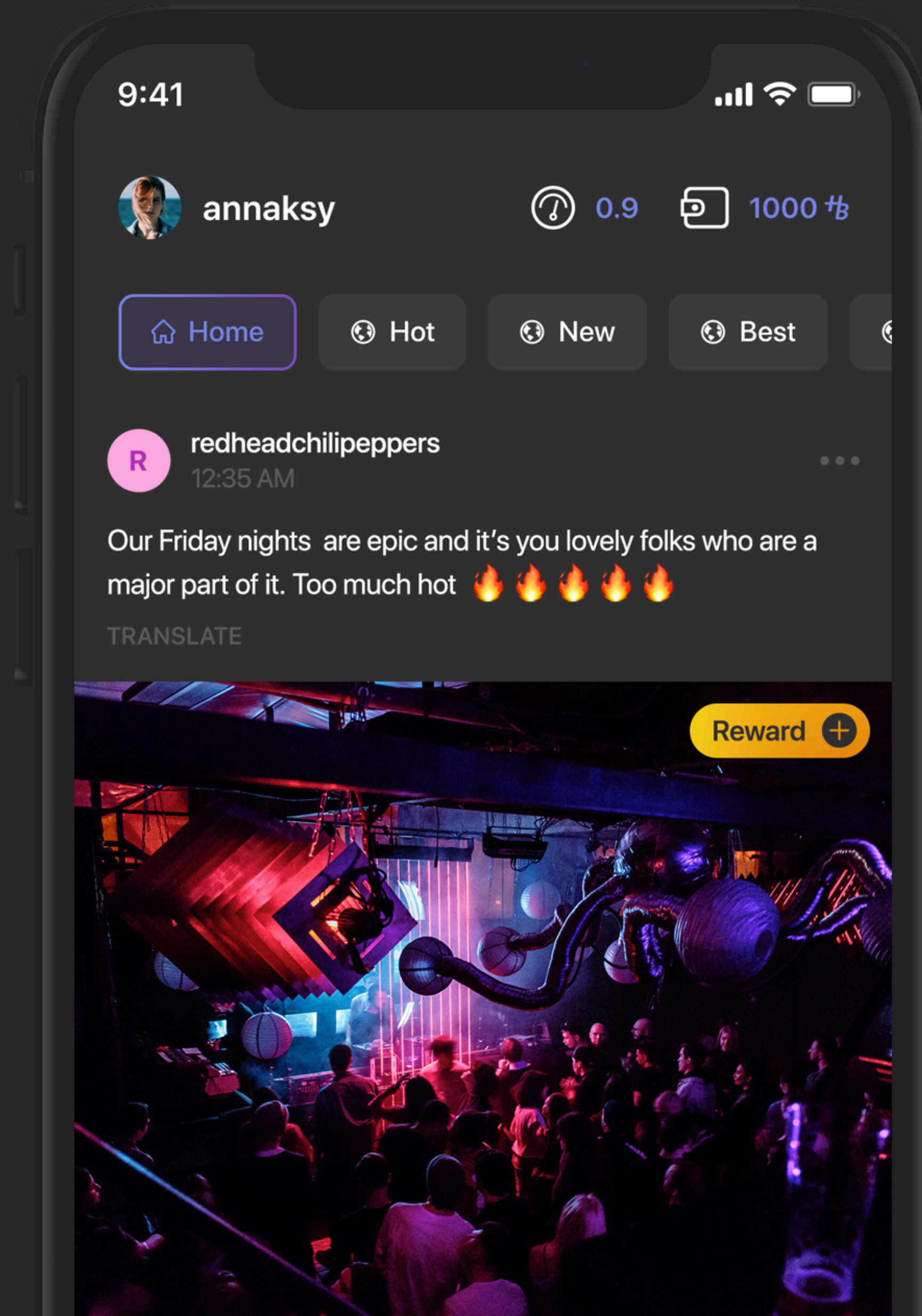


01.

# HeartBout. Next Generation Social Network.

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02.

# Background Overview

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## 03.

### Background

Mobile native advertising spending has increased significantly, according to eMarketer mobile native ads accounted for 19.5 billion USD in 2017, which is 88.3% of all native advertising. In 2018, mobile native ads took 64.5% of total mobile spend in the US.

