



# ULTIMATE NFT PLATFORM



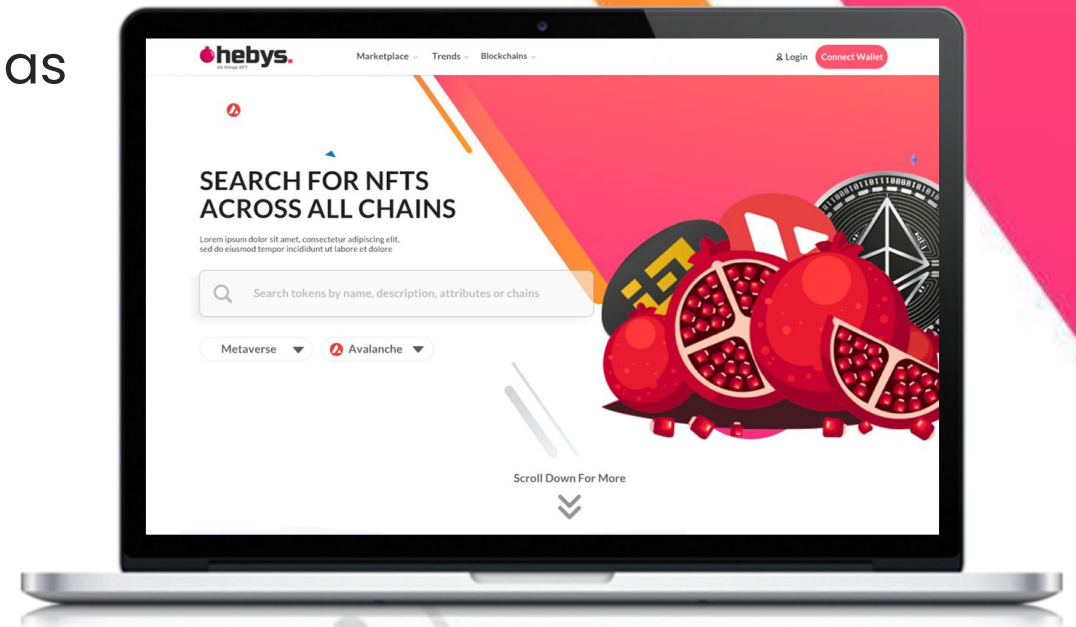
# AGENDA

- ❖ What is Hebys?
- ❖ Hype or Reliable Market
- ❖ Market Overview
- ❖ Key Players
- ❖ Why an NFT Search Engine?
- ❖ NFT Platform-Suite of Products
- ❖ Existing Opportunities
- ❖ What We Do/Will Have
- ❖ Competitive Advantages
- ❖ User Retention Strategy
- ❖ Achievements, What Has Done
- ❖ Team & Experience
- ❖ Partners & Investors
- ❖ Plan for Use of Funds
- ❖ Revenue Generation
- ❖ Target

