

Uhive Metaverse White Paper

A New Dimension to Social Networking



March / 2019

London – United Kingdom

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Version 4.0 - beta

Uhive Metaverse App is Ready

World's First Metaverse

Download and experience it



PURPOSE

The purpose of this White Paper is to provide you with some information and insight regarding the workings of Uhive's Metaverse social network platform (the “**social network**” or “**platform**”).

The White Paper is not intended to promote any part of the platform or its features as an investment product.

DISCLAIMER

This White Paper is strictly for discussion and information purposes only. It does not constitute an offer or solicitation to invest in the platform, purchase Uhive Tokens or invest in the shares of Uhive Limited (company number: 11200253) (“Uhive” or the “Company”).

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 White Paper is currently in draft form; the final version 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 the platform 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 advertisements, Spaces, etc. Users have the ability to purchase tokens so that they can utilize it within the social network.

*You are eligible to own the token and use it throughout the platform. 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 <https://www.Uhive.com/legal/general-terms-and-conditions/>.*

The Uhive Tokens which are available for purchase on the network are available for the sole purpose of utilizing the network's services. The availability of tokens is not meant to be construed as an inducement or encouragement to purchase the tokens or for the tokens to be considered as an investment in any way.

You should not rely on the platform as a source of income. Receipt of tokens from the platform should not be considered a payment of salary.

There is no expectation of future profit or gain from the purchase or holding tokens in their current form. Tokens do not represent:

- a) Any ownership or equity interest in the Company or network;*
- b) A right to vote in the Company's decision-making processes at the board or shareholder level; and*
- c) A right to receive dividends or other distribution rights based on the profits generated by the Company or the network.*

The value of your Space can go down as well as up based on the following factors:

- a) the number of tokens used to purchase and increase the volume of your Space can result in the volume (and therefore value) of your Space increasing proportionally; and*
- b) the volume (and therefore value) of your Space can increase depending on the activity levels of your Space, which can include (but not be limited to) the number of followers, posts, likes, and comments on your Space.*

Any increase or decrease in the value of a Space should not be misconstrued to mean that the Space is an investment. Fluctuations in space value is meant to correlate to a user's participation in respect to their space, whether via activity levels or the amount of tokens used to increase the space's volume.

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

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

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

Antoni Gaudí, Origin: A Novel

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Vision

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

Mission

The research and development that went into Uhive has been a 5-year process. 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 metaverse digital world

How will we do that?

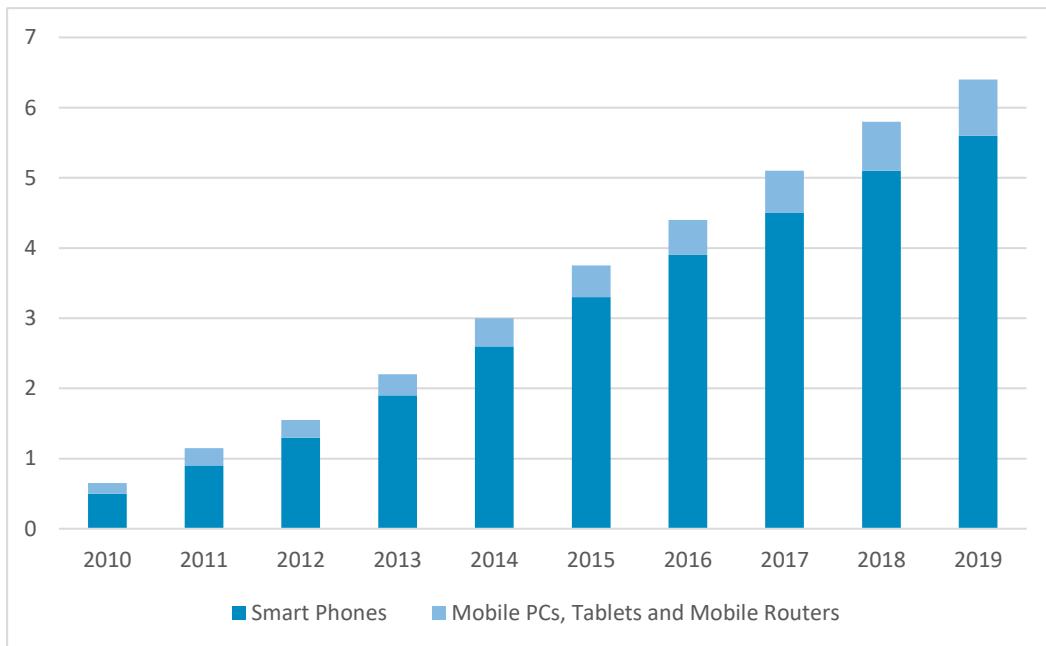
- New Social Experience.
- Innovation: creating a new world within a world.
- Token economy: Introducing our own built-in Tokens, known as Uhive Tokens, which offers users multiple ways to engage within the social network.
- Advertisement revenue sharing:
 - Recognising that social media advertisements only work because of user engagement
 - Rewarding users for making advertisement income possible by sharing a portion of the advertisement revenue received by Uhive

Market Size

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

Uhive is designed for the future of social networking and beyond.

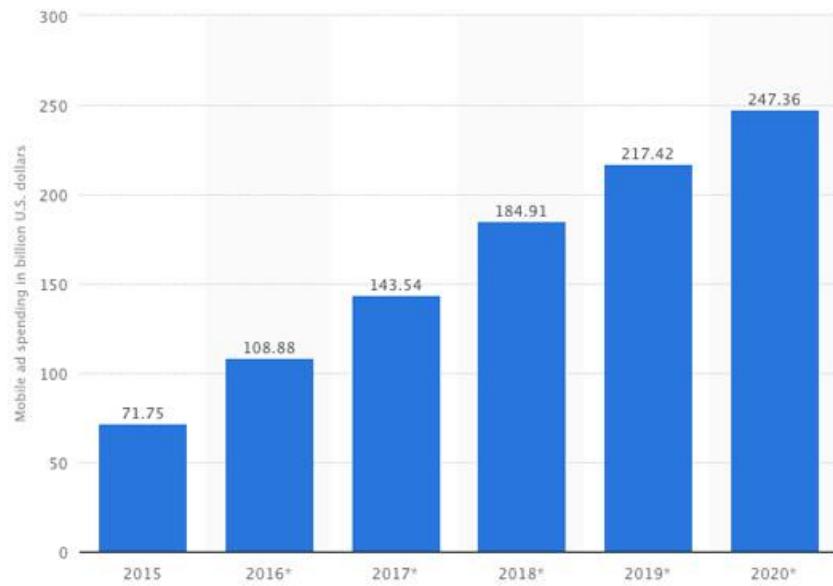
- **Users:** Anyone with a mobile device and Internet access is a potential user (6.4 billion potential users)



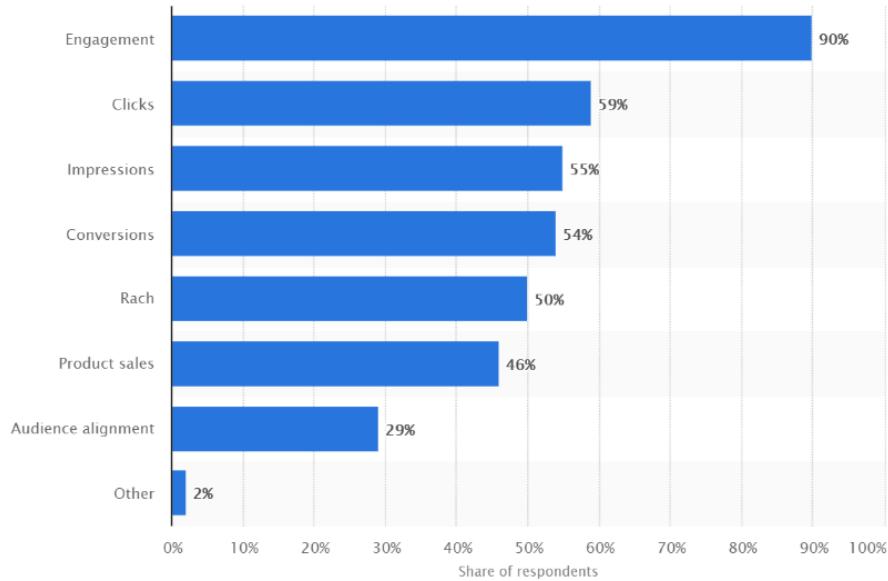
Mobile Internet Subscribers to reach 6.4 Billion by 2019

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

- **App Developers and APIs.**
- **Advertisers:** The purpose of advertising is to increase the market growth and online trade volume. Today, the world depends on digital marketing. Therefore, we believe it is essential to increase the growth of 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 goal, is to address the unlimited human needs and desires with a new innovative social network, and to create a new haven for our users whilst attending to their divergent human needs.

Deliver Human Needs and Wants

What does the social network provide?

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

** Uhive is currently under the process of developing a number of services and features that will be provided on the platform. Users will have the option to buy tokens and spaces throughout the network. In the near future, we will seek the ability for users to sell, trade tokens and spaces provided there are no adverse regulatory consequences for Uhive or its users. Additionally, users will be able to monetize their engagement and effort by receiving a share of the advertisement revenue that Uhive receives.

Introducing Uhive Social Metaverse

Introduction

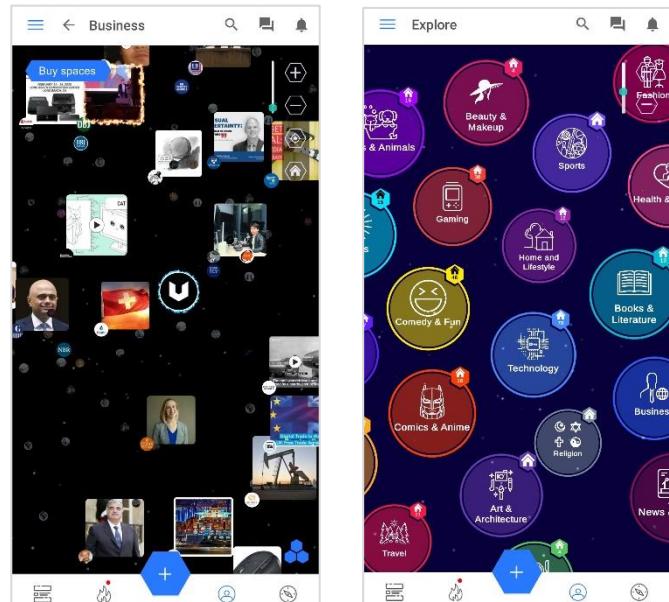
Uhive's innovative platform enables users to create and display their space, known as a 'personal profile' with a digital location in a world of infinite spaces available for occupancy.

