



Howdoo





Pure Report October 2018



Purity Level
↑ (8.82% Increase)

OVERVIEW

Howdoo is a decentralized social media platform which promises to combine all the best features of the existing social media apps. It is designed to provide users with confidence through transparency as it rewards but also empowers everyone within its ecosystem. This is done by giving users absolute control over their personal data, and in addition the choice of whether or not to monetize them. It also gives content creators the option to maintain ownership of their assets across all channels and if they are willing to then they can receive fair returns. Mixing together social media platforms such as Facebook, Instagram, Youtube, Twitch and many more Howdoo aspires to be the one that combines harmoniously all their features into one.

 Ethereum ERC20
  Cayman Islands
  Not Movable
  20 December 2017

Social Media Presence



Token Specifics

Pre ICO Details

Start Date	2 May 2018
End Date	2 June 2018
Soft Cap	-
Hard Cap	4,977,777.77 USD
Contribution Size	Min: 250 USD
Investor Supply	62,222,222.16 uDoo
Conversion	1uDoo = 0.08 USD
Bonus/Discount	-

ICO Details

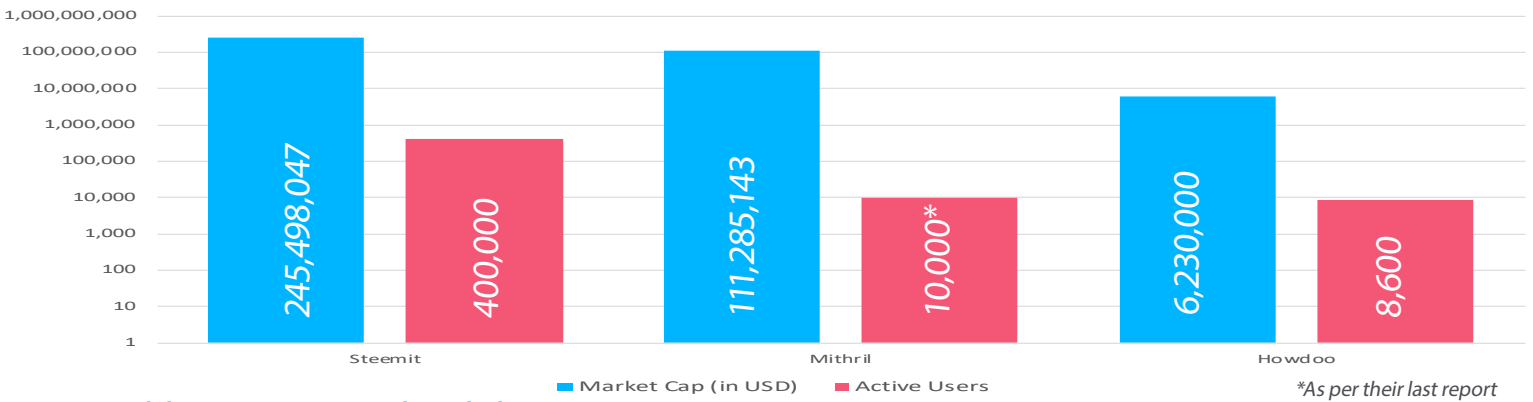
Start Date	12 June 2018
End Date	12 July 2018
Soft Cap	-
Hard Cap	3,733,333.33 USD
Contribution Size	Min: 80 USD
Investor Supply	39,999,999.96 uDoo
Total Supply	888,888,888 uDoo
Conversion	1uDoo = 0.09 USD (round 1) 1uDoo = 0.10 USD (round 2)
Target Market Cap	8,711,111.10 USD
Bonus/Discount	-

