HON TOKEN

2024/2025

HEIRSTON (HON) ASSET INHERITANCE BLOCKCHAIN PROJECT

WHITEPAPER

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Presented by

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HEIRS FOUNDATION

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ABSTRACT

The HEIRSTON (HON) blockchain project revolutionizes digital asset management and inheritance through innovative blockchain technology, smart contracts, and cryptographic security. It aims to modernize asset transfer processes, particularly in Wills and Testaments, ensuring secure, transparent, and automated execution of individuals' final wishes globally.

By deploying blockchain's capabilities, HEIRSTON provides a reliable solution for efficient asset distribution to beneficiaries, marking a significant advancement in the field of digital inheritance management.

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HEIRSTON WHITEPAPER

EXECUTIVE SUMMARY

HEIRSTON (HON) revolutionizes digital asset inheritance via a secure decentralized platform. Leveraging blockchain, smart contracts, and cryptography, HEIRSTON ensures secure, global asset management in Wills and Testaments.

Explore HEIRSTON through the project Website, Telegram, Discord, Instagram, TikTok, Twitter (X) and YouTube platforms for cutting-edge solutions in digital asset inheritance.

Values We Hold

VISION

Empowering individuals globally to securely manage and transfer their digital assets through innovative blockchain technology, ensuring the seamless execution of their last wishes and ensuring financial security for their loved ones.

MISSION

To revolutionize the digital inheritance landscape by providing a decentralized platform that integrates blockchain technology, smart contracts, and cryptographic security to offer secure, transparent, and automated solutions for managing and transferring digital assets through Wills and Testaments.

HON TOKEN

INTRODUCING HEIRSTON (HON)

HEIRSTON token (HON) is a decentralized finance token on TON Open League and Equitichain Blockchain networks, enabling digital inheritance and asset management. Utilizing blockchain, smart contracts, and cryptographic security, HON offers a secure, efficient, and transparent solution for managing digital assets.

The HEIRSTON project unites seasoned professionals in software development, marketing, and blockchain technology to innovate digital inheritance solutions. Led by a diverse team with expertise in software, marketing, and blockchain, our goal is to simplify crypto asset management and distribution securely and efficiently. Our collective drive stems from addressing market gaps for transparent and efficient digital inheritance solutions.

TOKEN SPECIFICATION

- **Token Name: HEIRSTON**
- **Token Ticker: HON**
- **TOTAL LIFETIME FIXED SUPPLY: 20,500,000,000 HON**
  - **The total number of HON tokens that will ever exist. This fixed supply ensures scarcity and helps maintain the token's value over time.**

- **TOTAL CIRCULATING SUPPLY: 20,500,000,000 HON**
  - **The total number of HON tokens currently available in the market for trading and use within the HEIRSTON ecosystem).**

HOSTED BLOCKCHAIN NETWORKS	DESCRIPTION
TON OPEN LEAGUE BLOCKCHAIN NETWORK	A high-performance blockchain network known for its speed, security, and scalability, making it suitable for hosting the HEIRSTON token.
SMART CONTRACT URL ON TONSCAN EXPLORER (THIS URL PROVIDES ACCESS TO THE SMART CONTRACT DETAILS ON THE TON OPEN LEAGUE BLOCKCHAIN, ALLOWING USERS TO VERIFY THE TOKEN'S SPECIFICATIONS AND TRANSACTIONS.)	https://tonscan.org/jetton/EQBY5PjL_ZVZJlBom7T_eLI5qvXZiwq5b7n7cmjXLZhGDMTL
EQUITICHAIN (EQT) TOKEN PROTOCOL BLOCKCHAIN NETWORK (LAUNCH PENDING) ANOTHER ROBUST BLOCKCHAIN NETWORK SELECTED FOR ITS COMPLEMENTARY FEATURES TO THE TON OPEN LEAGUE, PROVIDING ADDITIONAL OPTIONS FOR TOKEN DEPLOYMENT AND FUNCTIONALITY.	Smart Contract URL ON EQUITISCAN: TBA The smart contract URL for the Equitichain network will be provided upon the network’s launch, offering similar verification and transparency features as TONSCAN.)
HERENCIA COIN (HEIRS)	HEIRSTON Masternode Token Version Masternodes in the HEIRSTON ecosystem, represented by HERENCIA COIN (HEIRS), validate transactions, enhance security, and offer governance with rewards.

HON TOKEN

PROBLEM STATEMENT

In today's digital age, the management and transfer of digital and real estate assets, particularly in the event of the owner's demise, present significant challenges. Traditional methods often lack transparency, security, and efficiency, leading to potential disputes and delays in asset distribution. The HEIRSTON project recognizes these shortcomings and seeks to revolutionize the inheritance process by introducing a secure and automated digital solution.

DETAIL IMPERATIVES

The digital era has seen a surge in the ownership of various digital real estate assets, including cryptocurrencies, which require unique management strategies. Current inheritance practices are ill-suited for these assets due to inherent flaws such as:

- Lack of Transparency: Traditional methods often involve opaque procedures that can lead to mistrust among heirs.
- Security Vulnerabilities: Conventional systems are prone to breaches, risking the safety of valuable digital assets.
- Inefficiency: Manual processes and the need for intermediaries slow down the asset distribution process, often leading to legal disputes and financial losses for beneficiaries.

The HEIRS/HEIRSTON project aims to address these issues by providing a solution that leverages advanced technology to ensure that digital assets are transferred smoothly and securely upon the owner's death.

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HON SOLUTION OVERVIEW

HEIRSTON leverages three core technical elements to offer a comprehensive solution for managing digital assets securely.

o Blockchain Technology,
o Smart Contracts,
o Cryptographic Security

By utilizing blockchain's decentralized ledger, smart contracts' automation capabilities, and cryptographic security protocols, HEIRSTON ensures the seamless execution of Wills and Testaments with enhanced security, privacy, and efficiency.

