



The Highest of Stakes

This is the true story of the most controversial figure
on the blockchain and his cult-like following.

Is he a crypto god or a billion-dollar conman?



Richard Heart

Founder, HEX

About The Highest of Stakes

The Tiger King of Crypto.

The Highest of Stakes follows the journey of Richard Heart, the top-hat-wearing, no-bullshit-talking, Louis-Vuitton-collecting creator of HEX coin (ERC-20 token), which has grown 10,000x in value since it was created two and a half years ago.

By the chart, it was the most appreciating asset in history, outperforming both Bitcoin and Ethereum...until it crashed with the rest of the market in June 2022.

And the whole thing may or may not be legit.

View the trailer



Password: THoS171s

View the film



Password: Indic3n

In the early 2000s, Richard was sued for email spam, earning the moniker 'The Spam King.'

Richard's questionable business history involves sex toys, miracle cleaners, and running a 150-employee marketing and mortgage company. With an alleged IQ of 147 and a possible diagnosis of narcissistic personality disorder, he's an enigma wrapped in gaudy designer packaging.

Richard's crypto celebrity began when, streaming from a throne in an undisclosed location, he called the top on Bitcoin at all-time-highs on the day—not once, but twice. A feat so rare many labeled him a crypto prophet, while others said he's simply crazy lucky.

Either way, he's impossible to ignore.

**If HEX proves to be legit,
Richard is on track to become the
world's first TRILLIONAIRE.**



The Highest
of Stakes



Dr. Kelly Richmond Pope looks under the hood to discover the “real” Richard.

To help viewers formulate their own opinion, certified fraud investigator and forensic accountant Dr. Kelly Richmond Pope steps on the scene, bringing her decades of insights and skepticism along with her cheeky distrust of the crypto space.

Kelly is joined by Dr. Lamont Black, Associate Professor of Finance in the Driehaus College of Business and former employee of the Federal Reserve who, along with his team of three TAs, looks to answer:

Is HEX a Ponzi scheme, a pyramid scheme, or a legitimate product?

Kelly takes on the player, while Lamont takes on the game.

Along the way, they will visit Clay Collins, the CEO of the coin-ranking site Nomics, who was thrust into the drama with the HEX Community when he dropped HEX’s market cap ranking from the 3rd to the 13th.

The team behind the film

We are a team of remarkable storytellers fueled by curiosity.

We've traveled to over 100 countries making commercial films for brands like:



FUJIFILM
Value from Innovation



5 Emmys



More than 100M impressions worldwide

As experts in the science of storytelling, we've been invited to train:

United Nations, Apple, Nike & 10,000 + filmmakers in over 100 countries.

TEDx





Experts on the Science of Storytelling

We're obsessed with understanding how story intersects with the human experience. We regularly test concepts with our university partners and we've been published in the Journal of Media Psychology.

Passionate & Meticulous Educators

We build educational solutions and have taught workshops in over 100 venues across the globe, including a very special invitation to teach at the United Nations in Geneva. The Muse Process has been taught to tens of thousands of filmmakers worldwide.

5-Time Emmy-Award-Winning Filmmakers

We love finding and developing a story using our own science-backed process developed to maximize engagement and results. Our films have been shown in theaters across the US and have earned us a handful of Emmy Awards.



Patrick Moreau
Co-Director

Take Your Time: Global campaign for Four Seasons Hotels & Resorts (2020)

Create Forever: Documentary short series for Fujifilm (2019)

The New Hustle: Documentary (2017)

The Remarkable Ones: Web series (2016)

Our Journey Home: Feature-length documentary (2015)

#standwithme: Feature-length documentary (2014)



Grant Peelle
Co-Director

#standwithme: Feature-length documentary (2014)

I'm Fine, Thanks: Feature-length documentary (2012)



Caitlin Miranda
Senior Producer



Story outline

Beginning

Some say HEX is the investment of a lifetime and others are convinced it's a crazed cult that has bought into a scam.

The film opens with Hexicans (what members of the HEX community call themselves) each individually taking a seat, one at a time, in front of a gray backdrop. They are then invited to play a game where they pull questions from a hat.

"Messiah."

Describe Richard Heart in one word:

"GOD."

"Ruler."



As more cards are pulled, we enter deeper into the world of Richard, HEX, and crypto.

We are inviting the audience on a journey to decide for themselves - which side is right?

KEY ART



Story outline (Middle)

We are introduced to RG3, the self-proclaimed Crypto Pirate as he places a phone call to a co-worker letting him know he's become so rich from HEX he is quitting this job.

