

Whitepaper



Oct '23

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Abstract.

Content publishing and consumption is changing. There is a definite shift from TV to apps, and many community owners are seeking direct relationship with their fans and communities. Also, Gen-Z and Millennials wanting more control and seeking more rewarding ways to consume and share content, and there are rising concerns over privacy, de-platforming, censorship, and the ownership of data and content. Streaming platforms like Twitch (acquired by Amazon in 2014 for \$1bn with 50m users), subscriptions platforms like Onlyfans and content sites like Patreon, are growing as a part of the creator economy but they are very limited in features.

Creators are **actively seeking new and more sustainable ways** to build revenue and predictable income. Frustrated and negatively impacted by the advertising 'free with ads' model that creates increasing pressure to produce more and more content, actively competing with their peers for ad impressions.

Hypr is a **decentralised social media and community management application**, designed to reshape the relationship between brands, influencers, and users in the digital sphere. This platform enables creators to independently publish and monetise their content, while offering users complete ownership over their online identities and data. The primary objective of Hypr is to establish an equitable digital ecosystem where users' personal data are valued, and the monetary benefits of sharing data are passed on to the data owner.

Built on the **blockchain** means Hypr is secure, scalable and low cost. This means we can operate very efficiently with lower overheads when compared to a more traditional internet business. This allows us to offer a platform where 100% of tips go to creators immediately with no fee's and presents many more revenue opportunities including paywall content and in built NFT engine for digital collectibles with perpetual commission on re-sales.

Hypr has its own chain and is **Proof of Stake**, and has a dedicated token the **HypeX**. This token runs the blockchain and provides staking rewards (through our node infrastructure) and is deflationary due to in-built burn mechanism driven by platform fees. The HypeX is not the currency in the application, but the utility token that powers our chain.

Alongside our utility token, the HypeX, we also have an **in-app currency the Hype**, which is a USD backed stable coin, works with our fiat gateway to take Hypr beyond the crypto market and ready for mass adoption, allowing users to spend and earn in the application and then cash out to local currency to their bank all in our application, with no need for complicated exchanges or being concerned about the volatility of a crypto currency. 1 Hype = 1 USD. Early 2024 we will release our VIP Hypr charge card, that will allow content creators to realise the value of their efforts with no delays, withdrawing to cash from any cash machine or purchasing locally in any currency.

Creators and community owners will **earn more on Hypr**. We are offering a compelling and competitive solution for creators, where they receive 100% of any tips, 80% of any paywall or premium content, 60% of all advertising revenue generated on their channel and 97.5% of all NFT sales volume with a creator set sell on % in perpetuity. An additional benefit of our blockchain is that all creators are rewarded instantly. So there is no waiting on payment.

So we have the most compelling creator solution, own your content, earn more and get paid quicker with Hypr. For launch we also have a very attractive Certified Creator Programme which has access to a pool of tokens, where contracted creators can earn a valuable stake in the platform for helping us be successful. We also have an incentive pool for partnerships with targeted industry bodies.

Coming out of Beta.

Following our fund raise in 2017, we have built the Hypr application and launched into an open Beta programme. Here are some of the highlights

- Users – we signed up 147,759 new accounts
- Digital Collectibles – over 8,602 NFTs minted generating over \$295k in revenue from primary and secondary trades.
- Invested hours – 15,980 man days invested at the cost of \$3.9m

Having changed ownership in 2023, and since securing funding, we have been preparing for full launch with major brands, new partnerships and roadmap to take Hypr to the mass market.

Hypr is now in closed beta while we prepare for our full launch in November 2023.



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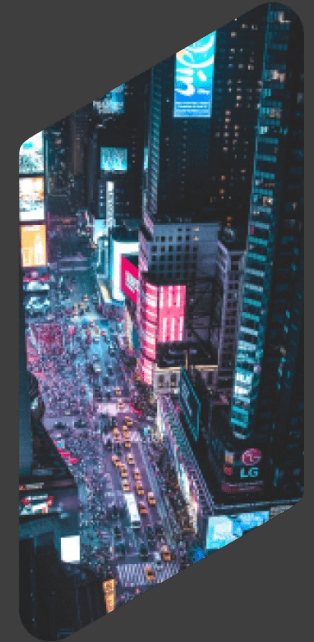
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56. **Meet the team**
Our Management Team, Influencer
Onboarding and Key Advisors.



hyprr

Our mission is to build the future of community engagement and monetization, where users have control over their data and creators can independently monetize their content.



“

We need to own our data as a human right – and be compensated for it.

”

Will.i.am



The **hyprr** Proposition

For Creators.

1. Pay less (with our lower Fees)
2. Earn more, paid quicker (with more monetisation tools and instant payment)
3. Get closer (provide your fans with better quality & more unique and accessible content)

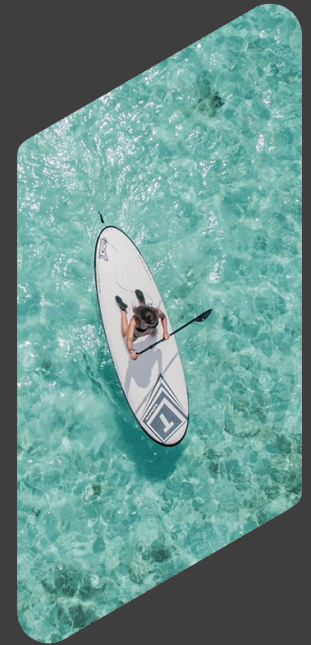
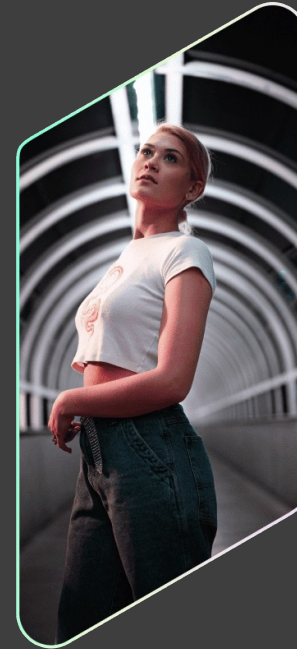
For Users.

1. Privacy as standard (own your data)
2. Get rewarded (with a share of ad revenue if you opt in for advertising)
3. Get closer (to your favourite creators with the ability to watch, engage, collect and donate)



The Market.

The social media landscape changes every year, but 2023/24 will bring bigger-than-usual transformations as Facebook, Instagram, Snapchat, and Twitter confront a slowdown in user and revenue growth, and as uncertainty about US regulation looms over TikTok. Meanwhile, new challengers wait in the wings.



“ Users are fleeing Twitter’s chaos for other platforms. And the hunt for the next big Gen Z social app is spurring the rapid rise of BeReal, Gas, and Hypr, putting Snapchat and TikTok on notice. ”



3.86 billion

Monthly social network users this year
which is 48.3% of the worlds population

53%

of internet users are
concerned about their
online privacy.²

100m

New users of
Threads in 5 days

Social media consumption is evolving

Youtube makes

\$15bn

In ad revenues.¹

Facebook makes

\$80bn

In ad revenues.¹

14%

Year on year increase
of independent
creators



1. Source: Insider Intelligence eMarketeer, March 2023
2. Source: Statista <https://www.statista.com/statistics/373338/global-opinion-concern-online-privacy/>
3. Source: YouTube / Kinsta <https://kinsta.com/blog/youtube-stats/>

Social Media is still growing...

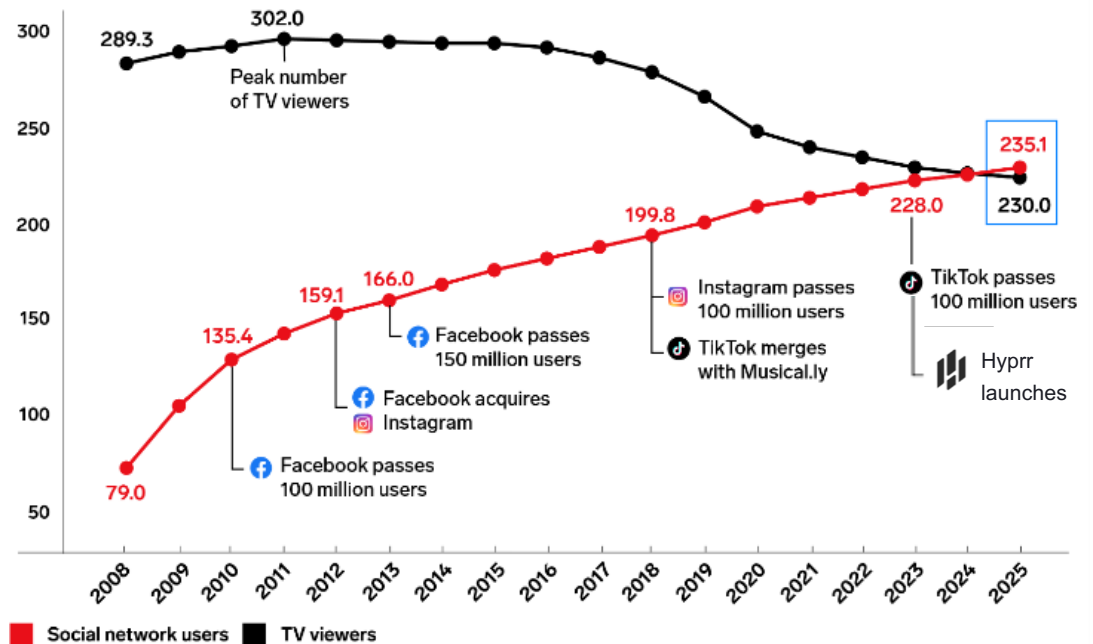
...but people want something different.

In a world where content matters more than ever, users are no longer satisfied with one-dimensional platforms. Sharing is no longer the only goal and although demand will grow, it won't be from the largest demographic.

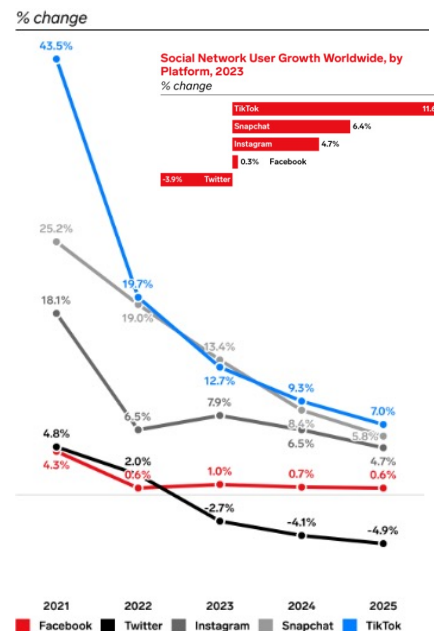
Generation Z is the fastest-growing segment and are not joining Facebook and Twitter, who are at the same time losing users.

This presents a huge opportunity for Hypr to attract an audience who are not really interested in Facebook.

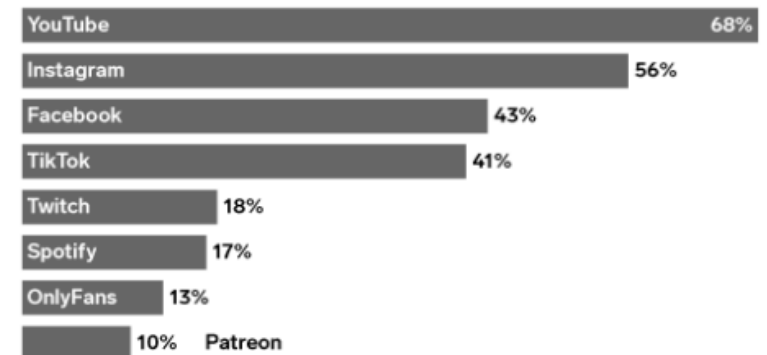
More people will consume content on social media than watch TV by 2025 (US data) (1)



Growth is slowing as user data concerns increase (2)



YouTube is still the predominate digital platform used by US creators to distribute content and generate revenues(3)



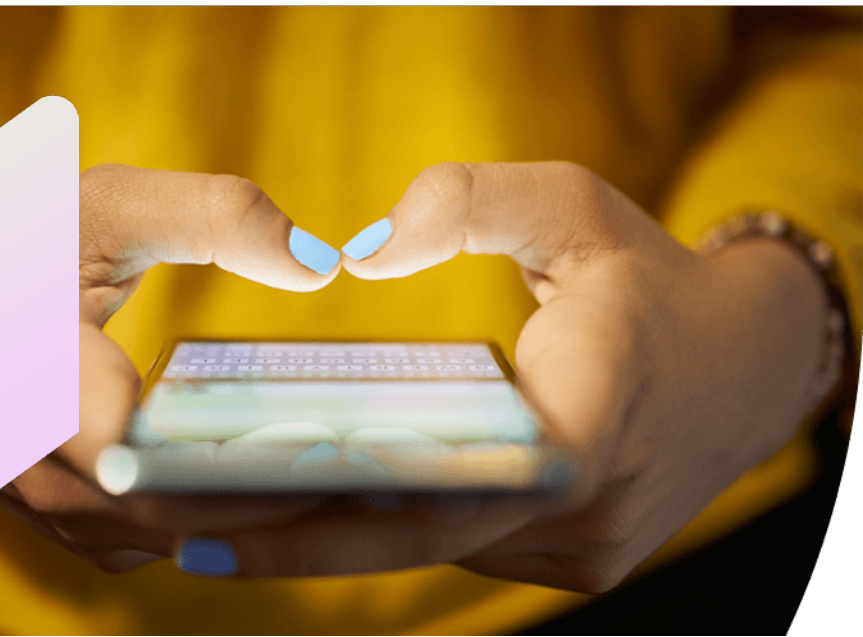
Source: (1) + (2) eMarketer May 2023, (3) MBO Partners 'creator economy: staking out new territory'



Content is still king...

...but existing platforms can't adapt.

The old models don't give content creators transparency or the ability to optimize their income, so they're getting increasingly frustrated.



Snapchat

- No monetization
- Limited community
- De-platforming users for their views
- Very limited content creation options



Facebook

- No monetization
- Shunned by Generation Z
- Plagued by scandal
- Restrictive content options



Instagram

- No monetization
- De-platforming users for their views
- Limited content options



YouTube

- Limited monetization
- Restrictive barriers to monetization
- No community features
- Irrelevant ads



However

Generation Z...

...want to consume content in different ways.