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The user experience also being far more appreciated since the ad units are far less intrusive than traditional banners. The MMA research has stated that mobile native ads in social networks are viewed three times more often than banners as these ads also can be liked and shared.

The majority of publishers and developers are concerned with the unknown characteristics of ads that pop-up on their websites, where mobile native ads instead of repelling the visitors with flashy pictures deliver additional value to the users with the content that entertains and educates.

04.

## **Time spent in Social Networks**

Today, social networks are an integral part of every person. They have penetrated deeply into our lives. We cannot imagine a day without visiting social networks.

The average user spends about two hours a day in social networks, which is equivalent to five years and four months spent throughout his life. For example, Youtube takes 40 minutes a day (1 year 10 months during life), Facebook - 35 minutes (1 year 7 months), Instagram - 15 minutes.



05.

**The development  
of cryptocurrency  
market**

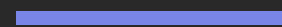
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Interest in the new crypto-currency market, which began in 2017, is now acquiring the features of real understanding and application by both the broad masses and various businesses

Cryptocurrencies are becoming key tools in the management and development of modern business

06.

HeartBout HP token is an advertising token and it is tied directly to ad impressions in HeartBout social network app, where 1HP=10 impression. Total supply of HP token reflects the advertising capacity of the social network.





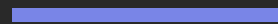
07.

## Total supply

Total supply = 10 billion

1HP token = 10 impressions

HP token is a ERC-20 Ethereum standard



08.

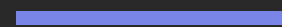
## Distribution

80% - 8 billion reserve, unlock from 01.04.2020

19 % Team – 1,9 billion unlock from 01.12.2020

0.5% IEO – 50 000 000 HP (IEO price 1HP – 0.004 USD)

0.5 % Marketing - 50 000 000 HP unlock from 01.01.2020





09.

