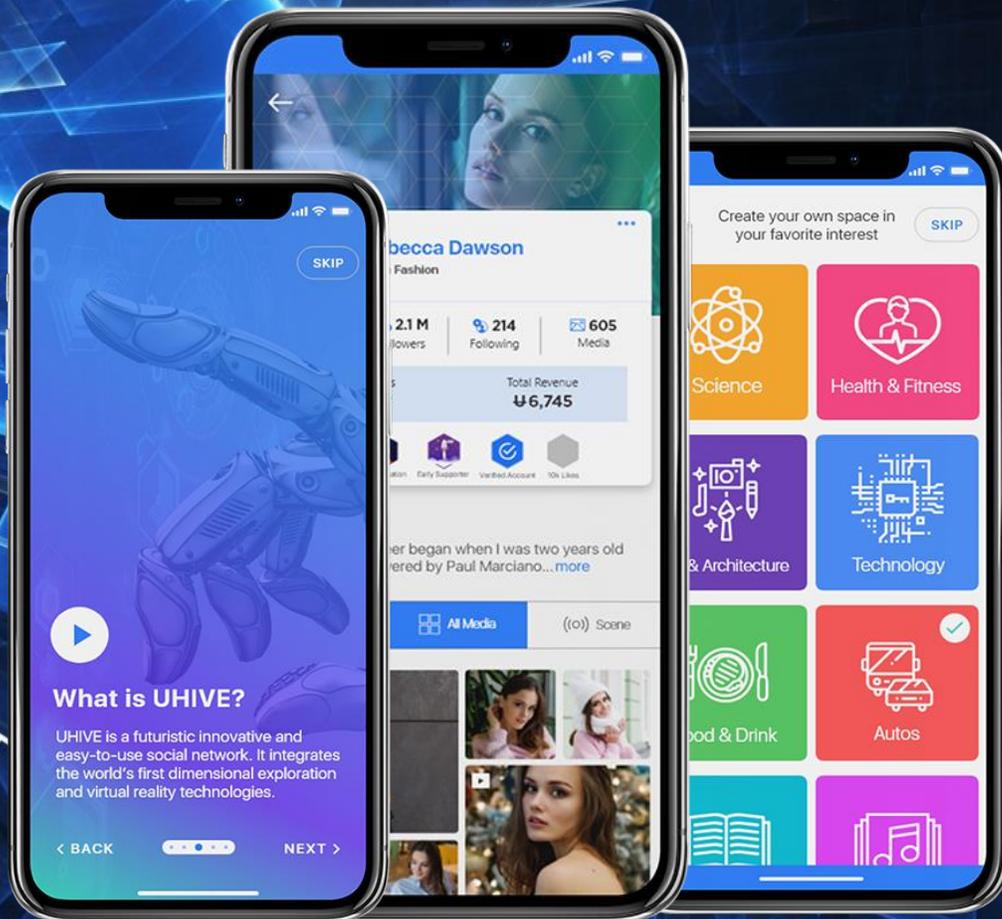


UHive White Paper

A New Dimension to Social Networking



March / 2019

London – United Kingdom

Muayyad Shehadeh - mo@uhive.com

Version 3.01 - beta

DISCLAIMER

This White Paper is strictly for discussion and pre-information purposes. The information contained herein is subject to change. No part of this White Paper is legally binding or enforceable nor meant to be. Please do not make any copies or disseminate any part of the White Paper including this disclaimer. The final version of this White Paper will be released as soon as it's completely finalized.

UHive is a social network which is available to anyone over the age of 13. Registration is free of charge and has a built-in token based blockchain. The token will be used throughout the social network as a way to buy services and digital goods such as Ads, Spaces, etc. Users have the full authority to purchase tokens, so they can utilize it within the social network.

You are eligible to own the token and use it throughout the social network. You acknowledge and agree that there are risks associated with purchasing, holding and using UHive Tokens in connection with the company's product, services and platform developed for such products and/or services (hereafter, the "platform"), as disclosed and explained within this White Paper and in the Terms and Conditions available at <http://www.UHive.com>.

If you have any questions regarding these risks, please contact us at support@UHive.com

YOU SHOULD NOT BUY TOKENS TO HOLD FOR FUTURE INVESTMENT PURPOSES'

***Nothing is invented, for its written in nature first.
Originality consists of returning to the origin.***

Antoni Gaudí, Origin: A Novel

CONTENTS

Executive Summary	7
Our Story	9
Vision	9
Mission	9
Market Size	10
Introducing UHive Social Network	13
Introduction	13
UHive New Discovery Approach	13
UHive for Businesses and Startups	15
Human Psychology	16
What is Grey World?	19
Grey World Privacy	19
Spaces Design	20
Spaces Anatomy	21
Space Types	22
Space Privacy	22
Space Value	23
Buy A Space	24
Sell/Trade a Space	25
Social Dimension and Value Chart	25
User Home	26
Trending	26
Engage with the Users Around You	27

Badges	28
UHive Internal Wallet	29
UHive Internal wallet under the hood (Security)	29
User Engagement - Converted to rewards	30
UHive: Building a Habit-Forming Digital World	31
Users Social Scale / Reputation	32
Virtual Reality Experience	33
What Makes the UHive Platform Different?	34
UHive Token	35

What is the concept of the UHive Token?	35
V2 Token	36
UHive Economy Flow	37
Token Usage within the Social Network	38
Businesses:	38
Users:	38
UHive System	38
Token Sale, Supply, and Distribution	39
Buying Tokens Procedures	40
Token Sale Bonus Scheme	40
Referral Program	41
Cryptocurrency Exchange Listing	42
Monetizing and Revenue	43

Advertisement	43
---------------	----

UHive Token	43
Spaces	44
API Ready	44
UHive Technology	45
Application Backend	45
UI (User Interface)	45
Artificial Intelligence	46
Mobile Apps (iOS and Android)	46
VR (Virtual Reality) Ready	47
Developers APIs	48
Patents for Trademarks	48
Minimum Viable Product (MVP)	48
Roadmap	49
Summary Roadmap	49
Detailed Roadmap	50
Team Members	51
Achievements and Partners	53
Security	54
Appendix A	56

Executive Summary

Pitch:

UHive is a social network that introduces a whole new dimension to the world of social networking, allowing you to experience something new and explore multiple new ways to generate revenue.

Problem:

- Its slightly complex to search for certain interests on traditional social platforms.
- Social network revenue depends on Ads, which is disruptive towards the end user.
- People are seeking for a new social experience.
- Social networks serve one purpose: To increase its wealth by utilising your personal data to display targeted advertising.
- Users do not get rewarded for creating new content, no matter how successful it gets.

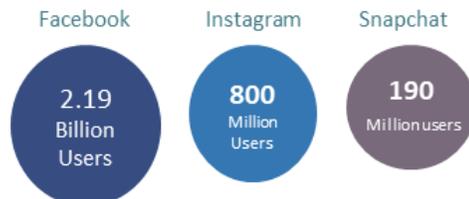
Competitive Advantages:

- New social experience for the end user.
- Two worlds Civilized World (Real Identity) and Grey World (Anonymous).
- Single click to switch between the Civilized World and Grey World.
- Total user privacy, i.e., no tracking or profiling.
- New and unique marketing trends for businesses.
- Users receive direct revenue for their engagement.
- Virtual Reality exploration.
- Ads are secondary revenue stream.

Market Opportunity:

Mobile users will have reached 6.4 Billions by 2019.

UHive Market Opportunity is 6.4 Billion Users.



Business Model:

- Multiple Revenue Streams User spaces have (location and value) such as properties in the real world. The value increases based on different factors.
- 30% of Ad revenues will be shared with users at the same time as UHive currency.



New Self-Sustained Economy:

In the past few years, we created a new 'Utility Token' (based on blockchain technology) exclusive to UHive. We initially designed the network to utilise the currency in multiple ways.

Users acquisition (Initially):

- Offer something unique for every user, Unlimited possibilities.
- Reaching out towards medium and low-level influencers.
 - Working on involving and encouraging influencers to join the social network.
- Organic and viral spread.
- Attractive invitation system.
- Encouraging everyone to be a UHive Token owner; This will excite users to promote the network and make UHive a success.

Our Story

The research and development of UHive took over 5 years to produce. Our ultimate goal is to provide infinite possibilities for people to engage, express themselves and be whoever they want to be. Our goal is to build the foundation for a new digital world.

Vision

Our goal is to provide infinite possibilities for people to engage, express and be whoever they want to be. Our objective is to build the foundation for a new digital world.

Mission

To recreate the ultimate user experience and become the world's most dominant social network.

