



Hugo Mercier

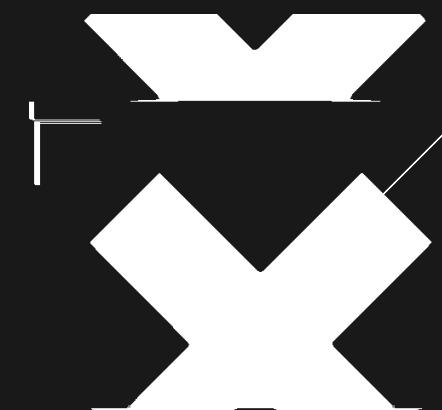
Vincent Sacquin

Gregoire Taja

Anton Chernysh

Umair Iftikhar

Ali Basaran





# THE CHALLENGE



Improve the quality of Heretics service  
to their sponsors through blockchain  
technology





# PROBLEMS TO SOLVE

►► **Sponsors**

Improve the service received from Heretics to the sponsors by increasing their profit and detailed information of the perceived return of the investment.

►► **Heretics**

Increase the value of the brand and its advantages by being its sponsor.

►► **Fans**

Improve the relationship between Heretics and their fans by offering them advantages.



# THE SOLUTION

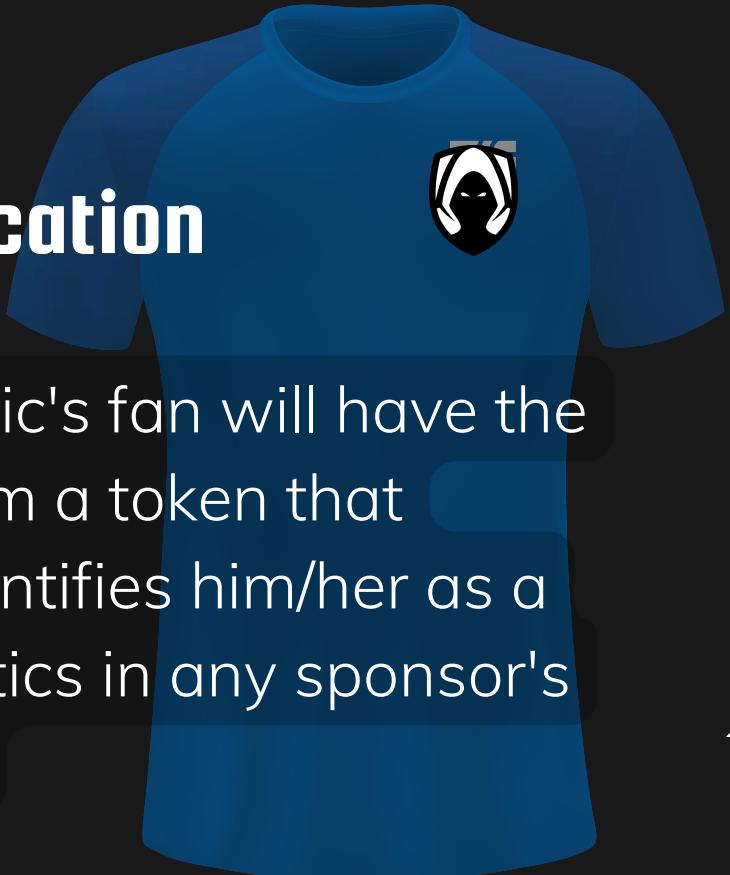
A unique Heretics Soulbound Token (HST) that links  
Heretics team, the fans and the sponsors



# WHAT THIS TOKEN WILL BRING?

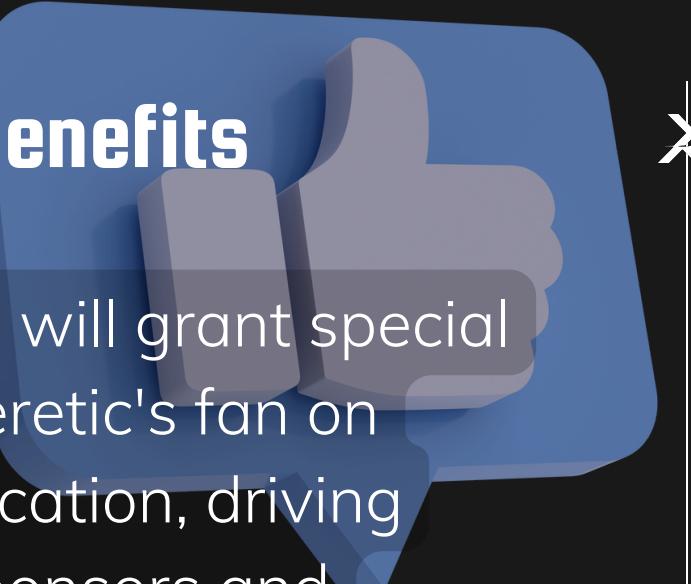
The unique link between all the stakeholders.

