



WHITE PAPER

V3 - 2021



DEHUB

Decentralized Lifestyle Hub

INTRODUCTION



DEHUB

Decentralized Lifestyle Hub

Welcome to the world's first decentralized entertainment aggregator and producer of original motion picture and immersive gaming experiences.

DeHub is a play, stream, and earn utopia fuelled by a pioneering token economy that redistributes the power of entertainment to the hands of the many as we propel into the new digital frontier.

DeHub provides a user-friendly portal to a world of entertainment where users can engage in a variety of ways directly on our d'app including barrier-free play-, watch,- and learn-to-earn.

PROJECT OVERVIEW



The **DeHub** d'app comprises a host of functions which affirm our offering as a true end-to-end entertainment aggregator. Our integrated ecosystem will allow users to access a wide range of web 3.0 functionality via a single decentralised application coming soon to iOS and Android.



• DeGame

- Single- & Multi-Player Games
- From Classic Mini Games to AAA Releases
- Gaming Tournaments

• DeStream

- Pay-Per-View Events
- Original Film & Music Productions
- Live TV & Streaming

• DeBrowse

- NFT Marketplace & Aggregator
- Digital & Physical Merchandise
- Exclusive Collectibles & Drops

• DePay

- Barrier-free engage-to-earn across the entire platform.
- Game developers, artists & content creators empowered to earn via uploads and sales.
- Artists & merchants can sell their products on DeStore.



1) DeGame

Play a collection of classic arcade and video games. Play alone, challenge others, or compete in lucrative tournaments.

Phase I - Prize Draws Take part in daily sweepstakes (**DeRaffles**) to accumulate **\$DEHUB** tokens, or in monthly draws (**DeGrand**) to win life-changing prizes.

Phase II - Tournaments - Participate in **DeHub** gaming tournaments for in-house games as well as famous games on multiple platforms (PC/PS/Xbox) such as Fifa, League of Legends, Counter Strike, Call of Duty and many more.

Phase III - Single Player Games - Test your luck playing mini games including price predictions, coin toss, spin wheel and scratchers.

Phase IV - Competitive Games - Play a broad variety of games with family and friends or compete against other players with a stake on the line and the winner taking it all.



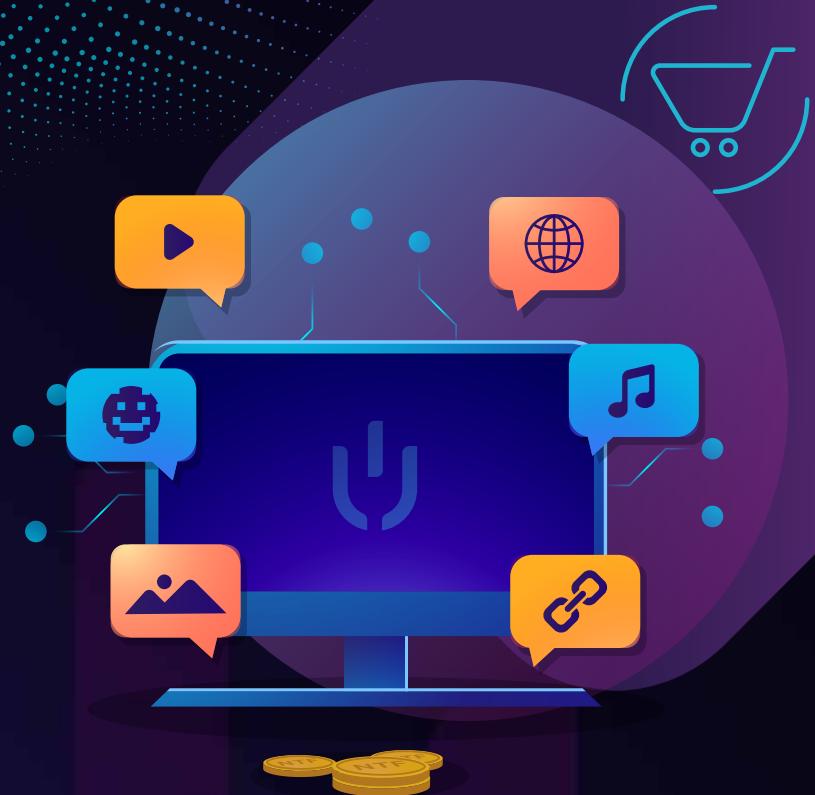
2) DeStream

DeHub Original Productions - Access original DeHub studio productions.

Phase I - Pay-Per-View (PPV) Platform - Access exclusive content and events via DeHub's equitable and transparent PPV platform.

