




HIPPO SOCIAL NETWORK

WHITE PAPER





**“We aim to decentralize the world’s
creativity the same way Ethereum
has decentralized the internet.”**

-Michal Shen



OVERVIEW

INTRODUCTION

Hippo is the next generation multichain AI social gateway to accelerate the Web3 social revolution. The platform will play a fundamental role in the future of creativity, bridging the gap between traditional social media and the Web3 shared social experience. Hippo is building the social platform infrastructure to accelerate the pace of Web3 abstraction and mass adoption. Through democratizing content ownership and powering the creator economy, Hippo aims to bring the next billion users to Web3.

Existing centralized social platforms have often faced criticism for issues like data breaches, privacy concerns, inequitable monetization, algorithmic biases, and lack of user control over their own content. As a result, the global community increasingly seeks alternatives that prioritize transparency, security, and user empowerment.

Hippo will revolutionize social interactions by introducing decentralized identity management, verifiable reputation systems, and user-controlled data privacy. Tokenization and dynamic NFTs within the Hippo ecosystem incentivizes user engagement, organic content creation, and curation. Users can be rewarded for their contributions, and the platform can be governed by a community consensus.

Through on-chain content and decentralized cloud storage, users can regain control over their personal information, choosing what data to share and with whom, thereby minimizing privacy risks. Permissionless smart contracts and decentralized governance models can ensure transparent and fair content moderation and moderation policies.





MISSION

At Hippo, our mission is to construct the next-generation social ecosystem that acts as a bridge between traditional social media and the Web3 social experience. We are dedicated to building the foundational infrastructure of the social platform, which accelerates the abstraction and widespread adoption of Web3 technologies.

Our core objective is to democratize content ownership and empower the creator economy. By doing so, we aspire to attract and engage the next billion users, fostering their seamless integration into the Web3 landscape. Through our innovative approach, we aim to revolutionize the way people interact, collaborate, and share value within the digital realm.

With a relentless focus on user-centric design and cutting-edge technologies, Hippo is committed to creating a vibrant and inclusive social ecosystem that harnesses the power of decentralization. By bridging the gap between traditional and decentralized platforms, we strive to shape a future where individuals have greater control over their digital identities, content, and relationships.

Join us on this exciting journey as we pave the way for a new era of social interaction, unlocking the full potential of Web3 for the benefit of all.





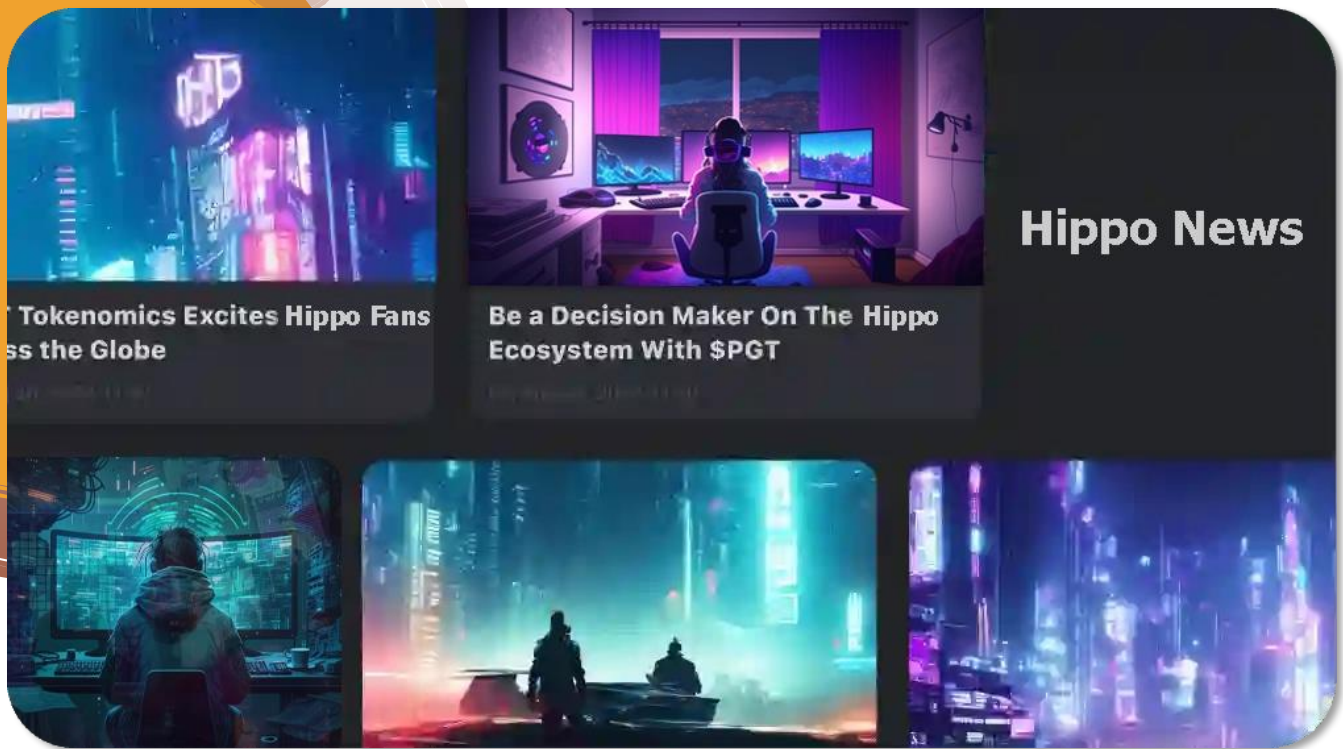
VISION

Hippo will be a platform that brings together creators and their audiences in a unique social experience that combines the power of multichain social graphs.

By abstracting Web3 technical complexity, we aim to create a simplified space for social interactions, empowering the creator economy and fostering a vibrant community of like-minded individuals.