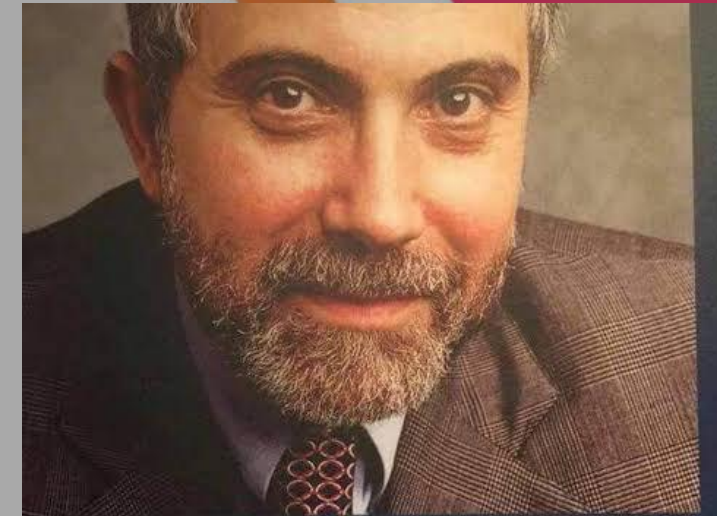
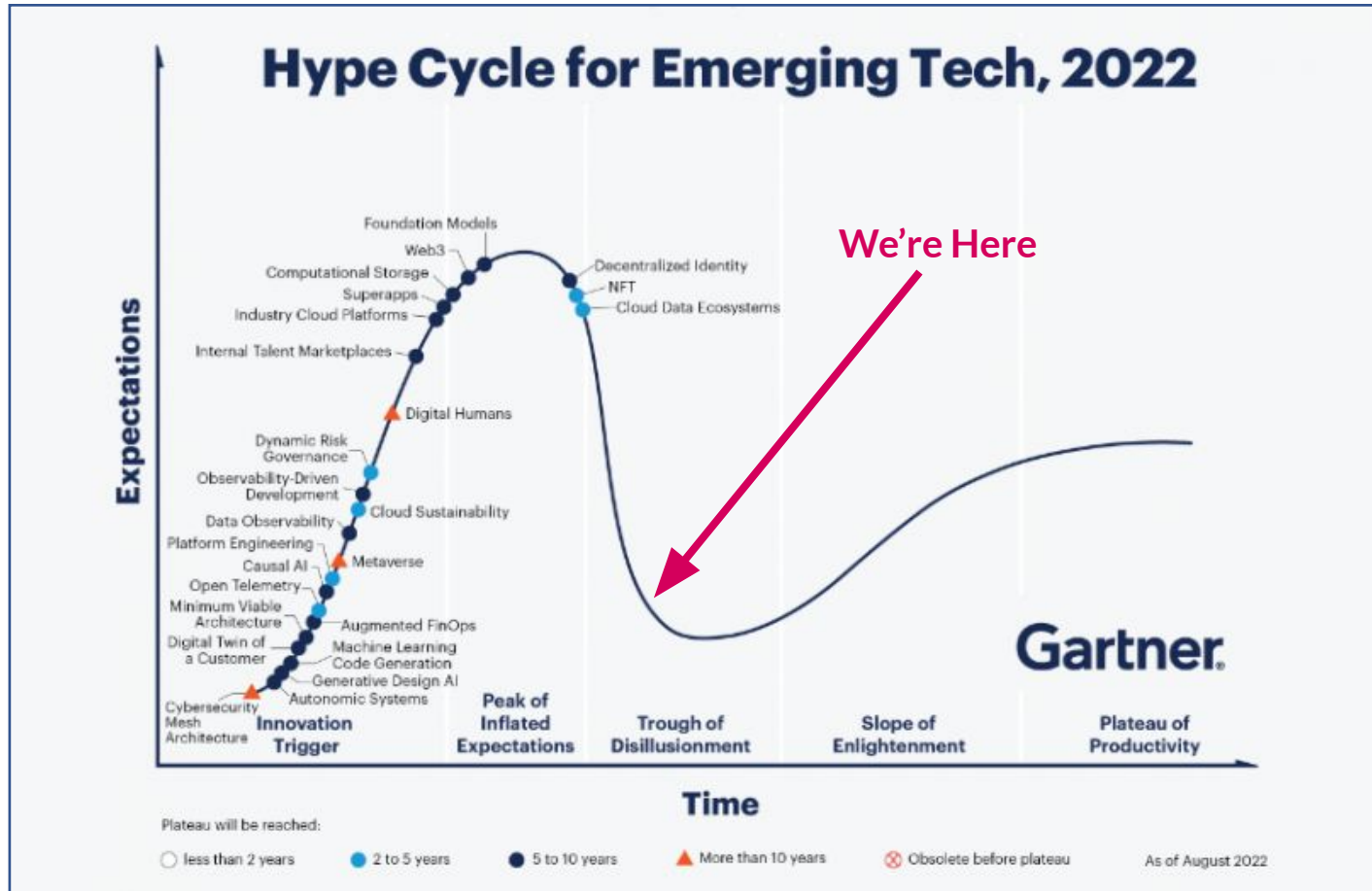
# WHAT IS HEBYS?

First of its kind in the world,  
HEBYS is a robust and comprehensive  
**NFT platform** that includes products such as  
**Search Engine, Marketplace, Launchpad,**  
**Portfolio Management and API Gateway**  
with multi-chain capabilities and AI features.

like “**Google**” for NFTs,  
like “**Amazon**” for selling-filtering-ranking,  
like “**Palantir**” for dynamic-real-time tracking and data  
analytics.