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 Metaverse Approach (The Oasis)

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 page. 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 Free World (Coming Soon)

Everything in 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!

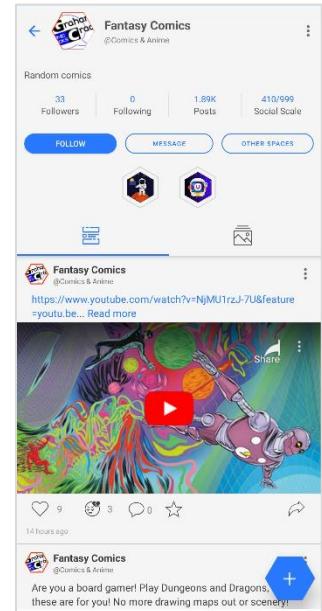
The Civilized World is structured based on interest categories such as Sports, Music, News, Fashion, etc. Zoom in, and you will find communities of common interests, which fall under the space category. Drill further, and you will be able to spot walls and personal spaces. The mobility of an exploration 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 gets.

If you're the private type you should Visit the Free World, it's made for you. The Free 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 the feature of communicating with users through our upcoming chatting scanner.

Dive through exciting and new upcoming experiences.

Finally, Uhive was designed to mimic life, and remain a complete self-



sustained financial ecosystem with our new Uhive Token, allowing you to buy in-app services throughout the social network. Additionally, you will be able to receive Uhive Tokens whilst exploring the app. The more active you are, the more tokens you receive.

Moreover, we distribute a big share of our advertisement revenue with users to recognise the impact users have on social media marketing.

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 weak site traffic. The owner may consider devoting his or her budget 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. Uhive intends to facilitate these marketing methods, but also allows users (including business users) to choose a space location which resides next to a high activity area via a onetime payment for a strategic location which aims to offer 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 Start-ups

- 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 a cost-efficient approach in a space adjacent to high traffic spaces.

Human Psychology

The whole concept of social networking involves connecting people together. Uhive is a network developed for entertainment, sharing news and knowledge. Yet, after studies into human behavior, we discovered that there are many limitations in users' experience on existing social networking platforms. Uhive is designed to explore and express human needs, urges and wants which have so far been 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 handles generic human needs and behaviors:

Behaviors/Environments	Civilized World	Free World
Law enforced and regulated	Law-abiding community. An environment suitable for all ages	Freedom to express and be anyone you want to be
Remain unknown	-	Anonymity
People with similar interests, tend to connect	Identifiable communities	Private communities
Desire to connect, and find out about other users' activities	Join millions who share a common interest	Daily sneak peek and chatters
Enjoy travelling and meeting new people	Explore new topics and spaces	Purely random exploration journey
Work and monetize	Receive Tokens through engagement and expose your business brand into the world	Receive Tokens 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 Free 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	-

Metaverse Approach

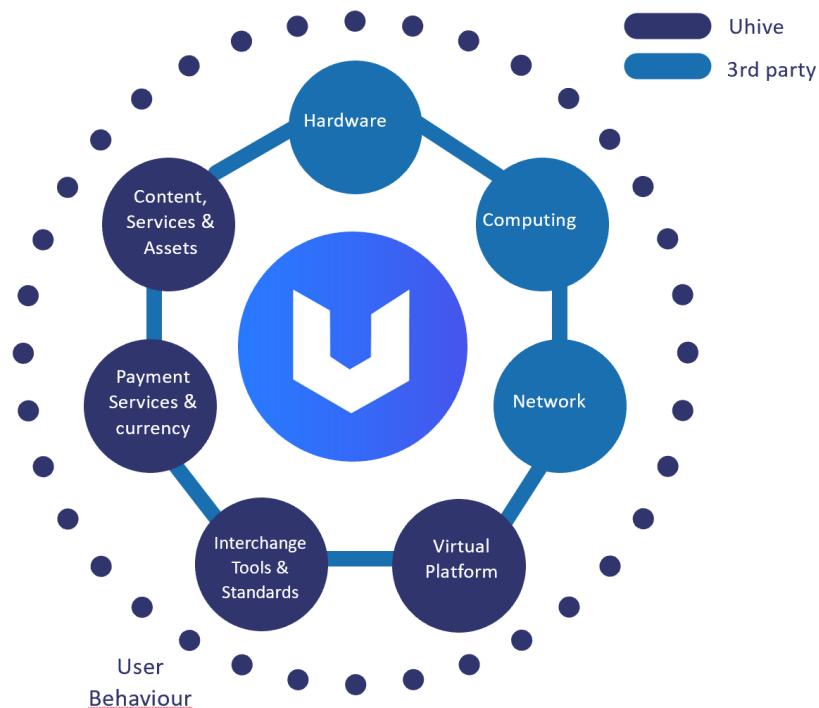
To be able to achieve the aforementioned needs and wants alongside the integration of the human psychology, the Uhive team has been working on creating the world's first Metaverse Social Network (Since 2018), a complete digital world that actually simulate our real world

But what is the Metaverse?

The Metaverse; 'Web 3.0', the "Evolution of Digital", the "Successor State" to the internet and whatever else it is being called out there, is here. A convergence of the physical, augmented and virtual reality in a shared online space.

The metaverse is a digital universe that mirrors the real world, supporting a new generation of users that are looking for more immersive and innovative ways to interact, create and earn.

For the metaverse to exist, there are 7 core elements that must interconnect. Uhive has built 4 core elements that interact seamlessly with the whole ecosystem.



Simply, Uhive was designed to be a simulation of life, and to achieve this Uhive must evolve to a metaverse... a world that comes with infinite possibilities

Decentralised Moderation (Magna Carta Protocol)

The main provisions of the Magna Carta still resonate today within free societies in the physical world. The principle being that all individuals are created equal and have the same right to be heard and judged by their peers only. Inspired by this, Uhive's decentralized moderation (DeMo) protocol was built, particularly because as the world increasingly embraces the 'metaverse' our digital rights will need to be on-par with those in the physical world.

By taking a cue from Wikipedia, whilst also introducing its own proprietary design for community moderation, Uhive is giving everyone the opportunity to become a moderator on Uhive and decide the volume level of content that appears on the platform. At the same time, users are given the space and freedom to express themselves. Through DeMo, users can explore their favorite content and meet like-minded individuals who share their beliefs, and interests without fear of being silenced.

A DeMo governed Uhive allows for all users to post freely, whilst giving the option to engage, ignore or completely avoid certain users all-together. This also allows for those with controversial views to have a safe space to debate their different views, and gives marginalised groups the ability to have a voice on Uhive – rather than be banned, consequently forcing those groups underground, where hatred and intolerance can often fester and grow.



NFT Concept in Uhive Metaverse

What are Non-Fungible Tokens (NFTs)?

Non-Fungible Tokens or Nifties are collectible digital assets that exist on a blockchain. Each token has unique specifications that make it a one-of-a-kind. An NFT can be owned by one user only, and they cannot be replicated or forged. On Uhive, an NFT token can be applied to every single space!

NFTs on Uhive

Since Uhive's big bang, NFTs emerged throughout Uhive's social universe in the form of spaces! Paid Spaces on Uhive can be the most valuable NFTs – as they are unique, and solely belong to the accountholder. They are essentially virtual real estate that you'll be able to buy or sell.

A Space's value can be determined by their location on the Uhive universe, levels of engagement, amount of content, and more.

On Uhive, everything is designed to be converted to NFT, meaning that in addition to your space, you can also convert the following to NFTs:

- Complete space (with followers, awards, social scale, etc.)
- Space's location
- Space's name
- Space's content
- Space's logos
- Collectable cards and artwork
- Mind blowing special effects & more!

In Uhive everything is designed to be sellable and tradable in the near future

Digital Collectibles

Uhive supports digital collectibles, giving users the ability to create their own NFT, albeit prioritising high-quality NFTs for users to see first.

Some NFTs will have superpowers, a feature which will allow for the NFT users to use the superpower on the Uhive App, with powers such as the ‘social scale booster’ – which increases the ability to like and dislike posts.

Digital Collectibles Superpowers:

Some digital collectibles, will have superpowers for example:

- Boost social scale
- Boost likes and dislikes
- Ability to post higher quality videos and longer videos
- Ability to show-off your spaces in the Oasis
- Ability to travel faster in the Oasis
- More superpowers will be added by time



Grab the Light

There is always a shimmer of light in d...
Listed by: Uhive

€50,000

Deed to your space

Remaining 993 / 1000

Spaces are NFTs. In order to truly own your space NFT, a unique token address is attached to your space’s location. Once the space’s NFT token is minted, the owner of the space can request its transfer to their own blockchain wallet for safekeeping purposes or sell it by transferring it to another user’s wallet. Recipients of the NFT will be able to claim the space by transferring the token to their own wallet address

