

UHIVE White Paper

A New Innovative Social Network with Physical Dimension



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DISCLAIMER

This draft white paper is for discussion and pre-information purposes only. The information contained herein is subject to change. No part of this White Paper is legally binding or enforceable, nor is it meant to be, until it has been discussed, reviewed and revised by UHIVE LIMITED board of directors, board of advisors and lawyers. Please do not copy or disseminate any part of this White Paper without including this disclaimer. The final version of this white paper will be published as soon as adopted.

The initial Token offering (hereafter, the “ICO”) project presented by UHIVE Crypto LIMITED (hereafter, the “Company”) is an unregulated fundraising operation. It poses several risks to buyers, in particular, that of losing all amounts traded for UHIVE Token.

You acknowledge and agree that there are risks associated with purchasing, holding, and using UHIVE Token in connection with the Company’s product, services and platform developed for such products and/or services (hereafter, the “Platform”), as disclosed and explained in this white paper and in the Terms and Conditions available at <https://www.uhive.life> If you have any questions regarding these risks, please contact us at support@uhive.life

BY PURCHASING UHIVE TOKEN, YOU EXPRESSLY ACKNOWLEDGE AND ASSUME THESE RISKS.

Only people who are fully aware of these risks should participate in the ICO. Note, also, that the ICO excludes certain groups of people such as “U.S. Persons” (within the meaning of “Regulation S” of the Securities Act 1933 under U.S. law) and private individuals acting on a non-professional basis as a simple consumer (within the meaning of EU Directive 2011/83/EU of the European Parliament and of the Council of 25 October 2011 on consumer rights).

PLEASE NOTE: USA residents are excluded from purchasing UHIVE Tokens during the UHIVE Token Sale.

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

#Antoni Gaudí, Origin: A Novel

CONTENTS

Executive Summary	7
Vision	10
Mission	10
Market Size	11
Introducing UHIVE Social Network	14
What is UHIVE’s Physical Dimension?	14
Physical dimensions for marketers	15
Physical Dimensions for Influencer Marketing	16
Physical Dimension for Businesses and Startups	16
Human Psychology	17
New Social Experience	19
What is Grey World?	20
A World Within a World	21
Users’ Rewards and Salaries	22
What Makes the UHIVE Platform Different?	23
UHIVE Technology	24
Application Backend	24
UI (User Interface)	25
Artificial Intelligence	26
Face detection technology	26
Object detection technology	26
Video streaming and video analysis technology	27
Unsafe content detection for photos, videos and posts	27
Posts Tokenization	27
Behavior analysis and detection	28

Hybrid Blockchain Mode	29
Mobile Apps (iOS and Android)	30
VR (Virtual Reality) Ready	31
Integrated Technologies	32
Developers APIs	32
Patents for Trademarks	32
Minimum Viable Product (MVP)	33
UHIVE Token Economy (Financials)	34
UHive Token Value Growth	34
Token Market Cap Forecast	35
Why Buy UHIVE Token?	35
Why is This a Different ICO?	36
Gold and the UHIVE Token	36
UHIVE Economy	37
Businesses	39
Users	39
Cryptocurrency Exchanges (Outside World)	39
Token Usage	40
Token Sale, Supply, and Distribution	40
How Will Raised Funds Be Used?	42
Buying Tokens Procedures	43
Openness and Transparency Maintenance	43
Token Sale Bonus Scheme	44
Referral Program:	45
Cryptocurrency Exchange Listing	45
United States Exchange Listing and ICO	45
Monetizing and Revenue	46

Advertisement	46
UHive Token	46
Space Value Commissions	47
API Ready	47
Roadmap	48
Team Members	50
<hr/>	
Achievements and Partners	52
Security	53
Conclusion	54
Appendix A	55

Executive Summary

With an increased active population and a gain in traction on Mobile social networks (forecasted to surpass 6.2 billion users within a year), and with the integration of advanced mobile processors across devices, a growing potential has contributed to UHIVE's development of advanced social network platforms.

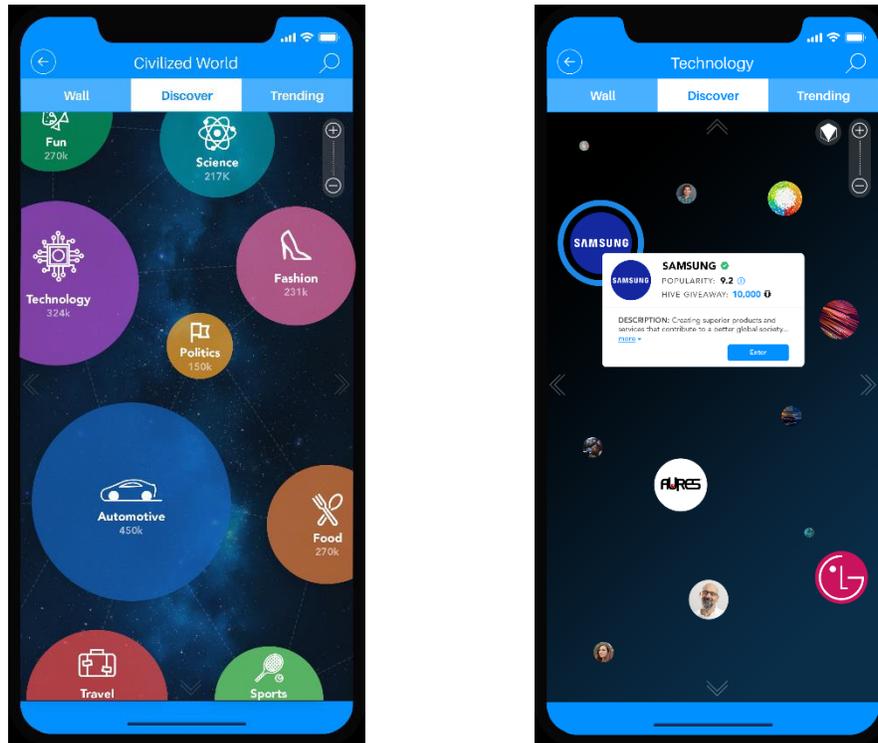
UHIVE is challenging the status quo, transforming social networking and taking it into a new era, that combines the technological capabilities (artificial intelligence and blockchain) with human psychology to deliver a unique, natural, and entertaining experience. Our commitment is to enhance individuals' interaction within dyads, groups, and societies through integrating foundational knowledge from social and developmental psychology and sociology, with our advanced blockchain technology, which has paved the way for the creation of the world's first **social platform with physical dimensions**.

We are pushing a new edge of social networking, which will provide more than the common interactions of sharing media or comments on pages, it will provide a new way for users to explore and perceive information through their senses. Unlike other social networks, which limit users to searching for keywords, relevant words and hashtags in order to start up a new discovery journey for random topics; UHIVE will grant customers the opportunity to walk through infinite spaces and identify trendy communities worth exploring.

UHIVE's realistic experience helps users perceive information with their sight sensors. Physical dimensions will help users perceive information like community sizes, populations and user engagement by visual representations such as size, depth perception, scaling, and visual effects.

**UHIVE SOCIAL NETWORK HAS TWO INNOVATIVE EXPERIENCES EMBEDDED,
CIVILIZED WORLD AND GREY WORLD.**

Civilized World: Like Earth, it is a civilized network governed by rules and imposed regulations. Identities are real, people can connect with their families and friends, and meet other people. It is a network which is exposed and influenced by external factors such as politics, social norms, and global regulations.



Grey World: UHIVE has revived anonymity for the people; with a decentralized structure based on hybrid blockchain technology, users can be completely anonymous whether by identity or location. It is a world which defies the social norms, external political regulations, and is completely isolated from your identity. This world offers infinite space to be inhabited in.

UHIVE will introduce its own digital currency (UHIVE Token), that is similar to gold in real life. The UHIVE Token is divisible, portable, recognizable and, most importantly, scarce in terms of a limited supply, and abundant relative to its consumption and circulation. UHIVE Tokens will be the trading currency for products and services within both worlds.

Our A.I. (artificial intelligence) technology has enabled us to further evaluate worlds by spaces, traffic, engagement, and by the audience's affinity. Spaces (physical location) will have a value, and people can exchange spaces or sell them using our cryptocurrency, like property in real life. Our algorithms provide spaces with intrinsic values, taking into account tangible and intangible factors. Users will want to invest in space location and try to increase its value. Consider real life examples, where the price of land varies according to its location, accessibility to economic activities, neighborhood amenities and demand & supply functions.

A new world of digital economy is about to be born

In a sense, a new world of digital economy is about to be born. As your space grows in audience size, the surrounding spaces become a desirable focal area; users will be able to organically spot your space from far away. Given the human nature and psychology when attracted to certain sceneries, like when driving through a metropolitan city and your eye spots a very long queue at a store front, or a high-rising building standing out from surrounding buildings, your eyesight triggers and ignites your mind's curiosity. The embedded algorithms will give intrinsic value to adjacent spaces as they will be relatively affected. Individuals and businesses will offer you money for it.

Users can contribute to the economy of UHIVE by engaging with other users, and by posting and sharing media. Spending more time in the network will be rewarded with UHIVE Tokens, which eventually can be exchanged for global currencies (USD, GBP, Euro, JPY, etc...) on the digital currency exchange platforms. This network is self-sustained, with its independent advertising revenue stream, which is relatively proportional to the number of active users. The value of UHIVE Crypto Tokens will be sustained at the start and is bound to grow with time.

Human needs are unlimited, the UHIVE social network will allow people to do numerous things: earn money, establish a new digital life, explore things you never knew existed, have fun, socialize, meet new people, and much more.

The platform design is very innovative, and it is designed from the ground up to be mobile-based and VR ready. Our future development plans involve connecting UHIVE to brain sensors and IoT (Internet of things) devices, for users to interact in real time and further develop an exciting experience.



UHIVE Token is a token used within this new social network, it can be exchanged for other currencies, and in time, it will have a huge value, just like gold in real life, a social network that mimics life requires a way to value things within this network

Vision

Our vision is to revolutionize and lead the way to the future of social networks, enriching the lives of users with a new and entertaining social platform experience. We aim to exceed expectations and share our success with all users. Our ambitions, commitment to constant innovation, and our technological abilities in advanced A.I. and blockchain technology, all helped UHIVE to launch a new social networking era.

Mission

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

How will we do that?

