

# Howdoo AMA in D'va Community Channel 01.02.2021

## SEGMENT 1

Sky Kanekii, [01.02.21 16:07]

So let's move to segment 1

**Q1: Can you introduce yourself to the community? What is your background and how did you Howdoo build ?**

Jason Sibley, [01.02.21 16:08]

Hi guys. We are David (CEO) and Jason (CRO). David is an 18+ year seasoned Sales and operational leader, having held senior leadership positions with some of the hottest tech start-ups and Multi-national firms in the big data and analytic sectors, including Cognos IBM, Business Objects, SAP, Qlik and Pyramid Analytics. Understanding the value of data and seeing how the users content consumption (especially Gen-z) was changing, David had the idea for Howdoo. Jason joined after the ICO and brings years of practical marketing experience from big brands HP, Microsoft, Samsung, Huawei, Mastercard and Google, where he's been running (in the latter years) social media campaigns, and was attracted to Howdoo, as he believed blockchain could solve some of the inherent issues current platforms are facing.

Jason Sibley, [01.02.21 16:08]

CRO means Chief Revenue Officer - so Sales and Marketing

Jason Sibley, [01.02.21 16:09]

Sales in our case is Advertisers!!!

Jason Sibley, [01.02.21 16:09]

and we have something unique for them.

Sky Kanekii, [01.02.21 16:13]

**@Davidbrierley Can you introduce yourself to us? 😊**

David Brierley - Please dont DM..., [01.02.21 16:15]

Hi, as Jason mentioned above.. I have over 18 years experience within the tech field.. Held senior leadership positions with leading companies - IBM Cognos, Business Objects, SAP, Qlik etc... Was part of the exec leadership team that in 2010 took Qlik public on the Nasdaq.. Qlik was the most successful IPO in 2010, well over \$2 billion market cap..

Sky Kanekii, [01.02.21 16:19]

**Q2. What is so exciting about Howdoo/Hypr, which might make Howdoo/Hypr different from all other projects out there?**

Jason Sibley, [01.02.21 16:19]

Thats a great question. Thanks

Jason Sibley, [01.02.21 16:19]

We believe the world is crying out for a new social platform to move to. Whether that's for monetization reasons, data ownership, privacy or other. We are full featured (photos, short clips, stories, videos and streams) and are THE most rewarding platform by far with 100% tips and 95% of any paywalled content going to the creator. But on top of that we feel we have the strongest token model.

Jason Sibley, [01.02.21 16:20]

Howdoo is the blockchain, and our token is the UDOO. Our first dapp is called Hypr, but importantly for the social user - they don't need to worry about crypto and exchanges. There is a fiat on and off ramp to our platform, so it works just like vBucks.

Jason Sibley, [01.02.21 16:20]

We're deflationary, so the more users in the app, means the more tokens get burnt, plus you can stake the token, be part of our farming programme, and 10% of our gross ad revenue will go to uDOO holders.

Jason Sibley, [01.02.21 16:20]

As compared to Instagram, YouTube and the rest of the competition, we pay more as a % – much more, and the creator always has more control over their content. This plus complete user data privacy is a winning strategy we believe.

Jason Sibley, [01.02.21 16:21]

It's all about the right product and the right time. And we feel the time is just about perfect.

David Brierley - Please dont DM..., [01.02.21 16:22]

We have signed over 2500 creators/influencers who have a combined fan base of over 450m. Most serious creators using YouTube, Twitch, IG / TikTok are excited about what Hypr offers..

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**Sky Kanekii, [01.02.21 16:23]**

**Q3. Please provide some information about your Roadmap, How Howdoo/Hypr is progressing so far? And what Howdoo/Hypr is currently focused on?**

David Brierley - Please dont DM..., [01.02.21 16:24]

We have been working on this for over 3 years....

Jason Sibley, [01.02.21 16:24]

For our Social App - Hypr - we launch on the 8th Feb for Web and Android and iOS will follow shortly after. We then have a full roadmap of features being rolled out over the coming month.

Jason Sibley, [01.02.21 16:25]

But we also have a busy schedule for the blockchain and token.