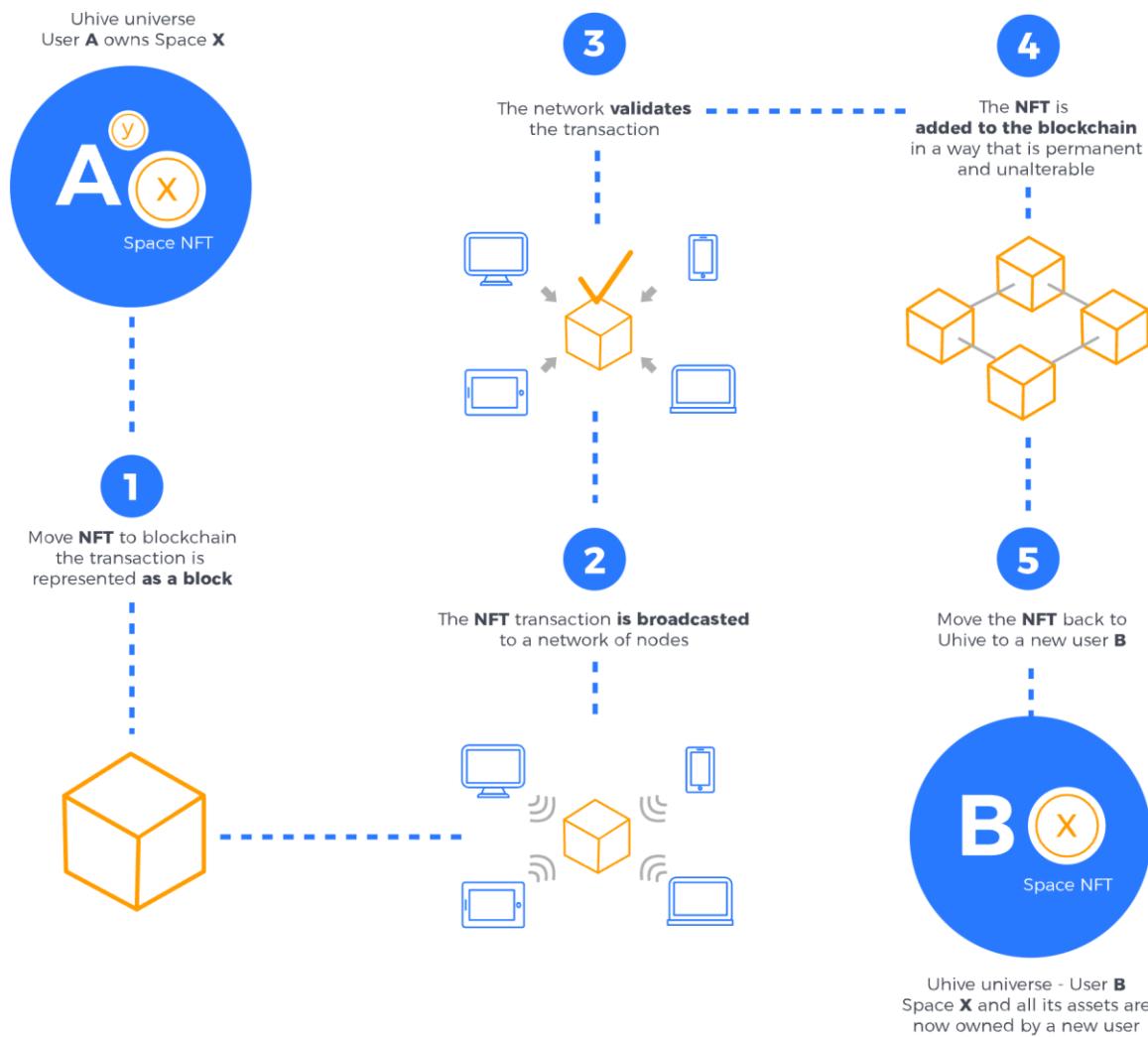
How does it work?

Simply withdraw your Space NFT from Uhive and upload it to your blockchain wallet

Once on your blockchain wallet, you can trade/sell it

If the Space NFT is relocated from a user's wallet to Uhive, the system will remove ownership and it will be available for another user to have ownership of it, including:

- Space Location
- Space Followers
- Space Content
- Space Social Scale
- Space Awards and Badges



Marketplace

Uhive marketplace is designed to allow users to Buy/Sell/Trade/Bid their digital assets

Some of the digital assets that will be traded on Uhive marketplace include:

- Complete space (with followers, awards, social scale, etc..)
- Space's location
- Space's name
- Space's content
- Space's logos
- Collectable cards and artwork
- Mind blowing special effects & more!

Uhive Marketplace will allow users to buy and sell using Uhive Token, and this will create an influx of token usage within Uhive economy

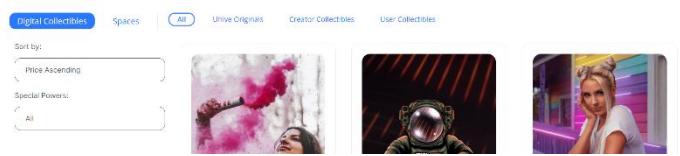
Uhive Marketplace will also allow for users to easily create/mint their NFTs in few steps. In addition, the Marketplace will also support royalty and the NFT creator will be able to set their own royalty comission, ranging from 0-10%, with Uhive Marketplace charging a fixed 4% comission as initial design.

Explore NFTs

Julio Bencid
Julio's exclusive NFT drop on Uhive is available right now!

A successful artist in the gaming industry, and social media influencer, Julio loves the challenge of creating new and interesting characters

[Explore the Collection](#)



Uhive Marketplace

We're building the Marketplace, so you can buy and sell. It's the early stages so expect more features soon!

Download Uhive Buy Tokens Sign In

Explore NFTs

Digital Collectibles Spaces Uhive Originals Creator Collectibles User Collectibles All

Sort by: Price Ascending

Special Powers: All



Show Your Colours
Don't be silenced; let your voice be heard.
Listed by: Uhive

€2,500

Remaining 9593 / 10000



Time Dilation
Exploring the U-verse one space at a time.
Listed by: Uhive

€2,500

Remaining 9447 / 10000



Neon Blonde
Bright lights for shining stars.
Listed by: Uhive

€5,000

Remaining 4851 / 5000



Soccer Player



Basketball Player



Girl

Uhive Market Place

Dividends for all (Universal Income)

Uhive Metaverse world has got a bold vision, beside the metaverse (The Oasis) and public moderation (Magna Carta Protocol) being built, our end state vision is to share the wealth, meaning unconditional income for all active users.

Instead of simply having a few individuals/ investors possess all profit and successes, we believe that a big part of the revenue should and must be re-distributed back to our Uhive users (unconditionally).

The amount of tokens distributed will vary depending on various factors, but the simplest way to receive tokens is to use the application non-continuously for at least ten (10) minutes.

The Uhive application is still in beta stage, however the following applies:

User Activity Factors will get you (15%)

- Time spent on the app
- Social Scale
- Posts
- Engagement, Reporting, Moderation
- Plus more than 200 parameters is being developed (which is a hard work)

Uhive Total Economy Factor (85%)

This is the big part! Uhive needs millions of users for the internal economy to work, so until we reach the minimum of 5 million active users, the tokens will be low.

But, as Uhive becomes more successful with an increase in trading, engagement and PR amongst the many other, which will increase the overall wealth at Uhive, hence benefiting all Uhive users, not just a selected as implemented in some of the current social networks.

Remember we are still a self/public-funding operation, although working hard and attempting to unitise every resource we have.

What is The Free World?

The Free World is a place where users can express themselves freely. It's a place where a user can choose to be whoever they want to be, and the opportunity to share thoughts and ideas anonymously.

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.

Free World Privacy

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

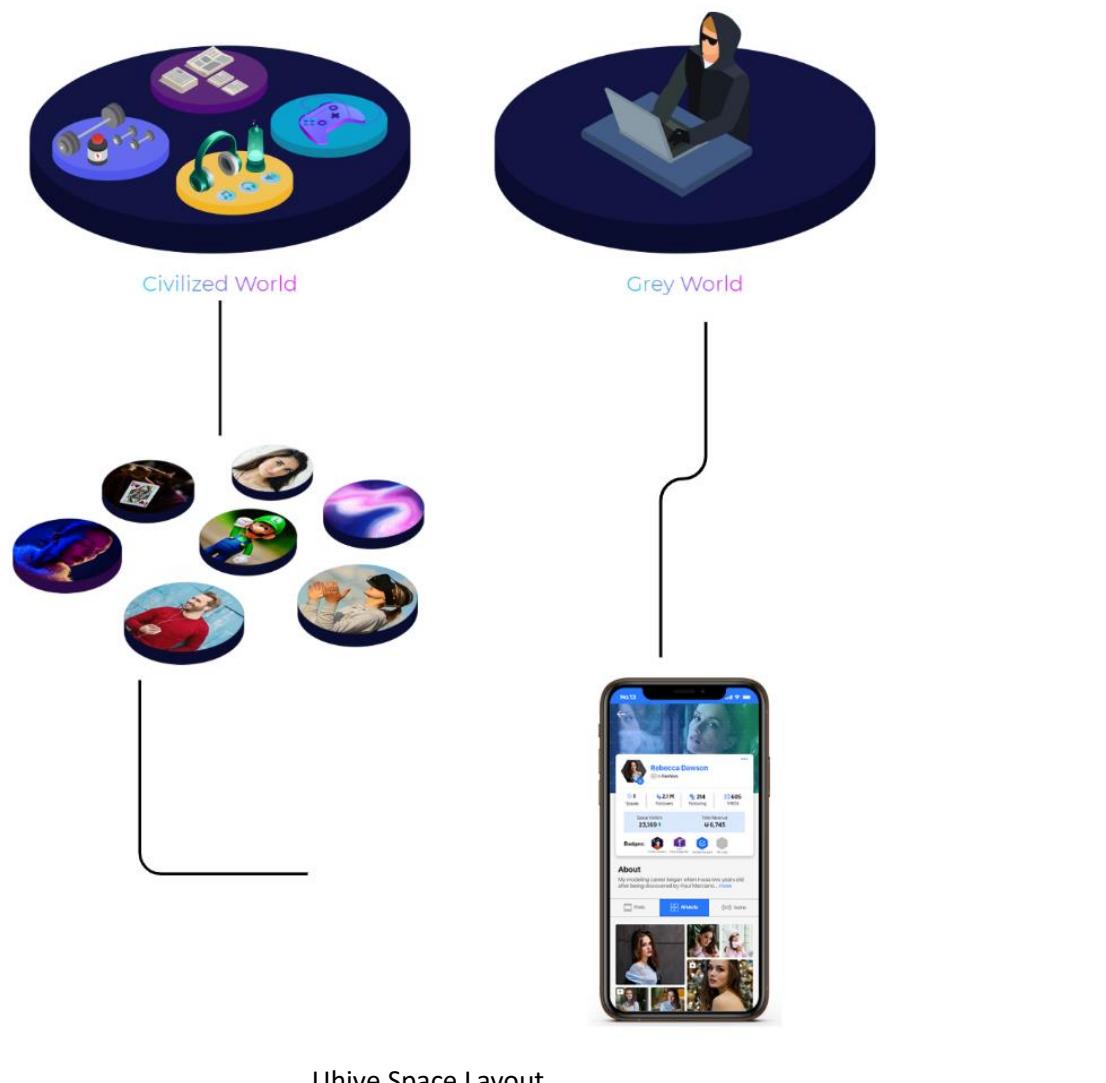
The Free World allows you to have unlimited spaces throughout and is designed to allow users to feel a sense of freedom and provide them with maximum privacy.