How will we do that?

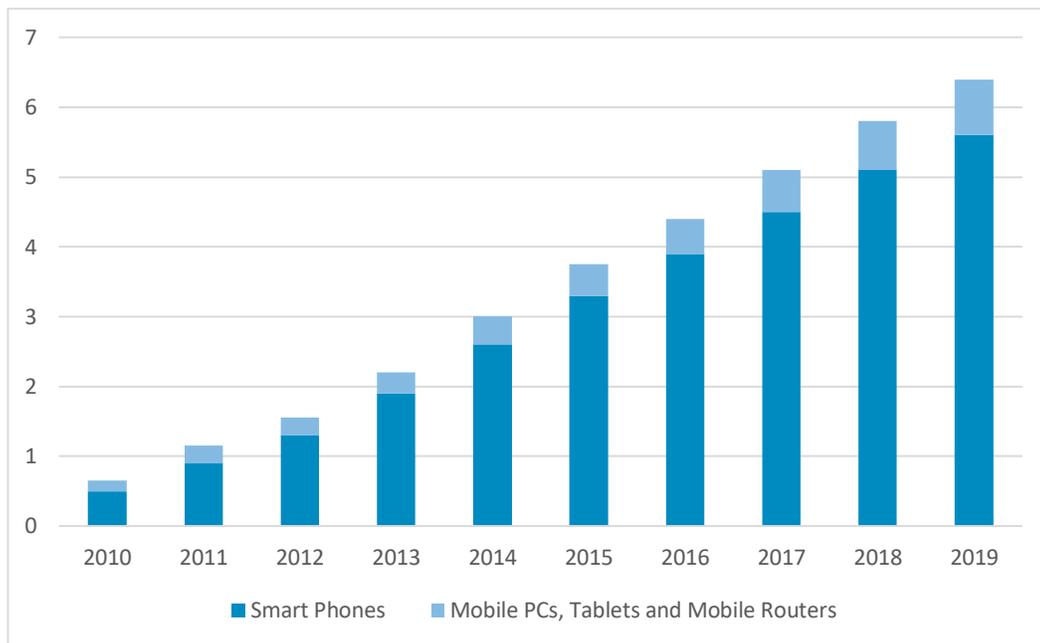
- New Social Experience.
- Innovation: creating a new world within a world.
- Digital Currency: To have its own built- in pre- generated tokens, known as UHive Token, which users have multiple ways use throughout the social network.
- Self-Sustained Digital Economy: Creating a solid economy, which can return value to all its stakeholders through organic revenue streams from ads and services within the social network

Market Size

Social Media has become a distinctive part of our lives. Many active users access social media through mobile phones, social networking and a prominent platform which helps people connect, redirect customers to websites of interest, enhancing website traffic and brand popularity visibility.

UHive is designed to the future of social networking and beyond.

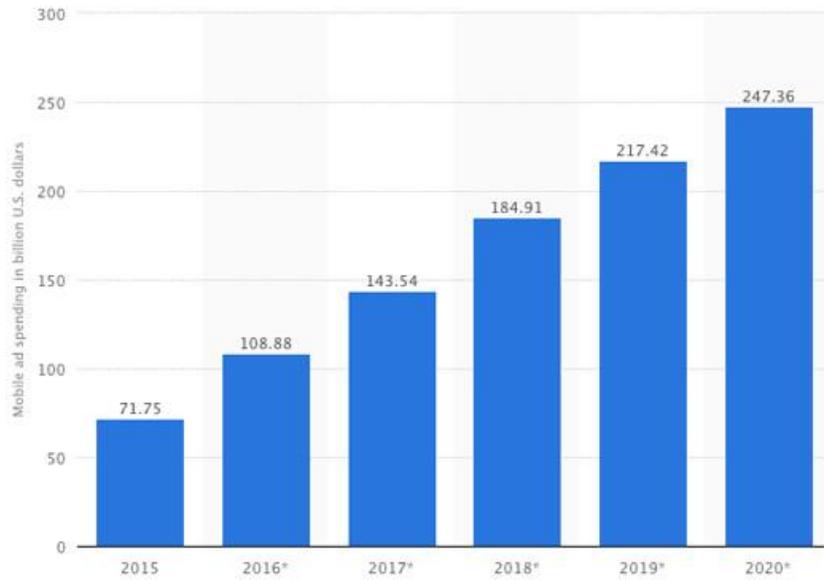
- **Users:** Anyone with a mobile device and Internet access is a potential user (6.4 billion potential users)



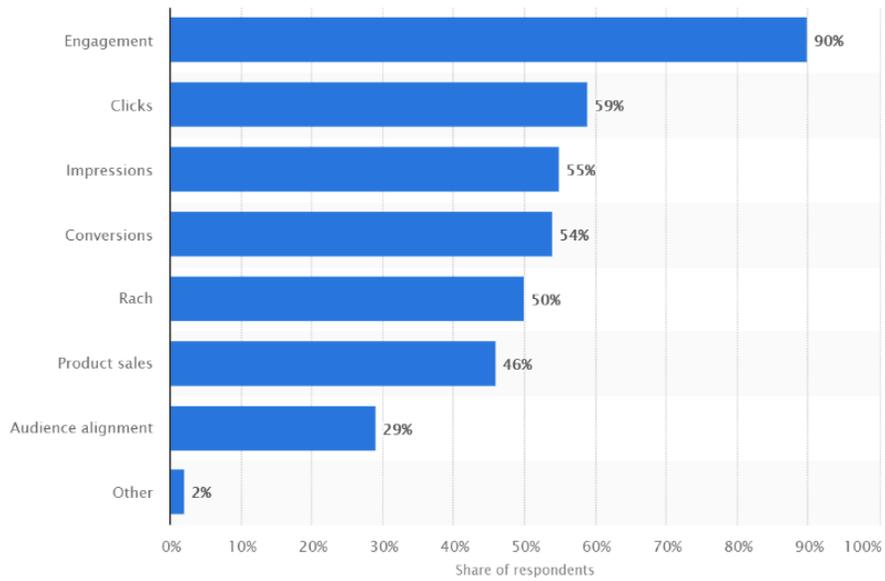
Mobile Internet Subscribers to reach 6.4 Billion by 2019

Source: Statista, <https://www.statista.com/chart/1651/mobile-internet-subscriptions/>

- **App Developers and APIs.**
- **Advertisers:** The whole purpose of advertising is to increase the marketing growth and the online trade volume. Today, the world depends on digital marketing. We believe it is essential to increase the growth in marketing and the online trade volume.



Mobile Internet ad spending from 2015 to 2020 (in Billion U.S. dollars).



Leading methods of measuring influencer marketing success according to marketers in the United States as of November 2017

Source: <https://www.statista.com/statistics/280640/mobile-advertising-spending-worldwide/>

How?

Everyone has an interest. Our main objective is to address human needs and desires with a new and innovative social network and create a new habit for our users to cover different human needs.

Deliver Human Needs and Wants (Emotional and Financial)

What does the social network provide?

Fun	Socialize	Groups	Communicate	Shopping
Earn Money	Sell	Buy	Work	Business Space
Anonymity	Learn	Explore	Private Areas	Chat
Friends	New Experiences	Freedom	Never Be Bored	Other Personality

Introducing UHive Social Network

Introduction

UHive's innovative platform enables users to create and display their space, known as a 'personal profile' with a digital location in a world of infinite spaces available for occupancy.

You will have the opportunity to travel, explore spaces using your finger, zoom in and out and view headlines or categories of interest through infinite space.

UHive New Discovery Approach

Once you sign up, simply, choose your main interest and start exploring by swiping left, right, up and down and the ability to zoom in and out, with the support of our innovative and patent pending new navigation. You will have the ability to spot any of your interests from a distance and explore through infinite spaces, whatever your interests are!

Social networks generally require the user to search for keywords, relevant words and hashtags to start-up a new discovery for random topics in order to reach their final results. However, UHive grants users with the opportunity to dive through infinite spaces and identify communities worth exploring. The journey utilises aids (spaces with occupancies) to take exploration to the next level.



