

**A smarter, fairer and more rewarding  
content and social media platform  
that puts you in control.**

Updated June 2019

# Foreword.

**Content consumption** is changing, with Gen-Z and Millennials wanting more control and seeking more rewarding ways to consume and share content, there are rising concerns over privacy, de-platforming, censorship, and the ownership of data and content. Streaming platforms like Twitch (acquired by Amazon in 2014 for \$1bn with 50m users), subscriptions platforms like Onlyfans and content sites like Patreon, are winning users from more established social media sites.

**Howdoo** is a **decentralised Social Media** and **Content Delivery** platform that offers users and content creators control over their own data and content. It's fair, for example, if users allow adverts they get a share of the revenue and content creators can get tips and payments directly from fans with low or no fee's.

The **blockchain** means it's secure, transaction free and trustless. This means we can operate very efficiently with lower overheads when compared to a more traditional internet business. This allows us to offer a platform where 100% of tips go to creators immediately with no fee's, and subscriptions and payments for content only have a 5% fee.

Everything is based around the utility of the token, **the  $\mu$ Doo**. Passive income, tips, payments, advertising is all performed using the uDoo which is limited in circulation.

Our **FIAT to TOKEN gateway** in the app takes Howdoo beyond the crypto market and ready for mass adoption, allowing users to buy uDoo's, spend and earn uDoo's and then cash out to local currency to their bank all in our application, with no need for complicated exchanges. Our soon to be announced Howdoo Visa card, will allow content creators to realise the value of their efforts with no delays, withdrawing to cash from any cash machine or purchasing locally in any currency.

Creators will earn more on Howdoo. We are offering a **compelling and competitive solution for creators**. For example, for video games streaming, Twitch charges 50%, for subscriptions Onlyfans charges 20%, both compared to our 5%, and Howdoo offers tipping (100%) and a large share of the advertising revenue (60%).

With launch supporter followers at 250m, and signing new content creators each week, we are predicting **40m users by end 2020**, and are conservatively forecasting \$5 ARPU, building from 25c. We believe this is achievable given our many routes to revenue, including advertising, share of subscription and payments and exchange fee on in-app token purchases.

The time is right for Howdoo and a **Social Media Revolution**.



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# An Introduction To Howdoo.

“

People should be able to speak freely and privately, and consume content, without someone listening in and harvesting their information simply as a product to serve to advertisers. Unless those people get a share, that is.

”

Jason Sibley, CMO, Howdoo



Generation Z is now the biggest demographic in the world at

2.5bn people

Gen-Zers don't like irrelevant ads, so ad-block usage is

up 41%

Social media consumption is changing **FAST**

Gen-Z daily consumption of social media has doubled to

5bn hours per day

Facebook is losing millennials – in the US

-44%



By 2020, it is expected that three billion people will be using social media. While existing platforms such as Facebook and YouTube still attract billions of monthly visitors, many of today's users are demanding more than these one-dimensional platforms can deliver.

We live in a time where 44% of US millennials have deleted Facebook, Generation Z is seeking more rewarding ways to consume and share content, and there are rising concerns over privacy, de-platforming, censorship, and the ownership of data and content.

As a result, there is a growing need, and an opportunity, for a platform based around blockchain and cryptocurrency to revolutionize and disrupt the industry: Howdoo.

A platform that properly rewards users for their contributions via monetization and gamification, Howdoo offers advertisers and businesses the ability to connect directly with their target audiences, while putting the user in control and at the centre of every

engagement. Howdoo supports friends, families and communities however they choose to use it, and respects and protects their privacy.

With a revolutionary new way of rewarding users and an existing influencer fan base of over 250 million users, Howdoo is set to grow exponentially with new influencers and brands registering daily. That's because content creators will be attracted by the ability to earn passive income through shares of ad revenue and content engagement, as well as active income through one-off payments, subscriptions and tips.

Howdoo is a platform that is set to change the face of social media.

Our adoption strategy uses influencers to reach millions of users.

Through engaging with influencers and brands, we have a large, addressable, warm audience:

### Influencer fanbase at launch



Our business plan forecasts a 2% conversion of influencers' followers to achieve 40m users by the end of 2020.

We will take our influencer fanbase at launch, and add new influencers each month to greatly expand our reach.



# Why is now the time for Howdoo?

## The market state of play

### Facebook

Gen-Zers aren't joining and millennials are leaving.

### Media perception

Clickbait, fake news, censorship and data usage issues are all creating headlines.

### Ageing technology

Niche players like Twitch are emerging, but are using old tech and are expensive.

### Advertiser dissatisfaction

Rising ad-blocker usage, rising CPAs and GDPR concerns are all discouraging advertisers.

## How Howdoo takes advantage

### Giving back control

The user or content creator controls what (if any) data they share and how to manage their channels.

### Rewarding experience

Users and content creators can gain from a unique monetization model.

### Providing the best of the best

All the top features of common platforms like picture-in-picture streaming are combined with new, innovative ones.

KILLER FEATURE

### Bridging the currency gap

Conversion between cryptocurrency tokens and local fiat currency takes place in-app. The Know Your Customer (KYC) requirement isn't applied to cashing out less than US\$100.

# The Market.

“

Content consumption is changing. Generation Z are spending more time on Netflix and YouTube (59% of video consumption) as opposed to traditional TV (29%).

”

Adweek





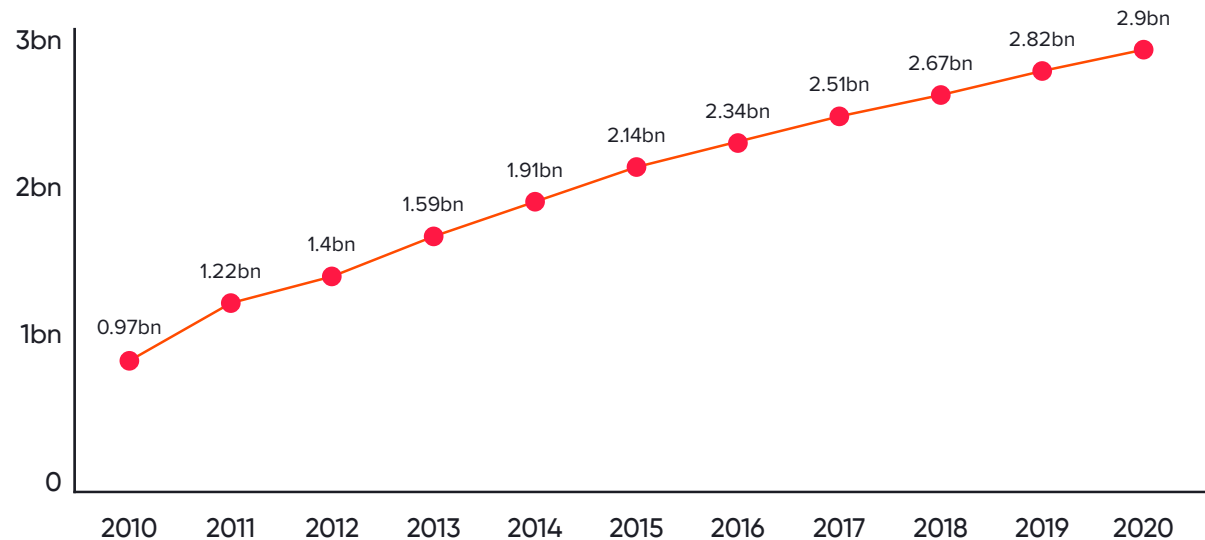
# The user base will grow...

...but people want something different.

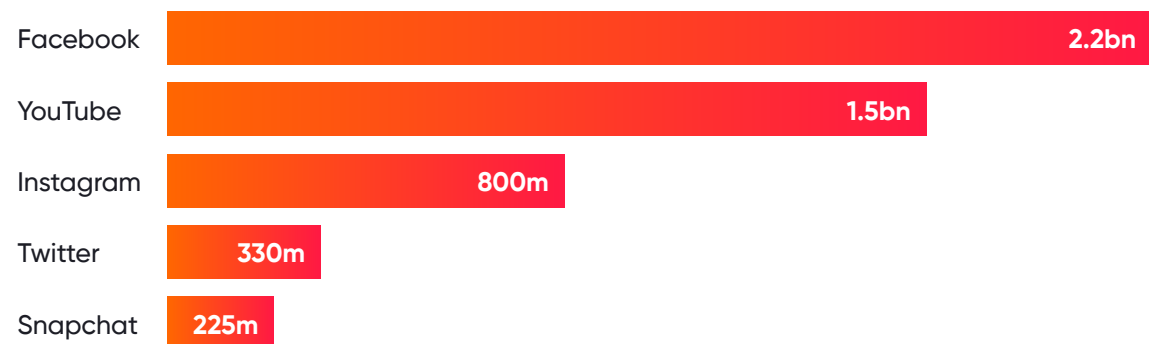
In a world where content matters more than ever, users are no longer satisfied with one-dimensional platforms. Sharing is no longer the only goal and although demand will grow, it won't be from the largest demographic.

Generation Z is the fastest-growing segment and are not joining Facebook and Twitter. This presents a huge opportunity for Howdoo to attract an audience who are not really interested in Facebook.

