



The first decentralized  
fully-autonomous  
social network

<b>Introduction</b>	4
//Platform features	5
//The Market Premises	6
//The Goal	7
<b>Values and objectives</b>	8
//Our Vision	9
//Decentralization and Data Protection	10
//Anti-counterfeit Measures	10
//Fair Marketing	11
//Full Autonomy	11
<b>Platform Features and Mechanics</b>	13
//Profile	15
//Searching	16
//Skill Audit and Endorsement	17
//Text Posts	18
//Content Warnings	18
//Boost and Favorites / Push, Favor, Hive	18
//Following Users	18
//Notifications	18
//Post Rules and Privacy	19
//Ads	19
//API	20
//Technologies	20
//Governance	21
//Platform Development and Maintenance	22
//Decentralized Social Network	23
//Anti-counterfeit Accounts	25
//Fair Marketing	27
//Self-governance	30
//A Skill Market	31
//The Governance Boards	32
//The Election Process	34
//Electoral Terms	35
//Financial Aspects	35

<b>The Roadmap</b>	38
<b>The Ehive Token</b>	41
<b>The ICO</b>	43
//Allocation	44
//Pre-ICO	45
//Crowdsale	45
//Usage of Funds	45
<b>Disclaimer</b>	47
<b>ICO Security</b>	49

## **ETHERHIVE SOCIAL NETWORK is the first self-governed decentralized social platform.**

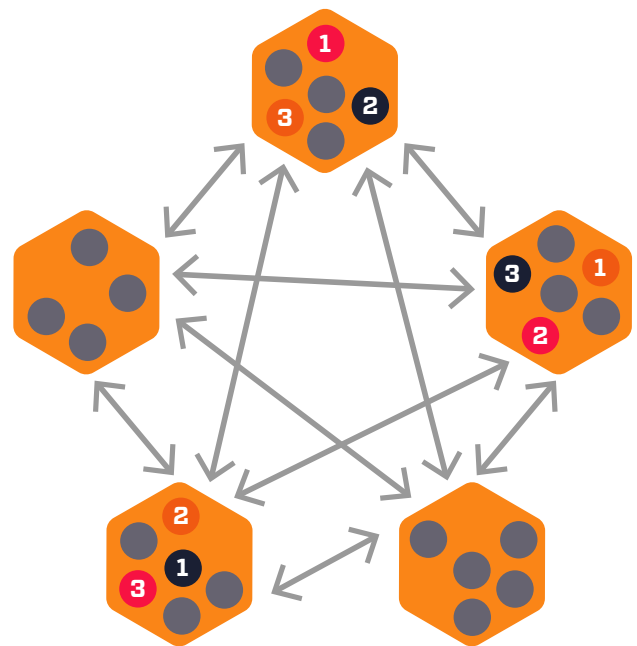
Its goal is to offer the alternative everyone expects when it comes to social networks: a platform that does not sell your attention to third parties for their own benefit. In order to achieve this, **etherhive** will be completely autonomous in terms of self governance, using a democratic system in which the entire community will vote on the people responsible for running it from within, and on the direction it develops towards.

## Platform Features

**Etherhive is a decentralized open source social network. The servers will be held on Amazon Cloud, and user data will be stored randomly in three Nodes, to prevent data loss. The users will have full control over their data.**

The interface will be a combination between Twitter and LinkedIn, where users can follow, send and read posts from all the **etherhive** nodes.

**etherhive** will be compatible with other social networks, its algorithms will be designed to help you tune whether you're getting news about the world or news about your community, and will make those levers visible and controllable.



By solving issues like personal data privacy, fake accounts, non-transparent marketing campaigns and central governance authority and data holders, **etherhive** plans to become the only go-to alternative in the market.

Its evolution will always be in sync with the community demands because its management will be the community itself.

## The Market Premise

**S**ocial media users will reach 3 billion by 2020. Digital spending has seen double-digit growth, soaring from \$83.00 billion in 2017 to an expected \$129.23 billion in 2021. Digital ad expenditures surpassed TV for the first time in 2016, and the gap will widen by roughly \$10 billion this year.

<https://www.emarketer.com/Report/US-Ad-Spending-eMarketer-Forecast-2017/2001998>

The social networks available today are run by corporations, to their own benefit, eluding paying their users for their contribution to the network. They sell the numbers of users on their platform to marketers, run targeted advertising using their client's data, all the while assuming their users are participating willingly to this process.

There is no current alternative to participating in a social network and fairly capitalizing on your participation.

2017

83 bn.

2021

129 bn.

## The Goal

**The ETHERHIVE SOCIAL NETWORK is to become a direct democratic social network, running fully autonomously.**

Its users will be able to post and interact with messages, photos and videos. The social platform will be ruled by its users, through an electoral system, with technocratic values. The users will receive the right to vote on the development of the platform, to run for a position in managing it, and to vote the candidates they believe more competent for each position.

## INTRODUCTION

The platform features and internal economy will be fueled by the **ehive Token**. All the users and miners of the platform will benefit directly from the content they create, excluding the involvement of any intermediary player. **etherhive** will offer client targeting options and marketing tools to its users and to any party involved, in exchange for the **ehive Token**. The gains will be distributed directly to the platform users, according to their followers on the platform, and the activity on all the other social platforms on which they activate.



# VALUES AND OBJECTIVES





## Our Vision

**“Man is born free;  
and everywhere he  
is in chains.”**

*J.J.Rousseau,  
The Social Contract*

## VALUES AND OBJECTIVES

**T**oday's social networks rely on the users need to aggregate and receive confirmation for their actions. Since their conception, their systems have developed more and more towards selling the users attention to 3<sup>rd</sup> parties, rather than fulfilling their elementary needs.

We are now at a point where the users of a network only receive access to the platform's basic personal utilities, in exchange for their entire activity on that platform, while the platforms themselves make enormous amounts of money by selling access to these users attention to brands and marketers worldwide. We see no problem in selling this access for advertising, as long as everyone has a choice in it, and as long as the monetary profits reach the community whose attention is being sold.

This is why **etherhive** will be focused on delivering proper value to the focus, attention and content preferences of its users, along with the right to control it through voting and by applying personal skills.

Of course, **etherhive** will be a big evolving system that needs to be directly run by someone. So the platform central management will be elected by its users through voting, and will only serve the community for a predetermined term, like the electoral system.

## Decentralization and data protection

All data of the network will be kept in many network nodes, run by miners, with no central authority having access to any of it. These nodes will communicate with each other to ensure network synergy without threatening data security and confidentiality.

## Anti counterfeit measures

Each **etherhive** user will be uniquely represented in the platform. Anti-counterfeit mechanisms will ensure, using picture, alias similarities algorithms, and behaviour on the platform that profiles are genuine and that public influencers cannot be impersonated by malicious users.

