




cheelee

WHITEPAPER

WATCH VIDS — GET MONEY



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CHEELEE IS A GAMEFI SHORT VIDEO PLATFORM.

WATCH WIDS — GET MONEY

Featuring built-in game mechanics users on our platform can earn money by viewing and creating content, no matter their number of subscribers

On average, users devote 2.5 hours each day to social networks without receiving any tangible rewards. At Cheelee, we view this as an unfair dynamic

CHEELEE MISSION

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 time spent on our platform

VISION

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

CHEELEE WORKS WITHIN THE "ATTENTION ECONOMY" FRAMEWORK

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

The "Attention Economy" was created by Herbert Simon, the winner of the Nobel Prize. He determined a certain approach to the management of information through treating human attention as a scarce commodity: human attention is the new oil

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 value

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





GLOSSARY

DIGITAL GLASSES — virtual glasses featured in the Cheelee app, distinct in design and rarity. They enable users to view the app's feed and have the potential to earn coins through viewing

CHEEL — this coin is used for in-game purchases. It will also be required for voting on the implementation of new app features in the future

LEE — the primary internal coin of the Cheelee app with a set issuance cap. As users view the feed, they automatically receive LEE in their app wallet. The distribution rate is algorithmically adjusted based on the total coins mined: the more coins that are mined, the more challenging it becomes to acquire new ones

ATTENTION — a renewable resource essential for earning tokens and boxes when viewing the feed with Digital Glasses. One unit of Attention = 5 minutes of rewarded feed viewing

BOXES — rewards in the form of LEE coins within the Cheelee app, earned by users as they view the feed

STARTING DIGITAL GLASSES — are presented as a complimentary gift upon app registration, though their value of \$5 is technically included in the joining fee. These glasses offer accelerated earnings: in 7 days, you can earn approximately 1.6 times their cost. To withdraw the earned tokens, purchasing glasses of Smart rarity or higher is required

RARITY OF DIGITAL GLASSES — refers to the system used to classify Digital Glasses based on their potential for earnings and accruing additional Attention. There 5 distinct rarity levels: **STARTING, SMART, SIMPLE, RARE AND CUSTOMIZED**

CASE — a container within the Cheelee app designed to store Digital Glasses. Cases come in three rarity types: Smart, Simple, Rare. The rarity of a case determines the type of Digital Glasses one might obtain when opening it

ENDURANCE — represents the durability of Digital Glasses. The starting value of Endurance is 100/100. When viewing the feed for rewards, the Endurance value gradually decreases. If 100% of Attention is used each day, Endurance will drop to zero in approximately 30 days.

Note: For Starting Digital Glasses, Endurance will deplete to zero in approximately 7 days (при условии ежедневного расходования 4 Attention)

WHITEPAPER



EARNING PLAN



1. SIGN-UP IN THE APP AND OBTAIN STARTING DIGITAL GLASSES

Starting Digital Glasses will help you earn enough for more expensive Digital Glasses

DOWNLOAD CHEELEE

2. WATCH THE FEED AND EARN LEE COINS FROM BOXES FOR VIEWING THE FEED

Earn LEE coins from boxes that drop within the first 5 minutes of feed engagement

ABOUT BOXES



3. WITHDRAW AND EXCHANGE FOR \$

Coins earned from Starting Digital Glasses cannot be withdrawn! To do so, purchase glasses of Smart rarity or higher



WANT TO EARN MORE

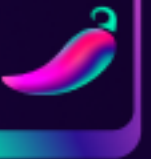
4. PURCHASE RARER DIGITAL GLASSES

ABOUT RARITY



5. CHOOSE AN EARNING STRATEG

ABOUT STRATEGIES



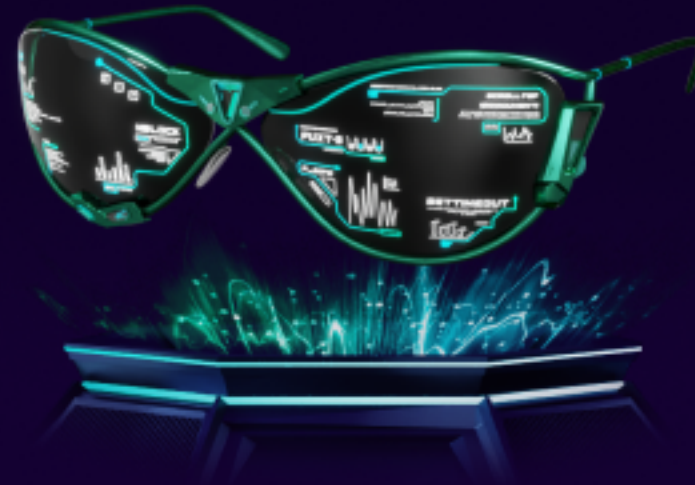
DIGITAL GLASSES

TYPES OF RARITY

Currently, there are 5 types of virtual Digital Glasses available. Of these, 4 vary in design and rarity, while the 5th type, Customized Digital Glasses, are developed in partnership with bloggers and brands



STARTING



SMART



SIMPLE



RARE

CUSTOMIZED DIGITAL GLASSES



In collaboration with bloggers and brands, Customized Digital Glasses featuring unique designs and enhanced features will be introduced

DIGITAL GLASSES RARITY INFLUENCES:

- The number of coins earned from watching the feed
- The amount of Attention in the account
- The number of coins in the boxes
- The frequency of box drops



EARNING STRATEGIES

The **average profitability** of each strategy reflects the potential returns over lifespan of Digital Glasses. Keep in mind, these returns, informed by historical data, are indicative and not guaranteed.