Jason Sibley, [01.02.21 16:25]

February 4. Staking program launch.

The DeFi space attracts the crypto community like a magnet, and for good reasons. The Howdoo team wants its community to be able to join the party and enjoy passive earnings. The first way for

uDoo holders to do this will be through the Staking program. Users will be able to deposit tokens on Howdoo.io into the staking contract and their balances will accrue interest with each Ethereum block mined.

Jason Sibley, [01.02.21 16:25]

February 8. Farming Program launch.

The second passive earning option for uDoo holders is the Farming program. To participate, you will first need to contribute liquidity to the uDoo/WETH pool on Uniswap. In return, you will receive the LP tokens that will determine your share of the transaction fees from the trading on the pair on Uniswap.

Then deposit those LP tokens into the Farming smart contract, on Uniswap and you can start earning uDoo rewards on top of your share of the Uniswap transaction fees. The contract has a recurring lock-up period and the deposited tokens accrue interest in a manner similar to the staking contract. At the end of each lock-up period, you may decide to either withdraw the LP tokens together with the interest, or keep them in for another iteration.

Jason Sibley, [01.02.21 16:25]

February 13. New Pitch Deck release.

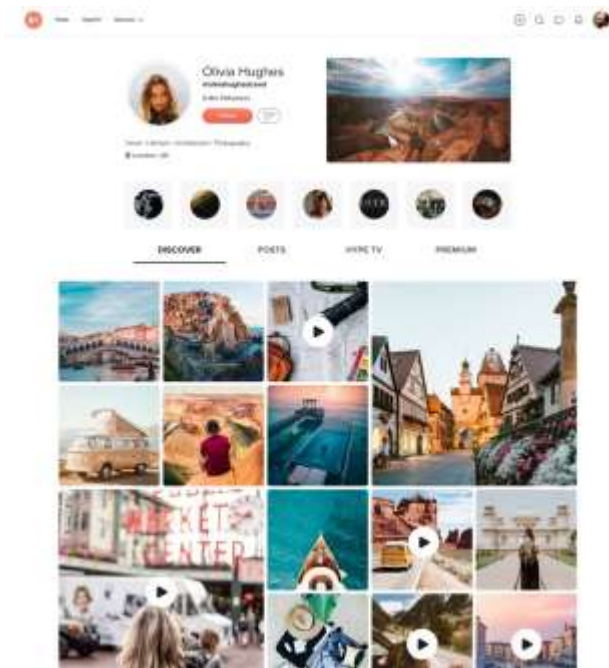
With a lot of new features being released on the Howdoo Blockchain in the next few weeks, the team has decided to create a new Pitch Deck that will summarize all the new features in a readily accessible way.

Jason Sibley, [01.02.21 16:25]

February 18. Kucoin Competition program launch. Building upon the established partnership with the prominent Kucoin exchange, the Howdoo team is strengthening this partnership by launching a competition program to reward the most successful traders of the uDoo token. uDoo traders will be able to take part in a deposit and two trading competitions. The details of the contests will be available soon in a Dedicated article.

Jason Sibley, [01.02.21 16:25]

and lastly February 28. New website release. In addition to the Pitch Deck, the Howdoo website will also be updated to align with the upcoming functionalities. Among other things, the new website will feature pages dedicated to the DeFi initiatives mentioned above, the quarterly token burn dashboard and, much more.



Jason Sibley, [01.02.21 16:26]

[ Photo ]

Most importantly the app is looking great

Jason Sibley, [01.02.21 16:26]

So join us after the 8th to create your profile and start earning.

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## SEGMENT 2 - Questions from Twitter

Sky Kanekii, [01.02.21 16:30]

Q1

Collaboration and partnerships are one of the cornerstones to making DeFi more widespread, Can you share some of the partnerships Your project have formed with existing blockchain foundations recently?

