

# HED BLOCKCHAIN

## White Paper

Heritage Ecosystem on Digital Crypto.  
Ver. 1.00



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# Summary

Games are experience-based services. We believe that the value of games can be maximized when core game content is effectively integrated with blockchain technology. Our platform prioritizes the creation of a sustainable blockchain-based gaming platform that brings new enjoyment to users. Traditional decentralized game applications (DApps) have had to remain simplistic due to issues such as low TPS (transactions per second) and high transaction fees. These limitations made it difficult to integrate blockchain technology into everyday gaming content. The simplicity of early blockchain games offered only limited enjoyment to users and shortened the games' life cycles, creating a vicious cycle that hindered sustainable revenue for developers. As a result, developers found it challenging to invest sufficient resources into high-quality game DApp development, and in some cases, they had to abandon their development efforts entirely.

HED addresses scalability through a multi-chain structure, enabling an increase in the number of private blockchains as the number of games grows. Additionally, we will focus on ensuring efficient and seamless assets and data transfers between chains within the multi-chain structure.

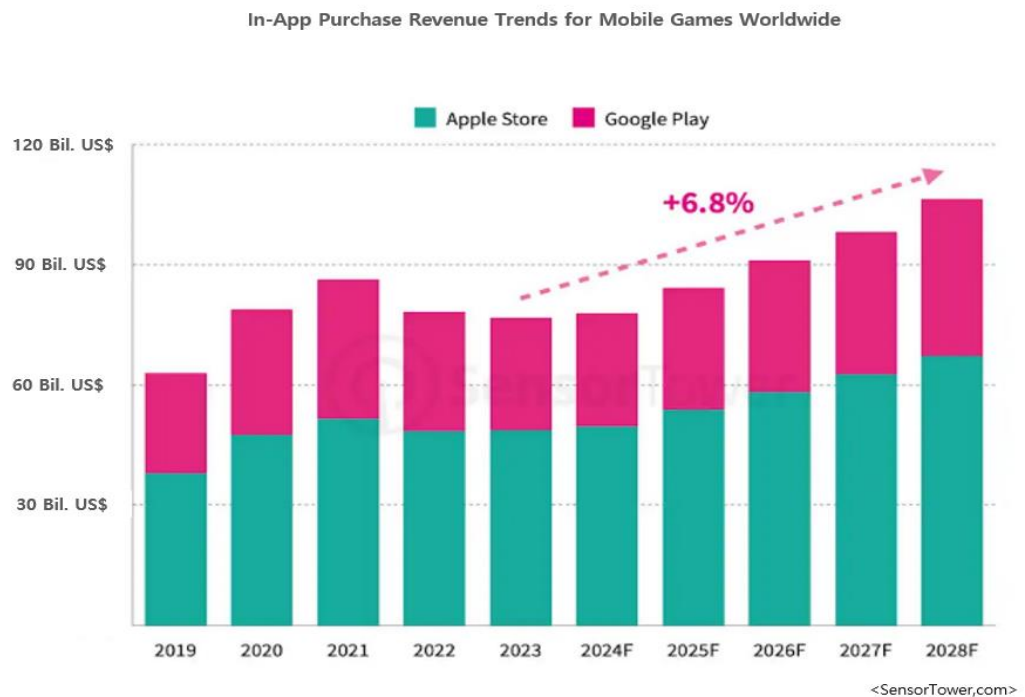
HED will primarily launch casual idle games that can be easily enjoyed in everyday life. This approach lowers the barrier to entry for gameplay and aims to reach a broader audience beyond just crypto holders—targeting a global user base of over 1 billion gamers. To achieve this, HED will deliver enjoyable games that meet players' expectations and offer meaningful rewards.

HED's token economy consists of a main token called the HED Token and game-specific tokens known as Game Tokens (mileage/points). The HED Token functions at the platform level, representing the value of the entire ecosystem and serving as a medium for value transfer in various ways. Game Tokens are used within individual games to help maximize their entertainment value and advantages, thereby enhancing ecosystem competitiveness and sustainability. All ecosystem participants—platform holders, developers, and users—can earn HED Tokens as rewards for their activities. By becoming HED Token holders, participants share in the token's value, forming a shared interest within the ecosystem and driving its growth.