Post ICO Details

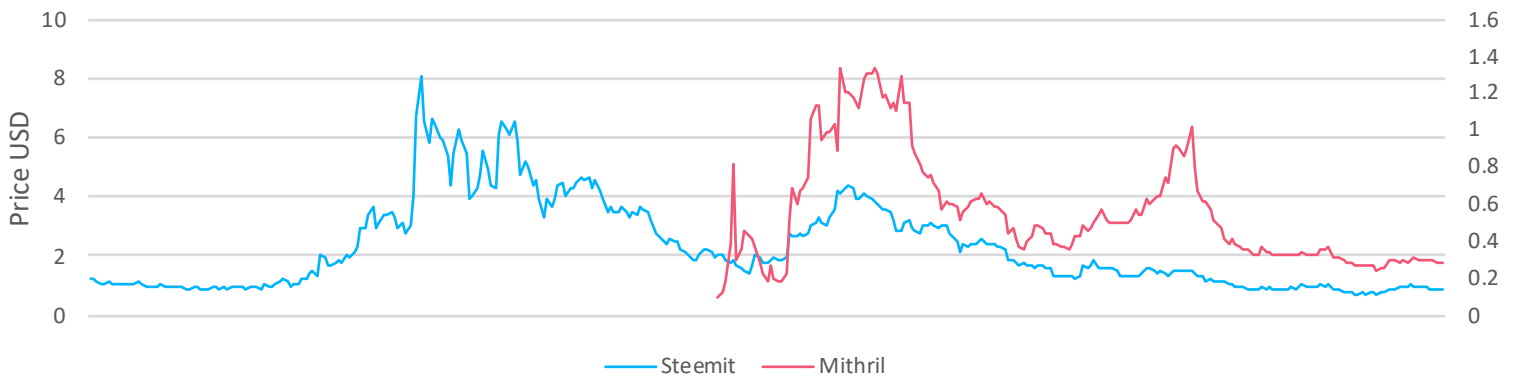
Total Raised	8,700,000 USD	Market Cap	6,230,000 USD
Exchanges Listed	Exrates		<i>Based on 7 cents closing price on 10th of October</i>
	Coinbene <i>Pending listing at month end</i>		
Prototype Availability	Rolled Out Internally		

Competitors

Market Capitalisation and Active User Base



Comparables - Steemit and Mithril



This graph depicts the performance of Howdoo’s two main competitors. Although there is much to say as to how all three firms are differentiated from one another we can see similar patterns on the prices of the two tokens. Both tokens depicted here begin their journey with a spike on their price while slowly reverting back to their original path. The legend on the left is the price in USD dollars for Steem while on the right for Mithril.

Strategy

For Howdoo its all about behind the scenes. They want to give control back to the user as well as the content owner but with a plethora of platforms out there, Howdoo needs influencers, ambassadors, artists, bloggers and vloggers to sign up and use the platform. Owners of real content. The following list showcases the partners that have officially signed up. Their focus on gaming, music and general bloggers is evident. These launch partners have official, new content for Howdoo. This means that the platform will launch with content and a potential dramatic increase in

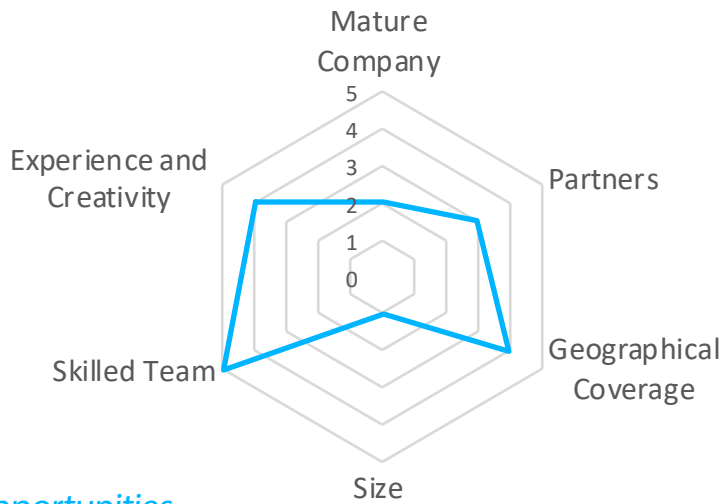
Launch Partners

Dj's		Music		Gaming	
Name	Combined Followers	Name	Combined Followers	Name	Combined Followers
DaGenera	91,300	Sinitta	3,149,219	Kristina Djukic	442,199
Diego Valle	25,056	Terry Coldwell	43,200	Nikolarn	115,678
Phutek	16,916	Mark Hill	30,541	Wreckvge	28,838

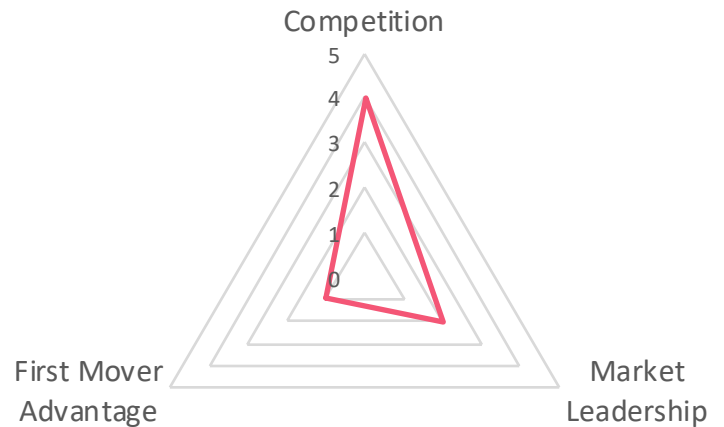
The total fan base of all the launch partners is in excess of 9 million across all social media platforms. If 2% of their fan base follows them on Howdoo that would equate to 180,000 users on the Howdoo platform.