User profitability is influenced by several factors:

- Rarity level of the Digital Glasses;
- Amount of Attention accumulated in the account;
- Strategy



LUCKY

MAXIMUM EARNINGS FROM BOXES, MINIMUM FROM VIEWING THE FEED

Profitability ranges from x1.2 to x3.3 of the cost of Digital Glasses, depending on luck

MULTIPLIERS

of the Cost of Digital Glasses

Smart	x1.3 - x2.4
Simple	x1.2 - x2.2
Rare	x1.3 - x3.3



MIX

AVERAGE EARNINGS FROM BOXES + AVERAGE EARNINGS FROM VIEWING THE FEED

Profitability ranges from x1.3 to x2.4 of the cost of Digital Glasses

MULTIPLIERS

of the Cost of Digital Glasses

Smart	x1.5 - x2.2
Simple	x1.3 - x1.9
Rare	x1.4 - x2.4



STABILITY

MAXIMUM EARNINGS FROM VIEWING THE FEED, MINIMUM FROM BOXES

Stable profitability ranges from x1.5 to x2.1 of the cost of Digital Glasses

MULTIPLIERS

of the Cost of Digital Glasses

Smart	x1.8 - x2.1
Simple	x1.5 - x1.7
Rare	x1.6 - x2.1



DAILY COIN AND ATTENTION CAPS

ATTENTION



Attention is a renewable resource necessary to acquire coins and boxes while using Digital Glasses to view the feed

1 Attention = 5 minutes of viewing

Attention replenishes at 25% of your account total every 6 hours

With Starting Digital Glasses, you get 4 Attention. This allows for the earning of coins and boxes during 20 minutes of feed viewing. **LEE coins drop from the boxes**

ATTENTION CAP LIMIT

The Attention cap limits the maximum Attention recoverable in 1 day

- Initial Attention cap: 4
- Maximum Attention cap: 16
- To increase Attention, purchase Digital Glasses of higher rarity