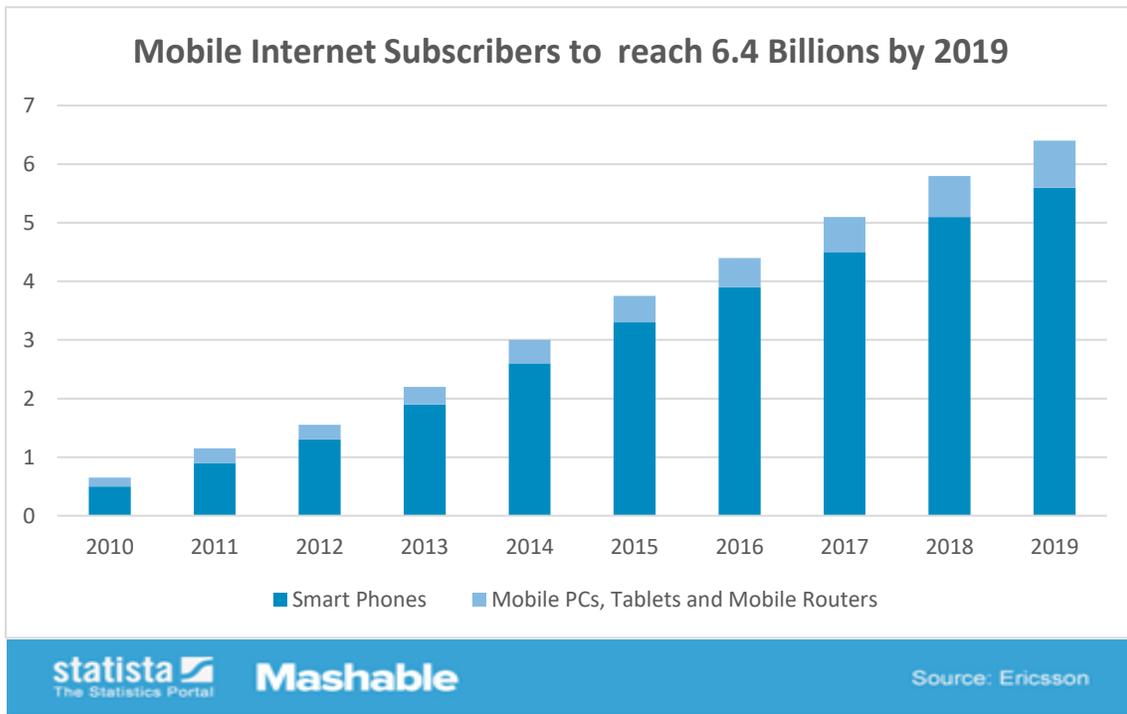
- ◆ **Innovation:** creating a new world within a world.
- ◆ **Technology:** First social network to be based on blockchain technology and A.I.
- ◆ **Digital Asset:** To have its own built-in pre-generated crypto tokens, the UHIVE token, where people will have multiple ways to gain and buy it.
- ◆ **Experience and Retention:** Offering a unique experience to all stakeholders to maintain a growing trend in the number of active users on the network. The value of the UHIVE Token and the number of active users are directly proportional.
- ◆ **Self-Sustained Digital Economy:** Creating a solid economy, which can return value to all its stakeholders through organic revenue streams.

Market Size

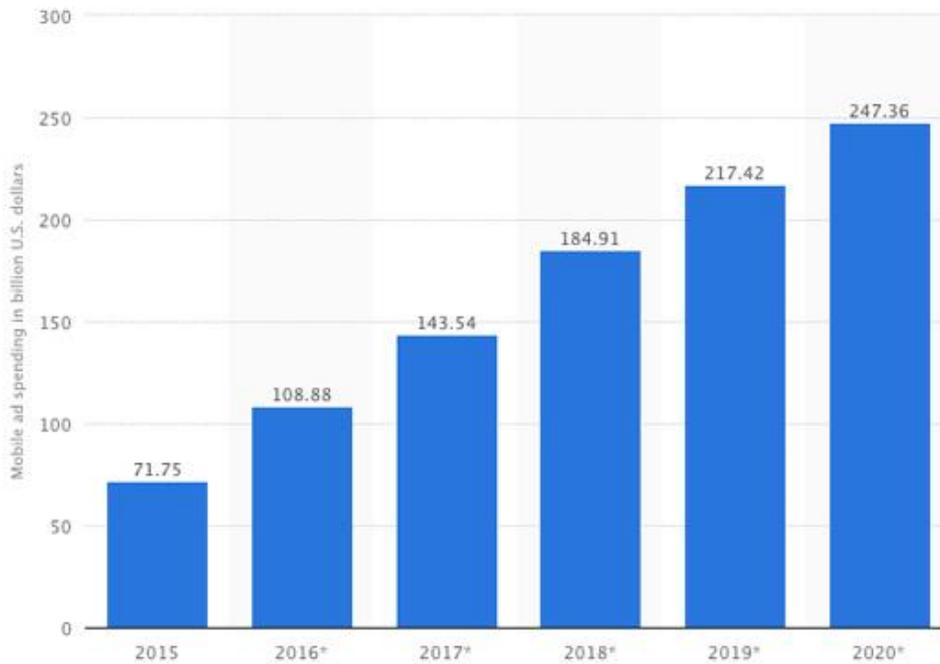
Over the last decade, social media has become a dominant part of everyday user’s life. With the growing trend of smartphone production across the globe, a large number of active users access social media through mobile phones. Social networks have become a prominent platform which helps people connect with each other, redirect customers to websites of interest, enhancing website traffic and brand popularity visibility.

UHIVE is designed to be a social network for everyone (all demographics without limitations)

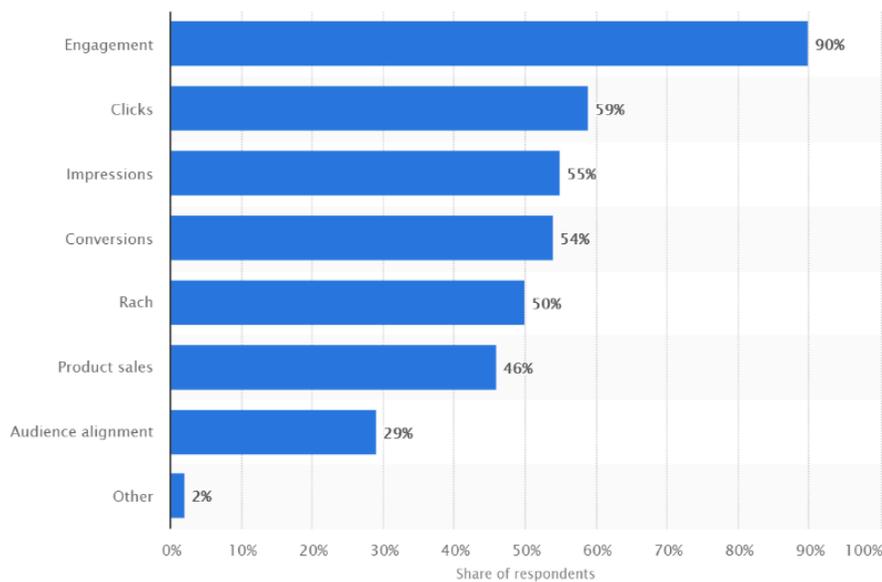
- ◆ **Users:** Anyone with a mobile device and Internet access is a potential user **(6.4 billion potential users)**



- ◆ **App Developers and APIs**
- ◆ **Advertisers:** Digital advertising spending worldwide, influencer marketing growth, 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

How?

Everyone has a unique interest.

The goal is to address unlimited human needs and desires with a new and innovative social network

Deliver Human Needs and Wants (Emotional and Financial)

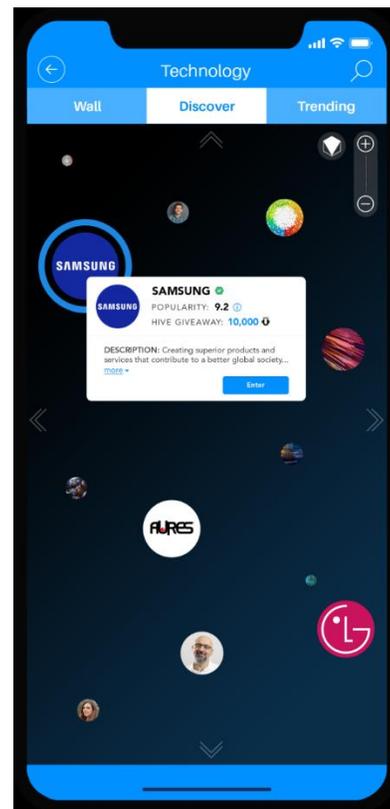
What will the social network provide?

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

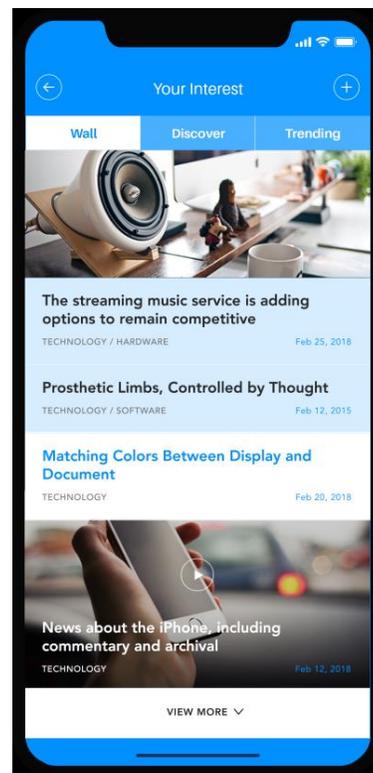
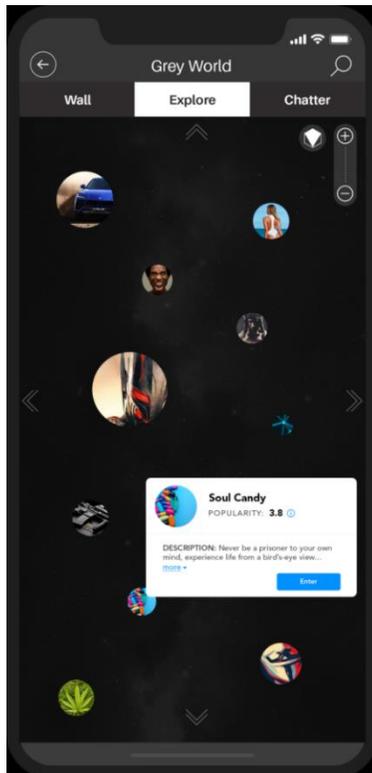
Introducing UHIVE Social Network

What is UHIVE's Physical Dimension?

UHIVE's new innovative platform enables users to create & display their space (profile - walls) with a digital physical location address in a world of infinite space available for occupancy. You will be able to travel, maneuver and explore those spaces with a simple easy finger motion on your smartphone's touch screen, move up or down, left and right to scroll across adjacent spaces. Zoom out, and all spaces will shrink to give you a distant view of all spaces registered in that specific address, zoom out further, and users will be able to view the headlines or categories of interest. The civilized world is structured on interest categories such as sports, music, news, fashion, etc. Zoom in and you will find communities of common interest, which fall under the space category. Drill further in and you will be able to spot walls and personal spaces. The mobility of an exploration journey is like life: as you move close to a space, it must become magnified, move away and small objects relatively shrink until they disappear.



