



# HOTNOW



## HOT Token

HOTNOW | TOKEN SALE

**THE FIRST UTILITY TOKEN WITH REAL INTRINSIC VALUE**

**REINVENT DIGITAL MARKETING BY ENABLING THE FIRST  
GAMIFIED ONLINE-TO-OFFLINE ECONOMY  
FOR EMERGING ASIA**



## PURPOSE

Make Digital Marketing Accessible For All Retail Businesses While Optimizing The Value of Money For Consumers



**HOT™ will act as an access-granting key for HotNow network's functionalities and benefits**

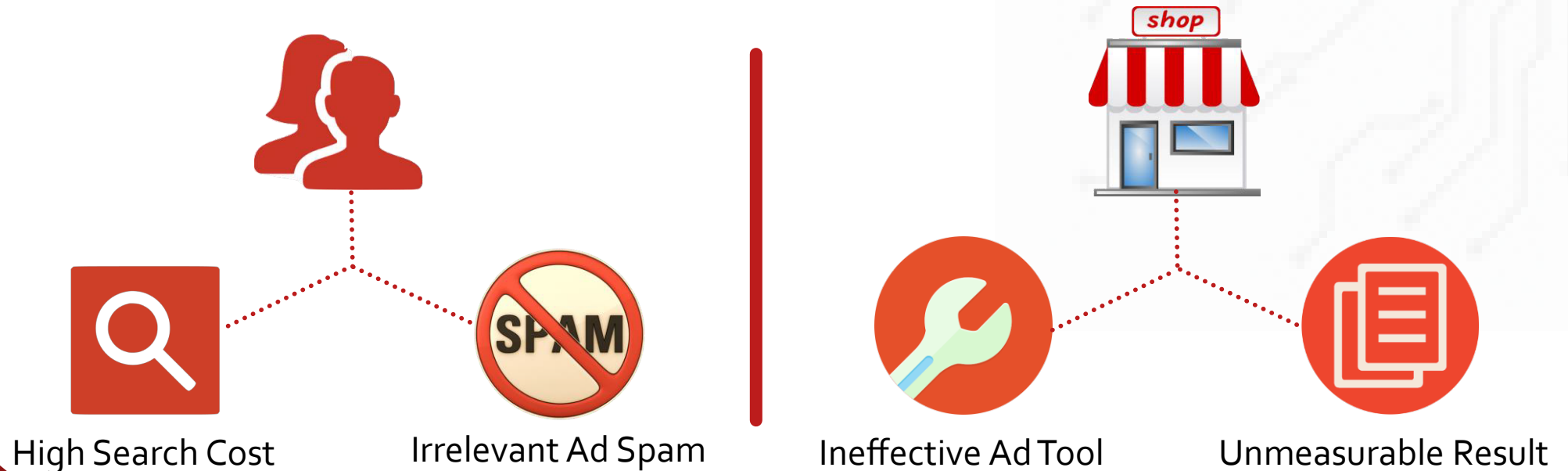
Imagine consumers using HoT™ to gain access to promotions or discounts offered by merchants where the spending history data of consumers can be tracked and utilized, at the consumers' discretion through permissioned blockchain. This spending history can then be used to create "credit profiles" for individuals without financial history to enable these consumers to access micro-loans (to spend at HotNow merchants)



