



# **The Honey Journey**

## Whitepaper

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# Contents

Abstract. Summary	3
Introduction. General	5
Introduction. Pollinator crisis	6
Introduction. Metaverse shortcomings	7
Introduction. Why a game	8
Decentralizing Environments For Metaverse	9
TheHoneyJourney Environment Overview And Mechanics	9
Step 1: Entering The Apiary	10
Step 2: Choosing the Adopter Only Role. NFT rewards	10
Step 3: Choosing the Player Only Role. NFT rewards	11
Step 4: Choosing Adopter And Player Role. NFT rewards	11
THJ Token Cryptocurrency. Private Sale	12
Post Launch Evaluation	12
Tokenomics	13
Roadmap. Timeline	14
NFT Hybrid Economy	14
Beta Release	14
Further Development	15
Team	15
Disclaimer	16

## Abstract. [Summary](#)

Thehoneyjourney is a project addressing the environmental issue of the honey bee population decline worldwide, by creating a bridge between our real world with the metaverse worlds via blockchain and NFT crypto technologies.

In itself, Thehoneyjourney is a game with, about, and for the bees. Embarking in an adventure, users explore the metaverse through various challenges that can render useful rewards, in the form of NFTs and NFT collections. These can be traded or sold in marketplaces and/or redeemed by withdrawing real honey from our partnering local apiaries and beekeepers.

Within 2 years since the start of the COVID-19 pandemic, several aspects of our lives have moved online, be it for example work (now more often done remotely from home) or social interaction. The concept of metaverse has gained more popularity in a context of increased social isolation, promising to be far more immersive, interactive, and collaborative than what the internet has accomplished so far. Yet as the much as it's still a work in progress, many have questioned its impact in real life, and moreover how much older generations could have access to it.

Blockchain technologies are addressing this by underpinning the possibility to transact within metaverse environments. Apart from NFTs (digital goods), the ability to already earn or transact cryptocurrencies provides the possibility of conversion to fiat currencies and, thus, a link between metaverse and the physical world.

Similar to other play-to-earn games, Thehoneyjourney provides digital assets to players - in this case honey themed NFTs that could be transacted online, THJ tokens, and real-life honey.

*Thehoneyjourney has been developed with several core principles in mind.*

#### *Play-to-earn*

The COVID-19 pandemic has brought higher rates of unemployment worldwide, according to ILO (International Labour Organization) monitoring. In this context, play-to-earn games have provided a solution towards earning a living to many youth, no matter the geographical location.

Players engaging in our in-game ecosystems have the chance to earn digital assets that can be transferred to the physical world as valuable resources and also traded and exchanged freely online.

#### *Core game play and mini-games*

The Honey Journey as a game will consist of an exciting expedition through various challenges, or mini-games, each providing an incentive. The social aspect will consist of teams being able to join virtual beekeepers exchange experience and resources and form alliances or create smart contracts for commercial purposes.

#### *Bridging digital incentives and real-life assets: Hybrid NFTs*

By providing rewards in the form of honey-themed NFTs, players will have both full ownership and the possibility to transact them in the metaverse. Moreover, ownership of a THJ NFT translates itself into owning a jar (or more, according to the situation) of real honey, that can be immediately redeemed. By making this connection between virtual beekeepers and real-life beekeepers, THJ aims to introduce the concept of HYBRID NFTs - that exist both in the metaverse AND physical world.

*True transparency through the blockchain, true decentralisation through crypto.*

Relaying on Web3 DeFi, we are introducing the THJ currency, putting the best qualities of cryptocurrencies to practice: decentralised and autonomous. Holding THJ translates into the possibility of earning extra rare

honey NFTs, besides the ones earned while playing the game. Moreover, THJ will be fully tradable in-game and in-between metaverse users.

#### *Accessibility and education*

Players and adopters earn NFTs by playing regularly and have the chance to also learn and accumulate knowledge that experienced beekeepers managed to gather in many years of working with the bees. Users' journey as virtual beekeepers is designed to also raise awareness about environmental issues and the decline of bee population. Playing, earning THJ and THJ NFTs that also translate themselves to real honey, will contribute to efforts of increasing the number of pollinators, by supporting local beekeepers with whom we are partnering. This link between the metaverse and the physical world contributes to the mainstreaming of the first, making it more accessible to the general public. As the play-to-earn games become more popular, this will become a viable option to generate income for absolutely anyone.

