



Herbee



INTRODUCTION

1. Preface

2. Introduction - What is Herbee?

(Herbee pursues natural encounters using GPS)

- Massive Key Words
- Comparison With Problems(Needs and Pain points)
- Location-Based Neighborhood Friend
- Short-Form
- Problems VS Solutions
- Payment Guide
- BEE Token
- What is Herbee with Meta?

3. Ecosystem Of Herbee Universe

4. Road Map

5. Team Members

6. Partnership



PREFACE

The Fourth Industrial Revolution comes to us with Herbee

The company we founded is the Rian Foundation ", which has been developed since September 12, 2020.

Welcome to Herbee's ecosystem, the first project created by experts at the Rian Foundation.

Herbee is a total social network and ECP (Easy Communication Platform) that naturally shares each other's tastes and lifestyles around the world, starting with beta launch in February 2020 to show how fantastic our universe is based on Ethereum (ERC-20) blockchain technology.

Herbee is a helper and one of the most powerful platforms to help people who seek to meet create happy relationships.

Herbee's ecosystem is based on Ethereum Blockchain Technology (ERC-1155, ERC-721) that utilizes a ground positioning system that contains natural communication and meeting between people without knowing each other.

It is a link that allows users around the world to meet using Google mapping, and users can issue unique NFT tokens and cards within Herbee, and can work inside Herbee Wood shopping malls and amusement parks through avatar creation. If you're ready, turn on GPS and start Herbee!

We sincerely welcome you to the ecosystem that Herbee will create.



WHAT IS HERBEE?



HER+BE MY BOY,GIRL

"HEART BEAT" an implication words

Male bees follow in groups when the queen bees go up to the sky.



MASSIVE KEY WORDS

Short-form
Information

Herbee
pursues
natural
encounters

JOY

Heart beat
(GPS)

Reward
(HONEY)
>BeeToken

Global
service
NFT+
Meta



NEEDS & PAIN POINT

20-25

" When insert the main pages
users have to judge the
unknown people "

26-35

" Pictures different
between real photos and
deep fake photos "

36-45

" Kind of picky people use App
but App is not easy to
continuing to communicate "



LOCATION-BASED NEIGHBORHOOD FRIEND

After COVID-19, platforms that strengthen the neighborhood base...

And the slogan change of blind date apps.

More and more people want to make light friends
in the neighborhood or match them with close friends.



Café

카페 이웃으로 놀러오세요!

동네 카페 인기글도 보고, 집 앞에서 중고거래까지



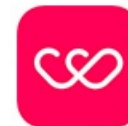
A date at noon.
ablind date

When you want to talk
to your neighbor.



SimKoong

When you want to make
a neighborhood friend.



WIPPY

When you need
a neighborhood friend.



SHORT-FORM

Make the key short and impressive!

Short-Form content that delivers powerful messages through videos has already become a trend familiar to the MZ generation.





SHORT-FORM

It is more burdensome than I thought to show myself on a live video call in real time. You can see the charm of the person wrapped around the short form video anytime, anywhere.



(AZAR)

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



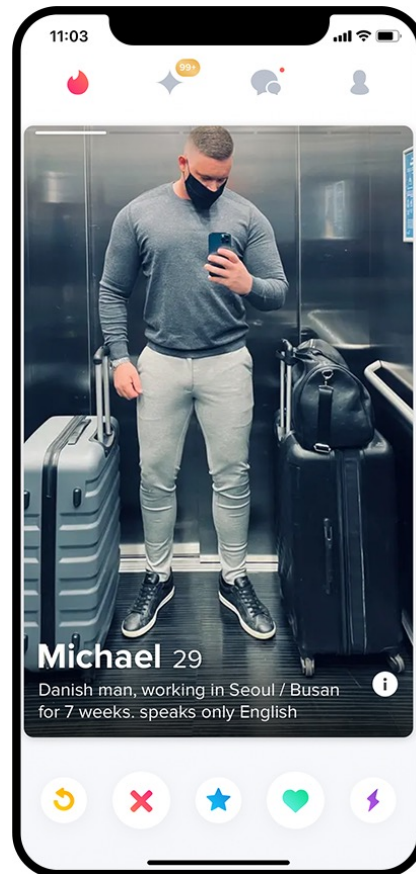
(Herbee)

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



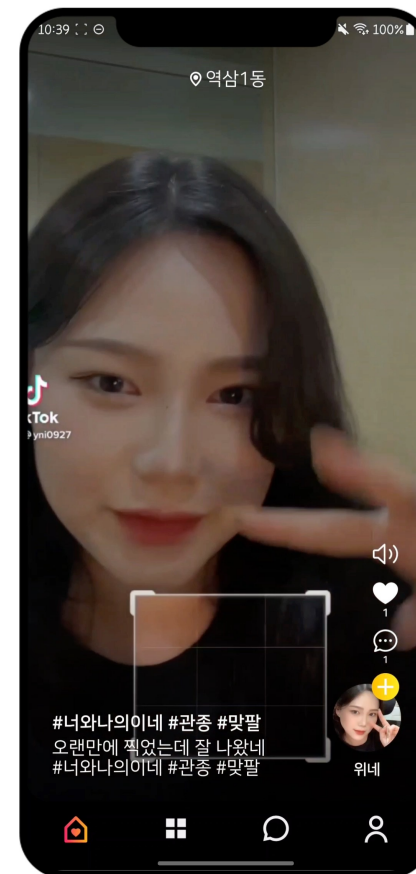
PROBLEM

You have to simply look at photos and limited information and judge and choose a person with "like" and "no" in one moment.



