Howdoo

Lite Paper
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TLDR: Summary

Howdoo is advancing beyond hosting an enclosed social media application to a becoming a socially-powered ecosystem on a native blockchain optimized for high frequency usage. This Lightpaper lays out the key pivot changes from the original whitepaper.

Howdoo is evolving into a fast and easily accessible blockchain with no transaction fees, DeFi applications and in-built privacy.

The Howdoo lockchain will power a vast range of decentralized applications. Hyppr Social Media App being the first followed by Decentralized Finance integration, introduction of Non-fungible tokens (NFTs) and Social Gamification features - all powered by the intrinsic uDOO token.

From early 2021, the Hyprr platform will become available to billions of the world's social media users giving creators a fair and empowering way to monetize their content and putting users back in control of their personal data.

Users, creators and advertisers will create positive feedback loop dynamics and will therefore reinforce the Howdoo Blockchain and the uDOO token.

Additional dapps deployed on the Howdoo Blockchain will bring increased token utility through fee generation and innate burn mechanisms described in this document.

Currently the uDOO is an ERC20 token. The tokens allocated to nodes or deposited in the waitlist positions will be swapped automatically to initiate the Howdoo Blockchain launch. Remaining tokens will initially be kept on the Ethereum Blockchain and retain the possibility for the holders to benefit from passive earning opportunities through farming and staking.

Howdoo Blockchain:
Socially Fair and Decentralized Ecosystem for the Flow of Digital Content

Social media, mobile consumption and the micro-entrepreneur economy have emerged as an increasingly growing sector.

The Market.

500 Hrs — More than 500 hours of video are uploaded to YouTube every minute.

35% — While the number of creators earning 5 figures per year has jumped 35% during the last couple of years, and those earning 6 figures has increased by 45% creators are being de-platformed and demonetized at an alarming rate.

$500m. — Digital assets sold on the blockchain set to exceed $500 million in 2021, and creators want in.

$500m. — YouTube makes $15 bn in advertising revenue.

**Users are demanding change.
Creators are demanding change.
Advertisers are demanding change.**

Now is the Time for Decentralized Blockchain-fueled Social Media

Social Media's Status Quo

Facebook:
Gen-Z isn't joining while many millennials are leaving.

Media's bringing it up:
Clickbait, fake news, censorship and illicit data usage are all creating headlines.

Revenue vs. Users:
Platform algorithms are optimized for revenue, not user experience.

Creators treated unfairly:
Social platforms take the lion's share of creator generated revenue.

Advertiser disappointment:
ad-blocker usage, rising CPA metrics, GDPR concerns are compromising campaign performance and discouraging advertisers.

How Howdoo solves the equation

Giving Back Control.

users and content creators control what (if any) data they share with the public and advertisers. Users always retain backdoor keys to their data.

Rewarding experience.

users and content creators gain from unique monetization models - subscriptions, on-demand, micro-payments and more.

Taking all the best

all the most popular features of current platforms mixed together with novel ideas to create an unrivalled user experience.

Howdoo Blockchain Architecture

Below we provide a high-level overview of the Howdoo blockchain architecture design and information flow schematics:

• **The Firewall** protects the infrastructure from possible spam requests and phishing attempts.
• **Keystorage** is a local, front-end key storage service keeping users' blockchain keys safe at all times.
• **Howdoo Nucleus** provides the ecosystem's economic flows between users, the blockchain and back-end. All wallets are stored inside the Howdoo Nucleus modules.
• **Blockchain Cache Storage (BCS)** stores the cache of the blockchain to group and speed up requests. The data is pushed and validated through the Blockchain layer. The back-end layer can only read incoming data but cannot modify it in any way.