We are pushing a new edge of social networking, which will provide more than the common interactions of sharing media or comments on pages, we are granting users a new way to explore and perceive information through their senses. Unlike other social networks which are relatively one dimension (flat), where users search for keywords, relevant words and hashtags to start up a new discovery journey for random topics, UHIVE grants users the opportunity to walk through infinite spaces and identify communities worth exploring. The discovery journey will utilize visual aids (spaces with occupancies) to take exploration to the next level.



Physical dimensions for marketers

Keeping in mind traditional marketing and the five P's—place, product, price, promotion, and people—the physical location known as a “place” has become very diluted throughout the millennial transformation era of traditional to digital marketing. “Location, location, location” is perhaps the most common recited tenet, applied business models nowadays enable users to take orders, package and deliver (trade) without the need to meet a single customer. The online shopping trend gives less substance nowadays to physical locations.

UHIVE will add a new kind of digital marketing to the current methodologies. Imagine an online business which has fairly poor site traffic. The owner might want to consider investing in digital marketing, whether by paid advertising to enhance brand awareness, or by conducting promotional campaigns—or perhaps investing and affiliating with high traffic marketplace sites, PR, Influencers etc. UHIVE offers an additional approach of

choosing a space location, which resides next to a high activity area, a onetime payment for a strategic location will offer a lifetime brand exposure and organic traffic.

Physical Dimensions for Influencer Marketing

UHIVE delivers an evolved form of marketing where influencers, bloggers, and trendsetters are focused on influencing their audience to become potential buyers. The influencers' asset is mainly their market reach ability, and the number of people (audience) an influencer can reach out to (mainly through social networks). Influencers are focused on increasing their reach to audiences, to effectively encourage and convert them to customers of a product or service.

Physical dimension offers an organic and exponential increase in an influencer's market reach by enabling active users to easily spot and follow their space (community) through emphasis on size and color of space.

Businesses will be able to identify influencers easily to increase their brand awareness or turn them to business advocates. Hence, increasing business opportunities for influencers.

Physical Dimension for Businesses and Startups

- ◆ A reduction in research cost for businesses to identify and rank influencers in order of importance.
- ◆ Businesses could inhabit spaces adjacent to their competitors to create fair competition.
- ◆ A startup establishment will require a relatively high marketing budget to strike a decent volume of user traffic. Investing in brand awareness, promotional campaigns and affiliates is one approach to consider, another cost-efficient approach would be investing in a space adjacent to high traffic spaces.

Human Psychology

At first glance, social networks seem fairly straightforward: simple activities include connecting people together for knowledge-seeking, entertainment, shopping and belonging. Yet after careful consideration of human behavior and cognitive psychology, many limitations are disrupting the user experience, whether by internal or external regulatory factors. It took us some time to develop a list of human urges, needs and wants which were limited across rival platforms.

*At the end of the day, it all falls down to what users want/need
in the new digital age.*

Understanding cognitive psychology, and the mental processes behind it, is immensely helpful to the setup of a social network strategy, and the design of space for interactions an user experiences. Briefly, we started with the following steps:

- ◆ 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
Success	Earn Money
	Skills and Knowledge
Social	Connecting
	Belonging
	Leading
Luxury and Entertainment	Wealth
	Travel

Below is a simple summary on how UHIVE will handle some generic human needs and behaviors

Behaviors/Environments	Civilized	Grey
Law enforced and regulated	Law-abiding community. Environment suitable for all ages	-
Wish to be someone else	-	Anonymity
People with similar interests tend to group	Identifiable communities	Private communities
Wish to mingle and see what others are doing	Join millions who share a common interest	Daily sneak peak and chatters
Buy lands for investment / future value	Opportunity to create wealth, reserve / buy virtual space locations	TBD
Love to travel and meet new people	Explore new topics and spaces	Purely random exploration journey
Work and make money	Earn money through engagement, a chance to expose your business brand to the world	New ways to make money, to be revealed later
What to do when you are bored?	Designed to entertain, always new and interesting content within reach	Exploring the Grey World will have a surprise element
Stuck in a certain social scale	How active are you? How many followers do you have? The answers determine your social level	-

New Social Experience

UHIVE will introduce a new social experience, which will allow users to explore. You don't need to have friends or follow people to see and discover new things, all you do is explore, go left and right, up and down, zoom in and out, with the help of our innovative and patent pending new navigation. You will be able to spot anything interesting from a distance and go anywhere when you are in the mood to explore, whether it's for fun, sports, or technology.

UHIVE will deliver an infinite and unlimited way to explore and discover new things

Everything in UHIVE is based on human psychology. Stay in the civilized world and explore; discover, post videos, photos, comments, follow people or spaces, add friends, chat with new people, and do many other things. You will never get bored, ever!

At any time, you can go to the Grey World, which is uncharted infinite space, you can spend hours exploring anonymously and never reach the end of it, you will find new spaces all the time, you can also create your own anonymous space anywhere and start posting.

At any time, you can find people to chat using our upcoming and innovative chatter scanner.

If you find a private space in the Grey World you can sneak a peek for 30 seconds every day, to see what's happening inside!

There will be so many exciting and new experiences.

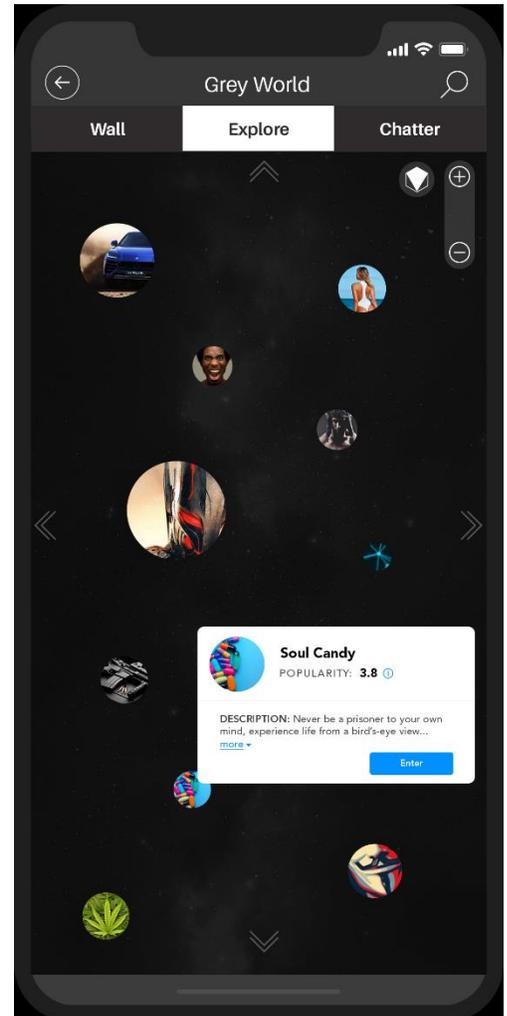
Above all, UHIVE was designed to mimic life, to be a complete self-sustained financial ecosystem, with our new UHIVE Token, which will allow you to buy things in the UHIVE social network. You will be able to earn UHIVE when you are using the app; the more you use it the more HIVEs you will get, and eventually you can exchange them for any world currencies using the exchanges platforms. We are distributing a big share of our ads revenue with the network users to create a new era of digital economy, and to keep the UHIVE value constantly growing.

What is Grey World?

Simply, Grey World is a space, where you can explore forever! It's designed to be infinite, you will never reach the end of it, it's a completely anonymous world on multiple levels. Blockchain technology as allowed us to create an unmonitored world where anything goes.

It's like our space, uncharted and unknown, you can go and create your space anywhere, no one will ever find it, unless users find it by chance, or you have shared the location with them.

People naturally tend to group with each other, and in time, certain areas will be known for a certain interest.



A World Within a World

Inspired by sci-fi TV entertainment shows and movies such as “The Matrix” and “West World”, UHIVE will take the lead on the conversion of fiction into reality. Users will be able to connect and take part in a world that allows **infinite activities, regulated and non-regulated anonymity**. The liberation of thoughts, speech, content, practices, and even self-presentation is an essential element in the user’s grey world experience. The developed world’s offers users the opportunity to untraceably escape the social boundaries and spice up their daily lives with new experiences.



Life in the multiverse means endless possibilities

Users' Rewards and Salaries

The social network is designed with one thing in mind, to give back to the users!

We will share a big portion of our advertisement revenue with our users, in order to:

- ◆ Create loyalty
- ◆ Encourage people to stay longer on the app
- ◆ Promote the UHIVE Token
- ◆ Increase organic growth, as people will tell all their friends and family
- ◆ Create a sustainable economy

All the above will increase UHIVE Token value over time

What Makes the UHIVE Platform Different?

UHIVE's idea is unique and different from current social networks, it approaches users with an intriguing experience

- ◆ A new innovative physical dimension, allowing users to explore spaces in a more intuitive way
- ◆ A Grey world, where anything goes, a place where users can be totally anonymous
- ◆ A new and completely self-sustained economy
- ◆ Based on years of human psychology research, with the aim of addressing human needs
- ◆ Built from the start to support virtual reality
- ◆ The first social network controlled by A.I. technology
- ◆ A new hybrid blockchain system, that uses the best of both worlds (centralized and decentralized)

UHIVE Technology

Application Backend

The team working on the application backend (designed with big data in mind) has great experience building a massive data backend infrastructure, with proven successful applications over the past 15 years

The application will be based on the Amazon AWS backend, for security, durability and fast global performance; The system will utilize many CDNs for faster content delivery and streaming abilities.

