HICON
Treasure

BUILDING A NEW ADVERTISING WORLD, TOGETHER.

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Building a new advertising world, together.
AR, VR, MR, NFT, Metaverse...

Since the birth of Ethereum, the first major wave (2017-2018) of cryptocurrencies was crowdfunding through ICOs for the development of smart contract platforms and decentralized applications. The second wave (2020) is led by decentralized financial applications. The third wave (2021) saw the explosion of NFTs and blockchain games. This is the first mass adoption of blockchain and cryptocurrency.

The cryptocurrency market has enjoyed significant growth in recent years, but still lacks a strong connection to the traditional financial industry. Thousands of blockchains have been built in the space of a few years, most of which belong to two separate worlds: public chains for cryptocurrencies and decentralized finance, and consortium/private chains for operations. of the enterprise. Many people believe that blockchain is not only a breakthrough technology but also a foundation technology. Blockchain is building Internet 2.0 - Internet of Value, in which assets can be stored and transferred on a digital platform without boundaries or obstacles. A new era of real digital and sharing economy has just begun with blockchain, expanding into every industry such as trade finance, e-commerce, real estate, sports, entertainment, etc

With a firm belief in the future of digital economy based on blockchain technology, we aim to build Hicon Treasure, an interoperable and extensible blockchain platform, along with application virtual reality to provide infrastructure and services to the traditional industries such as real estate, transportation, commerce, education, sports, agriculture, etc.

Hicon Summary

Hicon Treasure is advertising platform and distributed cryptocurrency wallet using Extended Reality + Treasure hunt concept (Move to earn/ Play to earn/ Character Growth) that applied a new cryptocurrency mining (PoD) method. Based on Navigation, Google Map, Hicon Treasure employs a BEP-1155 protocol to add fungible BEP-20 and NFT token BEP-721 into one smart contract for transactions.

Using Extended Reality (advanced technology including Augmented Reality, Virtual Reality, Mixed Reality) to provide digital contents, the Hicon Treasure - advertisement ecosystem is more efficient and direct, providing a transparent and fair compensation system. The digital advertisement industry is seeking next-generation solutions to resolve serious, destructive issues in the existing online advertisement environment such as advertising fraud, personal information protection, agreeing to receive support messages, increase in the number of advertisement blockers, inefficient unfairness arising from advertisement costs, unreliable advertisement efficiency, etc.

Hicon Treasure - advertisement is a dispersive Hicon AD-Platform that uses BSC based block chain and smart contracts for a fair and reliable advertising environment, with Hicon cryptocurrency used as the key currency. To create reliability, fairness, and efficiency in the digital advertisement market and also to promote cryptocurrency in various areas, Hicon AD-Platform can establish an advertising ecosystem with high compensation system, fair advertisement and reliability for advertisement sellers (advertisers), advertisement purchasers (participants), cryptocurrency issuing companies, and verifies in the block chain P2P network. Currently, digital advertising provides accurate solutions for the advertising clients paying high advertising costs for having to take advantage of high efficiency locations and times and complaints about unclear campaign results. The HCA (Hicon Consensus Algorithm) for creating reliability and fairness in digital advertising creates new blocks using the Proof-of-Discovery (PoD) method. The PoD method is an Extended Reality technology dApp where cryptocurrency can be earned through immersive experiences and missions in the advertisement on the Hicon Treasure - advertisement ecosystem mobile app.

Hicon NFT (Non-Fungible Token) allows purchases of digital contents, real estate, paintings, jewels, cultural assets, tickets, goods, services etc. and participation in projects using the Hicon cryptocurrency in the Hicon NFT exchange. The goal is to establish a standard for the Hicon Metaverse Platform and develop SDK and API

for links with exterior metaverse contents, which would allow a world where the social/economic/cultural Hicon metaverse and the exterior metaverse connects to create value while the virtual world and reality interacts and coevolves within the Hicon main net with Hicon Coin as the pivotal axis.

Hicon Game with the mechanism of treasure acquisition through simple games, encouraging players to participate anytime, anywhere with the help of navigation and google map comes with a combination of extended reality and metaverse technology. Treasures that players collect when participating in the game can be coins, free coupons, coupons, in-game items,... To find treasure, players will be guided to complete the mission, then receive hints and notifications about the location of nearby treasures.

With the combination of the most modern technology applications, Hicon Treasure is an technology ecosystem model that brings technologies closer to people through applications such as technology games, social networks, communities, trading platforms, etc.

Hicon Treasure is confident to be a pioneer and knowledgeable in breakthrough modern technologies such as blockchain, virtual reality, encryption, etc. , we promise to open a new era for traditional commercial industries.

Key numbers

Although the COVID-19 pandemic slowed the growth of digital advertising, online ads are still expected to increase their market share this year. After a sharp fall in ad spending in March, the last few months have witnessed strong growth across all regions, as millions of consumers shifted to websites and webshops from brick-and-mortar stores.

According to data presented by Buy Shares, the increasing trend is expected to continue in 2021, with global ad spending growing by 14% YoY to $395bn

Search Ad Spending to Jump 16% YoY, Social Media Ads Follow With a 15% Increase In 2017, brands and media buyers spent $251.7bn on digital advertising worldwide, revealed Statista Digital Market Outlook. Over the next two years, this figure jumped by 33% to $335.7bn.

However, the COVID-19 pandemic triggered a sharp fall in ad spending between January and March 2020, as one quarter of media buyers and brands paused their budgets in times of economic uncertainty. Nevertheless, many of them adapted to a new environment where businesses and consumers are getting used to living with COVID-19 and adjusted their budgets in response. As a result, the global digital ad spending is expected to grow 3% year-over-year to $345.9bn in 2020.

Digital advertising spending worldwide from 2017 to 2024, by format (in million U.S. dollars)

Source: Statista Digital Market Outlook
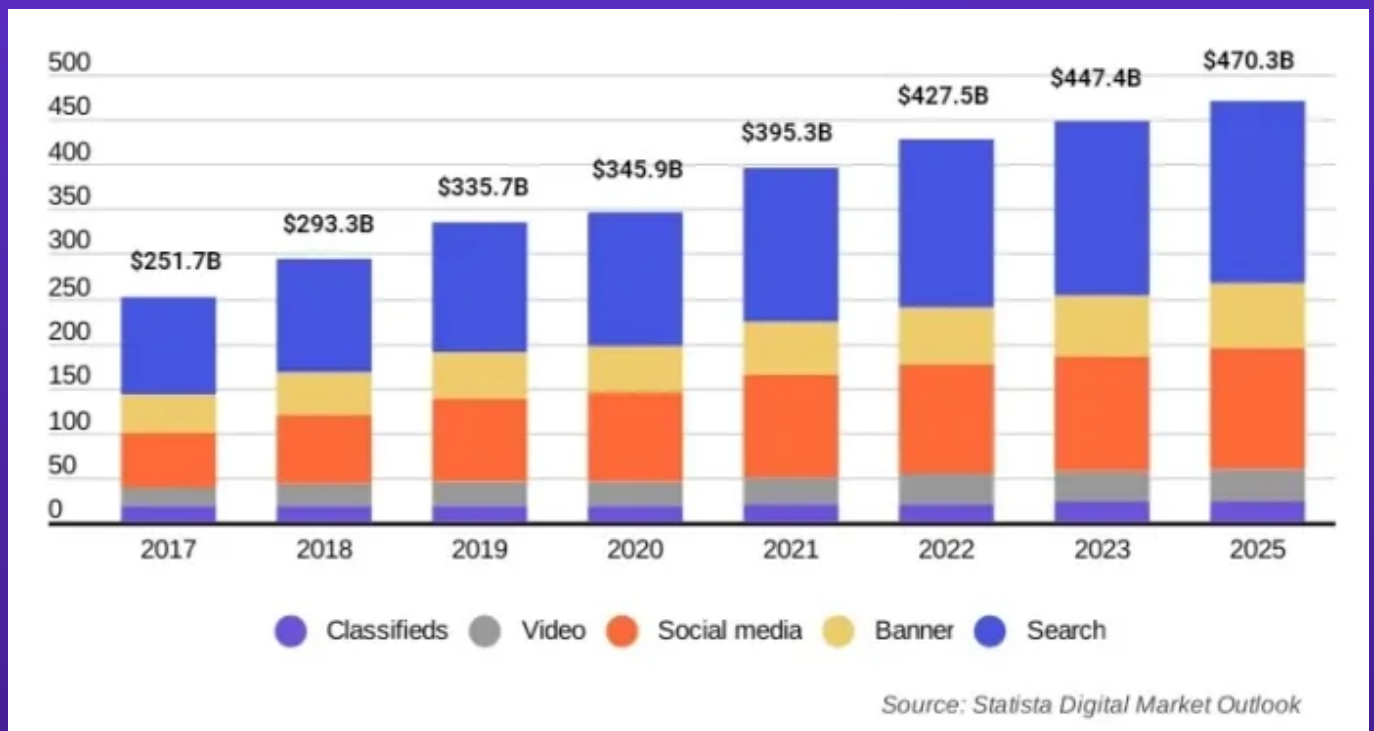
Digital advertising spending in selected countries worldwide in 2020 (in million U.S. dollars)