## Introduction. [General](#)

Blockchain technology is an alternative to data-driven technology. It bases itself instead on the principles of decentralisation, open source, horizontality, flexibility of development, safeguarding user privacy and protecting against censorship or control.

Replacing centralised record-keeping industries still poses its challenges, in terms of scalability and entering the mainstream. Developing Decentralised Applications (DApps) are one of the key solutions for making the blockchain technology accessible to the general public.

The Honey Journey is a play-to-earn game/DApp giving players a chance to earn assets for their contribution. The game will be in the form of a continuous journey from challenge to challenge, opening up "chests" of

rewards. The highly innovative contribution of THJ is linking digital collectibles (NFT, NFT collections, THJ tokens) with real-life honey that can be redeemed from our local partnering apiaries and beekeeping.

Blockchain technology offers a digital proof of ownership for assets in the metaverse, yet the impact within the real world is scarce. Thus, THJ is not only a captivating game rewarding players with digital AND real-life assets, but also aims to contribute to the ongoing worldwide efforts to address the bee population decline.

## Introduction. [Pollinator crisis](#)

There is a widespread consensus among scientists that human activity is accelerating the extinction of many animal species. Addressing what now is commonly dubbed as the Sixth Mass Extinction, the 2019 Global Assessment Report on Biodiversity and Ecosystem Services, published by the United Nations' Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, posits that roughly one million species of plants and animals face extinction within decades as the result of human actions.

Climate change, disappearing habitats and wide use of pesticides have triggered, among the threat to livelihoods for other species, a widespread decline of pollinator species, with potentially catastrophic effects. According to an international panel of experts, led by the University of Cambridge, the situation is dire. “What happens to pollinators could have huge knock-on effects for humanity,” said Dr Lynn Dicks from Cambridge’s Department of Zoology. “These small creatures play central roles in the world’s ecosystems, including many that humans and other animals rely on for nutrition. If they go, we may be in serious trouble.”

Bees are essential towards biodiversity, providing pollination to a wide range of crops and plants. The Food and Agriculture Organization of the

United Nations (FAO) estimates that of the 100 crop species that provide 90% of food worldwide, 71 are pollinated by bees. Several EU bodies have already launched in-depth research and programs addressing pollinators decline, programs that have been later reported as inefficient.

Moreover, efforts to sustain pollinator populations have seen another type of setback with the presence of “fake honey” (honey diluted with sugar and syrup) within the market, driving the price of honey lower and thus rendering bee-keeping unproductive. This affects both bee population health, and efforts to bring their number higher.

The Honey Journey aims to bring awareness to all these environmental concerns. Introducing for our players the possibility to adopt beehives and acquire honey, we aim to support local apiaries and beekeepers.

## Introduction. [Metaverse shortcomings](#)

Within 2 years since the start of the COVID-19 pandemic, several aspects of our lives have moved online, be it for example work (now more often done remotely from home) or social interaction. The concept of metaverse has gained more popularity in a context of increased social isolation, promising to be far more immersive, interactive, and collaborative than what the internet has accomplished so far. Yet as the much as it's still a work in progress, many have questioned its impact in real life, and moreover how much older generations could have access to it.

Blockchain technologies are addressing this by underpinning the possibility to transact within metaverse environments. Apart from NFTs (digital goods), the ability to already earn or transact cryptocurrencies provides the possibility of conversion to fiat currencies and, thus, a link between metaverse and the physical world.

Similar to other play-to-earn games, the Honey Journey provides digital assets to players - in this case honey themed NFTs that could be transacted online, THJ tokens, and real-life honey.

## Introduction. [Why a Game?](#)

We believe that mass adoption will come from the younger generation and games are essential to a thriving crypto market. The imaginative play that games bring and the creativity, both are a great stimulant to practice visual-spatial skills and encourages reading, problem-solving and social connections specially among the younger generation.

Creating this environment we test a new generation of technology combining the real world with the metaverse worlds in a practical way so that can be possible to create and implement almost immediately in this timeline of development. Crypto flourishes when great ideas get backing and investors find capital growth.

