

Blockchain Based IM Project With 300 Million Active Users BeeCall ICO Beta



Introduction

BeeCall hopes to provide a decentralized IM and wallet digital life service platform for emerging emerging countries and regions. BeeCall platform Bee coin project is based on SOMA and COCO and other APP total of more than 300 million users of digital currency, with dozens of major national currencies, such as the dollar, the euro can be free trade and circulation, while Provide millisecond transaction speed. In order to quickly trade and manage Bee coin, BeeCall platform also provides Bee Wallet function, to support a variety of mainstream digital currency completely free to send and receive, the transaction is as simple as chat.

Project highlights

- Active users reached more than 300 million people. Will soon become the world's largest use of the block chain project;
- Has been more than five years intensive, team sound, strong strength in the emerging world market beat WeChat, Line and other heavyweight competitors;
- Won the top VC billions of investment;
- The team is well versed in cross-border cross-regional high-level distributed applications, can provide millisecond-level confirmation speed, the real application of the block chain into daily life.
- EOS Foundation Investment

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I、 Background of the project



At present, emerging countries and regions are emerging, economic globalization into the step by step, through bilateral and multilateral cooperation with these emerging countries. First, the foreseeable high growth and high returns, emerging market companies are often growing faster than similar Western companies because of the local market gap and strong demand for users. Second, efficient market share is rising, emerging Countries and regions of the market size is generally small, the market has become more simple.

At present, emerging countries and regions in urgent need of communication + wallet model products to instant messaging software as a platform to build advertising, mobile games, e-commerce, peripheral services and other services to build a sound market in emerging markets online to create a station emerging Market life, work platform.

According to the McKinsey report "2016 global payments: despite the current situation of turbulence, cornerstone strong unchanged"

Shows that cross-border payments accounted for less than 20% of global payments, but it brought trading costs accounted for 40% of the global payment transaction fees, cross-border pay in 2015 the size of the income of 300 billion US dollars. How to improve efficiency and reduce costs, is the block chain technology urgent need to solve the thing.

When the developed market is deep in the aging crisis, due to the emerging countries to encourage fertility, the current total population of the Arab language area has reached 450 million, the number of Internet users reached 200 million, and more than 50% of the population is 18-25 year olds. The demand for young people has brought astonishing smartphone shipments, and in recent years up to 50% annual growth rate ranked first in the world.



平均年龄最低



占世界总人口的10%



智能手机增长率最高

"According to Google statistics, the Arabic population accounts for 10% of the world's total population, but the online Arabic content only 4%, regardless of novels, music, film and television are very few. Therefore, there is an urgent need for people to aggregate the existing capacity of the local production capacity to the use of our mature business model and technology, integration of local resources into the ecology."

II、 Project Introduction

BeeCall hopes to provide decentralized communications + wallet-based digital life service platform for emerging countries and regions. BeeCall platform Bee Coin project is based on SOMA and COCO and other APP total of more than 300 million users of the digital currency, with dozens of major

national currencies, such as the dollar, the euro can be free trade and circulation, Provide millisecond transaction speed. The current ETH transaction takes a few minutes, BeeCall through the chain, mixed in the chain and the chain of transactions, so that daily transactions to achieve the speed of milliseconds to confirm. In order to quickly trade and manage Bee Coin, BeeCall platform also provides Bee Wallet function, support a variety of mainstream digital currency completely free to send and receive, the transaction is like chat simple.



Blockchain Exchange Engine

Powered by BEE architecture

2.1 Bee Call Advantage :



Key Benefits:

1. 30 million real users: SOMA is popular in emerging economies such as Saudi, connecting 30 million users and about to be the most populated blockchain project in the world.
2. Multicultural founding team with diversified background: The technical team is rooted in Silicon Valley and has solid experience in mobile internet operations. We have been providing service in emerging economies for over 5 years.
3. Focusing on new business model: We aim to build an ecosystem linking the social network, cryptocurrency wallets and major virtual currency trading platforms.

Scene floor:

At present, the entire digital currency users and the global Internet users compared to very little. Through 300 million users of the game, pay and other scenes, so that digital money is really used for people's daily life.

Mobile friendly:

Bee Coin will be through the wallet to use the digital currency has become very simple. So that your grandparents can use digital money.