• **The application** consists of two layers: the Blockchain layer which is the responding actor for all Blockchain processes, and the back-end layer that is the responding actor that displays the blockchain data in a user-friendly way (e.g. filtering data, sorting and other operations).
• **Seed nodes** proxy requests forward to the producing nodes also known as **Super nodes** and receives instructions from it. Based on Seed node availability, Super nodes can select which node to rely on for the current time period, based on Seed node availability and computational capacity.
• **The public API Node** performs the initial validation of transaction and further
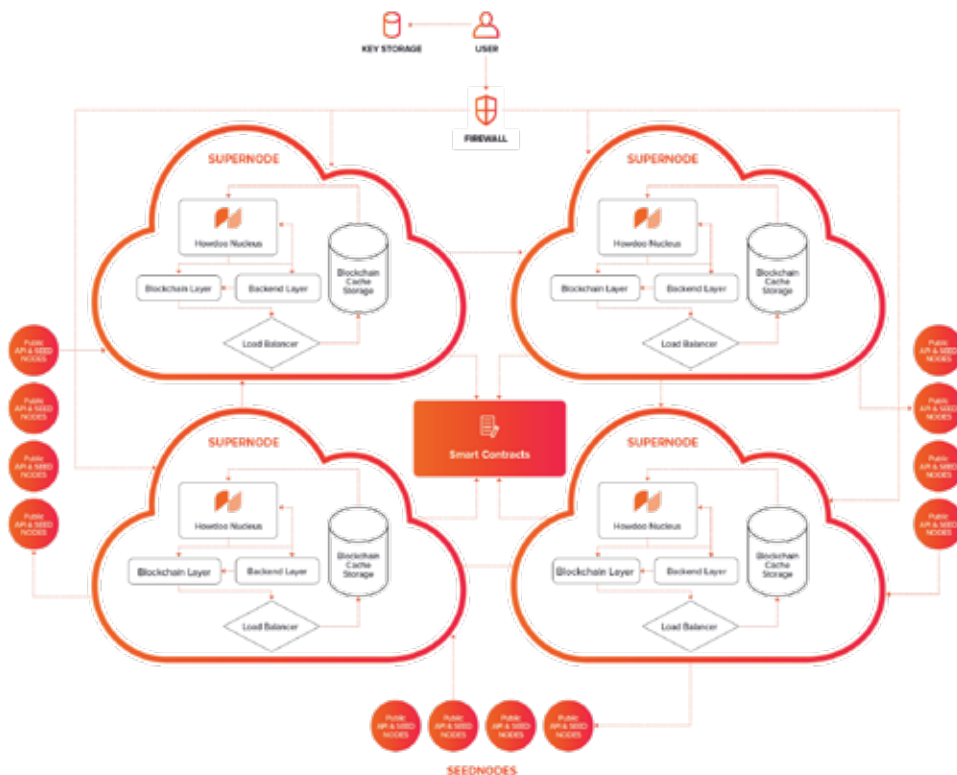
Information Flow on the Howdoo Blockchain

1. The user obtains a private key during the account registration process.

2. All user actions are signed by the private key.

3. API nodes forward the information (user actions) to the Super nodes.

4. Super nodes validate user action, writes the action on the blockchain and informs all nodes about a newly added block to the Howdoo blockchain.

5. Initial validation of the transaction is performed by the API node.

6. Blockchain Cache Storage provides storage in read-only mode, allowing quick access for the network to the cached blockchain data.

Nodes: The Blockchain Keepers

Nodes are the keepers and protectors of the Howdoo blockchain. They are responsible for relaying user data and writing it on the blockchain. There are 2 types of nodes within the Howdoo blockchain: Seed nodes (broadcasters) and Super nodes (validators).

Seed nodes take information from the user actions on the platform, from the back-end and broadcast that data to the Super nodes which are responsible for creating blocks and adding them on the blockchain.

uDOO token holders can become nodes and receive quarterly rewards by staking their tokens.

Super nodes: 1.25 million uDOOs to stake | 30% APY rewards - Sold out

Seed nodes: 0.125 million uDOOs to stake | 12% APY rewards - Sold out

Anyone interested in becoming a Howdoo node can join the waiting list and be notified if a slot becomes available. No rewards will be earned for the time spent in the waiting list.

All information about the Howdoo node program, rewards, the waiting list and payment cycles can be found at http://nodes.howdoo.io. Node rewards can be monitored live, but can only be claimed between payments cycles (approx. every 3 months).