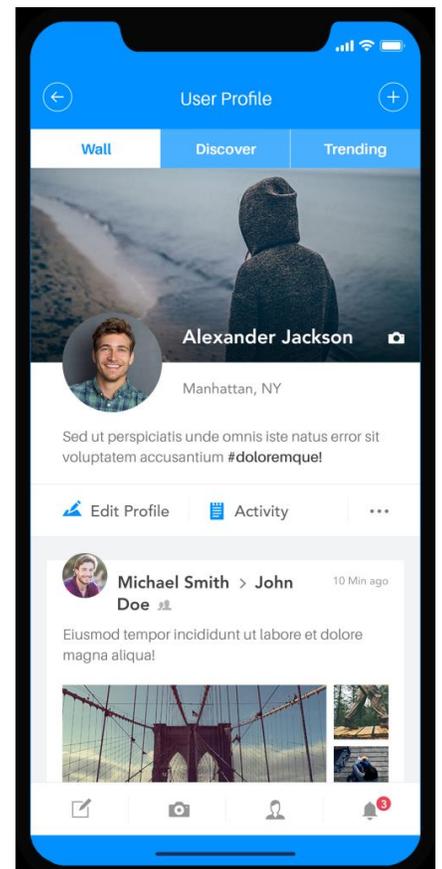
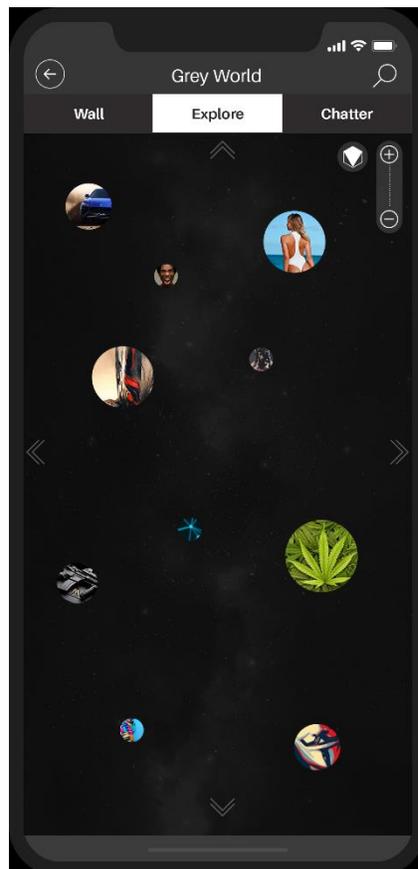
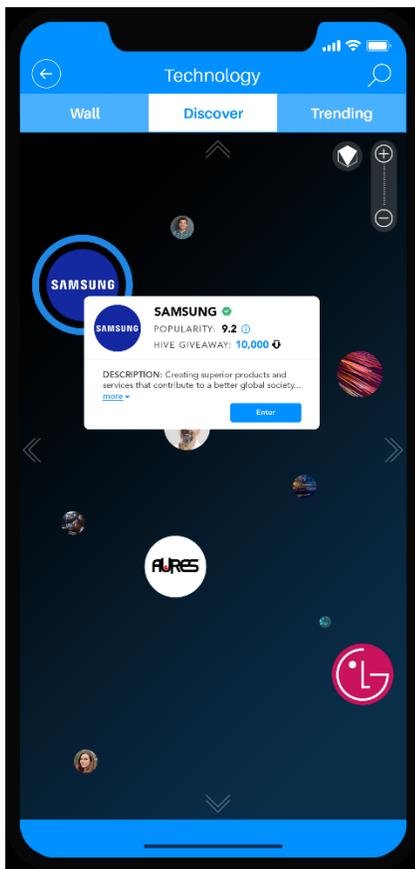
We are designing the world to be infinite, with no limitations, and to be able to expand at any time to more worlds; there will be no limitations in the backend structure, and the system will achieve a near real time experience.

UI (User Interface)

Simplicity is the key

The app is very simple to use (even easier and smarter than Facebook or Instagram), but with a new and innovative way for people to explore the Civilized and Grey Worlds

User spaces have walls, just like Facebook and Instagram, but with an innovative way to explore other spaces, by simply exploring the surroundings with a simple swipe.

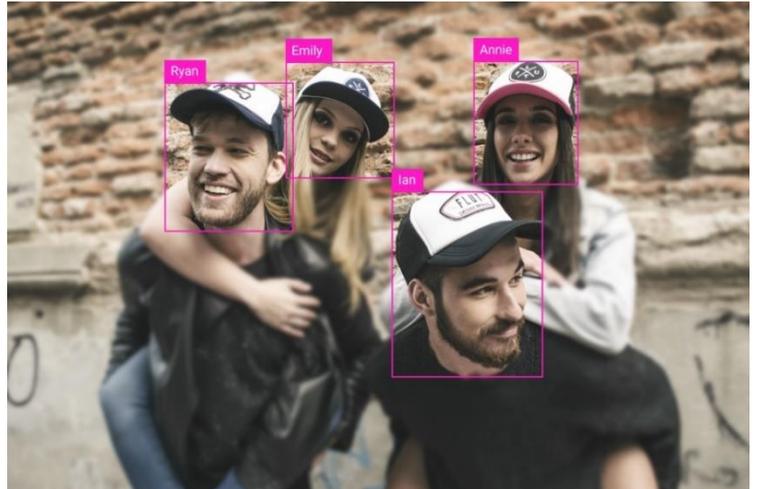


Artificial Intelligence

UHIVE is built using the latest A.I. (artificial intelligence) technologies, such as, but not limited to:

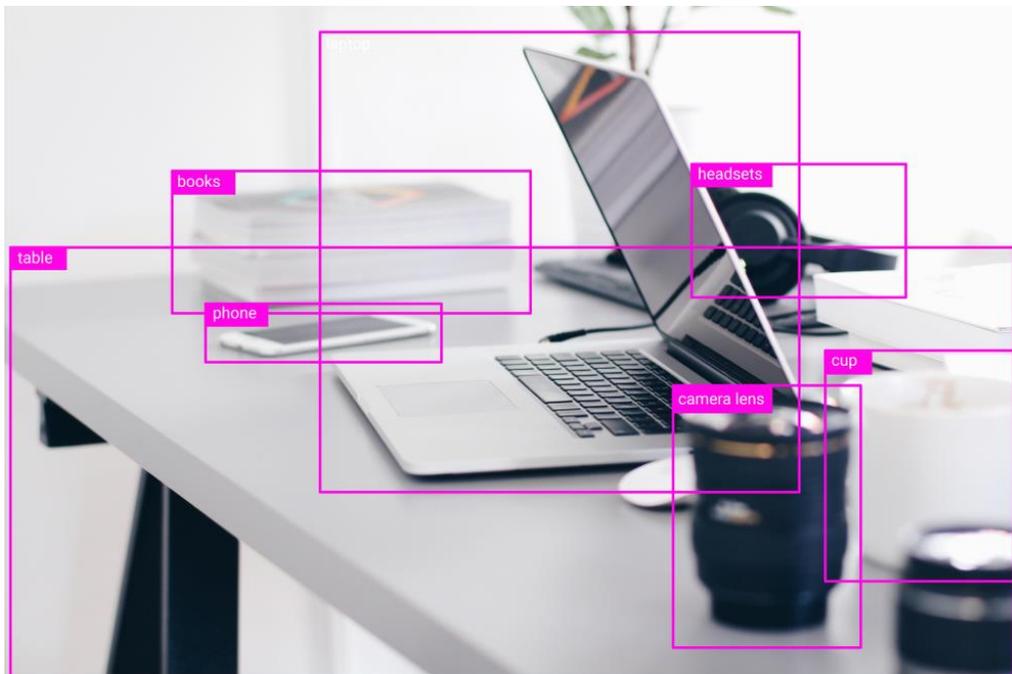
Face detection technology

As soon as you upload a photo to the platform, the technology will begin to scan and detect all the faces within a photo, creating a custom thumbnail for them. Any new photo that matches that person's face, will be linked to that face, so whenever you tap on the face image, you will see all this person's photos.



Object detection technology

A feature that uses artificial intelligence to help you discover photos by the objects that appear within them. Search phrases like 'cup', 'phone', 'friend' or 'wedding', and our technology will serve up the relevant results instantly. It's accurate and fast. This feature will analyze objects in posted images within public groups to make them searchable & discoverable to users.



Video streaming and video analysis technology

With our video detection technology, all your videos will be analyzed to give you:

- ◆ Object, scene, and activity detection
- ◆ Facial recognition
- ◆ Facial analysis: female, male, happy, sad, smiling, etc.
- ◆ Celebrity recognition



Unsafe content detection for photos, videos and posts

We will help identify potentially unsafe or inappropriate content across images, videos and posts, and provide detailed labels that allow you to accurately control what to show, and to report any suspicious content.

This content detection will only be available in the Civilized World, as the Grey World will be an open and unregulated world

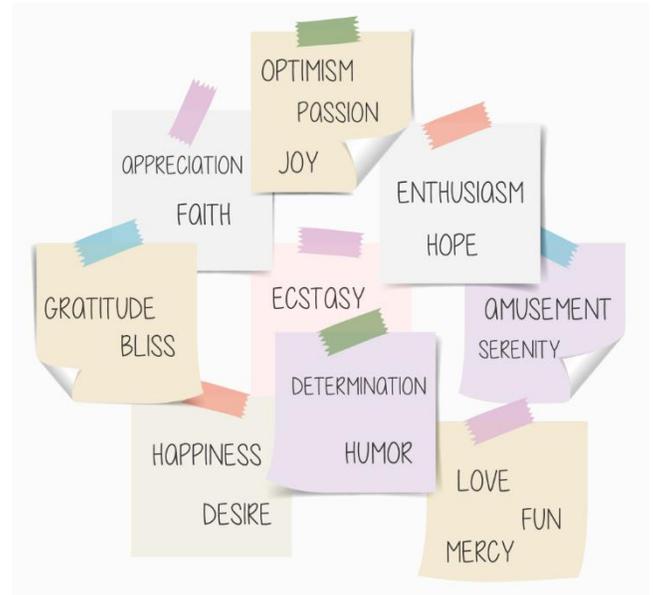


Posts Tokenization

Our A.I. engine identifies relevant terms or topics from a collection of users' posts in the network. It will identify the most common topics in the collection and organize them in groups, and then show the topics currently being mentioned or discussed the most.

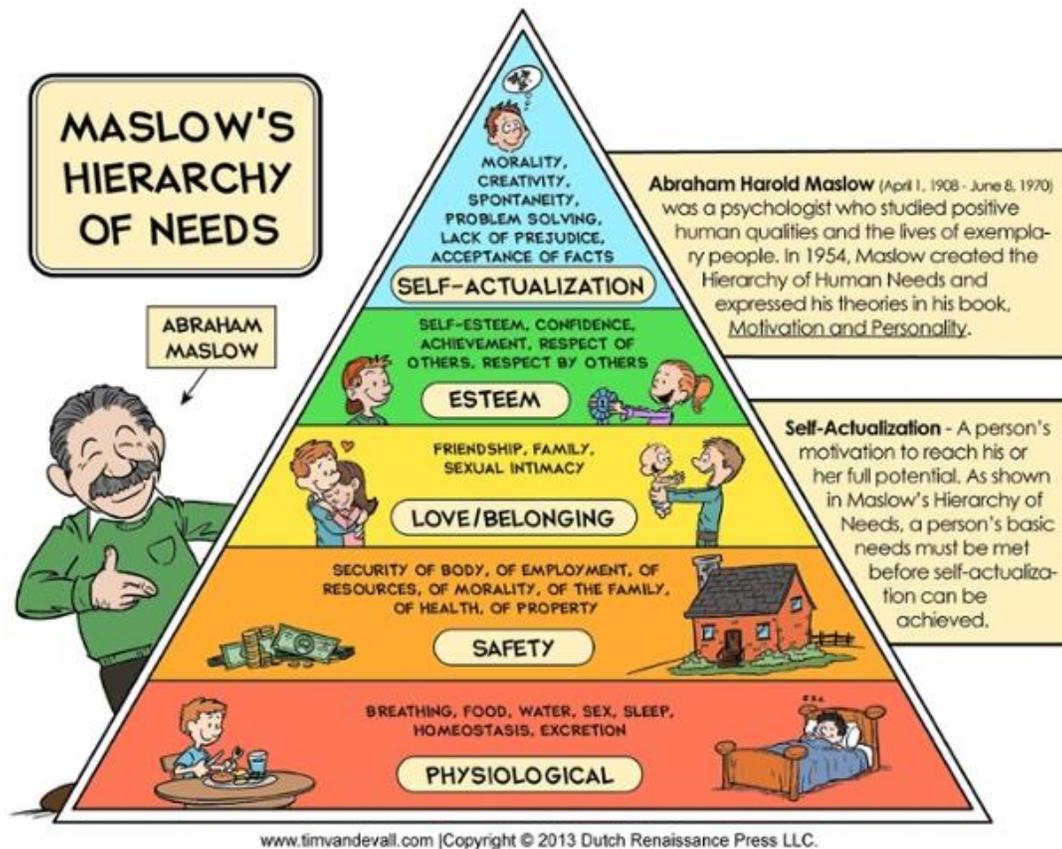
Sentiment analysis

The A.I. engine will always be working on identifying and categorizing opinions expressed in posts, in order to determine whether the writer's attitude towards a particular topic, product, etc. is positive, negative, or neutral. It will display infographics or diagrams showing the general public's reaction to a certain matter or topic.