# 1. Mobile Industry Trends

## A. Overview of the Mobile Game Market

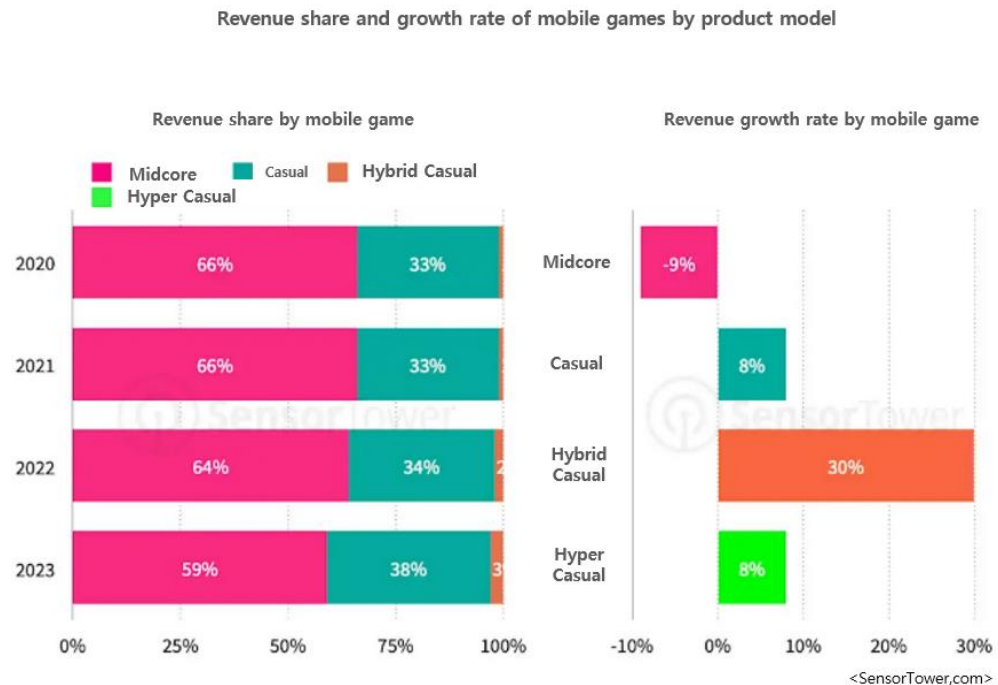
After experiencing a decline in 2022, the global mobile gaming market stabilized in 2023, with revenue reaching \$76.7 billion, which is still 22% higher than pre-pandemic levels. Mobile game revenue is expected to rebound in 2024, and it is projected to surpass \$100 billion by 2028. The increasing revenue from in-app purchases within the mobile market is seen as a highly positive trend.



In 2023, new games such as MONOPOLY GO!, which utilized the Monopoly IP, and the party game Eggy Party made a big splash, while titles like Royal Match, Travel Town, and Gossip Harbor® gained widespread popularity. As a result, player spending on mobile casual games increased significantly. Notably, hybrid mobile games generated \$2.1 billion in revenue, representing 30% growth.

While revenue from mid-core mobile games saw a slight decline, they still accounted for 59% of total global mobile game revenue. Among these, mobile RPGs and strategy games brought in \$20 billion and \$14.8 billion

respectively in 2023, reflecting a 10% decrease compared to the previous year.



## B. Key Features and Distribution Structure of Mobile Games

The mobile gaming industry has seen explosive growth in recent years and has firmly established itself as a popular form of entertainment worldwide. The key characteristics of this industry are as follows:

**Accessibility:** With the widespread use of smartphones and tablets, anyone can easily download and enjoy games.

**Variety of Genres:** A wide range of game genres—such as action, RPG, puzzle, and strategy—cater to diverse user preferences.

**Premium vs. Free Model:** Many mobile games are offered for free and generate revenue through in-app purchases. Some games require an initial purchase.

**Social Features:** Enhanced social features—such as competing or cooperating with friends—encourage user interaction.

**Continuous Updates:** Developers regularly update content to maintain user interest and introduce new features or events.

**Global Market:** Mobile games are popular across the globe, with

particularly strong growth in the Asian market.

These elements have supported the continued growth of the mobile gaming industry, and further innovation and transformation are expected in the future.

The main distribution structure of mobile games is based on app markets such as the App Store and Google Play Store. However, social media-driven promotion, marketing, and referral marketing have recently emerged as important distribution strategies. In particular, referral-based marketing—where users promote games to friends and acquaintances—has become a key strategy. Games like Axie Infinity are considered successful examples of this approach.

## **2. The Intersection of Blockchain and Games**

### **A. Blockchain and Games are Complementary.**

When discussing the integration of games and blockchain, it is essential to first consider the fundamental nature of game content and services. Various industries are currently exploring integration with blockchain technology, and the gaming industry is no exception—particularly with a focus on the trading of digital assets. These projects hold significant value as they utilize blockchain technology for trading items and tokens generated during gameplay, as well as user game data.