A gaming experience where players win NFTs and an economy based on labour in the metaverse is our robust project's primary goal. This ecosystem lifts a market by efficiently connecting ideas with money and brings adoption incentives to a superior level of understanding, keeping things moving up and moving forward. A great game has two things exceptionally:

1. A Continuous Challenge. Players have continuous challenges, each of which leads to another challenge, to keep them "hooked" on playing the game.
2. Immediate, useful rewards. Players win NFTs and NFT Collections that they can sell in marketplaces and/or use to redeem and withdraw real honey from the beekeepers.



## Decentralized. [Environments for Metaverse](#)

Open the portal, step into the apiary.

Our environment's success is measured by the success of others. We aim to apply the open to everybody principles so we can have a decentralized manner where all the processes can be determined before the impact.

We're building Thehoneyjourney for participants who want to earn NFTs not only for their collection but also NFTs that carry real world value, starting with the form of pure raw honey from real world apiaries and beekeepers.

We're building for teams to join as virtual beekeepers and go beyond the real world to bring and transform their products to the virtual worlds with larger potential size.

We're creating \$THJ to put the best qualities of cryptocurrency to practice: decentralized, autonomous, trustless governance and execution.

Our purpose is to propel the next generation of Play to Earn crypto gaming with our first HYBRID NFT technology that bridges and swaps the virtual world with real world. We are Thehoneyjourney.

## Thehoneyjourney. [Environment overview and mechanics](#)

Thehoneyjourney will be accessible on mobile operating systems iOS and Android and available on the App Store and on Google Play.

Our gaming process has several steps to make in order to become a gate between the virtual and the real.

The three roles in the environment are the game, investors and the players (community participants, adopters, beekeepers and traders).

The **game** is the vehicle to use the challenging environment and bring immediate and useful earnings to players and/or investors from both worlds.

**Investors** are token holders & platform users who may have no desire to play the game. They take part in governance or stake \$THJ to maintain the health and reputation of the apiaries.

The **players** are individuals looking to participate in the game. Using the environment is incentivized with rewards coming in the form of NFTs that can be carriers of real world apiary products. The withdrawal process using Thehoneyjourney as the gate between worlds is designed with success and ready for use.

Thehoneyjourney game starts with a Portal to the Apiary where you can choose your hives for adoption if you hold \$THJ in your wallet. That gives you a monthly Honey NFT that carries real honey withdrawal rights. Only as an adopter/ \$THJ holder you get the chance to earn EXTRA rare Honey NFTs. If you are not a \$THJ holder you can still play the game to earn monthly Honey NFTs with honey withdrawal rights that you can collect, sell on marketplaces or use to get real honey from our beekeepers.

### Step 1: Entering the Apiary

When entering the Apiary you connect and sign with your blockchain address. We are supporting the BSC blockchain to start with.

### Step 2: Choosing the Adopter Only role (investor)

As a \$THJ holder you can choose to be an adopter (hive owner) and depending on your holding quantity you can adopt one or more hives by stacking your tokens. Each adopted hive generates one of the Honey NFTs every month of adoption. More hives adopted, more NFTs to earn.

### Step 3: Choosing the Player Only role

If you don't hold enough \$THJ you can choose to be a player (virtual beekeeper) and still earn Honey NFTs every month if you successfully complete all the challenges the game has for you.

### Step 4: Choosing Adopter Player role (gamer-investor)

If you are an adopter and also play the game, you keep earning the monthly Honey NFT and as an exclusivity you get to earn Extra Rare Honey NFTs from special collections as a bonus for playing the game. The more hives you have into adoption and the more you play, the more Extra Rare Honey NFTs you earn.

\*\*\*\*All Honey NFTs including Extra Rare Honey NFTs are unlocked and can be traded on NFT Marketplaces immediately;

\*\*\*\*All Honey NFTs including Extra Rare Honey NFTs are carriers of real world honey jars and can be withdrawn to a physical address by the NFT owners (owners pay packaging and shipping separately).

\*\*\*\*Honey NFTs and NFT Collections will include:

- Honey jars of diverse quantities
- Honey jars of diverse types (linden, acacia, manna, rare types and others)
- Honey jars diverse geographical origin and years of production
- Different bee species
- Different bee types (by role)
- Different hive types
- Apiary products (royal jelly, beeswax, propolis, pollen, bee venom)

## THJ Token Cryptocurrency. [Private sale](#)

Private sale starts with deals for a **discounted price** for \$THJ tokens and is available to partners, collaborators, media managers, community managers and team members through the smart contract in a direct and transparent manner on the Binance Smart Chain.