Lightning deals:

BEE WALLET supports free circulation with various major currencies such as the dollar, the euro. While providing millisecond transaction speed. The current ETH transaction takes a few minutes, based on the bottom of the graphene BTS and STEEM can reach 1.5S average confirmation speed. Through the chain of chain, mixed in the chain and the chain of transactions, so that daily transactions to achieve milliseconds to confirm the speed.

High Language:

Unlike the EVM only support Solidity, SomaVM will support javascript, python and other high-level language development.

2.2 Bee Call Vision :



The BeeCall platform engine will use economic incentives to bring other digital services and applications into a decentralized BeeCall ecosystem. Inspired by Bitcoin's block rewards and Steemit's offering awards, the award engine will provide natural incentives for digital service providers to use Bee Coin as an ecosystem partner. In addition to ensuring the common ethic and legitimacy of content and transactions, the ecosystem does not impose any unnecessary restrictions or charges on the monetization strategy. With more partners to join, based on the wallet, will be developed with the payment-related services, which will allow digital assets to really use. Thus establishing monetary value, and in turn encouraging new partners to join the initiative.

A large portion of the money supplied by Bee Wallet will be assigned to the operation of the Bee Coin Reward Engine. The engine will periodically unlock and allocate a number of Bee Coin for sharing among the digital service providers of the Bee Coin ecosystem. The reward received by each partner will be proportional to a measure of Bee Coin's use in the digital service. This value will be assessed through a clear set of processes to ensure that a set of performance-based objective approaches are used to distribute the awards fairly. Rewards are transparent, auditable and safe.

Bee Wallet's advantages: 1, security: complete control of the private key, the real control of their own digital currency, completely free to send a variety of received digital currency. 2, multi-currency: will support all the mainstream digital

currency. Will support the bitcover, the ether square, the bit unit, the EOS department, the domestic innovation currency, and other innovative currencies. 3, simple: as simple as chat, send a digital currency just like sending a message. 4, easy to use: native code, high performance, good experience.

The Bee Coin Reward Engine will be promoted not limited to:

- 1 digital entertainment information production;
- 2 mission reward;
- 3 business information exchange;
- 4 Humanitarian assistance.

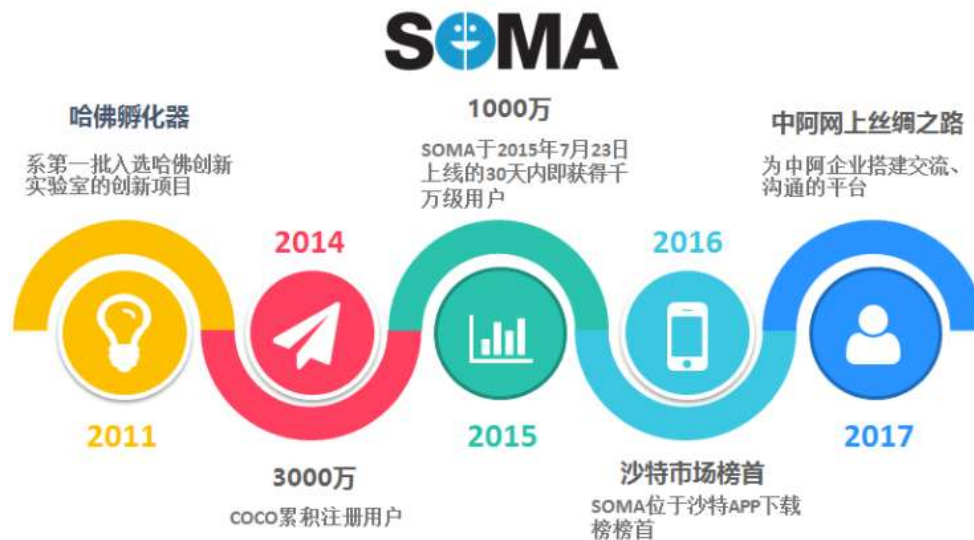
III、Investment reason

3.1 Team Advantage

Bee Coin behind the support team, Instanza is a high-speed growth phase of the mobile Internet company, founded in 2011 in the United States Boston Harvard University, was founded at the beginning of the Harvard Innovation Laboratory selected first batch of innovative enterprises, committed to cross-border instant messaging Application research and development and technological innovation. The company moved to Silicon Valley from the East Coast in 2013 and is headquartered in the SOMA (South of Market) area in San Francisco, USA. It has a R & D center in Hangzhou, China and Beijing, bringing together technical elites from companies such as google and Huawei. The

different functions of APP put into the world, as millions of users of the daily exchange of the necessary tools in the emerging world market, the most popular, has completed the world's top VC A, B and C round of financing.