# TODAY'S PROBLEM OF RETAIL ECONOMY

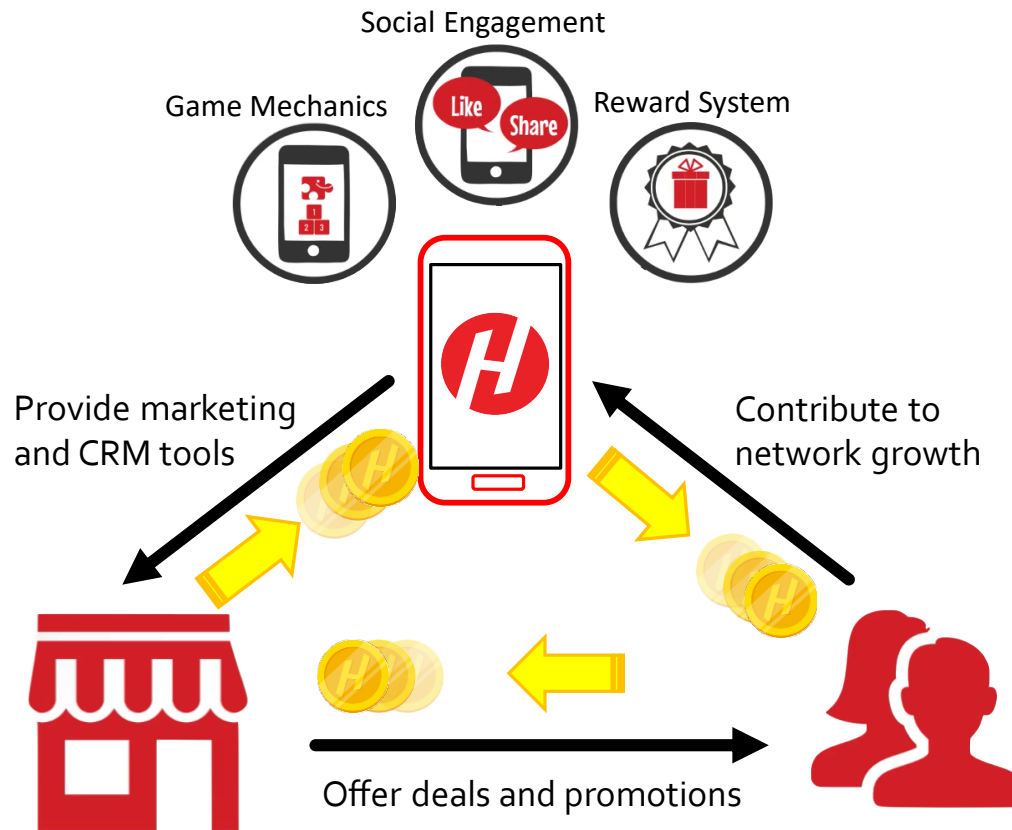
Retail revenue in Emerging Asia amounts to USD6.6 trillion in 2016.

More than half of the population in the region seek discounts on a regular basis. 94% of the transactions were done at physical retail stores; this data implies the importance of proximal content. Yet retail businesses do not have an effective performance-base digital marketing tool to deliver time-and-location-relevant promotional ads to consumers.





