

Overview



Hooked Protocol is building the on-ramp layer for massive Web3 adoption, providing tailored Learn and Earn products and onboarding infrastructures for users and businesses to enter the new world of web3.

With our pilot product Wild Cash offering Quiz-to-Earn and other gamified learning experiences, having attracted over 2 million members to the community, Hooked is aiming at forming an engaging ecosystem of community-owned economies by facilitating and optimizing the onboarding flows for all Web3 pathfinders.

Mission and Genesis

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Hooked Protocol aims to build the on-ramp layer for massive Web3 adoption to form the ecosystem of future community-owned economies. We believe through gamified learning experience and paying out economic value back to our users, we can

- empower everyone with no prior crypto experience to access, earn and own a share of crypto;
- enable and expediate developers and applications' streamlined Web3 transformation;
- form a vibrant community with scalability and engagements, leveraging decentralized social network and viral growth.

With such a growing community, Hooked Protocol can form an ecosystem of community-owned economies.

Hypothesis and Approach

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Despite the massive valuations of Bitcoin, Ethereum, and a handful of other Cryptocurrencies, the huge gap between technology innovation and actual adoption is causing the crypto native realm to stagnate, when the lack of new users remains a critical and unresolved challenge to the whole industry, and the inadequacy of Web3 application abundance on chain diminishes industry prospects.

However, potentials for intrinsically dynamic modern virtual economy after covid are recognized and scaled up, leading to upsurging demands for trusted cooperation and sustainable economic model in Web3.

Being the on-ramp layer, Hooked is

- targeting billions of Web2 internet users who can be onboarded to Web3;
- building tailored products offering gamified experience to grow the community with massive user adoption and Web3 education;
- integrating onboarding infrastructures for businesses on-ramp to Web3, to establish a cohesive ecosystem.

Build the On-ramp Layer

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Hooked launched the pilot DApp, Wild Cash, in Q3 2022, as the Web3 community gateway in emerging markets and tailored to grow the community with massive user adoption based on viral growth and user Web3 transformation, achieved through gamified crypto learning experience and other built-in Web3 mechanics.

Gamified Learning

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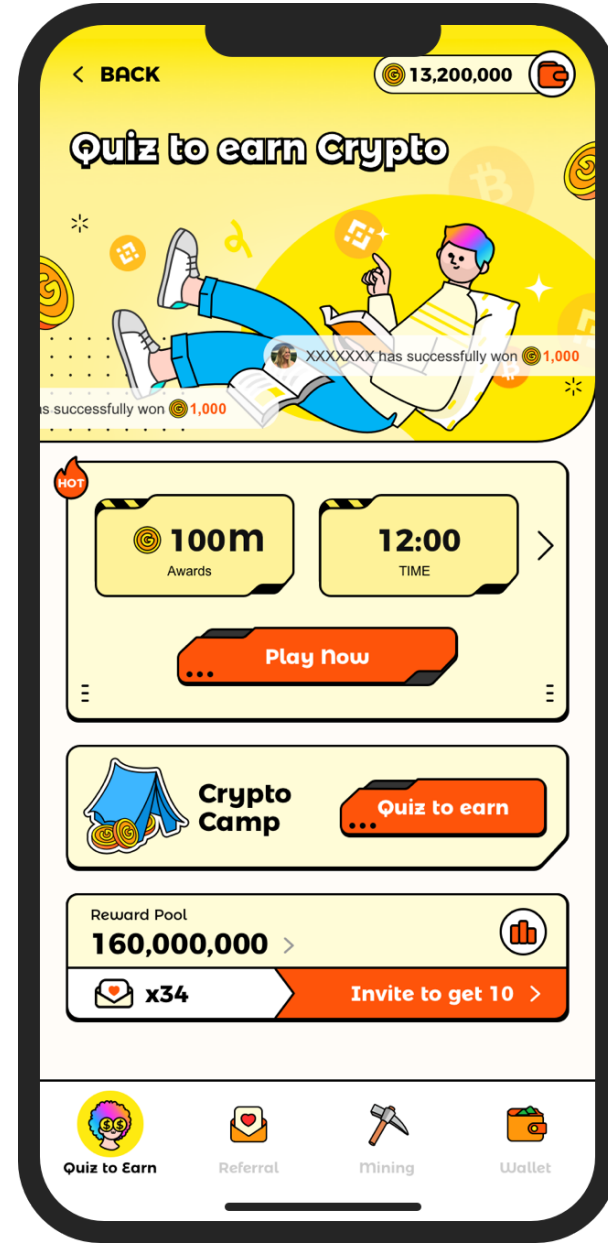
Hooked adopts a streamlined education system combined with immersive (experience-based) learning and inquisitive (curiosity-based) learning, including:

