HashEpoch.io
Web3 Sports Platform

The world's first Web3-based comprehensive service platform for competitive entertainment.

WHITE PAPER

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CHAPTER 01

Industry and Market Overview

1.1 Overview of the History and Development of the Competitive Gaming Industry

The history of competitive gaming and wagering dates back thousands of years, nearly as long as human civilization itself. Over 2,000 years ago, the game "Liubo" became widespread in China, laying the foundation for modern digital number games, casino-style games, and bingo. The origins of the contemporary lottery system can be traced to 1530s Florence, Italy, where the first recorded digital lottery (LOTTO) emerged. Since then, the concept of digital lotteries has spread across Europe, and the trend continues to show significant growth after over 460 years.

Governments have long regarded lotteries as a form of "voluntary taxation." In 1612, the Virginia Company used proceeds from English lotteries to fund the Jamestown colony. This practice of funding public projects through lotteries spread to the New World, and by 1672, most significant settlements had established their own lottery systems. The revenue generated was allocated to infrastructure projects such as bridges, roads, and schools, as well as social welfare and clergy compensation. In 1776, the Continental Congress launched a lottery to raise $10 million for the American Revolution. Proceeds from such initiatives helped fund the founding of prestigious universities in the U.S., including Harvard, Yale, and Dartmouth.

As one of the oldest forms of competitive entertainment, the industry continues to thrive in the modern era, attracting millions of participants worldwide. The global market for competitive gaming reached over $500 billion in 2023, according to reports from British market research firms. If we include the underground market, the total market size exceeds $1 trillion. For example, sports-related wagers, particularly on football events, represent a substantial portion of the market. According to the UK Independent Betting Adjudication Service (IBAS), just before the 2002 World Cup semi-finals between South Korea and Japan, global wagers on the event reached nearly $20 billion. The 2014 Brazil World Cup saw wagers surpassing $220 billion, a tenfold increase. These figures reflect legal markets; underground wagering activities are estimated to grow exponentially.

Geographically, Asia and North America represent the most developed and competitive regions for the global gaming industry. The markets in locations like Macau and Singapore are especially notable, benefiting from global economic recovery, the growth of tourism, and increased demand for entertainment. The United States holds a dominant position, with the largest casino and gaming markets worldwide.

Additionally, the legalization and cultural acceptance of online competitive gaming have significantly boosted industry growth. In 2018, the U.S. Supreme Court's ruling to legalize sports betting led to an increase in available online platforms offering sports wagering, which further accelerated market expansion. In the Netherlands, the government introduced new regulations in 2020 to modernize outdated gaming laws, generating additional tax revenue, combating addiction, and ensuring fair play for over 2 million participants.

However, the rapid expansion of both global and online gaming markets has introduced several challenges. The industry must address issues related to system innovation, game design, and user engagement to maintain sustainable growth and ensure continued development.

1.2 Market Pain Points Analysis

Since the inception of the competitive gaming industry, issues such as fraud and manipulation have been pervasive. Due to the information asymmetry between operators and participants, fairness has been severely lacking. Online platforms, in particular, face challenges like unreliable odds, fraudulent activities, and delayed payouts, which often exploit participants' psychology for profit. Many users experience issues like opaque operations, scams, platform shutdowns, or winnings that cannot be withdrawn, leading to a widespread association between the industry and fraud.

Currently, the traditional competitive gaming sector faces several pain points, which can be summarized as follows: lack of fairness, security and trust crises, insufficient transparency of core data, weak incentive structures and user engagement, and a lack of ecosystem services and investment opportunities.

1.Lack of Fairness in the Game

The industry is plagued by cheating, leading players to question the integrity and fairness of platform data. Many online competitive games rely on random events, such as triggered events or lottery systems, yet the algorithms behind these events are often undisclosed and difficult to analyze. This creates opportunities for operators to engage in "black-box" manipulation of these variables, affecting the fairness of the game and the reputation of the platform. Such actions often result in lower player earnings or even losses.

In some cases, platforms intentionally manipulate data to lead players to believe they can earn profits, with small initial investments resulting in returns. Once players increase their stakes, the platform may engage in tactics like altering data or imposing withdrawal barriers, making it impossible for players to cash out, leading to significant losses. Ultimately, players realize their investments are unrecoverable.

2.Security and Trust Crisis

Given the presence of cheating and fraudulent activities on certain platforms, users often find it difficult to determine whether a project can ensure the security and transparency of their funds. This results in situations where players cannot withdraw funds or experience issues with frozen accounts, leading to a breakdown in trust. For example, many smaller platforms introduce withdrawal delays or other barriers, eventually closing operations and taking the funds with them, leaving players at a loss. These actions contribute to a broader trust crisis in the industry, causing user attrition and difficulty attracting new participants.

3.Insufficient Transparency of Core Data

Platforms often do not disclose operational data or reward mechanisms, which diminishes the user experience. Many online platforms lack effective transparency mechanisms, making it difficult for players to verify the fairness and randomness of the competition. In traditional systems, control over data is concentrated in the hands of a few entities, making it difficult to ensure the authenticity and completeness of the data. The lack of transparency, coupled with information asymmetry and centralized management, often leads to an opaque process, rendering reward mechanisms ineffective or completely absent.

4.Weak Incentive Structures and User Engagement

The disconnect between user behavior and rewards results in low engagement and retention. In traditional competitive platforms, Players invest significant amounts of time and money into the competition process, yet can only earn partial returns from competitive activities, while other actions generate no monetizable returns. Additionally, idle funds or earnings within the platform are not generating any value, leading to poor user retention. Players are less inclined to engage with the platform, share it, or leave their funds there, often opting to withdraw their money despite high transaction fees.

5.Lack of Ecosystem Services and Investment Opportunities

Due to inherent issues in the traditional gaming industry's profit structure and operational framework, there is little to no provision of valuable ecosystem applications or services to meet the multi-layered demands of modern users. Furthermore, platforms do not offer opportunities for individual users to participate in project dividends or investments. This limitation makes the user experience one-dimensional, lacking the sense of involvement and engagement. High-net-worth individuals and potential investors are excluded, resulting in a closed ecosystem that fails to share value with its users. This isolation makes it difficult for platforms to gain market support or user recognition, hindering broader development.

Given these factors, user attrition is a significant problem, and new users are increasingly reluctant to engage with the sector, depriving them of the excitement and enjoyment that competitive gaming should offer. Over time, these challenges have made it increasingly difficult for the industry to sustain and develop. Overall, the ongoing issues of fairness, security, trust, data transparency, incentive structures, and ecosystem services continue to undermine the sector. While some platforms attempt to address these challenges through better fund management, increased oversight, and the application of advanced technologies, these solutions fail to resolve the underlying issues as long as the platforms remain centralized.

1.3 The Arrival of the Web3 Era

The integration of blockchain technology and tokenized economics with the competitive gaming industry will create a completely new experience. This is not merely a sensory change, but a fundamental transformation in the economic structure and production relationships within the online competitive gaming sector. In this new economic cycle, the intrinsic value represented by rights, the yield represented by tokens, and the subjective value brought by decision-making powers are interconnected. With the support of diverse gameplay and incentive mechanisms, this synergy can foster a healthy ecosystem. Moreover, the adoption of digital currencies for payments and settlements resolves issues related to currency conversion between international chip systems and enhances user privacy.

With the advent of Web3, a new development model for online competitive gaming has emerged.

Web3 ' s core technologies are characterized by decentralization, immutability, and traceability. By leveraging distributed ledger technology, all transactions and data are recorded transparently, eliminating the control of centralized entities over data. This ensures the security and trustworthiness of the data.

Online competitive gaming driven by Web3 combines blockchain technology with competitive projects, offering players the opportunity to truly own private assets and engage in provably fair gameplay. Players can earn diverse assets and behavioral rewards through participation, with the ability to switch and circulate assets between various competitive projects. Furthermore, the use of blockchain technology enhances the transparency and fairness of online competitive gaming, allowing players to verify the rules and outcomes of games.

Web3 introduces a new incentive structure to the online competitive gaming industry. Beyond traditional internal rewards for game performance, players can now earn a variety of behavioral rewards by participating in on-chain data activities linked to the competitive gaming projects. This incentive system not only boosts player engagement but also offers avenues for players to earn economic returns through their actions.

As Web3 technologies evolve, the future development of online competitive gaming will expand in the following areas:

- The inevitable transition from Web2 to Web3, where blockchain technology and the digital economy will dominate the competitive incentive landscape.

- The gradual transformation of competitive gaming assets with cryptocurrency as the central link.

- Smart contracts and critical data processes being witnessed and automatically distributed through consensus from relevant nodes.

- The potential for asset appreciation to improve player retention, addressing the limitations of traditional platforms.

- The implementation of service stack applications within the blockchain environment, allowing players to interact with lightweight full node environments.

1.4 The Birth and Trend of Hash Epoch

With the maturation and development of Web3 and blockchain technology, as well as the refinement of its technical applications and foundational settings, the unique framework logic and innovative value presentation will undoubtedly provide a strong boost to the online competitive gaming market. The Hash Epoch core team believes that in the coming years, the competitive gaming industry will undergo a new round of innovation and transformation:

1.The Development Trend of Blockchain Technology and Cryptocurrency in the Industry

The arrival of the Web3 era has led to a rapid increase in the acceptance and application of cryptocurrencies across various industries, including competitive gaming. The decentralized transparency and immutability of blockchain ensure that data cannot be controlled by individuals or interest groups. Furthermore, decentralization enables peer-to-peer interaction, where all mechanisms are automatically executed via pre-established smart contracts, eliminating the need for third-party trust guarantees. This not only reduces costs but also improves efficiency. As cryptocurrencies become more widely recognized and utilized, the competitive gaming industry is poised for revitalization.