SWOT Analysis

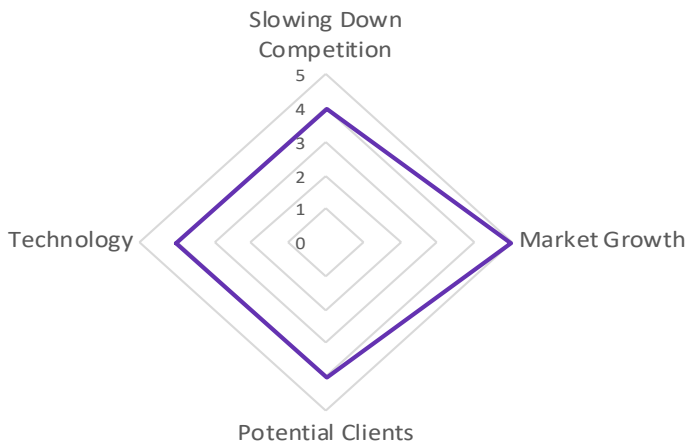
Strengths



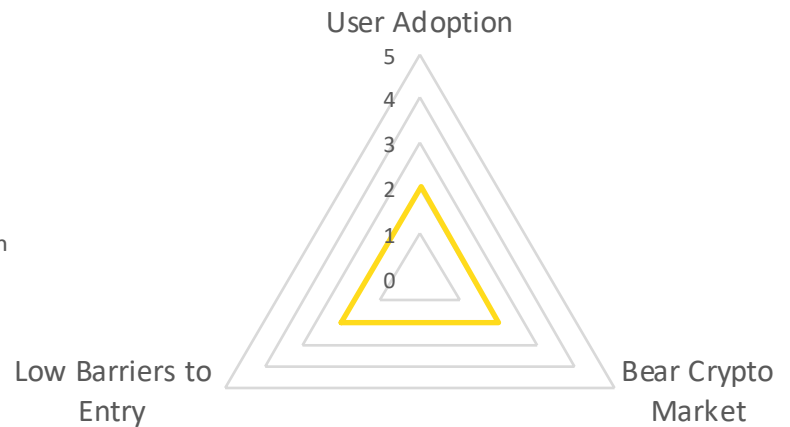
Weaknesses



Opportunities



Threats



Strengths

A skilled and diverse team. There is no shortage of creativity and experience within this team.

Numerous sign ups on the platform and on various geographical areas.

Their new website shows maturity in the company and it is also not the typical ICO template which is refreshing.

Opportunities

A slowing down in user growth of some of the most major platforms while market growth in the decentralised social media platforms are positive news. There are numerous users that demand a more streamlined experience when it comes to gaining revenue from social media.

Weaknesses

There are competitors both within the decentralised industry and outside of it. They do not have any market leadership nor the first mover advantage. Even if the platform is a success the industry can quickly adapt and copy features of Howdoo that give it an advantage.

Threats

Small user adoption could potentially derail the whole project while the low barriers to entry with for new social media platforms with niche markets is always a threat to consider.

