



Security Token Offering with Dividend Pay Out

# World's Most Powerful Blockchain Based Ambassador Platform

[JOIN TELEGRAM](#)

**AUDIENCE**

**MARKETING  
TRIBEUNE**

**EMERCE**

**OM3** ONLINE  
MARKETING  
ROCKSTARS

**Adformatie**

**TICKETING  
BUSINESS  
FORUM** Winner 2018  
Disruptor Award

**ONEtoONE**  
NEW MARKETING



## Disrupting Marketing by rewarding fans for promoting their favorite brands.

Marketing has become increasingly difficult and expensive. This is a result of marketers depending on social media as their go to advertisement channel.

*Hypd* is a software empowering brand owners by allowing them to use their fans as their sales channel.

Independent, highly efficient and authentic.





# Challenge

A man with short dark hair and a beard, wearing a dark t-shirt and white earbuds, is shown in profile, looking slightly to the right. He has a thoughtful or serious expression. The background is a blurred city street at night, with warm lights from buildings and streetlights creating a bokeh effect. The overall tone is dark and moody.

**“Millennials do not respond to ads any longer.  
They don’t care. Simply because ads are not authentic.”**

Gary Vaynerchuck, Marketing Guru

**Solution**





**Using genuine recommendations  
of people that truly care about a specific brand  
for authentic marketing.**

# Fans are the Best Influencers

30 fans combined provide the same reach as the average influencer at higher quality.

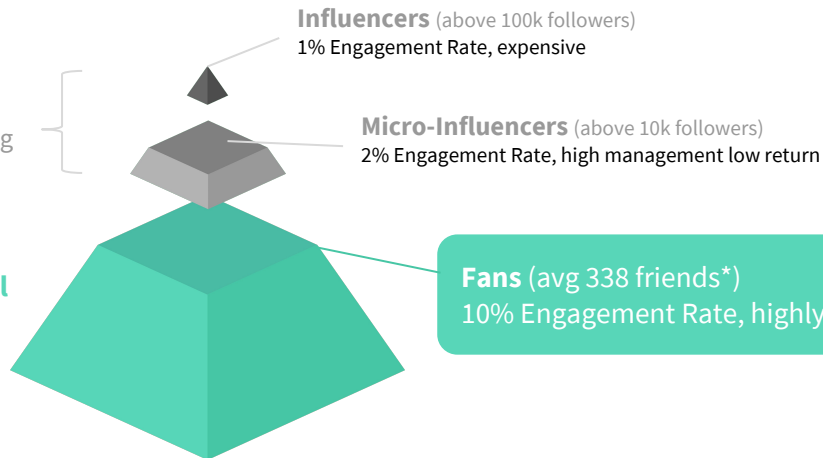
## Annual Digital Marketing Spendings

**\$270BN**  
10% Growth



Staus quo:  
Influencer Marketing

untapped potential



Source: Brandwatch



**70%**  
Cost savings



**100%**  
Authentic



**10X higher**  
engagement rate

Scale up authentic recommendations for a maximum of high quality reach.

We believe in the powerful bond between brands and their fans.  
By making this potential accessible at scale,  
we help our partners grow.

hyped

Eventbrite

Paylogic

universe

facebook.

Instagram

WhatsApp



eventix

ticket.io  
next generation ticketing

reservix  
die ticketexperten





“Letting our fans promote our brand with **Hypd** has resulted in massive viral growth and substantial increase of sales”

**Bastiaan Smeenk**

Marketing Director at Alda Events

Stats like these speak for themselves:

**12% increase** in sales through ambassadors

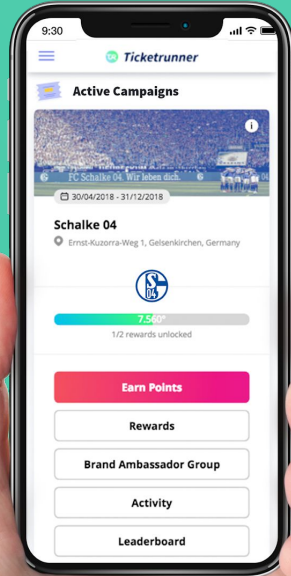
**66% lower CPM**

**2.464,34 € avg revenue** generated per ambassador

**118.288,36 € revenue** generated through ambassadors

**37,593** reached through 51 ambassador

# Product



Hypd is Live (off chain)  
Servicing over 100 clients.  
More than 25.000 ambassadors.



