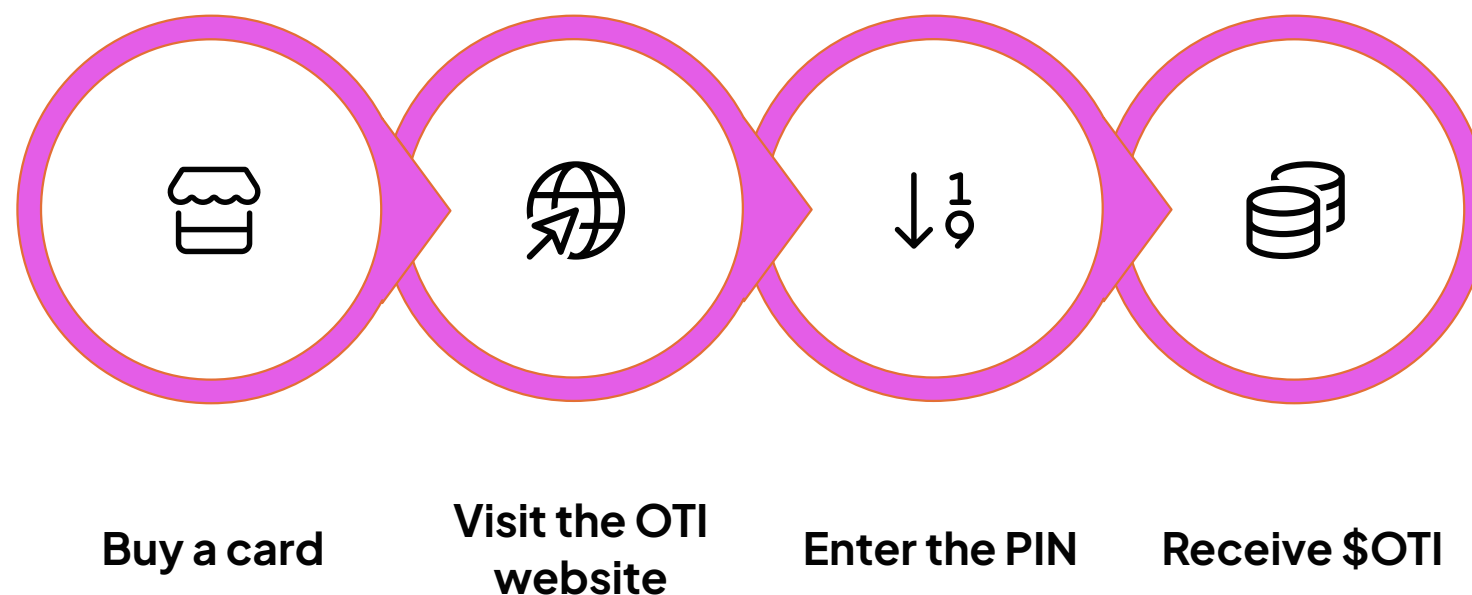
Launching in Q2 2026, the **OTI POSA Card** will make crypto easier than it's ever been.





Unlock Crypto with Ease: Introducing the OTI Card

It works just like an Apple or Amazon gift card - available in thousands of physical stores and gas stations across Germany.



Each card functions as a secure paper wallet, meaning no wallet setup or technical experience is needed.

This makes OTI the first crypto ecosystem that can be purchased physically, in retail, by anyone.

The card will also include instant-win promotions, giving buyers the chance to unlock NFTs, bonuses, or special event invitations upon redemption.

Crypto becomes tangible. Real. Everyday.

Marketing: Driven by Creator network promotions.



9.3 Revenue-to-Buyback Mechanism

50%

NFT Primary Sales

50 percent of NFT primary sale proceeds are allocated to token buybacks.

50%

Product Net Profits

50 percent of product net profits are allocated to token buybacks.

Shares of campaign and partnership revenues are allocated to token buybacks.



9.4 Bridging Web2 and Web3

One of \$OTI's core missions is to act as a bridge between Web2 and Web3. While most crypto projects focus almost exclusively on existing Web3 natives, **\$OTI taps into a much larger and untapped market: the billions of people who consume Creator content daily in Web2 environments.**

By aggregating Creators into one umbrella brand and tokenizing their combined reach, \$OTI offers a simple and attractive entry point for mainstream audiences who have never owned a token before. Creators act as multipliers, introducing their audiences directly to the ecosystem in a language they already understand - lifestyle, culture, and community.