UHive delivers an infinite and unlimited way to explore and discover new things

UHive consists of Two worlds; Civilized World and Grey World

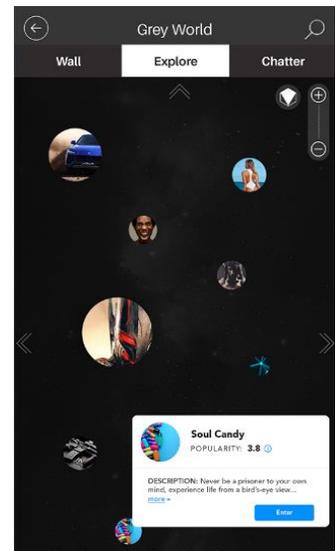
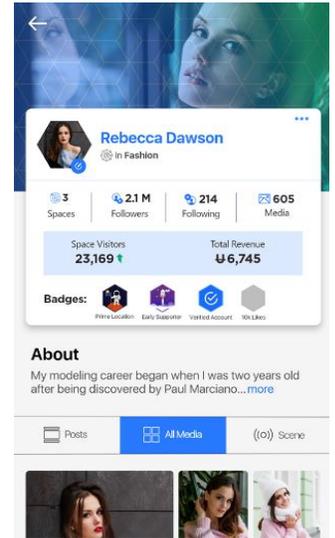
UHive is based on human psychology. Stay in the Civilized World and explore, discover, post, comment, follow people or spaces, add friends, chat with new people and entertain yourself. You will never get bored!

The Civilized World is structured based on interest categories such as Sports, Music, News, Fashion, etc. Zoom in, and you will find communities of common interests, which fall under the space category. Drill further, and you will be able to spot walls and personal spaces. The mobility of an exploration journey is an example of the real world: The closer you move to a space, the bigger it becomes, move away and the smaller it becomes.

Moreover, if you're the private type you should visit the Grey World, it's made for you. The Grey World grants you the freedom of exploring through uncharted infinite spaces, where you can spend hours browsing anonymously and never reach an end point. Additionally, you will have the opportunity to create your own space, and always remain completely unidentified and post freely.

Furthermore, you will be provided with the feature of communicating with users through our upcoming chatting scanner. Dive through exciting and new upcoming experiences.

UHive was designed to mimic life, become a self- sustained financial ecosystem with our new UHive Token, allowing you to buy In-App services within the social network. In addition, you will be earning UHive Tokens while you are on the app. The more active you are, the more tokens you earn. Further, we distribute a big share of our ads revenue with the network users to create a new era of a digital economy and ensure the UHive value constantly grows.



UHive is Designed for Everyone

In terms of traditional marketing, the 5 P's (place, product, price, promotion and people), are known as the most common terms in marketing. The Virtual location, 'place', has become very diluted throughout the millennial transformation era of traditional to digital marketing.

UHive adds a new kind of digital marketing to the current methodologies. Imagine an online business that has a weak site traffic. The owner may consider devoting into digital marketing, either through paid advertising to enhance brand awareness, or by conducting promotional campaigns, or by financing and affiliating with high traffic marketplace sites, such as, PR, influencers etc. Furthermore, the social network allows you to choose a space location which resides next to a high activity area, a onetime payment for a strategic location and offers a lifetime brand exposure and organic traffic.

UHive for Influencer Marketing

UHive delivers an evolved version of marketing, where influencers, bloggers and trendsetters are focused on influencing their audience (followers) to become potential users.

The social exploration offers an organic and exponential increase in the influencers market by enabling active users to spot and follow their space through size, and colour. In addition, businesses will be able to identify influencers easily and increase their brand awareness.

UHive for Businesses and Startups

- A reduction in research cost for businesses to identify and rank influencers in order of importance.
- Businesses can inhabit spaces adjacent to their competitors in order to create a fair competition.
- A startup establishment requires a high marketing budget in order to achieve a decent volume of user traffic. Adding value in brand awareness, promoting campaigns and affiliating in considering to a cost- efficient approach in a space adjacent to high traffic spaces.

Human Psychology

The whole concept of social networking involves connecting people together. A program developed for entertainment, gossip and knowledge. Yet, after thorough studies into human behavior, we discovered that many limitations are distributed through user experience. However, we explored multiple ways of understanding human needs, urges and wants which are actually limited across the world of social networking.

It's all about the users wants and needs within the new digital era.

The social networking strategy is backed up by the understanding of Cognitive Psychology, which helped design and create the best user experience.

Below, are the following steps into our approach:

- Organizing the space.
- Defining fields of interest.
- Prioritize by importance and size for display.
- Excite and engage.

Fulfilling emotional needs and wants:

Freedom	Choice
	Speech
	Pursue Goals and Dreams
	Breaking Social Norms and Criticism
Experience and knowledge	Earn Money
	Skills and Knowledge
Networking	Connecting
	Belonging
	Leading
Luxury and Entertainment	Wealth
	Travel

Below is a summary on how UHive handle's generic human needs and behaviors:

Behaviors/Environments	Civilized	Grey
Law enforced and regulated	Law- abiding community. An environment suitable for all ages	-
Remain unknown	-	Anonymity
People with similar interests, tend to connect	Identifiable communities	Private communities
Wish to connect, and find out about other users activities	Join millions who share a common interest	Daily sneak peek and chatters
Enjoy to travel and meet new people	Explore new topics and spaces	Purely random exploration journey
Work and make money	Earn money through engagement and expose your business brand into the world	Make money in different ways and utilize at a later stage
What do you do in your free time?	Designed to entertain, constant news updates and infinite spaces to browse through	Exploring the Grey World has elements of surprises
Stuck in a certain social scale	How active are you? How many followers do you have? These answers determine your social scale	-

What is Grey World?

The Grey World is a place that the user can express themselves freely. It's a place that the user can choose to be whoever they want to be, and the opportunity to share thoughts and ideas yet remain in total disguise.

Explore a world of different adventures, find different spaces of interests, grow within your space and feel free to express your thoughts and ideas without any judgements.

People naturally link to each other, therefore, there will be areas known for a particular interest.

Grey World Privacy

Users can have multiple spaces in different areas of interest in the Civilized World. For example, if you are interested in fashion, sports and food, you have the ability to create a space in each interest and follow up on each one.

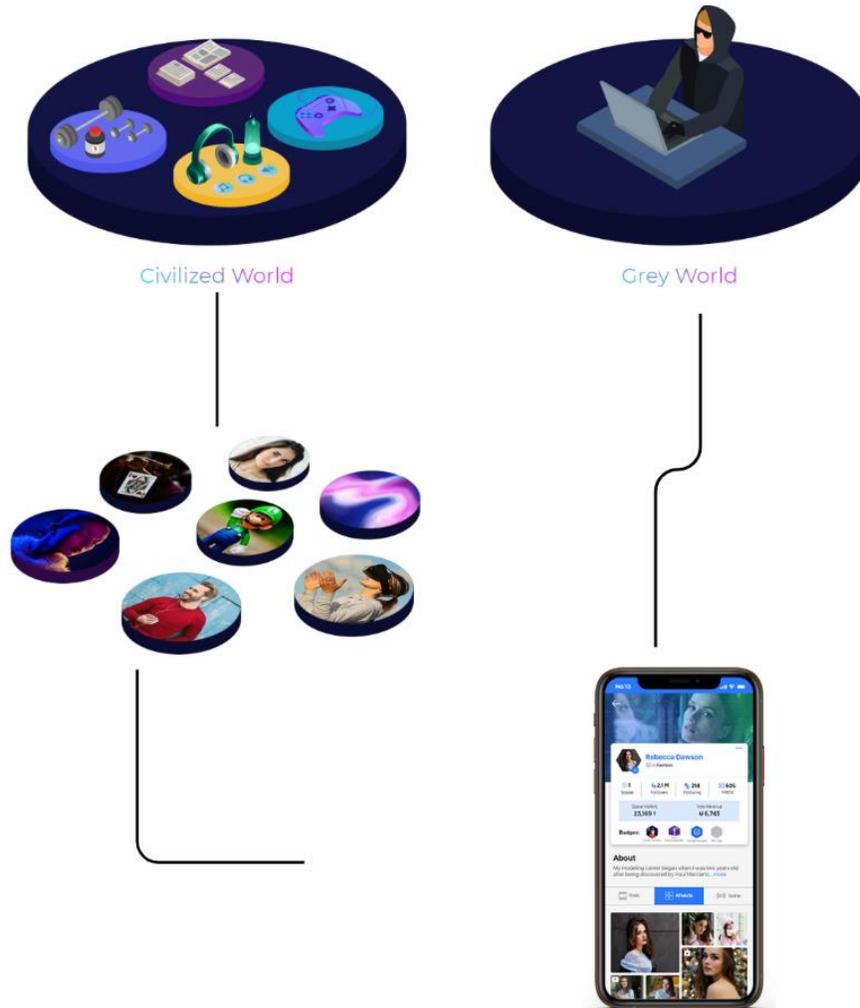
However, the Grey World enables you to have unlimited spaces throughout and is designed to allow users to feel a sense of freedom and provide them with maximum privacy.