Nodes have a token lock period of 1 payment cycle.

uDOO token holders can become nodes and receive quarterly rewards by staking their tokens.

DeFi Incentives: uDOO Staking & Farming.

On-chain staking - a low risk way to generate returns

Staking

The Howdoo blockchain protocol has developed DeFi features to incentiv-ize the community, introduce more token utility cases and ultimately, increase the number of uDOO token holders.

The new functionality allows staking of uDOOs on-chain to earn a generous 18% Annual Percentage Return (APR) equating to a 1.5% Monthly Reward. Rewards are fixed and will not be subject to vast APR fluctuations that are typically consistent with other staking solutions in the market. These returns on investment will be stable and guaranteed under the updated tokenomics of uDOO.

Staking is is accessed via a dedicated section on howdoo.io and is a very easy and understandable process. There will be no lock-up period, there-fore anyone participating in the staking mechanism will be able to withdraw tokens and accrued interest at any time.

Compounding of rewards is also possible for greater return generation but it will incur a 1.25% fee and require the associated gas transaction. Therefore, it is recommended that those staking first consider the economics of adding accrued rewards to the size of the stake before initiating the operation.

uDOO staking: Terms & Conditions	uDOO staking APR: 18% (fixed)	Stake entry fee: 1.25%
Stake withdrawal fee: 0.75%	Lockup period: none	Compound fee: 1.25%

All fees generated by Howdoo from staking will be consumed via the quarterly uDOO token burns.

Visit https://defi.howdoo.io/ to start staking today!

Farming

Yield Farming - provide market liquidity and gain trading fee-based commissions

Liquidity mining which is also known in the DeFi space as yield farming is one of the primary attributes contributing to decentralized finance. In layman's terms, yield farming is a way for token holders to earn returns on their crypto assets by providing liquidity through decentralized protocols.

Yield farming will mandate willing participants to provide liquidity through the Uniswap uDOO-ETH pool. Individuals providing liquidity to the pool would earn trading fees every time anyone trades in the pool. Trading fees will be distributed on a pro-rata basis (Example: if you have 10% of the pool value, you earn 10% of generated fees).

Liquidity providers will have the opportunity to stake their LPs - Liquidity provider tokens received from Uniswap - and stake them in fixed-term contracts on the howdoo.io platform to earn extra rewards.

Yield farming: Terms & Conditions	Locking period for LPs: from the 10th of every month until the 3rd of each month.	Reward distribution: available to be claimed 24/7
Contract rewards: 2% of tokens in the Uniswap pool,	Farming entry fee: 0%	Farming withdrawal fee: 2%

Yield farming: The process

• First, the user must add uDOO/ETH to the liquidity pool on Uniswap.

• By providing liquidity, users continuously earn fees directly from Uniswap. Liquidity providers received uDOO/ETH UniV2 tokens, also known as LPs, which represent user's assets deposited to the liquidity pool. LP tokens will be required to farm uDOOs.

• To view uDOO/ETH UniV2 tokens, users will first be required to add this token to Metamask using the following contract address:

0x820d30dfb86edef782a0310f0e8f41ce37b82c40l

• Once the contact address is added, LPs will become visible inside the user's wallet and available to be put into farming contracts on http://de-fi.howdoo.io

uDOO token distribution:

TOTAL MINT:
843,718,878.00 uDOO

Current circulating supply:
421,804,225.00 uDOO

Currently controlled by Howdoo :
220,914,653.00 uDOO

OTC stake (locked until Sep 1st, 2021):
90,000,000 uDOO

OTC stake (locked until Dec 1st, 2021):
111,000,000 uDOO

Burned tokens:
45,170,000 uDOO

Burned
5.1%

OTC stake
(locked until Dec 1st, 2021)
12.5%

OTC stake
(locked until Sep 1st, 2021)
10.1%

Currently controlled by Howdoo
24.9%

Current circulating supply
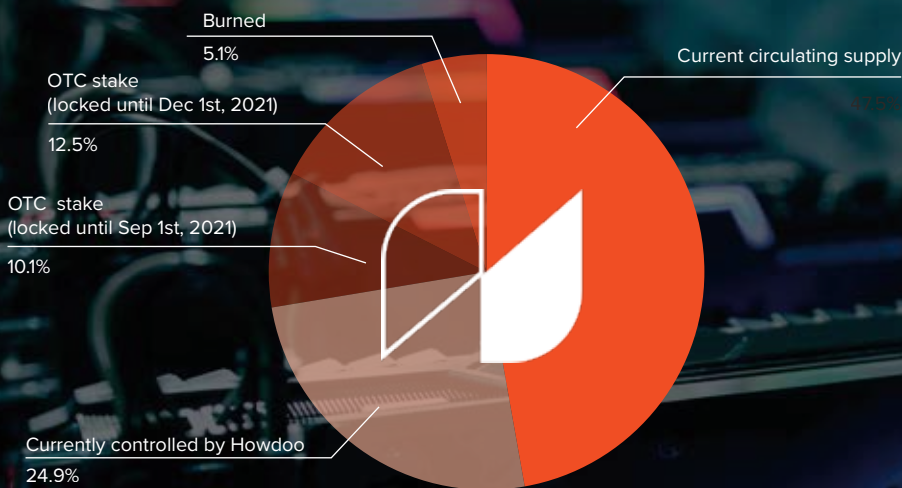
From project inception until January 28th, 2021 the uDOO token was inflating at a rate of 5% per annum. From January 28th 2021, the uDOO token transitioned from being an inflationary to an aggressive deflationary token model.

In essence, a deflationary token model means that tokens are gradually being removed from the market over time. It helps to reduce downward price pressure and prevents more and more tokens from being flooded to the market. Macroeconomics theory suggests that as the currency deflates, market participants are less likely to spend it.

uDOO token deflation will be accelerated by the Decentralized Finance applications, Hyppr platform, the introduction of NFTs as well as Dapps deployed on the Howdoo blockchain.