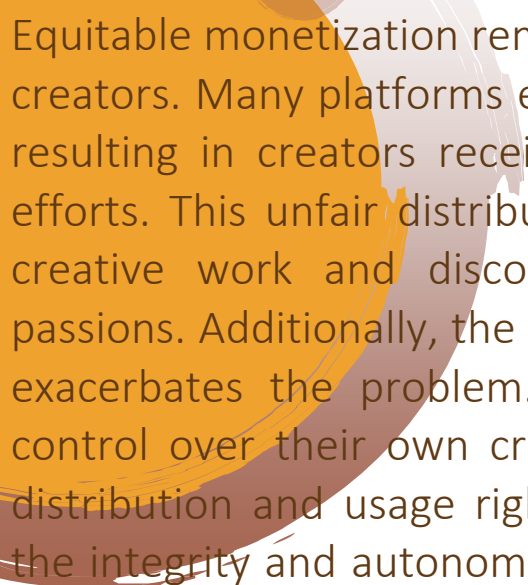
With a strong emphasis on ownership and giving power back to people, Hippo will be the ultimate gateway to Web3, providing a decentralized platform that will empower users to control their own data and interact with the world in a way that is both safe and secure.

In the future, Hippo will evolve into an open platform, a dApp Central for Web3 Hippo culture, connecting chains, protocols, and builders in an interoperable ecosystem that revolves around composability and its vibrant social community.



THE PROBLEM

Traditional social media platforms have built up the creator economy over the years and helped to empower the previous generation of creators, however many glaring problems still remain. Hippo targets the pain points of both content creators and social media users to turbocharge the next generation of creators. Content creators face three major problems, equitable monetization, ownership of content, and accessibility of organic engagement.



Equitable monetization remains one of the key problems for content creators. Many platforms exploit the content created by individuals, resulting in creators receiving inadequate compensation for their efforts. This unfair distribution of revenue diminishes the value of creative work and discourages individuals from pursuing their passions. Additionally, the issue of ownership of content and privacy exacerbates the problem. Creators often find themselves losing control over their own creations as platforms exert authority over distribution and usage rights. This loss of ownership compromises the integrity and autonomy of creators, undermining their ability to protect their work and maintain their privacy.

On the other hand, users encounter their own set of obstacles. One significant problem is the absence of rewards for content users. While creators and platforms benefit financially from user engagement, users themselves do not receive any tangible rewards for their time and attention. This imbalance fails to acknowledge the value that users contribute to the platform.

Moreover, users often have limited control over their privacy and personal data. Many platforms collect and exploit user data without transparent consent or proper protection measures, leaving users vulnerable to privacy breaches and data misuse.

Additionally, algorithm bias and the prevalence of fake news present significant challenges to users seeking reliable and unbiased information. The algorithms employed by platforms often prioritize certain content, leading to a biased and potentially misleading online experience. These issues erode trust and restrict users' ability to make informed decisions.



THE SOLUTION

Hippo is a revolutionary and disruptive platform that seeks to address the challenges faced by creators and users in the digital space. Through five key pillars, Hippo envisions a sustainable ecosystem that powers the global creator economy and democratizes content ownership.

1. Resolves Core Billion-Dollar Creator Pain Points

Hippo addresses the long-standing pain points faced by creators, offering a fair and equitable environment for growth and success. By providing creators with the tools and mechanisms to overcome traditional barriers, this platform aims to reshape the landscape of content ownership, monetization, and organic engagement. Through cutting-edge technologies such as on-chain content NFTs, innovative incentive models like Raid to Earn, and a dynamic algorithm that rewards meritocracy, Hippo paves the way for a new era of creative expression. This is a journey that empowers creators, amplifies their reach, and unleashes the true potential of their artistic vision in the digital realm.

Equitable monetization

- Engagement rewards from day 1
- No platform fee split
- No arbitrary or minimum thresholds

Accessibility to Organic Engagement (Attention Economy)

- Raid to Earn – Aligns incentives between creators and their audience, creates a synergistic positive feedback loop, and organically grows the platform through sharing & engagement
- Social Dynamic Algorithm – Drives engaging content regardless of a creator's existing size social status, incentivizing meritocratic content creation and distribution

Ownership of content and privacy

- On-chain contents
- IPFS & Binance Greenfield
- Transferability of content royalties through NFT ownership
- Soulbound token & DID



2. Focus on user mass adoption: web3 abstraction & Social Gamification

Hippo is on a mission to redefine user engagement and empower individuals in the digital realm. By focusing on user mass adoption, it leverages Web3 abstraction and social gamification to create an immersive and rewarding experience. Users are not only rewarded for their social engagement but also granted true content ownership and control over their privacy and personal data. Algorithm bias and fake news are tackled through community governance, meritocratic engagement algorithms, and economic incentive alignment. With fluid seedless wallet creation, the replacement of on-chain transaction fees with Hippo token, and the gamification of social interactions through dynamic NFTs, the platform is paving the way for a new era of user-driven engagement and empowerment.

Rewards for Content Users

- Social Engagement Mechanism
- Hippo token (HPT)
- Dynamic social NFTs and unique level system rewards loyal users

Algorithm Bias and Fake News

- Community governance & policing
- Meritocratic engagement algorithm design
- Economic incentive alignment

Control of User Privacy and Personal Data


- True content ownership
- Platform governance
- Transparency through on-chain interactions
- End-to-End encrypted wallet chat

Web3 Abstraction and Social Gamification

- Seedless wallet creation with Web3Auth
- Replace on-chain transaction fees with Hippo Token
- Gamify social interactions with Hippo Dynamic NFTs and Treasure Chests

3. Real Monetization Platform and Revenue Model

Hippo embraces a wide range of monetization channels, empowering itself to thrive and grow sustainably. The platform harnesses the potential of AdTech revenue, capitalizing on advertising partnerships to drive revenue streams. In addition, it taps into the thriving market of NFTs by earning from minting fees



and secondary transactions. Leveraging strategic third-party marketplace partnerships, the platform extends its reach and generates revenue through collaboration. By introducing engaging gamification elements like treasure chests, Hippo incorporates interactive elements of surprise and reward, encouraging users to engage with the platform and unlock valuable treasures. This creates interactive experiences that not only captivate users but also contribute to revenue generation. Furthermore, the platform enables seamless fiat on-ramp transactions, earning revenue through transaction fees.

With an expansive range of monetization channels, Hippo fortifies its financial foundation by leveraging established business models, while its treasury emerges as a robust supporter, facilitating self-sustaining emissions in the initial years of operation.

Monetization Channels

- AdTech revenue
- NFT mint & secondary transaction fees
- Third-Party marketplace partnerships and fees
- Gamification through Treasure Chests and events
- Fiat onramp/offramp fees

4. Sustainable Tokenomics Ecosystem Design

The Hippo ecosystem's innovate and sustainable tokenomics model has been designed in partnership with Prysm Group.