Finally, we ensure that users do not abuse or create illegal activities while engaging on the social network. An advanced technological measures were developed to achieve this.

Spaces Design

A space defines your 'personal profile'. An area that you can post comments, share ideas and thoughts. Moreover, the Civilized World and Grey World gives you the chance to create as many spaces as you want on either world!

You can have a FREE space in each interest and up to three FREE spaces in the Grey World



UHive Space Layout

Spaces Anatomy



Space value increases with time due to multiple factors, such as space traffic, and other factors.



Users can own multiple spaces in different locations.



The network design is derived from human psychology and behavioral science.



The network is managed by an A.I Brain.



Each space is a personal profile, where you can display your thoughts, images and videos and follow others.



Each space is a property, that can be used for personal and business use.

Space Types

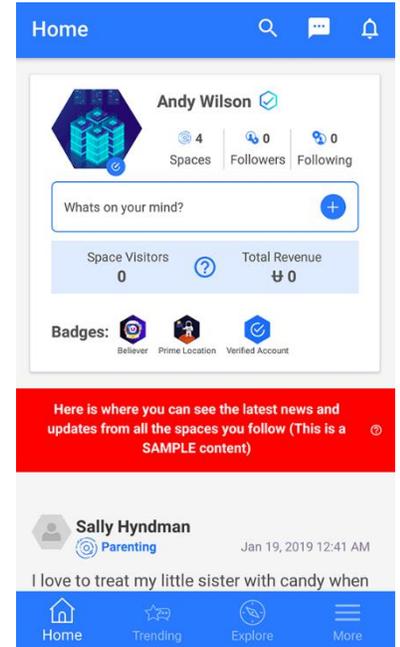
UHive consists of two spaces:

- Personal Space
- Business Space

All spaces share the same type of attributes, but, each business space are more advanced in terms of abilities.

Business spaces can have:

- Confirmation that they have been verified or 'pending verification' by UHive
- Contact details
- Location and Opening hours (Optional)
- Business reviews



Space Privacy

Privacy modes:

- Public (default)
- Private

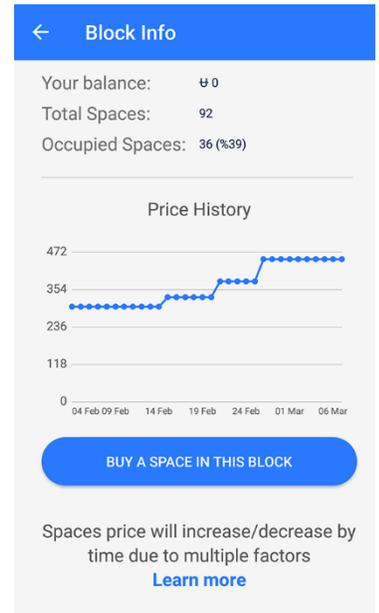
You have full control over all your spaces. However, by default, spaces are public unless you choose to make them private. If you choose to make your space private, no one will have the ability to follow you and see your posts unless you approve it.

The Grey World consist of three modes for privacy (To be Revealed later on)

Space Value

The whole concept of 'space' in the Civilized World, is to post, share and communicate your thoughts with family and friends and the ability to find your interests through other spaces. You are able to create as many 'spaces' in different areas per interest and connect with different people. It is important to remain active on your Space, as the value increases according to your level of engagement.

Each Space has a value, its value depends on multiple factors such as, Traffic, area reputation, space engagement and many more.



We developed an internal algorithm that takes many factors into consideration, the purpose of it is to mimic the actual life lands behavior.

$$\text{SPACE VALUE} = \sum [\text{BLOCK DENSITY} + \text{SURROUNDING SPACES REPUTATION} + \text{TRAFFIC} + \text{SPACE SOCIAL SCALE (FOLLOWERS + ENGAGEMENT + POSTS + ...) + ...}]$$

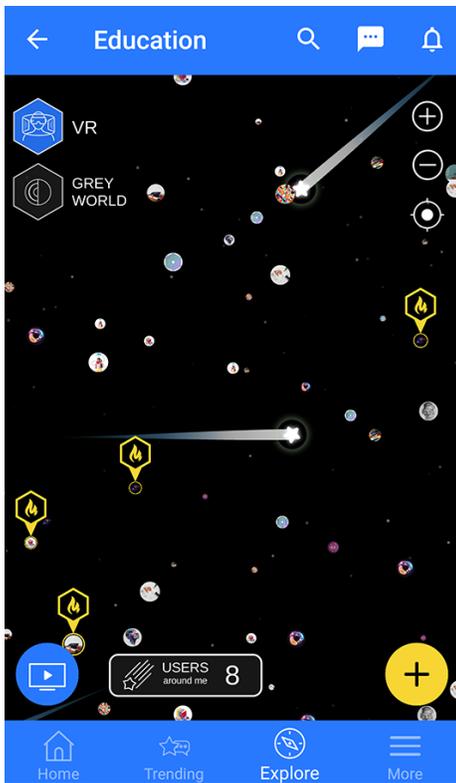
Disclaimer: The above algorithm is not meant to be an investment if compared to property

Buy A Space

After you sign up and select your interest, you will get a free Space. However, you can buy additional Spaces in the same interests.

In the 'Early Access App', you will be able to buy spaces throughout the Civilized World using 'Buy Spaces Mode'.

Additionally, the default space price will be determined by the system and you will be eligible to own as many spaces as you want.



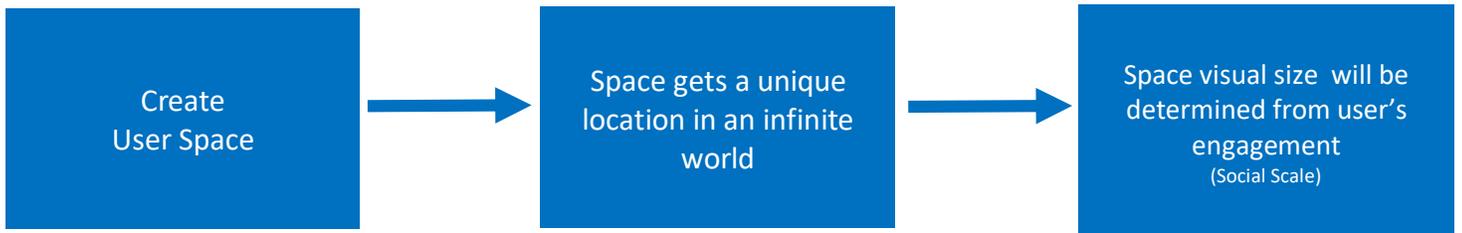
Sell/Trade a Space

You have the authority to offer a space in the market at any time and claim your desired price. Once the space is offered within the market, users can automatically buy it and the system directly transfers the UHive Tokens from the buyer's wallet into the owner's wallet. UHive is looking into the possibility of featuring Space selling and trading in the future, but this is still under consideration and not at the moment guaranteed.

If UHive decides to introduce this ability, it will be enabled during V2 Tokens (See V2 Tokens below) which has features that make it fit-for-purpose for buying and selling spaces.

In terms of timescale for releasing V2 Tokens (Space trading), we are assessing the regulatory environment, but are hoping to release them in 2019.

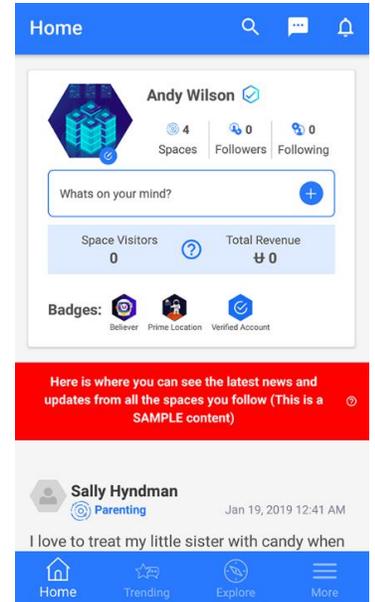
Social Dimension and Value Chart



User Home

This wall is designed to generate an infinite number of posts for the end user in order to keep them socially active.