Phase II - Over-The-Top (OTT) Platform - Access aggregated and licensed streaming media including TV, movies, documentaries, music and more.

Phase III - Live Streaming Platform - Live-stream, upload, view, and interact with user-created content.



3) DeBrowse

Curate your experience and your digital and real-world collections via a user-friendly web 3.0 portal.

Phase I - NFT Marketplace & Aggregator - Access the full range of NFT marketplaces through a single aggregator optimised with a user-friendly interface. Curate your digital art collection and explore the novel utility available in NFTickets, VR NFTs and more.

Phase II - Online Marketplace (Digital & Physical Merchandise) - Purchase digital and physical merchandise licensed by DeHub and an array of associated artists, creatives, makers and merchants.



4) DePay

Earn rewards by interacting with the DeHub ecosystem in a variety of ways.

Barrier-Free Engage-to-Earn For All - DeHub's novel token economy provides a generous daily allowance for users to accumulate **\$DEHUB** via play- and watch- to earn features.

Phase I - Artists & Merchants - List digital and physical goods for sale on DeBrowse to reach a broad audience.

Phase II - Content Creators - Artists, film makers, live streamers and musicians can use the DeHub platform to post their content and receive **\$DEHUB** rewards. Creatives can also engage directly with viewers and fans on d'app.

Phase III - Games Developers - Become part of the DeHub family by having your developed games featured on the DeHub d'app and earning **\$DEHUB** rewards from players' buy-ins.



5) DeHub Staking

Stake **\$DEHUB** tokens to receive additional rewards on a quarterly basis. Net proceeds (minus all operational costs) from all d'app buy-ins and sales will be redistributed as follows:

- 40% to Staking Pool
- 20% to LP
- 20% to Burn Wallet
- 20% to Operations Wallets

\$DEHUB tokens can be locked in staking pools at the beginning of each quarter and all rewards can be harvested at the end of the quarter. If **\$DEHUB** tokens are un-staked at any time during the quarter, rewards are forfeited and the tokens cannot be re-staked until the following quarter. Partial un-staking is permitted, with only the un-staked tokens losing their potential rewards. When **\$DEHUB** tokens are un-staked, the rewards they would have received are redistributed across the staking pool.

Staking incentives are offered in addition to the usual **\$DEHUB** reflections and BNB rewards generated from **\$DEHUB** trading transactions.

ABOUT THE TOKEN



\$DEHUB Token

The [DeHub](#) d'app and ecosystem are governed and supported by the native [\\$DEHUB](#) token, fully leveraging the latest blockchain technologies. [\\$DEHUB](#) tokens are rich in both governance and utility features. Developed in-house by our R&D team, [\\$DEHUB](#) is built on unforked, original code that incorporates robust security and generous rewards.

Following a community vote, [\\$DEHUB](#) tokens are initially minted as BEP20 tokens on the Binance Smart Chain allowing viewers, gamers, creators, collectors, fans, and traders to engage on an ultra-fast and low-cost network. The project remains blockchain agnostic and aims to bridge across chains as the economy matures.

\$DEHUB Governance and Utility

The scope of [DeHub's](#) contribution to establishing a fairer, more decentralized and participatory entertainment industry via web 3.0 is visible in a range of innovative governance and utility features.

DAO Governance - Token holding accounts will be able to suggest and vote on operational decisions pertinent to the [DeHub](#) DAO.

Industry Governance - [DeHub's](#) public financial ledgers facilitate the standardization of equitable payment procedures. Outcomes and votes in designated [DeHub](#) sporting events are blockchain-verified, rendering ineffective cheating, bribery, prejudice, and inexperience. Vagaries and interpretation will no longer have the power to unfairly influence careers.



PROJECT OVERVIEW

D'App Currency - All d'app transactions including payments for PPV events, NFTickets, game buy-ins, raffle tickets and tournament fees, are made using **\$DEHUB** tokens exclusively. Similarly, prizes and pay-outs are issued solely in **\$DEHUB** tokens.

Fund - Token holders are empowered to vote on original productions funding, renewals, and cancellations. Additionally, token holders can fund creators directly and earn a percentage of their NFTicket sales. These innovations put the power back into the hands of viewers and creators while removing all censorship and disincentivizing conformity.

Review & Award - Token holders are invited to participate in uncensored, blockchain-verified reviews and awards voting. The annual Diamond Hands Awards are the worlds' first decentralized and verifiable entertainment awards.

\$DEHUB Holder Rewards

In addition to benefiting from a wide range of utility and governance features, **\$DEHUB** token holders are incentivized by a generous system of rewards.

