HEROCOIN
(PLAY)

THE ENTERTAINMENT ECOSYSTEM TOKEN

Version Q4 / 2022

DISCLAIMER

This Litepaper describes the current state and future estimates of the project and is the best effort from the team's perspective to describe the project details. It is not a financial or investment advice.

This Litepaper contains certain forward-looking statements. A forward-looking statement is a statement that does not relate to historical facts and events. The forward-looking statements are based on analyses or forecasts of future results and estimates of amounts not yet determinable or foreseeable. Such forward-looking statements are identified by the use of terms and phrases such as „anticipate", „believe", „could", „estimate", „expect", „intend", „plan", „predict", „project", „will" and similar terms, including references and assumptions.

This applies, in particular, to statements in this Litepaper containing information on future developments of the HERO, plans and expectations regarding the acceptance of the HERO in the market or its growth of value. Forward-looking statements are based on current estimates and assumptions that the Developer makes to the best of its present knowledge.

Such forward-looking statements are subject to risks, uncertainties and other factors which could cause actual developments to differ materially from and be worse than expected or assumed or described in these forward-looking statements.

HEROcoin

Since starting our project "thesocialbet – bet friends. Not bookies" in 2014, we have pursued the objective to change the nature of online betting. Our aim was to cut out the middleman and provide a system that enables users to challenge other sports enthusiasts head-to-head, without the interference of bookmakers.

In July 2016 we have rebranded our project to "Herosphere" solely focusing on fantasy betting for esports. Herosphere provided the possibility for esports enthusiasts all over the world to compete against the community or their friends and prove their knowledge about professional esports games like League of Legends, Dota 2 and CS:GO. With more than 300,000 registered users and 40,000 monthly actives at peak, the Beta phase of Herosphere was very successful.
The mission of HEROcoin back then was as simple as it was powerful: establishing a new level of trust, transparency, and security in the world of online betting.

In September 2017 we started the official ICO (Initial Coin Offering) of HEROcoin. As a result, we created the first cryptocurrency of Austria and as far as we know it was the first fully regulated ICO in the European Union. The HEROcoin ICO was used as role-model for subsequent ICOs in different countries all over the continent. The ICO finished with 2,300 investments worth of about 6,000 ETH which was about 2 million USD back then.

The investment was used to get listed on a major exchange and further development of HEROcoin and Herosphere. In 2018 and 2019 the crypto winter hit the company hard and forced the managers to nearly use the entire investment of the ICO to keep the company running. Hard decisions have been made and the team was decreased
to keep business going. In late 2020 the founders Paul Polterauer and Philip Peinsold were able to secure the future of HEROcoin with a smart move: HEROcoin was acquired by Greentube (https://www.greentube.com/greentube-acquires-esports-platform-provider-hero), a subsidiary of the famous and huge iGaming brand Novomatic. The founders also joined the Greentube team and are responsible for new product innovations and the future use of HEROcoin.

