



HYCON Marketing Bounty Program

This document provides guidelines and instructions for HYCON's marketing bounty program. Payments are made once a week at a fixed sum rate in USD redeemable in HYCON until all Bounty funds are used from the allocation available in the HYCON genesis block.

Intro to Bounty Payment

Team HYCON believes that all participants should be rewarded for their valuable contributions to the HYCON project. Therefore, the marketing bounty will be awarded to members of the public to promote HYCON. We want to encourage the public to create HYCON content in three main ways: 1) Image creation 2) Written contribution 3) Video creation. Payouts are made once a week following a review by the Bounty Manager and after approval by the team transactions can be processed. .

Marketing Bounty payments are based on a USD value, but payouts are made in HYCON equivalent.

Also, keep in mind that bounty payments are subject to the following eligibility requirements:

- Any reporters from countries that have trade restrictions or export sanctions with the Republic of Korea will not be able to receive bounty payments.
- Minors are welcome to participate; however, bounty payments can only be claimed by the minor's parent or legal guardian.
- All payments will be made in HYC at the current market price in U.S. dollars (USD). As a result, a Hycon wallet is required for the payment to take place.

Rating Criteria

Poor: Little to no thought or creativity displayed. Copied work. Not original. Poor workmanship. Shoddy. Not something we would be proud of.

Good: Meets acceptable standards which we would be happy to re-tweet or repost on our channels, but nothing groundbreaking. Follows standard expectations. Acceptable.

Excellent: Work represents above average contribution to the community and is of a noticeably higher quality when compared to other submissions.

Type of Contributions & Rates

IMAGES

Infographics (creation and dissemination) - \$20-\$120 HYCON

Image creation (create sharable HYCON images) - \$3-\$30 HYCON

WRITTEN

Blog posts (posts about HYCON, news, why you are interested) - \$20-120 HYCON

Articles (articles which are featured in the media) - \$120-990 HYCON

VIDEO

Video graphic work (create stock footage which can be used in HYCON media) - \$20-50 HYCON

Viral Videos (create interesting videos) - \$50-\$10,000 HYCON

Create interesting videos for the purposes of sharing HYCON's vision on YouTube: \$50 HYCON per accepted video. + \$100 HYCON per 10000 views up to a maximum of \$10,000 HYCON for 1 million views within one month, whichever is sooner.

Video Reviews - \$80 HYCON per video, minimum of 8 minutes, \$10 extra per 5 minutes of video, up to a maximum of \$200.

Users can create a review of HYCON for their audiences. Channel must have existed before HYCON ICO began (March 30, 2018) and have 5 unique videos previously posted or if made post-HYCON ICO then have over 300 subscribers and 10 other videos.

(N.B. The above information should be treated as guidelines only and bounty rewards are always given at the discretion of the management at Team HYCON. All decisions are final.)

Submission and Review Process

Send us your submission via email at pr@hycon.io. All emails sent to the corresponding bounty email address will receive a reply within three working days. The submission is placed in a queue, which Bounty staff are to review according to the following steps:

- 1 – Place submitted content into relevant category: image, written, video
- 2 – Assign rating according to criteria
- 3 – Twice weekly review of assigned ratings and once weekly/bimonthly review
- 4 – Take appropriate action according to rating – typically this means reject or make next step in the payment procedure