uDOO deflationary token model

The flowchart bellow signifies the internal mechanics of the upgraded uDOO token deflationary economics. Deflationary pressure is set to flow from both parts of the architecture design: the blockchain protocol (Howdoo) and Dapps.
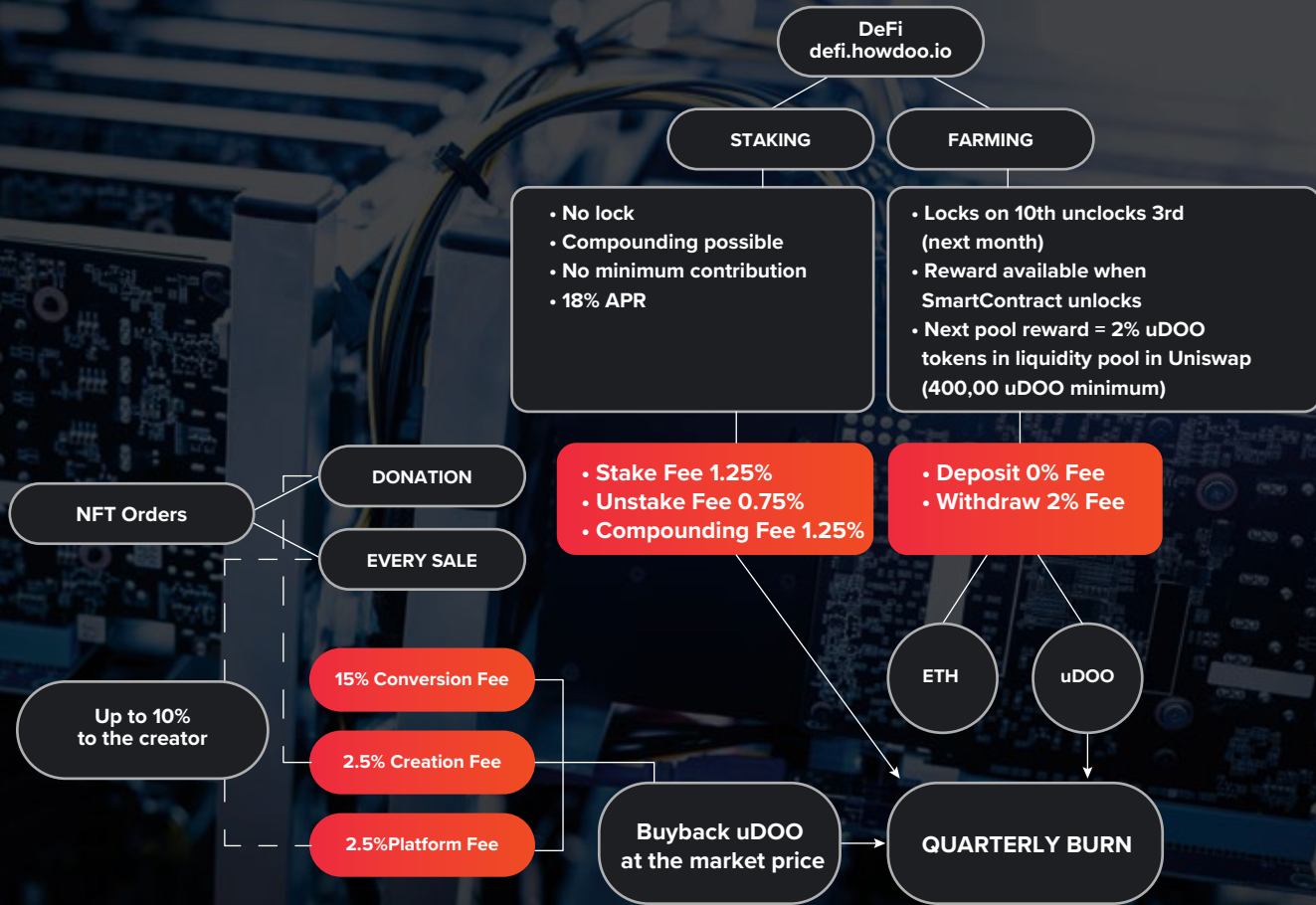
Staking & Farming

The first dimension of deflationary pressure are the aforementioned Decentralized Finance applications. All fees paid by the users entering or exiting either uDOO staking or farming pools will be used to burn tokens via the quarterly burn mechanism.

Fees generated in other cryptocurrencies other than the native token will be used to buy back uDOOs from the market thus creating upward price pressure. The bought back tokens will be also burned.

Hyppr platform & Other Dapps

Dapps built on the blockchain will also play a role in decreasing uDOO circulating supply over time. Content creators, advertisers and other ecosystem participants engaging on the Hyprr platform will inevitably circulate HYPE tokens as the key vehicle for monetization.

Whenever any participant will want to convert their HYPE into fiat currencies, a 15% conversion fee will be charged by the platform. All conversion fees will also be used for periodic uDOO burns.

Non-fungible Tokens

The non-fungible token (NFT) economy will also be a major part of the Hyprr platform. NFTs are forecasted to become one of the fastest-growing trends in the cryptocurrency space and Hyprr is going to be there to facilitate them. NFTs will enable content creators to create digital art or collectables and either give it away as gifts or sell them on the platform and related dapps.

The creation and selling of NFTs on Howdoo will be subject to uDOO fees that will also contribute to the token burn. When creating non-fungible tokens, a fixed fee (TBD) will need to be paid by the creator. 2.5% of the creation fee will be used to buy back and burn uDOOs while the remaining 97.5% will be transferred to the treasury.

NFT creators will also have the opportunity to sell their assets to other people and then new owners will have the right to do the same. Similarly like with creation, whenever a sale occurs, a 2.5% fee of the sale price will need to be paid in order to transfer NFT ownership. Those 2.5% fees will be used to burn uDOOs.

NFTs will also have a royalty function, meaning that every time a sale occurs, the original creator (author) of the digital asset will be eligible for a royalty payment of up to 10% of the sale value every time the digital asset is sold. The smart contract will automatically send royalty payments to the author's designated address. The size of the royalty will be determined by the author upon NFT creation but will never exceed 10%.

