

HERO

The future of
Decentralized, community controlled, income for content producers.

Patreon

13 million monthly active patrons

200, 000 content creators

$25 000 000 in monthly distributions.

https://graphtreon.com/patreon-stats

Patreon

Centralised. Censored. Rent Seeking.



HERO

Decentralized, Flexible, Community Governed.
Permissionless.
Censorship resistant.

On Patreon users have to create individual cash payments for each producer they want to support. Patreon takes 5-12%. Producers and patrons must be in a country they support. Patreon is known to censor content that it doesn't agree with.

On HERO content producers mint an NFT. This identifies them on the platform.



The NFT is used to authenticate and authorise the owner.

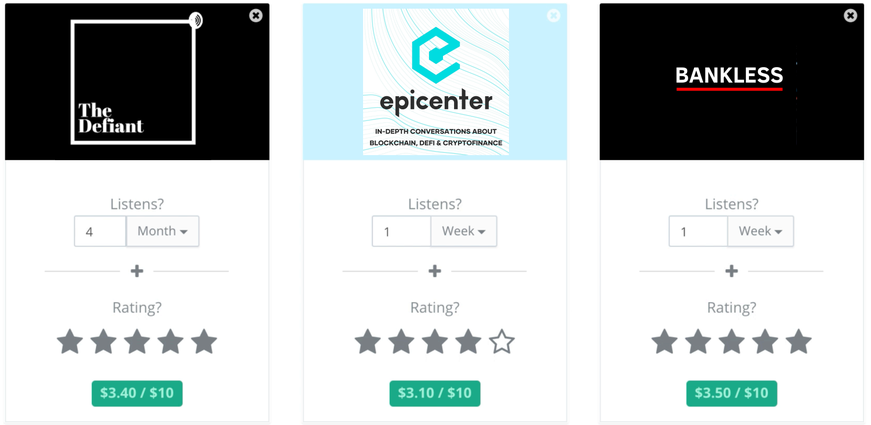
Note: Producers that adopt the platform early will be rewarded with HERO governance tokens to incentivise initial participation and in the beginning focused on content producers in this space and related spaces (crypto, tech, finance).

The HERO governance token holders can then verify the NFT holder is the producer via a on-chain vote.





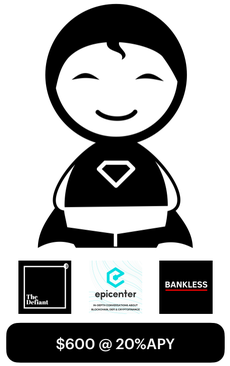
As a HERO you select all the producers want to support. You describe how frequently and how much you enjoy the content they create.



This information is stored on the blockchain.

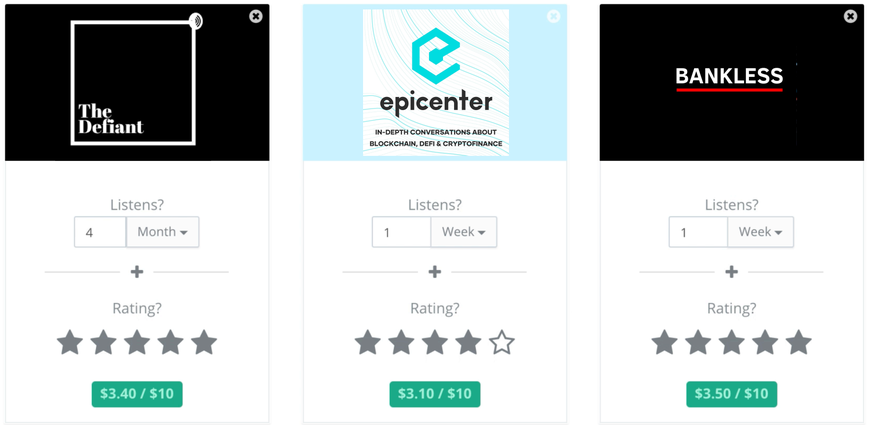
$600 → 20% APY = $120 PA = $10 Per Month

The HERO then deposits Principal ($600) and selects a yield bearing strategy (20% APY). The yield generated by the strategy is what is distributed to the HERO's selected producers.
The HERO receives an NFT that represents their generosity and is 100% redeemable for their capital at anytime.



Note: HERO can support multiple principle types (eth, usdc, time) and varying yield strategies.
The NFT generated for the HERO is encoded with the producer id's they support. This can used by producers on and off chain in ways similar to POAP.
Large depositors will receive NFTS that have rarer image traits, this will help incentivise more generosity.

The $20 Per Month generated in yield is automatically allocated to the producers based on the HERO's preferences selected earlier:



BANKLESS

Each month the content producer is able to claim the aggregate yield that has been allocated to them by all HERO's on the protocol.





$100 000 P/Month → 6% Protocol Fee = $6 000 Per Month

HERO has a dynamic protocol fee based on the aggregate deposits on the platform that scales down as deposits & users increase. This incentivises users to invite others to the protocol creating a network effect.
This fee is used to pay rewards to governance token holders for exercising their vote and maintaining the protocol.
In short the protocol fee starts high and reduces as the platform gains traction.

$25 000 000 P/Month → 2% Protocol Fee = $500,000 Per Month

What Patreon does per month

HERO 	**Patreon :(**
Capital Preserving	Capital Diminishing
A single preserved deposit	Multiple individual payments
Community Governed	Centrally controlled
Sustainable	Rent Seeking
Web 3	Web 2
Borderless	Location Restricted
Efficient*	Inefficient
Open book	Closed book

*Traditional money transmitting, in the case of Patreon is extremely inefficient and capital intensive and has incumbent legal, auditing and licensing implications. An automated protocol on a smart contract blockchain does not have these constraint's and in lots of ways is the perfect medium for this type of product.

Ultimately we believe that independent producers and the consumers of content should ***control the narrative****. Not the advertisers.*

We need everybody to be HERO's*!*