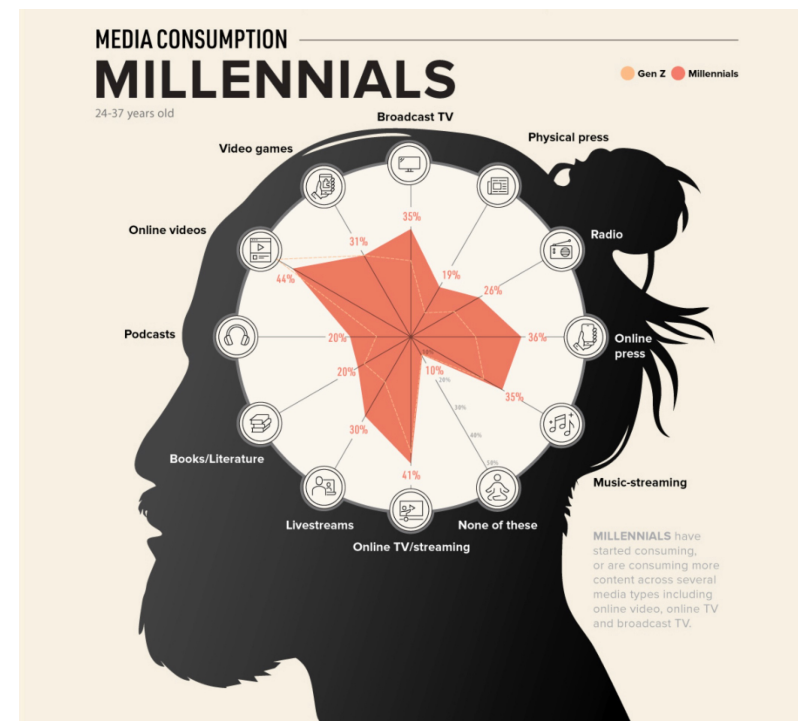
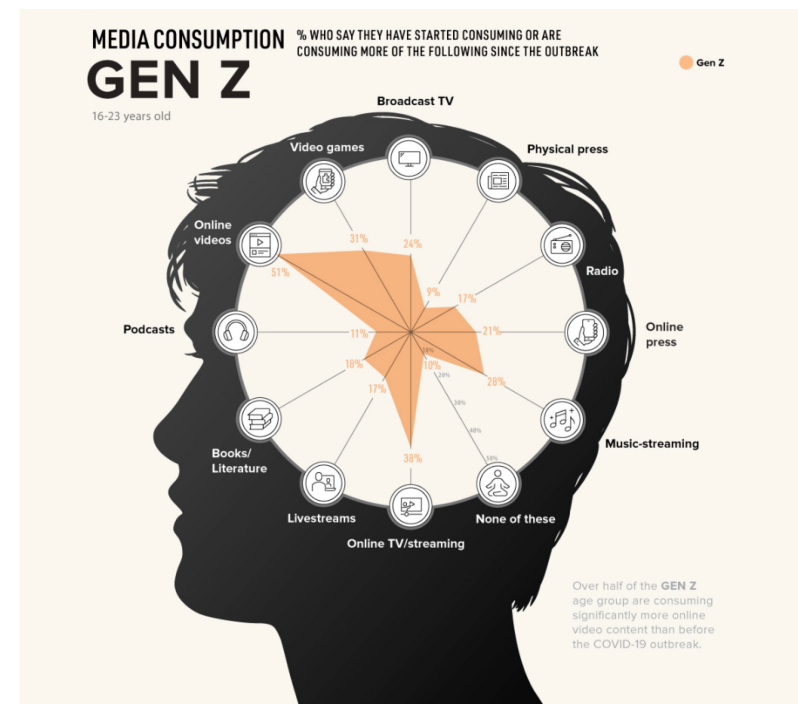
Users in the Gen-Z demographic follow by influencer, not by platform. But with content fragmented across sites, users have to flip between apps, while creators have to manage different systems.

What Gen-Z wants

- To follow their favorite influencers without platform-hopping
- To be creators as well as consumers
- To be rewarded for their creativity and engagement

What Gen-Z currently gets

- YouTube videos and trailers
- Facebook data and groups
- Twitter updates and commentary
- Twitch streaming and gaming
- Instagram/TikTok short videos and photos
- Snapchat VR and self-destruct images



Creators...

...are focused on making money, but can't control how.

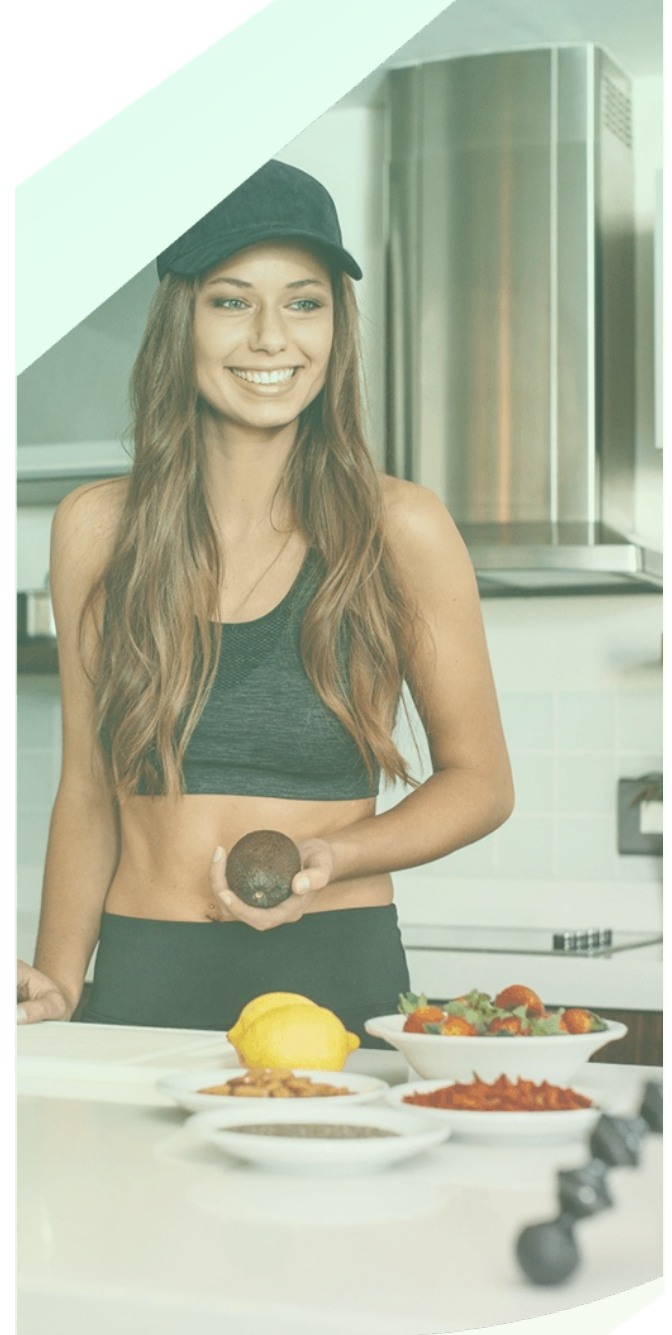
The 'free with ads' model requires huge volumes to support an income and doesn't work at all with premium content and subscriptions.

What influencers want

- To be given a choice of monetization options across free, paid, subscription, premium and paywall with low fees
- To have control over ad types, accounting for genres, ages, audiences and partners
- To have all their content in one place, whatever the type
- To be paid efficiently and consistently

What influencers currently get

- No options from existing platforms
- A need to work out their own third-party strategy
- A reliance on ad share for revenue – Black box

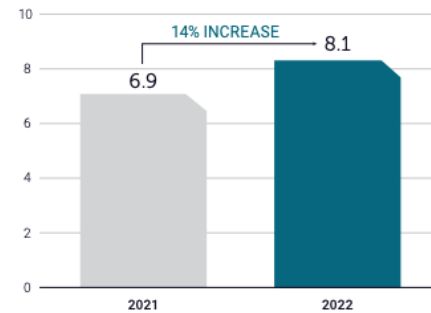


Creators...

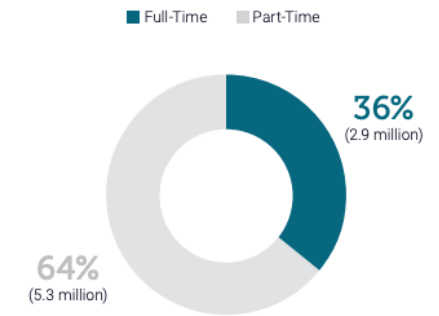
...deeper look at the state of the creator economy.

- From 73,000 independent creators surveyed - only 1% of independent creators-report annual income over \$1 million, while 44% earn less than \$10k per year
- Single largest challenge is lack of predictable income but burnout and mental health issues associated with the creator economy have been widely documented in the press, due to the stresses of constantly producing engaging content to feed to algorithms in the 'free with ads' environment.
- Despite these challenges most content creators also report being happier (87%) and healthier (81%) than if they had a traditional job, and 68% say they lead fulfilling lives.
- They are also very tech savvy, with 87% being early adopters of technology, and 84% say they are advanced technology users. This compares to only 34% of traditional employees.
- And technology is making creative endeavours cheaper and easier. Platforms like Hypr can provide independent creators the right tools access to audiences.

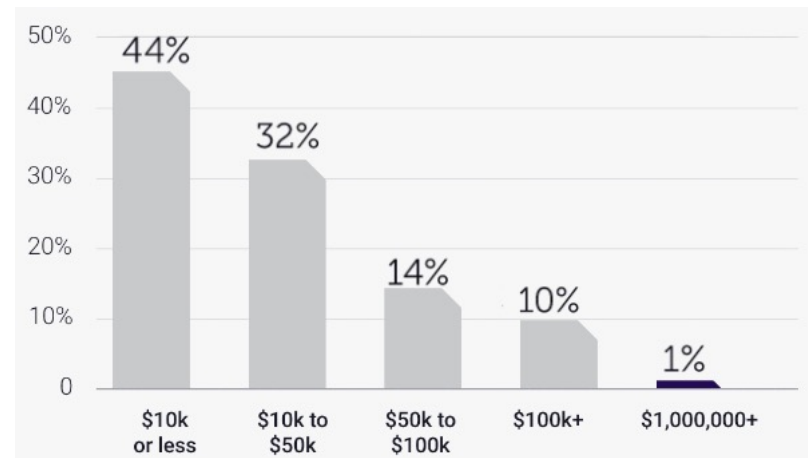
The Number of Independent Creators Increased 14% in 2022



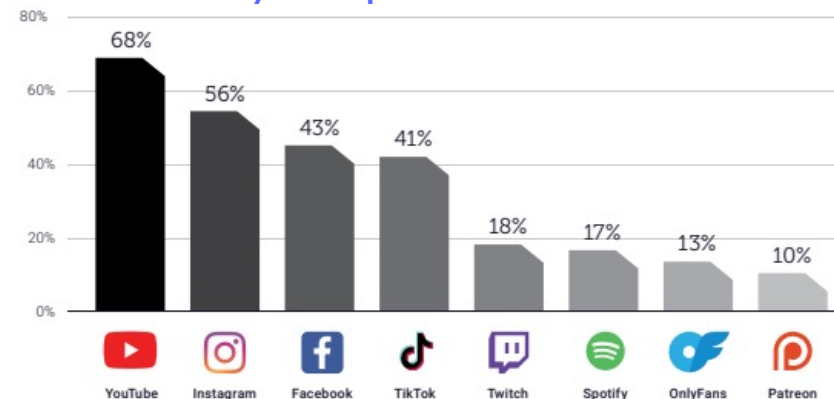
Full-Time vs. Part-Time Creators



Independent Creator Earnings (2022)



Online Platforms Used for Content Distribution by Independent Creators



Advertisers...

...are feeling discontent for the same reasons as creators.

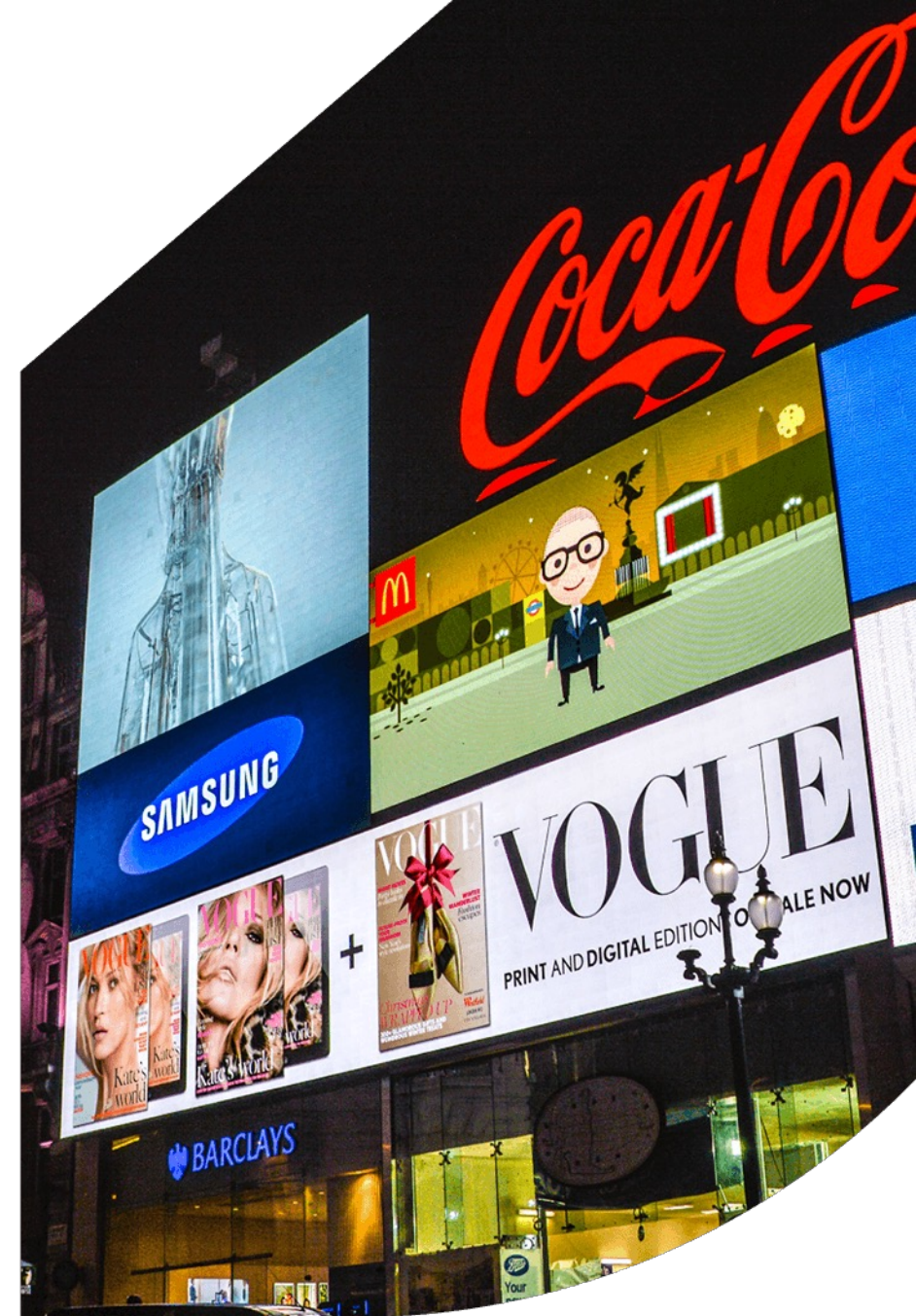
While existing platforms have the audience, they're years behind in what advertisers demand.

What advertisers want

- To pay by results, on a cost-per-acquisition, permission-based, influencer-led basis
- To deploy advertising that's highly relevant, opted into and targeted based on user interest
- To get consensual access to extended profile information and data

What advertisers currently get

- Restrictive payment by cost-per-click or cost-per-impression, where variable cost of traffic means constant monitoring and optimization, but still without predictable outcomes
- Declining results and increasing costs through bots and fake accounts harming campaign results, and a wider use of ad-blockers
- The blame for data scandals, where advertisers are paying for data access but platforms are disconnecting users from what is actually being shared



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Introducing
hyprr



One platform to rule them all...

