## HEIRSTON (HON) Token Project

"REVOLUTIONIZING DIGITAL INHERITANCE WITH BLOCKCHAIN TECHNOLOGY"

PITCH DECK PRESENTATION

### VISION STATEMENT

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 STATEMENT

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.

JAKE H. TERRENCE

### HEIRSTON (HON) PROJECT OVERVIEW

- THE HEIRSTON (HON) PROJECT IS AT THE FOREFRONT OF REVOLUTIONIZING DIGITAL INHERITANCE THROUGH CUTTING-EDGE BLOCKCHAIN TECHNOLOGY.
- BY UTILIZING AND DEPLOYING AN IMMUTABLE LEDGER AND SMART CONTRACTS, HEIRSTON ENSURES THE TRANSPARENT AND AUTOMATED EXECUTION OF WILLS AND TESTAMENTS.
- OUR NETWORK/PROJECT PLATFORM OFFERS ROBUST CRYPTOGRAPHIC SECURITY TO PROTECT SENSITIVE DIGITAL ASSETS, ADDRESSING THE COMPLEXITIES AND INEFFICIENCIES INHERENT IN TRADITIONAL INHERITANCE METHODS.
- HEIRSTON AIMS TO PROVIDE A SEAMLESS, SECURE, AND RELIABLE SOLUTION FOR MANAGING AND TRANSFERRING DIGITAL ASSETS POST-MORTEM, SIGNIFICANTLY REDUCING THE RISK OF LOSS AND DISPUTE.

### TEAM EXPERTISE AND MOTIVATION

- OUR TEAM COMPRISES SEASONED EXPERTS IN BLOCKCHAIN TECHNOLOGY, CYBERSECURITY, LEGAL FRAMEWORKS, AND DIGITAL ASSET MANAGEMENT.
- WITH A COMBINED EXPERIENCE OF OVER 6 YEARS IN THESE FIELDS, WE BRING A WEALTH OF KNOWLEDGE AND A DEEP UNDERSTANDING OF THE CHALLENGES SURROUNDING DIGITAL INHERITANCE.
- MOTIVATED BY PERSONAL EXPERIENCES AND THE OBSERVED GAPS IN CURRENT SYSTEMS, OUR TEAM IS DRIVEN TO CREATE A SOLUTION THAT SIMPLIFIES AND SECURES THE INHERITANCE PROCESS FOR DIGITAL ASSETS.
- OUR PASSION FOR INNOVATION AND COMMITMENT TO EXCELLENCE ENSURES THAT HEIRSTON IS NOT JUST A PROJECT BUT A TRANSFORMATIVE FORCE IN THE DIGITAL INHERITANCE LANDSCAPE.

### MARKET GAP FOR SECURE DIGITAL INHERITANCE SOLUTIONS

THE RAPID DIGITIZATION OF ASSETS HAS OUTPACED THE DEVELOPMENT OF SECURE INHERITANCE METHODS, CREATING A SIGNIFICANT MARKET GAP. TRADITIONAL INHERITANCE PROCESSES ARE ILL-EQUIPPED TO HANDLE DIGITAL ASSETS, OFTEN LEADING TO LOSS, LEGAL DISPUTES, AND COMPLEXITY.

CURRENT SOLUTIONS LACK TRANSPARENCY, AUTOMATION, AND ADEQUATE SECURITY MEASURES, LEAVING DIGITAL ASSETS VULNERABLE AND BENEFICIARIES AT A DISADVANTAGE. HEIRSTON ADDRESSES THIS CRITICAL GAP BY PROVIDING A COMPREHENSIVE SOLUTION THAT INTEGRATES BLOCKCHAIN TECHNOLOGY, SMART CONTRACTS, AND CRYPTOGRAPHIC SECURITY, OFFERING A RELIABLE AND EFFICIENT METHOD FOR DIGITAL INHERITANCE.

THIS NOT ONLY ENSURES THE PROTECTION OF ASSETS BUT ALSO BRINGS PEACE OF MIND TO ASSET HOLDERS AND THEIR BENEFICIARIES.

