Herbee

INTRODUCTION

1. Preface
2. Introduction - What is Herbee?
   (Herbee pursues natural encounters using GPS)
   - Key Words
   - Comparisons with competitors by reviews
   - Location-based random friends
   - Short-Form
   - Problems VS Solutions
   - Payment System
   - Governance
   - Metaverse
3. One year plan
4. Team Members
5. Partnership

PREFACE

The Fourth Industrial Revolution with Herbee

We have founded the Rian Foundation since September 12 2020. We would like to welcome you all for the first project called "Herbee".

Herbee is a Total Social Network and an Easy-to-communicate Platform, which functions as an instrument for users to share their tastes and lifestyles wih other users over the world. Herbee will make its bow as a beta launch in Feburary next year.

Herbee is one of the most influential platforms that facilitates users to build happy relationships.

Herbee, Klaytn-based (KIP-7), pursues "random but natural encounters" with the help of a GPS on Google Maps.

Within the ecosystem of Herbee, users can issue their unique NFT tokens or cards and create their own avatars via Herbee Wood(Land).

Just download Herbee on App Store or Play Store!

Weclome you all to the Ecosystem that Herbee will be shaping!

WEAT IS HERBEE?

Short-form
Shorts

+

"Jamanchu": translated into ”
in pursuit of natural encounters"

=

Herbee

BTW, Herbee is a combination of the words:
"him and her" and "be", which suggests "Will you be my boy and girl?".
It is also an abbreviation of "heartbeat".
"Bees" liaise one flower with the other. "Herbee" liaises between him and her.

KEY WORDS

Shorts (short-form contents) to share tastes and preferences

Jamanchu

JOY

Heartbeat Fluttering

Reward (HONEY) >Bee Token

Global services

NEEDS & PAIN POINT

age from
20-25

"I just don't want to 'rate' someone from the main screen."

age from
26-35

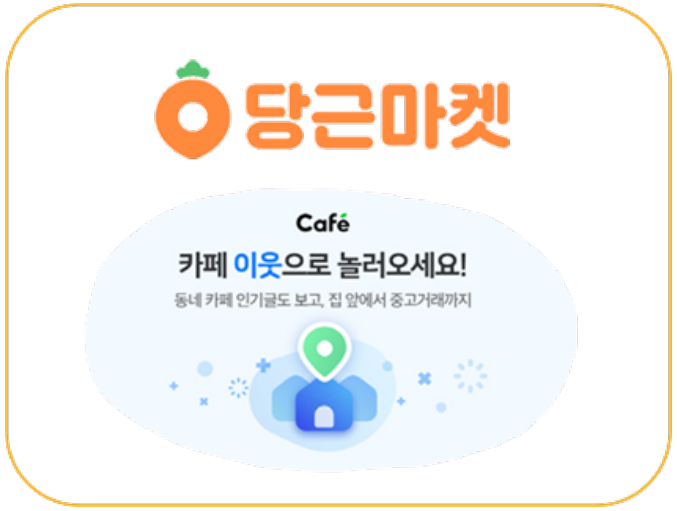
"When you actually meet the person on the app, she doesn't look like the one in the photograph."

age from
36-45

"I'm kinda shy and I find it hard to continue a convo on the app."

LOCATION-BASED RANDOM FRIENDS

In the post-Coivd 19 era, dating application platforms
highlight the "local" matching system".
They have also changed their slogans.
Many users of the apps want to meet local people.



12:00

A date at noon.
ablind date

When you want to talk
to people in the neighbourhood.

심쿵

SimKoong

When you want to
make local friends

WIPPY

When you need local friends

SHORT-FORM

SHORT-FORM

You might be reluctant to show yourself in a video call.
You could create a short-form video to appeal yourself to other users on Herbee.

(AZAR)

Real-time video call matching service has time and space constraints.

(HERBEE)

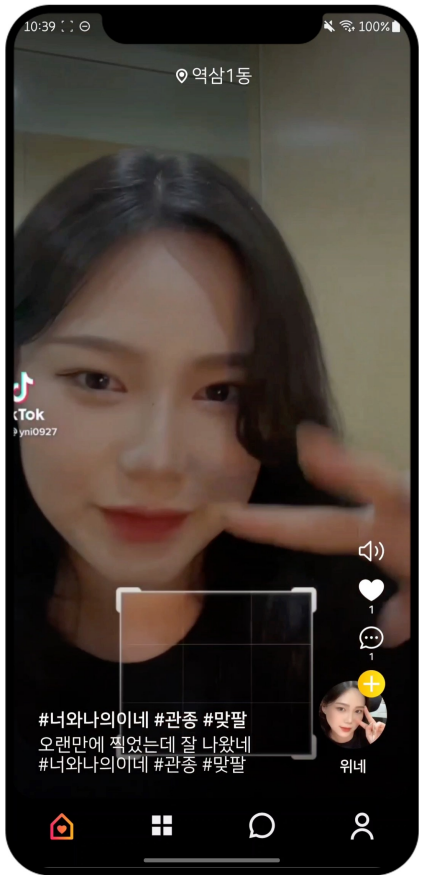
You can see the other person's vividness without time and space constraints.

PROBLEM

You have to judge a person by looking at photos and limited information.

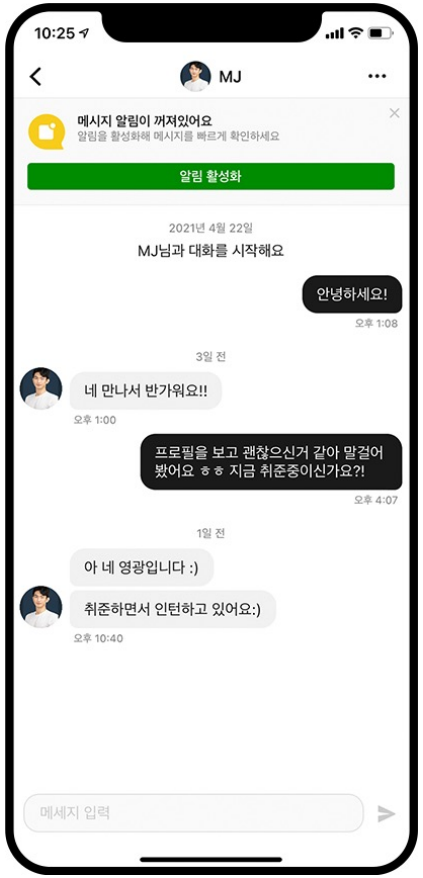
SOLUTION

You don't have to rate people anymore. Just talk to them after you come across their hobbies, tastes and daily lives from their short-form videos.



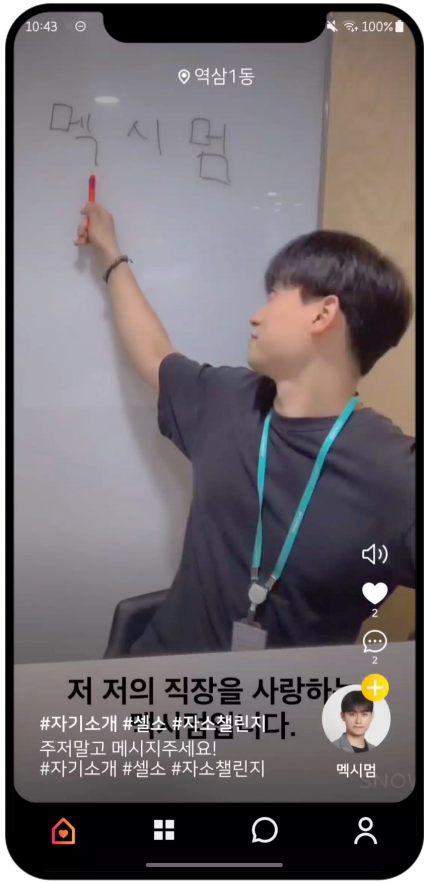
PROBLEM

You can't just tell all about yourself by just a few words.



SOLUTION

You can ask other users' tastes or preferences everyday. Share your lifestyles on your feed to tell others what kind of person you.

