



WHITE PAPER 2.0

 HYGH

TURN ANY
DISPLAY
INTO AN
ADVERTISING
SPACE

EVERYONE
CAN ADVERTISE



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WELCOME TO THE HYGH PAPER



“We look forward to creating HYGH-story with you!”

The purpose of this document is to outline HYGH’s innovative ad tech concept, it’s market disrupting roadmap and the unique opportunity for investors to participate in a token offering that rewards holders for each and every dollar of revenue that is transacted across the platform.

However, this is not a typical whitepaper. It’s a **HYGH**-Paper.

So, what’s the difference?

We are in the advertising business and understand engagement with end users.

We want to create a connection with our future token holders, partners and the broader ecosystem and therefore know that a traditional white paper is not the way to do that. 100 pages of words, charts, images and mathematical formulae that requires three hours of your time to read is the equivalent of a 20-minute advertisement – no matter how targeted, beautiful or impactful, nobody will ever watch it.

The HYGH paper is **35 pages** long and will take you 10-15 minutes to read. Like a 15 second advertisement, it will provide you with all the information required to make an informed decision.

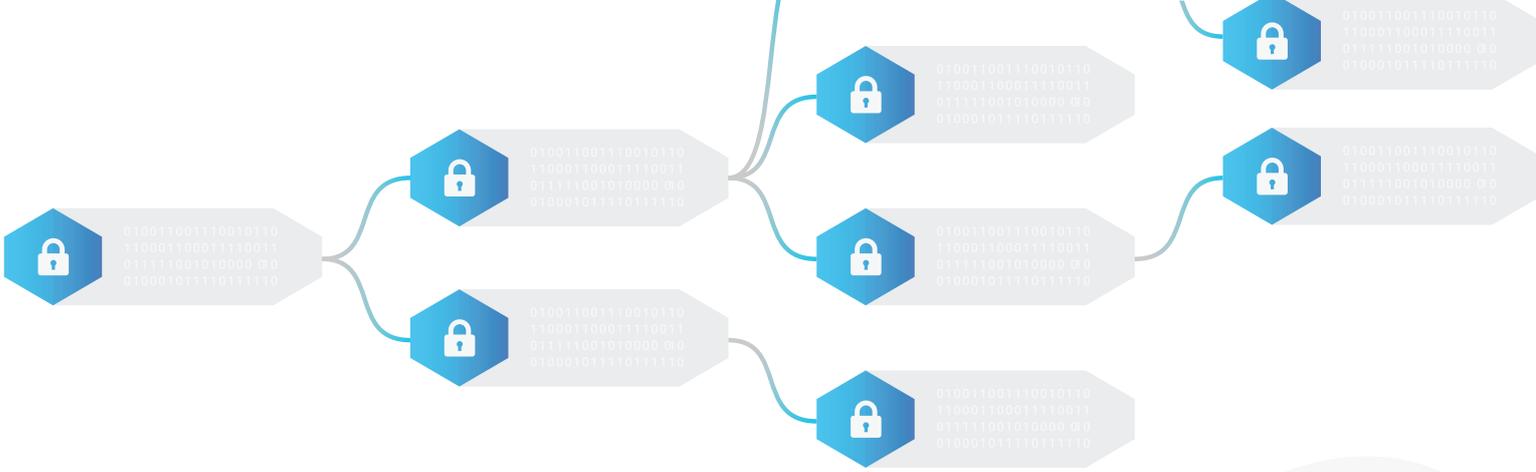
This is also not a typical white paper because HYGH is not a typical token offering.

Our goal of democratising the advertising industry is something that we really mean. For us, democratisation is about making participation in the HYGH ecosystem both accessible and beneficial for absolutely everyone. For this reason, we took the decision to reward token holders with a quarterly payout of 9% of the revenue that is generated through the HYGH platform after taxes.

9% of revenue after tax that is generated through the HYGH platform from **Day 1**

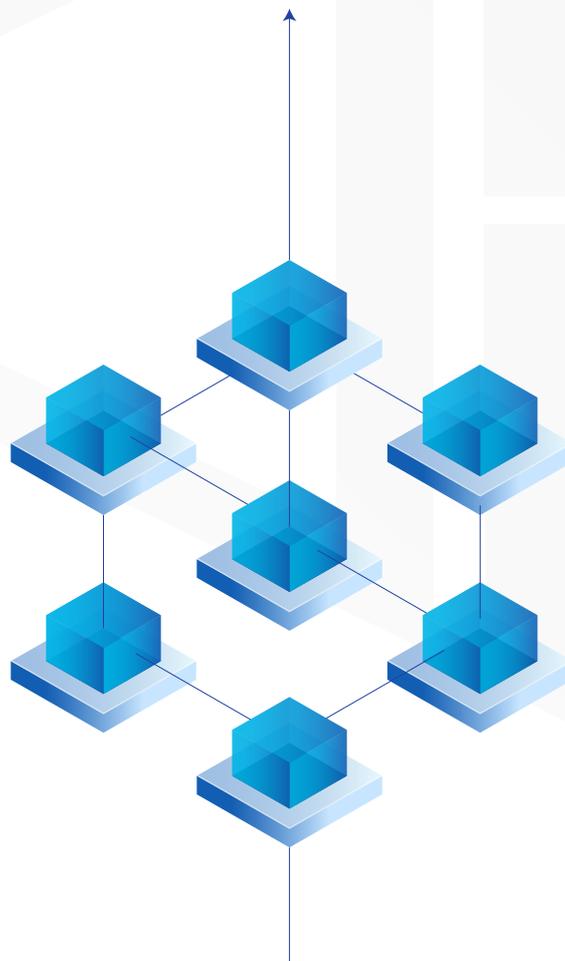
Not 9% of gross profit, Not 9% of net profit, Not 9% of reserves

It’s **9% of all revenue** after taxes generated through the HYGH platform from **Day 1**



We have a lot to say and want to say it but we have created this document with one purpose in mind:

TO CONNECT WITH YOU



1. For a deep-dive into our technology and architecture, [see our Technical paper](#)
2. To access the best demo of our product, [see our desktop/mobile demo](#)

EXECUTIVE SUMMARY



“To realise the future of adtech, we must aim “HYGH””

Tomorrow’s consumers will demand brand engagement that is personalised, contextual, and interactive. Consumers will seek to deepen the conversation with brands, and to participate in and inevitably profit from their own digital footprint. HYGH's game-changing concept will revolutionise the digital outdoor advertising market by allowing brands of any size to:

Connect with your consumer of tomorrow, today.

As a peer-to-peer advertising network and content management system, HYGH connects owners of any digital display (Digital Display, Smart TV or Tablet) with brands. With its innovative proprietary booking system, brands of any size are now able to book and measure campaigns in real time.

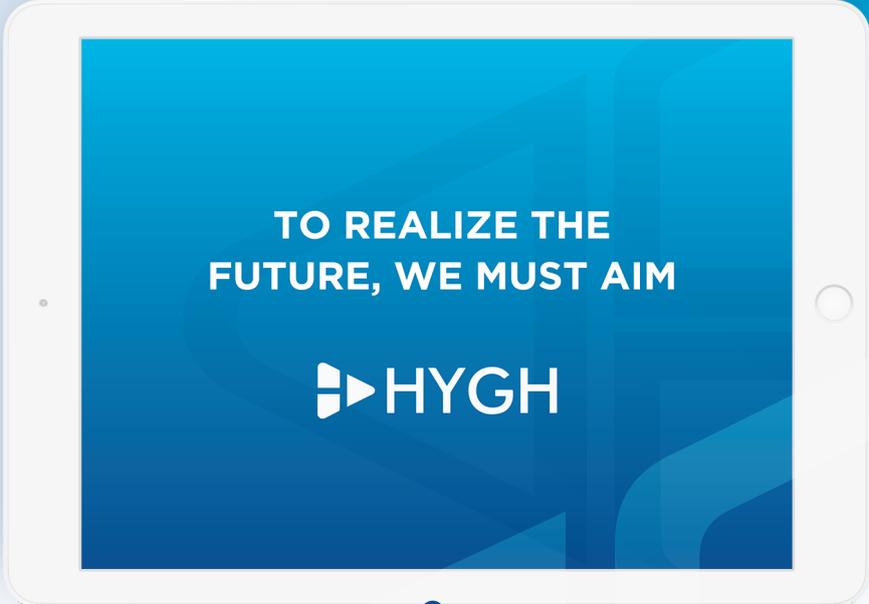
HYGH will change advertising in the same way that Airbnb changed vacation accomodation.