DETAIL IMPERATIVES

- **Blockchain Technology:** Our solution uses a decentralized ledger system that records all transactions in a tamper-proof manner. Each transaction is verified by network nodes through cryptography, ensuring that records are immutable and transparent.

- **Smart Contracts:** These self-executing contracts automate the inheritance process. Upon verification of the owner’s death, predefined conditions trigger the distribution of assets without the need for human intervention, thereby reducing the risk of delays and errors.

- **Cryptographic Security:** Advanced encryption techniques protect sensitive information, ensuring that only authorized individuals can access and manage the digital assets. This layer of security is crucial for maintaining the integrity and privacy of Wills and Testaments.

TECHNOLOGY/ARCHITECTURE

The underlying technology of the HEIRSTON platform comprises a sophisticated blockchain infrastructure right on the TON open league and Equitichain networks that guarantees security, transparency, and immutability of recorded transactions.

Smart contracts automate the execution of Wills, eliminating the need for intermediaries and streamlining the asset distribution process.

Cryptographic security protocols protect the privacy and integrity of the digital assets, ensuring only authorized access to sensitive information.

TECHNOLOGY/ARCHITECTURE I

Blockchain Infrastructure

HEIRSTON's technology leverages the robust capabilities of blockchain architecture hosted on the TON Open League and Equitichain networks. These platforms provide a decentralized ledger system that is both immutable and transparent, ensuring that all data recorded is permanent and visible to authorized parties.

TECHNOLOGY/ARCHITECTURE I

Blockchain Infrastructure - Immutability

Data Integrity

Once a transaction is recorded on the blockchain, it cannot be altered or deleted. This feature is crucial for maintaining the integrity of Wills and Testaments, ensuring that the wishes of the deceased remain unaltered and authentic.

Consensus Mechanisms

The blockchain uses consensus algorithms, which require validation by network participants. This ensures that all recorded transactions are agreed upon by multiple nodes, further enhancing data security.

TECHNOLOGY/ARCHITECTURE I

Blockchain Infrastructure - Transparency

Auditability

Every transaction on the blockchain is time-stamped and linked to previous transactions, creating an auditable trail. This allows for complete transparency, enabling beneficiaries and relevant parties to trace and verify the history of asset transfers.

Public Ledger

Although the transactions are visible on the public ledger, sensitive details remain encrypted, balancing transparency with privacy. Only authorized individuals can decode the encrypted data to access the specifics of the Wills and Testaments.

TECHNOLOGY/ARCHITECTURE I

BLOCKCHAIN INFRACTURE - NETWORK SECURITY

Decentralization

The use of TON Open League and Equitichain networks distributes data across multiple nodes, reducing the risk of single points of failure and making it extremely difficult for malicious actors to manipulate the system.

Scalability and Speed

These networks are designed to handle high transaction volumes efficiently, ensuring that the platform can scale as the number of users and transactions grows without compromising on speed or security.

TECHNOLOGY/ARCHITECTURE II

SMART CONTRACTS AUTOMATION

HON legacy smart contracts are self-executing contracts with the terms of the agreement directly written into code. On the HEIRSTON platform, HON legacy smart contracts are used to automate the execution of Wills and the distribution of assets.

TECHNOLOGY/ARCHITECTURE II

SMART CONTRACTS AUTOMATION - AUTOMATED EXECUTION

Predefined Condition

Smart contracts are programmed with specific conditions that must be met for the contract to execute. For example, upon receiving a verified death certificate, the smart contract will automatically initiate the transfer of assets to designated beneficiaries.

Elimination of Intermediaries

This automation removes the need for intermediaries, reducing administrative overhead and potential for human error.

TECHNOLOGY/ARCHITECTURE II

SMART CONTRACTS AUTOMATION - EFFICIENCY AND RELIABILITY

Real-Time Processing

Smart contracts execute immediately once conditions are met, ensuring prompt distribution of assets without delays typically associated with traditional probate processes.

Error Reduction

By codifying the terms and conditions, smart contracts minimize the risk of errors that can occur in manual processes. The code is executed exactly as written, ensuring reliability and consistency.

TECHNOLOGY/ARCHITECTURE II

SMART CONTRACTS AUTOMATION -
COST EFFECTIVENESS

Reduced Legal Fees

The automation of asset distribution through smart contracts reduces the need for extensive legal services/fees, significantly lowering costs for the estate and beneficiaries.

Transparent Execution

All actions taken by smart contracts are recorded on the blockchain, providing a transparent and verifiable record that can be audited at any time and in any legal jurisdiction globally.

TECHNOLOGY/ARCHITECTURE III

CRYPTOGRAPHIC SECURITY

HEIRSTON employs advanced cryptographic methods to ensure the highest level of security for digital and real estate assets locked in its network.

TECHNOLOGY/ARCHITECTURE III

Cryptographic Security -

Public and Private Keys

Encryption and Decryption

Each user is provided with a pair of HON unique cryptographic keys — a public key for encryption and a private key for decryption. Only the holder of the private key can access and decrypt the encrypted data, ensuring that assets can only be accessed by authorized individuals.

Secure Transactions

When a transaction is made, it is encrypted using the recipient's public key and can only be decrypted by their private key, ensuring secure transfer and access to assets.

TECHNOLOGY/ARCHITECTURE III

Cryptographic Security -

Data Privacy

Confidential Information

Sensitive data, such as the details of the Will, beneficiary information, and asset specifics, are encrypted using strong cryptographic algorithms. This ensures that even if data is intercepted, it remains unreadable without the correct decryption key.

Access Control

Cryptographic techniques are used to implement robust access controls, ensuring that only designated beneficiaries and authorized parties can access specific information.

