


cheelee

USER GUIDE



Contents

Brief review, 3

- What is Cheelee, 3
- How to start making money with Cheelee, 4
- Digital Glasses, 7

Earning mechanism, 8

- How to get Digital Glasses, 8
- Cases with Digital Glasses, 8
- Daily token and Attention caps, 9
- Digital Glasses rarity, 10
- Digital Glasses upgrade, 11
- Approximate income in percentages correlated with Digital Glasses rarity. Comparison of Digital Glasses by rarity, 12
- Digital Glasses levels, 13
- Levelling up Digital Glasses, 14
- Digital Glasses modules, 14
- Additional points/bonuses according to levels, 14
- Modules and Gems, 15
- Digital Glasses mint, 16
- Power, 17
- Boxes, 17

Social network (application), 18

- Description, 18
- Competitive advantage, 18
- Mission, 19
- Goal, 19
- Vision, 19
- Concept, 19
- Features, 20

Anti-fraud system, 21

Privacy, 21

Taxes, 21

Decentralised wallet, 22

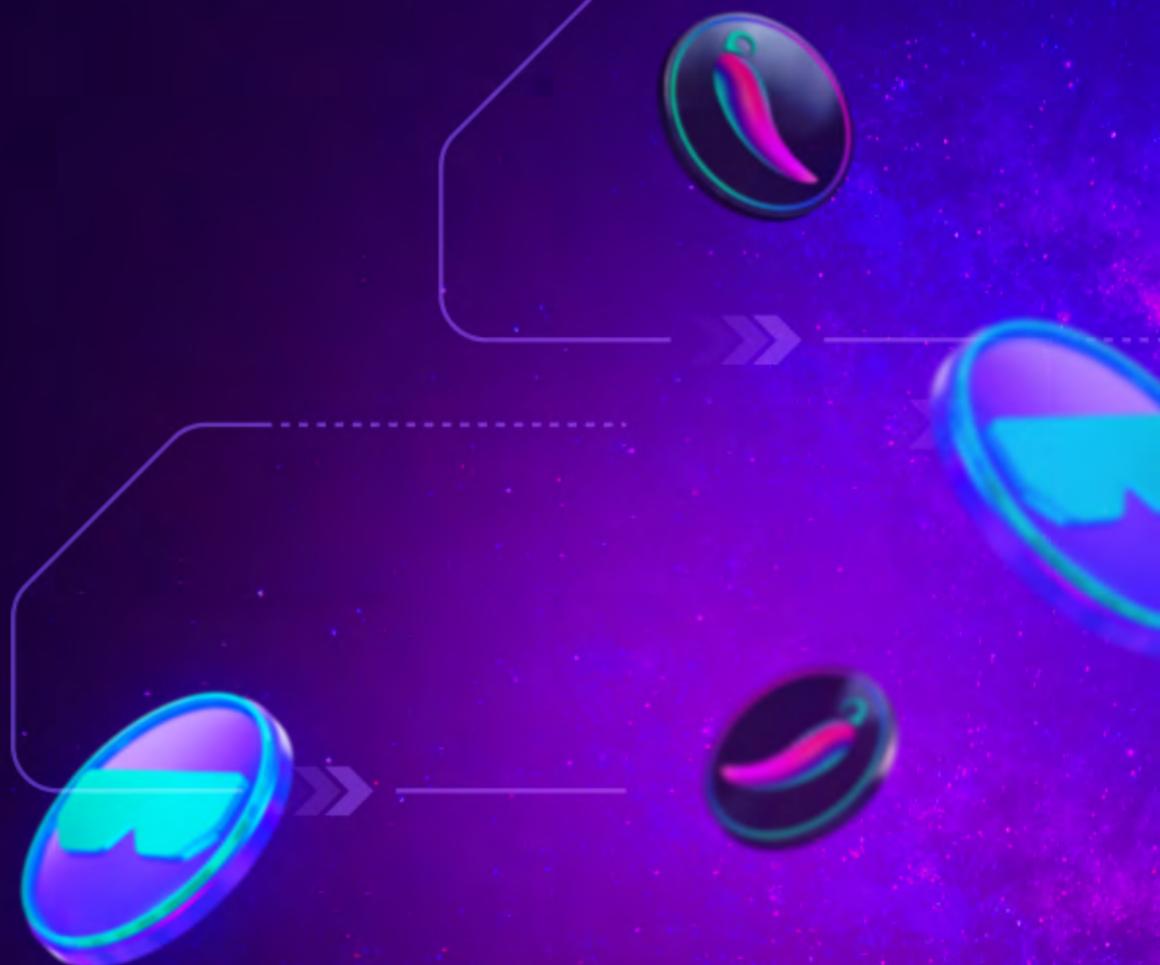
Marketplace, 22

Tokenomics, 23

- Tokens, 23
- CHEEL and LEE utilities, 23
- How Cheelee makes money, 23
- Token distribution, 24
- Tokensale, 25
- Vesting, 25
- Use of funds, 25
- Stability Fund supporting the token rate, 26
- Influencing mechanisms, 26

Roadmap, 27

Glossary, 28



Brief review

What is Cheelee?

Cheelee is a GameFi short video platform, which rewards its users for watching the feed. Watch. Play. Earn. Firstly, Cheelee is a social network, using which it is always fun. Income is a pleasant addition to it.

In Cheelee you can use NFTs in the form of Digital Glasses to earn tokens by viewing the content in the app. The gained tokens can be used to increase earnings in the app or for withdrawal and sale.

There are two types of tokens you can get in the app:



CHEEL

a governance token that helps to upgrade Digital Glasses. You will need it when voting in favour of new features' integration later

An important advantage of Cheelee over other crypto projects is that tokenization takes place on the basis of a social network with more than 1.5 million users

LEE

utility token, 7,000,000,000. All accruals in the app are carried out in this internal token, the emission of which is limited. It will be automatically credited to the in-app wallet when viewing the feed. The speed of its accrual algorithmically depends on the number of mined tokens: the more tokens there are, the more difficult it is to obtain new LEE tokens