RG3 then introduces us to Mikey, a lifelong friend who he's convinced to invest in HEX. Audience members may find themselves yelling at the the screen trying to stop Mikey as they watch him go all-in, investing all of the proceeds from the recent sale of his family's house.

Now to tell his wife Ramey what he's done.

Disbelief grows as Mikey sits at the dining room table and reveals to his wife Ramey that he has invested all their savings into what she calls "internet quarters."

Cut to a large Las Vegas ballroom where we meet Dr. Kelly Richmond Pope, certified fraud investigator as she asks the question "Are you ready to look for some fraud today?"

As Kelly takes on looking into the legitimacy of HEX she wants to learn more about crypto so she seeks the support and advice of a colleague, Dr. Lamont Pope. They are both immediately skeptical of the rhetoric that HEX is the investment of a lifetime-

"That's a red flag!"

We meet BigK who originally hated Richard Heart, but after suffering a nearly half-a-million dollar loss in Bitcoin, remembered that there had been one voice warning everyone that a crash was imminent. When BigK learned that Richard was launching HEX, BigK got in on the ground floor. He went from nearly bankruptcy to traveling by private jet in under two years.

We revisit with Mikey and Ramey where their investment has lost over 65% of its original value. Their crypto wallet now reads \$594, down from \$100,000 - BUT - as Mikey shares, all of the HEX in this wallet has been "sacrificed" for Richard's next project. A project that is well over a year delayed from launch.

You can't make this shit up.



Story outline (End)

Audience members are left asking themselves:

Should they listen to Kelly and run screaming away from HEX? From crypto in general?

Is Lamont right? If HEX is useless, should they resist the urge to invest in HEX before the music stops?

Or should they get on board with the founder with the self-proclaimed Big PP who could become the world's richest person very soon?

Which side will you be on?

The answer to that question comes with the highest of stakes.



Main Characters



A photograph of Richard Heart, a man with sunglasses and a patterned jacket, standing between two women. He is wearing orange gloves and has his arms around them. The women are also wearing sunglasses and casual clothing. The background is dark and out of focus.

Richard Heart

Founder of HEX

Richard Heart is larger than life. He is a social media warmonger, billionaire (our label, not his), and self-help guru.

He seeks eternal glory by godfathering the greatest cryptocurrency of all time.

Born to run, Richard opened his first business at age 19 selling used stereo equipment. Everything was different back then, including his last name – Schueler. After early success, he became a self-proclaimed serial entrepreneur. Some of his previous marketing practices were called out as scams. In 2002, he was sued for abuse of anti-spam laws.

Nothing phases Richard.

He seized the opportunity to retire at 25. Ten years later, he changed his last name to Heart, wrote a self-help book, began a YouTube channel, and established himself as a cryptocurrency thought leader. Headed into his 40s, Richard launched HEX in 2019. It went on to grow 10,000x inside of its first two years, creating generational wealth for many who were first in.

His over-the-top persona and his fearless debates with the leaders of crypto make him irresistible on Twitter. His devoted followers gladly throw money at his projects to the tune of billions of dollars.

People either love him or love to hate him.



Kelly Richmond Pope

**Certified Fraud Investigator and
Accounting Professor / Counter Viewpoint**

Kelly is spunky and lovable. If she smells bullshit, she gets to the source of it, and fast.

Educated and honest, Kelly oozes legitimacy.

For 15 years, she has been an Associate Professor in the School of Accountancy and MIS at DePaul University, where she teaches forensic accounting, managerial accounting, financial accounting, and ethical leadership. On Outlier.org, she teaches a MasterClass-style accounting course—and it's the most popular course on the site.

She is in the final stages of publishing a book with Harvard on understanding fraud. She's the first black business author of a textbook for Pearson. And she was named one of the "most powerful women in accounting" in 2020 by the American Institute of CPAs and CPA Practice Advisor.

When she's not in the classroom, she engages in fraud and white-collar crime research.



Lamont Black

Cryptocurrency Professor / Counter Viewpoint

Lamont is a financial futurist who takes an unbiased approach, not just to cryptocurrency, but to what he refers to as the shared fiction of money.

He's an Associate Professor of Finance in the Driehaus College of Business at DePaul University. In his experiential learning approach, he works with business and computer science students to build real-world blockchain applications. Previously, he worked at the Federal Reserve in Washington, D.C. for 8 years.