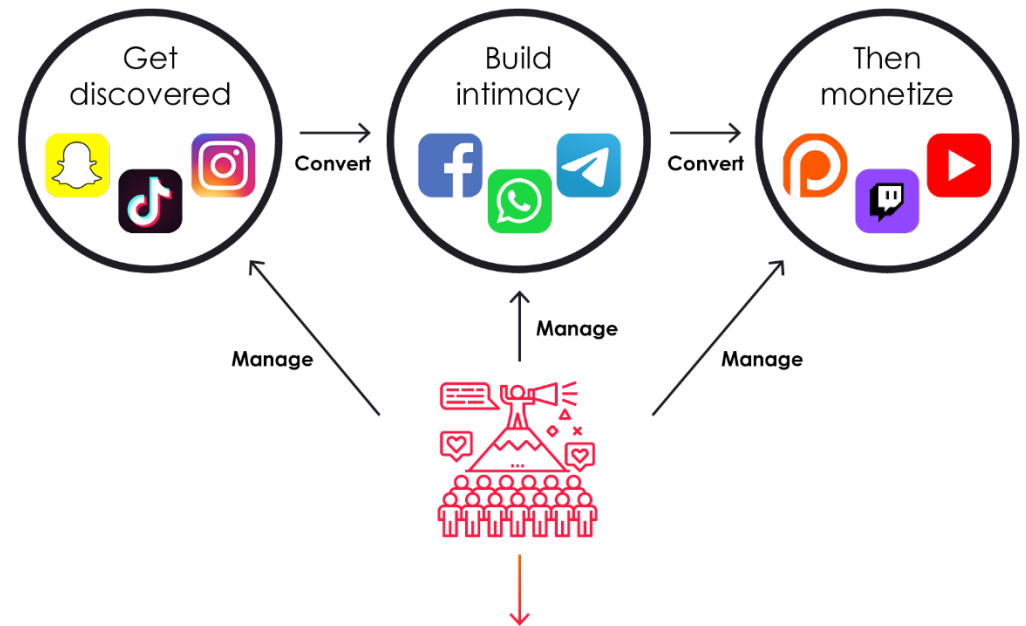
Currently creators have to manage multiple platforms and rely on users moving from one to the other – with very low conversion rates.

All of this can be managed in one platform, Hypr.

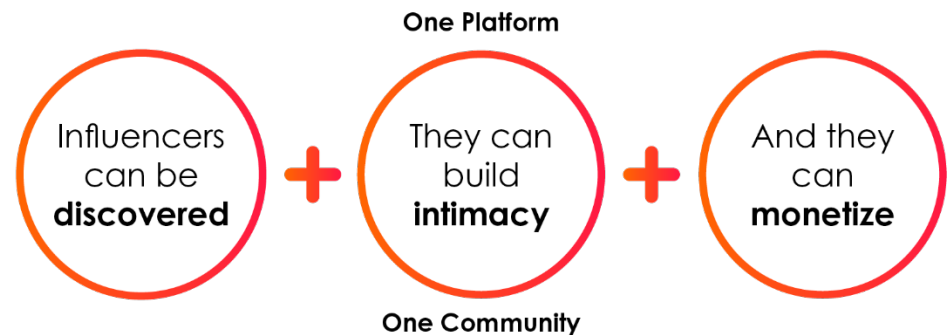
We offer a unique combination of short and long form content, with community management and monetization offered in one platform.

Be discovered, nurture your community and ultimately monetise them in one platform.

The Current Influencer Model

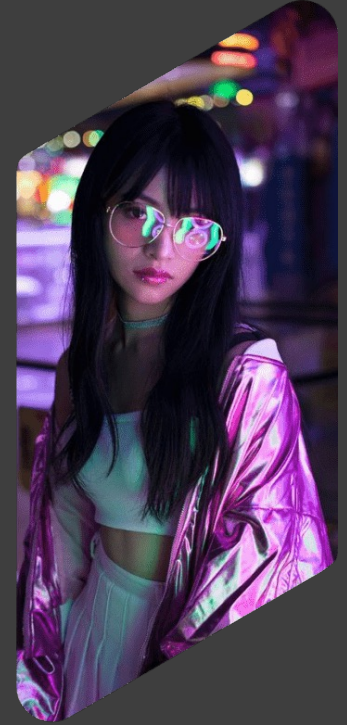
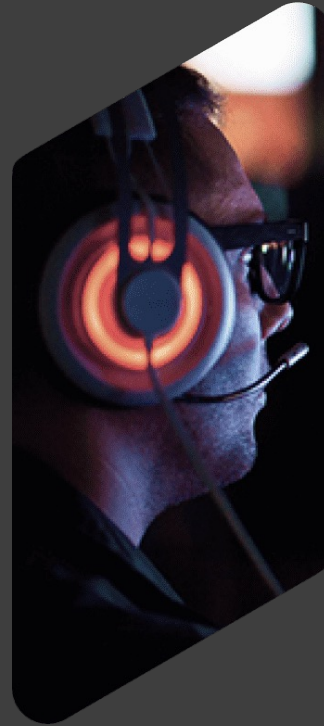


The Hypr Model



Hyprr.

The natural
evolution of social
media

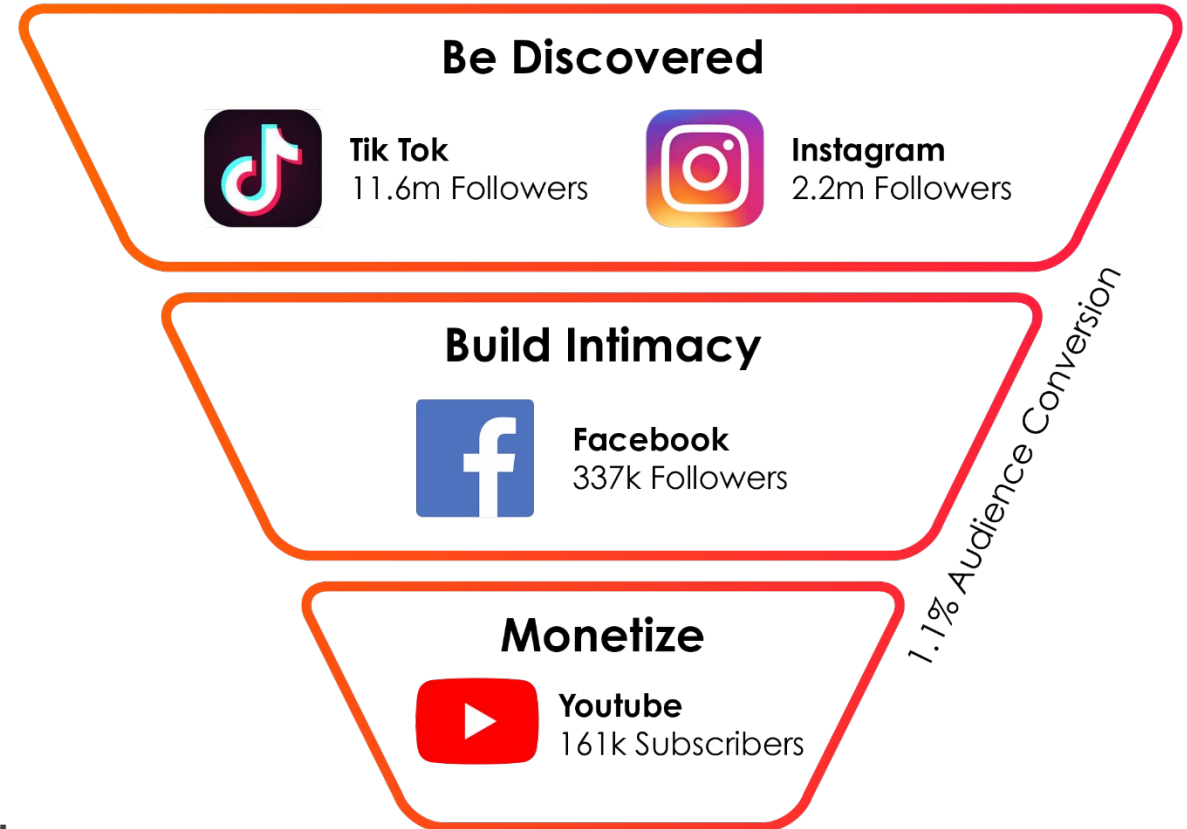


A Current Influencer Funnel...

Here is an example of how an Influencer works today, and how they seek to monetize their audience.

This is real live example from a Hypr advocate.

- Get paid to post on Instagram and Tik Tok (\$2k - \$3k per post)
- Have to pay to build an audience on Facebook
- Gain advertising revenue from Youtube with an estimated \$9k per month (based on 500,000 views)
- **Estimated Monthly Earnings of \$15k per month**



Our Funnel isn't a Funnel...

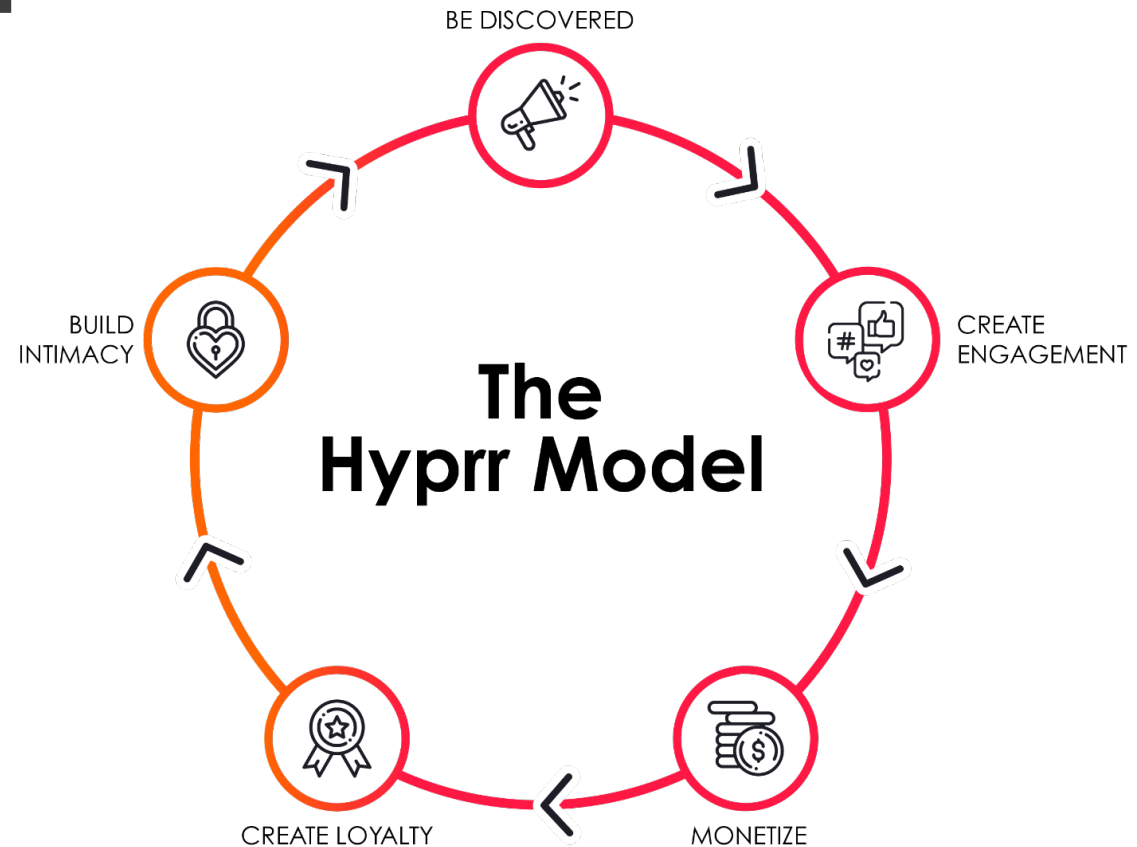
We are not part of the journey, but the destination. We offer an all-in-one 360' platform, that allows you to be discovered, build intimacy and monetize your audience.

With Hypr, our Creator could earn:

- Advertising Revenue Share* - \$33k
- Audience Content Revenue** - \$80.5k
- Audience tips*** - \$32k
- **Potential Monthly Earnings of \$145k per month**

Calculated from a 1.1% audience conversion (only 161k users converted over to Hypr from a fan base footprint of 13.2m)

Our Hypr Creator will keep their other channels open, in order to convert more users over to Hypr, thus increasing earnings.



9.6x increase in Earnings

* based on an ARPU of \$2 (compared to industry average \$7) and 60% share

** 10% of audience paying \$5 per month

*** 10% of audience tipping \$2 per month



hyprr is

Social

It's at the heart of this whole thing.
The energy and creativity of communities.
The things we can achieve together.



Fair

You deserve fair treatment.
You deserve reward for the work you do.
Everybody does.



Responsible

We hold ourselves accountable. To uphold
creative freedom and for social responsibility.
It's a work in progress and it always will be.



Diverse

'For everyone' is a mission.
Openness and inclusivity are ground zero. Be
who you are, you are welcome here.



Real

A total rejection of fakeness.
Real people creating real connections.
That's where you get real value.



Ethical

Low-energy tech and zero carbon goals.
Impact funds for social change.
Our actions must speak louder than our words.



But it's got to work for everyone.

Creators

Get paid instantly

No chargebacks

No account restrictions

Full tracking & visibility

Convert to local currency

Followers

Buy tokens with local currency

14 day no-spend refund promise

Support your favourite creators

Earn by engaging with ads



Hypr NFT Platform

Using the power and innovation of NFTs, Hypr is proud to announce our integrated NFT platform.

We will be partnering with some of the most influential artists, celebrities, and leaders representing different categories to raise money and awareness for non-profit organizations while offering a space for all artists to mint on a more environmentally friendly blockchain.



What is an NFT...



Hirst "The Currency"

ART

Actual pieces of art by real life artists (both digital native as well as traditional artists)



Doodles

COLLECTIBLES

Most commonly profile-pic (PFP) projects that you see and which come with different degrees of rarity and real world and digital flex



Martian Premier League

GAMING

These can be NFTs used within a separate game or the NFTs may be the foundation of the game itself



RTFKT Space Pod

METAVVERSE

Experience digital worlds that don't necessarily apply gaming mechanics

T.A.R.A

JARVIS labs T.A.R.A

UTILITY

Any NFT that provide current or future utility, such as services, membership or access to content



HYDROW Special Model NFT claim

OWNERSHIP

Newest category, but we've started to see brands introduce NFTs as proof of ownership in limited series

While most tokens that run on a blockchain are fungible (meaning they are all the same – like a £10 note or a Bitcoin), you are able to create a special form of token called an NFT, a “non-fungible token”, which is by definition provably unique, can be any content, and has many uses.



Why launch an NFT on Hyprrr...

The revenue opportunities for digital collectibles are huge.

However, there are some barriers to entry for creators wishing to launch an NFT collection and for a user to be able to buy and use the NFT.

Hyprrr fixes these.

COMPLICATED NATURE OF CRYPTO

Currently users have to create a decentralised wallet, and sign up for a platform to convert fiat to ETH, and then send ETH to their new wallet to invest.



Our system creates the wallet for the user, and allows them to buy in fiat. So no need for any complicated Crypto.

HIGH FEES...AND THE USER PAYS

At the moment the user has to pay high 'gas' fees on every transaction (est \$20-\$50) and this price is added on top of the sale price at checkout.

hyprrr
FIXES THIS

Our system has low fee's (2.5%) and everything is priced in Hypes which equal 1 USD. So the price you see is what you pay.

ITS A SMALL, SATURATED MARKET

With only around 350k users today, and over 80k collections, its very saturated.



We remove the complication and cost of purchasing, owning and trading - allowing us to target the wider market.

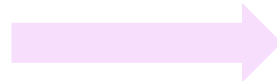


The Creator NFT Opportunity...