TECHNOLOGY/ARCHITECTURE III

Cryptographic Security -

Integrity and Authenticity

• Digital Signatures

Each transaction is signed digitally, verifying the identity of the sender and ensuring that the transaction has not been tampered with. This provides a verifiable trail of authenticity for all actions taken on the platform.

• Tamper-Proof Records

The combination of blockchain immutability and cryptographic security ensures that once data is recorded, it cannot be altered without detection, maintaining the integrity of the inheritance process.

TOKENOMICS

HEIRSTON token (HON) plays a vital role within the ecosystem, facilitating various operations such as airdrops, project funding, partnerships, and platform listings.

With a total fixed token supply of 20,500,000,000 HON tokens, the distribution plan allocates percentages for airdrops, project team, partners, product development, and marketing activities.

The eventual token sale aims to raise $12,000,000 to support the project's growth and development.

TOKENOMICS I

Token Role and Utility

HON tokens are integral to the HEIRSTON platform, providing the means for transaction processing, incentivizing participation, and fostering a vibrant community through airdrops and rewards.

The total supply of 20,500,000,000 HON tokens is strategically allocated to ensure balanced growth and development.

TOKENOMICS II

Token Distribution

- **Airdrops & Token Burn - 10,045,000,000 HON**

A portion of the HON tokens is set aside for community engagement and early adopters.

- **Project Team - 6,191,000,000 HON**

Allocation for the team ensures that those driving the project forward are adequately compensated.

- **Partners and Angel Investors - 1,610,000,000 HON**

Tokens reserved for partners help in building strong alliances and expanding the platform’s reach.

- **Product Development, Liquidity Support and Marketing - 1,394,000,000 HON**

A significant allocation is directed towards continuous innovation and promoting the platform to a wider audience.

- **Exchanges and Platforms Listings - 1,230,000,000 HON**

Tokens reserved for listing of HON tokens on top 5 exchanges and crypto platforms.

TOKENOMICS III

% PROJECT TOKEN DISTRIBUTION

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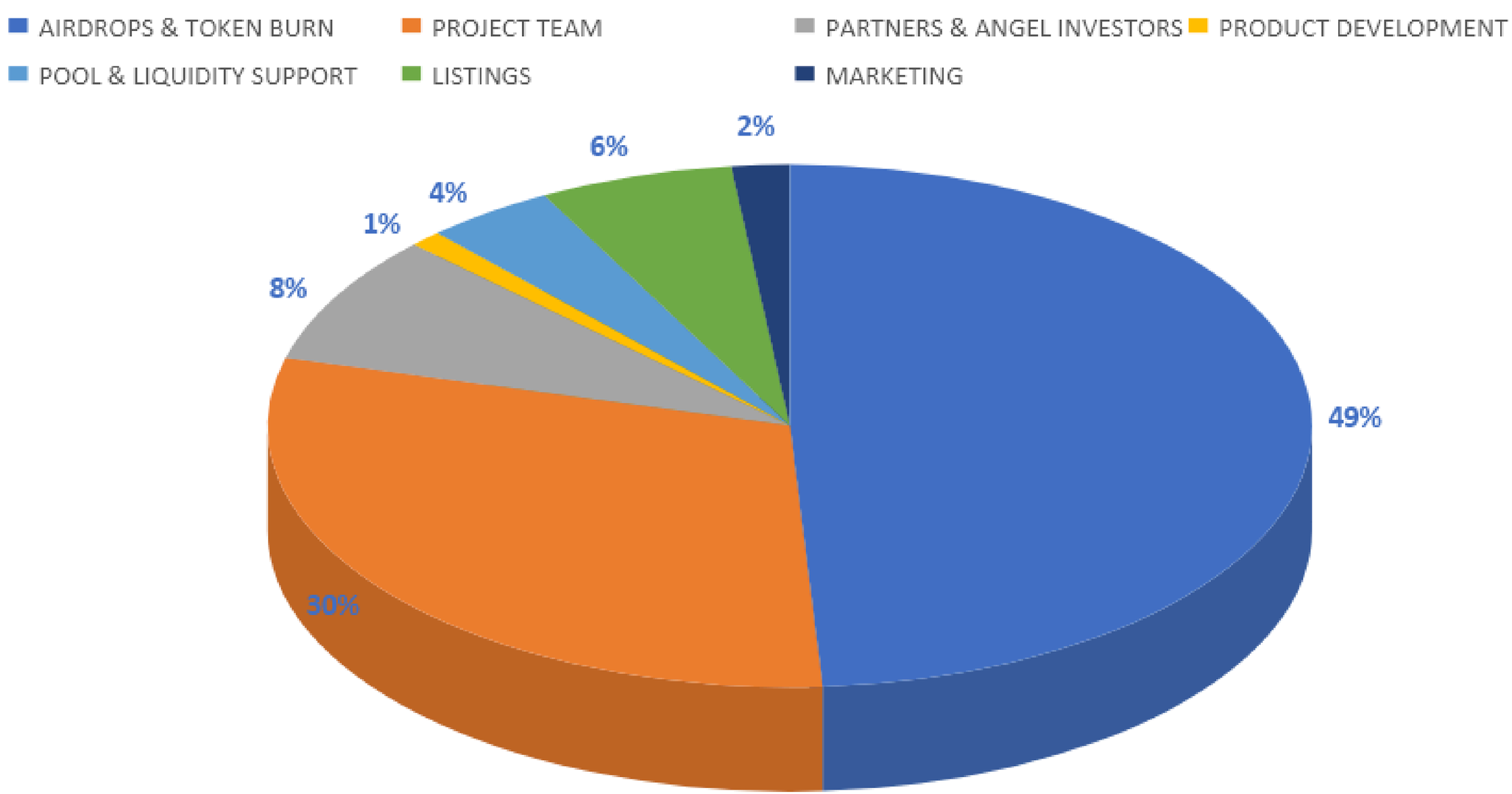