JAKE H. TERRENCE

### WHAT IS HEIRSTON TOKEN (HON)?

- DECENTRALIZED FINANCE TOKEN OPERATING ON TON OPEN LEAGUE AND EQUITICHAIN BLOCKCHAIN NETWORKS.
- FACILITATES FINANCIAL ACTIVITIES WITHIN THE HEIRSTON ECOSYSTEM.
- DESIGNED FOR SECURE DIGITAL INHERITANCE AND ASSET MANAGEMENT

JAKE H. TERRENCE

### HEIRSTON TOKEN SPECIFICATIONS

- TICKER: HON
- TOTAL LIFETIME FIXED SUPPLY: 20,500,000,000 HON
- TOTAL CIRCULATING SUPPLY: 20,500,000,000 HON
  - HOSTED BLOCKCHAIN NETWORKS:
    TON OPEN LEAGUE BLOCKCHAIN NETWORK
  - SMART CONTRACT URL: TONSCAN LINK
  - EQUITICHAIN EQT TOKEN PROTOCOL: SMART CONTRACT URL TBA
  - O HEIRSTON MASTERNODE TOKEN: HERENCIA COIN (HEIRS)
  - O HEIRS ROLE: ENHANCES NETWORK SECURITY AND GOVERNANCE

### **BLOCKCHAIN PROBLEMS SOLVED**

1

### Digital Inheritance

Challenges in traditional inheritance methods for digital assets.

2

### **Legacy Disarray**

The lack of clear and secure methods for digital inheritance has led to substantial loss and complexity in transferring and managing digital assets after the passing of loved ones.

3

### **HON Revolution**

"HEIRSTON (HON) addresses the inefficiencies and security concerns in digital inheritance, revolutionizing how digital assets are managed and transferred post-mortem."



### Deployment of Blockchain Technology

To guarantee Immutable ledger for transparent transactions



### **HON Smart Contracts**

Ensures Automated execution of Wills and Testaments



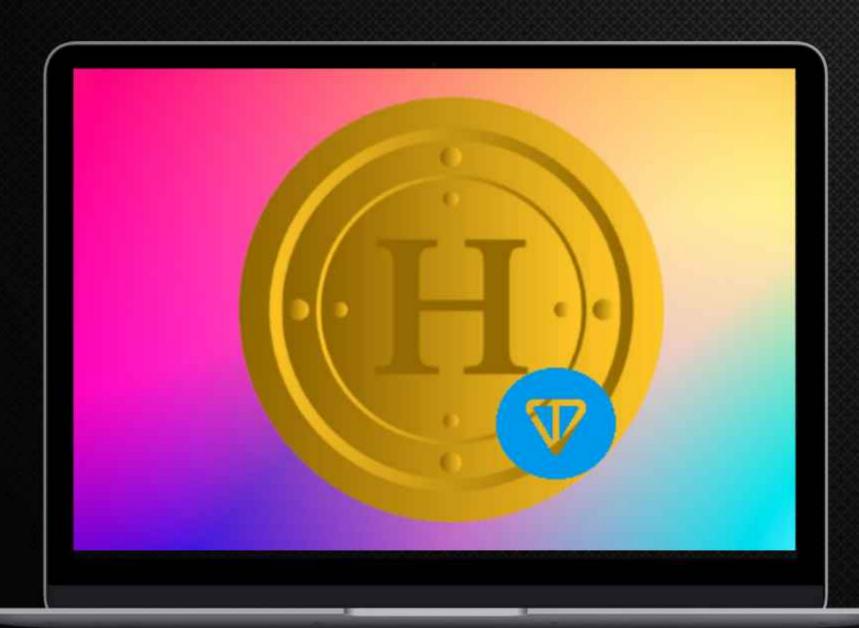
### **Cryptographic Security**

Assured Protection of sensitive digital and domiciled assets

### HEIRSTON SOLUTIONS



## Addressing Pain Points



- Immutable Ledger: Ensures transparent transactions through blockchain technology.
- Automated Execution: Utilizes smart contracts for the automated execution of Wills and Testaments.
- Cryptographic Security: Safeguards sensitive digital assets with robust cryptographic security measures.
- Digital Asset Protection: Provides a secure framework for managing and protecting digital assets post-mortem.
- Eliminating Inefficiencies: Streamlines inheritance processes, reducing complexity and minimizing potential loss or dispute.

### TOKEN TECHNOLOGY AND ARCHITECTURE



- UTILIZES TON OPEN LEAGUE AND EQUITICHAIN NETWORKS.
- ENSURES SECURITY, TRANSPARENCY, AND IMMUTABILITY OF TRANSACTIONS.
- DECENTRALIZED LEDGER SYSTEM FOR DATA INTEGRITY AND CONSENSUS MECHANISMS FOR SECURITY.