Behavior analysis and detection

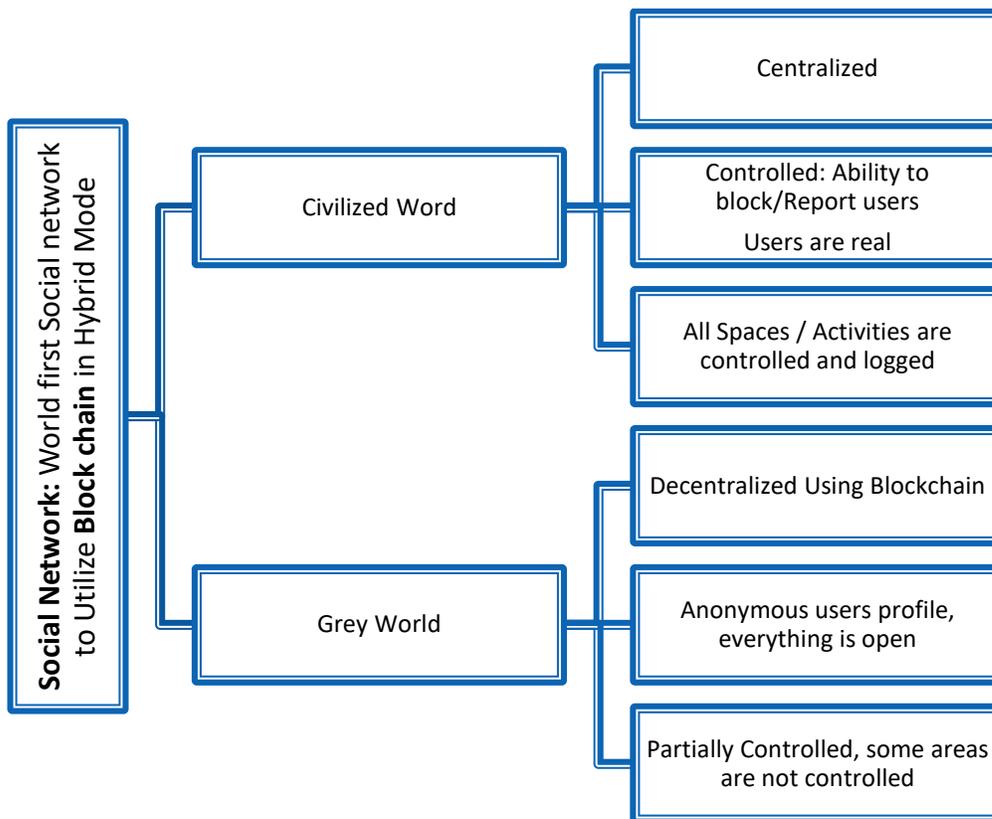
UHIVE will use artificial technology to detect interactions between spaces, to analyze and understand everything uploaded to the network, including all faces, images, objects and videos (like a super genius mind in real life). This will give UHIVE a huge advantage and will massively enhance users' experience.



Hybrid Blockchain Mode

We will introduce a new hybrid blockchain mode that allows users to become completely anonymous, by paying a small fee using UHIVE Token (all users will have UHIVE Token in the network).

The fee will cover the network fees of storing the data within the blockchain system, the hybrid blockchain mode will be unique to this network and completely anonymous.



Mobile Apps (iOS and Android)

The network will be released in two stages, the first is the UHive Token, and the second is the network itself with the mobile apps. This social network will be accessible only through Android and iOS mobile devices, and the app's interface will be very easy to use, fast, efficient and entertaining (apps are being developed at this stage).

The user experience for both apps will be intuitive and simple; it will have walls just like Instagram and Facebook, but with unique innovation, and a high level of human psychology integration with a physical dimension.



VR (Virtual Reality) Ready

Built from the start to be VR-ready (optional for users), social network worlds are designed from the ground up to adopt the VR experience, maintaining an easy interface suitable for all users.

- ◆ Explore everything with your VR headset
- ◆ Explore spaces and worlds around you
- ◆ See movies and photos using VR
- ◆ Post, comment and share in a new experience



Integrated Technologies

Inspired by cutting-edge technologies, artificial intelligence and the era of making dreams into reality. Our team's years of experience in the development of high-end smart systems and with our commitment to positively impact users lives, made the UHIVE project an achievable challenge.

UHIVE's technical abilities and extensive experience comprised of vast technical knowledge gained in the development of other products and Platforms

- ◆ AWS Amazon infrastructure
- ◆ A.I Engines
 - Openface
 - Tensorflow
 - In-house A.I engines Training Technologies
 - Sentiment A.I
 - Behavioral A.I
- ◆ Blockchain technology and Ethereum network
- ◆ Big-data databases / Elasticsearch

Developers APIs

The platform will provide (in stage three), a complete set of APIs and SDKs for any 3rd party integration and development, the APIs will allow other networks and apps to utilize the network technology and connect to user's accounts

Patents for Trademarks

We are working to patent all the network's unique designs and concepts, and how both, the Civilized World and the Grey World are integrated, protecting all the new ideas, concepts, and new features

Minimum Viable Product (MVP)

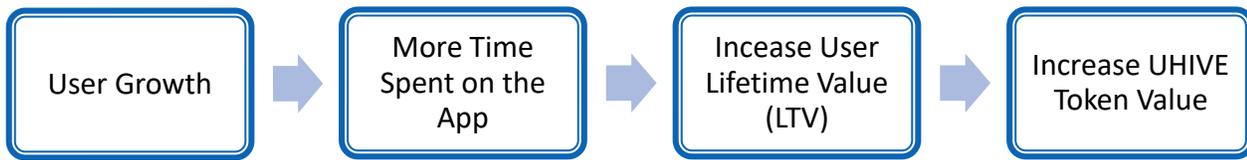
We are aiming to have a beta version by October this year, the app will be available on iOS and Android devices, and the backend will support both civilized and grey world technologies. UHIVE Tokens will be tradeable on the exchange platforms when the Beta App is released

The App will support physical dimension exploring, users' walls, posting on walls, adding friends, commenting, photo browsing and sharing, video streaming, live chat and much more.

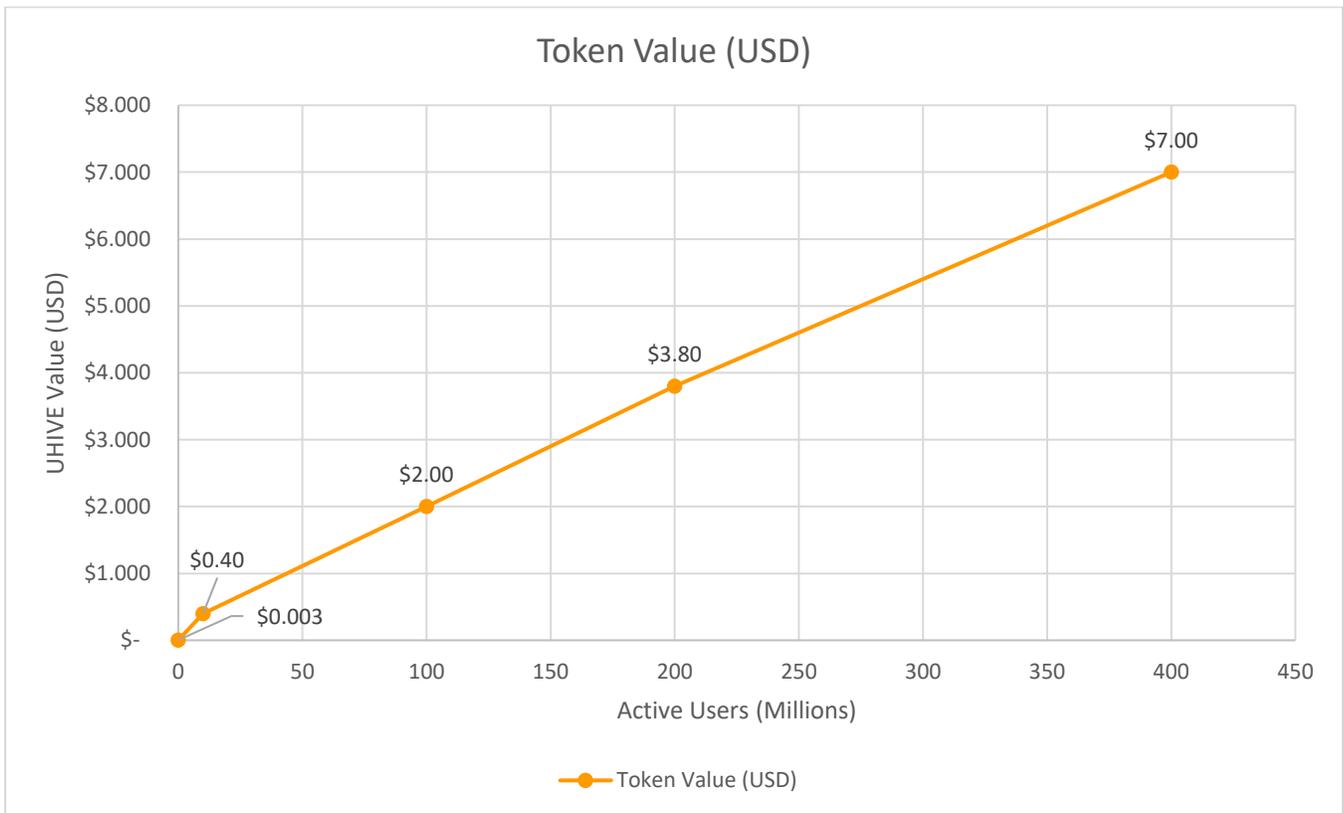
UHIVE Token Economy (Financials)

UHive Token Value Growth

UHIVE, as a social network, has a huge potential for high organic growth. The app is designed to encourage people to use it and stay on it, which will increase the lifetime value of the users, consequently increasing the UHIVE Token value over time.

