



Howdoo
Life Paper

Dec 2020

TLDR:

Howdoo is developing beyond an enclosed social media application to a social powered ecosystem. This Lite Paper lays out the key improvements to the original whitepaper.

Howdoo is evolving into a Social Blockchain with ease of access, incredible speed, no transaction fees and privacy built in.

The Howdoo Chain will power a range of dapps, with the first being the Hypr Social Media App, but soon extending into NFTs, Social Defi and Social Gaming - all powered by our native UDOO token.

In early 2021 Hypr will launch to millions of social fans, with a unique proposition that allows creators to monetise themselves with transaction free tips and subscription channels, while users retain control of their own data. Users, Creators and Advertisers all create utility to the native UDOO token through the use of the Howdoo Chain.

Additional dapps will bring increased token utility through fees and burn mechanisms as described in this document.

Shifting from being an inflationary token with a single application, to a deflationary token with multiple applications and integrated use cases for connected social users worldwide.

Currently the UDOO is an ERC20 token, but will be swapped 1:1 for the new native token in early 2021, based on agreement of the schedule with our current exchange partners. The swap will happen automatically for node holders staking tokens and for those with tokens in Exchanges, and there will be a manual process for private custody wallets. The swap will happen immediately and there will be no time based vesting – more details to follow.

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Howdoo Blockchain:

Building an Ecosystem for the Next Generation of Socially Connected Apps.

“

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

”

Will.i.am

The Market.

Social media, mobile consumption and the micro-entrepreneur economy is changing the world and **FAST**

More than
500 hrs
of video are uploaded to
YouTube every minute.³

Youtube makes
\$15bn
In ad revenues.¹

53%
of internet users are
concerned about their
online privacy.²

The number of creators
earning five figures per
year jumper

35%

While those earning six
figures increased by

45%.⁴

Yet Creators are
demonetized and
platformed daily at an
increasing rate.

Digital assets sold on the
blockchain set to exceed

\$500m

In 2021, and Creators
want in.

Users are
demanding
change

Creators are
demanding
change

Advertisers are
demanding
change



1. Source: CNN <https://www.google.com/url?q=https://www.cnn.com/2020/02/03/tech/google-youtube-earnings/index.html>

2. Source: Statista <https://www.statista.com/statistics/373338/global-opinion-concern-online-privacy/>

3. Source: YouTube / Kinsta <https://kinsta.com/blog/youtube-stats/>

4. Source: mediakix <https://mediakix.com/blog/youtuber-statistics-content-creators-demographics/>



Now Is The Time.

The market state of play

Facebook

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

Ageing technology

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

Media perception

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

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 FEATURES

- **Bridging the currency gap** - seamless conversion with fiat in-app meaning users and creators don't need to worry about complicated exchanges to buy in or cash out.
- **Increase earnings potential** with digital assets and NFTs.
- **Integrated 'yield' application** to allow daily incremental income from your earnings.



Meet Our Flywheel.

All dapps powered by the UDOO



Dapps

provide a highly scalable blockchain infrastructure.

Users

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



Advertisers

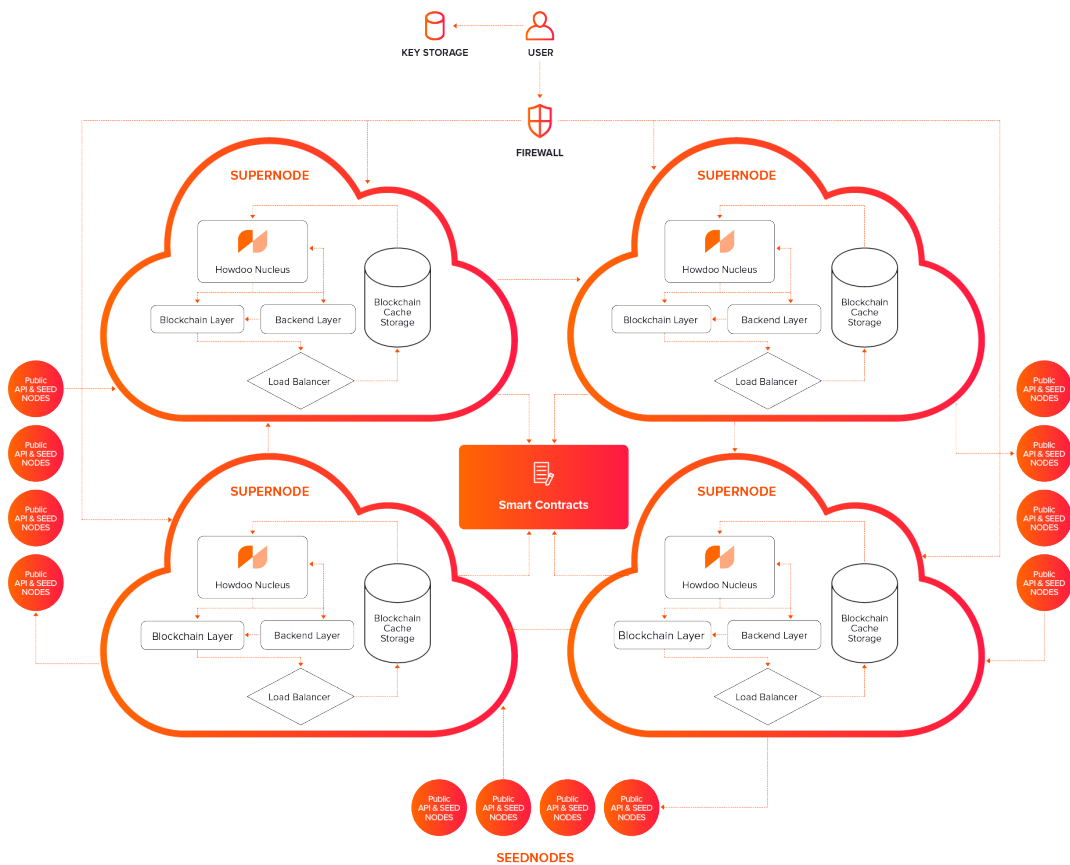
want campaigns that are more predictable and which perform better.