After a short transition phase, we started to develop a strategy on how to integrate HEROcoin into the Greentube and Novomatic landscape and define the long-term vision of the token. The vision became much more ambitious with a partner like that. It was crystal clear that HEROcoin has to evolve from a utility token of a single project into an ecosystem for multiple diverse projects.
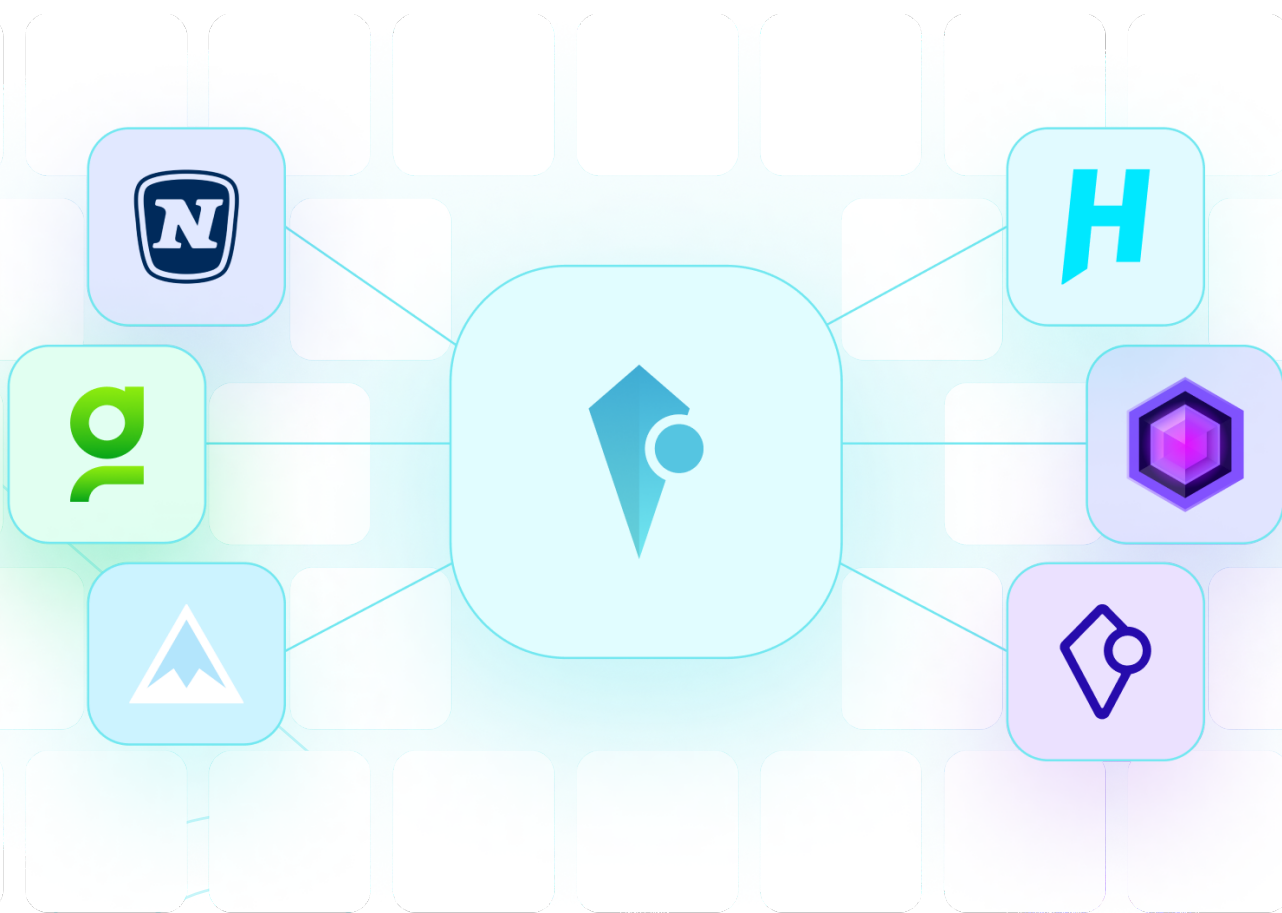
VISION

HEROcoin ($PLAY) – The entertainment ecosystem token

HEROcoin is an ERC20 token and uses the exchange ticker "PLAY". Originally, it was designed as a decentralized solution for iGaming but evolved to an entire ecosystem token over time. With the support of HEROcoin we and our partners develop multiple blockchain projects in different fields like iGaming, esports, NFTs and metaverse.

Each of them uses HEROcoin in their own way for example via staking, as payment solution, for a rewarding system or to enable special content. There are endless use cases. Think HEROcoin as an umbrella over several standalone projects - a network of success.

HEROcoin
FACTS

Website:	https://www.herocoin.io
Email:	info@herocoin.io

Token

Token Name:	HEROcoin
Ticker:	PLAY
Total Supply:	252 million PLAY
Ethereum Contract address:	0xE477292f1B3268687A29376116B0ED27A9c76170
Polygon Contract address:	0x672255E73E9FcB8d8971b6e2622057bAa84B5Afe

Social profiles

Twitter:	https://twitter.com/HEROcoinio
Facebook:	https://www.facebook.com/HEROcoinio
Reddit:	https://www.reddit.com/r/HEROcoin
Telegram:	https://t.me/joinchat/FsEwOwtrCZMWwHokEj70Gw

THE
MARKET

iGaming

The online betting market was worth around USD 61.5 billion in 2021. It is estimated to reach up to USD 114.4 billion by 2028 according to a relevant report from company Zion Market Research (https://www.zionmarketresearch.com/). The full report of this investigation with complete data and stats is called "Online Gambling & Betting Market by Game Form, Device, Components and Region. A Global and Regional Industry Overview, Market Intelligence, Com- prehensive Analysis, Historical Data and Forecasts 2022-2028".

The crypto expansion in the online gambling industry constantly continues. The market observes a stable growth for several years, which contributes to the further development of crypto gambling. A strong crypto community is growing among players. The interest of the audience now largely influences the growth of the whole industry. The top 3 most used coins in iGaming are currently Bitcoin followed by Ethereum and Litecoin.

