




cheelee

TOKENOMICS

GAMEFI SHORT VIDEO PLATFORM
WATCH. PLAY. EARN



CHEELEE

is a short video platform with GameFi mechanics, where users can earn by watching the feed



OUR MISSION IS TO PROVIDE EVERYONE THE OPPORTUNITY TO MONETIZE THEIR TIME ON SOCIAL MEDIA

COINS

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. LEE will be automatically accrued to in-app wallet for watching the feed while rewarded time.

The speed of accrual algorithmically depends on number of tokens earned: the more difficult is the earning of the left tokens



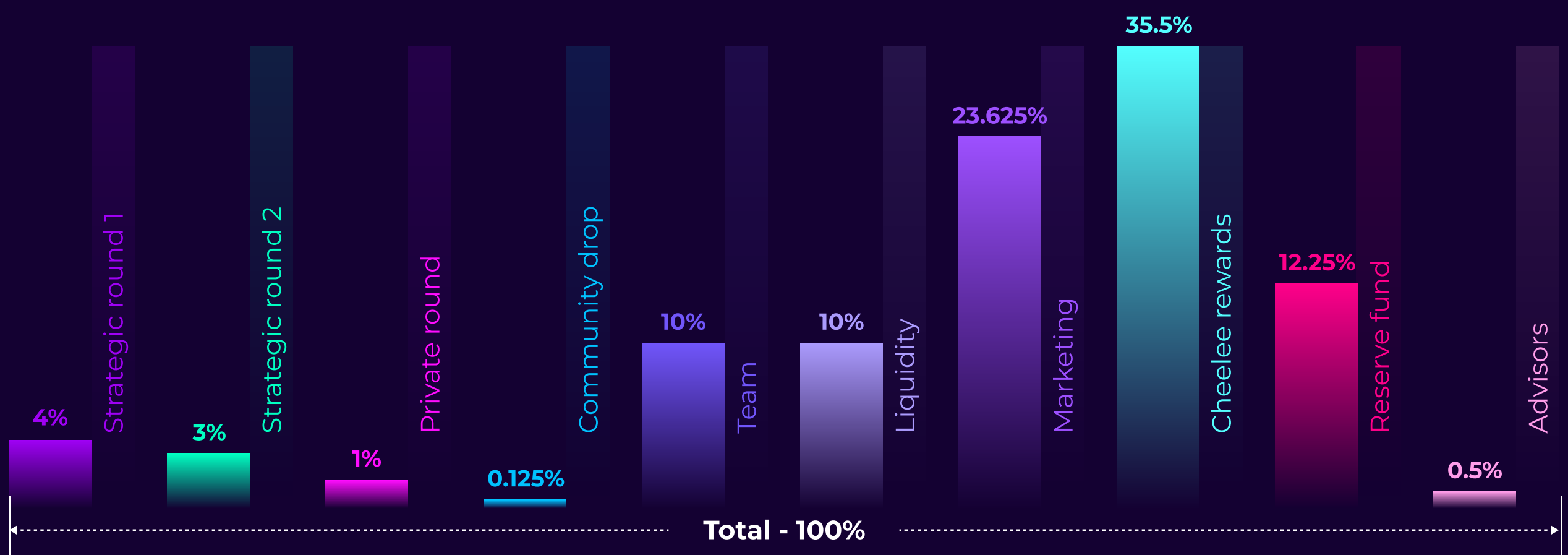
TOKEN DISTRIBUTION

| Token allocation | CHEEL | % | TGE (%) | Lock-up (months) | Vesting |
|-------------------|-------------|--------|---------|------------------|----------------------------|
| Strategic round 1 | 2,000,000 | 0.2 | 0 | 48 | 18 months 5.55% monthly |
| Strategic round 2 | 1,500,000 | 0.15 | 0 | 48 | 18 months 5.55% monthly |
| Private round | 500,000 | 0.05 | 0 | 36 | 18 months 5.55% monthly |
| Community drop | 1,250,000 | 0.125 | 6 | 4 | 36 months 2.61% monthly |
| Team | 100,000,000 | 10 | 0 | 36 | 36 months 2.78% monthly |
| Liquidity | 100,000,000 | 10 | 5 | 0 | 36 months 2.64% monthly |
| Marketing | 286,250,000 | 28.625 | 5 | 0 | 36 months 2.64% monthly |
| Cheelee rewards | 381,000,000 | 38.1 | 0 | 0 | 36 months 2.78% monthly |
| Reserve fund | 122,500,000 | 12.25 | 0 | 36 | 36 months 2.78% monthly |
| Advisors | 5,000,000 | 0.5 | 0 | 36 | 24 months 4.16% monthly |

Total supply
1 000 000 000

Initial Circulation Supply
19 387 500

TGE Market cap
\$ 15 510 000





TOKENSALE

| Token allocation | CHEEL | % | \$ | Price (\$) | TGE (%) | Lock-up (months) | Vesting |
|-------------------|------------------|-------------|------------------|------------|---------|------------------|----------------------------|
| Strategic round 1 | 2,000,000 | 0.2 | 1,600,000 | 0.8 | 0 | 48 | 18 months 5.55% monthly |
| Strategic round 2 | 1,500,000 | 0.15 | 1,500,000 | 1 | 0 | 48 | 18 months 5.55% monthly |
| Private round | 500,000 | 0.05 | 650,000 | 1.3 | 0 | 36 | 18 months 5.55% monthly |
| Total | 4,000,000 | 0.4% | 3,750,000 | | | | |

USE OF FUNDS





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

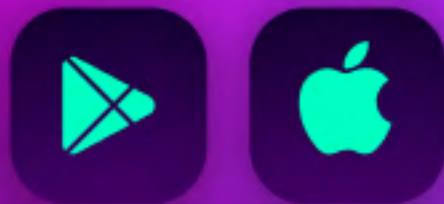
Q3 CHEELEE

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

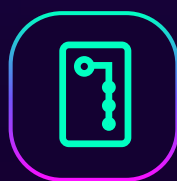
Q4 CHEELEE

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



LITEPAPER



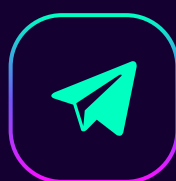
WEBSITE



DISCORD



TELEGRAM



TG CHAT



TWITTER



FACEBOOK



INSTAGRAM



MEDIUM