The company is currently independent research and development, operation of instant messaging software in emerging countries occupy an absolute advantage, is committed to long-term, in-depth promotion of emerging world Internet users and network communication and interpersonal services, serving the majority of global users. The future company will continue to consolidate and develop the existing market advantage in emerging countries, with instant messaging software as a platform to build advertising, mobile games, e-commerce, religious services and other services to build a comprehensive emerging market online ecosystem, One - stop emerging market life, work platform. And in the Middle East, South Asia, Central and South America, Africa and other fast-growing emerging markets, continue to promote, to provide more high-definition, safe, fast communication services and convenient mobile networking experience, and ultimately achieve the global strategic plan.



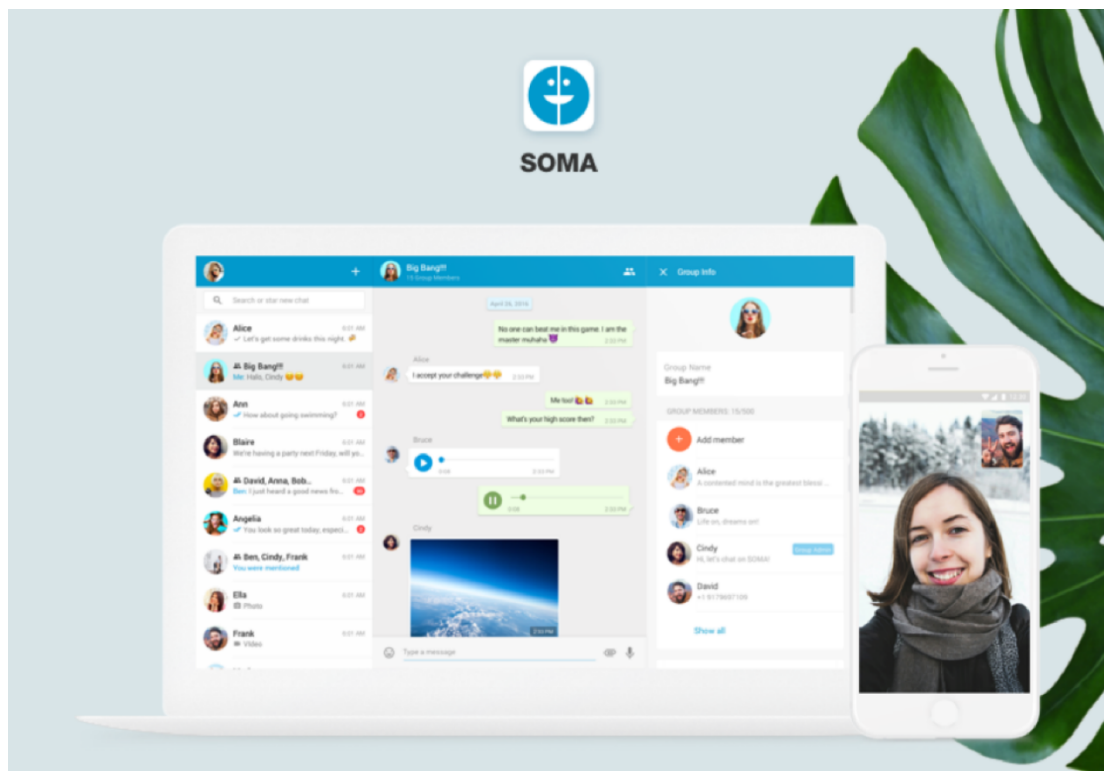
3.2 Product Advantages SOMA Introduction



SOMA Messenger is an international instant messaging application, on the line the first month of the global download users that break 10 million, many times on board Saudi Arabia, Egypt, Morocco, Colombia, Brazil and other countries APP application download list first, become

emerging areas The largest number of IM.