HYGH will revolutionise the digital out of home (DOOH) advertising category by creating true engagement between brands and consumers. Advertisers will be able to engage using the full transformative potential of digitisation and mobility, while consumers will be able to communicate their desires and grow their own personal brands utilising the very same ubiquitous channels.

HYGH will act as a catalyst for the democratisation of the advertising industry, which is estimated to have a value in excess of \$600bn in 2022. Employing the versatility of digital search advertisements in an inefficient DOOH category puts HYGH in the unique position to augment the entire DOOH marketscape in unprecedented ways. While disruptive and innovative, HYGH’s operating model ensures market traction by distributing market-leading percentages of advertising spend to inventory holders. The application of its technical framework alleviates market challenges faced by existing stakeholders in the advertising value chain, in addition to growing revenue and profit potential for all by increasing the number of display units in the DOOH market.

Conservative estimates indicate that HYGH’s innovative platform would double the total of digital screens in public spaces by 2022, with inventory of over 150m units available to show advertising. This increase in displays is forecast to represent an overall market opportunity of c. \$60bn in 2022 or 10% of the overall global advertising market

HYGH’s upcoming token sale represents a unique opportunity for token holders to receive a regular income stream (dividend) from each transaction conducted across the platform, in addition to participating in the long-term success of HYGH.



Page 3:

HYGH allows brands of any size to connect with the consumer of tomorrow, Today.

01

Page 7:

To meet the requirements of future consumers

02

Page 8:

Catalyzing the democratization of the \$600bn advertising industry

03

Page 11:

Alleviating market challenges and growing revenue / profit potential for all

04

PAGE 22:

Token holders benefit from dividends and long term success

05

MARKET OPPORTUNITY

“Tomorrow’s Consumers will have even HYGH-er expectations of brands.”

Consumers of the future will control their digital interactions like never before. With **ubiquitous connectivity**, a **range of device form factors** and a true understanding of the **value of their own digital footprint**, your future customers will demand advertising that is:



The prize for gaining the mindshare of future consumers is huge. Driven by rising prosperity, urbanisation and consumption levels globally, the brands and stakeholders in the advertising ecosystem (platforms, brokers, display providers) that can forge seamless and authentic interactions with consumers will reap rewards like never before.

The ultimate goal for all will still remain to create lasting engagement with the consumer. However, the tech savvy consumer of the future will want to deepen the conversation, participate and inevitably profit from their own digital footprint. They will want to advertise their own digital brand and use advertising channels in innovative ways to make their voices heard.



THE SOLUTION



“Our Vision helps brands to achieve a HYGH-er Purpose”

HYGH-An advertising technology start-up, was created in 2017 with one vision in mind – to democratize advertising and enable brands of any size to:

- ▶ Providing targeted advice and recommendations
- ▶ Advertising that is hyperlocal
- ▶ Advertising that is real time
- ▶ Removing barriers for the smallest brands
- ▶ Providing true engagement



HYGH is a peer-to-peer advertising network and content management system that connects owners of public displays with brands. Managed through an easy to use app, The HYGH platform empowers everyone to become an advertiser, regardless of budget, resources or company size.

Airbnb transformed any spare room into a potential revenue source - HYGH will transform any screen into a highly flexible ad space, be it a tablet located at a convenience store checkout, a TV in a small shop window or a professionally mounted outdoor billboard in Times Square.

MARKET LANDSCAPE

“The market opportunity is HYGH stakes”

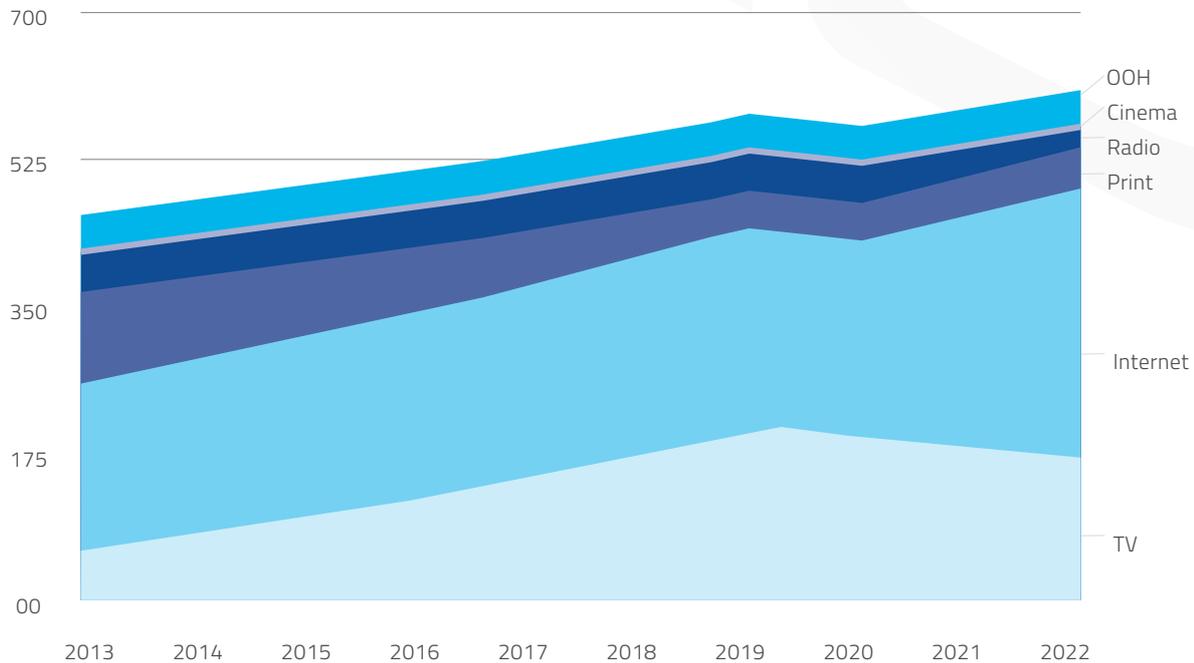
How do brands interact with consumers today? By any estimate, the advertising industry attracts huge amounts of capital on an annual basis with the single focus of attracting the mindshare of consumers.

GroupM estimates total advertising investment will grow by 4.5% this year (2018) and by 3.9% in 2019

(Source: GroupM)

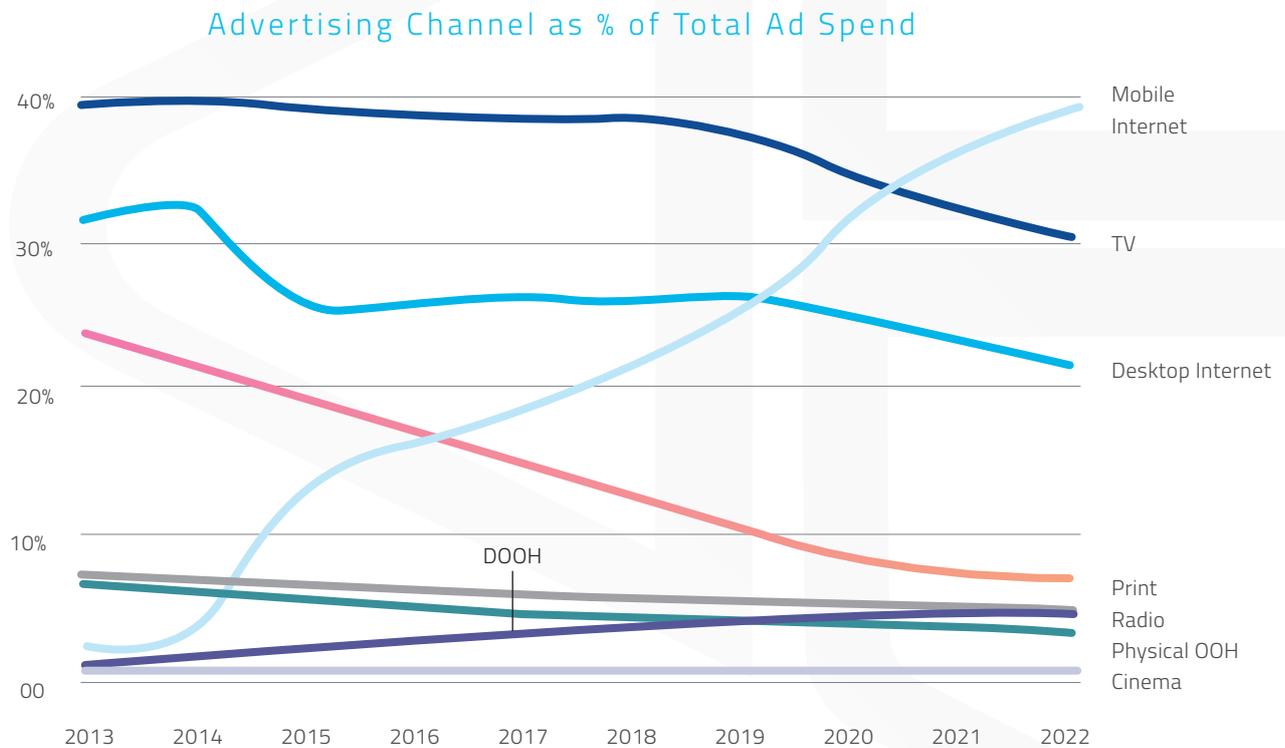
The advertising race continues to intensify with investment distributed across both traditional advertising formats (TV, Print, Radio and Cinema) as well as the Internet (both Desktop and Mobile) and OOH (Out of Home). Five years from now, it is estimated that in excess of \$600bn will be spent annually on informing, engaging and delighting future consumers across traditional and internet platforms.