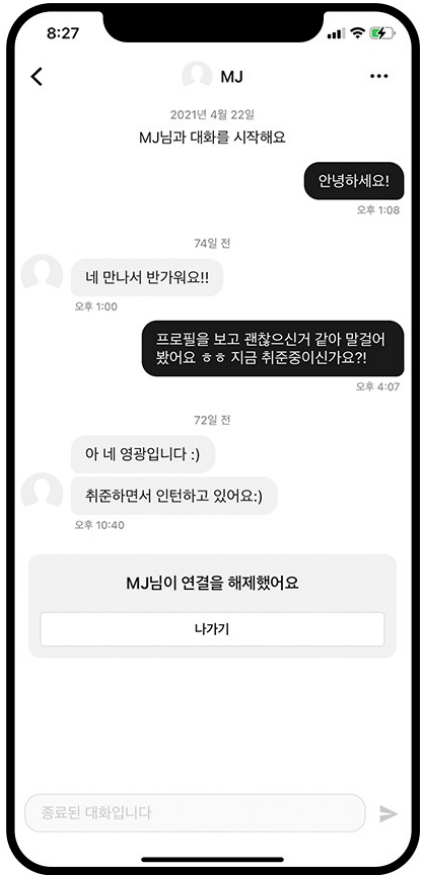


PROBLEM

You might feel shy to continue a live chat one-on-one, or you just don't know how to do it.

SOLUTION

Herbee provides users with a series of random question games to continue a live chat for the first time.

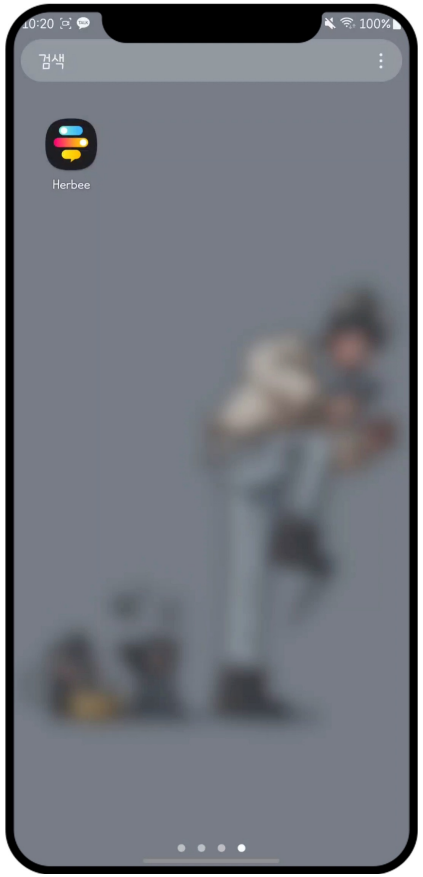


PROBLEM

You don't actually decide to meet her/him in person after.

SOLUTION

Herbee recommends good places for casual meetings.

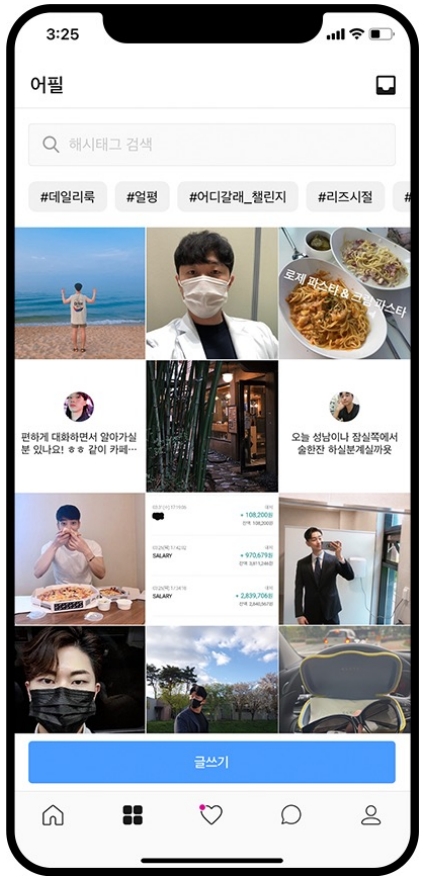


PROBLEM

Every people who want to meet the same hobby or interest people,are naturally..

SOLUTION

Meeting naturally in the neighborhood!
Sign up for a small group
In your neighborhood and work.



PAYMENT SYSTEM

Herbee Point = HONEY🍯

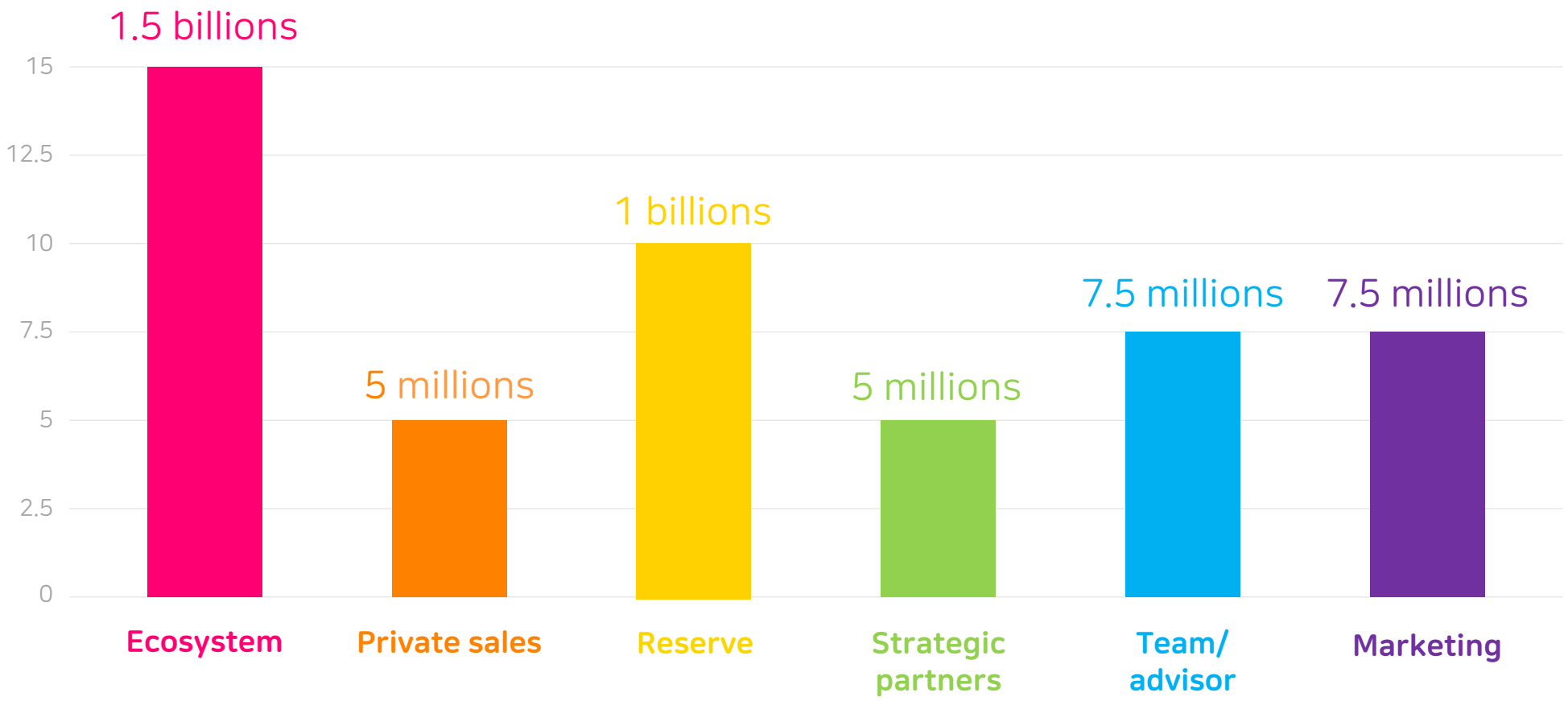
	Message	A meeting place	Revive a chat room	Open a neighborhood community	Join a neighborhood community	Expanding an area for meetings
In-app payment	3 HONEY	3 HONEY in case of not accepting, 2 HONEY is refunded	5 HONEY in case of not accepting, 5 HONEY is refunded	5 HONEY	1 HONEY	10 HONEY
Reward	Photo / 1 HONEY Video / 3 HONEY		10 HONEY		3 HONEY	
	Uploading feed		Confirmed meeting		Review a neighbourhood	

PAYMENT SYSTEM

	Subscription service	50 Honey	30 Honey
Price	USD 10 / month	USD 5	USD 3.5
Function	Access to all functions	Access to limited functions	

