



Herectus whitepaper

Introducing a unique reward-driven ecosystem powered by a product-bound token.

- Real product behind
- Profit sharing mechanism
- Rising price floor
- Holders motivation
- Anti bot and dump protection
- Locked liquidity
- Vested team

Meet Herectus, the God of pleasure.

Herectus is an organic sexual life enhancing product that allows its users to retain peak performance throughout their legendary epics.

\$BIGD is a unique product-bound BSC profit sharing token that unlocks godly product features and allows its pantheon to reach the mythical Kalokagathia.

Abstract

Herectus is a highly concentrated extract of traditional herbs and important amino acids that have a strong positive impact on sexual life.

Herectus pills increase blood flow into genital organs, boost sex hormone levels, semen production and improve mood, which leads to increased sexual desire, more powerful and intense orgasms, enhanced sexual performance, stamina and vigor, thicker and harder erections, higher self-esteem and lower stress.

To create a unique reward-driven ecosystem Herectus introduces the \$BIGD product-bound token.

All Herectus products are priced in USD but can be purchased using the \$BIGD token to protect anonymity and privacy.

The token's smart contract is designed with features like profit sharing, transaction fees and whale control to ensure longevity as well as token's rising price floor.

Holders are therefore rewarded with stronger buying power, but also discounts and premium offers, all while participating in Herectus' success.

Herectus product overview

Herectus will be available in the form of pills at the time of launch, however we will add further variations and products (e.g. filters, oils etc.) over time.

Our recommended dosage is one pill daily, however extra pills can be taken in exciting situations. Immediate effects come right away after taking a pill, long term effects come after a few days of taking daily dosage.



Herectus formula

Herectus is based on a herbal-heavy formula that was perfected and proven by our team over the past year of development. The main components are:

Tribulus terrestris - a small leafy plant. Both the root and fruit of the plant have been used medicinally in Traditional Chinese Medicine and Indian Ayurveda medicine. The extract significantly increases sexual desire, arousal, satisfaction and overall sexual libido for both men and women. It also reduces blood sugar levels, cholesterol levels, helps prevent increasing cholesterol in blood and helps protect against blood vessel damage.

Lepidium meyenii - also known as maca or Peruvian ginseng, vastly used in traditional medicine. Research has shown a significant positive effect of maca on sexual dysfunction, erectile dysfunction and sexual desire, mood, well-being and interpersonal relationships improvements. It's also popular among athletes due to its effects of increasing strength, energy boosting and enhancing endurance performance.

L-arginine - an amino acid that helps the body build protein. Besides all its positive effects it also has shown significant positive effects on sexual desire, sexual interest, pleasure during sexual activity, sexual/erotic thoughts and arousal. Research even suggests it as a treatment for hypoactive sexual desire disorder (HSDD) and related conditions.



Ginkgo Biloba - is a tree native to China. Its extract (GBE) facilitates blood flow, influences nitric oxide systems and has a relaxant effect on smooth muscle tissue. These processes are important to sexual response and function, therefore the extract significantly increases arousal generation, sexual desire and hardened erections.

Herectus is produced in a modern, state-of-the-art equipped and licensed laboratory strictly from organic resources. Continual research constantly updates the formula and comes up with new extracts focused on specific areas of sexual life improvement.

All current and new products are thoroughly tested and certified before being available for purchase. Additionally, we plan to widen the available range of products with additional organic dietary supplements in the future.

Token overview



All Herectus products are priced in USD but available to buy using \$BIGD token. \$BIGD holders are rewarded with profit sharing, product discounts and access to premium features.

Token's price floor is continuously risen by a 5% profit share of each product sale and by a 3% transaction fee. The profit share goes into the liquidity pool driving the price up, and transaction fees are distributed among all holders and put into their wallets. Plus to ensure fairness and longevity, we've put in place dumping restrictions, whale control as well as vesting for all team members to prevent price shocks.

Product bound

Herectus products are priced in USD, but available for purchase with \$BIGD tokens. This feature has several implications. Early adopters of the \$BIGD token will be able to buy more products in the future as the token appreciates, further driving the price floor up.

By bypassing fiat currency, credit, marketing and other data gathering companies will not know of our customers' purchases, therefore protecting their privacy. And by bounding the token to a real product, \$BIGD holders will always have a real utility for their tokens.

No price shocks

The stability of the token is protected by several systems that we've put in place. To appease whales, no wallet will be able to hold more than 0.5% of token supply, max buy for one wallet on pre-sale will be limited to 30 BNB and to protect against bots we set a minimum holding period to 5 minutes.

At the same time all team members and project participants will receive their tokens over time, as we will vest all privately held tokens on team.finance.

Rewards driven

Utility and profits are not the only motivation we offer for buying the \$BIGD token. To complete the ecosystem, we offer holders of a sufficient amount of \$BIGD tokens product discounts, access to premium offers and early access to new products.

Rising price floor

As we want to share and build our community, we put 5% of each sale back into the token's liquidity pool, appreciating the token as the platform grows and to ensure everyone can participate on Herectus' success.

At the same time, the \$BIGD smart contract contains a 3% transaction fee that goes directly into holders' wallets. This design makes the \$BIGD token a lucrative asset.