# HYPE OR RELIABLE MARKET



*"By 2005 or so, it will become clear that the Internet's impact on the economy has been no greater than the fax machine's."*

Nobel Prize-winning economist  
Paul Krugman

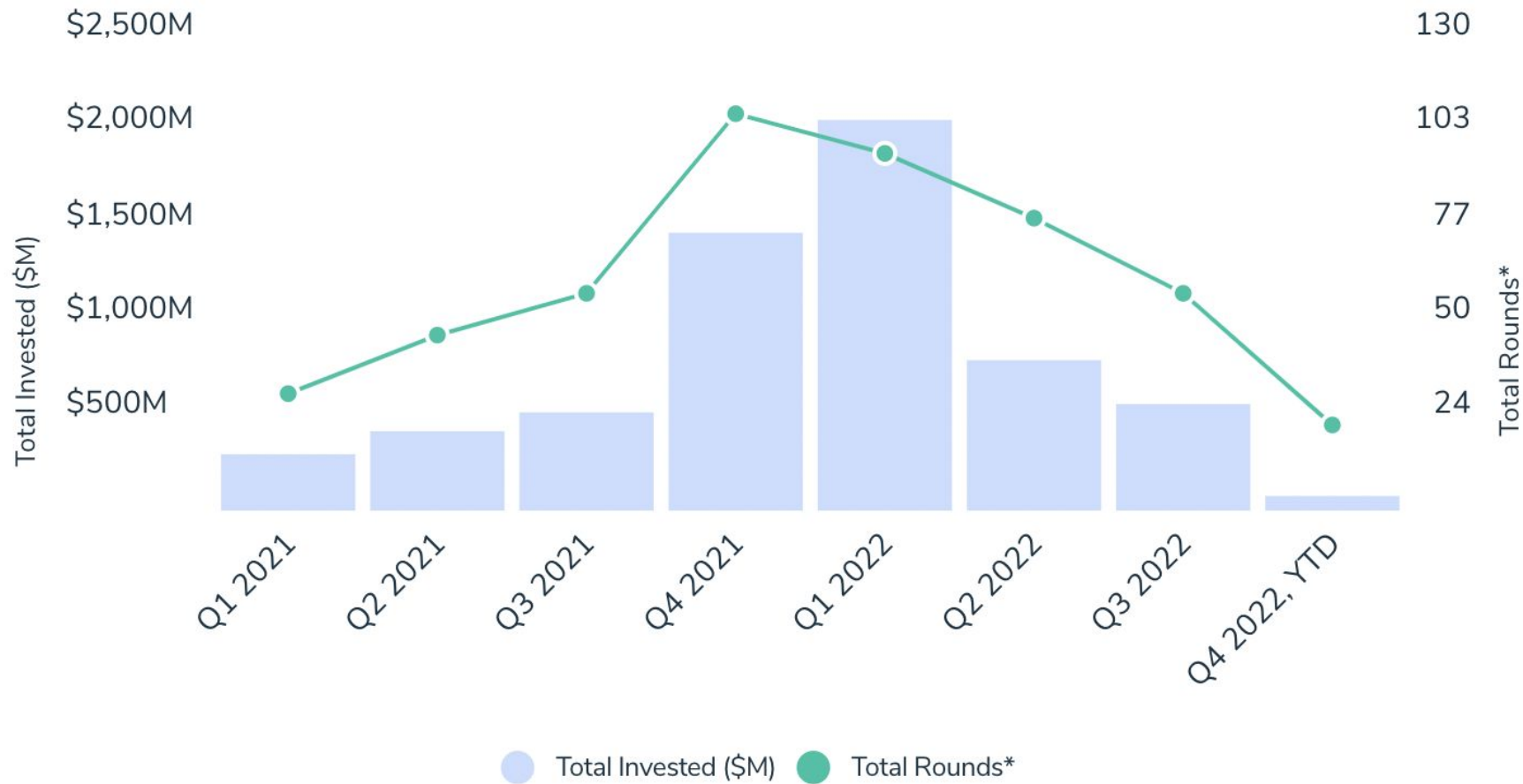
**1998**

# MARKET OVERVIEW

- 🔍 The industry **has grown 220x from 2020 to 2021**
- 🔍 NFT sales hit **\$22 billion in 2021**
- 🔍 However, sales have **dropped over 90% since September 2021**
- 🔍 The most expensive collection of NFTs **was sold at \$91.8 million**
- 🔍 By the end of 2021, there were a little over **2.1M active wallets trading** compared to just 89,061 in 2020.
- 🔍 Half of NFT sales **cost less than \$200**
- 🔍 The NFT Market **will be worth \$80 billion by 2025**
- 🔍 NFT-related startups have **raised more than \$3.3 billion** in 2021