How to start **making money** with Cheelee

01

Download the Cheelee app

in App Store and Google Play



02

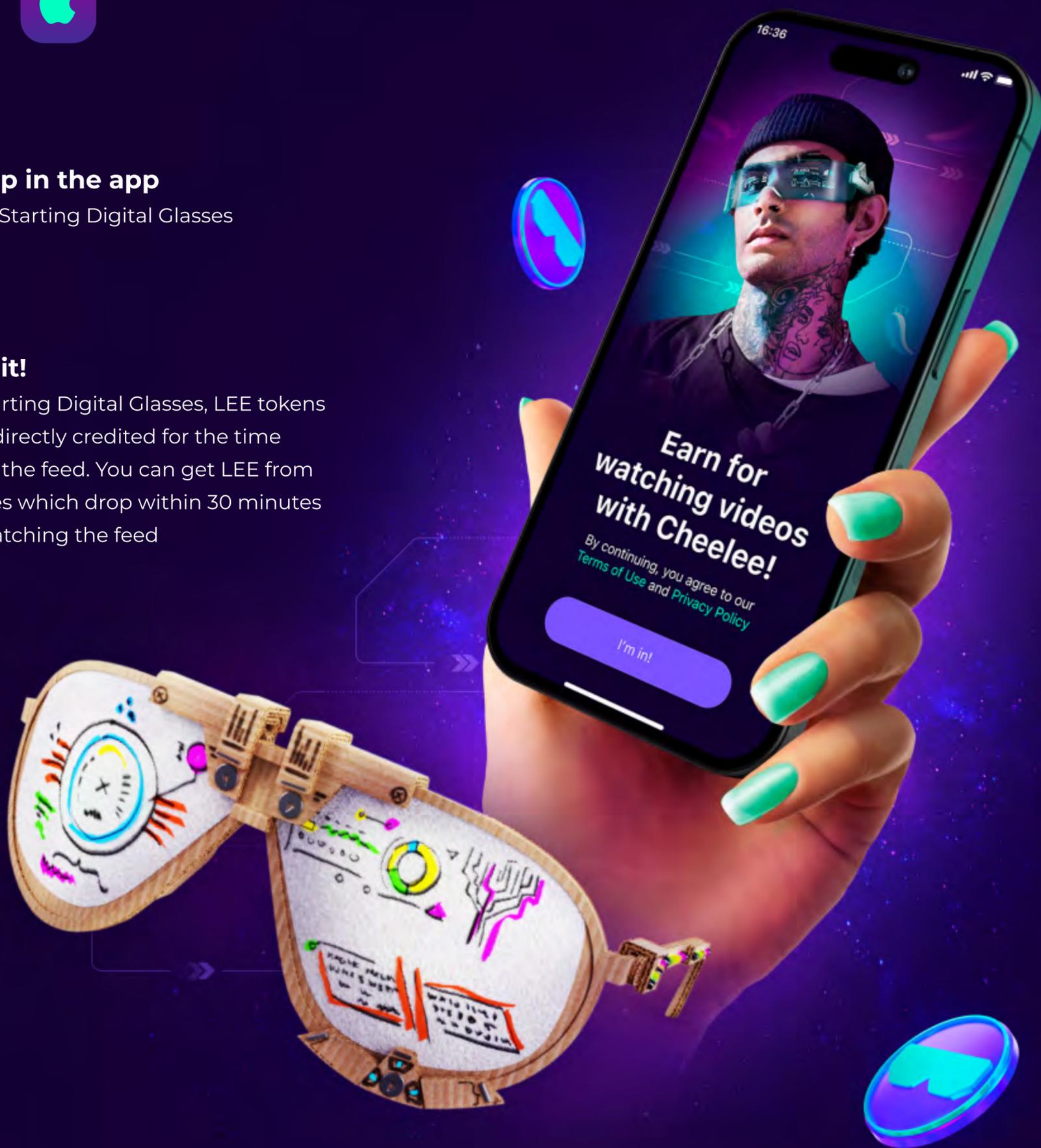
Sign-up in the app

and get Starting Digital Glasses

03

That's it!

With Starting Digital Glasses, LEE tokens are not directly credited for the time spent in the feed. You can get LEE from the boxes which drop within 30 minutes while watching the feed



To earn more, buy Digital Glasses on the internal marketplace. For this:

01 Top up your in-app wallet with USDT tokens

to purchase Digital Glasses on the internal marketplace. Always save some BNB for paying off the commissions

02 Buy your Digital Glasses

Go to the internal marketplace in the app, choose your Digital Glasses and purchase

03 Watch the feed and upgrade your Digital Glasses

to increase your income



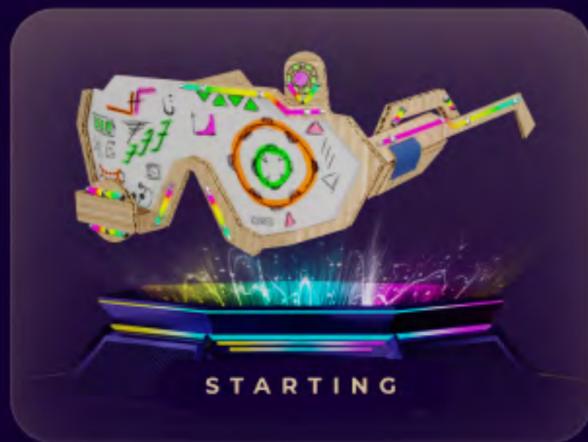
Your maximum level of earnings depends on the **daily Attention cap** and **token gain cap**:

Rarity	The limit of token earnings	
	0 level	30 level
Starting	1	10
Smart	2	7
Simple	5	50
Rare	20	100
Unique	30	500
Epic	70	1390
Legendary	100	2240

To increase the caps and start earning more, you can purchase rarer (than **Starting**) **Digital Glasses** on the marketplace. Gained tokens can be used to increase the **level** of your Digital Glasses. You will also have the opportunity to **mint** Digital Glasses – you can get 1 new zero level Digital Glasses out of 2 Digital Glasses

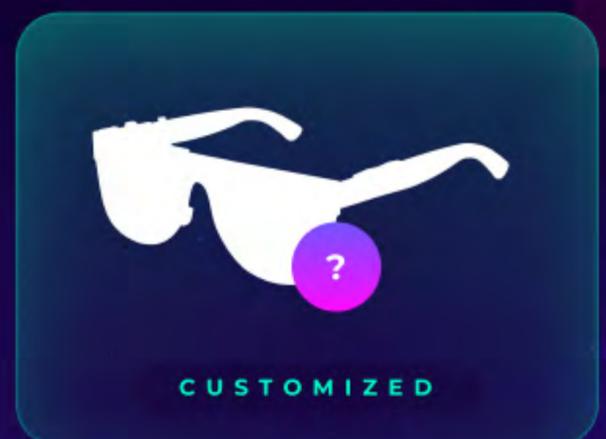
Digital glasses

At the moment, there are 8 types of virtual Digital Glasses available: 7 of them differ in their design and rarity, **the 8th type is Customized Digital Glasses** created in collaboration with bloggers and brands



Customized Digital Glasses

Customized Digital Glasses will be released in collaboration with bloggers and brands. They will have an exclusive design and upgraded features.



Earning mechanism

How to get Digital Glasses

- Get a **case** with your **Starting Digital Glasses** when you sign up
 - To become a Cheelee ambassador or an active user - a part of **cases** with **Simple** and **Rare Digital Glasses** will be distributed among them
 - To **stake CHEEL tokens** in the app. Another part of **cases** with **Simple** and **Rare Digital Glasses** will be distributed among such stakers
 - Buy **Digital-Glasses** on the internal marketplace. Digital Glasses and **cases** will be available for purchase with USDT tokens and for fiat currency
- To get them upon mint.** A mint requires two level 15 NFTs and an **NFT Instruction**. It drops out of the boxes when you're watching the feed. By paying a fixed amount of **LEE** tokens, you can get new level zero Digital Glasses. When you mint, the **Instruction** is burned

Cases with Digital Glasses

Cases will be available for purchase for USDT tokens on the internal **marketplace**. Each case contains Digital Glasses

You will have the opportunity to sell your Digital Glasses at any time by setting the price yourself on the internal marketplace. **Starting Digital Glasses** can be sold starting from level 10

Case type	Digital Glasses drop chance by the rarity level, %						
	Starting	Smart	Simple	Rare	Unique	Epic	Legendary
Starting	100	0	0	0	0	0	0
Smart	0	100	0	0	0	0	0
Simple	0	0	100	0	0	0	0
Rare	0	0	0.8	99	0.2	0	0
Unique	0	0	0	0.8	99	0.2	0
Epic	0	0	0	0	0.8	99	0.2
Legendary	0	0	0	0	0	0.8	99.2

Daily token and Attention caps

Attention — a renewable resource required to obtain tokens and boxes while viewing the feed with Digital Glasses:
1 Attention = 5 minutes of rewarded feed viewing

- The **Attention** cap restricts the maximum amount of Attention that is recovered for 1 day

The initial **Attention cap** – **1**, the maximum – **20**. To get the maximum amount of Attention you need to buy more pairs of Digital Glasses and Digital Glasses of greater rarity

- The **token cap** limits the maximum number of tokens you can earn per day.

