**HIDN**

Abstract:  
HIDN addresses one of the biggest challenges in the global smartphone gaming industry: Creating a **Free-To-Play** Mobile App that combines the fun of the **Virtual World** with the possibility of earning prizes while going out into the **Real World**. With our **Location-Based Reality Mobile App**, users will finally be able to enjoy playing and earning, while hanging out with their friends, at their workplace, or even on a wonderful vacation.

**Introduction:**

Earning and having fun has become an issue in our fast pacing world, therefore, we at **HIDN** wanted to create a way for our users to earn prizes in our Cryptocurrency without the feeling of working for it but rather enjoying using our Free-To-Play App whenever they want.

**HIDN** is bringing a new user experience to the global smartphone gaming industry by creating a new way of earning method, Hide-To-Earn, powered by the Elrond decentralized system with the help of our Mobile App:

* HIDN Mobile App powered by Hide-To-Earn model
* Utility NFTs Collection
* Lend your NFT System
* HDN Token
* Special and easy-to-handle process of Earning **HDN Tokens**

**Background:**

**The International Mobile Gaming Industry**

With the advancement in technology, today, the Mobile Gaming Industry is worth more than US$ 100 billion and makes up 61% of the total Gaming Market. Specialists predict that the Mobile Game Industry will be worth US$ 272 billion by 2030.

**Global Gaming Industry**

With the continuously expanding Gaming Industry, some key trends within the Global Gaming Industry are:

* The total number of mobile game users stands at 2.6 billion, which means more than 30% of the global population.
* It is predicted that by the end of 2022, the total market value of the Mobile Gaming Industry will be worth US$136 billion
* Augmented Reality has become an important type of Mobile Game, with popular games obtaining over US$7.7 billion in Revenue!

**The Implementation of Blockchain Technology in Mobile Games:**

Blockchain Technology has witnessed massive adoption over the past couple of years. Researchers found out that between January 2018 and January 2021, the total number of blockchain wallets increased by 3 times (66 million).

With the increase in the number of people using Blockchain Technology, the Cryptocurrency Market opened another door for the Gaming Industry.

Users are now attracted to playing and earning cryptocurrencies for their effort. Therefore, it’s a new emerging market with plenty of potential for investors, gamers, and companies.

* Global cryptocurrency market cap: US$1 trillion.
* Nearly a quarter of companies invest/will invest in between US$5 million and US$10 million in blockchain initiatives.
* Over 20 countries already have a concept or are working on the concept of a national digital currency.
* The blockchain gaming industry grew by 2,000% in the past year.

Enterprise-level blockchain applications are becoming more popular alongside widespread adoption, signaling that the blockchain sector has passed its initial hype stage and entered a more stable phase.

Nonetheless, it is critical to address the current challenges in established blockchain networks.

HIDN is built on the Elrond blockchain which is a highly scalable, fast, and secure blockchain platform for distributed apps, enterprise use cases and the new internet economy.

HIDN utilizes the inherent qualities of Elrond blockchain and therefore able to create a fast-paced virtual environment with low transaction fees to sustain an impressive number of users on our products.

**Challenges:**

After carefully analyzing the potential challenges that the current market encounters, we completed a list of its current drawbacks and how we could likely change that.

**Creating an immersive Location-Based Reality Mobile App:**

Since the early days of gaming, games are about socializing, having fun, gaining fame and becoming a skilled player. But as the Gaming Industry evolved, people started to find games less fun and to look at them more as having a job.

We at HIDN thought about creating an innovative and immersive game by including features such as:

* + - * Finding hidden treasures
      * Interacting with other users
      * Establishing Guilds
      * Doing Quests
      * Creating an immersive Virtual World playable in the Real World

We want our players to frequently discover new features of our game, without having the feeling of repetitiveness while playing.

**Developing our products to be engaging for non-crypto users:**

The Crypto Market is in an evergrowing process, however, we understand the fact that many of our users are not Crypto enthusiasts and may find it difficult for them to engage in using our product.

Therefore our Mobile App will be easy to use and with the help of Elrond Ecosystem, we will make sure that our users can fully benefit from using our products without the need to complete challenging Crypto related processes. Furthermore, a Help Center feature will be developed to assist our users permanently.

