



Share to Earn

LITE PAPER



01.

WHAT IS HEXTOPUS? PAGE 1

02.

CAMPAIGN PAGE 3-7

03.

CONSECUTIVE REFERRAL CHAIN PAGE 8-10

04.

TOKENOMICS PAGE 11-12

WHAT IS HEXTOPUS ?

Hextopus Protocol is a referral marketing protocol that is designed to help DApps achieve their KPI. Users can earn participation rewards for participating in a campaign, and and referral rewards for sharing campaigns

A Hextopus campaign is a fully customizable marketing tool. DApps can leverage Hextopus's campaign to achieve their KPI more efficiently than existing marketing methods. In addition, the campaign's consecutive referral reward system and the resulting viral effects extend beyond the limits of the crypto market, which is not easily accessible to the general public, enabling mass adoption of DApps. As a result, Hextopus's powerful marketing tool can help quality protocols settle in the chain, leading to healthy development of the chain.

OUR VISION

What is Hextopus?

Increasing participation through continuous rewards

Users can receive incentives from participating in projects and introduce campaigns to others. Rewards are distributed for wanted behavior, and additional rewards are accrued to participants who have additionally shared the content to other users, allowing for a continuous incentive structure for campaign participants.

Efficient on-chain targeted marketing

Hextopus provides various on-chain data with regards to the performance of campaigns executed on Hextopus. This will provide campaign creators with useful analytical data to manage the performance of their DApp activation. As such, Hextopus Protocol provides an efficient marketing tool for the crypto market.

DApp's KPI achievement through customizable campaigns

A campaign creator can designate actions to achieve DApp's KPI as target behavior conditions for the campaign. The user must implement this action condition to receive rewards defined by the reward structure of the campaign. Hextopus protocol's fully customizable campaigns and reward structuring allows for campaign creators to expedite their KPI achievements.

CAMPAIGN

A Hextopus campaign is a powerful marketing tool introduced by Hextopus Protocol to achieve Share-Fi ecosystem. DApp can link any kind of contract to Hextopus's campaign contract to set up its own customized campaign. Through this, we will be able to conduct cost-efficient marketing rather than existing crypto marketing. In addition, the Hextopus campaign will play an important role in achieving the Mass adoption in the crypto market.

ACTION

An 'action' is defined to be the target behavior that the campaign creator wants to be produced. A campaign creator can designate actions that enable DApp to achieve its KPI as target behavior conditions for the campaign, and all contract functions can be designated as target actions. An user who has performed the action requirements specified in the campaign, i.e. a campaign participant, is eligible to earn rewards defined by the reward structure of the campaign. A few examples of 'action' include but not limited to:

- *Deposit to liquidity pool*
- *Lock governance token*
- *NFT minting*

QUALIFICATION

A 'qualification' refers to the basic qualification requirements that users must have in order to participate in a campaign. The campaign creator can set minimum requirements that a wallet must have before being eligible for participation. Campaign creators can set up multiple different qualification requirements to create multiple campaigns, which allows differential reward structures to be established based on the contribution of DApp's governance holders. Campaigns can also be created with both action and qualification conditions applied simultaneously. A few examples of 'qualification' include but not limited to:

- *Wallet with DApp's governance tokens locked up over \$1000*
- *Wallet with DApp's governance tokens over \$100*
- *Wallet with more than \$1000 deposit in DApp's liquidity pool*
- *Wallet with more than 3 NFTs of DApp*

ABUSE PREVENTION MECHANISM

The Hextopus campaign's main interacting entity is the user's wallet. The Hextopus Protocol has several security measures to prevent the risk of misuse by generating indiscriminate wallets. The following are security measures implemented by Hextopus Protocol.

- **1. Qualification**

All wallets must meet the requirements for participation in the campaign, so misuse through reckless participation is impossible.

- **2. Participation Deposit**

A user must deposit a participation deposit(HXTO) in the campaign to qualify for participation. The deposit will be fully returned after a set lock up period.

ON-CHAIN DATA

Teams across the crypto industry are relatively small and development-intensive. Crypto marketing is also limited, and there is a lack of progress in on-chain marketing analysis tools to analyze its effects. As a result, the crypto industry as a whole is struggling with marketing. Hextopus can solve the above problem by providing various on-chain data with regards to the performance of campaigns executed on Hextopus. This will provide campaign creators with useful analytical data to manage the performance of their DApp activation, and the entire DApp ecosystem will leverage Hextopus as an efficient marketing channel.