20 MINUTES

Attention: 4/8

Paid viewing left

Refill 25% in 05:27:38

ATTENTION OF DIGITAL GLASSES

+4
STARTING

+4
SMART

+8
SIMPLE

+16
RARE

COIN CAP LIMIT

The coin cap restricts the maximum number of coins you can earn daily

+\$38,2 TODAY

+17,5 LEE

Your profit

Max 400 LEE



HOW TO ACQUIRE

DIGITAL GLASSES

OBTAINING YOUR STARTING DIGITAL GLASSES

Receive your Starting Digital Glasses upon signing up for Cheelee

BECOMING A CHEELEE AMBASSADOR OR AN ACTIVE USER

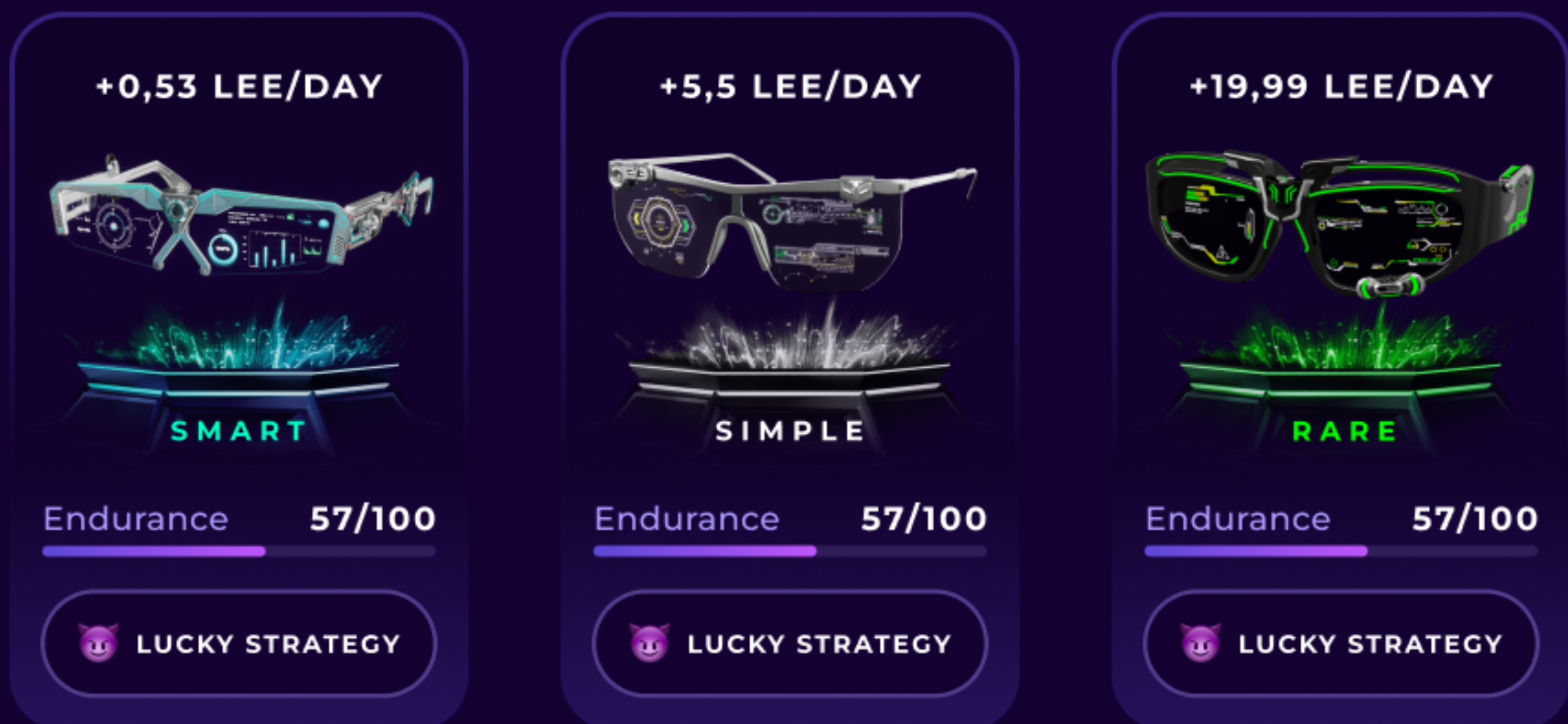
A selection of cases containing Smart, Simple, and Rare Digital Glasses will be distributed to Cheelee ambassadors and active users as part of a reward program

PURCHASING DIGITAL GLASSES ON THE INTERNAL MARKETPLACE

Digital Glasses and their corresponding cases are available for purchase on the internal marketplace using USDT tokens or fiat currency. This provides a convenient option for users to expand their collection and enhance their experience on the Cheelee platform

COMPARISON

OF DIGITAL GLASSES BY RARITY





CASES

WITH DIGITAL GLASSES

Cases containing Digital Glasses are available for purchase using USDT tokens or fiat currency on the internal marketplace. Each case comes with a pair of Digital Glasses



DEPENDENCY OF DIGITAL GLASSES RARITY ON CASE RARITY

Case type	Digital Glasses drop chance by the rarity level, %			
	Starting	Smart	Simple	Rare
Smart	0	100	0	0
Simple	0	10	90	0
Rare	0	0	35	65

BOXES

EARNING LEE COINS WHILE WATCHING THE FEED

Boxes have a drop rate that varies based on the strategy used and the rarity of the glasses. The quantity of coins released from a box is determined by its rarity level (Starting, Smart, Simple, Rare)





ENDURANCE

THE DURABILITY OF DIGITAL GLASSES

ENDURANCE — represents the durability of Digital Glasses. The starting value of Endurance is 100/100. When viewing the feed for rewards, the Endurance value gradually decreases. If 100% of Attention is used each day, Endurance will drop to zero in approximately 30 days.

Note: For Starting Digital Glasses, Endurance will deplete to zero in approximately 7 days (subject to the daily expenditure of 4 Attention)

ENDURANCE 75.5/100



Besides the primary Digital Glasses used for rewarded feed viewing, Endurance also decreases for all Digital Glasses that are present in the account's internal wallet

At the time when Attention is depleted, the Endurance of the Digital Glasses does not decrease



HOW WE DIFFER

FROM SIMILAR PLATFORMS

Cheelee has carefully considered the shortcomings of other popular GameFi platforms, refining our mechanics and tokenomics to ensure our economic sustainability:

START WITHOUT INVESTMENT

Upon signing up in the app, users are equipped with Starting Digital Glasses, allowing for immediate engagement without initial investment

SEAMLESS INTEGRATION INTO EXISTING USER FLOW

Cheelee enables users to earn money simply by viewing their social network feed, without necessitating any significant changes in user behavior or lifestyle

SUPPORTING COIN RATE WITH DEVELOPED MECHANICS

We allocate substantial revenue towards the Stability Fund: 70% of advertising revenue and in-app purchases, along with 100% of profits from the sale of Digital Glasses and in-app transactions, ensuring robust support for our coin's value