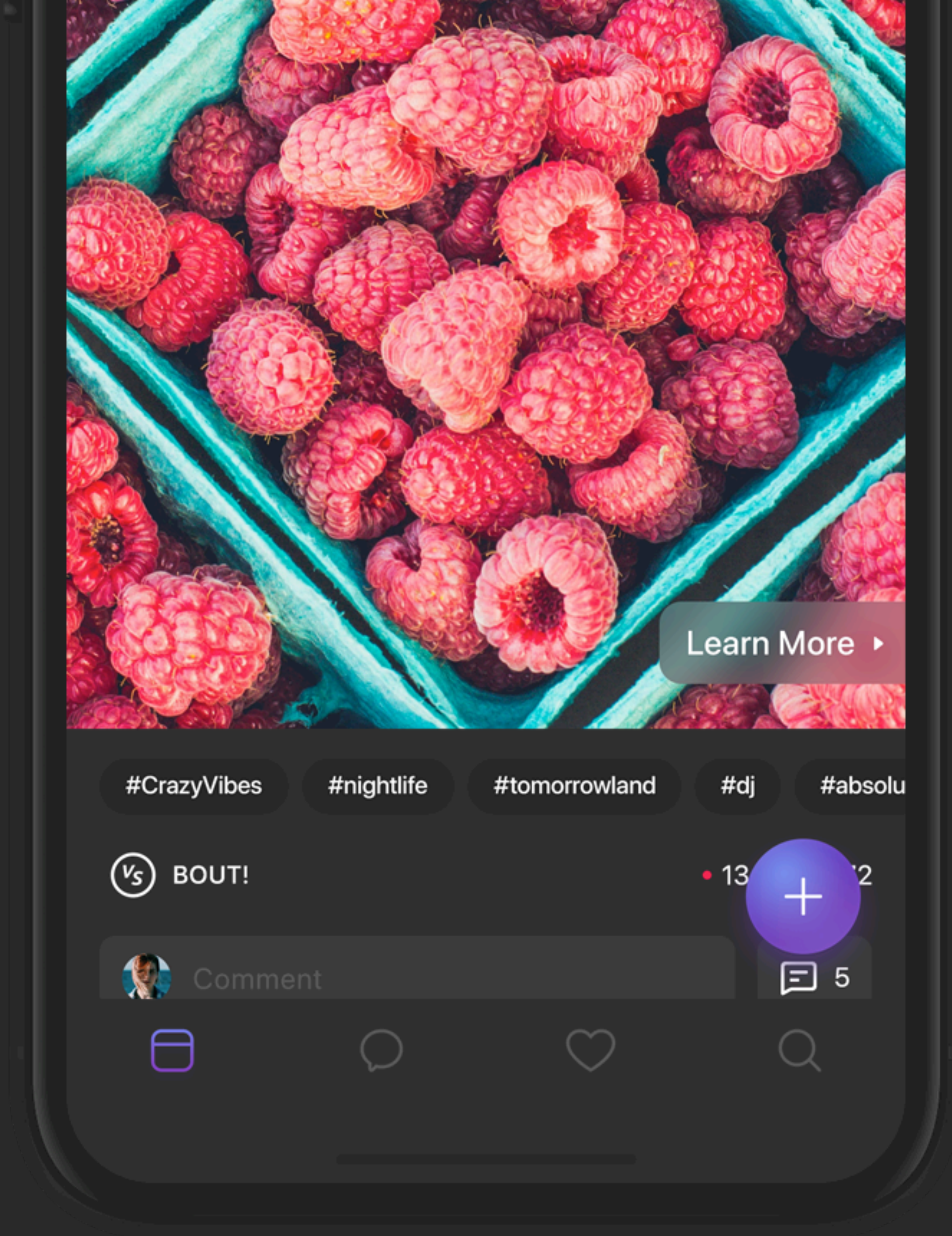
## Competition

### Advertising

The cost of HP token during IEO will be 10 times lower then cost of advertising within competition, as 1 HP = 10 impressions for the price of 0.004 USD = 0.4 USD CPM

Steemit — 10 USD CPM      Reddit — 5 USD CPM      Facebook — 5 USD CPM

Pikabu.ru (Similar to Reddit, in Russia 3 mln DAU) — 4 USD CPM





10.

# Advertising Engine

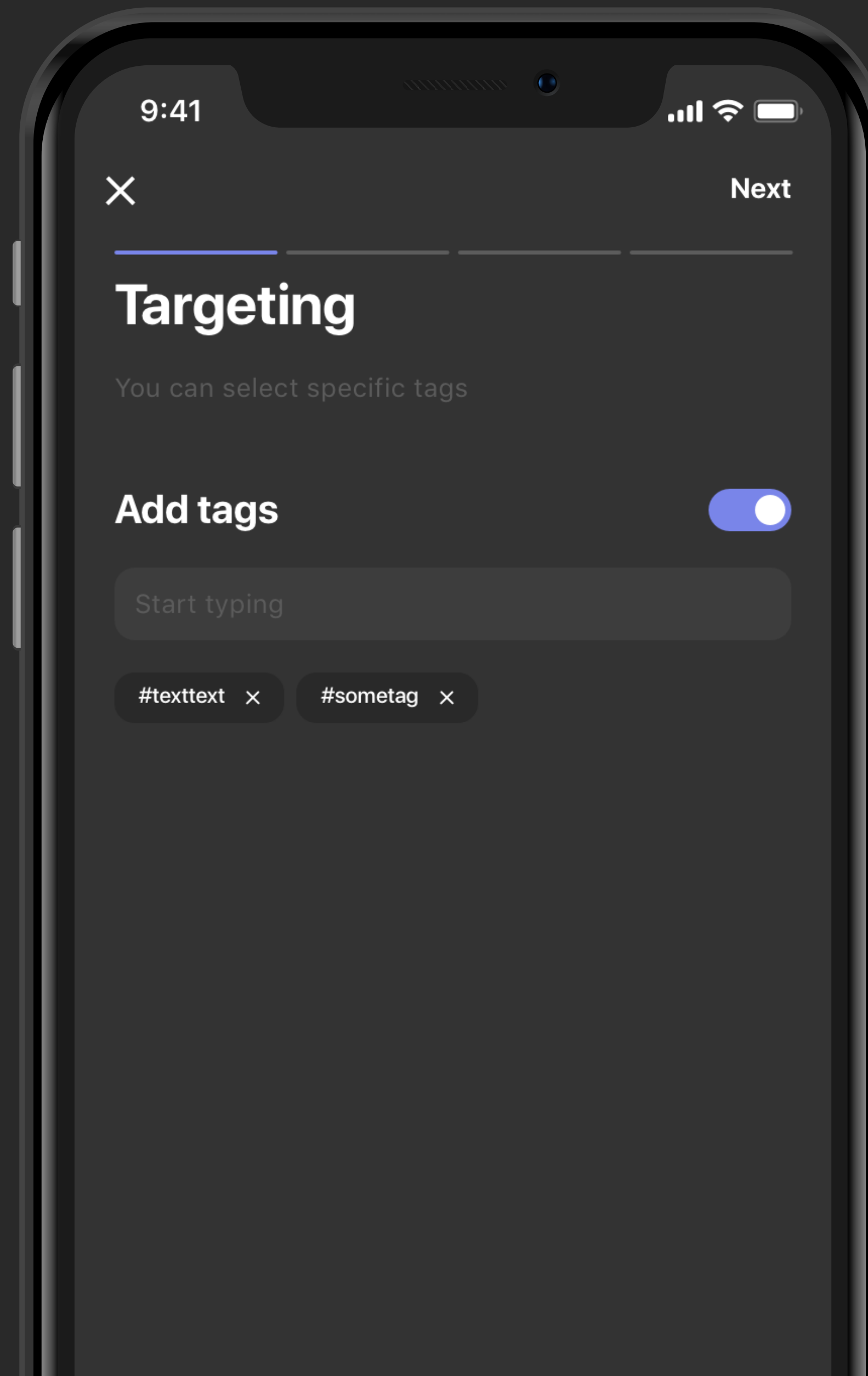
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11.