Source: Statista Digital Market Outlook
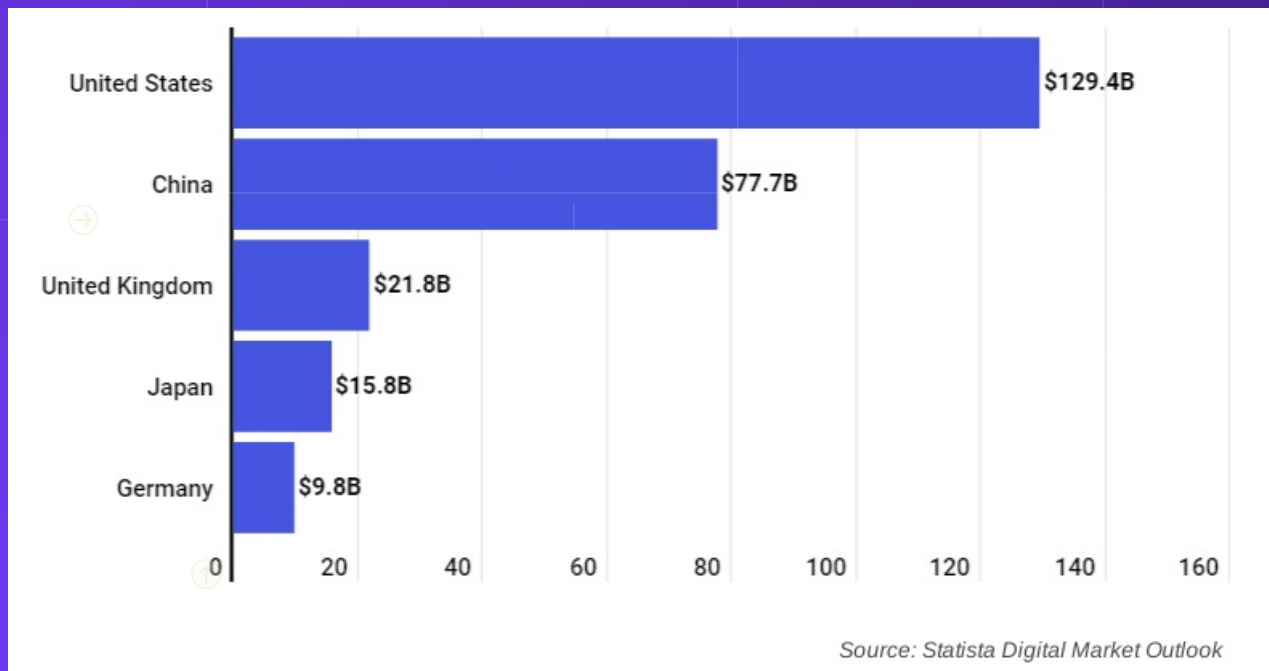
Statistics show that ad spending in the classifieds segment is expected to drop by 2.1% YoY to $18.5bn in 2020. By the end of next year, this figure will jump over $19.7bn.

Video ad spending is projected to rise by 4.1% YoY to $27.8bn in 2020. Over the next twelve months, this figure is expected to jump to $30.9bn.

Banner ad spending is forecast to hit $58.6bn value next year, a $6.5bn increase year-over-year.

Statista data indicate the search advertising segment is expected to witness the most significant boost in spending, and grow from $148.5bn in 2020 to $172.2bn in 2021, a 16% jump YoY. The social media ad spending follows with a 15% YoY increase to $113.6bn in 2021.

Statistics show the global digital ad spending will continue growing in the following years and hit $447.4bn value by 2023.

Mobile Advertising to Hit Almost 60% Market Share

Recent years have witnessed a surge in the use of mobile phones, which had a significant impact on the digital advertising industry. To keep up with consumer demands, generate higher revenues, and boost their brand name, companies had to create user-friendly mobile ads.

In 2017, 45% of the total digital advertising spending was generated through mobile devices. Mobile advertising continued growing in the last three years and hit a 55% market share in 2020. Statistics show this figure is set to jump to 57% next year, and by the end of 2022, mobile ads will account for almost 60% of total digital ad spending.

Analyzed by geography, the United States represents the world's leading digital advertising industry, expected to hit $129.4bn in spending in 2020, a 0.3% drop in a year. However, this figure is forecast to jump by 17% and reach $151.5bn in 2021.

Digital ad spending in China, as the second-largest market globally, is expected to grow by 9% YoY to $77.7bn in 2020. The United Kingdom, Japan, and Germany follow with $21.8bn, $15.8bn, and $9.8bn, respectively.

Statistics show the combined ad spending in the top five digital advertising markets is expected to jump by 14.5% YoY and hit $291.5bn value in 2021.

I. THE BENEFIT OF BLOCKCHAIN IN ADVERTISING AND DIGITAL MARKETING

With an ever-growing number of blockchain use cases emerging, there are several benefits that can help businesses achieve a competitive advantage.

1. Improve Security

Blockchain can facilitate increased data security. For e-commerce, every transaction can be verified and recorded in the blockchain. The individuals involved in the transaction are anonymous, but the record of the transaction is visible. This allows for improved security and anonymity to protect consumer data online. Blockchain will play a big role in the future of e-commerce.

2. Cheaper Advertising

With blockchain making it possible to remove third-party platforms from the advertising ecosystem and eliminate click fraud, advertising costs will decrease. Transactions will be verified by the blockchain, allowing for direct, seamless relationships between advertisers and publishers.
Brands will know that their ads are shown to the right audience on high-quality websites.

3. Higher Quality Data

Blockchain gives the consumer more control over their data, ensuring that contact information is only shared with the brands they want to hear from. While this presents a departure from the current ecosystem, it can also provide an opportunity.

Brands will need to provide value in exchange for data. The companies that build relationships will be able to access verifiable audience data and eliminate the wasted ad spend and resources dedicated to people who are not interested in their products and services.

4. Easier To Build Trust

Blockchain is a disruptive technology that allows small companies and startups to establish trust with consumers quickly. The blockchain record will enable companies of any size to show where products are coming from at each step of the supply chain.

In an age of transparency, brands that embrace blockchain can show they are open and honest with consumers, building relationships based on trust.

5. Combating Fake Metrics

There is a considerable amount of fake and manufactured data that makes it hard for marketers to base their campaigns on verifiable data. Its why influencer marketing has been a concern and a benefit for many brands and why it can be difficult for marketers to generate significant ROI on marketing spend.

Blockchain technology makes it much more transparent where money spent on ads is going. Brands can have direct relationships with publishers rather than working with third-party intermediaries.

6. Showcase Environmental and Social Responsibility

Environmental and social issues increasingly influence consumer purchasing decisions. Many companies have achieved success by taking a stand and aligning their brand with their customers' values.

While campaigns can help promote the company's social and environmental credentials, consumers have very few ways to verify if the claims are valid. Blockchain technology makes verification possible. You can use the blockchain to highlight the supply chain and prove your social and environmental principles are integral to the production of your products.