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### TOKEN TECHNOLOGY AND ARCHITECTURE



- HON LEGACY SMART CONTRACTS AUTOMATE EXECUTION OF WILLS AND ASSET DISTRIBUTION.
- PREDEFINED CONDITIONS FOR AUTOMATED ASSET TRANSFER UPON VERIFICATION.
- ELIMINATES INTERMEDIARIES, REDUCING COSTS AND ADMINISTRATIVE OVERHEAD

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### **HON Token Distribution**



- Airdrops & Token Burn: 49%
- Fund Allocation to Project
   Team: 30.2%
- Partners and Angel Investors: 8%
- Product Development: 1%
- Pool and Liquidity support: 4%
- Top Exchange and Platform Listings: 6%
- Marketing: 1.8%

## HON Token Vesting and Schedule

Total Supply: 20,500,000,000 HON



### Airdrops & Token Burn

- Amount: 10,045,000,000 HON (49%)
- Distribution: Airdrop on November 30, 2024; Burn on August 31, 2024

### Fund Allocation to Project Team

- Amount: 6,191,000,000 HON (30.2%)
- Vesting: 10% per annum over 10 years

## HON Token Vesting and Schedule

Total Supply: 20,500,000,000 HON



### Partners and Angel Investors

- Amount: 1,640,000,000 HON (8%)
- Vesting: 10% per annum over 10 years

- Product Development
  - Amount: 205,000,000 HON (1%)
  - Vesting: 10% per annum over 10 years

## HON Token Vesting and Schedule

Total Supply: 20,500,000,000 HON



### Pool and Liquidity Support

- Amount: 820,000,000 HON (4%)
- Vesting: 10% per annum over 10 years

- Top Exchange and Platform Listings
  - Amount: 1,230,000,000 HON (6%)
  - Vesting: 0% Released: 100%

## HON Token Vesting and Schedule

Total Supply: 20,500,000,000 HON



### Marketing

- Amount: 369,000,000 HON (1.8%)
- Vesting: 10% per annum over 10 years

HON Token Vesting and Schedule

 Token Lock and Vesting Platforms



- Team Allocation Locked and Vested on TON Raffles Platform: <u>Visit TON Raffles</u>
  - Amount Locked: 6,191,000,000 HON
  - Annual Release: 10% per annum
  - Tokens Locked on TON INU Platform:
     <u>Visit TON INU</u>
    - Partners & Angel Investors:
       1,640,000,000 HON
    - Product Development: 205,000,000 HON
    - Marketing & Global Promotion: 369,000,000 HON

### TOKEN SALE OBJECTIVE



THE HEIRSTON (HON) TOKEN SALE AIMS TO RAISE \$12,000,000 TO ACCELERATE THE GROWTH AND DEVELOPMENT OF OUR INNOVATIVE DIGITAL INHERITANCE PLATFORM. THIS FUNDING WILL BE STRATEGICALLY ALLOCATED TO ENSURE THE COMPREHENSIVE AND SUSTAINABLE EXPANSION OF OUR PROJECT ACROSS MULTIPLE DIMENSIONS.

BY RAISING \$12,000,000, THE HEIRSTON (HON) PROJECT WILL BE WELL-POSITIONED TO ACHIEVE ITS MISSION OF REVOLUTIONIZING DIGITAL INHERITANCE, PROVIDING A SECURE, EFFICIENT, AND TRANSPARENT SOLUTION FOR MANAGING AND TRANSFERRING DIGITAL ASSETS. THIS FUNDING WILL EMPOWER US TO DRIVE INNOVATION, EXPAND OUR REACH, AND DELIVER UNPARALLELED VALUE TO OUR USERS AND STAKEHOLDERS.

JAKE H. TERRENCE



### TOKEN SALE OBJECTIVE

### RESEARCH AND DEVELOPMENT

A SIGNIFICANT PORTION OF THE FUNDS RAISED WILL BE DEDICATED TO ADVANCING OUR BLOCKCHAIN TECHNOLOGY, SMART CONTRACTS, AND CRYPTOGRAPHIC SECURITY FEATURES. CONTINUOUS R&D WILL ENABLE US TO ENHANCE THE PLATFORM'S FUNCTIONALITY, SCALABILITY, AND USER EXPERIENCE, ENSURING WE STAY AHEAD OF TECHNOLOGICAL ADVANCEMENTS AND INDUSTRY STANDARDS.