HON TOKEN

TOKENOMICS IV

TEAM FUNDS TOKEN ALLOCATION

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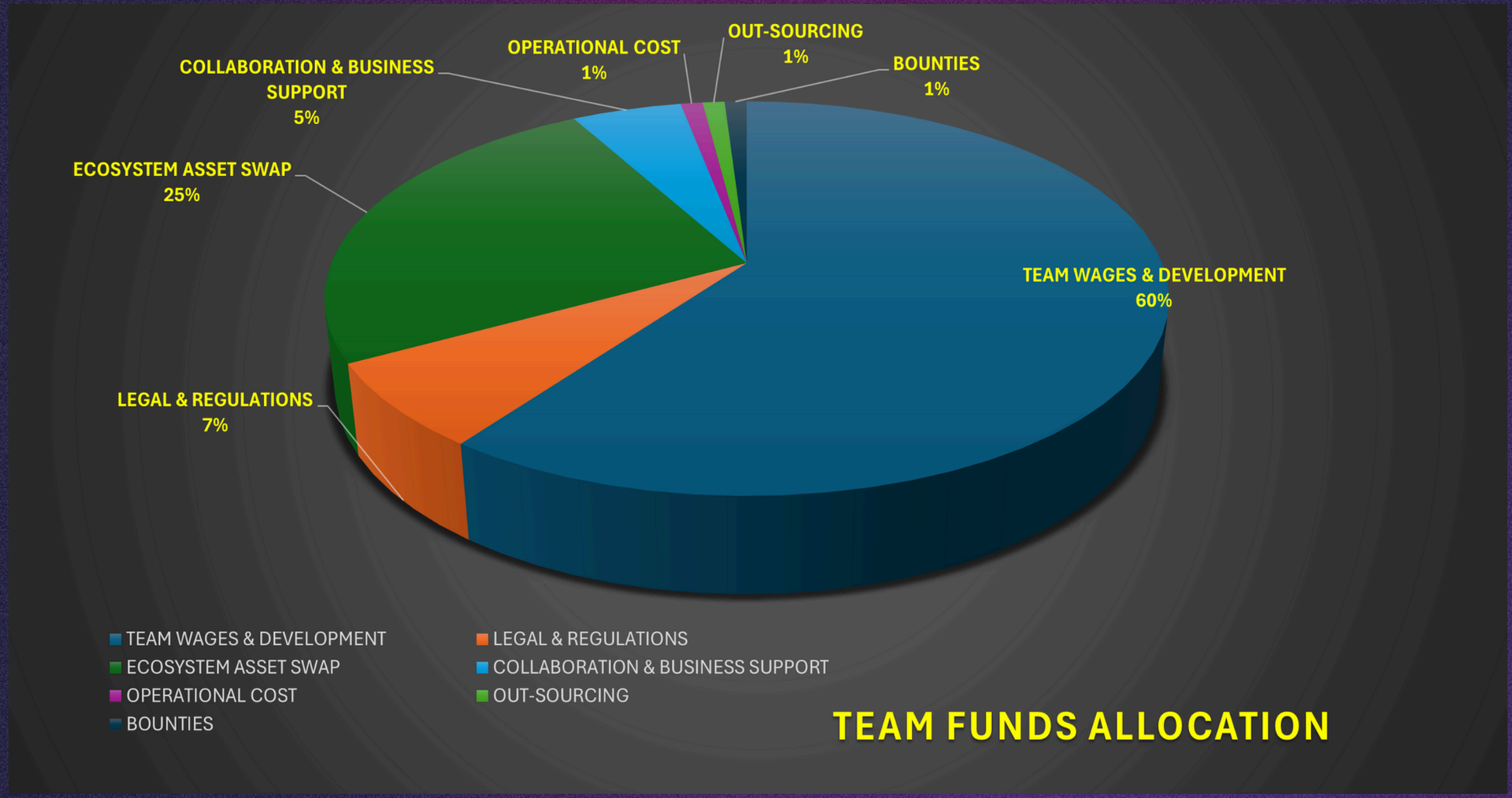

HEIRSTON (HON) USECASE - APPLICATION

The HEIRSTON project provides a groundbreaking approach to digital inheritance, utilizing blockchain technology to manage and transfer crypto and real estate assets securely.

The HON platform offers a variety of practical applications, which are both innovative and essential in the modern digital age. Expounded in this section are the HON usecases and its global relevance.

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HEIRSTON (HON) USECASE - I

- DIGITAL INHERITANCE MANAGEMENT

Secure Storage and Transfer

HEIRSTON offers secure storage on the blockchain for digital assets like cryptocurrencies , digital asset and physical property. Users create a digital Will on the platform to outline asset distribution to beneficiaries. Upon the user's demise, HON smart contracts autonomously execute the Will, transferring assets to the specified beneficiaries. This process ensures secure storage and seamless transfer of digital assets, providing users with a reliable solution for managing their physical and blockchain-based assets even after their passing. HEIRSTON's platform simplifies asset distribution and inheritance through blockchain technology, enhancing security and efficiency in asset management.

HON TOKEN

HEIRSTON (HON) USECASE

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- DIGITAL INHERITANCE MANAGEMENT

Secure Storage and Transfer

- **Security:** Blockchain technology ensures that once the Will is recorded, it cannot be altered or tampered with, providing peace of mind for users.
- **Efficiency:** Automated execution of Wills reduces delays and legal complexities associated with traditional inheritance processes.
- **Cost-Effectiveness:** By eliminating intermediaries, users can save significant costs.

Real-World Scenario

A tech-savvy individual holds a diverse portfolio of digital assets, including Bitcoin, Ethereum, USDS and NFTs. Using HEIRSTON, they create a digital Will outlining the distribution of these assets to their children and spouse. Upon their passing, the platform's smart contracts execute the Will seamlessly, ensuring each beneficiary receives their allocated assets without legal disputes or delays.