II. USE CASES OF BLOCKCHAIN IN THE ADVERTISING

1. Gift Card Flexibility

According to Blackhawk Network research paper, 90% of people have purchased a gift card either for themselves or for someone else. Gift cards are popular with consumers, but there is an increased demand for more flexibility in where and how gift cards can be used.

More flexible open-loop prepaid cards are predicted to increase in popularity over the coming years, reaching a market value of $402.8 billion in 2023. For businesses, joining a conglomerate for a consolidated gift card program could increase revenue.

Blockchain makes this kind of cooperation between merchants possible. The blockchain keeps a secure record of transactions, allowing for real-time authentication and more flexible ways for consumers to use their credits.

2. Loyalty Rewards Programs

Blockchain is transforming how loyalty programs are managed and deliver value to consumers. The technology facilitates the creation of greater incentives for customers. With transactions unified and recorded on the blockchain, it makes it possible for customers to claim rewards in real-time.

For example, suppose an airline offers first-class rewards for fliers that reach a set distance. In that case, the smart contract could be registered on the blockchain so that the customer can claim their reward in real-time. Rather than waiting for the next time they book a flight, the customer could redeem the reward on the next connecting flight.

3. Verifiable Engagement Data

Total global losses from ad fraud exceeded $35 billion in 2020. By 2025, ad fraud is predicted to cost advertisers over $50 billion.

Blockchain technology makes it possible to eliminate fraudulent clicks. The verifiable blockchain record ensures that engagement is from verified human audiences, not from bots. This creates a new transparent advertising ecosystem across social media, PPC, and influencer marketing.

4. Improved Email Marketing and Lead Generation

Despite the rise of new digital channels, email is still a key channel for content distribution, lead generation, and sales. For every $1 spent on email marketing, companies earn $42 in return.

Blockchain is making an impact on email marketing in several ways. Tools like Snov.io are using decentralized blockchain technology to crowdsource leads for email marketing. Contributors can collectively generate and validate leads on the blockchain.

The blockchain also provides a framework for more accurate and effective email campaigns. Metadata and engagement can be tracked, providing greater insight into email delivery and informing campaign optimization. Due to the authentication of email identity, blockchain could provide a wealth of data for email marketers to target the right people with their campaigns.

III. BLOCKCHAIN PROJECTS IN ADVERTISING

1. Blockchain Innovations in Advertising

The instances of Rebel, IBM, and BitClave, however, represent only three of the major innovations in Blockchain Advertising. Obviously, there are others which apply similar principles and have the same purpose of making the industry more secure, efficient, and cost-effective.

1.1. Rebel AI

Rebel AI uses blockchain to develop cryptographically encrypted verification systems. These can be used to tackle ad fraud. Domain Spoofing, by which scammy ad networks misuse and obscure marketing data, is a major challenge within the industry, both for brand owners and their audience.Using pre-verified and publicly documented identification of marketers, Rebel's is a way to mitigate such issues. Also, the blockchain-based, immutable digital IDs enhance the overall transparency and empower ad owners with accurate runtime data, among others.

It also generates actual data for the number of humans that have interacted with the ad, while distinguishing them from bots. NYIAX, an advertising contract marketplace, is using Rebel's platform to leverage legitimate contracts and a detailed supply chain registry.

1.2. IBM

With their typical blockchain enthusiasm, a part of the ongoing IBM endeavors focuses on using blockchain to make the advertising supply chain more transparent and fault-proof.Working with Mediaocean, an advertising and analytics platform, the company ensures effective data insights for marketers, using a Blockchain-based distributed ledger. It documents every marketing activity, mitigating resource wastage, ruling out intermediaries, and exposing frauds.

The Programmatic Ad Industry is opaque, making it difficult for marketers to track expenses and verify revenues. Also, marketers have to pay the so-called "ad-tech tax" or programmatic fee. In the US of 2018, the amount was $9.86 billion and is expected to clock $13.44 billion by 2020.
Using IBM's platform, companies such as Unilever, Pfizer, and Kellogg are on track to significantly curtail such intermediate expenses. This will expectedly result in lower prices for customers.

1.3. BitClave

Using blockchain, BitClave enables consumers to monetize their data while sharing the same with marketers. The BitClave Active Search Ecosystem (BASE) is a decentralized, transparent ledger that allows consumers to grant or deny a marketer's access to their personal data.Moreover, it enables marketers to connect directly with the consumers for efficient targeting, as well as for trust.

The instances of Rebel, IBM, and BitClave, however, represent only three of the major innovations in Blockchain Advertising. Obviously, there are others which apply similar principles and have the same purpose of making the industry more secure, efficient, and cost-effective.

2. Native Blockchain Advertising Platforms

In this section, we discuss some of the popular Blockchain advertising use cases. Each of the following decentralized ad platforms presents itself as a viable alternative to its traditional, and often-problematic counterpart.

2.1. AdCoin Click

Serving both publishers and advertisers, this is one of the most popular Blockchain advertising platforms at present. It provides an ecosystem where marketers and brands can work hand-in-hand, producing unprecedented results.
The platform also has a native cryptocurrency, namely AdCoin, which is used for all transactions in the network. And, the overall experience is rather seamless as both publishers and advertisers can easily get on board in a matter of a few minutes.

Through its pin-point targeting protocols, the platform enables advertisers to rake in substantial cryptocurrency advertisements in no time, easily reaching out to the crypto audience. Built on the Scrypt algorithm, the ecosystem uses the PoW consensus mechanism and has a total of 100 million coins.

Of these, 70% is pre-mined while the rest is available for the mining community. 60% of the pre-mined coins, in turn, are distributed among the advertisers, representing a cost-per-click (CPC) or cost-per-mille (CPM) value. The remaining 10% is reserved for further developments in the AdCoin project.

2.2. QChain

As a blockchain-based advertising marketplace, this platform facilitates peer-to-peer transactions of and within native advertisements. Given QChain's enhanced transparency, this platform proves to be highly profitable and navigable for small brands and advertisers.

2.3. AdHive

Coupling the principles of Blockchain, AI and Influencer Marketing, this platform automates native-ad placements.Contrary to the traditional case-by-case approach to ad unit placement, AdHive uses a digital ledger matching system to seamlessly and efficiently place multiple units at once. In turn, this makes the process less time-consuming, and fault-proof.

Using AI to verify the completion of ad tasks, the platform offers Blockchain-enabled rewards with the help of smart contracts.

2.4. AdEx

Built on top of the Ethereum blockchain, this platform is fully transparent and charges publishers only for valid click-throughs. The most notable feature of this decentralized advertising exchange is the 'User Profile' section, which enables users to control which ads they see and which they don't.Among other things, this makes advertising on AdEx significantly more relevant while enhancing returns on investments and conversion rates.

IV. Motivations

Blockchain technology can transform the relationship between consumer and brand. The decentralized and encrypted data record can help marketers address privacy concerns, improve security, and be more transparent with customers. In terms of advertising, the blockchain can reduce click fraud, facilitate direct relationships with publishers, and boost marketing ROI.

The impact of blockchain goes far beyond the financial world. The disruptive technology is set to change processes and ecosystems across every industry. Advertising is no exception.

While AI and Big Data have already contributed to a decade of change for business, blockchain technology combining with virtual reality technology will mean the next decade will see a greater transformation. Major brands like Nestle, Virgin, and Unilever are already using the technology to increase transparency and improve their marketing campaigns.

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Hicon Treasure can help businesses and brands with ineffective traditional and digital advertising activities get the most optimal advertising solution at a cost-effective cost. This is a turning point for the advertising industry.