The limit of token earnings is calculated based **on the highest level and the maximum rarity** of Digital Glasses in the in-app wallet. At the same time, it doesn't matter what glasses you are currently using, the limit will be calculated according to the most **upgraded**

You get **1 Attention** with the first pair of Digital Glasses. If you have Digital Glasses of **Smart** rarity or higher, then you can get tokens and boxes within 5 minutes when viewing the feed. The box can contain **LEE tokens, Gems for Digital Glasses and Instruction for mint**

If you have only **Starting Digital Glasses**, then **LEE** tokens are not directly credited for the time spent in the feed. You can get **LEE** from the boxes that drop within **30 minutes** while watching the feed.

Improving the **Radar** module increases the chance of **more tokens dropping in the box**



1 Attention = 5 minutes viewing



— **Attention** replenishes 25% of the amount on your account every 6 hours

Number of Digital Glasses without additional Attention	Amount of Attention	Time of viewing (min)
1	1	5
2	2	10
3, 4, 5, 6	3	15
7, 8, 9, 10, 11, 12, 13, 14	5	25

Additional Attention based on Digital Glasses type of rarity:

- Having **Starting Digital Glasses**: +0 additional Attention
- Having **Smart Digital Glasses**: +0 additional Attention *
- Having **Simple Digital Glasses**: +0 additional Attention
- Having **Rare Digital Glasses**: +2 additional Attention
- Having **Unique Digital Glasses**: +3 additional Attention
- Having **Epic Digital Glasses**: +4 additional Attention
- Having **Legendary Digital Glasses**: +5 additional Attention

* Smart Digital Glasses do not influence the amount of Attention when summing up all Digital Glasses on the account. If your glasses' highest rarity on the account is Smart, you will have 1 Attention. As soon as you buy Simple Digital Glasses or higher, the Attention will be 2 and more (Starting + Simple).

Example 1



Example 2



Digital Glasses rarity types

The **rarity of Digital Glasses** — is a specific characteristic which determines: the starting module values, the quantity of points received for each levelling, the range of module improvement while distributing points, and the amount of additional **Attention**. There are 8 types of Digital Glasses rarity:

Starting, Smart, Simple, Rare, Unique, Epic, Legendary, Customized

Rarity	Initial values of modules	Points for a level upgrade	Point distribution range
Starting	1 - 3	1	0.5 - 1.5
Smart	2 - 6	1	0.5 - 1.5
Simple	3 - 10	2	0.5 - 3
Rare	9 - 21	3	1 - 6
Unique	19 - 39	4	1.5 - 9
Epic	33 - 57	5	2 - 10
Legendary	49 - 75	6	2.5 - 11

Example:

You open a **Simple** case and get **Simple Digital Glasses** level 0 with five modules, the values of which range from 3 to 10

Lenses module - with a value of **5**

Battery module – with a value of **3**

Radar module – with a value of **8**

Memory module – with a value of **10**

Frame module – with a value of **7**

Digital Glasses upgrade

Digital Glasses upgrade consists of leveling up Digital Glasses and module improvement in Digital Glasses

Leveling up Digital Glasses:

- To level up, you need to spend your time and **CHEEL and LEE tokens**
- There is the possibility of an instant boost if you pay **6 times more of CHEEL and LEE tokens**
- For each level up you will get **points**

Module upgrade is possible in two ways:

1. Distribution of gained points among modules
2. Installing **Gems** into a module's slots



Radar module — increases the chance of box dropping and the tokens amount in them while watching the feed. To increase the value of the **Radar module** you can place **Antenna Gem** into the corresponding slot



Frame module — slows down the pace of the decrease in the level of Endurance. The higher this parameter is, the longer you can use **Digital Glasses**. To increase the value of the **Frame module** you can insert a **Kevlar Gem** into the corresponding slot



Lenses module — increases the speed of earning **LEE tokens**. To increase the value of the **Lenses module** you can place the **Diamond Gem** into the corresponding slot



Memory module — increases the speed of obtaining **CHEEL tokens**. To increase the value of the **Memory module** you can place the **SD-card Gem** into the corresponding slot



Battery module — slows down the rate of **Power** discharge while viewing the feed. To increase the value of the **Battery module** the **Graphene Gem** can be placed into the corresponding slot

Upgrade cost and Simple Digital Glasses caps

Level	Cost (LEE)	Cost (CHEEL)	Level transition time (hours)	Instant boost (LEE)	Daily cap (LEE)
0 → 1	0.4	0	1	2.4	5
1 → 2	0.47	0	2	2.82	7
2 → 3	0.54	0	3	3.24	10
3 → 4	0.61	0	4	3.66	12
4 → 5	0.68	3	5	4.08	unlocking the first module slot
30					CHEEL earnings

With **Epic 30 level Digital Glasses** you can earn more than **6270 LEE** using only one pair of Digital Glasses

Comparison of Digital Glasses by rarity

100/100 ENDURANCE 30 LEVEL



SIMPLE

4.4 LEE/DAY +0
MAX PROFIT ATTENTION

- LENSES: 92.5
- RADAR: 5
- BATTERY: 52.5
- MEMORY: 8
- FRAME: 15

51.5 USDT
BUY NOW

113%
APPROXIMATE EARNINGS

100/100 ENDURANCE 30 LEVEL



UNIQUE

71 LEE/DAY +3
MAX PROFIT ATTENTION

- LENSES: 357
- RADAR: 51.5
- BATTERY: 55
- MEMORY: 22
- FRAME: 37.5

1 854 USDT
BUY NOW

97%
APPROXIMATE EARNINGS

100/100 ENDURANCE 30 LEVEL



LEGENDARY

596 LEE/DAY +5
MAX PROFIT ATTENTION

- LENSES: 834.5
- RADAR: 156
- BATTERY: 182
- MEMORY: 64.5
- FRAME: 97

20 600 USDT
BUY NOW

129%
APPROXIMATE EARNINGS

Digital Glasses levels

You can **level** up your Digital Glasses by spending **CHEEL** and **LEE** tokens you gain.

Each **level-up** takes a certain amount of time: the transition from level 0 to level 1 takes 1 hour, the transition from level 17 to level 18 takes 18 hours. The higher the level, the more time and tokens it requires to move to the next level. The maximum level of Digital Glasses is 30

You can instantly complete the transition process to the next level by paying 6 times more in **tokens**. Additionally, you will need **LEE and CHEEL** to level up your Digital Glasses up to 5, 10, 15, 25, and 30



If you have several **Digital Glasses** in your account, you can **level** up only one at a time

When you level up, you will receive from **1 to 6 points** depending on the **rarity** of your Digital Glasses, which can be distributed at your discretion to improve the modules. With each point spent, you can increase the module value by a random number in the given range. The range depends on the **rarity of Digital Glasses**



Levelling up Digital Glasses

To earn more tokens, you can Levelling up your **Digital Glasses**. To do this, you need to increase the level of Digital Glasses to 5 and unlock the first **gem slot**. Each next slot gets unlocked one by one upon reaching levels 10, 20 and 25

Gems are inserted into module slots. They can be purchased on the internal marketplace or found in the **box** when watching the feed:

- **Diamond** improves the **Lenses** module
- **Graphene** improves the **Battery** module
- **Antenna** improves the **Radar** module
- **SD-card** improves the **Memory** module
- **Kevlar** improves the **Frame** module

The Gems don't have the **Starting** rarity, but the rest is similar to the ones for the Digital Glasses. The rarity of the Gems influence the **module** value, which they stimulate: the rarer it is, the more value you get