**Overseeing the economy of our products:**

When it comes to Crypto Games, where assets have value, the prices of these assets tend to increase exponentially and are often manipulated by investors with great purchasing power therefore the assets are becomes expensive and users are unable to gain access to them.

Given the above situation, our team at HIDN will take the following actions in order to sustain the economy of our products:

* **NFTs will be minted in phases**

As our project continues to grow, when milestones regarding the number of users that are using our Mobile App is reached, a new NFT Mint Phase will start at a fixed price, ensuring that our community will not feel that they “lost the train”.

Nevertheless, users that invest in our NFTs in the early stages of our development will acquire the NFTs at a preferential price.

* **Adjusting the HDN Token Circulating Supply**

By creating an ecosystem within our products and with a simple and efficient way to release tokens in the Circulating Supply, we will make sure that our HDN Token will keep its value and will not suffer from hyperinflation.

Having a Total Supply of 500 million, our HDN Tokens will be released according to the number of active users. For more information check out our “*Token Economics*”.

**Advertising our project to the public:**

The main challenge of any Crypto related project is to gain a strong community that supports its development through all of its stages.

For that reason, we prepared a plan to start advertising our project early on, and here is a list of some of our marketing strategies:

* Partnerships with influential crypto enthusiasts
* Partnerships with Venture Funds and Companies
* Special Events, Airdrops and Giveaways
* Ambassador Programs
* Written articles and blogs about our project
* Paid promotions

Furthermore, our project is inspired by a successful recipe, not yet implemented in the Crypto Market, thus we come as pioneers in a new way of interacting and earning in **Location-Based Reality Gaming**.

**HIDN Ecosystem Summary:**

**Solution**

HIDN is built on the Elrond blockchain which has ridiculously low fees. Transactions on the Elrond chain cost a little less than a penny, which means DeFi Apps can perform cheaply. Moreover, the Elrond blockchain is fast, it takes less than 5 seconds to authenticate a transaction.

Therefore, the Elrond blockchain’s capabilities are perfect for our fast-paced product, giving us a significant advantage over the competition on the market. With the support of the Elrond Community, we are confident that our product will become popular among Cryptocurrency enthusiasts, and moreover, it will create a daily active community that will appeal to the new users that join our project.

**HDN Token**

HDN is a utility token used on HIDN products and built on Elrond’s blockchain. HDN Token allows users to purchase/lend/sell their NFTs, repair their NFTs and purchase abilities that enhance their experience. Furthermore, HDN is the main token used to receive rewards from our products.

**HIDN NFTs**

When it comes to Non-Fungible Tokens, we wanted to give our users and investors a token that offers utility.

Our HIDN NFTs come with special abilities that will support the user, offering him an easier experience and high rewards in HDN Tokens.

With our NFTs Collection, users will be able to:

* Lend their NFTs to other users
* Get access to exclusive content
* Obtaining higher rewards
* Using NFTs abilities to their advantage

**Competitive Landscape:**

We are aware that the Competitive Landscape is ever-changing and new projects are emerging while older projects are either gaining more traction or becoming obsolete.

Nonetheless, we elaborated on a list of upsides of our project achieve that will be able to overthrow the existent competition.

* **HIDN is** **Free to Play**

In order to be part of our project, and be able to play our game, you’ll only need to create an account and you will be able to get right into the action.

In today’s crypto-gaming industry, almost all projects require owning an NFT in order to actually obtain rewards, this is not the case when it comes to **HIDN** Mobile App, as our users will have the ability to win In-Game prizes even without owning an NFT.

* **Interacting with real locations**

It is possible to interact with real-world locations in a mobile app. This can be done through the use of geolocation technology, which allows the app to determine the user's physical location.

Geolocation technology can be implemented in a mobile app using the device's built-in GPS receiver. The app can access this information with the user's permission, and use it to provide location-based services and content.

Geolocation technology can be profitable for a business because it allows the business to provide location-based services and content to its customers.

This can help the business to attract and retain customers, and can provide opportunities for monetization through targeted advertising and location-specific promotions.

Some examples of how geolocation technology can be profitable for a business include:

1. Providing location-based services such as directions, maps, and recommendations can help to improve the customer experience and encourage customer loyalty.
2. Allowing the business to target advertising and promotions based on the user's location can help to increase the effectiveness of marketing efforts and drive sales.
3. Enabling the business to collect data on customer location and behavior, which can be used to gain insights into customer preferences and trends, and to inform business decisions.