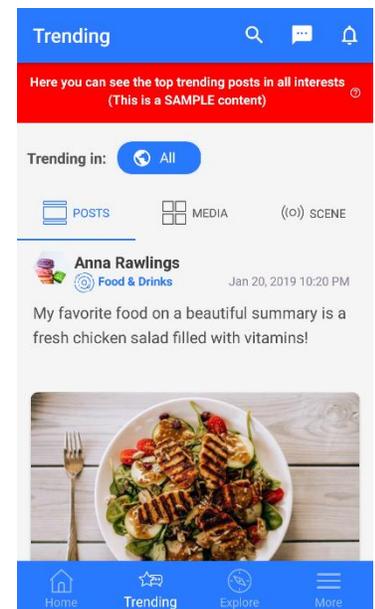
Users will be able to view all the spaces they choose to follow in a single location. This is known as a 'wall'. Moreover, an advanced algorithm will generate the most desired post for the user to see from the spaces he/ she is following.



Trending

Our 'trending' feature publishes the most recent posts, photos, videos, etc. Based on the interests you have selected, or are already part of, you have the ability to refresh and view constant feedback about your chosen interests.

Furthermore, the concept of our new innovative social scale technology is used to determine which post and content is applicable for the end user to see.



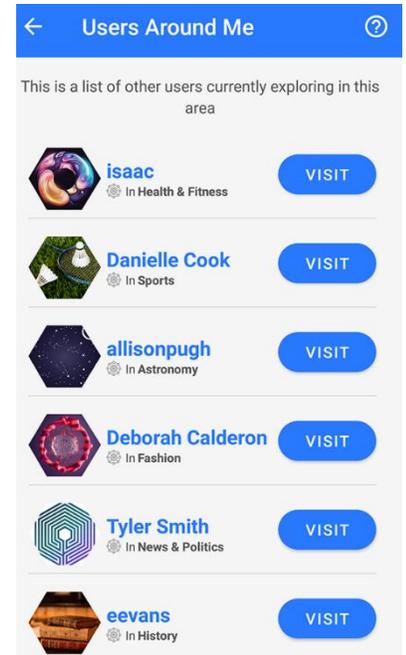
Engage with the Users Around You

UHive introduces a whole new discovery.

In order to increase the engagement of our users on the social network, we decided to add unique features to entertain and ensure our users will never get bored.

Additionally, 'Real time' is all about seeing users around you, the ability to know what they are doing and potentially spot an influencer or celebrity besides you.

UHive allows you to see people all around you, in a new and innovative manner.



Badges

In order to increase engagement and loyalty, UHive has provided a badges system that rewards users for their daily activities throughout the social network. However, it is not an easy reward to achieve, as its linked to how socially active the user is.

The following are a list of the existing Badges:

	<p>Verified Account Badge:</p> <p>The 'Verified Account Badge' is a way for UHive to confirm that it's an authentic space for the user who submitted the form.</p>
	<p>Prime Location:</p> <p>This badge is a way for UHive to reward users, with the best space location within the center of attraction and popularity.</p>
	<p>Believer:</p> <p>This badge is a way for UHive to show appreciation for the first 100,000 users who joined UHive social network.</p> <p>Believers will get an extra 10% revenue from their 'space'.</p>
	<p>Early Supporter:</p> <p>This badge is a way for UHive to show gratitude for the first 100,001- 500,000 users who join UHive social network.</p> <p>Early supporters will get an extra 5% revenue from their 'space'.</p>
	<p>Early Influencer:</p> <p>This badge is a way for UHive to confirm that this is an authentic 'space' for this public figure/ influencer who believed in the social platform from the very start. Early Influencers will receive an extra 15% revenue from their 'space' and this badge is awarded to the first 1000 influencers.</p>

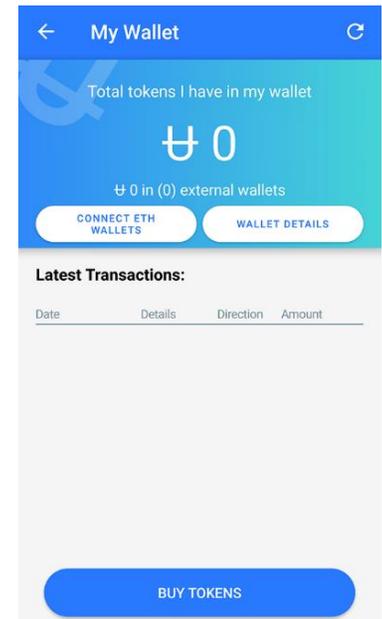
UHive Internal Wallet

We created an internal wallet within the UHive App to make it easier for you to manage your tokens. Your internal wallet enables you to:

- Buy UHive Tokens from the Play Store/ iOS Store.
- Deposit from the external ETH Wallets.
- Withdraw to external ETH Wallets.
- Connect to other external ETH Wallets
- View your total balance.
- Transfer between wallets.
- View transactions history.

Web Dashboard:

- Deposit using BTC
- Buy via PayPal/ Fiat Currency



UHive Internal wallet under the hood (Security)

Simply, we created a separate Ethereum wallet for each user. The private keys are encrypted using a secure and hash Vault, therefore, no one has the ability to directly access the encryption keys as they are saved in a private database. Moreover, the vault itself is hosted on a private server on a separate AWS VPN that is not publicly accessible.

The vault itself is hosted on a private server on a separate AWS VPN that's not publicly accessible

The tokens are on the Ethereum blockchain and are accessed using the corresponding private key if the user wallet are encrypted.

User Engagement - Converted to rewards

The social network is designed to give back to users.

A large portion of our advertisement revenue will be shared with our users in order to:

Create loyalty	Encourage users to remain active on the App	Promote the UHIVE Token
Increase organic growth,	Create a sustainable economy	Create new revenue models

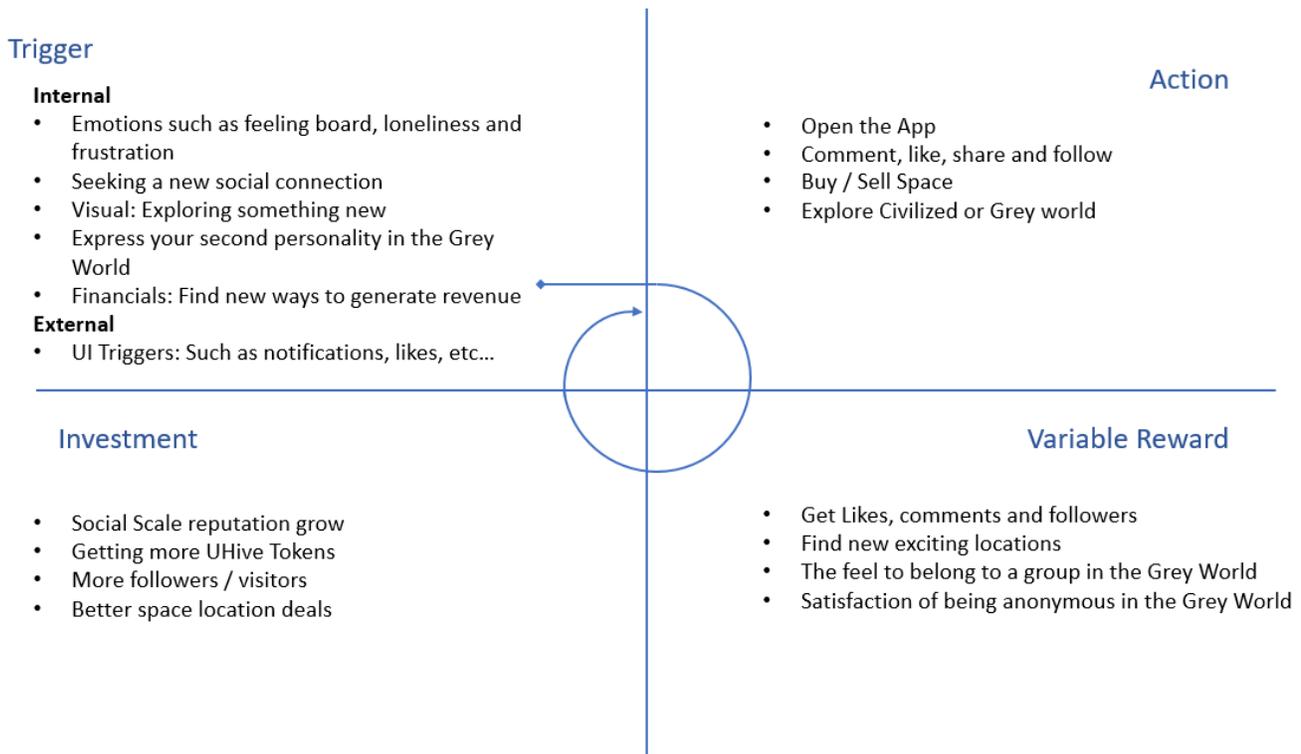
UHive: Building a Habit-Forming Digital World

We are building a comprehensive social network based on principles of behavioral psychology, that is used to create a habit-forming app, and is used to promote user retention which takes users through different behavioral models.