The revenue opportunities are for digital collectibles are huge. And Hypr can provide utility through access to content with the NFT in your wallet.

hypr

Takes the best of the traditional (but complicated) NFT and (illiquid) Art market and makes them accessible for the mass market



Collectibles Market (Physical and Digital)

500m Buyers
Size: \$412bn

COLLECTIBLES MARKET IS HUGE AND GROWING BUT WITH VERY LIMITED LIQUIDITY

- + LOW COST OF ENTRY
- + HIGH GROWTH
- + WIDEST RANGE OF OPTIONS

- HIGH VOLUME FRAUD
- LIMITED OPTIONS TO SELL
- LIMITED AVAILABILITY AND ACCESS
- MOST VALUE CREATED AFTER INITIAL SALE

ART Market

150m Buyers
Size: \$65bn
Transaction Value: \$36.7m

ART MARKET IS LARGER BUT WITH LOW LIQUIDITY (0.06% TX VALUE)

- + GENERATIONAL INVESTMENTS
- + MATURE MARKET
- + PHYSICAL / TANGIBLE
- HIGH INTERMEDIARY FEES
- LOWEST VALUE TO THE ARTISTS
- LIMITED REACH AND EXPOSURE

NFT Market

350k Buyers
Size: \$25bn
Transaction Value: \$17bn

NFT MARKET IS SMALL BUT WITH HIGH LIQUIDITY (68% TX VALUE)

- + TECH (SECURE, VALIDATED, TRANSPORTABLE)
- + GLOBALLY ACCESSIBLE
- + MULTI FUNCTIONAL

- HIGHLY COMPLICATED
- USER PAID HIGH TRANSACTION FE
- YOUNG MARKET



Hypr for Advertisers.

And we provide the perfect 'opt-in' platform for advertisers with a unique CPL model.

Existing models

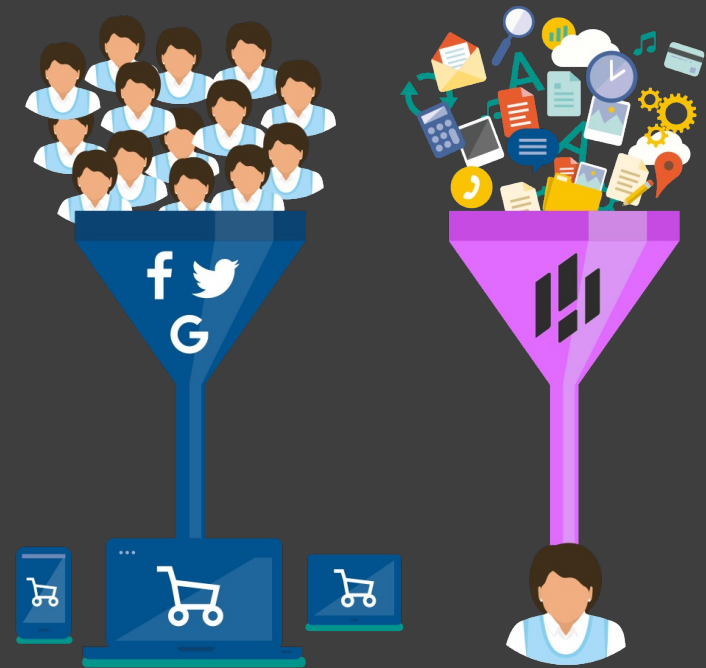
serve users to advertisers:

- The customer is the product. Traditional platforms are about building advertising revenue from user activity.
- As a result, the content is click-bait. Shorter-form content and click-bait headlines are what keep users clicking.
- The product is the user, who has little control over how their personal data is used

The Hypr model

serves content and experience to users:

- The customer is the user, who is in complete control of their data and experience.
- As a result, the content is valued and monetized, with tipping and paywalls encouraging higher-quality content that users want while building token utility.
- The product is an empowered experience, where the user is in charge and enjoys a fair, ethical approach to their data.



In Summary.

Users are
seeking
change

Creators are
hopeful of
change

Advertisers are
demanding
change

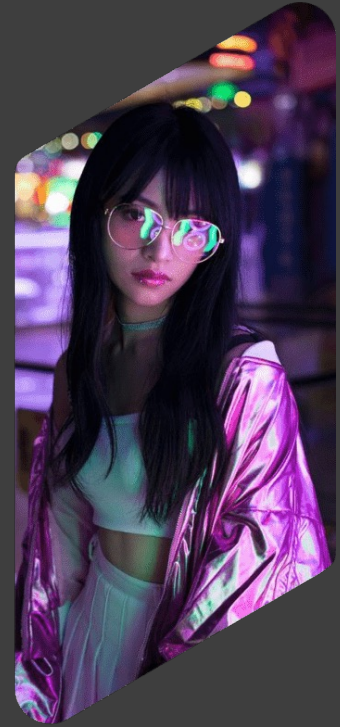
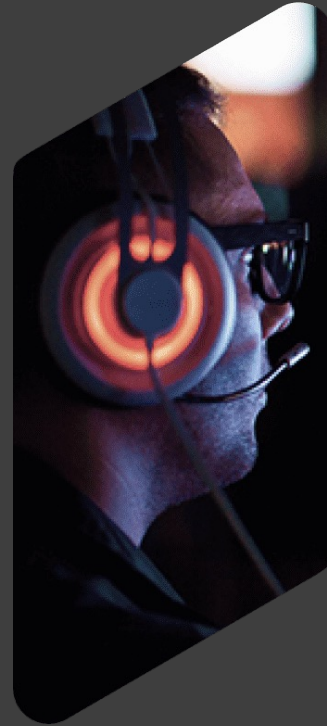
Hypr is the future of community engagement and monetization, where users have control over their data and creators can independently monetize their content.



The Hyprrr Business Model.

Hyprrr's business model revolves around our Flywheel.

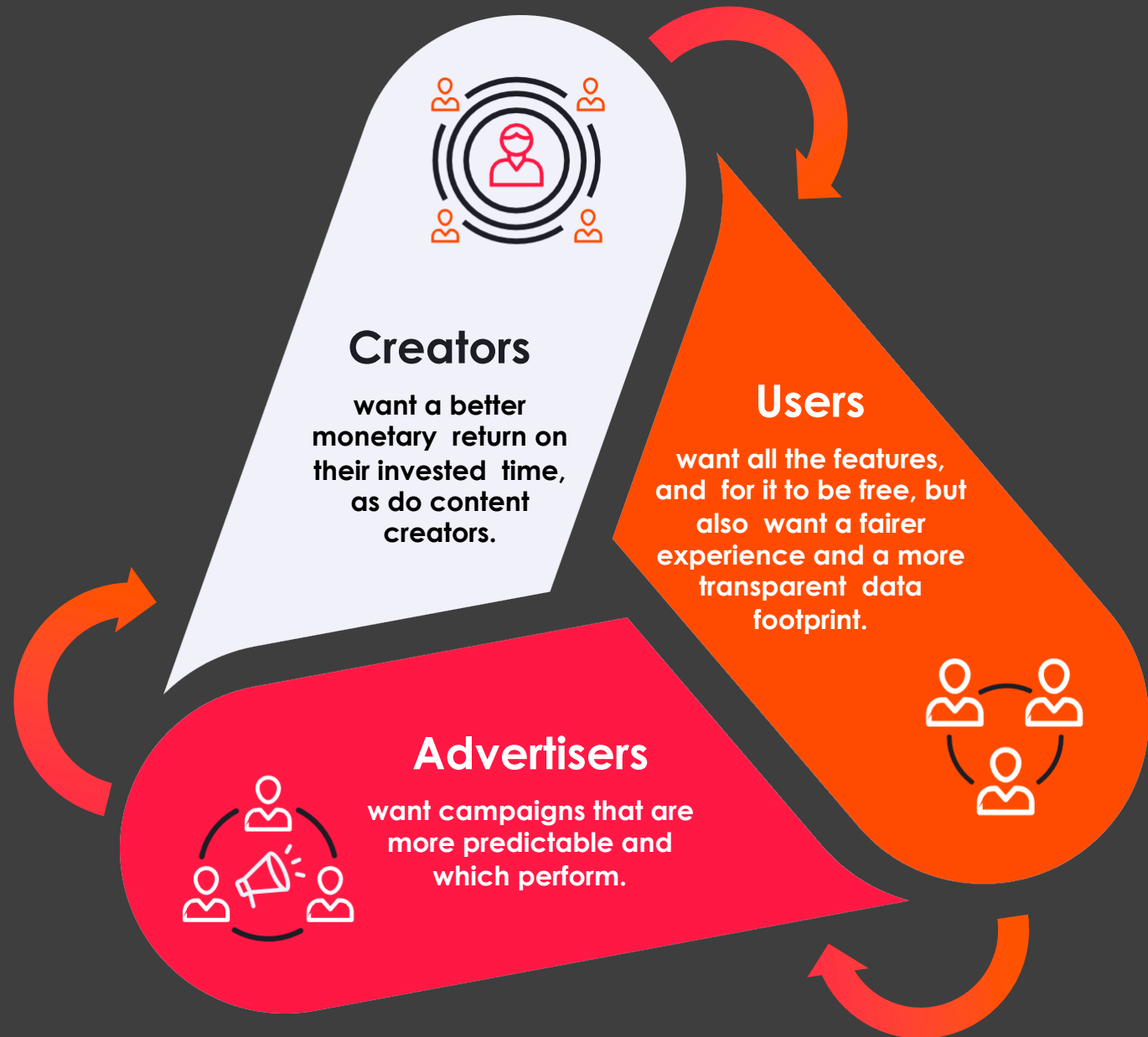
Starting with creators and community owners, each component drives the next, thereby driving velocity throughout the platform.



Meet The Flywheel.

Creators drive Users drive Advertisers, Advertisers drive Revenue.

We have **THE MOST** compelling creator proposition, and an attractive creator incentive plan where they can earn tokens for achieving set goals with Hypr.



All powered by our HypeX token.





Content + Social + Digital Collectibles = More Ways to Monetise.



Memberships

Decide how you want to play it. Unlock live streams, provide exclusive content, build and future your community your way.



Subscriptions

Share long form or exclusive content and connect more deeply with a smaller audience.



Premium content

One off live events, intimate gigs, in-demand training or the secrets to your success. Give and get value.



Tips & Donations

Set up simple ways to receive tips or donate to good causes, and get money back on the time you spend creating.



Advertising

Date is valuable. You know it and your audience knows it too. If you choose to opt in to receive and share personalised ads, you receive a percentage of the revenue.

Plus exciting new options in development



Creator Earnings Model.

| Feature | Hypr | Youtube | Twitch | Instagram |
|-----------------------|---------|---------|------------|-----------|
| % of tips to Creator | 100% | N/A | 66% | N/A |
| % Paywall to Creator | 80% | 46%** | 45% | N/A |
| % NFT Sales | 95%* | N/A | N/A | N/A |
| % Merch Sales | 95% | N/A | N/A | N/A |
| % Ad Revenue Share | 60%-80% | 49%** | Varied CPM | N/A |
| Retains IP on content | YES | YES | NO | NO |
| Control of ads | YES | LIMITED | NO | NO |
| Community rewards | YES | NO | NO | NO |
| Censorship resistant | YES | NO | NO | NO |
| Zero Carbon | YES | NO | NO | NO |

*95% is the commission on all primary sales. Creators can they set a perpetual sell on % to benefit from all future sales.

** base level, this varies by creator



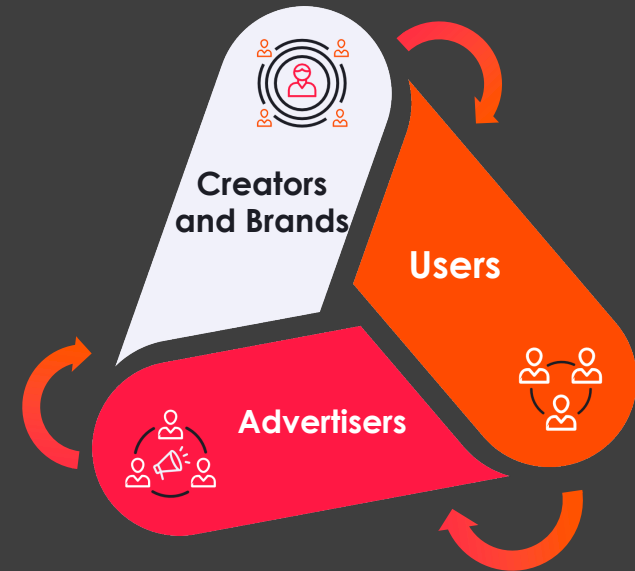
Our HypeX Token.

Our Hypr Chain is powered by the \$HypeX token.

Hypr employs a two-token model, the HypeX serves as the utility token that powers the POS blockchain and nodes, while the Hype token, a USD-backed stable coin, operates as the primary currency within the Hypr ecosystem, to maximize utility and stability within the platform.

The HypeX token is now the lifeblood of Hypr, utilized in a bespoke proof of stake model where token holders receive a portion of the platform's fees.

A percentage of fee's go to reward our node holders through staking rewards, and a percentage are used to buy back and burn the HypeX from supply, reducing the overall token count and supporting its value.



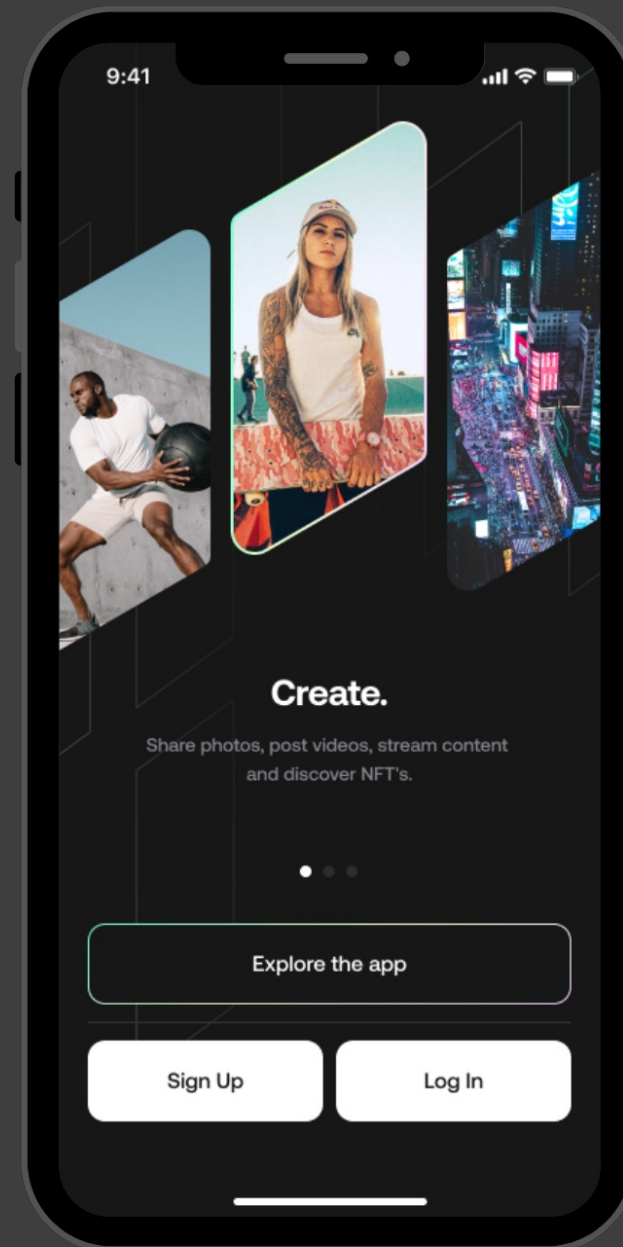
The in-app Hype token works in tandem with our fiat gateway, which paves the way for mass adoption of Hypr by enabling users to spend, earn, and cash out in their local currency, all within our application. This feature bypasses the need for users to learn about complicated exchanges and mitigates concerns about the volatility of cryptocurrency. All Hype transaction fees go to support the blockchain operation and HypeX utility token.

One Hype token always equals one USD, providing a dependable value reference for all Hypr users. Our dual-token structure navigates around the volatility issues of cryptocurrency, offering a more stable environment for creators to earn and spend.

hypeX
by hypr



The Hyprrr Application.