Soft-Staking - All holders benefit from passive **\$DEHUB** reflection rewards and a steadily rising token balance.

Collateral Asset Rewards - All holders can claim BNB token rewards weekly on our website by connecting to our "Claim BNB Rewards" d'app.

Drop Stream - Holding **\$DEHUB** earns a steady flow of exclusive NFT drops of our own original productions as well as partnership drops with industry icons, stars and legends in art, sport, film and music.

VIP Tiers - Our tiered rewards structure offers exclusive holder benefits at multiple levels: 100k; 1m; 5m; 10m; 50m.

PROJECT OVERVIEW

Tiered Holder Rewards



100k \$DEHUB Club

Early bird access to NFTicket Sales
Access at fight night event arenas
Rare NFT drops up to 1/1000
Private social club with real world events



1M \$DEHUB Club

Guaranteed PPV NFTickets to real world events
VIP access to fight night event arenas
Rare NFT drops up to 1/100
Whitelist for exclusive NFT drops (original productions and games)
Private social club with real world events



5M \$DEHUB Club

Discounted & guaranteed PPV NFTickets
VIP access at any & all major PPV event arenas
Netflix & Prime subscriptions (integrated to aggregator app)
Super rare NFT drops up to 1/50
Whitelist for all exclusive NFT drops (original productions and games)
Private social club with real world events



10M \$DEHUB Club

Free PPV NFTickets (subject to availability)
VIP booths at any & all major PPV event arenas
Netflix & Prime subscriptions (integrated to aggregator app)
Mega rare NFT drops up to 1/10
Whitelist for all exclusive NFT drops (original productions and games)
Private social club with real world events



50M \$DEHUB Club

Free PPV NFTickets guaranteed
VIP private booths at any & all major PPV event arenas
Seat at DAO events table
Netflix, Amazon, Disney, DAZN and all streaming apps (integrated to aggregator app)
Ultra rare NFT drops up to 1/1
Whitelist & guaranteed allocation for all exclusive drops
Private social club with real world events

ABOUT THE TOKENOMICS



DeEconomy

\$DEHUB is loaded with rewarding features including token reflections, collateral asset rewards and a buy-back system. In addition, the protocol benefits from dynamically pegged automatic liquidity generation along with anti-snipe and anti-bot features. Combined, these bespoke tokenomics support an ever-rising price floor and value, decisively limiting hostile dumps. At the same time these measures do not target ordinary traders.

The **\$DEHUB** Protocol

The **\$DEHUB** protocol incorporates three central features: token reflections to all holders, a buy-back system (we call it Robinhood) and crypto collateral asset rewards to be claimed by holders from our d'app.

12% Transaction fee distribution:

- 2% Liquidity pool
- 1% **\$DEHUB** reflections to all holders including the burned wallet
- 1% **\$DEHUB** reflections to the marketing & operations wallet
- 4% Buy-back wallet (Robinhood System)
- 2% BNB distributed to all holders
- 2% Collateral assets to utilize for bridging onto other blockchains, project reserves, milestone rewards, etc...

Fair Trading Measures

No private wallet can hold more than **80,000,000 \$DEHUB (1% of the total supply)** at any given time.

To encourage responsible trading while preventing dumps and attempted market manipulation, there will be a daily sell threshold of **0.1% of the circulating supply per wallet**.