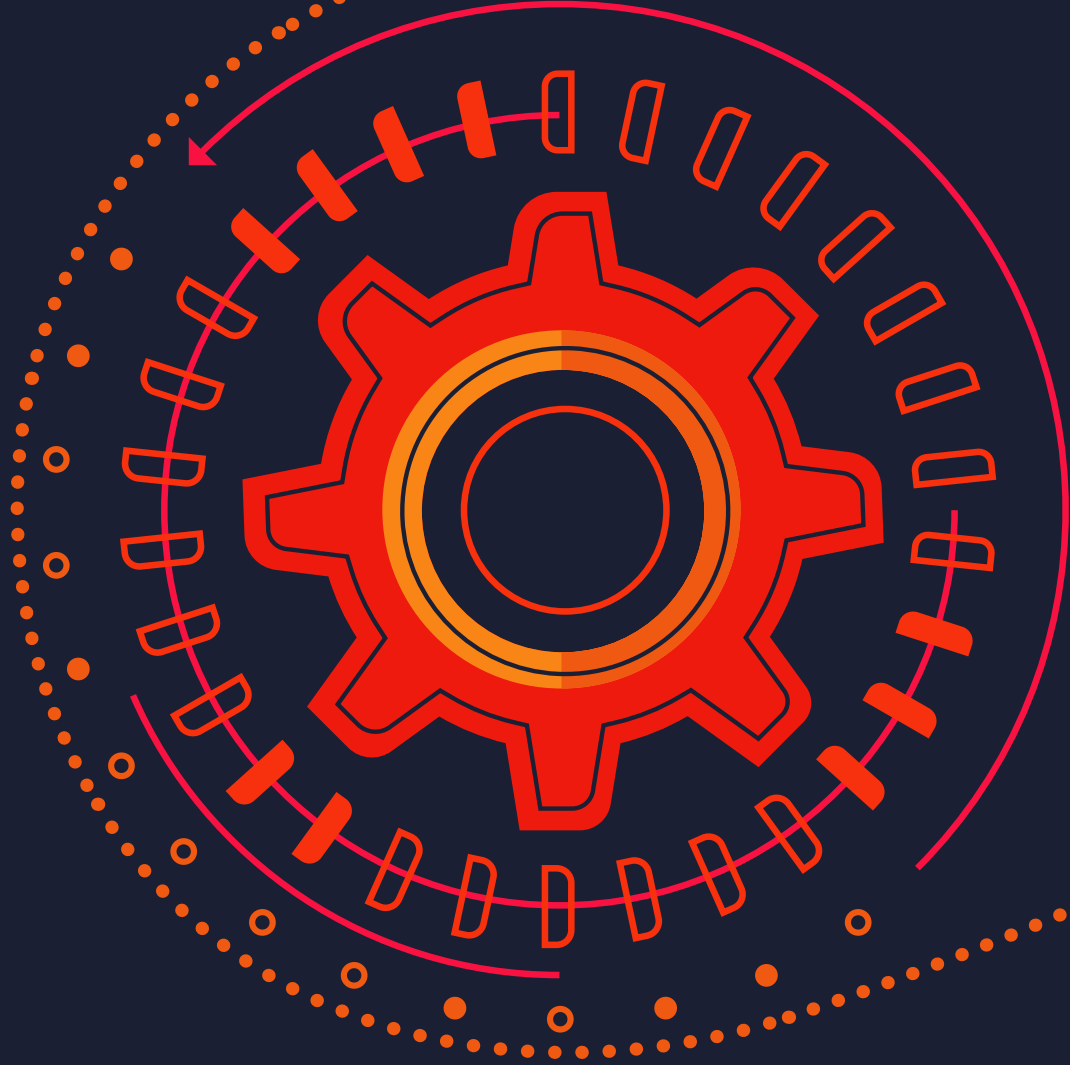
## Fair Marketing

This platform will be fueled by the **ehive Token**. The token architecture will bring a new dimension to social media: fair marketing. Users will be able to build ads, to target audience, and those who will be reached by these ads will be compensated with **ehive Tokens**. If you opt to see ads, each time one shows up, an amount of tokens is automatically transferred to your platform wallet. This way, a brand's marketing budget will directly reach the targeted consumers.

## Full Autonomy

We could not fully disrupt the social media paradigm, without completely transferring it's governance to the community that created it. Using predefined rules, Etherhive builds a virtual company management structure, with functional skill-based positions. All community users can be candidates to key functional positions in this company and will gain mandates. These positions, based on their nature, will allow users to pitch, vote and perform platform improvement projects. This way, the governance of what will be the social network of the future is performed by its community, enforcing a **true democratic system**.

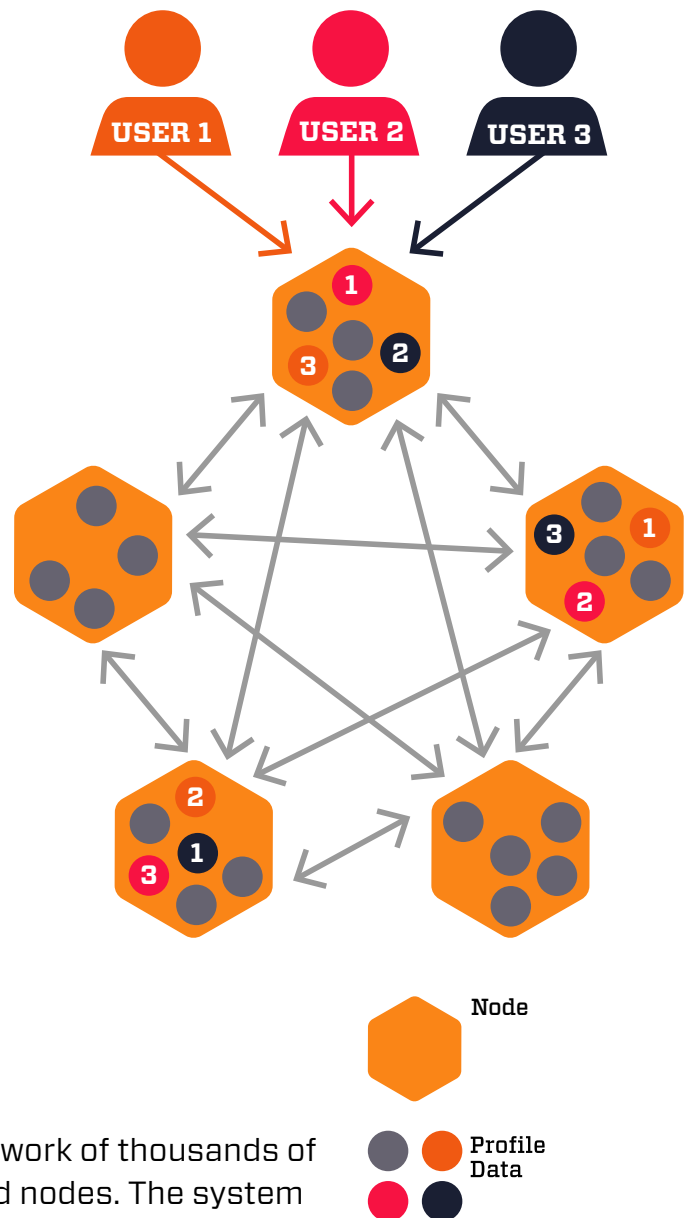
# PLATFORM FEATURES AND MECHANICS



## PLATFORM FEATURES AND MECHANICS

**From a functional perspective, Etherhive will choose the best features from Twitter, Facebook and LinkedIn, but the platform will be more Twitter-like.**

The **etherhive** network will be comprised of interconnected autonomous nodes, filled with different people, interests, languages, and needs. The nodes are run by Etherhive miners that will receive tokens as a reward for sharing their hardware resources. To provide initial capacity requirements, the platform will have a minimum number of 3 nodes deployed in the Amazon cloud.



**etherhive** will be a network of thousands of unique, interconnected nodes. The system is designed in such a way that no node will keep all data of the network, to prevent centralization. Each node will have its own community of users, and will have its data replicated to 3 other random nodes, to make sure data remains available if a node fails.

The feed will contain posts from people who you follow, who followed your feed, from people who push or favor the posts that appeared on your friend's timelines, from the people you're **hiving** with, the people that endorsed you or the ones you

Within each Etherhive instance, usernames just appear as **@username**, similar to other services such as Twitter. Users from other instances appear, and can be searched for and followed, as **@user@servername.ext** - so e.g. **@gargron** on the **alpha.etherhive.io** instance can be followed from other instances as **@gargron@alpha.etherhive.io**. Posts from users on external instances are “federated” into the local one, i.e. if *user1@etherhive1* follows *user2@etherhive2*, any posts *user2@etherhive2* makes appear in both *user1@etherhive1*’s Home feed on the *etherhive1* server.

## Profile

Your profile will contain a score of how many times you said something, how many people you follow, and how many follow you.