# TOKENIZED HOTNOW NETWORK ENABLED BY **HOT** IS THE SOLUTION

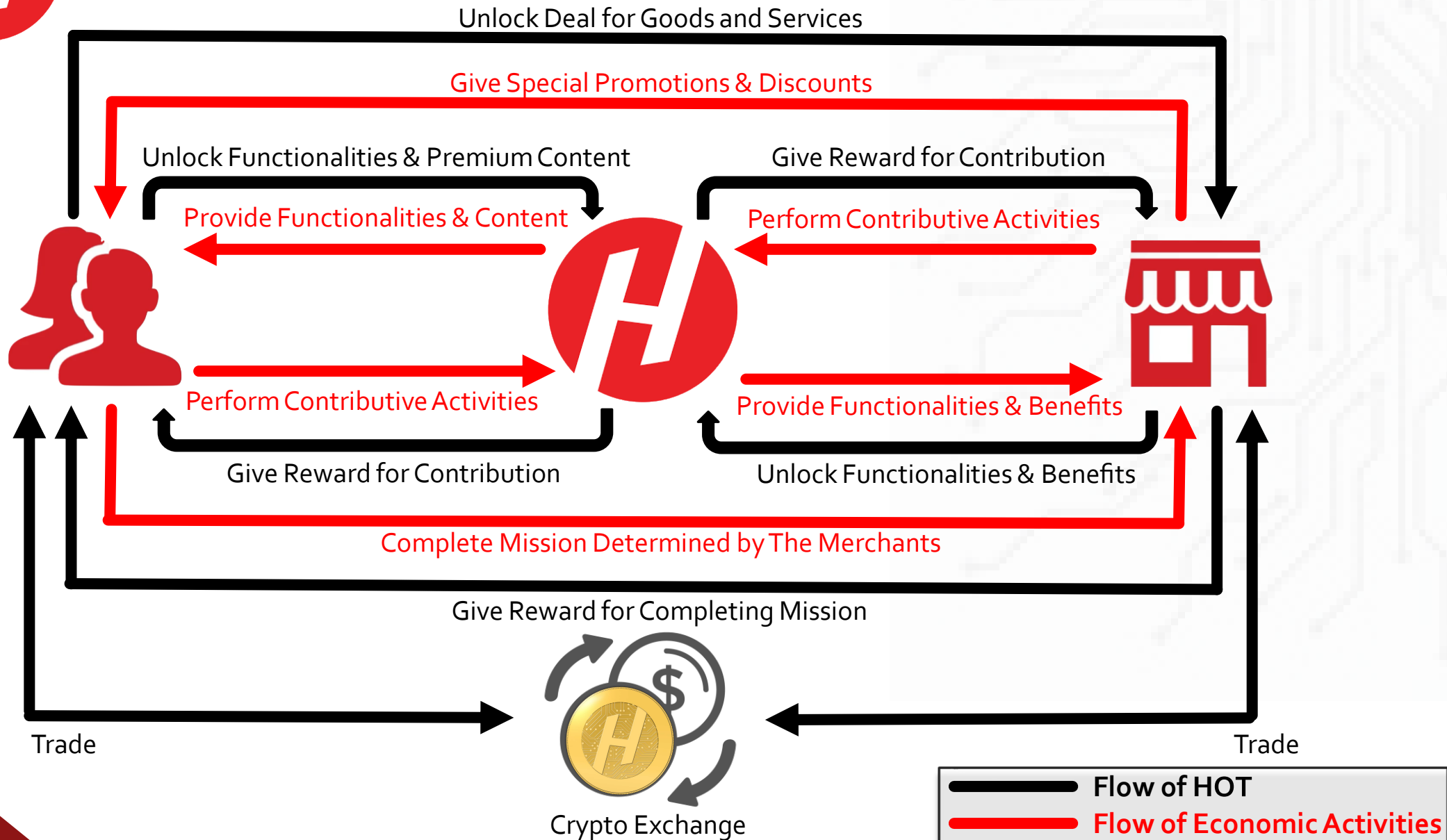


HotNow is a mobile and web LBS discovery application for goods and services that gives merchants more control over their marketing messages sent to relevant targeted audience and marketing spend through performance-based model, and gives users access to exclusive discounts and reduces their search time for relevant goods and services.

Consumers and merchants (as users and participants of the network) will use HOT to participate in the activities and access the functionalities in the network. HotNow, as the network's initiator, will reward its participants with HOT for every contributive economic activity, thus keeping the ecosystem growing.