Token sales

Herectus \$BIGD presale

Private presale:

- whitelist only through custom DAPP
- starts on December 20, 2021 at 5pm UTC
- fixed price of 1 BNB = 3 500 000 BIGD
- soft cap – 30 BNB, hard cap – 60 BNB
- unsold tokens are burned

Public presale on Pinksale.finance:

- starts on January 17, 2021 at 8pm UTC
- fixed price of 1 BNB = 3 000 000 BIGD
- soft cap – 50 BNB, hard cap – 100 BNB
- unsold tokens are burned

Token listing on PancakeSwap:

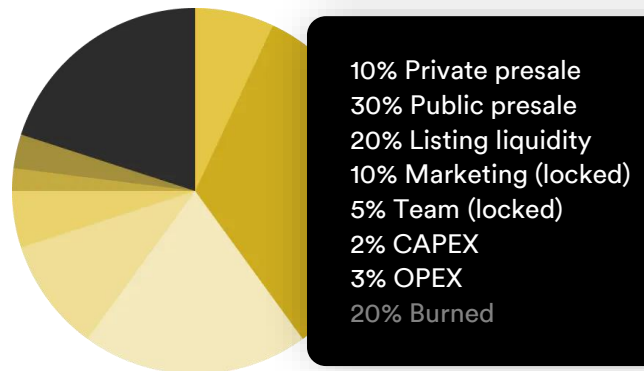
- scheduled few day after public presale
- initial price of 1 BNB = 3 000 000 BIGD
- listing 20% of total token supply

Use of funds

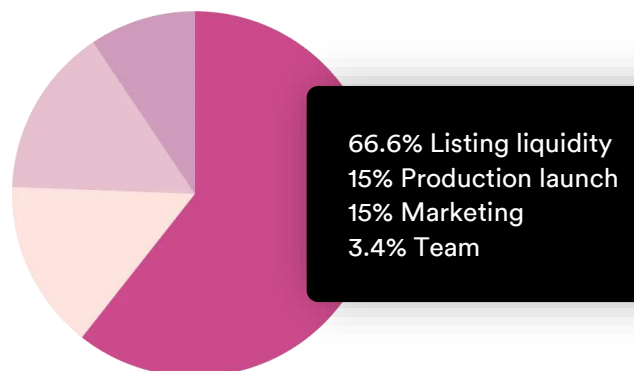
Main use of private sale funds is to prepare and start production, marketing and to create necessary liquidity. Our current distribution facility and channels need a few upgrades and to stockpile on materials, which have become scarcer and more expensive due to global logistics and market situation.

The production work in batches, with each batch taking some time to produce, followed by testing, packaging and logistics, therefore it needs to start in advance before store launch. Also successful launch heavily depends on the right marketing approach, where first product roll-outs will need notable marketing support.

Tokenomics



Use of presale funds



Join the presale on:

<https://herectus.com>



Go to market strategy

Product and store launch will be promoted through online marketing on the main platforms.

Product sales channels are divided by target buying personas, where we have found up to 10 different ones, described their needs and aspirations, identified the best ways to approach them and we are ready to launch targeted marketing campaigns.

Campaigns will be integrated and connected across every channel augmented by affiliate cooperation.

Experience as a brand

Our main goal is to deliver experience, emotion and new possibilities. The future of the brand will be shaped mainly by our customers, their feelings and experience while using Herectus.

Our input in this will be mainly communication and education so we create strong customer relationships. This also gives us deeper insight into customer motivations and behaviors.

Data centric

Our culture of testing is the same in product and in marketing. Our campaigns and approaches are tested and updated daily, while we keep looking at social-sharing metrics and larger data sets capturing online behavior.

We plan to use this data to create better segmentation and hence better personalized marketing, but also an input for new products design.

Roadmap

Phase I

Presales coming on December, 2021

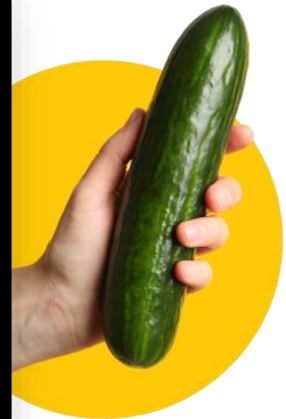
- Concept introduction
- Core Community Growth
- Initial Token Listings
- Raise Rewards System
- Team Expansion
- Token Airdrops



Phase II

Listing on January, 2022

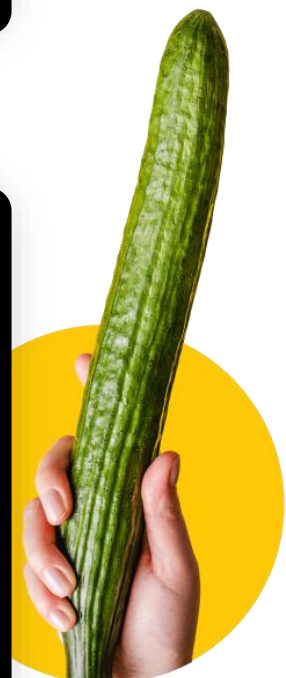
- Merchandising launch
- CoinGecko listing
- CoinMarketCap listing
- DEX and Exchanges partnerships
- Product pre-orders opened
- NFT Airdrops to holders



Phase III

E-commerce launch (Q1 2022)

- Herectus store launch
- Listing on Gate.io & KuCoin
- Marketing campaign launch
- Orders delivery
- Affiliate cooperation
- Customer education campaign



Embrace **Herectus** and join our **\$BIGD** family today!



Website



Telegram



Twitter



Reddit



Medium