# FUNDING TO NFT-RELATED COMPANIES



\* Crunchbase, Includes only disclosed-size rounds of \$100,000 and up.

# KEY PLAYERS & COMPETITORS







There is **no direct competitor** as NFT Search Engine

Company	Funding Amt (M)	Last Raise Date	Stage	Type	Notable Investors
Dapper Labs (operator of NBA Top Shots)	\$357	3/30/2021	Unknown	Hybrid	<u>Andreessen Horowitz</u> , Union Square Ventures, Will Smith, Michael Jordan, Kevin Durant, Spencer Dinwiddie
Genies	\$65	5/3/2021	Series B	Hybrid	New Enterprise Associates, Bond Capital, Dapper Labs, Coinbase Ventures, Camilla Cabello
OpenSea	\$27	3/18/2021	Series A	Marketplace	<u>Andreessen Horowitz</u> , Tim Ferriss, Coinbase Ventures, Y Combinator, Mark Cuban, The Stable Fund, Foundation Capital
Bitski	\$23	5/6/2021	Series A	Hybrid	<u>Andreessen Horowitz</u> , Shawn Carter (Jay-Z), Serena Williams, Galaxy Digital
SuperRare	\$9	3/30/2021	Series A	Marketplace	<u>Mark Cuban</u> , Marc Benioff, Samsung NEXT
Rarible	\$1.8	2/3/2021	Seed	Marketplace	Coinbase Ventures, Coin Fund
Mintable	Undisclosed	4/6/2021	Seed	Marketplace	<u>Mark Cuban</u> , Ashton Kutcher, Guy Oseary
Sweet.io	Undisclosed	1/15/2021	Seed	Hybrid	Flight Ventures

Source: Crunchbase, Pitchbook

\* Opensea, which holds a market share of 90% of the whole market, got \$150M investment and growth its valuation to \$1.5B