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HEIRSTON (HON) USECASE

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TRANSPARENCY AND TRUST

Enhanced Verification

HON blockchain's transparent nature allows all transactions and asset transfers to be verifiable by relevant parties.

Beneficiaries and executors can verify the authenticity and execution of Wills on the blockchain, ensuring that the process is transparent and trustworthy.

Benefits

- Trust: The immutable ledger builds trust among users, beneficiaries, and legal entities, reducing the likelihood of disputes.
- Accountability: Transparent records ensure that all actions taken are accountable and traceable.

Real-World Scenario

A family disputes the authenticity of a deceased relative's Will. Using HEIRSTON, they can access the blockchain record to verify the Will's details and the exact distribution of assets, thereby resolving the dispute transparently and efficiently.

HON TOKEN

HEIRSTON (HON) USECASE

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GLOBAL ACCESSIBILITY

Cross-Border Inheritance

- Overview: HEIRSTON's decentralized nature ensures that users and beneficiaries can access the platform from anywhere in the world.
- Process: Digital Wills stored on the blockchain can be accessed globally without legal or jurisdictional barriers, simplifying the inheritance process for international families.

Benefits

- Accessibility: Beneficiaries located in different countries can receive their inheritance without the need for cross-border legal procedures.
- Convenience: The global reach of blockchain technology ensures that users can manage their digital assets and Wills irrespective of their location.

Real-World Scenario

An expatriate living in Japan creates a digital Will using HEIRSTON, specifying that their assets should be distributed to family members residing in different parts of the world, including the United States and Europe. Upon their death, the Will is executed automatically, and the beneficiaries receive their shares without facing international legal hurdles.

HON TOKEN

HEIRSTON (HON) USECASE

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GLOBAL RELEVANCE

The HEIRSTON platform's usecase of digital inheritance management holds significant global relevance due to several key factors:

INCREASING GLOBAL ADOPTION OF DIGITAL ASSETS

The widespread adoption o cryptocurrencies and other digital assets has created a substantial need for secure and efficient management and transfer solutions. HEIRSTON addresses this need by providing a robust platform for digital inheritance.

IMPLICATIONS

As more individuals and institutions invest in digital assets, the demand for secure inheritance solutions will continue to grow. HEIRSTON's technology ensures that these assets can be passed on seamlessly and securely.

HON TOKEN

HEIRSTON (HON) USECASE

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LEGAL AND REGULATORY COMPLIANCE

• GLOBAL COMPLIANCE

HEIRSTON's blockchain-based solution adheres to global standards of security and transparency, making it compliant with various regulatory frameworks. This ensures that the platform can be used legally in different jurisdictions.

• IMPLICATIONS

The ability to operate within various legal frameworks makes HEIRSTON an attractive solution for users worldwide, ensuring that their digital inheritance plans are compliant with local laws.

HON TOKEN

HEIRSTON (HON) USECASE

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TECHNOLOGICAL ADVANCEMENTS

• INNOVATION

By leveraging cutting-edge technologies such as the TON and Equitichain blockchains, HON smart contracts, and cryptographic security, HEIRSTON offers a technologically advanced solution that outperforms traditional methods of asset management and inheritance.

• IMPLICATIONS

The use of advanced technology enhances the platform's appeal to tech-savvy users and institutions looking for innovative solutions to manage digital assets.

HON TOKEN

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HEIRSTON (HON) USECASE

SOCIETAL AND ECONOMIC IMPACT

• EQUITY AND INCLUSION

HEIRSTON promotes financial inclusion by making inheritance management accessible to a broader audience, including those who may not have access to traditional legal services.

• IMPLICATIONS

By democratizing access to secure inheritance solutions, HEIRSTON contributes to a fairer distribution of digital wealth and reduces the economic impact of asset mismanagement.

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HEIRSTON (HON) USECASE

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FINANCIAL INCLUSION AND ACCESSIBILITY

• LENDING AND BORROWING DAPPS

The introduction of decentralized lending and borrowing applications provides financial services to a broader audience, including those without access to traditional banking.

• GLOBAL RELEVANCE

Financial inclusion is a critical issue worldwide. HEIRSTON's decentralized applications provide an accessible alternative to conventional financial systems, particularly in underserved regions.

CROSS-BORDER FUNCTIONALITY

Partnerships with global entities ensure that HEIRSTON’s platform is compatible with various legal and financial systems, facilitating cross-border inheritance and financial services.The ability to operate across different jurisdictions without legal barriers is essential for a global user base, making HEIRSTON’s solutions universally applicable.

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PROJECT ROADMAP

The HEIRSTON project has meticulously outlined a comprehensive roadmap that details key milestones from the project launch to the final release of the Inheritance Locking and Transfer app.

This roadmap is strategically designed to guide the project through various developmental phases, ensuring systematic progress and sustained growth. Each phase is aimed at bolstering the project's visibility, user adoption, and overall success in the blockchain and digital asset management industry.

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PROJECT ROADMAP

Milestone 1

JUNE 12TH - AUGUST 2024

JUNE 12TH

Project Token Launch

Introducing the HEIRSTON token (HON) marks the project's public phase, aiming to establish a financial backbone for the HEIRSTON ecosystem in the crypto market.

NOW - AUGUST 31ST

START AIRROPS CAMPAIGN

The commencement of the airdrop campaign aims to distribute free HON tokens to early adopters, community members, and potential users. This aims to generate initial interest and engagement by providing tokens to a broad audience, thereby increasing awareness, and fostering a strong community base.

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PROJECT ROADMAP

Milestone 2

SEPT. 1ST - SEPT.30TH 2024

SEPTEMBER 1ST

End Airdrops Campaign

The conclusion of the airdrop campaign ensures that all eligible participants have received their tokens. Transition from initial distribution efforts to more structured market activities, focusing on those who have shown interest and engagement.