- Gamified learning experience to impart web3 concepts with Quiz-to-Earn DApp Wild Cash;
- Web3 emulation experience allowing users to participate in the crypto buzz sectors such as NFT and GameFi;
- Innovative content including Hooked Academy short videos, community-formed DAOs, to enrich learning experience and reduce users' learning curve in a fun and engaging way.

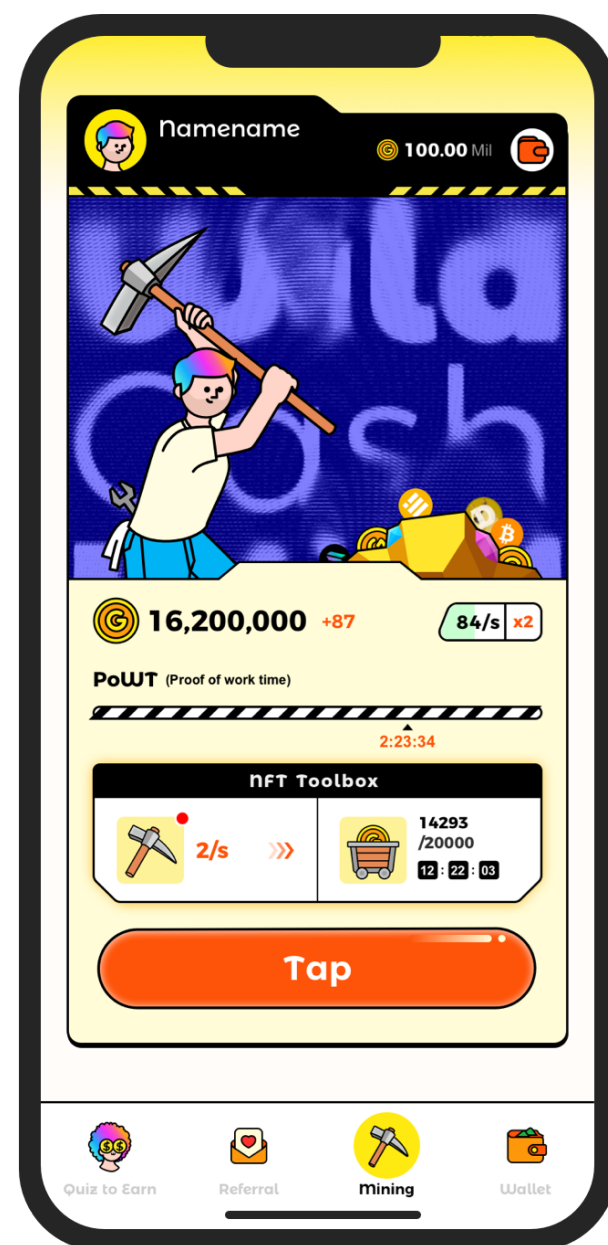
Classic Web3 Mechanics

Classic Web3 mechanics are built in to educate users throughout their whole journey with Hooked products.