JAKE H. TERRENCE



### PLATFORM DEVELOPMENT AND INTEGRATION

WE WILL FOCUS ON DEVELOPING AND INTEGRATING ESSENTIAL FEATURES THAT FACILITATE SEAMLESS DIGITAL INHERITANCE PROCESSES. THIS INCLUDES BUILDING USER-FRIENDLY INTERFACES, SECURE APIS FOR THIRD-PARTY INTEGRATIONS, AND ROBUST BACKEND SYSTEMS THAT GUARANTEE EFFICIENCY AND RELIABILITY.

JAKE H. TERRENCE



### REGULATORY COMPLIANCE AND LEGAL FRAMEWORKS

ENSURING COMPLIANCE WITH GLOBAL LEGAL STANDARDS AND REGULATIONS IS CRUCIAL FOR THE SUCCESS OF HEIRSTON. FUNDS WILL BE ALLOCATED TO LEGAL CONSULTATIONS AND ESTABLISHING PARTNERSHIPS WITH REGULATORY BODIES TO ENSURE OUR PLATFORM ADHERES TO ALL NECESSARY LEGAL REQUIREMENTS, PROVIDING USERS WITH CONFIDENCE AND SECURITY.

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### TOKEN SALE OBJECTIVE

### MARKETING AND OUTREACH

OUR COMPREHENSIVE MARKETING STRATEGY WILL BE IMPLEMENTED TO RAISE AWARENESS ABOUT HEIRSTON AND ITS UNIQUE VALUE PROPOSITION. FUNDS WILL BE USED FOR GLOBAL MARKETING CAMPAIGNS, COMMUNITY ENGAGEMENT, AND PARTNERSHIPS WITH KEY INDUSTRY STAKEHOLDERS TO DRIVE USER ADOPTION AND ESTABLISH HEIRSTON AS THE LEADING DIGITAL INHERITANCE SOLUTION.

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TO MAINTAIN SMOOTH OPERATIONS, A PORTION OF THE FUNDS WILL COVER OPERATIONAL EXPENSES, INCLUDING TEAM EXPANSION, ADMINISTRATIVE COSTS, AND INFRASTRUCTURE MAINTENANCE. THIS ENSURES THAT WE HAVE THE NECESSARY RESOURCES TO SUPPORT THE PROJECT'S GROWTH AND DELIVER EXCEPTIONAL SERVICE TO OUR USERS.

JAKE H. TERRENCE



### TOKEN SALE OBJECTIVE

### SECURITY AND RISK MANAGEMENT

CONTINUOUS INVESTMENT IN SECURITY MEASURES IS PARAMOUNT. FUNDS WILL BE ALLOCATED TO IMPLEMENT STATE-OF-THE-ART SECURITY PROTOCOLS, CONDUCT REGULAR AUDITS, AND ENHANCE OUR RISK MANAGEMENT STRATEGIES TO PROTECT USER ASSETS AND DATA FROM POTENTIAL THREATS.

JAKE H. TERRENCE

## HEIRS/HEIRSTON (HON) Project Birth Story Timeline

- February 2, 2023 HEIRS Coin Launch: Launch of HEIRS Coin to provide a secure digital inheritance solution using blockchain technology.
- April 9, 2023 Exchange Listings and Trading: HEIRS Coin began trading after overcoming challenges in exchange listings and community development.
- June 12, 2024 HEIRSTON (HON) Token on TON Network: Launched HEIRSTON (HON) on the TON Open League Network for its scalability features.
- June 24, 2024 Airdrops Campaign and Whitepaper Release: Initiated airdrops and released the project whitepaper, outlining the vision and technical details.
- Project Genesis: Frustrations and Vision

The project arose from frustrations with complex, insecure, and nonscalable traditional digital inheritance methods, aiming to create a secure, transparent, and efficient solution.