Digital Glasses modules

- **Lenses module** — increases the speed of earning **LEE tokens**
- **Battery module** — slows down the rate of **Power** discharge while viewing the feed. The higher the Battery parameter, the slower Digital Glasses will lose Power
- **Radar module** — increases the chance of getting a box drop with bonuses while viewing the feed
- **Memory module** — increases the speed of obtaining **CHEEL tokens**. Available only for level 30 Digital Glasses
- **Frame module** — slows down the pace of the decrease in the level of Endurance. The higher this parameter is, the longer you can use Digital Glasses

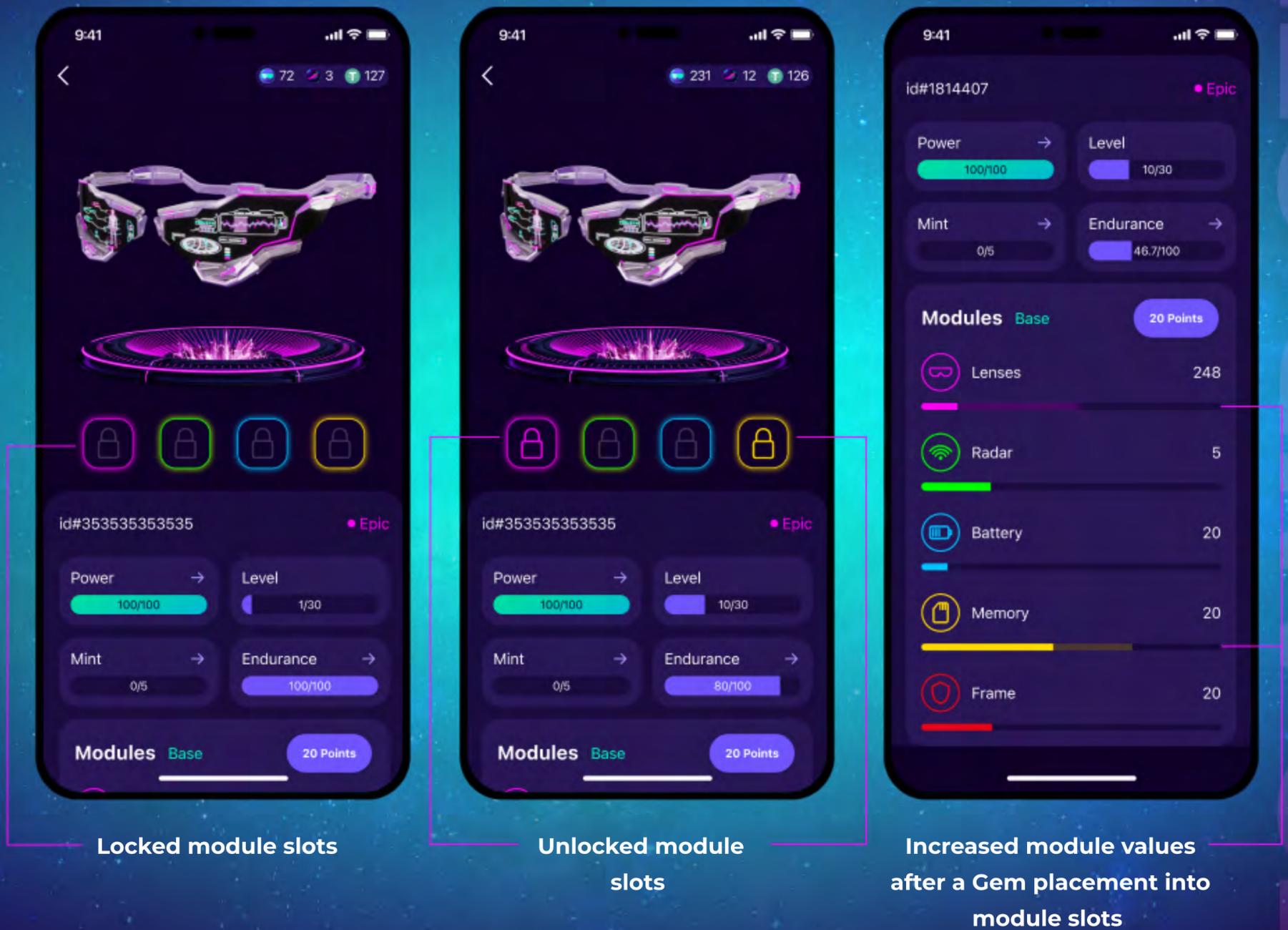
Additional bonuses by levels

In order to start upgrading Digital Glasses, you need to reach level 5 and unlock **1 module slot**

Level	Bonus
5	unlocking the first module slot
10	unlocking the second module slot
15	possibility of carrying out 1 mint (soon)
20	unlocking the third module slot, carrying out other 4 mints (soon)
25	unlocking the fourth module slot
30	opportunity to earn CHEEL tokens (soon)

Modules and Gems

Gems get placed into module slots on the Digital Glasses screen in the app:



Each pair of Digital Glasses have **4 module slots**, which can be unlocked one by one at levels 5, 10, 20, and 25. The slots are randomly generated, so it is possible for all 4 slots to be similar

In each slot, you can insert the appropriate Gem, suitable for this slot in exchange for tokens



You can only insert a suitable gem, i.e. **SD card** cannot be placed in the **Radar slot**

Gems add both a fixed number of characteristic points and a percentage that only affects the initial value of this characteristic. The **initial value of the characteristic** is the value generated upon the case opening

Example:

- **Rare gem Diamond** adds +6 to the value of the **Lenses** module and another +20% to the initial value of the same module
- **Simple Digital Glasses**, which got 10 points into the **Lenses module** when opening the case, in total, they will add $6+2=8$ points to the value of the **Lenses module**. Total Lenses Module Value will be $10 + 8 = 18$
- **Epic Digital Glasses** that have 30 points in the **Lenses module** when opening a case, add $6+6=12$ points to the value of the **Lenses module**

Gem rarity	Increase in the initial value, %	fixed value increase
Smart	0	0.5
Simple	5	0
Rare	20	6
Unique	100	12
Epic	100	18
Legendary	200	24

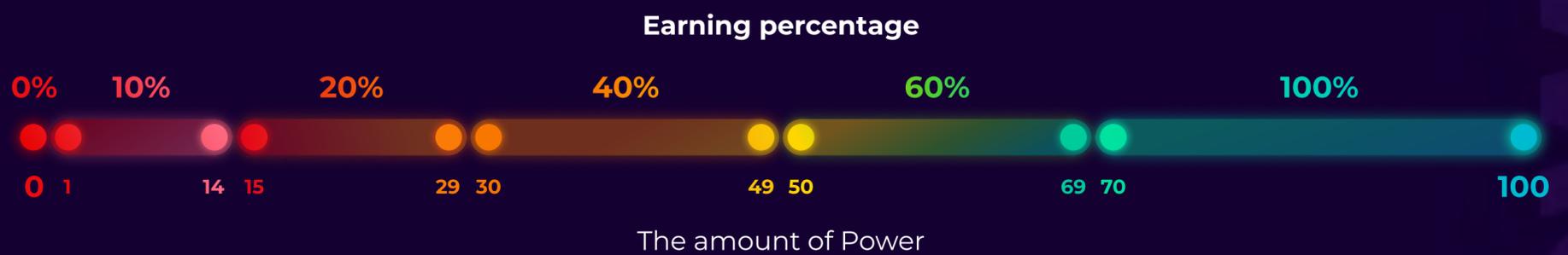
Digital Glasses mint

You will have access to the **mint** function. For a mint, you need to get a special **NFT - Instruction**, which drops out only from the **box** when watching the feed

From two level 15 Digital Glasses, you can get third level 0 Digital Glasses by paying a fixed amount of **LEE tokens**. Each next mint is more expensive than the previous one

The cost of a mint depends on the Digital Glasses rarity

Power



Boxes

You get a box drop while watching the feed and it may contain the following:

- LEE tokens
- **Gems** (Diamond, Graphene, Antenna, SD-card and Kevlar)
- NFT for Digital Glasses mint – **Instruction**

The **boxes** have a particular chance of dropping, which correlates with the value of the **Radar module**. The number of tokens and the **Gem** rarity levels, in their turn, depend on the rarity of the box itself (**Starting, Smart, Simple, Rare, Unique, Epic, Legendary**) and the Radar module value

With **Starting Digital Glasses**, you can receive **LEE** from the boxes that drop within 30 minutes every day while watching the feed. Note that **LEE tokens** will not be directly credited for the time spent in the feed

Starting Box is a box that you can get by watching the feed with **Starting NTF glasses** for 30 minutes. There are **LEE tokens** inside these boxes



Social network

Description

Cheelee is a GameFi short video platform that rewards users for watching the feed. Watch. Play. Earn

Thanks to the built-in game mechanics and Web3, you make money by watching and creating the content, regardless of the number of subscribers. A smart feed shows only the content that is interesting to you

We have improved game mechanics

Cheelee managed to consider the weaknesses of popular projects in the field of GameFi. Here are the main advantages of the project over its competitors:

01

The limited emission of **LEE in-game utility** token and the difficulty of its mining is growing. These factors are driving the price up and attracting holders

02

The mint of Digital Glasses is highly restricted is only possible for those players who watch the feed. There is no oversupply of Digital Glasses, which helps keep the price from falling

03

There is already a functioning business model where the product is used without NFT. A significant part of the company's income - up to 35% - is generated by advertising. In move-2-earn apps, this figure is only 1%. We transfer 70% of the ad revenue to the token exchange rate Stability fund

04

Thanks to the **deep behavioral metrics**, we can block farms and bots, protecting the system from fraud and liquidity drain. GameFi and move-2-earn apps don't have such data, so they cannot deal effectively with farms.

05

No investment is required to get started: you get NFT in the form of Starting Digital Glasses when you sign up. To earn more, you can buy **additional Digital Glasses, upgrade and mint them**



Mission

Users spend an average of 2.5 hours daily on social networks and get nothing for it. We believe that this is unfair.

Our mission is to provide everyone the opportunity to monetize their time on social media

Goal

Our main goal is to turn Cheelee into a lifestyle where users from around the world can have fun and simultaneously monetize spent on our platform

Vision

Cheelee is an app that is used by everyone worldwide for entertainment, development and earnings!

Concept

Cheelee works within the "Attention Economy" framework

Other social media consider a user as an information and advertising influence target. But a Cheelee user is a full system member, partner and beneficiary

The "Attention Economy" treats human attention as a scarce commodity: human attention is the new oil. It was created by Herbert Simon, the winner of the Nobel Prize

The main idea of the "Attention Economy" is that human attention should be converted into income using modern technologies. One of the theoretical foundations is that you pay your attention to what you want, and you get paid for it. Your attention has its certain cost



Through the GameFi mechanics, Cheelee's audience earns together with the platform by converting their own attention into money

Features

The features of the platform are constantly updated.

Now the features include the following mechanics:

Recommending system

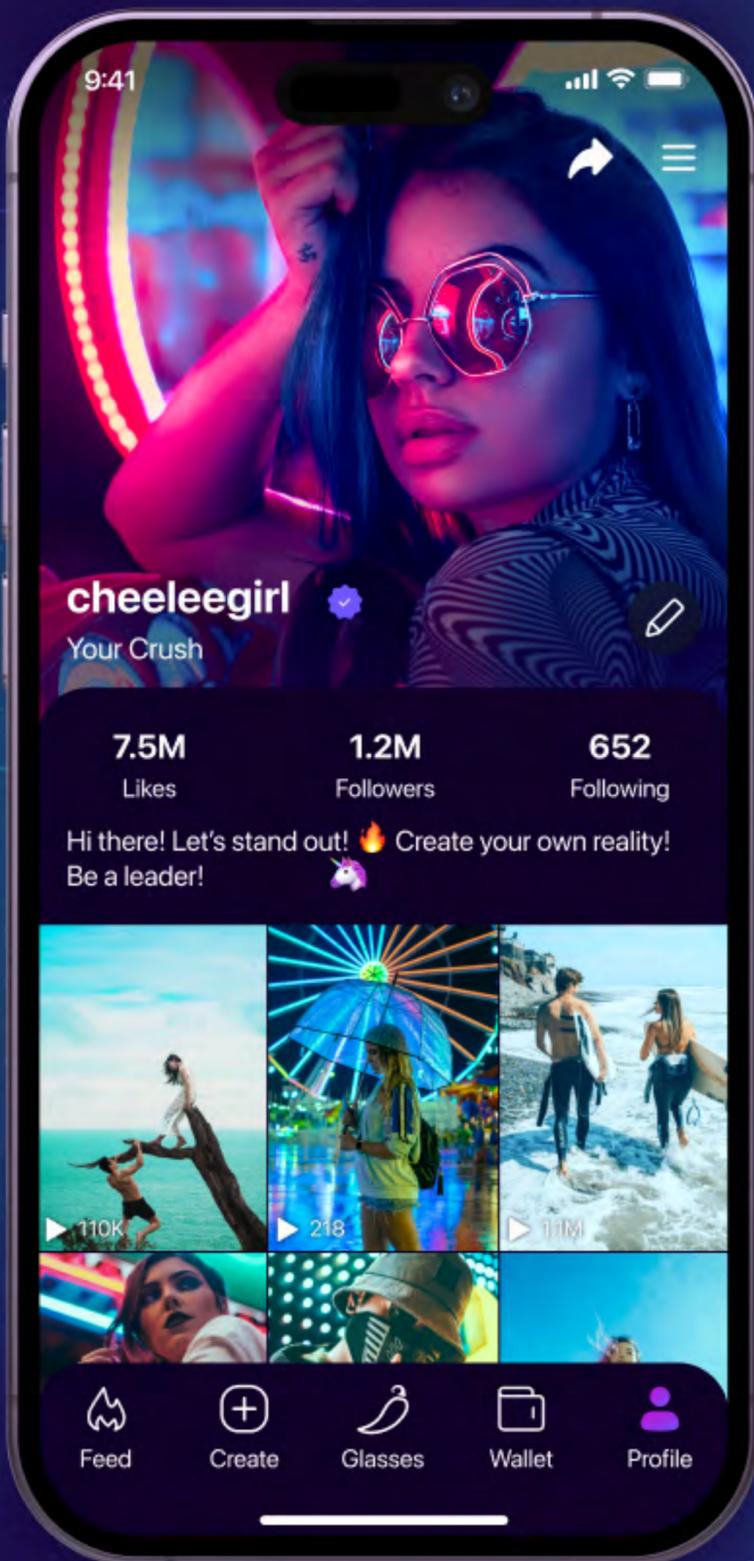
You get a personalized selection of videos based on your preferences. And if you create content, your videos get into recommendations of others and become popular

Video editor

Allows you to create the content of almost any complexity using masks and filters, speeding it up and slowing it down

Music Library

Allows you to overlay your favorite music and sounds on a video in the app editor



Anti-fraud **system**

Thanks to the deep behavioral metrics in **the app**, we can block farms and bots, protecting the system from fraud and liquidity drain. The main behavioral metrics include: skip ratio, video viewing depth, viewing comments, writing comments, likes, shares

Privacy

Cheelee complies with all necessary legal requirements for the processing of your personal data: we collect only the data that is necessary for the correct operation of the app and its effective use by our users. We comply with all App Store and Google Play policies