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.

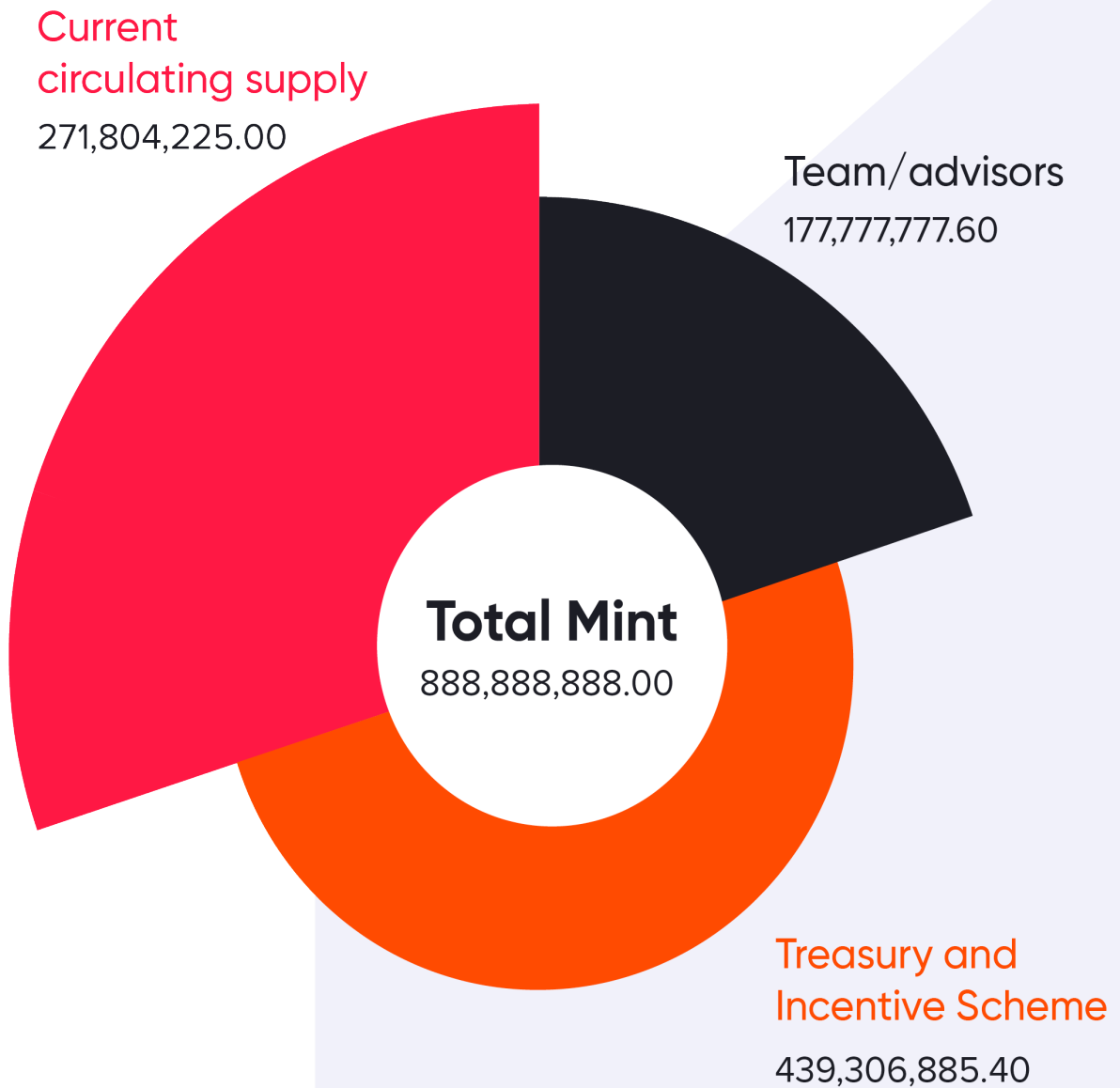
Howdoo Killer-Features:

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



UDOO - Tokenomics.

The Howdoo Chains cryptographic token powers the entire network.



Social Ecosystem.