From: @goldlaner

Jason Sibley, [01.02.21 16:31]

Thanks. We are fully committed to finding partnerships that make sense in this space to help us grow. At the front end we are working with major global brands to help promote our application to their users, with the largest globally being Huawei, who will be featuring us a key application in their app gallery on launch (and they have 340m active daily users), and beyond Huawei here are large players like IBM, HP and Mitel. From a blockchain point of view we are in numerous conversations with partners to both increase awareness of our project plus bring more utility to our own environment and token. We are a mass market project, and when we have millions of app users, its

easy to see the benefit that could bring to our partners. We have a long list (previously announced) and we'll bring more info on these after we're live.

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**Sky Kanekii, [01.02.21 16:34]**

**Q2**

**Is the Howdoo team planning to release a card for payments from the Howdoo platform? Do creators need KYC to get a share of ad revenue?**

**From: @Gowokars05**

Jason Sibley, [01.02.21 16:35]

Yes, 100%, soon after launch we will be announcing our debit card that will connect to your wallet. So you can earn in the platform through tips and payments for content and ad share, and then spend directly. Above a limit (to be confirmed) there will be a KYC.

Jason Sibley, [01.02.21 16:36]

But for the Ad Revenue share there will be no KYC, this will be managed on-chain, so you will be required to hold nodes to get the rewards.

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**Sky Kanekii, [01.02.21 16:37]**

**Q3**

**Can you tell us about the Deflationary mechanism? Why you choose the deflationary mechanism for UDOO? How actually the deflationary mechanism better than Inflationary?**

**From : @seadcuax**

Jason Sibley, [01.02.21 16:37]

Love this.

Jason Sibley, [01.02.21 16:38]

Our original model was inflationary, at a maximum of 5% to cover the costs of the nodes, and as you state we have moved to a deflationary model, with in-built burn mechanisms. This is aimed at reducing the supply available, while we are increasing utility through other measures. Every time someone transacts in the app, tokens will be burnt, and this decreasing supply should have a large impact on the token value and use will increase but supply will decrease. In addition we provide the passive earning with staking and farming that launch on 4th February and 8th February. the economical benefit of passive earning + a deflationary token model is beneficial for the HODLer

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**Q4**

**Howdoo's first decentralized Social App is Hypr. What are the security protocols you have used to shield the data in your DApp? What impact has Hypr had on your community? Is it necessary to pay a subscription to use it?**

**From : @Firdans87**

Jason Sibley, [01.02.21 16:39]

Ok so I'll cover this in two parts. The first the security one

Jason Sibley, [01.02.21 16:40]

I've asked our CTO. He said we use TLS security protocol. We are using the TLS protocol to make a communication between the sub-parts of our system.

We also use Encryption algorithms such as AES (which is also used by Signal) and RSA.

Jason Sibley, [01.02.21 16:41]

So for things like messaging and group messaging, we'll be like Signal end to end, and thats pretty exciting for people with a following, as its like Insta + Telegram groups in one, with tipping.

Jason Sibley, [01.02.21 16:41]

With regards to impact on the community the feedback and response has been amazing. We have an amazing community that add value and feedback every day. Having the chain (Howdoo) and dapp (Hypr) separated means we can deliver a lot more value. I.e. Blockchain development and token utility separate from the Social application which has no blockchain and crypto talk.

Jason Sibley, [01.02.21 16:41]

We have two very different audiences, and from a blockchain point of view, we already have more dapps and third parties wanting to launch on our chain now, and demand will increase when we have millions of users and wallets.

David Brierley - Please dont DM..., [01.02.21 16:42]

Also, before we go live, we have planned to get two independents security firms to conduct a security audit... This includes things like penetration testing etc.

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**Sky Kanekii, [01.02.21 16:42]**

**Q5**

**Security is a community concern. Let me know how HowDoo handle customer asset security at E-Contract? What happen if there be any security problem about application?**

**From : @pepetsy2**

Jason Sibley, [01.02.21 16:43]

David may have a better handle on an e-contract than me, but we use multi-level encryption protection, so even if someone ever succeeds in stealing something, then they will not be able to decrypt it.

Jason Sibley, [01.02.21 16:43]

Also our wallets are especially well protected. Even we cannot access our users' wallets. Elliptic keys encryption is a basement of our blockchain system and its security.

Jason Sibley, [01.02.21 16:44]

Users keys are theirs.

