TRANSFORMING ATTENTION

Invest in the Future of
Shared Value

hashbuzz

Hedera
Africa Hackathon.

Remember the Ice Bucket Challenge?

17 million creators generated **$115 million** in value

demo

We convert verified social actions into equitable rewards, powered by Hedera

But the creators got nothing.
No transparency. No rewards.
No proof of contribution.

hashbuzz makes moments like that repeatable and fair.

The $277B Problem in plain terms

Market size & opacity

- **$277B** market, but only **4%** of creators earn >**$100K**/year
- Zero transparency: Instagram/Facebook hide platform earnings from creators
- Brands can't verify real reach – **92%** know creators work, can't measure how

Authenticity gap

- **40%** of engagement is fake bots, yet platforms profit from all activity
- Nano-creators (**67%** of ecosystem) earn **$10–125** per post despite real engagement
- Communities create authentic value but can't prove or monetize it

Extraction & inequity

- Platforms take **30–50%** of direct revenue while forcing creators to seek external brand deals for **70%** of income
- Small creators subsidize billion-dollar platforms – **96%** earn <**$100K**/year
- Total platform dependency: **42%** of creators lose **$50K+** if platform disappears, zero ownership or equity upside

African creators are especially underserved, viral reach with minimal capture

Why Africa? Why Now?

Key Growth Drivers:

- 15%
  CAGR for digital transformation
  market (2025–2030)

- 40–45%
  Unbanked population

- 60%+
  Mobile penetration

Internet Users

650M+

by 2025

TAM

SAM

SOM
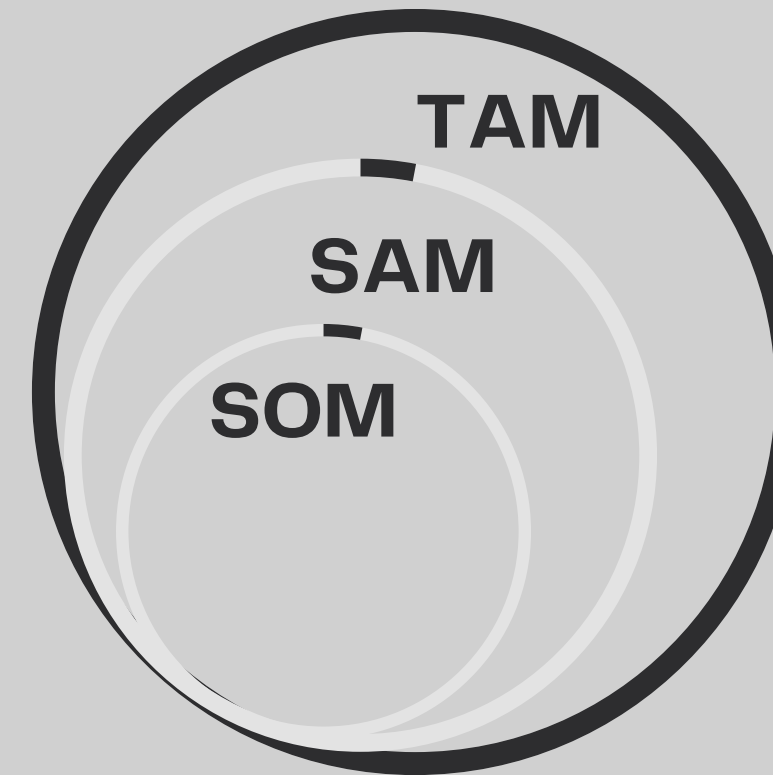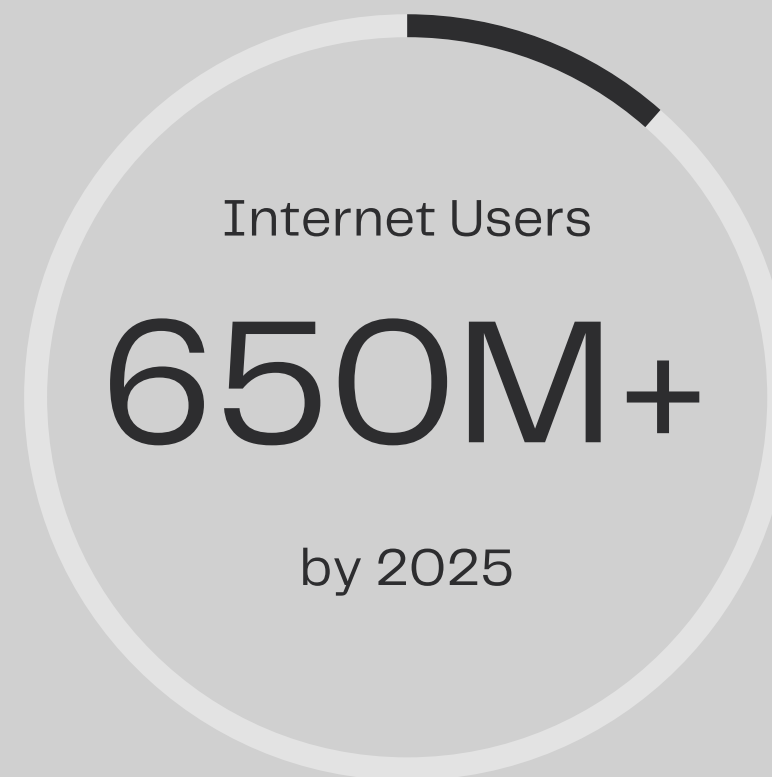
≈**$1.32B**
digital

≈**$41.2M**
creator activations; 24–mo

≈**$1.23M**
routed brand spend

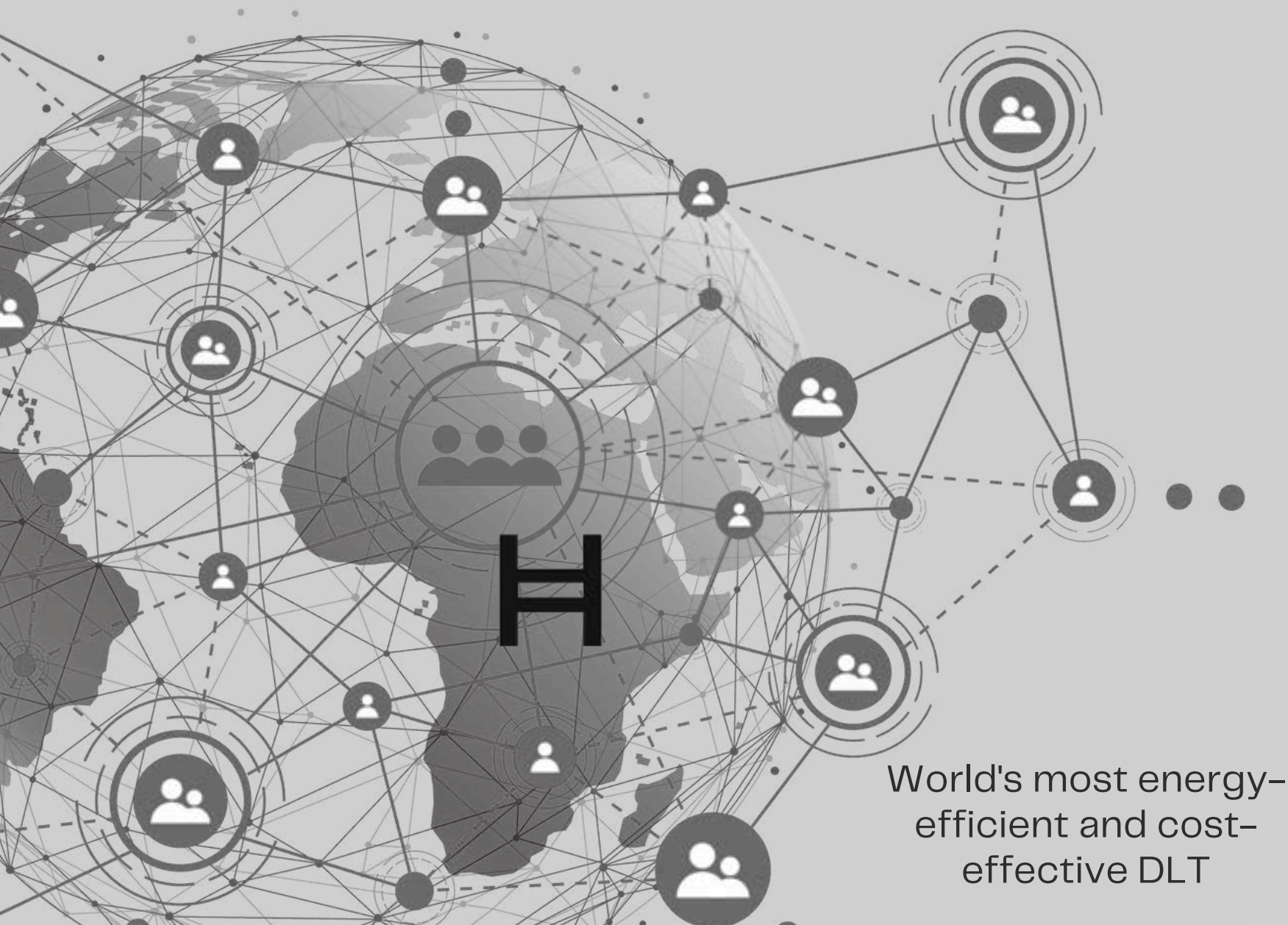**Perfect conditions for SocialFi adoption + Hedera's low costs make micro–rewards viable**