Global Advertising Spend \$bn (2013 - 2022)



While most advertising formats are self-explanatory, the Out of Home category (OOH) covers a range of formats that target the consumer while on the move. This ranges from billboards and displays in outdoor public spaces to advertising on the public transport network, within retail locations, stadia and public buildings (such as offices). Technology adoption has revolutionised this category in recent years and has resulted in the Digital Out of Home classification. Digital signage now replaces the traditional paper display to deliver rich audio and visual informational and marketing messages to the consumer.

Within the advertising industry, there has been a seismic shift to digital over the last five years



Source: Paranoid Internet 2018

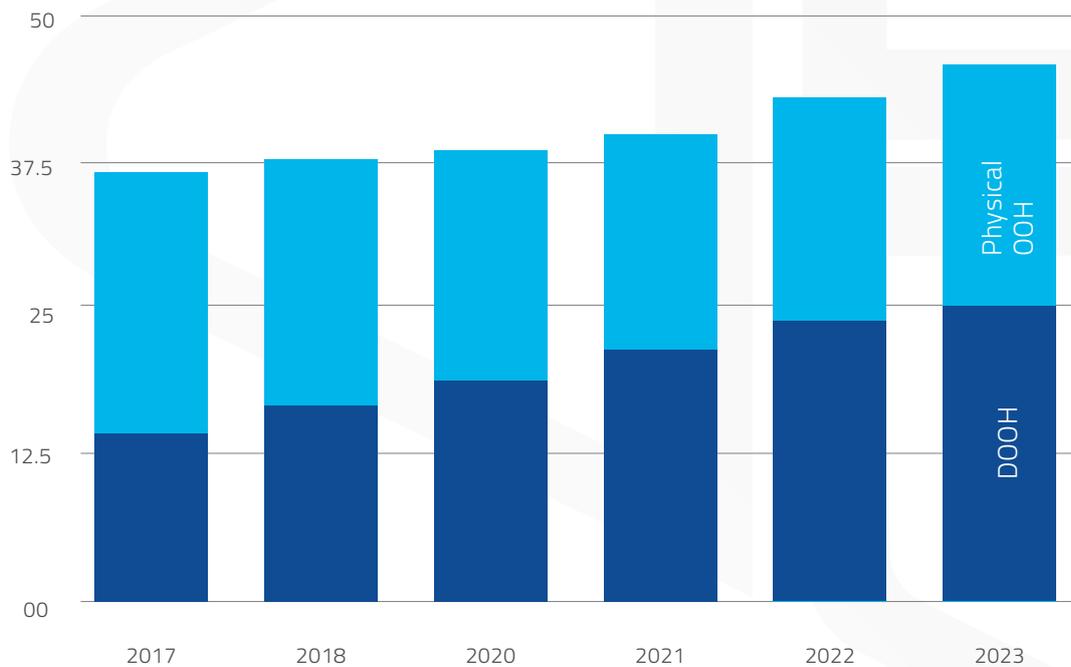
It is estimated that the internet (both desktop and mobile) attracted more advertising dollars than TV in 2016. The significance of this cannot be overstated given the dominant role of Television over the past 20 years and “Prime Time” opportunities such as advertising during the annual NFL Superbowl continuing to attract multi- millions of dollars per slot.

Further milestones are forecasted to occur in the next five years with a combination of Digital and Mobility at the core of 0000 .00 global brands strategies to engage with evolving consumer preferences.

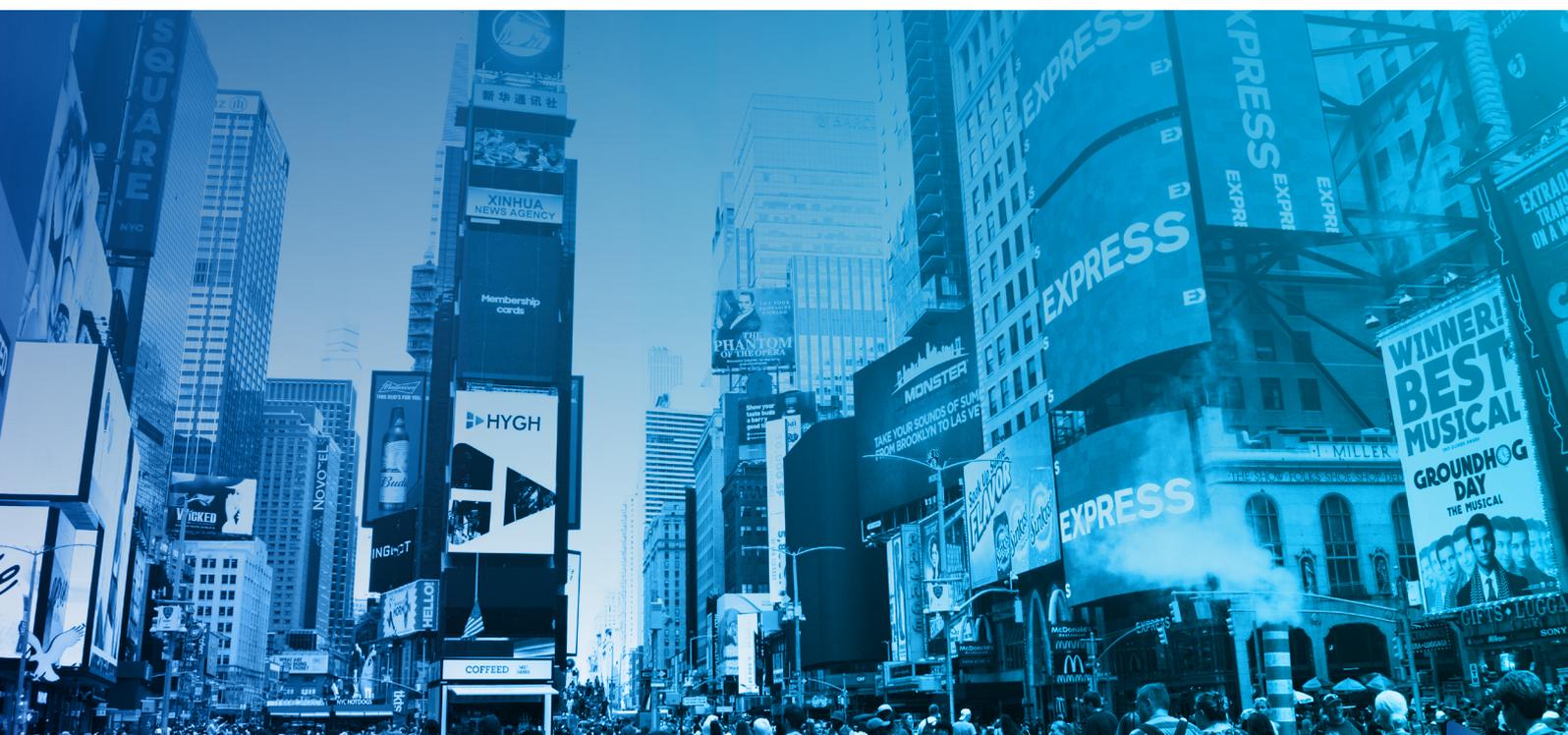
- ▶ It is expected that Mobile Advertising will overtake its Desktop predecessor before 2020.
- ▶ Mobile will then overtake TV to become the primary advertising channel for brands
- ▶ Finally, DOOH will replace traditional displays (Physical OOH) to become the dominant format for gaining attention for consumers when on the move.

All market commentators expect DOOH to grow impressively over the next five years. Our own conservative estimates forecast DOOH to represent a \$26bn opportunity in 2022. This is already a valuable market, but one that has a number of inefficiencies that the HYGH solution will address.