PROTECTION AGAINST FARMS AND BOTS

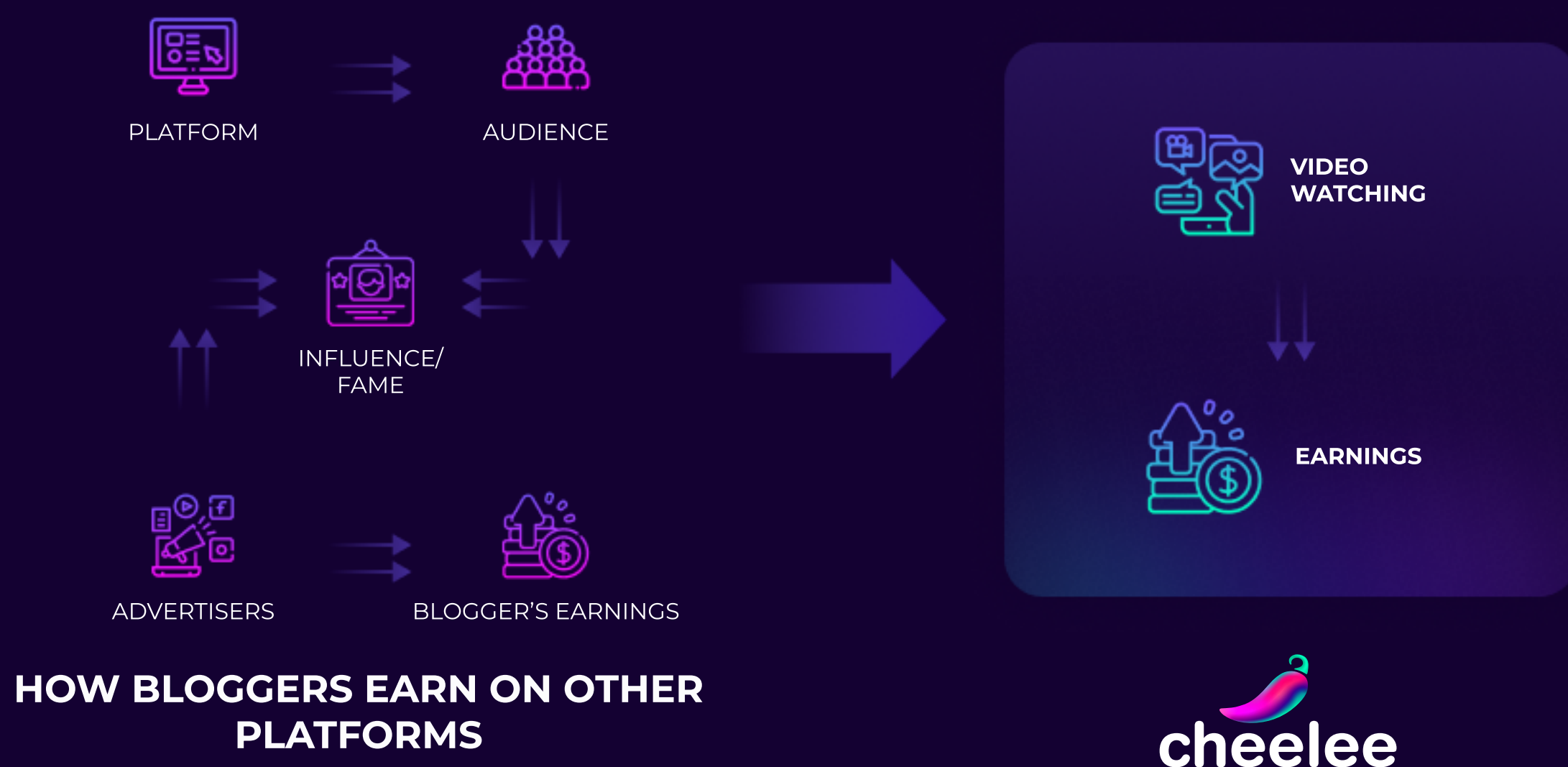
Utilizing advanced behavioral metrics, we actively block fraudulent activities and bots, safeguarding the system against liquidity drain and abuse

LIMITED COIN EMISSION

The limited issuance of LEE, our in-game utility coin, coupled with progressively increasing mining difficulty, enhances its value and attracts long-term holders

REVOLUTIONIZING CONTENT MONETIZATION

Contrary to popular social networks where bloggers profit from your viewership, Cheelee flips this dynamic. Here, users earn from watching bloggers' content, redefining the monetization landscape in social media





TOKENOMICS

UTILIZING THE BNB SMART CHAIN (BEP20)

CHEEL — GOVERNANCE TOKEN TOTAL SUPPLY — 1,000,000,000








Enables the purchase of unique digital goods within the app. It is also essential for voting on the implementation of new features in the app in the future



LEE — UTILITY TOKEN TOTAL SUPPLY — 7,000,000,000

All accruals within the app occur in this internal token, which has an issuance cap. It is automatically credited to the in-app wallet when viewing the feed. The rate of accrual algorithmically depends on the number of tokens mined: the more tokens that are mined, the more challenging it becomes to acquire new LEE tokens

