



# Mobile

# BUILD THE DEMAND

Demand-Generation Program |  
Building the FlyWheel

# FLYWHEEL: BOTH SIDES

build the  
**NETWORK**

Dynamic coverage is powered by you.  
Build the Network. Earn MOBILE.

DEPLOY  
COVERAGE

GENERATE  
DEMAND

Learn More

Learn More

# TURBO: NETWORK EFFECTS

Network Density = Supply + Demand



Learn More

# HEY, HUSTLER

## YOU WORK HARD, MAKE THE MOST OF YOUR TIME

- Driving Peer-to-Peer On-Demand Rides?
- Renting a Place or Room on a Site?
- Lemonade Stand?

**Share this QR code to give folks a great mobile service  
and earn credits and rewards for yourself.**

**SHARE THE MAGIC,  
GET SOME LOVE**

**Learn More**

# HEY, SMARTY PANTS

GIVE THE GIFT OF TIME... AND MONEY

- Want Mobile Coverage for Next to Nothing?
- How about for Your Family or Friends?
- Significant Other, Kids, Anyone You Like!

Share this QR code to give folks a great mobile service  
and earn credits and rewards for your and yours.

SHARE THE MAGIC,  
GET SOME LOVE

Learn More

# HEY, ENTREPRENEUR

**YOU THINK BIG, LETS ADD TO YOUR BOTTOM LINE**

- Run a Coffee Shop, Bodega, or Diner?
- Into Property Rentals. Office Space or Event Space?
- Have a Co-Working Space, Flower Shop, Yoga Studio?

**Share this QR code to give folks a great mobile service  
and earn credits and rewards for yourself and your biz.**

**SHARE THE MAGIC,  
GET SOME LOVE**

**Learn More**

# HEY, ENTREPRENEUR

**EXAMPLE:** YOU RUN A COFFEE SHOP

You work hard to get people in the door... so benefit from that foot traffic/aggregation.

Put up a Helium Mobile Flier and Countertop A-frame. Customers scan the QR code, sign up, and you get rewarded. After a bit, maybe set up a Helium Mobile 5G antenna to get more rewards from deployment. You'll benefit from your own flywheel. You have people using Helium Mobile (demand), now provide it to them (supply) and get rewarded for both!

# HELLO, OPERATOR

**YOU'RE BUILDING THE NETWORK, NOW GO TURBO**

- Already Deploying Helium Mobile Coverage?
- Now Build out the Demand in Your Region!
- Get Your Supply and Demand FlyWheel Spinning!

**Share this QR code to give folks a great mobile service  
and earn credits and rewards to supercharge your network.**

**SHARE THE MAGIC,  
GET SOME LOVE**

**Learn More**

# HELLO, OPERATOR

## EXAMPLE: YOU DEPLOY & OPERATE 5G ANTENNAS

You work hard to get people access to Helium Mobile and you get rewarded when they use it... now make sure they use it!

Join as a Regional Demand Operator, cultivate Demand Affiliates, and put up Helium Mobile Fliers, etc. When they scan the QR code and sign up, you get rewarded (AND increased usage).

You'll benefit from your own flywheel. You're already providing people Helium Mobile (supply), now help onboard them (demand) and get rewarded for both (demand + supply = increased usage!)

# HELLO, WORLD

RINSE AND REPEAT FOR SPECIFIC USE CASES

- College Student in a Dorm (Give Codes, Run Hotspot).
- Stadium that Needs Coverage (Supply & Demand).
- Low Income/Social Service (Cheap Plans, Help Budget).

Build out collateral packs for Regional Demand Operators to find Affiliates, and empower with marketing materials.

START THE FLYWHEEL,  
BUILD THE DEMAND

Learn More

# BUILD THE DEMAND

INCENTIVIZE DEMAND  
ARCHITECTURE  
MECHANICS  
PARTICIPANTS

MISSING PIECES  
OPEN QUESTIONS  
ROADMAP  
WORKING EXAMPLES

Demand-Generation Program |  
Building the FlyWheel

# **INCENTIVIZE DEMAND**

## **YOU NEED BOTH SUPPLY & DEMAND GENERATION**

Can't Leave It to B2B / Need Network Effects for Both Sides

Core Driver for Network Growth / Success

- Growing Usage / Adoption
- Mapping / Validating the Network
- Product Development / Community Feedback

**YOU'VE DONE IT W/ SUPPLY,  
NOW TURN TO DEMAND**

# PROGRAM ARCHITECTURE

## COMMITTEE / DISTRIBUTORS / AFFILIATES

**Demand Committee:** Similar to MOC on Supply Operator Side.  
Semi-Internal to Helium; Full of Community Members; Elected  
Committee Approves **Regional Demand Operators**  
(You apply for Region Demand Operator)

Regional Demand Operators Cultivate **Demand Affiliates**  
(Campus Rep, Uber Driver, E-Waster / Aggregator)

# PROGRAM MECHANICS

## REFERRALS / ESIMS / MAPPING

**Referral Code** for Credits for Affiliates (Campus Reps, etc.)

Demand Operators Give Out N# **ESIM** 1GB cards.

Onboardees Scan the QR Code - Download the ESIM -  
Put in Personal Info but Not Payment.

**Value Add Mapping** | Even If Recipients Don't Renew, Every  
Free ESIM Contributes to Mapping/Network Validation.

# PROGRAM MECHANICS

## AIR DROPS / TURBO CHARGED FLYWHEELS

**AirDrop** ESIMS to US-based Deployers for Distribution.

Activate 1, Get 2 Back; Activate 2, Get 4, etc. (Config Rules).

On-Chain Verification, Auto/Programmatic Drop Deployment.

**Bang-for-Buck: Powerful Incentivization, Light-ish Dev 'Lift'**

Later: Config/Expand Rules for Granular Incentivization (Geo-Based, 'Super' Demand Generators, Open to Anyone, etc.)

[Package for SOLANA as Feature/Function Use Case]

# PROGRAM PARTICIPANTS

## SIDE HUSTLERS / CONSUMERS / SMALL BIZ

Onboard Others | ESIM / Referral Code Rewarded

**Side Hustler** | Campus Rep, Uber Driver, etc.

"Make the Most out of Your Hustle."

**Consumer** | Benefit Self, Friends & Family

"Get Your Phone Plan for Free, and Your Significant Other's."

**Small Biz** | Coffee Shop; Current Supply Operator, etc.

"Supplement Your Biz." "Create a Supply & Demand FlyWheel!"

# **MISSING PIECES**

**Committee** | Source / Provisioning / Mechanics

**Referrals** | Source / Provisioning / Mechanics

**ESIMS** | Source / Provisioning / Mechanics

**AirDrop** | Activation Verification / Programmatic Mechanics

**Collateral for Regional Demand Operators & Affiliates** |  
Marketing In-a-Box (Fliers, Banners, etc.)

**Next-Level Clear Consumer Onboarding Messaging** |  
Number-Forwarding, Use Case-Based, Flow-Charts  
(So Regional Operators & Affiliates and Consumers Can Join)

# OPEN QUESTIONS

IS THIS / WHAT PARTS  
ARE ALREADY PLANNED?

WHERE IS THE EASIEST PLACE  
TO START (80/20 RULE)?

# ROADMAP

- 1 | Strawman**
- 2 | Operator Feedback**
- 3 | Helium/Mobile Feedback**

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**Next Steps (Create Mechanisms)**

# WORKING EXAMPLES

A | Side Hustlers

B | Consumers

C | Small Biz

D | Current Operators

E | Rinse & Repeat

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Add / Flesh out Examples at Beginning of Prez