A core characteristic of games is that they are experience-centered. Games are not services people access only when necessary. Instead, users repeatedly engage with games for enjoyable experiences. They invest time in playing, receive rewards, become deeply immersed in gameplay, and ultimately feel a sense of achievement—this is a vital aspect of gaming. In contrast, other sectors such as law, healthcare, or finance offer function-based services that users engage with as needed, and the frequency and scope of usage are generally predetermined. For example, do people habitually log in to their online bank accounts during leisure time or repeatedly revisit past medical treatments? Likely not. This highlights the experiential nature of gaming services. When this unique characteristic of games is combined with blockchain, it opens up the potential for transformative, disruptive gaming and entertainment services that go beyond traditional paradigms.

### **B. Integrating Blockchain Technology into Game Content**

We emphasized that in order to create innovative game services, the experiential aspect of games must be integrated with blockchain technology. We have been considering integrating blockchain into "daily content"—features that users access regularly to earn rewards. This is an essential part of the gaming experience. Rather than offering users a limited asset trading service, we aim to build a blockchain-based service centered around the enjoyment gained through repeated gameplay.

Therefore, we want to create game content that can be easily accessed in



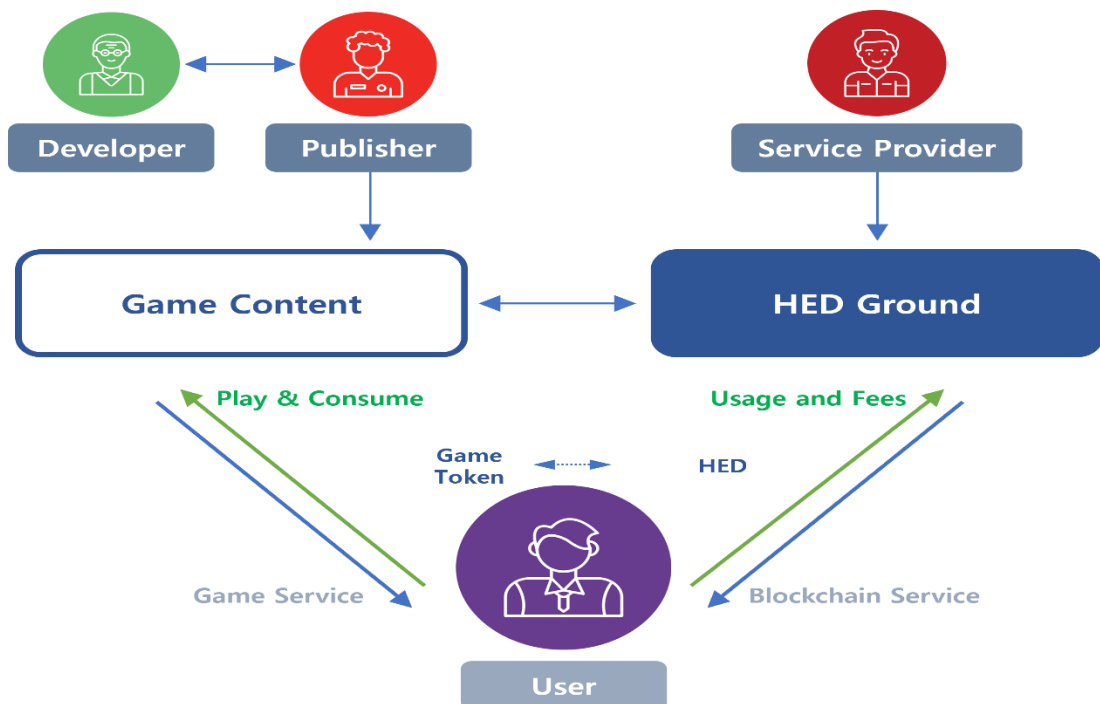
daily life and incorporate it into the blockchain. For example, in casual games, we're adopting an idle gameplay concept so that anyone can grow their character while going about their daily routine and receive rewards in return. In SNG (Social Network Games), users can manage smart farms and factories to earn rewards. In the E-Sports category, players can enjoy leisure activities like poker and Texas Hold'em. These gameplay rewards are issued through smart contracts and recorded on the blockchain, allowing users to acquire blockchain assets.

Our proposed approach is especially important in the long run. Unlike the relatively simple blockchain games already on the market, we plan to offer users the value of enjoyment and livelihood as part of their everyday lives. This approach will serve as a crucial foundation for building a sustainable blockchain ecosystem.