For example, blockchain can guarantee the reliability and security of competitive results through features like hash values and encryption algorithms. Once data is recorded, it cannot be altered. The decentralized nature of blockchain addresses the problem of fraudulent result generation, which is common in traditional online competitive gaming. Games that require random numbers, such as dice rolls, use blockchain ' s cryptographic features to ensure randomness and eliminate the potential for manipulation. Additionally, smart contracts automatically verify results and distribute rewards without requiring third-party arbitration, allowing for quicker fund transfers at a lower cost and enhanced user protection in terms of asset and privacy security. Hash Epoch is one of the first platforms to integrate competitive projects into the blockchain and cryptocurrency industry, leading the trend and continually improving its mechanisms.

2.The Increasing Market Demand and Younger User Base for Online Competitive Gaming

Earlier, the global pandemic significantly boosted the number of online competitive gaming users. Since 2020, the pandemic has had a positive effect on market structure development. The convenience and accessibility of online competitive gaming, along with the growth of mobile users, have enabled more players to participate in gaming activities anytime and anywhere, experiencing the excitement and rewards the industry offers. In-depth data analysis and industry feedback indicate that not only are more people willing to engage in online economic projects, but the user base is also becoming younger. It is expected that an increasing number of young people will participate in competitive gaming through online platforms.

3.The New Market Structure of the Competitive Gaming Industry

Although the competitive gaming industry currently exists in two forms—offline venues and online platforms—it has seen a relatively balanced growth. However, with the innovation of the industry, the rise of blockchain technology and the Web3 sector, and the trend of younger and more diverse users, the industry structure is bound to change. It is expected that over the next 3-5 years, the industry will evolve into a "three-part world" consisting of "offline physical venues + Web2 online services + Web3 applications." This could potentially replace traditional Web2 services due to the rapid development of blockchain and cryptocurrency industries and the younger market demographic, eventually integrating all forms into one unified structure.

4.The Rise of Behavioral Economic Incentives and Investment Needs

The entire industry is exploring diversified user incentive plans, driving the growing demand for behavioral rewards and asset management services. Behavioral rewards allow users to earn additional rewards by participating in activities such as daily check-ins, events, interactive tasks, and sharing or promoting the platform, in addition to participating in competitive gaming. Furthermore, asset management will become a key way to attract players. Users can invest their idle funds into the platform’ s ecosystem services, such as DeFi lending, staking, or providing liquidity to projects, to generate sustainable income. This will greatly enhance player retention and loyalty.

Based on this background, the Hash Epoch team is actively optimizing and refining the technical and service aspects of its platform. By innovating a Web3-centric framework for the online competitive gaming platform, and incorporating mechanisms like user behavioral

rewards, loss compensation, asset-backed credit, and token-driven value, Hash Epoch aims to create a fair, transparent, secure, and content-rich competitive environment for global users and project issuers.

In the future, the Hash Epoch Web3 Sports Platform will become the preferred platform for Web3 competitive gaming, the most favored platform for users, and the best incubator for competitive projects.

Platform Mission:

To change the current state and reputation of the competitive gaming industry, bringing together high-quality projects with fairness, transparency, and openness, while providing users with multi-dimensional reward mechanisms and asset services, positioning Hash Epoch as the leading comprehensive Web3 competitive service platform.

Platform Vision:

To allow users to experience the passion of competition in a fair environment! To enable competitive projects to freely compete in a fair and open environment!

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CHAPTER 02

Overview of Hash Epoch Web3 Competitive Platform

2.1 Introduction to Hash Epoch Platform

Hash Epoch Web3 Sports Platform (referred to as "Hash Epoch") is headquartered in the United Kingdom, with its global investment fund based in the United States, supported by a strong consortium of financial institutions and security audit organizations. The platform is dedicated to building the world’ s first blockchain-based Web3 integrated sports and gaming platform, aiming to achieve decentralized interaction between players, project issuers, and other stakeholders. Hash Epoch is designed to address the current industry's pain points, including issues like the lack of fairness in gaming, security and trust crises, transparency of core data, lack of incentive mechanisms, and limited ecosystem services and investment opportunities. The platform offers a one-stop solution by employing innovative behavioral incentive mechanisms and tokenomics models.

Hash Epoch Web3 Sports Platform holds various national online gaming licenses and certifications. As a global leader in Web3-based sports and gaming, Hash Epoch brings several key advantages to the industry. It introduces the C+UIB model, solving core issues such as fairness, transparency, and the freedom of gameplay. Through the innovative C+UIB modular solution, Hash Epoch resolves critical contradictions and pain points between B-end (businesses) and C-end (consumers) stakeholders in the current competitive gaming landscape. This enables players to enjoy fair competitions, protect them from fraud, maximize their earnings, and receive compensation for losses. Additionally, the platform helps quality gaming projects launch with minimal operational costs while providing capital incubation, traffic empowerment, credit guarantees, and asset proofing, among other essential services.

Through blockchain technology, a robust activity and task system, an AI-powered user acquisition system, an innovative token finance model, excellent user experience, and anonymous participation options, Hash Epoch provides players with the most secure and reliable competitive gaming services. The platform sets a new paradigm for Web3 integrated gaming services.

On the technical side, Hash Epoch is currently built on the Binance Smart Chain (BSC) but plans to expand with cross-chain support for Solana and Ethereum networks. Smart contracts are used to automate the management of competitive data and reward distribution, ensuring no human intervention. The platform’ s proprietary Hash-based draw technology guarantees the randomness and transparency of competition results. Additionally, a token financial model is established to support various ecosystem financial functions and applications, empowering users.

Core Innovations and Competitive Advantages of Hash Epoch:

- Publicly transparent competitive projects, where users can monitor data and reward rules throughout the process.
- The use of smart contract groups to manage funds and ensure users have control over their assets.
- Aggregating DeFi technologies to facilitate asset interoperability and appreciation, creating a comprehensive service ecosystem.
- Users can participate in platform activities and tasks, earning various incentives.
- An innovative tokenomics model that shares platform growth dividends with both users and project issuers.The potential for asset appreciation to improve player retention, addressing the limitations of traditional platforms.

The implementation of service stack applications within the blockchain environment, allowing players to interact with lightweight full node environments.

In the future, Hash Epoch will continue to expand its platform capabilities and optimize the service experience. As a core link between players, project issuers, investors, and third-party developers, Hash Epoch will first integrate competitive gaming projects and brands, bringing gaming to blockchain and ensuring that every player and project reflects the value of competition. This will promote the circulation of asset value. Hash Epoch is poised to become the leading platform in the Web3 competitive gaming field!

2.2 Hash Epoch Global Investment Foundation

The Hash Epoch Global Investment Foundation is the primary driver of Hash Epoch's global operations.

The foundation is dedicated to the diversified development, operation, and investment incubation of online competitive gaming content. Its investment scope includes competitive gaming innovation, intellectual property (IP), talent acquisition, startup teams, enterprise parks, gaming products, mature competitive brands, and tournaments. Currently, the foundation's capital scale exceeds $1 billion, with investments spanning over 30 countries and regions, including the United States, Europe, and Asia. It also has several overseas branches and offline service entities in regions such as Europe, the Middle East, and Southeast Asia.

The Hash Epoch Global Investment Foundation boasts strong research and development (R&D) and investment research capabilities, with expertise in competitive content, software infrastructure, and Web3-related venture capital in the gaming industry. As a venture fund focusing on competitive industries, the foundation has already invested heavily in Web3-related projects, with more than half of its capital deployed in these areas. The fund has invested in public chain projects such as Aptos, Web3 companies like The Wildcard Alliance, blockchain game developers and publishers like Network Studios, and others.

Currently, the foundation has established collaborations with global leaders in competitive gaming such as Sands Entertainment, Caesars Entertainment, Betway, Okada Manila, M6, Expo, and more. It has also forged strong partnerships with international top-tier sports clubs.

In the area of project incubation, the Hash Epoch Global Investment Foundation is actively cooperating with national sports lottery centers, Hong Kong Jockey Club, Thailand Royal Horse Racing, and FA event organizers to drive the integration of events onto blockchain platforms and develop online competitive betting services. Moreover, the foundation is incubating innovative competitive gaming projects such as "Horse Racing Heroes," "Hash Lottery," "Hash Dragon Tiger," and "Expo Gaming," continually expanding its ecosystem to become the world's premier platform for incubating competitive gaming projects.

2.3 Top-tier Team Collaboration

The Hash Epoch Global Investment Foundation has assembled a cross-disciplinary core team to guide the strategic planning, development, and operations of the Hash Epoch platform. The team consists of blockchain and competitive industry veterans, with years of experience in operations, technical development, and industry expertise. The technical team comprises blockchain specialists, smart contract developers, data analysts, financial researchers, and business professionals, ensuring the platform's technology is secure, efficient, and continually innovating.

Here are key members of the team:

Stanley Borba – CEO of the platform, with extensive experience in big data research centers. Stanley has been responsible for the R&D, planning, and operations of online competitive gaming applications, having participated in the operation of many online gaming projects. Stanley also has deep insights into the application of blockchain technology in the gaming and betting sectors.

Nicola.YU – CTO of the platform, also with experience in major big data research centers. Nicola has a strong background in R&D, planning, and operations of online competitive gaming applications. Her expertise also includes blockchain technology' s application and deployment strategies in the competitive gaming industry.

Joyce – Formerly in several big data research centers, Joyce specialized in the technical development of online gaming applications. She has participated in numerous online gaming projects and has in-depth knowledge of blockchain technology' s application in the sector.

Adrian – An expert in blockchain technology for competitive gaming. Adrian has focused on cross-platform mining algorithm migration and mining software development for cryptocurrency mining. He has extensive experience in the architecture of cryptocurrency wallets and virtual exchanges.