V. HICON ECOSYSTEM
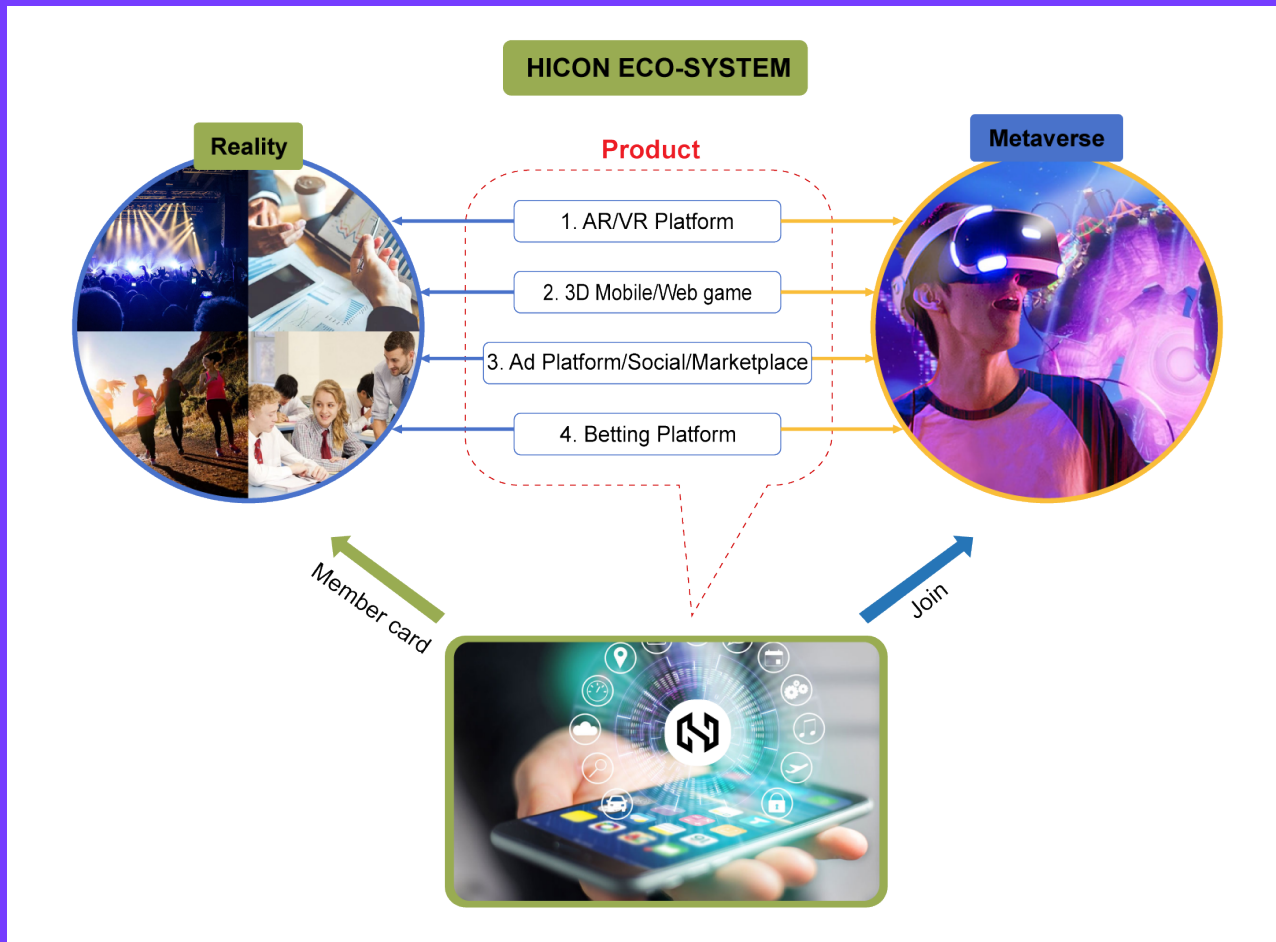
1. AR/VR Platform

1.1. VR Gaming

Virtual reality (VR) is a term describing a simulated (virtualized) environment created by humans by specialized software, and controlled by a smart device. In addition to creating virtual space, VR - virtual reality technology can also interact with users through gestures and many different senses such as hearing, smell and touch.

With the desire to bring the most authentic experience to customers, Hicon builds a gaming platform that supports VR technology. Just using specialized VR glasses, you will be immersed in the game space like you come to play at a professional game course. Hicon engineers have built algorithms to best simulate the movements and conditions of the actual environment in the game.

Along with the experiences of virtual reality, Hicon also applies Blockchain technology to build a complete metaverse game. With technological properties such as data stored according to the IPFS protocol on a peer-to-peer network, the game's main databases are stored offchain and transactions are stored onchain on the blockchain, ensuring smooth game operation. and most stable.

Your exercise will also be optimized and much easier. If in the real world you are not confident with your game problem, or the barriers of cost and initial access time also prevent you from passion. Then with Hicon, especially VR technology and supporting hardware will help you get the best trainers, the most appropriate and accurate basic lessons. And you can practice game right in your bedroom with the most authentic feeling.

1.2. AR Gaming

If you are worried about having to have VR glasses to experience the virtual reality game system; then you can be completely assured, Hicon has been and will be working hard to bring the passion to as many players as possible. One of those efforts is to develop an AR Gaming platform to support those who do not have VR glasses.

AR is augmented reality, VR will create a completely virtual environment, while AR will base on the real space of the surrounding environment, then add some virtual elements inside. And to dive into the world of game, all you need is an AR-enabled smartphone device (most mid-range smartphones these days support this feature).

With Hicon AR Gaming platform, your game experience becomes extremely simple, convenient and can be played anywhere. Your job is simply to open the Hicon super app, point the camera to the plane you like, Hicon will simulate the game distance right on the app, your job is to simply play, and enjoy the game fun that Hicon brings.

If you've ever played or heard of Pokemon Go, Hicon AR Gaming platform is the same. But more than that, AR Gaming is not only an independent gaming platform, but also in the Hicon ecosystem, your account not only connects to the Hicon metaverse, but also connects to the utilities in the Hicon ecosystem in real world, especially dealers and location in reality. Our service partners span the world and we are also working to partner in Asia, America and Europe.

And to make AR Gaming experiences even more unique, your gameplay is not simply about joining the game, but you also can encounter NFT items that appear randomly during gameplay. Our algorithm will randomly display NFTs according to important holidays in your country, randomly appearing by region, famous places, or more unique, randomly appearing depending on your lucky day.

And of course, these NFT items will be stored in your Hicon account and the data is updated on the blockchain, confirming your ownership forever. Who knows, you will receive a unique NFT and you are the only person in the world to own this NFT, you will be very proud, and this NFT will bring great value to you (We I'll go into more detail in the following sections).

1.3. VR/AR Streaming

Not only about playing games, Hicon Game AR/VR platform also helps bring the world to your fingertips. In the super app Hicon Game, you can immerse yourself in classic games, or games in areas half a world away from you, where normally the barriers of cost and time would prevent you from enjoying these moments. Now with Hicon, you can immerse yourself in the game space through the Hicon streaming platform.

Streaming game tournaments will be captured by Hicon 3D cameras in real time. VR glasses will assist you to observe the game as if you were present at the venue. Or you can watch matches with AR-enabled smartphones right in the space you live in. Hicon Game's algorithms will reproduce 3D images right on your smartphone. Hicon game is working hard to be able to create the most realistic images, in real time, and blend into the user's real environment in the most vivid way.

2. 3D mobile/web game

Along with the game platform that supports AR/VR, Hicon Game also develops game modes under other platforms. Hicon Game motto is the most comfortable, unified experience on all platforms, not only in the virtual world but also in the real world.

Realistic activity will be accurately simulated into the game world of Hicon. The location, space, material, goods... will be reproduced by Hicon Game in the most realistic way. You will have the same experience as yourself at a real location.

Mobile game platforms as well as web games will create favorable and easy conditions for daily and hourly game experience. With Hicon , the game will accompany you at every moment.
Hicon Game platform also supports the creation of new unique playing locations, with simulated environmental conditions . You will experience play on non-physical terrain types, surreal environments that the metaverse world brings.

Another mode that you will also be extremely excited about is the PvP mode, where the competition between players will help you determine exactly where you are, the joys of making friends and expanding relationships will also develop your love of the game. And periodically, Hicon Game organizes tournaments to facilitate development for players. Tournaments can be in a metaverse environment, making your gameplay more exciting.