Perfect for African Markets

$0.0001
Transaction cost
enables micro–rewards

3–5 sec
Finality for
instant rewards

10,000+ TPS
Scales for viral
campaigns

Service	Purpose
HCS	topics/receipts/proofs
HTS	token/mints/transfer/fees
HSCS	reward token escrow
Mirror explorer	history/analyitcs
WalletConnect	authentication

World's most energy–
efficient and cost–
effective DLT

Incentive-aligned rails on mainstream social networks

Designed for:

1. Brands & Creators
2. Social Entrepreneurs
3. Community Regular

Key Feature:

- Micro-Finance
- Verifiable engagement
- Quality controls
- Defined roles with gated tools

- Buzz utility token
- Intrinsic motivation
- Culturally-Aware Personal Co-pilots
- Decentralised Autonomous Organisation

Works WITH existing platforms (X, Telegram, Discord) - not trying to replace them

"What's new vs Web2": verifiable proofs, spend-linked rewards, anti-sybil

Practical Ways Communities and Brands can use **hashbuzz**
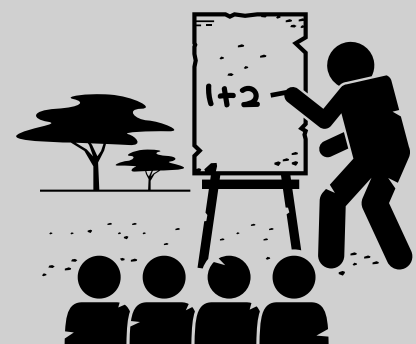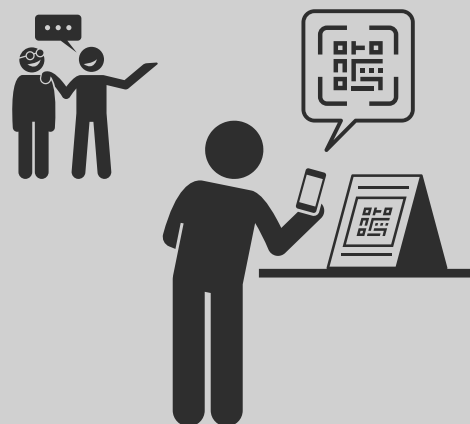
Educational Quests

MVP

Once we launch major campaigns in Africa, we'll run controlled educational quests to measure cost per verified engagement and compare it with traditional platform benchmarks.
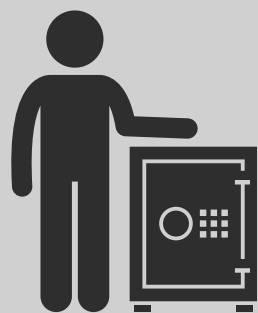
Brand–Awareness Promotions

Product Referral & Direct Sales

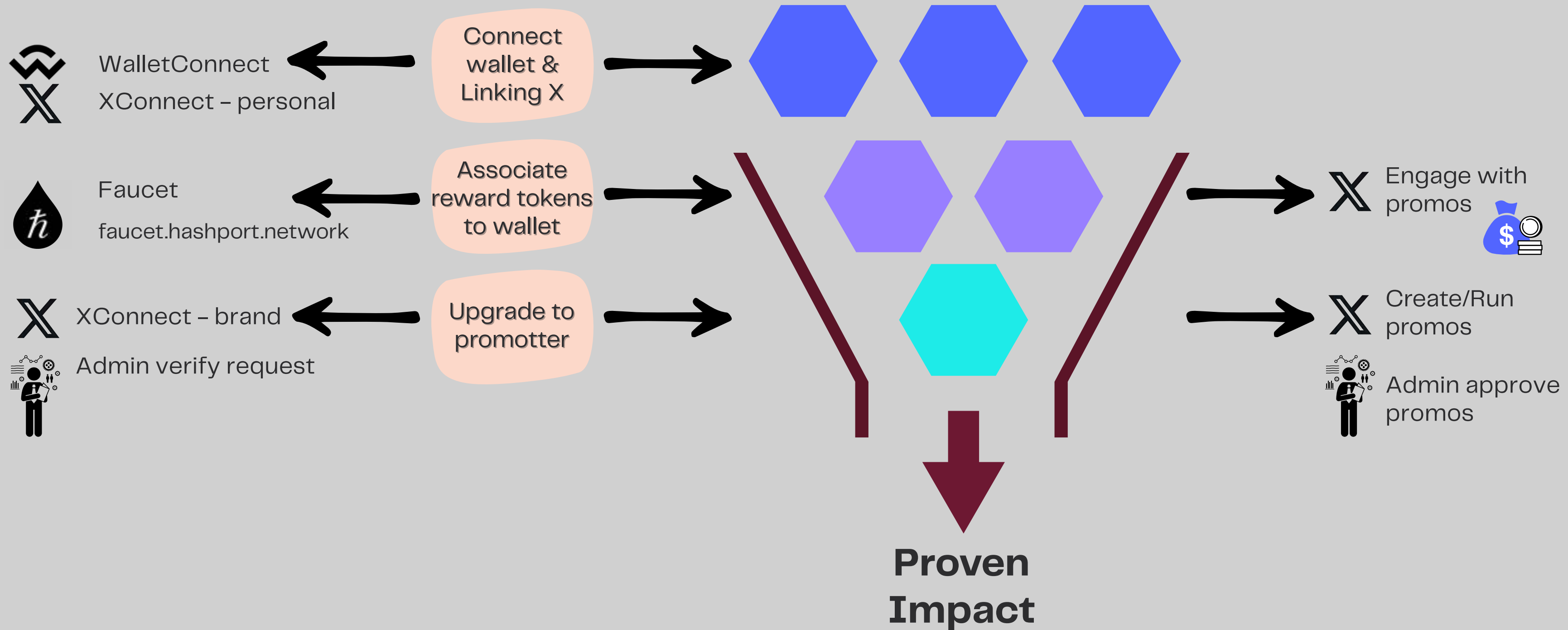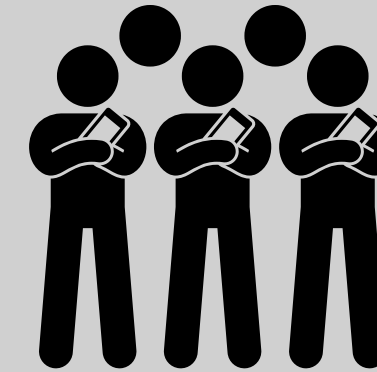Humanitarian–Awareness Campaigns

Community–Curated Content Vault

on Social Platforms

on Hashbuzz Platform

MVP Architecture

web 2.0   web 3.0

Social platforms

Hashbuzz

Hedera

Leaderboard   **Evolving NFT**   **Rare NFT**

Buzzers | Onboard | Browse & Engage

Promoters | Upgrade | Fund & Configure Promo | Create & Approve Promo

Engine | Ingest & Verify Proof | Settle & Update

HTS (token/mints/transfer)

HCS (topics/receipts)

HSCS (budget escrow)