## Global social media users (2010-2020)<sup>(1)</sup>



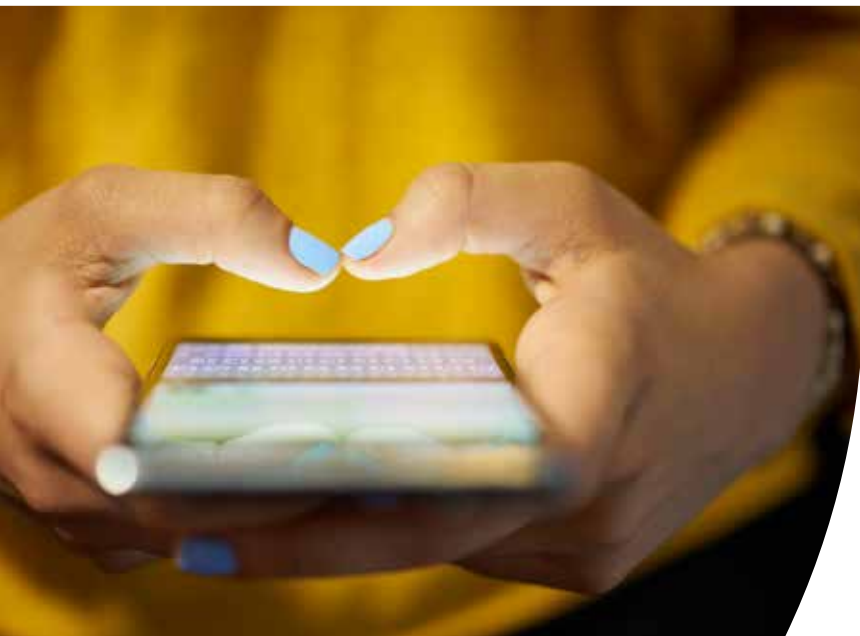
## Monthly active users<sup>(2)</sup>



# Content is still key...

...but existing platforms can't adapt.

The old models don't give content creators transparency or the ability to optimize their income, so they're getting increasingly frustrated.



## Snapchat

- No monetization
- Limited community
- De-platforming users for their views
- Very limited content creation options



## Facebook

- No monetization
- Shunned by Generation Z
- Plagued by scandal
- Restrictive content options



## Instagram

- No monetization
- De-platforming users for their views
- Limited content options



## YouTube

- Limited monetization
- Restrictive barriers to monetization
- No community features
- Irrelevant ads



# Generation Z...

...want to consume content in different ways.

Users in the Gen-Z demographic follow by influencer, not by platform. But with content fragmented across sites, users have to flip between apps, while creators have to manage different systems.

## What Gen-Z wants

- To follow their favorite influencers without platform-hopping
- To be creators as well as consumers
- To be rewarded for their creativity and engagement

## What Gen-Z currently gets

- YouTube videos and trailers
- Facebook data and groups
- Twitter updates and commentary
- Twitch streaming and gaming
- Instagram short videos and photos
- Snapchat VR and self-destruct images



# Influencers...

...are focused on making money, but can't control how.

The 'free with ads' model only works with generic YouTube videos, and doesn't work at all with premium content and subscriptions.

## What influencers want

- To be given a choice of monetization options across free, paid, subscription, premium and paywall
- To have control over ad types, accounting for genres, ages, audiences and partners
- To have all their content in one place, whatever the type

## What influencers currently get

- No options from existing platforms
- A need to work out their own third-party strategy
- A reliance on ad share for revenue





# Advertisers...

...are feeling discontent for the same reasons as influencers.

While existing platforms have the audience, they're years behind what advertisers demand.

## What advertisers want

- To pay by results, on a cost-per-acquisition, permission-based, influencer-led basis
- To deploy advertising that's highly relevant, opted into and targeted based on user interest
- To get consensual access to extended profile information and data

## What advertisers currently get

- Restrictive payment by cost-per-click or cost-per-impression, where variable cost of traffic means constant monitoring and optimization is needed, but still without predictable outcomes
- Declining results and increasing costs through bots and fake accounts harming campaign results, and a wider use of ad-blockers
- The blame for data scandals, where advertisers are paying for data access but platforms are disconnecting users from what is actually being shared



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# The rise of the token economy...

...has been powered by an explosion in popularity of free services with pay-as-you-go content. Games like Fortnite have led the way.



## The Fortnite token model



### Buy

Players can buy Fortnite V-Bucks in set quantities. They don't purchase items, but credits.



### Spend

Players must spend V-Bucks in the game. They can't be cashed out.



### Earn

Players can earn V-Bucks by logging in daily and completing quests and bounties.

Fortnite is free for users to download but has a market valuation of over US\$15bn. How?

Because it has a community of over 200 million registered users and a peak of 11 million players a day. They support a token economy that allows players to buy, earn and spend V-Bucks.

**Howdoo will offer a similar token economy but with one key differentiator: users will be able to cash out earned tokens to their local currency at any time.**

\* Copyright Fortnite, all rights reserved. There is no affiliation between Fortnite and Howdoo.





# The marketplace in summary.

Users are  
demanding  
**change**

Influencers are  
demanding  
**change**

Advertisers are  
demanding  
**change**

Howdoo is set to **change** the face of **social media**.



# Why Howdoo: The Natural Evolution Of Social Media.

“

We need to own our data  
as a human right – and be  
compensated for it.

”

Will.i.am



# The Howdoo Platform.

Howdoo is built upon its own blockchain and can be accessed via desktop, or via apps for Android and iOS. As a platform, it supports every type of user, and through monetization, gamification and a next-generation ad engine, it delivers an unrivalled social media experience.

A smarter model that attracts, rewards and keeps users, influencers and advertisers.

## One platform

that supports every user and creator, however they use it.



## Next-gen advertising

that delivers the options advertisers demand to unlock their budgets.



## Gamification

that rewards engagement to encourage users and creators to participate.



## Control through blockchain

that will provide security and trust, and put an end to privacy scandals.



## Monetization

that rewards content earners and puts them in charge of their money-making strategies.

Many people will flock to Howdoo for its approaches to privacy, censorship and monetization of content. However, others are seeking a smarter and easier way to share their content, and to follow their favorite brands and influencers in a less fragmented way. They are seeking an enhanced user experience and a platform that is easy and enjoyable to use while meeting their ever-changing needs.

Howdoo is a platform suitable for every type of social media user. From bloggers and vloggers to streamers and gamers, Howdoo welcomes them all and enables every user to monetize and gamify their content and engagement.



# Meet The Flywheel.

Howdoo's utility model presents the cyclical process for acquiring users, influencers and advertisers, with each component driving the next and adding to the rate of adoption.

Our execution plan has been designed to add a number of significant impact drivers to this flywheel, focusing on delivering against the key requirements of each group and delivering major increases in our rate of adoption.



## Influencers

want a better monetary return on their invested time, as do content creators.

## Users

want all the features, and for it to be free, but also want a fairer experience and a more transparent data footprint.



## Advertisers

want campaigns that are more predictable and perform better.



# μDoo: The Howdoo Token.



Howdoo uses a cryptographic token called the μDoo as the vehicle for transferring value between users, advertisers and operators of the Howdoo platform. As a result, the μDoo is the token that enables the entire Howdoo platform to function.

It is the currency for advertising on Howdoo, with advertisers required to own μDoos for funding campaign activity, and to bid for access to specific individuals, audiences and communities via the Howdoo Ad Auction platform.

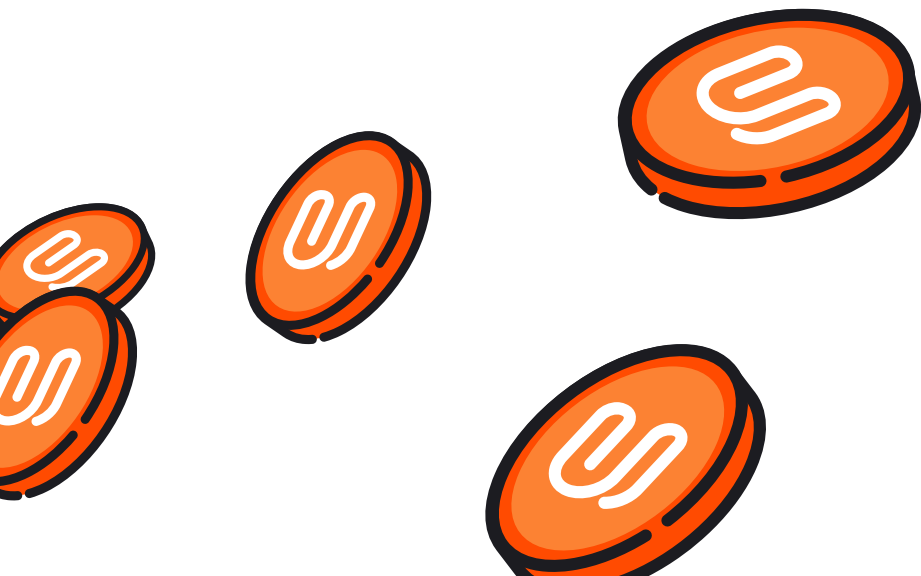
The μDoo is also the mechanism for rewarding users for engaging with featured content, and content creators for the traffic they generate. It also empowers our network sellers, providing a form of value exchange to stimulate activity for the merchants that will trade on Howdoo.

Individual users will be able to sell digital assets (such as music and artwork) through their channels, with items for sale listed and available for viewing by other members, and purchases distributed to the buyer via the Howdoo network. Smart contracts will ensure that the rights to the digital asset are exclusively signed over to the buyer upon successful execution of the μDoo transaction. This process will eliminate the threat of counterparty risk faced by buyers on traditional online marketplaces, without the need for a controlling central party.

The Howdoo platform will also enable individual users to transfer μDoos between each other, either as standalone payments, micro-payments, or as a single leg of a purchase transaction. These transactions will be completed in μDoo and users will be able to view them in a comparable fiat currency of their choice, with exchange rates displayed through integrations with a third-party foreign exchange service.

As a result, payment amounts will be presented in local fiat currency to payers, payees, buyers and sellers, meaning the complexities of payment and purchasing with a crypto token are removed. This important feature minimizes the challenge of mentally calculating exchange rates, which in turn will allow people to gauge the value of individual purchases more easily.

Both banked and unbanked users will be catered for, as people will be able to send μDoos around the world, independent of traditional banking facilities, as easily as they send messages and media. Allowing μDoos to be transferred within a social network environment will also enable resource-pooling between family members and communities across the globe.



# The Howdoo Value Proposition.

## Feature-rich

Howdoo combines the best elements of platforms like Snapchat, Instagram and Twitch, while also incorporating ground-breaking features that give users total control and a fair rewards model.