Giles – A technical developer specializing in data mining, artificial intelligence (AI), and algorithm optimization. Giles is responsible for building and optimizing AI algorithms within the project.

Hubery – A blockchain application engineer and program developer with 15 years of experience in the internet industry. He is proficient in multiple programming languages and specializes in designing high-concurrency, scalable architectures.

Jonny Wong – A specialist in blockchain and cryptographic communication technologies, with a long-standing focus on blockchain applications. Jonny is well-versed in Bitcoin, Ethereum, Hyperledger, and other major blockchain protocols, with deep expertise in consensus mechanisms, smart contracts, cross-chain technology, sidechains, and privacy protection.

Ethan Martinez – Financial advisor to the platform, with prior experience at Circle, contributing to the development of key projects such as USDC, Circle Pay, and Circle Trade. Ethan is known for his forward-thinking vision in digital currency and blockchain technology. As Hash Epoch's Chief Financial Advisor, he will guide the platform in designing a rational and effective tokenomics model, optimizing token function, attributes, value creation, and distribution. His work will enhance token stability and growth, ensuring tokens serve as an effective incentive mechanism and value exchange tool in competitive gaming.

2.4 Platform Qualifications and Partners

Under the support of the Hash Epoch Global Investment Foundation, Hash Epoch has already gained the attention of global investors. The foundation has established collaborations with major investors, including AimStar, LasVegas Sands Corp, Bain Capital, IDG Capital, and HasH Hero, raising a total of $50 million in funding. In the future, the foundation plans to raise an additional $350 million to support business expansion.

In addition to financial backing, Hash Epoch has formed strategic partnerships with SoftBank, Green PRO, and other capital firms. These partnerships cover areas such as business development, asset management, project investment, and incubation. The collaboration has already yielded positive results.

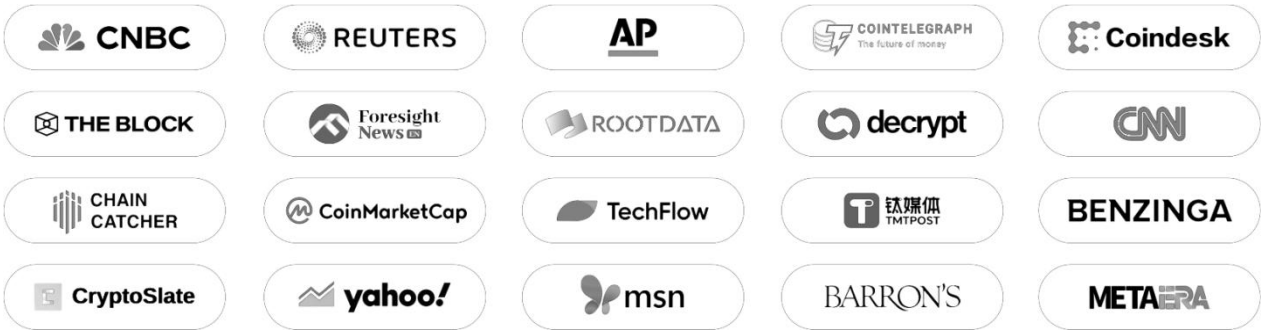
In the realm of technology and security, Hash Epoch has partnered with CERTIK, a top-tier international security auditing firm. CERTIK's support has enhanced platform security in terms of interaction costs, user experience, code security, and asset protection.

Furthermore, Hash Epoch has established long-term partnerships with global media outlets, top competitive clubs, and well-known KOLs (Key Opinion Leaders) for brand promotion, event support, and media distribution. These partnerships are instrumental in broadening Hash Epoch’ s reach and ensuring widespread recognition in the competitive gaming and blockchain space.

Platform Qualifications

Strategic Partners & Investors

Strategic Media & Partnership Institutions



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CHAPTER 03

Hash Epoch Business Model

3.1 Design Principles

The Hash Epoch platform is based on Binance Smart Chain and Ethereum technology, operating on a Web3 architecture, with HEST as its economic model. This creates a verifiable Web3 competitive ecosystem loop. The platform will adhere to the following principles:

- **Fairness:** Eliminate human interference and cheating, ensuring transparency and fairness from the competition process to the results and asset distribution.
- **Incentivization:** Enhance user experience and engagement through user behavior rewards and compensation mechanisms.
- **Freedom:** Support cross-chain and multi-network integration to expand user reach and ecosystem connectivity.
- **Fun:** A variety of activity and competition areas, allowing users to experience the excitement of competition during interactions.

In addition, the Hash Epoch platform will leverage blockchain decentralization, immutability, smart contract automation, and Hash lottery technology's randomness and transparency to revolutionize the competitive market. With the support of user behavior rewards, loss compensation, project guarantee mechanisms, and Token value-driven systems, it aims to create the world's leading Web3 competitive value ecosystem.

- **Decentralization Principle:** Traditional back-end control typically relies on centralized authority institutions or servers to control and validate data, making them vulnerable to data tampering. Hash Epoch utilizes blockchain technology to decentralize power across multiple network nodes, reducing the possibility of centralized manipulation in competitive projects. Furthermore, data is stored in blocks connected in a chain, with each block containing the entire competition process and the previous block's hash, creating a chain structure. Through consensus algorithms and encryption technology, the platform ensures data security and consistency, eliminating risks like single points of failure and data manipulation in traditional centralized gambling databases.
- **Automation Principle:** With the introduction of smart contracts, the Hash Epoch platform will automate event execution and reward distribution, avoiding human interference. The

smart contracts are written in Solidity and deployed on the blockchain network. Once successfully deployed, they are permanently stored on the blockchain and validated by nodes in the network. The platform’ s smart contract automation is executed through nodes in the blockchain network. When conditions set in the contract are met, nodes automatically execute contract terms, such as event management, prize distribution, and escrow locking.

- **HEST Token Incentive Principle:** Users, project issuers, investors, and Web3 users will be integrated into the HEST token incentive and value system. By contributing data and time on the platform, users will create consensus and economic value, which can be used for the development of Hash Epoch. Through participation in competitions and holding tokens, users will earn HEST rewards (including but not limited to competition participation, task completion, social interaction, airdrop rewards, etc).

3.2 Business Operation Logic and Key Modules

The goal of Hash Epoch is to create a fair, transparent, and efficient blockchain-based comprehensive competitive service platform, supporting diverse competitive projects and ecological financial services, and promoting the deep integration of the competitive industry with Web3. Therefore, the core operation of the Hash Epoch platform is as follows: the platform integrates various modules such as Activity Square, Competition Square, Ecological Square, as well as Empowerment Guarantees, Behavioral Economics, and Asset Appreciation, combining Web3 gameplay with token economics. This approach provides solutions to both B-end and C-end pain points, positioning itself as an innovative interactive platform in the competitive field.

Activity Square

One of the innovations of Hash Epoch lies in its reward system within the Activity Square. The platform not only has a massive user data base but also adopts an international, professional traffic combination strategy, continually attracting traffic through various methods such as airdrops, tasks, precision traffic, VIP services, KOL alliances, and agent services.

Through the Activity Square, Hash Epoch can not only empower projects within its private traffic base but also allow projects to participate in various activities pushed by the platform to gain users and traffic, thus significantly lowering the customer acquisition cost. At the same time, players who participate in various activities and task systems can earn platform profit-sharing rewards, which will activate their enthusiasm and drive them to share and spread in a one-to-many manner, thus building more consensus.

In summary, through Activity Square, Hash Epoch will help projects solve traffic exhaustion and user flow problems, providing accurate traffic for projects with different attributes and characteristics. Additionally, without the need for complex operations or hiring external teams, projects can control costs and manage traffic entry autonomously. For users, the wide range of activities will allow them to gain real value through platform-based interactive and sharing behaviors, leading to long-term benefits and rewards. For example, users have the opportunity to receive various benefits and rewards from the platform or independent projects, participate in activities, and receive commissions through the platform' s referral system, without the need to engage in tedious individual project promotions.

Competition Square

The Hash Epoch platform offers a rich and diverse competition square where users can choose according to their interests, and excellent projects can also apply for incubation and entry. Users are free to compete in different projects. The platform also matches a series of incentive policies for all online projects and players, such as promotions, rebates, rewards, and loss compensation mechanisms. Whether a project issuer or a player, all participating projects in the square will receive platform token rewards, and upon reaching certain thresholds, will receive additional discounts and Token rewards.

For projects, the issuance parties can expand by listing projects on the platform and simultaneously enjoy platform traffic and user networks. All projects launched in the square can apply for incubation and empowerment while interacting with players and accumulating value. For users, not only can they accumulate rewards and benefits from independent projects, but they can also complete level-based activities within the platform system to gain higher permissions. Professional players can compete in multiple projects simultaneously in the square and receive platform PK rewards and vouchers.

The Hash Epoch platform not only empowers projects through traffic, incubation, investment, and technology but also provides unique "Platform Treasury Co-managed Smart Contract" services for fund guarantees and asset proof. By integrating a dedicated C2C channel, the platform flexibly resolves global user fund flow issues, enhancing user trust in the platform. Meanwhile, high-net-worth users can fully participate in competitions within a fair and secure environment without concerns over deposit or withdrawal restrictions.

The platform supports the flexible utilization of guaranteed funds and achieves seamless interoperability across ecosystem projects. Users can also leverage platform tokens for amplified leverage, combining this with the "aggregated lending and yield mechanism" to continuously generate returns.

Overall, Hash Epoch is dedicated to empowering projects through refined operations with its guarantee mechanism, addressing shortcomings and solving multi-dimensional issues involving capital, traffic, and technology. The platform provides credible asset proof, significantly boosting user trust and attracting more high-net-worth users. While ensuring fairness in the competitive process, it also offers leverage-based profit amplification or compensatory mechanisms to mitigate losses in adverse scenarios.