GOVERNANCE

Total amount issued : 5 billions



GOVERNANCE

Vesting Plan

1st day of each month	Ecosystem	Private Sale	Reserve	Strategic Partners	Team/Advisor	Marketing	Total	Unlocked Tokens To Date
Bonus	N/A	N/A	N/A	N/A	N/A	N/A	100%	
Total Bee Allocation	1,500,000,000	500,000,000	1,000,000,000	500,000,000	750,000,000	750,000,000	5,000,000,000	
Rete	30%	10%	20%	10%	15%	15%	100%	
Vesting Period (Months)	15	7	10	5	8	11		
Token Unlock Schedule								
D		50,000,000				50,000,000	100,000,000	100,000,000
D+1		50,000,000				100,000,000	150,000,000	250,000,000
D+2		50,000,000				100,000,000	150,000,000	400,000,000
D+3		50,000,000				100,000,000	150,000,000	550,000,000
D+4		100,000,000				100,000,000	200,000,000	750,000,000
D+5		100,000,000				50,000,000	150,000,000	900,000,000
D+6		100,000,000				50,000,000	150,000,000	1,050,000,000
D+7						50,000,000	50,000,000	1,100,000,000
D+8						50,000,000	50,000,000	1,150,000,000
D+9						50,000,000	50,000,000	1,200,000,000
D+10	100,000,000					50,000,000	150,000,000	1,350,000,000
D+11	100,000,000		50,000,000	100,000,000			250,000,000	1,600,000,000
D+12	100,000,000		50,000,000	100,000,000			250,000,000	1,850,000,000

GOVERNANCE

Vesting Plan

1st day of each month	Ecosystem	Private Sale	Reserve	Strategic Partners	Team/Advisor	Marketing	Total	Unlocked Tokens To Date
Bonus	N/A	N/A	N/A	N/A	N/A	N/A	100%	
Total Bee Allocation	1,500,000,000	500,000,000	1,000,000,000	500,000,000	750,000,000	750,000,000	5,000,000,000	
Rete	30%	10%	20%	10%	15%	15%	100%	
Vesting Period (Months)	15	7	10	5	8	11		
Token Unlock Schedule								
D+13	100,000,000		50,000,000	100,000,000			250,000,000	250,000,000
D+14	100,000,000		50,000,000	100,000,000			250,000,000	500,000,000
D+15	100,000,000		50,000,000	100,000,000			250,000,000	750,000,000
D+16	100,000,000		50,000,000		50,000,000		200,000,000	950,000,000
D+17	100,000,000		50,000,000		100,000,000		250,000,000	1,200,000,000
D+18	100,000,000		50,000,000		100,000,000		250,000,000	1,450,000,000
D+19	100,000,000		100,000,000		100,000,000		300,000,000	1,750,000,000
D+20	100,000,000		100,000,000		100,000,000		300,000,000	2,050,000,000
D+21	100,000,000		100,000,000		100,000,000		300,000,000	2,350,000,000
D+22	100,000,000		100,000,000		100,000,000		300,000,000	2,650,000,000
D+23	100,000,000		100,000,000		100,000,000		300,000,000	2,950,000,000
D+24	100,000,000		100,000,000				300,000,000	3,150,000,000
SUM	1,200,000,000		900,000,000	300,000,000	750,000,000		250,000,000	

GOVERNANCE

Limited to 5 billion
“Bee Tokens”

Chracteristics

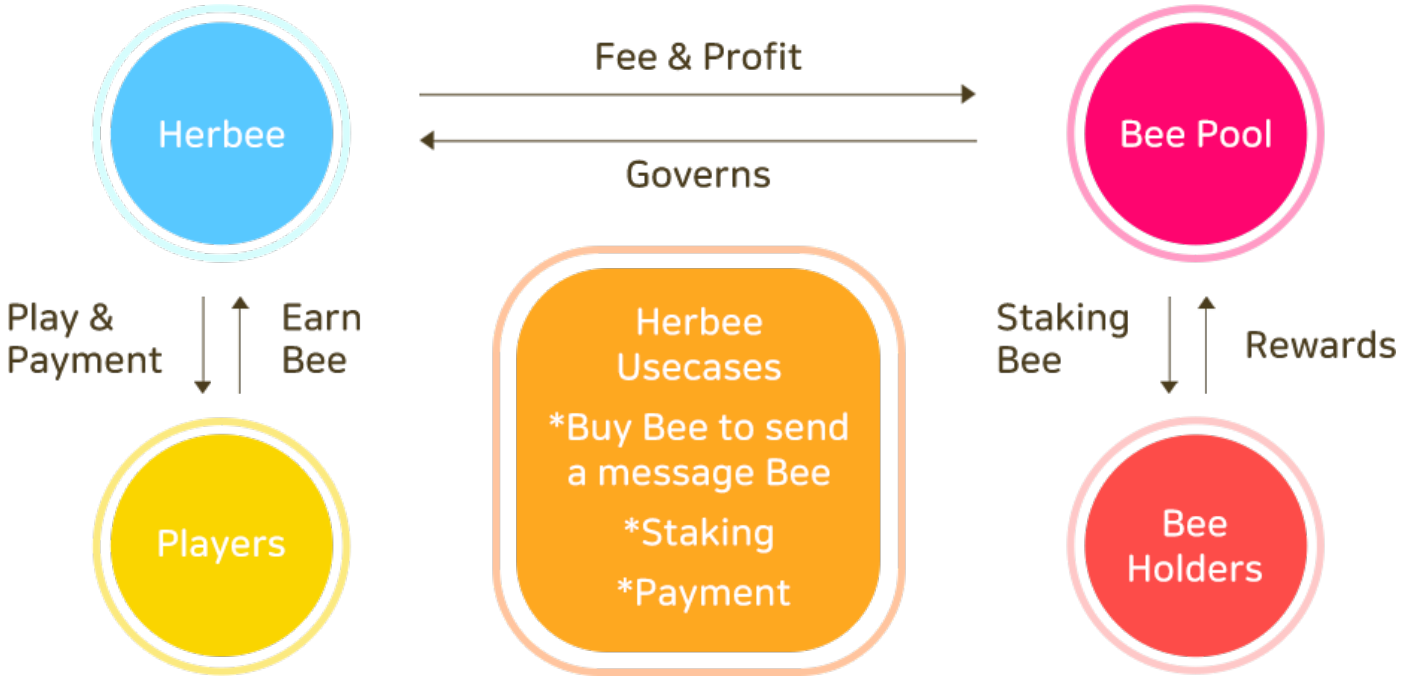
HONEY and the Bee Token are a key currency in the Herbee ecosystem.

How to use

Buy HONEY
Subscribe
Create Avatars
Buy Land

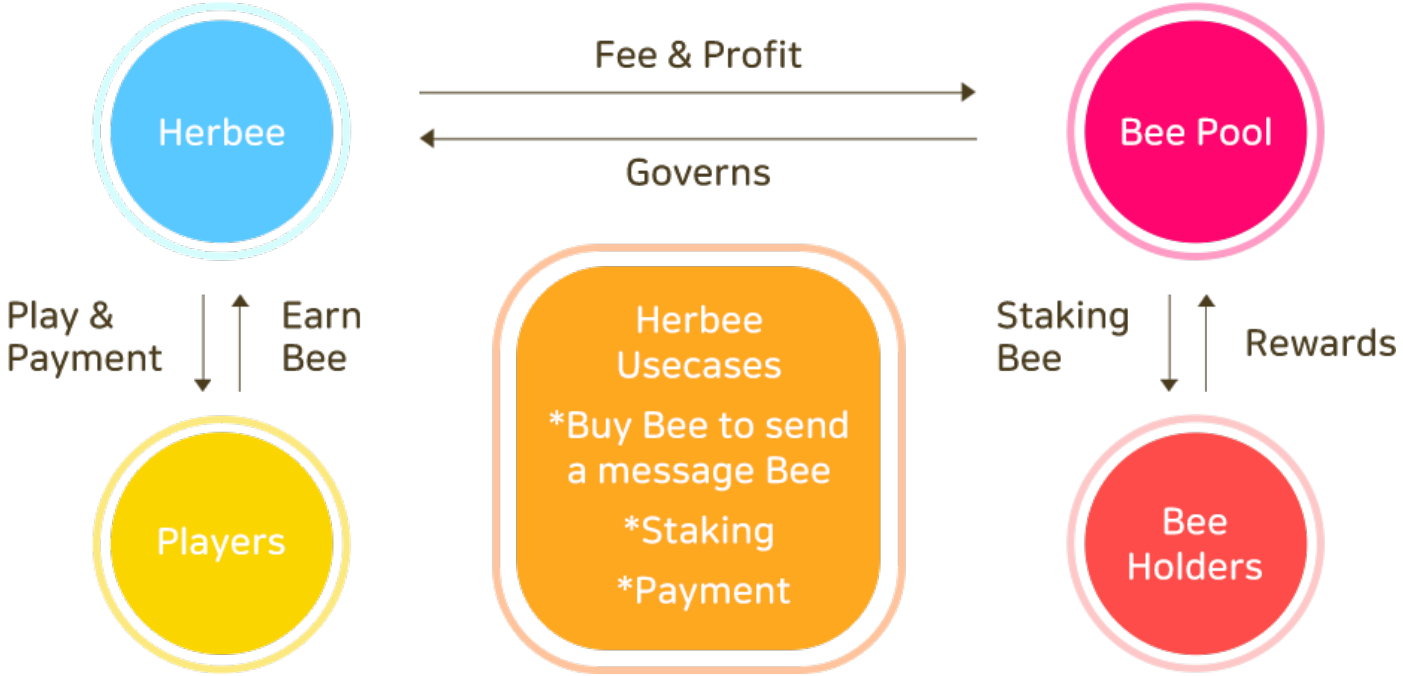
GOVERNANCE

Bee Token is Klaytn smart chain main net-based utility
and Plying Bee token that is used inside and outside.
Herbee Metaverse for honey purchases, staking, and holding Bee
and can also receive various benefits such as voting for events and participating in initiatives.