## I. Identification



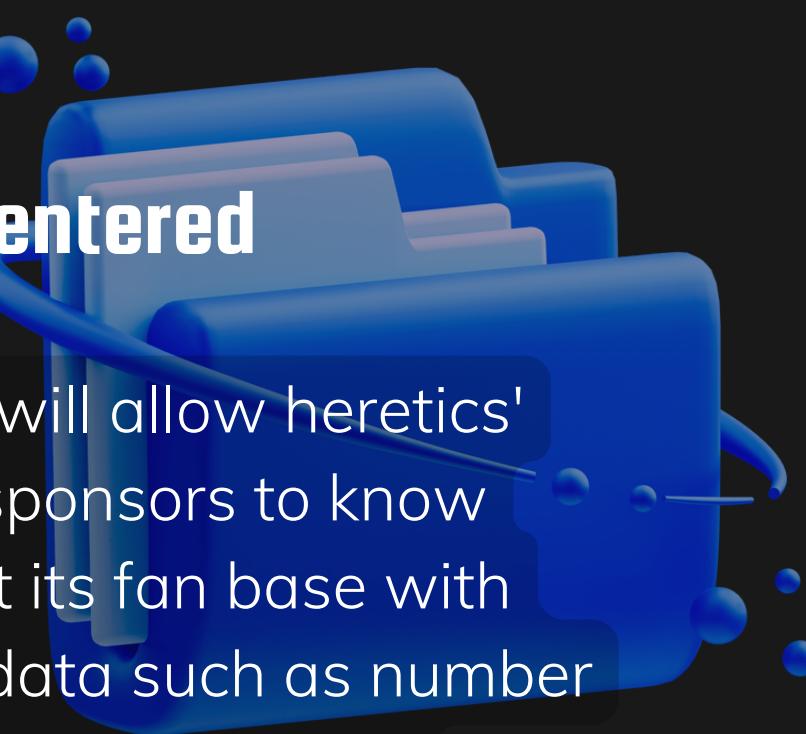
Every Heretic's fan will have the right to claim a token that formally identifies him/her as a fan of Heretics in any sponsor's application

## 2. Special benefits



This fan token will grant special benefits for heretic's fan on partners application, driving revenue for sponsors and engagement to heretics' community

## 3. Data centered



This token will allow heretics' team and sponsors to know more about its fan base with important data such as number of fans and engagement.

# For sponsors



## New clients

The sponsoring companies will obtain an increase in their number of users that will come from the followers of Heretics



## Return on investment

Sponsor companies will be able to quantitatively measure the return on their investment in collaborating with Heretics



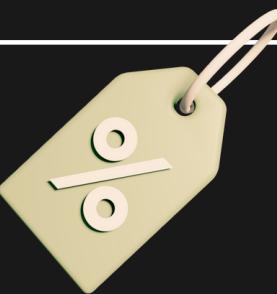
## Granular data

Each new customer is linked to a unique identifier, which allows information on their behavior in maximum detail.

# For Fans

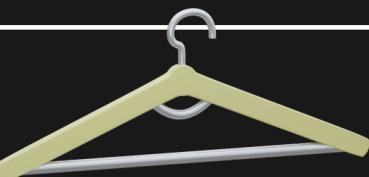
## Discounts

The main advantage for the fans are the discounts obtained through the sponsors. The higher the fan status, the greater the discounts and advantages obtained.



## Exclusive services

Supporting Heretics and their sponsors will increase your level, which will allow you to participate in raffles and exclusive events.



# For Heretics



## New fans

The additional services offered by our product will attract new users and fans to the Heretics page. It will also increase the engagement from the current fan base.