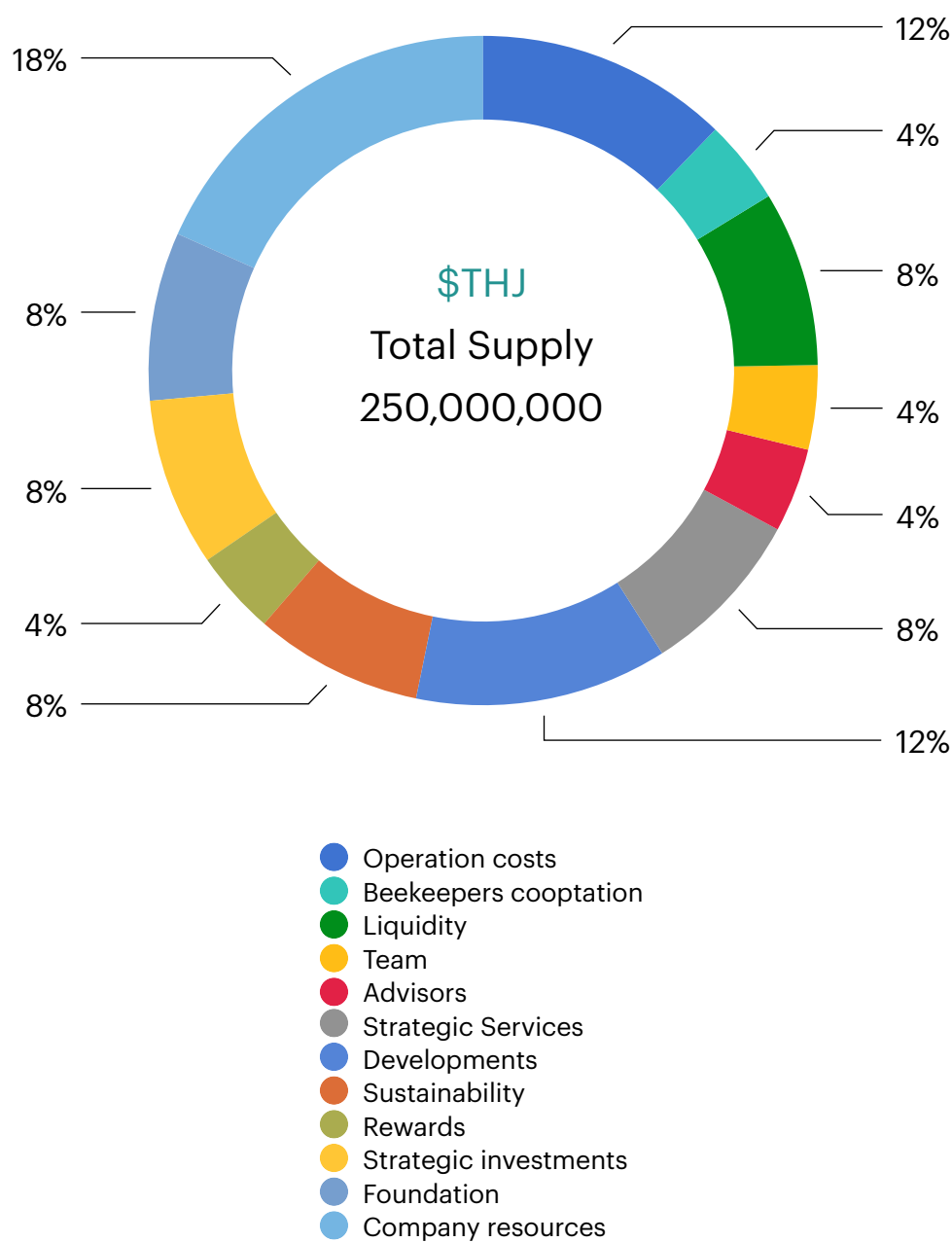
Open sale starts with deals for an initial **sale price** and is available on a first come first served basis either for companies, partners, media managers, community leaders, early investors/individuals.