## Empowering users

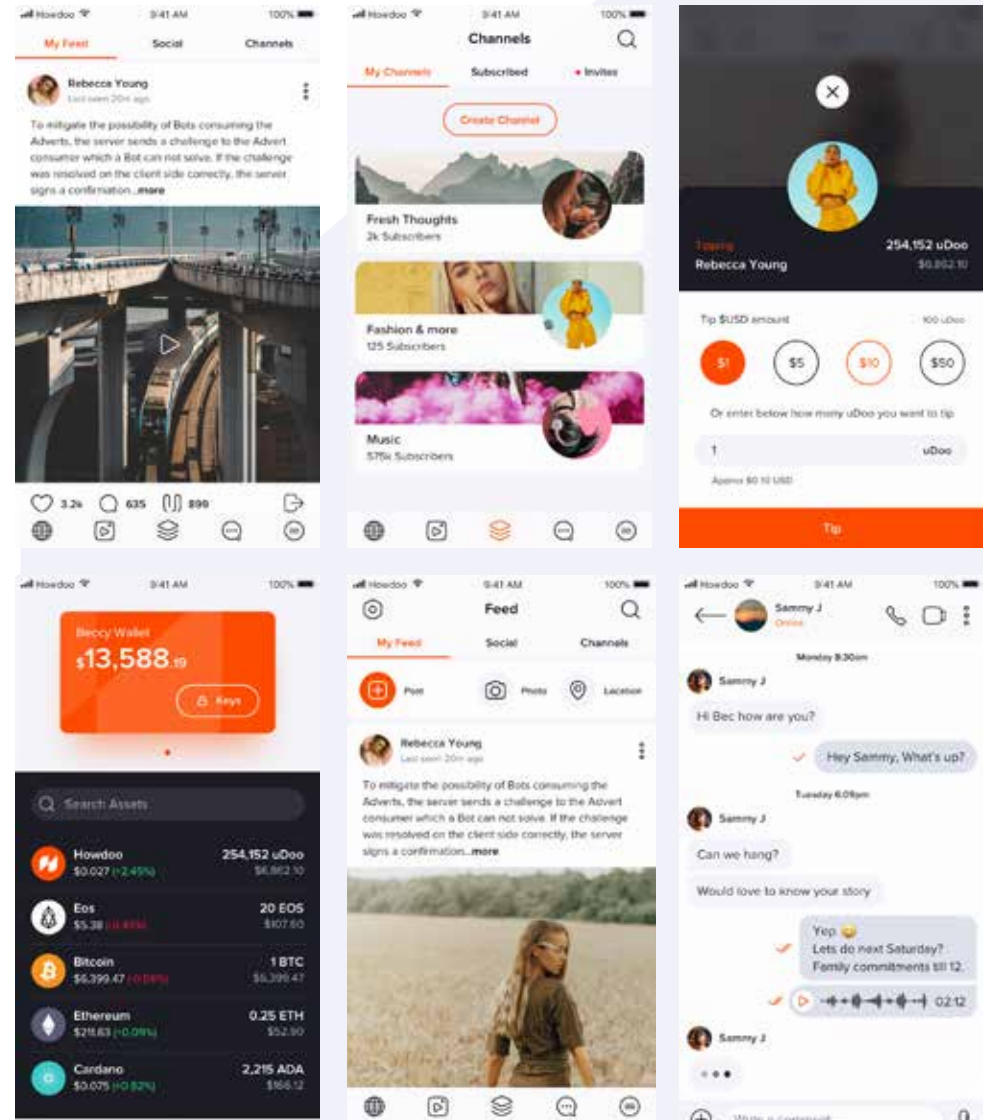
Howdoo enables users to possess their own data in a blockchain smart contract. The user can control what (if any) data is available to advertisers, and reward the user when their data is utilised.

## Rewarding content creators

With the freedom to set their own business model, from subscriptions and paywalls to allowing advertising or focusing on tips, content creators are in control. They will even earn passive rewards for likes and shares.

## Effective advertising with real ROI

With a unique opt-in marketing model, Howdoo allows consumers to share data freely in return for rewards that incentivize sharing more data (such as job titles). This open data mode, combined with cost-per-acquisition execution, will deliver the most rewarding advertising engine on the market.





# Howdoo Features.



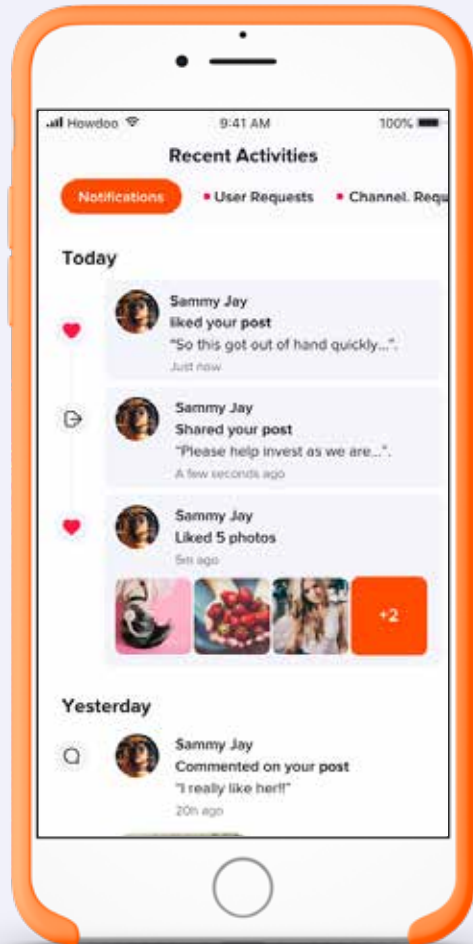
## Streaming

### Key features

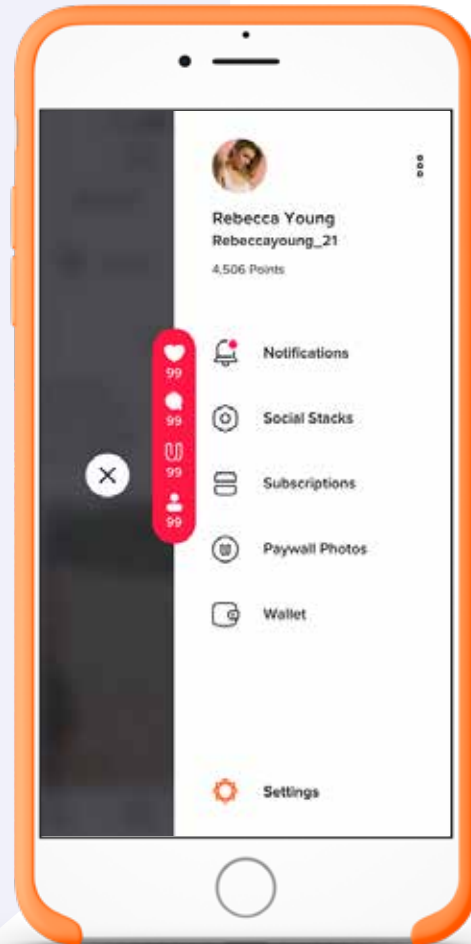
- Customisable stream details such as invites, titles, description and introduction videos.
- Private stream option to enable monetization.
- Streams can be recorded and sold on Howdoo via paywall.
- OBS and Wirecast support for picture-in-picture streaming.



# Howdoo Features.



Notifications screen combining all types of interaction.

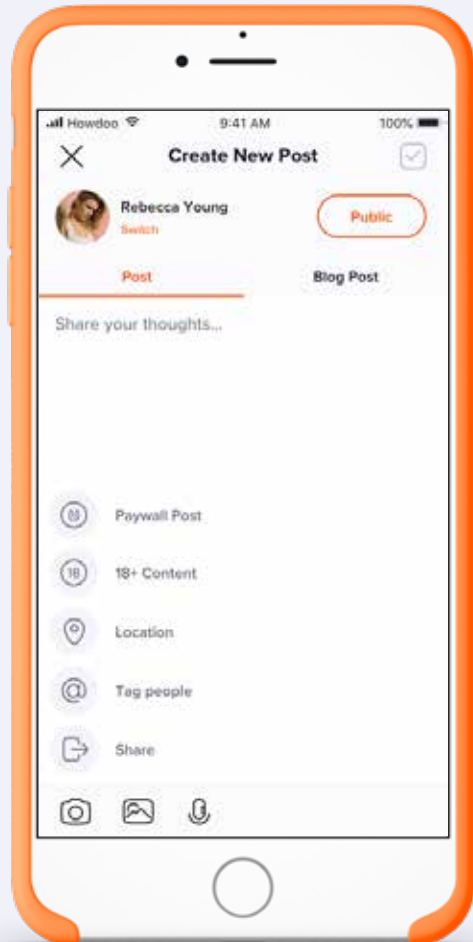


All user info easily accessed from profile menu.

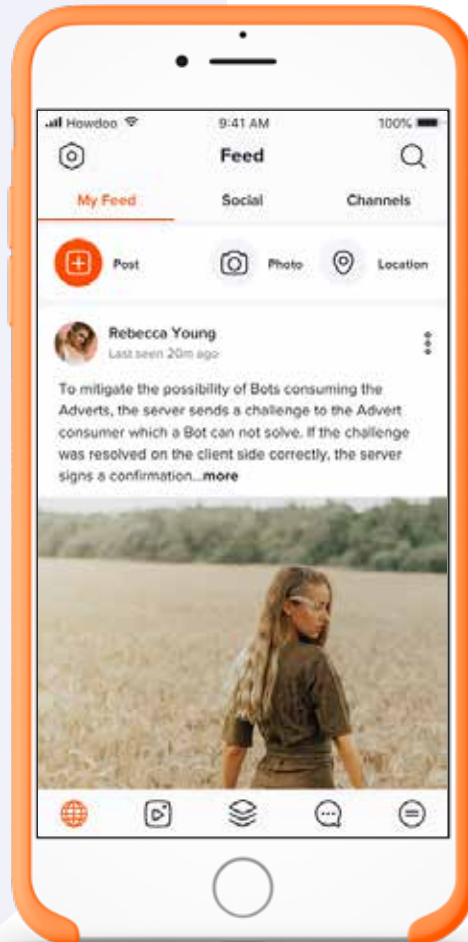
Notifications



# Howdoo Features.



Posts can quickly be created, paywalled and marked as 18+ content.