Taxes

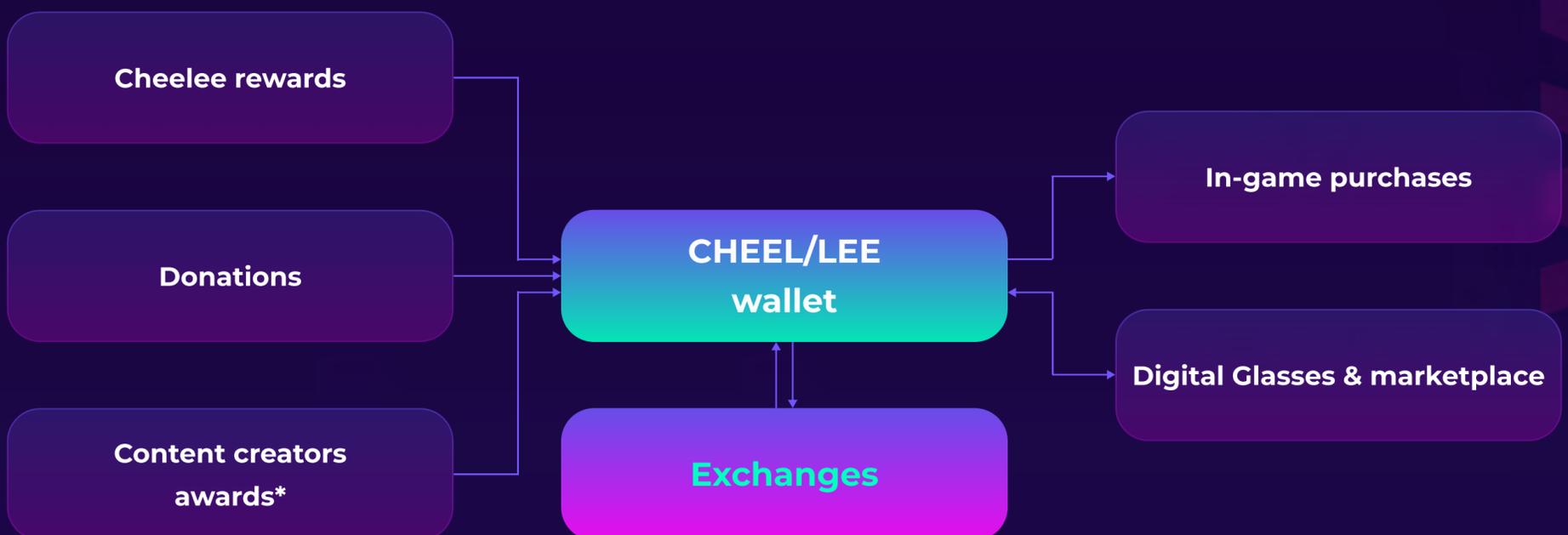
Token owners pay taxes on their own in accordance with the requirements of the legislation of the country of residence



Decentralized wallet

Upon a sign-up the app, you create a new decentralized **wallet** by yourself. Only you can have access to it

When creating a wallet, a 12-word seed-phrase is generated. It will be used to restore your wallet in case you delete the app or forget your password. Important: Write down this phrase somewhere and keep it in a safe place that only you can access



*regular rewards for content creators

Marketplace

The marketplace is inside the Cheelee app. Here you can buy and sell Digital Glasses, as well as cases with Digital Glasses and gems for Digital Glasses using USDT tokens and fiat currency

You can list your Digital Glasses for sale on the marketplace and set the price for them yourself. Starting Digital Glasses can only be sold from level 10

You can select Digital Glasses using the filters:

- **Cost of Digital Glasses**
- **Rarity**
- **Level**
- **Number of mints**

You can also buy a **case** with Digital Glasses: the **case** will contain Digital Glasses with randomly generated features. At the same time, there is a chance to get Digital Glasses of a higher rarity

Tokenomics

BNB Smart Chain
(BEP20)

CHEEL — governance token
Total Supply — 1,000,000,000

It allows you to level up your NFT glasses. This token will be also required in vote-for-features procedure in the future



LEE — utility token
Total Supply — 7,000,000,000

All in-app transactions are carried out with this internal token of limited emission. LEE will be automatically accrued to in-app wallet for watching the feed while rewarded time. The speed of accrual algorithmically depends on number of tokens earned: the more difficult is the earning of the left tokens

CHEEL and LEE utilities

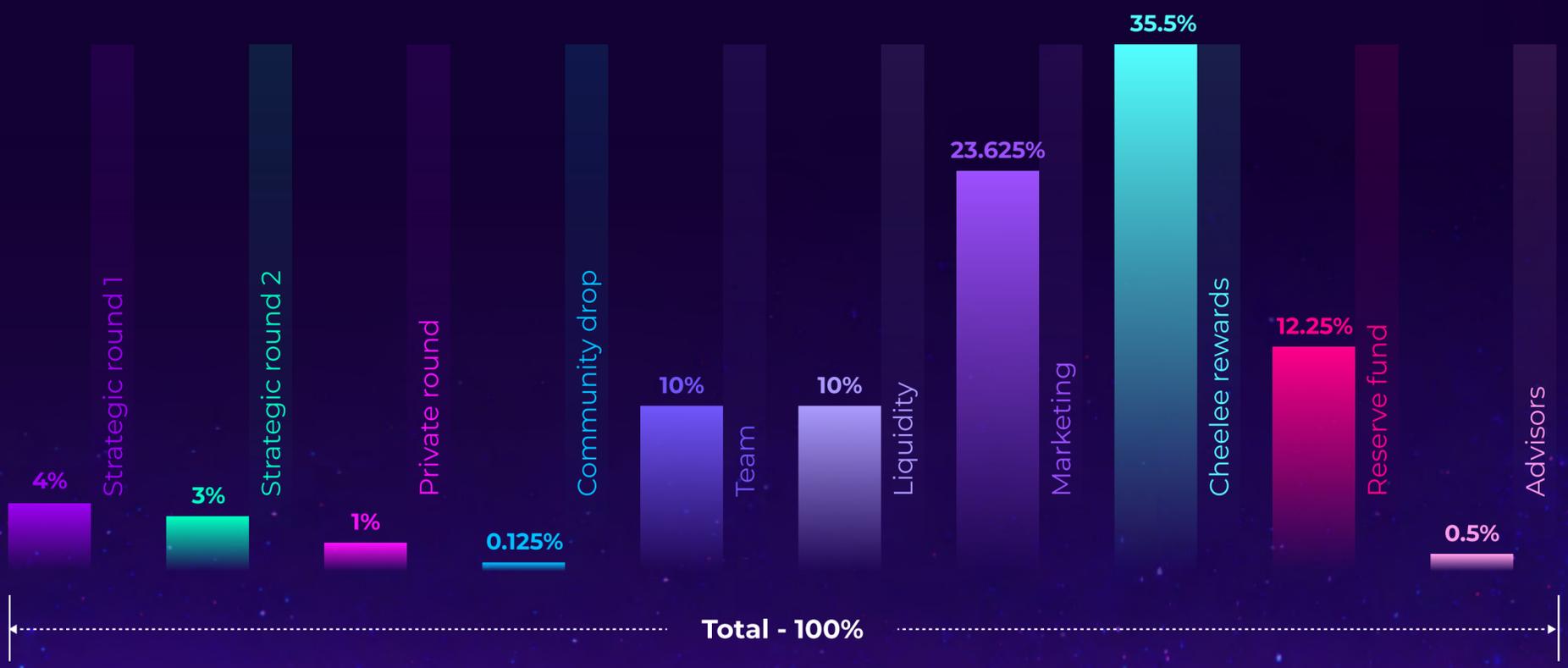
How to get		How to spend	
Viewing the feed		Digital Glasses upgrade	
Getting donations from users		Digital Glasses mint	
Receiving boxes		Digital Glasses power	
Winning awards for the best content creators		Promoting your content on the platform	
		Donations	
		Buying ads through an ad account	