Finally, the freedom of speech and expression is not intended to allow users to abuse or undertake illegal activities while engaging on the social network. Advanced technological measures have been developed to restrict such activities.

Space Design

A space defines your ‘personal profile’. An area that you can post comments, share ideas and thoughts. Moreover, the Civilized World and Free 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 Free World



Uhive Space Layout

Spaces Anatomy



Space value increases with time due to multiple factors, such as user engagement, space traffic, etc.



Users can own multiple spaces in different locations.



The network design is derived from human psychology and behavioural 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 like a property, that can be used for personal and business use.

Space Types

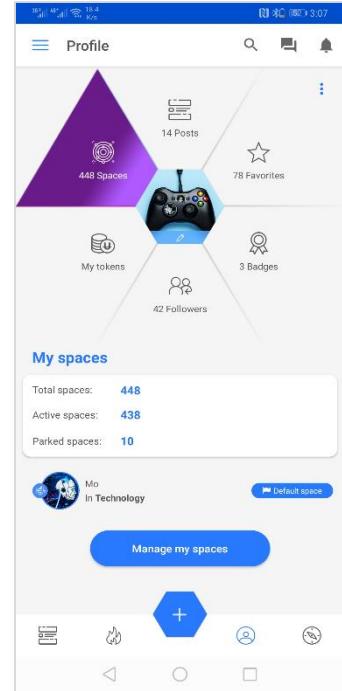
Uhive consists of two spaces:

- Personal Space
- Business Space
- Community Space
- Paywalls

All spaces share the same type of attributes, but, each business spaces 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



Community Space

- Will allow community users to post in the community space
- Will allow them to Chat and interact easily
- Community can be public or private
- Community will have a different shape in the Oasis

Paywall Space

See Paywalls Below

Space Privacy

Privacy modes:

- Public (default)
- Private

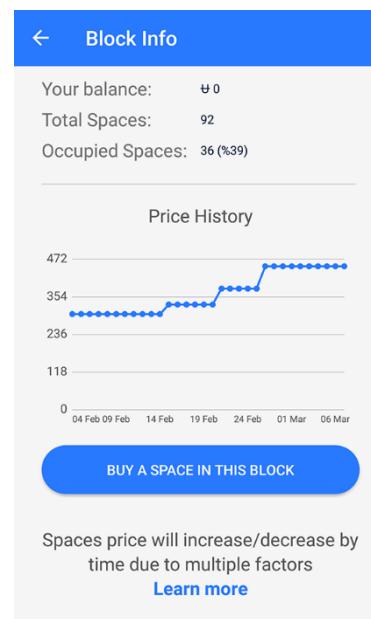
You have full control over your spaces. However, by default, spaces are public unless you choose to make them private. If you choose to make your space private, other users' ability to follow you and see your posts will be subject to your approval.

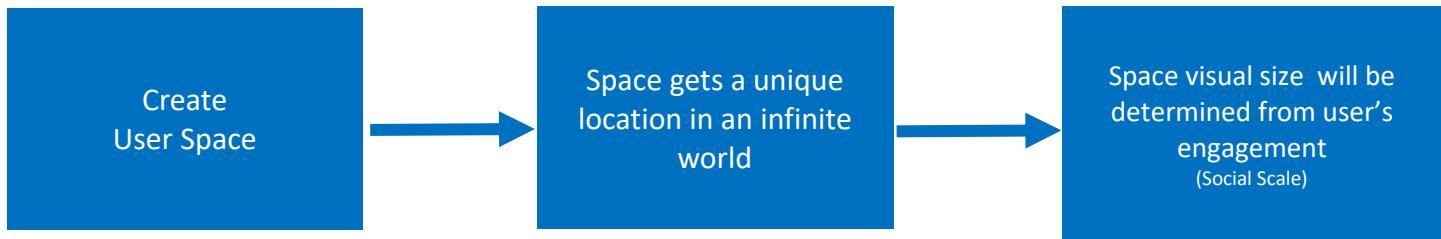
The Free World consist of three modes for privacy (To be Revealed later on)

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 also 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 can increase according to your level of engagement.

Each space is valued depending on multiple factors such as; traffic, area reputation, space engagement and much more.





We developed an internal algorithm which takes many factors into consideration, with the purpose of tracking space value throughout the network. An example of the variables that can impact the space value algorithm are set out below.

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

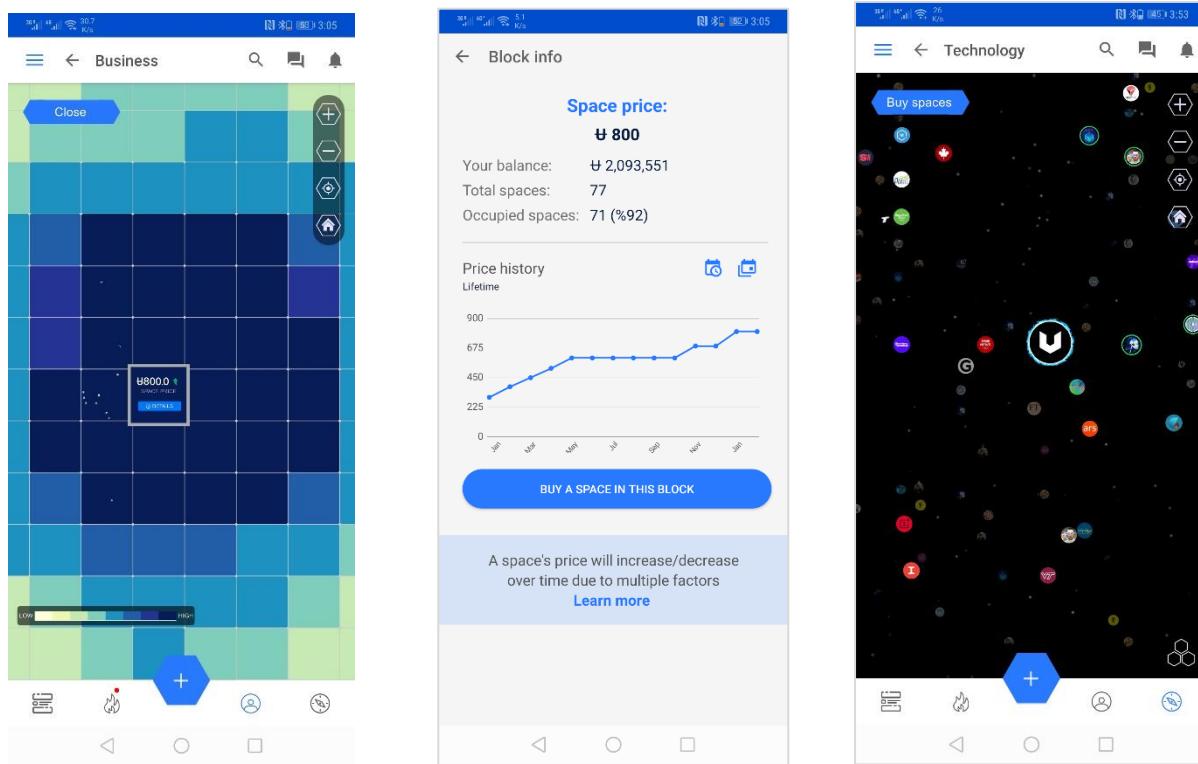
Disclaimer: The example above is not meant to be construed as an inducement or encouragement to purchase spaces or tokens to be considered as an investment in any particular way.

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

Currently, Uhive does not authorise users to sell or trade spaces throughout the network and is investigating into the possibility of adding features to allow space selling and trading in the future. However, such features are still under consideration and are still not finalised.

An example of how this feature might work is displayed below:

- Users will be able to offer their space on the network at any time and set their desired price in Uhive Tokens.
- Once the space is offered within the market, other interested users can buy it and the network would allow for a direct transfer of the Uhive Tokens from the buyer's wallet to the owner's wallet.

If Uhive decides to introduce this feature, it will be offered around the same time as the V2 Tokens feature are introduced (See V2 Tokens section below).

In terms of timescale for introducing a space selling / trading feature, we are in the process of assessing any regulatory implications, and are hoping to introduce such functionality in 2019.

Paywalls

Uhive will allow to convert any space to a Paywall, where the user can define the rules to access the space, like defining a certain price in Uhive token, a subscription-based

Users may also be allowed to preview the space before joining

It will be the space owner's responsibility to comply with Uhive community rules and regulation

Community moderators in the system can also report and moderate the paywalls

Uhive Paywalls will be introduced in 2022

Uhive Paywalls will have special treatment in the Oasis

User Home

The ‘Home tab’ is designed to generate an infinite number of posts for the end user in order to keep them updated and socially active.

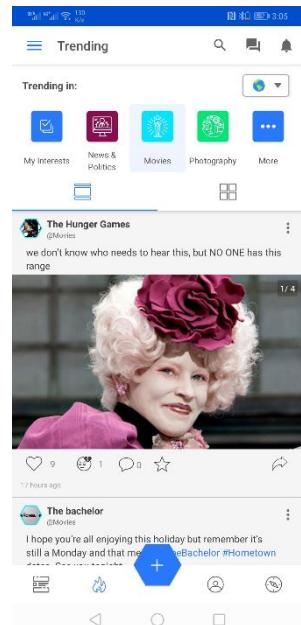
Users will be able to view all the spaces they choose to follow in a single location. This is known as the ‘Home tab’. Moreover, an advanced algorithm will generate the most desired post for the user to see from the spaces he/ she is following.



Discover

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.