## New sponsors

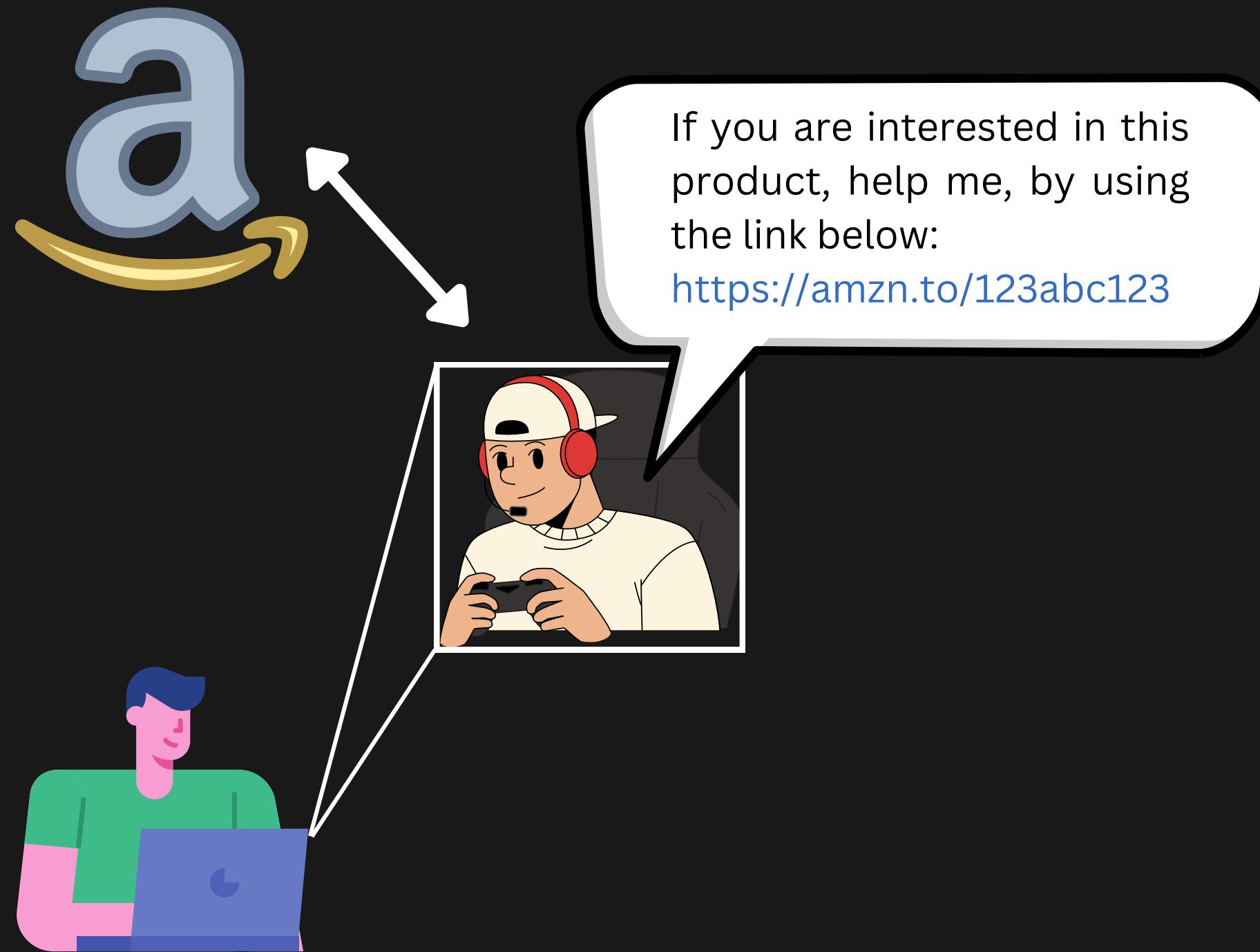
This token will increase the value of Heretics' team as brand, driving more sponsors' interest and raising the average bid offer.

## Database

The information collected by user behaviors and routines of use of the sponsors' services offers Heretics a valuable database that will help the team understand more its fan base.



# TRADITIONAL METHOD



Content creators collaborate with companies like Amazon to promote products and redirect their audience to E-commerce websites

These people are usually influencers who use or talk about similar products and offer them links with discounts to those products



# HERETICS SOULBOUND TOKEN (HST)

Our product consists of a token linked to each Heretics user that allows them to obtain different services and discounts from sponsors and Heretics.