GOVERNANCE

Users can experience a variety of content,
such as messaging, purchasing avatars,
and other trendy business-oriented aspects in Herbee Metaverse
when they like and want to make friends.
Users can also use Bee to develop and release their own user-generated content (avatar)
to receive Bee and provide access to other players.



GOVERNANCE

Payment

Bee's first and major utility examples relate to the marketplace where users can purchase/sell Herbeewood (KIP-17-based virtual assets), AVATAR (KIP-17-based uniqu e characters), and ITEM (KIP-17). - Based on unique in-game items or attributes for the character. All marketplace-related purchases can be made at https://play.google.com/store/apps/details?id=kr.herbee.herbee.

Staking

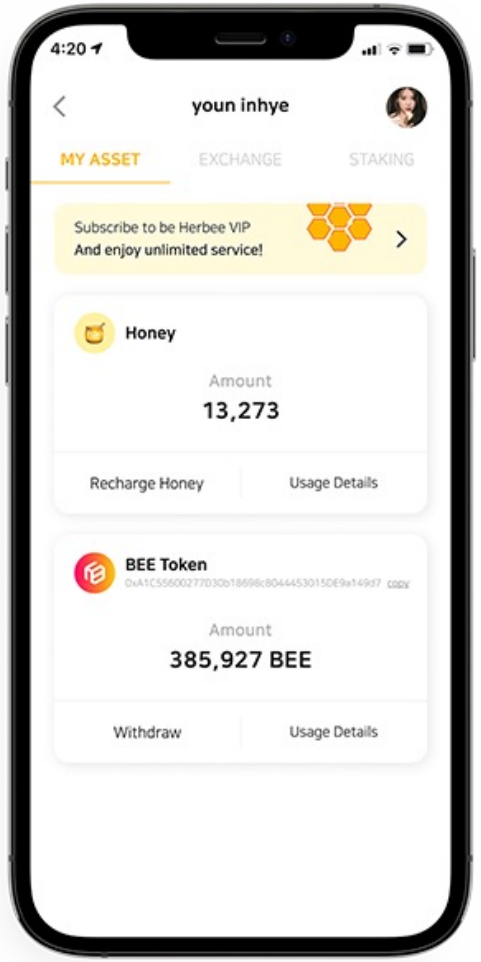
From mid-2022, Bee holders can staking Bee tokens and receive rewards at Staking Pool. Staking Pool can accumulate fees collected from sales inside NFT Marketplace and Metaverse and further participate in governance. The reward ratio is set high enough to promote user-based inflow and growth, and is fixed to gradually decrease as more people staking Bee tokens with Herbee's expansion.

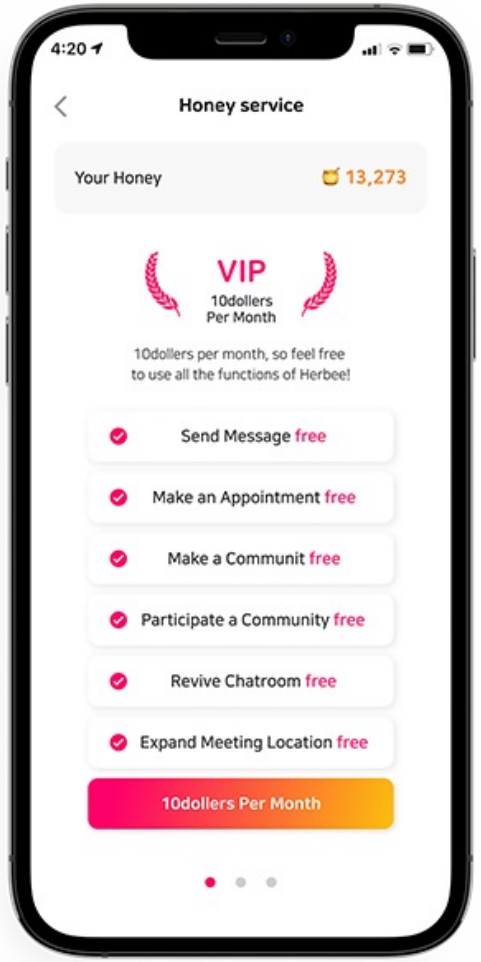
Governing

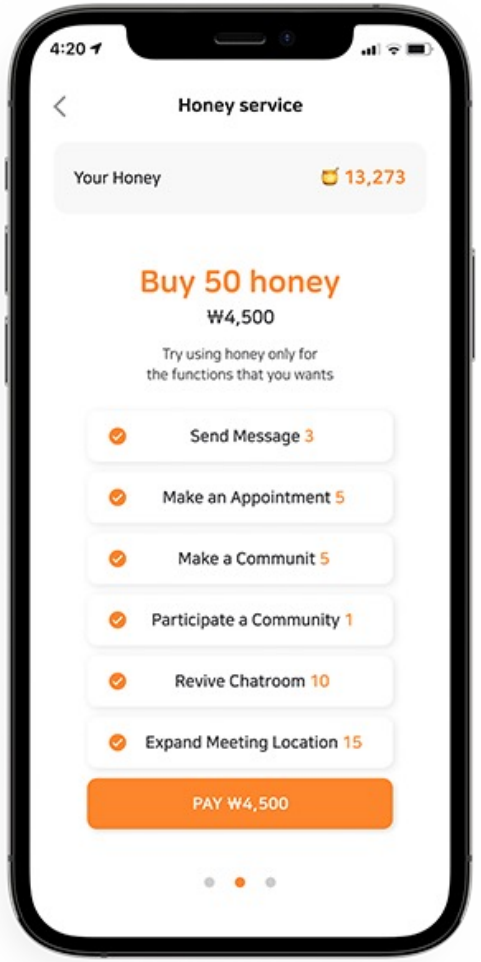
Herbee will operate a Staking Pool mechanism for decentralization policy-making practices to further decentralize Herbee Metaverse and reduce the participation of key teams in the future. Here, Bee tokens receive VP (voting power) and are staked in Staking to participate in major voting proposals.

