



CHEELEE — GAMEFI SHORT VIDEO PLATFORM

Watch. Play. Earn



PROBLEM

Users spend an average of 2.5 hours daily
on social networks and **get nothing for it**

OUR MISSION

is to provide everyone the opportunity
to monetize their time on social media

cheelee

CHEELEE

is a short video platform with GameFi mechanics
that rewards all users for watching the feed

How to earn
with Cheelee?

Watch cool content.
That's it. Really!



HOW IT WORKS



Sign-up in the app and get your **free NFT glasses**

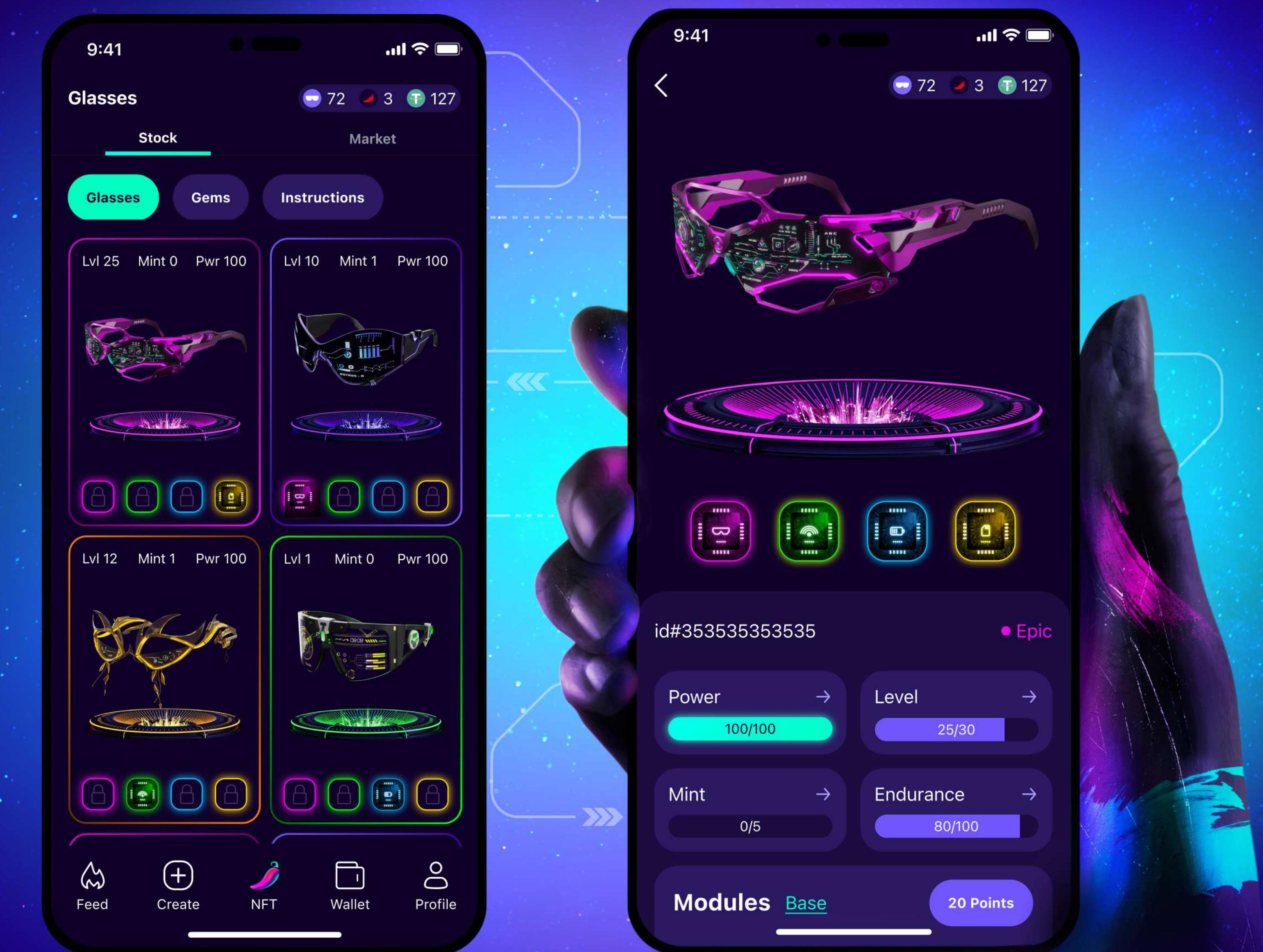


Watch the feed and get boxes with **LEE tokens**



Buy your NFT glasses and **get your LEE tokens** directly while watching the feed

The higher the rarity of your NFT glasses, the more points you get when leveling up and the more tokens you can earn



REWARDS FOR CREATORS

How it works?