The cycle falls under the following:

- Trigger
- Action
- Variable Reward and
- Investment

We developed specialized models for different user's/ business behavioral types. Below is an example of our generic model:



Generic Users Habit-Forming

Users Social Scale / Reputation

UHive will introduce a new formula to score:

- Users
- Spaces
- Posts

This new advanced algorithm allows UHive to automatically display trending posts and update the space social scale which affects the space price and the area price. Yet, if you are an active user, others will like and share your post, which will result to an increase within your social scale.

However, if you receive complaints and dislikes, this could affect your social scale and other users can view your social scale.

Virtual Reality Experience

“Built from the start to integrate VR technology, creating a virtual social world (optional), while maintaining an easy interface suitable for all users.”

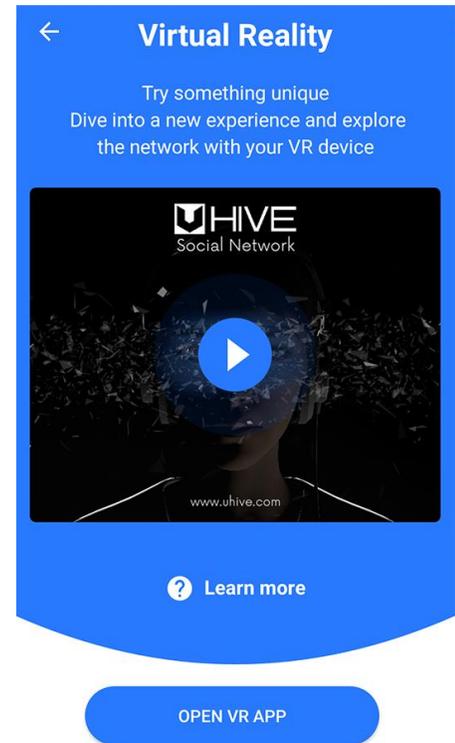
Today, the world depends on the most advanced technologies and UHive believes that introducing this extraordinary feature to the social platform is the way forward.

So, let’s talk technology. What is the purpose of this feature?

This feature enables you to explore everything at a much closer eye view. However, that’s not all, virtual reality introduces a whole new concept of social networking and allows you to explore different spaces and float in different directions. Virtual reality is a feature integrated in UHive. This feature is provided for those who enjoy close movement and thrill.

Experience something new with the latest, most updated and improved technology:

- Explore spaces and worlds around you.
- Watch movies and view your photos using VR.
- Post, comment and share a new experience.



What Makes the UHive Platform Different?

UHive is unique and differs from other current social network platforms as it approaches users with an intriguing experience!

We worked in the past couple of years into transforming social networking and taking it into a new era, that combines the technological capabilities (Artificial Intelligence and blockchain) with human psychology to deliver a unique, natural, and entertaining experience!

Why should you choose UHive?

- A new exploration and discovery approach, created for people to explore and find exciting information.
- Designed with infinite possibilities and new marketing and business trends.
- UHive Social Network is created based on years of human psychology research, with the aim of addressing human needs.
- UHive was built from the start to support Virtual Reality.
- Grey World: This is where all the fun starts, live in a world and be whoever you want to be. Create your own space, find your interests and share thoughts, comments and remain anonymous.
- Chatters: You will get the chance to join public discussions and to meet new people from all over the space.
- Rewards and Salaries: Big portion of our advertisement revenue will be shared with our users. Also, users will be paid rewards for their engagements and activities.
- Four years in research and development, 70 employees, 15 years' experience in creating end users Apps.

UHive Token

What is the concept of the UHive Token?

UHive Token will be utilized in social network explicitly. The long-term objective is for business market, trade & consumer purchases for goods or services will be completed with the UHive Token.

The token is based on an exclusive and solid idea with up to four years of research and development and is a fully self- sustained economy, using blockchain technology.

Thirty percent of the social network's ads revenue will be distributed amongst active users on a timely basis. UHive is the improved and advanced version of the existing social network platforms, therefore, the more people sign up, the more value the social network will be.

With UHive we are building a comprehensive social network with infinite possibilities for the end user, and the token will eventually be a way to exchange services or buy goods.

In the initial stages of the UHive Network (Token V1), the Tokens will be sold in the app using different channels. UHive is actively discussing how to expand the usage of Tokens within the network and will provide further information on future developments.

We are working on making buying UHive Tokens as easy as possible. During early access, UHive will be bought as you buy any Token for any game, and the Token will be stored in an internal wallet inside the app, and you will have the ability to transfer to Tokens to any external wallet.

UHive Social network is a simulation of real life, but in the digital world, and as in real life, you will need a way for people to exchange services and goods, and UHive Tokens will be part of this process.

A new world of digital economy is about to be born

V2 Token

There are some parts/features in the app that may require regulation (Such as but not limited to crypto exchanges, space trading/selling). We are assessing the regulatory environment.

If UHive decides to introduce those features, it will create a new type of Token (a V2 Token) which has features that make it fit-for-purpose for those additional features.

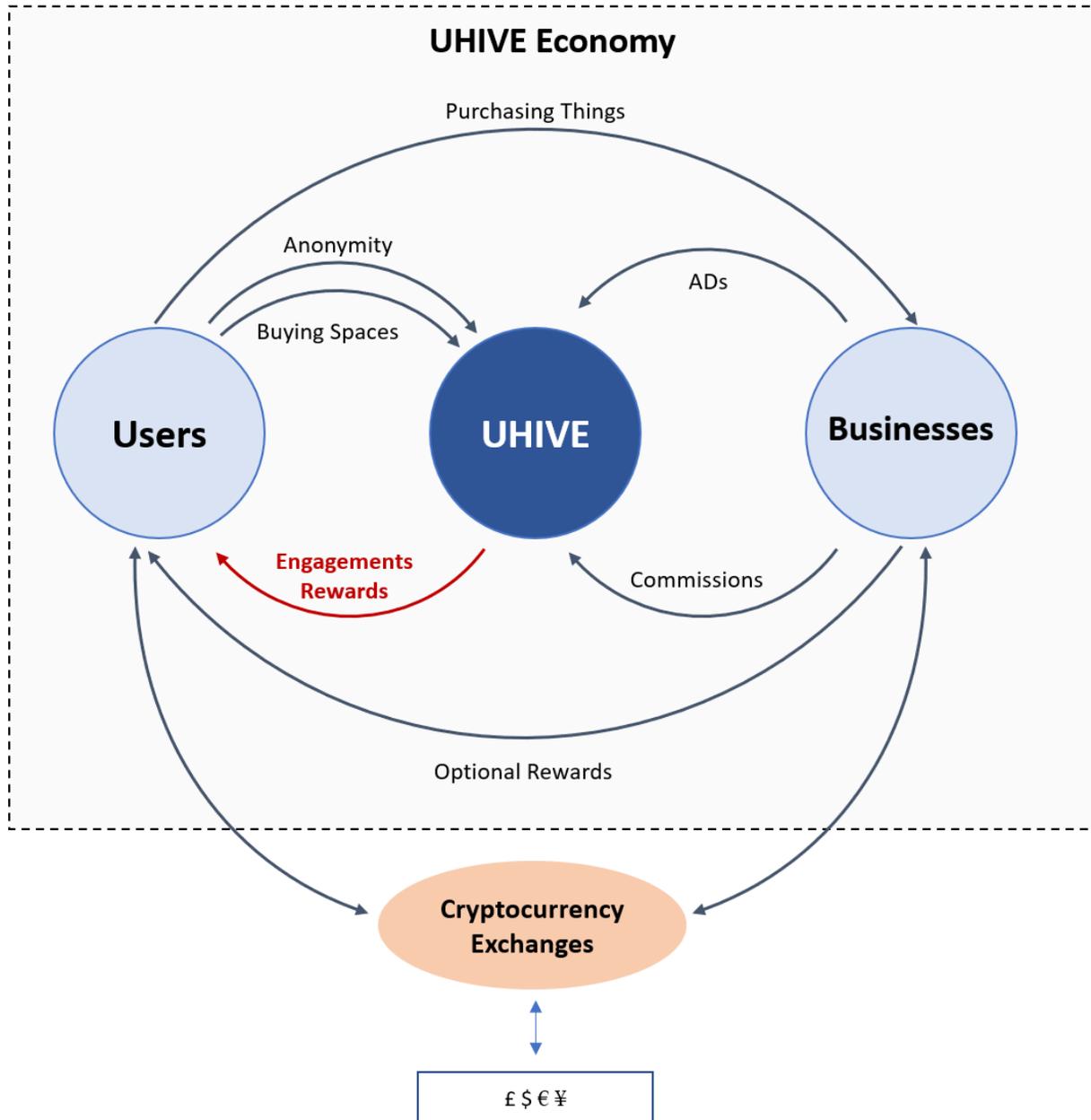
The reason for creating a V2 Token is to ensure that our current UHive Tokens are able to fulfill their functions on the UHive Network. I.e. to help you buy Space(s), and rewarded for being socially active on the Network without requiring any type of regulation that a V2 Token requires.