Top Posts

Top posts in Uhive will show what the Uhive algorithm believes to be the best content to show to the user, it takes into consideration the following (but not limited too)

- Language
- Interest
- Location
- Likes / Dislikes
- Social Engagement on the post
- Reports
- Moderation power
- Superpowers from the NFT Cards
- Plus many other elimits being added by time

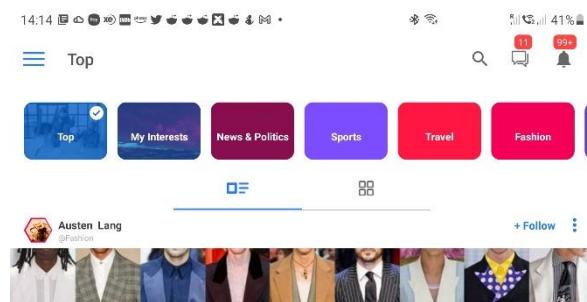
Top posts will mostly focus on but not limited to posts with media

Furthermore Magnacarta Protocol and Moderators will have the power to push content as a top posts

Interests

Uhive interests

- News and Politics
- Sports
- Travel
- Fashion
- Art and Architecture
- Astronomy
- Autos
- Beauty and Makeup
- Books and Literature
- Business
- Comedy and Fun
- Comic and Anime
- Education



- Films and TV
- Food and Drink
- Gaming
- Health and Fitness
- History
- Home and Lifestyle
- Music
- Parenting
- Pets and Animals
- Photography
- Religion and Spirituality
- Science
- Technology

Hashtags per interests will be added to make it easier to find the right content

Search

Uhive has a power search ability to search content and posts

Search is based on an elastic engine and powered by our internal proprietary logic

In Uhive users can search

- Posts Content
- Posts Images by object (Using our A.I.)
- Posts Location
- Posts Hashtags
- Search Videos
- Search Users
- Search Spaces
- Search Photos

The image shows a screenshot of the Uhive mobile application interface. At the top, there is a navigation bar with icons for search, notifications, and account settings. Below the navigation bar, the search term 'car' is entered in the search bar. The main content area is divided into several sections:

- SPACES:** This section lists three spaces related to cars:
 - SUPER CAR (@Autos 464 Posts)**: Includes a yellow car icon and a 'Follow' button.
 - Car Throttle (@Autos 1.83K Posts)**: Includes an orange 'H' icon and a 'Follow' button.
 - Car & Driver News (@Autos 10.9K Posts)**: Includes a red and blue car icon and a 'Follow' button.
- PHOTOS:** This section displays three images of people with motorcycles:
 - A woman in a black tank top and pants standing next to a red motorcycle.
 - A man in a tan jacket and helmet riding a black motorcycle.
 - A woman in a black leather suit working on the engine of a black motorcycle.
- VIDEOS:** This section shows a small video thumbnail of a car.

At the bottom of the screen, there are standard mobile navigation buttons for back, forward, and search.

#Hashtags

Uhive will support #, with auto smart completion for search and filtering

Also, Uhive will support subcategories per interest via #

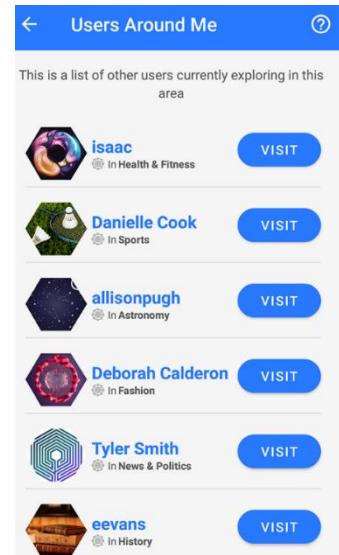
Engage with users around you

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 receive, as its linked to how socially active the user is.

Below are a list of existing Badges:

	Verified Account Badge: 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>Prime Location:</p> <p>This badge is a way for Uhive to reward users, with the best space location within the centre 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% in Tokens 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% in Tokens 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% in Tokens from their 'space' and this badge is awarded to the first 1000 influencers.</p>

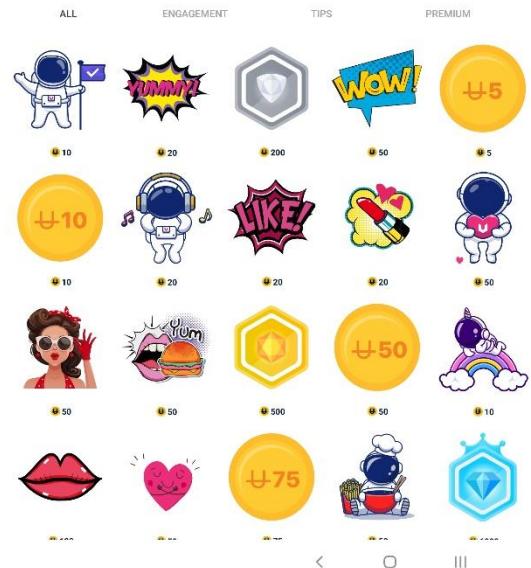
Awards

What are awards and why should I send an award?

Giving an Award is a way to take showing appreciation for content, to the next level! It's so much more than a 'like'. Awards are a way to show appreciation for an exceptional contribution someone has made to the network. It's a very personal experience from one Uhiver to another.

The Award will help the original post and the space it belongs to, become more prominent and discoverable; Uhive's proprietary technology has been developed to evaluate amongst other things, a post's prominence based on the awards it receives. The more awards the post gets, the more it will appear at the top of search results and feeds.

In addition to this it gives credibility and affects the creators social scale.



What type of Awards can I send?

1. Tokens Awards: this type of award will send tokens to the post's creator, such as;



2. Visual Awards: these will be displayed on the post itself, such as:



Simplicity is Uhive's goal, so how do you give an award?

You can award someone simply by tapping on the "Award" icon below their post

You can select the award that you want to send

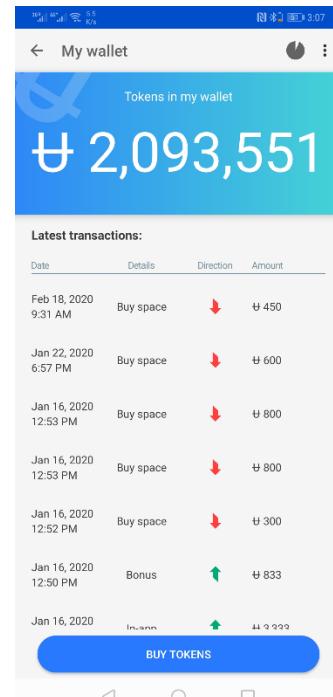
You can add a message to the award if you like

You can either send the award anonymously, or show your display name

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:

- Deposit from external ETH Wallets where you may have stored your Uhive Tokens previously.
- 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)

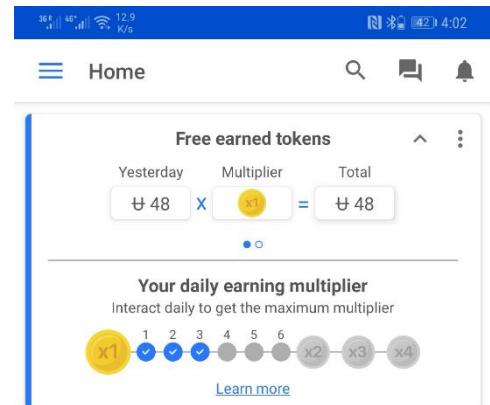
We created a separate Ethereum wallet for each user. The private keys are encrypted using a secure and hash Vault, therefore, no one has the ability to directly access the encryption keys as they are saved in a private database. Moreover, the vault itself is hosted on a private server on a separate AWS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

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

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

User Engagement - Converted to rewards

The social network is designed to give back to users.



A significant 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 within the network	Create new revenue models

Uhive: Building a Habit-Forming Digital World

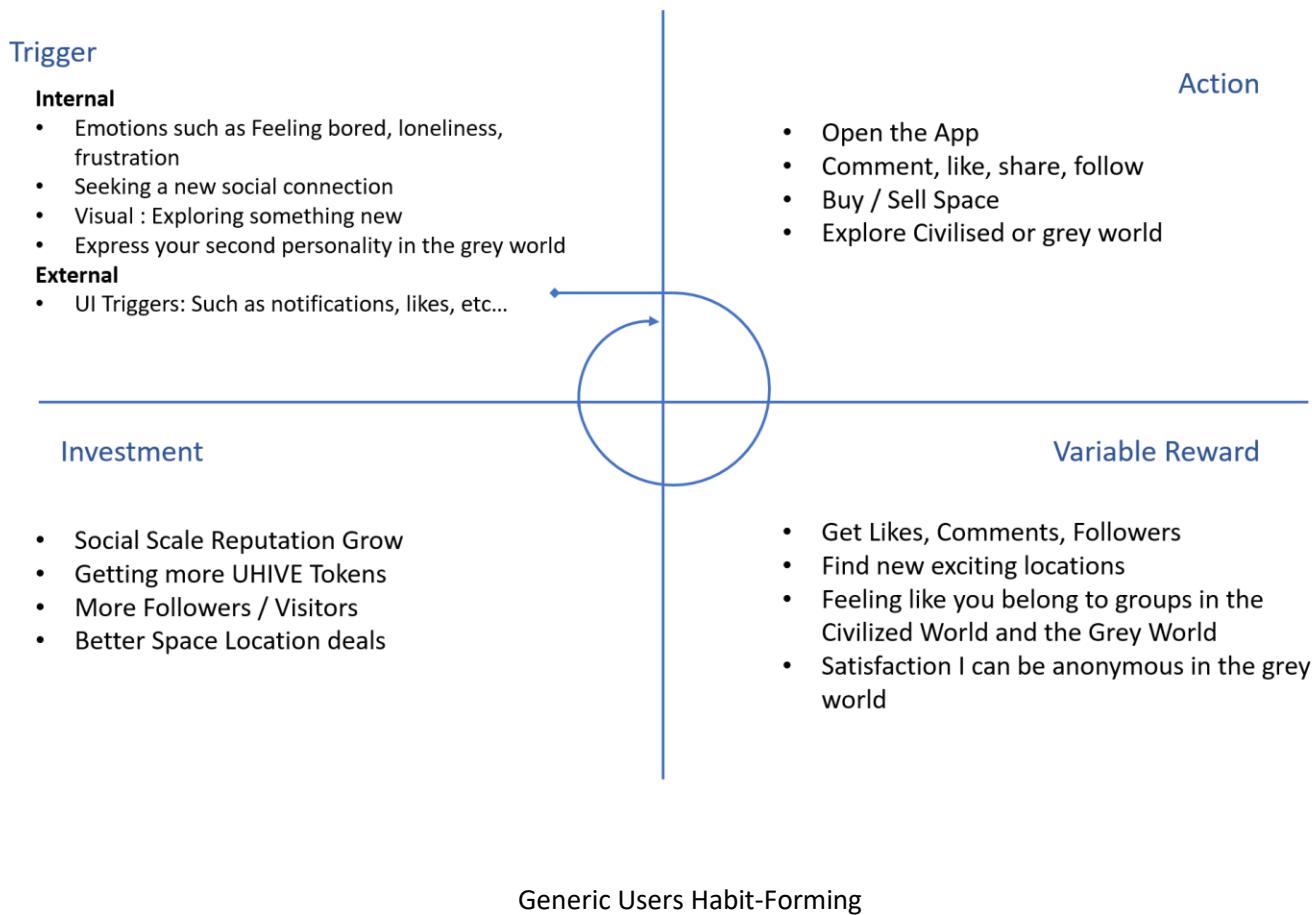
We are building a comprehensive social network based on the principles of behavioral psychology, that is used to create a habit-forming app, and is used to promote user retention which takes users through different behavioral models.