SOLUTION

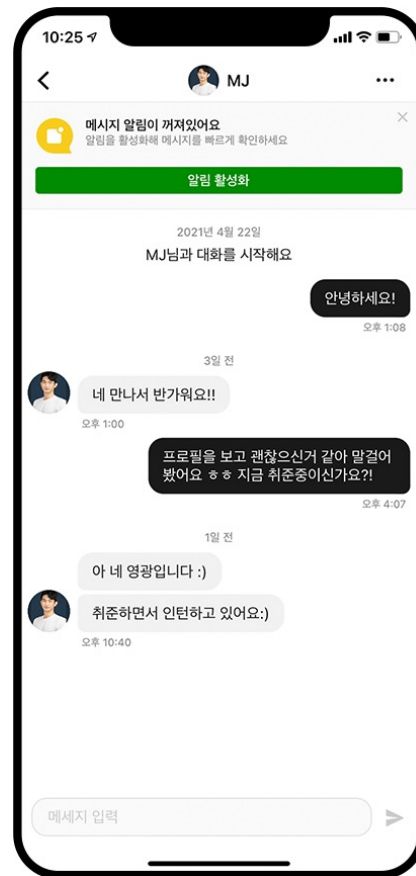
Let's stop evaluating and grading people. Identify your hobbies, tastes, and daily lives of one person as a short form and have a conversation.





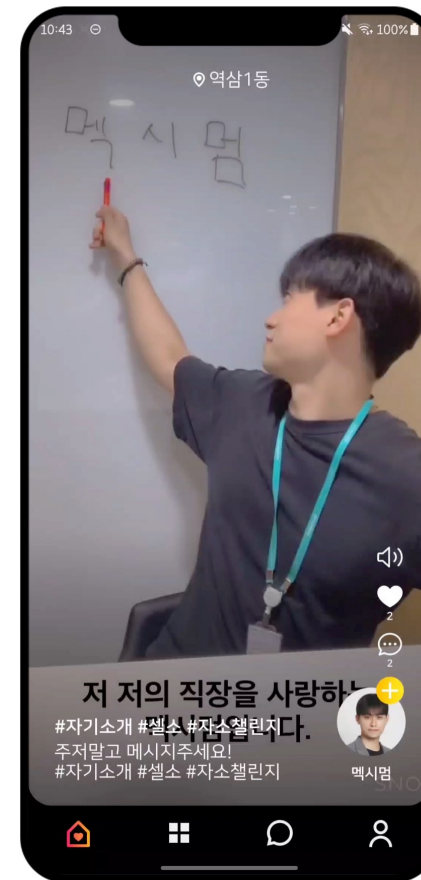
PROBLEM

I can't tell you my taste with just a few words.



SOLUTION

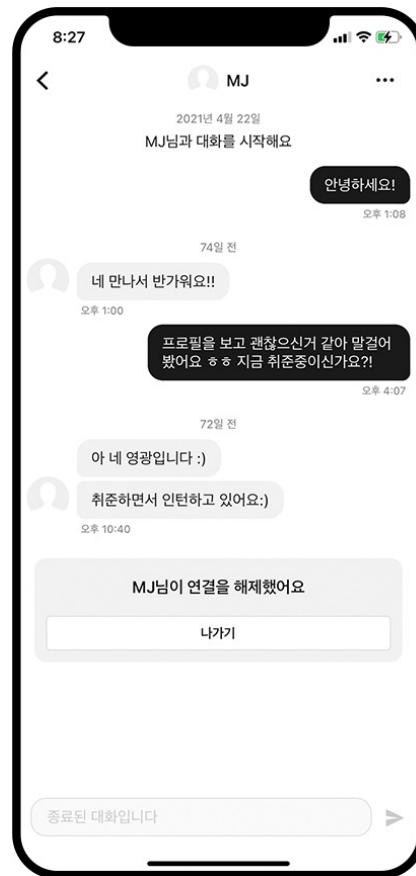
Ask about your taste every day.
Please share your lifestyle on the feed.





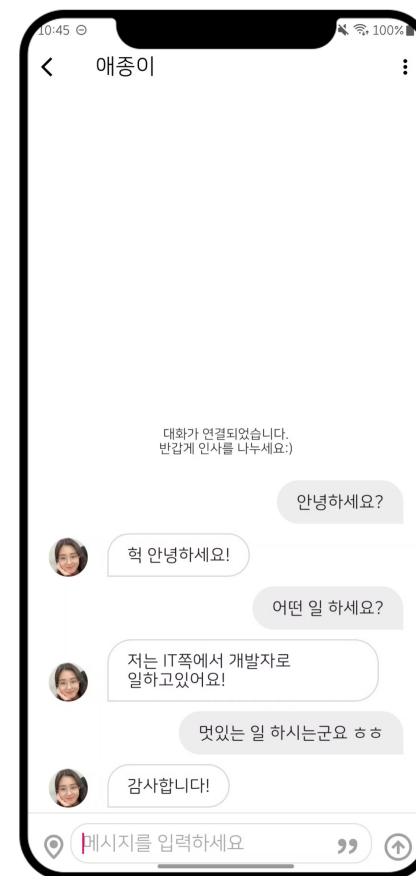
PROBLEM

I don't know what to say
even if it matches one-on-one.



SOLUTION

When we talk for the first time,
we'll play a random question game to make it fun.



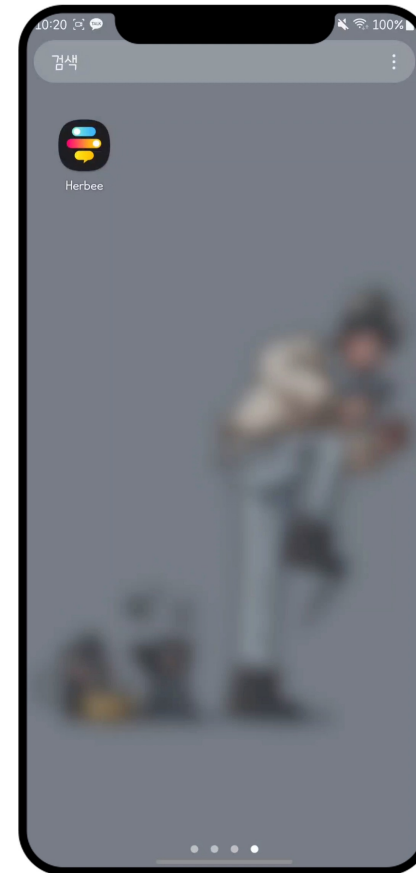


PROBLEM

I think it's hard to continue the conversation until we meet in person.