# SUITE OF **PRODUCTS** IN ONE PLACE

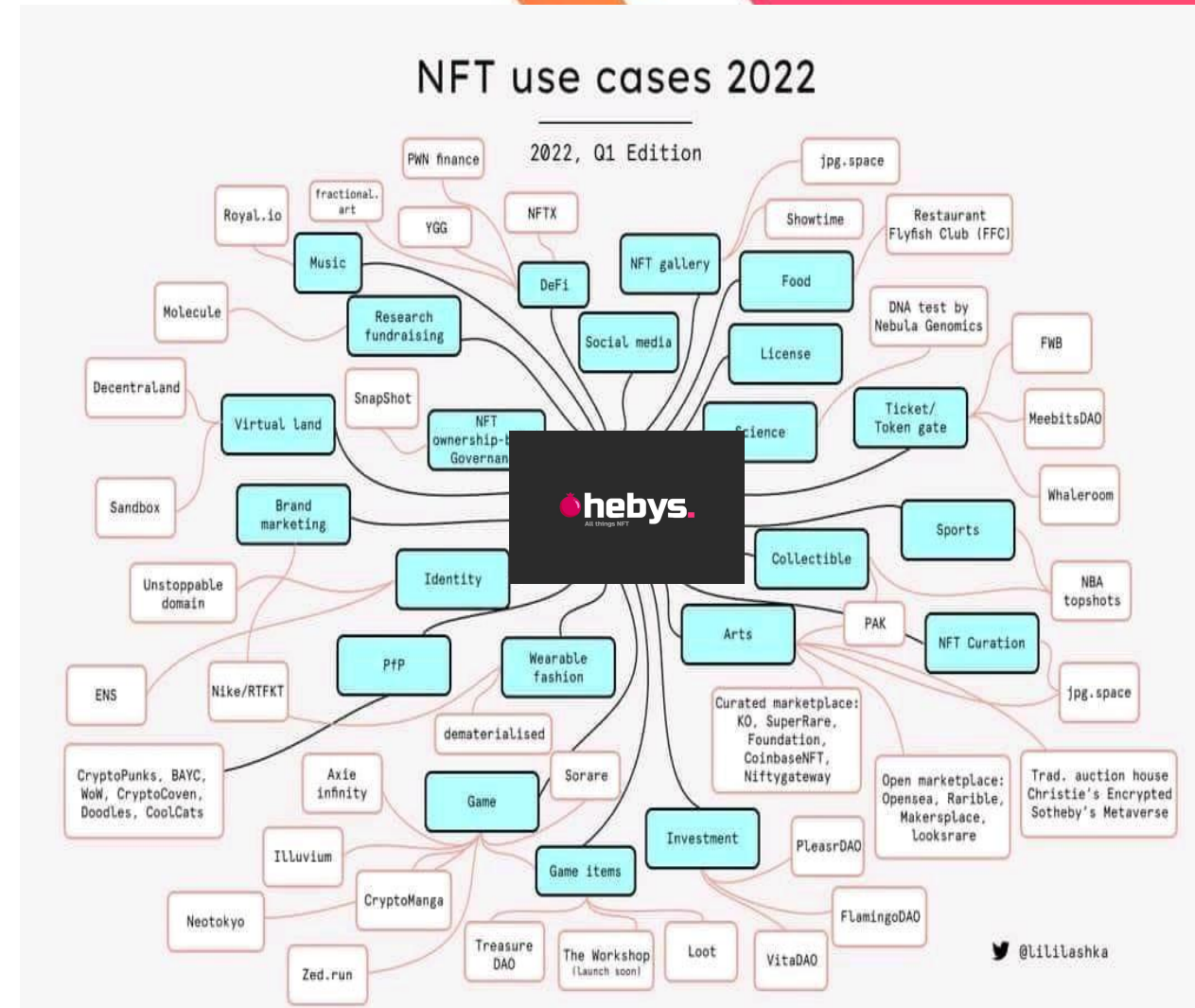
-  Search Engine *free-text search and rich narrow-down options*
-  Marketplace *2nd hand sales and auctions*
-  NFT Launchpad *initial offerings of projects, collections and items*
-  Portfolio Management *view, control, track investments*
-  NFT Analytics *statistics, aggregations, value-added reports*
-  Search API *API endpoints for developers and platform builders*





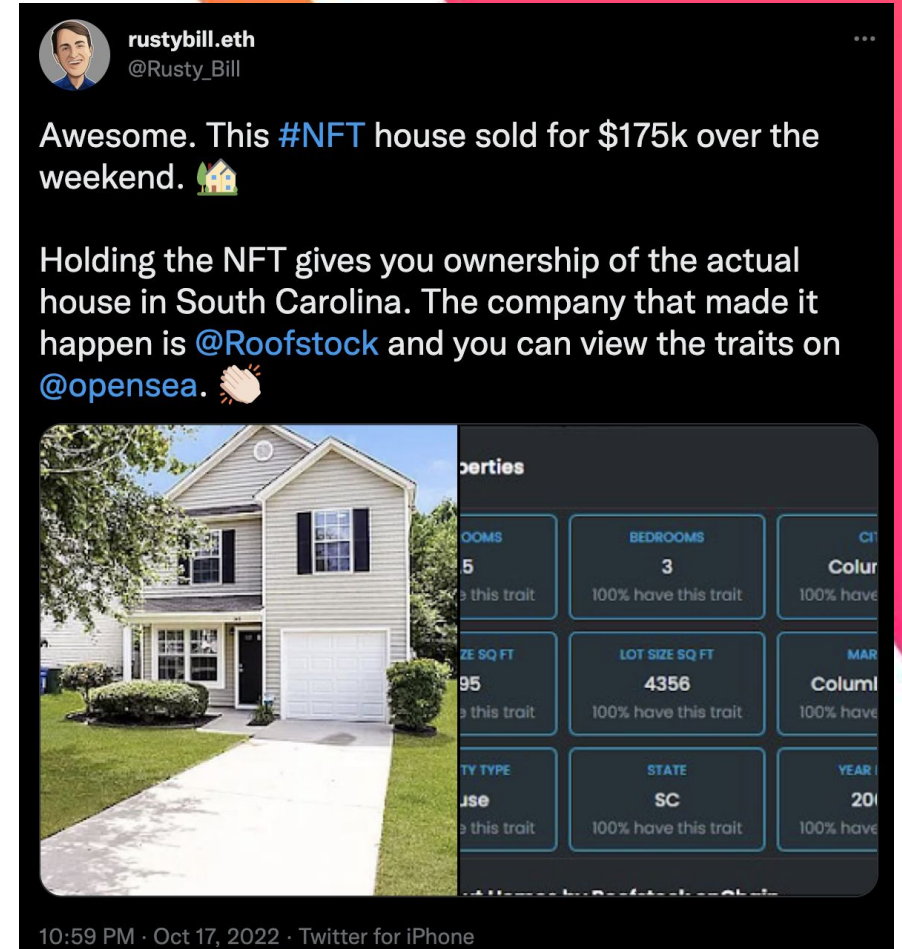
# WHY NFT SEARCH ENGINE?