User's feed combines clear post display with multiple opportunities for interaction.

Posting



# Howdoo Features.



One-to-one contact includes messaging, calling and video calls.

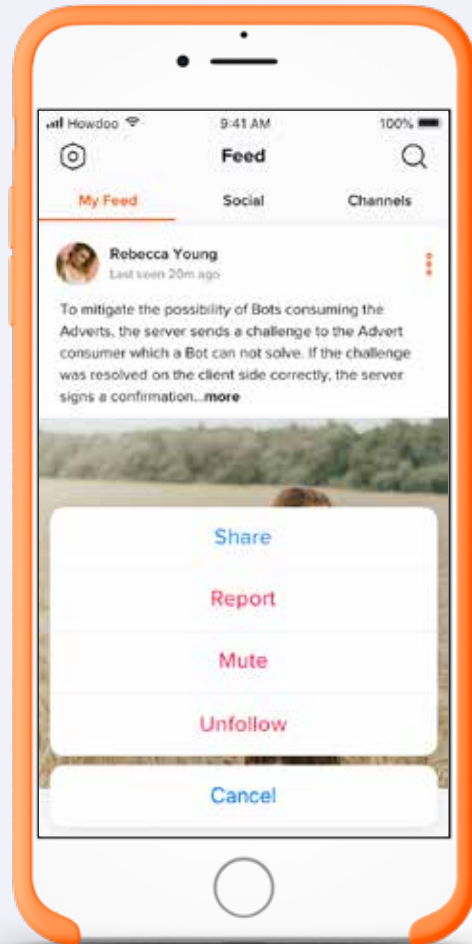


Groups can connect across audio, video and messaging, with self-destruct messaging also available.

## Messaging



# Howdoo Features.

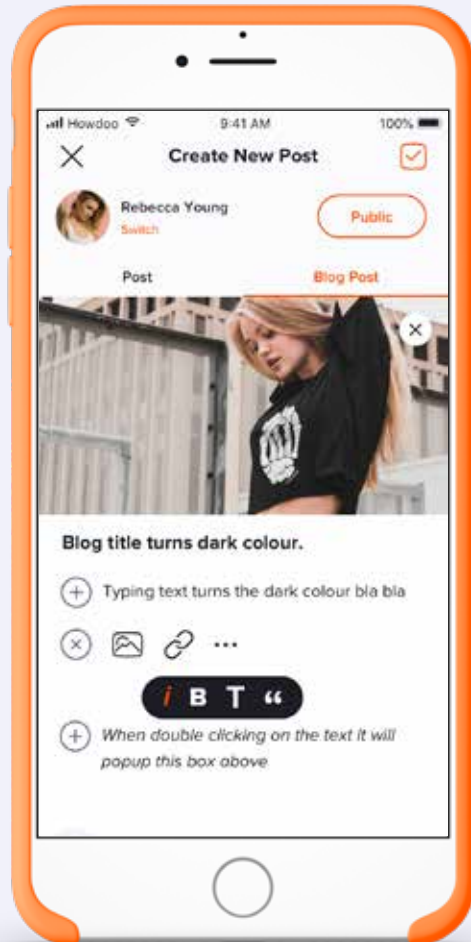


Users can share images or videos with other people at the touch of a button.

Image and  
Video Sharing



# Howdoo Features.



Mobile interface enables blogging on the go.



Blogs can be posted freely or monetized behind a paywall.

## Blogging

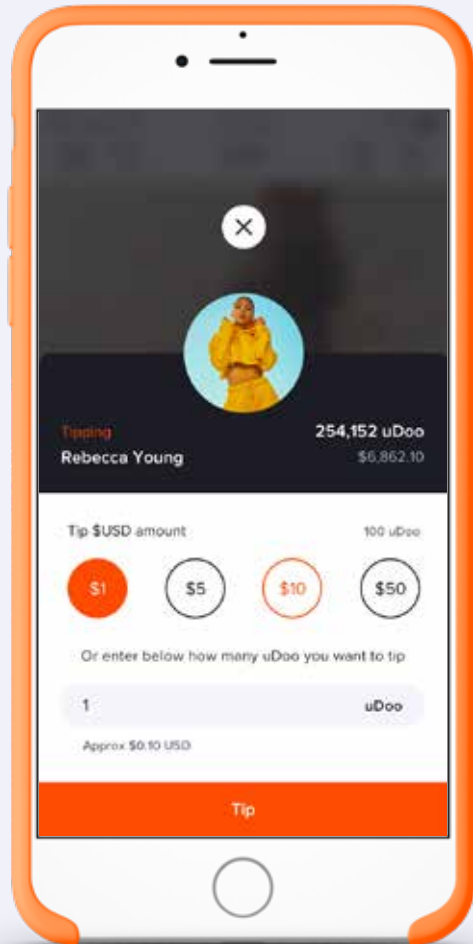
### Key features

- Post function and custom text editor enables mobile blogging on-the-go.
- Blogs can be monetized per persona or channel to suit wider strategies.
- Blogs are open for likes, tips and comments, and can appear in profile galleries.





# Howdoo Features.



## Tipping

### Key features

- Users can tip content creators in  $\mu$ Doos to reward content they've enjoyed
- No transaction fees involved, so content creators keep 100% of their tips
- Clear display of local currency value of  $\mu$ Doo tips
- Cash out to local currency at any time



# Creators In Control.

Howdoo works for every type of content creator, allowing them to connect with fans and monetize what they produce from one easy-to-use platform. With fully customizable options for monetization, every creator is in sole charge of their business model.

	Today	With Howdoo
<b>Musicians</b>	Can connect with fans better than ever before, but now have to pay to promote their content, and have no direct monetization options.	All their content is supported in one platform with customizable monetization options. Musical content and merchandise sales can be integrated into a single channel.
<b>Gamer Streamers</b>	In-demand features like PiP streaming has helped Twitch achieve 140 million monthly unique viewers, but it's very narrow, with monetization options that are limited and expensive.	They can bring their brand, content, community and merchandise into a single platform with multiple monetization options. With all standard features like PiP integrated natively for desktop and mobile, and more social media features like live messenger, they can make even better connections with followers.
<b>Vloggers</b>	New vloggers using existing platforms like YouTube face impossible time and capital barriers to making money. They have to create a huge amount of content and build a large fan base before they can start earning.	Passive and active income options means they can start to earn from day one. Using the feature-rich Howdoo platform, they can deliver live streaming and recorded content as well as interacting with the community in one place.
<b>Micro-Merchants</b>	The gig economy and growth of the internet has fuelled a meteoric rise for micro-sellers, but they face a challenge in using social media and marketing to drive traffic to their merchant site.	The feature-rich platform combines social media, community management and merchant store, so every function is taken care of. Multiple monetization options include one-off purchasing, promotions, and subscriptions for VIP clubs.



# Monetization.



## Passive Income

Every post and engagement on Howdoo will be eligible to receive passive income for completing any of these actions:

Action	Description
Like a post	Passive income earned for receiving likes on a post.
Like a comment	When a user makes a comment on a post, another user can like the comment and earn passive income as a result.
Make a comment	Passive income earned from receiving comments on a post.
Like a stream	Passive income earned for receiving likes on a stream

## Active Income

The frictionless, transaction-free nature of the Howdoo blockchain means that we can offer strong financial incentives for content creators to earn money:

Action	Description
One-off payments*	Earnings through one-off paywalls for content access, downloads or merchandise.
Subscriptions*	Recurring monthly fees for clubs, VIP access, courses or any other kind of subscription service
Tips	Given for content provided free, tipping is instant and doesn't incur transaction fees

\* These will incur a small transaction fee



# Giving content creators the rewards they deserve.

Howdoo will give content creators a compelling, competitive business model that will allow them to earn a fair share of the money generated by their content, fanbase and associated advertising.

Content creators will receive:



of tips they receive



of subscription revenue



of one-off payments



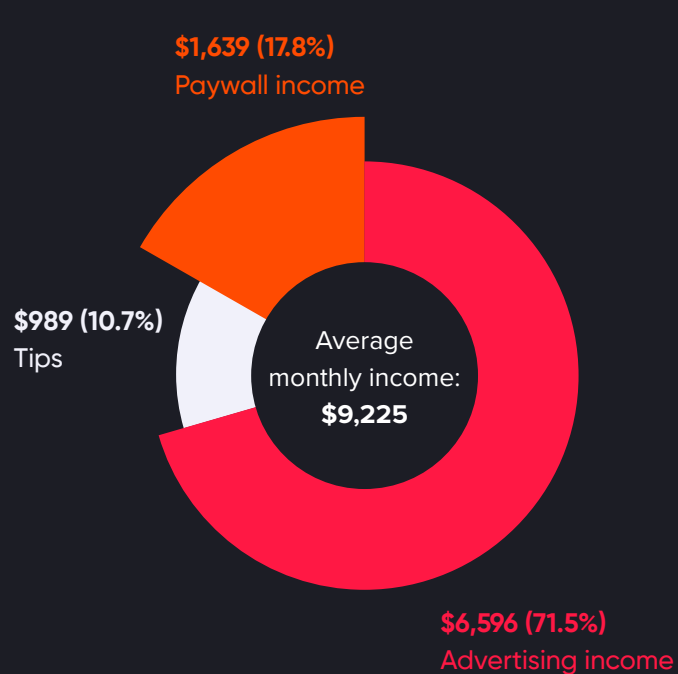
of advertising revenue related to their page



# Earning examples.

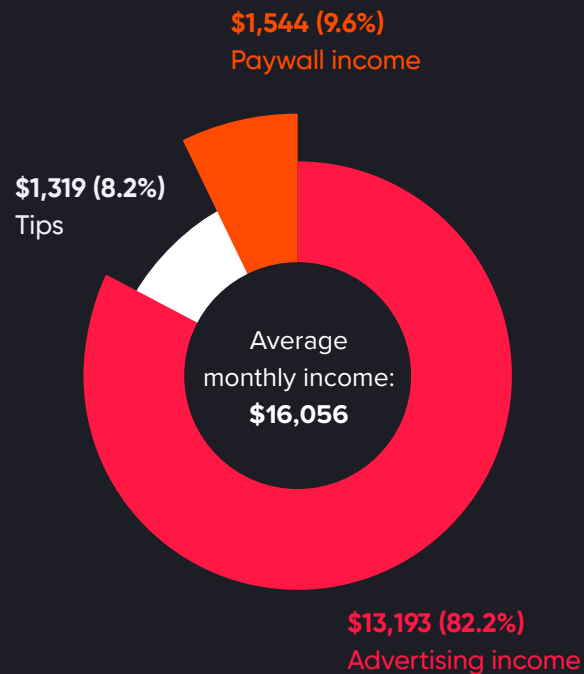
## Example 1: the vlogger

Our vlogger has 10,000 fans on launch, with estimated growth of 20% per month. Some 30% of users tip her for her content, at an average of \$0.10 per tip. Additionally, she has 50 subscribers who each pay \$5 per month to access her content, while ten users each month buy merchandise for one-off payments of \$10.



