HEEBOO

The Fan Participation Platform

Real rewards for discovering the next hit IP.

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If you know Claynosaurz, you’ve already seen HEEBOO in action.

Claynosaurz is the proof. HEEBOO is the platform that lets any creator do what Claynosaurz did — build a real community, ship real IP, and let the fans who supported early participate in the story they help build.

THE PROBLEM

Fans pour time, money, and hype into creators on Instagram, Kickstarter, and Patreon — and get nothing permanent back. Not status. Not ownership. The relationship resets every time.

THE FIX

On HEEBOO, every contribution is recorded forever, being early is provable, and fans can put real capital behind specific milestones.

THE TOKEN

$HEEBOO is the economic layer that powers participation. Creators use it to reward fans. Fans earn it by discovering, supporting, and helping grow the projects they believe in.

Three years of proof, before the platform exists.

2B+ VIDEO VIEWS	**1M+** FANS ACROSS SOCIAL	**573M** ORGANIC IMPRESSIONS
40+ INDUSTRY AWARDS	**50,000+** ACTIVE WALLETS	**11M+** REVENUE IN 3 YEARS

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Who We Are

Most of you found us through Claynosaurz, the animated social franchise. So let's start there, because Claynosaurz is the whole point.

For three years, a small team built a digital-first animated world from scratch. No big studio greenlit it. No TV network handed it a slot. It grew because real fans showed up. They watched, shared, collected, created fan art, and stuck around. That community turned into collectibles, merchandise, games, and content across multiple revenue streams.

Here's the uncomfortable truth we lived through: the fans who made Claynosaurz happen, the ones who were there on day one, had no permanent way to prove it, and no way to share in what they helped build. The platforms we used treat fandom like a one-night session. When it ends, everything resets.

We didn't read about this problem in a pitch deck. We are operating inside it. HEEBOO is the platform we wish we'd had. And now we're building it for every creator and every fan.

The Problem

Think about every platform a fan uses today:

KICKSTARTER	Wipes your identity clean after each campaign.
PATREON	Makes you a “subscriber,” not a contributor or owner.
INSTAGRAM / TIKTOK	Turn you into a number on an algorithm’s feed.
DISCORD	Gives you a chat room with no memory.

On all of them, fandom is extractive by default: you give attention, money, and energy, and the platform captures the value. You don't get equity. You don't even get status. Years of loyalty compound into nothing you get to keep.

And it's a huge amount of value being thrown away. Around $3 billion every year flows from fans to creators on crowdfunding platforms alone, and the fans receive neither ownership nor recognition for it. Nothing.

Fandom Is Infrastructure

The best creative projects should rise because real fans discovered them, validated them, and backed them with their time, creativity, and capital, not because a studio executive said yes.

When fans participate on HEEBOO, they create proof of demand that no pitch deck can fake. And the fans who showed up early, who believed when it was still just an idea, get something permanent to show for it.

HEEBOO is not social media app. It's not a crowdfunding platform. It sits in the middle: a place where fans are active participants in creating the IP they believe in.

How HEEBOO Works

THE TIMELINE

Every project on HEEBOO has a Timeline. A feed resets every session and rewards whatever's newest. A Timeline is the opposite: a shared, permanent, in-order record of everything that has happened in a project, every release, every milestone the community crossed, and exactly where you joined the story.

THE DROP

Everything published on HEEBOO is a DROP: a release into the shared Timeline, experienced collectively, remembered permanently. A DROP is not a post.
It has three core components:

1. A live window — fans experience it together, in real time. When the window closes, it's archived. The moment has passed.
2. A participation layer — every DROP comes with something to do: a vote, a creative challenge, a prediction, a group action.
3. A permanent spot on the Timeline — it stays exactly where it happened, forever. Nothing gets buried by an algorithm.

The most powerful DROPs are community-unlocked: the content doesn't even exist until fans collectively earn it, by creating, taking action together, or funding a goal. This gives creators a flexible vocabulary for engagement.

COMMUNITY DROPS

Fans can publish too: fan art, theories, remixes, reactions. The best fan work rises through peer recognition, not algorithms, and creators can promote standout fan work into the official Timeline. The community becomes a creative ecosystem, not just an audience.