- 💡 People get lost in different chains, marketplaces aggregators, metaverses and tools. A hub that unites them all is needed.
- 💡 Creators don't want to be undervalued and consumers don't want to overpay. Missing piece is **asset valuation & price estimation**.
- 💡 Everyone needs a **benchmark between assets** on different marketplaces.
- 💡 There is no common shared platform to **advertise & promote** the assets for visibility.



# EXISTING OPPORTUNITIES

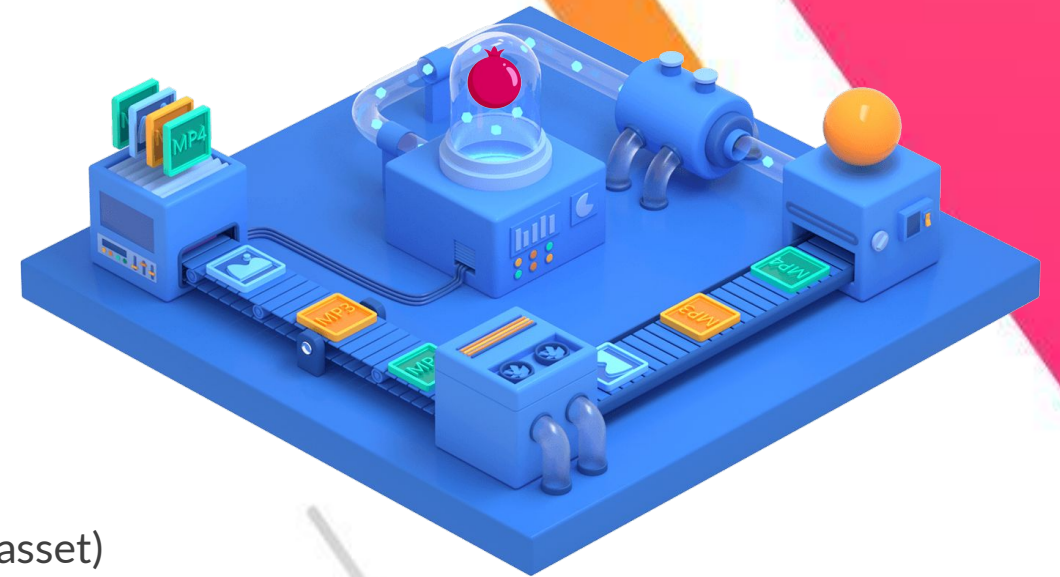
- ♣️ NFTs are going to provide a **new way of Ownership** of both digital and physical assets eventually.
- ♣️ In addition, NFTs may look to **disrupt other areas**, including ticketing, monetization, music, domain names, and fashion/luxury goods.
- ♣️ **Real life NFT use cases** are just being discovered. We started seeing examples of personal identities, unique cars, houses selling on NFT market gradually.
- ♣️ Although it's crashed in 2022, it **performed \$22 Billion** yearly market volume as of December 2021 and expected to be \$80B in 2025.
- ♣️ Currently, the biggest player Opensea holds a market share of 90%. Opensea has become the Microsoft of NFT market which has all the problems listed. However, **the market still needs its Apple.**
- ♣️ After every crash, **survivors emerge as the big tech** companies.



