




cheelee


cheelee

LITE PAPER

WATCH VIDS — GET MONEY



CHEELEE IS A GAMEFI SHORT VIDEO PLATFORM.

WATCH VIDS — GET MONEY

With built-in game mechanics and Web3, users earn money by viewing and creating content, regardless of the number of subscribers

In all popular social networks, it is bloggers who make money off you. In Cheelee you earn off bloggers by watching their content

4.6
billions

**Social networks
audience in the world**

2.5
hours

**Average user spends
daily on social networks**



CHEELEE IS TECHNICALLY SOPHISTICATED PRODUCT, DEVELOPED BY THE TEAM OF PROFESSIONALS

In 3 years we have created the short video platform that can compete with TikTok in terms of quality. Cheelee can blow up the social media market thanks to GameFi mechanics

CHEELEE MISSION

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



— HOW TO EARN WITH CHEELEE?
— WATCH COOL CONTENT.
THAT'S IT. REALLY!



HOW IT WORKS

01

SIGN UP AND GET
FREE DIGITAL GLASSES

02

WATCH THE FEED
AND GET BOXES
WITH LEE COINS

03

BUY DIGITAL GLASSES
AND GET LEE COINS
WITHDRAW,
EXCHANGE FOR \$



WANT EARN MORE?

BUY RARER DIGITAL GLASSES



CHOOSE A EARNING STRATEGY AND LEVEL UP



LUCKY

**MAXIMUM EARNINGS
FROM BOXES, MINIMUM
FROM VIEWING THE
FEED**

Income x1.2 - x3.3 of the value
of Digital Glasses, as luck
would have it



MIX

**AVERAGE EARNINGS
FROM BOXES + AVERAGE
EARNINGS FROM
VIEWING THE FEED**

Income x1.3 - x2.4 of the cost
of Digital Glasses



STABILITY

**MAXIMUM EARNINGS
FROM VIEWING THE
FEED, MINIMUM FROM
BOXES**

Stable income x1.5 - x2.1 of the
cost of Digital Glasses

LITE PAPER



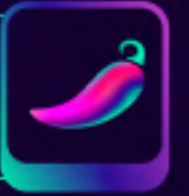
YOU CAN INCREASE THE ATTENTION
BY BUYING ADDITIONAL DIGITAL GLASSES



cheelee

1 ATTENTION = 5 MINUTES
OF REWARDED FEED WATCHING





WATCH VIDEOS

AND GET LEE COINS FROM THE BOXES



**BOXES DROPPING FROM THE FIRST MINUTE WITHIN
5 MINUTES OF WATCHING THE FEED**



TOKENOMICS

BNB SMART CHAIN (BEP20)

CHEEL — GOVERNANCE TOKEN TOTAL SUPPLY — 1,000,000,000

Enables the purchase of unique digital goods within the app. It is also essential for voting on the implementation of new features in the app in the future



\$3,750,000

total USD raised
in the Seed round

\$0.8

listing price

LEE — UTILITY TOKEN TOTAL SUPPLY — 7,000,000,000

All in-app transactions are carried out with this internal token of limited emission

TOKENSALE



ROADMAP

2021

Q1 NUTSON

Introduction of video feed and user account features

Q2 NUTSON

Integration of processing features

Q3 NUTSON

Implementation of new challenge mechanics

Q4 NUTSON

Launch of the challenges page and development of our own analytical layer

2022

Q1 NUTSON

Expansion of video editing functions and enhancement of video quality in the feed

Q2 NUTSON

Addition of a music library and activity feed

Q3 NUTSON/CHEELEE

App globalization and introduction of in-app advertising

Q4 CHEELEE

Deployment of smart contracts, introduction of Digital Glasses and GameFi mechanics

2023

Q1 CHEELEE

Release of the app and token listing, along with the launch of the web marketplace

Q2 CHEELEE

Introduction of NFT purchases for fiat (both P2P and direct), seedless external wallet, and on-boarding update

Q3 CHEELEE

Implementation of donations, responses to comments, Loot boxes, and an advertising cabinet

Q4 CHEELEE

New Gaming Mechanics for Digital Glasses

2024

Q1 CHEELEE

Introduction of live broadcasts with donation functionality, P2P, Loot boxes, statuses, and digital avatars

Q2 CHEELEE

Launch of chats, next-generation search, and international transfers

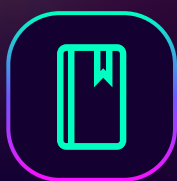
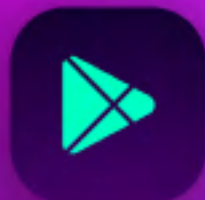
Q3 CHEELEE

New video editor, further enhancement of video quality in the feed, custodial external wallet, and selling coins for fiat

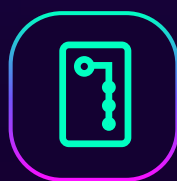
Q4 CHEELEE

Launch of Music Library 2.0, release of a crypto-fiat card, and introduction of text-to-video features

Available on Google Play
and App Store



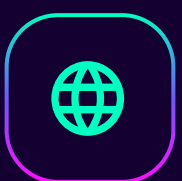
WHITEPAPER



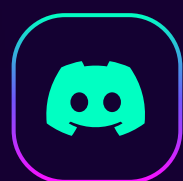
EXTENDED VERSION
OF ROADMAP



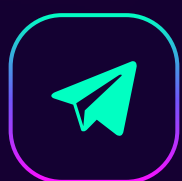
TOKENOMICS



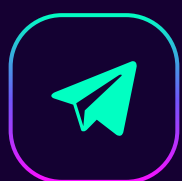
WEBSITE



DISCORD



TELEGRAM



TG CHAT



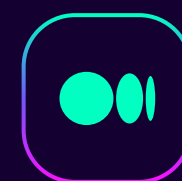
TWITTER



FACEBOOK



INSTAGRAM



MEDIUM