SOLUTION

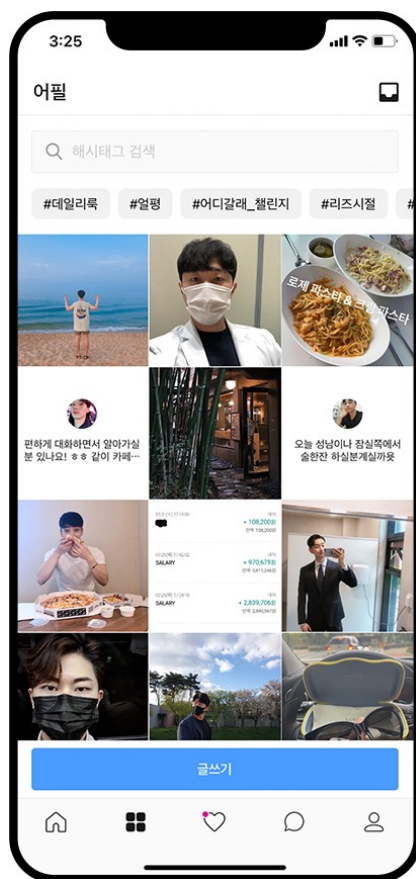
Recommend a good place to meet in the neighborhood, and check the process of meeting on the map to make your heart flutter.





PROBLEM

I want to meet people who have the same hobby or interests more naturally.



SOLUTION

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



PAYMENT GUIDE

Herbee Point = Honey 🍯

| | Message | Set the meeting place | Restart the chat room | A neighborhood meeting opened | Joining a neighborhood group | Expanding the meeting area |
|----------|--------------------------------|--------------------------|--------------------------|----------------------------------|------------------------------------|-------------------------------|
| Charging | 3 Honey | 5 Honey | 10 Honey | 5 Honey | 1 Honey | 10 Honey |
| Reward | Photo/1 Honey Video/3 Honey | | 10 Honey | | 3 Honey | |
| | Uploading feed | | Proof of meeting | | Review the neighborhood | |



PAYMENT GUIDE



Subscription service



50 Honey



30 Honey

Price

10 dollars / month

5 dollars

3.5 dollars

Function

Can use all functions without limit

Can use the functions you want in part

BEE TOKEN

Total amount issued



5 billions

Token distribution volume



2.5 billions

The company's holdings



1.5 billions

Listing price



1 cent

Marketing



500 millions

Reserve



500 millions

BEE TOKEN



Limited to 5 billion
"BEE TOKEN"

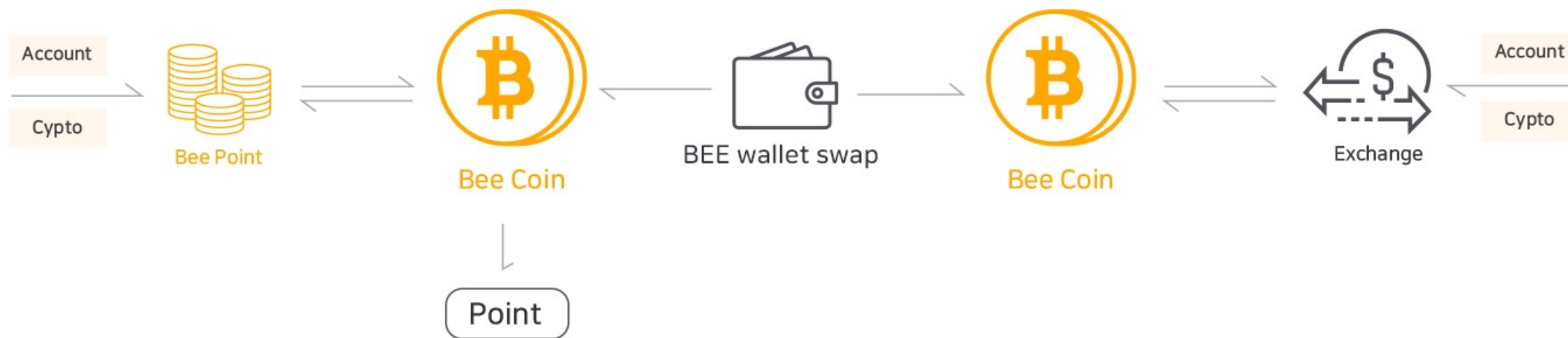
Characteristic

Honey can be purchased in Herbee
Avatars can be created,
and it is a key currency in the Herbee ecosystem