Tante Mia  
ELECTRO  
FESTIVAL  
tanzt



BOOTSHAHS



ALDA

KIDS OF ADELAIDE

Picture  
People





## Brand Owner



Invitation page is created for fans to join the ambassador program on Hypd and campaign is set live.

1

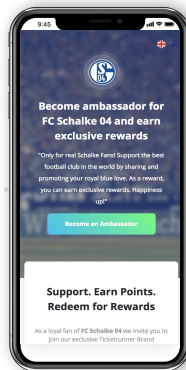
**Brand creates a campaign** on Hypd and chooses how ambassadors should promote it through specific actions and how they are rewarded.

### Actions

Brands decide what ambassadors should do to increase  
a. Conversions  
b. Reach  
and set points for every action.

### Rewards

Brands create their own reward structure and set points prices.

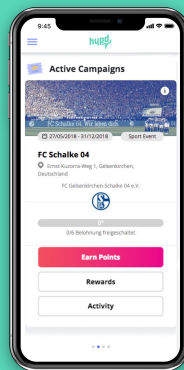


2

**Brands invite their fans** with a micro invitation page through their favorite communication channel (publicly or privately via URL)



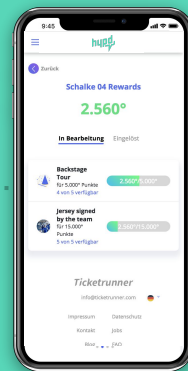
## Ambassador



3

Fans sign up on Hypd, become ambassadors and **perform the actions** the brand set up from within their Hypd dashboard.

Hypd tracks and verifies performed actions and issues points to ambassadors.



4

Ambassadors earn points for every successfully performed action and **redeem them for exclusive brand-related rewards.**



Monitor results

Results

Steps



## In-App Token

Besides a security token allowing investors to participate in platform dividends, we will introduce the first tokenized blockchain based ambassador platform. Brands will purchase tokenized Hypd Points to set up their campaigns. These tokens are not tradable outside the environment and non-volatile.

## Platform Blockchain Benefits



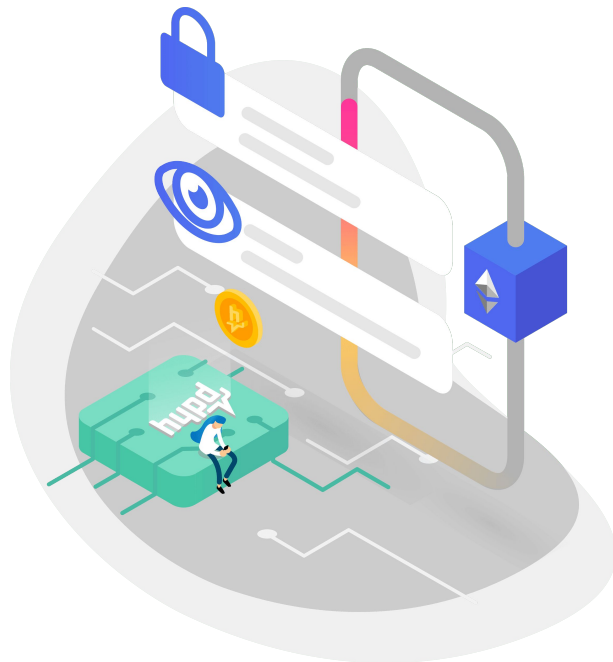
### Security

Ambassadors need a guarantee that their actions will be rewarded. In return brands need to be certain that their campaigns are exploit free. All campaigns will be set up as smart contracts equipping both parties with a maximum of rights at minimal effort.