SEPTEMBER 30TH>>>

Burn Unclaimed Airdrops Token

Any token from the airdrop campaign that remain unclaimed will be permanently removed from circulation.

• Objective: Implement a deflationary mechanism to increase the value of existing tokens, ensuring scarcity and enhancing token value for holders.

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PROJECT ROADMAP

Milestone 3

OCTOBER 1ST - OCTOBER 31ST 2024

OCTOBER 1ST - OCTOBER 31ST

MULTIPLE EXCHANGE LISTING

Listing the HEIRSTON token (HON) on several cryptocurrency exchanges.

- Objective: Enhance liquidity and accessibility, allowing users to trade HON tokens easily and fostering broader market participation.

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PROJECT ROADMAP

Milestone 4

NOVEMBER 1ST - DECEMBER 22ND 2024

NOVEMBER 1ST - DECEMBER 22ND

AIRDROPS TOKEN DISTRIBUTION

• Description: Distribution of HON tokens to participants from the airdrop campaign.

• Objective: Ensure token holders can begin utilizing their HON tokens within the HEIRSTON ecosystem, promoting active engagement and participation.

STARTS DEVELOPMENT OF HON LENDING DApp

- Starts Blockchain development on the HON lending and borrowing decentralized application

HON TOKEN

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PROJECT ROADMAP

Milestone 5

JANUARY 2025

LAUNCH AND RELEASE HEIRSTON (HON) DECENTRALIZED LENDING AND BORROWING APPLICATIONS

- **Description:** The release of decentralized applications (DApps) for lending and borrowing using HON tokens and its counterpart masternode assets, available on both mobile and web platforms.
- **Objective:** Expand the utility of HON tokens and provide financial services to users within the HEIRSTON ecosystem, enhancing the platform’s value proposition.

HON TOKEN

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PROJECT ROADMAP

Milestone 6

MARCH 2025

Alpha-Testing of HON Legacy Applications (Decentralized Asset Inheritance Application)

- **Description:** Conduct alpha-testing of the HEIRSTON Legacy Applications on web and mobile devices. These applications are designed for managing and transferring digital assets upon the owner's death.
- **Objective:** Identify and resolve any technical issues, ensuring the application is secure, user-friendly, and functional before the full release.

HON TOKEN

2024/2025

PROJECT ROADMAP

Milestone 7

JUNE 2025

Global Partnership

• **Description:** Establish strategic partnerships with key global players in the blockchain, finance, and legal sectors.

• **Objective:** Leverage the expertise and networks of partners to drive adoption, credibility, and enhance the HEIRSTON platform's capabilities.

Global Promotion

• **Description:** Implement a comprehensive promotional strategy to increase global awareness of the HEIRSTON platform.

• **Objective:** Attract new users, investors, and partners to the HEIRSTON ecosystem through targeted marketing efforts.

Global Advertisement and Marketing

• **Description:** Launch extensive global advertising and marketing campaigns to promote the benefits and features of the HEIRSTON platform.

• **Objective:** Drive widespread adoption and establish HEIRSTON as the leading platform for digital inheritance solutions.

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PROJECT ROADMAP

Milestone 8

AUGUST 2025

Final Release of HON Legacy Applications (Decentralized Asset Inheritance Application)

• Description: Official release of the HEIRSTON Legacy Applications on web platforms, Playstore, and Appstore. These applications will allow users to manage and transfer digital assets securely and efficiently.

• Objective: Provide a comprehensive and user-friendly solution for digital inheritance, ensuring wide accessibility and adoption.

TEAM BACKGROUND

The success of the HEIRSTON project is anchored by its team of seasoned pro fessionals and advisors who bring diverse expertise and a shared commitment to innovation.

This multidisciplinary team works collaboratively to deliver a secure, innovative, and user-friendly digital inheritance solution.

TEAM BACKGROUND I

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SOFTWARE DEVELOPMENT PROFESSIONALS

These professionals in the HEIRSTON project team have extensive experience in creating robust and scalable software solutions.

Their skills ensure that the HEIRSTON platform is built on a solid technical foundation, capable of handling complex processes securely and efficiently.

TEAM BACKGROUND II

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BLOCKCHAIN ENGINEERS & TECHNOLOGIST

Experts in blockchain technology ensure that the platform leverages the latest advancements in decentralized ledgers, smart contracts, and cryptographic security.

Their knowledge is vital for maintaining the platform’s integrity and innovation.

TEAM BACKGROUND III

HON TOKEN

MARKETING & ADVERT SPECIALIST

The marketing team is adept at crafting strategies that increase visibility and user engagement.

Their efforts are crucial for building a strong community and driving the adoption of HEIRSTON’s solutions.

TEAM BACKGROUND IV

HON TOKEN

LEGAL, RISK AND COMPLIANCE ADVISORS

These professionals bring a deep understanding of legal frameworks, risk and regulatory landscapes.

Their role is to navigate the complex legal requirements of different jurisdictions, ensuring that HEIRSTON operates within legal boundaries , acceptable level of safety and maintains regulatory compliance.

LEGAL & REGULATORY COMPLIANCE

Legal and regulatory compliance is a cornerstone of the HEIRSTON project, emphasizing transparency and trust among stakeholders.

- Adherence to Regulations: The platform is designed to comply with existing laws and regulations governing digital assets and inheritance. This compliance ensures that users can trust the platform to operate within legal frameworks.
- Proactive Risk Management: HEIRSTON implements proactive measures to identify and mitigate potential risks. This includes regular audits, robust security protocols, and continuous monitoring to protect against fraud and cyber threats.
- Transparency and Accountability: By adhering to stringent regulatory standards, HEIRSTON ensures that all transactions and operations are transparent and accountable. This builds trust with users, investors, and regulatory bodies.
- Global Legal Compliance: The platform’s design considers the diverse legal requirements of different jurisdictions, making it adaptable and compliant across various regions. This global approach enhances the platform’s relevance and usability.