How to use

Buy Honey
Subscribe
Create Avatars
Buy Land

BEE TOKEN

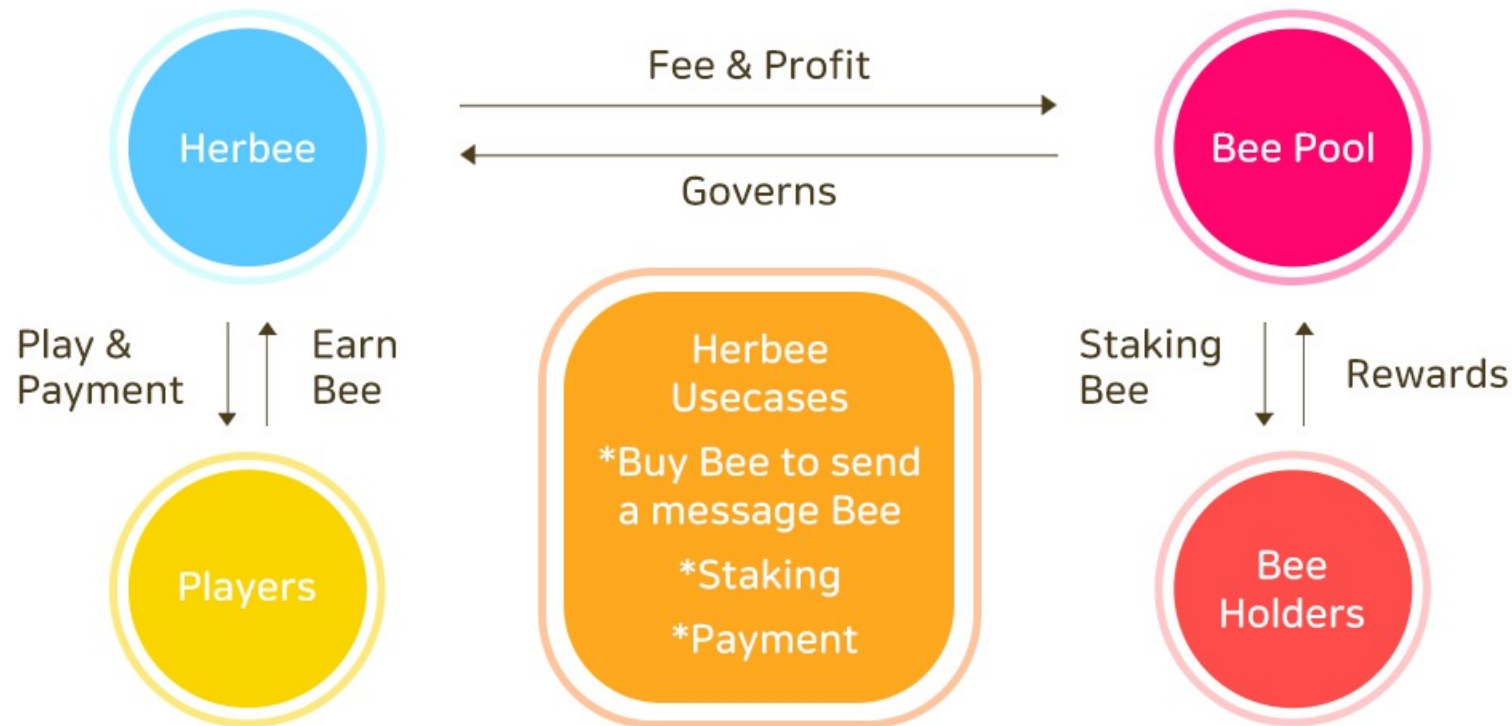




BEE TOKEN

Bee Token is an Ethereum 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.

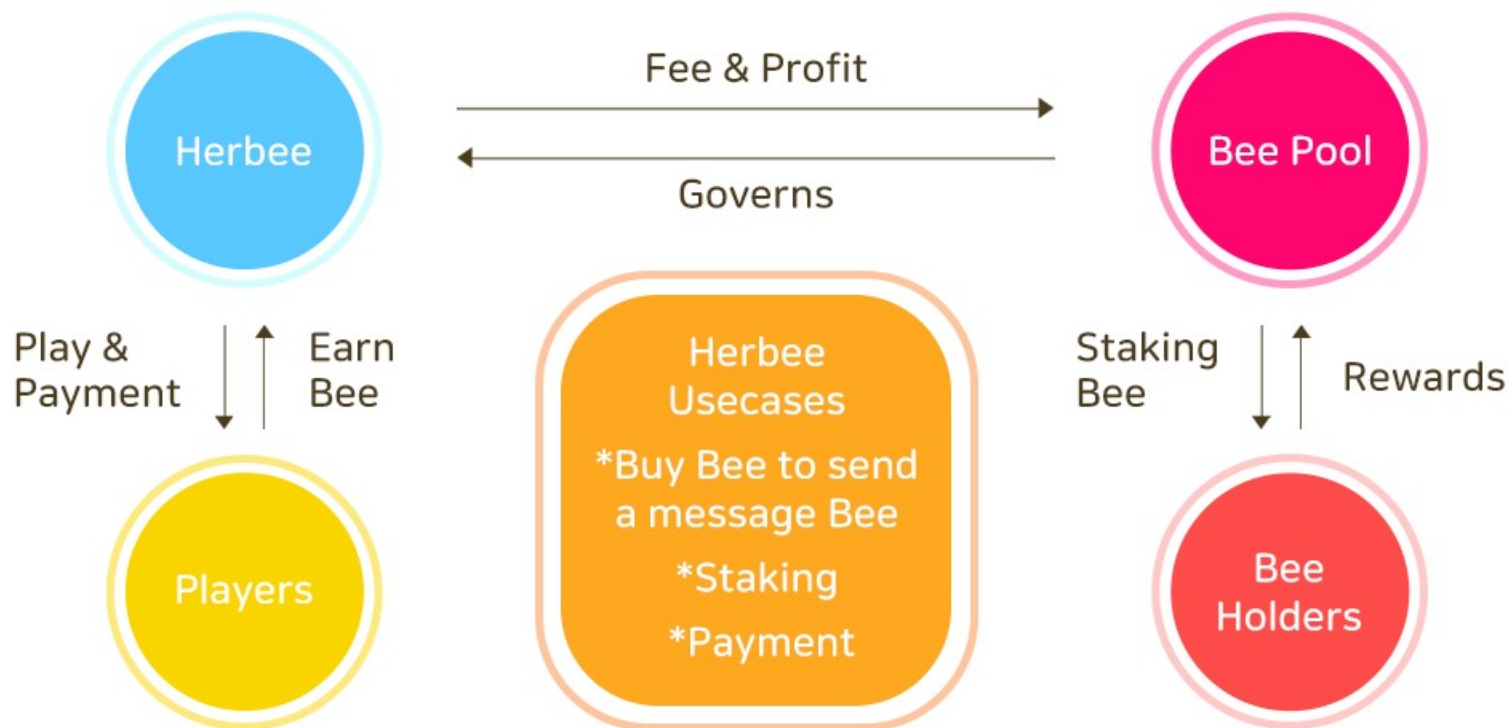




BEE TOKEN

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.