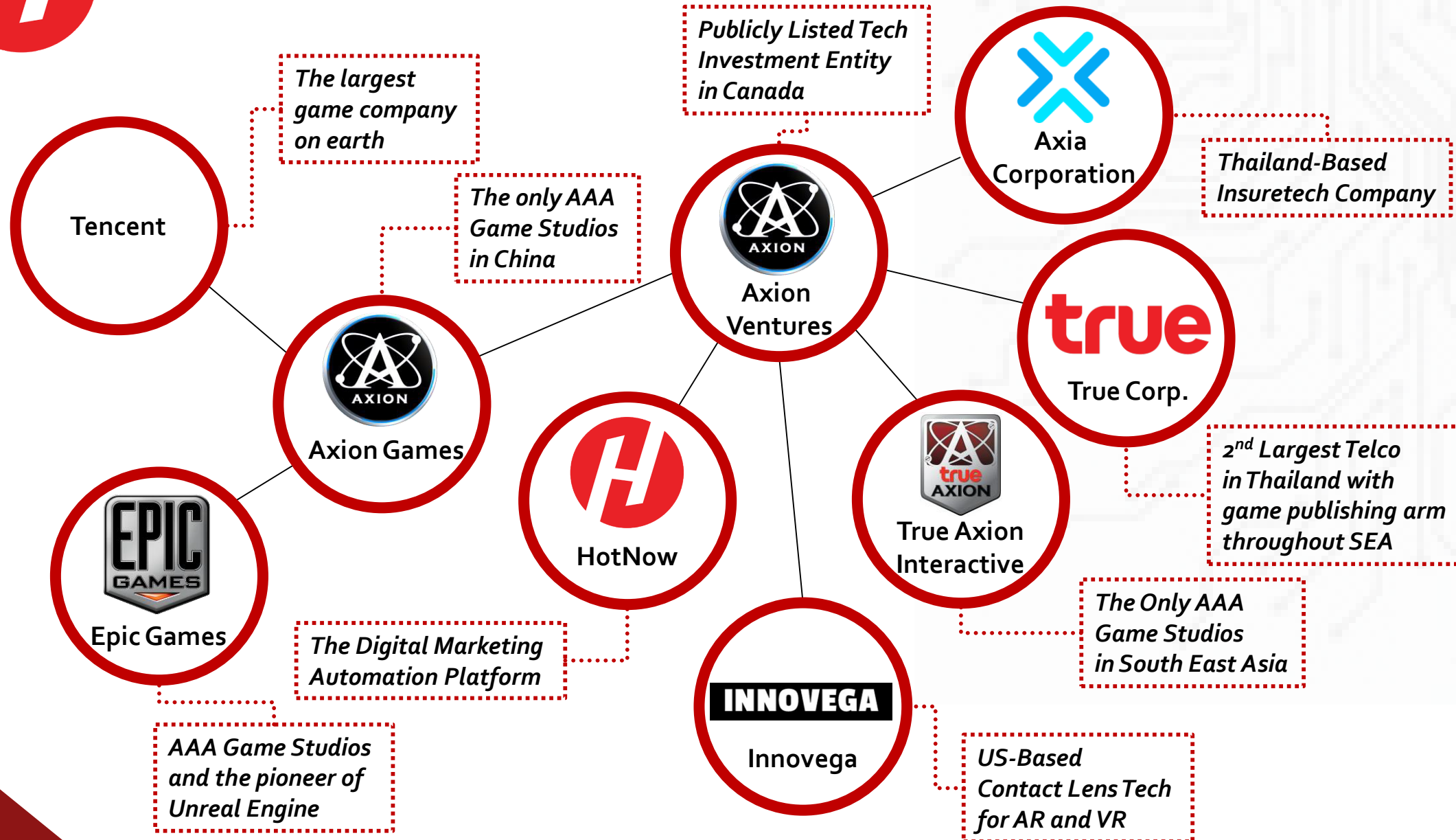


# ONCE THE TOKEN ECONOMY IS FUNCTIONAL HOTNOW WILL SERVE AS THE NETWORK'S GOVERNOR





# THE HOTNOW CORPORATE PARTNERSHIP





# THE EVOLUTION OF HOTNOW, **ENABLED BY HOT**

**\*\*\*Gamification is just a buzz word to most, but the actual core competency to us\*\*\***



*Almost all of the in-game real estate and objects can be used as an advertising mean without disrupting the gameplay*



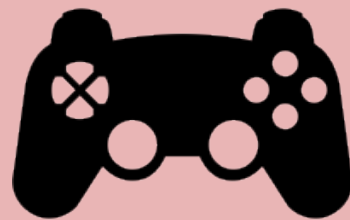
HotNow will reinvent and expand its lifestyle digital marketing platform through gamification where HOT will serve as the currency for virtual items, where then true ownership of the items is embedded in the blockchain. HotNow will also integrate In-game advertising platform into the ecosystem, which will allow businesses to input in-content ads seamlessly in real time.

*Management expertise combined with company's network and partnership in game industry puts HotNow in a unique advantageous position to execute this vision.*



# LIFE STYLE, GAMING, FINANCIAL CREDIT ALL IN ONE PLACE

As the ecosystem continues to create greater (quantifiable) consumer surplus, while supporting small businesses and pushing for a greater distribution of spending across the network's map through gamification, deep analysis of the spending history data of consumers can create "credit profiles" for individuals without financial history to enable these consumers to access micro-loans with HOT as access-granting key.