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:



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's social scale which affects the space and area price. If you are an active user, others will like and share your post, which will result on 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 decreasing 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 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 that we will integrate into 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.

Over the past couple of years we have worked towards transforming social networking and taking it into a new era, that combines the technological capabilities 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 possiblites 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.
- Free 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 network.
- Rewards: A portion of our advertisement revenue will be shared with our users. Also, users will receive rewards for their engagements and activities.
- Five 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?

The Uhive Token will be utilized on the social network exclusively. The long-term objective is for business marketing, trade and consumer purchases of goods and services to be completed on the Network using the Uhive Token.

The Token is based on five years of research and development and is intended to be the foundation for a fully self-sustained economy on the platform, using blockchain technology.

Thirty percent of the social network's advertisement revenue will be distributed amongst users whose engagement on the platform affects the popularity of the advertisement. Uhive is the improved and advanced version of the existing social network platforms, therefore, the more people sign up, the more valuable 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, the Tokens can be purchased in the app directly from Uhive only. We are working on making buying Uhive Tokens as easy as possible. In the early access app, Uhive Tokens can be bought in a similar manner to how users can buy tokens for any game. The Uhive Token will be stored in an internal wallet inside the app, and you will have the ability to transfer the Tokens to any external wallet.

Tokens will allow you to do the following:

- Buy and reserve spaces
- Increase the size and appeal of your space
- Subscribe to certain spaces within the Free World
- Gift tokens to other users.

Uhive is actively discussing how to expand the usage of tokens within the network and will provide further information on future developments (the V2 Token).

A new world of digital economy is about to be born

V2 Token

There are some features of the app that we are considering introducing which may require regulation (such as, but not limited to, the trading of Uhive Tokens on cryptocurrency exchanges, the selling or trading of space, etc.). We will assess the regulatory environment before we introduce these features.

If Uhive decides to introduce those features, it will create a new type of Token (a V2 Token) which will have features that make it fit-for-purpose to be used to redeem the network's 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, for example, to help you buy Space(s), and be rewarded for being socially active on the Network, without requiring the type of regulation that a V2 Token may require.

If we introduce V2 Tokens, to help users navigate through the change, we will allow users to exchange their V1 Tokens with V2 Tokens. You will not be required to exchange your current Uhive Tokens with V2 Tokens, but we may stop selling the old version of the Tokens in the future to harmonise the network's economy.

This option is still under consideration, but if changes are made to your Token features, we will update you as soon as possible.

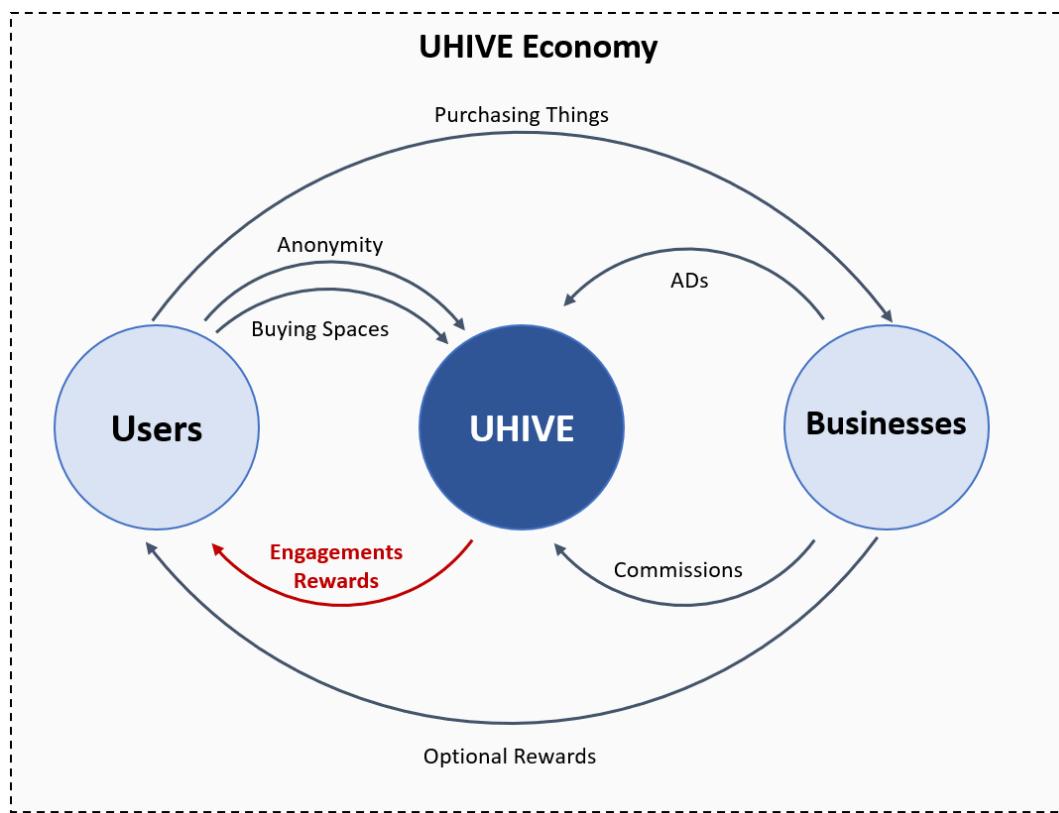
In terms of timescale for releasing V2 Tokens, we are in the process of assessing the regulatory environment and implications, and are hoping to release them in 2019.

Disclaimer: The above is not meant to be construed as an inducement or encouragement to purchase Tokens or for Tokens (whether the existing Uhive Tokens or V2 Tokens) to be considered as an investment in any way.

Uhive Economy Flow

Uhive was created with the aim of introducing a self-sustained economy, governed by supply and demand.

The diagram below shows some features that are not currently available on Uhive (see sections above on cryptocurrency exchanges, buying and selling goods, etc.). However, the purpose of the diagram is to illustrate how Uhive intends to create a self-sustained economy on the network through the various types of engagement between users, business users and Uhive.



Disclaimer: The above is not meant to be construed as an inducement or encouragement to purchase Tokens or Spaces or for Tokens or Spaces to be considered as an investment in any way. We make no guarantee of any results from using the Uhive Network including in respect of any income realized. Users should not rely on the Network as a source of income. Receipt of Tokens from the Uhive Network should not be considered a payment of salary.

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 advertising revenue (as Uhive social network will share advertisement revenue with users).
- Advertise.
- Get special effects.
- Subscribe to certain Free world spaces.
- **Allow businesses to sell goods and services using Uhive Token (a feature which is not currently available, and may be introduced if we introduce the V2 Token (see V2 Token section above))
- **Buy merchandise (in the future).

Businesses

- Businesses will invest into advertisements 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 (a feature which is not currently available, and may be introduced if we introduce the V2 Token (see V2 Token section above))
- **Businesses can reward users with Uhive Tokens as a marketing effort to motivate them to remain actively engaged (this feature will not available yet).

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 Uhive Tokens.

- Users have the ability to purchase spaces for better location and visibility.
- **Users can purchase from a business directory.

**Uhive is still in the process of developing a number of services and features that will be provided on the platform. Users will initially be able to buy Spaces using the Uhive Tokens only. However, in due course, we may allow business users to sell their goods and services using Uhive Tokens. If this feature is added, it will be released around the same time as the V2 Tokens.

Uhive System

- ***Will act as the treasury and system controller to preserve and control the Uhive Token's value from fluctuating
- Will offer users with Token rewards for being more active and spending time on the social network.

***Uhive Tokens are currently fixed in value and will retain this functionality. V2 Tokens may have a dynamic value in which case we will explain this feature to you in further detail if we introduce V2 Tokens.

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

Buying Tokens Procedures

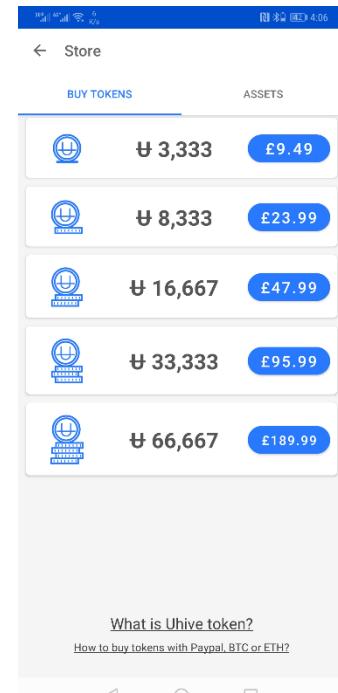
Uhive offers multiple payment methods (through the application and the website):

- *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.

**You will be required to comply with our KYC (Know Your Customer) requirements before completing your Token purchase.

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.



STEP 1: Add your coupon (optional)
Coupon code (optional) [ADD REFERRAL](#)

STEP 2: Plan your Purchase
You can buy UHIVE Tokens using Ethereum, Bitcoin or Fiat Currency
Token Price: Public Sale: \$0.003 (Current Price)
Use the below simple calculator to plan your purchase
UHIVE TOKENS: 25786 COST: 0.5001 Ether
Bonus: 0 Total: 25786

STEP 3: Purchase
Select the currency and then the amount you want to buy
Select Currency: \$ USD Amount: \$300.00 USD [Buy Now](#)
Please note: For more than 2000 USD, EUR or GBP, please contact sales@uhive.com
If you face any issues with your Paypal payment, please contact us at sales@uhive.com

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 each party will receive bonus Tokens equivalent to 5% of his or her purchase value.

(NB: Only available when you buy from the Uhive web dashboard)

Referrer Bonus	5%
Referred Bonus	5%

Cryptocurrency Exchange Listing

Uhive is looking into the possibility of featuring Tokens on cryptocurrency exchanges in the future, but aspect is still under consideration and is not currently finalized.