BEE TOKEN

Bee tokens are essential access to utility features in many ways, with the launch of all platform features, including Herbeewood and NFT Market. Therefore, Bee tokens have several more utility features that are closely linked to NFT use cases, which aim to maintain long-term value.

Staking Pool is operated by Bee token holders for the first time in 2022.

Staking Pool accumulates some of the profits and staking rewards from Herbee Metaverse and NFT Marketplace.

The Staking Pool is managed by a Bee holder who stakes tokens after the network is sufficiently distributed. Therefore, the Bee token is used in the following cases.



Payment



Staking



Governing



BEE TOKEN

Payment

Bee's first and major utility examples relate to the marketplace where users can purchase/sell Herbeewood (ERC-721-based virtual assets), AVATAR (ERC-1155-based unique characters), and ITEM (ERC-1155). – 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

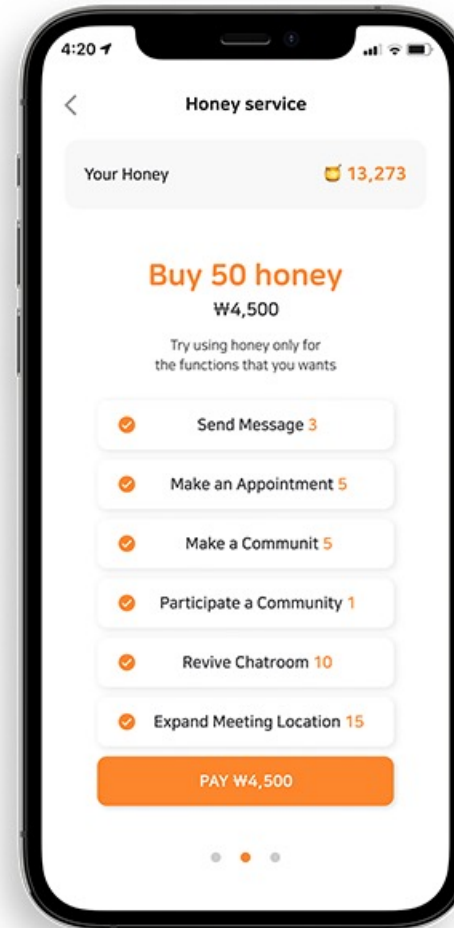
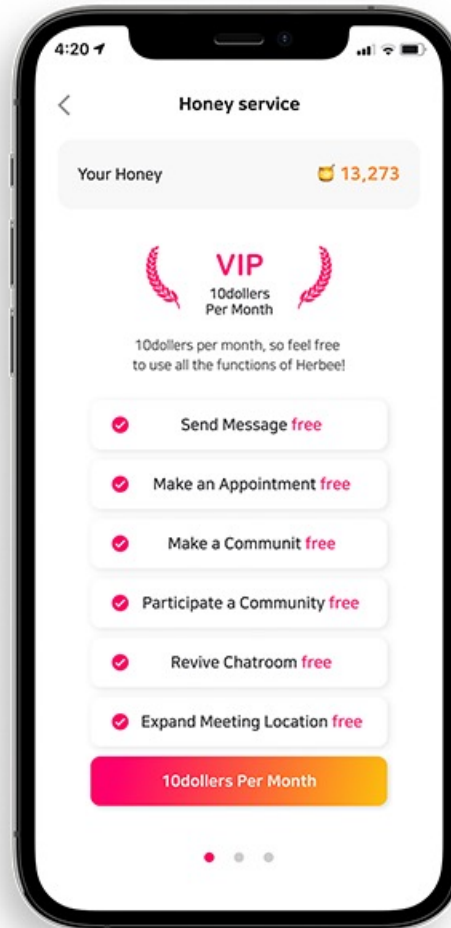
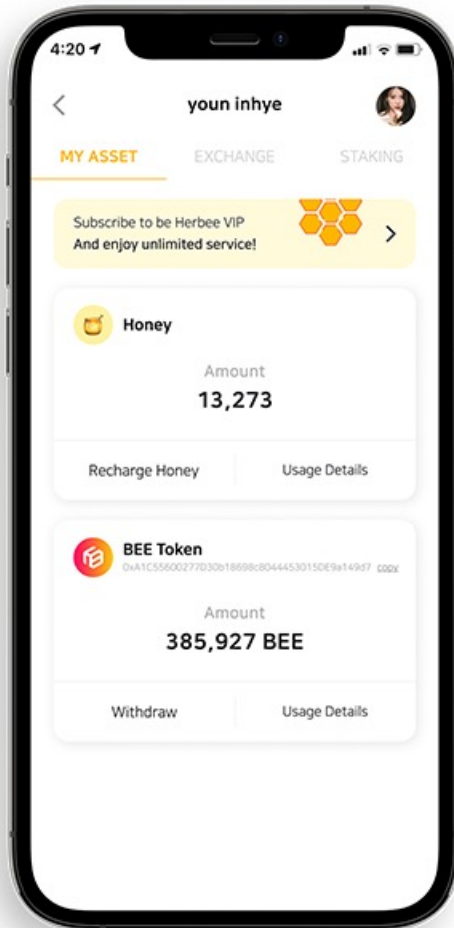
From mid-2022, Bee holders can stake Bee tokens and receive rewards at Staking Pool. Staking Pool can accumulate fees collected from sales inside NFT Marketplace and Metaverse and further participate in governance. The reward ratio is set high enough to promote user-based inflow and growth, and is fixed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