MVP Anti-Sybil & Quality

1.Run Quest

2.Capture Comments

3.Anti-Sybil Check

4.Distribute Reward

5.Update Leaderboard

6.Bonus: NFT Mint
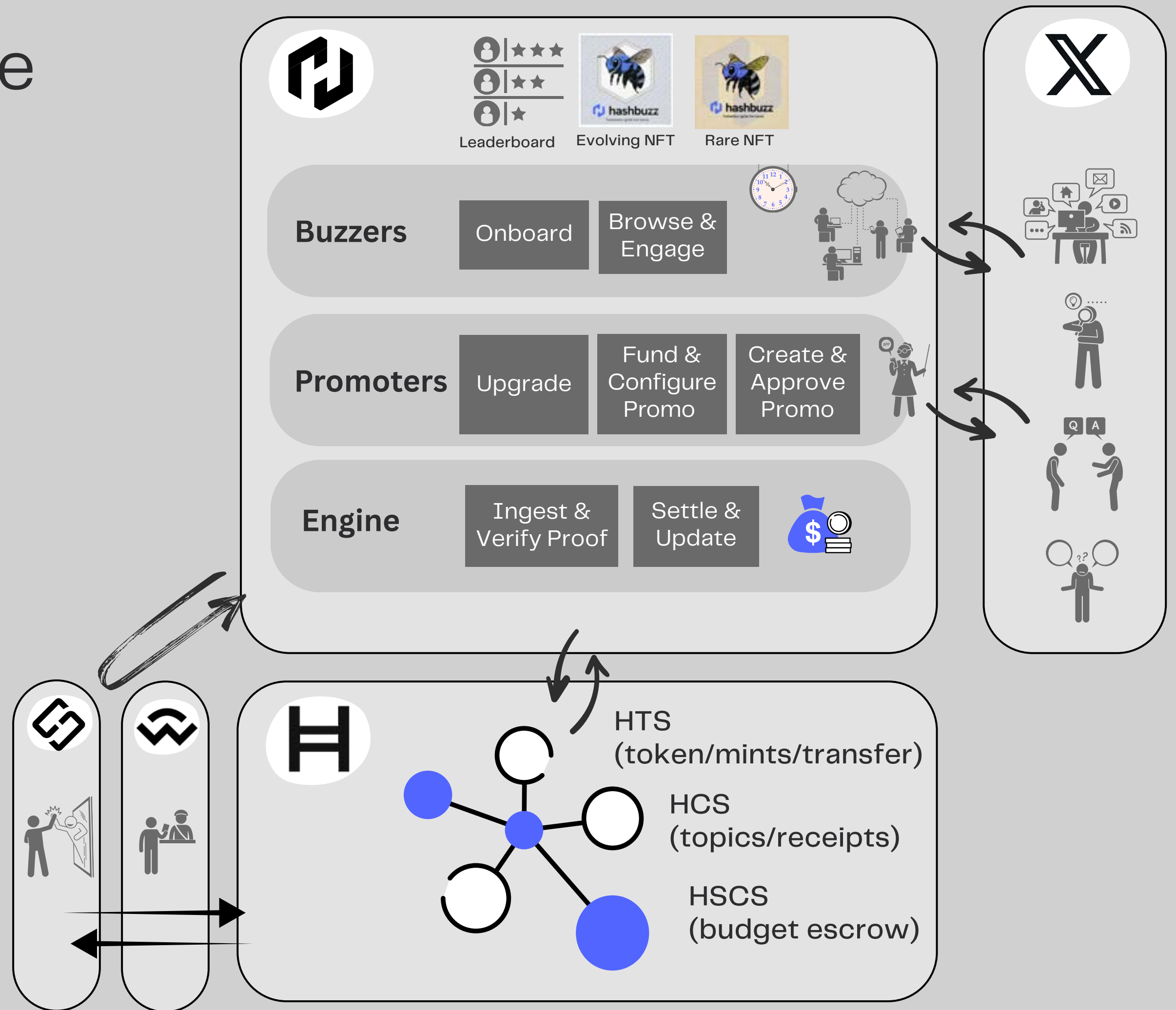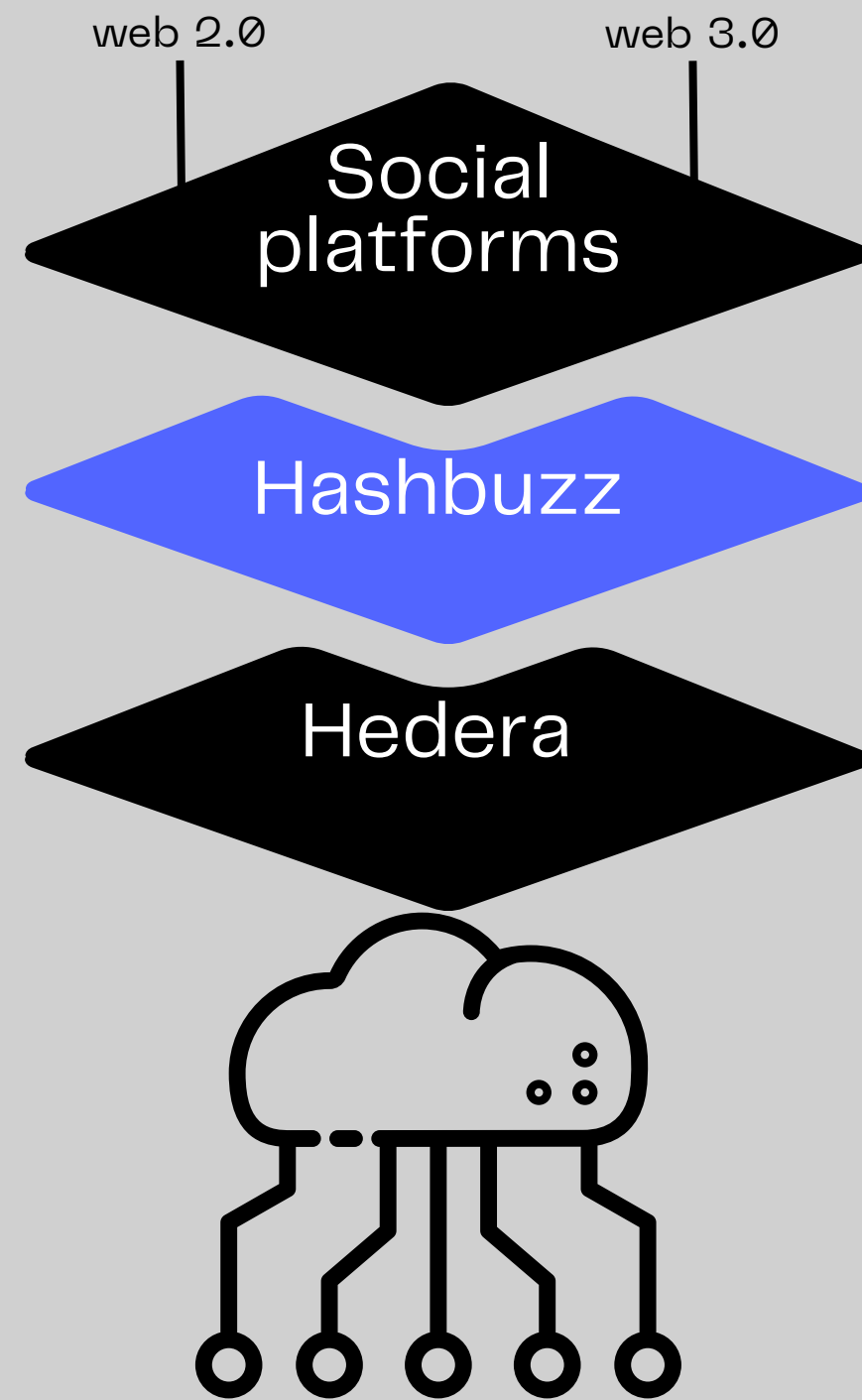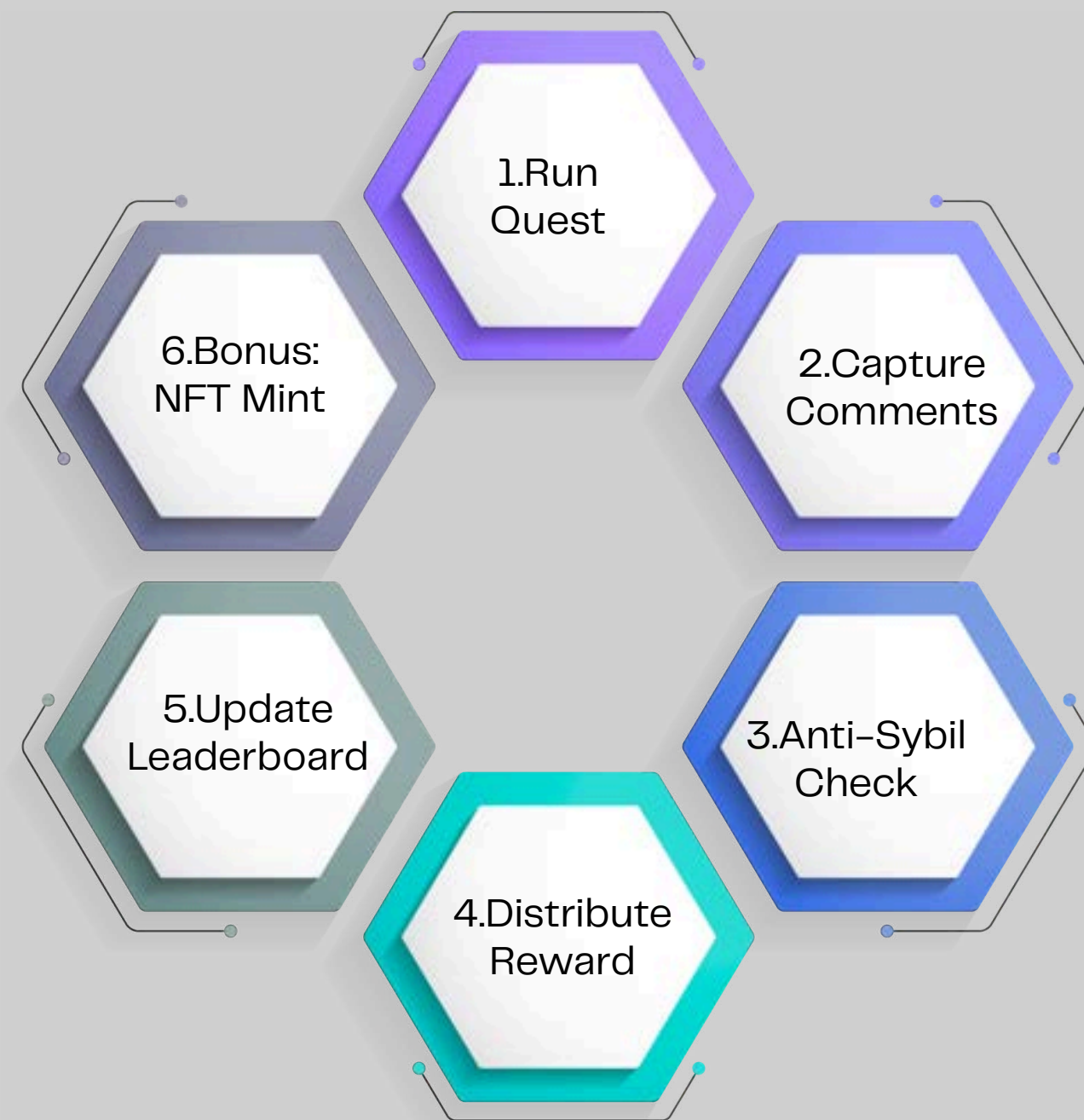
Rewards are quality-weighted: payout = base rate × Quality Multiplier. The multiplier ranges 0.0 to 1.5 based on validator scores, account reputation, and content originality.