GOVERNANCE

Bee Wallet

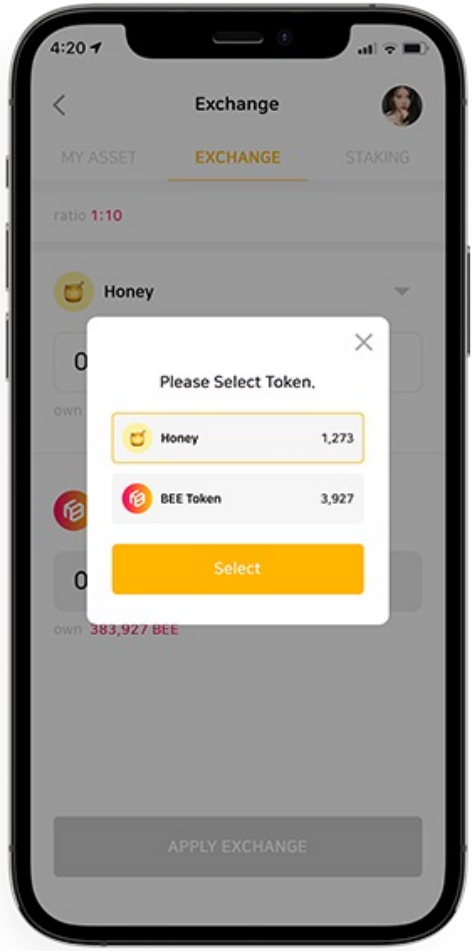


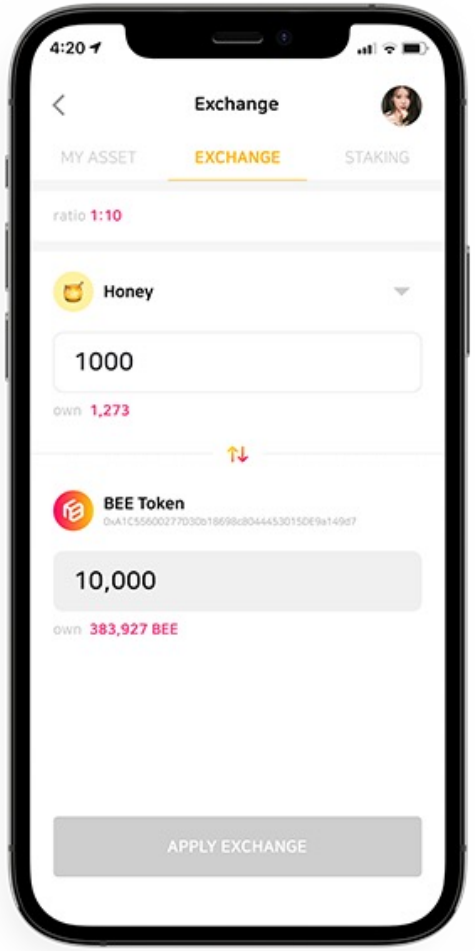


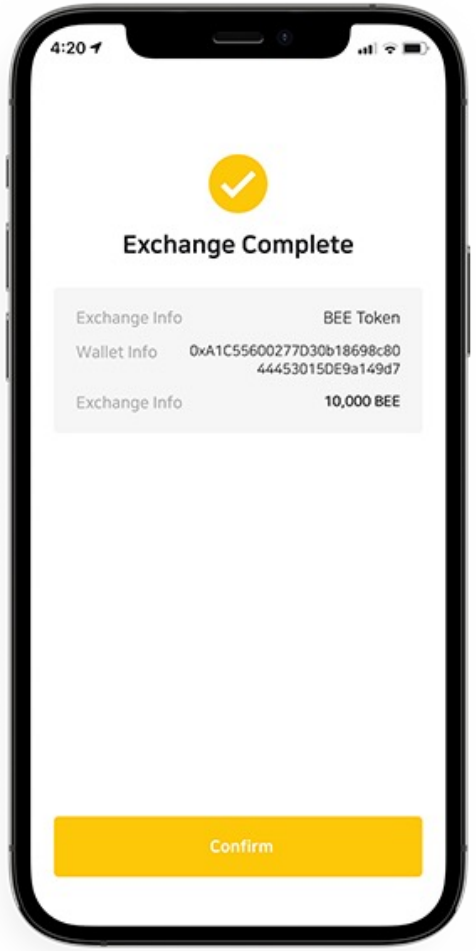


GOVERNANCE

Honey and Bee tokens exchange

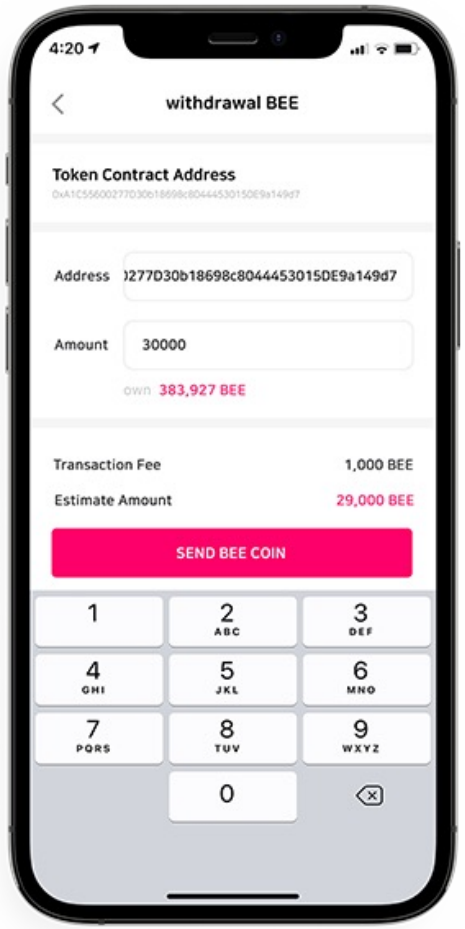


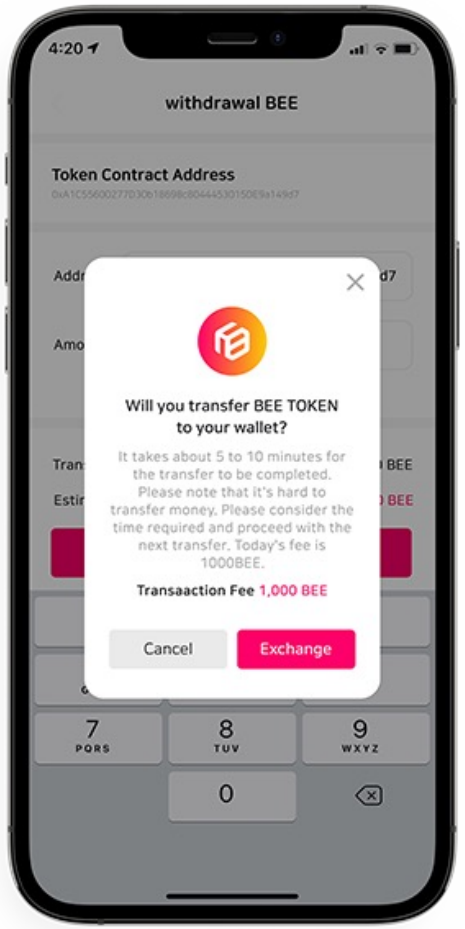


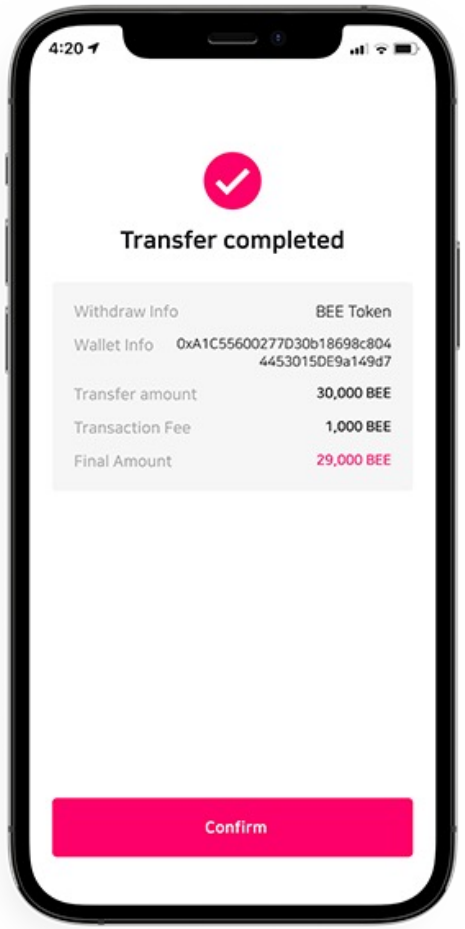


GOVERNANCE

Withdraw Bee tokens from the Bee wallet







GOVERNANCE

Partners can recruit users through face to face meetings and receive.
compensation at the same time as they meet

Meeting confirmation rewards	**Community** Verification meeting 50 HONEY	**Partner** Verification Meeting 30 HONEY	**User** Verification meeting 10 HONEY
travel distance on GPS	**GPS/1km~5km** Before verification meeting 1km ~ 5km 1 HONEY reward	**GPS/more than 5km** Before verification meeting 10 HONEY reward	

GOVERNANCE

Scope of User Participation by community establishment

Community **Partner**

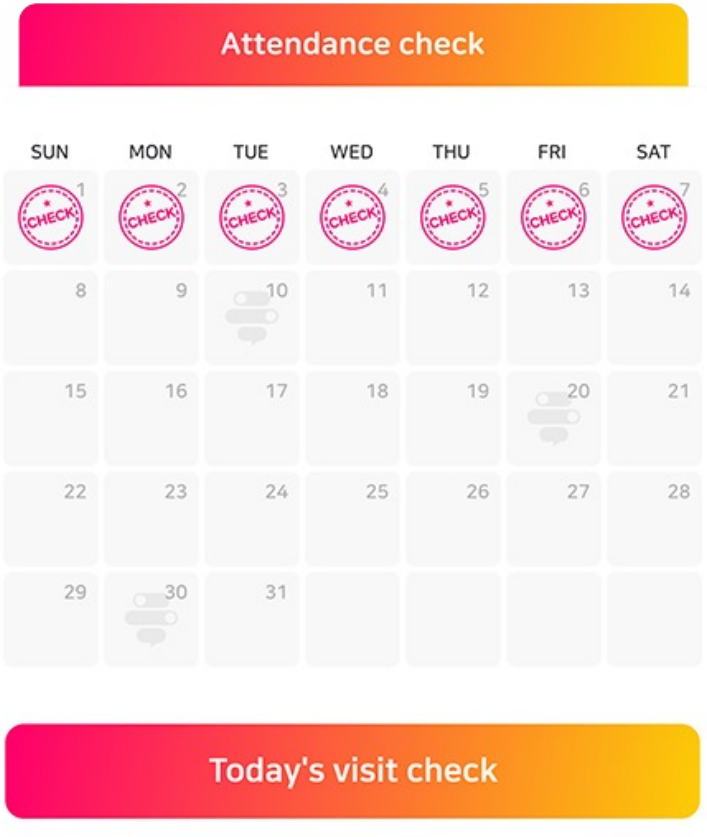
When the honey pot is filled,
the community can proceed
with votes on the agenda