Prysm Group has successfully designed innovative tokenomics models for highly respected projects such as Polkadot, Pantera, CoinDesk, The Graph, Blockstack, Ripple, Amazon, IBM, and Cardano. These cover a vast range of services, including establishing game token economics design, token value analysis, governance audit, stablecoin economic audit, NFT market sizing, and more.

Our tokenomics model is designed to establish a self-sustainable ecosystem, placing utmost importance on principles of reuse, repair, and recycle. At the heart of this model lies our native token, which serves as the backbone of a thriving circular economy. By capturing value and facilitating transactions within the ecosystem, the native token encourages active participation and fosters a balanced environment. With a focus on maximizing efficiency, we prioritize the reuse of resources, enabling the treasury to recycle tokens. This circular economic approach not only drives economic growth but also promotes Hippo's platform sustainability.



By aligning incentives and creating a symbiotic relationship between participants and the ecosystem, our tokenomics model clears the path for self-sustaining platform that thrives on principles of resilience, innovation, and value creation.



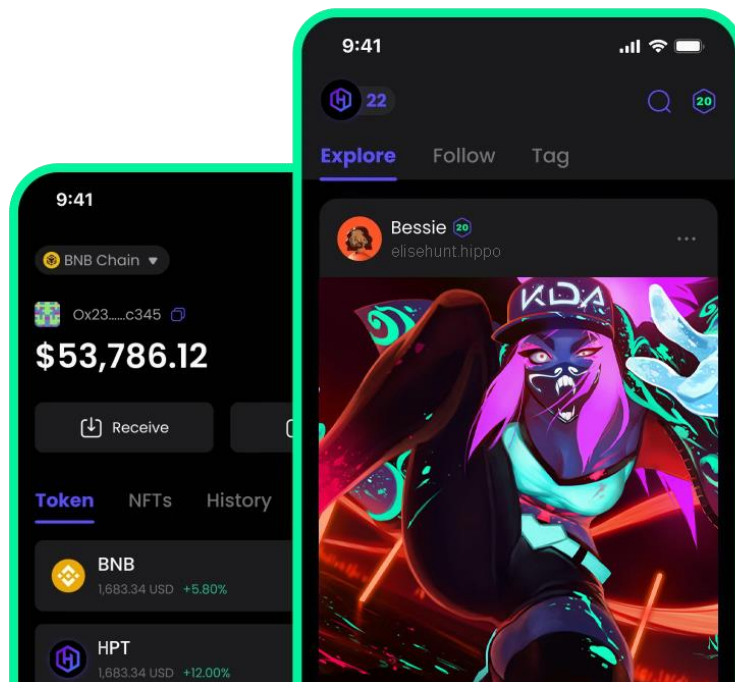
5. Social Protocol Engine: Launchpad, Generative AI, and Social Dapp Central

Introducing Hippo Labs, a cohesive platform within the Hippo ecosystem that embodies an open-platform concept. Powered by a proprietary technology stack, Hippo Labs serves as a launchpad for developers and builders, fostering innovation and collaboration. With generative AI driving content creation, Creator Incubation supporting aspiring creators, and the Launchpad propelling new projects, Hippo Labs fuels growth. Moreover, Social Dapp Central provides developers with the tools and resources to create engaging decentralized applications (dApps). By embracing openness and connectivity, Hippo Labs unlocks boundless opportunities for innovation and establishes itself as a driving force in the realm of social technology.

- Generative AI – Lowers the barriers to content creation while driving innovative and unique content on the platform
- Creator incubation – Supports the growth of up-and-coming creators in the Hippo Ecosystem, helping them grow together with the platform's success
- Launchpad – New projects and initiatives on the Hippo ecosystem
- Social Dapp Central-SDKs, APIs, and developer tools to support social Dapp creation in the Hippo Ecosystem

CORE PLATFORM

Hippo aims to become a leading platform powered by the intersection of Social, Web3, and AI



Social

- Content creators
- Artists
- Community
- Promoters
- Culture
- Gamification
- Engage-to-earn
- Chatrooms
- Live streaming

AI

- Generative AI Creator Studio
- User-centric experience
- Content curation
- Influencer marketing tools
- Social reputation listening
- Community management

Web3

- Identity & ownership
- Tokenomics
- Defi
- Digital collectibles
- Dynamic NFTs
- Token-gated events
- Subscriptions
- Marketplace
- Rewards & Airdrops



DECENTRALIZATION JOURNEY

Over the past decade, social media has become an integral part of our daily lives, with billions of people using platforms like Facebook, Twitter, and Instagram to connect with friends and family, share their thoughts and opinions, and consume news and entertainment. However, these centralized platforms have been criticized for their opaque algorithms, data privacy concerns, and potential for censorship and manipulation.

Decentralization offers a solution to these issues by distributing control and ownership of social networks among their users. This approach allows for greater transparency, security, and innovation while promoting freedom of speech and reducing the risk of monopolistic power.

Hippo will gradually shape its on-chain/ off-chain infrastructure and user experience towards decentralization, exploring strategies for transitioning from centralized to decentralized models.

By doing so, we intend to align the core values of Hippo with the right technology.

One Step at a Time

By aligning with the principles of Web3 decentralization, we aim to create platform that is truly decentralized, transparent, and secure. However, we understand that the transition to a decentralized platform requires careful planning and execution. Hence, we have broken down our roadmap into several phases that will enable us to gradually implement decentralization while ensuring that our users receive the best possible experience.

Phase 1

Wallet

Providing a foundational ground for users to interact with on-chain digital assets within the platform, with options to create a new self-custodial wallet or connect with existing external owned wallet.

Phase 2

Identity

Assigning a unique on-chain identity to each user as a handle that stores the account profile.

Also allowing portability with other DIDs(i.e Lens, Space.ID, CyberConnect)

Phase3

NFTs

Leveraging the power of on-chain digital assets by minting dynamic and composable Avatar, exclusive art collectibles, and subscription-based content.

Phase 4

UGC – User Generated Content

Empowering users'full content ownership by storing the UGC on-chain, promoting a user-centric platform



Phase 5

Social Graph

Allowing portability of user's graphs between different platforms, providing greater control, and tackling the cold-start problem by bringing your community aboard on day 1.