How Cheelee makes money:

- NFT sales
- In-app advertisements
- In-app purchases
- Brand Collaborations
- Commissions from transactions

Token Distribution

Token allocation	CHEEL	%	TGE (%)	Lock-up (months)	Vesting
Strategic round 1	2,000,000	0.2	0	24	18 months 5.55% monthly
Strategic round 2	1,500,000	0.15	0	24	18 months 5.55% monthly
Private round	500,000	0,05	0	12	18 months 5.55% monthly
Community drop	1,250,000	0.125	6	4	36 months 2.61% monthly
Team	100,000,000	10	0	12	36 months 2.78% monthly
Liquidity	100,000,000	10	5	0	24 months 3.96% monthly
Marketing	286,250,000	28.625	5	0	24 months 3.96% monthly
Cheelee rewards	381,000,000	38.1	0	0	24 months 5.55% monthly
Reserve fund	122,500,000	12.25	0	12	24 months 4,16% monthly
Advisors	5,000,000	0.5	0	12	24 months 4.16% monthly
Total supply		Initial Circulating Supply		TGE Market cap	
1 000 000 000		19 387 500		\$ 15 510 000	

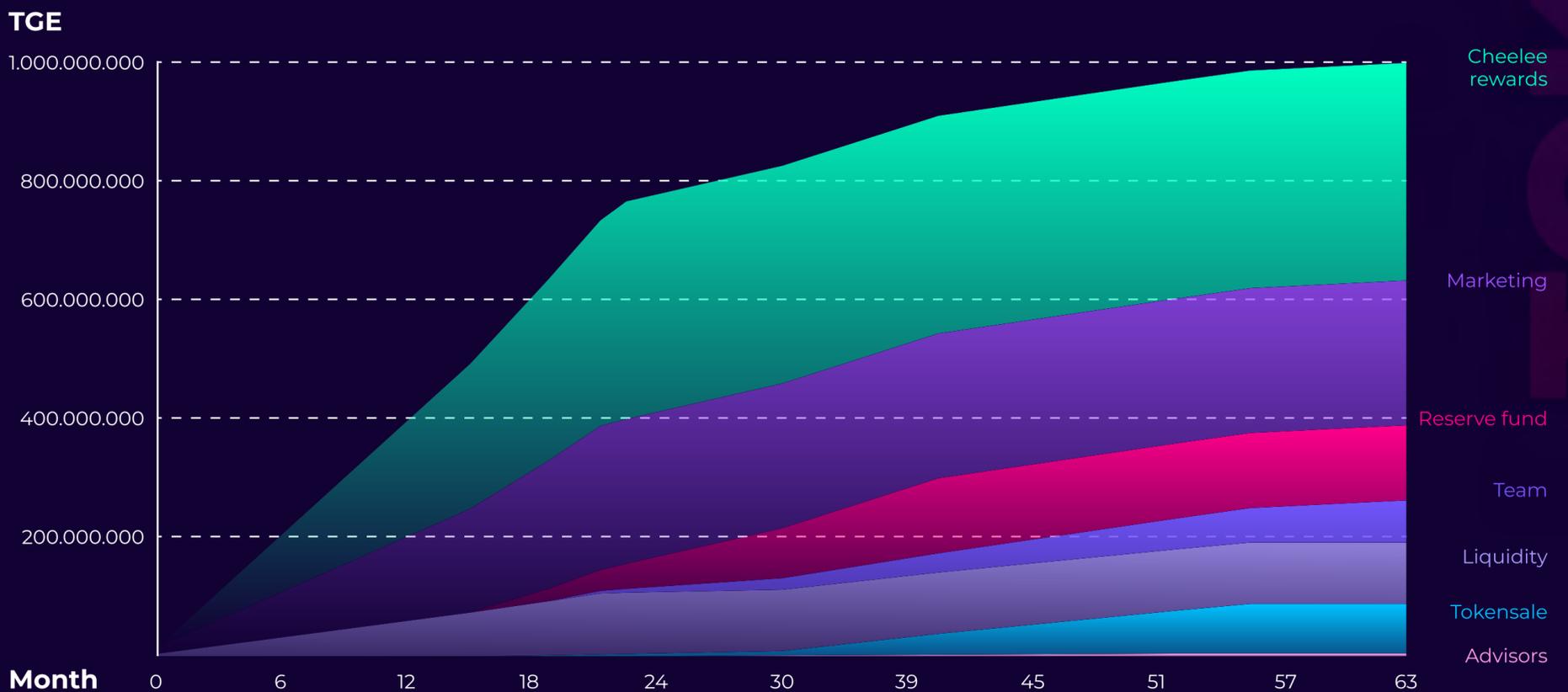


Token sale

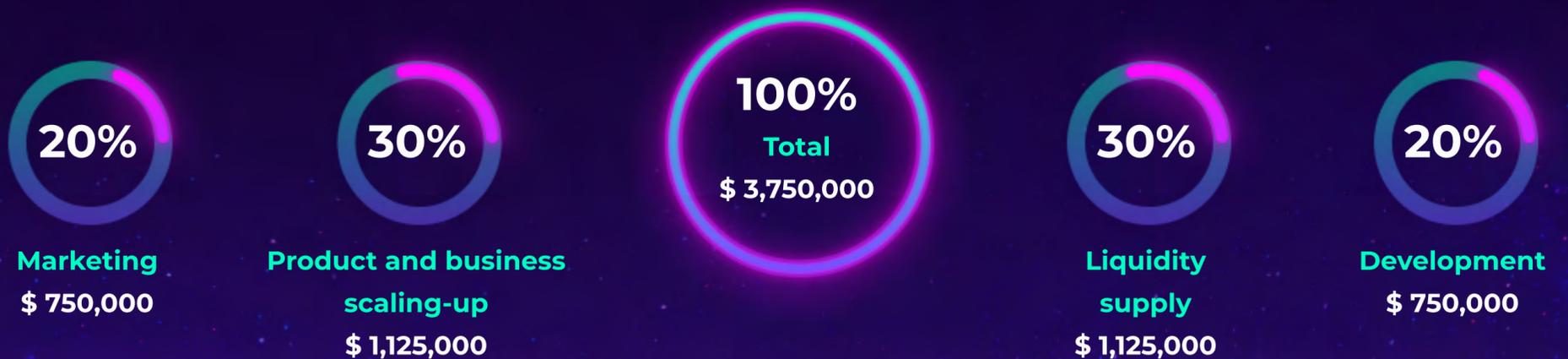
Token allocation	CHEEL	%	\$	Price (\$)	TGE (%)	Lock-up (months)	Vesting
Strategic round 1	2,000,000	0.2	1,600,000	0.8	0	24	18 months 5.55% monthly
Strategic round 2	1,500,000	0.15	1,500,000	1	0	24	18 months 5.55% monthly
Private round	500,000	0.05	650,000	1.3	0	12	18 months 5.55% monthly
Total	4,000,000	0.4%	3,750,000				

Vesting

- Team
- Cheelee rewards
- Token sale
- Liquidity
- Reserve fund
- Marketing
- Advisors



Use of Funds



Stability Fund supporting the token rate



Influencing mechanisms

Necessary for supporting the token rate:

1. BuyBack

Stimulation of the demand and reduction of the circulating supply. The token is bought back using funds from the token exchange rate support fund, which receives 100% of the profit from the Digital Glasses sales, transactions fees and 70% of the income from advertising on the social network

2. Make supply

Securing the supply to cover the demand. It is formed by the liquidity allocation, further circulation, the reuse of tokens