Your profile will contain a range/radius level, featuring a score number based on how many followers you have on **etherhive**, each thousand representing one unit. We will also take note of how many followers you have on twitter or Instagram, friends on Facebook or other influence meters from other networks that you provided access to. Each thousand from external networks will represent a half unit.

This score will grant the user priority in any marketing campaigns targeting his profile.

User profiles will also feature their education, skills, current workplace and the audit score received (if any).

A number of how many people endorse you will also be shown, along with the person you endorsed. The possibility to see all of their profiles will be available to any voter, without exception.



## Searching

You can use the globally available search bar in **etherhive** to search for the following items:

**//Hashtags** - Hashtags known to your node will show up in this search. Clicking a hashtag will run a search for public posts that are known to your node and are tagged with the selected hashtag. The search is limited to posts that are known to your node.

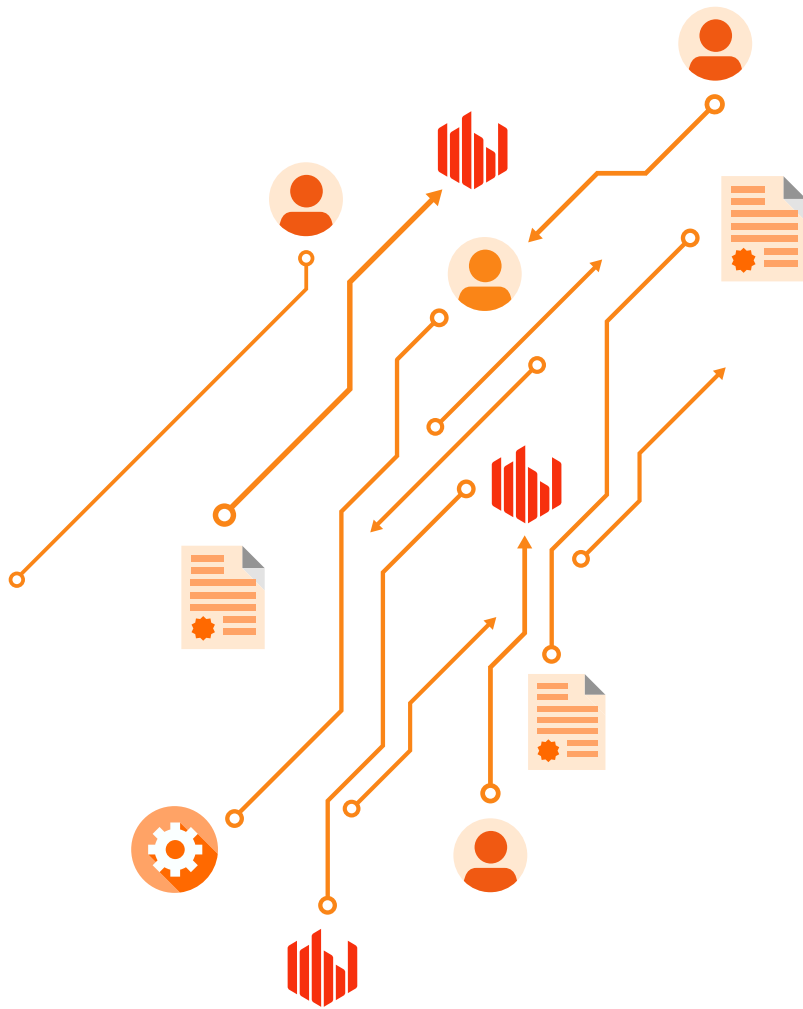
**//People** - If you search for *@username*, the search will show you users known to your node with that username. Search results can also include people on other nodes. To be more precise, you can search with *@username@node*, which will return anyone with that name on the given node, even if they are not known to your node yet. You can also search for the URL of someone's profile, such as *https://ehive.node/@username* to get the same results.

**//Post URL** - Searching for the URL of a specific post will return that post, allowing you to save it, reply to it or boost it. This will also make the post "known" to your node.

The search function on **etherhive** is deliberately limited to prevent abuse and it intentionally does not allow plain-text searches.







### Skill audit and endorsement

To be able to participate in the network governance or to receive ad compensation, the user must provide sufficient information about himself, his education, skills and work history.

To be able to participate in governance, users skills will be audited by the Skills Board, and will receive a score that measures their validity.

Users can also receive endorsement from other users with a minimum of 300 followers. Each user can only endorse one other user.

## Text posts

Each post will have a maximum 500 character limit. Users will be able to reply to other posts with comments. If you mention users in your post, they will be notified.

## Media posts

Images and videos can be attached to posts by simply dragging or uploading the respective file. Sensitive images can be hidden under a content warning.

## Content warnings

Content warnings can be attached to your posts, warning readers of sensitive content.

## Push, Favor and Hive

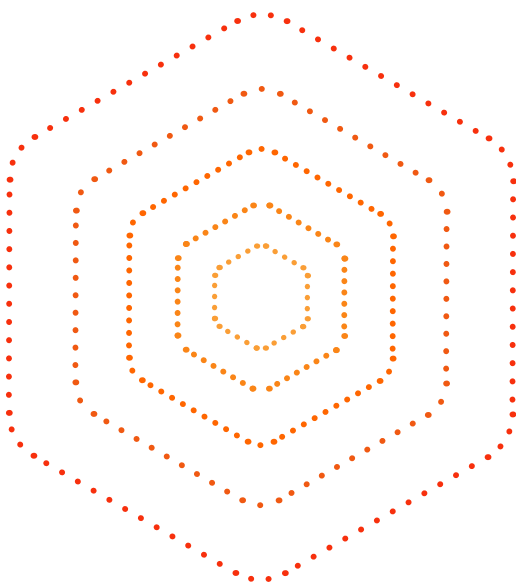
You can Push posts, this will push it to the top of your feed, and make it visible to all the people who follow you. By favoring a post you send the user a notification letting him know you agree with him. **Hiving** is creating a linked post to another users's post. Readers will be able to read through all the posts.

## Following users

Following other users will be possible only with their consent, unless they are engaged in any governance board.

## Notifications

You will receive notifications and updates with the posts from the people you follow in a separate list.



## Post Rules and Privacy

Users will be able to report posts to the Ethics Board. The Ethics Board will be comprised of undisclosed random users, from various nodes, as long as they provide a proper skill background.

Upon reporting, a minimum of 4 board members will check the post and will decide if it can stay on the platform. If a majority is not reached, another 1 will be assigned.



## Ads

The platform will benefit from a fully functional marketing structure, allowing brands or other users to target ads according to their budget, using the platform tokens.

The ads will only reach users that agreed to participate in marketing campaigns, and within the terms they decided to participate.

The marketer's budget will be equally split between the targeted users upon depletion, giving priority to the ones with a higher radius number.

The platform will keep 10% of any marketing budget, to be kept in a platform fund, and spent for platform development and maintenance.

## API

**etherhive** provides an open API for developers to build applications. You can create new applications from your profile and assign privilege scopes to it:

**//read** - the application will be able to read your data (profile information, posts, replies etc.)

**//write** - the application will be able to post on your behalf

**//follow** - the application will be able to follow, block, unblock and unfollow other users

You can see the list of approved applications in your profile settings and you can choose to revoke the rights of an application.

## Technologies

The current implementation of **etherhive** is built on top of the open-source Mastodon social network. The Mastodon core was altered to provide decentralization, blockchain integration and more features specific to **etherhive**.

The technology used is Ruby on Rails for the backend and React.js for the frontend. Two databases are used - PostgreSQL and Redis. Ruby was chosen because of its fast prototyping features that are very necessary in a rapid evolving environment.

## Governance

### The Smart Constitution

A set of Smart Contracts will serve as constituting laws for the platform, governing marketing ads, the Board elections, Board functionality, voting and platform development and maintenance.