If we introduce V2 Tokens, we may also allow Users to exchange their V1 Tokens for V2 Tokens, for a seamless integration. This option is still under consideration, but if changes are made to your Token features, we will update you effective immediately.

In terms of timescale for releasing V2 Tokens, we are assessing the regulatory environment, but are hoping to release them in 2019.

UHive Economy Flow

UHive was created as a self- sustained economy, governed by supply and demand.



Token Usage within the Social Network

Tokens will be used throughout the network in the following ways:

- Buy and reserve spaces.
- Buy attraction for your space.
- Get your share of the revenue (as UHive social network will share ads revenue with users).
- Advertise.
- Get special effects.
- Subscribe to certain Grey world spaces.
- Allow businesses to sell using UHive Token if we introducing V2 Token (Check V2 Token)
- Buy merchandise (in the future).

Businesses:

- Businesses will invest into ads to prompt their products, services or spaces, just as they do in social networks.
- Businesses can sell services and products and pay commission to UHive if we introducing V2 Token (Check V2 Token)
- Businesses can reward users with UHive Tokens as a marketing effort to motivate them to remain actively engaged.

Users:

- Depending on the time spent on the app and how actively engaged users are by posting and sharing images, they will be rewarded with free UHive Tokens.
- Users have the ability to purchase spaces for better location and visibility.
- Users can purchase from a business directory.

UHive System

- Will act as the treasury and system controller to preserve and control the UHive Token's value from fluctuating as its fixed in V1 Token
- Will pay user rewards for being more active and spending time in the social network.

A New Digital Economy: Users will be rewarded for their time

Token Sale, Supply, and Distribution

What it represents	Utility Token (In App token)
Token ticker	UHive (HVE)
Public Sale Start Date	January 30 th , 2019
Public Sale End Date	June 17 th , 2019
Token sale price	\$0.003
Total supply	Token supply locked at (Max Supply): 80 billion
	Of which:
	50% token Sale
	1.25% Users and influencers acquisition programs
	25.75% Users engagement rewards
	3% Team and Advisors
	20% UHive advertisement platform and ecommerce system

Buying Tokens Procedures

UHive offers multiple payment methods (through the application and the website):

- Google Play Store.
- iOS App Store.
- PayPal.
- Bank Transfer.
- Ethereum transaction.
- Bitcoin transaction.

*Purchasing through PayPal, Google Play and iOS Apple Store is only available for a short period of time. In terms of, Ethereum and Bitcoin transactions, you are required to do a KYC (Know Your Customer from our UHive Web dashboard).

For more information on how to buy and start your Ethereum wallet, please check out our [‘help section’](#) on our website for step- by- step guidance.

Token Sale Bonus Scheme

A bonus program to reward Early token buyers. Bonus tokens will be distributed manually when the final Social Network is released.

Purchase Period Tiers:

Date	Bonus
30 th January – 15 th March	+20%
16 th March – 15 th April	+15%
16 th April – 15 th May	+10%
16 th May – 17 th June	+5%

Purchase Value:

Amount	Bonus
For a Purchase of \$500,000 or more	+20%
For a Purchase of \$100,000 or more	+10%
For a Purchase of \$25,000 or more	+5%
For a Purchase of \$5,000 or more	+2%

Referral Program

A referral program is designed to be a winning situation for both referrers and the referred. Add the referral code inside the 'Buy tokens' page and both parties will earn a bonus equivalent to 5% of the referral's purchase value.

Only available when you buy from the UHive web dashboard

Referrer Bonus	5%
Referred Bonus	5%

Cryptocurrency Exchange Listing

UHive is considering the possibility to feature its tokens on the cryptocurrency exchanges in the future, the idea is pending, but still not finalized. Suppose, UHive decides to introduce its tokens on exchanges, it will create a new type of token (a V2 Token) which has features that make it fit-for-purpose for buying and selling publicly and privately.

The reason for creating V2 Token, is to ensure that our current UHive Tokens are able to fulfill their functions on the UHive Network, i.e. to help you buy Space(s) and to be provided as rewards for being active on the Network, without requiring the kind of regulation that a V2 Token would require.

If we introduce V2 Tokens, we may allow users to exchange their V1 Tokens for V2 Tokens, for a seamless integration. This factor is still under consideration, but if changes are made to your Token features, we will let you know in advance.

In terms of timescale for releasing V2 Tokens, we are assessing the regulatory environment, but are hoping to release them in 2019.

Monetizing and Revenue

UHive social network revenue model consists of five major sources. Just like any social network, advertising is a dominant source of revenue.

Advertisement

Most social networks depend on advertising as the focal source of revenue. With a direct proportional relation between the number of users and revenue

Marketing Revenue:

- Self-serve advertising.
- Ads.
- Engagement ads.
- Third party search.

UHive Token

Users can buy tokens throughout the first stage of the App. We have enabled people to buy up to 20 billion tokens that can be used within the social network to buy; spaces, visual effects, etc.

The total supply of the tokens are currently 80 Billion tokens.

An additional form will be introduced to utilize the tokens in the near future.

Spaces

UHIVE Introduces the concept of physical location for user's spaces. Users are given a free space in each interest, and can buy more spaces in different interests to utilize in the future and share posts.

Disclaimer: V1 Spaces are not intended to be an investment such as properties in reality.

API Ready

UHive's platform is modularly built to enable future API integration with developers and service providers.

UHive Technology

Application Backend

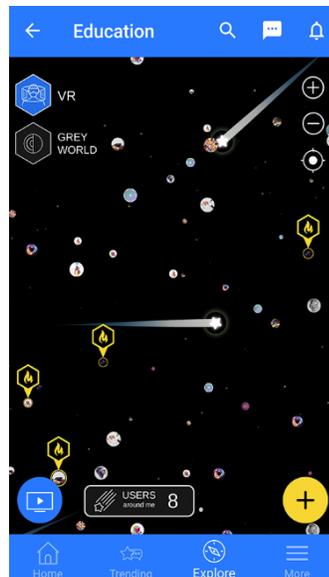
Over the past 15 years, our team has proven to have a great experience, built successful apps and a massive data backend infrastructure.

The application is based on the AWS backend for security, durability and a fast global performance. The system will utilize multiple CDN's for faster content delivery and streaming abilities. Our objective is to design the world to be infinite and the system will achieve a new real time experience!

UI (User Interface)

The App is very easy to use. It is created in such a way that delivers something innovative yet allows you to experience the Civilized World and the Grey World.

User spaces have walls, just like any traditional social network, but with an innovative approach to explore other spaces by simply browsing around their surroundings with a simple swipe.



Artificial Intelligence

UHive is built using the latest A.I (Artificial Intelligence) technologies, such as:

- Face detection technology.
- Object detection technology.
- Video streaming and analysis technology.
- Sentiment analysis technology.

Mobile Apps (iOS and Android)

The social network will be released based on:

- Phase One: Android and iOS.
- Phase Two: Web Edition.
- Phase Three: Special Apps- (Play Station, xBox and others).



VR (Virtual Reality) Ready

Experience UHive in the form of Virtual Reality by:

- Exploring everything through your VR headset.
- Exploring spaces and worlds around you.
- Post, comment and share a new experience.



Developers APIs

The platform provides you with a complete set of API's and SDKs for any 3rd party integration and development. The API's enable other networks and Apps to utilize technology and connect to the user's accounts.