TYPES OF CAMPAIGN

Hextopus offers referral campaigns that are tailored and suitable for all protocols at different phases including launch, TGE(Token Generation Event) and growth. Both campaign creators and users can create and participate in the different campaign types a below:

**Share2Earn
General
Campaigns**

**Initial
Hextopus
Campaigns**

Share2Earn General Campaign

The Share 2 Earn General Campaigns are the action-based sharing campaigns that are core to the Hextopus Protocol. The Share2Earn Campaigns are the growth stage campaigns that are targeted for Campaigners who have already launched their protocol, webapp or governance tokens and are looking to drive growth by offering users an opportunity to experience the protocol's core product.

Initial Hextopus Campaign

The Initial Hextopus Campaign (IHC) is an innovative dApp-activation program focused on ICOs, IDOs, and other token generation events. Powered by Hextopus, IHC will align incentives for both pro

protocols and their users, and optimize for the most efficient and fair token launches by rewarding protocols' early adopters and supporters.

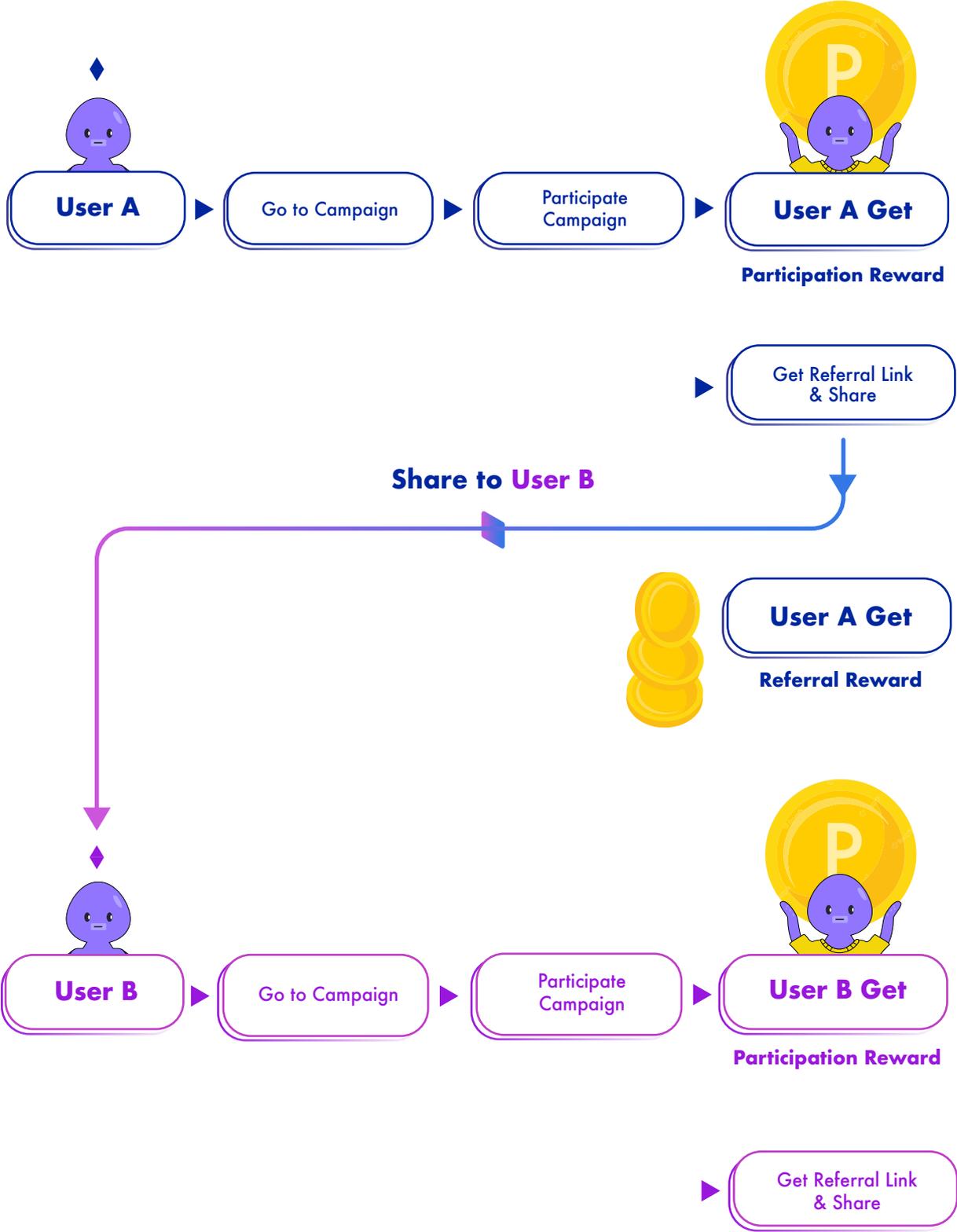
Simply put, IHC grants users exclusive access to a given protocol's token generation event via their participation in the protocol. By leveraging Hextopus's IHC, protocols can limit or prioritize launch access to only their most engaged users who have committed time and resources to using their product and contributed to their early success. Concurrently, IHC participants will not only gain exclusive access to token launches but also learn about new protocol offerings and earn additional rewards for sharing with the community.