And the most attractive point that Hicon brings, is that you will be the one to decide where the tournament takes place, the rewards as well as the rules associated with the tournament; through decentralized autonomous organizations – DAOs are built like game enthusiasts' clubs, and the mechanism is guaranteed to be accurate, convenient, and easy by the benefits of Blockchain technology.

In the game platform, you will also enjoy the feeling of leveling up your in-game character, increasing the stats for the process of conquering difficult missions, increasing the chance of luck or simply the ability to Use more eye-catching, more personal and unique skins and accessories and highlight your uniqueness. The in-game items are created based on the BEP-721 standards for NFTs (Non-fungible tokens), or BEP-1155 for semi-fungible tokens. Blockchain technology is applied to bring the most favorable, fair and transparent experiences for players.

Hicon also supports pets in the form of NFTs, companions to your character. The process of performing a mission will be less monotonous when there are small friends by your side. At the same time, pets also bring you significant benefits, like helping you to bring more support items, help explain new hints, increase your luck or the ability to pick up special and unique NFT items, etc. And who knows, you will figure it out form strong and bonded relationships with these lovable pets.

3. Hicon Ad-Platform/ Social Network/ Marketplace

With that said, Hicon Game mission is to deliver seamless, platform-free, borderless playing game experiences from the virtual metaverse to the real world around you. And these are the two important components that the Hicon Game super app builds to ensure this seamlessness.

3.1. Hicon-Ad Platform

Hicon's core content technologies include 3D modeling technology to create virtual models, camera calibration technology to match real world and virtual models, tracking/ matching technology to explore and track real world and virtual models after camera calibration.

Smartphones have a Navigation or Google Map device that calculates 3D coordinates, augmented reality dApp and for quick response Hicon content is registered and augmented through the Hicon-AD Platform Content Management System(CMS).

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Through the Hicon content, the advertising buyer and the advertising merchant mined the token according to the following service algorithm flow chart. Hicon has developed a high level of immersion, fun factor introduction, high reward system, fair advertisement, and a reliable advertisement ecosystem for the best success case in the cryptocurrency advertising market that combines Hicon and will be launched the Hicon Blockchain AD-Platform service to meet the needs of the new business of the fourth industrial revolution. Now is the time to invest in technology and new services in the Hicon Treasure.

01 — A general advertiser buys Hicon cryptocurrencies from the cryptocurrency exchange within the Hicon Adventure platform

02 — Cryptocurrency advertising clients set the number of air drops to the ratio of Hicon

03 — Cryptocurrency advertising clients move to the password currency registration step and the general advertising clients move to the cryptocurrency currency selection step

04 — Steps for registering cryptocurrencies

05 — The tokens that have received the air drop token from the advertising clients acquire and select 20% of the advertising revenue

Advertising merchant

06 — The stage where the number of selected tokens matching the ratio of Hicon is determined (only 50% of the total revenue is air dropped).

07 — Steps to set up a mission (creating wallet: securing users, survey, voting, question, video, and advertising exposure)

08 — If API and SDK connection is required, it is validated after establishing connection with external contents. If connection is not required, go to advertising registration step.

09 — Step for registering advertisement

10 — The corresponding advertisement will be exposed in line with the setting of the advertisement.

Advertising buyer

01 Step for executing the Hicon Adveture App

02 Step for executing a peripheral search to retrieve the surrounding air drop password information and retrieving the location

03 After searching around, move to the place where the password is located and activate the

04 Hicon Engine's camera of Hicon dApp at the advertisement point

05 Step for performing the mission

06 Step for acquiring the password and storing the password in the wallet after completing the mission

07 Step for moving and storing cryptocurrencies acquired by Cold Wallet for optimal security

08 Step for moving to the exchange for exchange with differentcryptocurrencies and storing in the wallet the exchanged cryptocurrencies after adjusting the number according to the ratio of Hicon cryptocurrencies in the Matching Engine

The Hicon advertising platform is built with a decentralized dApp and uses the blockchain technology to demonstrate fairness and reliability. Through the blockchain, transparent auditing and reporting are enabled. Blockchain P2P network is a node and the blockchain P2P network consists of a number of nodes, which are electronic devices belonging to people participating in the network.

These are personal computers, tablets, smartphones, etc. connected to the network. Each node connects to the blockchain P2P network, downloads the block chain, shares all transactions, verifies and stores them. It is also its role for the node to perform to identify and approve new blocks, finalize the block, then proceed to mining it as a reward.

It uses Distributed Ledger Technology and all nodes participating in the network share information. In addition, through the agreement algorithm, multiple nodes have verified the transaction according to the principle of majority vote. That is, every time a transaction occurs, a block is issued and distributed to all participants. The Hicon advertising platform dApp is a de-neutralization application with a blockchain, enabling reliable and accurate reporting strategies

3.2. Social Network

It is always fun to play games with like-minded people. Being able to chat and share with those who speak the same language will be your wonderful world. Hicon Game supports building real clubs, with the same activities and requirements as traditional clubs. There you use the super app Hicon Game but an effective membership card. The data stored in your Hicon Game account also helps you to interact with agents and suppliers around the world smoothly. With your membership card – the Hicon Game super app, you can book support services and order goods around the world, and more. Services included and subject to different agents or suppliers.

Hicon Game social network also helps answer player questions, not only about proper usage and upgrades in the metaverse, but also real-world game tips, game skills, how to combine collected items to upgrade, sharing experiences ... Connecting smoothly from the metaverse to the real world, Hicon Game wishes to bring to the community a complete social network of game enthusiasts...

With the application of Blockchain technology, qualification certificates, hole-in-one certificates will be permanently stored on the blockchain, minted into NFTs and you can show them to your passionate friends. Blockchain technology also supports the accurate, automatic, fair, transparent, etc., and of course, the Hicon Game system will help you track the member rank, as well as the accumulated points, benefits in both metaverse and real world.

Not only that, in the Hicon Game metaverse, players can link into guilds to support ach other. Guilds can grow with each level to gain greater benefits. Guild players can participate in guild, guild vs guild tournaments, get benefits from guild items, take attendance, and get rewards,...

3.3. Marketplace

It can be said that the item system and economy in the Hicon Game super application is one of the things we are proud of. Not just virtual items, the items in the Hicon Game metaverse are NFTs that can be both in-game items and real-world items. With common items in the game, you can easily find them when completing quests, randomly collecting, being given as gifts or trading with each other. Like real-world game items, with the tokenization process, Hicon makes it possible to list and trade these NFT items with each other in regional marketplaces.