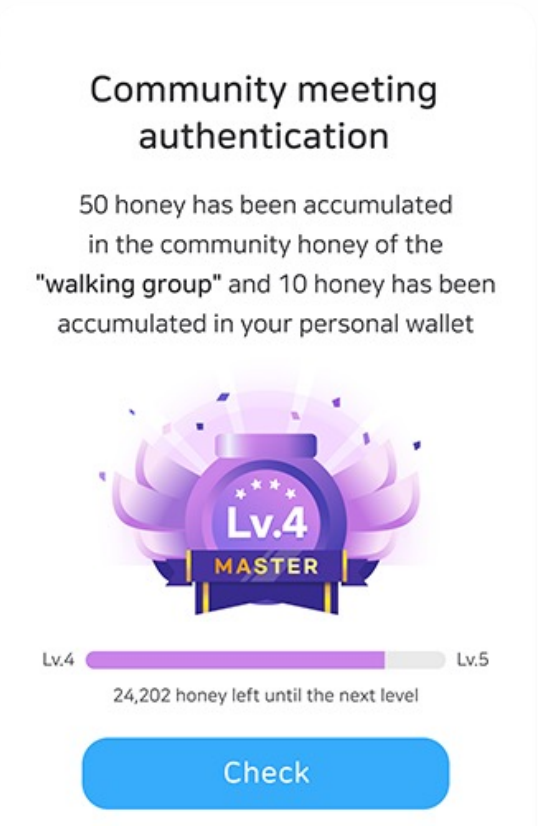
Community **Member**

NFTs are issued to the photos or images of
the community members who have filled
the honey pot.

GOVERNANCE

HONEY are rewarded to users according to their community activities, and HONEY are filled in the HONEY Pot. Once 1000 Honey are filled in the Pot, users can swap them through the Bee Wallet via Herbee's Klaytn-base daily attendance ecosystem (Honey Pot).





GOVERNANCE

Join communities on Herbee and spend time with the members in the community.
Acheive level ups for the development of the community.

Level.1

10,000 Honey

Reward
1,000 Honey
accumuiate

Level.2

30,000 Honey

Reward
3,000 Honey
accumuiate

Level.3

50,000 Honey

Reward
5,000 Honey
accumuiate

Level.4

70,000 Honey

Reward
7,000 Honey
accumuiate

Level.5

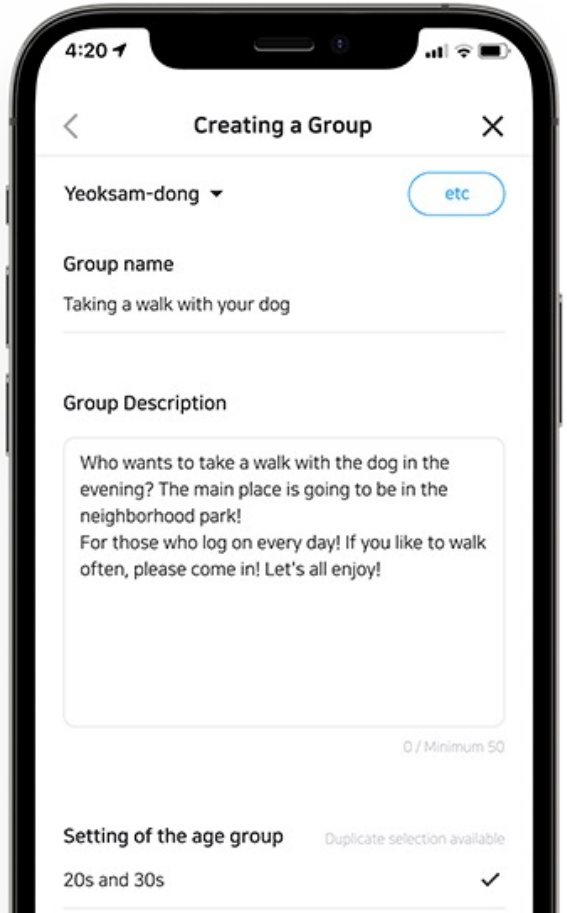
100,000 Honey

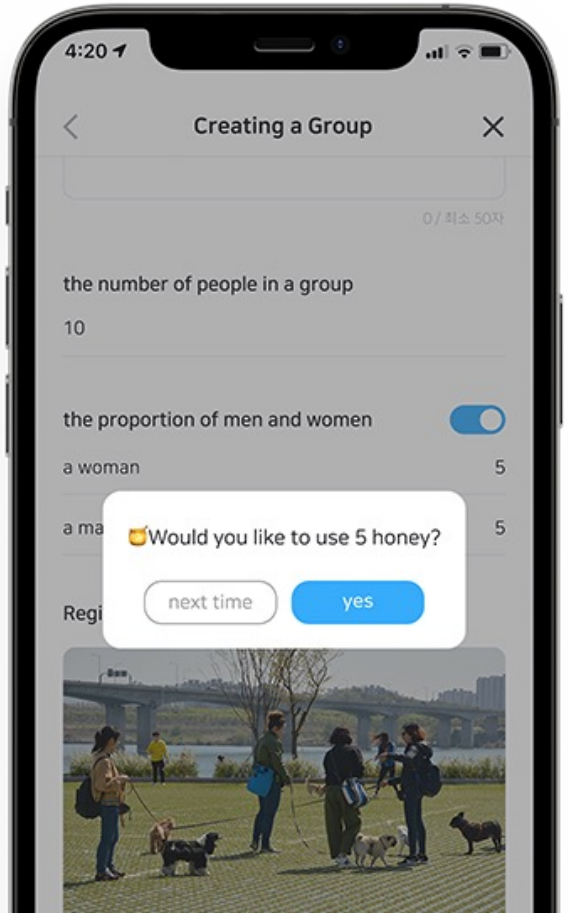
Reward
20,000 Honey
accumuiate

+ additional Honey generation

GOVERNANCE

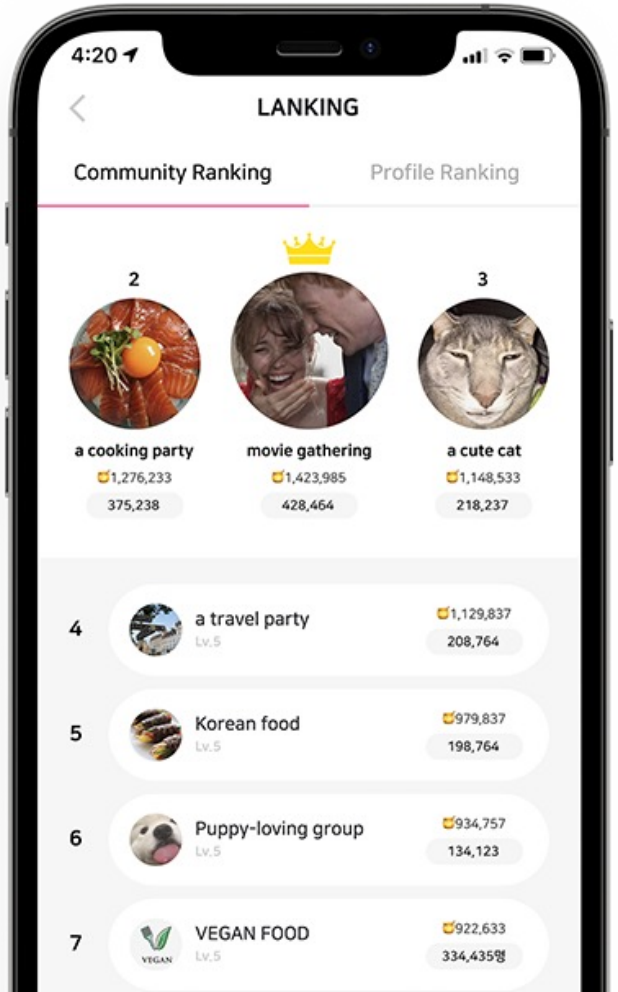
When you create a community, you can set a club name, an age, a number of participants. Once you have successfully created a community, the HONEY Pot is created to fill necessary funds for governance.