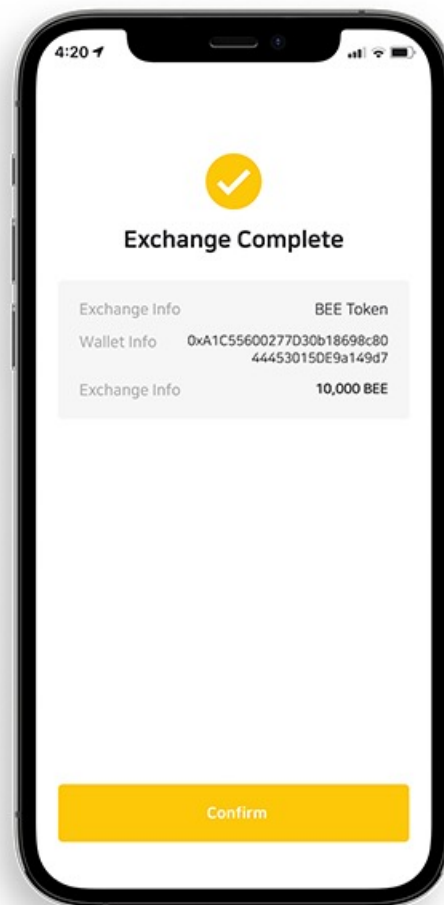
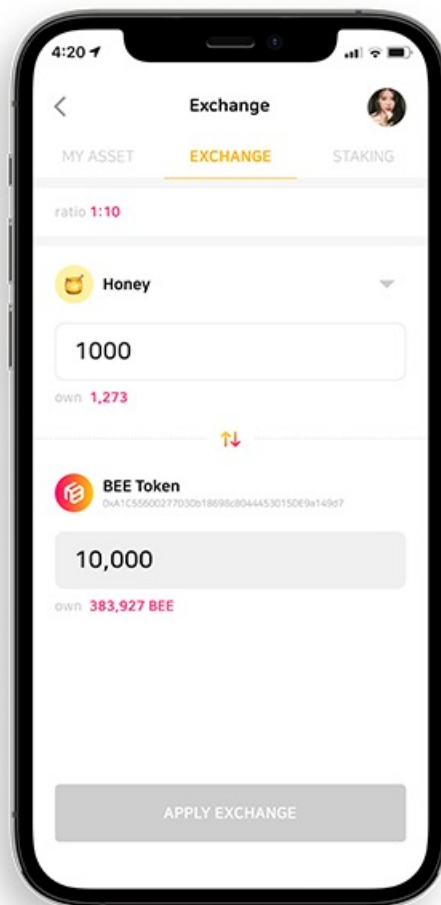
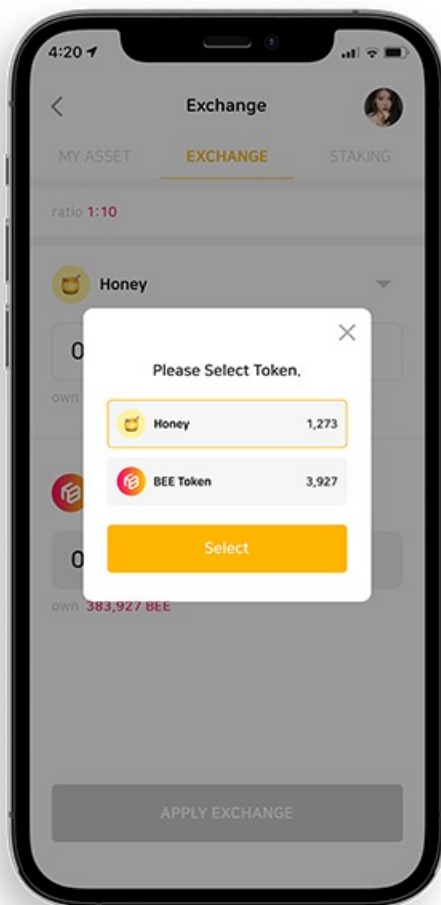
BEE TOKEN