Pick a theme,
"Nature videos", for instance



When the season's over,
we pick the top 10 creators whose videos got the
most views, likes, comments, and shares



Make a video that's totally unique,
at least a minute long, HD quality, with
gorgeous scenery and a story behind it



We split the award pool
among them!

Later we will add special NFTs for content creators: they will earn you tokens for watching your videos.
These NFTs will have their own modules and upgrade system

Become a rising star in the Cheelee sky!

Cheelee's got a reward fund that
distributes prizes monthly among
content creators

LEVEL UP NFT GLASSES



Do you want to earn more?
Upgrade your NFT glasses!



Radar module — increases the chance of getting a box drop with bonuses while watching the feed



Frame module — increases the lifetime of NFT glasses. The higher this parameter is, the longer you can use your NFT glasses



Lenses module — increases the speed of earning **LEE** tokens



Memory module — increases the speed of earning **CHEEL** tokens



Battery module — slows down the rate of Power Discharge while watching the feed

NFT GLASSES

At the moment, there are 7 types of virtual NFT glasses available: 6 of them differ in their design and rarity, the 7th type is Customized NFT glasses created in collaboration with bloggers and brands



Customized NFT glasses will be released in collaboration with bloggers and brands. They will have a unique design and upgraded features

CHEELEE

Social network

where all users
make money while
watching the feed

New platform

new opportunity
to become famous

The more you play,

the more you earn

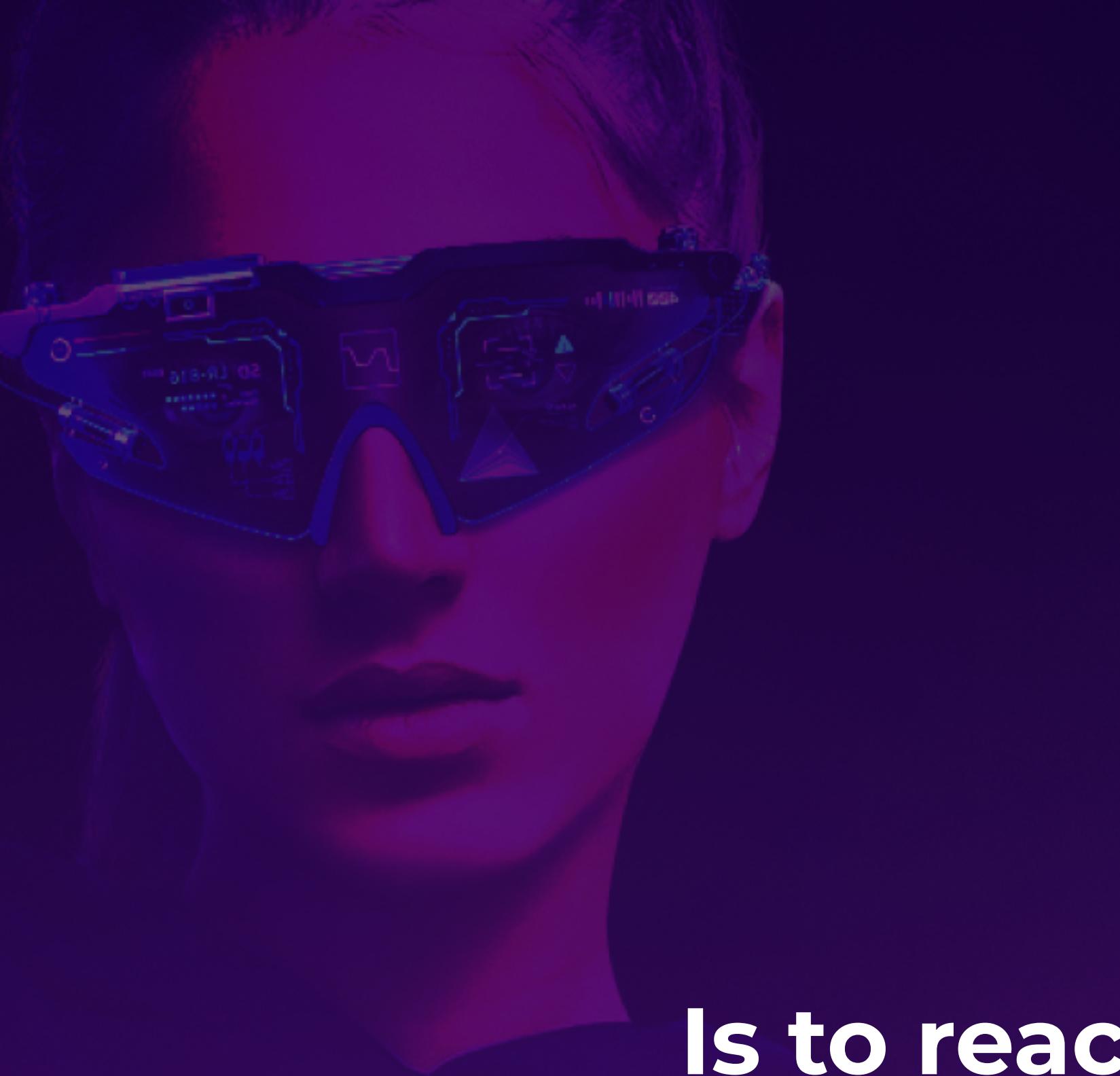
Easy way

to get into crypto community
- sign up the social network.

That's it

Pleasure

of content and user-friendly app
interface



OUR GOAL

Is to reach **1 billion** users within 4 years



cheelee

WE KNOW HOW TO ACHIEVE THIS!

KEY PARTNERS FOR TRAFFIC BOOST

1

EXPERTS OF
THE CRYPTO
COMMUNITY

2

BLOGGERS-
AMBASSADORS

3

WORLDWIDE
FAMOUS
CELEBRITIES

4

ADVERTISING SOURCES
WITH MASS COVERAGE
(TV, ETC.)

Cheelee's financial model is approved by funds and top advisors



Ryan Horn



