

Whitepaper

Hard Blue

by Joseph Keller

www.hard.blue

Date of Publication: July 3, 2021

ABSTRACT

The global crypto market is growing rapidly. Its inception dates back to 2008 when an individual or group of people under the name of Satoshi Nakamoto developed a new peer-to-peer (P2P) payment system. As of 2009, it began to be used when the first cryptocurrency, Bitcoin, was launched on the financial market. Bitcoin, the first and most popular cryptocurrency, is pioneering new grounds by bridging the gap between traditional money and digital currency, which have remained mostly unaltered for decades. However, Bitcoin has not had any relevant improvements for years, making Bitcoin outdated compared to other digital currencies. Hard Blue is one of them.

Therefore, in this paper, Hard Blue, a non-inflationary token and a long-term substitute for Bitcoin, is proposed. Hard Blue is more scalable than Bitcoin and has high-performance features. Meanwhile, Hard Blue is comparable to Bitcoin for high-value payments and store of value. By virtue of its speed, Hard Blue may be seen as a more formidable competitor than Bitcoin, which has a TPS capacity of just 7. Hard Blue's Cardano network, which utilizes just 0.006 TWh, is comparatively more energy-efficient than Bitcoin, which currently uses 121.36 TWh per year.

INTRODUCTION

Hard Blue is a non-inflationary token supported by the Cardano network, intended to be Hard money and a store of value on a planetary level.

Bitcoin codes have not been updated for years. Therefore, it is a slower and less scalable solution. It makes Bitcoin not effective as compared to other blockchain technologies. However, a few crypto experts claim that if Bitcoin is not updated or maintained, it is most probable the Bitcoin technology will obsolete in the upcoming years.

Moreover, with a limit of 7 transactions per second only, Bitcoin cannot compete with the Cardano network where Hard Blue runs, which currently has 1,000 transactions per second. Similarly, due to its complex protocol, Bitcoin has an extreme energy consumption that is another critical concern for crypto experts/owners. Meanwhile, many crypto experts justify that its consumption is equivalent to that of the current banking system; however, it is not sensible since we have much more efficient and respectful blockchain technologies with the environment.

For these reasons, it has been decided to create Hard Blue, a token that runs on the Cardano network with a total supply of 2,100,000,000 units.

However, unlike Bitcoin, Hard Blue already has all the tokens minted from the beginning. These tokens will be awarded when issued or offered for sale without the possibility of mine them in the future, thus increasing its value more rapidly in a few years but stabilizing its worth for the long term. However, we will not see the value of Bitcoin stabilize until at least 140 years have passed when the last Bitcoin will be created.

Hence, the purpose of this paper is to highlight the significance of the Hard Blue as an efficient blockchain asset and a long-term substitute for Bitcoin.

OVERVIEW

Tokenomics

The Hard Blue token will run on the Cardano blockchain and will use the HARD symbol. The total supply will be 2,100,000,000; all of these will be created from the first moment of existence of the token, and no more tokens can be created in any way. In simple, the token will be generated once at the beginning and never again.