Ecological Square

The Ecological Square of the platform is dedicated to providing Web3-specific services and applications, such as Node, Swap, Staking, Borrow, Guarantee, etc., offering users advantageous gameplay and yield systems. Users can not only participate in various activities and competitive projects to earn rewards but also gain asset appreciation services through applications in the Ecological Square.

We innovate on the basis of standard service applications to create exclusive features for the platform, such as:

- Platform Token Staking and Lending: Any user holding HEST (platform token) can use the Borrow feature to take out loans in USDT form, which can not only be used on the Hash Epoch platform for betting or participating in competitive projects but also be withdrawn at any time for use outside the platform, greatly improving users' capital turnover rate.

- Idle Asset Automatic Yield: Whether assets are held by users or project issuers, when idle, the asset system will automatically match full-chain DeFi yield aggregation protocols, generating returns in real-time.

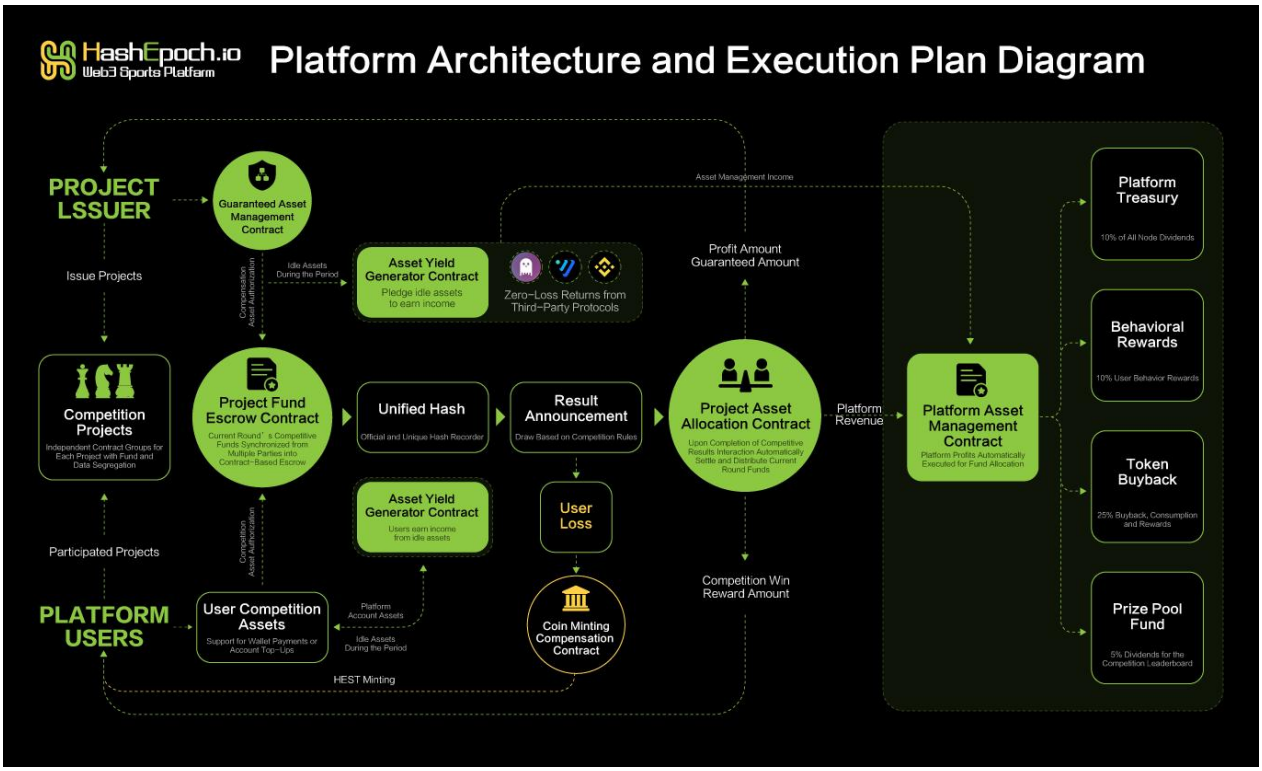
- LP Partner Dividends: All users can participate in LP additions and complete staking to not only gain automatic LP rewards on-chain but also receive dividend rewards from the platform’ s profits.

- Platform Node Validator: Users can participate in platform governance and Token minting through the node feature in the Ecological Square. As a node validator, users can receive dividend rewards when validating the platform's hash and asset distribution contracts in real-time.

3.3 Market Pain Points and Solutions

In response to the major issues in the current industry, such as lack of fairness in competition, security and trust crises concerning funds, insufficient transparency of core data, inadequate incentive mechanisms and user retention, and lack of ecological services and investment opportunities, the Hash Epoch platform effectively integrates blockchain technology and financial logic. After carefully considering multiple stakeholders' interests and user experience in actual operations, the platform provides a comprehensive solution for the competitive gaming and interaction industry.

The operating logic of Hash Epoch is as follows:



In Hash Epoch, the project issuers, users, and the platform together form a mutually beneficial relationship. Project issuers launch competitive projects on the platform and deposit sufficient guarantee funds to start the project. Users participate in these competitive projects, winning rewards if successful or receiving compensation for losses via minting coins if they lose. The platform uses a set of smart contract cycles to ensure fairness, transparency, security, and impartiality, while also ensuring that all parties' profits are automatically distributed and redistributed through various service modules.

- Key Smart Contracts and Mechanisms: Guarantee Asset Management Contract: Project issuers deposit the required guarantee funds into the "Guarantee Asset Management Contract" and authorize the "Project Fund Custody Contract" for fund management and locking. Idle assets within this contract can generate "asset supply income" through third-party protocols, like AAVE or Venus, to yield passive income. A portion of this income is directed to the "Platform Asset Management Contract" for redistribution, helping enhance user retention and experience while accumulating platform value.

- Project Fund Custody Contract: This contract manages the current round's competitive project funds, including the issuer's guarantee funds and users' competitive assets. It ensures that both the project issuer can fulfill payment obligations after the competition ends and users have enough funds to participate. This synchronizes user and issuer bets, ensuring that the winning party automatically receives their payout.

- User Competitive Assets: Users' funds are authorized through the "Competitive Asset Authorization" to the "Project Fund Custody Contract" for management. When idle, users' platform assets can participate in interest-earning programs like staking or other financial services, providing returns for their idle assets.

- Unified Hash: The official unique hash generator (on Ethereum) ensures data consistency for each competitive project during the drawing. The unique hash function uses hashing to convert field values in a database into unique hash values, which not only creates unique indices but also speeds up data retrieval while ensuring data privacy and security.

- Result Disclosure: Based on competition rules and "Hash Verification Values," results are announced, and the "Project Asset Distribution Contract" is triggered for automatic settlement and distribution. In case of user loss, the "Minted Compensation Smart Contract" compensates users for the total amount corresponding to their accumulated net worth.

- Project Asset Distribution Contract: This contract handles the distribution of rewards after the competition results are announced. It divides rewards into three aspects: 1) project

profit and guarantee funds; 2) user winnings; and 3) platform revenue, which is directed to the "Platform Asset Management Contract" for redistribution.

- Platform Asset Management Contract: This contract automatically distributes platform profits, primarily from idle asset management income and competitive project prize distributions. It allocates 50% of platform profits as follows: 10% to platform treasury node dividends (all node dividends). 10% to user behavior rewards. 25% for token repurchase and burn. 5% for reward pool dividends (top 10 in competition rankings)

- Minted Compensation Smart Contract: Used to compensate users in case of loss. When conditions are met, the contract is automatically executed, minting platform tokens to compensate users for their losses.

By utilizing the above logical structures and module systems, Hash Epoch efficiently addresses existing industry pain points, promoting a positive transformation in the industry’s reputation and performance.

3.4 Core Platform Advantages

Hash Epoch leverages blockchain smart contracts to decentralize competition management, and has formed a strategic partnership with CertiK, a leading auditing company, to ensure the security of the underlying system, token, and contract validation.

1.Decentralized Smart Contract Groups

As mentioned earlier, smart contracts play a key role in supporting decentralized applications (DApps) within blockchain ecosystems. Through the use of smart contract groups, Hash Epoch can implement complex business logic on the blockchain, enabling automated execution without intermediaries. All competitive events, management, and rewards on the platform are recorded in a decentralized distributed ledger, and the terms and execution processes of the contracts are transparent and visible to all blockchain participants. This decentralization increases global credibility and transparency, reducing potential fraud risks by allowing participants to independently verify contract terms and progress.

2.Underlying System Security and Asset Protection

Hash Epoch has formed a strategic partnership with CertiK, a world-leading Web3.0 and blockchain security auditing firm, to ensure the security of the platform's underlying system, tokens, and contract validations. Additionally, Hash Epoch has a dedicated business security team to research new hacker methods and strengthen business processes to prevent economic loss to users.

CertiK is a leading company in blockchain security, headquartered in New York. It was founded by research teams from Yale and Columbia University. CertiK provides code audits and security services for blockchain applications and smart contracts, using advanced formal verification techniques to ensure the security of blockchain code. CertiK's core product, CertiKOS, is an anti-hacker operating system that verifies the safety of smart contracts and blockchain models through mathematical logic. With CertiK’ s support, Hash Epoch's system security is maximized.

3.Introduction of Fair Competition Mechanisms

Hash Epoch uses blockchain ’ s immutable and decentralized features to ensure the transparency and fairness of competitive data. Once data is recorded on the platform, it cannot be altered, guaranteeing the integrity and authenticity of competition data. Hash Epoch ensures that all projects, such as player numbers, odds, and win rates, are transparent and readable through blockchain data, preventing any tampering or cheating at the source.