CONSECUTIVE REFERRAL CHAIN

SHARE-FI ECOSYSTEM

Hextopus allows for creators to specify campaigns that are in alignment with their targets and correspondingly distribute incentives to their participants. Once the initial campaign rewards are established, participants will receive a pre-specified amount of rewards every time they perform the campaign-chosen action.

Hextopus protocol's reward structuring allows for campaign creators to expedite their marketing progress. Rewards are distributed for wanted behavior, and additional rewards are accrued to participants who have additionally shared the content to other users, allowing for a continuous incentive structure for campaign participants.

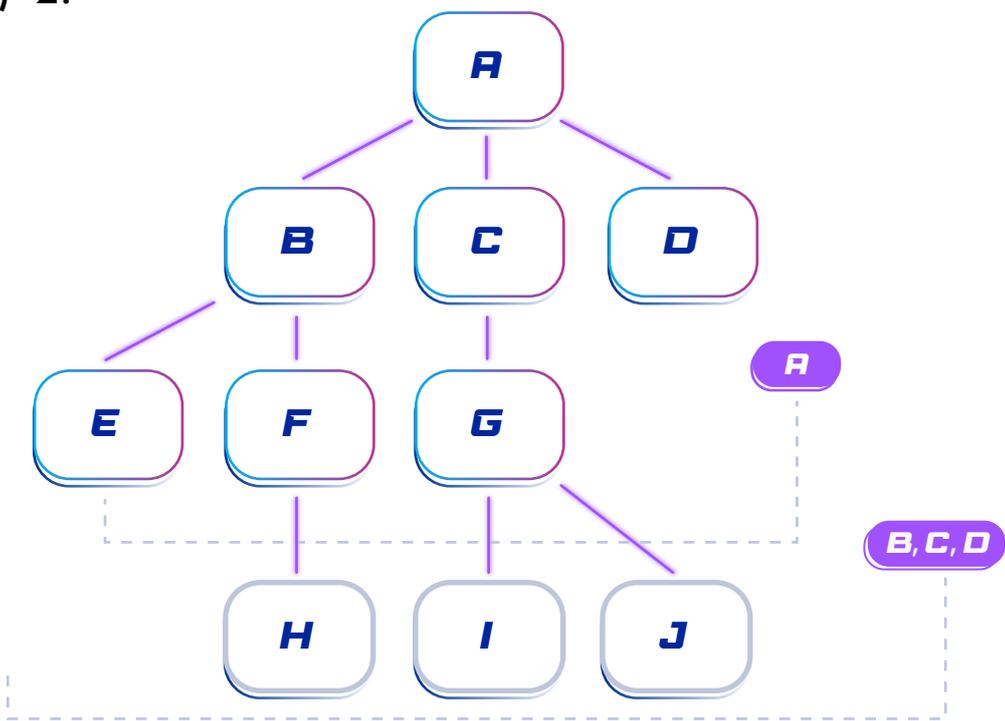


CONSECUTIVE REFERRAL CHAIN

Hextopus employs a consecutive referral chain whereby rewards can be continuously earned by sharing the campaign with other users. This is vital to the success of decentralized application and/or protocol activation.

Rewards for successful campaign referrals are paid out in the form of DApp's reward token and esHXTO according to campaign's reward scheme allocated by the campaign creator.

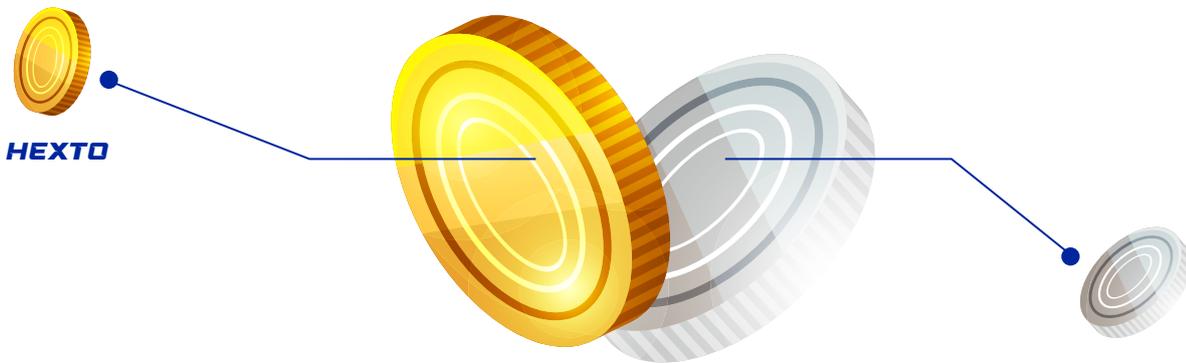
Campaign participants can also get rewards through any participation by other users linked to the consecutive referral chain. Participants are eligible for '1st level referral rewards (direct referral rewards)' arising from direct participation for each of their referees, and 2nd level referral rewards (indirect referral rewards) for their referees' successful referrals. There are Referral Reward Caps for all campaigns and users can use their HXTO and esHXTO to increase the limit. The base referral cap is (Direct referral reward)*2.