TOKEN DISTRIBUTION

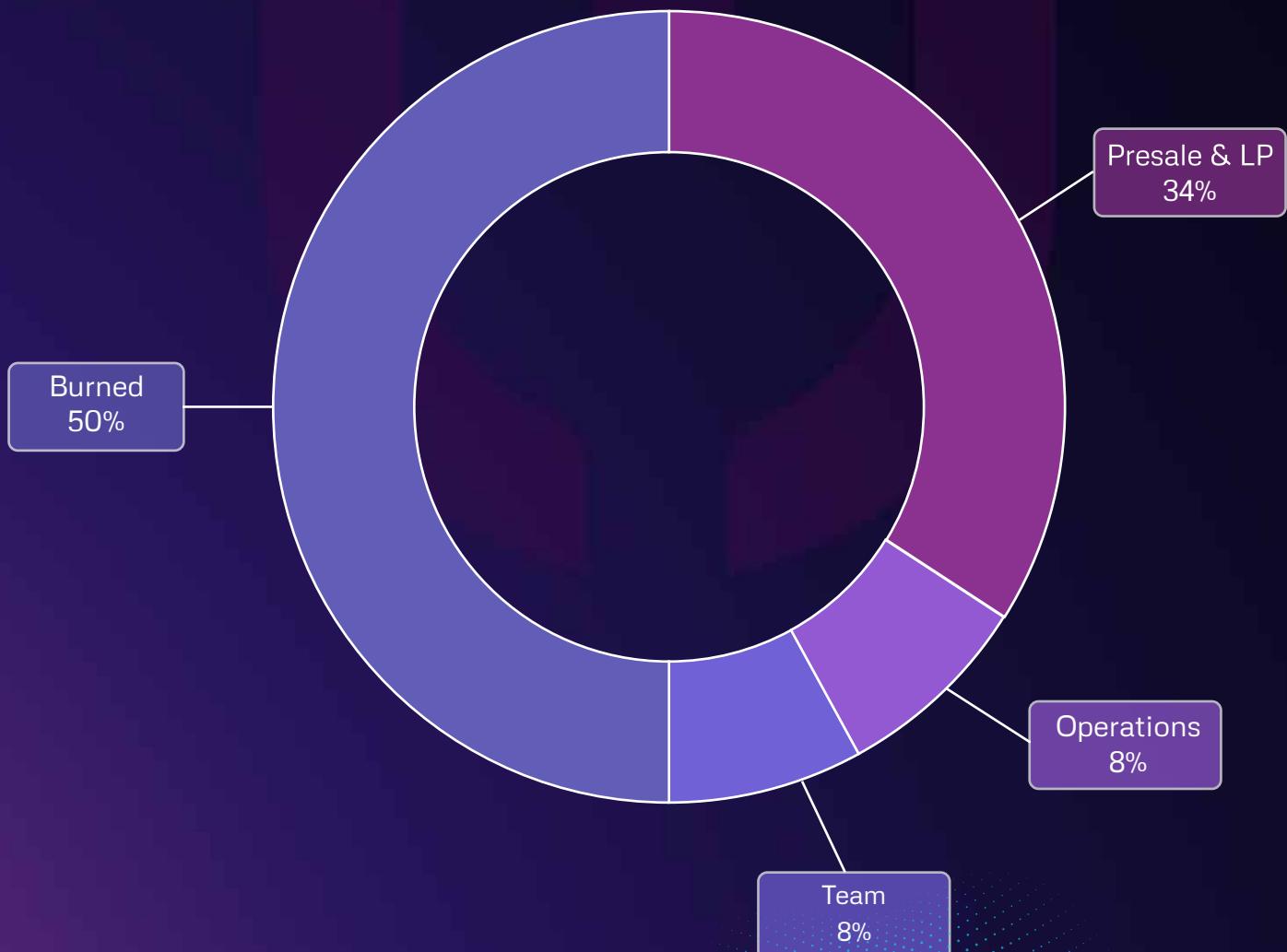


DeEconomy

\$DEHUB tokens were initially offered during our public sale event and have since commenced trading on the BSC decentralised exchange (DEX) platform PancakeSwap.

The initial distribution of \$DEHUB tokens is outlined below.

Total Supply 8,000,000,000 \$DEHUB Tokens



Presale + Liquidity Pool

30% of the total supply is allocated to presale and liquidity pool.

Private sale rate: 0.001\$ / \$DEHUB

Launchpad rate: 0.00135\$ / \$DEHUB

Listing rate: 0.0015\$ / \$DEHUB

Note: The Liquidity Pool is locked for 3 years.

Burned Wallet

The DeHub Burned Wallet receives its share from the 1% reflections in a process that slowly removes tokens from circulation thus reducing the supply and supporting the demand for the remaining tokens.

Team Wallet

The DeHub Team Wallet contains funds reserved for founders who initially funded and started the project. No wallet can sell below their percentage allocation and only the reflections are tradable for the first 4 years.

Operations & Marketing Wallet

8% of the total supply is allocated to fund the following:

- 1- Marketing: Ongoing marketing campaigns, influencers and in-house marketing experts, social media moderators and designers.
- 2- Research & Development: Ongoing updates to the website and d'app including a schedule of enhancements to the user experience via new features to be launched on a monthly basis.
- 3- Partnerships and Licensing: Securing the biggest and best releases and rights such as major MMA and Boxing events.

Token Dilution Model

All team and centrally controlled wallets can technically be regarded as burned because they will only liquidate reflections.