# WHAT WE DO/WILL HAVE

## FEATURE SET

- ✓ Real-time free text search on all major blockchains
- ✓ Smooth user experience on both Web & Mobile
- ✓ Multi-chain infrastructure
- ✓ Content hub
- ✓ Rich data & analytics features
- ✓ Native Utility & Governance Token \$HEBYS
- ✓ Alternative Payment options
- ✓ Various Wallet integrations
- ✓ Rich Feature set (KYC, GDPR, Auction, Onchain-Offchain, Low commission fees, Royalty fee, Linking a physical asset to a virtual asset)
- ✓ Easy API documentation and integration
- ✓ Trust, Transparency, Continuous investment
- ✓ AI-based Asset Valuation & Estimation



# UNIQUE SELLING POINT

## COMPETITIVE ADVANTAGES

- ★ **All-in-one platform** so users don't need to visit many web sites and use different tools
- ★ Automatized **Multi-chain** infrastructure
- ★ Over **133 Million NFTs** and **3.8 Million Collections** indexed
- ★ **Verified assets** to distinguish the original items from fake equivalents
- ★ Fastest Search results in **just milliseconds** with rich narrow-down options
- ★ Machine-learning based **price estimation** to evaluate the buying
- ★ **Portfolio Management** as you experience in crypto exchanges to track the investments
- ★ Several marketplace **data explorations** on one page
- ★ **Direct buying** from other marketplaces **w/o leaving the platform**
- ★ **Chat** with owners **by wallet address** w/o the need for an email



# USER RETENTION STRATEGY

## FEATURE SET

- ⊕ All-in-one platform
- ⊕ Largest data set to search
- ⊕ Portfolio Management
- ⊕ Multi-chain and cross-chain capabilities
- ⊕ Fastest query results

## FINANCIAL

- ⊗ Crypto, stablecoin  
and fiat payment options
- ⊗ Promoting the assets
- ⊗ Lower transaction and commission fees
- ⊗ Liquidity mining & staking
- ⊗ Airdrops, Giveaways and Gamification





# WHAT HAS DONE SO FAR

## COMPANY

- ✓ **US-based company** founded (Hebys Inc.)
- ✓ **Brand identity** established
- ✓ **Go-to-market** schemes are running
- ✓ **Social media** presence is set-up and **community building** continues day by day
- ✓ **Key partnerships** have been established
- ✓ **Team formation** is finalized with renowned executives

## PRODUCT

- ✓ Beta version is **LIVE** on Hebys.io
- ✓ **Major blockchains** are integrated (*Ethereum, BNBChain, Polygon, Avalanche, Fantom*)
- ✓ Over **133 Million NFTs** and **3.8 Million Collections** are indexed by continuous chain-scan approach until now
- ✓ More than 1 million NFTs are **on sale**

## FINANCE

- ✓ Generates revenue over sales commission
- ✓ Investment with a sum of **\$1,100,000**



# EXECUTIVE TEAM

Hebys founding team consists of professionals and entrepreneurs who have individually 25 years of experience in the world of finance and software and have successfully completed hundreds of large scale projects.



**Mustafa  
El Aliwat**

CEO



**Jason  
Barton**

CTO



**Murat  
Tartan**

CFO



**Anıl  
Yılmaz**

Marketing  
Director



**Gökçen  
Orhan**

BizDev  
Director



**Dominic  
Ryder**

Advisor  
CEO, VEMPIRE DDAO



**Bahadır  
Koçtürk**

Board  
Member

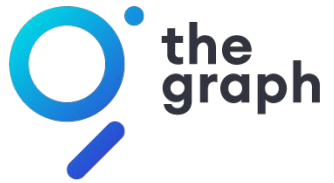


**Denis  
Ackerman**

Board  
Member



# PARTNERS & INVESTORS



# REVENUE GENERATION

## AFTER THE INVESTMENT

### A) Search Engine Promotion Fees

- Sponsored results, categories, creators, collections
- Highlighted results

### B) Marketplace Trading Fees

2% from each sale

### C) Search API Payment Plan (B2B)

Free, Launch, Pro, Enterprise

### C) NFT Launchpad

10% from each launch

### D) Private Features

- Collection Analytics
- Asset Valuation
- Special Reports





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