CHEEL AND LEE UTILITIES

How to Earn	How to Use
Viewing the feed 	Making donations 
Receiving donations from users 	Promoting personal content on the platform 
Winning awards as top content creators 	Purchasing ads through an ad account 
	In-game purchases 

HOW CHEELEE GENERATES REVENUE:

 NFT sales

 In-app advertisements

 In-app purchases

 Brand Collaborations

 Transaction commissions



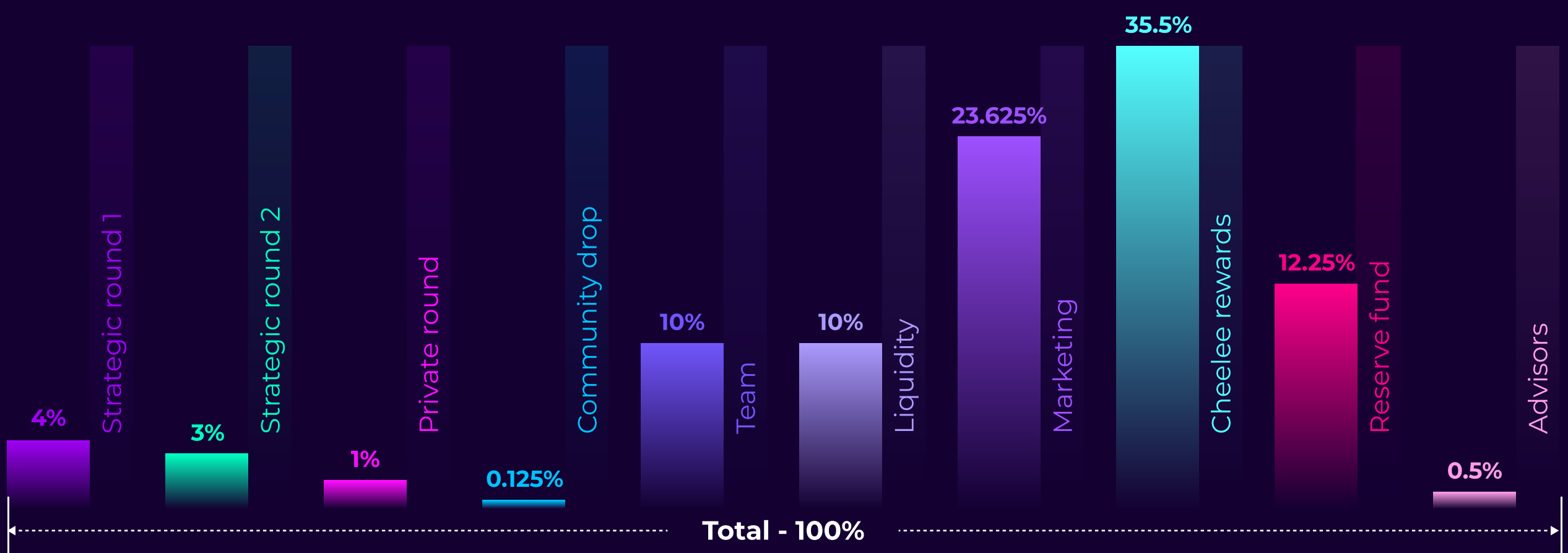
TOKEN DISTRIBUTION

Token allocation	CHEEL	%	TGE (%)	Lock-up (months)	Vesting
Strategic round 1	2,000,000	0.2	0	48	18 months 5.55% monthly
Strategic round 2	1,500,000	0.15	0	48	18 months 5.55% monthly
Private round	500,000	0.05	0	36	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	36	36 months 2.78% monthly
Liquidity	100,000,000	10	5	0	36 months 2.64% monthly
Marketing	286,250,000	28.625	5	0	36 months 2.64% monthly
Cheelee rewards	381,000,000	38.1	0	0	36 months 2.78% monthly
Reserve fund	122,500,000	12.25	0	36	36 months 2.78% monthly
Advisors	5,000,000	0.5	0	36	24 months 4.16% monthly