### Transparency

All actions created by the brands and performed by the ambassadors will be stored in the blockchain to ensure full transparency.

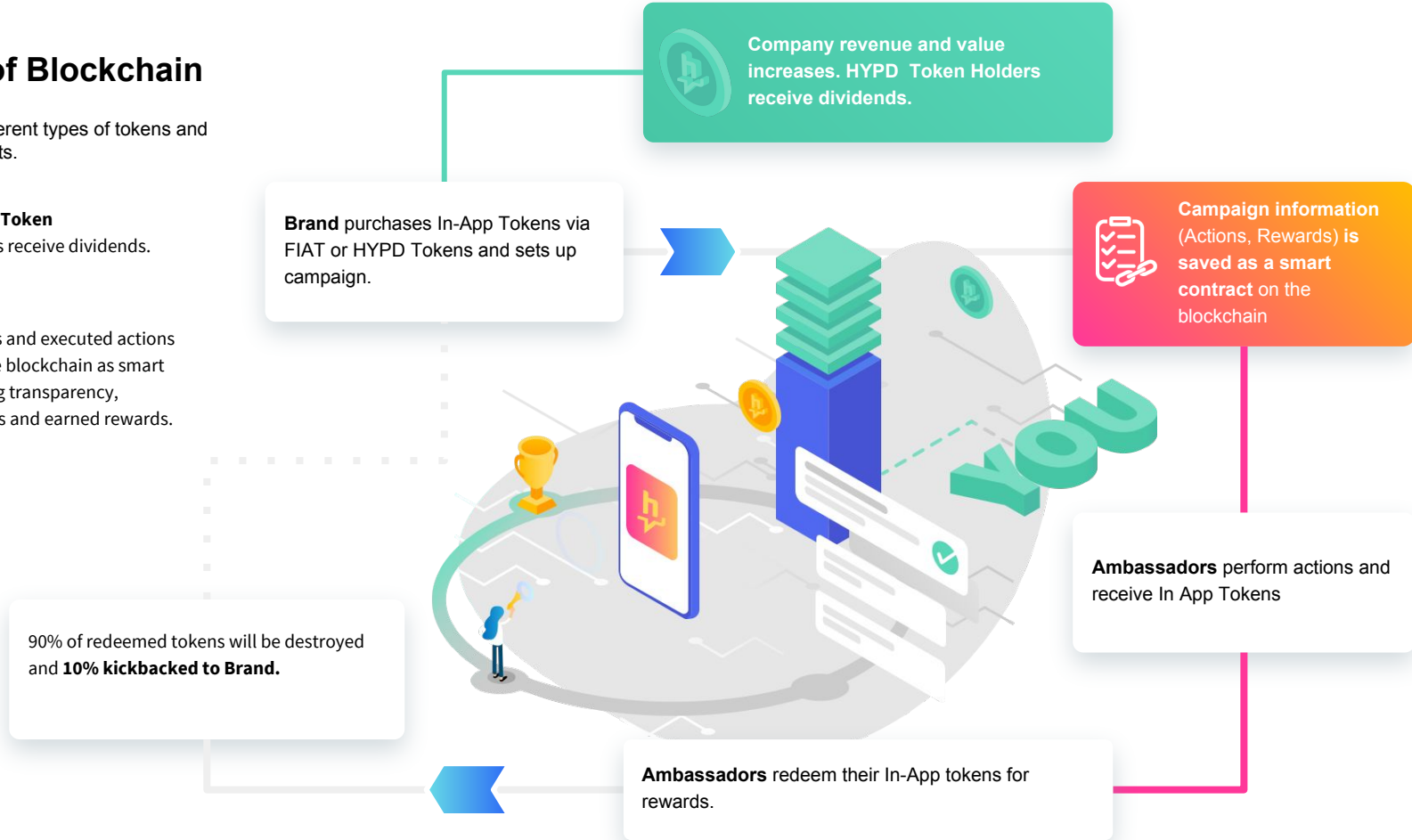


In App tokens used by ambassadors are not tradeable on exchanges and not related to the Investment Tokens issued in STO.