Global OOH spend (\$bn)



Source: Paranoid Internet 2018



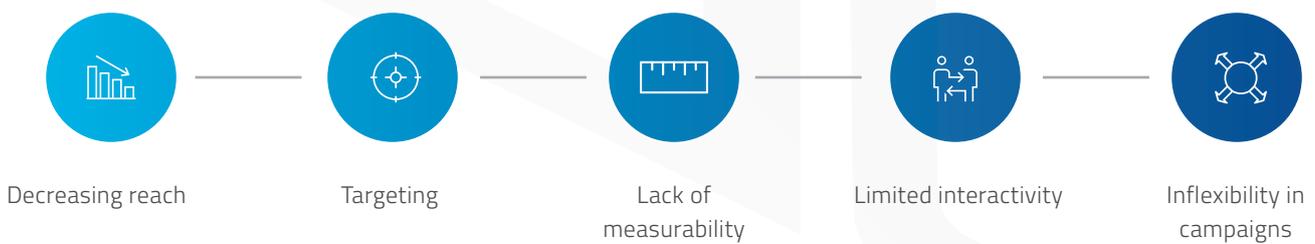
MARKET INEFFICIENCIES

“Advertising needs to shift into a HYGH-er gear”

The innovative forces of Digital and Mobility are shaping advertising spend as brands look to engage with the evolution of mis si muslp meroL today’s consumer into the Consumer of Tomorrow. Today’s consumer is increasingly driven by user experience with customisation, simplicity and “cool” as key considerations in any brand interaction.

While traditional and digital advertising formats look to address user experience in varying ways, large brands are faced with a series of channel limitations. For smaller brands, the investment and resource requirements to compete with larger competitors creates an additional obstacle that is often impossible to overcome.

Traditional Advertising Challenges (Print, TV, Radio, Cinema)



Internet Advertising Challenges (Desktop/Mobile)

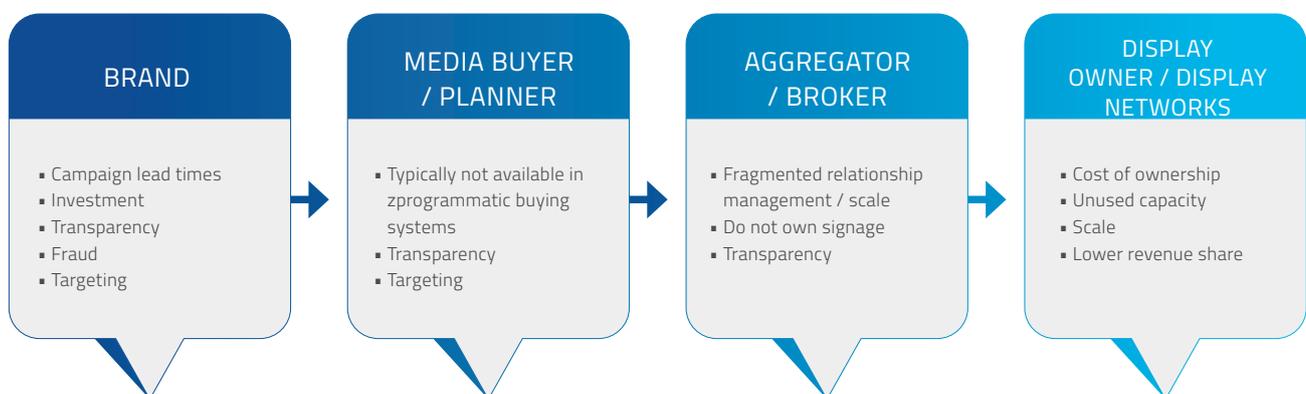


Traditional OOH allows for brands to reach large audiences with customized and contextual messaging, without permission constraints or the risk of their adverts being blocked by the end user. However, interactivity, measurability and user experience are all still challenges for traditional billboards and paper signage.

The rising popularity of Digital Out of Home addresses the limitations of traditional paper signage by creating an interactive and richer multimedia experience for the end user, while providing greater measurability and flexibility for the brand. DOOH also allows for cross platform campaigns, with short range technologies such as Near Field Communication (NFC) and Beacons allowing for greater personalisation and engagement through the integration with the consumers personal mobile device. Dollar for dollar, DOOH adspend is 40% more effective than digital searching, yet the market retains high barriers to entry to most would be market participants. We want HYGH barriers that allow for mar more market interaction.

Driving impact through DOOH has a commensurate cost for advertisers. In addition to the traditional CPM (cost per thousand) pricing model of internet advertising, higher costs are attributed to more attractive locations and value chain (the need for multiple stakehold across displays and locations).

Within the DOOH value chain, there are also distinct challenges ranging from long campaign lead times, costs and transparency, through to management of unused capacity, relationship management, and measurement.



FEATURES AND BENEFITS



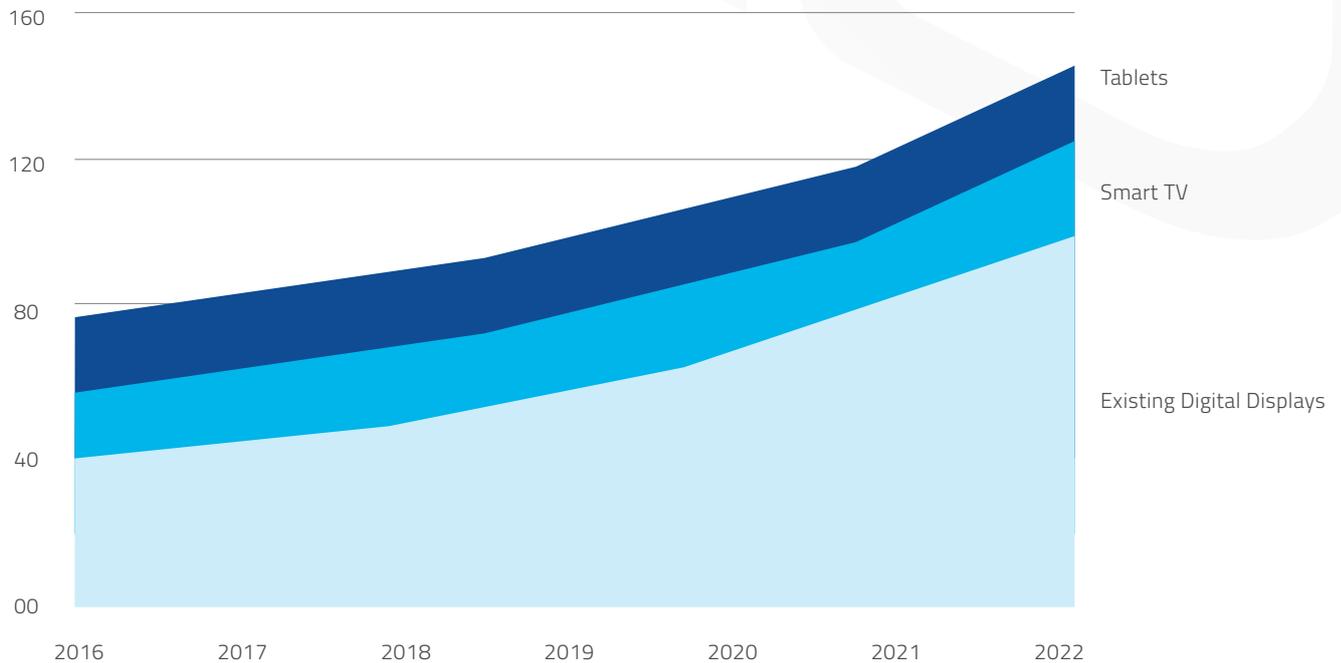
With a mission to enable brands to connect with your future customers TODAY, HYGH is a peer-to-peer advertising network and content management system that augments the flexibility, efficiency and profitability of the entire ecosystem of public displays owners, aggregators, brokers, media buyers and brands.

Through a proprietary advertising booking engine (HYGH Command and Control Centre), which can be accessed through a web or app-based user interface (HYGH Player), the HYGH platform will drive a paradigm shift first within the DOOH value chain and the broader advertising industry.

In the same way that Airbnb turned spare rooms and apartments into potential vacation rental opportunities, HYGH turns any screen into a potential advertising hub. This will immediately redefine the DOOH category by introducing tablets and Smart TVs into the category as viable units for advertising placement.

Berg Insights, the dedicated M2M/IoT market research firm estimated a total of 37.6 million active digital display units in 2016, increasing to 87.2 million digital display units in 2021. Proprietary modelling of the potential addressable market for digital displays forecasts an opportunity in excess of 150m digital screens globally (existing digital displays, Smart TVs in public areas and tablets used throughout enterprises) through the implementation of HYGH's platform.