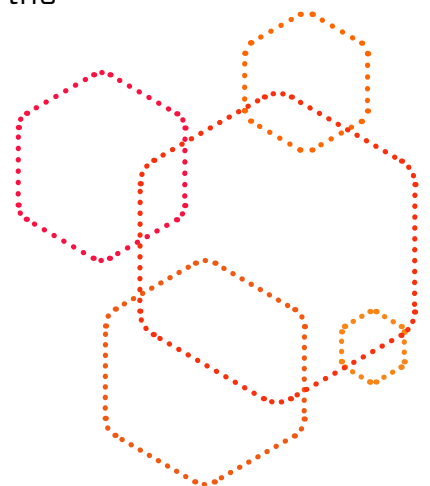
The Smart constitution will be made available to all platform users.

### Board Governance

The platform will be governed by a set of different Boards. These Boards will be comprised of users possessing specific skills, and they will receive a monthly compensation. Each Board member will be elected by the voting platform users, their term will last one year.

To be able to candidate, a user must have at least 10 endorsements, and the user's profile is to be reviewed by the Board in which he wants to candidate for.

A special date will be set for the elections for each board. Before the election, the candidate posts will be broadcasted to the entire network for a week.



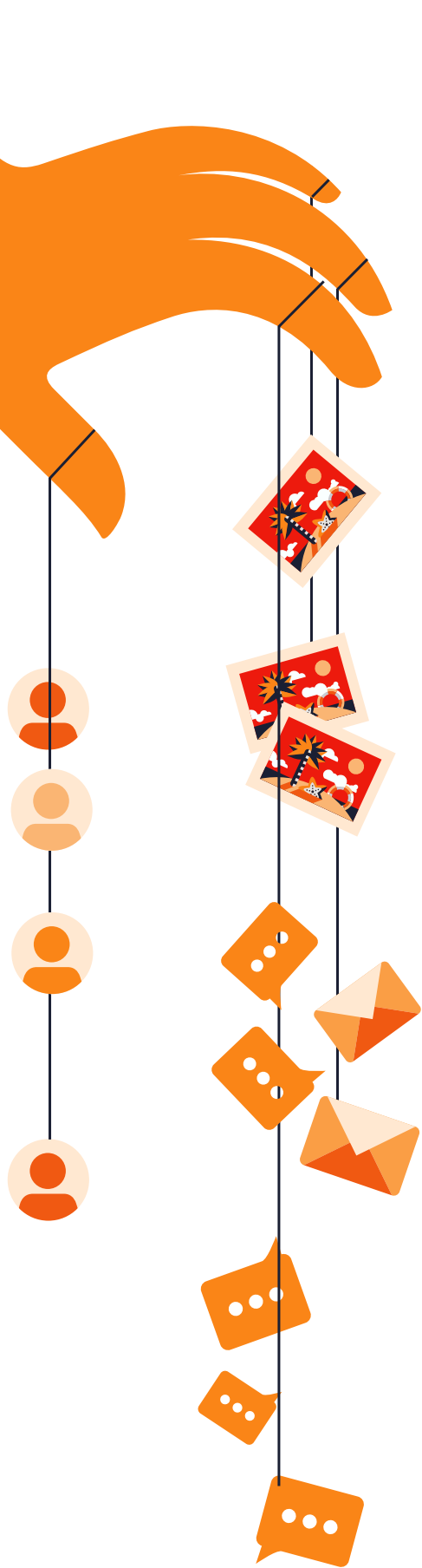
## Platform development and maintenance

Each board will perform a set of tasks for the platform. They will validate platform development ideas or plans from individual voters, produce development plans, offer them to the community to be voted on, then carry out the pitching of these ideas to external developers able to make them happen.

A **smart contract** system will be put in place, releasing funds to contractors only when the boards agree the project has been delivered.

The same project creation, validation, pitching and execution cycle will be used to:

- //**Run** external advertising campaigns
- //**Produce** platform publicity content
- //**Change** or add features to the platform
- //**Add** new temporary rules to the Smart Constitution



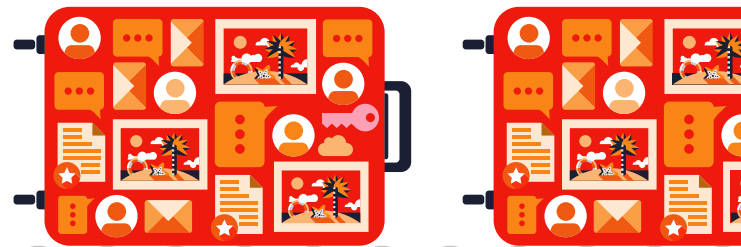
### Decentralized social network

**T**he major social networking services are centrally governed. There are companies providing the services, and only they have the authority to control the information from the users. It is very difficult or impossible for a user to recycle their own data and use it on another network. Their social circle, messages, photos or other applications are stuck on the platform they placed them on, with no automated service available to operate something like this. No one wants to keep registering and re-declaring their friends on each and every social platform.

Each social network will present the information about you in a certain way, according to their design and interests. Currently, users lack complete control over how this information is presented or over what information is offered.

To enter a social network and use its services, users have to agree to its policies - these policies containing clauses that permit the usage of their data for targeted advertising, with or without their will. You cannot opt out. You actually need to manually opt-out of special applications of the platform that compromise the security of your data, like special payment methods.

Currently, social network users are only given the impression that they control their own data. The most important argument for this fact is that even if users can apparently deactivate their accounts, it is actually impossible to completely erase all your information on the site. Through its decentralized control, **etherhive** will not have sole access to data, the right to enforce any arbitral decisions or to keep any of your data against your will.



## PLATFORM FEATURES AND MECHANICS

Settings and privacy specifications are put in place, but there are instances where it is impossible to prevent the access of others, as the control over the users personal data belong to the social networking sites, and they are using it for their personal financial advantage.

Also, restrictions on how new applications using the social graph can be created are imposed by each platform. A set of limited functions offered by the underlying API are offered for developers. They also have to apply to each different company privacy rules, prohibiting different uses of data by third parties.

Interoperability between different social networking sites is also limited. Reusability of applications is intentionally reduced to bind people to each social networking site.

To prevent all these problems and downsides, all data on the **etherhive** network will be kept in network nodes, with no access to any authority. These nodes will communicate with each other to ensure network synergy without threatening data security and confidentiality. Miners will run network nodes and will earn tokens in return.



## Anti-Counterfeit Accounts

Users of a social network build connections that form a social graph. This social graph controls the spreading of information within the social network. This means that any node in this graph can spread a lot of fake information throughout the network.

Current social networks have become the usual target of impersonators and criminals, exploiting these site to scam users for money or spread malware. Attackers and bots set up fake accounts and distribute spam messages, or even take over or steal existing accounts. Though fake accounts behave abnormally and are easy to detect, compromised accounts are much harder to spot.

**Each etherhive user will be uniquely represented in the ecosystem.**

Anti-counterfeit mechanisms will ensure, using picture, alias similarities algorithms, and behaviour algorithms that profiles are genuine and that public influencers cannot be impersonated by malicious users.

Special algorithms will check any similarities between accounts, and will notify the initial account of a possible impersonation, the first account having the option to cancel the second. To counteract compromised accounts, all linked nodes will establish between themselves a behaviour benchmark. Fluctuations in the behaviour pattern of a node will be investigated by a commission of linked nodes, allowing them to temporarily suspend the account, or that node's rights on the platform.

## Two-Factor Authentication (2FA)

You can improve the security of your account by using Two-Factor Authentication (2FA). Activating 2FA will require a numeric code when you login from another device (most commonly mobile phones) linked to your **etherhive** account. If someone has your e-mail address and password, they cannot take over your **etherhive** account because they would need a physical device that you own in order to login. **etherhive's** 2FA uses Google Authenticator (or compatible apps, such as Authy).