Total supply
1 000 000 000

Initial Circulation Supply
19 387 500

TGE Market cap
\$ 15 510 000



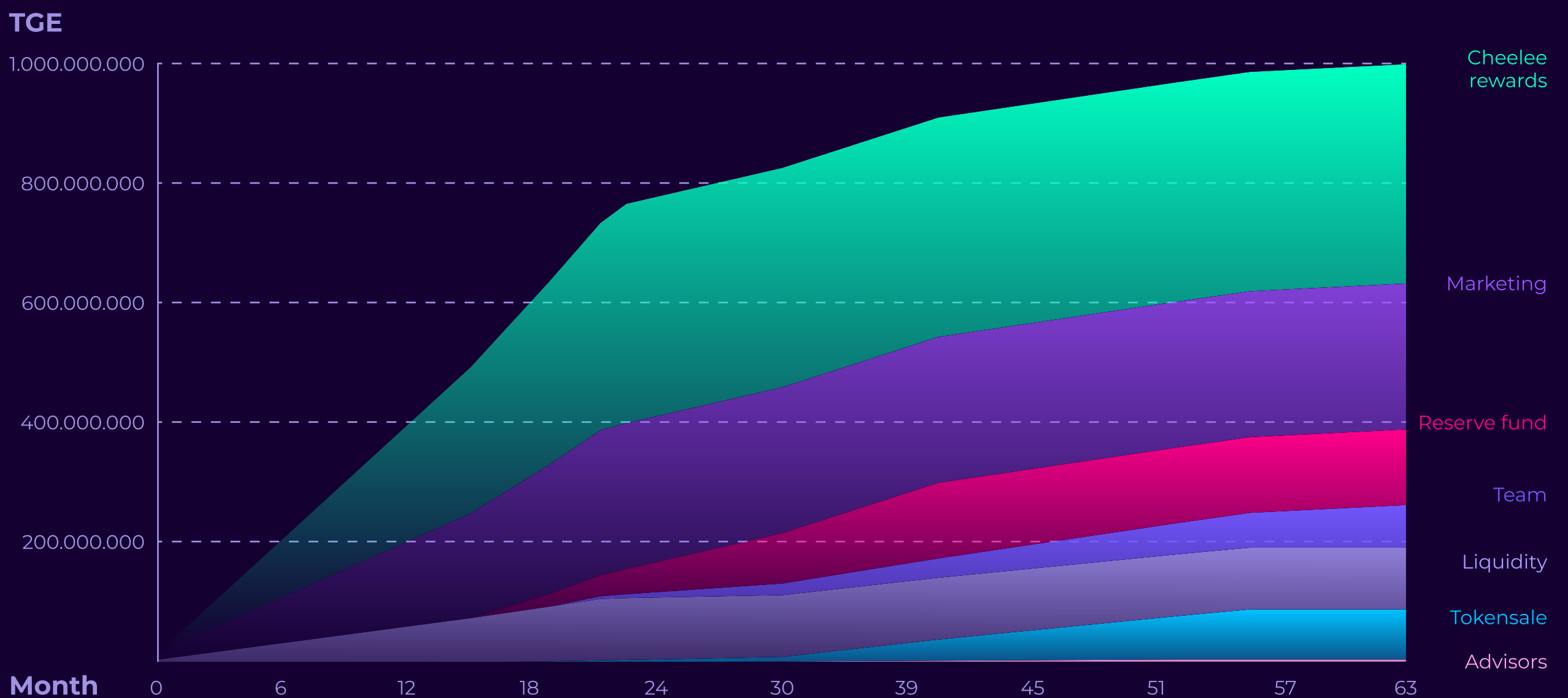


TOKENSALE

Token allocation	CHEEL	%	\$	Price (\$)	TGE (%)	Lock-up (months)	Vesting
Strategic round 1	2,000,000	0.2	1,600,000	0.8	0	48	18 months 5.55% monthly
Strategic round 2	1,500,000	0.15	1,500,000	1	0	48	18 months 5.55% monthly
Private round	500,000	0.05	650,000	1.3	0	36	18 months 5.55% monthly
Total	4,000,000	0.4%	3,750,000				

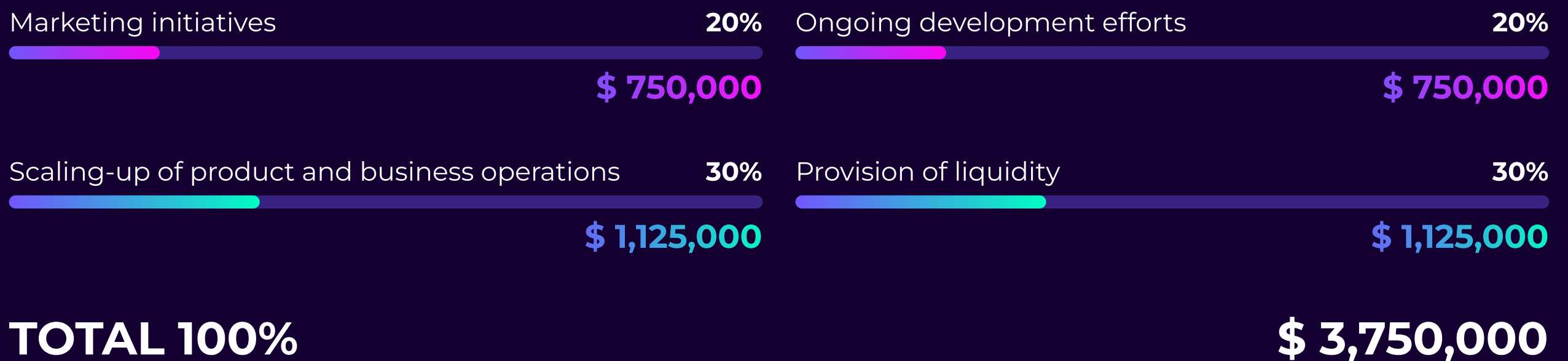
VESTING

- Team
- Cheelee rewards
- Tokensale
- Liquidity
- Reserve fund
- Marketing
- Advisors