FEB. 2023

LISTING OF HEIRS ON TRADING EXCHANGES

**APRIL 2023** 

HEIRSTON (HON) TOKEN LAUNCHED ON TON NETWORK

**JUNE 2024** 

HEIRSTON (HON)TOKEN AIRDROPS & WHITEPAPER LAUNCHED

**JUNE 2024** 

## Target Market

- Tech-Savvy Individuals
- Estate Planners and Legal Professionals



### Estate Planners and Legal Professionals Profile



Tech-Savvy Individuals Profile

- Age: 40s to 60s
- Characteristics: Experienced, works in office environment, consults clients on Wills and estate planning
  - Needs: Efficient and secure methods to manage and transfer physical assets

- Age: Late 20s to Early 40s
- Characteristics: Educated, comfortable with digital financial tools, active on social media
  - Digital Assets: Cryptocurrencies, NFTs, online accounts

### Sizing the HEIRSTON Market



\$1.486 Trillion



### Total Addressable Market (TAM)

Global Wealth Management Market:

- As of 2023, the global wealth management market is estimated to be worth around \$74.3 trillion.
- The digital assets segment within wealth management is growing rapidly, estimated to be around 10% of the total market.
- TAM for HEIRSTON (HON) = 10% of \$74.3 trillion

### Serviceable Available Market (SAM)

- Assume that 20% of the global wealth management market comprises tech-savvy individuals and estate planners interested in digital inheritance solutions.
  - SAM for HEIRSTON (HON): 20% of \$7.43 trillion = \$1.486 trillion

### Serviceable Obtainable Market (SOM)

Early Adoption and Market Penetration:

- Assuming HEIRSTON (HON) can capture 1% of the SAM in the early stages.
- SOM for HEIRSTON (HON): 1% of \$1.486 trillion = \$14.86 billion.

## **Direct**Competitors

- Safe Haven (SHA)
- DigiPulse
- MyCryptoWill

## Indirect Competitors

- Traditional Estate
   Planning Firms
- Cloud Storage Services
- Legal Tech Platforms

## 1. Comprehensive Digital Inheritance Solutions

### Innovative Blockchain Implementation

HEIRSTON utilizes blockchain technology to automate and secure the digital inheritance process.

Through smart contracts, HEIRSTON ensures that asset transfer is seamless, error-free, and tamper-proof, which significantly reduces the risk of disputes and mismanagement. This level of automation and security is unmatched by traditional inheritance processes and most digital asset management solutions currently available.

### Robust Cryptographic Security

By employing advanced cryptographic techniques, HEIRSTON offers unparalleled security for digital assets. The platform ensures that assets are protected from unauthorized access and cyber threats, providing peace of mind to users who are concerned about the safety of their digital wealth. This cryptographic security is a critical differentiator, making HEIRSTON a preferred choice for those seeking to safeguard their digital legacies.

JAKE H. TERRENCE

## 2. Integrated Task and Reward Platform

### Engaging and Incentivizing User Experience

HEIRSTON incorporates a unique task and reward platform that keeps users actively engaged. Users can perform specific tasks and participate in a Telegram-based game, earning points that can be converted into real tokens. This gamified experience not only boosts user engagement but also drives higher user retention rates compared to other platforms that lack such interactive features.

#### Versatile Reward Mechanism

The ability to convert earned points into real ecosystem tokens and further engage in liquidity provision and staking is a major advantage. This flexibility in rewarding users adds significant value, making HEIRSTON not just a tool for digital inheritance but also a platform for earning and growing digital assets. The dual utility of engaging in tasks and financial growth through rewards is a compelling proposition for users.

JAKE H. TERRENCE

## 3. Seamless Ecosystem Integration

### Telegram and TON Network Integration

HEIRSTON's integration with Telegram and the TON network provides a seamless and familiar user experience. Users can easily register and access the platform through their Telegram accounts, while the connection to MYTONWALLET or any TON network wallet ensures smooth management of digital assets. This ease of access and interoperability with popular platforms like Telegram enhance user adoption and convenience.

### Interoperability with Major Wallets

The ability to connect with MYTONWALLET and other TON network wallets allows users to manage their digital assets effortlessly. This interoperability ensures users can swap their points for tokens and participate in the broader TON ecosystem without friction. The platform's capability to integrate smoothly with existing ecosystems makes it a versatile and user-friendly solution.

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## 4. Advanced Financial Features

### Decentralized Lending and Borrowing

HEIRSTON's platform includes advanced decentralized finance (DeFi) features such as lending and borrowing. Users can leverage their tokens for additional financial benefits, accessing liquidity without selling their assets. This integration of DeFi elements enhances the platform's utility, attracting users who are looking for more sophisticated financial services and opportunities.

### Real-Time Market Data Integration

The platform's ability to fetch real-time token and coin prices from sources like CoinGecko and CoinMarketCap ensures that users have up-to-date information for making informed decisions. This transparency and access to real-time data add a layer of trust and reliability, setting HEIRSTON apart from competitors who may not offer such comprehensive and timely financial information.