Stricter regulations of crypto operations worldwide of course will have an impact on the development speed and adoption rate of cryptocurrencies in iGaming. The highly regulated business are is very sensitive to regulation changes. However, generally it is widely accepted, that better and clearer regulations will push adoption long-term.
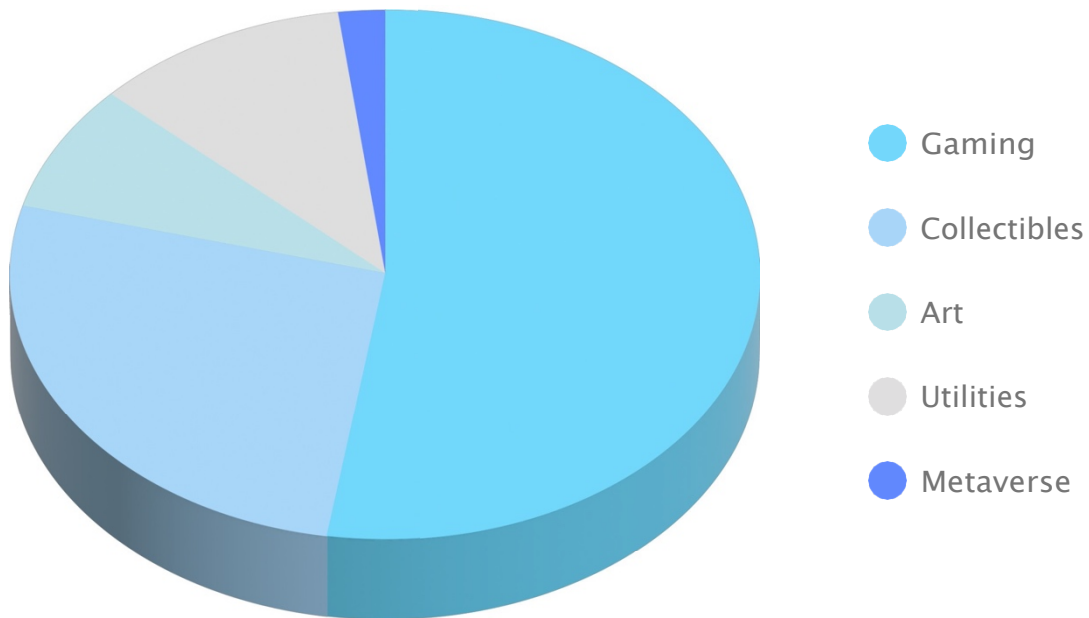
Gaming

The gaming market is booming and is expected to keep growing. The expansion is expected to make the global gaming industry worth USD 321 billion by 2026 according to PwC's Global Entertainment and Media Outlook 2022-26 (https://www.pwc.com/gx/en/industries/tmt/me- dia/outlook/outlook-perspectives.html).

Cryptocurrencies gain popularity in the gaming industry as well. The Web3 developer community currently tries to revolutionize the gaming business, whether in terms of payment methods, ownership via NFTs or GameFi.

The NFT sector shows already, that gaming is a major driver in the cryptocurrency industry. More than the half of all active NFT wallets is attributed to gaming products.

- Gaming
- Collectibles
- Art
- Utilities
- Metaverse

The HERO ecosystem has a special (but not exclusive) focus on those two industries. The data shows, that the market is huge and thus the potential of HEROcoin as well.

ECOSYSTEMS
PROJECTS

HEROcoin will become THE entertainment ecosystem token. Therefore, we develop and support new projects which commit to implement use-cases of HEROcoin in their roadmap. In the following section we outline the first three ecosystem projects and their huge potential. The expansion of this ecosystem is a focus point for us and our partners.

Ski Challenge

Ski Challenge is a 3D computer game started in the year 2004 and developed by Greentu- be. The last official version was created in 2016. Over this period Ski Challenge had around 5 million registered users. It started as PC only game but was ported to multiple platforms over time. In the end more than 80% of the active users used mobile platforms. The further devel- opment was officially stopped in September 2016.

In 2021 Greentube decided to revive Ski Challenge and declared it as responsibility of Paul Polterauer and Philip Peinsold to bring it to live again - The legendary Ski Game is finally re- turning. In summer of 2022 we finally announced that Ski Challenge 2022 will be launched in fall 2022. Tons of new features and surprises, but above all, the excitement and the true com- petitive spirit of a world-class ski race is waiting for the users. The integration of HEROcoin will follow in one of the major updates 2023.