## Post Launch. [Evaluation](#)

Part of the funds together with part of the tokens will be used to provide liquidity on decentralized exchanges like PancakeSwap. A total successful sale is estimated to list the token at the exact sale price with between 5% to 10% permanent minimum liquidity locked and a valuation of \$2.500.000 initial market cap. This is a market post launch evaluation strategy to keep things moving up and moving forward.

# \$THJ Tokenomics

We've designed our tokenomics to reach as many genuinely interested people as possible. Thehoneyjourney is a game to bring virtual world assets to real world practical use and our tokenomics is aimed to target the right investors from the start.



## Roadmap.

### Timeline

Continuing to 2022 we are preparing the game's decentralized operations for \$THJ adopters that includes the beta rules, gameplay, the visuals, play and earn main systems and upgradable subsystems. At the same time we are adding beekeepers to our project and various types of real honey to back the Honey NFTs and include the sustainable rewards systems for adopters and players.

### NFT Hybrid Economy

Setting the project ready for the upgrade to allow investors to stack their \$THJ holdings and adopt beehives in the virtual worlds. Every beehive adopted produces one Honey NFT every month for its adopter's wallet.

Adopters can give the hives to gamers to play and to earn Honey NFTs. Both adopters and players receive each a Honey NFT/hive/month.

If the adopter also plays with his own hives and complete the challenges, the hive generates extra rare Honey NFTs to be earned by the owner.

All the Honey NFTs are carriers of real honey and give the owner to withdraw (once) to any physical address so they can enjoy the process of bringing virtual assets to real world.

### Beta release

Website and the first versions of the game to be launched with full market capabilities and main integrations so all parts can manage their role in the game and play Thehoneyjourney and earn NFTs.

Second beta release is an update to set the project ready to upgrade to metaverse sensorial experiences when possible technologies emerge.

## Further. **Development**

Launching the **Play to Earn** concept into practical use in the \$THJ ecosystem should be available in mid 2022 with bonus NFT collections specially thought for the private and presale participants and also special NFT collections for the first public participants, prioritizing the \$THJ holders or adopters (of an at least one hive) and finally the players that do not hold tokens but use Thehoneyjourney to play and earn.

Constantly recruiting and expanding the basics of the organization to continue to adapt the project to the latest technologies and design improvements. This includes the virtual (**metaverse**) environments and also the real world links like our honey hubs from Germany and Netherlands and a mobile testing laboratory to check the quality of the honey in yet another layer. The lab we use to ensure that the quality we provide is always the best and to identify and remove all the fake honey from the system and hopefully from the markets. This is a scalable international cooperation activity.

## Team. **Heads of development**

First line of managers and advisors:

- Head & co-head of Beekeeping strategy
- Head of Solidity
- Head of Security
- Head of DApps
- Head of Infrastructure
- Head of Marketing protocols
- Head of Communication
- Head of Honey quality
- Head of Legal

- Head of Education
- Head of Trading
- Head of E.U. Consultancy

Founding members of our cadre are also licensed beekeepers and crypto enthusiasts with at least a decade of experience in management positions in their respective roles. We've been buying, investing and working in crypto since 2015. This isn't our first rodeo.

We've worked for startups, ourselves, fortune 500 companies, conglomerates and consultants in industries ranging from **finance to gaming**, manufacturing, farming and consumer goods.

We never stop recruiting (mostly remote work) for skill sets that include full stack development, enterprise level front & backend development, marketing and copywriting, product and web design, community managers, bee ambassadors, managers, beekeepers, honey hubs administrator, others.

Whitepaper. [Disclaimer](#)

Thehoneyjourney whitepaper is a "visions" summary of the project, meant to gather feedback and comments from partners and the public. Nothing in this white paper should be treated as a binding promise. The outline and plans could change at THJ discretion, in accordance to internal, and external factors beyond THJ control, be they market-based or depending on the crypto and Play-to-Earn industries.

This whitepaper is not meant as financial advice. It is not an offer to sell, nor a solicitation for an offer to buy any tokens.

As an outline of intent, some or all of it is partial to change. Timelines are also a guide and not binding. As we find new ways to improve the launch experience for everyone we will pursue them, occasionally to the detriment of existing thoughts, developments and services. This is not financial advice.