### 3. HED Service Structure

The HED Foundation collaborates with various game developers to enable users to enjoy both physical spaces and digital content simultaneously through the HED Ground Platform. Through this platform, users can experience games and content tailored to their individual preferences and experiences via interactive displays.

The HED Foundation aims to build a gaming and entertainment community platform through the HED Ground Platform. By leveraging blockchain technology, it will strengthen connections with users, better understand their needs, and provide an environment where customers can genuinely enjoy gaming. Many of the items obtained through gameplay will be turned into NFTs, allowing users to trade them with one another and potentially convert them into real-world currency. Regardless of whether users complete missions, they will be rewarded for participation, and by offering rewards in exchange for their personal data, the platform aims to encourage active user engagement.

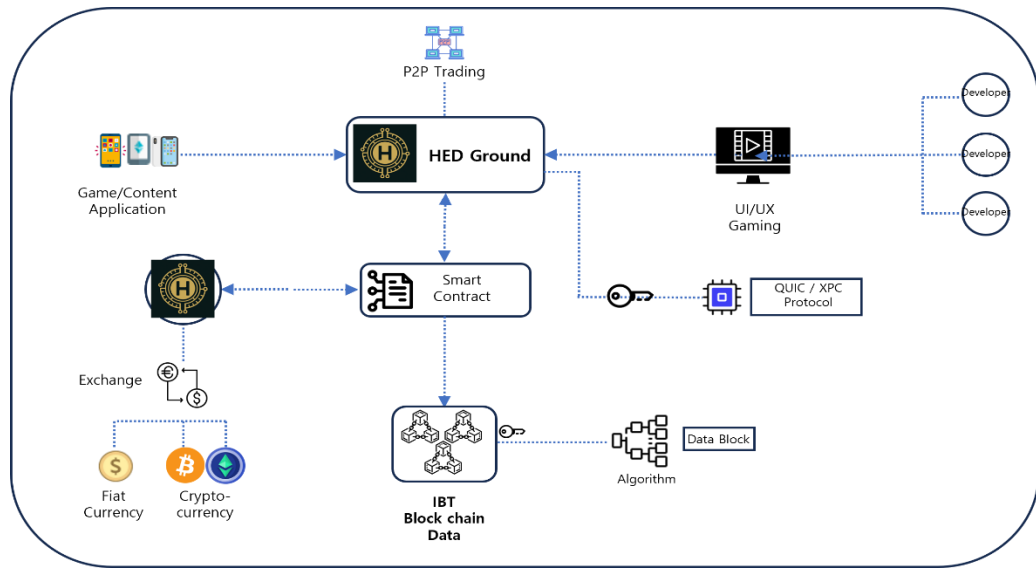


## **4. HED Ground Platform Ecosystem**

### **A. Game Ecosystem**

The competitiveness of the platform depends on how many high-quality contents and services it can secure. As a game platform and ecosystem, HED's main goal is to secure as many high-quality games as possible. However, realistically, many game studios are hesitant to develop game DApps. One of the main reasons is the uncertainty of whether they can achieve a reasonable level of revenue compared to the resources invested in developing game DApps. Therefore, the amount of resources invested in development is a key issue for the growth of the blockchain ecosystem. HED will release casual idle games that are both cost-effective and easy for users to play. Even though there is currently a shortage of game development studios, a good way to secure high-quality games is to get many users to spend a long time on our platform, enjoying the games. We will encourage longer user engagement by offering voluntary participation and rewards.

Additionally, game servers will be managed to store and process necessary data. We will allow game development studios to use smart contracts to generate required transactions and transmit the results to both the client and the server. In other words, because our platform will take on the blockchain-related roles, it will be possible to transition to a blockchain-based game DApp without making significant modifications to existing games.



## B. HED Ground Components

The HED Ground Platform aims to become an independent and evolving platform based on blockchain technology. It will continuously add various essential elements that the platform must provide in order for users around the world to truly enjoy gaming, with a variety of games offered.