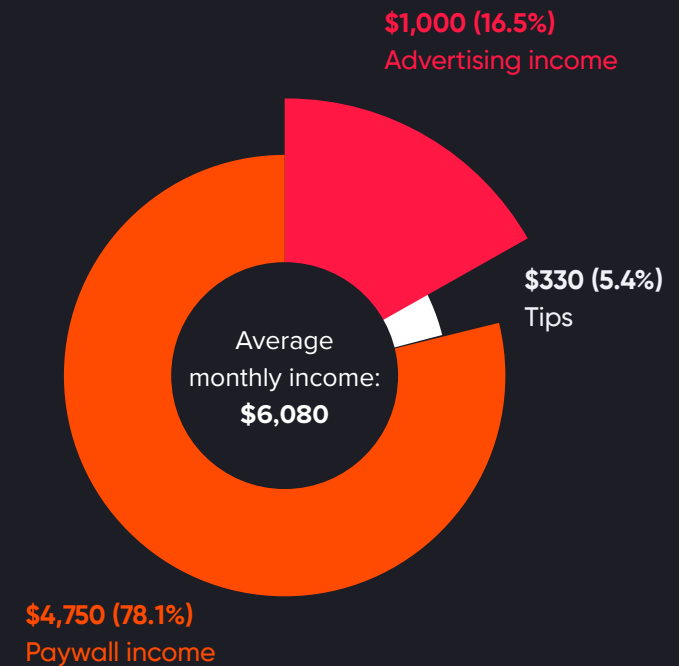
## Example 2: the Instagrammer

Our Insta star has 20,000 fans on launch, with estimated growth of 20% per month. Some 20% of her users tip her for her content, at an average of \$0.10 per tip. Additionally, she has 50 subscribers who each pay \$5 per month to access her content.



## Example 3: the course seller

Our course seller has 5,000 fans on launch, with estimated growth of 20% per month. Some 20% of her users tip him for his content, at an average of \$0.10 per tip. He sells 100 courses per month, each for a one off payment of \$50.



# Gamification and social stacks.

Social stacks provide users with a score for completing a number of actions. These can be from watching a user's stream, liking a post, posting from a persona and so on.

In order to maintain a social stack score, users must complete at least one metric every day, otherwise their score will reset to zero. Social stacks will follow a leaderboard style, but users will always be able to see their position against the competition on the stack tower.

As a reward for maintaining their stack score, users will be awarded  $\mu$ Boost, which enables them to multiply their passive  $\mu$ Doo income for that week. The  $\mu$ Boost payout period will run across seven days and there is a limit to the amount of  $\mu$ Boost points that can be earned per week. Users will still need to complete activity every day to maintain their social stack score, otherwise their score will reset to zero and they will not earn any  $\mu$ Boost points that week.

However, users can still add to their social stack score even if the  $\mu$ Boost points limit is reached, for example, on a Monday. Additionally, depending on their ranking within the social stack tower, they will be rewarded or entered into competitions, encouraging them to keep building their social stack score outside of earning  $\mu$ Boost points.

Social stacks represent a level of gamification that encourages users to engage with the platform consistently but also reward them for their hard work.

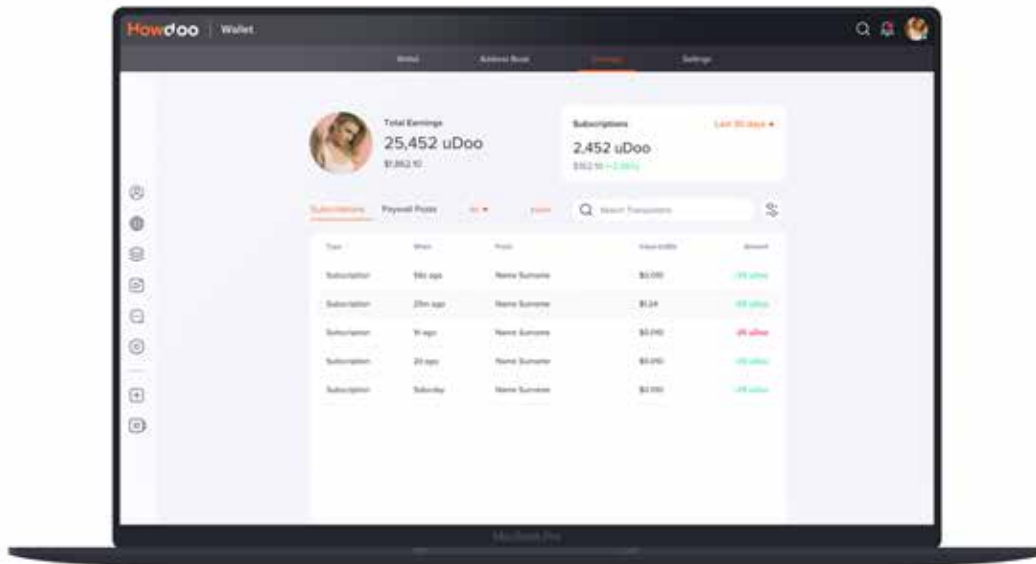




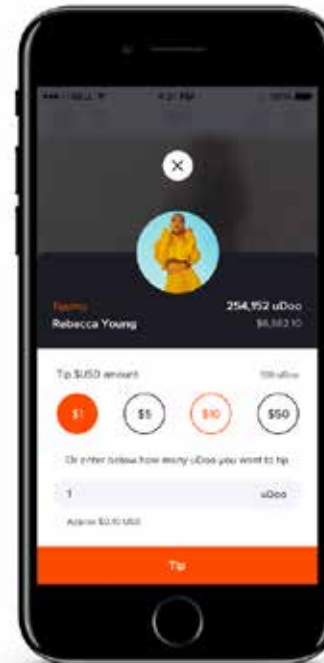
# Transactions and the Wallet.

Every type of transaction on Howdoo is designed to be as clear and transparent as possible. From tipping content creators to signing up for subscriptions, users can always see the conversion rate between the  $\mu$ Doos being sent or received and the corresponding value in their local fiat currency.

The control center for every transactional function users make is their Wallet. There, users can see a list of their transactions similar to a bank statement, see their  $\mu$ Doo balance and what it translates to in their local currency, or buy or sell  $\mu$ Doos in an exchange with another currency of their choice.



Wallet (shown here on desktop) allows users to track every type of transaction they make.



Tipping occurs securely in  $\mu$ Doo with in-app currency conversion.



Transaction receipts provide values in  $\mu$ Doo and chosen local currency.

Once you've earned your  $\mu$ Doos, you can cash out to local currency at any time.

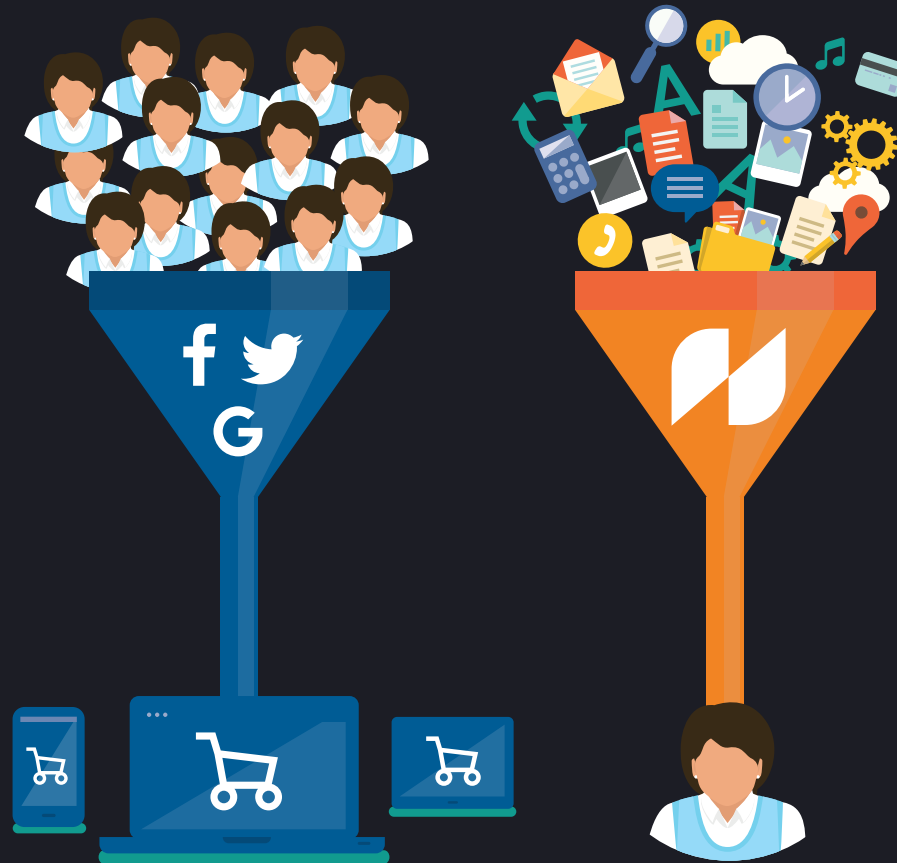


# How we're turning social media on its head.

Unlike traditional social platforms, Howdoo doesn't exist to serve advertisers. Underpinned by the  $\mu$ Doo, we've completely reversed the customer-product relationship to put the user at the centre of attention.