- Ex-Binance NFT Director
- Co-Founder N3ON
- 6+ years in Crypto & WEB3.0
- 20+ years in Brand & Commercial Innovation as Agency CEO, Start Up Alchemist & Chief Innovation Officer



Vladislav Martynov



- Serial WEB3.0 investor
- Co-Founder of BlockGeeks.com
- Ex-member of Ethereum Advisory Board



Siva Sagiraju



- Senior Product Marketing Manager at Polygon Technology
- 5+ years in Leading Marketing Science, Ex-Product Marketing at Meta (Facebook)



Prasoon Agrawal



- Co-founder BornToDie
- 3X VC Fund (Crypto, Startups)
- 6X Founder
- Ex IndiaMart & RedBus



Matt Hagger



- Serial entrepreneur and investor
- Partner E-Man Asset management
- Inventor of Zkatter — 1st mobile social video platform in 2007



Rachel Pether



- Advisory board MidChains and Islamic Coin
- Senior positions at Mubadala and Skybridge Capital
- Experienced journalist of BBC
- TV host of Digital Asset Report



Gabriel Zanko



- CEO & Founder of MobileyourLife & Urano Capital Fund
- Ex PwC, Nokia & Siemens
- Global Speaker and Lecturer at University UCAB (Caracas) teaching about Blockchain & DeFi

FUNDS

Purchased allocation:



\$11M
own funds
invested

\$8M
VC SILA and Veligera
invested in Equity

\$3,75M
jointly invested
in token

Equity investment:
To raise \$10M

Token investment:
To raise \$40M

TEAM



Cheelee is a large team of professionals

Founders, entrepreneurs and scientists. Cheelee project team has developing for 3+ years and successfully launched a short video platform NUTSon in 2021

PROJECT LEADERS



Roman Alekseev

Founder



- Serial entrepreneur with 20+ years of experience in the international market
- Venture capitalist with a portfolio of over \$500M. Invested in 44 crypto projects
- Philanthropist, mentor and visionary



Ruslan Sharov

CEO, Co-Founder



- Entrepreneur with 20 years of experience, business angel
- Co-Founder of the **KSK group consulting** company, **Mazalt Group holding**, **Angel Gift** charity fund



Yuriy Kardonov

CPO, Co-Founder



- CEO and Founder of the CommON start-up in the field of **neurotechnology** and **virtual reality**
- Organizer of Russian and global **hackathons** for IT-developers