We explain the operation of our token, how it is obtained and how it allows to obtain the mentioned advantages.



# OUR SOLUTION: HST

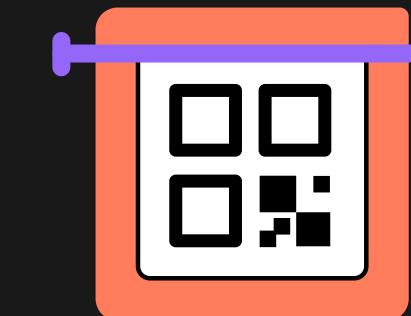


The Heretics Soulbound Token (HST) is a combination of user identification and their engagement score. It has the same benefits of the traditional method but combined with blockchain technology .

The user is able to obtain HST through interaction with Team Heretics. The more fan points a user gains, more advantages they will have through the sponsors and Team Heretics.

In the left example, after the user logs their crypto wallet to sponsor's page, he can obtain different discounts as for example a free beer from Heretics sponsor, San Miguel.

It may even be possible to use QR codes at stores to verify one's Heretics Token and receive discounts.



## **HST is a Soulbound token**

Each HST token is unique and non-transferable. It identifies a single fan. Each unique token is created with the mint function and tracked using a mapping

## **HST tracks fan engagement**

HST tracks fans engagement with Team Heretics and their sponsors. Our HST implements functions such as scoreOf, scoreForSeason, increaseScore.

## **HST is extensible**

HST can be extended with more functions which can be triggered by another smart contract based on a user action, making it a fully autonomous, blockchain-oriented points or a governance system

## **HST on Web3**

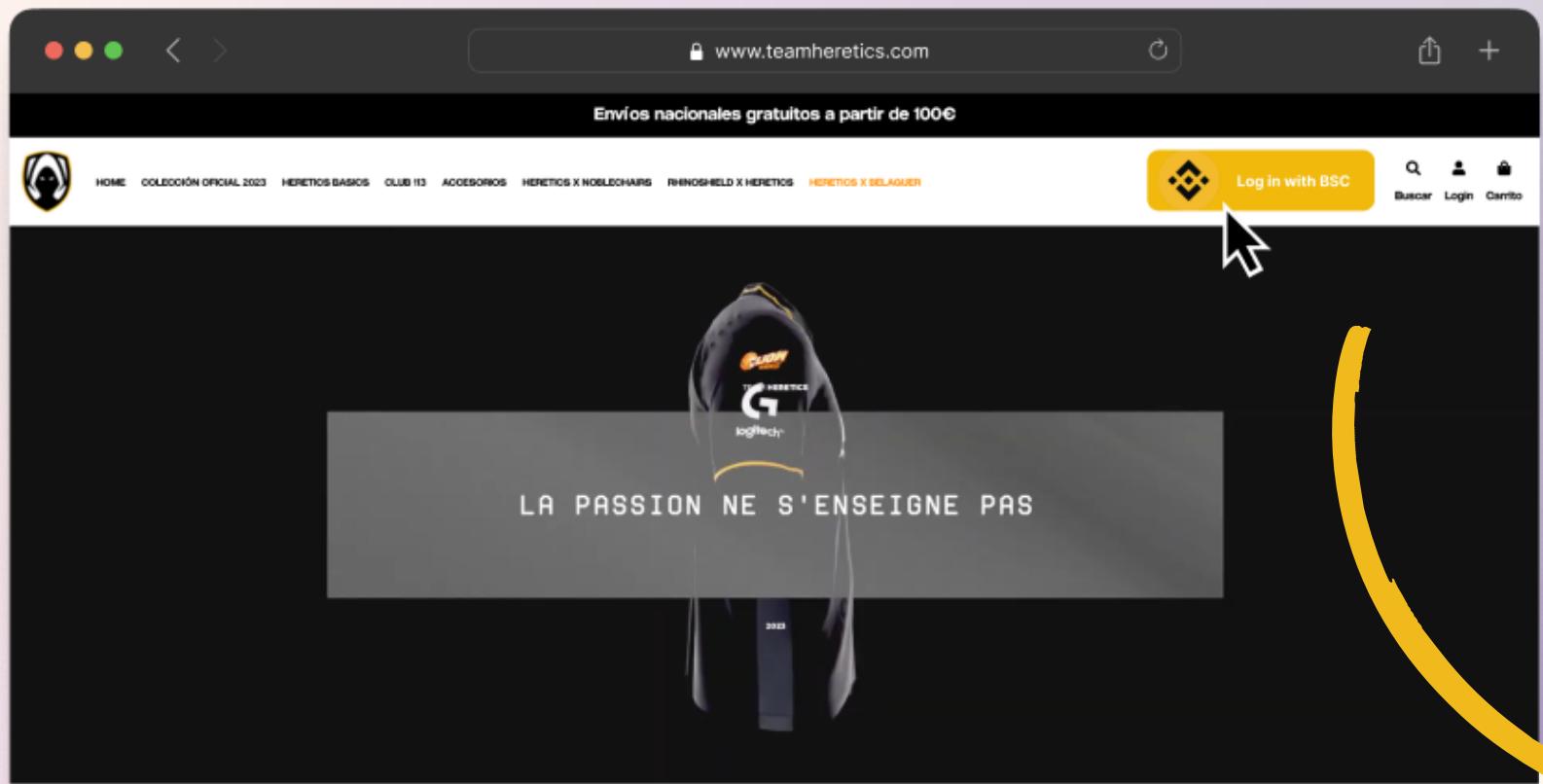
HST token can be combined with front-end technologies to personalise marketing and rewards for fans, creating a more engaging experience