Furthermore, with the introduction of Hash lottery technology and Merkle tree guarantee proofs, all funds on the platform are transparent. Funds from both players and project issuers are locked on-chain, and third-party merchants with poor credit or the inability to fulfill payouts are required to provide a 1:1 guarantee to ensure that players receive their winnings.

4.User Rights Protection

Hash Epoch not only designs multiple competitive reward mechanisms but also innovates with a loss compensation mechanism that compensates users with tokens in case of loss, reducing user risk. The platform's asset management contracts are transparent, ensuring fast and secure withdrawals, and users can interact with their assets safely at any time.

5.Behavioral Reward Mechanism

Hash Epoch enhances user engagement through task and participation rewards. Unlike traditional platforms that rely on methods like "referral schemes" or "quickly accumulating low-quality traffic," Hash Epoch uses Web3 architecture to build unique gameplay, setting up an Activity Square to continuously reward players. Additionally, the platform collaborates with third-party traffic sources to keep bringing in mini-games, interactions, challenges, and tasks, offering users a rich variety of experiences and income opportunities. The flow rewards mechanism ensures that every competitive behavior is rewarded. Each time a user participates in competitive activities, they receive token rewards based on platform activity statistics.

6.Ecological Support and Empowerment

Hash Epoch empowers project issuers by providing platform incubation and traffic introduction to reduce operational costs and enhance exposure. More importantly, it offers various financial services like staking and token staking rewards to help users generate multiple asset value increases.

Unlike traditional platforms where user assets are easily withdrawn when not in use, Hash Epoch introduces DeFi financial strategies to lock users’ assets on platforms like Binance and AAVE for staking and lending, ensuring consistent earnings from idle funds. Additionally, players can also use their tokens to borrow USDT, improving their capital flow. With collateralized lending, the security of users’ funds is maximized.

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CHAPTER 04

Key Technical System

4.1 Core Smart Contract Group

The Hash Epoch platform has a complete set of contracts for the automated management of all platform projects and processes. The core smart contract group includes: collateral asset management contract, project fund escrow contract, deposit contract, draw contract, project asset distribution contract, loss compensation contract, platform asset management contract, token minting compensation smart contract, closed-directional fund management contract, etc. These contracts interact, verify, and execute using a whitelist method.

- Collateral Asset Management Contract: The project issuer must deposit collateral funds into the contract to ensure that the issuer makes a sufficient bet and can cover the competitive funds. The issuer can adjust the fund amount in real-time, and the platform will read and publish the information when players enter the project for competition.

- Competition Fund Custody Contract: The funds for the current competition are deposited into the escrow contract by both parties for temporary custody. This ensures the project data is publicly available and that the highest payout requirements for the competition are met during the event.

- Competition Asset Distribution Contract: Once the competition result is processed in the contract, the contract automatically clears and distributes rewards. This includes: project issuer’ s profits and collateral, user’ s competition winnings, platform service fees, etc.

- Platform Asset Management Contract: This contract automates the distribution of platform profits. The distribution includes: platform treasury node dividends, user behavior rewards, token buyback and burn, pool fund ranking dividends.

- Idle Asset Allocation Contract: Hash Epoch has partnered with AAVE and Venus, allowing smart contracts to interact with these platforms for asset verification. This ensures that idle funds are effectively utilized by generating interest income while ensuring the diversification of funds.

- Token Minting Compensation Smart Contract: When a user incurs a loss in the competition, if the system verifies that the asset value meets the compensation condition, it automatically triggers the minting compensation contract to create tokens and compensate the user in batches.

- Aggregate Asset Allocation and Consolidation Contract: In addition to using instant payment for competition participation, users can inject funds through deposits and transfers. These funds are aggregated into a secure treasury and publicly disclosed. It also ensures the safety and efficiency of idle asset income and real-time withdrawal needs.

- Activity Authorization and Verification Contract: Rewards for user participation in platform activities are issued by verifying the user’s address and ensuring the interaction through a second-level verification, ensuring the correct distribution of token rewards when activities are completed.

4.2 Technical Architecture and Application

Smart contracts are a key component of blockchain technology, automating the enforcement of contract terms without relying on traditional intermediaries or third-party verification. In essence, smart contracts are self-executing agreements written in code, which run on the blockchain network and exhibit characteristics such as immutability, automation, transparency, and decentralization. These traits make smart contracts particularly advantageous in the online betting and competition industry.

One of the core features of smart contracts is automatic execution. This means that once predefined conditions are met, the contract automatically executes related operations without human intervention. Unlike traditional contracts, which require parties to actively fulfill their agreed terms, smart contracts are triggered by code and ensure that the contract's terms are enforced once triggered. Hash Epoch uses smart contracts to automate event execution and reward distribution, eliminating human interference.

Hash Epoch’ s smart contracts also have the immutability feature. Once deployed on the blockchain, these contracts cannot be modified or deleted. All esports data and contract executions are recorded on the blockchain, and all participants can verify and trace them. This feature ensures the transparency and reliability of the contract, preventing any modification of contract terms or tampering with competition data after the fact. Furthermore, all contracts and execution records are stored on the blockchain, and they are publicly accessible to all participants (both B-side and C-side). This transparency ensures that every contract’ s terms, conditions, and execution status are open to review, fostering trust.

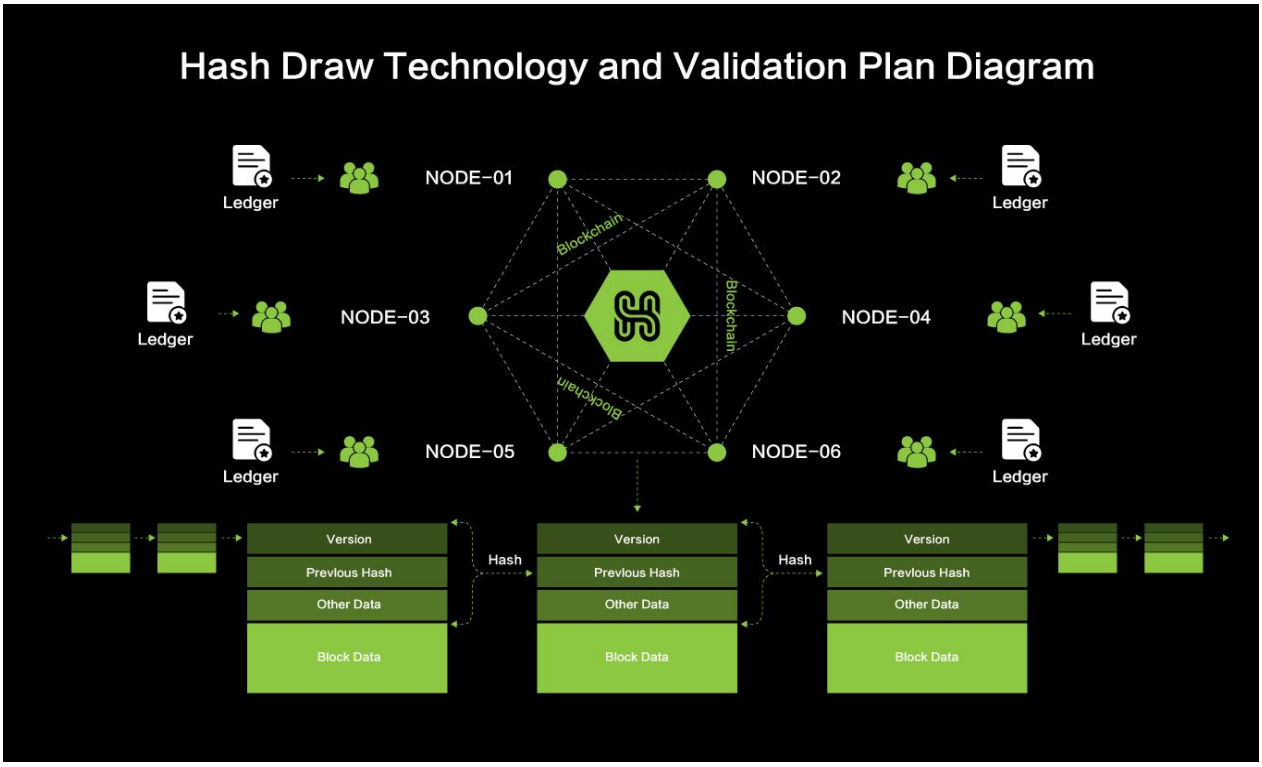
Moreover, Hash Epoch’ s smart contracts ensure the security of all data during execution via encryption technology. The blockchain's built-in cryptographic structure guarantees the protection of all data and assets involved in the smart contract. This makes Hash Epoch’ s smart contracts highly secure when handling sensitive information. Additionally, the distributed nature of blockchain storage reduces the risk of data being destroyed by a single attack point, enhancing the system’ s resilience to attacks.

4.3 Hash Draw Technology and Validation

Hash, also known as hashing, is the process of mapping input data of any length (typically called a key or keyword) into a fixed-length output (called a hash value or hash index) via a specific function (hash function). This process is similar to quickly converting the title of a book into a location number on a shelf for easy retrieval.

A blockchain is a chain of blocks continuously generated and linked in a unidirectional way. Each block contains both a block header and block data (also called the block body). Each block includes transaction data, a timestamp, and the hash of the previous block. The hash of the previous block serves as its unique identifier, computed by running the SHA256 hash function on the previous block's header. This ensures the integrity of the block. If the data in a block changes, the hash value changes immediately, ensuring data security. To alter one block, all subsequent blocks must also be changed, making blockchain highly secure.

The Hash Draw Technology uses hashing algorithms to generate random numbers, ensuring fairness and transparency in the lottery process. The hash function maps input data of any length into a fixed-length hash value, and this process is irreversible, meaning the original data cannot be deduced from the hash value. Moreover, hashing algorithms are resistant to collisions, meaning the probability of different data producing the same hash value is extremely low, ensuring the randomness and fairness of competition results.