MARKETING PLAN

Our marketing strategy focuses on building awareness, driving engagement, and ensuring adoption of the HEIRSTON (HON) token and its ecosystem. This comprehensive plan leverages various marketing channels and strategies to achieve these objectives.

- Marketing Objectives

1. Awareness: Increase global awareness of the HEIRSTON project.

2. Engagement: Drive user engagement and community participation.

3. Adoption: Ensure widespread adoption and usage of the HEIRSTON platform and HON tokens.

MARKETING PLAN

Target Audience

- **Investors:** Individuals and institutions looking for innovative digital asset management solutions.
- **Legal and financial professionals:** Lawyers, estate planners, and financial advisors interested in digital and real estate inheritance solutions.
- **Tech-savvy individuals:** Early adopters of blockchain and cryptocurrency.
- **General public:** Individuals with digital assets seeking secure and efficient inheritance solutions.

MARKETING PLAN

Branding and Messaging

- Key Messages

• **Security:** Emphasize the security of digital inheritance using blockchain technology.

• **Efficiency:** Highlight the automated and seamless transfer of assets.

• **Transparency:** Focus on the transparency and immutability of the blockchain.

• **Innovation:** Position HEIRSTON as a pioneering solution in digital inheritance.

MARKETING PLAN - Marketing Channels and Strategies

Marketing Channels

Digital Marketing :

- Website: Develop and launch a comprehensive, user-friendly website explaining HEIRSTON's features, benefits, ecosystem and guides.

- SEO: Optimize the website for search engines using relevant keywords (e.g., digital inheritance, blockchain wills, HON token).

MARKETING PLAN - Marketing Channels and Strategies

Content Marketing

- **Blog:** Regularly publish articles on digital inheritance, blockchain technology, and HEIRSTON updates.

- **Whitepapers and Case Studies:** Publish and make easily accessible in multiple languages this in-depth whitepaper and use-case studies document which has extensively highlighted the technical aspects and real-world applications of HEIRSTON.

MARKETING PLAN - Marketing Channels and Strategies

Social Media Marketing

- Twitter (Now X)
  1. **Real-time Updates:** By utilizing Twitter for real-time updates, HEIRSTON can quickly disseminate crucial information about new features, partnerships, and milestones. This helps maintain a constant presence in the minds of followers and the broader cryptocurrency community.
  2. **Engagement:** Twitter’s engagement features (likes, retweets, comments) will help HEIRSTON gauge public sentiment and interact directly with users, fostering a sense of community.

MARKETING PLAN - Marketing Channels and Strategies

Social Media Marketing

- LinkedIn

1. Professional Connections: LinkedIn is ideal for establishing professional connections, particularly with legal and financial professionals who can become advocates or partners.

2. Detailed Articles: Sharing detailed articles and insights on LinkedIn enhances HEIRSTON's credibility and attracts a professional audience interested in innovative solutions for digital asset management.

MARKETING PLAN - Marketing Channels and Strategies

Social Media Marketing

- Facebook

1. Community Building: Facebook's community-building tools, such as groups and pages, facilitate the creation of a dedicated HEIRSTON community where users can share experiences, ask questions, and support each other.

2. Engagement: Regular posts, live sessions, and interactive content on Facebook can increase user engagement and loyalty.

MARKETING PLAN - Marketing Channels and Strategies

Social Media Marketing

- Reddit and Cryptocurrency Forums

1. **Discussions and Queries:** Engaging in discussions and answering queries on Reddit and other cryptocurrency forums helps HEIRSTON reach a highly engaged and knowledgeable audience. This has a potential to drive deeper discussions about the platform's features and benefits.

2. Credibility: Active participation in these forums can build credibility and trust within the cryptocurrency community, which is critical for adoption.

MARKETING PLAN - Marketing Channels and Strategies

Social Media Marketing

- TikTok

1. **Wider Reach:** Utilizing TikTok allows HEIRSTON to tap into a younger, tech-savvy demographic that is increasingly interested in cryptocurrencies and blockchain technology.

2. **Creative Content:** Short, engaging videos can explain complex concepts in an easy-to-understand manner, helping to demystify digital inheritance and attract a broader audience.

MARKETING PLAN - Marketing Channels and Strategies

Social Media Marketing

- Telegram

1. Direct Communication: Telegram groups provide a direct line of communication between HEIRSTON and its community. This can be used for announcements, discussions, and real-time feedback.

2. Community Engagement: Hosting AMA (Ask Me Anything) sessions and providing instant support can enhance community engagement and trust.

MARKETING PLAN - Marketing Channels and Strategies

Social Media Marketing

- Instagram

1. Visual Content: Instagram’s focus on visual content can help HEIRSTON showcase its brand personality and create visually appealing educational content about digital inheritance.

2. Engagement: Features like stories, reels, and IGTV can be used to share updates, behind-the-scenes content, and educational videos, fostering a more personal connection with followers.

MARKETING PLAN - Marketing Channels and Strategies

Marketing Strategies

- **Regular Posts:** Share updates, educational content, and success stories.

- **Influencer Collaborations:** Partner with blockchain influencers to reach a wider audience.

- **Live Sessions and Webinars:** Host live sessions to explain the HEIRSTON platform and answer questions.

MARKETING PLAN - Marketing Channels and Strategies

Community Engagement

1. Online Communities :

• Telegram and Discord: Create active communities for discussions, updates, and support.

• AMA Sessions: Host Ask Me Anything sessions with the HEIRSTON team.

2. Offline Engagement :

• Meetups and Conferences: Attend and sponsor blockchain and cryptocurrency events.