# Application of Blockchain

Hypd will contain two different types of tokens and associated smart contracts.

- **HYPD Investement Token**  
HYPD Token Holders receive dividends.
- **In-App Tokens**  
Campaigns, rewards and executed actions will be stored on the blockchain as smart contracts increasing transparency, safeguarding actions and earned rewards.





# HYPD Investment Token

## Designed for maximum profitability

Fostering growth in residual income and token value.

### Growth

Digital Marketing expenses are increasing by 10% each year. The Peer to Peer share of it is almost entirely untapped providing enormous growth opportunity. As the STO will be uncapped more capital can be raised resulting in higher and faster returns.

### Backed Value

Tokens can always be redeemed for the services of the platform at a minimum rate of \$1. Their value is therefore backed by the software.

### Exponential Dividends

Dividends are growing exponentially due to a sustainable reinvestment regimen and token design.

### Scalability

There is almost no limitation to scalability as the software is fully automated and solely requires minimal personnel effort to run.

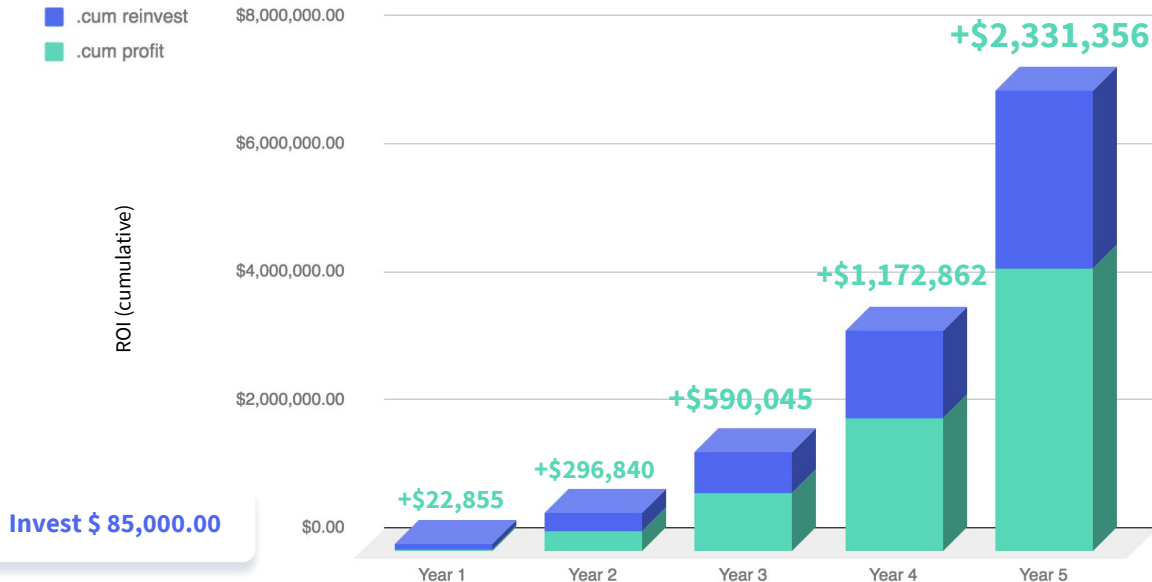
### Scarcity

HYPD tokens will be limited in supply and only available during private and public sale. Unmined tokens will be destroyed. Resulting in an increased value of distributed tokens.

HYPD Tokens will be listed and tradeable on major exchanges post Token Sale to ensure maximal increase in token value.