## Target advertising

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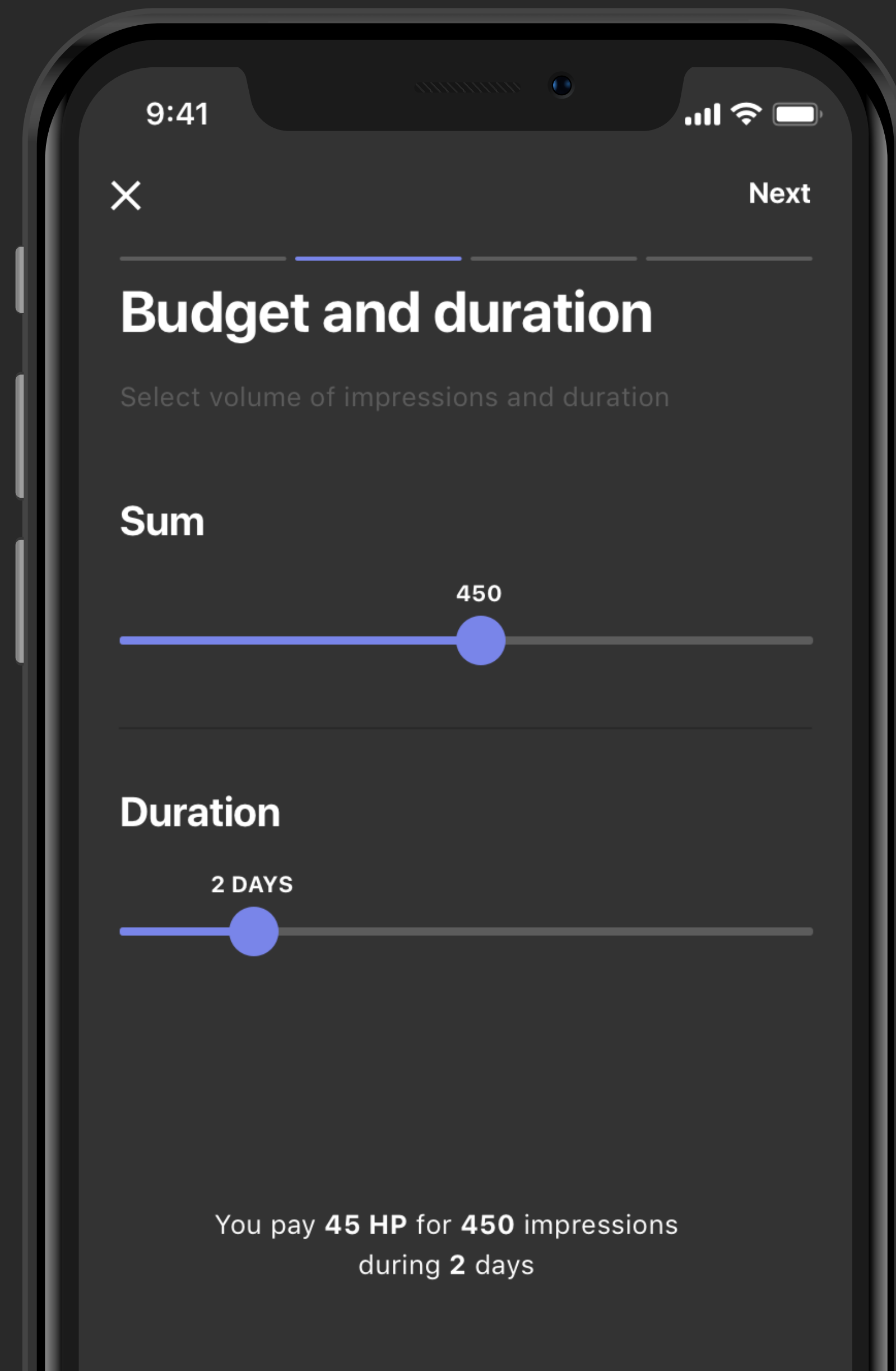
Advertiser will be able to target by choosing interests/tags within the HeartBout app. By selecting appropriate interests/tags advertiser will be able to direct towards audience with certain traits, based on the product the advertiser is promoting. Targeting helps to narrow down the original sample to an audience that is potentially interested in product or service.