3. Token burning

Burning some of the bought back CHEEL and LEE tokens to reduce the circulating supply and to adjust prices

Roadmap

2021

Q1 NUTSon

Videofeed, user Profile

Q2 NUTSon

Processing integration

Q3 NUTSon

Implementation of the new challenge mechanics

Q4 NUTSon

The challenges page, own analytical segment

2022

Q1 NUTSon

Expansion of the video editing functions, video quality enhancement in the feed

Q2 NUTSon

Music library, activity feed

Q3 NUTSon/Cheelee

App globalization, In-app advertising

Q4 Cheelee

Deploy of the smart contracts, Digital Glasses and GameFi mechanics

2023

Q1 Cheelee

Application release and token listing, web marketplace release

Q2 Cheelee

NFT purchases for fiat (P2P and direct), seedless external wallet, on-board update

Q3 Cheelee

Donations, responses to comments, loot boxes, advertising cabinet

Q4 Cheelee

Earning mechanics for the content creators, live broadcasts, NFT avatars

Cheelee's long-term strategy

Cheelee's long-term strategy is the transition to the metaverse. We have plans for launching own blockchain, which is developing now. A mobile device can be a node in it, and any user can become a validator. This will allow the users to receive a commission from the transactions on the network



Whitepaper



Litepaper



The extended Roadmap version



Tokenomics



Website



Discord



Telegram



TG Chat



Twitter



Facebook



Instagram



Medium

Glossary

Airdrop — a free distribution of cryptocurrencies or NFTs, which can be obtained by completing a certain list of actions

APY (Annual Percentage Yield) – the compound interest that an investor earns on his invested funds during the year: interest is accrued on both, the amount invested, and the interest accrued earlier

Attention — a renewable resource required to obtain tokens and boxes while viewing the feed with Digital Glasses: **1 Attention = 5 minutes** of rewarded feed viewing

BuyBack — buying tokens back from the market to reduce the circulating supply

Boxes — rewards that can be obtained by viewing the feed. They may contain:

- **LEE** tokens
- **Gems** for Digital Glasses (Diamond, Graphene, Antenna, SD-card and Kevlar)
- **Instruction** – necessary for Digital Glasses mint (soon)

Starting Digital Glasses — free Digital Glasses that you get upon your sign up in the app. Using them when watching the feed, tokens are not directly credited, instead you get **Starting Boxes**

Starting Box — box that you can get within 30 minutes (At the 5th, 15th and 30th minute of watching the feed) while watching the feed with **Starting Digital Glasses**. There are **LEE tokens** inside these boxes

Digital Glasses upgrade

Digital Glasses upgrade consists of leveling up Digital Glasses and module improvement in Digital Glasses.

Leveling up Digital Glasses:

- To level up, you need to spend your time and **CHEEL and LEE tokens**
- There is the possibility of an instant boost if you pay **6 times more of LEE and CHEEL tokens**
- For each level up you will get **points**

Module upgrade is possible in two ways:

1. Distribution of gained points among modules
2. Installing **Gems** into a module's slot

Module — a part of **Digital Glasses**, the value of which can be increased with **points** and Gem installation.

Digital Glasses have 5 modules: **Lenses, Radar, Battery, Frame** and **Memory**

Points — rewards for each level upgrade of **Digital Glasses**. The number of points obtained depends on the rarity of **Digital Glasses**: the rarer they are, the more **points** you get

Module value — digital module value, which can be upgraded with points

Initial values of modules — values randomly determined in a given range when you open a **case**. The value range of each of the **modules** depends on the rarity of **Digital Glasses**

GameFi — a general concept for blockchain projects that allow you to monetize the gameplay

IDO — initial placement of a token on a decentralized exchange, after which anyone can purchase it

Instruction – NFT required for Digital Glasses **mint**. It can be obtained only from boxes while watching the feed. Purchasing of Instruction on marketplace is unavailable

Lock-up — a period when it is not possible to redeem or sell tokens received in the early investment rounds because they are locked by a smart contract

Token — a digital certificate that is a unit of accounting for cryptocurrency assets. Cheelee tokens: **CHEEL** is a governance token, and **LEE** is a utility **token** that is accrued to the in-app wallet when watching the feed. The in-app wallet also uses USDT and BNB tokens

Case — a container where **Digital Glasses** are placed. There are 7 types of case rarity: **Starting, Smart, Simple, Rare, Unique, Epic, Legendary**. Case rarity determines which **Digital Glasses** can be obtained from it upon opening

Power — the amount of charge that the **Digital Glasses** can lose while watching the feed. The **Digital Glasses** can be recharged to avoid losing your income. The lower the **Power** - the less tokens you obtain

Charging — restoring **Power** for **LEE tokens** (similar to a repair)

Watch&Earn — mechanics that allow you to earn while watching the feed using **Digital Glasses (Nglases)**

Make supply — provision of an offer that covers demand. It is formed due to the allocation of liquidity, further circulation, re-use of tokens and profits

NFT — a unique digital certificate (or financial security) stored on a blockchain, which guarantees the originality of the item and gives exclusive rights to it

Digital Glasses — virtual glasses in Cheelee app that differ in design, **rarity** and the amount of additional Attention. Needed to get tokens and boxes while watching the feed

Endurance — **Digital Glasses** durability level. All **Digital Glasses** have the initial level of **Endurance** equal to 100/100. During rewarded feed viewing, the **Endurance** value is gradually reduced. By increasing the **Frame** module value, you can slow down the pace of this decrease in the level of **Endurance** and by doing so, prolonging the lifetime of **Digital Glasses**

CHEEL — token that helps to upgrade **Digital Glasses**. You will need it when voting in favour of new features' integration later

LEE — all accruals in the app are carried out in this internal token, the emission of which is limited. It will be automatically credited to the in-app wallet when viewing the feed. The speed of its accrual algorithmically depends on the number of mined tokens: the more there are, the more difficult it is to obtain new **LEE tokens**

Private round — one of the early stages of pre-public offering (IDO) token sale

TGE (Token Generation Event) — the way in which tokens are distributed to their first owners. A certain percentage of these tokens are available for sale or transfer during IDO

Token burning — burning part of the redeemed CHEEL and LEE tokens to reduce the circulating supply

Web3 — a concept of the new generation Internet development, which involves storing data in a public decentralized digital registry.

Gems — special **NFTs** used to improve **Digital Glasses modules**.

Gems types:

- **Diamond** improves the **Lenses** module
- **Antenna** improves the **Radar** module
- **Graphene** improves the **Battery** module
- **SD-card** improves the **Memory** module
- **Kevlar** improves the **Frame** module

Blockchain — a database with certain transactions, consisting of a sequentially built chain of digital blocks, each of which stores some information about the previous and the following blocks

Vesting — is a method of distributing tokens, in which tokens are unlocked in parts during certain periods of time. We use linear vesting, in which tokens are unlocked in equal parts monthly

Digital Glasses mint — the process of creating a new NFT: the third new zero-level Digital Glasses are created from two pairs of Digital Glasses and a special NFT for **mint** (Instruction). To carry on NFT mint you need to pay a commission in LEE tokens

The rarity of Digital Glasses — is a specific characteristic which determines: the starting module values, the quantity of points received for each levelling, the range of module improvement while distributing points, and the amount of additional **Attention**. There are 8 types of Digital Glasses rarity: **Starting, Smart, Simple, Rare, Unique, Epic, Legendary, Customized**

Slots — places in the modules for inserting Gems into Digital Glasses, which get unlocked one by one upon reaching levels 5, 10, 20 and 25. In each slot, you can insert the appropriate Gem, suitable for this slot. Slots are randomly generated when you open a case, so all 4 slots can be either different or similar