Basic heuristics:
1. Account age in days = now – created_at. Young accounts are suspicious. (threshold example: <30 days).
2. Followers_count and following_count ratio. High following, low followers is suspicious. Example rule: following / max(1, followers) > 50.
3. Tweet rate = tweet_count / account_age_days. Very high rates are suspicious.

False-positive appeal path:
Appeals are time-bounded. User can open a support ticket on Discorf with proof for support team to assess

MVP

Demo

Use case:
Educational Quests

create campaign

NFT

leaderboard

settle

engage

MVP → NEW PRODUCT!
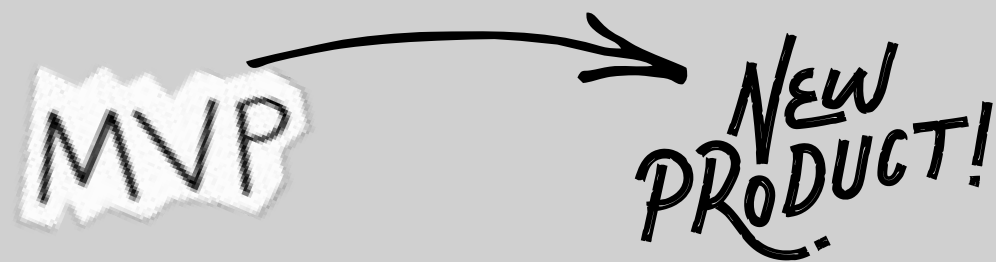
Web/Mobile dApp → WalletConnect → HashPack;
DAO Console (HashioDAO); QR Pages.

Auth+RL Edge → Campaign API → Settlement
API → Leaderboard API → VC Presentation API
→ QR/Domain Resolver → Content Gateway.

Experience 7

6 **Product Services**

AI Agent (Hedera Agent Kit) ↔ Language
Packs ↔ Cultural Rubrics; Scoring/Anti–
Sybil; Analytics Engine.

Intellegience 5

4 **Orchestration**

Social Ingest · Snapshotter · Dispute
Worker · Settlement Worker.

VC Issuer/Verifier (Guardian SD) ↔
VC/Revocation Topic; Registries (HCS–2/13):
Domain, Vault, Params, Language, Rubrics.

Identity/Registry 3

2 **Ledger/Data**

AWS 1

CloudFront API GW/ALB EKS Aurora Redis S3
(WORM) SQS Step Functions OpenSearch
Kinesis/Kafka KMS EventBridge.

HTS (BUZZ FT, NFTs/SBTs) · HCS Topics ·
Allowances · Mirror → HGraph · Hashscan · HIP–
1081 Block Node. Hiero Improvement Proposals

Value-Share	Human-AI	TRL-Level

Value-Share

30% Burn ✕

Subscriptions/fees to treasury

Campaigners **hashbuzz**

allocate reward budget

reward treasury match

reward

trickle-down effect
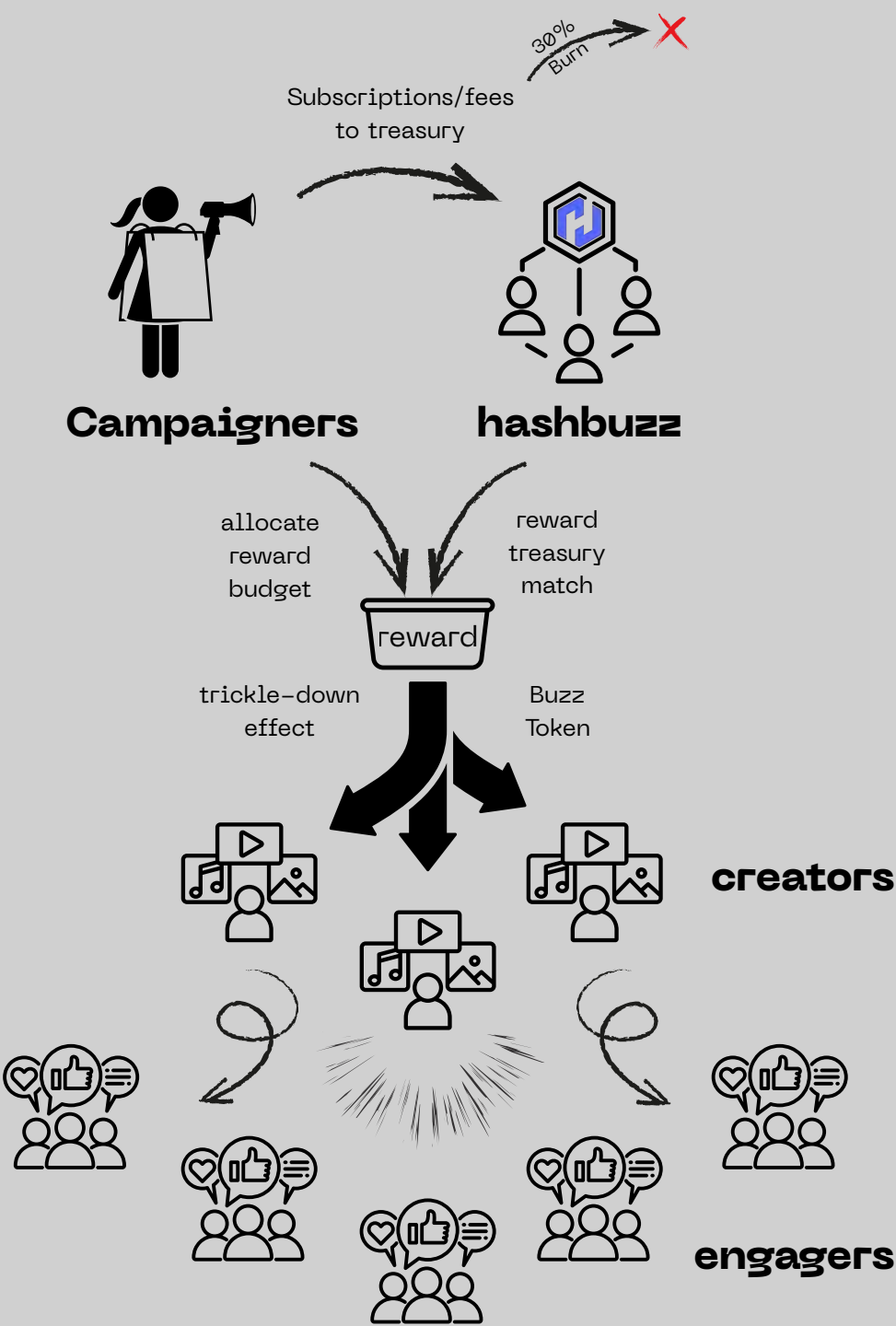
Buzz Token

creators

engagers

Human-AI

Human-AI Symbiosis

Language-Culture reservation

Shared-Value growth

Personal agents filter demand, negotiate value, and automate verified actions.