HISTORY



- Jan 2021 • Initial build of beta entertainment aggregator & gaming app aiming to provide barrier-free play, watch & learn to earn.
- April 2021 • Initial release of beta app (combining YouTube, Daily Motion, Theta & more) growing a user base of over 2,000 users.
- May 2021 • Introduction of the utility token with plans to integrate voting on productions and fighting events.
- June 2021 • Initial launch of the utility token. Audit picked up hard-coded failures and operational wallet misuse (tracked to an external marketing agency). Trading suspended and token withdrawn from circulation.
- July 2021 • Restructuring of team and operations. Rebranding of the project as DeHub and release of a new audited contract consisting of un-forked, unique code. Three token economies re-engineered and remastered into a single script.
- Aug 2021 • Rebuild of the app from scratch commenced under an expanded full-time team of developers providing a more scalable foundation.

ROADMAP

2021 Road Map Q3

July

- Branding
- Website Design & Development
- Smart Contract Development & Testing
- Smart Contract Audit by Techrate
- Set up Social Media Pages
- Release Lite Paper

Done

Done

Done

Done

Done

Done

August

- Release Website V1
- Website Integration with Moralis
- Presale Marketing Campaign
- Private Sale
- Presale on DXsale
- Pancakeswap Listing

Done

Done

Done

Done

Done

Done

September

- Whitepaper V1
- CMC & Coingecko Applications
- Release New Website
- Launch Rewards Claiming D'App
- Certik Audit Application
- List on CMC & Coingecko
- Post-Listing Marketing Campaign
- Gaming Tournaments Partnership

Done

Done

Done

Done

Done

Done

Done

Done

ROADMAP

2021 Road Map Q4

October

• Launch Weekly Video AMAs with the Team	Done	<input checked="" type="checkbox"/>
• Publish DeGame Phase I (Prize Draws) Whitepaper	Done	<input checked="" type="checkbox"/>
• Partner with PPV Events Organizers	Done	<input checked="" type="checkbox"/>
• Commence First CEX listing	Done	<input checked="" type="checkbox"/>
• Reach 5000 Holders	Done	<input checked="" type="checkbox"/>
• Add DeHub Logo to TrustWallet	Done	<input checked="" type="checkbox"/>
• Launch DeHub x Mazer October Saturday Nights P2E Gaming Tournaments	Done	<input checked="" type="checkbox"/>
• Develop DeHub Website Backend Multi-Frame		
• Publish White Paper V3	Done	<input checked="" type="checkbox"/>
• Publish Certik Audit Report		
• Launch DeGame Phase I (Prize Draws) D'App Beta		
• Launch DeGame Phase II (Gaming Tournaments Platform)		
• Launch DeStream Phase I (PPV Platform)		
• Initial DeGrand Ticket Sales		
• Inaugural DeGrand First Grand Prize Draw		

ROADMAP

2021 Road Map Q4

November

- Publish November Events Calendar
- Publish DeStream Phase II (OTT Platform) Litepaper
- Launch of DeRaffles November Cycle
- Launch DeGame Saturday Nights P2E Gaming Tournaments
- Release Prediction Game D'App Beta
- List on a Second CEX
- Genesis Drop of Lean Chad Fight Club NFT Series

December

- Publish December Events Calendar
- Publish Detailed Roadmap for 2022
- Launch DeHub Staking Pools D'App
- Launch DeStream Phase II (OTT Platform) D'App
- Register Company in Dubai Free Zone
- Launch DeGame Phase III (First Single Player Game)
- DeGrand New Year Grand Prize Draw
- DeGame Christmas Special Event Gaming Tournament

ROADMAP

2022 Road Map Targets

DeGame

- Launch DeGame Phase IV (Competitive Games)
- Host a Real-World Grand Gaming Tournament
- Release Additional Single Player and Competitive Games
- Develop First AAA DeHub Game

DeStream

- Launch DeStream Phase III (Live Streaming Platform)
- Launch DeHub Original Productions
- Host a Full Schedule of PPV Events Co-organized with our Partners Vida Entertainment
- License 1000 hours of OTT Content Including Blockbusters and Top Series
- Produce and Broadcast a DeHub Original Weekly Show

DeBrowse

- Launch DeBrowse Phase I & II

DePay

- Launch DePay Phase I, II & III
- Accept Applications from Artists, Developers and Content Creators



THE TEAM



Malik Jan
CEO



Ahmad Banna
OPERATIONS MANAGER



Rani Mazen
HEAD OF R&D



Indi Jay Cammish
HEAD OF COMMS



Aleksandr Pasevin
CTO



Diana Yaman
HEAD OF DESIGN



Mike Hales
SPORTS DIRECTOR



Jasmine Corpuz
CFO



Jamie Neal
HEAD OF CREATIVE



Angel Matamoros
LEGAL COUNCIL



Sumit Acharya
COMMUNITY MANAGER



Martyusha
EDITOR





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