Lamont frequently appears in TV, radio, webinar, and podcast interviews to share his highly valued, modern take on crypto:

- **Beyond the hype: Cryptocurrency and Blockchain Technology** – BMO Wealth Management – US, June 8, 2021
- **What's so nifty about NFTs?** – Tech on Reg Podcast, April 6, 2021
- **Financial Technology with Professor Lamont Black** – Stuff You Should Know About Finance Podcast, March 2021
- **Locked out of big bucks; Professor of finance Lamont Black educates us on Bitcoin** – WGN Radio, January 24, 2021
- **What's so nifty about NFTs?** – WGN Radio, August 18, 2020
- **Beyond the hype: Blockchain technology** – BMO Global Asset Management, March 2019

A portrait of a man with long hair and a beard, wearing a black bandana with sunglasses on top and a black shirt. He is looking directly at the camera with a serious expression.

Big K

Original Hexican / Community Member

Big K started out mining bitcoin for a measly \$30 a week, but as bitcoin skyrocketed, he took on debt to invest—until the crash of 2017, when he lost it all and didn't know how he was going to take care of his wife and daughter.

Then he went all in with HEX.

The gains he's seen from HEX have made it possible for him to retire early, move his family to Puerto Rico, and take private jets around the world.

Even with a luxurious lifestyle, he's making more than he can spend from HEX.

"People that find their way to wealth typically find their way to loneliness and conflict within their friends and family after that. And in this situation, I find myself with more togetherness and more friends and more family around me, excited and happy to be a part of it."

A portrait of a man wearing a black shirt, a white bandana with sunglasses on top, and a black eye mask. He is holding a sword in his right hand and looking to the side.

RG3

Outlandish Hexican / Community Member

RG3 was once houseless and an alcoholic. Today, he rarely meets anyone with more money than him.

Self-proclaimed pirate of crypto, he dresses and acts the part. With his dedication to his role in the community, he provides a window into the cult-like world that Hexicans live in and how fiercely they promote and defend their loot.

Exhausted by the constant need to defend Richard and the Hexicans, RG3 passionately live-streams with thoughts like, "Top hat, fat ass. Whatever you want to call him, he still did something good for the world. And I'm tired of people not recognizing that. It's driving me fucking crazy."

A portrait of a man with a beard and a black baseball cap worn backwards, smiling. He is wearing a dark jacket.

Mikey

Original Hexican / Community Member

Mikey is an old friend of RG3's, who feels like he already missed the boat on HEX, so he decides to go all in with his family's savings...only telling his wife, Ramey, once the deed was done.

Even when Mikey goes from \$100,000 to \$954, he's going back in - because Richard couldn't have fooled that many people, could he?

A portrait of a woman with long, wavy brown hair, wearing a white top and large green earrings. She has a serious expression.

Ramey

Captain of the Ship

Ramey is a stay at home mother of five - or the Captain of the Ship as many refer to her.

She does not see the point of the "internet quarters" that her husband has invested their life savings into.

Ramey is the personification of a segment of the audience, who thinks that with one swift action, Richard Heart could pack his Gucci bags and disappear with all of their life savings.

Kernels for The Highest of Stakes **Part II**

- On October 21, 2022, Richard Heart was named a defendant in a class action lawsuit claiming that Hex is a ponzi scheme
- Richard Heart is currently developing a new product, called Pulse. Richard raised over 1 billion dollars in “sacrifice” to support the project
- Richard was beat to market for Pulse by Ethereum, but has proven the model he is working and Pulse could launch any time in the near future
 - In June 2022, Hex crashed to \$.03, from its all time high of \$.47, loosing “Hexicans” millions of dollars
- As of December 1, 2022, several members of the Hexican community have received subpoenas from the SEC for their investigation
into HEX and PulseChain
- As of December 14, 2022, all eyes are on the crypto community as CEO and Founder of the fallen token FTX was arrested

Muse Originals

The Highest of Stakes

BUDGET

CODE	CATEGORY	BUDGET
	PRE PRODUCTION	\$ 104,500.00
5200	Crew	\$ 104,500.00
	PRODUCTION	\$ 701,500.00
5200	ATL Crew	\$ 180,000.00
5210	Travel	\$ 150,000.00
5220	Location	\$ 30,000.00
5230	Talent	\$ 48,000.00
5240	Camera	\$ 192,500.00
5250	Art	\$ 101,000.00
	POST PRODUCTION	\$ 244,300.00
5200	Crew	\$ 144,300.00
5260	Assets & Services	\$ 100,000.00
	TOTAL PROJECT	\$ 1,050,300.00

Thank you

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www.thehighestofstakes.com