Market Potential Total Digital Displays (m)



Source: Paranoid Internet 2018

By the most conservative of estimates, HYGH's market rollout will double the total addressable market for digital inventory by 2022 (a forecasted 151m screens in 2022 vs. an estimated 74m screens in 2017)

Through removing barriers for all existing stakeholders in the DOOH value chain, HYGH not only redefines the DOOH category but is very well placed to gain significant traction within this market.

- ▶ Personalised content
- ▶ A platform to communicate their own brands

HYGH provides solutions to key challenges across the value chain:



Brands:

- No need for specialist skills, large budgets or media campaign experience
- Full control over spend
- Real Time Campaign planning which allows for flash promotions
- Ability to launch targeted promotions and campaigns to specific screens
- Quality control – anti fraud checks



Media Planners / Buyers:

- Expand inventory and options for advertising clients
- Provide innovative and integrated campaigns by introducing DOOH effectively alongside other channels
- Provide transparency to clients on campaign effectiveness



Aggregators:

- Scale your own inventory without the burden of additional relationship management
- Benefit from the growth of DOOH
- Gain transparency across your inventory portfolio



Display Owners/Display Networks:

- If you have a Smart TV or Tablet in a public space, you can start earning income immediately.
- Utilise unused capacity on existing display units
- HYGH distributes 83.5% of all advertising spend directly to display owners allowing you to maximise your own profit potential



The consumer benefits from

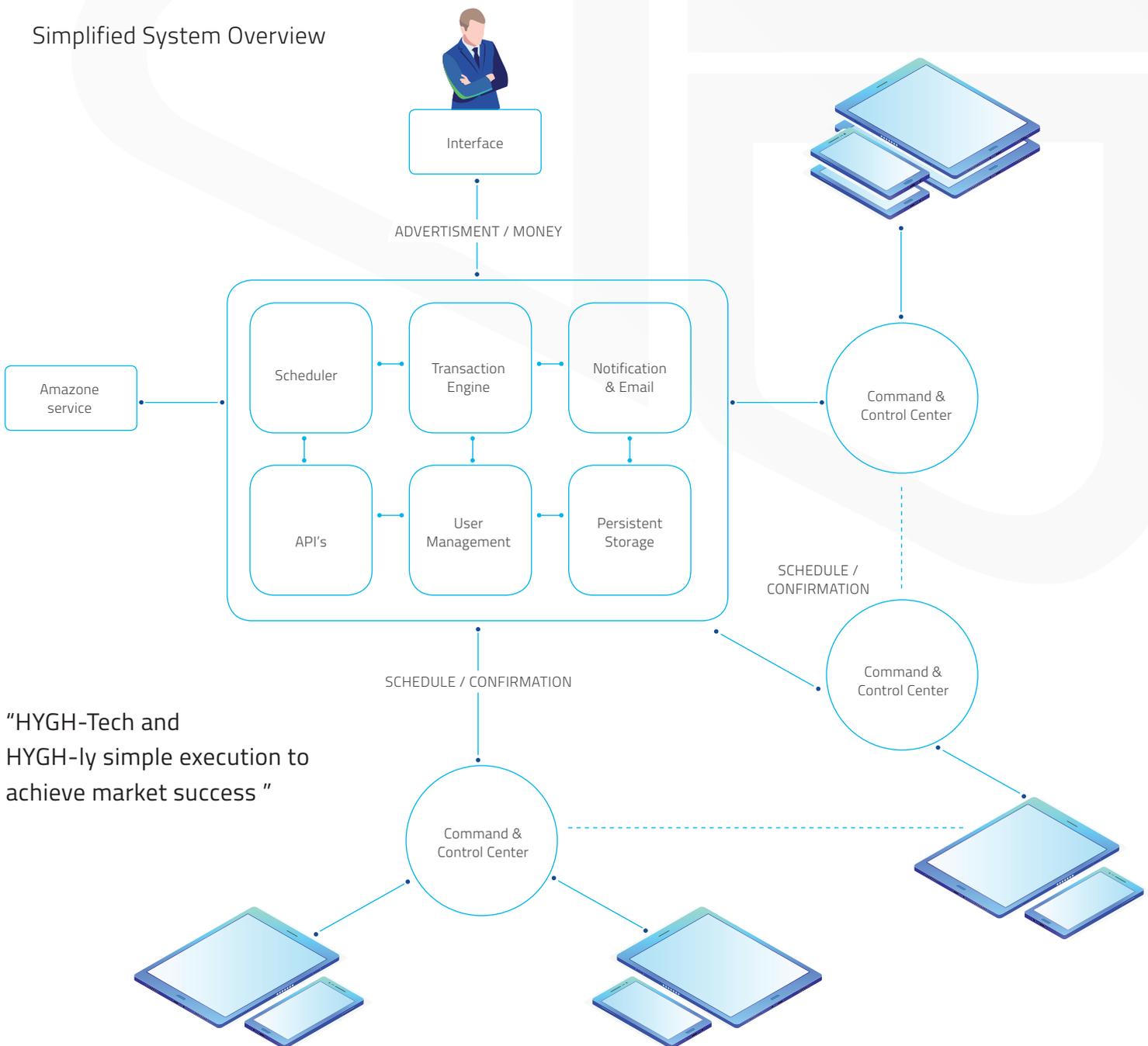
- Increased availability of information
- Promotions

PRODUCT TECHNICAL OVERVIEW



Scalability and user experience are at the core of HYGH's technical architecture. For in-depth detail, our technical paper provides a comprehensive review of the platform's micro architecture, which is structured as follows:

Simplified System Overview



"HYGH-Tech and HYGH-ly simple execution to achieve market success "

The HYGH player is comprised of a web-standard component, written in Javascript (React) which plays videos, images and any web-enabled content directly on the display. This is complemented through the native app component which captures information such as screen size, operating system, brand, and user events and relays them to the Command & Control Centers.

Modeled upon the innovative network architectures commonly found in IoT (Internet of Things) deployments, the Command and Control Centers are the intelligence hubs of the network. They send the relevant information needed to the local display in order to run the campaign and collect all measurement information from the local units which is then returned to the Scheduler and Transaction Engine within the network core.

Scale and user experience are augmented through a core set of resilience, security and trustworthiness features:



“Store and Forward” Protocol

The local display units are neither owned or operated by HYGH. While this allows for scalability without CAPEX or hardware logistics, the network availability of a display unit at any point in time is not controlled by HYGH. This is mitigated through the “store and forward” protocol, whereby the network “suggests” a block of campaigns to be played at a certain time and if the display can play the content, it keeps track of each successful play and “confirms” them back to the network.



Self-Tests

To mitigate variation in local display units and ensure a minimum acceptable quality threshold for each and every display on the network, the HYGH player client runs a self-test at launch and relays key information on hardware, network connectivity, software updates and time zones back to the network. In addition to flagging network disruption or bandwidth issues if encountered, the self-test will also trigger locally stored content allowing local units to play content for up to two hours without internet connectivity if required.



Community Validation

To complement technical features, manual quality checks will also be carried out through an ecosystem of community validators. In addition to validating the locations, these validators will review the quality and suitability of campaign content and will be rewarded with a share of each and every transaction that takes place across the HYGH network



Anti-Cheat Features

From virtual machines to background displays, the HYGH player will flag all potential suspicious display behaviour to the network which will trigger an immediate suspension of the local display unit’s ability to earn revenue. Resumption of display unit activity will then only be allowed following a manual community validation process to ensure that brands receive the exposure that they require.



Internal Trust Score / Content Moderation Policy

HYGH’s terms of service are very clear with regards to unacceptable content which includes, but is not limited to pornography, radical political messages and hate speech. AI filters will be deployed to capture potentially suspicious images and every brand will be measured through an internal trust score which will consider adherence to policy as a key determinant of positive behaviour.



User Knowledge Challenges

While every step has been taken to ensure a user-friendly experience for all, a trained support team, extensive FAQ (Frequently Asked Questions) knowledge base and community self-help option will be provided to ensure seamless onboarding of display units and brands.

PRODUCT HOW TO GUIDE



The Advertiser configure his campaign and chooses the display

01



02

03

The campaign will be scheduled and broadcasted on the display



The display provider gets paid

Now the user is required to enter some information about the display, for example tags of suitable and unsuitable content, timeframes when the display is available, the exact location and if the display is located indoor or outdoor. When done, the display is instantly available to Advertisers.