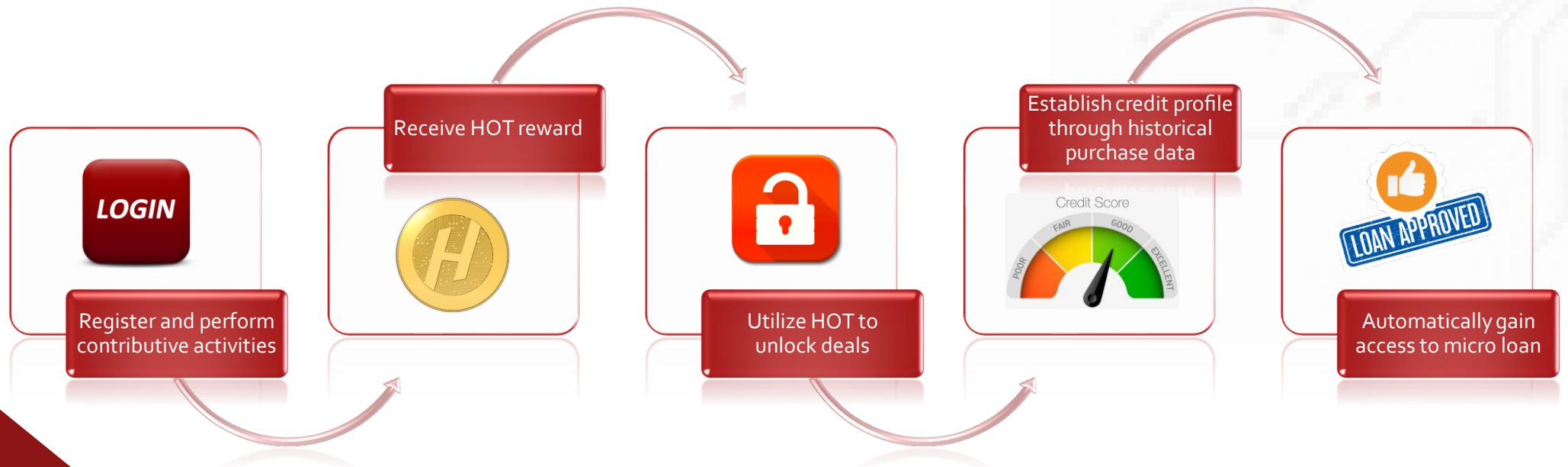


# POOR PEOPLE ARE TOO POOR TO RISK

## UNDERSTANDING HUMAN NATURE IS KEY

Human being resists changes; especially those who cannot afford it. Blockchain and Cryptocurrency are foreign concept to the mass. Many blockchain startups attempted to leverage the tech to give the unbanked access to financial service by bluntly introducing the tech to them, and paid the price for it.

HotNow is taking a different approach by introducing the access to micro loan in a discrete manner, **naturally through customer's journey** without asking them to risk or to learn anything new. Some people won't even know that they are already utilizing blockchain tech on HotNow Network to receive the micro loan.





# HOT TOKEN SALE

<b>Purchase</b>	1 HOT sold at \$0.10
<b>Sale Target</b>	\$50,000,000
<b>Max. Supply Limit of Tokens Available For Sale</b>	3,000,000,000 HOT (All unsold tokens will be burned)
<b>Tokens Minted</b>	10,000,000,000 HOT
<b>Min Cap in Tokens</b>	20,000,000 HOT
<b>Token Price</b>	\$0.10
<b>Ticket Symbol</b>	HOT
<b>Recommended Minimum Purchase Per Person For The Main Round</b>	\$100 (1,000 HOT)
<b>Maximum Purchase Per Subscription</b>	\$10,000,000 (100,000,000 HOT)
<b>Pre-sale Discount</b>	Up to 65%
<b>Accepted Fiat Currencies</b>	USD
<b>Accepted Cryptocurrencies</b>	BTC, ETH
<b>Accepted Nationalities</b>	Every Nationality, except: United States, People's Republic of China or resident of a country where American embargoes and sanctions are in force, namely Iran, North Korea, Syria, Sudan, or Cuba. More information in our Terms of Token Sale.



# HOT TOKEN SALE

HotNow commits to accomplish the following milestones based on the amount raised

## HOT SOLD:

Min. \$5,000,000

Min. \$20,000,000

Min. \$50,000,000

## PROJECT REALIZATION:

- Completion and production deploy for HOT wallet
- Integration of HOT in HotNow
- Achieve user critical mass in Thailand
- Gamified version of HotNow
- Integration of in-game advertising platform
- Expand to Indonesia and Malaysia
- Integration of micro lending
- Expand to China, India and Japan



# TOKEN DEMAND AND TOKEN SUPPLY



7+ Billion  
Retail Customers



2+ Billion  
Gamers



2+ Billion  
Unbanked Population

- HOT is access-granting key for all transactional activities on HotNow
- As transactional volume grows, demand for HOT increases
- There is only a constant supply of HOT, initially priced at \$0.10 per token



# TEAM AND ADVISORS



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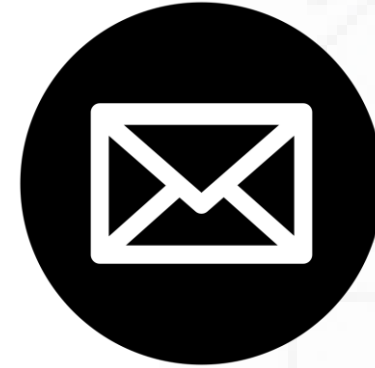
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