HOBIC TOKEN

10,000+ attendees in 2024 – now building the first tokenized ecosystem for hobby communities on BSC.

1. Executive Summary

HOBIC is a community-powered token built on Binance Smart Chain (BSC) to connect blockchain innovation with real-life event ecosystems. As the official utility token of HOBICON—one of the fastest-growing hobby & community events in Indonesia—HOBIC unlocks real-world usage through:

· Event ticketing
· Merchandise access
· Sponsor promotions
· Staking rewards
· Gamified community incentives

With over 10,000 attendees in 2024 and projected 21,000+ in 2025, HOBICON provides a live-use case and an engaged user base to onboard into Web3.

HOBIC will launch via a multi-phase presale, offering increasing token prices and exclusive bonuses for early supporters. Post-presale, we will proceed with:

· DEX listing & liquidity provisioning
· Tiered staking programs (up to 20% APY)
· NFT utility, brand partnerships & merch integrations
· Expansion into other cultural, gaming, and lifestyle events

We are seeking strategic funding to:
· Deepen liquidity,
· Boost marketing efforts,
· Expand our presence in both Web3 and IRL communities across Asia-Pacific.

HOBIC isn't just a token—it's the bridge between culture, crypto, and

2. Problem–Solution Fit

The Problem

Crypto projects often lack real-world utility, while real-world communities struggle with limited funding and outdated engagement models.

Meanwhile, event organizers face:
· Low ROI on sponsorships due to poor digital reach.
· Fragmented fanbases across niche hobby communities.
· Difficulty monetizing attendee engagement beyond ticket sales.

On the crypto side:
· Memecoins go viral but offer zero meaningful utility.
· DeFi lacks emotional or cultural connection with real users.

Our Solution: HOBIC

HOBIC bridges both worlds—bringing Web3 tools to real-life communities through a token that powers hobby & cultural events.

With HOBIC, we offer:
· A community-driven token with real-world use: merchandise, promotions, staking, raffles, NFT rewards.
· A scalable engagement model for hobby events, backed by blockchain.
· A platform where brands, sponsors, and fans interact directly via token incentives.

Instead of being "just another memecoin", HOBIC is a utility token powered by culture, fandom, and community energy.

3. WHY NOW?

Offline Communities Are Booming Again
· Post-pandemic, people are seeking real-life social experiences more than ever.
· Events like HOBICON are growing fast—10K+ attendees in 2024, targeting 21K+ in 2025.

Crypto Needs Real-World Use Cases
· Most memecoins lack utility or sustainability.
· Investors are shifting toward "memes with meaning"—tokens with a real user base and recurring usage.

Web3 Tools Are Maturing
· Easier integrations: wallet-based ticketing, staking, rewards.
· Lower gas fees & high TPS via Binance Smart Chain (BSC) make utility at scale feasible.

Untapped Market Potential
· No dominant token exists yet for the hobby/event vertical.
· HOBIC is positioned to be the first-mover in community-tokenized events, starting with a real audience.

4. Market Opportunity

- Memecoins are among the fastest-growing segments in crypto, with tokens like SHIB and PEPE reaching multi-billion dollar market caps.

- However, most lack real-world utility. HOBIC aims to pioneer a new category of event-driven tokens—blending the viral power of crypto with tangible use in community-centric events.

- Built on the Binance Smart Chain (BSC), HOBIC ensures fast transactions, low fees, and seamless accessibility for a global audience.

Target Market:

Crypto Traders & DeFi Enthusiasts – seeking high-growth, early-stage assets with utility.

Event Goers & Hobbyists – looking for engaging, reward-based experiences at HOBICON & future events.

Collectors – fans of merchandise, limited-edition NFTs, and exclusive Web3 perks.

5. Product Overview & Utility

HOBIC is more than a token — it's a community utility tool designed to power engagement, transactions, and visibility within real-world event ecosystems.

Core Utilities

- Event Ticketing - HOBIC can be used to purchase or unlock early-access event passes & perks

- Merchandise Access - Buy official merchandise, collectibles, and exclusive bundles using HOBIC

- Community Rewards - Raffle entries, contests, and community missions rewarded with HOBIC

- Sponsor Visibility - Brands can use HOBIC to access promo slots (Pixel Wall, videotron, etc.)

- Staking & Yield Farming - Stake HOBIC to earn up to 20% APY while supporting the ecosystem

- NFT Integration - Unlock limited NFTs tied to event participation and loyalty milestones

Live & Future Use Cases

- HOBICON 2025 will pilot HOBIC as an official payment and reward system

- Future integrations with third-party ticketing & merch platforms

- Expansion to travel, gaming, lifestyle, and entertainment events

- Foundation for community-owned on-chain ecosystems (DAO governance)

With each event, HOBIC becomes more useful not just tradable, but truly usable.

6. Business & Revenue Model

HOBIC will generate revenue through:

Token Presale & Launch

Initial capital raised through structured tiered presales.