This model not only attracts millions of new participants but also brings fresh capital into the Web3 ecosystem. Instead of circulating existing liquidity between traders, \$OTI expands the entire crypto market by onboarding Web2 users who would otherwise never make the leap.

An additional advantage emerges during market uncertainties. While many traditional crypto investors are swayed by price volatility and short-term market sentiment, \$OTI holders are motivated differently. They do not hold simply because the market is strong - and they do not sell simply because the market is weak. Instead, their ownership is tied to cultural value and emotional participation: holding \$OTI means holding a stake in their favorite Creators. This unique motivation provides an additional stabilizing factor, insulating \$OTI from the speculative swings that dominate other tokens.



10. Tokenomics

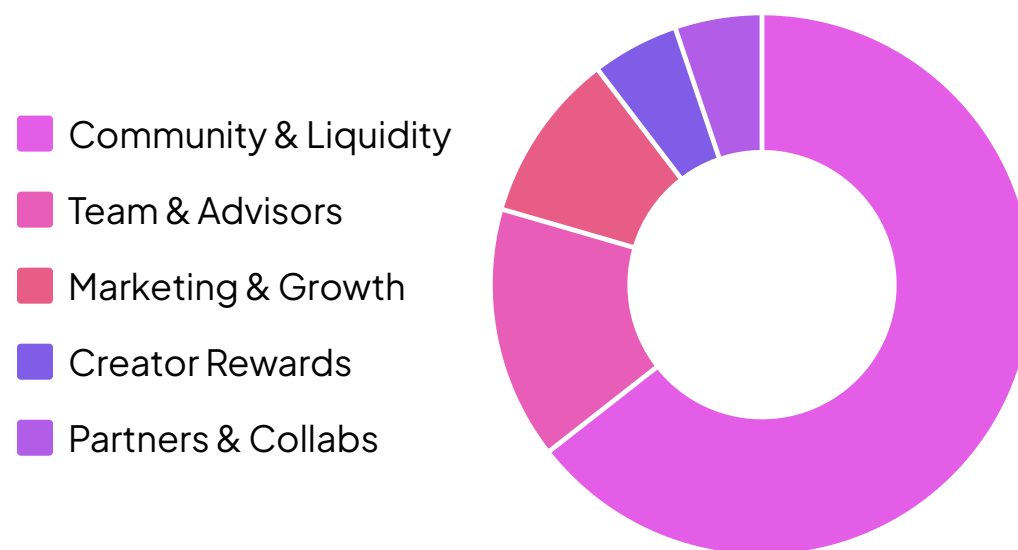
10.1 Simple Explainer

\$OTI tokens function like modern, digital shares in a global Creator brand – but with programmable rewards, free NFT distributions, and real-world revenue-backed buybacks.

10.2 Supply & Allocation

Total Supply: 1,000,000,000 \$OTI

Allocation:





10.3 Vesting, Locking & Liquidity



Founders

12-month vesting with cliffs



Creators

12-month locks with vesting



Community rewards

Distributed over multiple years



Liquidity

Locked for minimum 12 months



10.4 Transaction Mechanics & Reflection Model

Trading fee: 3 percent only during the first 3 months after launch, then reduced to 0 percent permanently.

Allocation of the temporary 3 percent:

- Income for the team
- Liquidity stabilization
- Donations to social projects, specific allocation by the community