Project Links:
Website: https://www.ski-challenge.com
Twitter: https://twitter.com/_skichallenge_
Facebook: https://www.facebook.com/skichallengeEN
Instagram: https://www.instagram.com/skichallenge_official
Youtube: https://www.youtube.com/channel/UC8m795ShsPiwLjzbtRqN2BQ/featured

Players Club

The Players Cub aims to become the biggest and most advanced loyalty system in the iGaming industry. It connects partner platforms and their users across different channels. Conventional loyalty systems are limited to one specific platform. Players Club rewards users for the usage and loyalty across all its partners with XOLOs. XOLOs is the native virtual currency in the loyalty system. The partners offer so called "Deals" which can be used by redeeming the XOLOs. The best thing: You can collect XOLOs on all our partner platforms, but in the end, you decide which deal from which partner you want to use with your XOLOs. The Players Club launched a beta version on the well-known iGaming brand "StarGames.de" in Q1 2022. The integration of HEROcoin will follow in Q2-Q4 2023.

Project Links:

Website: https://www.players-club.io

Meta Nanos

META NANOs is an NFT-based open Metaverse of Games built on Polygon, and will be the flagship for a collaboratively developed play-to-earn gaming ecosystem where everyone can contribute.

The initial gameplay centers around a diverse collection of NANOs - high quality 3D NFT avatars, that go above and beyond your imagination! Dive into an open Metaverse of Games where you can be anything you want - from Orcs and Magicians, Robots and Golems, to people and creatures from everywhere and any time. In this multiplayer play-to-earn game, players train their NANOs and let them compete against each other in the so-called NANO Games.

Many different games will be added to the NANO Metaverse in the future! Every NANO comes with its own stats and a power gem that can be used within the games. Power gems can have a different superpower in each game, such as a lightning strike or a healing spell.

The official announcement of the project was in Q1 2021. In this quarter we also started the sale of the META NANOs Alpha Passes. Generally, 3 different Alpha Pass types exist: Silver, Gold and Crystal. Each Alpha Pass gives different privileges for the NANOs Drop the first Equipment Drop and Game access. Additionally, there are some hidden bonuses for Alpha Pass holders which will be revealed along the way.

META NANOs showed already first use-cases for HEROcoin during the Alpha Pass sale. Users were able to purchase Alpha Passes with HEROcoin for a discount. In the future this HEROcoin ecosystem project will implement further use-cases like staking of and payment with HEROcoin.

Project Links:

Website:	https://www.metananos.com
Gitbook:	https://docs.metananos.com
Twitter:	https://twitter.com/MetaNanos
Discord:	https://discord.com/invite/aArt2nmAX7
Instagram:	https://www.instagram.com/metananos
Medium:	https://metananos.medium.com

ROADMAP

There are a lot of things planned, but our primary focus is on the expansion of the HEROcoin ecosystem. Additionally, a main focus point is to strengthen our community and make HEROcoin more accessible via exchange listings and on-ramper services.

ACHIEVED

- ✓ First regulated ICO in Austria
- ✓ Mainnet Launch on Ethereum
- ✓ Beta of HERO Smart Contract System on herosphere.gg
- ✓ Spreading global awareness - Over 300k users on herosphere.gg
- ✓ HERO was acquired by Greentube NOVOMATIC Interactive
- ✓ Transformation of HEROcoin from iGaming infrastructure token to entertainment ecosystem token
- ✓ Bridged HEROcoin from Ethereum to Polygon blockchain
- ✓ Start of HERO ecosystem NFT & metaverse project "META NANOs"
- ✓ Start of HERO ecosystem gaming project and remake of the famous Ski Challenge
- ✓ Start of HERO ecosystem iGaming loyalty project
- ✓ META NANOs Alpha Pass NFTs sale and OpenSea Listing
- ✓ Ski Challenge Launch
- ✓ HEROcoin ads in Ski Challenge

NOW

- Releasing Alpha Version of first META NANOs game "Rumble Race"

- Working on major Ski Challenge updates for esports leagues and an in-app shop for digital items

- Improvement of Players Club to serve more platforms and use cases

- HEROcoin listing on an on-ramping service

- New listing of HEROcoin on a centralized exchange

NEXT

- Prepare META NANOs for the Genesis drop

- Players Club integration in Ski Challenge

- Direct use of HEROcoin in META NANOs
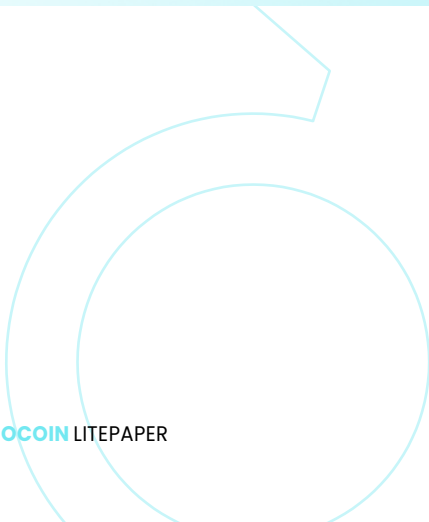
- Working on a HEROcoin staking solution