THE DISPLAY PROVIDER FLOW

Any user can register his own displays in a few simple steps. When done, there is no more activity necessary, it's a true "set and forget" concept and displays will start earning money based on their popularity with advertisers.

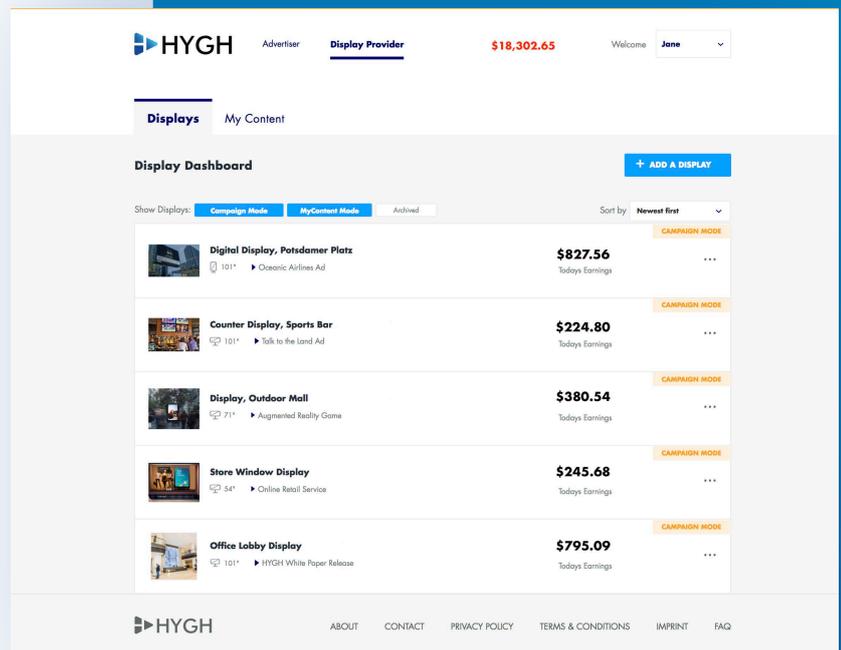
The user needs to download and install the HYGH Player, the official client software onto his display or on the attached computer, which powers his display.

After installation, the HYGH Player shows a "Pairing Code", which needs to be entered into the HYGH user interface, to cryptographically tie a single display to a specific user in the system.



Go to <http://demo.hygh.tech>
And enter the code to pair this display

ABC123



HYGH DISPLAY DASHBOARD

Advertiser
Display Provider
\$18,302.65
Welcome Jane ▾

Displays
My Content

Display Dashboard + ADD A DISPLAY

Show Displays: Campaign Mode MyContent Mode Archived Sort by Newest first ▾

	Digital Display, Potsdamer Platz <small>101" ▶ Oceanic Airlines Ad</small>	\$827.56 <small>Todays Earnings</small>	CAMPAIGN MODE ...
	Counter Display, Sports Bar <small>101" ▶ Talk to the Land Ad</small>	\$224.80 <small>Todays Earnings</small>	CAMPAIGN MODE ...
	Display, Outdoor Mall <small>71" ▶ Augmented Reality Game</small>	\$380.54 <small>Todays Earnings</small>	CAMPAIGN MODE ...
	Store Window Display <small>54" ▶ Online Retail Service</small>	\$245.68 <small>Todays Earnings</small>	CAMPAIGN MODE ...
	Office Lobby Display <small>101" ▶ HYGH White Paper Release</small>	\$795.09 <small>Todays Earnings</small>	CAMPAIGN MODE ...

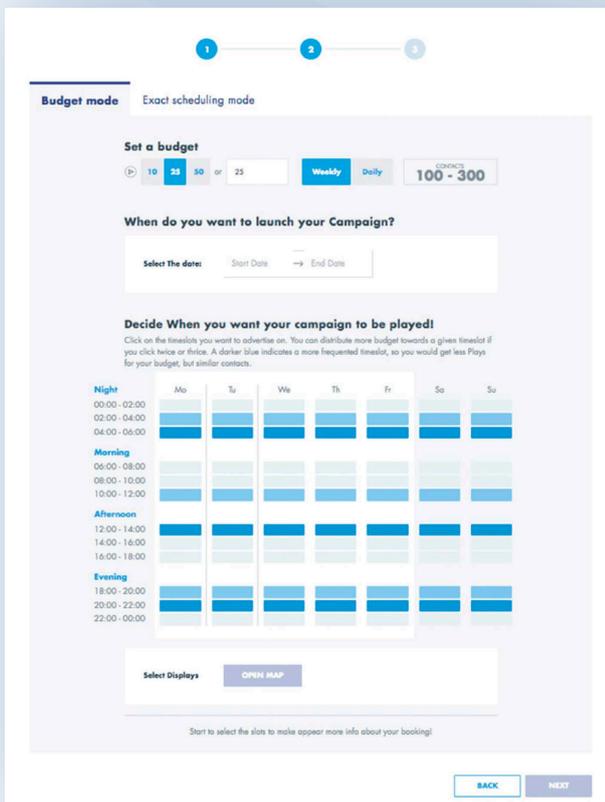
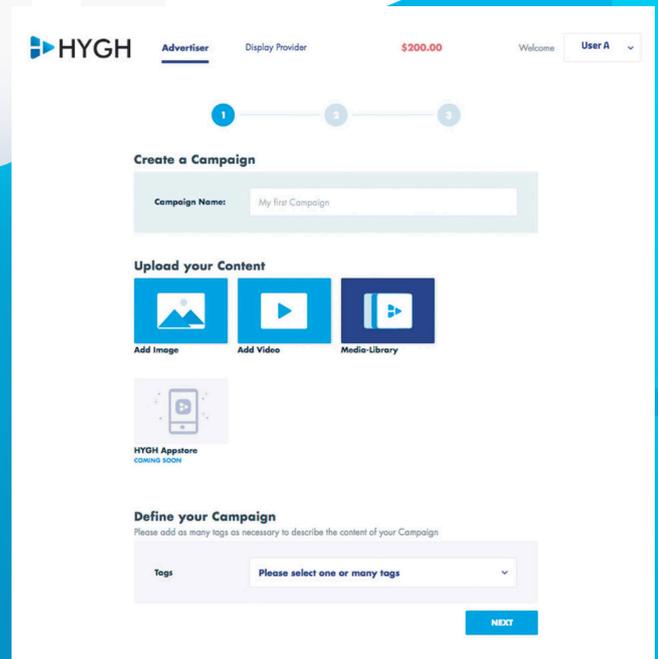
[ABOUT](#)
[CONTACT](#)
[PRIVACY POLICY](#)
[TERMS & CONDITIONS](#)
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The Display-Provider can now start earning money, or - as a bonus - can even play his own content on his displays free of charge. In exchange for this free feature, the HYGH Network collects statistical data per connected display, which gets used to enhance the planning feature of the scheduler.

THE ADVERTISER FLOW

Advertisers can add a campaign in a few simple steps, while being able to customize the impact and reach of their campaign.

The first step is to name a campaign, followed by uploading one or many "Media", which can be either a prepared video or image, to the system and creating a playlist for their campaign.

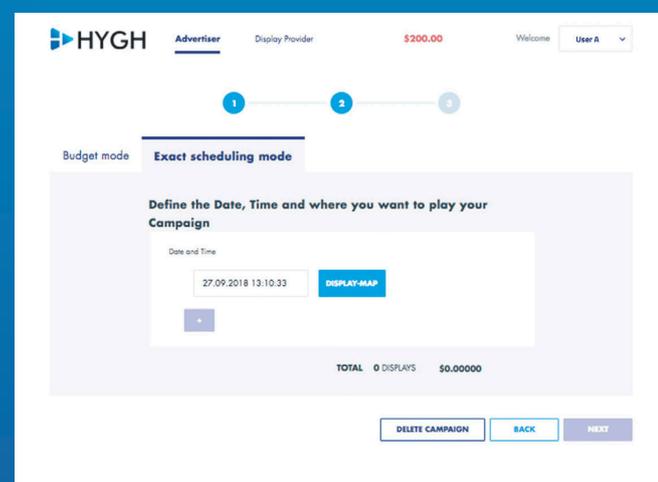


The second option is called Exact-Scheduling, where it is possible to play a campaign on a day and time to allow the synching of many different displays.

This feature can be used for example to synchronize many displays, playing the exact same content on the exact same time. The smallest time granularity the system allows is 1 second.

After adding content to the campaign, the advertiser has 2 choices how he likes to schedule and control his campaign.

The first option is called Budget-Scheduling. Here he is able to set a daily or weekly budget and can adjust the weekday and times where he prefers that his campaign will be shown.