SOMA users are now mainly concentrated in the emerging world countries, emerging countries and regions is the first im. SOMA is the fastest collection of high-definition video, voice and text in one of the mobile communications applications. With a unique distributed technology, highly secure encryption services ensure free global chat, easy to achieve without delay, high-quality voice / video calls, to meet the 500 people at the same time online chat.





iOS热门 App 排行榜

设备: iPhone | 国家: 沙特阿拉伯 | 类别: 所有类别 | App内购买: 所有App

沙特阿拉伯 - 所有类别 11:00pm UTC+3 (2016年9月18日 1:00pm UTC-7)

#	免费排行	付费排行
1	SOMA Messenger Instanza Interactive Limited	Location f cristina roc
2	VPN Master(Free unblock... ALL Connected Co.,Ltd	WhatsPlus Jasmin Sali
3	Imo 视频通话和短信 imo.im	Tweetbot Tapbots
4	Bitmoji——Bitstrips推出的... Bitstrips	Minecraft: Mojang
5	Boutiquaat.com بوتيقات.كوم Boutiquaat for perfumes and...	نراسة الجدى Ayed Al Qa
6	كلنا أمن Public Security Department	Call Voice XIUQIN ZH

Note: SOMA several times on the Saudi APP list first, Saudi Arabia is the largest one of the largest users.

SOMA products are the main features are:

Safety: adhere to safety first. Using end to end encryption technology, in addition to your own and chat object, no one

else can read your chat records;

Privacy: All messages are permanently deleted after they have been sent, and messages that have not been successfully sent will expire after seven days and are permanently deleted. Delete the message we never in the server or any cloud storage;

Free: permanent free, no international fees;

Group chat: can create 500 large groups, friends, family, colleagues do not fall;

Read receipt: know how to know when their message was sent when to read;

Expression: colorful expression, express your diverse feelings;

Multi-platform support: There are already Android, IOS and Web three platforms, the message can be synchronized in three major platforms to meet the diverse needs of different users.

Colombian Minister of Communications Danid luna

endorses met with SOMA co-founder Oliver Hayen and Latin American marketing director Mario Chamorro.

http://v.youku.com/v_show/id_XMTUxMDY1MzY2OA==.html

2016 US Super Bowl League during the promotion of SOMA video and SOMA product Logo designer, the US advertising industry leader George Lois (US drama "advertising madman" protagonist of the design) to share:

http://v.youku.com/v_show/id_XMTUxMDY1ODQ0OA==.html

3.3 Technical advantages

1 support hundreds of millions of users of the infrastructure, in the cross-continent, cross-country, cross-carrier network and other complex network environment to achieve high-definition, low-latency real-time communication.

2 network environment to adapt

2.1 to build a distributed global real-time virtual communication network. Global deployment of multiple data centers (USA, Germany, Ireland, Japan, Singapore, Dubai, etc.);

2.2 speed network condition detection, transmission channel routing intelligent optimization;

2.3 exclusive weak network connection technology, 2g case can also clear call.

IV、 Implementation details

Bee coin advantage:

1. Bee coin is equivalent to digital money + financial tools.
More investment value;
2. Bee coin can be converted into Bitcoin and then converted into the currency of each country;
3. Bee coin is to go to the center of the p2p node to maintain the more secure is not easy to lose.

The payment module is built into the BeeCall system:

BeeCall will provide a block-chain payment module while providing video calls, voice calls, text chat, and picture chat, so that obscure block-chain technology is presented to BeeCall users in a simple way. Users only need to click pay, or transfer, you can complete the block chain of complex technology, which is transparent for the user.

Application Scenario:

Bee Wallet is a transnational, intercontinental network currency, in the way of the transaction to achieve interoperability.

scene 1:

User A is an Egyptian user, but forced to make a living, chose to leave their homes, came to the UAE to work. In the spare time will use SOMA and family to fight cross-country phone, after receiving the wages, you can send money to the

family through Bee Coin. This eliminates the need for high currency exchange and transfer costs.

Scenario 2:

User B is a music enthusiast, loves the newly released music, but the physical store music as late arrival, you can use Bee Wallet directly to buy online music.