Team



David Brierley
Founder and Chief Initiator



Mark Perring
Chief engagement Officer



Beth Lawton
Front End Developer



Paul Mears
Director



Ian Gilmour
Treasury and Risk



James Farlow
Senior Technical Architect



Ankur Maheshwari
Blockchain Consultant



Danny Montaner
Head of Gaming Strategy



Darius Fahimifar
Senior Project Manager



Chris Woulds
Head of Operations and Invention

Advisors



Alan De Saram



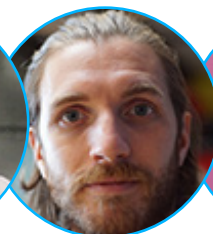
Peter Kristensen



Brett King



Andy Honess



Simon Sparks



Jordan Fantaa



Angelo Dodaro



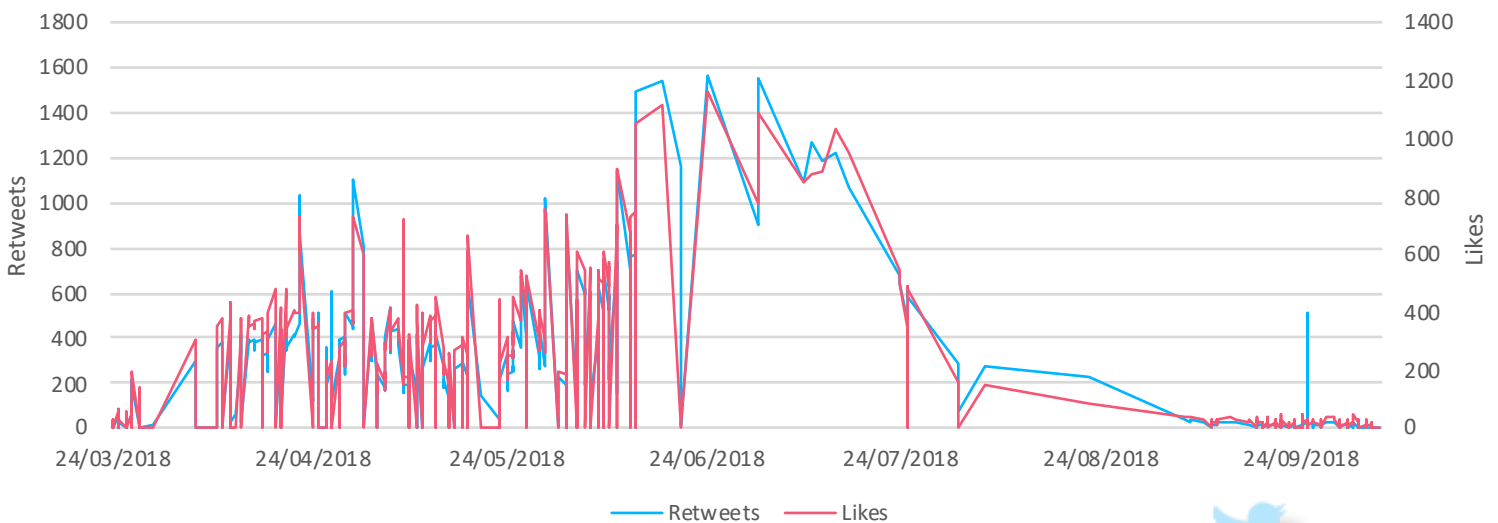
Marianne Danker Soerensen ⁵

Roadmap

December 2017	Private Alpha Release - v1.0 PAX Aurora - Android
February 2018	Controlled Alpha Release - v1.1 PAX Aurora - Android
March 2018	HowDoo Token Sale Announcement and - v2.0 PAX Aurora Release
May 2018	Howdoo Token Sale Commences
August 2018	Alpha - v2.1 PAX Aurora - Android, iOS, Web + Setup Regional Development Centres
October 2018	Beta - v2.2 PAX Aurora - Integrated Howdoo Multi Crypto Wallet + Multilingual Support + Alpha AdAction V1.0
December 2018	Launch Alpha v1 REX Interactive Engine StellarSphere Decentralised Node Operator Platform, Protocol + incentive Scheme Logic + AI Engine
January 2019	Launch Beta Integrated StellarSphere + PAX Aurora + Howdoo AdAction
March 2019	Official Public Launch Howdoo Platform - Multiplatform

Social Media Analytics

Likes and Re-tweets (Twitter)



An evident decline in likes and re-tweets is shown on the graph for Howdoo. This is to be expected after the bounty campaign.

- 18,116 Followers**
- 12,295 Followers**
- 10,011 Views**
- 8,555 Followers**
- Launching Soon**