12.

## Select cost and timeline

To plan advertising campaign advertiser will be able to choose how much impressions needed and in what timeline it should be spent. Within HeartBout app the CPM (cost per thousand impressions) pricing method will be used. An impression refers to the amount of times users will see the ad.

CPM pricing method guarantees that a fixed number of impressions will be delivered to a target audience.

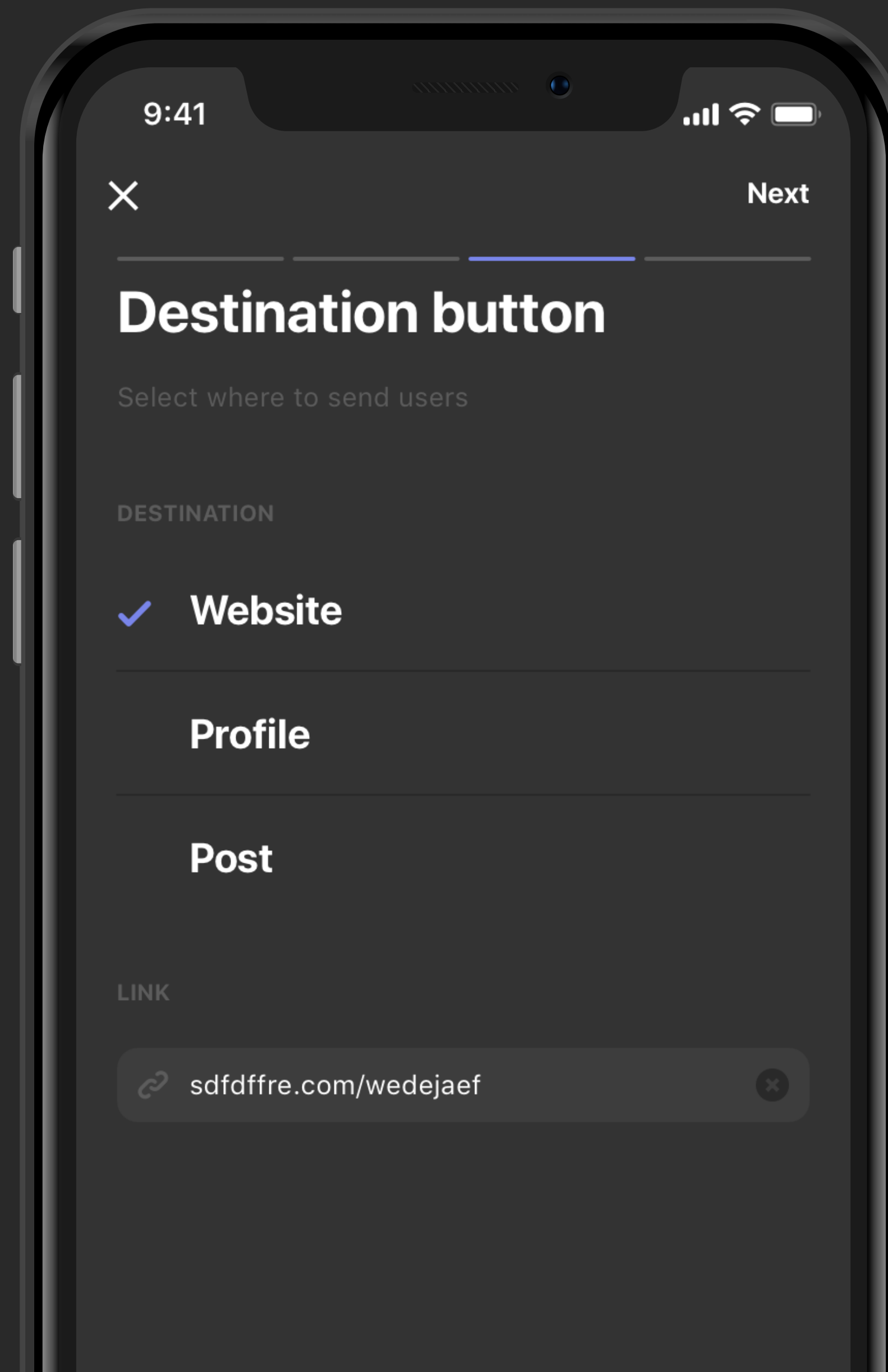




13.

**Select  
what to  
advertise**

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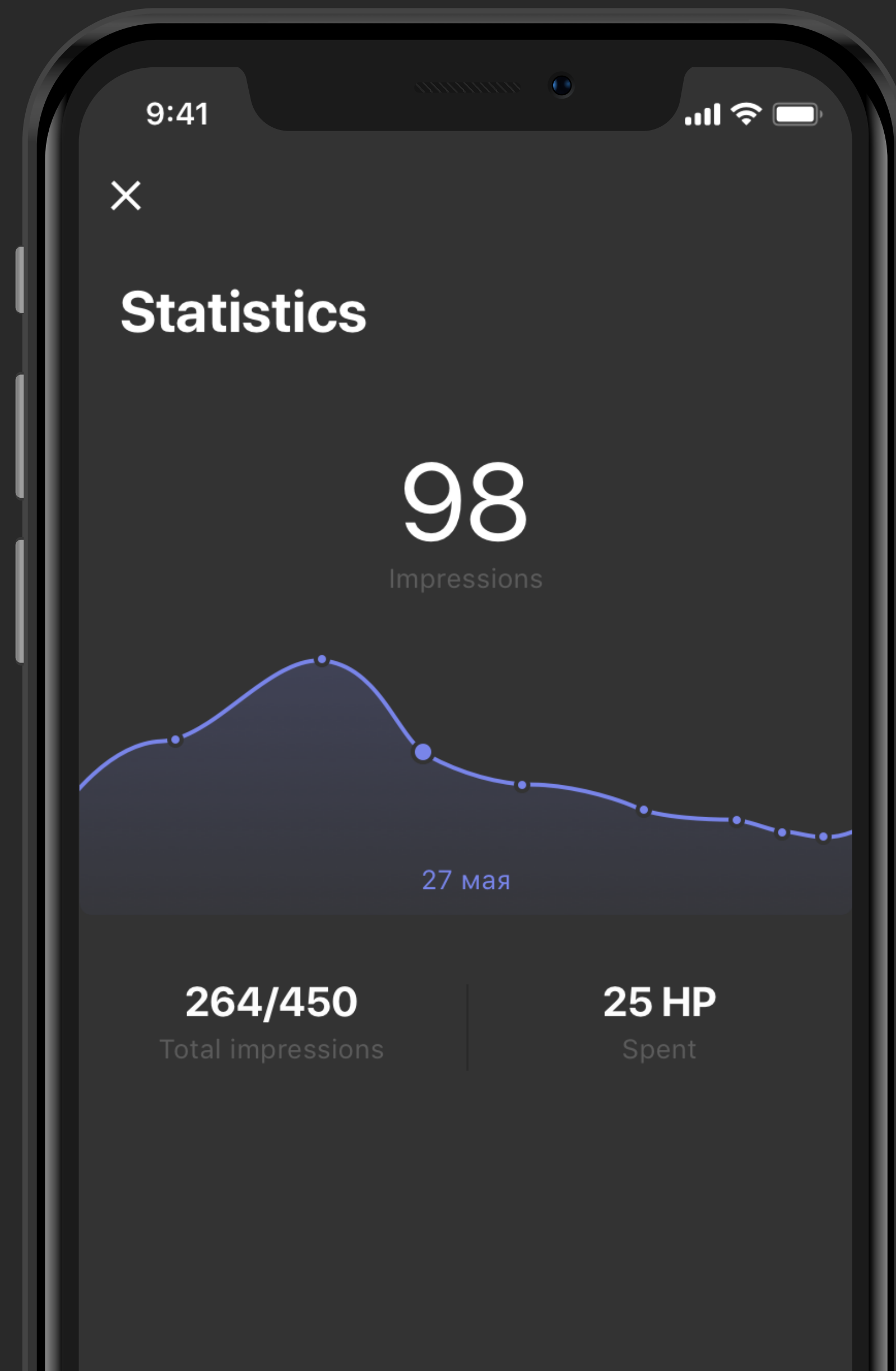


