

H-POP

The Trivia Game You Don't Have to Be
Smart to Win — Just Pay Attention

Where watching funny videos
can win you real prizes.

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THE PROBLEM



- Most trivia games reward knowledge.
 - Most ads are ignored.
 - Most mobile games are forgettable.
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- * People want entertainment with meaning and reward.
 - * Advertisers struggle to grab attention.
 - * Players rarely feel like they have a real shot at winning something significant.

THE SOLUTION — H-POP

Funny videos. Focused play. Real rewards.

3 players, 9 funny videos, 3 questions per video.

The faster you answer correctly, the more points you earn.

Win real prizes in short bursts of attention-powered competition.

Built for mass appeal — not niche gamers or trivia buffs.



WHY IT WORKS



People love to laugh and hate to lose

Every video is also a sponsored ad or content integration

Engagement is guaranteed — to win, you have to watch

Monetization flows through entry fees + advertisers

MARKET OPPORTUNITY



\$250B+ global gaming market

Short-form video > most consumed content type

Trivia + casual games + ad-supported = underserved hybrid

Built-in competitive edge from survey insights
(86% want to “compete with a real chance to win”)

GAME LOOP & PLAYER PROGRESSION

Entry cost: \$0.20 per game

Win streak model (6/12/18/24 players defeated = bigger prizes)

Prize wheel + cash rewards + bonus rounds

Referral + retention rewards = virality



REVENUE MODEL



\$0.20 entry per player (3-player games)

\$12 CPM for ads during video (growing with scale)

Upsells, sponsor packs, brand partnerships

Referral multipliers (users bring users)

TRACTION / PROTOTYPES



Mention development stage

Internal testing / feedback if available

Testimonials, quotes, or mockups of UI

Mention it's ready for scale — “Rocket is on the launchpad”

ROADMAP & FUNDING



What's next?

Scale user base

Add advertiser partnerships

Launch on iOS/Android

Seeking to raise \$650K from no more than 24 total investors. The smallest investment, \$5000.
Expected to more than double your investment the first year.

THE ASK

We're not just building a trivia app. We're building a platform where focus = reward, ads = entertainment, and everyone has a real shot to win something significant.

Seeking 1 strategic partner

Investment, distribution, or ad support

Join the team launching the next category-defining game