Q1 hypr

Create. Own. Earn.

- Decentralized Social App
- Allows Creators to self publish and monetize
- User privacy and control

Utility

- 15% Profit to Node Holders
- 10% Gross Advertising Revenue Payout

NFTs. Q2

- NFT's and Digital Assets
- Minted on chain and held in wallet
- Creator control

Utility

- 50% NFT mint fee goes to burn UDOOs

Howdoo Blockchain

Feeless – Fast – Secure & Private

Utility

- Fee's add to burn

Utility

- 15% of daily yield from all users goes to burn UDOOs

3rd Party Dapps

- Social Gaming with blockchain rewards
- Dating application
- Blockchain voting
- Blockchain surveys

Q3 And MORE.

Social DEFI. Q2

- Creator/User deposit earnings into Defi App
- On chain management
- Daily income (withdrawn or compounded)

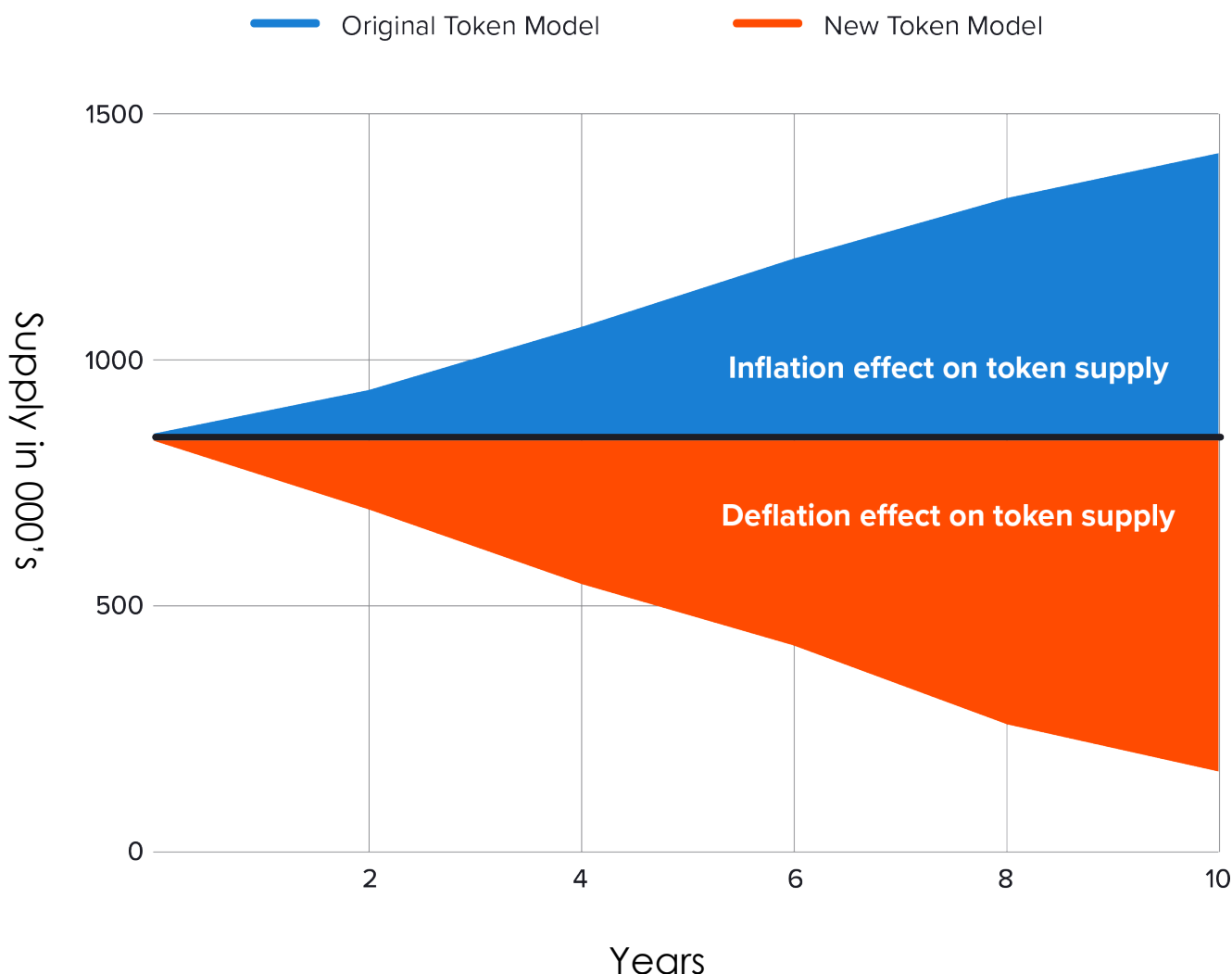
Increasing number of connected Dapps,
bringing users to the chain and driving
utility to the token.



UDOO Supply.

A New **Deflationary** Model to reduce supply over time.

- Currently the UDOO is an inflationary token, inflating at the rate of 5% PA.
- Following our wallet launch we will migrate to a deflationary model and this will accelerate as Dapps launch on our chain (more detail to follow).



Illustrative impact of token supply over 10 years



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