TOKENOMICS

HEXTO

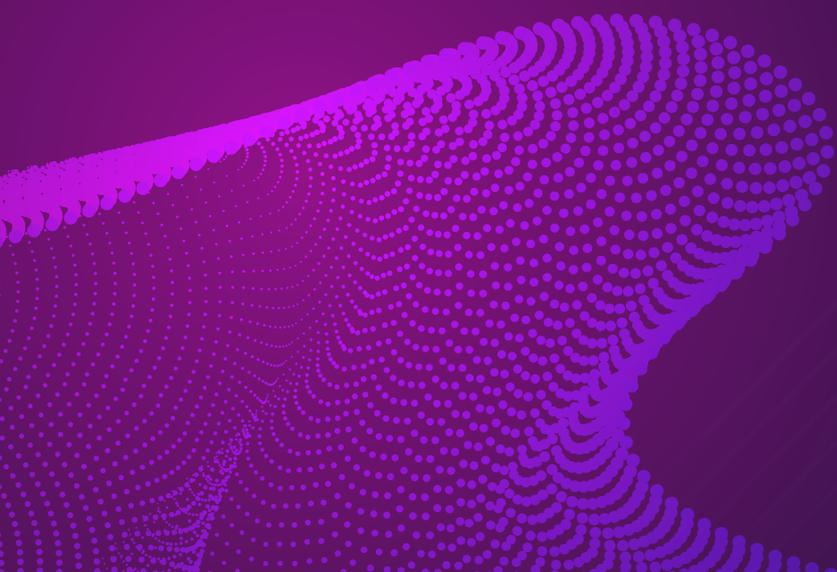
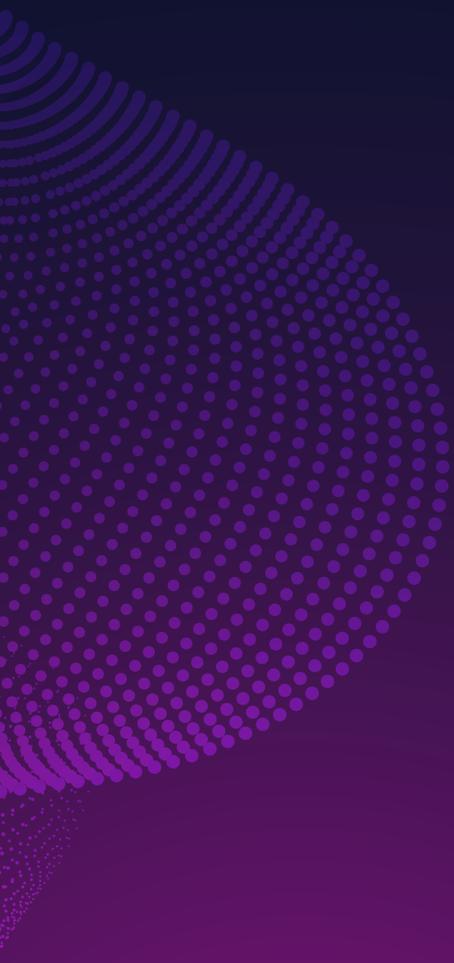
The HXTO Token is the Hextopus protocol’s native governance token with zero inflation. All the added value created through the Hextopus campaign leads to an increase in the value of HXTO tokens. A few examples of value captures include but not limited to:



- A certain amount of HXTO essential for composing a reward pool
- Participation deposit
- Increase base referral reward caps by staking more HXTO tokens.
- DApp’s reward pool withdrawal fee

ESHXTO

HXTO tokens of the reward pool are converted to esHXTO tokens and distributed as referral rewards. In order to convert esHXTO to HXTO, it takes 90 days of linear vesting period. In order to claim esHXTO as HXTO through vester, the user must simultaneously lock up HXTO corresponding to 50% of esHXTO's vesting amount. During the vesting period of esHXTO, the corresponding amount of esHXTO and HXTO is excluded from the calculation that increases the referral reward cap.



Share to Earn