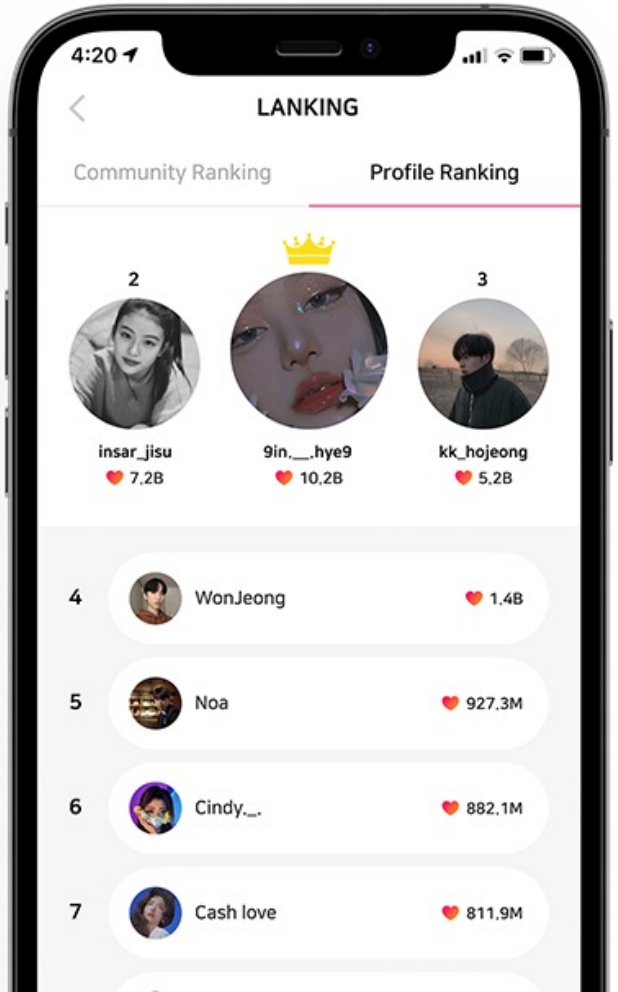




GOVERNANCE

We select the top 10 communities
every month and give them appropriate compensations





GOVERNANCE

If more than half of the participants
participate in the voting pool, additional HONEY will be accumulated.

Metaverse

Herbee provides with four main blockchain-base metaverse platforms: short-form videos and google maps, the Herbee meta-city, Herbeewood and the NFT market.

A combination of the trendiness and technology of Shot-Form and Google Mapping

Herbee-Meta-City

Herbeewood
(customized virtual asset)

NFT Market

Herbee is a metaverse platform that pursues natural encounters and is based on the Ethereum network and is powered by BEE utility tokens on all platforms. BEE Token is used on three platforms
: Herbee's HONEY purchase, NFT Marketplace, and Herbeewood.

Metaverse

Herbee Meta-city is the Herbee world where users can enjoy the metaverse and participate in various events and activities.

Get Reward

Shopping Center

Fun meetings

Create you avatar

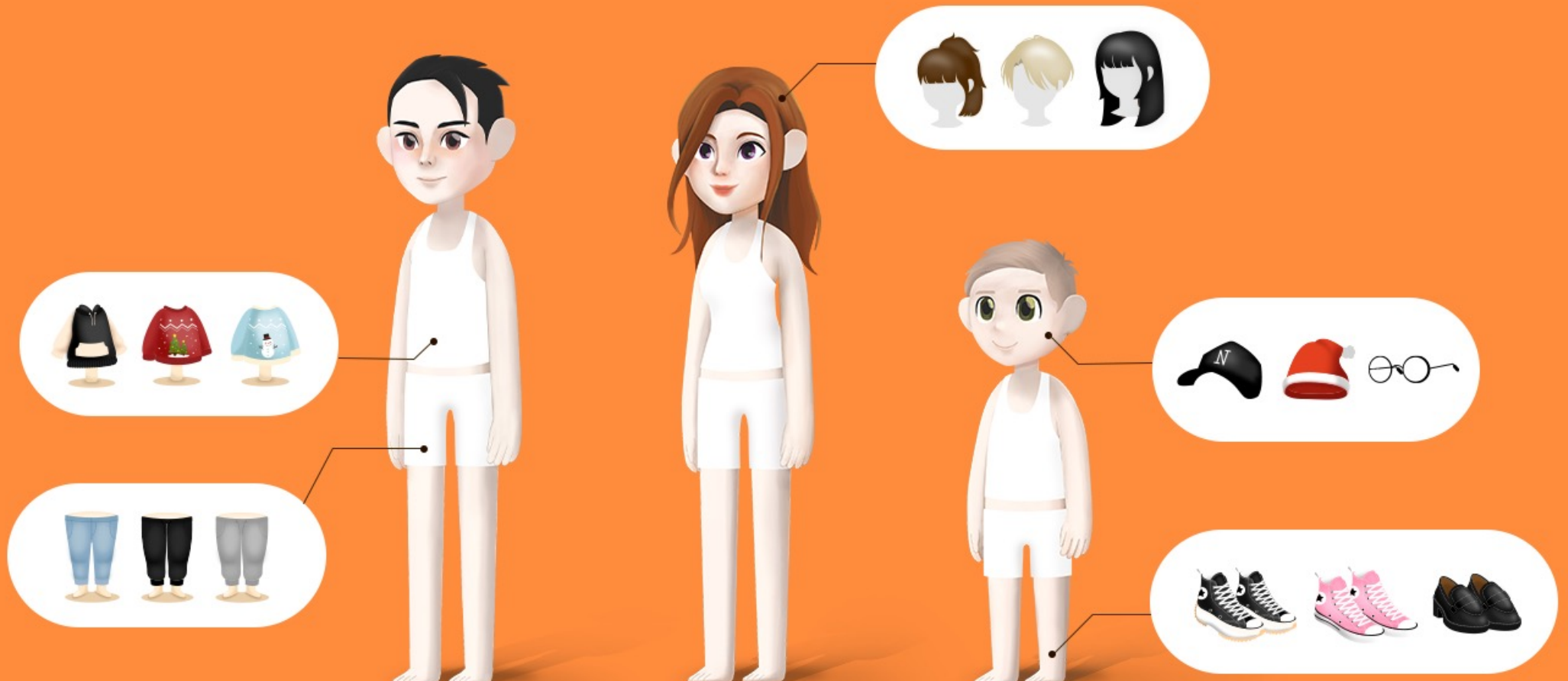
Metaverse

Herbeewood is a place where users can customise personal Bee Land.
The Bee Land is a digital part of the Herbee metaverse,
which is registed as a NFT (KIP-17).