Tokenization - Source: https://www.assetonchain.com/
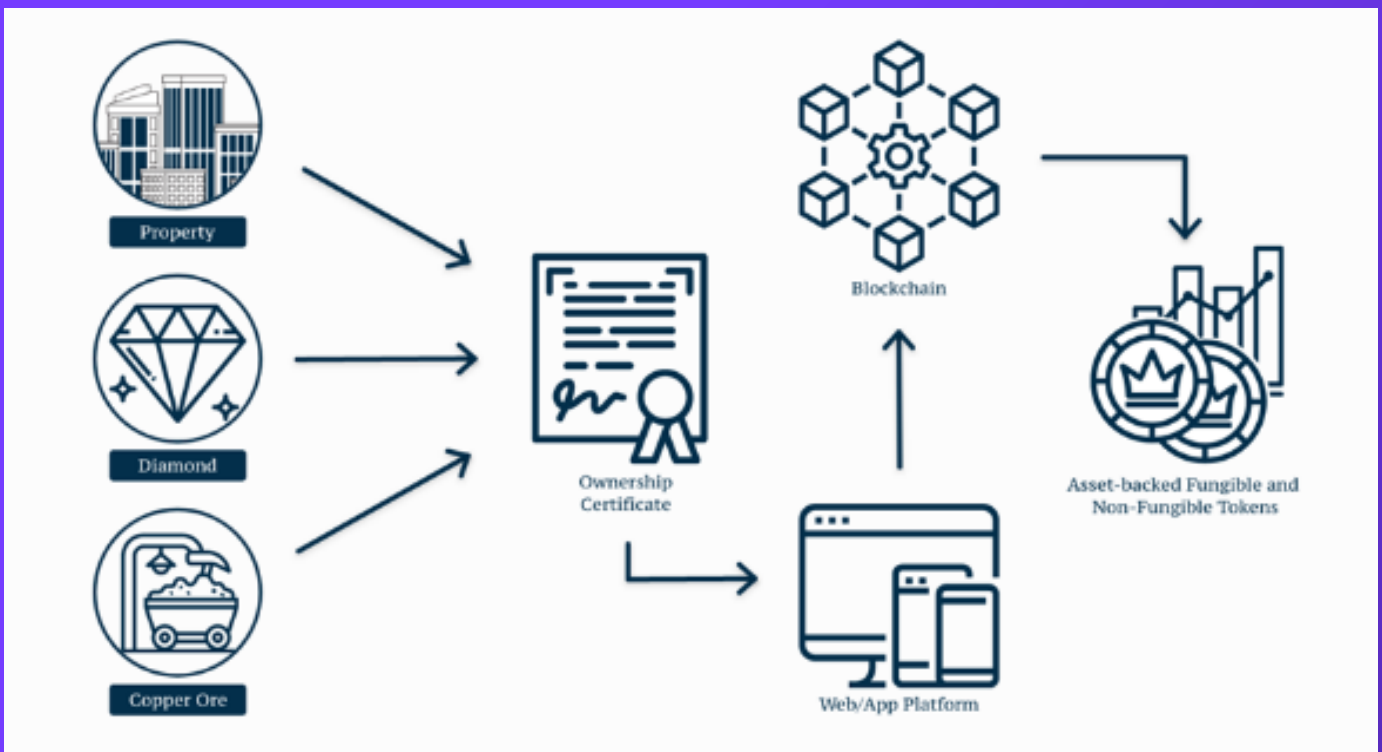
Tokenization is the process of using cryptography to encode data into unique identifiers (usually sequences of numbers) to retain all necessary information about the data without compromising security of that data. Tokenization is applied by Hicon to encrypt member profiles (with real-world game clubs) to help keep their information safe. Asset Tokenization uses Blockchain technology to represent ownership to assets in the form of tradable tokens. This technology helps game courses that want to sell or rent can be tokenized into a certain amount of tokens. This amount of tokens can be traded between many people without depending on a single owner, regardless of geographical distance, personal legal status in another country,... The sharing of rental interest by quantity Tokens held by smart contract are also much more convenient.

For example, LaProp, a Colombia-based tokenized real estate start-up, has announced the integration of blockchain oracle network, Chainlink, in order to automate rent payments. Sandbox, Decentraland tokenized game characters, avatar, game items, attributes, etc. Even digital art and physical arts can be tokenized to serve a variety of purposes. In another aspect, tokenization technology is also applied by Hicon for governance, concretizing the governance power of holders into tokens - called governance token. Governance tokens are tokens with governance functions, giving token holders the power to influence decisions regarding core protocol,

product or feature roadmaps, recruitment and staffing, and changes for administrative parameters, etc. In the Hicon universe, DAO - decentralized autonomous organizations will gradually be developed, and contribute to the development of Hicon, and the governance token is an effective support tool.

Items can be upgraded by fusion 2 items of the same type to create a higher-level item, with mixed and random properties from the original 2 item characteristics. Or you can combine 2 completely different items to create a completely new item based on the technical specification document that we will publish with the different release.

NFT items for player characters will include components such as character classes, avatars, skins, clothes, hats, rings, shoes, gloves, etc. With each item, there will be its own functions and characteristics, support each other by specialized groups.

NFT game items include components such as tools to play, skills, gems, treasure, … With each item, it will have its own functions and characteristics, supporting the player character in a specialized group.

Besides the player character, there are also NFT pets that support the player. The pet can be an animal system, flora system, robot system, spiritual system, mystical system, mythical system, etc. For each type of pet, there will be its own classification and ranking system, with rarity ratio, with supporting features. Pet not only decorates companions with the player character during the game journey, but also supports the player's stats, increasing the luck of picking up valuable items. Some rare special pet groups will help players encounter hidden quests, with a high chance of picking up valuable NFTs, increasing internal stats, …

Special events held in the metaverse world will require NFT tickets to participate. With this NFT ticket, players can complete event quests, have a high chance to get valuable NFTs, increase their ability to upgrade and fuse their character items, and upgrade and evolve player characters, pets,…
Real-world events are also mapped to the Hicon super app. By checking in at real world events, players can get metaverse gift NFT cards, lucky gift cards, NFT items, and more. Players can also get tickets to real events. This item in the Hicon Game super app as an NTF ticket, which can be found in event quests, or simply purchased directly from other players in the marketplace.

With certain level conditions, metaverse players can register to compete in real-world tournaments. It may be necessary for guilds to sponsor the status, and as well as other conditions, the place of competition, the requirements, and related laws, etc. will be given to the community to decide through the vote of the DAO - decentralized autonomous organization.

Hicon Game super app users can also book services or order goods from our partners, suppliers. E.g: You can book a schedule to use the golf course, a round or a certain number of holes (depending on the course), schedule a shuttle between the airport and the golf course, book caddy, rent equipment such as clothes, hats, gloves, shoes, sticks and bags, ball bags, etc. Payment methods are supported directly in the super app Hicon Game through our governance token. Areas that are not yet accepted for token payment will be paid in traditional forms via card or cash.

The Hicon economy ranges from real-life services to the metaverse utilities Hicon Game provides. Using Blockchain technology, this economic system was calculated to be the most suitable and easy to use, the most inclusive for players as well as services. Blockchain technology helps the exchange of items, NFTs, utilities in the Hicon ecosystem, seamlessly, smoothly, transparently and quickly. All transactions are permanently stored on the blockchain for easy retrieval. Transparency transactions based on smart contracts and not dependent on the owner Hicon Game.

If you are an agency, brands, supplier of services or goods, etc., you can cooperate with us as a 3rd party service provider. We will evaluate and contract with you in recommending your services to players. With the principle of bringing the best experience to customers, we will evaluate together with you based on the appropriate set of criteria. We will also evaluate the capacity of partners to ensure the value brought to players is appropriate.

4. Blockchain Betting Platform

Betting in sports is an indispensable part for adventure enthusiasts and those who believe in their own luck. However, with traditional betting, there are too many loopholes and lack of transparency that hinder players' participation, making betting a lucrative land for criminals and cheat.

One of the risks of the current betting system can be mentioned is the difficulty in managing the player's capital. The slow flow of money prevents bettors from entering positions they firmly hold. At the same time, the slow liquidity made them not able to rotate for the ongoing betting sessions.

Next, there are mistakes in the processing of bet information. Processing a large amount of information causes system overload, confusion, omission, etc. The entire database is stored on a centralized server (or several) which makes this an easy targeted by hackers. These servers are also subject to natural hazards such as floods, fires, etc., resulting in loss of all data.

With the processing speed too slow, the cumbersomeness of the processing system also increases the risk of fraud from the management parties, leading to a lack of transparency and frustration for the participants. The risk of betting fraud is quite high. Leaving a trace that is too clear with the identity in the real world is also a big obstacle for those who want to participate but do not want to reveal their identity for several reasons.

And there are many other inconveniences of traditional betting. But with blockchain everything changes completely. Easier, Fast, Accurate, Secure, Transparent, Anonymous, etc. are words that can be guaranteed with Blockchain betting.

Betting is part of the Hicon ecosystem, and the Hicon Game super app uses Blockchain technology to bring the best experience to customers. We build smart contracts (which can be understood as fully automated betting programs) on the blockchain to ensure the betting process is automatic, safe, and transparent. Because the rules are pre-determined and cannot be modified, smart contracts will be transparent between the participants. And of course, the source code will be public so that everyone can judge the transparency of these algorithms.

In essence, Blockchain will be independent and self-determined about data, so Hicon Game uses oracles to get data about the results of real world matches/ activities/ events to arbitrate bets. And the process is also fully automated. And because automatically, the results are determined quickly, players also get their bet rewards quickly.

With the Blockchain smart contract, the player's bets and Hicon Game payout will be locked during the competition, until the results are available. So, your stake will be safe on the blockchain, and liquidity is also guaranteed when the house's money is also locked and paid accordingly.