1.Hash Draw Technology

Hash Epoch relies on Hash Draw Technology to ensure the immutability of data. All competition data and results are recorded on the blockchain, and anyone can query these records to guarantee the public and immutable nature of the results.

• Creating a Unique Index: Hash Epoch creates a unique hash value as an index for each data field, allowing participants to quickly locate corresponding data and improve query efficiency.

• Data Encryption and Security Protection: Sensitive data fields are hashed, transforming original data into irreversible hash values, protecting the privacy and security of competition data.

In terms of the hash algorithm, Hash Epoch uses the SHA-2 algorithm, which includes SHA-224, SHA-256, SHA-384, and SHA-512. These algorithms can generate hash values up to 512 bits, offering higher encryption strength and performance, and have been widely applied in various fields.

2.Unique Hash Recorder

Hash Epoch uses the Hash Draw Technology to ensure the randomness and transparency of competition results. On the platform, through the official unique hash recorder, all user and project issuer data are converted into a unified hash value. By verifying this hash value, it ensures the consistency of project issuer collateral payments, user bets, competition results, and prize distribution with the original rules.

By utilizing a unique hash recorder, all results on the Hash Epoch platform will be fair and tamper-proof. The results follow a unified hash system, ensuring that neither the project issuer nor the user can alter the outcome. This makes the core data of all competitive projects easy to understand and transparent.

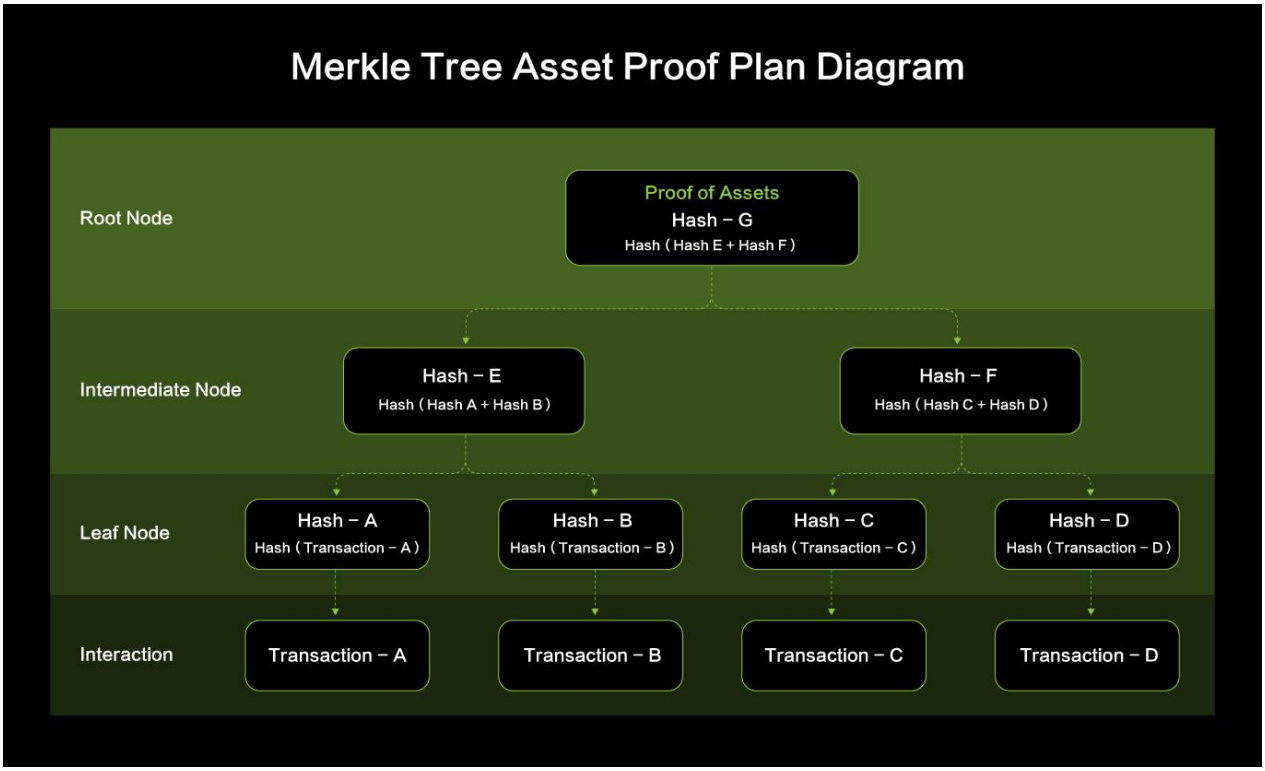
4.4 Merkle Tree Asset Proof

Hash Epoch utilizes Merkle Trees to achieve full verification and monitoring of the capital flows within the platform, including funds from project issuers, users, counterparties, and rewards.

A Merkle Tree (also called a hash tree) is a type of binary hash tree, invented by Ralph Merkle in 1979. Similar to a standard binary tree, a Merkle tree consists of a root node, a set of intermediate nodes, and a set of leaf nodes. Data is stored in the leaf nodes, while each intermediate node is generated by hashing its corresponding two leaf nodes. This process continues recursively, with each level of the tree being hashed until the entire Merkle tree is formed.

If any data at a leaf node changes, it will alter the corresponding intermediate node and eventually propagate up the tree, affecting the root node. This characteristic ensures the immutability of the data, as any alteration in the tree structure can be easily detected by checking the root node, providing a reliable and secure way to verify the integrity of the data.

By using Merkle Trees, Hash Epoch can efficiently manage and verify asset flows across the platform, ensuring that the data concerning participants, transactions, and rewards remain transparent and tamper-proof.



Merkle Tree Functions in Hash Epoch:

- Data Integrity Verification:By comparing the root nodes of two Merkle Trees, you can quickly determine whether two sets of data are identical. If the root nodes differ, it indicates that at least one data block has changed. If the root nodes are the same, it means that no data blocks have been altered. This method saves significant time and space when verifying large amounts of data, making the process highly efficient.

- Data Security Protection:Due to the irreversibility of hash functions, even if someone has access to the Merkle root and a portion of the data blocks, they cannot reconstruct the content of the other data blocks. This ensures the privacy and security of the data, as the structure of the Merkle Tree protects the underlying data from being exposed or tampered with.

- Data Vadility Proof:By providing a specific data block and its corresponding Merkle Path (the series of hashes from the data block to the root node), it can be proven that the data block truly exists within a particular Merkle Tree. This eliminates the need to transmit the entire Merkle Tree; only the Merkle root and the Merkle Path are necessary for verification, greatly reducing the amount of data that needs to be transmitted.

Hash Epoch leverages the Merkle Tree for collateral proof to ensure user protection.On the Hash Epoch platform, in order to guarantee that merchants and project issuers have enough funds to pay out competition prizes, these merchants and issuers are required to deposit sufficient collateral into the prize pool before the competition begins (with a 1:1 collateral ratio). For example, if the total prize amount for all winning players is $1 million, the merchant or project issuer must lock $1 million into the prize pool in advance to cover the rewards. This collateral will be verified through the Merkle Tree collateral proof, ensuring that the on-chain collateral has not been misappropriated and is sufficient to match the players' payouts based on their victory rates.

The Merkle Tree collateral proof takes anonymous snapshots of all account balances, then progressively hashes upward to the root node. Finally, the Hash Epoch platform compares the publicly available on-chain balances with the audited balances to verify whether the merchant or project issuer holds enough collateral. This mechanism helps eliminate third-party merchants or project issuers that lack the ability to pay out, ensuring that users can receive their rewards and enhancing the platform’ s credibility.

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CHAPTER 05

HEST Token Economic Model

5.1 Token Economics

Web3 blockchain economics is a new form of network presentation built upon the Web2 content economy. These two economic ecosystems are interconnected, cyclic, and connected by "tokens." This means that a successful competitive platform, and a well-operated competitive economy, not only satisfies the enjoyment and scope driven by blockchain in competitions but also scales the competitive economy. The Hash Epoch platform token — HEST — serves as the bridge and link between the Web3 blockchain economy and the Web2 content economy.

HEST is a fun, practical, and widely circulated digital currency designed for the competitive market. To increase user engagement and participation, the platform introduces features such as loss compensation, staking rewards, and user behavior incentives. HEST serves as the payment medium for these functions. Additionally, the HEST token can be used for participation in competitions, reward payouts, merchant listing fees, node mining, and engagement with platform interactions, task squares, community airdrops, and other reward environments.

Besides relying on the standard Web3 economic consensus model, the platform has also innovated and empowered HEST, injecting more rights into the token's attributes, and enabling shared platform dividends via token rights. For example, part of the platform’ s profits will be used for token repurchase and burning to ensure continuous value injection and appreciation. The revenue of project issuers will be used to hold tokens for project listings and other needs. Users can obtain platform value and profit dividends by holding or staking tokens.