David McKie

CVO



- Ex-CBDO at Philips Electronics
- Ex-COO at Pointvoucher Games which launched 3 games including ITV and Endemol Entertainment
- Founded Web 3 fundraising platform SWAGGA



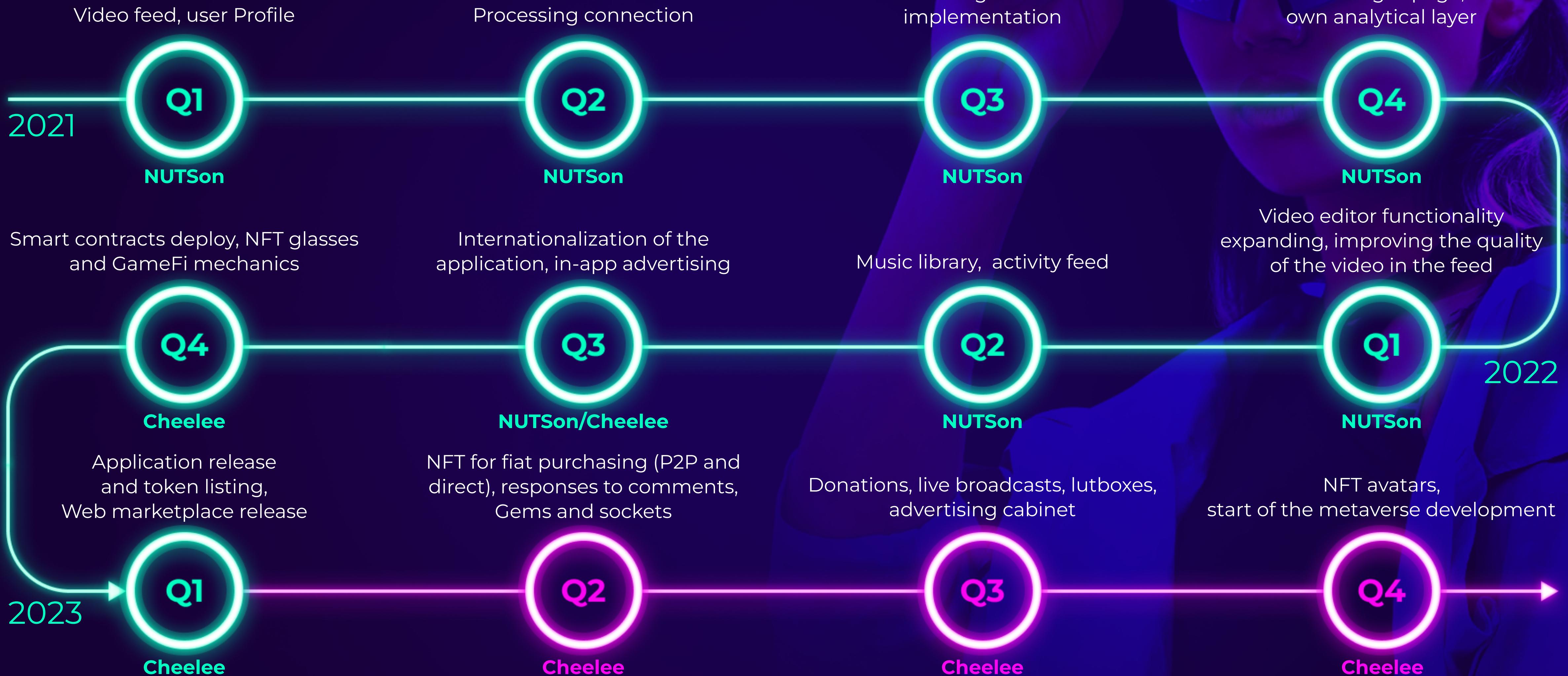
Juliana G

CBDO



- 5 years of experience in China Tech Startups for B2B & B2C markets
- Lead BDM at RAVV innovation ecosystem, partnering with HBS Alumni Angels, Berkeley SkyDeck, Harvard Innovation Labs

Roadmap



To learn more about Cheelee:



Forbes



MarketWatch



yahoo!

BENZINGA

MEXC Global

BINANCE



TECH
TiMES



TechBullion



Lightpaper



Extended Roadmap



Tokenomics



Website



Discord



Telegram



TG Chat



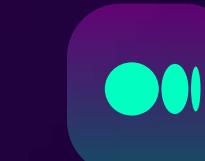
Twitter



Facebook



Instagram



Medium