If 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 a separate V2 Token is to ensure that the existing Uhive Tokens are able to fulfil their functions on the Uhive Network, e.g. 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 existing Uhive Tokens for V2 Tokens, for a seamless integration. This point is still under consideration, but if changes are made to your Token features, we will let you know in advance of it happening.

In terms of timescale for releasing V2 Tokens, we are assessing the regulatory environment, but are hoping to release them in 2020.

Disclaimer: The above is not meant to be construed as an inducement or encouragement to purchase Tokens or Spaces or for Tokens or Spaces to be considered as an investment in any way. We make no guarantee of any results from using the Uhive Network including in respect of any income realized.

Users should not rely on the Network as a source of income. Receipt of Tokens from the Uhive Network should not be considered a payment of salary.

Monetizing and Revenue

The Uhive social network business model consists of a number of sources of revenue. 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 Uhive Tokens in order to fully utilize the App's services.

We have currently enabled people to buy up to 20 billion Uhive Tokens.

The total supply of the Uhive Tokens is 80 billion.

Tokens can be used within the social network to buy: Spaces, Visual effects, etc. (see 'Token Usage within the Social Network' section above).

Uhive is considering the addition of further features to the Uhive Tokens, in which case a separate type of Token will be created (see 'V2 Token' section above).

Spaces

UHIVE introduces the concept of physical location for users' 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: The user interface of the Network has been designed to provide a sense of ownership in respect of Spaces and designate locations. Although the ownership, value and location aspects of Spaces may appear similar to real estate, please note that:

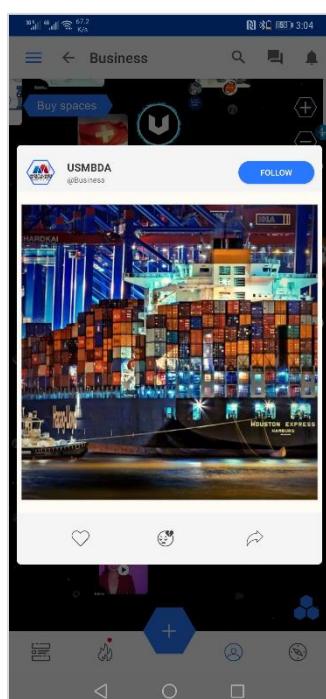
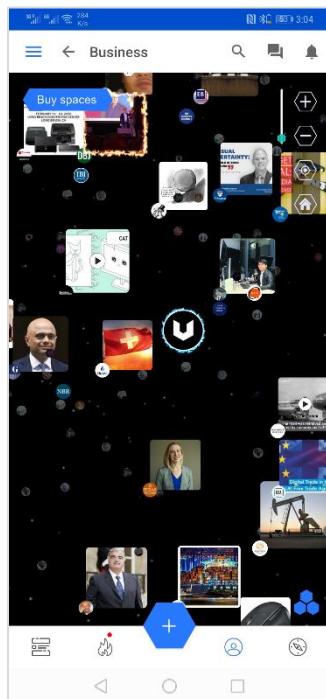
Spaces are not to be treated as investments and Uhive does not hold them out to be such.

The value of a Space may increase or decrease based on the activity levels and the amount of Tokens Users spend to enlarge their Space.

Any information, commentary, figures, percentages, indications, estimations or any other material featured on the Network in connection with Spaces is provided for information purposes only and is not meant to be construed as investment advice.

Uhive is not, by virtue of making information available on the Network (or any other information provided by Uhive), providing advice to you or any person in relation to the purchase of a Space, including as an investment, nor does Uhive provide general or specific investment advice.

Any decision to purchase, create or use a Space is solely your own and Uhive does not accept any responsibility and disclaims any and all liability in relation to any decision made by a User to purchase, create or use Spaces for investment purposes.



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 with its wealth of experience has built successful apps and a massive data backend infrastructure.

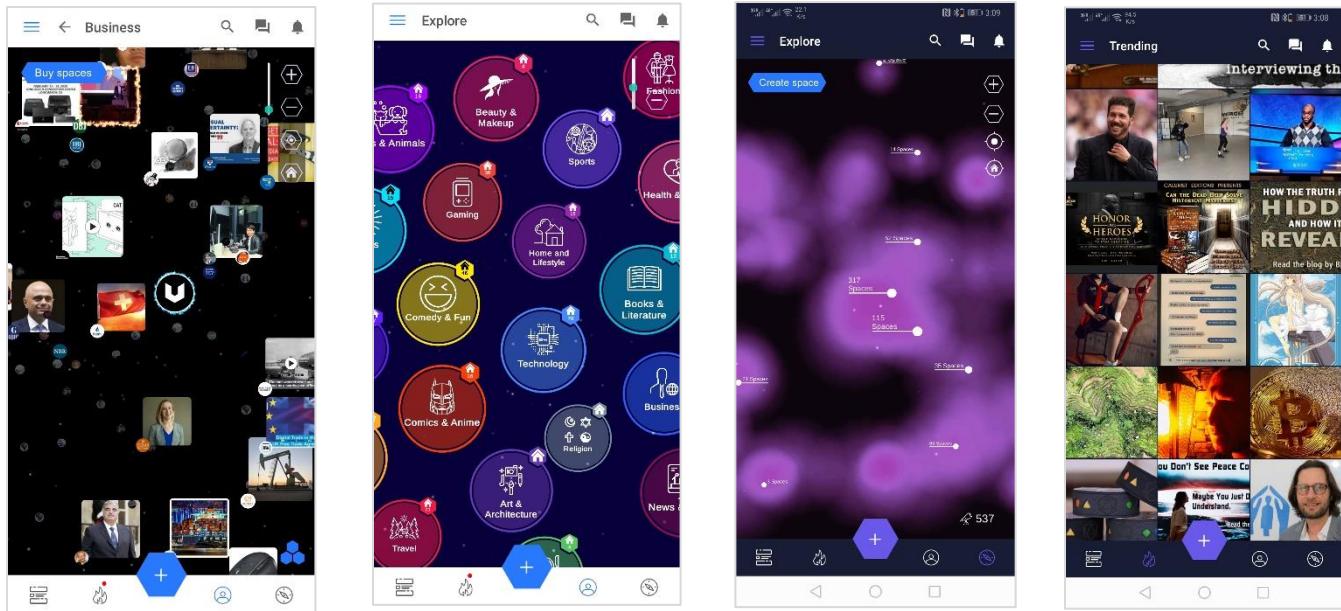
The application is based on the AWS backend for security, durability and a fast global performance. The system will utilize multiple CDN's for faster content delivery and streaming abilities. Our objective is to design the world to be infinite and the system will achieve a new real time experience!

UI (User Interface)

Simplicity is key.

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

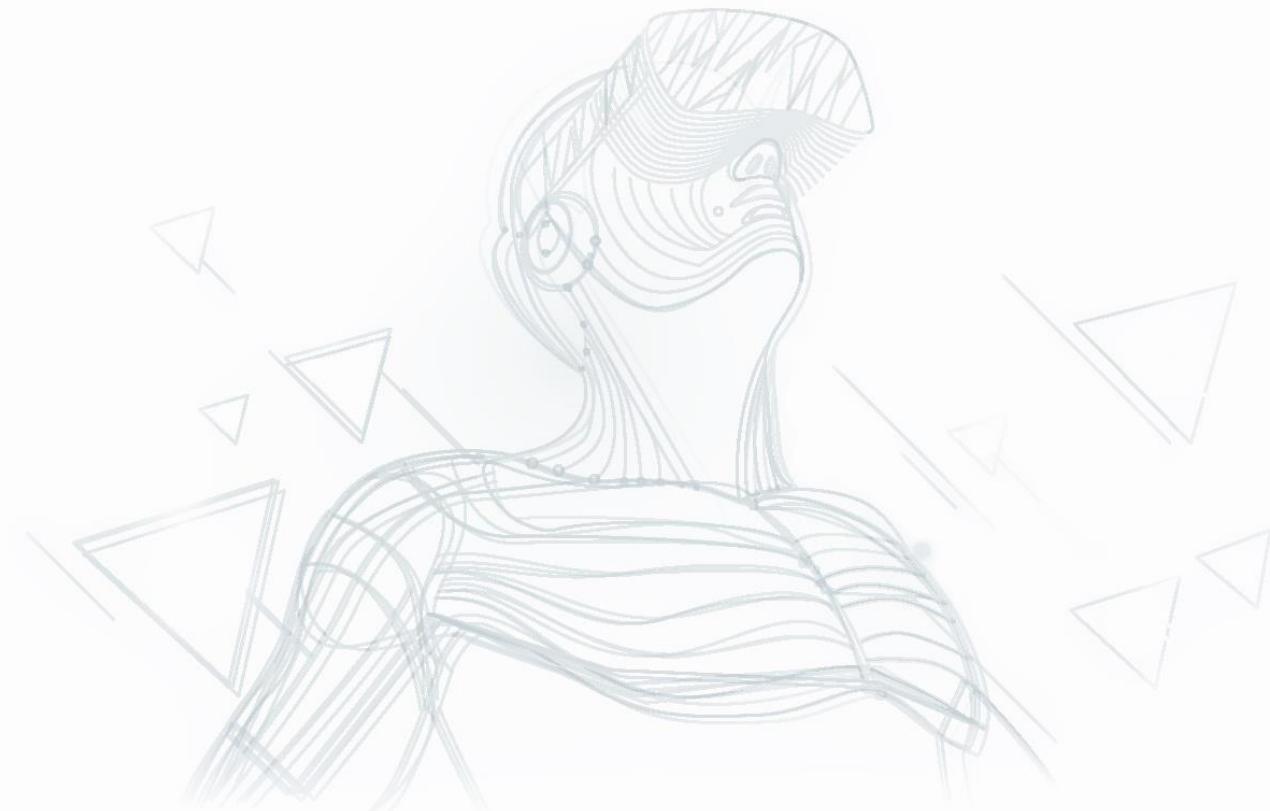
- Phase One: Android and iOS.
- Phase Two: Web Edition.
- Phase Three: Special Apps- (Play Station, Xbox and others).



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 users' accounts.