For HP token advertisers will be able to promote goods, services by redirecting to profile or website also users will be able to promote their posts for a lesser price compare to competition within a very active and engaged user base of the HeartBout app.

14.

## Statistics

With statistic function advertiser will be able to monitor spending of used HP token and the amount of impressions used. Statistic will help advertiser to analyse the efficiency of adverting campaign.



15.

## Advantages of CPM pricing model

CPM campaigns will expose brand and give advertiser more exposure.

With CPM pricing model ads that are correctly targeted will have a high click-through rate, where the advertising campaign will be less expensive than by using CPC (cost per click) model.

CPM model will help advertiser to analyse the efficiency and effectiveness of advertising campaign.

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16.

## Roadmap

### December 2019 - June 2020

- Create design of advertising engine
- Development of advertising engine

### June 2020 – August 2020

- Testing developed advertising engine
- Release

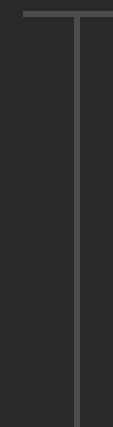
### August 2020 - June 2021

- Invest in marketing to promote advertising possibilities of HeartBout app
- Adding different targeting methods
- Contract with media buyers

### December 2021 – December 2022

- Reinvest heavily in marketing
- Establish user base of 3 mln DAU

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# 17.

## Team



Alexander  
Eroshevskiy

Founder



Ekaterina  
Eroshevskaya

CEO



Arthur  
Asatridis

Senior adviser



Anton  
Ermakov

Trader



# 18.

## Team



**Evgueniy  
Dolenko**

Senior android  
developer



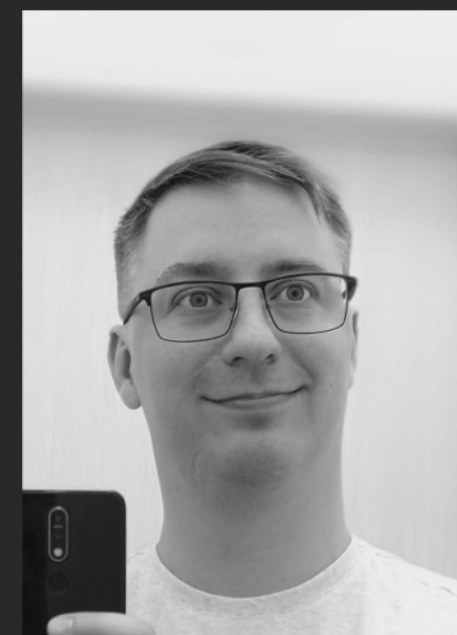
**Damir  
Fatahov**

Senior backend  
developer



**Alexander  
Gilmanov**

iOS developer



**Danil  
Velin**

QA

# 19.

## Team



Anton  
Drolov

Chief designer



Elizaveta  
Zahinova

Project Manager



Olesya  
Kozlova

Project Manager