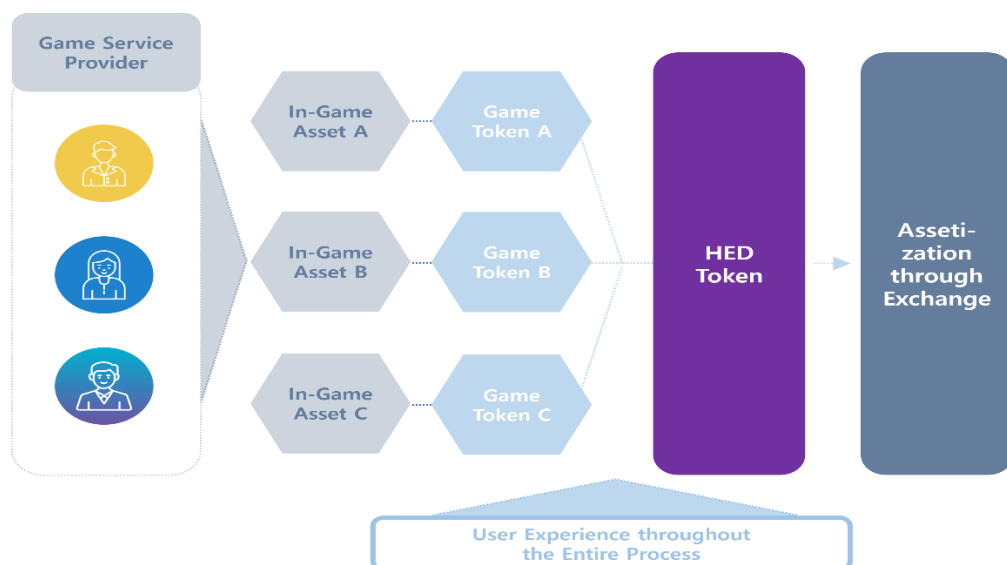
One of the important elements is the advertising network. As the user base within the HED ecosystem grows, the demand for an advertising network will increase. Given that the content is provided in a service form, marketing that clearly targets gamers rather than the general public will be far more effective. Therefore, advertising will be essential when launching new games to the HED user pool. Additionally, an effective advertising network is crucial for maximizing the value of the HED ecosystem.

HED must maintain an environment where both existing and new games can be enjoyed. If users actively respond to advertisements delivered through the network, they can earn additional assets and generate revenue. Another essential element for a blockchain ecosystem is the community. In order for numerous ecosystem participants to share perspectives, identify problems, and engage in proactive discussions, a strong community is vital. The growth of a blockchain ecosystem cannot be achieved by a single party's effort; it requires a solid community with strong support. To maintain an active community, HED will provide top-notch technological and operational support, while the HED Foundation's reward policy will offer

appropriate rewards to users who actively participate, encouraging voluntary engagement.

To ensure the sound integration of the platform and its continuous growth, we will keep adding structural features such as management consoles, security modules, data analytics tools, universal payment modules, and data storage. Our platform's vision is not short-term, limited to the next 6 months or a year. We are committed to building a platform with a focus on continuity.

Through collaboration with several trusted partners, we will ensure transparency and cooperate to improve the network, each fulfilling our responsibilities. We are fully dedicated to building an efficient and sustainable decentralized gaming platform that provides users with the ultimate enjoyment.



## 5. HED Ground Game

Our first game will primarily focus on idle games that users can easily access and enjoy.

### A. Cat`s Paradise

#### i. Introduction

Welcome to Cat's Paradise, a casual, livelihood-based game from the HED Foundation. This captivating P2E (Play-to-Earn) game takes players into a fantastical world inhabited by adorable cats. Combining elements of strategy, simulation, and puzzle-solving, this adventure offers an exciting experience for both cat lovers and gaming fans.

#### ii. Gameplay Mechanics

Cat's Paradise provides a variety of gameplay mechanics designed to keep players engaged and immersed. The main features are as follows:

**Resource Management:** Players collect resources such as fish and cans of tuna to build structures, craft items, and care for their cats. Efficient resource management is essential for ensuring the happiness and health of the cats.

**Quests and Challenges:** Take on quests and challenges that test your strategic thinking and problem-solving skills. Completing these tasks rewards players with valuable resources, new items, and special bonuses.

**Cat Collection:** Collect a variety of cats, each with unique traits and abilities. Build bonds with your feline friends and learn about their individual stories and preferences.

**Mini-Games:** Take a break from the main game and enjoy a variety of mini-games. These mini-games provide opportunities to earn additional resources and rewards.

### Receive a Cat



### Take care of the Cats



### Game Screen



### iii. Transactions and NFTs

When cats grow, they are turned into NFTs, which can be traded through users or external exchanges.

Cat's Paradise is not just a simple mobile game. It offers an enchanting escape filled with adorable cats and endless adventures. Whether you're a fan of strategy, a simulation enthusiast, or a cat lover, there's something for everyone in this game. Immerse yourself in the serene beauty of the cat island, take care of your cat friends, and create the paradise you've always dreamed of.