## Existing models serve users to advertisers:

- The customer is the advertiser. Traditional platforms are about building advertising revenue from user activity.
- As a result, the content is click-bait. Shorter-form content and click-bait headlines are what keep users clicking.
- The product is the user, who has little control over how their personal data is used.



## Howdoo serves content and experience to users:

- The customer is the user, who is in complete control of their data and experience.
- As a result, the content is valued and monetized, with tipping and paywalls encouraging higher-quality content that users want while building token utility.
- The product is an empowered experience, where the user is in charge and enjoys a fair, ethical approach to their data.



# Howdoo And The Blockchain.

“

The blockchain symbolizes  
a shift in power from the  
centers to the edges of  
the networks.

”

William Mougayar

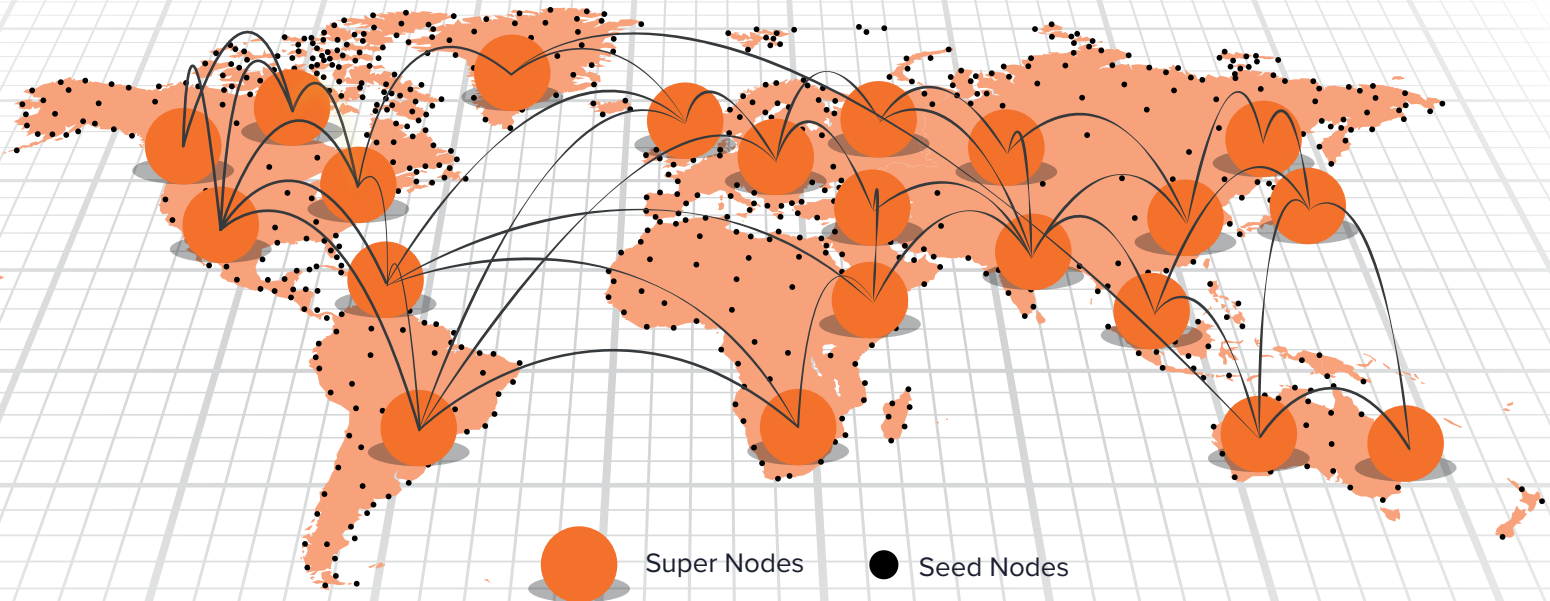


# The Global Howdoo Ecosystem.

Howdoo is a decentralized social platform that leverages its own blockchain to support a vibrant ecosystem.

Howdoo is a decentralized social platform that leverages its own blockchain to support a vibrant ecosystem.

Our blockchain consensus mechanism is based on Delegated Proof of Stake (DPOS). The benefits include fast block production times and high throughput while being transaction free. It is designed such that the continuing operation of the Blockchain relies on representative delegates of Super nodes and Seed nodes that will be geographically dispersed.



# The Howdoo Blockchain.

## Howdoo high-level architecture design:

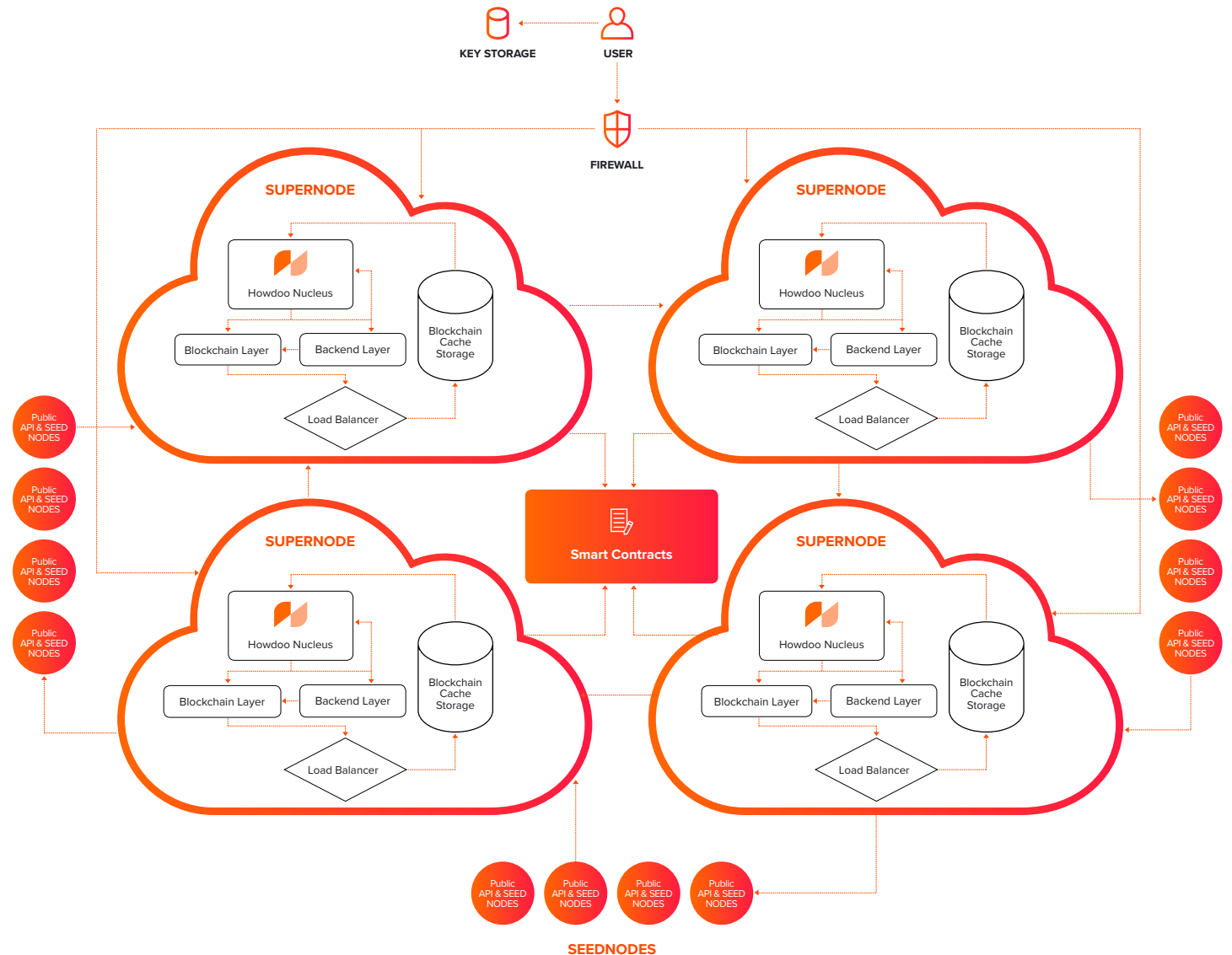
- The firewall protects the infrastructure from the possible spam requests.
- Keystorage is a local, front-end key storage service that keeps users' blockchain keys safe.
- Howdoo Nucleus provides the business logic of the whole collaboration between user, blockchain and back-end. The wallet is a part of HD Nucleus.
- BCS stores the cache of the blockchain to speed up requests. Data is pushed and validated via the Blockchain layer. The back-end layer can only read this data and cannot modify it.
- 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 for representing data from the blockchain in a user-friendly format (e.g. filtering data, sorting and other operations).
- The seed node is a node used to proxy requests forward to the producing node (Super node) and receive answers from it. Seed nodes also send lists of all the other seed nodes in the scope, so that if a seed node is down for some reason, the master node can switch to another available seed node.
- The public API node performs the initial validation of transaction and further processing.

### Flow:

1. During the registration process, the user obtains a private key.
2. Any action performed by the user in BC is signed with this private key.
3. Actions are performed on API nodes. These nodes forward the transactions (user actions) to the supernodes.
4. The supernode validates the transaction (user action) and once it is settled to the block, all nodes are informed and puts the new block into the blockchain.
5. The initial transaction validation (or declining) is performed on the API node.
6. BCS provides local storage in read-only mode, allowing quick access for the Howdoo network to the cache of blockchain data.

### Howdoo Killer-Features:

- Artificial Intelligence
- P2P encryption
- Blockchain integration
- Distributed streaming



# The $\mu$ Doo: A True Utility Token.



Howdoo's cryptographic token is the vehicle for transferring value between users, advertisers and operators of the Howdoo network. As a result, the  $\mu$ Doo will be the token that enables the entire Howdoo network to function.

## User earnings

Where  $\mu$ Doos reflect the participation of individual users, and their share of all advertising rebates.