Available on web, iOS and
Android



Build your profile.

Profile

FEATURES

Login with Email, Google, Apple

Sign Up with Email, Google, Apple

View Profile

Follow, Report, Block, Share Profile

Manage Profile

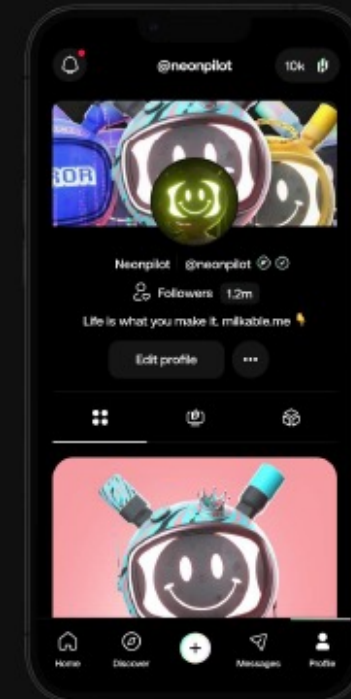
View and Manage Featured Posts and HypeTV

View and Manage Premium Posts

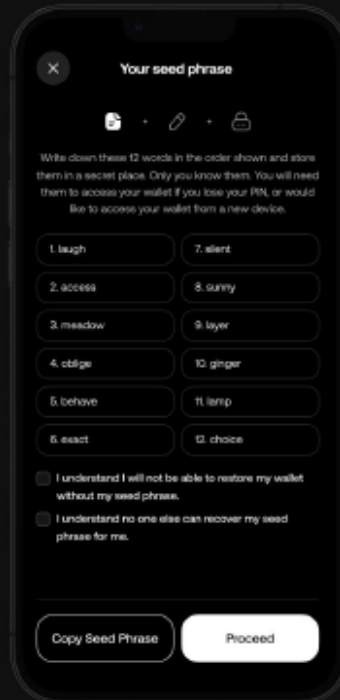
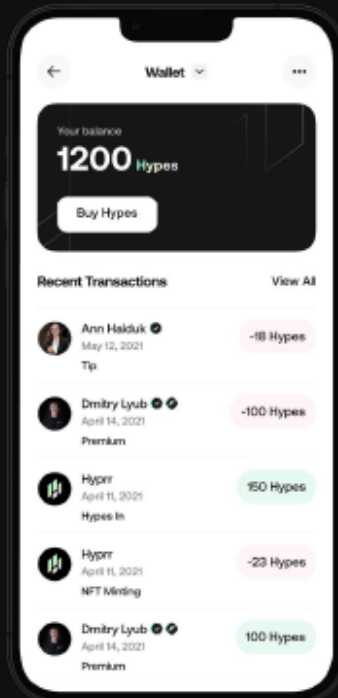
View and Manage Collected and Created NFTs

Log Out

| |  |  |  |
|--|---|---|--|
| Login with Email, Google, Apple | ✓ | ✓ | ✓ |
| Sign Up with Email, Google, Apple | ✓ | ✓ | ✓ |
| View Profile | ✓ | ✓ | ✓ |
| Follow, Report, Block, Share Profile | ✓ | ✓ | ✓ |
| Manage Profile | ✓ | ✓ | ✓ |
| View and Manage Featured Posts and HypeTV | ✓ | ✗ | ✗ |
| View and Manage Premium Posts | ✓ | ✗ | ✗ |
| View and Manage Collected and Created NFTs | ✓ | ✓ | ✓ |
| Log Out | ✓ | ✓ | ✓ |



Set up your wallet.



FEATURES

Create Hypr Wallet

Sync Hypr Wallet (Seed Phase and QR code)

Buy Hypes with Fiat (Stripe)

Buy Hypes with Crypto (Bitpay)

Buy Hypes with XDB Tokens

Cash out

Reset Pin

View Transactions with Details

View Purchased and Tipped Content

| Create Hypr Wallet | ✓ | ✓ | ✓ |
|---|---|---|---|
| Sync Hypr Wallet (Seed Phase and QR code) | ✓ | ✓ | ✓ |
| Buy Hypes with Fiat (Stripe) | ✓ | ✓ | ✓ |
| Buy Hypes with Crypto (Bitpay) | ✓ | ✗ | ✗ |
| Buy Hypes with XDB Tokens | ✓ | ✗ | ✗ |
| Cash out | ✓ | ✗ | ✗ |
| Reset Pin | ✓ | ✓ | ✓ |
| View Transactions with Details | ✓ | ✓ | ✓ |
| View Purchased and Tipped Content | ✓ | ✗ | ✗ |



Manage your followers.

Followers / Following

FEATURES

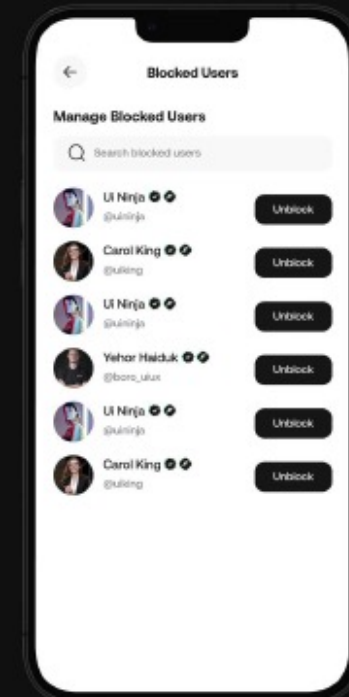
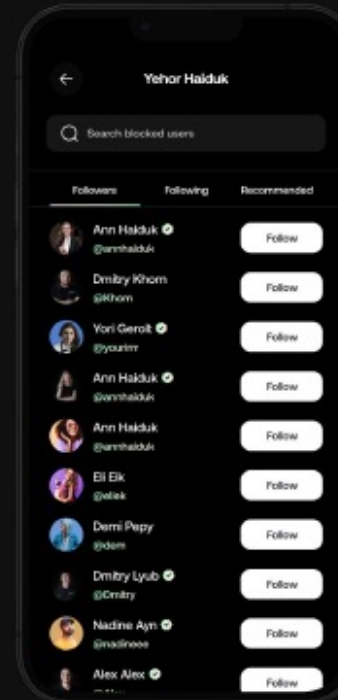
View and Manage Profiles you Follow



View and Manage Profiles that Follow you



View and Manage Blocked accounts



Secure, decentralized Messenger.



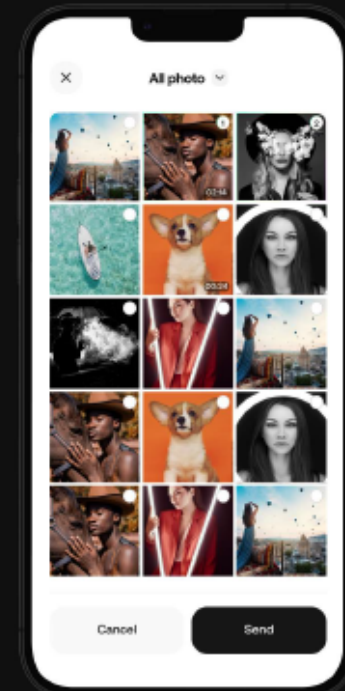
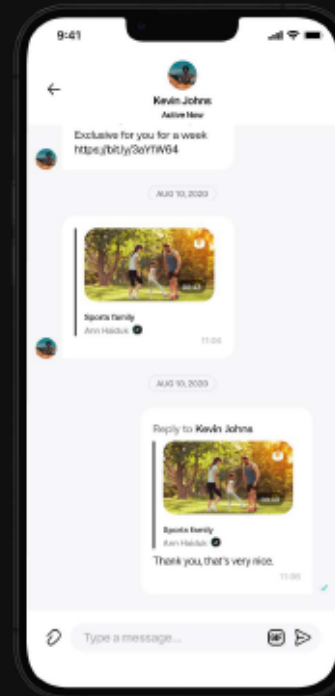
FEATURES

1:1 Conversations

Manage, Pin, Search Conversations

Send Text, Attachment, Emoji, GIF

React, Edit, Reply, Forward, Delete Message



Create a post.



Post (10 images or videos up to 5 min)

FEATURES

Create

View

View Profile

Purchase (Premium)

Tip

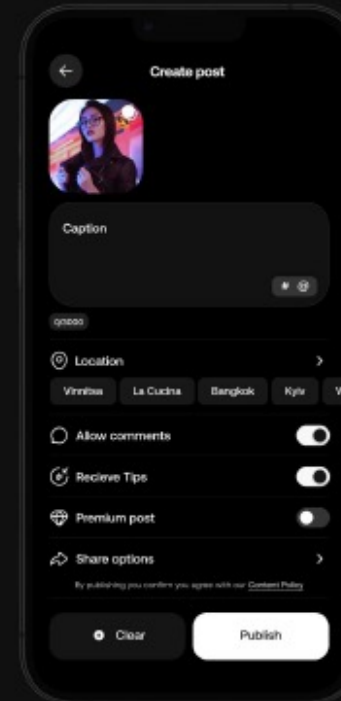
Comment

Report

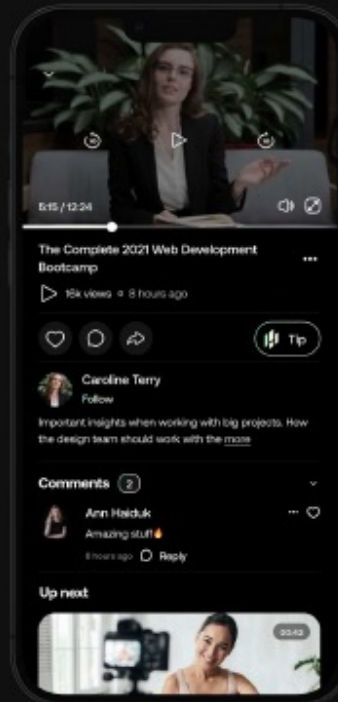
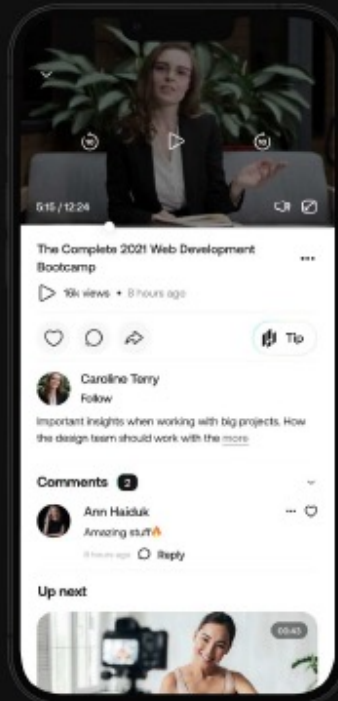
Share via Messenger

Share via External Social Media Platforms

| Create | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|---|-------------------------------------|-------------------------------------|-------------------------------------|
| View | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| View Profile | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Purchase (Premium) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Tip | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Comment | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Report | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Share via Messenger | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Share via External Social Media Platforms | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |



Long form video with HypeTV.



FEATURES

Create

View

Purchase (Premium)

Tip

Comment

Report

Share via Messenger

Share via External Social Media Platforms




| |  |  |  |
|---|---|---|---|
| Create |  |  |  |
| View |  |  |  |
| Purchase (Premium) |  |  |  |
| Tip |  |  |  |
| Comment |  |  |  |
| Report |  |  |  |
| Share via Messenger |  |  |  |
| Share via External Social Media Platforms |  |  |  |

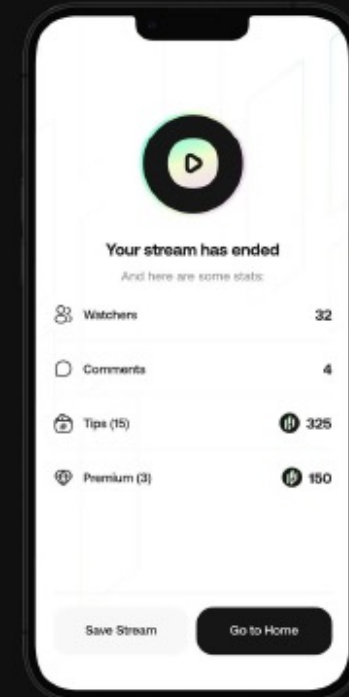
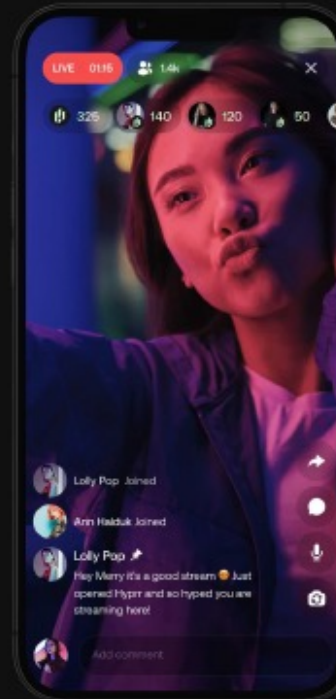


Stream (optional charging).

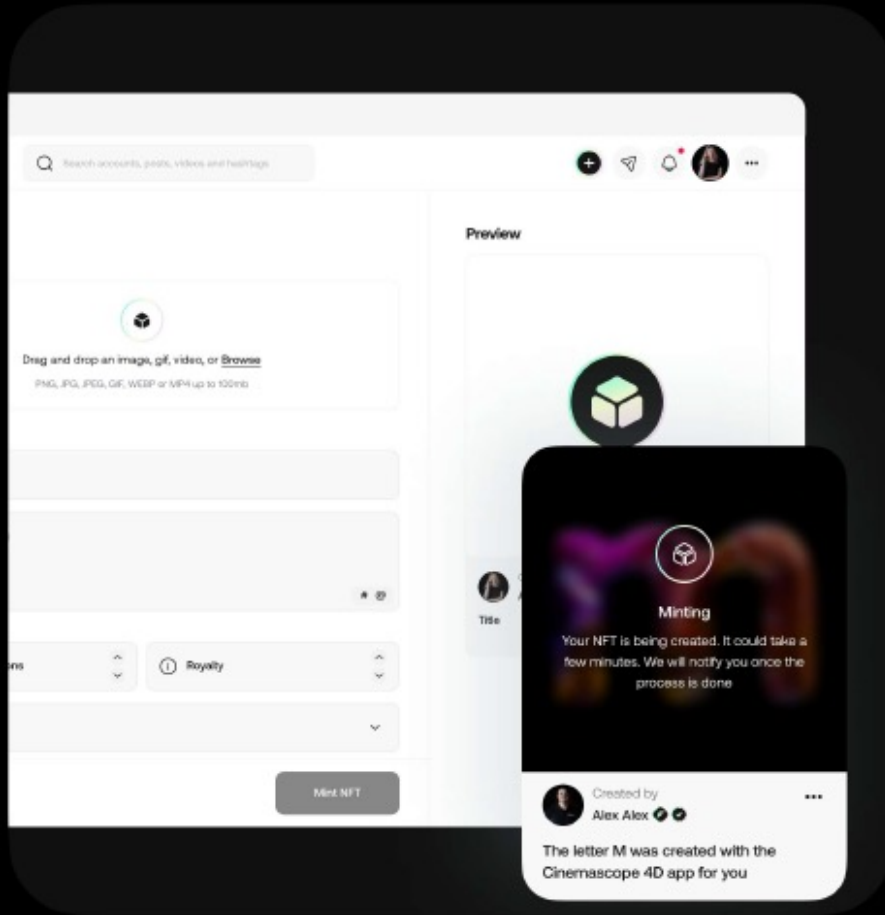
Streams

FEATURES

| |  |  |  |
|---|---|---|---|
| Create Stream | ✓ | ✓ | ✓ |
| Schedule Stream | ✓ | ✗ | ✗ |
| View | ✓ | ✓ | ✓ |
| Purchase (Premium) | ✓ | ✓ | ✓ |
| Tip | ✓ | ✓ | ✓ |
| Live Chat | ✓ | ✓ | ✓ |
| Report | ✓ | ✓ | ✓ |
| Share via Messenger | ✓ | ✓ | ✓ |
| Share via External Social Media Platforms | ✓ | ✓ | ✓ |



Launch digital collectibles (NFTs).