## B. Upcoming Games

### i. HED Poker

The HED Poker Game can gain popularity because players can bet and earn rewards using HED Coin as the central currency. These games typically offer traditional poker gameplay but also come with the added advantage of decentralized transactions, allowing players to use Bitcoin, Ethereum, USDT, or popular altcoins to play. The HED Poker Game is a

poker game where players can interact using HED Coin.



## ii. HED Hold'em

The HED Hold'em Game can also gain popularity because players can bet and earn rewards using HED Coin as the central currency. It offers the additional benefit of decentralized transactions, allowing players to use Bitcoin, Ethereum, USDT, or popular altcoins to play. Similarly, the HED Hold'em Game is a Hold'em game where players can interact using HED Coin.







## **6. Establishing a Blockchain Technology Academy**

### **A. Regarding the Establishment of a Blockchain Game Academy**

The HED Foundation will establish an academy as part of its public activities to train future leaders who will drive industries by integrating blockchain technology with other business technologies. In modern society, blockchain technology is no longer just a technical management tool; it must be combined with cutting-edge technologies to bring innovation across various industries. The academy will focus on professional talent development and technological research to contribute to these advancements. The Blockchain Academy will initially launch in Southeast Asia, including the Philippines, Vietnam, and Thailand, and will later expand to the United States, South Korea, Japan, China, and Europe.

### **B. The Need for Talent Development**

In this changing landscape, talent in the blockchain field must possess not only technical knowledge but also a deep understanding and intuition about the industry. Therefore, the HED Foundation's Blockchain Technology Academy will offer an educational program that combines both theory and practical experience, focusing on training professionals who can immediately apply their skills in the field.

### **C. Building a Global Network**

Furthermore, the HED Blockchain Technology Academy aims to build a global network by partnering with leading blockchain education institutions and companies abroad. Through this, students will gain a broader perspective and develop an international outlook.

## 7. HED Token Model

### A. Solana

Solana is a high-performance blockchain platform that has gained attention for enabling fast transactions with low fees. It is particularly designed for decentralized applications (DApps) and cryptocurrency exchanges. This document will provide a detailed look at Solana's technical features, ecosystem, and its impact.

### B. The Origin and Background of Solana

The Solana project was started in 2017 by Anatoly Yakovenko. Drawing on his experience working at Qualcomm and Dropbox, he sought to solve the scalability issues of blockchain. The Solana mainnet was officially launched in March 2020.

#### i. Key Technical Features

Proof of History (PoH) is Solana's unique consensus algorithm that records the timestamps of each transaction to synchronize the network's time. This greatly enhances transaction processing speed.

Turbine is a protocol that breaks data into smaller packets for transmission. It reduces the network's bandwidth requirements and helps increase data transfer speeds.

Gulf Stream is Solana's memory pool manager that predicts transactions in advance to improve processing speed. This reduces transaction confirmation times.

Sealevel is Solana's parallel smart contract execution engine. It allows multiple smart contracts to run simultaneously, maximizing efficiency.

Pipeline is a data structure for transaction processing. It enables high-speed transaction handling on Solana.

The Solana ecosystem supports a wide range of DApps and DeFi (decentralized finance) platforms, with key projects including:

Serum: A decentralized exchange based on Solana that offers fast and affordable transactions. It was developed in collaboration with the FTX exchange.

Raydium: An automated market maker (AMM) that provides liquidity and supports various trading pairs. It maximizes Solana's high-speed transaction processing capabilities.

Solana Beach: A data analytics platform for the Solana blockchain, allowing users to monitor the network's status and transactions.

## **ii. Scalability and Performance of Solana**

Solana is theoretically capable of processing over 50,000 transactions per second (TPS), making it one of the fastest blockchains currently available. Additionally, transaction costs are extremely low, making it feasible for small transactions.

## **iii. Innovations of Solana**

With its innovative technology and robust ecosystem, Solana is positioning itself as the next-generation blockchain platform. Its ability to handle fast and affordable transactions forms the foundation for various DApps and DeFi projects, lighting the way for the future of blockchain. We look forward to seeing how Solana continues to evolve.

## **C. HED Coin**

HED is the primary cryptocurrency used within the HED Ground ecosystem. It is used as a means of contribution, distribution, and reward, and is also used for gas fees on transactions. Protocol contributors are rewarded through an inflation model, but the total issuance of HED Coin is limited to 500 million HED. To prevent excessive issuance of rewards and the subsequent devaluation, the protocol utilizes a "limited inflation model," which generates inflation at a designated rate within the issuance amount over a 15-year period.