LATER

- Release Breeding functionality on META NANOs including HEROcoin use case
- Open further markets for Players Club
- Introduce tournaments in Ski Challenge

FUTURE

- Direct use of HEROcoin in Ski Challenge
- Integrate HEROcoin staking solution in ecosystem projects
- Next listing of HEROcoin on centralized exchange
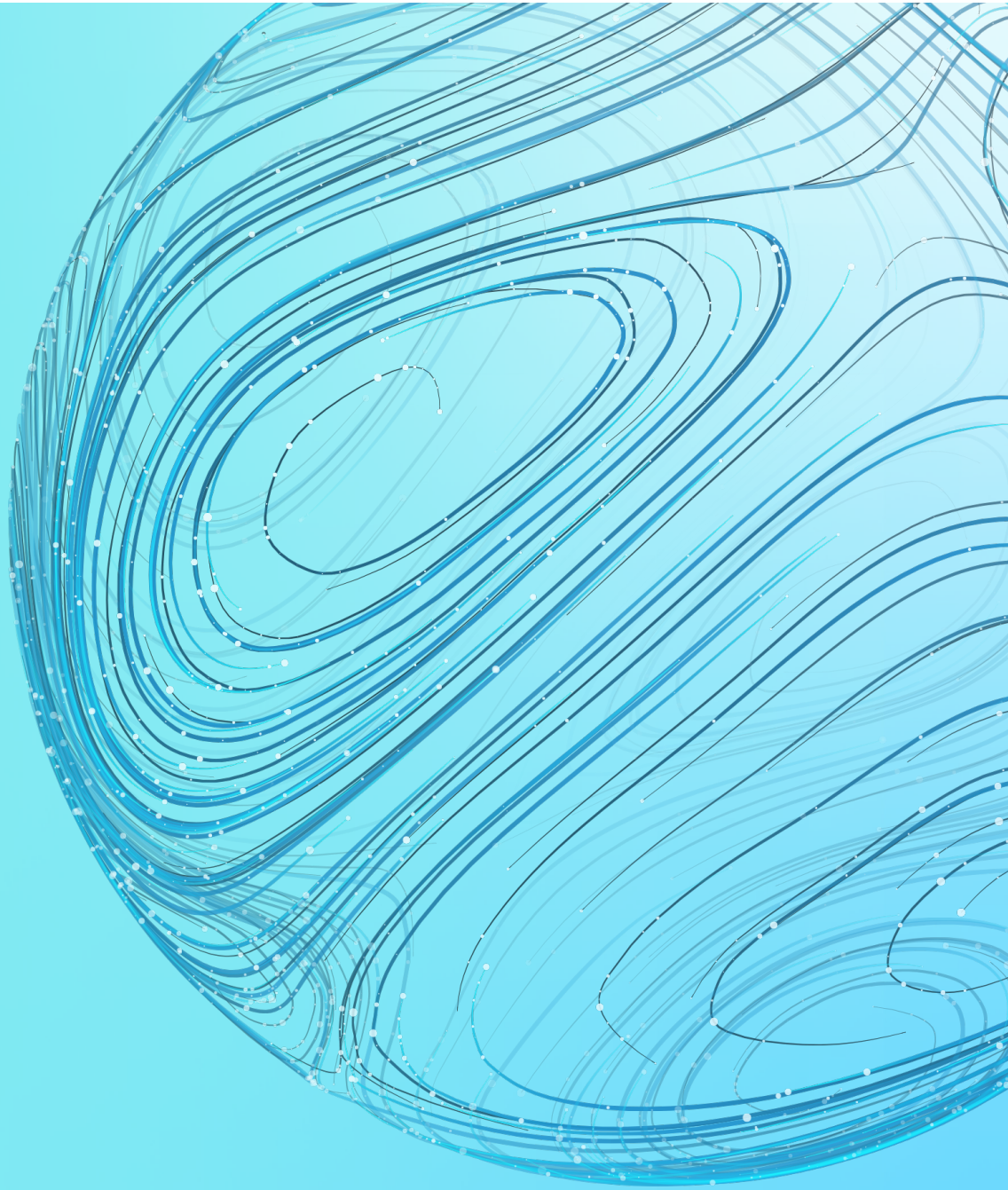- Expansion of HERO ecosystem -> new projects, partnerships and collaborations

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