NFT Asset



FEATURES

Mint NFT (up to 100 editions)



Split Profit (with other users or charities)



Charitable NFTs



Manage NFT



Rare NFT



Buy NFT



Sell NFT



Report



Share via Messenger



Share via External Social Media Platforms



Trade digital collectibles (NFTs).



NFT Marketplace

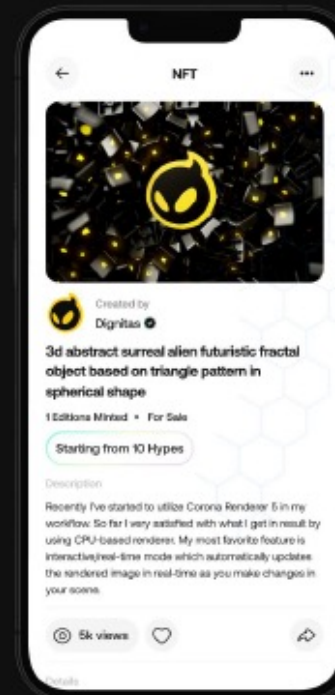
FEATURES

Browse NFT

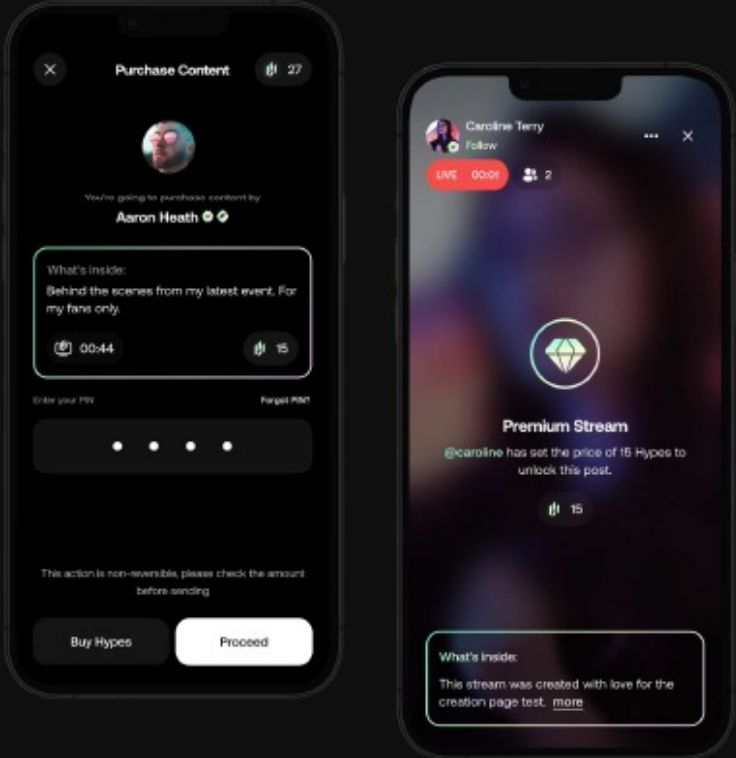
Promoted NFTs Sections

View NFT Assets

| | Web | Apple | Android |
|------------------------|-----|-------|---------|
| Browse NFT | ✓ | ✓ | ✓ |
| Promoted NFTs Sections | ✓ | ✓ | ✓ |
| View NFT Assets | ✓ | ✓ | ✓ |



Additional Creator Tools.



The image displays two smartphone screens. The left screen shows a 'Purchase Content' flow for Aaron Heath, including a preview of the content, a price of 15 Hypes, and a 'Proceed' button. The right screen shows a live stream for Caroline Terry, featuring a 'Premium Stream' badge, a price of 15 Hypes, and a 'Proceed' button.

| FEATURES | Android | iOS | Web |
|--|---------|-----|-----|
| Deep Links | N/A | ✓ | ✓ |
| Home Feed | ✓ | ✓ | ✓ |
| Legal Documents | ✓ | ✓ | ✓ |
| Help Center | ✓ | ✗ | ✗ |
| Media Kit | ✓ | ✗ | ✗ |
| Dark/Light Theme | ✓ | ✓ | ✓ |
| Blog | ✓ | ✗ | ✗ |
| Contact Us/Leave Feedback Forms | ✓ | ✓ | ✓ |
| Email Notifications | ✓ | ✓ | ✓ |
| Notifications Center | ✓ | ✓ | ✓ |
| Apps Force Update | N/A | ✓ | ✓ |
| Push Notifications | ✗ | ✓ | ✓ |
| Content Watermark | ✓ | ✓ | ✓ |
| Accounts Verified, Founder, Charity Badges | ✓ | ✓ | ✓ |



New Features in Development.

Recurring Subscriptions

Monthly recurring payments for access to premium content and experiences.

Creator AI tools

AI tool set for creators to create and edit images and videos and write promotional copy.

NFTs unlocking content and experiences

Creators able to sell NFTs that can be used as a key to access premium channels. Providing advanced income and ongoing utility.

Evolving NFTs and Printing (inc 3D)

NFTs that evolve over time or on set milestones, and the ability for users to order physical prints of NFTs including 3D prints.

Physical Merchandising Store

A fully integrated merch store with optional turn-key drop shipping for creators.



New Features in Development.

Creator 'Own a Share' Offering

Certified creators being able to fractionalise their future earnings, and sell NFTs that automatically earn a share.

In addition they can set a future sell on % for NFT trades.

Content 'Royalty' Offering

Creators will be able to sell NFTs that represent a share of revenue for a premium piece of content (video or music).

Allows creators to crowd source fund a production, then share income with backers.

Fractional ownership is delivered through an NFT which is also tradable within Hypr.



New Features in Development.

Expanded Wallet

We are expanding our Hypr wallet features to include the ability to purchase HypeX tokens and utilise other crypto currencies within the Hypr app.

We are investigating the ability for us to offer a Hypr Cold Wallet to allow users to have additional security on their wallet contents.

Certified Creator Cards

We will be launching a Creator Card to allow the ease of spend of Hypr earnings, this is expected to roll our Q2 '24.



The Hypr Blockchain.

Our ecosystem and tokenomics



The Hypr Chain.

Hypr is a forward-thinking decentralized social media and community management platform, underpinned by a bespoke blockchain system designed for optimum functionality and user experience.

Our blockchain facilitates a vibrant, fast, and efficient ecosystem that is free of transaction costs.

We use a Delegated Proof of Stake (DPOS) consensus mechanism, an approach that offers rapid block production times and high throughput, thus improving the platform's efficiency and user experience. The Hypr blockchain's seamless operation is ensured by representative delegates of geographically dispersed Super nodes and Seed nodes.

Key features of our Hypr chain architecture include:

- 1.Firewall:** This component safeguards our infrastructure from potential spam requests.
- 2.Keystorage:** This local, front-end service securely stores users' blockchain keys.
- 3.Hypr Nucleus:** This element manages the collaboration between the user, the blockchain, and the back-end. The wallet is an integral part of the Hypr Nucleus.
- 4.BCS (Blockchain Cache Storage):** This feature accelerates requests by caching blockchain data. Data is validated and pushed via the Blockchain layer, and can only be read, not modified, by the back-end layer.
- 5.Two-layer Application:** Comprising the Blockchain and back-end layers, this design efficiently represents data from the blockchain in a user-friendly format, enabling functions such as filtering and sorting.
- 6.Seed Node:** These nodes proxy requests to the producing node (Super node) and receive responses. They also share lists of all other seed nodes, ensuring consistent operation even if a seed node goes offline.
- 7.Public API Node:** This node performs initial transaction validation and further processing.

User Flow:

Registration and Private Key: Upon signing up on Hypr, each user is assigned a private key. This key will be used to authenticate all actions performed by the user on the blockchain.

Action Signing: All user actions on the blockchain are digitally signed with their unique private key.

Transaction Processing: User actions, represented as transactions, are forwarded to the supernodes through our API nodes.

Transaction Validation: Supernodes validate these transactions. Once validated, they are added to a new block. This block is then distributed across all nodes and added to the blockchain.

Initial Transaction Validation: The API node performs an initial transaction validation or declination before forwarding it to the supernodes.

Blockchain Cache Storage (BCS): The BCS provides rapid, read-only access to a cache of blockchain data for the Hypr network, allowing for quick retrieval of information.

Killer Features:

- 1.Artificial Intelligence:** Hypr employs advanced AI technology for various functions including content moderation and tailored user experiences.
- 2.P2P Encryption:** Peer-to-peer encryption ensures the security of user data and transactions, providing a safe environment for all users.
- 3.Blockchain Integration:** The integration of blockchain technology provides a transparent and decentralized platform for our users, enhancing trust and control over one's data.
- 4.Distributed Streaming:** Hypr features a robust distributed streaming system, making content sharing and viewing a seamless experience for all users. This functionality allows for large-scale content distribution without compromising on performance or user experience.



The Hypr Chain.

Upon the platform's launch, we will commence the deployment of our comprehensive node infrastructure. The initial network configuration will consist of 150 super nodes and 600 seed nodes, which will collectively maintain the security and integrity of the Hypr blockchain by carrying out transaction validation processes.

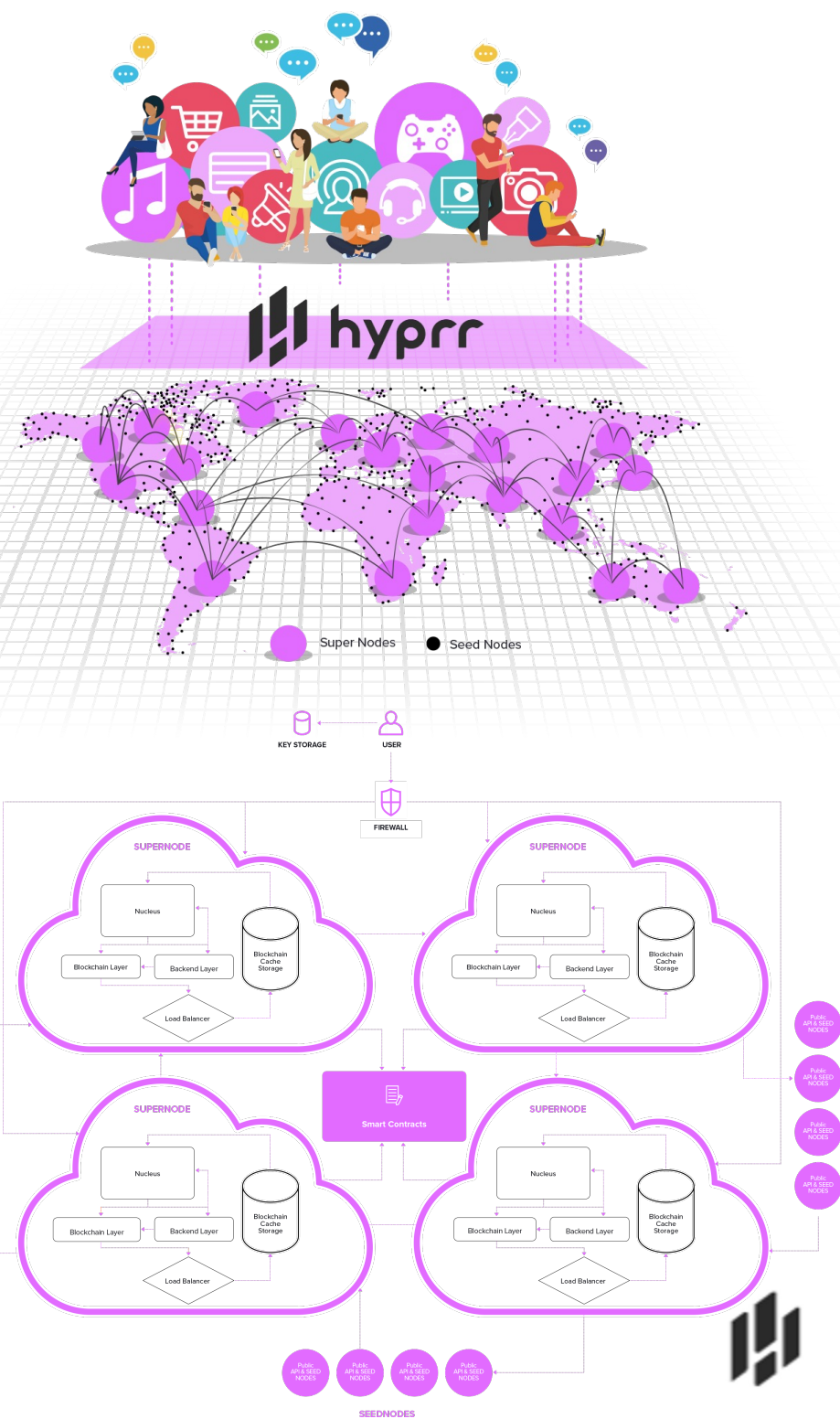
Super nodes, given their larger role and contribution to the network, will require a stake of 1.25 million HypeX tokens, while seed nodes will necessitate a smaller commitment of 125,000 HypeX tokens. The token staking requirement not only incentivizes consistent and reliable network participation but also helps in maintaining the value of HypeX tokens.

A significant portion of the platform's allocated fees - 80% to be precise - will be allocated to support the node holders as a reward for their contributions to the Hypr network. The distribution of these rewards will be proportionate to the stakes, with super node holders receiving ten times the rewards of seed node holders. This ensures that the rewards are commensurate with the level of commitment and the importance of the role each node type plays in our ecosystem.

We believe in the evolution of our platform and infrastructure in harmony with the growth of our user base and the demands of the system. While our initial rollout is well-calibrated to meet the present needs, we anticipate that future expansion may be necessary as Hypr grows and evolves. Any such decision to augment the node infrastructure will be carefully considered and made in consultation with our existing node holders to ensure that the interests and contributions of our community are duly respected.

We are committed to maintaining a balanced and efficient network that continues to serve our users optimally while providing a rewarding experience for our node holders.

We've designed our system so that node holders only need to stake in the platform to support its operation and earn fees. Hypr handles the cost of the decentralized infrastructure, ensuring ease of operation for our users and raising costs for our node holders.



The HypeX Utility.

HypeX serves as the cryptographic utility token at the heart of the Hypr ecosystem, powering our proprietary blockchain and facilitating various in-app transactions. With its built-in fee generation mechanism, HypeX fuels the chain and ensures the platform's functionality while providing value to token holders.

Any action that involves a value transfer, such as purchasing or selling premium content, buying or minting NFTs, or converting Hypes (our stable coin) into other currencies, generates a fee. This fee serves as the primary support for HypeX token, enabling the token's operational utility within the Hypr ecosystem.

In addition to transaction-generated fees, a portion of our platform's revenue—10% of total advertising revenue—is added to the HypeX support fund.