Scenario 3:

User C is a Chinese user, intends to bring their families to travel abroad holidays. In the country before the need to exchange a large number of foreign currency, each bank will take part of the fee. On the way to the trip, will always worry about the large amount of cash is safe. At the end of the play, you will need to turn the extra foreign currency into RMB. The process is cumbersome. If you are using Bee Wallet, you can pay the payment by sending the Bee Coin to the other party when you are spending money.

Scenario 4:

User C intends to invest in real estate, but found that the price of the domestic house has been at a stage high. While some overseas countries are attracting more and more people to travel, this is an excellent opportunity for overseas home buyers. So User C used Bee Wallet to buy a house in the UAE. Half a year after the house value of 50%, then bought the house, the digital money into the Bee Wallet.



At present, the single transaction of Ethernet takes about 1.5 seconds, the peak period of payment, there will be network congestion situation, the order can not be handled, it is difficult to meet the future development of high concurrent application scenarios.

An APP with millions or even tens of millions of days in the design of the initial requirements of the amount of payment per second to reach tens of thousands of dollars, to pay the delay to reach the level of milliseconds. This poses a very big challenge for the original block chain technology. Need to deeply modify the code of the Ethernet chain block code kernel, rewrite the consensus algorithm (DPOS). Technology is free, BeeCall on the block chain changes will be shared to the open source community, so that more developers to participate in, increase the vitality. While allowing users to enjoy the benefits of technical dividends.

Data transmission optimization: When the P2P system is large, it will have a huge impact on the global limited bandwidth resources, and the use of independent research

and development of data transmission technology can significantly improve the data transmission between nodes and reduce bandwidth usage. Data transmission uses two key technologies: (1) intelligent routing algorithm: AI-based intelligent routing algorithm, you can intelligently perceive the busy state of the communication link, select the idle and good quality link communication. (2) high-speed and reliable data transmission protocol: UDP protocol based on independent design and development of high-speed data transmission protocol, even in poor network environment, such as the Middle East, South America, while maintaining high communication speed, but also can reduce communication Data retransmission rate, for the user to save a lot of communication costs.

Data storage optimization: Block chain node storage capacity is limited, efficient storage system can greatly improve the efficiency of storage space. Independent development of AI-based intelligent data storage system, intelligent sensing host device load, in the appropriate time to automatically debris space recompression, can significantly reduce the host storage fragmentation rate, saving a lot of storage space.

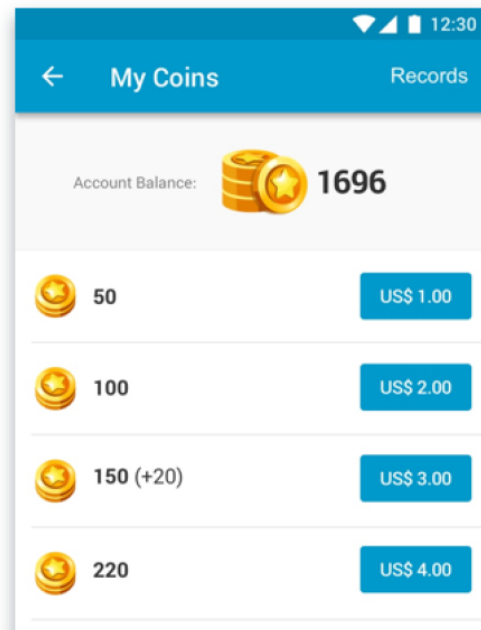
Trading Speed Optimization: The etherbox wallets have only one main chain leading to long sync times. The BeeCall block chain clears this problem by adding the application to the side chain. Users only need to download the corresponding side chain when using the relevant application, greatly reducing the invalid data synchronization. The main chain is simple and clean, the speed is very fast.

Can earn money

One of the most compelling features of "Bee Coin" is that users do not need to buy. On the contrary, millions of mainstream people only need to perform valuable actions to earn "Bee Coin". As BeeCall expands its economy to include encrypted money that is of real value both inside and outside the chat application, the user's economic potential is greatly improved. In this way, just have a smartphone, you can focus on, planning and creation into the value of the real world.