## Account Privacy

**etherhive** supports "private" accounts to allow more control on who can see your posts. If you make your account private, you will be notified every time someone tries to follow you, and you will be able to approve or reject the follow request. Additionally, any new posts you compose will default to being private.

## Post Privacy

Post privacy settings are handled individually for each post you make. The four layers of visibility are:

**//Public** - this is the default status of posts on default accounts. Public posts are visible to any user, they federate to other **etherhive** nodes without restriction and appear on your user profile page to anyone, including search engine bots and visitors who aren't logged into **etherhive**.

**//Unlisted** posts are public, except that they are not visible in public timelines or search results. They are visible to anyone following you and show on your profile page to the public even without an **etherhive** login.

**//Followers-only** posts only appear in the public timeline or on your profile page to your followers only. The option can be used if your account is set to private.

**//Direct** posts are only visible to users you have mentioned and cannot be boosted (it's somehow similar to a Direct Message in Twitter).

## Fair marketing



**A**s the centralised social platform enterprises sell the attention of their users to advertisers, the communities that form those social networks have started to realise that they are being deprived of their benefits.

Companies that advertise their products to platform users need to invest a hefty sum to target and reach the users they are interested in, without any of that sum actually reaching the users. Instead, the funds are legally taken by the platform, with no user being able to complain as they have already signed off their rights on the platform to be able to register.

**The users of the Etherhive platform will gain full and direct benefits from advertisers running ads or campaigns on the platform, without ever compromising their data or viewing unwanted content.**

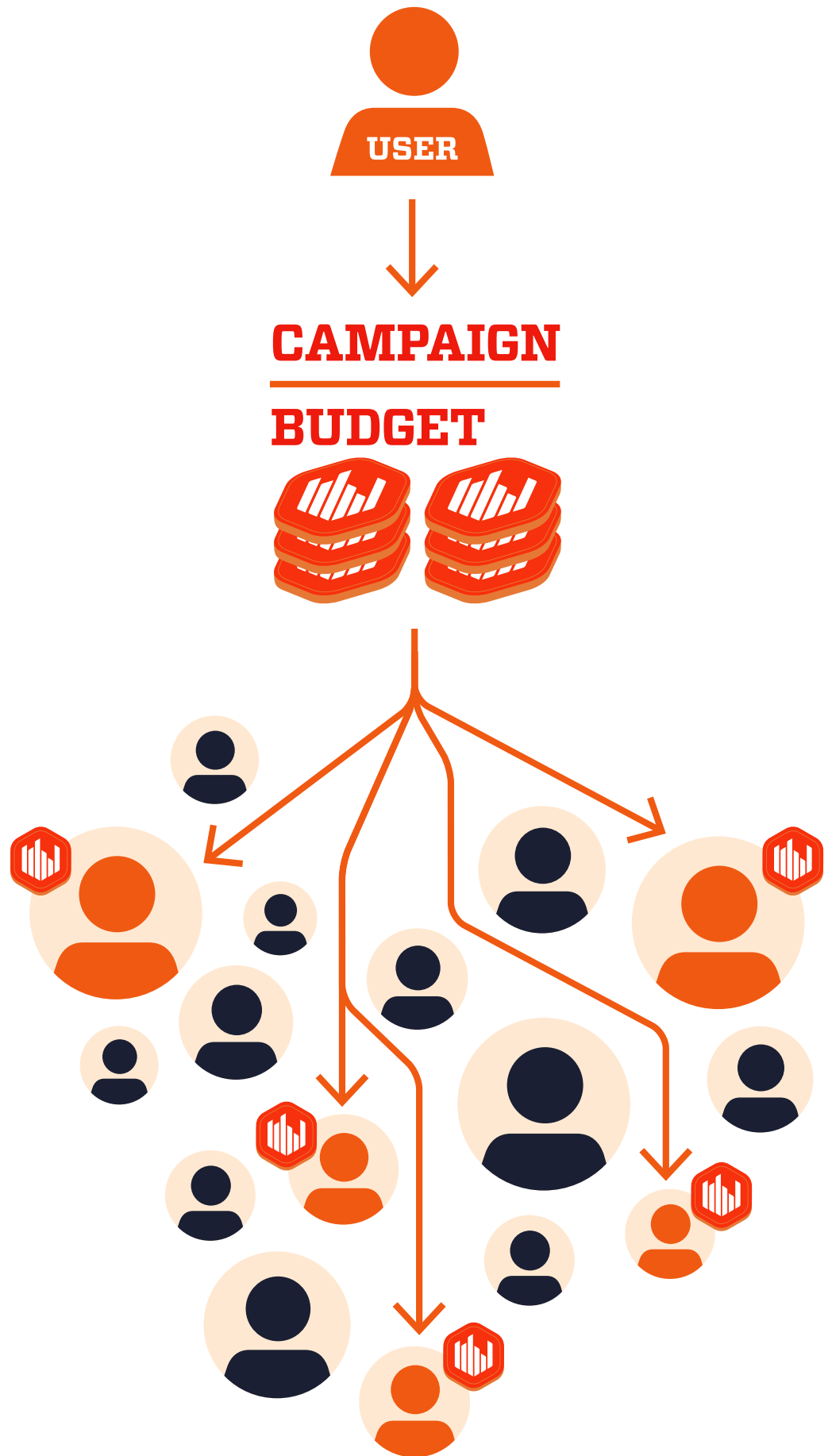
This is possible as all their data is their own, but it also makes it hard to target certain users. To prevent this disadvantage to affect the targeting needs of a brand, a soft-targeting system will be pre-loaded into the nodes of the platform, each node being an independent entity, holding its own data.

Using this safe, basic targeting system, any marketing budget will be divided between the target users relevant for the marketer, in an order established by the platform, according to each user's contribution to the growth of the platform.

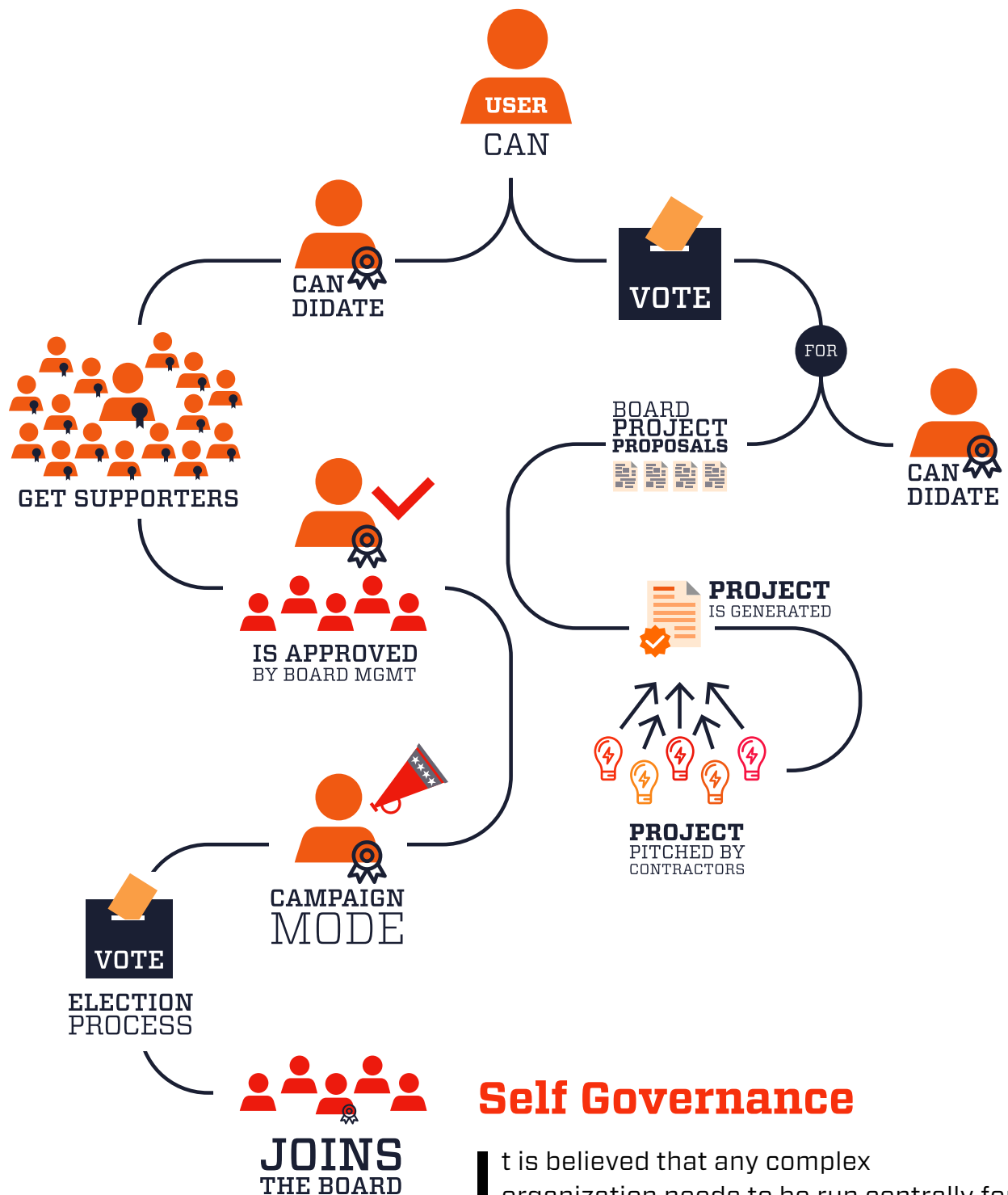
A system based on each user's followers and their activity on Etherhive and other social networks will run the order in which each user is targeted, consuming the budget allocated for a marketing campaign starting with the the most developed to the least developed social circles.