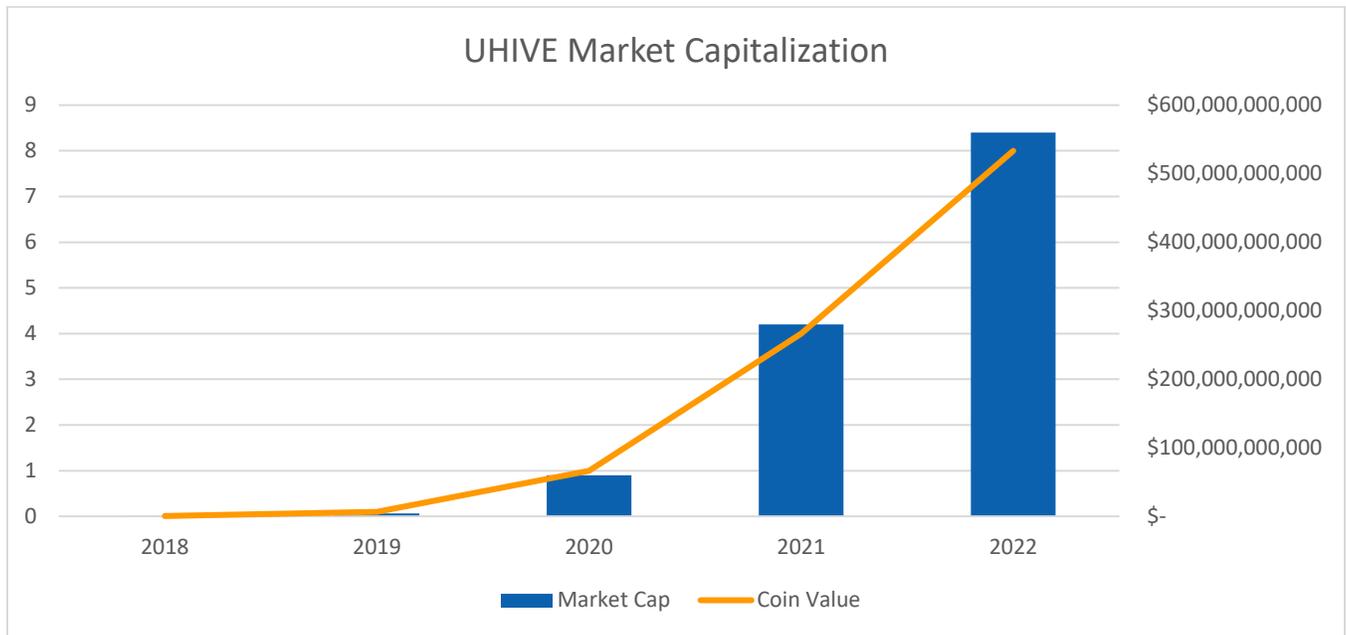


Total users and UHIVE Token Value Over Time



Token Market Cap Forecast

Our conservative projections for UHIVE Token value vs. market capitalization sets our cryptocurrency in the top-10 list amongst all other cryptos within five years.



Why Buy UHIVE Token?

- ◆ Based on a very unique and solid idea (four years in R&D).
- ◆ Completely self-sustained economy (using blockchain technology)
- ◆ **Fifty percent** of the social network's ads revenue will be distributed among active users weekly
- ◆ Large and highly talented team with extensive global experience and many success stories
- ◆ Based and regulated in UK, London
- ◆ It is a part of a new social network, as people join and start using the network, the UHIVE Token value will increase on a massive scale

Why is This a Different ICO?

Unlike other ICO's, the product came before the cryptocurrency.

- ◆ We have spent years in the creation of a new digital social network (UHIVE) with numerous innovative ideas and technologies. It will follow the release of the UHIVE Token, which will be used as the main currency to assist all the digital transactions and establish solid trade grounds within UHIVE's digital economy.
- ◆ UHIVE is unique as it doesn't rely on any third party to use the token (such as resellers, dentists, shops, or financial governmental institutions).
- ◆ As the number of social network users grows, the value of the token is bound to increase.
- ◆ Behind it is a highly skilled team with a successful track record in product development.

Gold and the UHIVE Token

Humans have dug around 200 billion grams (7 billion ounces) of gold since it was discovered.

Like life, UHIVE will have its own cryptocurrency, it's called UHive Token. With it, people can trade inside and outside the app (at the start it will have a low value, so it will be a good time for people to join and get it).

The currency will be like gold is on Earth (raw material), we will issue around 80 billion tokens, users will use them to buy in the social network, plus trade, or buy anonymously in the Grey World, or even exchange for real currency (USD, Euro, GBP).

At release, 20 billion UHive Tokens will be released to the public as an ICO, and the rest will be reserved in the app for internal use and releases to exchanges platform soon., we estimate that all the 80 billion UHives will be released completely, once we reach 100 million users on the social network

The Tokens will be available also for trading on the Internet, and for instant use in the social network

As we know, gold value has increased over the years with the increase of the Earth's population and demand; the same thing will happen with UHIVE and UHive Token, with more users, comes more demand, and more value for UHive Token

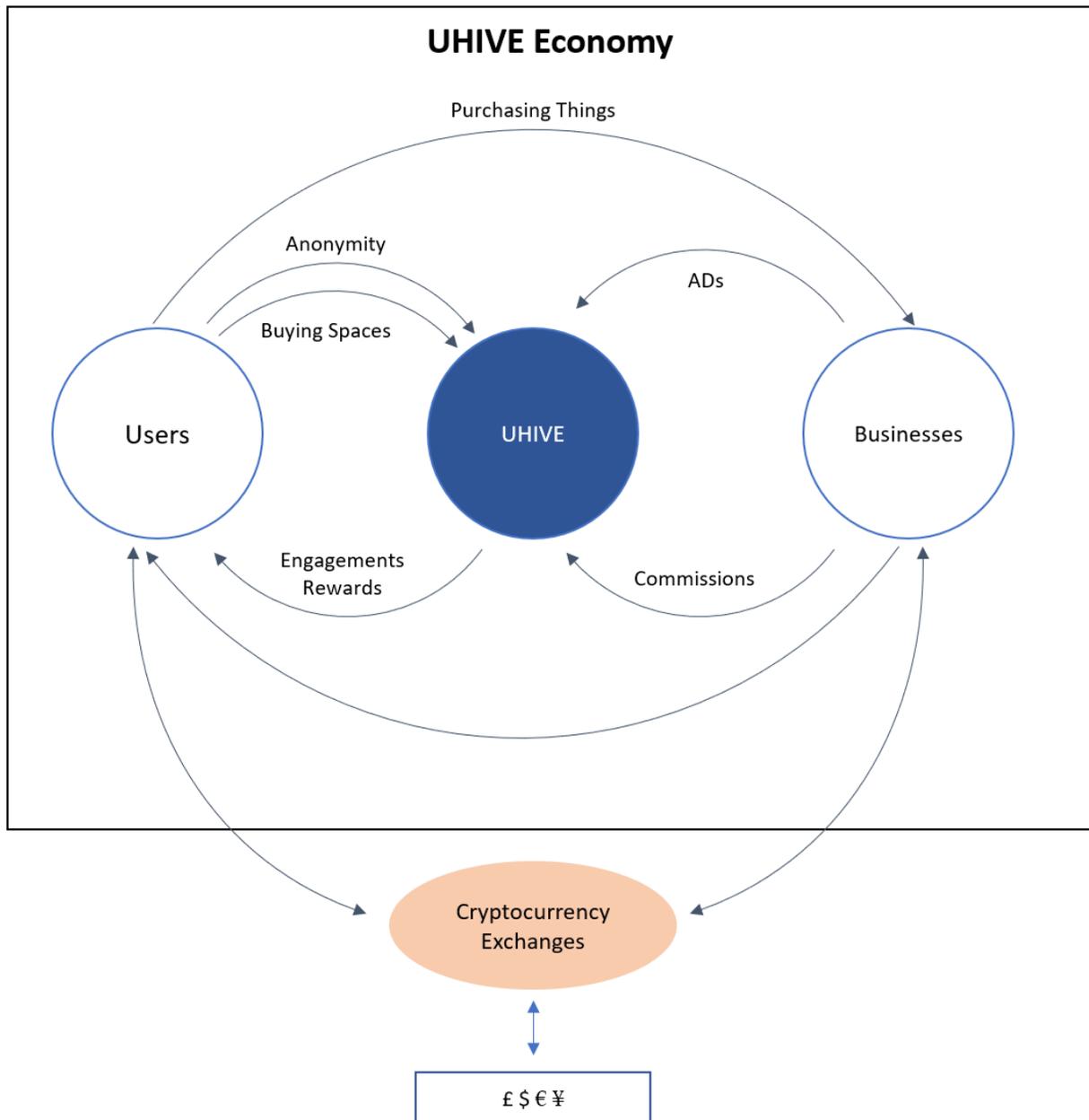
Real life gold value over time (past 100 years):



Prepare your own chart! www.chartoasis.com/sesame

UHIVE Economy

We designed UHIVE to be a completely self-sustained economy, Just as in life, governed by supply and demand. As demand increases with more users on the system, consequently the UHIVE Token value will increase.



Businesses

- ◆ Businesses will buy ads to prompt their products, services or spaces, just as they do in all social networks.
- ◆ Businesses can sell services and products and pay a commission to UHIVE
- ◆ Businesses can reward users with UHIVE Tokens as a marketing effort to encourage users to be more active in their spaces.