5.2 Issuance and Distribution Plan

Token Name: Hash Epoch Sports Token

Token Symbol: HEST

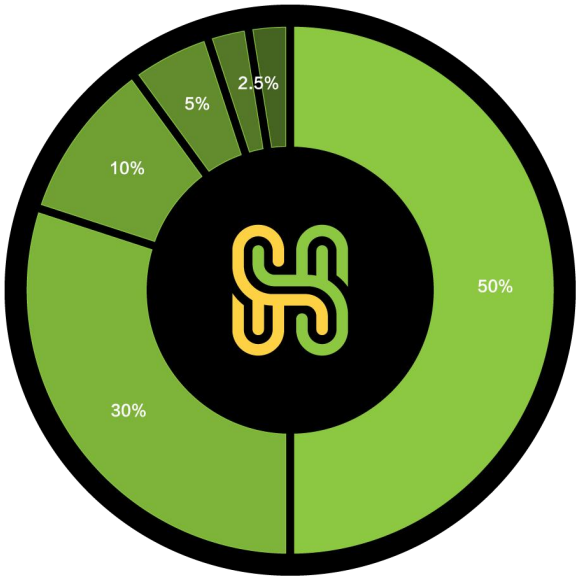
Issuance Protocol: Initially launched based on the ERC-20 protocol (later will support cross-chain capabilities)

Total Supply: 10 billion HEST, adopting distribution lock-up and minting mechanisms to ensure token value stability and growth potential

Mechanism Design: Introduces loss compensation mechanisms, staking rewards, and user behavior incentives to enhance user stickiness and participation

Distribution Plan:

- 50% Locked for loss compensation mechanism
- 30% Allocated for liquidity and pools
- 10% Allocated to institutions and teams
- 5% Competitive project revenue rewards
- 2.5% Node mining minting
- 2.5% Community airdrops and reward programs



HEST Mechanism and Ecosystem Usage Examples:

- 25% of the platform' s revenue is automatically injected into liquidity pools and deflationary burns. Part of this will be used to pay rewards and interest, while another portion is used to burn tokens, ensuring continuous funding and base value maintenance.
- Project issuers hold and stake tokens for project listings, with 10% of project profits used for

token repurchase and burning.

• Users can participate in LP staking dividends and platform profit dividends with HEST.

• HEST can be staked (including project and node staking) to earn staking rewards.

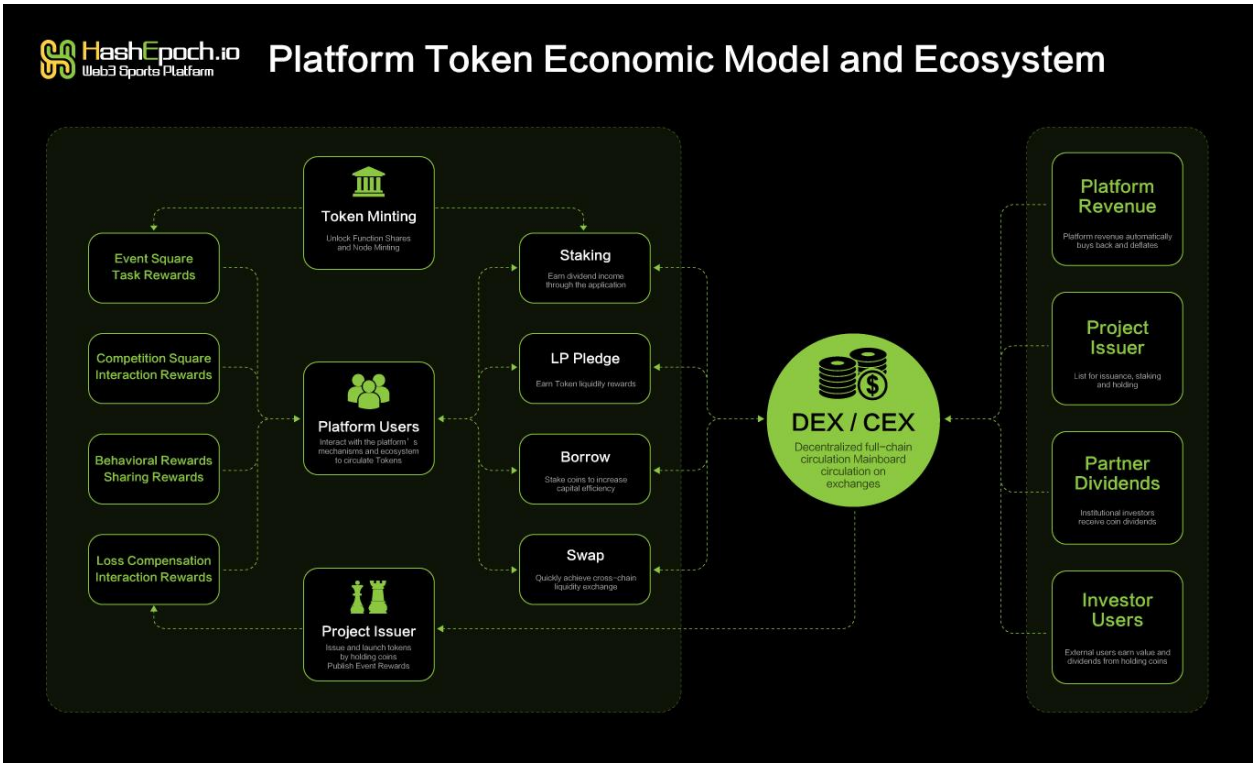
• The platform provides liquidity providers (LPs) with lending services, improving capital efficiency.

• Tokens will be distributed via referral mechanisms, periodically tracking on-chain transaction information.

• Node mining of tokens, with pooled weighted minting rewards.

• GP and LP partners receive a portion of the rewards in HEST. The HEST token model allows for the staking of high-quality assets, increasing security for GPs and encouraging large-scale inflows of GP funds. Each time GP funds are injected, they will be used as risk reserves and profit for LPs. As the pool' s funds grow, LPs' investment willingness will increase.

In the future, HEST will serve as the platform ' s primary value carrier, continuously strengthening the value attributes of the token through asset acquisition, equity voting, community governance, and more, ensuring maximum benefits for holders and high returns for investors.



5.3 Main Mechanisms and Ecosystem Applications of HEST

As the platform' s value carrier, HEST is also an essential component for supporting various business modules and mechanisms within the platform. To ensure its sustainable and stable development, the platform has created multiple services and application scenarios for the token.

1.Deflationary Burn Mechanism Model

To enhance the value of HEST tokens, the platform will implement a profit deflationary buyback and burn mechanism. In the Hash Epoch platform, service fees are charged for competitive project listings, asset management, and other activities. The platform will periodically or randomly buy back tokens from the market and burn them (send to a designated "black hole" address), which reduces the total circulation of the token in the market, resulting in a deflationary effect that drives up the token' s value.

2.Staking and Lending Service & Algorithm

HEST staking and lending applications greatly improve user capital efficiency. The platform establishes an asset supply-demand pool with an algorithm to determine interest rates. Asset suppliers and borrowers interact directly with the protocol, earning or paying floating interest rates.

- Asset Supply: In the peer-to-peer platform, users lend their assets to other users. Unlike traditional platforms, HEST staking and lending aggregates individual user supplies, providing greater liquidity while maintaining system balance. Borrowers and lenders interact with the circulating cryptocurrency, earning rewards (interest) while adhering to the terms.

- Borrowing Assets: HEST staking and lending allows users to use one token as collateral to easily borrow another token from the protocol for use anywhere within the ecosystem. Each currency market has floating interest rates determined by market forces. The collateral factor, from 0 to 1, determines the amount a user can borrow, based on the liquidity and value of the collateral.

- Interest Rate Model:The protocol does not require negotiations with suppliers, borrowers, terms, or interest rates. Instead, it uses an interest rate model based on supply and

demand to achieve rate equilibrium. According to economic theory, interest rates (the "price" of money) should increase with demand; when demand is low, interest rates should be low, and vice versa. The utilization rate (U) of each market "a" will unify supply and demand as a single variable : $U_a = \frac{Borrows_a}{Cash_a + Borrows_a}$

3. Activities and Social Media

Initially, the platform will quickly draw user attention to Hash Epoch through official activities and interactive behavior rewards by distributing HEST tokens. In addition, HEST serves as an important certificate and social medium in promotional and referral activities. For example, in the traditional gambling industry, a "whale" or agent refers new customers to a casino in exchange for chips or profit, while in Hash Epoch, such individuals who bring traffic to the platform will receive HEST rewards.

In the Hash Epoch ecosystem, holders of HEST tokens enjoy benefits such as token appreciation, fee discounts, asset growth, and profit rebates. The platform will reward liquidity contributors with HEST and provide incentives to community users. Users holding HEST tokens will enjoy various community rights and benefits. In addition, when gifting tokens, the token can also have a referral relationship function, establishing shared relationships during the transfer process.

Moreover, the circulation and incentive mechanisms of HEST will continue to improve. HEST can be obtained through behavior rewards, such as interaction and task completions. In the future, HEST will become the digital currency used across the global business network of the Hash Epoch platform, with holders enjoying rights specific to particular projects.

4. Proof of Rights & Value Circulation

HEST is not only an internal proof of rights within the platform but also a token that meets the standard circulation attributes of a cryptocurrency. The platform will issue liquidity pools and list the token on decentralized platforms (DEX) and top global exchanges (CEX). Through the platform's unique activity squares, third-party media, platform endorsements, community KOLs, and agents, the platform will build and broadcast a consensus value system. After the initial phase, the platform will cooperate with foundations and professional market makers to maintain the market value, ensuring that global HEST holders collectively shape the Hash Epoch platform's ambitious growth strategy.

5.4 Platform Node Overview

As a competitive platform based on the Web3 framework and operational methods, Hash Epoch will also launch and publicly disclose industry-specific node identities and rights. The addition and activation of node partners will help gradually improve the core structure and user experience. Through the functionality of nodes, the platform will achieve initial token minting, verification of mechanisms, rule governance, and project listing voting. Ultimately, the platform’s mechanisms and value will be governed and served through nodes, realizing a fully decentralized competitive platform.

The platform will drive market node consensus rewards through node validation mining, a key process in the early minting of platform tokens. Additionally, 10% of the platform’s profits will be allocated for weighted dividends to all nodes, ensuring a fair and open architecture.

Each node initially has a weight of 1.0. By sharing, nodes can increase their weight and earn more rewards. The node mining mechanism includes both standard and shared pools, where nodes earn rewards based on their weight. The higher the weight, the more tokens a node will receive.