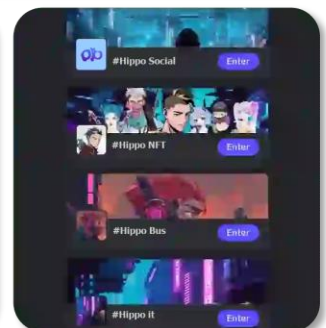
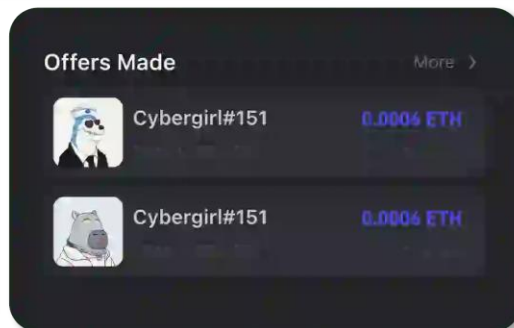
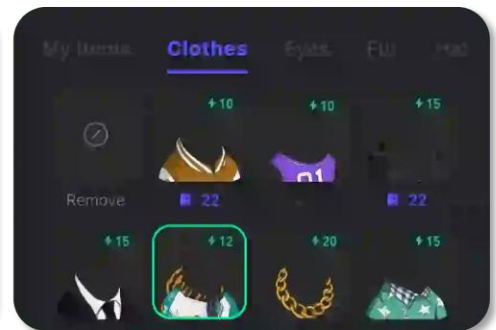
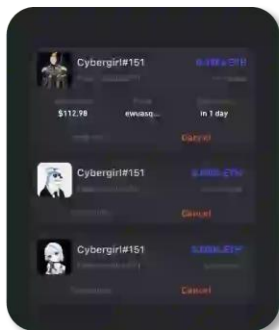
Phase 6

AI Algorithms

Opening the platform for optional community recommendation algorithms, promoting transparency, reducing bias, and creating a more inclusive social environment.

POP ECOSYSTEM

The Hippo ecosystem is multi-chain by design. In the near future, it will not matter to a user which native chain they are using as Hippo aims to abstract the technical complexities of Web3 navigation. The pop DApp and the Hippo token power the entire ecosystem and create to positive social feedback loop.



Hippo DApp

The Hippo DApp is your portal to warp into Web3 without having to sweat the details of Web3 and blockchain technology. The Hippo DApp will be available on the Apple App Store and the Google Play Store. Anyone can download the Hippo DApp and get started on creating their Web3 social lifestyle. Each new user can create an account to claim a personalized Hippo NFT. These are a limited edition Genesis Collection that can only be claimed by Hippo DApp's first few thousand users.

On Hippo, you can explore content, watch, like, comment, share, and interact with videos, images, articles, and more. All forms of engagement will be rewarded, so every user on the Hippo DApp can gain value every day in exchange for the time they spend on Hippo. Meanwhile, creators can benefit from all this and more by creating and posting unique content on the Hippo DApp.

Hippo will later drop a special feature inspired by AI power to encourage users into posting fun, relevant, and engaging content to gain creator perks as well. Hippo will also allow users to host private space on the platform for direct communication between creators and their followers. Hippo spaces will create an equal shared space to help spark innovation, collaborations, and discussions. More features will be introduced to the Hippo DApp in the following quarters.



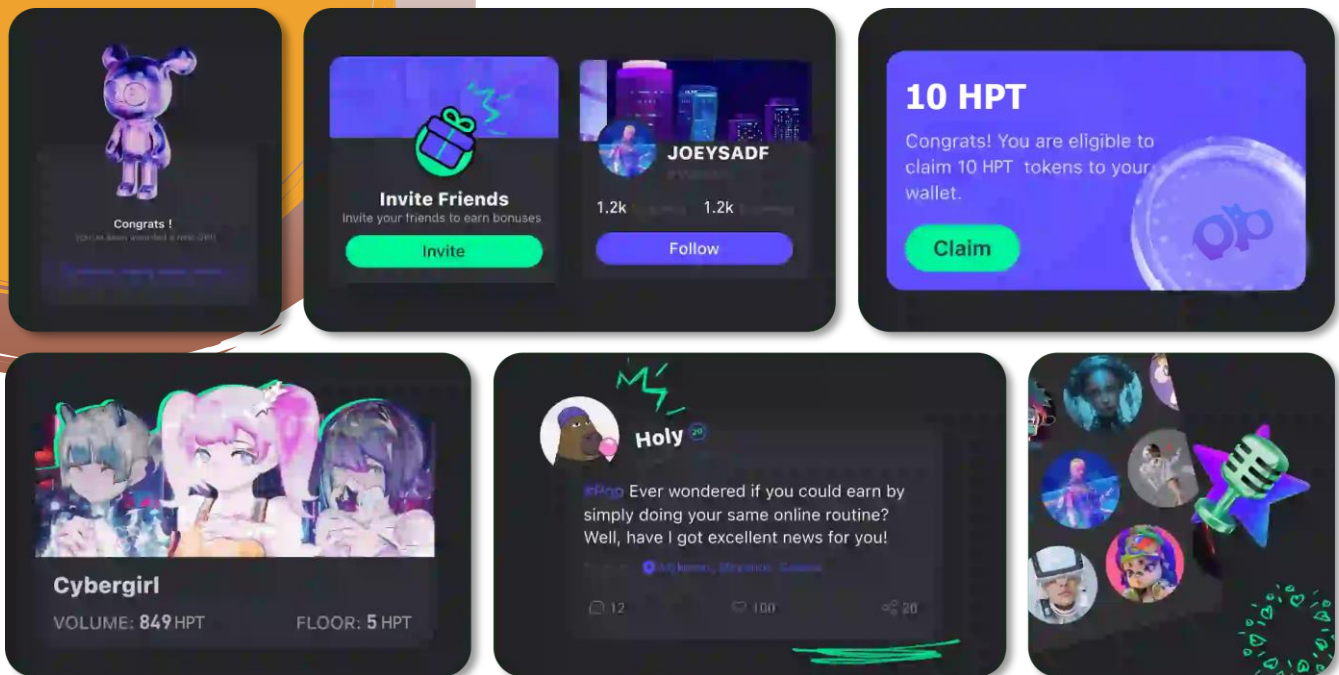
Ultimately, the Hippo DApp allows users to become creators and start leveraging content economy. You can post content, interact with content, or explore the Hippo DApp to network with fellow Hippo users (Hippoers) or complete missions to accumulate Hippo Credits (HCR), earn Hippo Token (HPT), and level up your profile. The Hippo DApp also connects with an on-chain self-custodial wallet where all your tokens and NFTs will be held securely.

Another crucial feature of the Hippo DApp is the Hippo NFT Marketplace. This is a hub where every user can buy, sell, or trade NFTs on the Hippo DApp. These NFTs can be from the Hippo NFT Collections or can be Creator NFTs minted by creators on the platform. Hippo allows its users to turn their original content into unique NFTs. These can be used to delight fans or act as subscription NFTs.

Hippo's implementation and execution of subscription-based NFTs involves an established Creator utilizing the power of community and NFT scarcity to enhance their content. The process begins with the Creator announcing the details of the NFT mint, including price, supply, validity period, and NFT utility such as revenue sharing and prizes. Once the NFTs are minted, the content creator interacts with the community, posting non-token marketing.

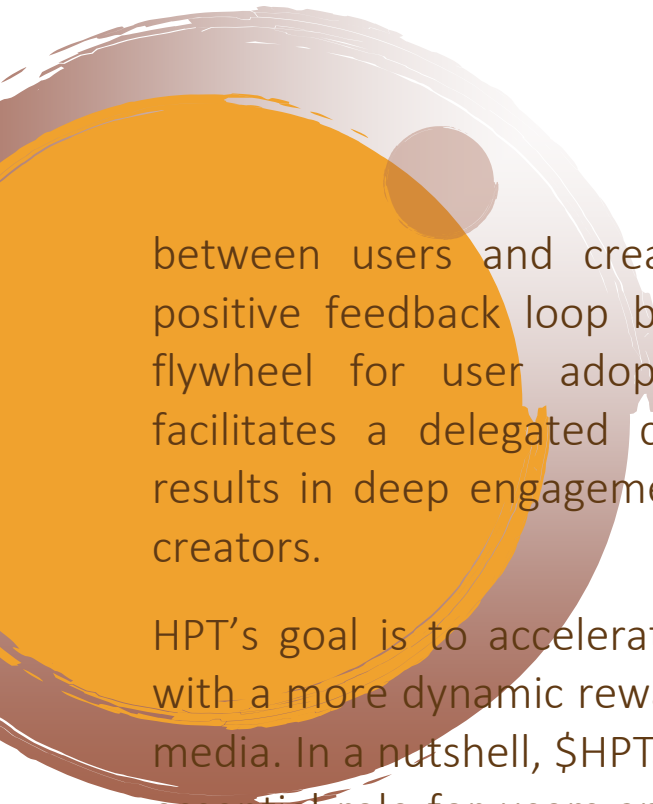
The season concludes, and the subscriptions expire, offering options to redeem tokens, use as mint passes, or trade on secondary

markets. This model combines the advantages of Web3 patreon, leveraging community power, and tribalism to create a win-win situation for both creators an fans.



Hippo Token (HPT)

The Hippo Token (HPT) is the main on-chain token that will be used as the major reward mechanism for the project. HPT's design is based on the ideology of building a world-class SocialFi token model that is self-sustainable and has healthy long-term emissions for all stakeholders. Hence, the Hippo platform's native token (HPT) features a tailored token model that turbocharges the relationship



between users and creators. This model creates a sustainable positive feedback loop based on dynamic emissions; acting as a flywheel for user adoption and creator engagement. It also facilitates a delegated creator-staking governance model which results in deep engagement between ecosystem stakeholders and creators.

HPT's goal is to accelerate user adoption and incentivize creators with a more dynamic rewards mechanism compared to Web2 social media. In a nutshell, \$HPT powers the Hippo ecosystem and plays an essential role for users and creators. On the Hippo ecosystem, HPT holders can use the native token to purchase and mint accessory NFTs, combine accessories with the Hippo Genesis NFT to unlock exclusive social features, stake to creators for governance, purchase NFTs on the Hippo NFT marketplace, tip creators and access premium content, Raid to Earn, mint and purchase Subscription NFTs, raise their Hippo account level, and at higher levels, unlock fee discounts for staking along with other utilities.

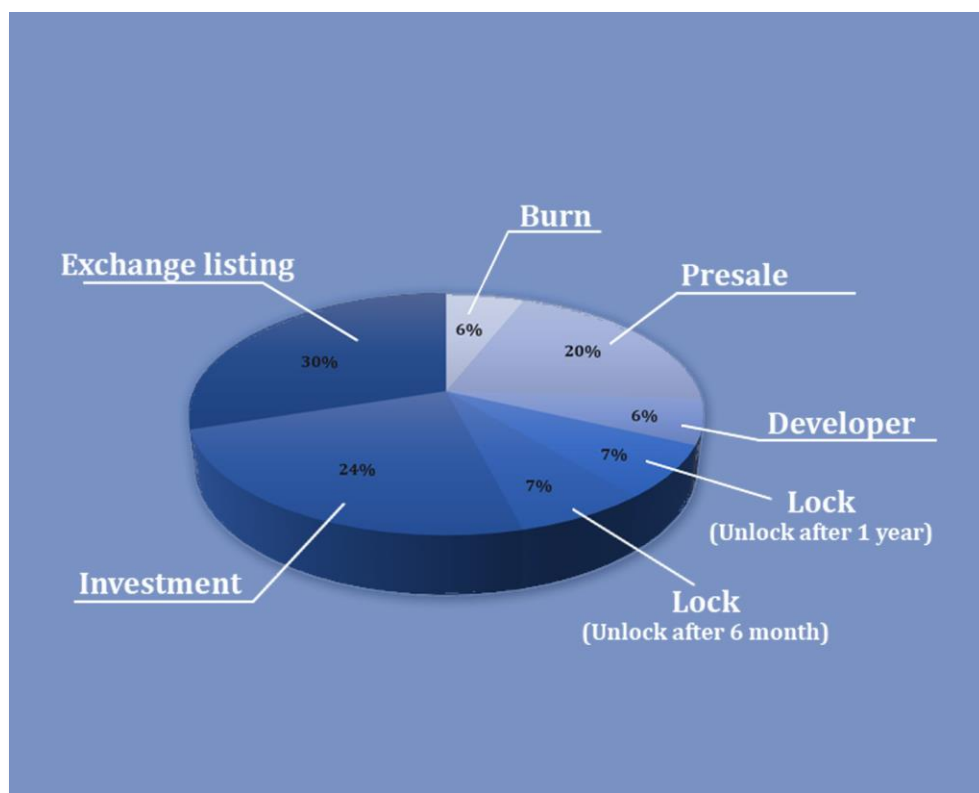
HPT is mainly earned by using the person's engagement score for the day. This score is determined by **Hippo Credits (HCR)** accumulated by users on the Hippo DApp. Pop Credits are earned by engaging on the platform and building value for the ecosystem through actions such as consuming content, sharing, liking, and inviting other users, creating content and generating engagement,

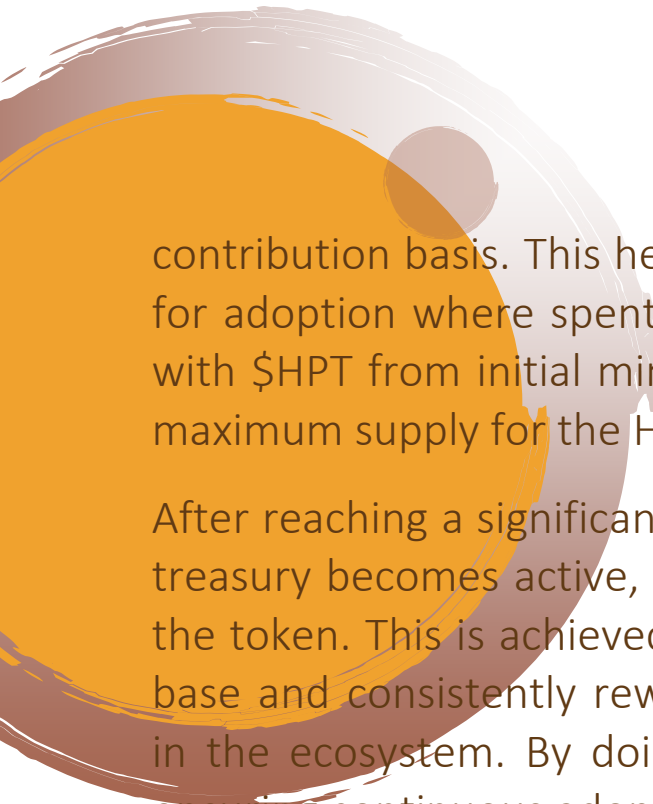
and general participation in the ecosystem. Hippo credits raise the level of the user over time.

Hippo Credits (HCR) is a non-transferable, off-chain Hippo server points system used for calculating each user's share of the daily token emissions and the lifetime earned HCR used for calculating account level. The conversion of HCR to HPT takes place three times per day at 08:00 UTC, 16:00 UTC, and 00:00 UTC.

Tokenomics

To maintain sustainable long term token economics in the Hippo ecosystem, the spent HPT goes to the Hippo treasury. The Hippo treasury captures the value between users, creators and the platform and redistributes these to members of the community on a



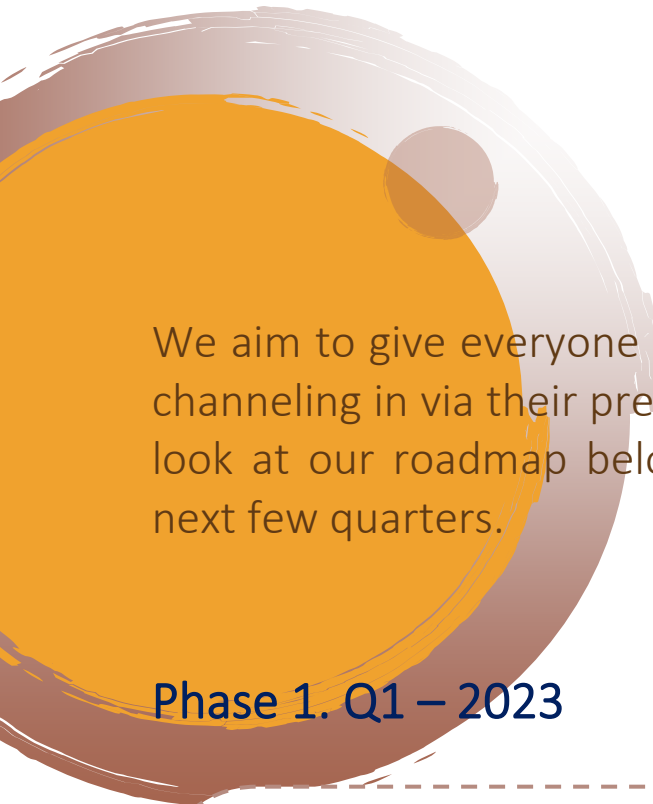


contribution basis. This helps create the flywheel effect as a catalyst for adoption where spent HPT are resent out into circulation along with \$HPT from initial minting as the platform adoption grows. The maximum supply for the HPT token is 210,000,000.

After reaching a significant decrease in average tokens per user, the treasury becomes active, initiating the accumulation of value within the token. This is achieved by redistributing tokens back to the user base and consistently rewarding users for their active participation in the ecosystem. By doing so, we establish a perpetual flywheel, ensuring continuous adoption and growth into the future.

ROADMAP

Hippo is on its way to be a complete multi-chain ecosystem to boots social growth. The Hippo ecosystem will eventually be home to multiple dApps running on our platform. We will begin by launching our Hippo Dapp ecosystem first and gradually work our way to connecting over multiple chains. Cross-functionality and omni-chain interoperability are some of the ultimate goals for pop.



We aim to give everyone the comfort of thriving on our platform by channeling in via their preferred digital routes. You can have a closer look at our roadmap below to see how we will progress over the next few quarters.

Phase 1. Q1 – 2023

Community Building

- ✚ Twitter
- ✚ Discord
- ✚ Telegram
- ✚ Conference
- ✚ Lead Web3 sponsor

Phase 2. Q2 – 2023

SocialFi App Engage to-Earn

- ✚ UGC
- ✚ Tokenomics partnership with PrysmGroup
- ✚ Gamification
- ✚ Open Beta Launch
- ✚ Consensus 2023 Austin Sponsorship
- ✚ Strategic Fundraising Round

Phase 3. Q3 – 2023

Decentralization Journey

- ✚ Unique Identity
- ✚ Profile
- ✚ Wallet
- ✚ Partnership with Web3Auth protocol
- ✚ Content
- ✚ Social Graph
- ✚ EVM scalable data availability layer
- ✚ Hippo token Launch

2023

Digital Collections & Marketplace

- ✚ Exclusive Collections
- ✚ Dynamic NFTs
- ✚ Content
- ✚ Subscriptions
- ✚ Creator Launchpad & Incubator
- ✚ Brand Partnerships
- ✚ Token gated events
- ✚ Rewards & Airdrops

Phase 5. Q1 – 2024

Algorithms & Generative AI

- ✚ UGC
- ✚ User-centric experience
- ✚ Recommendation algorithm
- ✚ Audience boost
- ✚ Social reputation listening
- ✚ Campaign Scheduling & Optimization

2024

Next-Gen AI Creator Studio

- ✚ Content curation
- ✚ Idea booster
- ✚ Campaign optimization
- ✚ Influencer marketing tools
- ✚ NFTs Creative Tool
- ✚ Community management

Phase 7. 2025

Inteoperable Platform for Developers

- ✚ Hippo Foundation & Hippo Labs
- ✚ Customized recommendation algorithms
- ✚ Protocol integration
- ✚ Marketplaces
- ✚ Innovative use cases
- ✚ Strategic & Branding Partnerships



Interoperable

Our journey towards decentralization is a critical step in achieving our long-term goal of becoming an aggregator platform for multi-chain interoperability.

By gradually implementing decentralized protocols and technologies, we are laying the foundational primitives that will enable us to create a more open, transparent, and composable platform.

This will not only increase the security and resilience of our ecosystem but also provide greater opportunities for collaboration and innovation.

As we continue on this journey, we remain committed to building a platform that empowers users and developers to freely interact and transact across different chains and protocols, ultimately creating a more decentralized and democratized future for Web3.



**Tokenomics Excites Hippo Fans
ss the Globe**



**Be a Decision Maker On The Hippo
Ecosystem With \$PGT**

Hippo News



We envision the creation of Hippo Labs, a comprehensive suite of solutions designed to foster the growth and development of the Hippo Ecosystem.

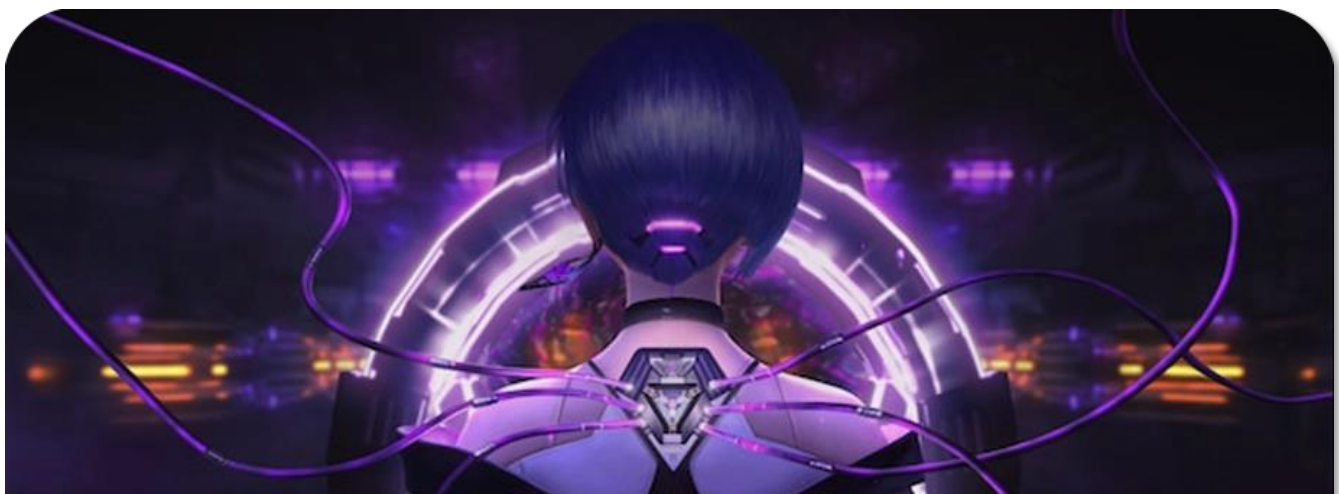


Hippo labs aims to be an interoperable platform comprised of two main components: a proprietary technology stack that powers the Social Protocol Engine and dApp Central, an open space that serves as a launchpad and builders.

From UGC assistant tools to recommendation algorithms, our solutions will be tailored to meet the needs of our users, whether they are creators, developers, or casual users.

By providing a range of solutions that empower and incentivize developers, we are building a robust and dynamic ecosystem that foster creativity, innovation, and collaboration.

Our suite of solution will evolve constantly to meet the changing needs of our users, ensuring that the Hippo Ecosystem remains at the forefront of Web3 innovation.



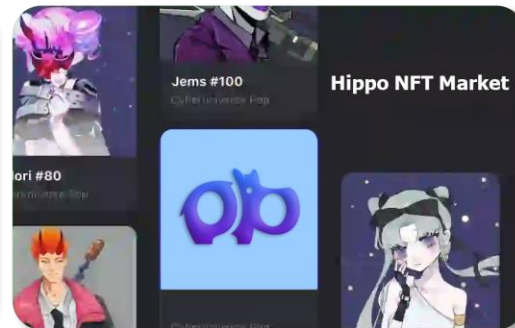
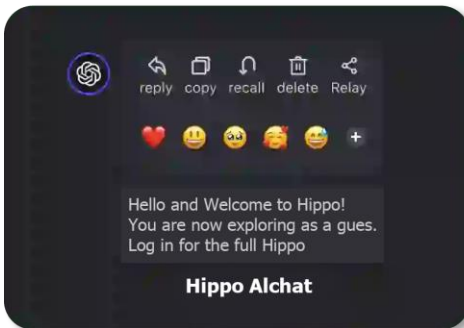
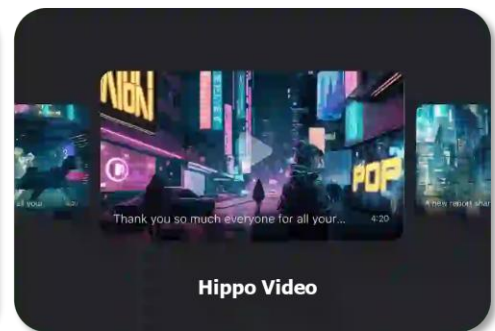
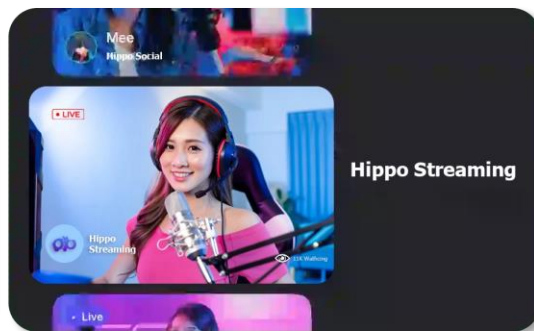
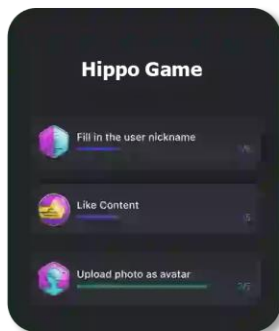
Cybergirl

VOLUME: 849 HPT

FLOOR: 5 HPT

HIPPO UNIVERSE

The Hippo Universe is a virtual realm that inspired all of Hippo's NFT Collections. You can find who you resonate with the most and explore the Hippo Universe as you continue to Explore the Hippo DApp and Ecosystem. Our NFT Collection keeps growing as the lore of the Hippo Universe expands. You will see many new designs and faces as we proceed into the later phases of the Hippo journey. The Hippo Universe is highly influenced by cyberpunk themes. All our NFT Collections will always have a fated connection with this theme. At their core, they will provide utility along with style.





Hippo Lore

The Hippo NFT Collection is centered around Hippo Lore. Every Hippo NFT's story is connected to CyberCity. As the lore goes, CyberCity is a sleeping city found in ruin. Over the years CyberCity was in slumber until one day it came to life. When it did, Cypher clans from all over the world made their way to find, settle, and thrive in CyberCity. Here they discovered other lifeforms and together began restore the revived city to surpass its former glory.

CyberCity

Home to Cyphers, Cybeasts, and Cypals, CyberCity is a former technological hub that was out of commission for years. Overtaken by nature, CyberCity slumbered until one day it came back to life. Its awakening called out to cyphers far and wide who came and settled in CyberCity. Cyphers now rediscover the lost wonders hidden away in this patch of land where they work together with Cybeasts and Cypals to explore and improve their collective way of life.

Cybeasts

Cybeasts are anthropomorphized animals who were native to CyberCity. They roamed the lands before the city came back to life. They are very laid back and leave running the city to Cyphers in exchange for some say in the matter. Functionally, they are mid-tier NFTs with restrictions on full NFT access but can unlock the full range of benefits and utilities when held together with tier-1 Cyphers.

Cypals

Cypals are anthropomorphized objects that were recently discovered in CyberCity. As new faces to the city, they are yet to write their stories and are considered more collectibles than characters. Functionally, the lowest tier with no utilities of its own. They can unlock partial or full potential when paired with Cyphers or Cybeasts.



Dynamic NFTS

The Hippo NFT Collection is vast. They are fashionable and personify freedom in terms of personal expression. Hippo users can use their HPT and EXP to level up their NFTs by adding exclusive and stylist NFT elements. Each Hippo NFT collection can be empowered by attaching accessories to match NFT or user preferences. Dynamic Hippo NFTs will further level up the Hippo Web3 SocialFi experience.



TEAM

The leading figures of the Hippo team hail from different parts of our world. Bringing vast knowledge and hands-on experience from their respective sectors, they came together to pour their passion and innovation into Hippo. So, without further ado, meet leading enigmatic figures of the Hippo team.

Michael Shen, CEO



As CEO and Cofounder of Hippo Labs, Michael is a dynamic innovator in the world of emerging technologies. With more than 8 years of experience in the blockchain and crypto industry, Michael is committed to building the next generation social gateway to accelerate the Web3 social revolution. Aimed at transforming the multi-billion dollar creator economy, Hippo will democratize content ownership and user privacy. The platform will play a fundamental role in the future of creativity, bridging the gap between traditional social media and the Web3 shared social experience as the ramp to bring the next one billion users to Web3.

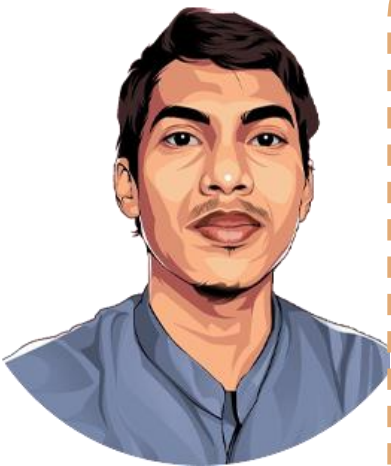
Dr. Joey Chou, Chief Product Officer

Dr. Joey is the CPO at Hippo Labs. With a doctoral degree from MIT and prior experience at Apple, he brings a wealth of knowledge and expertise in product design and innovation. In his role as CPO, he exercises a wide range of responsibilities from formulating product strategy, overseeing product development, conducting market research, coordinating with various company departments, leading the product team, to assuring product quality and performance.



Goncalo Vicente, Product Lead

Goncalo Vicente is an experienced product-centric founder and CEO of a web3 start-up developing an open protocol for digital assets inheritance, covering cryptocurrencies, NFTs and DeFi, taking it from ground zero to a successful live launch. Vincent has honed his skill for over 15 years at Accenture, a global consultancy firm, where he contributed to delivering numerous digital products and implementing large-scale solutions within the Fintech ecosystem.



Simranjeet Singh, Lead Frontend Developer

Jeet is Hippo's React Native Developer with a strong focus on blockchain, DeFi, and NFT solutions. He takes pride in developing innovative applications that elevate user experience and drive business growth. His expertise includes API development, responsive UI design, and app optimization, with experience in TypeScript, Solidity, Git, and GitHub for version control collaboration.



Matt Gao, Lead Backend Developer

Matt earned his MSc and BSc in Computer Science from Ohio University. As a professional in the blockchain and Web3 space since 2018, Matt holds extensive knowledge and hands-on experience in the industry. Matt held senior roles as an API developer in the United States. He is also well-versed when it comes to blockchain-oriented and R&D-specific projects. As a member of the ISO TC307 International Standards Committee, he has worked on multiple Ledge Technology Projects.





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