As a result, if a user has agreed to view ads, he will directly receive a portion of the advertising budget, proportional with the overall budget split. This sum will be automatically transferred to his platform wallet.

10 % of each budget will be kept by the Etherhive platform, in a development and maintenance fund that will be administered by the current term's elected authority.



## PLATFORM FEATURES AND MECHANICS



## Self Governance

It is believed that any complex organization needs to be run centrally for it to succeed, profit and grow. This is the basic argument to why only the very few get to decide what happens to the entire wealth of an organization. We believe in our society's power to govern itself, using the power of modern technology. Our plan is to build an autonomous organization that uses the Blockchain as a base, Smart Contracts as organic laws forming a Smart Constitution and the **ehive Token** as the main cryptocurrency, fueling all aspects of the platform: from post boosting to the salary of the democratically elected CEO.

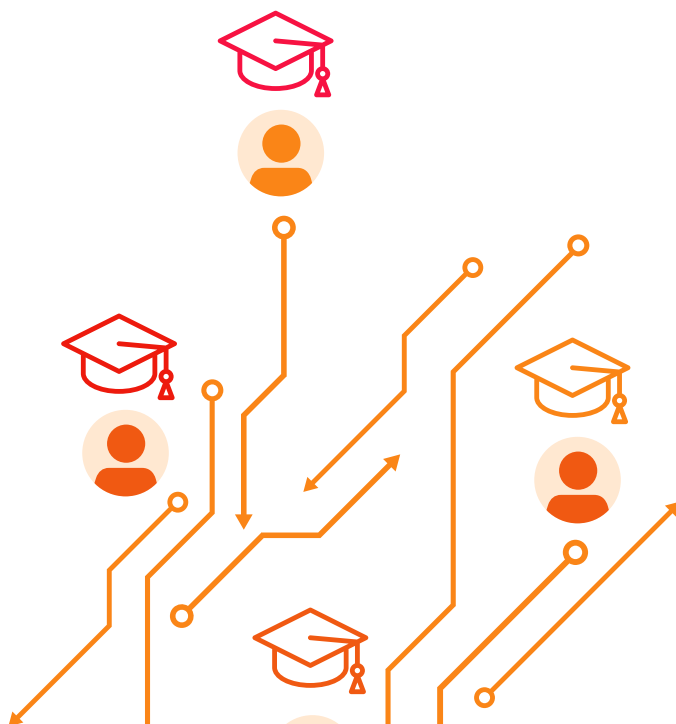
## A skill market

The political system governing the platform will allow users to be elected by the community and subcontract their skills to the development of **etherhive**. Each user's skills and profession will be audited upon being involved in any process. The users will be able to exert their skills in the Governance Boards of the platform, in personal side projects, or in the Autonomous Projects Platform, where **etherhive** aims to decentralize and automate the governance of other systems: projects, business departments, startups, whole businesses or even governmental branches and other emerging society systems.

Any user of the platform will be able to choose if he wishes to become a citizen of the platform, having rights to pitch development ideas, vote, or run for a position in one of the Governance Boards. If he chooses so, he has the responsibility to vote, and can turn on the ads version, having the right to receive tokens for his attention to ads.

If user does not wish to participate in the democratic governance process, he can opt out and only use the platform as a means to communicate with friends, having no financial rights.

The users of the platform that choose to become citizens also have the option to run for a position in one of the Governance Boards.



## The Governance Boards

The platform will be run by Boards, comprised of specially skilled users. Each Board will handle a part of the platform organisation, supervised by one management Board. Some support Boards will also be aggregated, to mitigate conflicts and possible skill fraud.

### List of Boards:

---

#### Platform Management

This board will perform the general platform management tasks, inter-board cooperation, the development of the Smart Constitution and will set the general business plan for **etherhive** and will work toward reaching those goals.

##### Positions:

**CEO** - 3 positions

**COO** - 3 positions

**Management council** - 10 to 20 positions

**Executive staff** - 5 to 10 positions

---

#### Platform Tech Development

This board will supervise the maintenance and technical development of the platform.

##### Positions:

**Tech Director** - 1 position

**Developers** - 5 to 10 positions

**Testing and Assisting Staff** - 5 to 20 positions

---

#### Financial board

This board will supervise the Platform Fund and all costs, salaries and prices.

##### Positions:

**Financial Director** - 1 position

**Accounting and Fintech** - 3 to 5 positions

**Client Service** - 10 to 15 positions



---

## Platform Marketing and Advertising

This board will supervise and develop the marketing and advertising plans for the network.

### Positions:

**Marketing Director** - 1 position

**Creative Director** - 1 position

**Product Management** - 3 positions

**Account Executives** - 10 to 20 positions

**Creative Teams** - 2 to 5 positions

**Media Planning** - 1 to 5 positions

**Media Production** - 10 to 20 positions

**Influencer media** - 20 to 50 positions

---

## Legal Board

This board will supervise and manage all the legal aspects of the Network

### Positions:

**Legal Director** - 1 positions

**Lawyers** - 1 to 3 positions

---

## Ethics Board

This board will audit Board activity, Board members ethics compliance and user post reports.

### Positions:

**Ethics director** - 1 position

**Governance ethics inspector** - 4 to 8 positions

**Ethics agent** - 20 to 100 positions

---

## Human Resources Board

This Board will perform skill audits and vital position headhunting.

### Positions

**HR Director** - 1 position

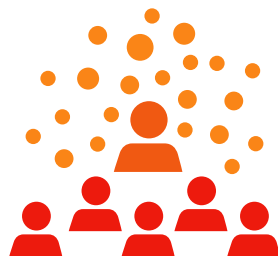
**HR managers** - 2 to 5 positions

**HR agents** - 10 to 20 positions

## The election process

To do so, the candidate must offer details about his skills and career through a CV or a portfolio, offering contacts to support this and as much proof as possible.