Users

- ◆ Users will receive free UHIVE Tokens when they spend time on the app, and actively engage, for example, if they post photos or videos or follow people. Anything they do within the app they will be paid for it; we will give a big portion of our ads revenue to our users.
- ◆ Users can buy spaces for better location and visibility.
- ◆ Users can become completely anonymous if they pay a small amount of UHIVE Tokens (their data will be stored on the blockchain system)
- ◆ Users can buy things from a business directory

UHIVE

- ◆ Will act as the treasury and system controller to preserve and control the UHIVE Token's value from fluctuating erratically
- ◆ Will pay users rewards for being more active and spending time on the social network

Cryptocurrency Exchanges (Outside World)

- ◆ Will allow users to exchange their UHIVE Tokens with fiat currencies (USD, Euro, GBP, etc.)
- ◆ Businesses and users can buy UHIVE Tokens

A new digital economy era, Users will be paid rewards (salary) for their time spent in engagements and activities

Token Usage

Tokens will be used within the UHIVE social network in the following ways:

- ◆ Buying things within the network
- ◆ Promotions and ads
- ◆ Paid services
- ◆ People will be paid incentives (like salaries in real life), when they become more social and interactive in the network on a weekly basis 25% of the social network’s ads revenue will be distributed among active users. This will create value in the network, as people can take the UHIVE Coin and exchange it for any currency in the real-life world. Any UHive Token paid to the users will be also compensated by buying it from the exchanges platform to keep the UHIVE Token value balanced
- ◆ Selling/buying and bidding for unique spaces
- ◆ Paying for access to private spaces
- ◆ Any transaction in the UHIVE network will be made using the UHive Token
- ◆ Referral programs and rewards

Token Sale, Supply, and Distribution

What it represents	Utility token
Token ticker	UHIVE (HVE)
Private sale period	15 th July– 30 th November
Crowd sale period	1 st December– 15 th April
Token sale price	Private Sale: Contact us Crowd Sale: \$0.003
Total supply	Token supply locked at (Max Supply): 80 billion
	Of which:
	<ul style="list-style-type: none"> ● 20% Private Sale and bonuses

	<ul style="list-style-type: none"> • 30% Crowd Sale and bonuses
	<ul style="list-style-type: none"> • 1.25% for bounty and users acquisition programs
	<ul style="list-style-type: none"> • 25.75% Users engagement Rewards
	<ul style="list-style-type: none"> • 3% Team and Advisors
	<ul style="list-style-type: none"> • 20% UHIVE advertisement platform and ecommerce system
Soft Cap	We don't need soft cap as we are beyond this phase For more information visit: https://www.uhive.life/kb/why-uhive-doesnt-have-a-soft-cap/
Target	\$75 million USD

When the hard cap threshold is reached, the token sale will end.

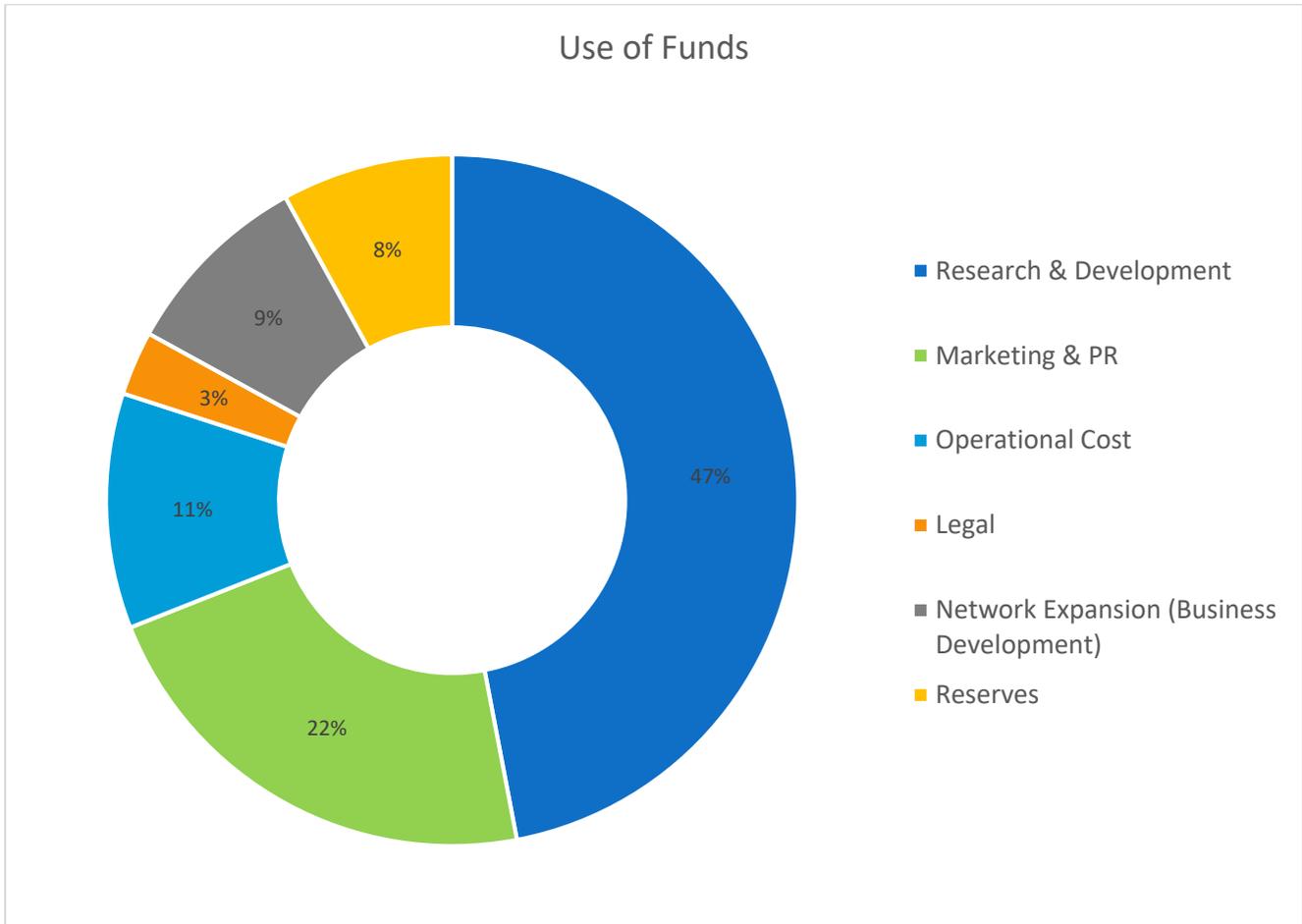
The distribution will be carried out through a smart contract. Raised funds will be used to launch the platform, integrate the token and finance promotions, as well as the marketing. Depending on the raised sum, we can execute our project on several levels.

UHIVE tokens will be released to the exchange platforms when the beta app is released, driving users to join the platform and increasing the UHIVE Token value

After the token sale run, all the further centralized token distributions will be carried out at the expense of the fund, which is replenished with fee payments.

The price will be determined according to the market quotes. In addition, it will be taken into account that additional sales create oversupply, and therefore the risk of a decrease in market quotes. The distribution method must completely mitigate this risk in order to protect the rights of the UHIVE Token's first purchasers (for example, through distributing the tokens over a longer period of time).

How Will Raised Funds Be Used?



Research and Development We will invest heavily in developing the platform and create new experiences, making sure it is simple and easy to use

Marketing & PR We will invest in marketing to promote the social network to Millennials and young generations

Operational Cost This is a big part of the project and requires investment to make everything run smoothly

Network Expansion The system should be smooth and super-fast, and that requires investment in the backend technologies

Reserves Reserves of foreign currencies will be kept as a regulating provision.

Buying Tokens Procedures

To become one of our UHIVE first purchasers, you will need to purchase UHIVE Tokens by making an ETH, BTC, or Fiat currencies transactions

For any transaction, you need to create an account, fill your personal info, upload your ID (KYC Requirement), and the approval should not take more than a couple of minutes.

Once its approved, you can buy UHIVE Tokens

- If you buy using ETH: You will need to transfer ETH to our smart contract address, and instantly we will transfer the UHIVE Tokens to your wallet, it's very simple and instant
- If you buy using BTC, you will need to transfer to a unique and automatically generated address for your account, and once we receive the BTC, we will transfer the UHIVE Tokens to you (Usually it takes 10 mins but sometimes it might take up to 24 hours)
- If you buy using Fiat (USD, Euro, GBP, etc.) you will be provided with a link, and it will take you to a payment gateway to enter your info and complete your order, once your order is completed successfully, you will get an email confirming the purchase, and the UHIVE Tokens will be transferred to you by the end of the crowd sale

Please note that you should NOT make the transaction using ERC20-incompatible wallets or cryptocurrency exchange accounts, as that may potentially lead you to losing control over the tokens that you would otherwise have gained.

Openness and Transparency Maintenance



Chrome Extension



Online Wallet



Requires Installation

For more information on how to start your Ethereum wallet, please check our help section on our website for step-by-step guidance.

Token Sale Bonus Scheme

UHIVE ICO has more to offer. A multiple bonus scheme is embedded in the initial token offering period, which takes into consideration the purchase time, volume and referrals. UHIVE owners will have the chance to earn three bonuses if the set conditions are met.

Purchase Period Tiers: A Bonus Program to Reward Early Token Owners

Date	Bonus
1st December - 7th January	+20%
8th January - 11th February	+15%
12th February - 18st March	+10%
19th March - 15th April	+5%

Purchase Value: A Bonus Program to Reward Big buyers.

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. Invite people to the ICO page and both parties will earn a bonus equivalent to 5% of the referral's purchase value.

Referrer Bonus	5%
Referred Bonus	5%

**To be distributed to both parties at the ICO's closing period.*

Cryptocurrency Exchange Listing

Upon finishing the token sale campaign and preparing an alpha version of the UHIVE network app, the tokens can then easily be bought or sold on numerous cryptocurrency exchange markets within the next few months. The number of exchange markets will grow with the increase in the platform trade turnover and the users' demand from various countries. Our team is planning to introduce UHIVE Tokens to more than 12 international cryptocurrency exchange markets. It will be possible to exchange UHIVE Tokens for any of the fluid cryptocurrency (BTC, ETH).

United States Exchange Listing and ICO

With the newly imposed regulation by the United States government for the issuance of cryptocurrency, our focus turned to releasing the Alpha platform and application to enable the launching of the crypto token on the United States market. Only then will American citizens will be able to purchase the token at the market price through any exchange platform.

Our efforts are focused on the release of the applications, and to comply with all the legal requirements and regulations set from SEC, to make the American community part of the success.

Monetizing and Revenue

UHIVE social network revenue model consists of five major sources. Like other social networks (Facebook, Instagram, etc.), advertising is a dominant source of revenue. Nevertheless, new and unique revenue streams are adopted with UHIVE's business model, which are bound to add value to UHIVE's digital economy.

Advertisement

As with most social networks, advertising will be a focal source of revenue. With a direct proportional relation between the number of users and revenue, UHIVE Tokens will rapidly increase in value.

Marketing Revenue:

- ◆ Self-serve advertising
- ◆ Ads API
- ◆ Engagement ads
- ◆ Third party search

UHive Token

Along the growth curve of the user database and digital economy, the usage and utility of UHIVE Tokens within the economy solidifies a constant increase in the token exchange value. The average number of tokens per user is relatively limited and will become scarcer as the UHIVE society grows. With consideration of the sophisticated security embedded within our blockchain technology, and the increase in demand, the exchange value will increase. The digital economy is self-sustained to an extent, a dedicated portion of the revenue will be reinvested in UHIVE Tokens to regulate and sustain the growth curves. Hence, an increase in purchasers' confidence, and a rewarding return to UHIVES crypto owners, are our prime objectives.