As the Howdoo ecosystem grows, other Dapps deployed on the Howdoo blockchain like the dating application, voting system, social gaming apps and more will contribute to the deflationary nature of the updated uDOO tokenomics.

Howdoo Social Ecosystem

Q1: Howdoo DeFi

• On-chain uDOO staking.
uDOO farming with extra incentives.

• Token holders can generate passive income on uDOO reserves.

Blockchain effect:
All DeFi entry and exit fees used in quarterly token burns.

Q2: Hyprr. Create. Own. Earn

• Decentralized Social Media App.

• A more attractive way for creators to self-monetize.

• User privacy-oriented with complete data ownership.

Blockchain effect:
• 15% from all HYPE-fiat conversions.
• 10% from gross advertising revenue.

Q2: NFTs

• On-chain digital assets.

• Minted and controlled by the creator.

• Ability to transfer ownership.

Blockchain effect:
• 2.5% NFT creation fee.
• 25% NFT ownership transfer (selling) fee.

Q3 and beyond: 3rd Party Dapps

• Dating application.

•Social gaming with NFT rewards.

• Blockchain-based voting.

Blockchain effect:
Dapps generate blockchain fees that are used to buyback and burn uDOOs.

Howdoo/Hyprr vs. Other Social Blockchains

Dapp functionality

	Hyprr	Theta.TV	LBRY/ODYSEE	VID	SoMee	Hive
Platforms	Android, iOS Desktop	Android, iOS Desktop	Android, iOS, Desktop via LBRY	Android, iOS,	Android, iOS, Desktop	Desktop
Multiple Profiles	✓	✗	✗	✗	✗	✗
Video (short)	Yes- uo to 60s	✗	✗	Yes 1 post/day Up to 11s	✗	✓
Music integration	✓	✗	✗	Yes- iOS only	✗	✗
Augmented Reality	✓	✗	✗	✗	✗	✗
Stories	✓	✗	✗	✗	✗	✗
Video (feature length)	✓	✓	✓	✗	✗	✓
Photographs	✓	✗	Yes-HTML or PDF	✗	✓	✓
Photo Editing	✓	✗	✗	✗	✗	✗
Streaming	✓	✓	✗	✗	✗	✗
Mobile Streaming	✓	✗	✗	✗	✗	✗
Encrypted P2P & Group messaging	Yes using Signal protocols	✗	✗	✗	✗	✗

Monetization and economics

	Howdoo	Theta.TV	LBRY/ODYSEE	VID	SoMee	Hive
FIAT On/Off Gateway	✓	✗	No- Onramp only	✗	✗	✗
Debit Card	✓	✗	✗	✗	✗	✗
Tips directly to Creator	Yes 100%	Yes - Tfuel earned via watching streams is also split with the streamer	Yes 100%	Yes 80%		Yes 100%
Paywall content and good and Services directly to creator	Yes 95% for subscriptionsand merchandise	Yes 50% (Partners 60%) subscribtions and 25% of merchandise sales for Partners	Yes 100%	80%	✗	✗
Advertising share to creator	Yes 60-70%	✗	✗	Yes 90%	✓	✗
Control of Ads	✓	✗	✗	✗	✓	✗
Control of personal data/content	✓		✓	✓	✓	✓
Earnin from personal data	✓	✗	✗	✗	✓	✗
NFTs	✓	Yes (live)	✗	✗	✗	✗
Earn from consuming advertising	✓	✗	✗	No (hopes that brands will share profits with users	✓	✗
Staking	Yes 30% and 12% annual return with 10% of gross advertising revenue shared	Yes 1%	Yes, but only in app to promote content	Yes - 107,415 VI distributed each month.	✗	✗
Deflationary token	✓	✓	✗	✓	✗	✗
Token Burn	Yes - 15% of revenue and a percentage from NFT and DeFi	✓	✓	✓	✓	✓

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Howdoo