Community-Curated Content Vault

1 Educational Quests
2 Humanitarian Campaigns
3 Brand-Awareness Promotions
4 Product Referral & Direct Sales

TRL-Level

Hashbuzz is a **TRL-6** working prototype on Hedera, executing verifiable HTS and HCS transactions (token creation, association, transfer, and campaign reward distribution). The dApp runs live on Testnet and Mainnet with open-source code, dynamic on-chain flows, and full engagement-to-reward execution visible via mirror node.

Revenue Model

Gross Margin:

80%

Multiple Revenue Streams

PROMO FEES
5-10%
on promo budgets and boosts

SUBSCRIPTION NFT
Tire 1-3
that gate promoter and validator tools

PREMIUM FEATURES
PAYG
Advanced analytics, AI & priority support

API ACCESS
Throttle
Integration fees from partners

Revenue Projections

Year 1: $70K

Year 2: $2.3M

Year 3: $6.2M
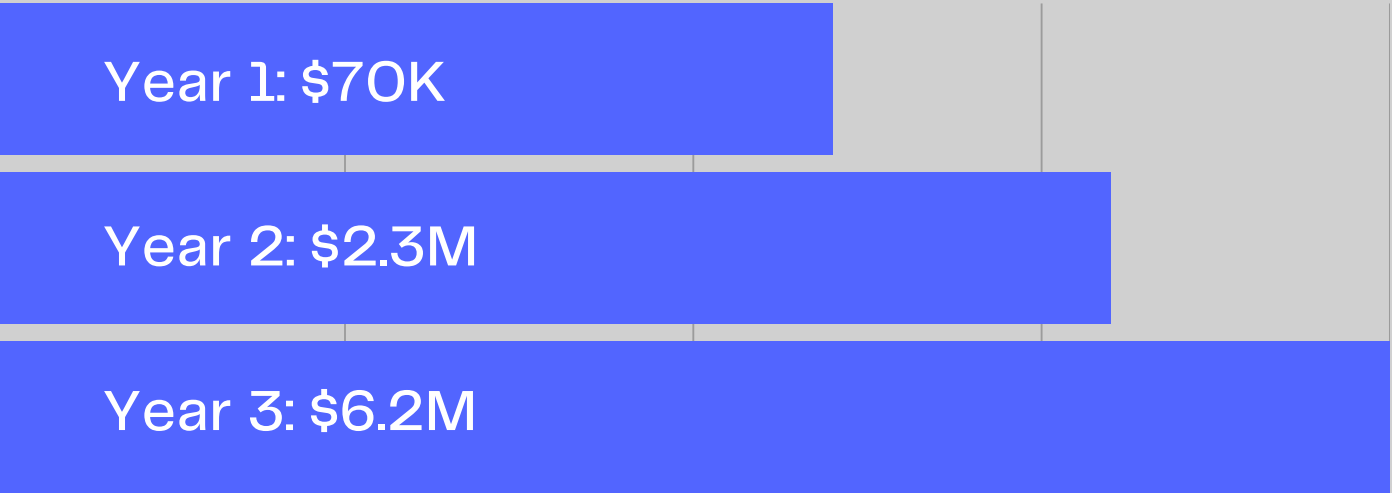
Projected break-even: Month 19 | Path to $8M ARR: Year 3

BUZZ Tokenomics

Utility & Value Accrual
Spend burns and Capped supply

250,000,000

BUZZ

Minted at genesis
into allocation vaults

30%

BURN

of every subscription
and boost
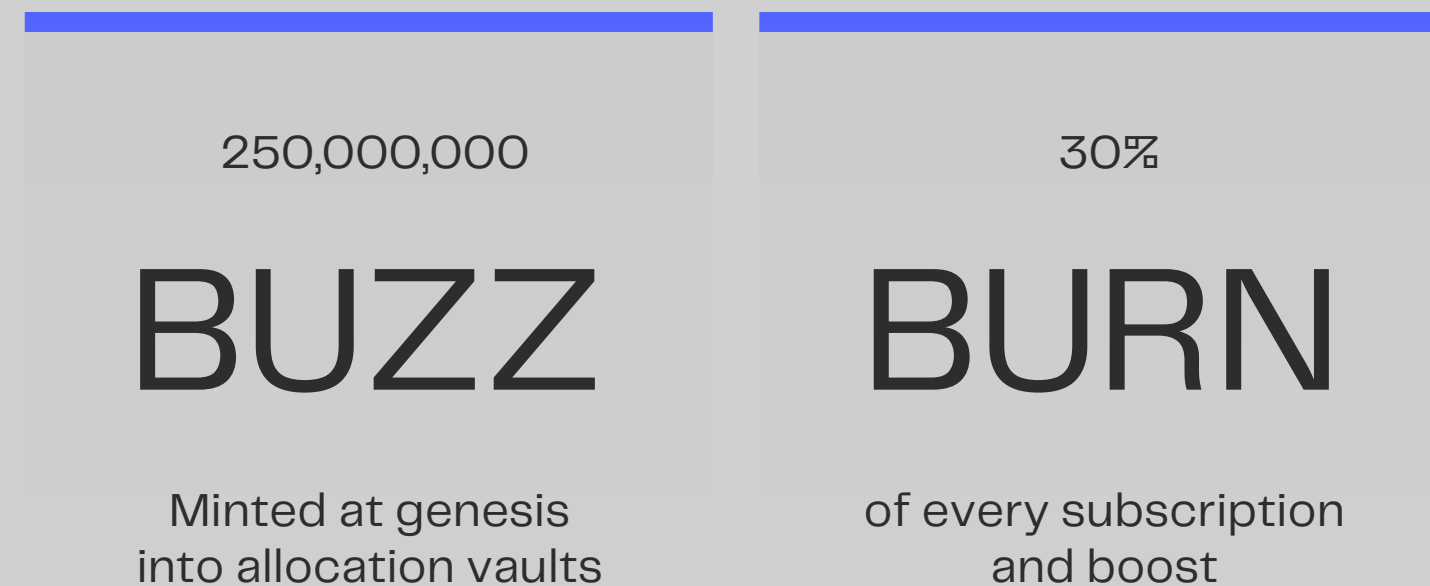
–BUZZ is a utility token. No equity, dividends, or profit rights. Participation may be jurisdiction–restricted.
–Token parameters will be finalized after token engineering analysis and stress tests.
–Tokenomics v0.9, 2025–10–11; see whitepaper for updates.