## HON Competitor Approach

1

### Approach 1

 Automated, secure digital inheritance using blockchain technology. 2

### Approach 2

 Engaging task rewards with versatile financial benefits. 3

### Approach 3

- Social media campaigns and targeted online advertisements.
- Strategic partnerships with industry influencers and brands.
- Community engagement through webinars and virtual events.

Global Expansion and Market Penetration

#### GOAL

 ESTABLISH HEIRSTON AS A LEADING GLOBAL PLATFORM FOR DIGITAL INHERITANCE AND ASSET MANAGEMENT.

#### ACTIONS

- EXPAND INTO NEW INTERNATIONAL MARKETS.LOCALIZE PLATFORM FEATURES TO CATER TO DIFFERENT REGIONAL NEEDS.
- PARTNER WITH GLOBAL LEGAL AND FINANCIAL INSTITUTIONS FOR SEAMLESS INTEGRATION.

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### Advanced Technological Enhancements

### GOAL

 INTEGRATE CUTTING-EDGE TECHNOLOGIES TO ENHANCE PLATFORM SECURITY AND USABILITY.

#### ACTIONS

- IMPLEMENT ADVANCED AI FOR PREDICTIVE ANALYTICS AND USER SUPPORT.
- ENHANCE BLOCKCHAIN INFRASTRUCTURE FOR FASTER AND MORE SECURE TRANSACTIONS.
- DEVELOP MOBILE APPLICATIONS WITH FULL AI INTEGRATION FOR BETTER ACCESSIBILITY.

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Expanded DeFi Services and Financial Products

#### GOAL

 BROADEN THE RANGE OF FINANCIAL SERVICES AVAILABLE ON THE PROJECT PLATFORM.

#### ACTIONS

- INTRODUCE NEW DEFI PRODUCTS LIKE INSURANCE, DECENTRALIZED SAVINGS ACCOUNTS, AND DIVERSIFIED INVESTMENT OPTIONS.
- COLLABORATE WITH OTHER BLOCKCHAIN PROJECTS TO OFFER INTEGRATED FINANCIAL SOLUTIONS.
- ENSURE REGULATORY COMPLIANCE IN ALL OPERATIONAL REGIONS.

### Educational Initiatives and Community Building

### GOAL

 EMPOWER USERS WITH KNOWLEDGE, KEEP BUILDING AND SUSTAIN A ROBUST COMMUNITY.

### ACTIONS

- LAUNCH EDUCATIONAL PROGRAMS ON DIGITAL INHERITANCE AND BLOCKCHAIN TECHNOLOGY.
- HOST GLOBAL CONFERENCES, WORKSHOPS, AND WEBINARS TO ENGAGE THE COMMUNITY.
- FOSTER A STRONG USER COMMUNITY THROUGH ONLINE FORUMS AND SUPPORT GROUPS.

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# Support from Investors and Returns

### TOTAL SUPPORT REQUIRED

SUBSTANTIAL INVESTMENT ACROSS MULTIPLE AREAS INCLUDING MARKET EXPANSION,
 TECHNOLOGICAL DEVELOPMENT, PRODUCT DIVERSIFICATION, AND COMMUNITY ENGAGEMENT.

#### RETURNS FOR INVESTORS

• MARKET SHARE GROWTH: EARLY ENTRY AND DOMINANCE IN NEW MARKETS.

### TECHNOLOGICAL EDGE

• A LEADING POSITION IN THE DIGITAL INHERITANCE AND DEFI SPACE.

### REVENUE DIVERSIFICATION

• INCREASED REVENUE THROUGH NEW FINANCIAL PRODUCTS AND SERVICES.

### COMMUNITY STRENGTH

• A DEDICATED AND WELL-INFORMED USER BASE CONTRIBUTING TO LONG-TERM SUSTAINABILITY.

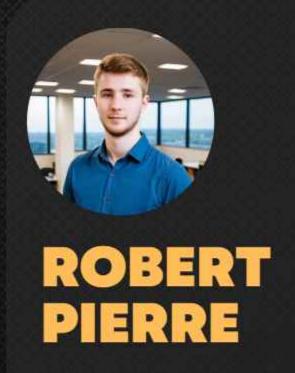
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### PRESENTATION TEAM



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HEAD MARKETING



HEAD BLOCKCHAIN DEVELOPMENT

## 

@HEIRSTON (HON) PROJECT