Node users will receive dividends from the platform’s total revenue, with 10% allocated for weighted dividends, distributed daily. Node identities provide rights to list competitive projects and participate in project listing governance.

Node issuance is quantitative, divided into 10 phases, with a 5% price increase for each phase, reaching a 50% increase before closing. After completing the subscription, platform nodes can be transferred via voting mechanisms, serving as transferable identity certificates and vital project issuance proofs for competitive project issuers.

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CHAPTER 06

Cooperation and Development

6.1 Market Cooperation and Development

To drive the global user base and market development of the Hash Epoch platform, we will leverage KOL communities, major media outlets, third-party event platforms, applications and information services, and video platforms to achieve comprehensive publicity and user acquisition.

1.Community, Brokers, and Agents

Hash Epoch platform, with its decentralized values, already has global partners. In particular, in the community sector, we have significant influence. We will conduct promotional campaigns in countries such as the UK, the US, Australia, Singapore, Japan, France, South Korea, and Seychelles, reaching over 120 community channels. By combining both online and offline activities, we will continue AMA sessions and roadshows.

In this field, outstanding individuals and organizations will cooperate deeply as brokers and agents, providing support not only in terms of traffic, publicity, interaction, and regional development but also in distributing platform profits and regional earnings across different stages.

2.Media Channels and Promotion

As the Hash Epoch platform expands globally, we will promote and distribute on various media channels worldwide. Our established media and promotional matrix includes more than 40 mainstream media outlets, 10 media organizations, and over 500 KOLs, with a total audience reach of over 50 million people.

3.Celebrity Partnerships

The platform will also partner with sports figures, top stars from international competitive events, and industry leaders to serve as brand ambassadors and image spokespeople. For example, we will collaborate with top industry stars from sports like the UEFA Champions League, horse racing, and car racing, along with KOLs, to boost brand recognition and maximize the benefits of celebrity influence.

4.Third-Party Platforms and Service Applications

Hash Epoch has established strategic partnerships with major Web3 applications and third-party platforms such as AAVE, Venus, CertiK, MakerDao, Imtoken, PancakeSwap, CoinMarketCap, RootData, CoinGecko, and Nomics to strengthen brand visibility, information disclosure, and integration.

5.Exchange Cooperation

We will cooperate with top global exchanges to introduce the HEST token to the cryptocurrency market, providing liquidity and increasing token value for investors. This cooperation will also help attract more like-minded entrepreneurs and enthusiasts, contributing to the platform's visibility and development. Token circulation target partners include Binance, UPbit, OKX, Coinbase, UniSwap, PancakeSwap, and more.

6.2 Marketing and Promotion Strategy

1.User Acquisition

Hash Epoch will employ multiple methods to attract and increase platform users, building a large and diverse user base. Through big data algorithms and tracking feedback, we will provide a complete service system. User acquisition strategies include, but are not limited to: attention-grabbing reward plans, referral programs, market cooperation, third-party traffic platforms, social media, and community building.

2.Brand Building

Brand building is key to platform promotion. Hash Epoch is clearly positioned as a blockchain-based Web3 esports platform, aiming to become a leader and pioneer in the industry.

We will actively monitor user satisfaction, ensure excellent service and support, and build a positive brand reputation. Regular updates on the online gambling and esports markets, news, and market analysis will be published on social media platforms like Twitter, LinkedIn, and Telegram to foster closer connections with users.

The platform will ensure brand consistency across all marketing and promotional activities, including logos, website design, advertising, and promotional materials.

3.Social Media

Hash Epoch will make full use of social media platforms to promote the platform. We will regularly post updates and analysis on the platform and HEST token. Engaging with users, responding to questions, suggestions, and feedback will enhance user satisfaction. Social media will be used to promote special events, competitions, and reward plans to attract new users and incentivize existing ones.

Through these strategies, Hash Epoch will establish a strong brand image in the industry, attract more users, and continuously expand market share. The platform will maintain communication and interaction with users to meet their needs and expectations.

6.3 Compliance Construction

The Hash Epoch platform holds multiple global gaming licenses and related qualifications in various countries. It also possesses relevant telecom and value-added service qualifications in multiple regions. We have established gaming and betting service venues and network systems in the UK, Southeast Asia, Macau, South Korea, and other locations, earning industry honors and service qualifications in multiple countries, making it a leading compliant platform in the industry.

From the beginning, digital currencies have faced regulatory and compliance risks, which have put platforms facilitating their value circulation and trading in the spotlight. Hash Epoch recognized the importance of compliance early on, establishing entities in North America, Europe, Asia, and Australia that comply with local anti-money laundering regulations and regulatory requirements. The platform has successfully obtained multiple regional business licenses, laying a solid foundation for its global expansion.

Regarding regulatory partners, Hash Epoch has implemented new control and monitoring technologies in collaboration with blockchain security intelligence companies like CipherTrace. The platform has also passed various external anti-money laundering (AML) audits. Additionally, Hash Epoch has partnered with international crime-fighting organizations like UNODC and INTERPOL to host workshops and seminars, and further regulatory cooperation may be in the works in the future.

6.4 Development Plan

Phase 1:

- Complete platform initiation, refine market research, competitive analysis, platform ecosystem, and operation mechanism design and plans.
- Preliminary completion of the platform's underlying technical architecture, followed by trial operations and testing.
- Publish and synchronize the implementation of security tests, audits, CMC (CoinMarketCap) and other third-party audits and listings.
- Establish media and third-party cooperation channels to lay the foundation for the formal launch and publicity efforts.
- Gather market attention. Prepare the first batch of activities and distribution channels to attract player interest and initiate community discussions.

Phase 2:

- Official launch of the platform's main website, release a series of activity tasks, and begin seed user recruitment, while working with market leaders to guide node sales and the minting and circulation of identity cards (NFTs).
- Core smart contract groups fully validated, platform technology system construction completed, and security audits finalized.
- Promote and optimize through joint community outreach to achieve viral marketing.
- Upgrade global publicity, collaborate with major platforms to feature the platform on their homepages, significantly increasing visibility.
- Establish initial strategic partnerships with global industry organizations and competitions.
- Open investment and financing plans, aiming to introduce capital and resources globally, allowing early investors to join.
- Combine third-party task platforms, launchers, and KOL resources for airdrops and IDOs, initiate the minting of NFTs, and complete the floor price increase by 10x or more to gain visibility and complete the second round of user acquisition and community engagement.

Phase 3:

- Release the first rewards for task activities and complete voting to launch the first batch of competitive projects.

- Start token circulation (establish liquidity pool) and guide users to participate in competitions through rewards and a series of tasks. The wealth-building effect of seed users will attract more users to the platform.

- Complete market education, concept education, and develop competitive habits. Start preparatory actions for user base expansion, such as social media campaigns, joint releases with top industry media, and community co-construction.

Phase 4:

- Initiate profit release and dividend distribution effects, alongside the celebrity effect in the industry. Using early seed users and market team groundwork, officially launch the new star plan for each segment.

- Launch the activity section with a leaderboard PK system, creating an innovative competition segment, and continue cultivating top brokers and the best luckiest users.

- The finance section will feature a "10,000 coin vote," where markets compete via agents and the best nodes, driving a series of plans, global press conferences, and roadshows, propelling the platform toward self-sustaining and healthy development.

Phase 5:

- Strengthen internal management, refine organizational structure, and establish clear responsibilities, authority, and efficiency for each segment and channel leader to improve service quality.

- Externally, through third-party partnerships, brand influence building, token circulation, and joint interests, solidify and create a core community of shared interests through regional agents.

- Carry out global commercial collaboration. The token will continue to be listed on top global exchanges, accelerating token value growth and boosting Hash Epoch's international influence.

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CHAPTER 07

Disclaimer and Closing Remarks

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Closing Remarks

With the development of Web3 gaming, Hash Epoch platform will embrace new development opportunities. In the future, Hash Epoch will continue to optimize and innovate its operational mechanisms, enhance platform credibility and market visibility, and provide more people with stable competitive returns through the platform. Additionally, the platform will continue international cooperation and project incubation, bringing together partners from traditional entertainment casinos, clubs, horse racing, international events, and more to establish both online and offline competitive channels, injecting new momentum into the industry' s development.

The platform plans to incubate and attract around 20 projects, while actively collaborating with national sovereign lottery and welfare agencies to create an automated, fair, transparent, and maintenance-free lottery system. For example, the Zambian national sovereign lottery system will be completed with features such as free selection, automatic drawing, automatic settlement, and tax processing. Hash Epoch also aims to integrate traditional gaming scenes into the blockchain. For example, Thailand' s Royal Horse Racing offline venue, with a capital of $6 billion, suffers from high operating costs and an imbalanced cost-to-revenue ratio. Hash Epoch will drive its project onto the blockchain using Web3 models, helping it become a star project in the Web3 gaming space.

We believe that with innovative models such as user behavior reward mechanisms, loss compensation mechanisms, project guarantee and credit systems, and Token value-driven models, Hash Epoch will become the world' s leading Web3 gaming platform based on blockchain technology. It will be the first choice platform for Web3 gaming users, providing the best platform for competitive projects and incubation. By then, Hash Epoch will have over 100,000,000 global users, over 10 million daily active users, daily transactions exceeding $1 billion, and a TVL surpassing $100 billion, enabling 10 million users to earn profits through gaming and Token dividends.

In the future, the platform will continue to iterate, optimizing fairness in gaming, security and trust, transparency, incentives, and ecological diversity, becoming the world' s top Web3 gaming platform, and the first choice for Web3 gaming users.

HashEpoch.io
Web3 Sports Platform

Official Website：https://hashepoch.io/

App Version：https://dapp.hashepoch.io

Twitter：https://x.com/HashEpoch_Media

Telegram：https://t.me/HashEpoch

TG Channel：https://t.me/HashEpochOffical

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