**Coin Name: HED Coin**

**Coin Symbol: HED**

**Total Supply: 500,000,000 HED**

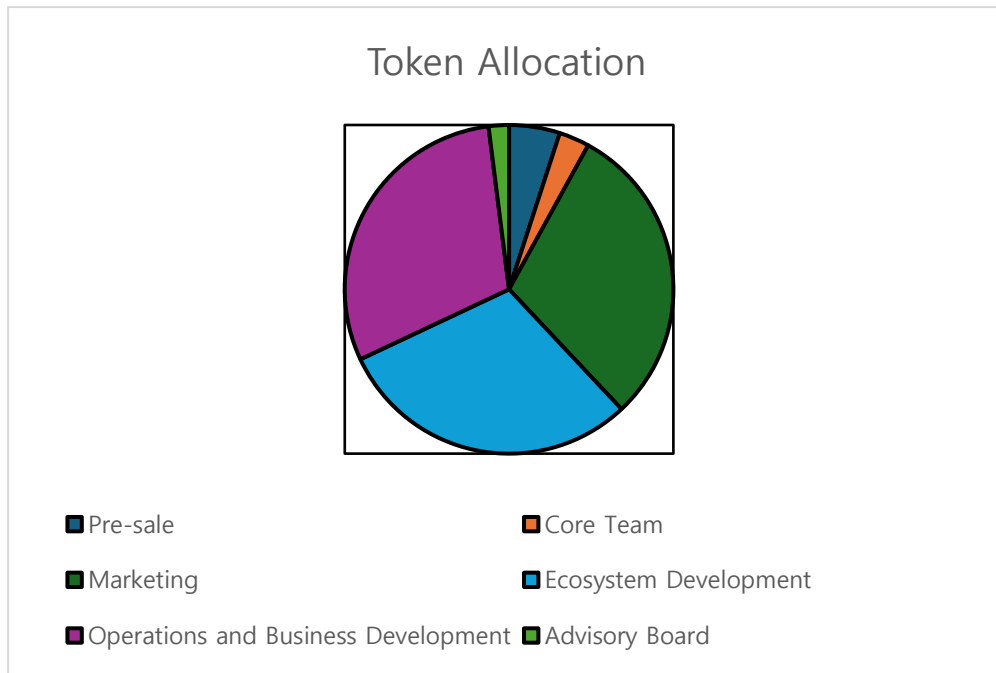
**Pre-sale: 25,000,000 HED (USDT 0.08 / HED)**

**Initial Listing Price: USDT 0.1**

### <Token Allocation>

**Pre-sale (5%), Core Team and Development Team (3%), Marketing (30%)**

**Ecosystem Development (30%), Operations and Business Development (30%), Advisory Board and Strategic Partnerships (2%)**



#### i. Coin Information

HED rewards are incentives given to participants and contributors. Through an inflation-based system, the distribution of HED Coins within the ecosystem is expected to generate an annual inflation rate of around 5%. The design of HED aims to preserve its value by limiting the total supply. Therefore, the inflation-based reward distribution for contributors is also limited to 10 years.

#### ii. Marketing

Marketing funds are allocated as referral rewards for promoters who help advertise and promote the ecosystem. These funds are used to foster interactions with brand advocates and to promote marketing activities.

#### iii. Strategic Partners

Funds for potential global partners are provided to support strategic partnerships related to the expansion of our platform.

**iv. Operations and Business Development**

The operations and business development fund is used for management expenses, including development, security, equipment, solutions, outsourcing, and global expansion activities, as well as other costs necessary for enhancing the protocol's performance and developing the ecosystem.

**v. Advisors**

The advisory fund is distributed to experts and external organizations that provide crucial information for ecosystem design and contribute to increasing its value.

**vi. Core Team**

Team funds are used for infrastructure development and operations to manage the ecosystem.

## 8. Road Map

- A. May 2025: Pre-sale starts
  - i. USDT 0.08 / HED
- B. August 2025: Creation of wallet management system for building HED Ground Platform
- C. August 2025: Launch of Cat's Paradise
- D. August 2025: Initial listing on international exchange Coins.ph
  - i. USDT 0.1 / HED
  - ii. The listing will occur when more than 4% of the pre-sale quantity (5%) is in circulation, so this timeline could be accelerated.
- E. October 2025: Listing on international exchanges  
(Listed at the same conditions as coin.ph or at a higher price—this will be negotiated with the exchanges)
- F. First half of 2026
  - i. Listing on MEXC, Bitmart.
  - ii. Launch of HED Poker and Holdem.
- G. Second half of 2026 and beyond
  - i. Launch of 3 additional idle games.
  - ii. Listing on international exchanges such as Bitget, Gate.io, HTX and Bybit.
  - iii. Establishment of Blockchain Academy (with initial expansion in Southeast Asia, including the Philippines, Thailand, and Vietnam).
  - iv. Plans to establish the HED Exchange.