This fund plays a dual role:

- 1. Node Holder Support:** 80% of the fund is allocated to support node holders, rewarding them for their contribution to the stability and functionality of the platform. This arrangement ties the success of the platform directly to the incentives for node holders, promoting engagement and commitment.
- 2. Buy Back and Burn Fund:** The remaining 20% of the fund is directed towards a buy back and burn initiative. This involves the platform buying back HypeX tokens and subsequently removing them from circulation, effectively decreasing the token supply and potentially increasing the token's value over time.*

*The specific terms of the buy back program, such as whether to initiate buys on a timed basis or upon reaching certain market indicators (like hitting a 20-week moving average), will be determined by the Hypr community. This democratic approach ensures that the tokenomics of HypeX are not only transparent but are also guided by the collective will of the user base.



APP FEES DISTRIBUTION

| | TOKEN | HYPRR |
|-----------------------------------|---------|--------|
| Advertising Revenue | 10% | 10-20% |
| NFT Mint (per NFT) | \$0.50 | \$1.50 |
| NFT Purchase (per NFT) / sale | \$0.15 | 2.5% |
| Premium Content Sales % | 5% | 15% |
| Premium Content Purchase (per tx) | \$0.07 | × |
| Convert Hypes to Fiat | 10% fee | 4% |
| In app tipping | × | × |

The Node Reward distribution is carried out in HypeX tokens, with the platform purchasing the required amount over the course of the month and distributing them to node holders in the subsequent month. This distribution is done on a daily basis to mitigate potential sell pressure that might occur from larger, single-day distributions.

In sum, HypeX is not only a vital utility within the Hypr ecosystem but also an asset that rewards the platform's supporters and gives them a voice in shaping its future growth and evolution.

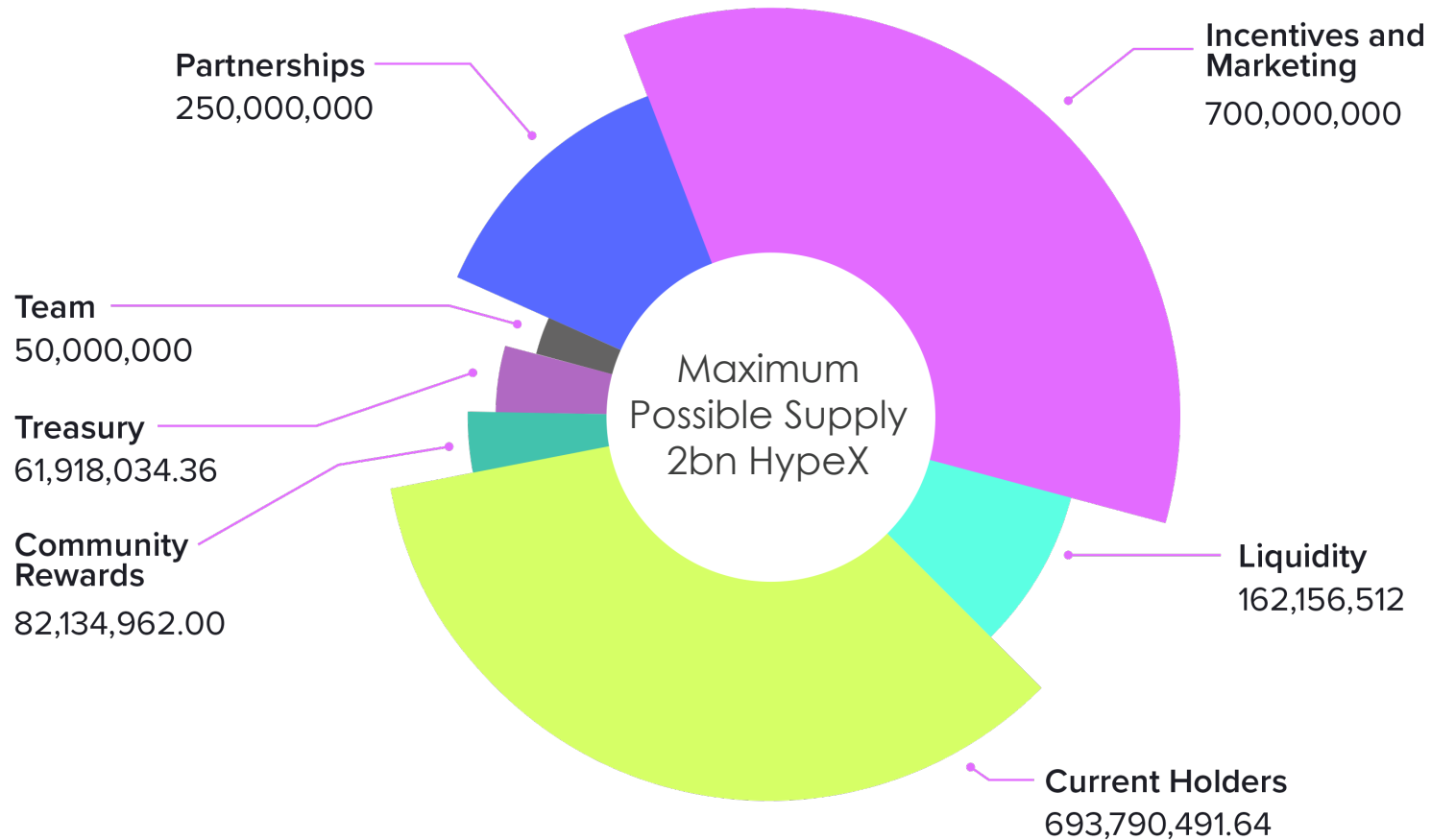


hypex Tokenomics.

Circulating Supply – 868,447,004

Locked with timed release – 1,131,552,996

Max total supply – 2bn (not accounting for burnt tokens)



hypeX Pool Descriptions.

Current Holders

These are HypeX tokens in circulation held by our community. Staking in our nodes will account for 262.5m of these tokens removing from circulation.

Treasury

These tokens owned by Hypr for future promotions.

Community Rewards

These tokens are assigned to be claimed by our community. The distribution mechanism to be defined by the community elected council.

Liquidity

These are tokens to be provided to exchanges (decentralised and centralised) to facilitate liquidity and trading.

Team

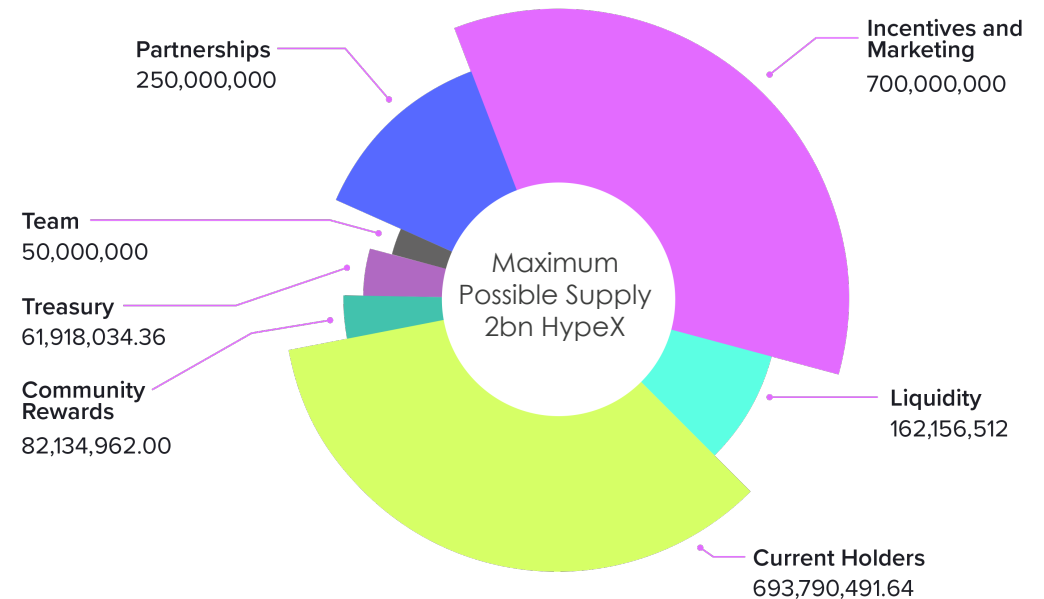
These tokens are set aside to reward new team members (not investors). Allowing us to recruit talent to scale Hypr. Only 2.5% of these tokens are available on launch, and remaining will be locked for 12 months with a 24 month vesting period. Any unallocated will be burnt from supply.

Partnerships

We are actively reaching out to establish partnership in the traditional space in our target recruitment markets, to enable us to scale Hypr quickly with a mutual benefit. Only 5% of these tokens are available on launch with a further 5% following and remaining will be locked for 12 months with a 24 month vesting period.

Creator Pool – Incentives and Marketing

In order to grow Hypr we need to be attractive to creators and fan/community owners, so we have created an incentive pool for those that join this year (before or close to launch) and come in under contract. 0% of these tokens are available on launch and all will be locked for 12 months with a 24 month vesting period. Vesting is tied to achieving set goals with Hypr and producing content as contracted. This means everyone has the same objective – the growth of Hypr and is rewarded based on their personal impact. Any unallocated tokens will be burnt from supply.



Total Available Supply on launch – 868,447,004

Supply after nodes – 605,947,004

12m Locked with timed release – 1,131,552,996

Max possible supply if issued – 2bn (not accounting for burnt tokens)

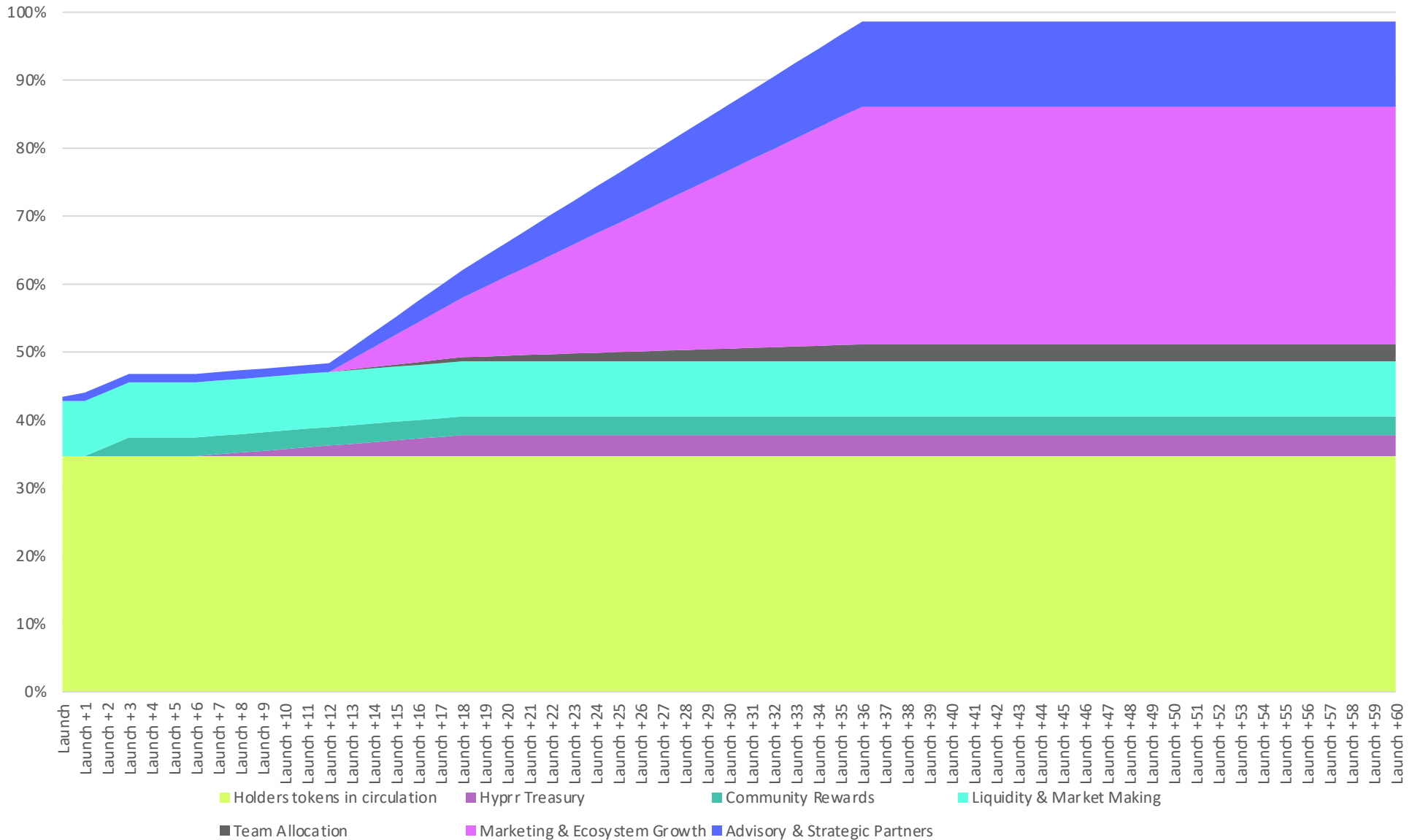


hypex Release Schedule.

Circulating Supply – 868,447,004

Locked with timed release – 1,131,552,996

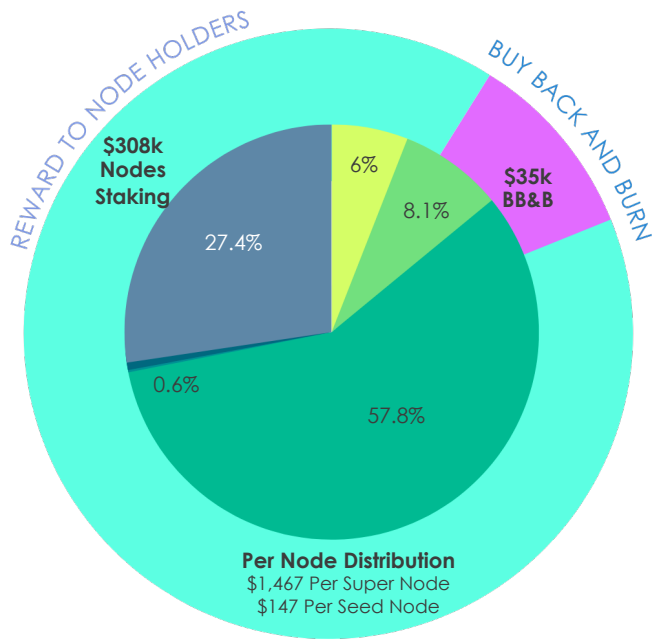
Max total supply (if issued) – 2,000,000 (not accounting for burnt tokens)



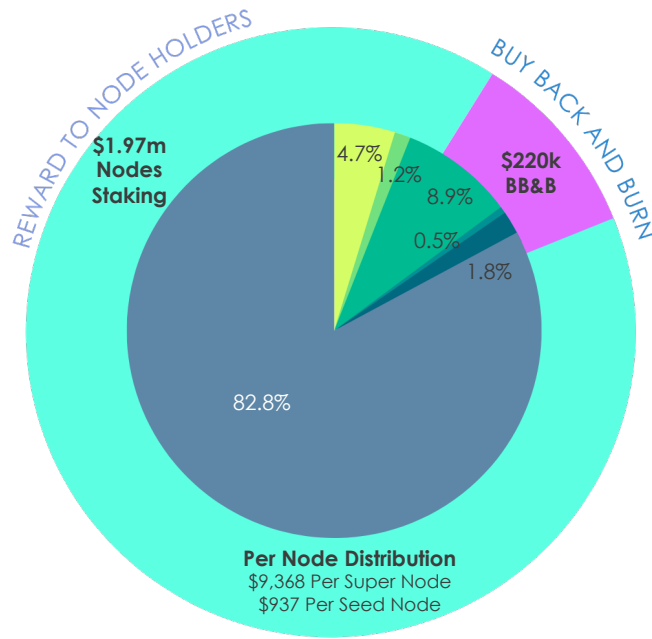
hypeX Token Support.