Candidature to Governance Boards will have 3 steps:



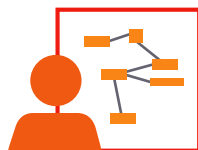
### 1. Node Support gathering

To run for a position, one must first gather the support of 10 other users, with at least 300 followers. Support will be given through a recommendation on their Bio from each other node.



### 2. Skillset approval

After being vetted by 10 users, the user must be audited by the current Governance Board. The Board must reach 51% approval on his skills for him to be able to go forward.



### 3. Form a development plan or idea

You must have a plan or an idea that suggests what you want to carry out on the platform.

After all three steps are fulfilled, the user may start his campaign, with direct access to the entire platform community. The campaign will last for one month before the actual election.

If the user is elected, he will retain his position until the next term, when he can candidate again if he passes through the 3 steps.

## **Electoral terms**

Each term will last for 6 months. Each candidate can run a total of 2 uninterrupted terms and 10 total terms.

The candidates are chosen in the order of the number of votes they gathered, to occupy all available positions in the Board.

**6**  
MONTHS

**%**

## **Financial aspects**

Each Board will have an allocated fund pool, of which a percent will be spent by the platform on salaries, divided equally according to that Board's skills.

## Platform development

For **etherhive** to prosper, it needs to keep developing itself after we, the founders, completely renounce any authority over its mechanics.

### To do so, the platform will evolve using its users.

Each Board candidate must present and carry out a development plan that benefits the platform. He will be supported according to it, but any development idea or project must be vetted by the entire Board in a closed voting circuit, then the results must be supported by the entire platform community, through voting.

Any user of the platform can pitch ideas and projects to any Board. If a minimum of 10% of the comprising members favor the idea or plan, it gets to be voted on by the entire Board, then by the community.

After being voted, the plan goes back to the corresponding Board, where the elected employees formulate a detailed project plan, and allocate a budget. After being reviewed by the Management Board, the project is pitched to the real-world.

Any entity that wishes to make the project happen must present an offer containing the price, timing and a development plan. The Board accepts their proposals as valid, votes on one of the entities to complete the project, then supervised the process, making sure everything goes out as planned. If not, they stop and restart the entire process, the funds remaining within the platform fund pool.

# THE ROADMAP



**O**ur intention is to raise funds, develop this platform through the 9 stages of development needed to reach an autonomous state, and then completely leave the system, passing all the keys to the community running it.

## Etherhive development stages to complete autonomy:

- 1** Beta release at the beginning of the ICO
- 2** Recruitment campaign and Mass influencer inclusion
- 3** Marketing and Ad support
- 4** Network governance boards launch
- 5** Smart constitution drafting
- 6** Election campaign
- 7** First Election process
- 8** Kick Off for autonomous development projects
- 9** Key handover and complete founder dilution

**The release schedule  
will be as follows:**

## THE ROADMAP

- 
- 1** EtherHive 1.0 - live
  - 2** EtherHive 1.5 - Marketing and Ad support - August 2018
  - 3** EtherHive 2.0 - Network governance boards - November 2018
  - 4** EtherHive 2.1 - Smart Constitution - February 2019
  - 5** EtherHive 3.0 - BugFix release to be handed over to the community - March 2019

# THE EHIVE TOKEN

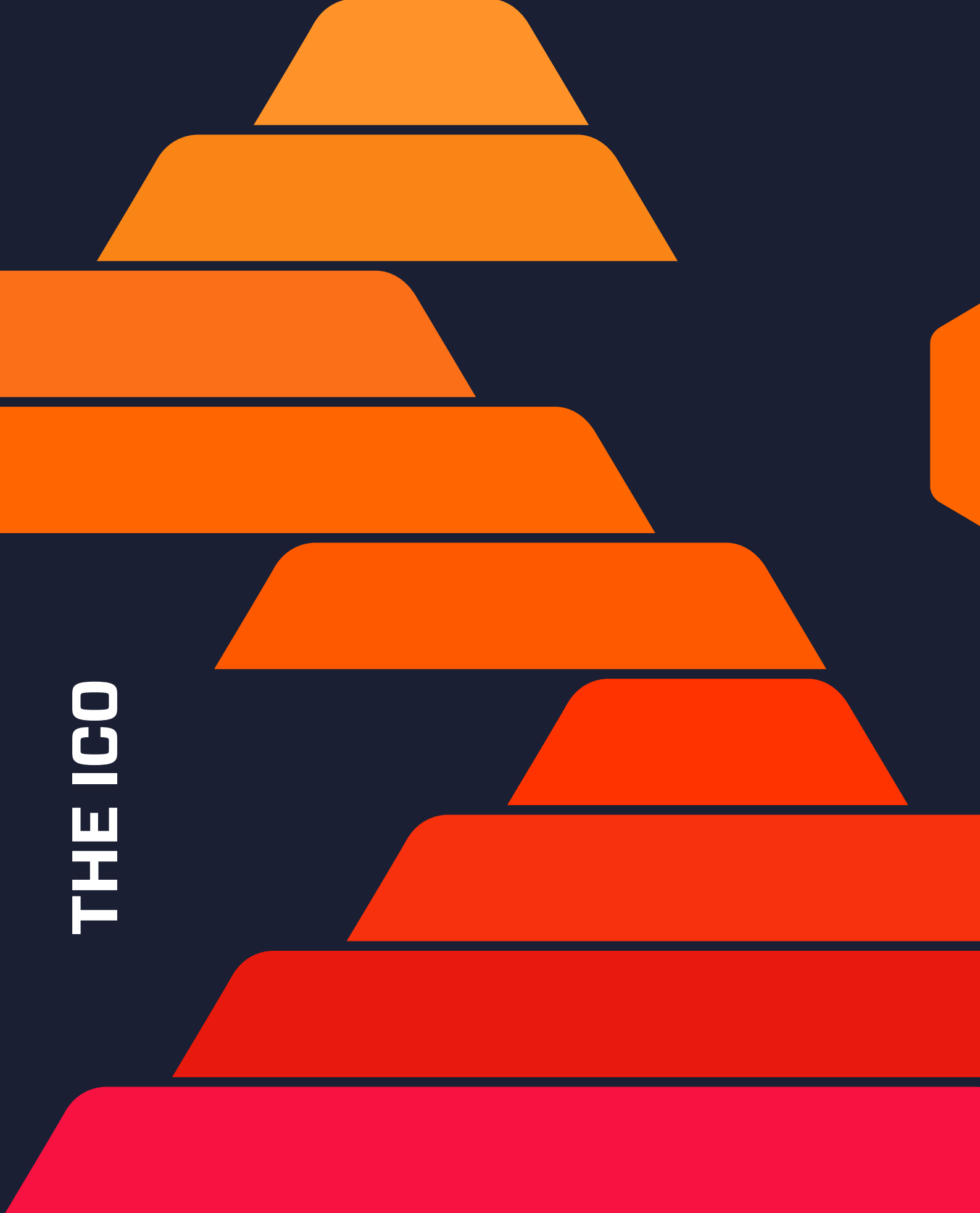




The Etherhive Platform will be funded by selling the **ehive Token** to the community. The **ehive Token** is a standard ERC20 token that can be used by multiple wallets and trading platforms.

The token will be used as the only currency for interacting with the **etherhive** platform. This Token will be used as utility on the platform, help grow community through referral programs, activate post boosts, power marketing campaigns and be used as pay for all jobs necessary within the Governance Boards and for its development.

THE ICO



**T**he pre-ICO round will provide an early opportunity to loyal contributors to join in prior to the full ICO. The ICO will have a maximum duration of 2 months. During the crowdsale, the tokens are distributed on a first-come-first-served basis. The **ehive tokens** are planned to be issued to all contributors, as soon as their contributions are received.

The ICO timeline may be subject to further delays in the event of any unforeseen legal, certification, or regulatory compliance roadblocks.