# Investment Opportunity

## Cumulative Return on Operations



**193% Token Growth**  
expected annual increase

### Revenues

Billed to brands

### Subscriptions

☞ of \$1.77 per ambassador per month

### Sales Commissions

Up to 10% on all sales through ambassadors.

### License Deals

Revenues from licensing agreements are not included in the calculation and will increase dividends additionally!

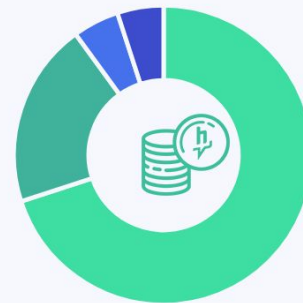


# Token Design

<b>Token Symbol:</b>	HYPD
<b>Token Type:</b>	Security
<b>Country Registered:</b>	Germany
<b>Platform:</b>	Ethereum
<b>Token Standard:</b>	ERC20
<b>Token Supply STO:</b>	300M
<b>Soft Cap:</b>	27.500 ETH
<b>Start of Presale:</b>	01.09.2018
<b>End of Public Sale:</b>	tba
<b>Public Sale Token Price:</b>	\$0.75 - \$1.00

## Token Allocation

Investors	70.00%
Team	20.00%
Bounty & Airdrop	5.00%
Company Reserve	5.00%



- Unsold tokens will be destroyed.
- Hypd Team and Reserve tokens will be added to all already sold tokens after the token offering.
- Token holders referring a new brand lead receive an additional 10% commission limited to one year.

# Roadmap

2016

Founded as  
Ticketrunner.com  
March

Closed Seed  
Round  
April

2017

Product Launch  
March

100+ Customers  
Q4

2018

iOS/Android App  
Q4

Listing on  
Exchanges  
Q4

Public Sale  
tba

**NOW**  
Closed Private Sale

Token Sale

2019

Expansion  
North America

1st Phase  
Blockchain  
Q2

2nd Phase  
Blockchain  
Q4

Expansion Asia

# Team



**Florian Eckelmann,**  
Dipl. Jur.  
CEO

Serial Entrepreneur; grew and sold events business with 1M+ tickets sold.  
Focus on strategy and product lead.



**Siamak Ghofrani**  
President

Serial Entrepreneur; grew and sold events business with 1M+ tickets sold.  
Focus on marketing and business development.



**Farooq Haider**  
CTO

Senior full stack software engineer. Over 10 years experience as backend specialist & team lead, former Microsoft.



**Fabian Thylmann**  
Technology Expert &  
Strategic Investor

Serial Entrepreneur & Investor; exited MANWIN, exquisit understanding of technology with a global network of strategic partners.



**Remco van den Boorn**  
Business Development

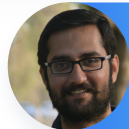
Entrepreneur; Former Founder of international Artist Agency; 10 years of sales experience. Specialized in scaling startups.



**Markus Kaschke**  
Finance



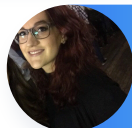
**Matthias Kaschke**  
Legal



**Ahmed Aslan**  
Senior Software  
Engineer



**Tara Courtney**  
Account Management



**Annika Frank**  
Brand Management



**André Saad**  
Design



**Lea Karwinski**  
Ambassador  
Management

# Advisors



**Valentin Rahmel**  
Gaming Influencer  
2M+ Reach



**Dennis Weidner**  
Blockchain Expert,  
Investor

# Why invest in Hypd Token?

## Early Sale

Invest at best conditions.

## STO Profit

Profit from regular sale price of 1\$/HYPD. HYPD token will be listed on major exchanges. Tradeable for a maximum profit.

HYPD Token

YOUR  
PROFIT

SUBSCRIBE TO  
NEWSLETTER

## Dividends

Benefit from exponentially growing dividends.

## Backed Value

Token will be backed by the software HYPD can always be exchanged for service at the initial public sale value of \$1.

# Invest in the Future of Sustainable Marketing

Follow us on



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