Metaverse

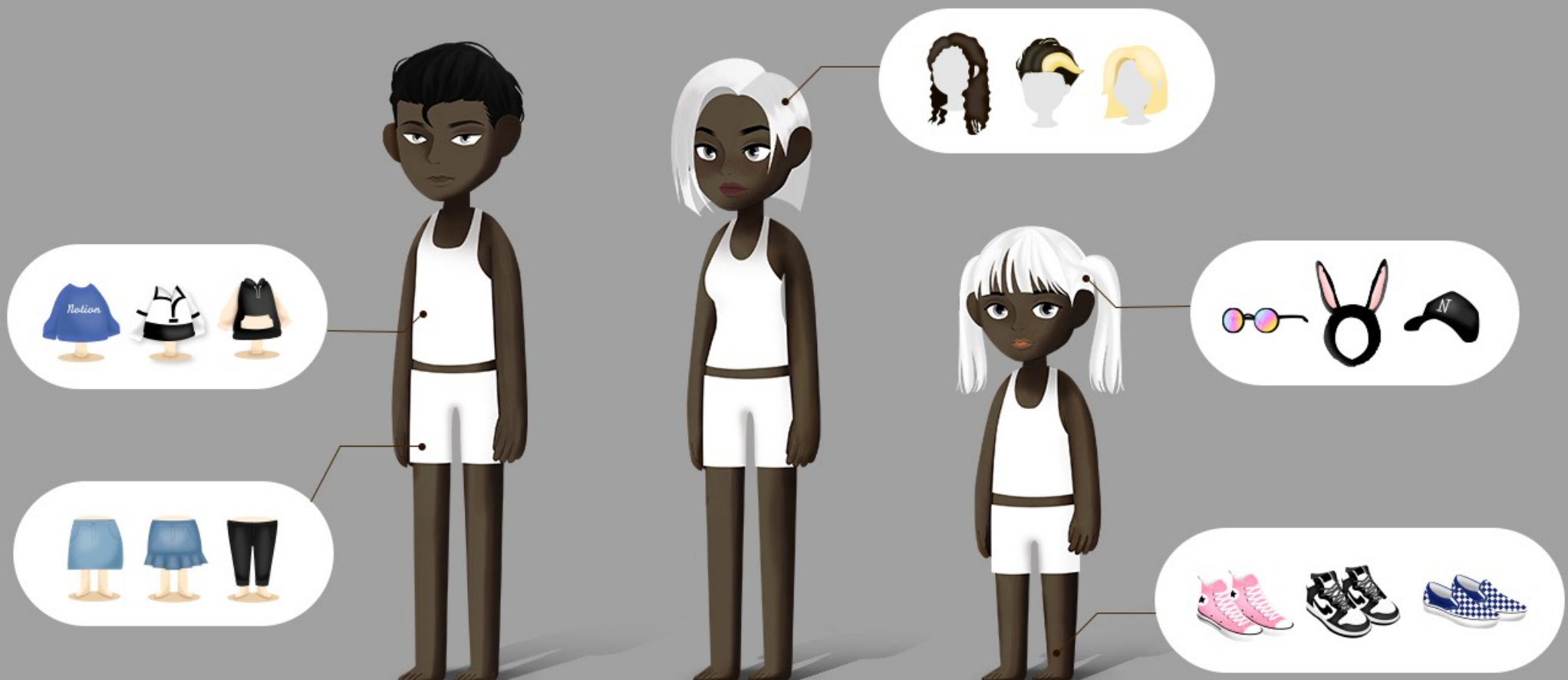
The NFT market is a marketplace where users can create and build unique characters protected by NFT standards using KIP-17.

Metaverse



Metaverse

Metaverse



ONE YEAR PLAN

TIME TABLE : SECOND QUARTER

GOALS AIM TO TOP TIER	HERBEE DOES	NFT
- Total volume of Bee tokens issued (5 billion)	- Raffle reward event will be held	- In-app test bed QA
- Listing on overseas exchanges (applies the average price at the time of listing)	- Start Global marketing	- Planning the NFT transaction system and collaborating with Project WITH
- Bee Staking Pool QA execution		- Additional development of NFT design
METAVERSE		
- Planning and development of Herbee meta character customization and ITEM installation function system.		
- Herbeewood architecture design and system development		
- Herbeewood landing architecture design and system development		

ONE YEAR PLAN

TIME TABLE : THIRD QUARTER

GOALS AIM TO TOP TIER	HERBEE DOES	NFT
-Android Beta launch	- Herbee In-App commercial launch	- NFT item inventory and management system UX/UI development
- Android,QA, and System Stabilization	- Application for Rian Foundation Venture Certification	- Add and change INAPP UI/UX NFT design
- Application and connercialization of the BEE Staking Pool system		
METAVERSE		
- Avatar test bed applied		
- Avartar Item Inventory and Management System UX/UI Development		

ONE YEAR PLAN

TIME TABLE : FOURTH QUARTER

GOALS AIM TO TOP TIER	NFT
- Selection and listing of Domestic Cripto Exchanges	- Planning and design of NFT exchange system
	- Herbee NFT issue
	- Herbee NFT update
METAVERSE	
- INAPP UI/UX Herbee Meta Design Modification and Change	
- Herbee Avatar co-work with Project WITH Bridge Test Bed Open	
- Avatar applies ITEM test bed-in-app and releases NFT	
- Pre-sale of Herbeewood Land will take place	
- Herbee Space ITEM pre-sale started	

TEAM MEMBERS

Kim Chi Kyung
CEO

-Blockchain Expert administered by Blockchain Council
-Graduated from Korea University
-Master's degree in KAIST
-6 years of Jpmorgan securities sales & trading
-12 years of Rian company
-M2N company outside director

Song Mae Keun
CEO

-Dongguk University Graduate School of Business. MBA
-CEO of Kyungdam-Solar Heat for 10 years
-Director of Gawon Electric
-Director Samha
-Director Sambok

Hong Young Kook
CMO

-Graduated from Yongin University's Department of Physical Education
-Hyun, CEO of Shinga branch of Crossfit Circle
-Brownpark video director
-CEO of 092Flim

Robin Ryu
Director

-Blockchain Expert administered by Blockchain Council
-Graduated from Korea University
-Master's degree in KAIST
-6 years of Jpmorgan securities sales & trading
-12 years of Rian company
-M2N company outside director

ADVISOR

Don Won Lee
Advisor

- HKUST Business School
- Assistant ProfessorAssistant Professor
- University of Maryland
- Lecturer / Graduate ResearcherLecturer / Graduate Researcher
- University of Mayland College ParkUniversity of Maryland College Park
- KAIST
- Industrial Engineering and Management Research Institute/
- Institute for Information Technology Convergence

Jung Woo Chun
Advisor

- Managing DirectorManaging Director
- Minds Lab Inc.
- 2022.01 ~ Present, Managing Director, Head of MX Business Division
- EY
- Director, Korea Business Market Leader for Russia and CISDirector, Korea Business Market Leader for Russia and CIS
- EY
- Moscow, Russian FederationMoscow, Russian Federation
- Ulsan National Institute of Science and Technology
- Member of the Advisory BoardMember of the Advisory Board
- Ulsan National Institute of Science and TechnologyUlsan National Institute of Science and Technology
- Member of the Advisory Board, Center for Technology Business Incubating
- Member of Reviewing Committee, UNIST Venture Program

Ethan Lee
Advisor

-Blockchain Expert administered by Blockchain Council
-Boston University Business School
-Former Decenternet Global Operations Director
-Former Tips For Creativity CEO
-Weggle CEO

TEAM MEMBERS

James Bang
General Operator

- Joongsan Machinery Co. Global Marketing Team Leader

Hwang Hyun Hoon
Server Developer

- Former 2007 Samsung Semes Developer
- Former,2010 App game Developer
- Former,2012 Style Picthu CTO
- Former,2015 Greenlight Partners CTO

TEAM MEMBERS

Tech Team

Do Jin Hyun
Team Lead
Android Application Development

- Former, KOTRA Addisababa Intern
- Former, BLOCKZIP CEO
- Former, ROKAF Officer(First Lieutenant)
- Developed Applications 'Today's Menu', 'FTX', etc.

Lee Seung gyu
Android Developer

- Weggle App Developer

Kim Yun ho
Backend Developer

- Former GS Retail manager
- Development of many app projects such as shigojago, puzzle, and oreum Planet.
- Graduated from Dankook University.

Lee Gun Uck
Backend Developer

- Drumtong project leading

Ju Hye Jung
iOS Application Development

- OneMoreTimer App Developer
- First Korea, Supia, Mamamia etc app development.

Jang Seong Gu
iOS Application Development

- Former, SKT Information usage fee Engineer
- Former, SKT T-DATA Free App Engineer
- Former, Newdio iOS App Developer
- Timers iOS App Developer

TEAM MEMBERS

Planning Team

Lee Min Yeol
Team Lead
General Manager

- Bmw certified employee.
- Manjuya O2O platform operation.

Choi Seung Hoon
Senior Manager

- Before, Team leader of YG K+ Management Headquarters.
- Before, A casting writer from Dong-A TV channel, Beauty & Rich.

Choe Dae Myeong
PD

- OKUB Album label Design team Director Freelancer
- One aNd Only (BETY) Shopping mall Art director
- Lotte Department Store Nowon Branch Tasty Kitchen by HAEWON Freelancer Designer
- Indeok (Past) Technical High School Communication Design Department A lab worker

Jang Cheol won
PD

- Yeungjin University Content design

Chol Yeun Jae
Junior Manager

TBWA KOREA internship
- Bachelor's degree / Education & Advertising and Promoting

Park Hye Yun
Marketer

- Bachelor's degree / International Economics and Trade
- Shanghai Jiaotong University
- 2nd China International Import Expo Interpreter

TEAM MEMBERS

Design Team

Youn In Hye
Team Lead
X/UI Designer

- BOLD Coporation Product design Team Leader
- YJW Design Assiant Manager
- CGX Agency Branding&web designer

Min Kyung Ae
Web Designer

- PEERNINE web designer
- EC21 exclusive freelancer
- SUMTHING Corporation web deisgner

Kim Eo Jin
Web Designer

- ITENJOY Design Team Designer

PARTNERSHIP

Hiblocks

Docking Block

Project With

Chainflix

Hexlant

Weggle

Thank you.