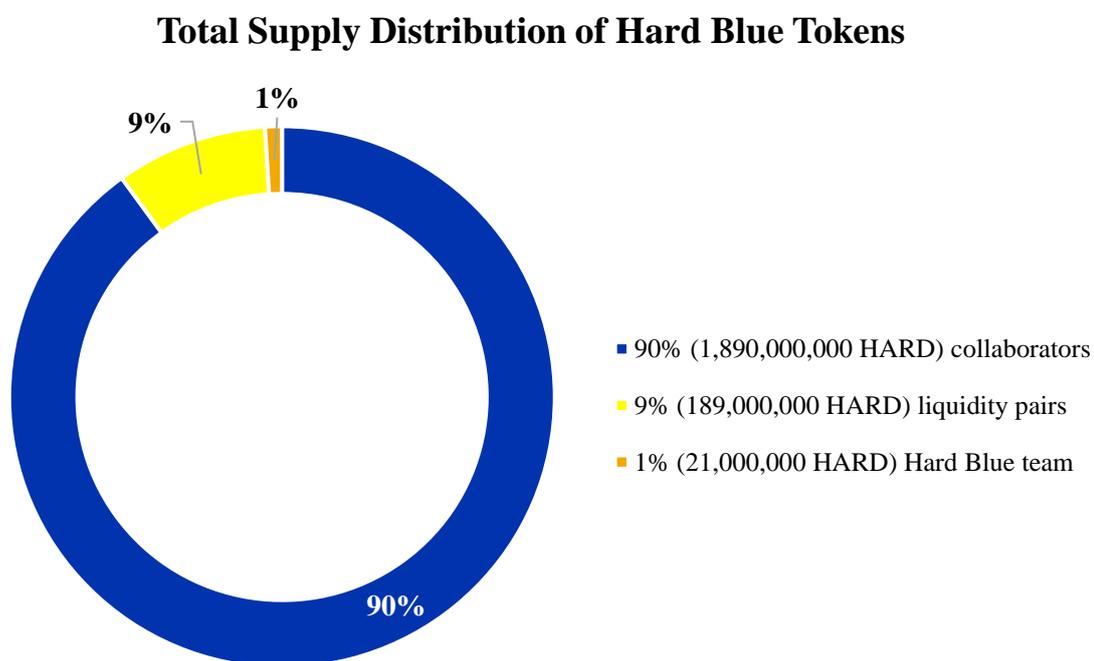


Figure 1. The total supply distribution of the Hard Blue tokens

Meanwhile, 90% of the tokens (1,890,000,000 HARD) will be used to reward collaborators who promote and disseminate the Hard Blue project. It will be issued to holders of channels and accounts in known social networks, requiring minimum influence requirements. This percentage could be reduced if the HARDs in the liquidity pairs are exhausted; this is explained later.

Similarly, notable collaborators such as exchanges and platforms that wish to associate with Hard Blue will also be admitted. In some instances, the rewards to them will be made with part of this quotient. Part of this may also be used, if appropriate, for airdrops and referral programs.

Traditional collaborators will be awarded the tokens based on the following mentioned criteria for YouTube channels, Podcasts, Social media platforms, and others. The Hard Blue team and notable collaborators may agree upon this amount. However, in the case of notable collaborators, the reward will be given according to the Hard Blue team's belief regarding the relevance these collaborators may have in the project.

The Hard Blue team reserves the right to modify this table at any time in the future if the price of the HARD token changes if it is considered appropriate to increase the media offer or for any other reason. The amounts of HARD that appear in this table are delivered at the beginning of the creation of Hard Blue, but due to multiple factors, these can be increased or reduced over time.

A. YouTube channels, LBRY or similar:

The award criteria for the Hard Blue tokens for YouTube channel collaborators are mentioned below as per their subscriber range:

Collaborator with 100,000 to 500,000 subscribers:

- Mention in a video with an image of the project: 1,000 HARD
- Dedicate 50% or more of the video: 5,000 HARD

Collaborator who has from 500,001 to 1,000,000 subscribers:

- Mention in a video with an image of the project: 3,000 HARD
- Dedicate 50% or more of the video: 15,000 HARD

Collaborator with 1,000,001 to 10,000,000 subscribers:

- Mention in a video with an image of the project: 9,000 HARD
- Dedicate 50% or more of the video: 45,000 HARD

Contributor who has more than 10,000,000 subscribers:

- Mention in a video with an image of the project: 27,000 HARD
- Dedicate 50% or more of the video: 135,000 HARD

B. Podcast:

The award criteria for the Hard Blue tokens for Podcast collaborators are mentioned below as per their subscriber's range:

Collaborator with 100,000 to 500,000 subscribers:

- Mention in a podcast: 500 HARD
- Dedicate 50% or more of the podcast: 2,500 HARD

Collaborator who has from 500,001 to 1,000,000 subscribers:

- Mention in a podcast: 1,500 HARD
- Dedicate 50% or more of the podcast: 7,500 HARD

Collaborator with 1,000,001 to 10,000,000 subscribers:

- Mention in a podcast: 4,500 HARD
- Dedicate 50% or more of the podcast: 22,500 HARD

Contributor who has more than 10,000,000 subscribers:

- Mention in a podcast: 13,500 HARD
- Dedicate 50% or more of the podcast: 67,500 HARD

C. Twitter, Instagram, Facebook, or similar accounts:

The award criteria for the Hard Blue tokens for Podcast collaborators are mentioned below as per their follower's range:

The contributor who has 100,000 to 500,000 followers:

- Post: 75 HARD

Collaborator who has 500,001 to 1,000,000 followers:

- Post: 225 HARD

Collaborator who has 1,000,001 to 10,000,000 followers:

- Post: 675 HARD

The contributor who has more than 10,000,000 followers:

- Post: 2025 HARD

In this way, 9% of the tokens (189,000,000 HARD) will be placed in liquidity pairs or on exchange platforms to allow the first interested parties to acquire Hard Blue and thus begin to have a listing on the crypto market. If the HARDs of the liquidity pairs are exhausted, another 189,000,000 HARD of the supply that has not been distributed will be added; if these are exhausted, this process will be repeated until all the Hard Blue tokens are distributed to the collaborators, or are depleted on exchanges.