Brand Partnerships & Sponsorships

Collaborations with Web3 projects and event-based brands for mutual promotion and integration.
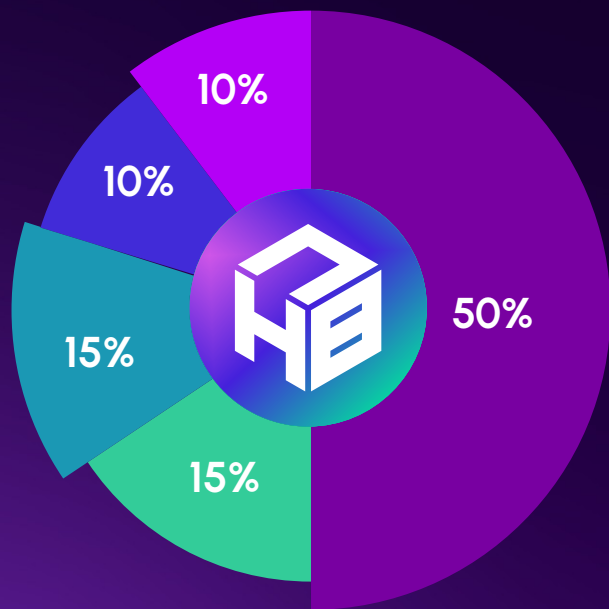
NFT Drops & Merch Sales

Exclusive digital collectibles and event merchandise purchasable with HOBIC.

Staking & Ecosystem

Sustainable revenue through staking mechanisms and small transaction-based fees.

7. Tokenomics & Fund Allocation

Total Supply:
1,000,000,000 HOBIC

Pie chart segments: 50%, 15%, 15%, 10%, 10%

Presale: 50% (With tiered discounts & bonuses)

Liquidity Pool: 15%

Token Burn: 15%

Marketing & Development: 10%

HOBICON Fundraising: 10%

Fundraising Goal:
$827,500

40% Liquidity & Exchange Listings

30% Marketing & Partnerships

20% Product & Ecosystem Development

10% Community Incentives & Staking Rewards

8. ROADMAP

PHASE 1

- Binance Smart Chain-based smart contract deployment
- Audit by Coinsult for security assurance
- Strategic presale & global marketing campaign
- Influencer & community-building initiatives

PHASE 2

- DEX Listing on Uniswap & liquidity injection
- First official HOBICON event using HOBIC for payments & rewards
- Introduction of HOBIC staking with up to 20% APY rewards
- Integration with third-party ticketing solutions

PHASE 3

- First CEX listing (KuCoin/Gate.io) to increase liquidity
- Introduction of staking mechanisms for token holders
- Expansion of HOBIC into merchandise partnerships
- Collaborations with regional event organizers

PHASE 4

- HOBIC adoption beyond HOBICON, targeting esports & entertainment events
- Event sponsorships & brand collaborations to drive engagement
- Expansion into Asia-Pacific event ecosystems
- On-chain ticketing system & NFT-based event passes

PHASE 5

- HOBIC utility integration into travel, lifestyle, and sports events
- Expansion to multi-chain networks (Solana, Layer 2 solutions)
- DAO-based governance for community-driven event sponsorships
- Target: 50,000+ active token holders & multi-event adoption

9. Go-To-Market & Marketing Plan

HOBIC combines crypto-native strategies with real-world event traction to rapidly grow its community, awareness, and adoption.

Phase-Based Strategy

Phase 1: Web3 Community Building

- Partner with crypto influencers & KOLs (global & regional)
- Target Telegram, X (Twitter), and Discord communities
- Run contests, meme campaigns, and whitelist giveaways

Phase 2: Real-World Event Leverage

- Launch at HOBICON 2025 with 21K+ expected attendees
- Offer exclusive in-event perks for HOBIC holders (raffles, merch, promo access)
- Use Pixel Wall & videotron slots to educate and onboard non-crypto users

Phase 3: Strategic Partnerships

- Collaborate with other Web3 projects, NFT artists, and merch brands
- Partner with event organizers across Southeast Asia
- Onboard lifestyle/travel influencers for multi-vertical reach

Marketing Channels

Social Media - Daily updates, AMAs, content drops, meme-based virality

Influencers - Tier 1 & Tier 2 Web3 creators to drive early momentum

IRL Events - Direct user onboarding at HOBICON & partner events

Incentives - Airdrops via contests (not random), staking rewards, early access

Community - Ambassador program & community-led growth initiatives

10. Team / Project Leadership

BAMBANG B. SIRAJ
Founder of HOBICON & HOBIC

- 10+ years in event & creative industry
- Built HOBICON from 0 to 10K+ attendees within 2 years
- Strong network with niche communities across Indonesia
- Transitioned into Web3 to bridge real-life communities with crypto utility

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FATIN AFIFAH
Event Director

- Certified MICE professional
- Extensive experience as Show Director for national-scale events
- Leads strategic planning & execution of community-integrated events

FARID WAJDI
Lead Graphic Designer

- Veteran visual designer with strong creative direction
- Expert in branding, merch design & Web3 asset production
- Developed visual identity for HOBICON & HOBIC ecosystem

Smart Contract Audit (Planned)
We are scheduled to conduct a full smart contract audit with Coinsult, a well-known Web3 audit provider. Audit will be completed before DEX listing and staking launch to ensure transparency & security.

Tech Stack
Built on Binance Smart Chain (BSC), leveraging fast, low-cost transactions and DeFi tools like staking and liquidity mechanisms to power real-world event utility.

Social Media Management
Social Media & Community Support by Lombok Influencer, a local creator network providing campaign execution, content amplification, and engagement across key platforms.

Let's Build the Future of Event Utility Together

We are currently raising in Private Sale Tier 1and seeking strategic partners who share our visionof bridging blockchain with real-world communities.

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✈️ **HOBIC Telegram: t.me/hobictoken**