MEMORIES

Every DROP you join becomes a memory in your collection. Your participation is recorded and attributed to you in a way a fan who arrives later can never replicate. A fan with three memories is exploring. A fan with sixty, stretching back to the very first DROP, is a founder. Their name is woven into the Timeline.

TOGETHERNESS

Social media is something you scroll through by yourself. HEEBOO is built around the opposite feeling. Live presence counters show how many people are participating right now. Shared progress bars move with collective action. Reveals land at the same moment for everyone. It's the difference between an empty stadium and a full one: same content, completely different experience.

The Power Of Superfans

The internet has created a new kind of tastemaker: people who discover great things before the rest of the world.

Every major franchise, creator, and cultural movement begins with a small group of believers who show up early, spread the word, and help it grow. Yet today's platforms have no way to recognize or reward those contributions.

HEEBOO is built around the idea that discovery deserves recognition. The fans who help uncover and support the next generation of franchises should have something permanent to show for it.

SUPERFANS

Use 42% of their free time creating and sharing

SUPERFANS

Spend 3× more on the brands they love

SUPERFANS

Drive word-of-mouth that outperforms paid marketing 4 to 1

The Value Loop

HEEBOO turns fan participation into an economy. Creators come to HEEBOO to build an audience, fund their ideas, and discover what their fans actually want. Fans come to discover original IP early, participate in its growth, and back the projects they believe in.

$HEEBOO is the economic layer that connects them.

Every project launched on HEEBOO directs 10% of its raise toward purchasing $HEEBOO and funding that project's fan reward pool. Those tokens are distributed over time to the fans who contribute to its growth — by discovering, participating, creating, sharing, and supporting.

Fans can hold what they earn, trade it, spend it across the HEEBOO ecosystem, or put it behind the next milestone of a project they believe in.

This creates a network effect:
→ More projects bring more fans.
→ More fans bring more participation and capital.
→ More capital creates more $HEEBOO purchases and fan rewards.
→ More rewards build stronger, more engaged communities.
→ Stronger communities attract more creators and projects.

Every new project makes the network stronger.
$HEEBOO is the economic layer that keeps that value moving.

$HEEBOO TOKEN

A single, tradable utility token that powers the economic layer of the platform.

CREATORS	***HOW THEY START & REWARD*** How they get started and reward fans: launch programs, participation bonuses, referrals. A way to point energy at the fan behaviors that matter most.
FANS	***THE REWARD FOR SHOWING UP*** The reward for showing up early and staying engaged. Earn it, hold it, trade it, spend it, or use it to fund the IP you believe in. $HEEBOO is the bridge from being a fan to being a stakeholder.
PARTNERS	***THE ACCESS POINT*** Visibility into real fan demand data, audience insight, and deals backed by proof rather than guesswork

You never need $HEEBOO to join a DROP. Core participation is always free. The token is for those who want skin in the game: betting on the future of fandom-powered entertainment and the roster of creators building on HEEBOO.

What You get

FOR CREATORS

Not followers. Not subscribers. An invested community that participates, creates alongside you, and funds what they believe in. Funding happens incrementally, with no make-or-break campaign, and because fans build identity through memories, tiers, streaks, and Founder status, they have something to lose by leaving.

FOR FANS

Discovering something great finally counts. Your contributions are attributed to you forever. You earn status and $HEEBOO by doing what you already do: showing up. And you can move from cheering on the sidelines to actually backing the IP you love.

FOR PARTNERS

Every interaction generates a signal. Over time these compound into real behavioral data on what fans actually do, not what they say in a survey. That de-risks licensing and merchandising, and acts as a leading indicator of which IP will succeed. Over time it becomes HEEBOO's deepest moat.

Why Now

Fans are the most powerful force in entertainment. They turn unknown projects into cultural phenomena, fund what they believe in, and build communities that outlast the content itself. And yet nowhere on the internet does any of this add up to anything permanent.

The next generation of entertainment won't be greenlit by studios. It will be validated by fans who showed up, participated, and put something on the line.

Claynosaurz showed it's possible.
HEEBOO makes it repeatable for everyone.

This is how fandom becomes infrastructure.