Blockchain technology also helps you to bet without borders. If you live in Asia, you do not need to go to Europe to participate in live betting, but just access the Hicon super app, you can participate in betting on any match/ event/ activities, anywhere and super app listed out.

One of the things that you worry about is that your identity will be completely guaranteed with Blockchain, you just need a Hicon Game super app account to be able to participate in betting. Capital, bonuses, expenses are all converted into tokens in the Hicon economic system, and you can manage it easily and conveniently.

In the Hicon ecosystem, you can bet on both metaverse and real-world matches. There are many other betting mechanisms in the Hicon Game that you can explore more. Hicon Game also has a mechanism to buy lottery tickets to win prizes. Lottery opens daily, weekly, monthly or Jackpot style,...

VI. TOKENOMIC

Dual token model:
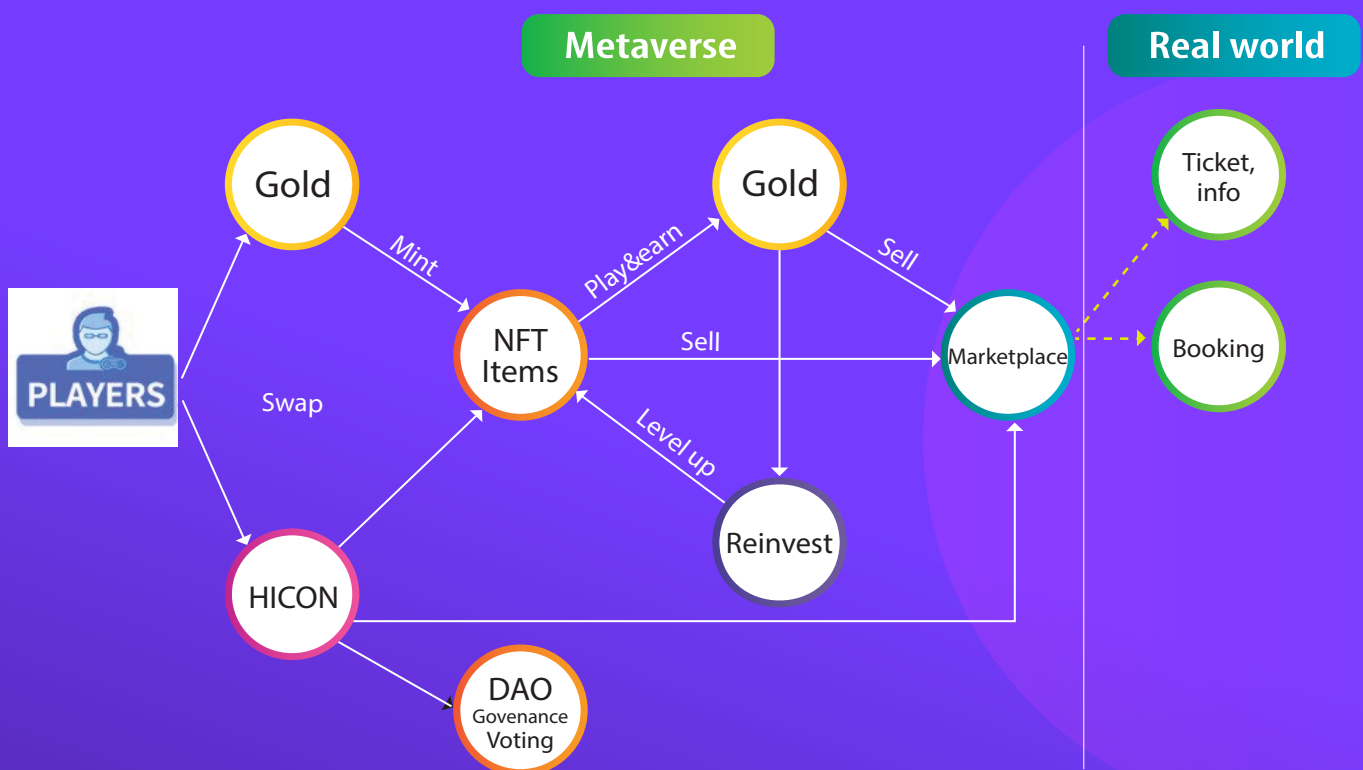
- HICON-Governance token (limited cap/supply): to govern, vote for the dapp, to be listed for trading on secondary market, etc.

- Gold token (unlimited supply): similar to loyalty point, used to reward users, players, members => play to earn, buy to earn, etc

HICON
Treasure

Seed round 5.0%

Private round 6.3%

Public round 0.5%

Team core 15.0%

Advisor 2.0%

Listing & Liquidity 10.0%

Development team 10.0%

In-game reward 10.0%

Staking reward 26.2%

Reserves 15.0%

HICON

- *Total Supply: 390.000.000 $HICON Token*
- *Initial Circulating Supply: 1.950.000*
- *Initial Market Cap: 146.250 USDT*
- *Full Market Cap: ~20.000.000 USDT*

*- **In-game reward:** Give rewards to*
*   + Rewards for gamers for participating and completing tasks. In basic missions, the reward will be Gold and NFT items corresponding to each level. However, at important milestones, for example level 10, 20, 30, etc., the reward will be HICON tokens and NFT items.*
*   + HICON token rewards can also appear randomly at different golf holes.*

*- **Staking reward:** To pay for*
*   + Staking HICON token or NFT to receive Gold, which they can use to up character level, buy items or "energy."*
*   + Staking HICON token or NFT for special in-game items and rewards. Players can stake for different periods to get unique items, such as rare items they can use to improve their character.*
*   + Providing liquidity to in-game markets to earn more HICON token, Gold.*
*   + Staking HICON tokens, supported coin (BNB, ETH, LINK,...) to earn rewards in cryptocurrencies.*
*   + Staking HICON tokens to receive governance tokens. Rewarding governance tokens is an excellent way to increase participation and promote inclusivity in deciding the game's future.*

*- **Reserves:** Funds used to handle arising cases*
*   + Buy back Gold, HICON tokens, items, ... and burn to control inflation, ensuring balance in the game.*
*   + Increase rewards in case the market is quiet, ensuring the interests of players*
*   + Handling other arising problems.*
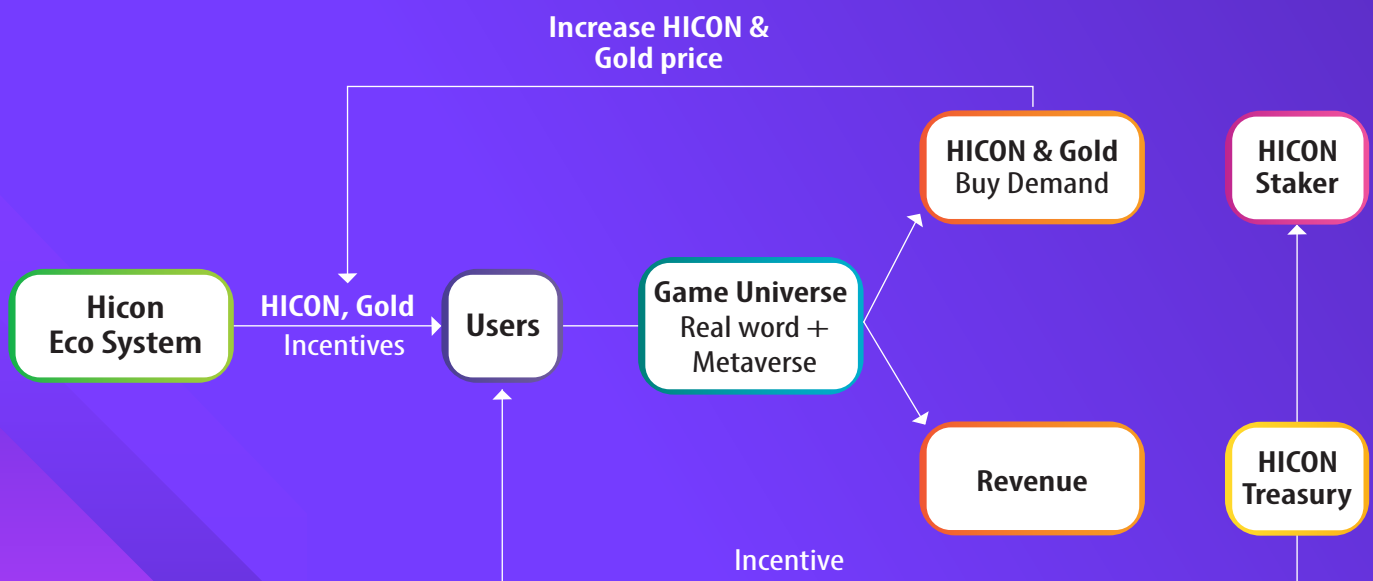
VII. BUSINESS MODEL

1. User

If you are a participant in traditional trades , a traditional trades gamer, or both, then Hicon Game is the place for you. With Blockchain technology bringing great benefits to the Hicon universe, we welcome everyone to connect and share passion.