Bee Wallet

The main function that the digital community can use to encrypt the currency is the wallet. As a first step, BeeCall will integrate the wallet for each BeeCall user account. The associated user interface will allow the most common wallet interaction. By integrating the wallet to support BeeCall's millions of active users, Bee Coin wallet is likely to be the world's most popular and most encrypted currency purse.



For most consumers, the complexity of dealing with raw cryptographic technology is often heavy. Transaction costs, private key and alphanumeric address issues for mainstream users

Use barriers, including the common requirements for holding currency first (only first hold)

Have encrypted money before you can get and use other tokens). BeeCall will try to greatly reduce this kind of friction caused by the opening. Before enabling interaction with Bee Coin, the user's activation process does not need to have expertise in encrypted money.

The above is an example of future BeeCall user wallet. Wallet shows options such as deposits, withdrawals and transaction records, as well as recommendations based on early buying behavior.

Ethereum settlement layer

Users who wish to move Bee Coin into and out of the BeeCall application will be able to interact with the public Ethereum network, which will be used as a currency to centralize the settlement layer. Users interacting with Bee Coin inside BeeCall will have a better management experience. This will allow early versions of the system to resolve block chain scalability bottlenecks, free transactions, faster transaction times, and complex functionality (such as private key) encapsulation. Over time, Bee Coin will evolve with the development of block-chain technology, which will be used in a completely decentralized environment.

BeeCall economy and possible use cases

BeeCall will launch a number of market use cases to enable consumers and brands to trade with Bee Coin. Through experiments, BeeCall plans to create a unique double-sided market for users to implement product iterations. On the supply side, automated programs or content creators will create a unique experience. On the demand side, the user will consume such products or services. In the near future, BeeCall's automated program will have the ability to build its own business model.

● V、Development plan

The BeeCall platform promotes Bee Coin's ecosystem of ecosystems.

The BeeCall Foundation aims to become an independent,

nonprofit and democratic governing body for all members of the ecosystem. The main functions of the BeeCall Foundation will include: working with other ecosystem partners to manage its resources, support and advance the technologies related to Bee Coin implementation, and all matters relating to ecosystem membership.

BeeCall will support the following:

1, data analysis platform

基本属性 1

性别/年龄/
婚否/地区
教育程度/
职业等

消费属性 2

消费频率
消费额度
信用卡额度

个人偏好 3

搜索
安装应用

终端特征 4

机型
分辨率
运营商



5 心理特征

忠诚度

6 社交网络

社交关系
点赞/转发/关注

7 行为特征

活跃频率
活跃时间段
浏览记录

8 评价反馈

咨询和投诉记录

2、 Operating platform



The BeeCall Foundation's mission is to develop an open ecosystem of digital services so that consumers can easily explore and discover the value of it while providing developers with an open and sustainable platform to develop, deliver and improve these services and Attract users. Over time, the foundation may be replaced by other more innovative approaches, such as the Center for Self-Government (DAO). However, the establishment of a formal legal body is an important first step in this process. In order to fulfill its mission, the BeeCall Foundation will invest resources in three specific objectives related to research, development and governance (see below).

Governance objectives

The BeeCall Foundation will invest resources to establish a fair and transparent governance process that will take into account the needs and needs of all participants in the ecosystem. This open governance model will monitor decision-making related to membership processes, the BeeCall reward engine, participation rules, legal matters, and

content and compliance guidelines.

Research objectives

By partnering with partners, investing in resources, fostering innovative environments, testing new ways of participating in ecosystems, driving value creation and networking.

development Goals

The Foundation develops guidance and funding tools to enable ecosystem partners to build, develop and create value. As part of this process, BeeCall will provide its own code base as an open source project to power the new community and enhance the functionality of existing communities. The BeeCall Foundation will hire a development team to drive this effort to continue to improve the technology suite that supports the BeeCall ecosystem; maintain an open source repository that benefits ecosystem participants.

VI、ICO detail

Bee Coin: BeeCall platform for the subject of ICO.

Bee Coin is generated by the number of users on the platform. A user produces 10 Bee Coin
Is currently 3 billion coin.

Future BeeCall platform for each additional 50 million users,
the platform expansion time.

	Early birds	Phase 1	Phase 2		
1btc	140k	125k	100k		
Bee Coin Assign					
Private placemen	ICO	Team	Community Building	Investors	
10%	39%	15%	16%	10%	