## Influencer and content creator earnings

Where the  $\mu$ Doo is the mechanism to receive tips, paywall earnings and ad share revenue.

## Advertising currency

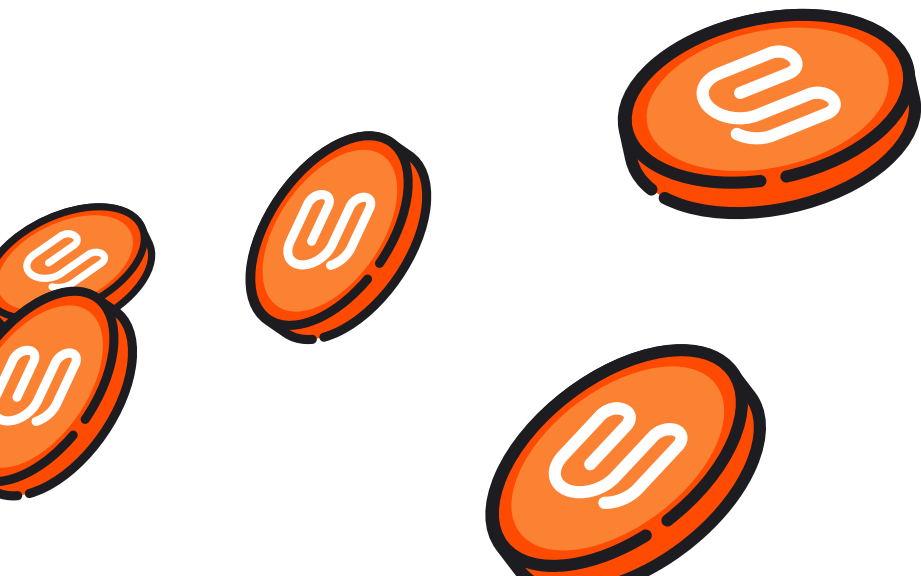
Advertisers will be required to purchase  $\mu$ Doos for funding campaign activity.

## Network seller empowerment

$\mu$ Doos give sellers a form of value exchange to stimulate activity in the eShops that will open on Howdoo.

## Network operator rewards

$\mu$ Doos will be earned through the technical and financial services they provide to the network's users.



# μDoo: The Tokenomics.

Current  
circulating supply  
173,691,367.00

Team/advisors  
177,777,777.60

Community  
Reward Airdrop  
84,000,000.00

This began on April 5 2019 and incentivizes all μDoo holders to maintain their balance in their wallet for six months.

**Total Mint**  
888,888,888.00

Treasury and  
Incentive Scheme

453,419,743.40

Please note that this may be split into multiple wallets for segmentation and management.

Note: the Howdoo blockchain is inflationary to a maximum of 5% per annum to cover the cost of rewarding node holders, so that we can maintain a service free of transaction fees.





# The Howdoo Development Roadmap.

“

All you need is the plan,  
the road map, and the  
courage to press on to  
your destination.

”

Earl Nightingale



# The Howdoo journey at present.

Throughout the first half of 2019, supporters and brands have been preparing content and activity, ready to help announce Howdoo to the world.

## Beta Phase January–March 2019

Beta 1 live for web, iOS and Android (January)

60,000 users signed up

## Live Phase April 2019

Supporter onboarding (mid-April)

Supporter sign-up campaign

## Revenue Phase August 2019

Ad revenue begins

Brand Supporter Ads launched

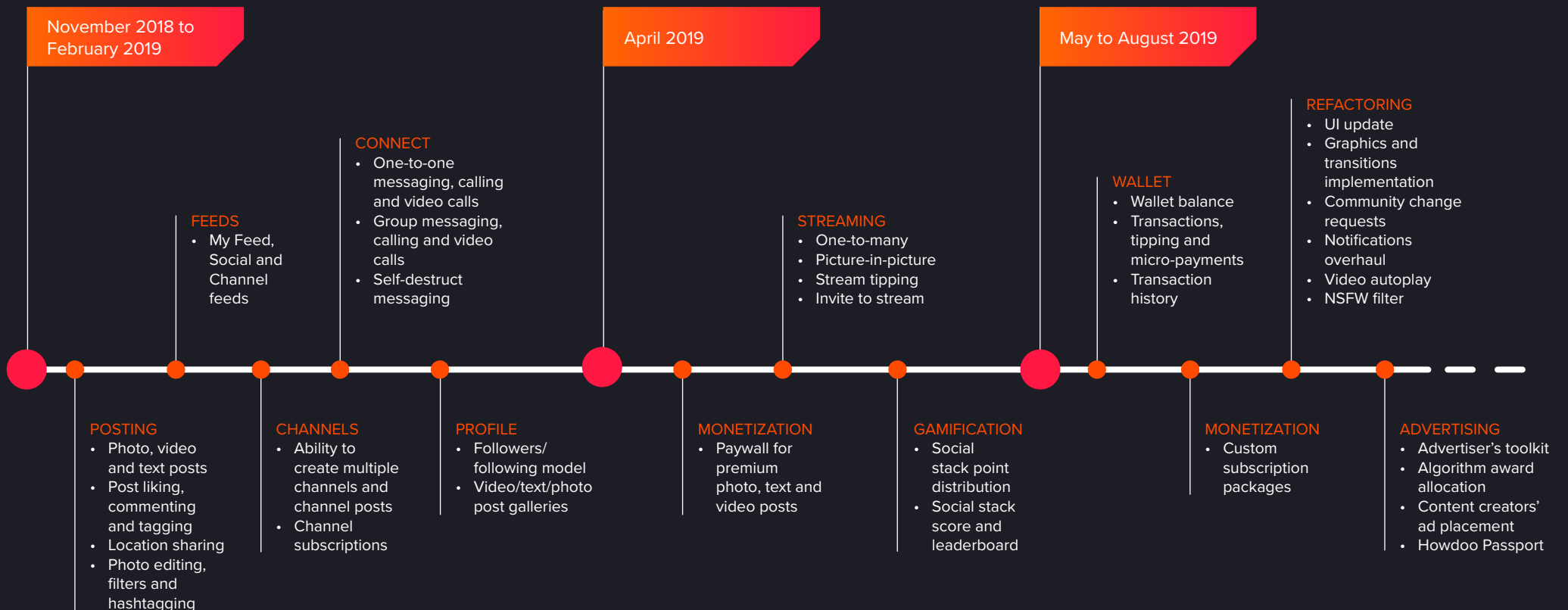


# Road Map.

After a successful Initial Coin Offering, Howdoo Beta was launched to over 5000 test users in the last quarter of 2018. Since then, we've been hard at work identifying and fixing bugs, improving the user experience and embedding the Howdoo Wallet.

Throughout 2019, we are continuing to release additional features such as streaming, gamification, a further improved user interface, and an advertising engine that will transform the social media ad landscape.

This timeline sets out what Howdoo can already do, and what it's going to do in the future.



# Our Business Model And Scalability.

“

As 2020 approaches, a new generation of consumers is taking over the global marketplace. Poised to become the most influential generation ever, Generation Z's direct spending is an estimated US\$143bn, while 90% of them also influence their parents' buying decisions.

”

Inc.com



# Howdoo's Advertising Engine.

A user or brand can advertise on the Howdoo platform by creating a business account.

The advertiser will pay a fee in  $\mu$ Doos, calculated according to the metrics the user selects (CPM, CPC, CPE and the unique CPA mode). That fee will be charged as one campaign payment, or in the case of an always-on campaign, will be based on spot pricing.

Users can opt in to viewing advertising by enabling the personal data that they are happy to share through their Howdoo passport. For example, a user who wants to only share their age, gender or their consumption habits can select this preference within the Howdoo wallet. Users are entitled to a share of the advertising revenue and are awarded  $\mu$ Doos directly into their wallet, provided they have met the advert consumption requirements.

This, however, is always optional: users can choose to not share any personal data within their Howdoo passport (known as Stealth mode).



# Advertising isn't the only way to make money from social media...

...and that's why Howdoo uses it as one of three ways to generate income.

## 19% Intermediary

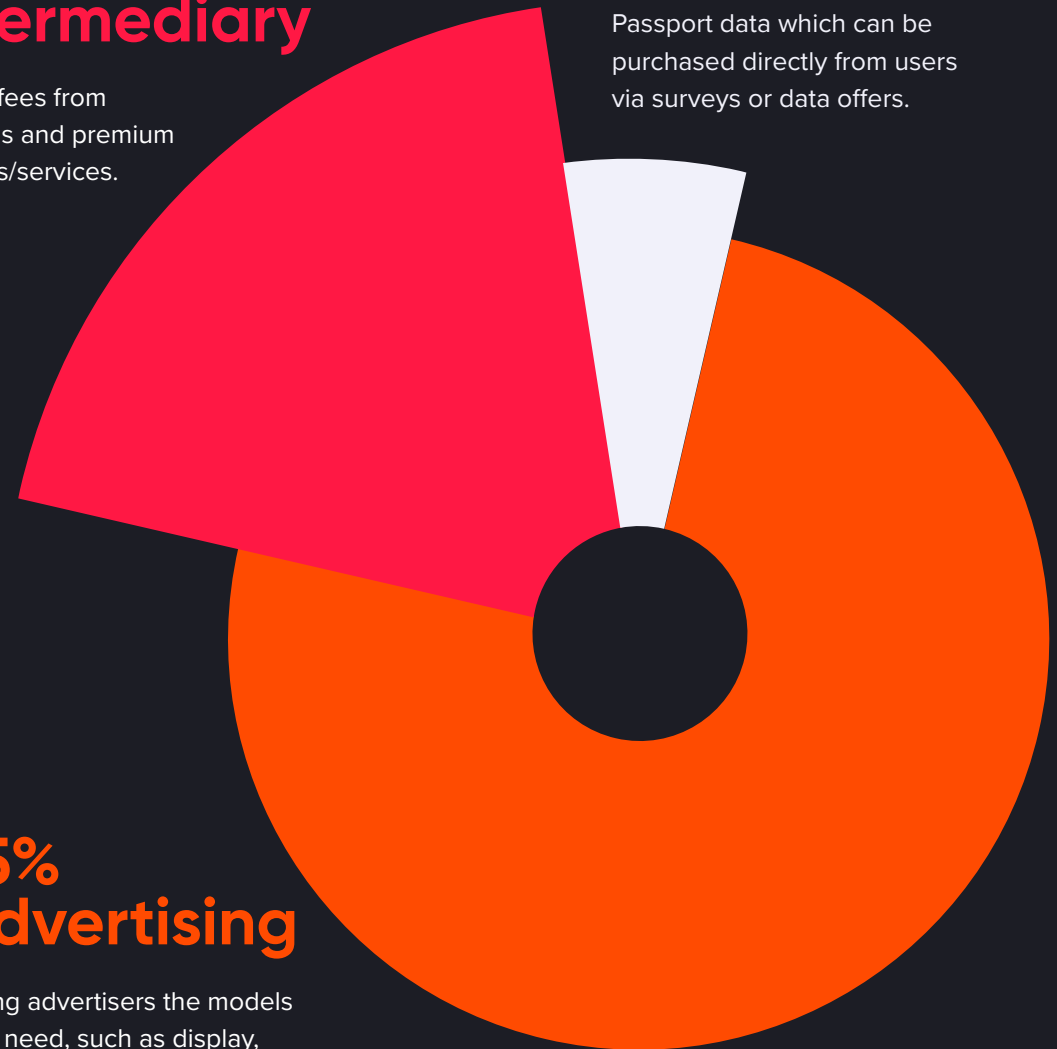
Taking fees from paywalls and premium features/services.