Telegram Presence
Increase of 233.50%

Facebook Presence

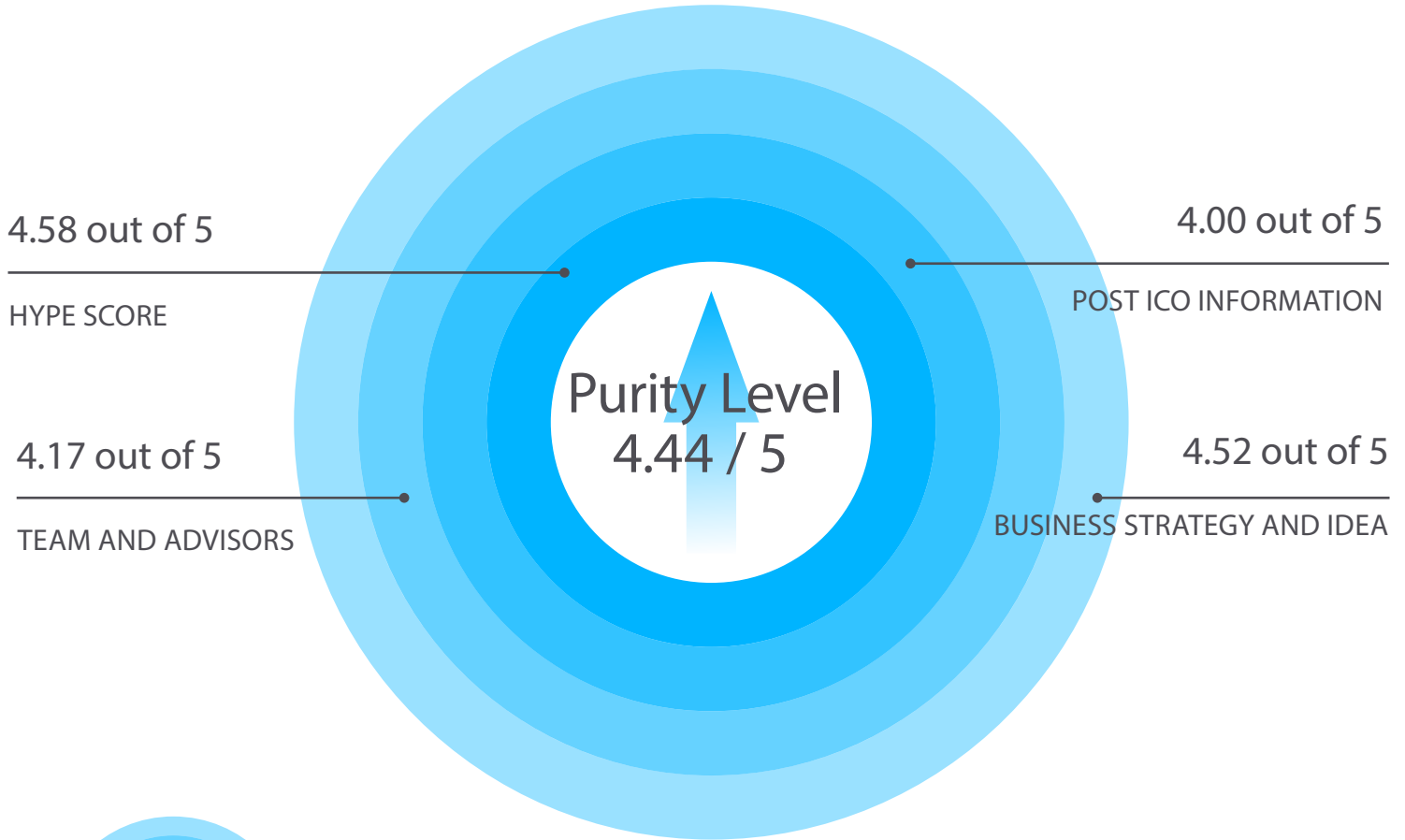
YouTube Presence
Increase of 25.45%

Twitter Presence
Decrease of 57.84%

Howdoo Presence



Purity



Purity Level that was given on our first report for Howdoo based on metrics for Hype, Pre ICO and ICO information, the team and many more.

Summary

Taking everything into account, most of the work that Howdoo has put into their social media platform has been behind the scenes. You could easily miss the evolution of this start up. With the only significant and evident change being the website, Pure Reports was able to learn more about the project through our meetings and interviews with Howdoo. A strong list of launch partners, a second exchange listing and an on track launch of the platform signal that the team behind Howdoo has not lost track of the project. The launch of the app will be the biggest test to date as well as the user adoption following that. For now nevertheless, there is a massively active Telegram page with an eager user-base and an extensive list of launch partners who have already signed up with fresh content specifically for Howdoo.

The Pure Team

Our team consists of experts based in the City of London with many years of experience in the financial markets, across many asset classes. We are a fine blend of youth and experience, with analysts and traders that are able to tackle ICO's on all fronts. Our approach when we analyse an ICO offering is based on similar methodologies used in our selection process for bond new issues and equities IPO's.



Andy Charalambous
CEO - Founder

CEO-Founder. Over 27 years of financial markets trading and sales experience, Andy is a serial entrepreneur who has invested in most asset classes during his career. He has been following and investing in the Crypto space over the last few years and is looking to apply City style approach to this exciting new world. Founder of Ramek Asset Management and Lonpro UK Plc.



George Manousios
Senior Manager

Graduated from ICMA Business School in 2011 having completed his Masters Degree in Financial Risk Management. He is the Chief Investment Officer at Ramek Asset Management based in the City of London. With over 6 years financial markets investment and analysis experience in fixed income, new issues and equity IPO's George brings a range of experience to Pure Reports.



Adonis Zachariades
Cryptocurrency Analyst

Undertaking an MSc in Investment Analysis at Stirling University and with a background in Economics. Passionate cryptocurrency analyst and programming enthusiast. Currently composing a dissertation on cryptocurrency efficiency.

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