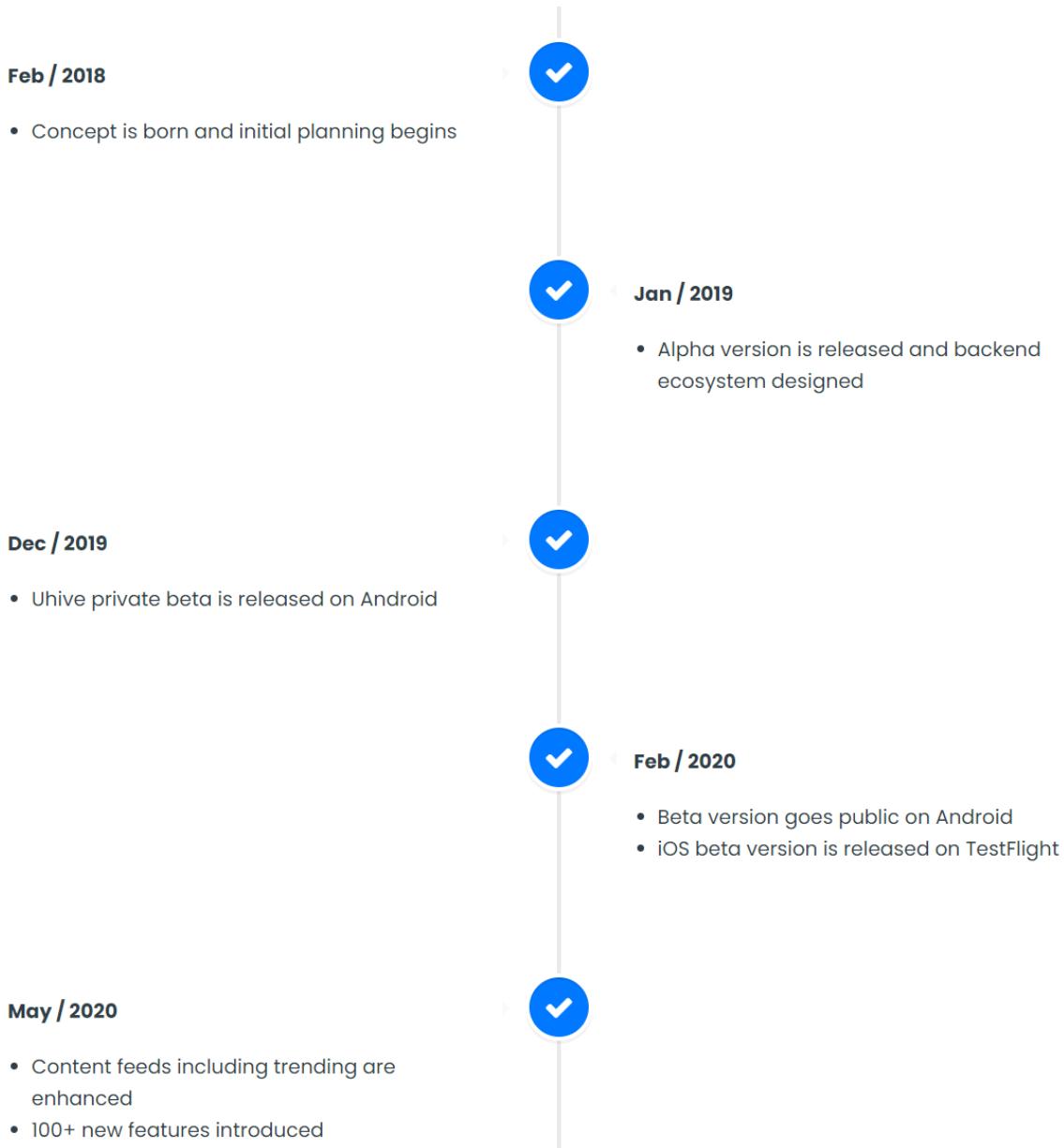
Intellectual Property

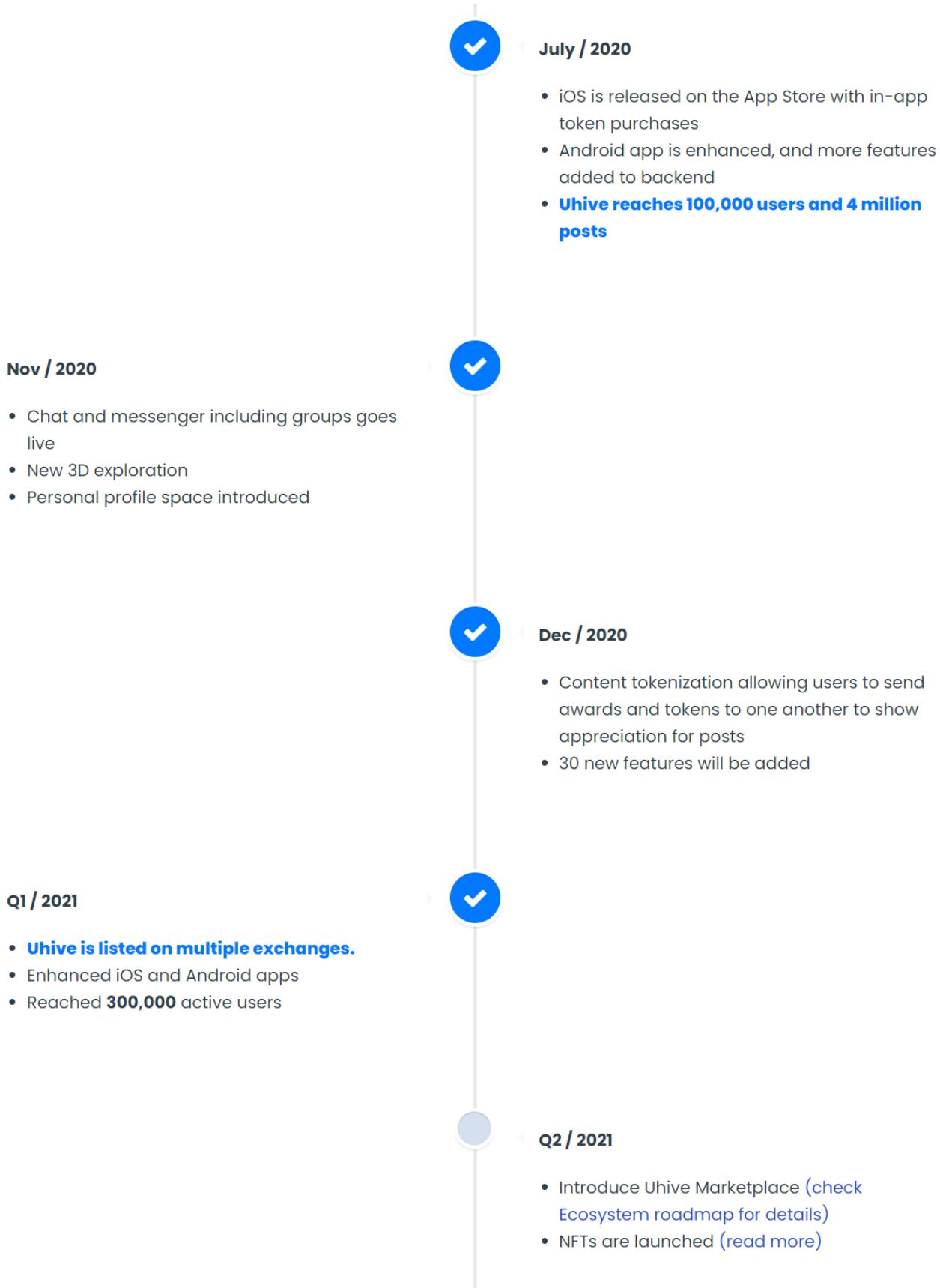
We ensure that all of Uhive's branding and the network's designs and concept of the Civilized World and Free World are protected to the best extent possible.

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





Q3 / 2021

- Introduce decentralized moderation (DeMo)
- Launch public/private spaces
- Launch paywalls
- Introduce Uhive Rooms
- Live streaming, and video chat go live

Q4 / 2021

- Re-launch the Free World as the Freedom of Speech World
- 2 million users

Team Members



Muayyad Shehadeh
CEO / Founder

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 5 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
Financial 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
Social 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.



Gerald Hahn
Marketing Advisor

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.



Zaid Amir
Head of Development



Terence Witten
Global Business Development



Jay El-Anis
Head of Marketing



Kassandra Cunningham
Social Media Manager

Plus, more than +40 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

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.

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

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 app 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.

Please see our privacy policy (here <https://www.Uhive.com/legal/privacy-policy/>) for further information on how we use and store your data.

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

Data Confidentiality:

To ensure confidentiality of the data, or to pre

vent data from unauthorized disclosure, all the users' 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 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.).

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.

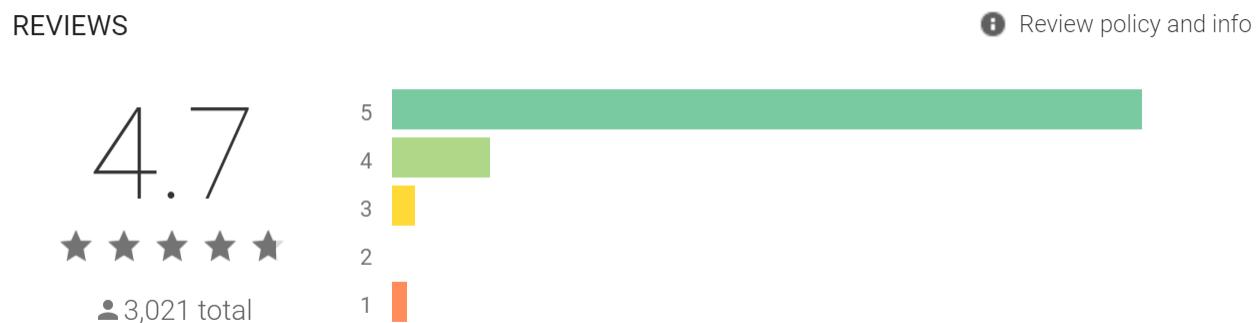
Appendix A

Download Uhive App

Android: https://play.google.com/store/apps/details?id=Uhiveapp.Uhive.com.Uhive&hl=en_US

iOS: <https://apps.apple.com/us/app/uhive-social-network/id1441517158>

Uhive App Rating:



Home Page: www.Uhive.com

Spaces Index (Alpha): <https://spaces.Uhive.com/stats/>

Uhive Youtube channel and Podcasts:

<https://www.youtube.com/channel/UCYeB10Gq3xh8xEgtqUEahA>

Uhive NFT Market Place :

https://market.uhive.com/catalogue/category/collections_collectibles/