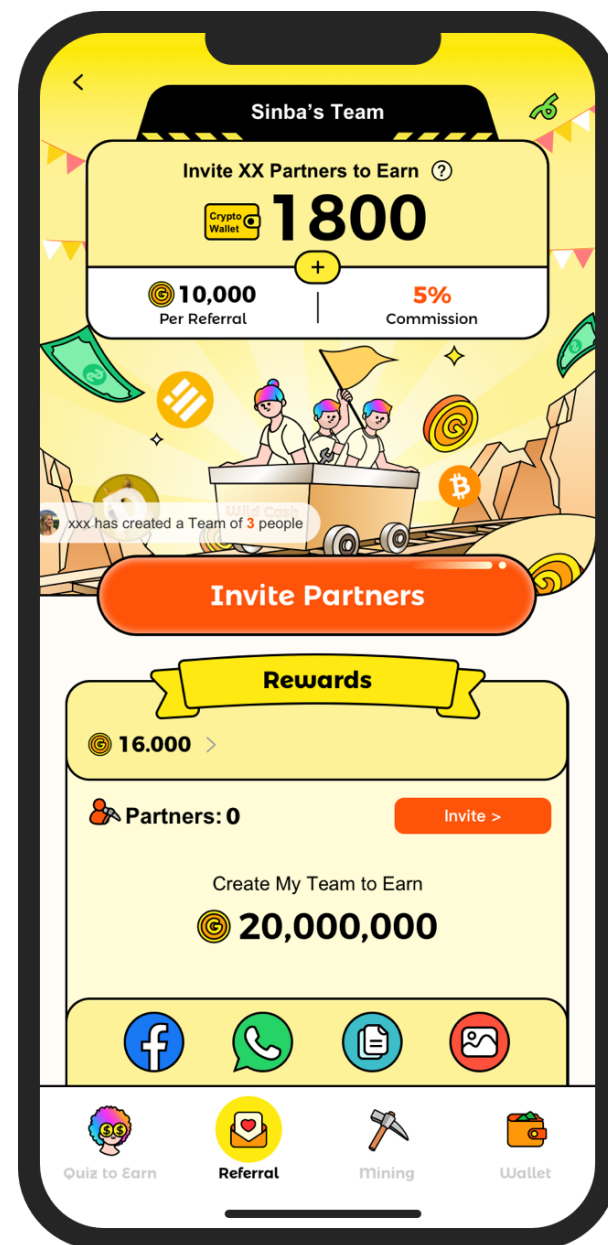
- **Quiz-to-Earn:** Users get to start immersive Web3 learning and participate in the easiest way to learn Web3 knowledge while earning their first token prize by correctly answering quizzes.



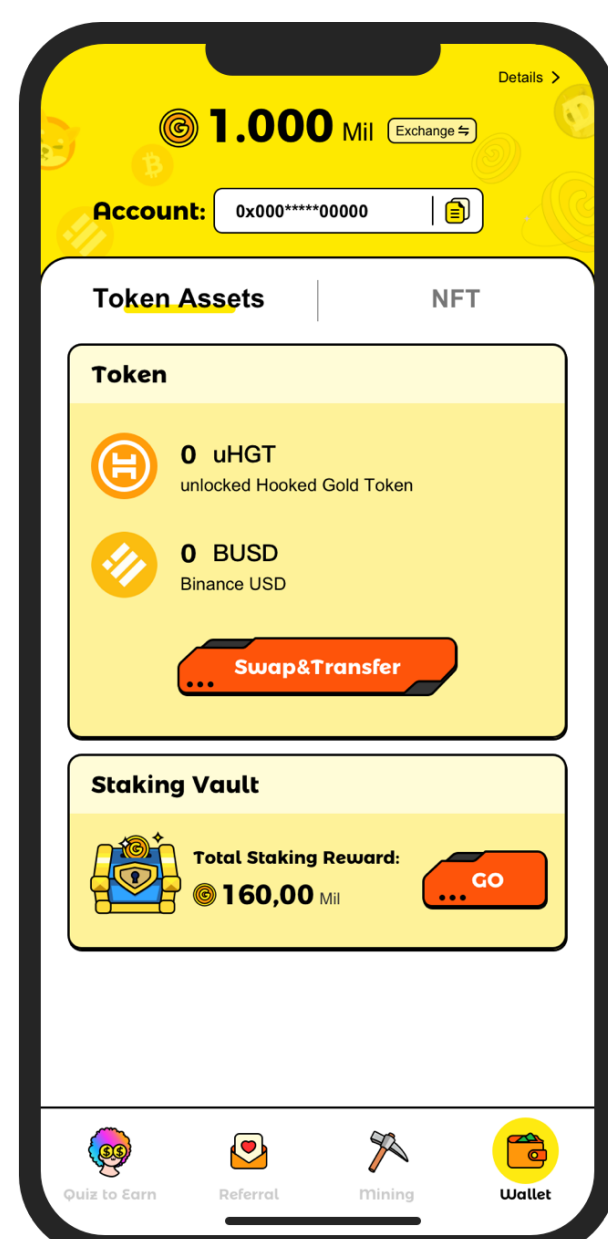
- **PoWT (Proof of Work and Time) Mining Game:** A game featured to incentivize users to contribute efforts and time within the platform, through the classic Proof-of-Work mechanism.