Space Value Commissions

The innovation of the network's physical dimensions creates new trade opportunities on spaces amongst users:

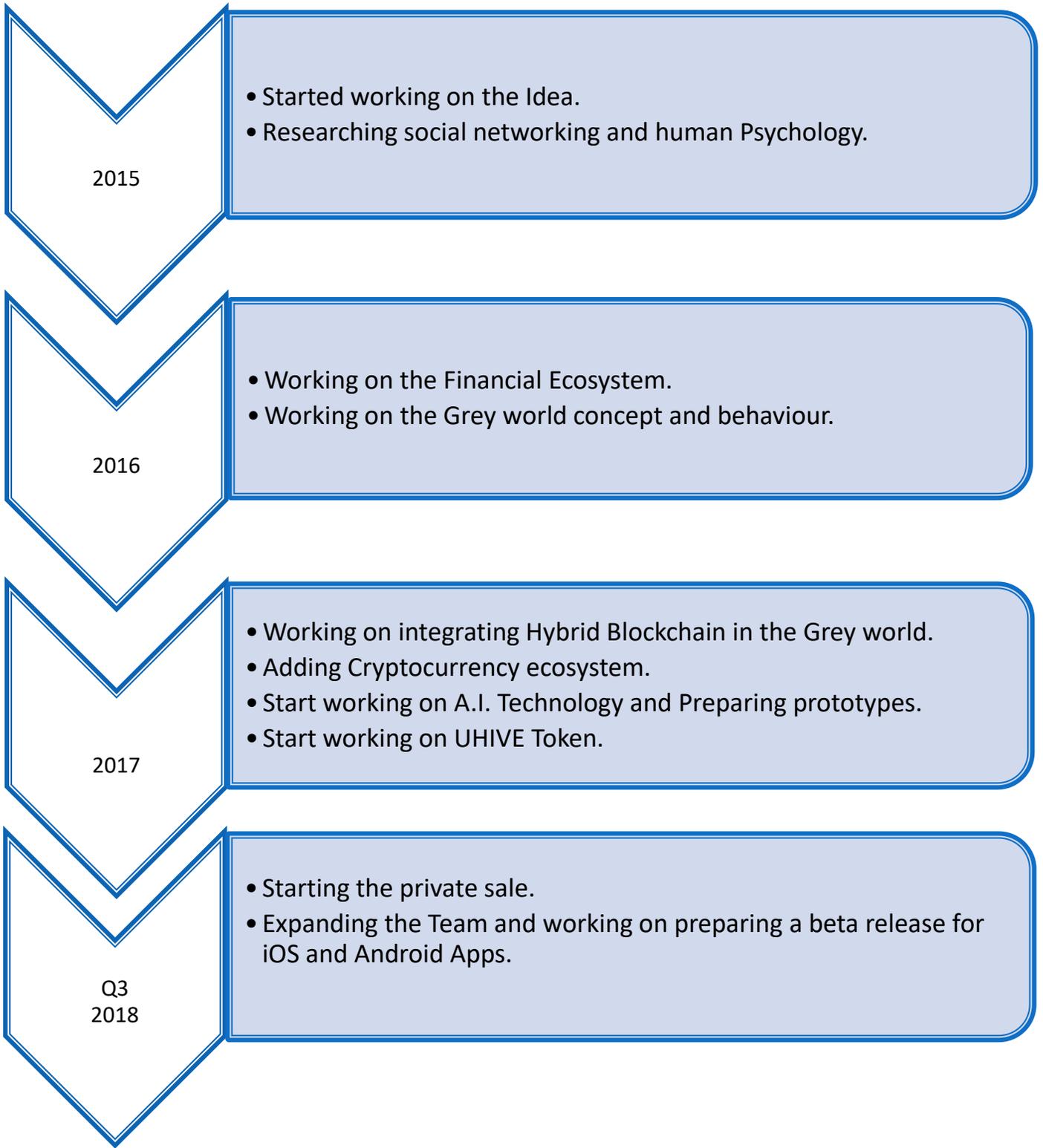
- ◆ Purchasing adjacent spaces as long-term investments.
- ◆ Trading of existing high traffic spaces between users and businesses.

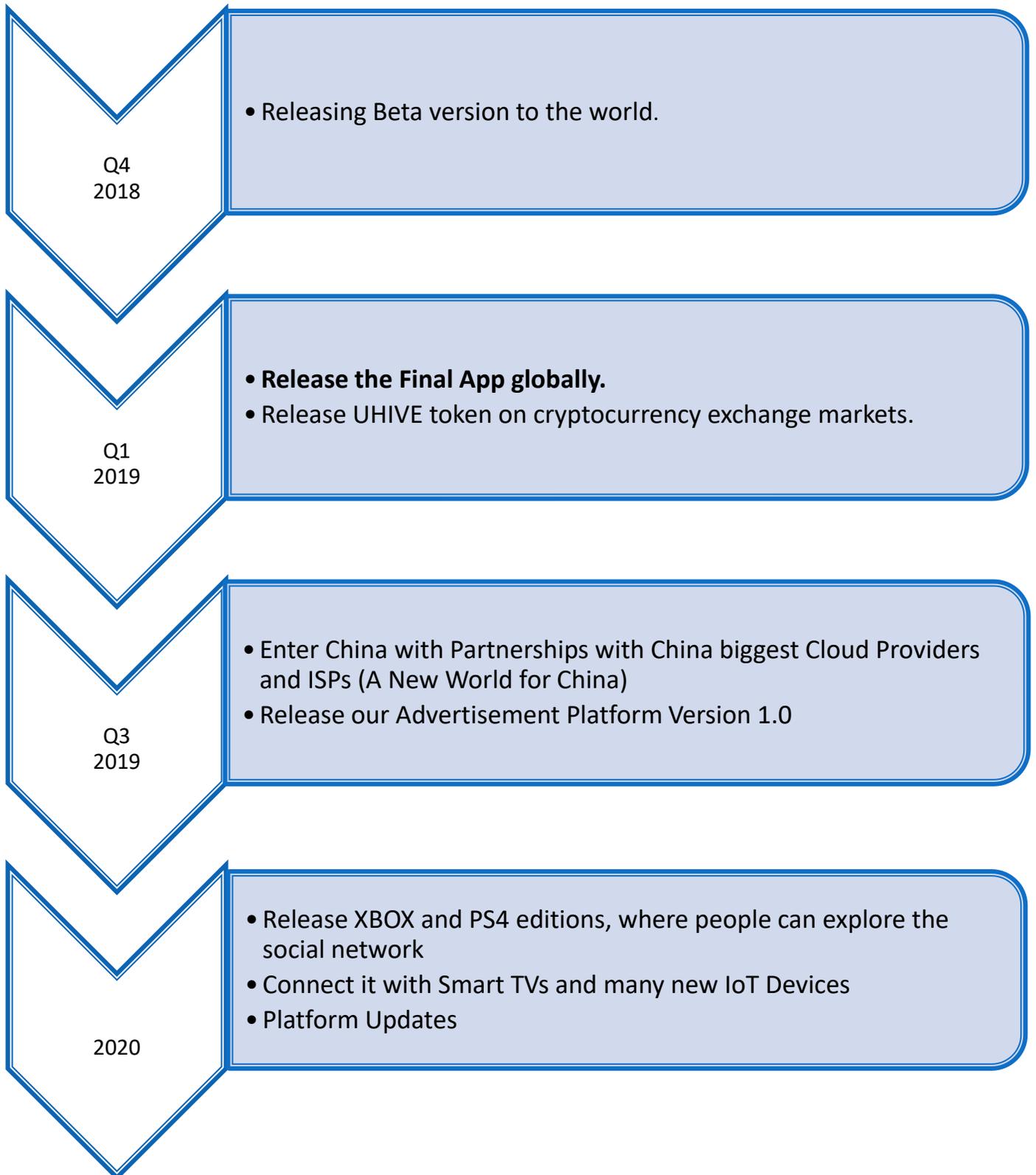
Dynamic space trading will be subjected to the platform's commission.

API Ready

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

Roadmap





Team Members

 <p>Muayyad Shehadeh FOUNDER / CEO</p>	<p>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.</p> <p>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.</p>
 <p>Manuel Heilmann ADVISOR</p>	<p>Accomplished Executive Leader with 20 years of experience in international business development, market expansion, strategic partnerships and leadership of global teams.</p> <p>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.</p>
 <p>Robert Stoeppel ADVISOR</p>	<p>Entrepreneur who actively and successfully accompanies the transformation of a traditional business into a modern, future-oriented business for two decades.</p> <p>Trainer and speaker for applying new technical and web-based opportunities in bookselling and retail.</p> <p>Designer of social media projects. Media designer in the print and web area.</p> <p>Expert for merchandise management and its efficient use.</p> <p>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.</p> <p>Always learning...</p>

	<p>An Entrepreneur, sales and marketing specialist with a passion for Cybersecurity.</p> <p>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.</p>
<p>Gerald Hahn ADVISOR - GERMANY</p>	



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

The UHIVE team's diversified credentials, experience with millions of users and solid background in security compliances sets a new benchmark in terms of social network security. Uncompromised, numerous, state-of-the-art security protocols are integrated into the platform to guarantee that all users are protected against any type of threat. Our measures take into consideration threats against identity, profile, devices, user location, personal data, and any transactions or activities with UHIVE Token. The UHIVE team is committed to ensuring the highest levels of security measures, mirroring the latest developments in cybersecurity, coupled with our consistent development to comply with governmental regulations such as GDPR, HIPAA, SOX, PCI, FTC etc...

Data Confidentiality:

To ensure confidentiality of the data, or to prevent data from unauthorized disclosure, all the users' data will be encrypted with a high-level encryption algorithm. All communication (service to service, service to client) will be protected by TLS. Access to the network's database is strictly limited, and all access credentials are managed by a password manager, being rotated in a timely manner, with constant auditing by our A.I. engine and 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: To ensure the availability of data, the database will be backed up periodically, and the backup will be verified to be restorable. The UHIVE team will also establish a business continuity plan (BCP) and disaster recovery plan (DRP) to ensure the highest possible availability of UHIVE services.

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 find potential issues. Our team is trained with security awareness in mind.

Conclusion

Simply, we are creating a new social network, a concept that we have been working on for the past four years, starting from the idea, through the technology research and proofing, to prototyping, finally completing it with the UHIVE Token and our self-sustained economy. We know that this will be a game changer, as it is designed around many human psychologies, and was built from the start with those ideas in mind

The Grey World is something new, it will allow people to be whoever they want to be in an easy way, and to simply explore.

UHIVE is based on discovery and exploration. Just as in real life, you can walk around a new place, but you will have the ability to travel the world and be anywhere instantly, and simply explore, just like visiting a new city. You will always find and discover new things

And finally, as with everything in life, nothing is guaranteed, but we are committed to start working on bringing a more powerful and comprehensive digital social network to the world, and we know that the UHIVE Token value will keep increasing as more users join!

Appendix A

Useful links:

Explainer video (4:30 mins)

<https://youtu.be/5MuX48GpBAM>

Voice over explainer video (6:00 mins)

<https://youtu.be/5BjAjkwwTjc>

App Demo

<https://youtu.be/WCJmopbKY5Q>