Henceforth, dedicating a part of the total supply in the exchanges will allow us to start trading in the markets, an essential question to be part of the ecosystem and thus Hard Blue can be indexed on platforms such as CoinGecko and CoinMarketCap.

Meanwhile, the proceeds of the HARD exchanged in the liquidity pairs can be used partially or fully in rewarding media campaigns or notable collaborators who do not accept the HARD token. Also, the unissued carryover can be retained for future strategies.

Furthermore, 1% of the tokens (21,000,000 HARD) will go to the Hard Blue team, which can also be reduced if the HARDs are depleted in the liquidity pairs.

STRATEGY

By dedicating the majority of the tokens to reward the promotion of Hard Blue, we will promote that this can be a long-term substitute for Bitcoin. We hope to create the most extensive dissemination campaign that a crypto project has had in history with this distribution system.

Once Hard Blue is high and on everyone's lips, we believe the project's popularity will feed itself.

Regarding the choice of collaborators in the promotion of Hard Blue, they will be selected according to their commitment to the project. Hard Blue will strive to select only collaborators with a vision of hold regarding the Hard Blue token, it will also be essential the magnitude of their means of influence or added value that can contribute to Hard Blue. Depending on the relevance that the collaborator in question is believed to have, they will receive a greater or lesser amount of the Hard Blue token. This amount will be initially set for media collaborators and negotiated privately in the case of a special collaborator.

By only releasing the correct number of tokens for sale, the value of Hard Blue will increase considerably when it diminishes, so we will try to avoid the volatility of the HARD token by placing new circulating liquidity in the pairs so that demand does not skyrocket. The amount of HARD reincorporated is detailed in the "Tokenomics" section. Suppose Hard Blue collaborators start trading with the initially issued tokens. In that case, this could affect the price of the same token. Hence, if the situation mentioned above happens, the Hard Blue team could stop rewarding the collaborator for increasing HARD's offer in liquidity pairs. Due to the large number of factors that may occur, we cannot incorporate any table or summary that indicates in a detailed or approximate way the rewards that will be awarded to special collaborators.

Markets are chaotic and unpredictable, and maintaining a new crypto asset without volatility is practically impossible. With this strategy, we want to achieve a constant but stable increase in the value of Hard Blue until the community sees its usefulness and its true value, and thus accepts it as a better alternative than Bitcoin.

The price of each Bitcoin is higher than other assets due to two factors, one is the amount of money that is invested in it at the moment, which may change over time, and the other is the limited number of tokens (21,000,000), due to this many novices in the crypto environment cannot have a clear reference of the value of this token compared to another that has a different circulating supply.

Many coins have not yet minted or mined their total supply, others are inflationary and the creation of more tokens could depend on many factors.

Then we will emulate what the price of 1 HARD would be if the Hard Blue project had been designed with a total supply of 21,000,000 HARD, and for this we have made the following graphic representations. We think this will help first timers compare Hard Blue to Bitcoin in a more open-ended way.

The calculation is made by taking the capitalization of the currency found at the time of writing this in the position that we will quote below and calculating the price of Hard Blue, taking into account a hypothetical total supply of 21,000,000 HARD and in a market with \$1.38T (trillions) in circulation, which is the money in crypto investments right now according to TradingView data.

We reiterate that these prices with the market capitalization indicated in the representations would only be possible if Hard Blue had 21,000,000 HARD of total supply, we recall that Hard Blue has been designed with a total supply of 21,000,000,000 HARD minted at one time in the creation of the token

Guiding Calculation of Hard Blue Price based on the Position on CoinMarketCap

If Hard Blue lands CoinMarketCap position 30 with a capitalization of \$3,089,554,145, each HARD token will cost \$147.12 (See Figure 2).

☆	28	 Aave AAVE	\$270.97	-2.45%	-41.55%	\$3,465,211,568
☆	29	 SHIBA INU SHIB	\$0.000008695	-1.18%	-17.66%	\$3,432,925,321
☆	30	 Hard Blue HARD	\$147.12	-3.59%	-20.20%	\$3,089,554,145
☆	31	 Algorand ALGO	\$0.9047	-4.02%	-14.50%	\$2,777,347,951
☆	32	 Bitcoin SV BSV	\$148.69	-0.47%	-17.07%	\$2,746,049,015

Figure 2. Hard Blue's CoinMarketCap Position

Similarly, if Hard Blue gets CoinMarketCap position 20 with a capitalization of \$6,576,547,582, each HARD token will cost \$313.16 (See Figure 3).