USE OF FUNDS



INFLUENCING MECHANISMS

1. BUYBACK

This process stimulates demand and reduces the circulating supply. Tokens are repurchased using funds from the token exchange rate support fund. This fund accrues 100% of the profit from Digital Glasses sales, transaction fees, and 70% of advertising revenue on the social network. **(Refer to Flow Chart 1 for details)**

2. SUPPLY MANAGEMENT

Ensuring adequate supply to meet demand. This involves managing liquidity allocation, facilitating token circulation, and reusing tokens within the ecosystem

3. TOKEN BURNING

A portion of the repurchased CHEEL and LEE tokens are periodically burned to decrease the circulating supply and help regulate prices

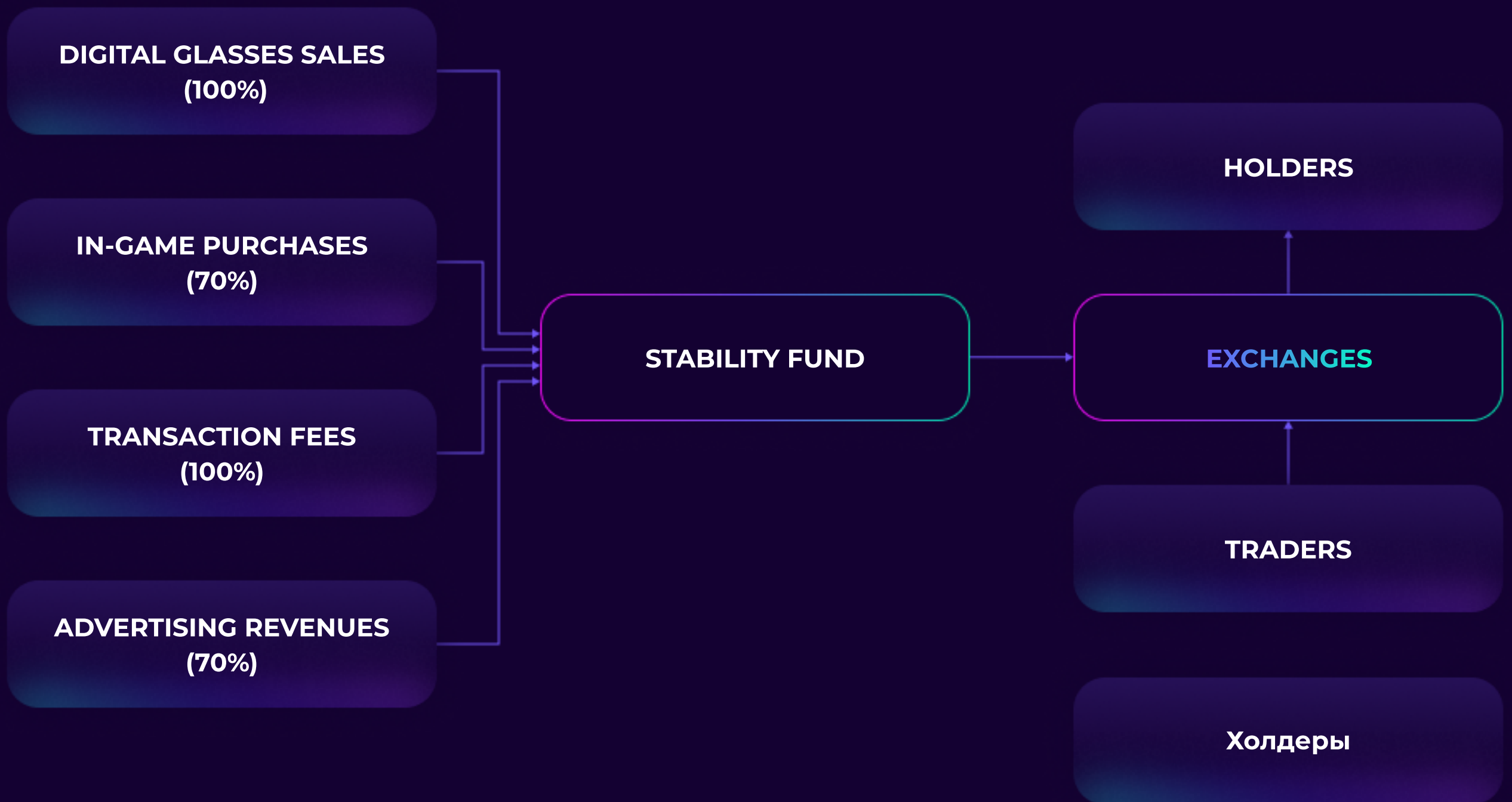
PRIVACY COMPLIANCE

Cheelee is committed to adhering to all legal requirements for personal data processing. We only collect essential data necessary for the app's optimal operation and user experience. Furthermore, we comply with all regulations and guidelines set by the App Store and Google Play