**Four hundred millions**  
**400.000.000**  
**EHIVE TOKENS**

will be generated. The tokens will be available at the time of the pre-sale, and will be distributed immediately.

## Allocation

An initial pre-ICO will be launched in March 2018 and the main ICO opening round is set to follow in april 2018.

The maximum crowdsale cap is set at

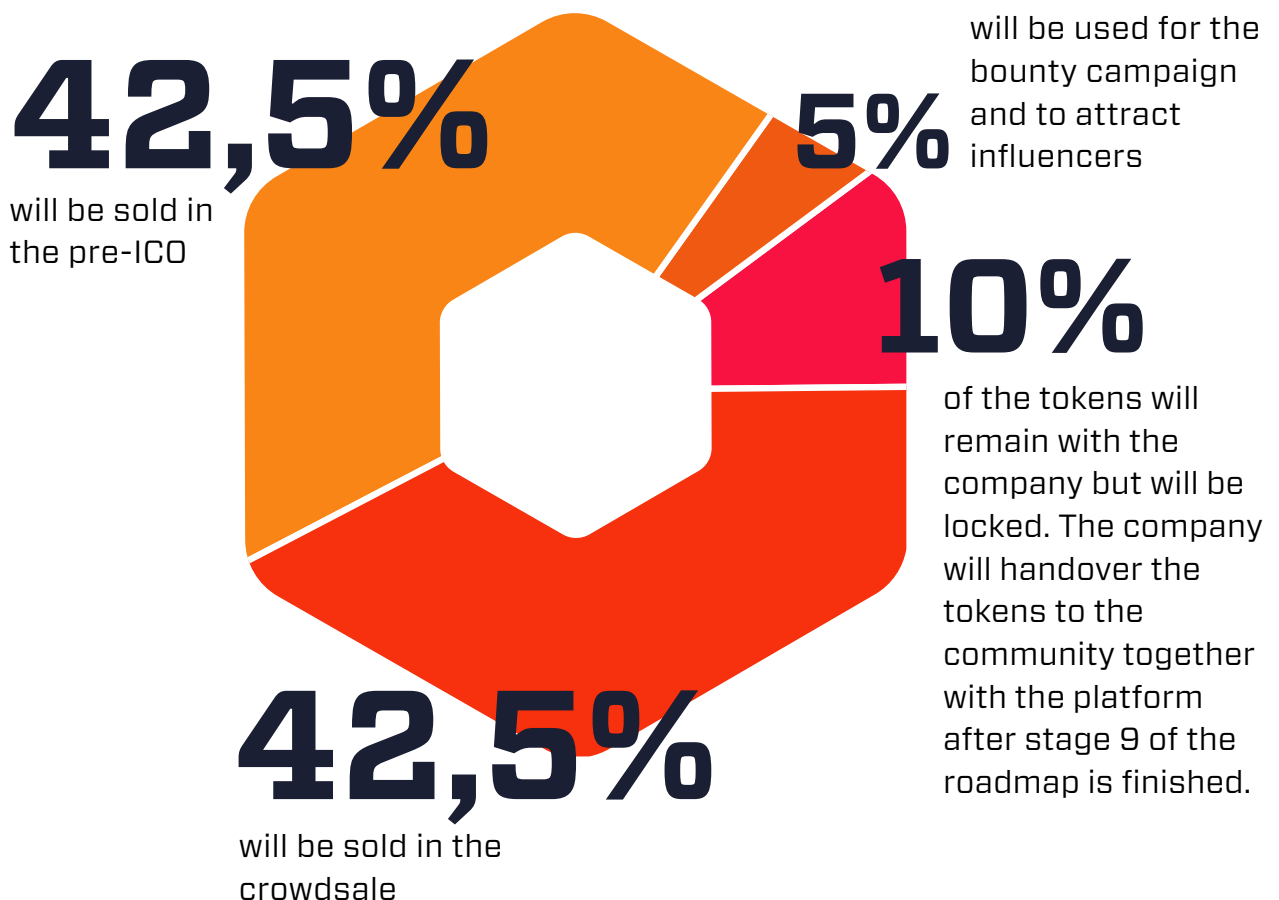
# 30.000 ETH

with accepted contributions in ETH.  
BTC will be used for contributions higher than 1 BTC.

The initial price of 1 EHIVE will be 0.000125 ETH.

## 1 EHIVE = 0.000125 ETH

**The EHIVE tokens will be allocated as follows:**



**Unsold tokens from the crowdsale will be burned.**

## Pre-ICO

# 30%

An initial pre-ICOs will be launched in March 2018. The Company is pre-selling tokens (prior to the crowdsale) with a 30% bonus. The minimum contribution is 0.1 ETH.

## Crowdsale

The main ICO opening round is set to follow the pre-ICO in April 2018. The EHIVE tokens are intended to be sold at the following rates:

# 20%

### Weeks 1 and 2:

9600 EHIVE tokens for 1 ETH (20% bonus)

# 10%

### Week 3:

8800 EHIVE tokens for 1 ETH (10% bonus)

# 0%

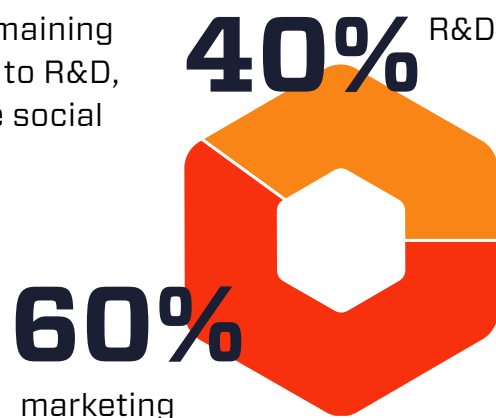
### Week 4:

8000 EHIVE tokens for 1 ETH (no bonus)

## Usage of Funds

The ICO will allow us to hire new talent, pay for hardware, pay for marketing, as well as for business and product development so that we can deliver a working platform to the community.

A significant portion of the post-ICO funds, totaling 60% of the token total value will be allocated for marketing purposes and to drive platform adoption. The remaining 40% of the funds will be allocated to R&D, personnel and development of the social network



# DISCLAIMER



The **etherHive** token sale represents a voluntary contribution towards the execution of this product vision by its current and future team.

The **ehive Token** does not grant any direct equity stake nor profit sharing. It does not represent an ownership right or claim in the **etherhive** ecosystem, revenues or intellectual property, either present or future. Despite **etherhive** team's best efforts and diligence to bring this project forward, all contributors should be aware that their contributions are not refundable and accept the inherent risk of project failure at any stage of development.

This implicit risk is associated with any and all uncertainty of backing cutting-edge technologically-focused entrepreneurial projects, and can be affected by either internal or external factors that are out of the control scope of the team. Additionally, contributions may be subject to any applicable compliance regulations. The **ehive Token** can be used in the **etherhive** platform, with a corresponding utility value inside such ecosystem. The **ehive Token** does not qualify as a security and does not provide a contributor equity share in the legal structure of any of the **etherhive** entities.

# ICO SECURITY





**O**ur system is designed to take into account recent events of wallet theft and phishing during ICO campaigns. This will be mitigated by using secure multi-sig wallets and by converting a significant amount of the ICO to fiat currency when possible.

We will also continuously monitor for phishing sites and will alert all Contributors through press releases and newsletters. We will communicate official information regarding wallet addresses only through email to registered members.

Our deflationary mechanism creates intrinsic value and a relationship between the platform growth and token value. The purpose is to mitigate the effects of earlier ICOs in which the tokens had a large demand on the first months, and then flattened, leaving the value at almost zero.

Our operating strategy includes periodical contact with Contributors through a mailing list and/or newsletter in order to keep them updated on current status of development, marketing, clients, and revenue. This strategy allows us to gain feedback from Contributors and keep them updated with the most recent news and developments.