- **Social Referral:** Users get to earn strong monetary rewards by simply sharing and establishing their Web3 social graph.



- **Stake and Swap:** Users get to own their first crypto wallets and store crypto assets, and conduct staking, swap and transfer transactions with Hooked Wallet.



Web3 Onboarding Solutions ⋮

Being the Web3 community gateway, besides offering various intriguing incentives, Hooked equips users with a complete suite of Web3 onboarding solutions to facilitate their Web3 transformation as well.

- **Hooked Soulbound Token (Hooked SBT):** Serving as the one and only digital identity, Hooked allows its community members to enter the Web3 realm with Hooked SBT, which is unique and useful for improving integrity and trust among community members.
- **Hooked Wallet:** First ever crypto wallet for most Hooked community members with user-friendly interface and infrastructure to store Web3 assets and conduct future transactions.
- **On-chain protocol interactions:** Hooked accumulates solid and substantial on-chain behavior data by engaging all protocol interactions on BNB Chain, enabling extensive behavioral analysis and insights, and laying the foundation for community and ecosystem formation.

Form the Hooked Community and Ecosystem

Leveraging a whole set of user-facing products under development and a unique decentralized social network, Hooked is forming a scalable and engaging community while also on its way to establishing an ecosystem of community-owned economies.

Decentralized User Growth Engine

Contributed by growing decentralized KOC (Hooked users who successfully invite their social connections to join the Hooked community) nodes and edges, Hooked Decentralized User Growth Engine is fundamental to the organic growth and high engagement of Hooked community members, which, in turn, is essential to making effective and efficient massive Web3 user acquisition available for Hooked ecosystem applications.

As of November 2022, Hooked has more than 250,000 KOC nodes, with every 2 existing members bringing more than 1 new member to the community.

Middleware and Infrastructure

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Aiming at onboarding developers and applications onto the world of Web3, Hooked is developing middlewares, including one-login DID solution, built-in wallet infrastructure, and social graph integrated interface etc., as the integrated onboarding system.

Rollup applicability as the base layer to consolidate all ecosystem assets and data, is another integral part of a fast and scalable blockchain infrastructure for Hooked to build, moving computational logic and data onto application rollup and eventually forming the Hooked ecosystem.

Marketplace and Ecosystem

Achieving massive user adoption through gamified learning and onboarding developers and applications with powerful infrastructure, Hooked will provide a marketplace where individuals in the Hooked community are connected with applications/businesses, and resource allocation efficiency is maximized with consolidation of on-chain data and assets.

With all proposals completed and milestones achieved, Hooked will become the on-ramp layer for all Web3 pathfinders with a positive flywheel-based ecosystem of community-owned economies

Hooked Roadmap

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Long-range objectives of Hooked

To make Web3 massive adoption come true, Hooked roadmap has been consistently devised on Web3 education for helping Web2 users and businesses transform to Web3, cultivating and forming a robust Hooked ecosystem for the thriving of Web3 economies.

Here is the long-term goals of Hooked:

- Be the gateway of Web3 industry, by building an Web3 education layer as a core aggregator of Web3 education use cases and innovations.
- Be the AI technology advocate and adopter in Web3 spaces, innovating Web3 educational practices with Hooked AI.
- Showcase and push forward successful occurrence of Web3 massive adoption by onboarding Web2 businesses onto Web3 in large scale.
- Form a solid and first-ever Web3 massive-adoption focused ecosystem, by congregating ranging from infrastructures, applications to marketplace and economies of scale.
- Make HOOK token the first crypto asset for billions of Web3 new comers and expand HOOK token usage from application level to ecosystem utility & circulation.