# DEMO

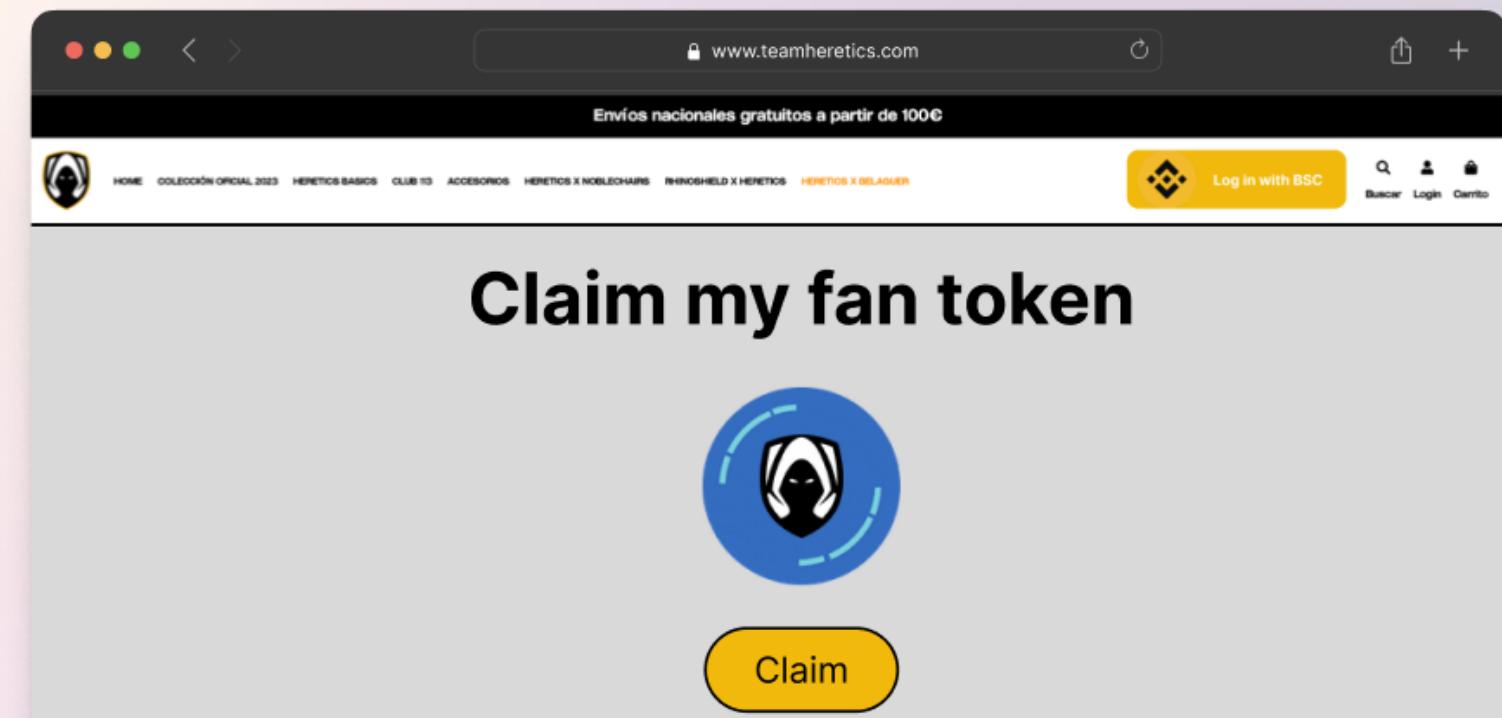
It consists of a visual example of what it would look like for users