☆	18	 Internet Computer ICP	\$48.25	-0.13%	-2.51%	\$6,726,085,746
☆	19	 Ethereum Classic ETC	\$57.17	-0.17%	-42.66%	\$6,631,784,810
☆	20	 Hard Blue HARD	\$313.16	-2.32%	-30.04%	\$6,276,547,582
☆	21	 Stellar XLM	\$0.2695	-1.64%	-10.37%	\$6,236,110,553
☆	22	 VeChain VET	\$0.08823	-0.70%	-21.45%	\$5,618,660,414

Figure 3. Hard Blue's CoinMarketCap Position

If Hard Blue achieves CoinMarketCap position 10 with a capitalization of \$13,069,284,362, each HARD token will cost \$622.34 (See Figure 4).

☆	8	 USD Coin USDC	\$0.9993	-0.10%	-0.16%	\$25,500,717,006
☆	9	 Polkadot DOT	\$15.87	-0.83%	-10.72%	\$15,037,107,433
☆	10	 Hard Blue HARD	\$622.34	-8.90%	-28.99%	\$13,069,284,362
☆	11	 Binance USD BUSD	\$0.9991	-0.12%	-0.17%	\$10,615,861,637
☆	12	 Bitcoin Cash BCH	\$531.88	-4.17%	-16.85%	\$9,776,006,063

Figure 4. Hard Blue's CoinMarketCap Position

We reiterate that these prices have been calculated taking into account a hypothetical total supply mentioned above and the total capital that is invested in the cryptocurrency market at the time of writing this document, which is \$ 1.38T (at the best moment of the cryptocurrency market, this market has had \$ 2.4T invested, which is found on May 8, 2021).

If more money is injected into this market, we would find ourselves in an environment never seen before, which could happen very soon if one or more countries pass specific regulations related to cryptocurrencies or if the inflation of FIAT currencies increases.

The following table is created by adding the assumed future capitalization of Hard Blue. This table, like the previous emulations, has been made taking a hypothetical total supply of 21,000,000 HARD. Below you can see the calculation of the price of Hard Blue based on the hypothetical total supply of 21,000,000 HARD and the capital invested in the crypto market:

Table 1. Price calculation of Hard Blue based on the invested capital in the crypto market.

	\$1,38T	\$2,4T	\$3T	\$5T	\$10T
Position 30	\$142.85	\$248.55	\$420.04	\$701.46	\$1,402.92
Position 20	\$313.16	\$544.89	\$920.86	\$1,537.83	\$3,075.66
Position 10	\$622.34	\$1,082.87	\$1,830.05	\$3,056.18	\$6,112.36

CONCLUSION

Hard Blue is a project designed for the long term, as a store of value, as Hard money, with better characteristics than Bitcoin. A high price does not mean a great value; that phrase could be attributed to many projects.

Creating a valuable system to safeguard value is not easy. Public opinion rules and a large part of the community has a dogmatic faith towards Bitcoin; with a relevant promotion campaign, we will achieve two things, distribute a considerable percentage of the total Hard Blue supply to the more committed dissemination channels in exchange for collaboration on social networks and publicize a new alternative that could replace Bitcoin.

Low commissions, high transaction capacity, and low consumption make Hard Blue a scalable option as a store of value. Running the project on the Cardano blockchain gives us a decentralized and reliable environment supported by great professionals in the sector.

DISCLAIMER

Please read this disclaimer section carefully. If you are in any doubt about the action you should take, you should consult your legal, financial, tax, or other professional advisor.

This whitepaper does not constitute a prospectus of any sort, neither is it a solicitation for investment, and to our knowledge, does not pertain in any way to an offering of securities, shares, or any other financial products or instruments falling under the scope of financial regulations in any jurisdiction. Its purpose is to clearly outline our vision about the properties and functionalities of the Hard Blue project.

This whitepaper is meant for an audience with a profound understanding of concepts like the blockchain, its usage of public and private keys, cryptocurrencies, and tokens.

It is expected that the reader understands and accepts that while the Hard Blue will make reasonable efforts and do its best to develop the Hard Blue project as outlined, such development may delay, fail, or maybe different as foreseen for technical, commercial, regulatory, or other reasons. Even if all or parts of the Hard Blue project are successfully developed and released in full or in parts, due to a lack of interest from target stakeholders, the Hard Blue project could be fully or partially abandoned, remain commercially unsuccessful, or shut down for lack of interest or other reasons.

ELIGIBILITY

You are fully aware of and understand that you are not eligible to purchase any HARD token if you are a citizen or resident of a geographic area in which access to or ownership of the HARD Token is prohibited by applicable law, decree, regulation, treaty, or administrative act.