Patents for Trademarks

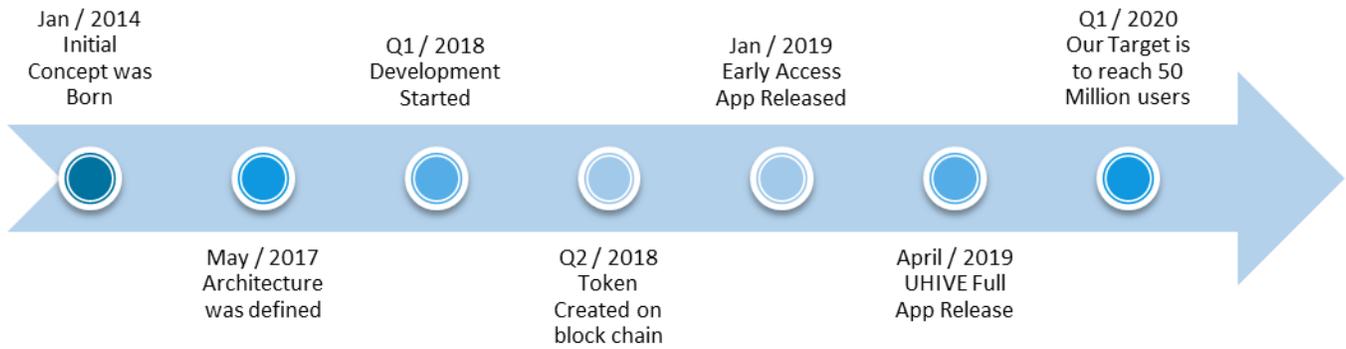
We ensure that all the network's designs and concept of the Civilized World and Grey World are integrated, protecting ideas, concepts and unique features.

Minimum Viable Product (MVP)

We aim to create the early access App in January 2019. This App will be available on iOS and Android devices.

Roadmap

Summary Roadmap



Detailed Roadmap

Jan / 2014 ✓	Jun / 2015 ✓	August / 2016 ✓
Initial concept was born	After a year in researching, we started writing the script for the virtual world	Grey world concept was added / more elements was defined
May / 2017 ✓	Q1 / 2018 ✓	Q2 / 2018 ✓
<ul style="list-style-type: none"> - Architecture was defined, Civilized and Grey world - Token idea was created 	<ul style="list-style-type: none"> - Development started 	<ul style="list-style-type: none"> - Token was created on Ethereum Network - First Android and iOS Prototypes
Q3 / 2018 ✓	Q4 / 2018 ✓	January / 2019 ✓
<ul style="list-style-type: none"> - VR Prototype developed - Alpha App was ready - More Technologies was added - Start working on new site - Update Business Model 	<ul style="list-style-type: none"> - Beta App Ready - New Site released to reflect our new business model - Partners with a Law firm to handle all legal content for the social network - Acquiring UHive.com domain 	<ul style="list-style-type: none"> - Early Access App will be released - Token available for sale and used within to app to buy spaces - Open discussion with FCA to regulate the App and the token
April / 2019	Q2 / 2019	Q3 / 2019
<ul style="list-style-type: none"> - Release the Final App - Release the VR App on different devices - Adding Space Trading 	<ul style="list-style-type: none"> - Start Massive Marketing Campaigns for UHive Social network 	<ul style="list-style-type: none"> - Adding Web Interface for certain parts of UHive Social Network
Q4 / 2019	Q1 / 2020	Q3 / 2020
<ul style="list-style-type: none"> - Deploy in china in association with a Chinese partner, data will be hosted in china, and created a separate Chinese backend 	<ul style="list-style-type: none"> - Our Target is to reach 50 Million Users by Q1 / 2020 Globally 	<ul style="list-style-type: none"> - Introducing our Developers API - Introducing our Ads Platform - PS4, Xbox UHive Editions

Team Members



Muayyad Shehadeh
FOUNDER / CEO

Muayyad has 25 years of experience between writing code, R&D and managing software companies. He founded Genie9 (Genie-soft) in 2005 as a home based company where he created the first software to address the need of a missing backup software in the market. In 2008 he Expanded his company and since then Genie9 has grown globally to become one of the leaders in Windows Backup software and Cloud Backup.

Muayyad has a degree in Architecture. He is well known as a Windows C++/WIN API Guru with deep conceptual thinking; which is an ability he developed and enhanced through his Architecture degree. We created Zoolz Intelligent Cloud that harnesses the power of Artificial Intelligence to understand everything you throw at it; documents, files, videos, photos, music, scanned documents and much more – and automatically analyzes and structures your data.

Been working on UHive Social Network idea for 4 years, UHive will Introduce The World's First Social Network With Physical Dimensions and Blockchain Technology, Combining technology with Human psychology to deliver a new, remarkable and unique user experience.



Manuel Heilmann
ADVISOR

Accomplished Executive Leader with 20 years of experience in international business development, market expansion, strategic partnerships and leadership of global teams.

He currently serves as the VP of Sales at Cleverbridge, a full-service subscription service provider. Prior to joining cleverbridge, he was the CEO and Co-Founder of Coinzone, a Bitcoin company for B2B and B2C solutions, which was acquired by Coinify in 2015.



Robert Stoeppel
ADVISOR

Entrepreneur who actively and successfully accompanies the transformation of a traditional business into a modern, future-oriented business for two decades.

Trainer and speaker for applying new technical and web-based opportunities in bookselling and retail.

Designer of social media projects. Media designer in the print and web area.

Expert for merchandise management and its efficient use.

Big fan of blockchain technology with a strong belief in the many positive changes it will bring.

Beginner in Solidity programming and the conversion of own blockchain applications in Web projects.

Always learning...



Gerald Hahn
ADVISOR - GERMANY

An Entrepreneur, sales and marketing specialist with a passion for Cybersecurity.

Gerald Hahn is the CEO and founder of Softshell, through which he created a new approach for international Cybersecurity companies to successfully enter the European market.



Hamzeh Tabbaa
SOLUTIONS ARCHITECT



Amanda Estephan
SOCIAL MEDIA MANAGER



Zeid Soufan
COO



Firas Saba
GRAPHIC DESIGN MANAGER



Noor Daoud
COMMUNICATIONS MANAGER



Zaid Amir
HEAD OF DEVELOPMENT, BLOCKCHAIN SPECIALIST



Adam Bushnaq
GLOBAL BUSINESS DEVELOPMENT



Nour Qasas
HR MANAGER

Plus, more than +20 team members & advisers

Achievements and Partners



Zoolz Intelligent is the future of cloud data, it is the world's first intelligent cloud data backup and it is built on A.I. technologies, integrating the latest cutting-edge capabilities like face recognition, object detection, video analysis and transcribing, and much more



Zoolz is the first global solution that adopts cold storage with Tribrid backup, which has secured millions of home and business data across the world



Genie9 is an award-winning backup and cloud software provider. Since 2001, the company has gone from strength to strength, developing a diverse family of products, which currently protects the data of over 3 million users across the world.



G Cloud app is protecting over 5 million users around the world, it is a free Android and iOS backup app that is simple and safe, protecting all users' data on the cloud

Security

At UHive we understand the importance of security. Once you sign up and read our terms and conditions you will develop a stronger idea in terms of security.

We collect data collection, storage and processing practices and security measures to protect you from any unauthorized access, alteration, disclosure or destruction of any personal information, user credentials, transaction information, and any data stored on our website.

As soon as we receive your personal information, we implement security measures and procedures to avoid unauthorized access from any third party. However, transmission of data over the internet using personal computers or mobile devices is not fully secure, therefore, we cannot guarantee absolute security of all information submitted to our platform.

The information that we collect from you may be transferred and stored at a destination outside your country, particularly, where counterparties to any of the service offered through our website are based outside of your country. Your information could also be processed by staff operating outside of your country and any information may be processed by staff operating outside your country who works for us or our supplier.

By submitting information to us, you agree to such transfer, storing or processing.

Data Confidentiality:

To ensure confidentiality of the data, or to prevent data from unauthorized disclosure, all the user's data will be encrypted with a high-level encryption algorithm. All communications will be protected by TLS. Access to the network's database is strictly limited, and all access credentials are operated by a password manager, being rotated in a timely manner with a constant auditing by our team.

Data Integrity:

To ensure data integrity, the UHive team will establish a procedure to perform periodic checks of data and system functionality to identify integrity issues (e.g., corrupted data, failing hardware, software errors, etc.).

Data Availability:

Ensure data integrity, the UHive team will establish a procedure to perform periodic checks of data and system functionality to identify issues, such as, (corrupted data, failing hardware, software errors and more).

Compliance:

The UHive team will adopt technology with high-security robustness, such as using a HIPAA-compliant cloud hosting from cloud service providers such as AWS. In addition, security will be built in early into our software development lifecycle, making sure our technology architecture follows security best practices.

Audit and Certifications:

Platform security periodical audits are scheduled to be conducted via security experts to seek potential issues. Our team is trained based on security awareness.

Appendix A

Useful links:

- Explainer video (4:30 mins)
<https://youtu.be/5MuX48GpBAM>

- Voice over explainer video (6:00 mins)
<https://youtu.be/5BjAjkvvTjc>

- App Demo
<https://youtu.be/WCJmopbKY5Q>