PRODUCT ROADMAP



Appstore

To maximise the range of media types that are playable across local display units, HYGH will develop an Appstore. This will allow brands to include live broadcasts, Twitch live-plays and new form media to campaigns as they require



Integrated Campaign Editor

To support smaller brands and users who are new to the world of advertising, HYGH will develop and release an integrated campaign editor that will allow end users to select from a range of templates, stock images, videos and text formats to build their first/initial campaigns



API to external Advertisement Networks and Products

Allowing existing display networks to easily connect to the HYGH platform through an API allows existing ecosystem players to grow their scale and impact through the HYGH network



Smart Parameter Advertisements

Through analysis of campaign meta data and integration of complementary external data sources, HYGH will evolve a brand's campaign selection criteria from directional to contextual. Today, brands will be able to target a specific display unit location through the HYGH platform e.g. a beverage brand will be able to specify screens surrounding sports stadiums to engage with visitors to an event (directional).

In the future, this same brand will be able to implement a contextual and dynamic campaign which can be entered through a natural language input process:

"All digital displays near sports stadia where the temperature exceeds 25 degrees celsius"



"A roadmap of HYGH profile features to further enhance our product"

SECURITY TOKEN



HYGH TOKEN SUMMARY

Symbol:	HYGH
Category:	Security Token
Revenue Share:	9%
Price per Token:	\$0.05
Total Supply:	1 Billion
Hard Cap:	\$23,875,000

"HYGH-ly attractive opportunity to participate in our success"



Stable Regulatory Framework

Security Token according to Swiss Financial Market Supervisory Authority (FINMA) Applicability of the Collective Investment Schemes Act, in order to protect investors Standardised and suitable for mass standardised training

Secure and predictable Environment

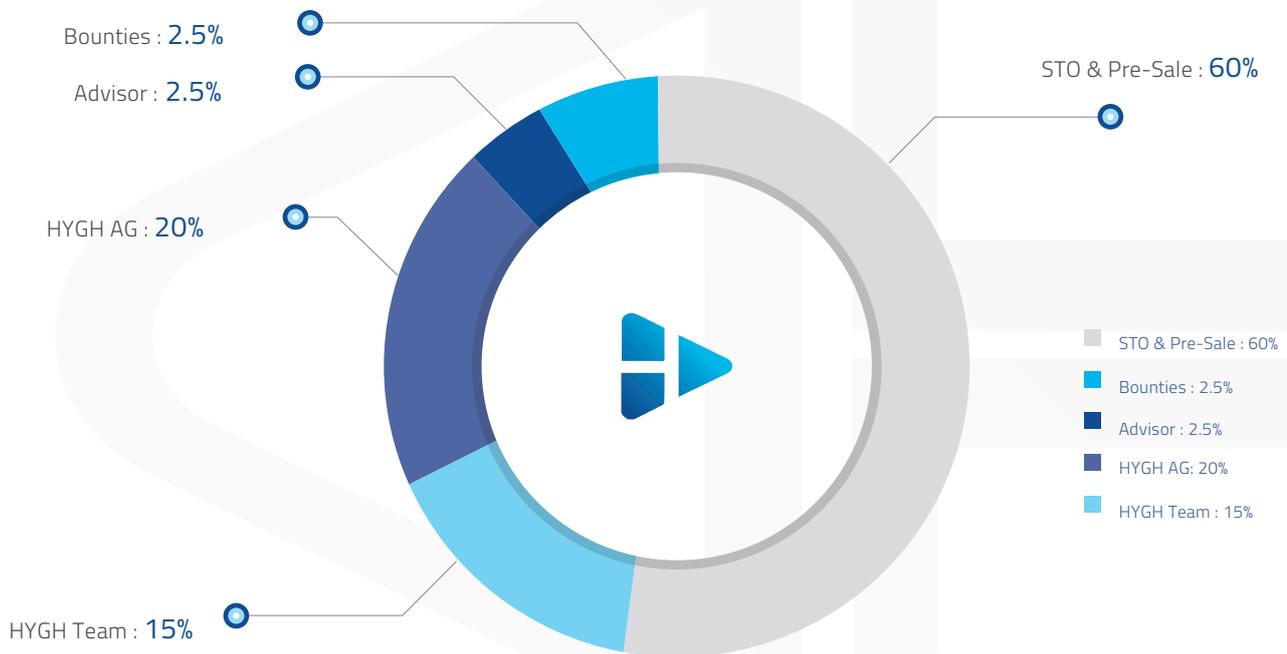
- ▶ Crypto Nation Switzerland - most Crypto-friendly government (Strong support by Switzerland's Economic Minister)
- ▶ Neutral, stable predictable political system
- ▶ Transparent and safe fiscal systems
- ▶ The city of Zug offers attractive profit tax schemes for corporates [+/- 14%]
- ▶ Strongest privacy culture in the world

**9% OF THE TOTAL REVENUE
SHARE AFTER TAX**



A state-of-the-art Swiss Security Token

Token Economics

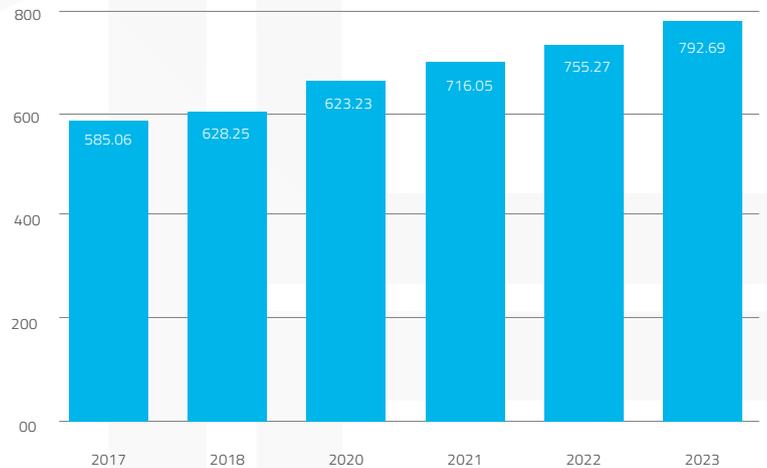


STO Token Bonus

	Max Token Amount for Price	Max Token
Pre-STO	150,000,000	\$0.030
STO	50,000,000	\$0.035
	100,000,000	\$0.040
	125,000,000	\$0.045
	150,000,000	\$0.050

HYGH Revenue Share Model

Ad Spending Worldwide,(\$bn)



source: eMarketer

Advertising spending is expected to be as much as 800bn by 2022 with expected annual industry growth rates of 13% through 2022.

Accounting for tax and margin of error, we conservatively estimate the net turnover for the industry at 600bn. With this in mind, let's assume HYGH captures only 1% of this industry by 2022 for illustration purposes:

- ▶ 6bn revenue per year by 2022.
- ▶ 9% of this revenue is reserved and paid out to the token holders: at a total of 540m.
- ▶ If you bought 1,000,000 HYGH tokens in the sale (0.1% of the supply) at 0.05 a token (for a total of \$50k), you get 0.1% of that payout, which amounts to 540k.
- ▶ Payments are distributed quarterly; in other words, you would get 135k every 3 months.
- ▶ An asset that grants you 540k annually is worth at least worth 10-20x the amount it generates per year (according to a minimum of 5-10% ROI each year). This would mean the tokens you bought for 50k in 2018 would be worth 5.4m-10.8m in 2022.

STO Timeline

October

Launch of Project Hygh with office in Berlin, Germany

2017

June

Promotional video finished and MVP ready to Showcase

2018

October

Team expansions and strategic partnerships

August

Private sale start and regulatory framework created. Registered in Zug, Switzerland

December

HYGH iOS & Android App
Community & Staking Wallet

End November

Pre-STO Start

2019

September

HYGH Appstore Launch and enable LIVE Streaming

March

Final product launch and full support with all major devices

2020

September

Interactive screens incorporated into the network

June

150,000 displays live in the network

2021

January

HYGH doubles the total number of displays in the DOOH ecosystem to 150m+, becoming the largest screen network system in the industry

2022

MEET THE TEAM

FOUNDERS



Vincent Müller

Chief Executive Officer

Vincent is an organizational talent and perfectionist. As an entrepreneur, he has successfully founded and sold several businesses. Having worked for Wall AG and Engel & Volkers, Vincent has a strong understanding of the outdoor advertising sector. He is an established cryptocurrency investor, having entered the market in 2015. In his free time, Vince is an avid DJ.