Investors (Seed + ITO)
10%

Staking & Validator Rewards
10%

Community & Rewards
40%

Team & Founders
15%

Development & Treasury
20%
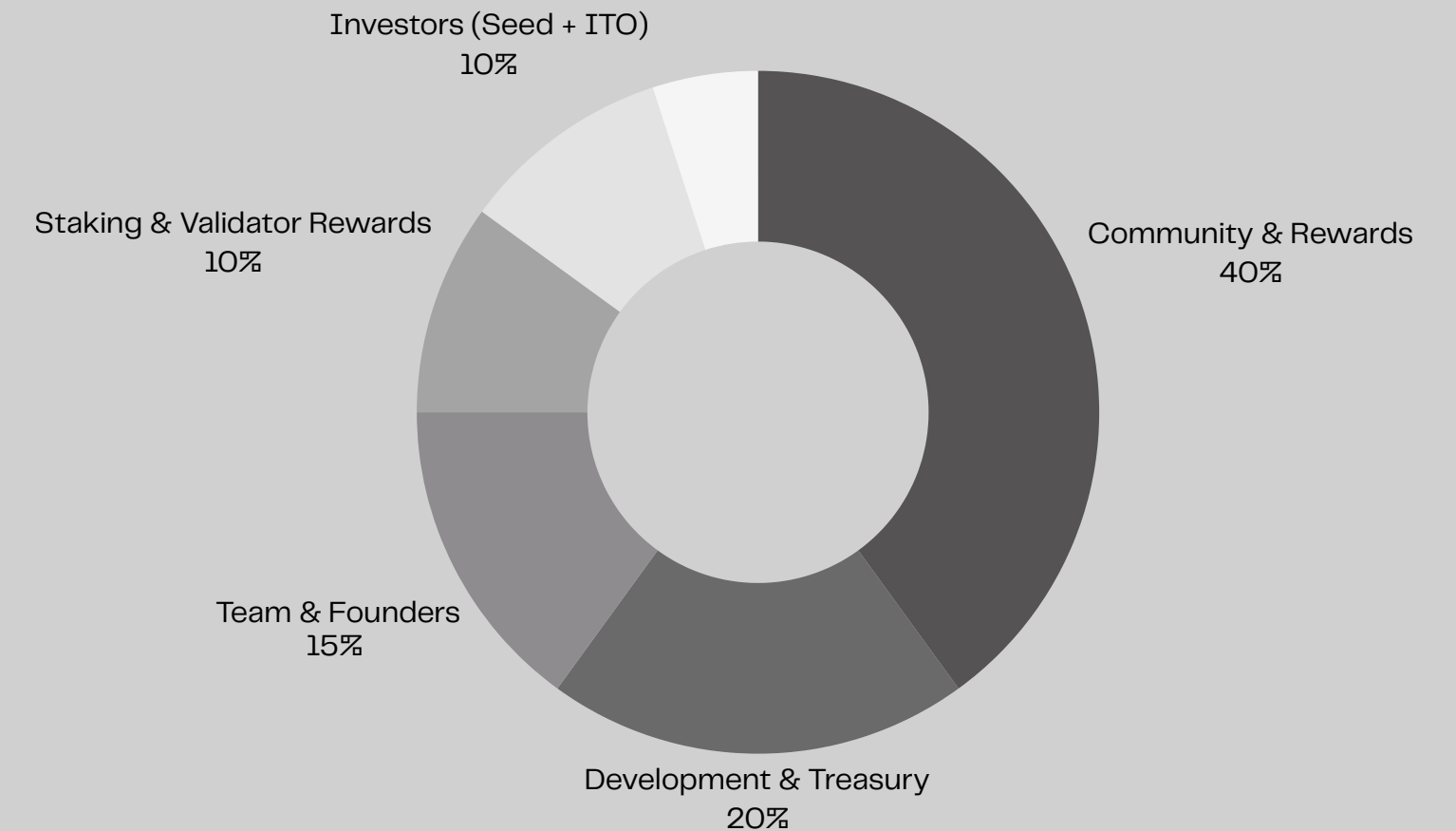
Emissions and burns
- Community rewards pool 100,000,000 BUZZ over up to 60 months with a decaying schedule and a spend–linked throttle.
- Slashed stakes are burned.

Governance and treasury
- Months 0 to 24. Timelocked multisig with public reporting.
- Month 24 onward. DAO controls key parameters and treasury.
- Treasury policy ranges for grants, liquidity, security, and runway.

Utility snapshot
- Access subscriptions priced in BUZZ via non–transferable NFTs.
- Promos and boosts paid in BUZZ.
- Staking and on–chain settlement.

Transparency
- Public dashboards for circulating supply, burns, treasury inflows, and emissions.

hashbuzz
Regulations
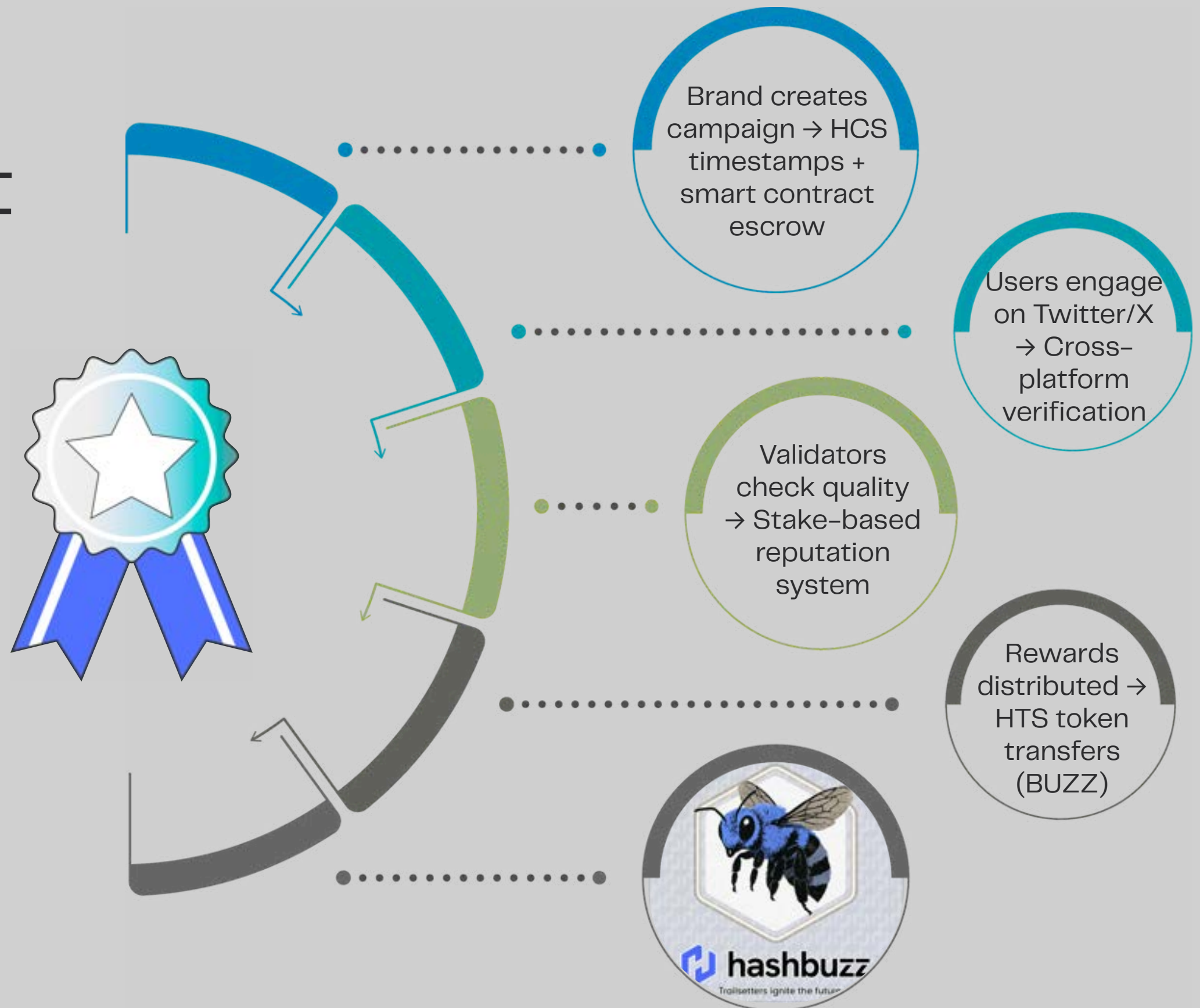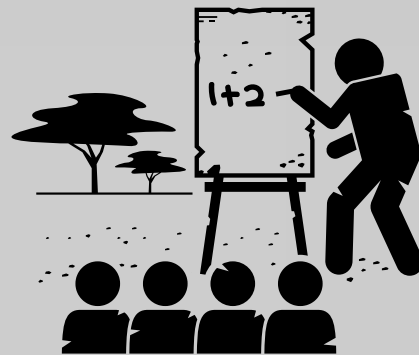
Africa, initial markets

- South Africa, FAIS crypto classification, FSCA license for providers
- South Africa, Consumer Protection Act, promo competitions rules
- Nigeria, SEC Digital Assets Rules, register platforms and custodians
- Nigeria, CBN VASP banking guidance, AML controls at banks
- Kenya, Data Protection Act 2019, lawful basis and DPIA
- Kenya, Draft National Policy on Virtual Assets and VASPs, regime in progress
- Egypt, Law 194 of 2020, crypto issuance and promotion need CBE licence
- Morocco, national ban in effect, draft law pending, hard geoblocking