To keep paces steady & clear, we set the short-term roadmaps respectively for main focuses:

AI-Empowered Web3 Education

[H2, 2023]

- Consolidate an all-in-one Web3 education system with asset & identity infra, educational credentials, and Web3 simulation practices.
- Global expansion & Team up localized operations in Vietnam, Turkey, etc.
- Build & ship new Learn & Earn experiences across global markets.

[H1, 2024]

- Build AI-enhanced education experiences within Hooked products.
- Promote and integrate Hooked AI SDK into projects of ecosystem partners.
- Establish solid alliances with global education institutions and organizations for transmitting Web3 education concepts and efforts.

Massive Web3 adoption

[H2, 2023]

- Public launch and in-bulk integrations with renowned Web3 communities and partners of Hooked Alumni System (A Web2-Web3 transformation gateway).
- Public launch and in-bulk adoptions by large-scale Web2 brands of Hooked Lego system (A full suite solution of dev infra).
- Public launch of Hooked Metaverse experience oriented in a combination of Web3 gaming and NFT as ecosystem flagship product.

[H1, 2024]

- Public Launch of Hooked rollup infrastructure project focused on interoperability & customization for ecosystem Dapps.
- Form an alliance of ecosystem partners around Web3 Massive Adoption; onboard & transform Web2 companies with large user base and high engagement.

Hooked Tokenomics

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The tokenomics of any protocol can never be too emphasized as it reflects the value flowing within the ecosystem, while also containing both the psychological and behavioral forces that could affect the value and sustainability of the ecosystem in the long term.

Hooked prioritizes the precautions of coping with token price fluctuations, emphasizing both liquidity and utility while maintaining stability and ensuring long-term sustainability.

Token Structure Overview

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Hooked tokenomics adopts a segregation strategy by applying a single token (HOOK) oriented structure, reflecting real value and enabling common use case functions, to avoid the scenario where pump and dump schemes happen.

HOOK



HOOK is the only governance token with liquidity in the ecosystem, designed to reflect the value that flows across the Hooked platform with limited supply and scheduled emission scheme.

HOOK's long term value is tied with the confidence people hold for the project, and the supply of HOOK is fixed and designed to be deflationary.

Token Utility

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HOOK token utilities are mostly built in for community governance, gas tokens for platform on-chain activities, staking incentives as holding rewards, social elements demonstrations with status signaling and individuality, and for more long-range objectives, valuable innovations contributing to the ecosystem thriving.