Fritz Frey

Chief Operating Officer

Fritz launched his first profitable business, an online marketplace, at the age of 12. He is a realist and an early cryptocurrency investor who was about to launch a cryptocurrency investment consulting service, when he got the idea for HYGH. The expensive and inflexible process of trying to market this service on DOOH made it clear that the industry was ripe for disruption. Fritz made the first step in taking HYGH from an idea to a working product by on-boarding the first cornerstone investor.



Antonius Link

Chief Visionary Officer

Antonius led the development of our MVP platform and is HYGH's primary ideologist. He is a keen advocate for the implementation of blockchain technology in our everyday lives. Up until 2017 he was studying industrial engineering at Technische Univeristy in Berlin before he decided to dropout and start HYGH. He brings with him many years of experience in the blockchain space and a technical understanding.

TECH DEVELOPMENT



Juergen Specht

Chief Technology Officer

Juergen is the primary architect of the HYGH platform. He brings a wealth of experience to our team, having founded and sold 3 startups, created over a hundred sites and services from scratch, and developed tech- teams for startups in the US, Singapore, Japan, and Germany. As CTO of Rakuten Shashinkan, he created an eCommerce platform used by over 70 million people and managed over 50 developers. In addition to HYGH, Juergen consults for Fortune 500 companies. When not working, Juergen's hobby is building semi-autonomous robots.



Stefan Herkt

Lead Software Developer

Stefan leads the development of the HYGH Player on iOS, MacOS, and TVOS, as well as the implementation of our unique payment system. He joins us from eBay, where he created and maintained a variety of payment processing plans for their iOS platform. In his spare time, he is a keen cyclist.knowledge.

TECH DEVELOPMENT

VvacheslavBavdiko

Lead Frontend Developer

Vyacheslav is one of our core developers, an employee of WDevs, but working with an outstaffing contract exclusively for HYGH. He has a phenomenal understanding of technical architecture, systems and agile methods. He worked among other projects as a Lead Developer at Softerra (IT solutions & development) and as Lead Frontend Developer on an innovative Fintech Product for Germans biggest savings bank Sparkasse under the leadership of our CTO.



Dmitriy Sharanutsa

Lead Android Developer

Dmitriy is WDevs" lead developer and our Android Engineer and created the HYGH Player, our first client software to be installed on Displays. He has a great understanding of technical architecture, systems and agile methods. Former clients include Cisco, Chevron and Atrix among many others.



Slava Semykrasov

Lead Backend Developer

Our second core developer, also an employee of WDevs, working with an outstaffing contract exclusively for HYGH. Slava makes sure that our backend is performing and he is responsible for inventing complex algorithms which power our platform. He developed the service Igetfamous for ordering social network promotions, wrote new API's for the Stockmusic system, worked on affiliate marketing system Shout and other projects. Together with Vyacheslav he is in charge of developing the HYGH platform.



Roman Stadolsky

Lead Android Developer

Roman is busy adding features to our backend so that it has all the functionality the HYGH platform needs. HE worked for hte worldwide leader in sports performance analysis for professional leagues, clubs, players, and the media in football, futsal, basketball, and ice hockey at InStat co. He also developed a complete dealer management solution and an online advertising platform for dealerships. Together with Slava he is working on the brain of the HYGH platform



LEGAL TEAM

Daniel Beisuz

Head of Legal

Daniel is in charge of Advice & Business Development at ILFP International Law Firm Partners LLC. We benefit enormously from his experience, especially regarding regulatory compliance.



Adam Wolfe

US Legal System

Adam is a Managing Partner at ICO Law Group in Houston, Texas. He earned his JD from the Indiana University Maurer School of Law, with a specialty in cryptocurrency law and regulation. Having grown up between Germany and the US, he is perfectly suited to understanding the unique position of the HYGH STD in the US market. His expertise ensures that HYGH remains SEC-compliant in all of our fundraising endeavours.



MEDIA & DESIGN

Jo Glenk

Co-Videographer

By trade, Jo is a creative producer. After working for a string of large advertising industries, he took his experience to found One Bear Films together with longtime collaborator, Stefan. He is the head of production at One Bear Films.



Stefan Neuendorf

Co-Videographer

Stefan is the Creative head at One Bear Films. Born and raised in Berlin, Stefan holds a B.A. in marketing. In 2015, he founded One Bear Films with Jo. Together, they comprise our in-house videos and graphic producers, partnering with specialty companies like 908 Motion or MYND.



Anotella Tezza

Interface Designer

Originally from Italy, she has been living in Berlin for the past few years. She is the former Lieferheld (Delivery Hero) chief designer. Since then she has gained more experience through working for companies like kaufDA and Twitter. Her work can be seen in the design elements of the HYGH Player demo.



Philip Barth

Copywriter

Former Creative Director at Jung van Matt (one of Germany's most successful marketing agencies). Philip has written the German texts for our MVP platform.



MARKETING & DEVELOPMENT



George Geicke

Business Developer

George joined HYGH out of college, moving to Berlin in fall 2018. Having led and worked for app incubators in Los Angeles, Hong Kong, and Shenzhen and launching two apps himself, his experience in digital entrepreneurship is as asset as HYGH fine tunes its platform for a global marketscape. Originally from Hong Kong and educated in the United States, George is actively connecting with his German side.



Lukas Petersen

Marketing Analyst

Lukas is just short of finishing his degree in Business Psychology HMKW. With his unique international experience, having lived in 3 different continents in the last 20 years and speaking 4 languages, he has the knowledge and competence to feel into every aspect of this business. He is a strong advocate of the advantages offered by Blockchain technology. He has experience planning logistics events and marketing before HYGH.



Allen Sladkov

Business Analyst

Allen has been with HYGH since it's inception. He is active in business plan development here on Kastienenalle while concurrently finishing his Bachelors of Business Administration at Beuthe Hochschule. Allen is passionate about the evolution of business structures as they adapt to an increasingly decentralised and digitalised modus operandi.

ADVISORS



Christopher Obereder

Marketing Advisor

Christopher is a 26-year-old serial entrepreneur and Forbes 30 under 30 member. He has been the CMO of various well-known ICOs and helped to raise over \$100 million in total. Previously he launched various worldwide gaming hits and sold his gaming company to Genera Games, the company behind Disney's mobile games. He has also been the CMO of Tellynym, one of the fastest growing apps of 2018, and is part of various Valley- based startups.



Evan Luthra

STO Advisor

Well-known Serial entrepreneur and Angel Investor. Evan is not only a partner of our company he is also our first investor who has years of experience and will be responsible for strategic partnerships. He has built multiple companies before and has been the first investor in companies like Hashgraph, Eaze.com , Wheelys Cafe and more.



Christian Schröder

Business Advisor

Christian is Founder and CEO of 1 Ox Value Partners (start- up incubator). Former Director at Global Founders Capital and Director of Business Development at Rocket Internet SE. Co- founder of several online businesses. One of them sold to Alibaba group for an undisclosed amount.



Rafael Schulz

Payment Advisor

Co-founder and "ambassador" at Dash Embassy D-A-CH. Rafael is a well-known advisor in the crypto community and one of HYGH's connections to crypto exchanges. He has worked as Director of Sales for companies like Elavon, Inc. (payment solutions) and EVO Payments International, LLC.

ADVISORS

Tobias Masur

Digital Out of Home Advisor

He is Innovation Manager at Wall AG which is a subsidiary company of JCDecaux. Wall AG is the second largest OOH advertising company in Germany. His expertise in OOH advertising helps us greatly as he can provide exclusive information and connections. We are delighted to have him on board.



Jens Obar Blobaum

Sales & Financial Advisor

Co-founder of Taures (investment advisory service). Jens has many years of experience in the sale of financial products and is known for excellent customer relations. He is very well connected in the world of finance and his experience will help us in forming a strong sales team.



Yusuf Berkan Altun

Strategy Advisor

Yusuf is an expert at building optimal strategies for blockchain adoption in governments on a regional basis. He is active in implementing Blockchain technology in 4 countries in partnership working closely with their governments.



Matthias Mende

Media Advisor

Matthias is the Chief Strategic Officer of Block Gemini, the Middle East's leading provider of enterprise-blockchain solutions. Matthias's interpersonal skills and worldwide relationships with governments and industry leaders add to HYGH's expanding global network. He specialises in creative, "out of the box" Obviously not to forget his creative strategic side of integrating digital solutions and "Out of the Box" innovations which have proved themselves in the past.



OUR PARTNERS



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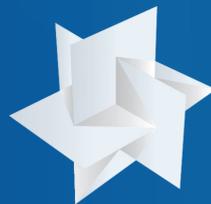
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