BEE wallet driving screen



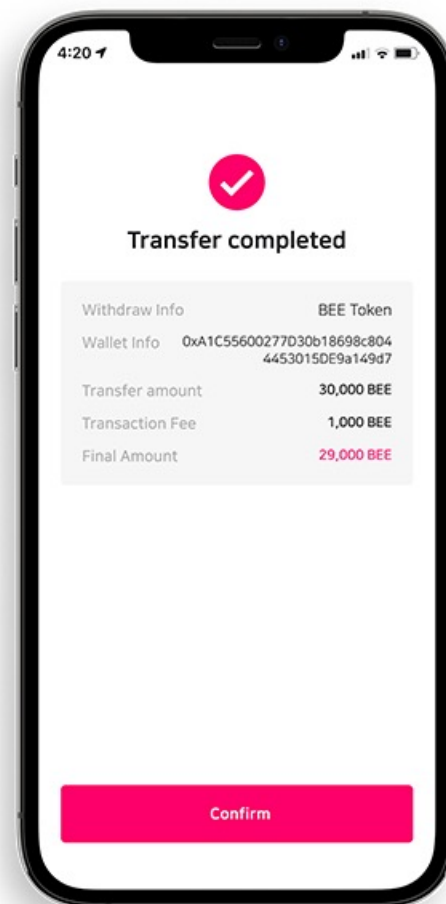
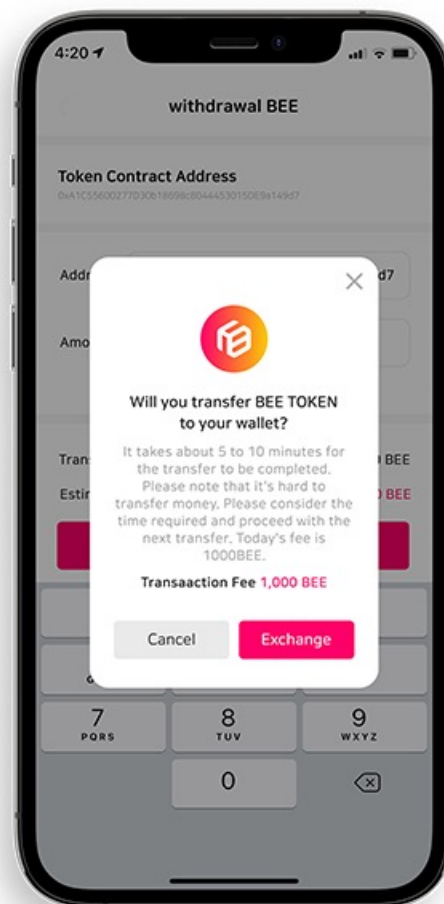
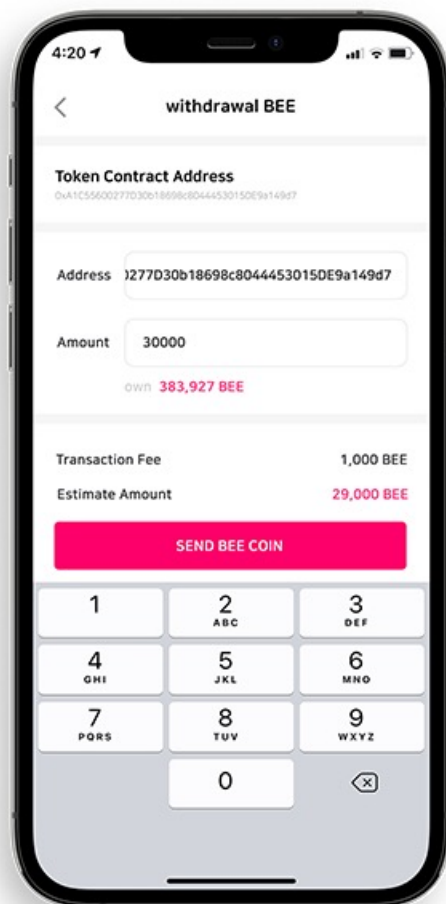
BEE TOKEN

Choose honey and exchange BEE



BEE TOKEN

Sending BEE to another wallet from BEE Wallet





What is Herbee with Meta??

Herbee-Blockchain-based Metaverse Platform, which is a platform that pursues actual natural encounters and supports strong and diverse NFT markets within augmented reality.

Herbee is based on four main platform functions known as NFT Market, Herbeewood, and Meta-City, where people seeking natural encounters meet.

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.



Herbee-Meta-City

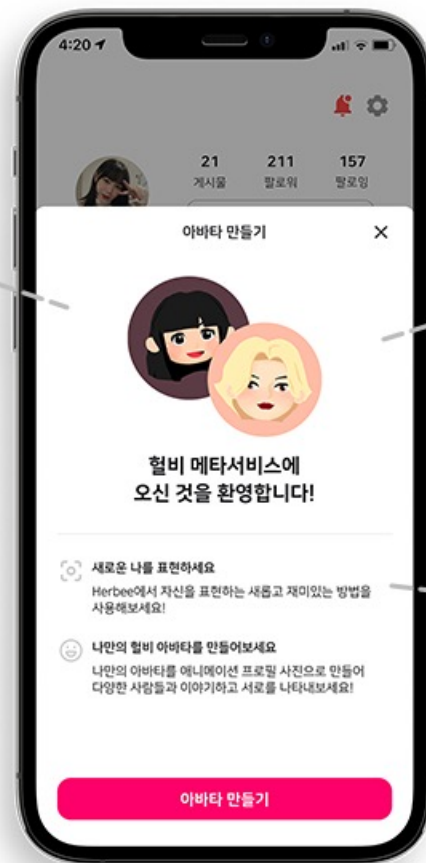
Herbee-Meta-City is a public Herbee World where users can enjoy Metaverse with other users and participate in various events and activities.



Get Reward



Shopping Center



Be enjoying the meeting



Create Avatar



HERBEEWOOD

Customized Virtual Asset is a place where users can acquire and customize personal BEE-LAND to build and provide their content within virtual assets.

BEE-LAND is the digital part of Herbee Metaverse's virtual assets registered as NFT (ERC-721).





NFT Market

Where users can create and trade unique characters protected by NFT standards such as ERC-721 or ERC-1155