Global baseline, apply everywhere

- FATF Standards and Travel Rule, AML and sanctions screening
- EU TFR 2023/1113, sender and beneficiary data on transfers
- EU MiCA 2023/1114, CASP authorisation and marketing rules
- UK FCA PS23/6, crypto financial promotions and risk warnings
- OFAC virtual currency guidance, screen SDNs and blocked wallets
- Sharia governance, IFSB and AAOIFI, SSB adviser, avoid riba, gharar, maysir
- 𝕏 platform rules, automation and anti–spam, no manipulation

MVP Live on Hedera Mainnet

Use case: Educational Quests

Brand creates campaign → HCS timestamps + smart contract escrow

Users engage on Twitter/X → Cross-platform verification

Validators check quality → Stake-based reputation system

Rewards distributed → HTS token transfers (BUZZ)

hashbuzz

Trailsetters ignite the future

MVP Live on Hedera Mainnet
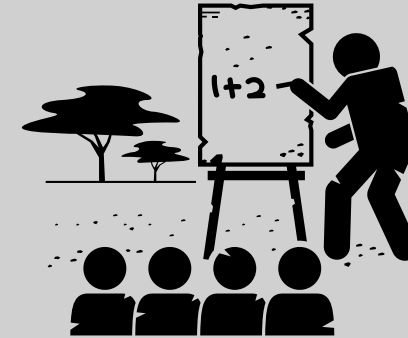
Use case: Educational Quests

142 — Wallets Associated hashbuzzer points ID
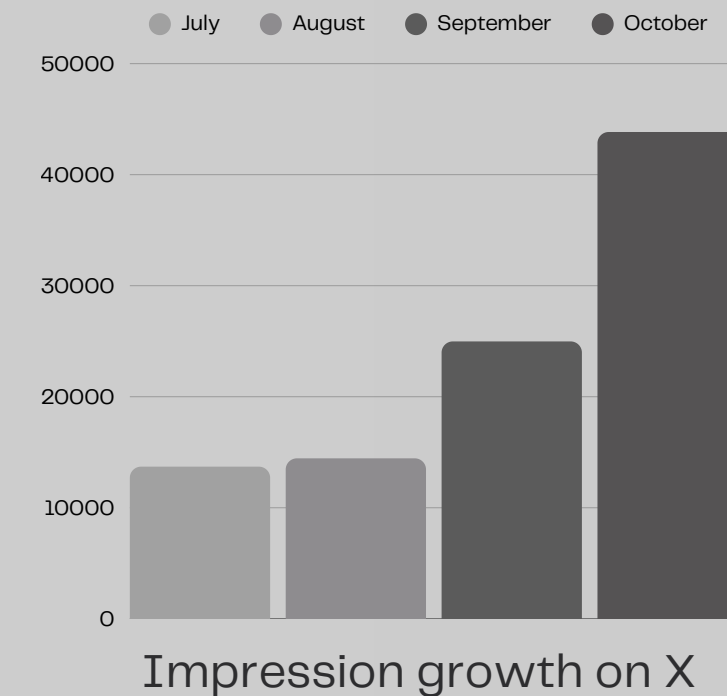
Connection Rate: 41%

290K — Hashbuzzer Points distributed

Code is **open source** on Github

Smart contract **audited** by CERTIK

July   August   September   October

50000
40000
30000
20000
10000
0

Impression growth on X

Scaling with Precision

Channels:

- Targeted ads on social media

- Ecosystem partnerships with Africa focus

- Affiliate programs with African digital nomad communities

✳ Efficient, digital-native acquisition pipeline already proven.

Phase 1 (Q1 2026):
- Launch in 5 African tech hubs
- Partner with universities and tech communities
- Onboard 100+ local influencers as ambassadors

Phase 2 (Q2-4 2026):
- Expand to 20+ African cities
- Launch Telegram and Discord integrations
- Deploy BUZZ-AI agents for personalized experiences

Phase 3 (2027+):
- Global expansion beyond Africa
- Enterprise partnerships with major brands
- Cross-chain bridges to other networks

Ecosystem Partnerships

Distribution & Scaling Partners

Regional telcos (Orange, MTN Group, Airtel)

<u>Case study:</u> Orange Middle East & Africa (OMEA) — present in 18 countries across Africa and the Middle East with 161 million customers as of 2024. Significant footprint in North, West and Central Africa.

NFT & creator platforms

<u>Case study:</u> SUBU south Africa–based metaverse and creator hub with 100+ corporate and private landowners (including MTN & Nedbank). The $UBUNTU token to power marketplace transactions & in–world experiences.
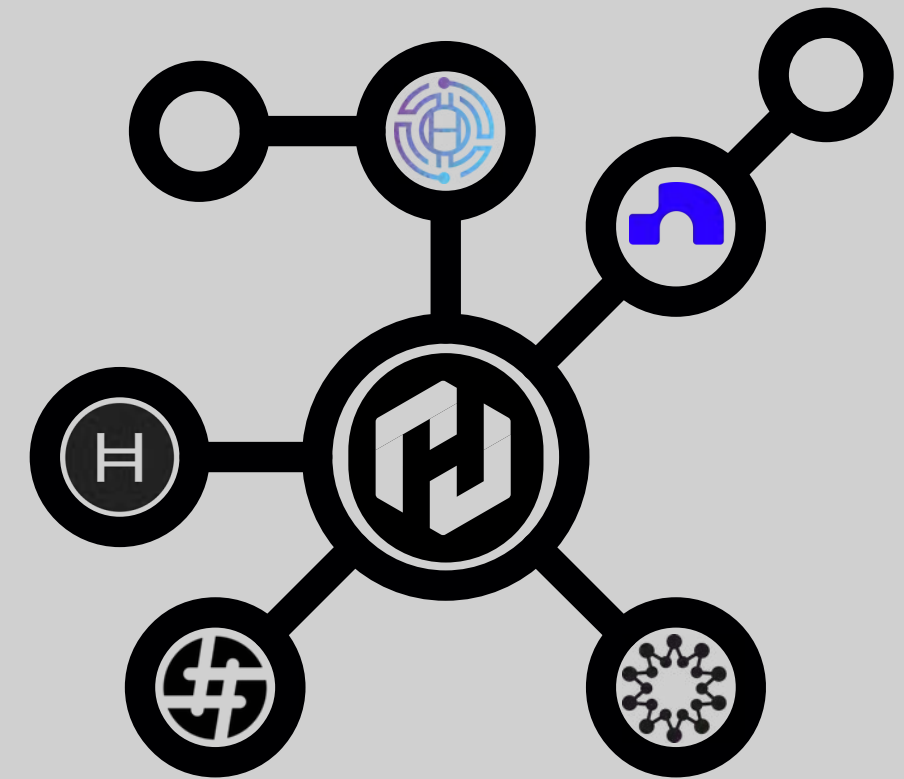
Channel and GTM Partners

Web2 marketing agencies (Ogilvy, Publicis, TBWA, WPP/VML, Dentsu)

Adoption Catalysts   Global brands   DAO alliances

Cultural institutions

Infrastructure & adoption layers:

**Hashgraph ecosystem
(tools, launchpads, protocols, bridges)**

Hgraph   DeRec   Hsuite

HeadStarter   hashport

SENTX   SaucerSwap

Core team member of African origin with strong ties to **African communities**

We could not have made it this far without the continuous dedication and support of our community, to name just few:

Andrew (Nigeria), Shiela (Kenya), Precious (Ghana) Ħimmanssħu (India), Del (Philippines), Shizuku (Japan), kimcħi (Korea)

NETWORK STEWARD

Ahmed

I wear multiple hats, adapting to whatever the situation demands. As a multi-skilled individual, I concentrate on product management while also acting as the sole bootstrap sponsor to bring the project to its current stage. My skill set includes systems thinking, modeling and product strategy.

PROTOCOL LEAD

Om prakash

As a full-stack developer, I thrive in the code and specialise in translating business vision into reliable systems. I bring hands-on experience working with the Hedera SDK stack (JavaScript/Java/Go) and smart-contract integration. I also stretch into design work when needed, helping bridge front-end, back-end and UX.