Customers can use the utilities of the Hicon Game super application as a membership card at clubs/ brands/ agencies/ suppliers or participate in booking services and goods near where they live, or at any place wherever you want we are (constantly expanding) linked.
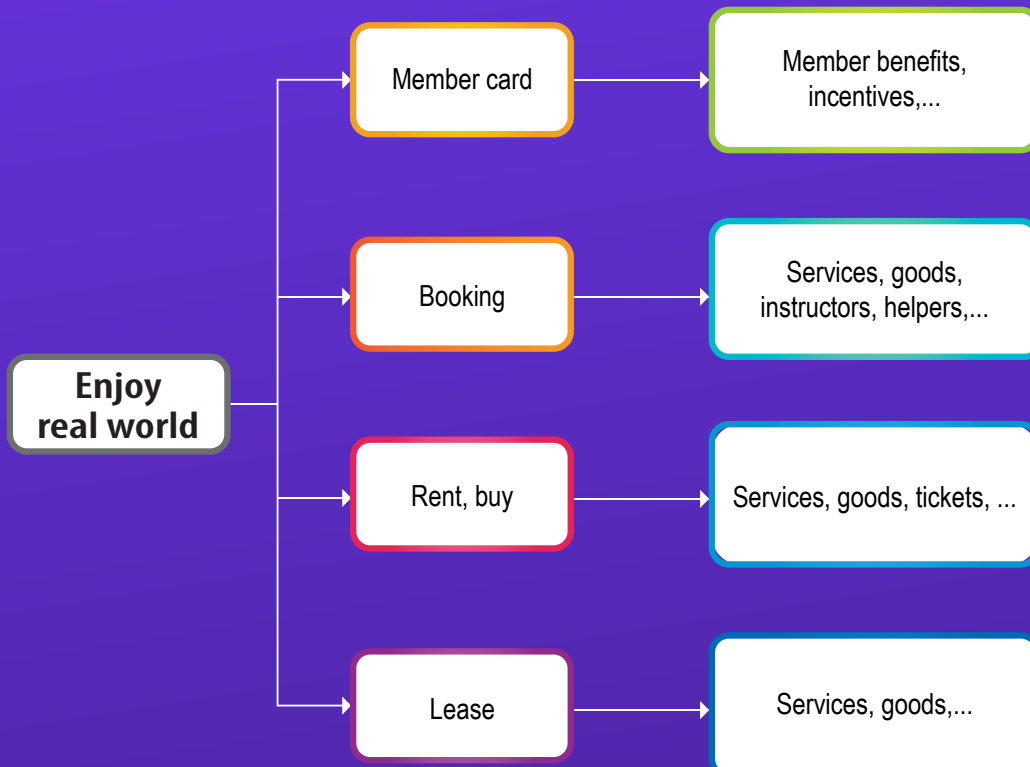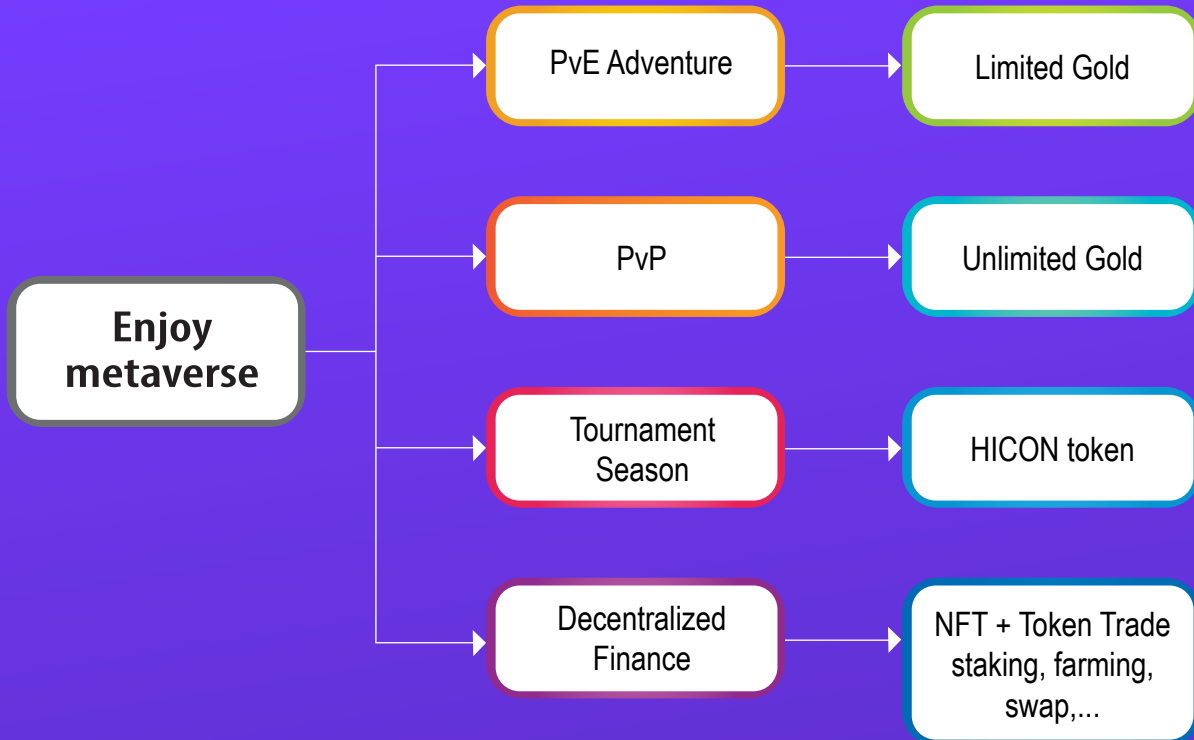
Gamers can enjoy the 3D metaverse game platform with exciting, realistic experiences. Immerse yourself in reality games on handheld devices, VR glasses, etc anywhere, anytime. The ecosystem in the metaverse also helps you build strong characters, unique pets, and rich NFT items where you can freely express your personality. Unique NFTs are also a wonderful opportunity for you to collect and accumulate value.

Even with Hicon Game's metaverse game world, customers can take advantage of time and space to practical experience in the most economical way on handheld devices. Hicon will do its best to make your experience the most authentic.

2. How to enjoy Hicon Ecosystem

Enjoy metaverse
- PvE Adventure → Limited Gold
- PvP → Unlimited Gold
- Tournament Season → HICON token
- Decentralized Finance → NFT + Token Trade staking, farming, swap,...

Enjoy real world
- Member card → Member benefits, incentives,...
- Booking → Services, goods, instructors, helpers,...
- Rent, buy → Services, goods, tickets, ...
- Lease → Services, goods,...

VIII. REVENUE STREAM

Hicon Eco-System

Hicon Corp's Revenue
- Streaming services fee
- Event services
- Metaverse
  - NFT items
  - Trading fee
- Real world
  - Adversting fee

Partner's Benefits
- Services fee
- Free marketing
- Cross sale

Users's Benefits
- Collect NFT items
- Upgrade, fusion NFT item
- Trade NFT items
- DeFi: Staking, farming, liquidity mining,...