David Brierley - Please dont DM..., [01.02.21 16:44]

We do not like to talk in detail about for obvious reasons, but we are fully focused on this... Its the foundation of Howdoo and the blockchain movement..

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## **SEGMENT 3 - Community questions**

**Kelli Beahan, [01.02.21 16:47]**

**I think one of the problems with blockchain platforms to reach mass adoption is the number of regular users. What's your plan to attract users to Howdoo ?**

Jason Sibley, [01.02.21 16:49]

[In reply to Kelli Beahan]

Through our creator programme. They earn a lot more on Hypr, and they will be their fans. over 350m followers of our launch usppoters so far!

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**Raphaelle Heidenreich, [01.02.21 16:47]**

**to create the Howdoo financial ecosystem, will there be a buyback or burning of a token supply?**

Jason Sibley, [01.02.21 16:49]

[In reply to Raphaelle Heidenreich]

Yes, and we kicked if off by burning 45m from the total supply last week. more users and transactions means more burning!

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**Gina Renner, [01.02.21 16:47]**

**I'm a developer, and I'm interested in contributing to your project alongsides earning, Do you have any Bug Bounty to check for vulnerabilities ?**

Jason Sibley, [01.02.21 16:49]

[In reply to Gina Renner]

Maybe coming up, email supprt@howdoo.io

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**Jessica 🌸🌸, [01.02.21 16:47]**

**illegal Porn content is very bad in videos media platform right now, how does Howdoo handle this issue!? @Davidbrierley @jasoncreation**

David Brierley - Please dont DM..., [01.02.21 16:50]

[In reply to Jessica 🌸🌸]

You said it right, illegal.... We have a fantastic AI team that is focused on this, plus other illegal content..

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**T-Tiger, [01.02.21 16:47]**

**Most new DeFi projects are just copies of existing ones, they are just useless. So, what's unique about your project & what makes \$uDoo trustable as a long term project for users and investors?**

Jason Sibley, [01.02.21 16:50]

[In reply to T-Tiger]

We're not Defi, but when creators earn, they will be able to put their earnings to work with yield

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**Uci Suryadi, [01.02.21 16:47]**

**recently, \$UDOO became a deflationary token with 45 million tokens burned. my question is, please explain briefly what is the purpose of this burn? is this just to stabilize the token price? or is there something else?**

Jason Sibley, [01.02.21 16:50]

[In reply to Uci Suryadi]

Its to reduce supply over time, so hopefully increase the value.

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**Demvrck, [01.02.21 16:47]**

**Do I have to go through the KYC process to enjoy using the full features of your platform?**

Jason Sibley, [01.02.21 16:50]

[In reply to Demvrck]

Nope, no mandatory KYC at all.

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**Linda Elizabeth, [01.02.21 16:47]**

**What is the difference between UDOO and BAT token? How is UDOO advertising better than the traditional form of advertising? @Davidbrierley @jasoncreation**

David Brierley - Please dont DM..., [01.02.21 16:51]

[In reply to Linda Elizabeth]

Completely different.. We are a content delivery and social platform, BAT is a next gen browsers..

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**Sjje Jj, [01.02.21 16:47]**

Hi @jasoncreation



As a content creator, what is required of me to do so as to start creating contents on the platform and what benefits do I stand to gain from the platform as a content creator?

Jason Sibley, [01.02.21 16:51]

[In reply to Sjje Jj]

Nothing at all. Make a profile, load content, and decide if you want to earn through tips or set paywalled content. 100% of tips are yours and 95% paywall content.

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Cheyenne Botsford, [01.02.21 16:47]

Defi, NFT, mining and Burning are very popular now, what measures have been taken to increase \$uDoo in the future?

Jason Sibley, [01.02.21 16:52]

[In reply to Cheyanne Botsford]

All of those! Defi for token holders and creators (coming soon to stake earnings), NFT's will be key and creators can mint NFTs and sell on our chain (Q2) and we're doing on-going burn to reduce supply.