## 6% Data

Passport data which can be purchased directly from users via surveys or data offers.

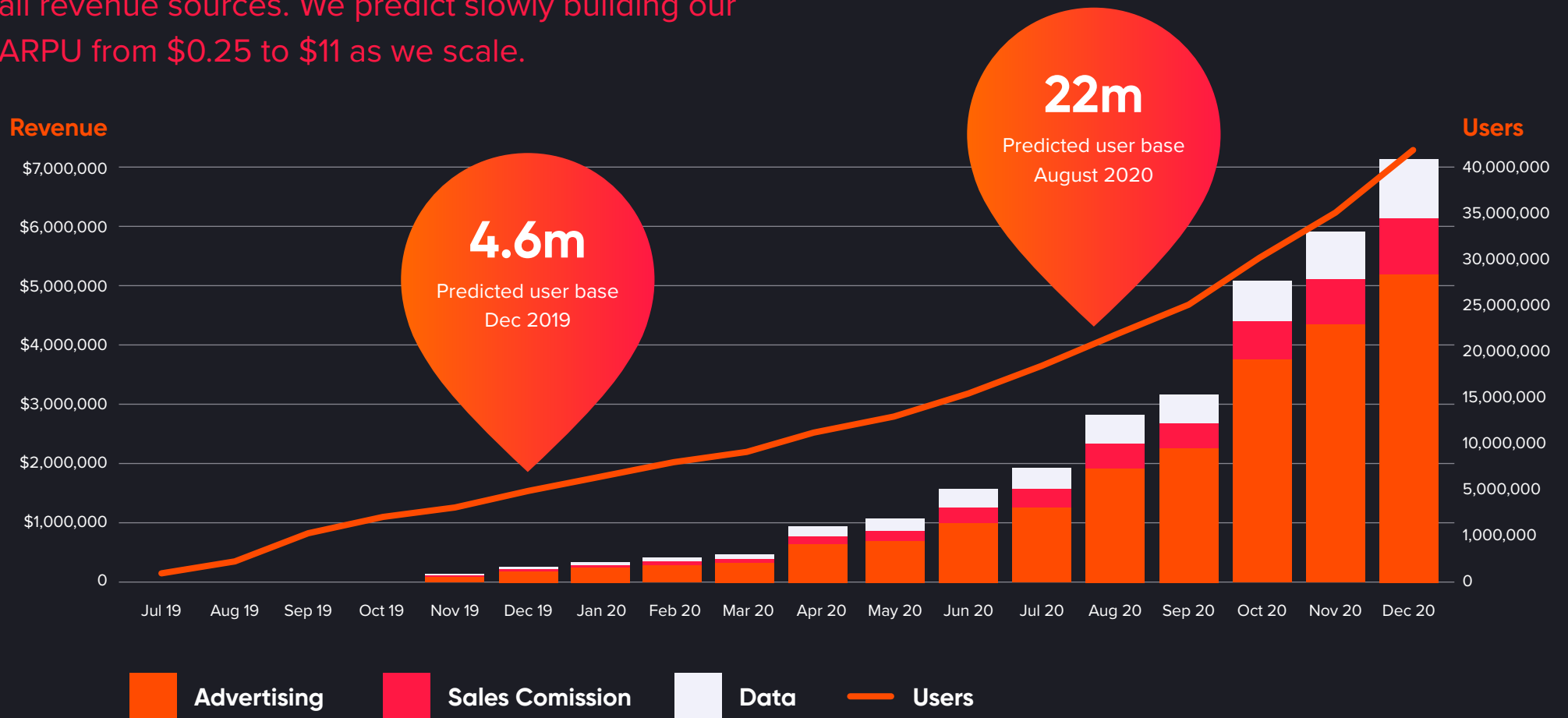
## 75% Advertising

Giving advertisers the models they need, such as display, targeted, action and influencers.



# Projected monthly net revenue and user adoption.

See how greater adoption means greater returns across all revenue sources. We predict slowly building our ARPU from \$0.25 to \$11 as we scale.





# Meet the leadership team.



**David Brierley**

Founder and CEO

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. David has spent most of his career, building and managing multi-cultural teams across the world, in order to successfully bring innovative technologies to new markets. Most of the start-ups he helped build, have gone on to either go public (Nasdaq) or be acquired by larger tech firms.



**Jason Sibley**

CMO

25 year seasoned marketer, having worked with some of the worlds largest brands, including HP, Microsoft, Mastercard and Google. Jason brings large enterprise marketing experience, and founded his own agency in 2002, The Creation Agency. Growing it to its current size of over 120 people with offices in the UK and North America, working for global clients specialising on Social Media Marketing and Demand Generation using Intelligent Direct and Digital.



# Meet the leadership team.

Continued...



**Paul Mears**

CFO

Mr Mears is UK qualified CPA who started his career with Ernst and Young in London in 1989. Over the last 30 years, Mr Mears has worked in Finance and Operational Finance roles in international Groups including Vinci, France Telecom, Amdocs as well as in early stage companies such as Modex Tech and was CFO of an Emerging Markets equity and FX fund regulated in Hong Kong, UK, USA and Monaco.

Over the course of the last 20 years, he has resided in Long Island, Vancouver, Amsterdam , Monaco and currently resides in Hong Kong. He has been an active seed and angel investor for 5 years focusing on Social Applications, Fintech , Biotech and Medical Devices.



**Orkhan Zeynalli**

CTO

Orkhan Zeynalli has 10 years experience in IT industry, being MSc. in IT & Programming he is also Olympiad Awardee in Computer Science. Mr. Zeynalli worked in Chief Technology Officer role in such FinTech companies like Allrise Financial Group and Alpharock Holding Company. He has always used the most advanced cutting edge technologies to achieve maximum results for his projects such as Machine Learning, Artificial Intelligence, Blockchain, Computer Vision.

He is also former CTO of Play2Live first blockchain streaming platform for cybersport. Orkhan also served as a Tech Consultant KMPG, Xsolla, TeliaSonera and other different market leaders.



# Meet the leadership team.

Continued...



## Martin West

Head of Entertainment Influencers

Martin West has worked within the entertainment industry for over 25 years as an Artist Developer, Songwriter, Remixer and Producer.

Over the years he has worked alongside and for musical artists, management and record companies including Robin Millar (Sade, Randy Crawford), Mark Hill (Artful Dodger, Craig David) and Scott Storch (Dr Dre).

In 2015 he founded Avenoir Ltd, a music consultancy agency and record label that identifies, develops and manages artists. He also co-hosts with Sinitta the bi-weekly Howdoo Radio Show. At Howdoo he manages the entertainment recruitment team.



## Daniel Montaner

Head of Gaming Influencers

Daniel "fRoD" Montaner is an American former professional Counter-Strike: Global Offensive and Counter-Strike 1.6 player, winning multiple world championships, awarded the Decade Award Winner, and is considered the most accomplished North American gamer in History. Since retiring from competitive gaming, he has managed the North American FaZe Clan, coaches the Lazarus Esports team, and manages the influencer recruitment team for Howdoo.



## Stephen Morrison

Head of Lifestyle Influencers

Stephen Morrison is a highly respected and award winning content creator with an exceptional resume, writing for the British Medical Journal, the Faculty of Sports and Exercise Medicine, Expedia, the Great Run Company, the Commonwealth Games, and, of course, Howdoo. With an extensive list of contacts across the world, Stephen is bringing some of the most exciting influencers to Howdoo and will head up our recruitment and management of Lifestyle, Fitness and Travel Influencers.



# Advisors.



**Andy Honess**

Founder of JumpXL, founding mentor at Level39, and Entrepreneur-in-Residence for incubation and accelerator programs, including La French Tech, FinTech Innovation Lab, EY Start-up Challenge, and IDEA.



**Brett King**

Award winning speaker, start-up founder, international bestselling author, *Breaking Banks* radio host with over 5 million listeners, and a regular commentator on CNBC, BBC, Bloomberg and more.



**Simon Sparks**

Award winning content producer and entrepreneur, video game & film innovator. Former CEO of the critically acclaimed studio Splendy Interactive, and now head of talent at cloud gaming start-up Polystream.



**Joe Creasey**

Joe is a former Professional Golfer turned Esports Gamer and Vlogger. He is the CEO of Chrome Management Ltd, an Influencer Marketing and Management Relations business that matches and connects brands including XBOX, Razer, Boohoo/BoohooMan with leading influencers such as JMX, The Burnt Chip and Cagguntom, generating viewing figures in the millions.



## Purchase uDoo's on:

- **CoinTiger**
- **Idex**
- **Halodex**
- **ExMarkets**

Legal statement:

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Under legal review.

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