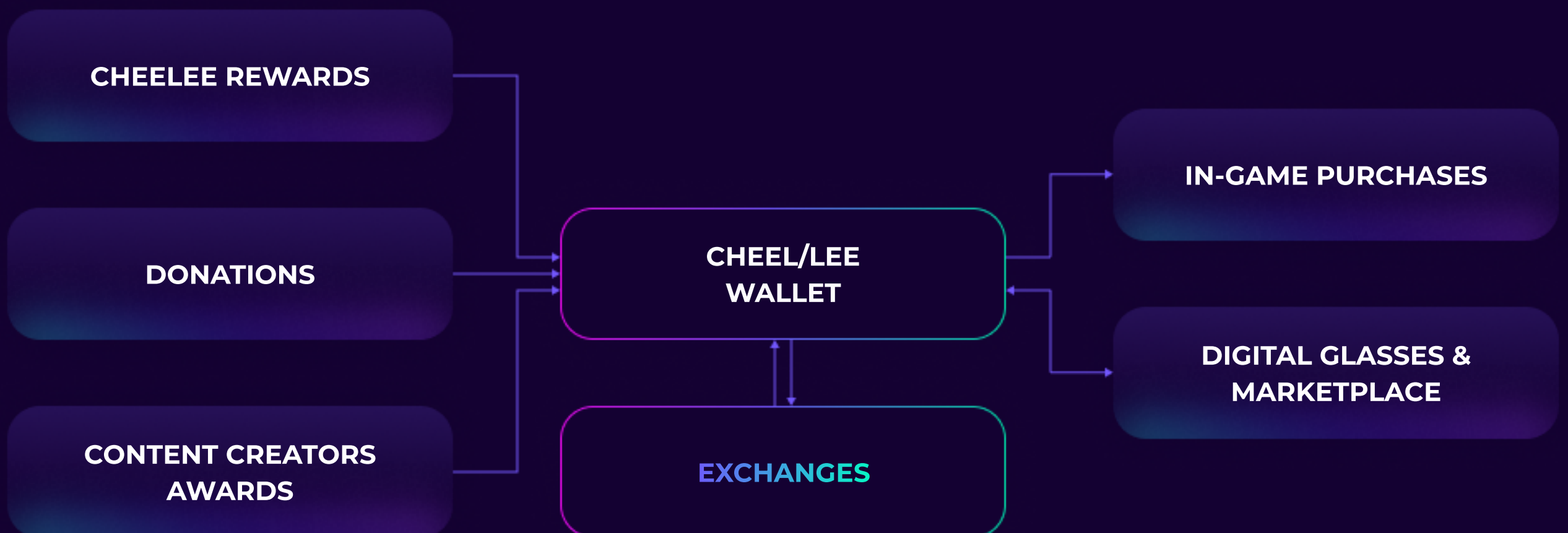
FLOW CHART 1

CREATION OF THE TOKEN EXCHANGE RATE SUPPORT FUND



FLOW CHART 2

TOKEN CIRCULATION IN THE ECOSYSTEM





ROADMAP

2021

Q1 NUTSON

Introduction of video feed and user account features

Q2 NUTSON

Integration of processing features

Q3 NUTSON

Implementation of new challenge mechanics

Q4 NUTSON

Launch of the challenges page and development of our own analytical layer

2022

Q1 NUTSON

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

Q2 NUTSON

Addition of a music library and activity feed

Q3 NUTSON/CHEELEE

App globalization and introduction of in-app advertising

Q4 CHEELEE

Deployment of smart contracts, introduction of Digital Glasses and GameFi mechanics

2023

Q1 CHEELEE

Release of the app and token listing, along with the launch of the web marketplace

Q2 CHEELEE

Introduction of NFT purchases for fiat (both P2P and direct), seedless external wallet, and on-boarding update

Q3 CHEELEE

Implementation of donations, responses to comments, Loot boxes, and an advertising cabinet

Q4 CHEELEE

New Gaming Mechanics for Digital Glasses

2024

Q1 CHEELEE

Introduction of live broadcasts with donation functionality, P2P, Loot boxes, statuses, and digital avatars

Q2 CHEELEE

Launch of chats, next-generation search, and international transfers

Q3 CHEELEE

New video editor, further enhancement of video quality in the feed, custodial external wallet, and selling coins for fiat

Q4 CHEELEE

Launch of Music Library 2.0, release of a crypto-fiat card, and introduction of text-to-video features



WEBSITE



DISCORD

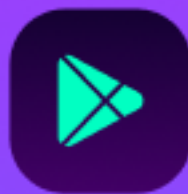


TELEGRAM



TG CHAT

Available on Google Play
and App Store



TWITTER



FACEBOOK



INSTAGRAM



MEDIUM