

FightID x Holoworld AI — “Holler” Campaign

Platform: Hololaunch

Purpose: Reward creators who create viral content for FightID x Holoworld AI and secure fixed priority allocation for the ICO.

1. Objectives

- Encourage community creators to generate high-quality viral content about **FightID x Holoworld AI**.
 - Increase social visibility and engagement for the project.
 - Award creators with **fixed priority allocations** for the ICO without requiring them to compete in oversubscription rounds.
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2. Timeline (UTC)

Phase	Date & Time (UTC)	Description
Public Sale + Holler Campaign Launch	Oct 27, 2PM	Presale begins, UGC campaign opens
Public Sale Ends	Oct 30, 2 PM	Regular users complete contributions
Holler Submission Closes & Holler Deposit Phase Opens	Nov 1, 2 PM	Deadline for content submission; qualified creators start allocation confirmation
Holler Deposit Phase Ends	Nov 3, 2 PM	Creators finalize their allocations

Note: Holler-only deposit phase ensures qualified creators receive guaranteed allocations.

3. Participation Requirements

- Create **original content** on X (Twitter) about FightID x Holoworld AI:
 - Vision & mission
 - AI-driven features & identity integration
 - ICO highlights
- **Display name must include** 💡 emoji
- **Tag:** @JoinFightID and @HoloworldAI
- Acceptable content formats: Tweet, Thread, Video, or Article
- Submission deadline: **Nov 1, 2PM UTC**

4. Submission Process

1. Log in at launch.holoworld.com/ico/fight
2. Connect your X account
3. Submit **up to 5 content links**
4. Updates allowed until the deadline

Reward Structure

Guaranteed Minimum Allocation:

All qualified participants will receive a **minimum of \$100 USD allocation**.

Details:

- The exact allocation for each participant will be **determined by the FightID x Holoworld AI team** and **announced at a later stage**.

- Allocation depends on content quality, engagement, and overall participation.
- **Total allocation pool** comes from **0.25% of the presale allocation**.
- **No oversubscription required** — all qualified participants receive a fixed allocation.

Visual / Table Representation (Optional):

Tier	Allocation	Notes
All Qualified Creators	≥ \$100 USD	Specific allocation TBD
Total Pool	TBD	From 0.25% presale allocation

Key Notes:

- Each participant is guaranteed a baseline reward.
- Final distribution may vary but **no one will receive less than \$100 USD**.
- The phased announcement allows flexibility to reward outstanding content fairly.

6. Evaluation Criteria

- Creativity and originality of content
- Engagement metrics (likes, shares, comments)
- Alignment with FightID x Holoworld AI narrative
- Community impact (individual or aggregated for team submissions)

7. Rules & Compliance

- Only **original, organic content** allowed (no plagiarism, no AI auto-generation)
 - Fake engagement or bot activity = disqualification
 - Each creator may only receive **one allocation tier** (highest tier)
 - Linked and verified X account is mandatory
 - Hololaunch and FightID teams hold **final interpretation rights**
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8. Special Notes

- Winners are announced on **Nov 1, 2PM UTC**
- Creator allocation confirmation window: Nov 1 – Nov 3
- Outstanding content may be **reused by official channels** for promotion
- Violations result in immediate removal from rewards