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👉 Kim AI 👉❤, [01.02.21 16:47]

Crypto projects were closed in many countries due to improper regulation and licenses. How does #Howdoo/HYPRR project solve these problems? @Davidbrierley @jasoncreation

David Brierley - Please dont DM..., [01.02.21 16:53]

[In reply to 👉❤ Kim AI 👉❤]

This is a deep topic... But we are focused on making sure we are compliant.. Believe me, our legal fees are high with all the advice we have been getting.. Based on my background, I am used to these situations, plus my focus is mass adoption, so making sure we are fully compliant is a must..

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Afruja, [01.02.21 16:47]

What is your top 3 things for priorities in 2021? Could you share some plans for the upcoming year?

Jason Sibley, [01.02.21 16:53]

[In reply to Afruja]

Hit 5m users, then hit 50m users, then hit 100m users. If we get users from other social apps as creators want to earn more, everything else falls in line.

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Imran, [01.02.21 16:47]

**COVID 19 has slowed many economies around the world but as a crypto business has it affected you negatively or positively? Secondly, are you still on track to achieve your targets as the road map says??**

Jason Sibley, [01.02.21 16:54]

[In reply to Imran]

We just released two new roadmaps (app and chain) and we're up for a bust feb.

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**Eulah Nicolas, [01.02.21 16:47]**

**How do you plan to spread awareness about your project in different countries/regions where English is not spoken well? Do you have local communities for them to let them better understand about your project?**

Jason Sibley, [01.02.21 16:54]

[In reply to Eulah Nicolas]

Yes but English markets first.

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**Jessica 🌸🌸, [01.02.21 16:47]**

**1. If by the end of 2020 but the number of users still did not reach 40 million users or even a lot less then what would you do then? @Davidbrierley @jasoncreation**

David Brierley - Please dont DM..., [01.02.21 16:55]

[In reply to Jessica 🌸🌸]

We are well capitalised.. Hypr recently raised funds, at a valuation of \$50m.

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**Khai Phong, [01.02.21 16:47]**

**When the crypto market cake is still small but there are many Diners and new one is appearing day by day how will project keep its position as well as its role in the whole crypto market ? To do this which is the most important thing that project think ? Dự án k của bạn đang cố gắng giải quyết những vấn đề gì để giúp người dùng tiền điện tử dễ dàng hơn? Vui lòng cho chúng tôi biết lộ trình phát triển ngay bây giờ như thế nào. Điều gì sẽ xảy ra trong năm nay và trong tương lai?**

Jason Sibley, [01.02.21 16:55]

[In reply to Khai Phong]

Our users will be crypto unaware - its not important to them. We make it easy with fiat in, and out and no blockchain and token talk, and no complicated exchanges to use

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**Eugenia Waters, [01.02.21 16:47]**

**Do you think community is important? i want to know more about your opinion. Does you planning to also grow the community of Howdoo or no?**

Jason Sibley, [01.02.21 16:56]

[In reply to Eugenia Waters]

100% - all of our best feedback on the app comes from our amazing community. Most have been here since ICO to help us realise the vision.

Jason Sibley, [01.02.21 16:56]

I came from the community!

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**Aurelia, [01.02.21 16:47]**

**I've seen that uDoos value may vary compared to fiat currency, so can you give us an example of how much a content creator can win with a post of 1000 likes? At the moment, what's uDoos price? @Davidbrierley @jasoncreation**

David Brierley - Please dont DM..., [01.02.21 16:56]

[In reply to Aurelia]

Too early to tell, but based upon our fee structure, creators will substantially make more money on Hypr.

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**Femi Oyinloye, [01.02.21 16:47]**

**Do you have any guide, communities, channels or tutorials for anybody interested in learning about your project?**

Jason Sibley, [01.02.21 16:57]

[In reply to Femi Oyinloye]

Our website news, and youtube where we do very regular updates - <https://howdoo.io/news/> and [https://www.youtube.com/channel/UC\\_pyFmgep3yNEZ5yysXCkrA](https://www.youtube.com/channel/UC_pyFmgep3yNEZ5yysXCkrA)

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**Ruthe Shanahan, [01.02.21 16:47]**

**What are your plans on GLOBAL adoption? Which country is Howdoo presently focused on ?**

Jason Sibley, [01.02.21 16:57]

[In reply to Ruthe Shanahan]

Yes the world, but English speaking first

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**Stephania McDermott, [01.02.21 16:47]**

**Crypto projects were closed in many countries due to improper regulation and licenses. How does your project solve these problems?**

Jason Sibley, [01.02.21 16:59]

[In reply to Stephania McDermott]

Its a great question. We made the decision to separate the blockchain (Howdoo and UDOO token) and the social app (Hypr) for this very reason. The app runs on the chain, but can operate legally and we're registered in the US.