• Workshops: Conduct workshops on digital inheritance and blockchain technology.

MARKETING PLAN - Marketing Channels and Strategies

Marketing Strategies

PR and Media Outreach

Press Releases

• Major Milestones: Announce significant milestones like mobile app launches, partnerships, new angel investors, and product releases.

Media Partnerships

• Tech and Finance Publications: Collaborate with tech and finance media outlets for articles and interviews.

• Guest Blogging: Write guest posts on popular blockchain and cryptocurrency blogs.

MARKETING PLAN - Marketing Channels and Strategies

Marketing Strategies

Influencer and Partner Marketing

Influencer Outreach

• **Crypto Influencers:** Partner with well-known crypto influencers for reviews and promotions.

• **Tech Bloggers:** Engage tech bloggers to write about HEIRSTON's innovative solutions.

MARKETING PLAN - Marketing Channels and Strategies

Marketing Strategies

Partnerships

- **Blockchain Projects:** Collaborate with other blockchain projects for co-marketing opportunities.

- **Legal and Financial Institutions:** Partner with legal and financial institutions to integrate HEIRSTON into their services.

MARKETING PLAN - Marketing Channels and Strategies

Marketing Strategies

Email Marketing

- **Newsletter:** Send regular newsletters with updates, educational content, and exclusive offers.

- **Lead Nurturing:** Create email campaigns to nurture leads and convert them into users and investors.

MARKETING PLAN - Marketing Channels and Strategies

Marketing Strategies

Token Raindrops and Incentives

• **Raindrops:** Distribute HON tokens to early adopters and community members post launch periodically.

• **Incentive Programs:** Offer rewards for referrals, participation in community activities, and usage of the platform.

MARKETING PLAN - Marketing Channels and Strategies

Marketing Strategies

Staking and Masternodes

- **Staking Rewards:** Encourage users to stake HON tokens for rewards across all major staking pools.

- **Masternode Participation:** Promote the HERENCIA COIN (HEIRS) masternode program for additional incentives.

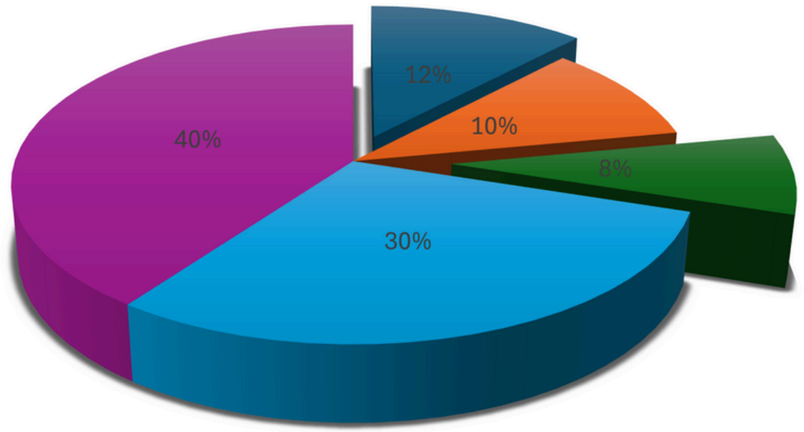
MARKETING PLAN - Marketing BUDGET & ALLOCATION

Total Marketing Budget: 369,000,000 HON

1. **Digital Marketing:** 12% (44,280,000 HON)
   Website and SEO | Content Marketing | Social Media Marketing
2. **Community Engagement:** 10% (36,900,000 HON)
   Online and Offline Events | Workshops and Meetups
3. **PR and Media:** 8% (29,520,000 HON)
   Press Releases and Media Outreach | Influencer Collaborations
4. **Partner Marketing:** 30% (110,700,000 HON)
   Global Partnership Programs
5. Incentives and Rewards: 40% (147,600,000 HON)
   Raindrops Reward and community Competition

MARKETING PLAN - Marketing BUDGET & ALLOCATION

MARKETING BUDGET ALLOCATION
TOTAL BUDGET = 369,000,000 HON



DIGITAL MARKETING COMMUNITY ENGAGEMENT PR & MEDIA PARTNERS COLLABORATION INCENTIVES & REWARDS

MARKETING PLAN - Marketing Channels and Strategies

Measurement and KPIs

- **Website Traffic:** Monitor visits, bounce rate, and conversion rate.
- **Social Media Engagement:** Track followers, likes, shares, and comments.
- **Community Growth:** Measure the number of active members on Telegram, Discord, and other platforms.
- **Media Coverage:** Count the number of mentions in media and press.
- **Token Metrics:** Track token distribution, staking participation, and market performance.

SUMMARY AND CONCLUSION

HEIRSTON leads in digital inheritance, providing a secure platform for managing crypto assets through Wills.

Utilizing blockchain and smart contracts ensures security, efficiency, and transparency. Blockchain tech secures transactions, smart contracts automate Will execution, and the decentralized ledger enhances transparency.

Operating globally, HEIRSTON adapts to various legal frameworks. Its marketing strategy leverages social media for visibility, LinkedIn for partnerships, and platforms like TikTok for wider outreach.

By addressing security, efficiency, and transparency, HEIRSTON pioneers digital inheritance management, catering to current needs and setting new standards for the future.

Meet the Team

JAKE H. TERRENCE
CEO / CPO HEIRS FOUNDATION

VANADIL S. AIL
DIRECTOR MARKETING

ROBERT PIERRE
BLOCKCHAIN PROGRAMMING & DEVELOPMENT

CHARLES WONG
SOLIDITY / WEB3 DEVELOPER

REACH US

Anytime, Anywhere

- HON WEBSITE HERE
- HEIRS WEBSITE HERE
- DISCORD COMMUNITY
- TELEGRAM COMMUNITY
- TWITER COMMUNITY
- INSTAGRAM COMMUNITY
- TIKTOK COMMUNITY