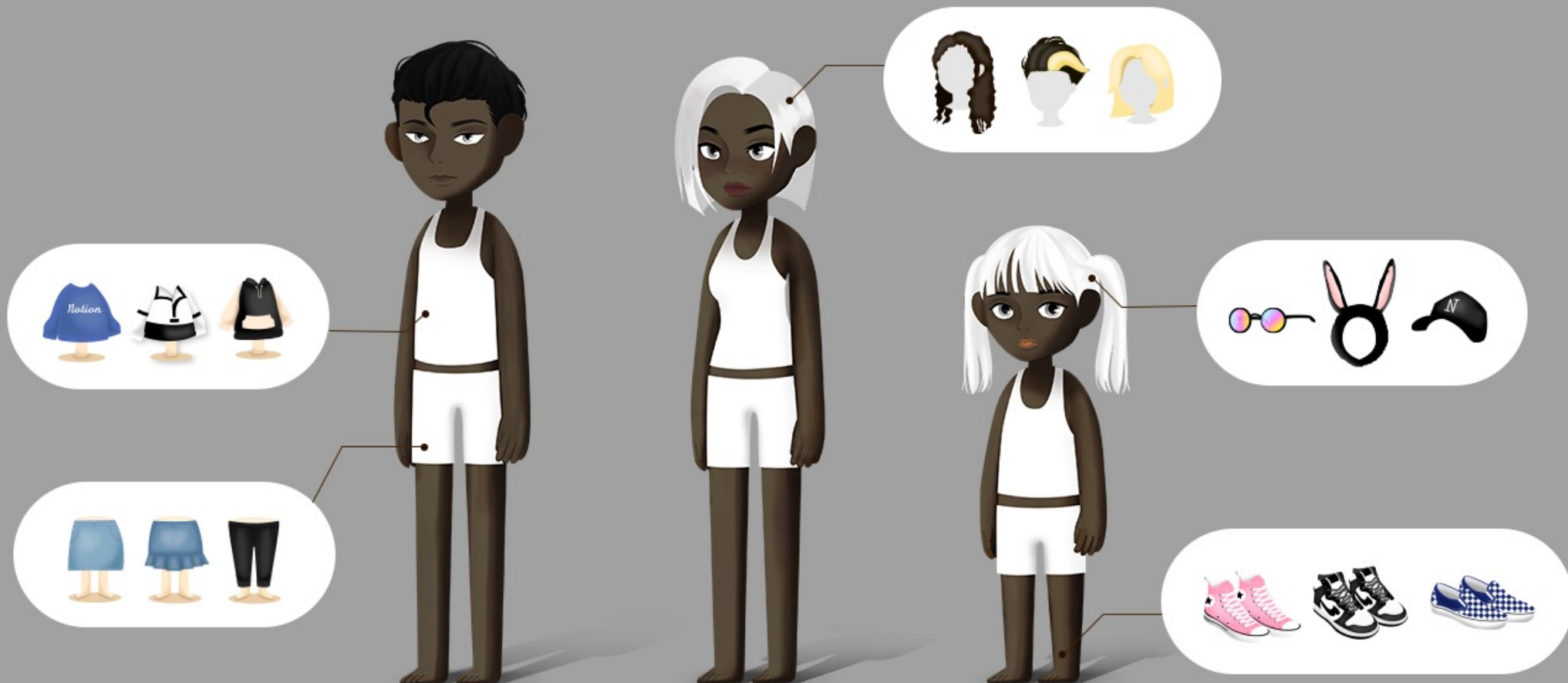
Herbee-Meta-Avatar



Herbee-Meta-Avatar



Herbee-Meta-Avatar





ONE YEAR PLAN

TIME TABLE : FIRST QUARTER

| GOALS AIM TO TOP TIER | HERBEE DOES | NFT |
|---|---|--|
| - Issued by BEE (5billion) | - Airdrop events in domestic and overseas communities will be held | - User NFT card and in-market UX/UI development. |
| - January 30th, Herbee beta launch | - Start SNS influencer marketing. | - NFT in-app UX/UI planning and design modification. |
| - Top100 overseas exchanges screening work, preparation for listing, and listing on crypto exchange(10cent listing price) | - BEE wallet in-app driving and transaction testing and QA | |
| - Listed on overseas exchanges in February | - Collaborative marketing execution with Hiblocks community swap and airdrop events simultaneously. | METaverse |
| - IOS Test Beta is released in February | - Collaboration with Chainflix to develop distributed storage. | - Herbee Meta UX/UI Production and Development (Avarta) |
| - March, Herbee Android Launch | - Planning for 2022 Rian Foundation Herbee Conference. | - Herbee Meta UX/UI Production and Development (Herbee Space) |
| - Google in-app payment execution | - Applying for Herbee patent. | - Production and development of Herbee Meta UX/UI (Herbeewood) |
| - Bee Staking Pool backend Server System Construction and Audition | - Blockchain Technology Enterprise Strategic Partnership | - Run Herbee Meta front and back-end open alpha test. |
| - Collaborate with Hexlant to add the BEE Wallet function to HERBEE | | |
| - Building Global GPS server with editing | | |



ONE YEAR PLAN

TIME TABLE : SECOND QUARTER

| GOALS AIM TO TOP TIER | HERBEE DOES | NFT |
|---|---|--|
| - Herbee IOS service is released | - 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 |
| - Listing on Uniswap | | - Additional development of NFT design |
| - Establishment of Rian's overseas subsidiary | METAVERSE | |
| - Application for ISMS certification | - Planning and development of Herbee meta character customization and ITEM installation function system. | |
| - Bee Staking Pool QA execution | - 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,IOS QA, and System Stabilization | - Herbee In-App commercial launch | - NFT item inventory and management system UX/UI development |
| - Application and commercialization of the BEE Staking Pool system | - Application for Rian Foundation Venture Certification | - Add and change INAPP UI/UX NFT design |
| | | |
| 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 | |



BOARD OF DIRECTORS



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
CFO

- 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



Ethan Lee
Director

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



Robin Ryu
Director

- Former PSA Pro Vice chairman of the Snowboard Association
- Former Decenternet Director
- Former Unsung co.,Ltd Director
- Weggle Co-Founde



Mike Lee
Director

- Graduated from Dankook University, Department of Business Administration, Department of Russian Literature
- Currently enrolled in Seoul Venture University, Department of Business Administration master degree
- Busan Blockchain Academy Instructor
- Writer with Dasan Books Publishing Company
- COO of Seedfinex
- Dockingblock CEO



TEAM HEAD



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

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

- Weggie 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

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

Design Team



Youn In Hye
Team Lead

UX/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.