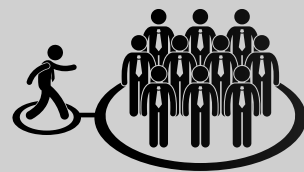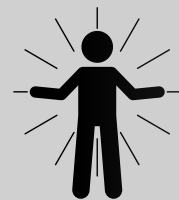# Built to Execute & Scale

Our Ask

Award hashbuzz to accelerate Hedera adoption in Africa

Prize money to fund development and user acquisition

Connections to Hedera ecosystem partners

Visibility to attract users and investors

Use of Prize Money

60% Product development, Token Engineering, & Hedera integration

15% Community building & user acquisition

15% Marketing & partnerships

10% Legal & compliance

6-months plan

Gantt Chart						
Task	**Owner**	**Q1**	**Q2**	**Q3**	**Q4**	**Metric**
		31 Mar 2026	30 Jun 2026	30 Sep 2026	31 Dec 2026	
Scalable MVP	8 Rajat	██	██			MAU ~3,000
Buzz Token	8 Ahmed	██	██			250k minted
1+ Usecase	8 Ahmed		██	██		Direct Sales
1+ Integration	8 Rajat		██	██		Telegram
1+ Partnership	8 Himman	██	██			Contract sign

Scalable mvp = educational quests & Brand awareness use cases

Buzz Token = Token engineering and Token minting at genesis

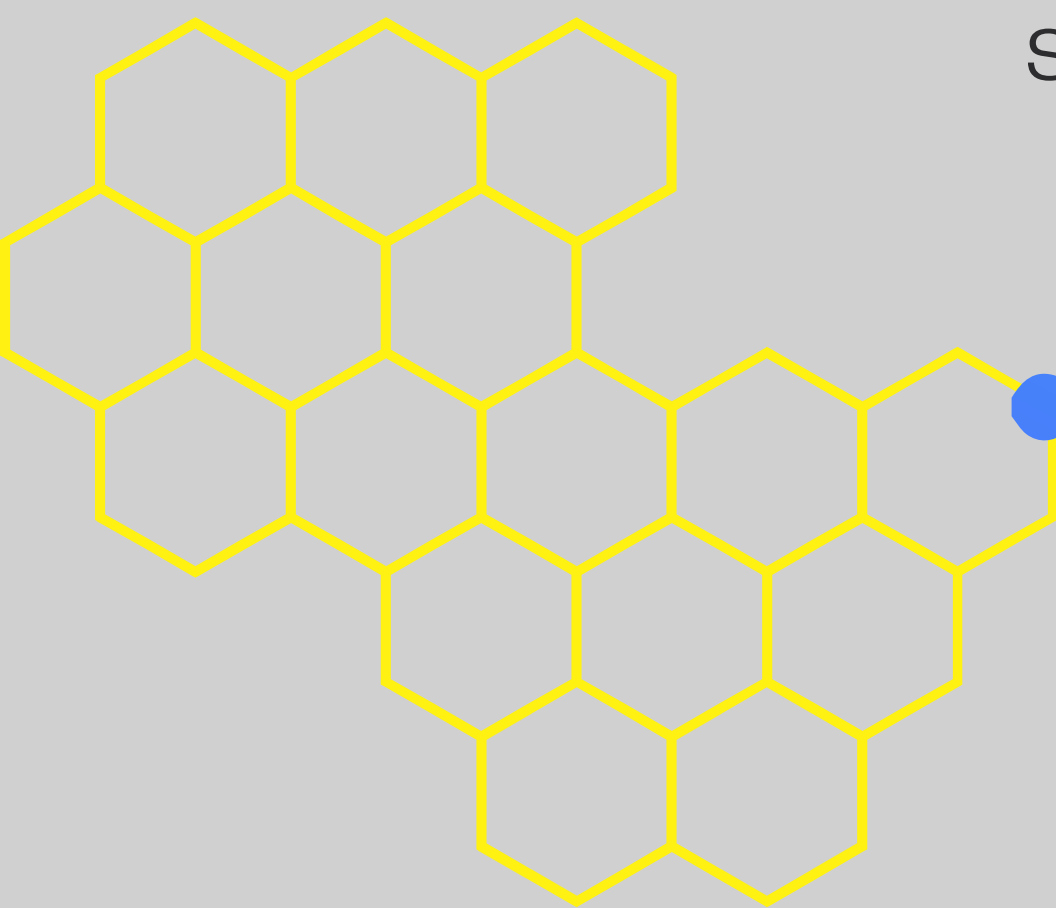**+1 use case** = new features enabling new use case

+1 integration = new social platform integration

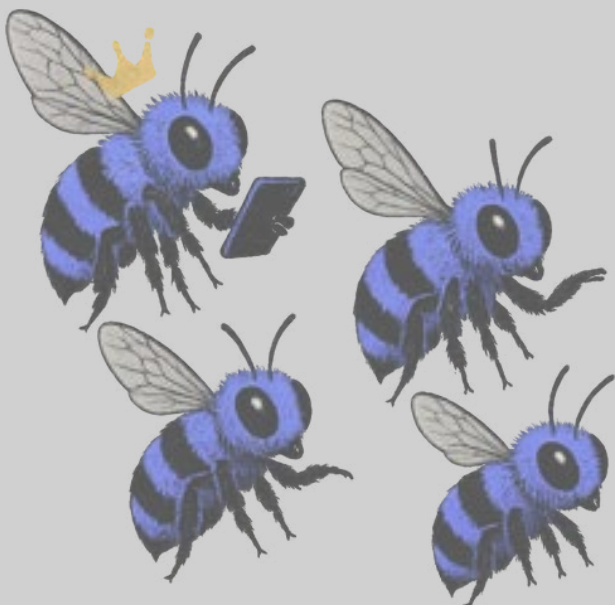**+1 partnership** = new africa-wide telco partnership

Roadmap

People at the core.
Agents on demand.

Buzz-AI
Agents

Symbiotic
Communities
& Beyond

Prod++
advanced
features

DAO

Scalable
MVP

Prod+
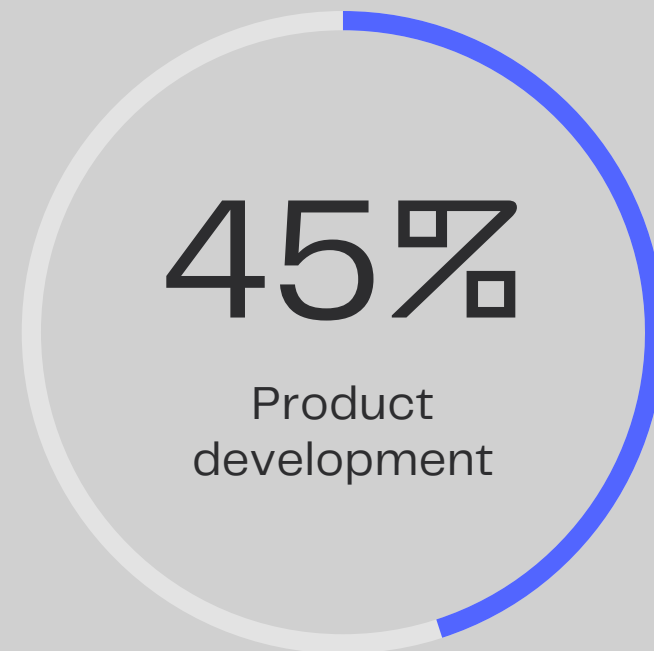more use cases
more integrations

Buzz
Token

We are Raising $500k in Seed and ITO Funding

24-month target
3–6M ARR,
100 to 170 paying brands,
20k to 35k verified campaigners.

Allocation:

45%
Product development

15%
Talent acquisition

25%
Sales and GTM expansion

15%
Legal and compliance

Why Invest Now?

✓ First-mover advantage in $4.5B African digital ad market
✓ Live product with proven traction on Hedera mainnet
✓ Clear path to profitability by Month 19
✓ Strategic partnerships with Hedera ecosystem
✓ Experienced team with Web3 & African market expertise

Pre-public plan

Max 2 rounds selling token from of the investor pool

- **Seed round:** 25% at 10% of public price.
- **Private ITO round:** 35–45% at 25–40% of public price.
- **Reserve:** 30–40%.

Work in progress

Figures will be updated after final token engineering and tokenomics, including public price and total supply.

Running on Hedera. Africa first. Scaling worldwide.

hashbuzz.social

hello@hashbuzz.social

x.com/hashbuzzsocial

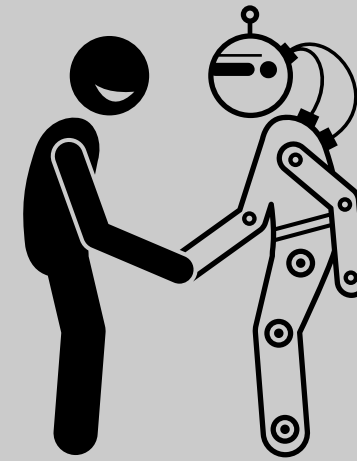Invest in the Future of
Shared Value

white paper

demo

"A human-AI symbiotic network that rewards proven impact"

hashbuzz