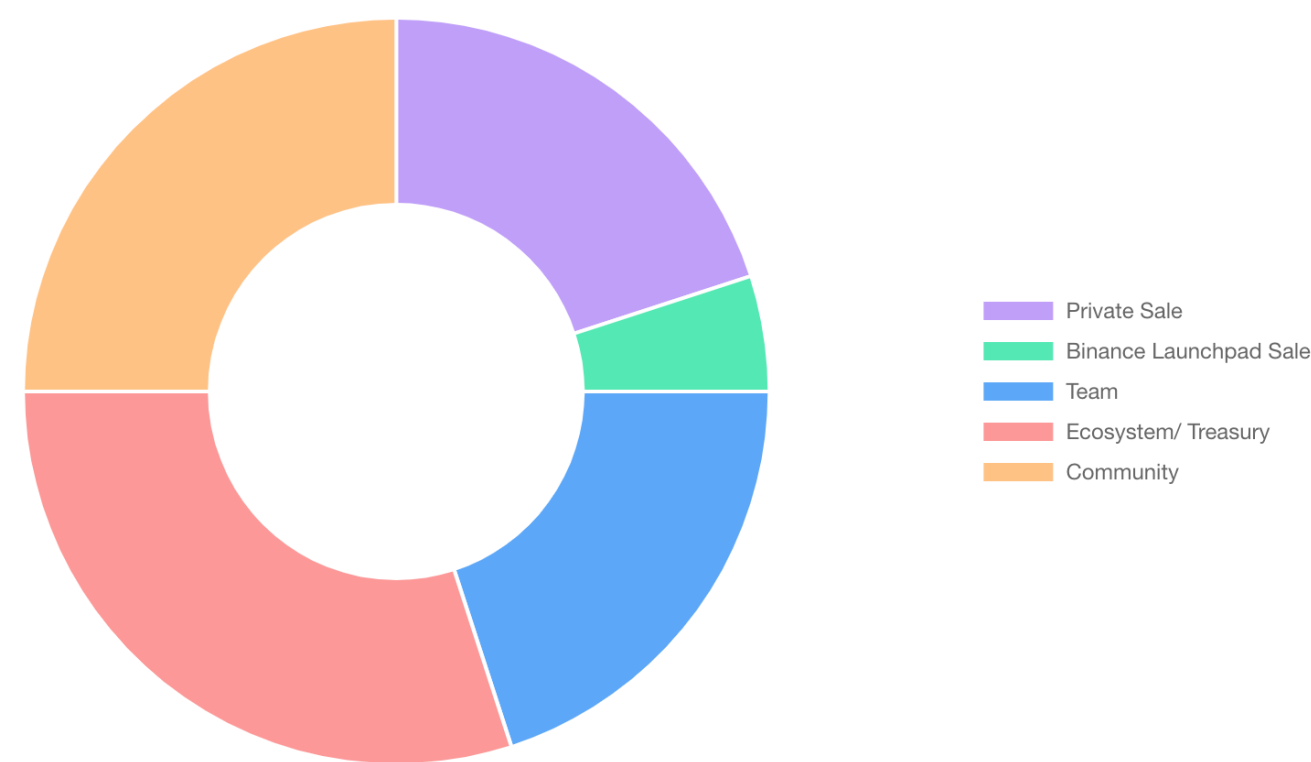
- **Governance platform token for Hooked ecosystem**
 - One of the most fundamental utilities of HOOK will be community governance, representing stakes and votes in ecosystem proposals.
- **Gas token for Hooked Application Rollup**
 - As we are building rollup infrastructure on top of L1s to support our DApp ecosystem, HOOK will be used as the gas token for all economic activities.
 - In the future, all DApps in the ecosystem built on top of Hooked platform will also be using HOOK as the gas token for on-chain transactions.
- **Access token for exclusive NFTs and privileges of community events**
 - Community members will be motivated to hold tokens to get access to exclusive community events and grants to purchase limited editions of platform NFTs, which demonstrate community social status and network impacts.

Furthermore, HOOK will be put into innovation practices which overall benefit the ecosystem of both individual participants and businesses, ensuring considerable liquidity and token value will grow in direct proportion for the success of the whole community.

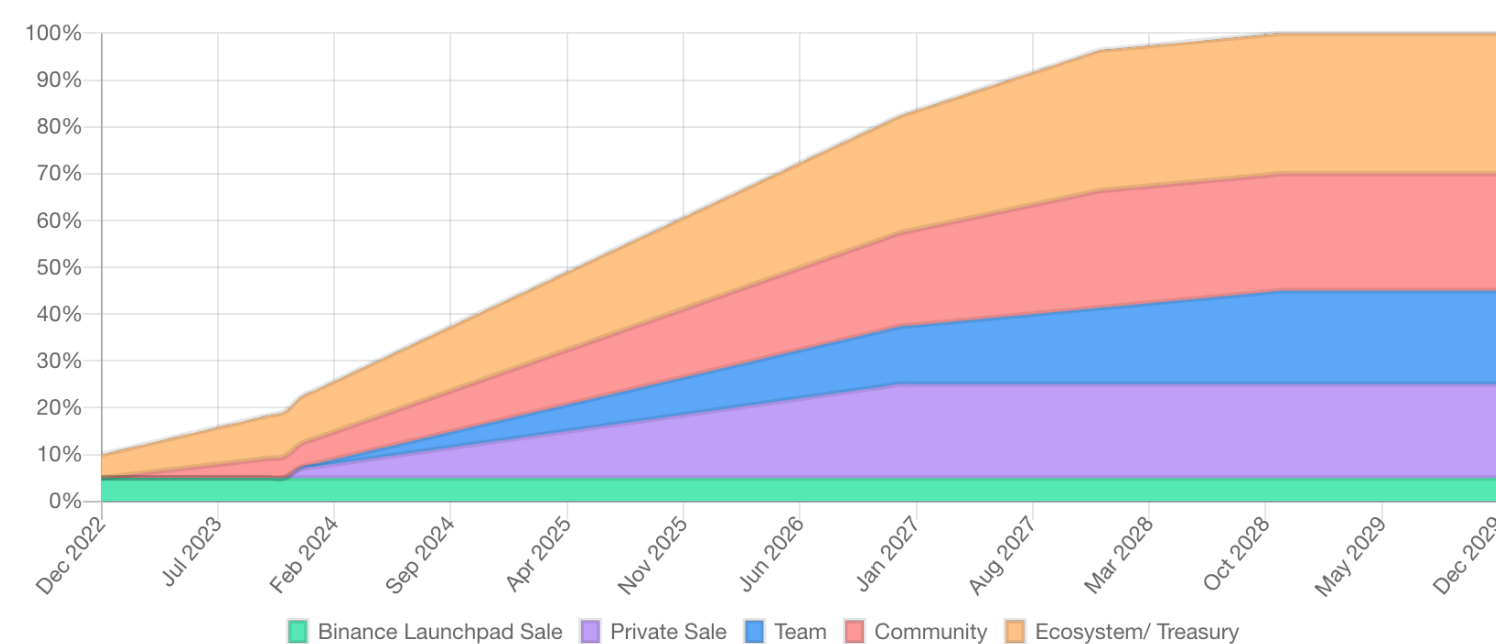
Emissions and Distribution

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Token distribution and release schedule



HOOK token allocation



HOOK token release schedule

HOOK Token allocation

Total fully diluted token supply: 500 million HOOK tokens.

Category	Allocation
Private Sale	20% of the total token supply - 100m HOOK tokens. 10% released at 1 year cliff after Token Generation Event (10m HOOK tokens); then linear monthly release for 36 month (2.5% per month)
Binance Launchpad Sale	5% of the total token supply - 25m HOOK tokens. Fully released on TGE
Community	25% of the total token supply - 125m HOOK tokens. 0% at Token Generation Event; then linear monthly release for 60 month (1.67% per month)
Ecosystem / Treasury	30% of the total token supply - 150m HOOK tokens. 16.67% at Token Generation Event (25M HOOK tokens); then linear monthly release for 60 month (1.386% per month)
Team	20% of the total token supply - 100m HOOK tokens. 1 year cliff after Token Generation Event; then linear monthly release for 60 month (~1.67% per month)

HOOK Token allocation and release schedule

Date	Binance LPD	Private Sale	Community	Ecosystem / Treasury	Team	Circulating Supply
Dec-22	5.0%	0.0%	0.0%	5.0%	0.0%	10.0%
Jun-23	5.0%	0.0%	2.5%	7.5%	0.0%	15.0%
Dec-23	5.0%	2.0%	5.0%	10.0%	0.3%	22.3%
Jun-24	5.0%	5.0%	7.5%	12.5%	2.3%	32.3%
Dec-24	5.0%	8.0%	10.0%	15.0%	4.3%	42.3%
Jun-25	5.0%	11.0%	12.5%	17.5%	6.3%	52.3%
Dec-25	5.0%	14.0%	15.0%	20.0%	8.3%	62.3%
Jun-26	5.0%	17.0%	17.5%	22.5%	10.3%	72.3%
Dec-26	5.0%	20.0%	20.0%	25.0%	12.3%	82.3%
Jun-27	5.0%	20.0%	22.5%	27.5%	14.3%	89.3%
Dec-27	5.0%	20.0%	25.0%	30.0%	16.3%	96.3%
Jun-28	5.0%	20.0%	25.0%	30.0%	18.3%	98.3%
Dec-28	5.0%	20.0%	25.0%	30.0%	20.0%	100.0%