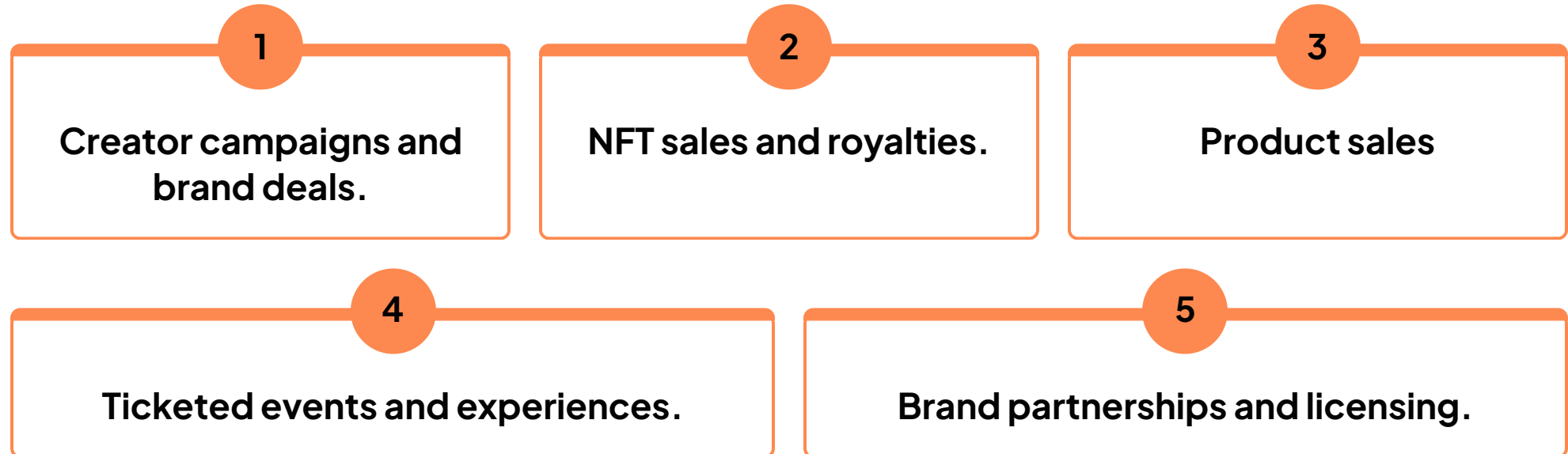
10.5 Buyback

Buybacks are funded from NFT sales, product profits, partnerships, and treasury allocations, executed transparently on-chain.



11. Monetization & Revenue Streams

Revenue is generated through multiple channels, creating a diversified model.





12. Technology & Security



Blockchain

Solana, chosen for high throughput and low fees.



Audits

All smart contracts audited by independent firms before launch.



Multisig and Timelocks

Treasury operations secured.



Anti-Manipulation

Bot and whale protections at launch.



User Safety

Non-custodial wallets, with security education provided.



13. Creator Onboarding & Compensation Model

Creators onboarded across all tiers, from nano-Creators to global celebrities.

Compensation models include hybrid (cash plus tokens), token-first with lock periods, or cash-only for select campaigns.

Onboarding includes legal templates, educational support, and co-promotion opportunities to maximize impact.

Important note: If creators receive \$OTI tokens, these have been purchased by us in advance in the normal manner. We do not transfer tokens without existing countervalue. This ensures that we do not upset the balance.



14. User Experience & Accessibility

\$OTI is designed with accessibility at its core. For Web2 users entering crypto for the first time, the process can often feel intimidating. **\$OTI removes these barriers with a simplified and user-friendly approach.**

Key Principles:



Straightforward Onboarding

Clear, step-by-step guides make purchasing \$OTI as simple as installing a wallet and swapping on a decentralized exchange.



Direct DEX Integration

Users can purchase \$OTI with minimal friction, with links provided directly from official channels.



Simplified Communication

Instead of technical jargon, \$OTI explains participation in terms that Web2 users already know – similar to buying shares in a company, only more modern, digital, and rewarding.



Optional Custodial Solutions

For users who prefer not to manage private keys themselves, custodial options will be provided in collaboration with partners, ensuring no one is excluded.

Through this commitment to ease-of-use, \$OTI ensures that mainstream adoption is not only possible, but seamless. It becomes natural for a Web2 follower of an Creator to transition into a Web3 stakeholder, without being discouraged by technical complexity.



15. Roadmap

(The roadmap is constantly being adapted and updated. You can find the latest information on our website.)

Phase 1 (Q4 2025)

Token development, audits, first 100 Creators, NFT pilots.

1

2

Phase 2 (Q1 2026)

Celebrity CTA, onboarding to 20,000 Creators.

Phase 3 (2026)

Product expansion, 100,000 Creators, major partnerships, CEX listings, cross-chain expansion.

3

4

Phase 4 (2027+)

Mature global brand, established revenue streams, lifestyle events, and sustainable buybacks.



16. Governance & Community Involvement

There will be no formal shareholder voting. However, the community will be engaged through polls, token-gated panels, and creator selection input.

Treasury changes require multisig approval and public disclosure.

17. Legal, Compliance & Risk Disclaimer

\$OTI is a brand-backed token with real-world products and revenue strategies.

- This document is not financial advice.
- Participation carries risk of loss.
- Digital assets are volatile.
- Regulatory status may vary by jurisdiction.
- No guarantees are made regarding returns.



18. Conclusion

\$OTI bridges culture and finance. It is the first global Creator umbrella brand where fans, creators, and investors share in the upside of cultural success. With real revenue, product lines, NFTs, and buybacks, \$OTI moves beyond speculation into a sustainable Web3 brand model.

19. Contact



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