## 9. Team Composition

### A. Core Members

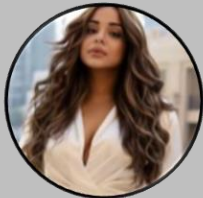
The HED Foundation and its partners, including the operators, collaborate with multinational creative teams, developers, and beauty industry experts, covering everything from the implementation of various HED projects and the HED platform concept to private issuance. Our team has years of collaboration experience. To secure experts in all areas of the new blockchain-based environment, we expect more talent to be added to the team in the future.



**Brian Lee**  
CEO



Gamestop / Game & Distribution Department  
Webzen / Game Business and Online QA  
E4NET / T&G Business Division  
KOK Foundation / Platform Operations Division



**Sonia Puneet Kumar**  
Global Marketing  
Speaker



Enect Foundation / Communications Team Manager  
KOK Foundation / Communications Team Manager



## B. Advisors



**Albert Oung**  
Advisor



- Founder and President of the World Green Organisation
- Founding President of the Green Institute of Hong Kong
- Founding President of the Hong Kong Myanmar Chamber of Commerce
- Founder of the Green Myanmar Foundation
- Founder of the Green Sky Green Fund in Hong Kong
- Founder of the Earth Buddy Foundation in Hong Kong
- Founder and CEO of Green Inc. in Hong Kong
- Supporter of the Green Hong Kong Campaign
- Founding President of the Hong Kong New Territories West Industries & Commerce Association
- Founding President of the Green Party of Hong Kong
- Bachelor of Business Administration and Economics, University of Toronto, Canada



**George Hara**  
Advisor



Chairman and CEO of DEFTA Partners  
Partner at Accel Partners  
Chairman of the Board, Alliance Forum Foundation (Special Consultative Status with the UN Economic and Social Council)  
Special Advisor to the Cabinet Office of the Prime Minister of Japan  
Senior Advisor to the Ministry of Finance of Japan  
Special Advisor to the President of the Republic of Zambia  
Honorary Co-Chair of the U.S. Business Advisory Council



**Sheng Zhao**  
Advisor



Founder and Chairman of World Blockchain Forum Corporation  
CEO of Blockchain Media (New York)  
CEO of Silicon Valley Maker Capital  
CEO of Made in China International  
CEO of Huazhi Intelligence



**Harry So**  
Advisor



Director of DHS Engineering Limited  
Board Member of USA Energy Engineer, Hong Kong Chapter  
Consultant for City of Dreams Casino (Macau), NTT Data Center (China), and Sinopec (China)  
Ph.D. in Engineering from The Hong Kong Polytechnic University  
MBA from the University of Louisville (USA)  
Master's in Electrical and Electronic Engineering from the National University of Singapore



**Dejun Qian**  
Advisor



Founder and CEO of BitSE, Developer of QTUM  
Founder of Fusion Blockchain, a crypto-finance project based on the Value Internet  
Co-founder of VeChain and Kernel Blockchain Technologies  
Executive Director of Regional Branch and Client Division at IBM  
Bachelor of Computer Science, Fudan University (China)

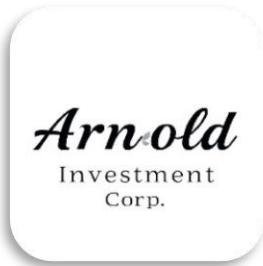


**Henry AU**  
**Advisor**



Co-founder and Chief Strategy Officer (CSO) of Digital Crest Asia  
Director of Operations for MSN Asia and Vice President of Asia Liaison  
Security Officer at Citibank  
Chief Information Officer (CIO) at The Carlyle Group  
MBA and Master of Science (M.Sc.), The University of Hong Kong  
Master of Arts (M.A.), Bachelor of Engineering (B.Eng.), and Bachelor of Arts in  
Applied Mathematics (B.A.I), Trinity College Dublin (Ireland)

## 10. Partners



**1. Arnold Investment**  
Startup technology consulting and seed investment/Investment advisory and M&A consulting



**5. LY Partners**  
Blockchain technology solutions/Cryptocurrency exchange solutions/Business consulting



**2. Sion Holdings**  
Blockchain technology consulting/Online casino game solutions



**6. KA Patterns**  
Investment advisory/Real estate transaction platform



**3. Si Holdings**  
Blockchain and AI technology solution development/System Integration (SI), Software as a Service (SaaS), etc.



**4. KYT Games**  
Development and supply of casual and arcade games/IT solutions