Overall, geolocation technology can provide a range of benefits for businesses, including improved customer engagement and increased opportunities for monetization.

* **Easy to handle Reward System**

An easy-to-handle rewards system is one that is simple and straightforward for customers to use. This can include having clear and concise instructions on how to earn and redeem rewards, as well as a user-friendly interface for managing rewards within the business's app or website.

Some examples of easy-to-handle rewards systems include:

1. Points-based systems, where customers earn points for completing specific actions, such as making purchases or referring friends. These points can then be redeemed for rewards, such as discounts or free products.
2. Tiered rewards systems, where customers earn rewards based on their level of engagement with the business. For example, a customer who spends a certain amount of money within a set period of time may earn a higher level of rewards than a customer who spends less.
3. Automatic rewards systems, where rewards are automatically applied to a customer's account without the need for them to take any action. For example, a customer who makes a certain number of purchases may automatically receive a discount on their next purchase.

Overall, having an easy to handle rewards system can help to increase customer engagement and loyalty, leading to increased profits for the business.

**Revenue Model:**

**Business Fee**

Charging a business fee for each company listed on the app can provide a revenue stream for the app, and can help to cover the costs of developing and maintaining the app.

It can also help to ensure that only high-quality, reputable companies are listed on the app, which can improve the user experience and enhance the app's reputation.

Offering a portion of the business fees back to users can provide a number of benefits for the app.

For example, it can help to increase user engagement and loyalty, as users are more likely to use the app if they know they will receive rewards or discounts.

It can also help to differentiate the app from competitors and can make it more appealing to both users and businesses.It can also help to differentiate the app from competitors, and can make it more appealing to both users and businesses.

Out of the total business fee received by our project from other companies, **20%** will be given back to our users in the form of **HDN Tokens, NFTs, Promotions** and **Special Events.**

**Mobile-App Revenue**

Our users will be able to purchase In-Game features and abilities, repair their NFTs Masks for better performance and enter Special Events using our **HDN Tokens**.

Therefore, all of the **HDN Tokens** spent by our users In-Game will be automatically sent to our **HIDN Reserves** for App Development, Marketing and Administration.

**Application Scenarios:**

Our innovative concept has the potential to revolutionize the way we think about fitness, local business promotion, tourism, education, and community building.

Our app will give our users the opportunity to explore the various ways it can enhance their lives and benefit their communities, from motivating us to be more active to supporting local businesses to encouraging us to learn more about our surroundings.

Whether you're a business owner, a fitness enthusiast, a tourist, or simply someone looking for a new way to explore your city, this app has something to offer.

Let's dive in and discover the many benefits of this exciting new technology:

**Fitness and wellness**: Users could set goals for themselves, such as walking 10,000 steps per day, and be rewarded with virtual currency or other incentives for reaching those goals. The app will also offer challenges and competitions with other users, such as a "step-a-thon" to see who can walk the most steps in a week.

**Local business promotion**: The app will use geolocation technology to detect when a user is near a participating business. When the user enters the business, they will receive a notification of an available reward, such as a discount or a free item. The app will also offer rewards for visiting a certain number of different businesses or spending a certain amount of money at participating businesses.

**Tourism and exploration**: The app will offer rewards for visiting popular landmarks and attractions in a city. For example, a user might receive a virtual badge or a point for visiting a famous statue or a historical building.

**Education and learning**: The app will offer rewards for visiting museums, historical sites, or other educational locations. For example, a user might receive a virtual badge or a point for visiting a science museum or a historical monument.

**Community building**: The app will offer rewards for participating in group walks or visiting community events. For example, a user might receive a virtual badge or a point for participating in a community walk or a charity event. The app will also offer leaderboards or other social features to encourage users to compete or collaborate with others.

**Summary:**

In conclusion, the mobile app that rewards users for walking around the city and visiting physical business locations has a wide range of potential applications.

Whether it's for fitness and wellness, local business promotion, tourism and exploration, education and learning, or community building, our app has the ability to make a positive impact on our lives and our communities.

With its unique combination of gamification and geolocation technology, our app has the potential to change the way we think about engaging with our surroundings.

With more and more people looking for ways to stay active, support local businesses, and explore new places, our app could be a valuable tool for achieving those goals.