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**Linda Elizabeth, [01.02.21 16:47]**

**Considering that you are trying to implement a new "Fiat model" you must have permissions from Governments, so in legal terms How much committed is Hypr ? @Davidbrierley @jasoncreation**

Jason Sibley, [01.02.21 17:00]

[In reply to Linda Elizabeth]

We have a NY legal team keeping us fully compliant!

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**Antonietta Sawayn, [01.02.21 16:47]**

**How do you overcome the Threat of CENTRALIZATION?**

Jason Sibley, [01.02.21 17:01]

[In reply to Antonietta Sawayn]

We're not pushing the 'decentralised' message - but of course we are. And we'll be running on 150 SuperNodes and 800+ Validator nodes that will be ran all over the world. Pretty hard to close that down.

Jason Sibley, [01.02.21 17:01]

More things will become decentralised a a matter of course.

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**👉 Kim AI 👉❤, [01.02.21 16:47]**

**We all talk about Positive points/Pros/Good Points & Features of any Project, no one Project tell about there Cons. So can you tell us Honestly the Cons & Lacks of #HYPRR? And what is your plan solve them? @Davidbrierley @jasoncreation**

David Brierley - Please dont DM..., [01.02.21 17:01]

[In reply to 👉❤ Kim AI 👉❤]

Content is king, so unless we secure the right content, fans wont have anything to view, so that is KEY..... We believe we have this covered, but this a risk..

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**Linda Elizabeth, [01.02.21 16:47]**

**How many partners does Hypr currently have? In the future, which ones do you plan to work with? What is your market expansion strategy? @Davidbrierley @jasoncreation**

David Brierley - Please dont DM..., [01.02.21 17:03]

[In reply to Linda Elizabeth]

We have quite a few partners within crypto and out.... We will release this soon..

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**Aurelia, [01.02.21 16:47]**

I've seen that uDoos value may vary compared to fiat currency, so can you give us an example of how much a content creator can win with a post of 1000 likes? At the moment, what's  $\mu$ Doos price? @Davidbrierley @jasoncreation

Jason Sibley, [01.02.21 17:03]

[In reply to Aurelia]

Creators earnings will be pegged to the \$ for this very reason. So they can plan and not have the issue of a volatile price

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**Carmen Bartoletti, [01.02.21 16:47]**

**Can I Buy uDoo Without KYC?**

Jason Sibley, [01.02.21 17:06]

[In reply to Carmen Bartoletti]

Yes - Kucoin, Uniswap and Exmarkets

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**🍷 Kim AI 🍷, [01.02.21 16:48]**

With all these udoos locked in seed and supernodes im aware the circulating supply will decrease. Will the new circulating supply be publicly published like on coingecko so others not invested see the true figures? Or will it remain published on coingecko etc as 271 million or what ever it is now. @Davidbrierley @jasoncreation

David Brierley - Please dont DM..., [01.02.21 17:07]

[In reply to 🍷 Kim AI 🍷]

yes.

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**Jessica 🌸🌸, [01.02.21 16:48]**

Nowdays So many Rug Pulls and exit scam happening . How Users can trust #Howdoo/HYPRR project and how you are different from othersa? @Davidbrierley @jasoncreation

David Brierley - Please dont DM..., [01.02.21 17:12]

[In reply to Jessica 🌸🌸]

The team is public, I am very public.. Hypr is a US firm, so any scam would not incorporate there... Based on the teams background, we are professional and looking to take Howdoo (udoo) and Hypr to the maintream..

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-SweetFeels-

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