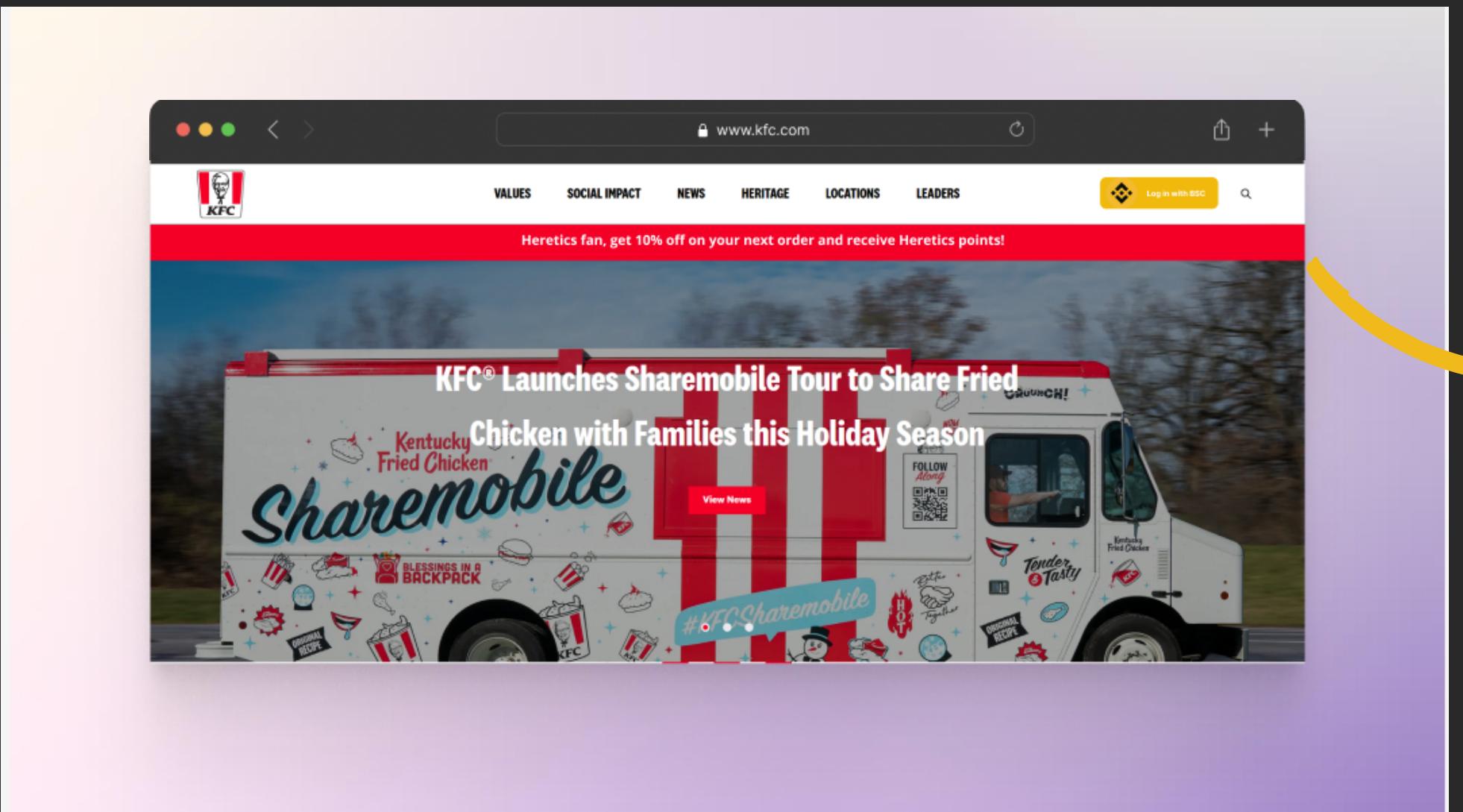


Connect to Binance to unlock the button on Team Heretics official website.