Every action that involves a value transfer, such as purchasing or selling premium content, buying or minting NFTs, or converting Hypes, generates a fee. This fee serves as the primary support for HypeX token, along with 10% of the advertising revenue. 90% of this budget will be distributed to Node Holders and 10% will go towards buying back the HypeX token and burning from supply.

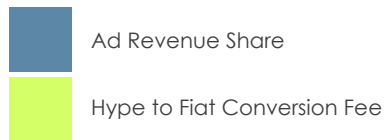
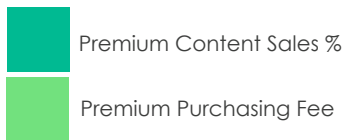
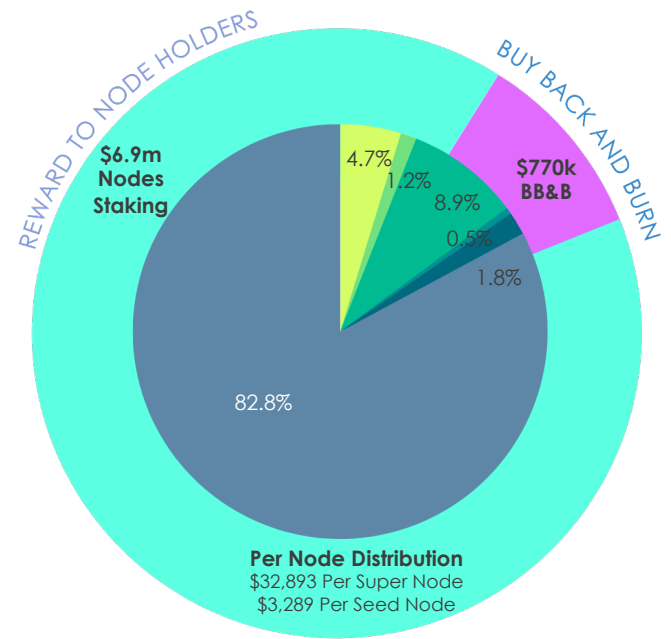
YEAR ONE
- \$342k



YEAR TWO
- \$2.185m



YEAR THREE
- \$7.6m



*Based on our three year grown plan and the % fee's as described in this document



Development Roadmap.

SUBSCRIPTION CHANNELS

Launch subs feature, allowing recurring payments for premium content access

ADVERTISING ENGINE DEPLOYED

Deploy the Hypr advertising engine with user opt in and rewards

NEXT GEN NFTS

Launch NFT utility in App (hold NFT to access premium content) and evolving NFTs

AI CREATOR TOOLS

Expand creator tools to include in-built AI features for creator and editing

FULL PUBLIC LAUNCH

Open Hypr to the mass market

*Order of key new feature release may be changed based on creator feedback and priorities.

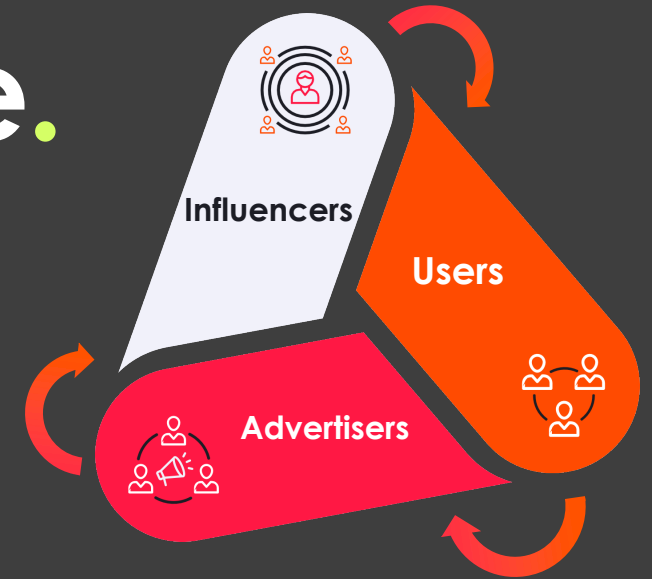


The Hyprr Financials.

Our creator, user, revenue and
growth forecasts.



How We See Our Future.



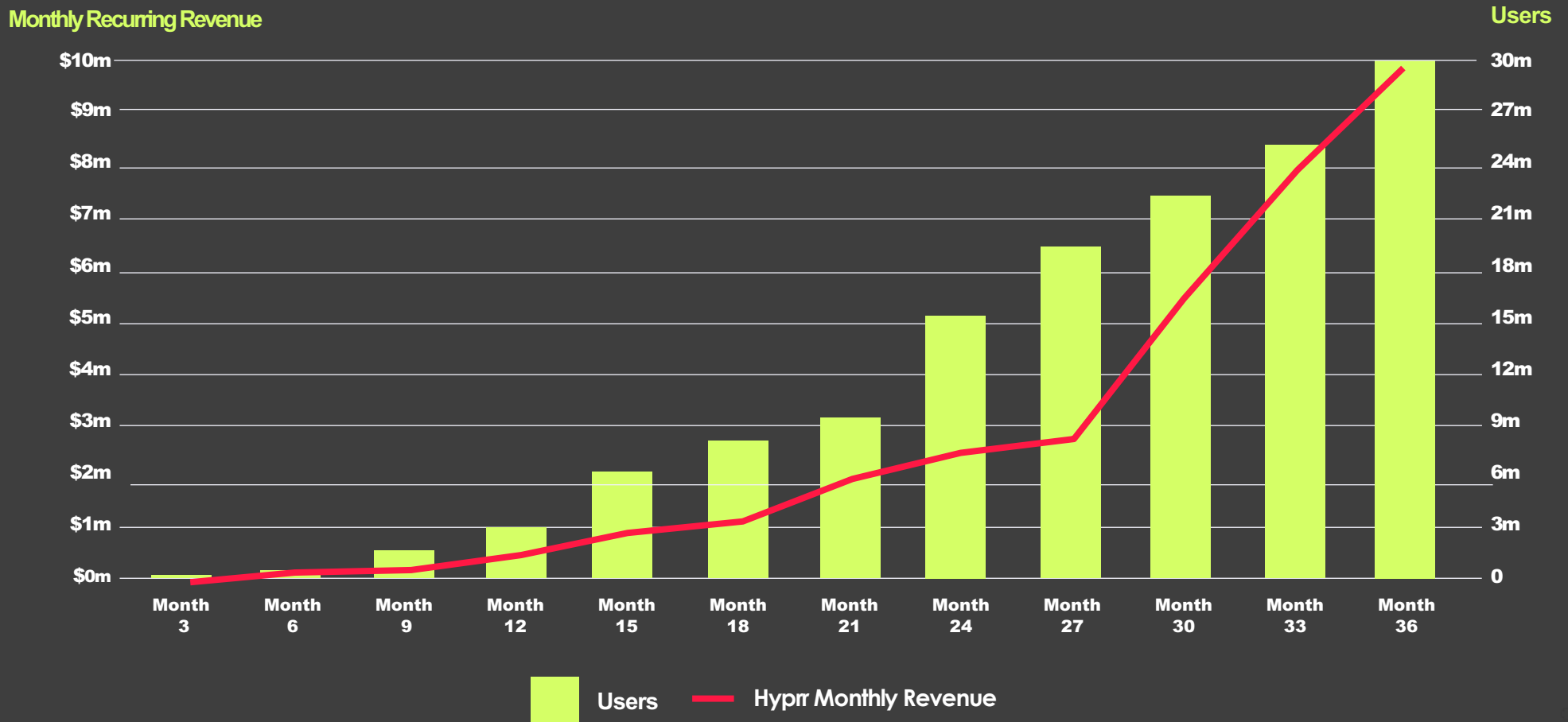
Projected figures as at the end of completed 12 month period from launch.

| Year | Users | Gross Revenues | Distributed Revenues | Net Revenues | Profit EBITDA |
|------------|-------|----------------|----------------------|--------------|---------------|
| Year One | 3.3m | \$5m | \$4m | \$1m | -\$917k |
| Year Two | 16.5m | \$25.8m | \$19.5m | \$6.4m | \$3.2m |
| Year Three | 30m | \$90.8m | \$68.3 | \$22.5m | \$8.8m |



Projected monthly revenues and user adoption.

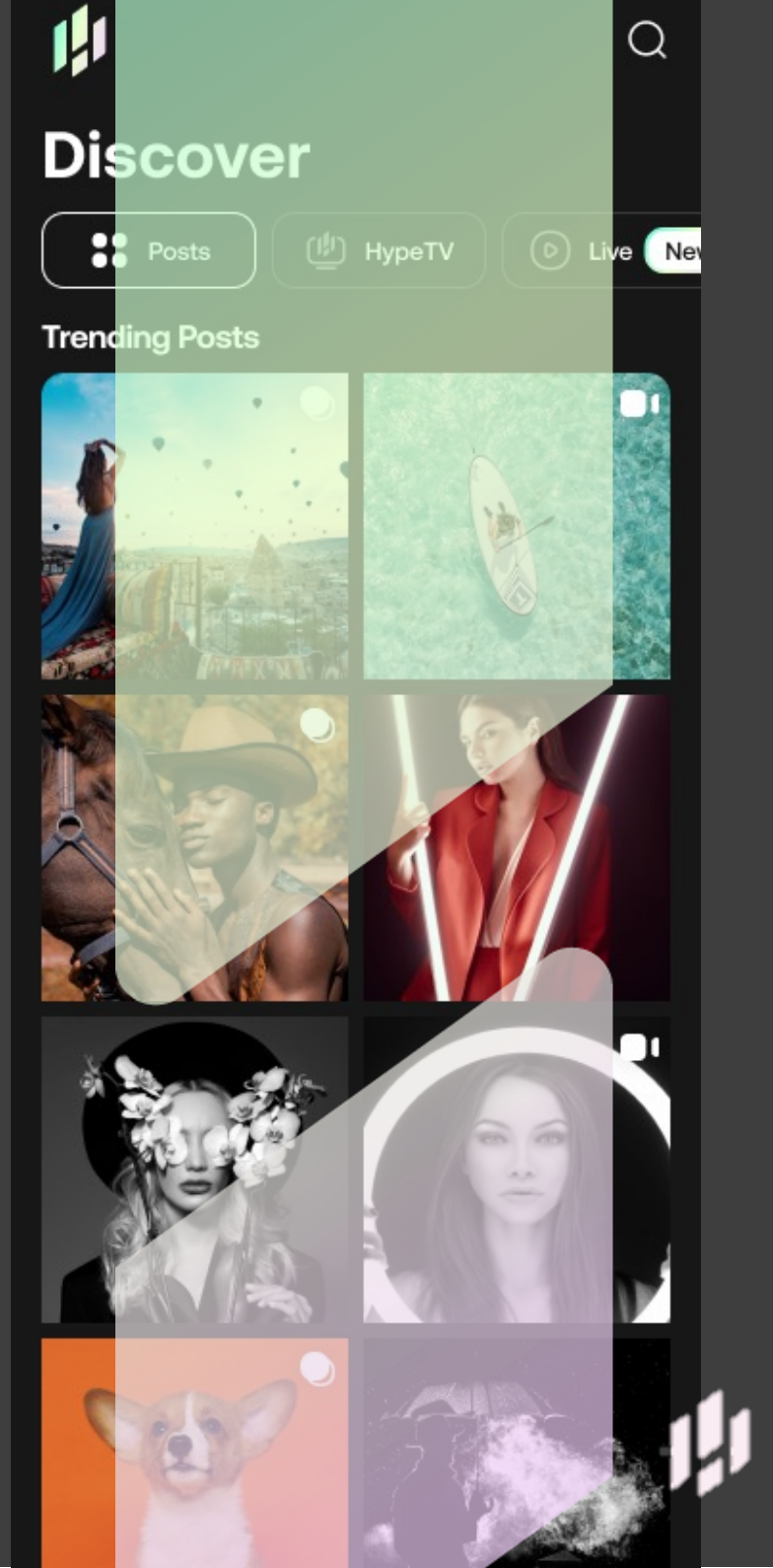
See how greater adoption means greater returns across all revenue sources. We predict slowly building our ARPU from \$0.25 to \$3.5 over 36 months as we scale (industry average is \$7).



* Based on our detailed 3 year projection.



The Team.



Our Senior Management team.



Jason Sibley

CEO

25 year seasoned marketer and entrepreneur, having worked with some of the worlds largest brands, including IBM, Samsung, HP, Microsoft, Mastercard and Google.

Jason is a founder of 3 successful business and has been in the Web3 space as a consultant and investor since 2017.



Darren Baggett

COO

23 year career in the City of London, specialising in Equity and Index derivatives. The major part of his career was spent at Morgan Stanley where he was promoted to Managing Director in 2007.

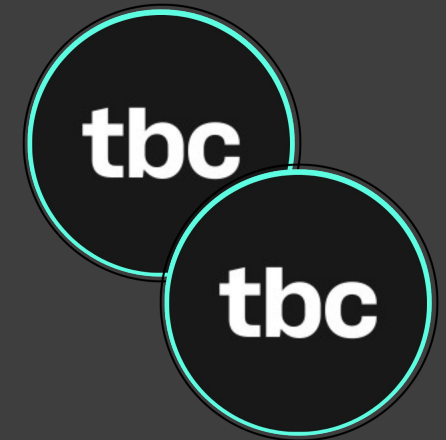
Darren began investing in sustainable technology in 2005 and has subsequently made a number of investments into climate technology, fintech and blockchain which includes his founder investment into Clowd9.



Charles Pearce

CRO

A highly successful Entrepreneur, Investor, Business Strategist and Growth and Media Consultant. 25 years working in and promoting the mobile, media and advertising space, from application development and creative platforms and technology to developing and activating mobile, digital and business strategies for global brands.



CTO + Head of Product

We are actively recruiting for two key roles.

Updates to follow.



Our team heads.



Russell Short

Head of Sports and Entertainment

Russell has spent the last 10 years advising sports clubs and athletes working in Football, Sports Tech & Data, eSports, NFTs, Web3 and Gaming.

Experienced in on and offline sports marketing marketing, Russell leads our Sports recruitment programme.



Nathaniel Schooler

Business Influencer Recruitment and Management

IBM Futurist, Podcaster, Amazon Best Selling Author, and Entrepreneur.

Recognised by LinkedIn as one of its Power Profile Award winners and is the author of His "Podcast Recipe", which was awarded #1 on Amazon's Hot New Releases list.



Alex Echo

Arts

Alex Echo has created artwork professionally for forty years, and has placed his works in the collections of some of the world's top corporations, institutions and celebrities.



TBC

Lifestyle Influencer Recruitment

We are actively recruiting a head of lifestyle influencer recruitment at Hypr.

Updates to follow.



TBC

Music

We are actively recruiting a head of Music of Hypr.

Updates to follow.



Our key advisors.



Karl Hoods

Technology and Partnerships

Current Chief Digital and Information Office for the UK BEIS, former CIO Save the Children.



Liam Sinton

Dev ops

A successful and highly experienced technical project design and delivery professional with over 15 years of expertise in the field.



Lee Burrows

App development

Highly Skilled Lead App Developer with over 12 years commercial experience developing apps and building development teams for Startup's, Fintech's, Unicorn companies and others in-between.

Former technical app lead at Next, Tesco and Gym Shark.



Sam Baldock

Professional Football

An English professional footballer who plays as a striker for Oxford United, formally West Ham, Bristol City, Brighton and Hove Albion, Reading and Derby County



Andrew Mills

Sports Consultant

25 years working within several aspects of Professional Sports Administration in both UK and Overseas as Chief Executive Officer, General Manager, Head of Football Recruitment & Technical Scouting, Sporting & Technical Director