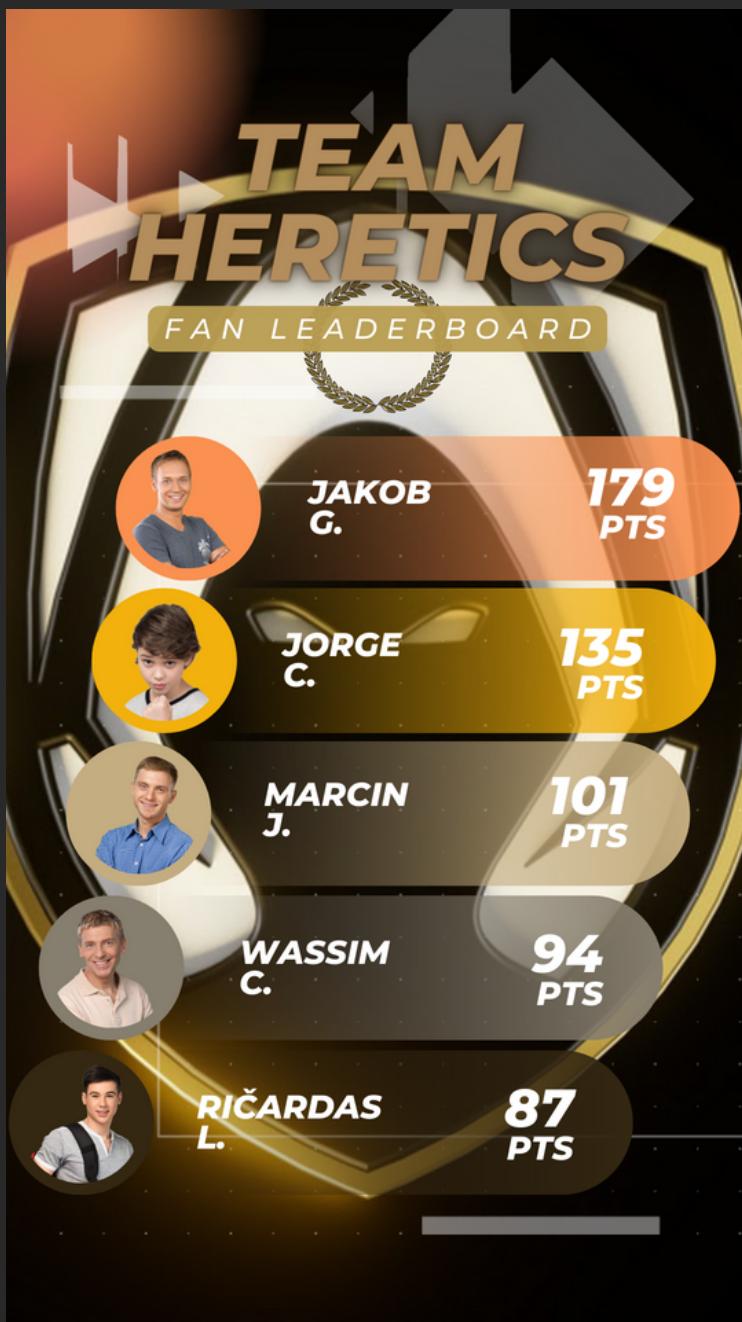
Once you are connected, you can claim your unique SBT Team Hereticsfan token.



Once you claimed your token, here is what the sponsor website will look like.



End of the season leaderboard of generated points.



**Project repo:** <https://github.com/Pulsar-Systems/heretics-binance-hackaton>

**In case the presentation does not show the video or images properly,  
please use the following link :**

[https://www.canva.com/design/DAFVgOYxmXE/3gUmUR1kS-m69PrCxJaWNg/view?  
utm\\_content=DAFVgOYxmXE&utm\\_campaign=designshare&utm\\_medium=link&utm\\_s  
ource=publishsharelink](https://www.canva.com/design/DAFVgOYxmXE/3gUmUR1kS-m69PrCxJaWNg/view?utm_content=DAFVgOYxmXE&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink)