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# WHITEPAPER

Watch. Play. Earn

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# Cheelee is a GameFi short video platform. Watch. Play. Earn

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

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

**We believe that this is unfair.**

## Cheelee mission

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

## Goal

Our main goal is to turn Cheelee into a lifestyle where users from around the world can have fun and simultaneously monetize spent on our platform.

## Vision

Cheelee is an app that is used by everyone worldwide for entertainment, development and earnings!



## Cheelee works within the "Attention Economy" framework

Other social media consider a user as an information and advertising target. But a Cheelee user is a full system member, partner and beneficiary.

The "Attention Economy" was created by Herbert Simon, the winner of the Nobel Prize. He determined a certain approach to the management of information through treating human attention as a scarce commodity: human attention is the new oil.

The main idea of the "Attention Economy" is that human attention should be converted into income using modern technologies. One of the theoretical foundations is that you pay your attention to what you want, and you get paid for it. Your attention has value.

Through the GameFi mechanics, Cheelee's audience earns together with the platform by converting their attention into money.

# Glossary

**NFT** — a unique digital certificate (or financial security) stored on a blockchain, which guarantees the originality of the item and gives exclusive rights to it.

**Nglasses (NFT glasses)** — virtual glasses in Cheelee app that differ in design, rarity and the amount of additional **Attention**. Needed to get tokens and **boxes** while viewing the feed.

**Nglasses** — a nickname of NFT glasses on the Cheelee app.

**CHEEL** — token that helps to upgrade NFT glasses. You will need it when voting in favour of new features' integration later.

**LEE** — all accruals in the app are carried out in this internal token, the emission of which is limited. It will be automatically credited to the in-app wallet when viewing the feed. The speed of its accrual algorithmically depends on the number of mined tokens: the more there are, the more difficult it is to obtain new **LEE tokens**.

**Attention** — a renewable resource required to obtain tokens while viewing the feed with NFT glasses:  
**1 Attention = 10 minutes** of rewarded feed viewing.

**Box** — a reward that can be obtained by viewing the feed. It may contain:

- **LEE** tokens
- **Gems** for NFT glasses (Diamond, Graphene, Antenna, SD-card and Kevlar)
- **Instruction** — necessary for NFT glasses mint

**Starting NFT glasses** — free NFT glasses that you get upon your sign up in the app. Using them when watching the feed, tokens are not directly credited, instead you get **Starting Boxes**.

**Starting Box** — box that you can get within 30 minutes while watching the feed with **Starting NTF glasses**. There are **LEE tokens** inside these boxes.

## NFT glasses upgrade

NFT glasses upgrade consists of leveling up NFT glasses and module improvement in NFT glasses.

Leveling up NFT glasses:

- To level up, you need to spend your time and **LEE and CHEEL tokens**
- There is the possibility of an instant boost if you pay **6 times more of LEE and CHEEL tokens**
- For each level up you will get **points**

Module improvement is possible through:

- Distribution of gained points among modules
- Installing **Gems** into a module

**Module** — a part of NFT glasses, the value of which can be increased with points and Gem installation. **NFT glasses** have 5 modules: **Lenses, Radar, Battery, Frame and Memory**.

**Points** — rewards for each level upgrade of NFT glasses. The number of points obtained depends on the rarity of **NFT glasses**: the rarer they are, the more **points** you get.

**Module value** — digital module value, which can be upgraded with points.

**Slots** — places in the modules for inserting Gems into NFT glasses, which get unlocked one by one upon reaching levels 5, 10, 20 and 25. In each slot, you can insert the appropriate Gem, suitable for this slot. Slots are randomly generated when you open a case, so all 4 slots can be either different or similar.

**Gems** — Gems — special NFTs used to improve NFT glasses modules.

Gems types:

- **Diamond** — improves the **Lenses** module
- **Antenna** — improves the **Radar** module
- **Graphene** — improves the **Battery** module
- **SD-card** — improves the **Memory** module
- **Kevlar** — improves the **Frame** module

**The rarity of NFT glasses** — is a specific characteristic which determines: the starting module values, the quantity of points received for each levelling, the range of module improvement while distributing points, and the amount of additional **Attention**. There are 7 types of NFT glasses rarity: **Starting, Simple, Rare, Unique, Epic, Legendary, Customized**.

**Initial values of modules** — values randomly determined in a given range when you open a **case**. The value range of each of the **modules** depends on the rarity of **NFT glasses**.

**Case** — a container where NFT glasses are placed. There are 6 types of case rarity: **Starting, Simple, Rare, Unique, Epic, Legendary**. Case rarity determines which NFT glasses can be obtained from it upon opening.

**Endurance** — NFT glasses durability level. All NFT glasses have the initial level of **Endurance equal to 100/100**. During rewarded feed viewing, the Endurance value is gradually reduced. By increasing the Frame module value, you can slow down the pace of this decrease in the level of Endurance and by doing so, prolonging the lifetime of NFT glasses.

**Instruction** — NFT required for NFT glasses mint. It can be obtained only from boxes while watching the feed. Purchasing of Instruction on marketplace is **unavailable**.

**Mint NFT glasses** — the process of creating a new NFT: the third new zero-level NFT glasses are created from two pairs of NFT glasses and a special NFT for mint (Instruction). To carry on NFT mint you need to pay a **commission in LEE tokens**.

**Power** — the amount of charge that the NFT glasses can lose while watching the feed. The NFT glasses can be recharged to avoid losing your income. The lower the Power - the less tokens you obtain, and the lower the chance of getting a box drop while viewing the feed.

**Charging costs** depend on:

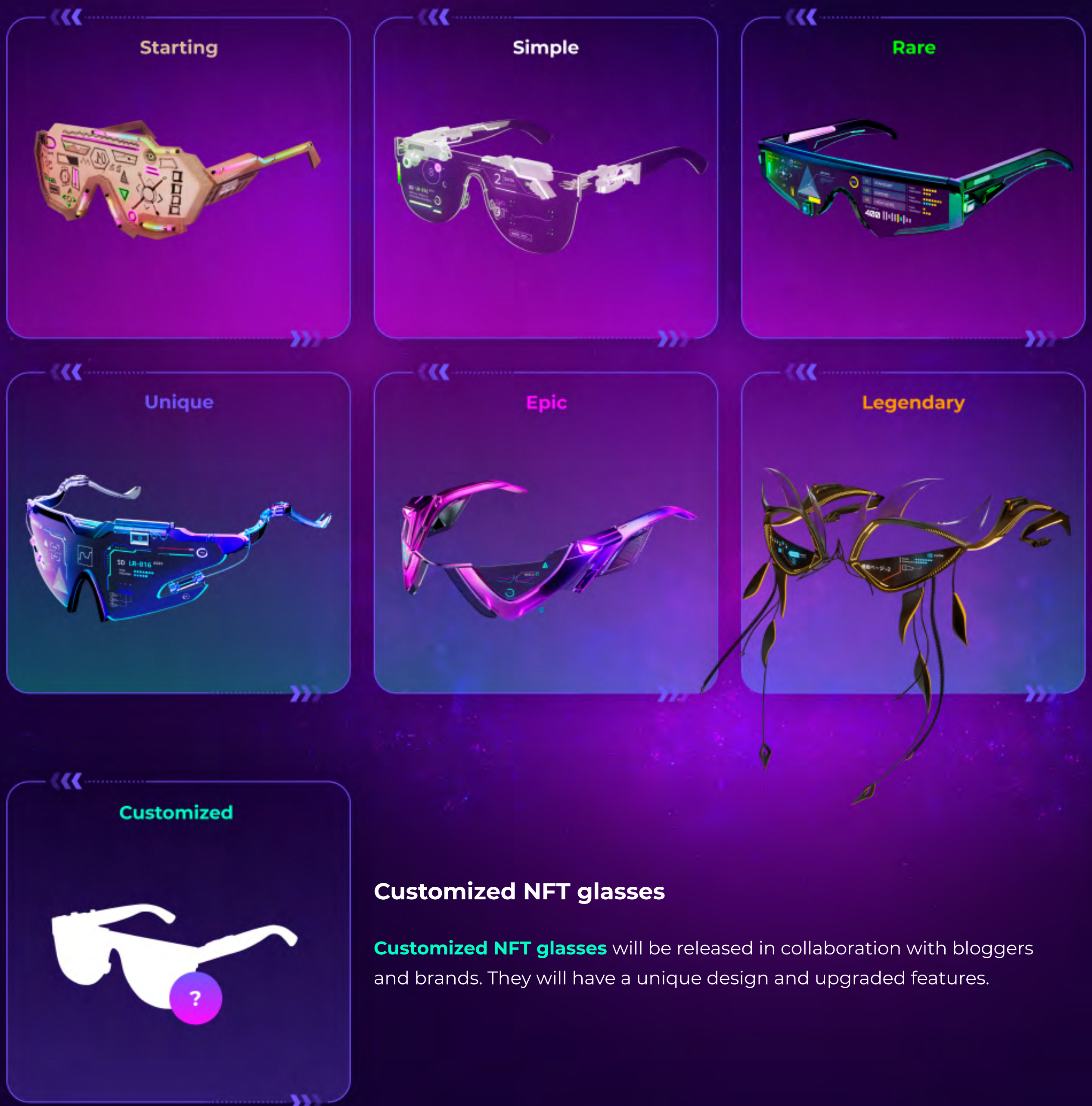
- Number of **Attention** on the account
- **Battery** module values
- Rarity of NFT glasses
- Level of NFT glasses

# What do you need to earn on Cheelee?

Watch the content. That's it. Really

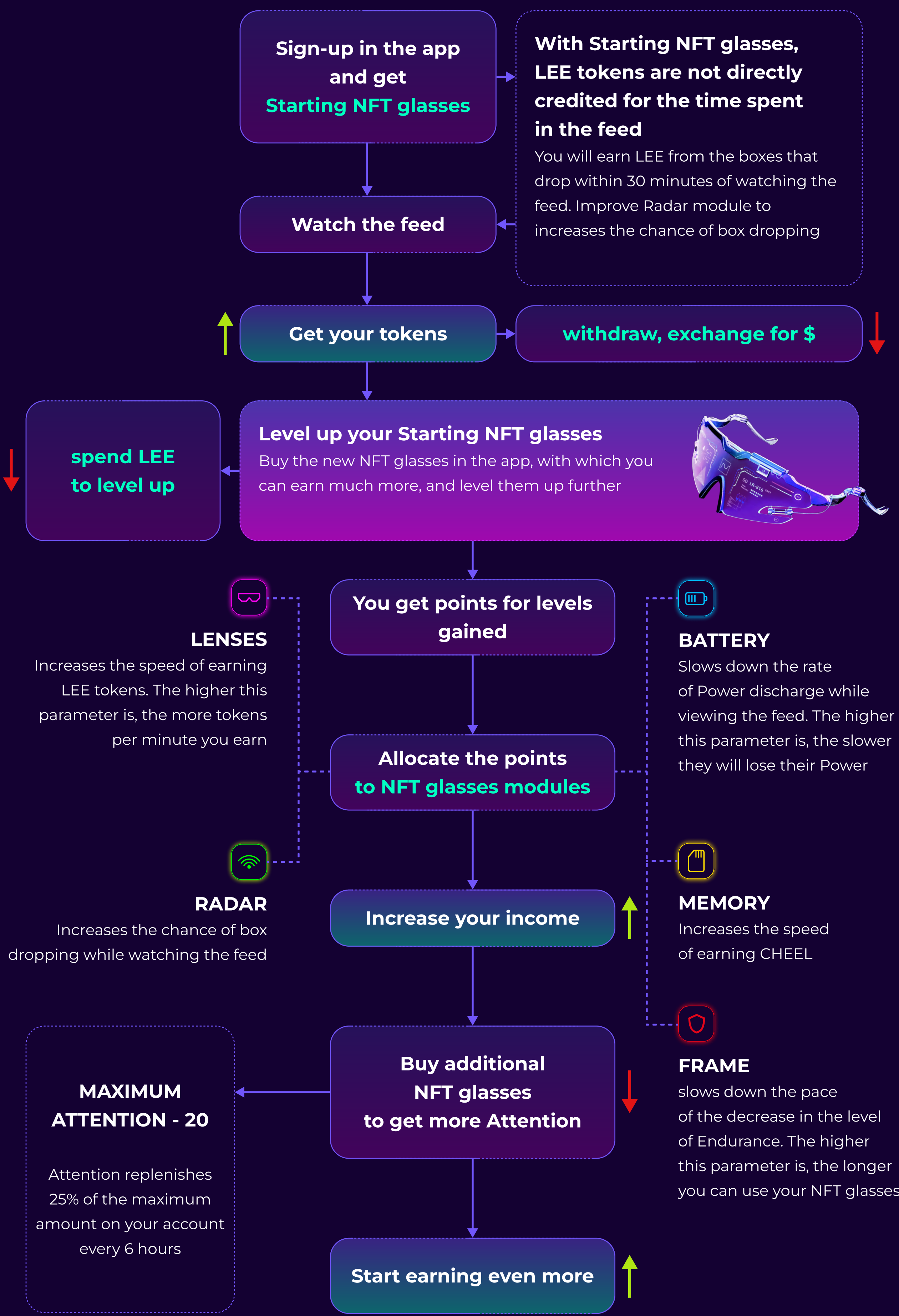
## NFT glasses

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

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



# NFT glasses upgrade

NFT glasses upgrade consists of leveling up NFT glasses and module improvement in NFT glasses.

## Leveling up NFT glasses:

- To level up, you need to spend your time and **LEE and CHEEL tokens**
- There is the possibility of an instant boost if you pay **6 times more of CHEEL and LEE tokens**
- For each level up you will get **points**

Module improvement is possible through:

- Distribution of gained points among modules
- Installing **Gems** into a module



**Radar module** — increases the chance of getting a box drop with bonuses while viewing the feed. To increase the value of the **Radar** module, you can place **Antenna Gem** into the corresponding slot

**Frame module** — slows down the pace of the decrease in the level of Endurance. The higher this parameter is, the longer you can use **NFT glasses**. To increase the value of the **Frame module**, you can insert a **Kevlar Gem** into the corresponding slot

**Lenses module** — increases the speed of earning **LEE** tokens. To increase the value of the **Lenses** module, you can place the **Diamond Gem** into the corresponding slot

**Memory module** — increases the speed of obtaining **CHEEL** tokens. To increase the value of the **Memory** module, you can place the **SD-card Gem** into the corresponding slot

**Battery module** — slows down the rate of **Power\*** discharge while viewing the feed. To increase the value of the **Battery** module, the **Graphene Gem** can be placed into the corresponding slot

Do you want to earn more?

## Upgrade your NFT glasses!

\*Power — the amount of charge that the NFT glasses can lose while watching the feed. The NFT glasses can be recharged with LEE tokens to avoid losing your income.

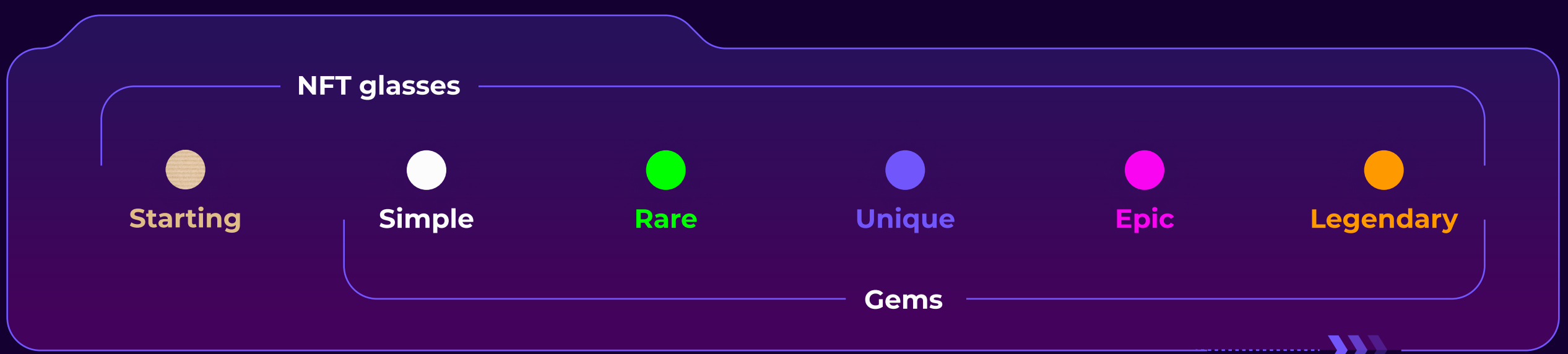
Each pair of NFT glasses have **4 module slots**, which can be unlocked one by one **at levels 5, 10, 20, and 25**. You can place **Gem** of any rarity into these slots.

## NFT glasses rarity types

There are 6 types of NFT glasses rarity: **Starting, Simple, Rare, Unique, Epic и Legendary**.

### The NFT glasses rarity affects:

- the initial number of points
- the number of points rewarded for each level up of NFT glasses
- the amount of Attention on the account
- the range of module improvement while distributing points





## NFT glasses points

The **values of each module** is randomly determined in a given range when the **case** is opened. The value range of each of the modules depends on the rarity of the NFT glasses. Thus, NFT glasses of the same rarity can have completely different points distribution.

When you level up, you will receive from 1 to 6 points depending on the rarity of your NFT glasses, which can be distributed at your discretion to improve the modules. With each point spent, you can increase the module value by a random number in the given range. The range depends on the rarity of NFT glasses.

Rarity	Initial values of modules	Points for a level upgrade	Point distribution range
Starting	1 - 3	1	0.5 - 1.5
Simple	3 - 10	2	0.5 - 3
Rare	9 - 21	3	1 - 6
Unique	19 - 39	4	1.5 - 9
Epic	33 - 57	5	2 - 10
Legendary	49 - 75	6	2.5 - 11

## NFT glasses levels

You can **level up** your NFT glasses by spending **CHEEL and LEE**.

Each level-up takes a certain amount of time: the transition from level 0 to level 1 takes 1 hour, the transition from level 17 to level 18 takes 18 hours. The higher the level is, the more time and the more tokens it takes to move to the next one. You can instantly complete the transition process to the next level by paying 6 times more in **CHEEL and LEE tokens**.

If you have several **NFT glasses** in your account, you can level up only one at a time.

Upon reaching the level 5, the first **module slot for placing the Gem** is unlocked.

Level	Bonus
5	unlocking the first <b>module</b> slot
10	unlocking the second <b>module</b> slot
15	possibility of carrying out <b>1 mint</b>
20	unlocking the third <b>module</b> slot, carrying out other <b>4 mints</b>
25	unlocking the fourth <b>module</b> slot
30	opportunity to earn <b>CHEEL</b> tokens

The max level **of NFT glasses is 30**

# Daily token and **Attention caps**

Cheelee has a **daily Attention cap** and a **daily token gain cap**.

**Attention** — a renewable resource required to obtain tokens while viewing the feed with NFT glasses:  
**1 Attention = 10 minutes** of rewarded feed viewing

- The **Attention** cap restricts the maximum amount of attention you can spend per day

The initial **Attention cap** – **1**, the maximum – **20**. To get the maximum amount of Attention you need to buy more pairs of NFT glasses and NFT glasses of greater rarity.

- The **token cap** limits the maximum number of tokens you can earn per day

The limit of token earnings is calculated according **to the highest level and the maximum rarity** of NFT glasses in the in-app wallet. At the same time, it doesn't matter what glasses you are currently using, the limit will be calculated according to the most **upgraded**.

Rarity	The limit of token earnings	
	0 level	30 level
Starting	1	10
Simple	5	50
Rare	20	100
Unique	30	500
Epic	70	1390
Legendary	100	2240

You get **1 Attention** with the first pair of NFT glasses. If you have NFT glasses of **Simple** rarity or higher, then you can get tokens and boxes within 10 minutes when viewing the feed. The box can contain **LEE tokens, Gems for NFT glasses and Instruction for mint**.

If you have only **Starting NFT glasses**, then **LEE** tokens are not directly credited for the time spent in the feed. You can get **LEE** from the boxes that drop within **30 minutes** while watching the feed.  
Improve **Radar** module to increase the chance of **box dropping**



**1 Attention = 10 minutes viewing**



— **Attention** replenishes 25% of the amount on your account every 6 hours

Number of NFT glasses without additional Attention	Amount of Attention	Time of viewing (min)
1	1	10
2	2	20
3, 4, 5, 6	3	30
7, 8, 9, 10, 11, 12, 13, 14	5	50
15	9	90

\*Starting NFT glasses are considered similarly as Simple NFT glasses when the amount of Attention is calculated.

For improving **Attention** from 9 to 20, you should buy **Rare, Unique, Epic and Legendary NFT glasses**.

**Rare, Unique, Epic and Legendary NFT glasses** give extra **Attention**:

- Having **Starting NFT glasses**: +0 additional Attention
- Having **Simple NFT glasses**: +0 additional Attention
- Having **Rare NFT glasses**: +2 additional Attention
- Having **Unique NFT glasses**: +3 additional Attention
- Having **Epic NFT glasses**: +4 additional Attention
- Having **Legendary NFT glasses**: +5 additional Attention

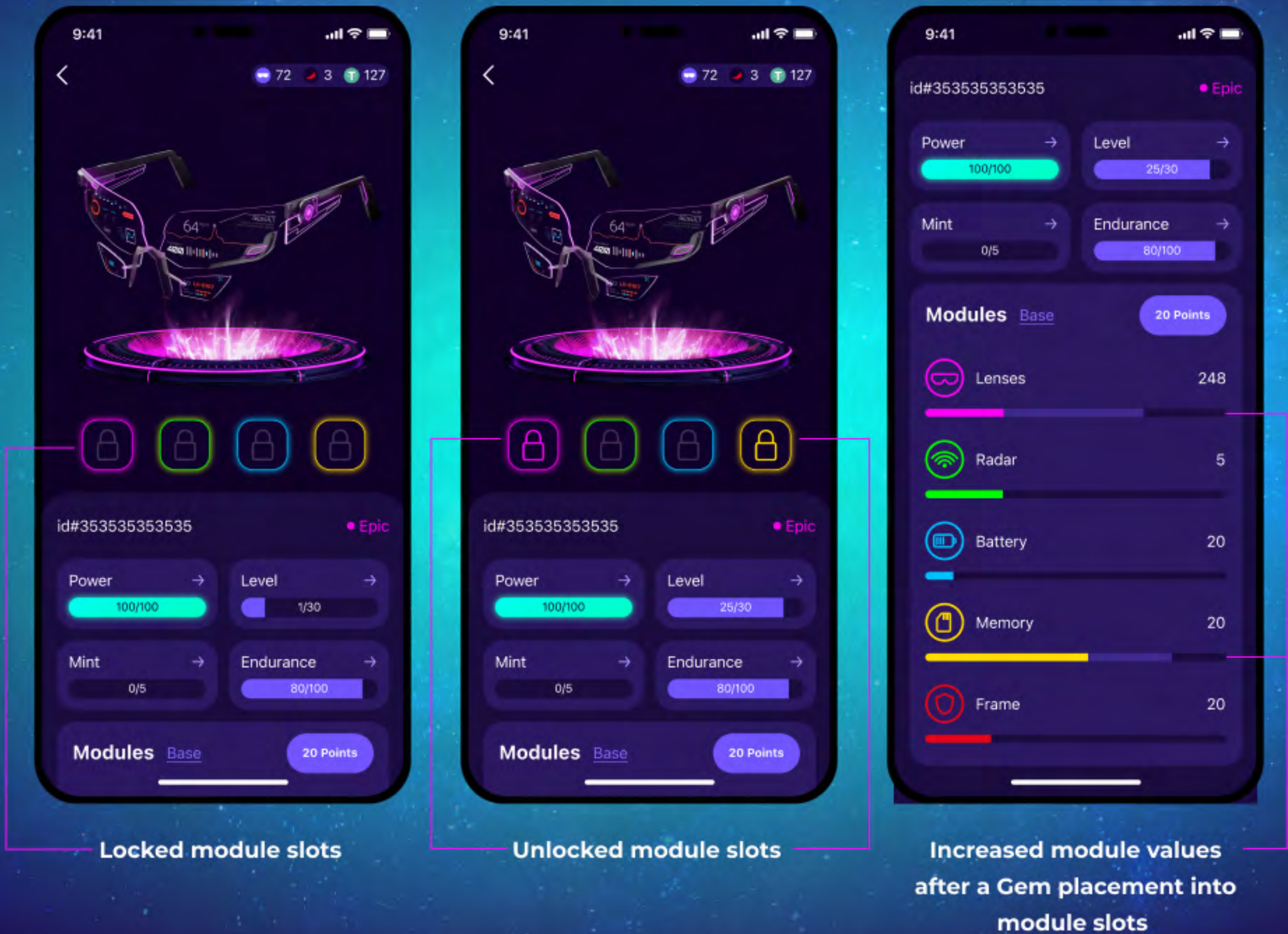
Right after the release you can buy no more than: 3 Simple, 2 Rare, 1 Unique, 1 Epic, 1 Legendary NFT glasses per account to increase Attention. All NFT glasses purchased in excess of this limit will not be included in the Attention's calculation. This limitation will be changed later.

### Example 1



### Example 2





The Gems don't have the Starting rarity, but the rest is similar to the ones for the NFT glasses. The rarity of the Gems influence the module value, which they stimulate: the rarer it is, the more value you get.

## Endurance

Endurance - the margin of NFT glasses strength. All NFT glasses have an initial Endurance value of 100/100. During the rewarded feed viewing the Endurance value reduces gradually.

The rarity and the Frame module are responsible for reducing Endurance: the higher the rarity of NFT glasses and the value of the module are, the longer you can use NFT glasses. But the more Attention you have on your account, the faster your NFT glasses will lose Endurance.

In addition to the main NFT glasses that you use for the rewarded feed viewing, Endurance is also reduced for all your NFT glasses that are on your internal wallet. Including those glasses that are purchased exceeding the limit and are not included in the calculation of Attention.

At a time when you are not using the app or not viewing the feed, Endurance of NFT glasses is not getting reduced.

# How to get **NFT glasses**

- Get your **Starting NFT glasses** when you sign up
- To become a Cheelee ambassador or an active user - **a part of cases with Simple and Rare NFT glasses** will be distributed among them
- To stake **CHEEL tokens** in the app. Another **part of cases with Simple and Rare NFT glasses** will be distributed among such stakers
- To buy **NFT-glasses** on the internal marketplace. NFT glasses and **cases** will be available for purchase with USDT tokens and in the future for fiat currency
- **To get them upon mint.** A mint requires two level 15 NFTs and an **NFT called Instruction**, which only drops out of **the boxes** while watching the feed. By paying a fixed amount of **LEE** tokens, you can get new level zero NFT glasses. When you mint, **Instruction** burns



# NFT glasses case rarity level distribution after a mint

A pair of NFT glasses		NFT glasses case level and the chances of getting them during a mint, %					
		Starting	Simple	Rare	Unique	Epic	Legendary
Starting	Starting	100	0	0	0	0	0
Starting	Simple	95	5	0	0	0	0
Starting	Rare	90	7	3	0	0	0
Starting	Unique	90	2	4	4	0	0
Starting	Epic	70	5	15	10	0	0
Starting	Legendary	60	0	10	10	10	10
Simple	Simple	2.5	96.5	1	0	0	0
Simple	Rare	0	50	50	0	0	0
Simple	Unique	0	35	30	35	0	0
Simple	Epic	0	20	20	30	30	0
Simple	Legendary	0	0	15	20	35	30
Rare	Rare	0	18	80.5	1.5	0	0
Rare	Unique	0	0	50	50	0	0
Rare	Epic	0	0	49	2	49	0
Rare	Legendary	0	0	10	20	40	30
Unique	Unique	0	0	2	98	0	0
Unique	Epic	0	0	2	50	48	0
Unique	Legendary	0	0	12	30	38	20
Epic	Epic	0	0	0	20	80	0
Epic	Legendary	0	0	0	0	60	40
Legendary	Legendary	0	0	0	0	20	80

## Dependence of the NFT glasses rarity on the **case rarity level**

Case type	NFT glasses drop chance by the rarity level, %					
	Starting	Simple	Rare	Unique	Epic	Legendary
Starting	100	0	0	0	0	0
Simple	3	96.5	0.5	0	0	0
Rare	0	14.5	85	0.5	0	0
Unique	0	0	10	90	0	0
Epic	0	0	0	4.9	95	0.1
Legendary	0	0	0	0	5	95

## Boxes

You get a **box drop** while watching the feed and it may contain the following:

- **LEE** tokens
- Gems (**Diamond, Graphene, Antenna, SD-card and Kevlar**)
- NFT for NFT glasses mint — **Instruction**

**The boxes** have a particular chance of dropping, which correlates with the value of the **Radar** module.

The number of tokens and the **Gem** rarity levels, in their turn, depend on the rarity of the box itself (**Starting, Simple, Rare, Unique, Epic, Legendary**) and the Radar module value.

**Starting NFT glasses** allows you to get **LEE tokens** only from the box, which might be dropped within 30 minutes of watching the feed daily. Note that Starting NFT glasses don't allow to earn tokens directly for watching the feed.



# How do we differ from similar projects?

We took into account the weaknesses of popular GameFi projects and shaped our mechanics and tokenomics to perfection to ensure the economic sustainability of our project:

- **You can start with no investment**

When you sign up in the app, you will receive a case with Starting NFT glasses

- **Cheelee integrates into the existing user flow**

Allowing you to make money while just viewing the feed on your social network, but not changing user behavior by forcing them to build a new lifestyle

- **Cheelee analogues will not appear in the near future**

The technologies behind Cheelee took 3+ years of hard work from the team of 30+ experienced developers

- **Developed mechanics to support the rate of the token**

We transfer 70% of the ad revenue and in-app purchases, 100% of the profits from the sale of NFTs and in-app transactions to the Stability Fund

- **The project is protected from farms and bots**

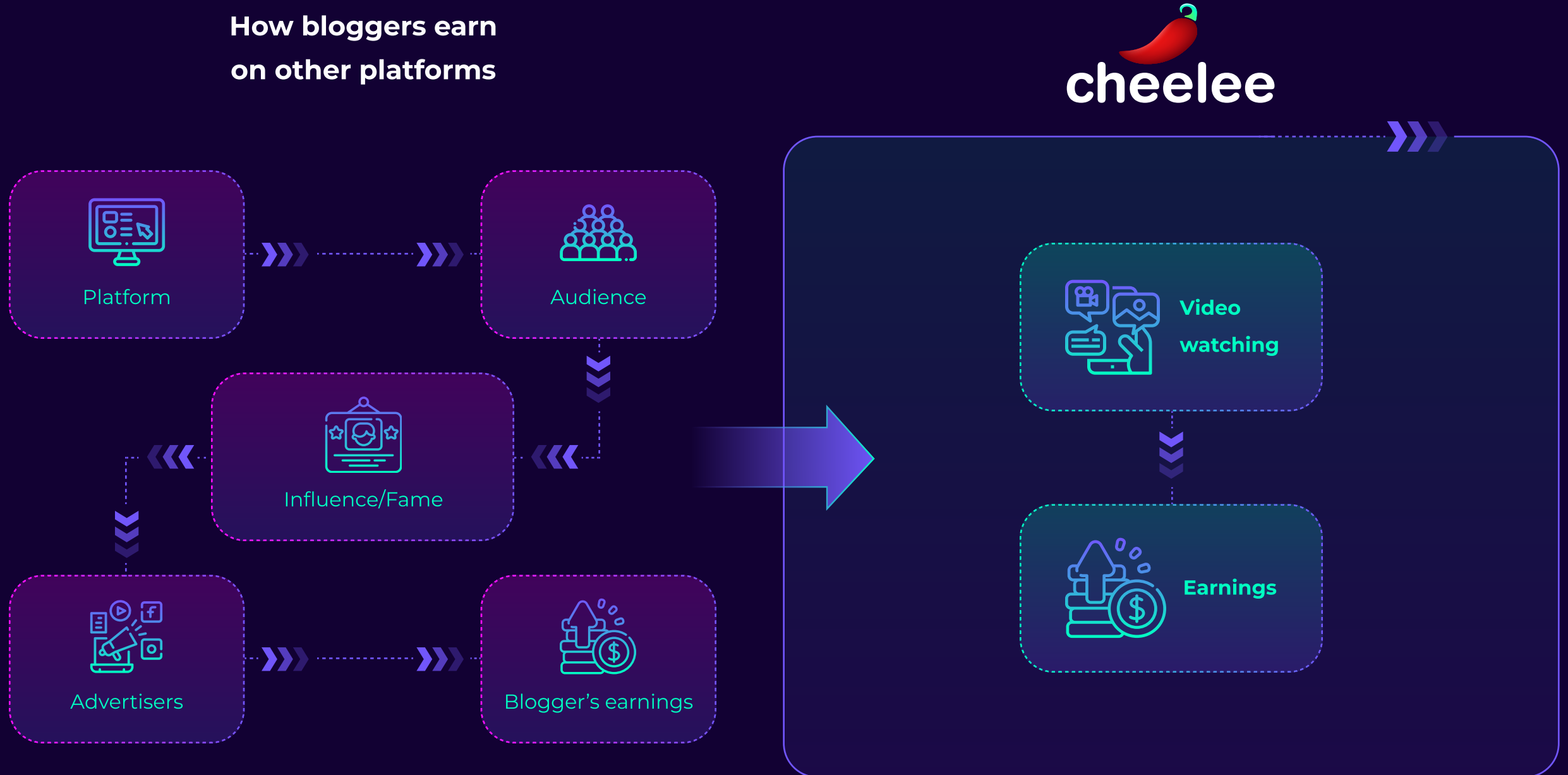
Thanks to the deep behavioral metrics, we can block them, protecting the system from fraud and liquidity drain

- **Limited emission of tokens**

The limited emission of LEE in-game utility token and the growing difficulty of its mining are driving the price up and attracting holders



On all popular social networks, **bloggers make money** on you because you watch their content.  
 On Cheelee, **you make money on bloggers** because you watch their content.



# Tokenomics

**BNB Smart Chain (BEP20)**

**CHEEL — governance token**  
**Total Supply — 1,000,000,000**

It allows you to level up your NFT glasses. You will need it to vote for the introduction of new features in the app in the future.



**LEE — utility token**  
**Total Supply — 7,000,000,000**

Is a utility token with a total supply of 7 000 000 000. All accruals in the app are carried out with this internal token. LEE will be credited to the internal wallet automatically, while user is viewing the feed. The speed of its accrual algorithmically depends on the number of earned tokens: the more they are earned, the more difficult it is to get new LEE tokens.

## CHEEL and LEE utilities

How to get		How to spend	
Viewing the feed	 	NFT glasses leveling	 
Getting donations from users		NFT glasses minting	
Receiving boxes		NFT glasses charge	
Winning awards for the best content creators		Promoting your content on the platform	
		Donations	
		Buying ads through an ad account	

## How Cheelee makes money:

- NFT sales
- In-app advertisements
- In-app purchases
- Brand Collaborations
- Commissions from transactions

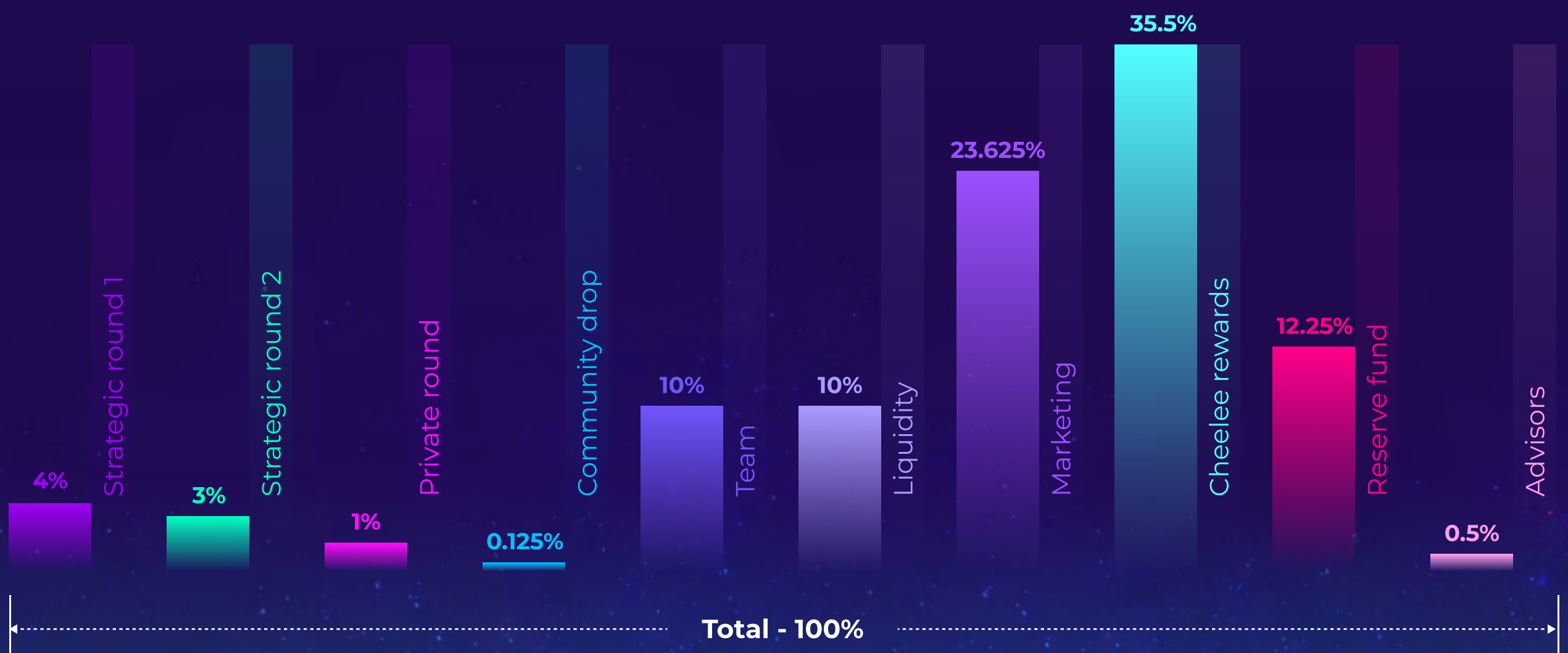
## Staking

You will have the opportunity to stake CHEEL and get additional tokens and bonuses which are available only to the holders.

Level I	Level II	Level III
 <b>CHEEL</b> 150 - 1 000  <b>APY</b> 9%  <b>Lockup</b> 30 days	 <b>CHEEL</b> 1 000 - 4 500  <b>APY</b> 12%  <b>Lockup</b> 90 days	 <b>CHEEL</b> 4 500+  <b>APY</b> 16%  <b>Lockup</b> 180 days
<b>Bonus</b> Participation in the NFT glasses airdrops	<b>Bonus</b> Participation in the NFT glasses airdrops	<b>Bonus</b> Participation in the NFT glasses airdrops

# Token Distribution

Token allocation	CHEEL	%	TGE (%)	Lock-up (months)	Vesting
Strategic round 1	40,000,000	4	0	24	24 months <b>4.16% monthly</b>
Strategic round 2	30,000,000	3	0	24	24 months <b>4.16% monthly</b>
Private round	10,000,000	1	0	12	24 months <b>4.16% monthly</b>
Community drop	1,250,000	0.125	6	4	36 months <b>2.61% monthly</b>
Team	100,000,000	10	0	15	48 months <b>2.08% monthly</b>
Liquidity	100,000,000	10	5	0	24 months <b>3.96% monthly</b>
Marketing	236,250,000	23.625	5	0	48 months <b>1.97% monthly</b>
Cheelee rewards	355,000,000	35.5	0	0	36 months <b>2.78% monthly</b>
Reserve fund	122,500,000	12.25	0	12	24 months <b>4.16% monthly</b>
Advisors	5,000,000	0.5	0	15	24 months <b>4.16% monthly</b>
<b>Total supply</b>		<b>Initial Circulating Supply</b>		<b>TGE Market cap</b>	
1 000 000 000		16 850 000		\$ 1 348 000	

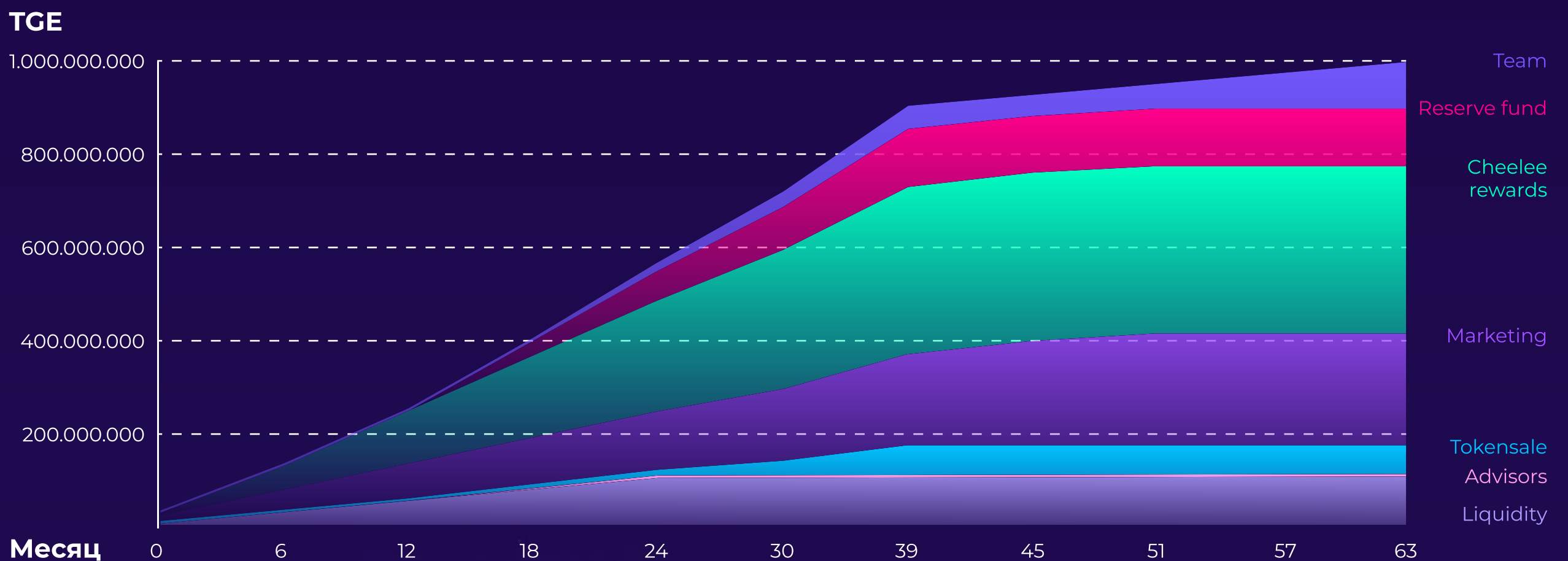


# Tokensale

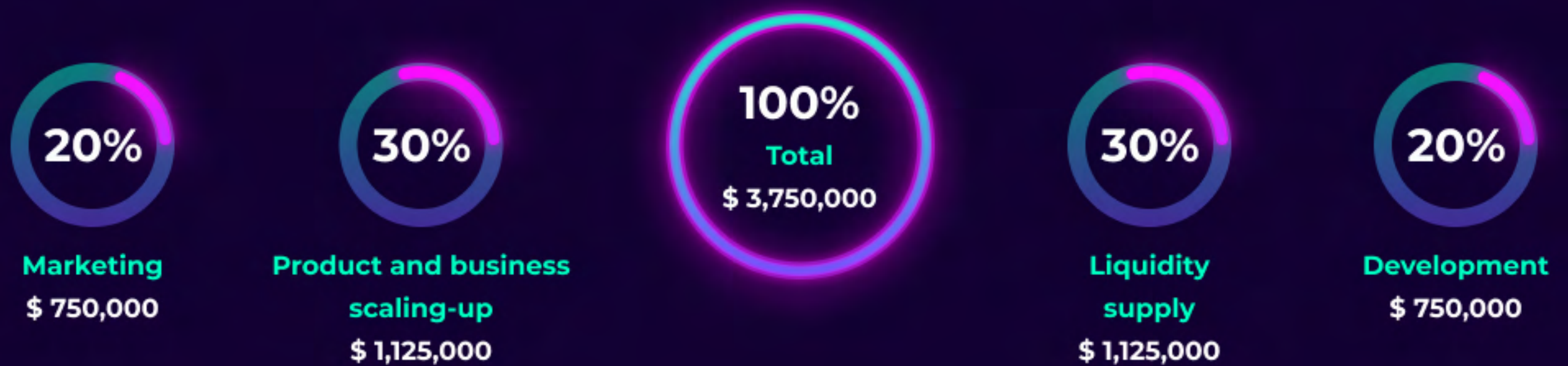
Token allocation	CHEEL	%	\$	Price (\$)	TGE (%)	Lock-up (months)	Vesting
Strategic round 1	40,000,000	4	1,600,000	0,04	0	24	24 months <b>4.16% monthly</b>
Strategic round 2	30,000,000	3	1,500,000	0,05	0	24	24 months <b>4.16% monthly</b>
Private round	10,000,000	1	650,000	0,065	0	12	24 months <b>4.16% monthly</b>
<b>Total</b>	<b>80,000,000</b>	<b>8</b>	<b>3,750,000</b>				

# Vesting

- Team
- Cheelee rewards
- Tokensale
- Liquidity
- Reserve fund
- Marketing
- Advisors



# Use of funds



## Influencing mechanisms

### 1. BuyBack

Stimulation of the demand and reduction of the circulating supply. The token is bought back using funds from the token exchange rate support fund, which receives 100% of the profit from the NFT glasses sales, transactions fees and 70% of the income from advertising on the social network **(Flow Chart 1)**

### 2. Make supply

Securing the supply to cover the demand. It is formed by the liquidity allocation, further circulation, the reuse of tokens

### 3. Token burning

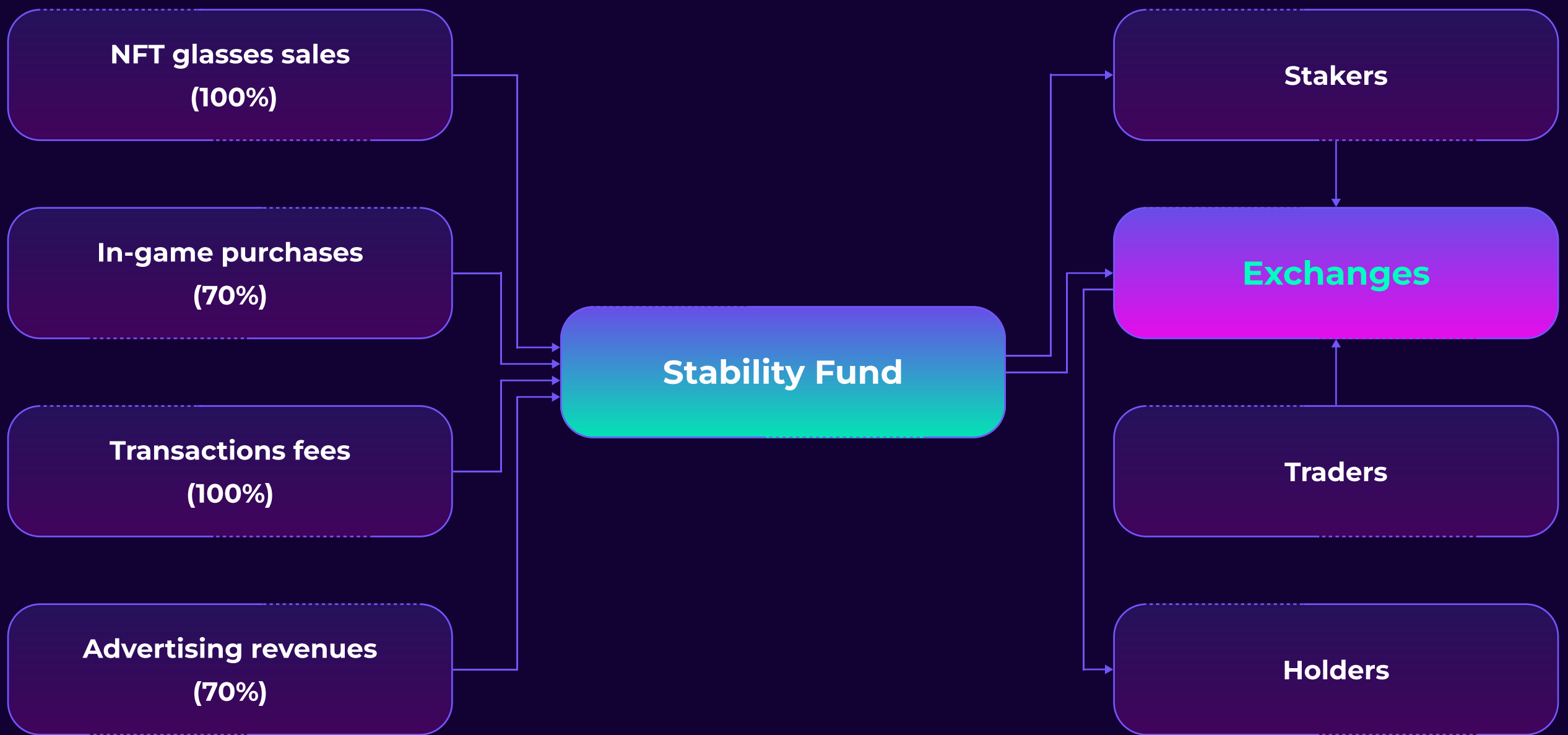
Burning some of the bought back CHEEL and LEE tokens to reduce the circulating supply and to adjust prices

### 4. Staking

Reducing the circulating token offer for a certain period and involving holders in the product through the additional bonuses depending on the amount and the period of staking

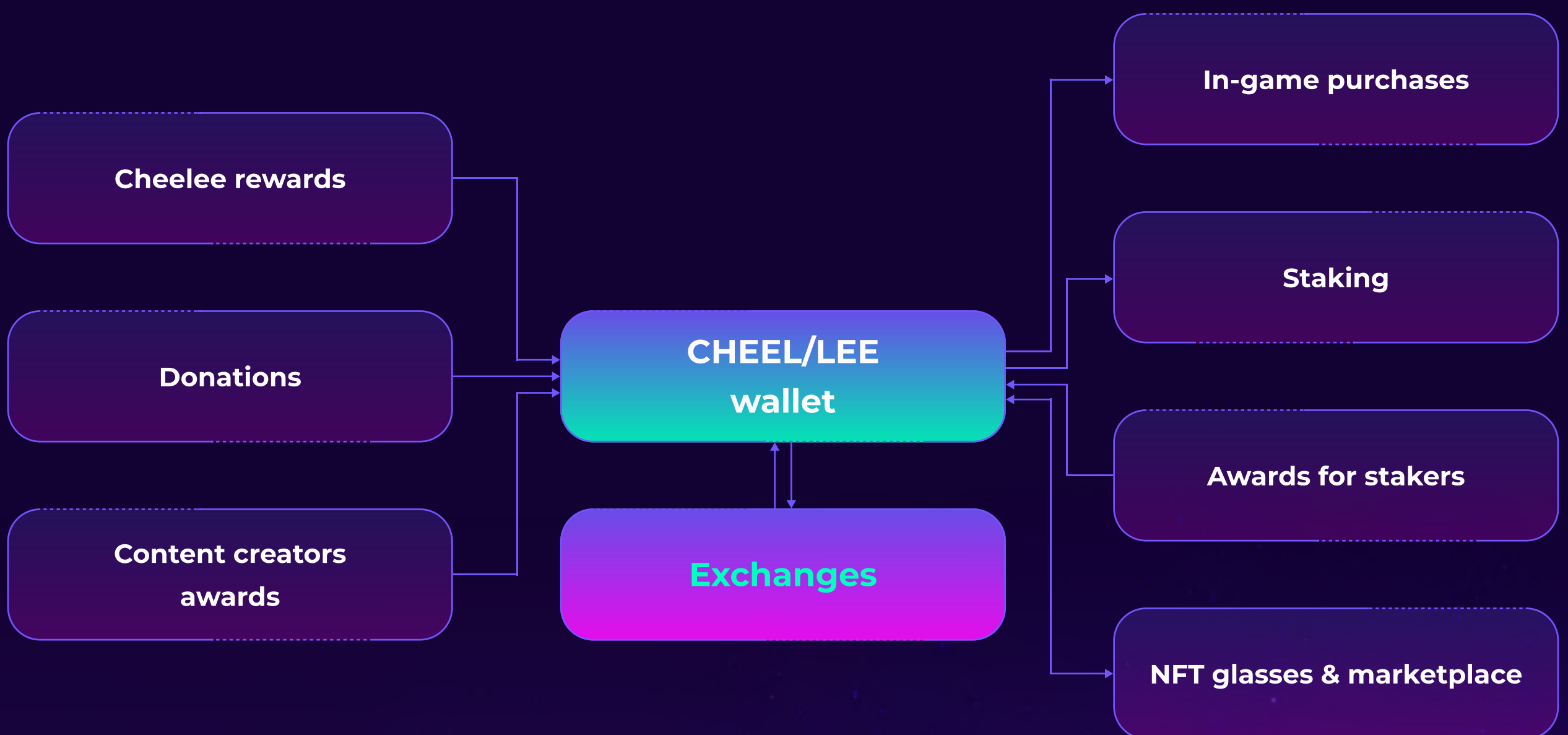
# Flow chart 1

## Creation of the token exchange rate support fund

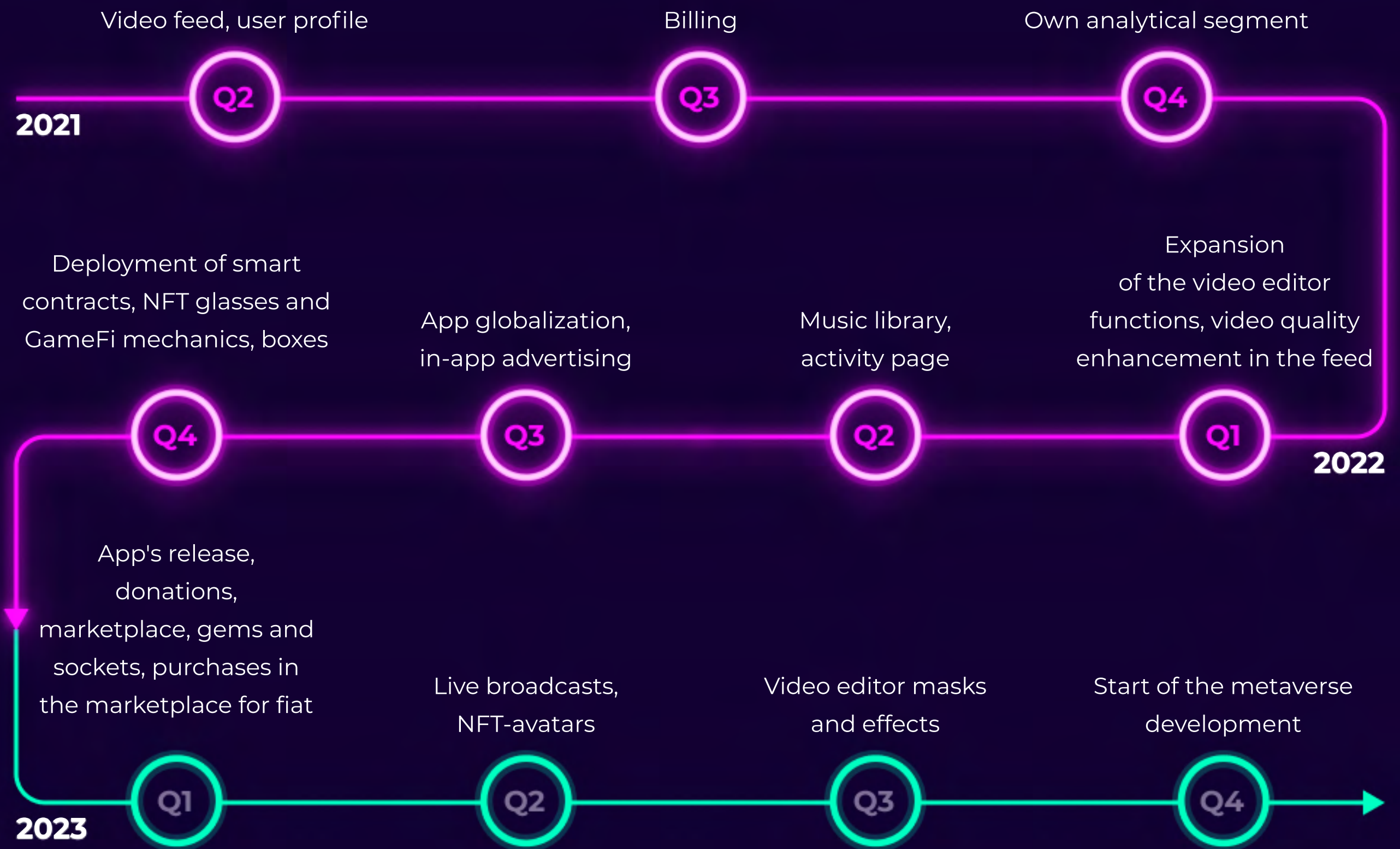


# Flow chart 2

## Token circulation in the ecosystem



# Road map



## Cheelee's long-term strategy

Cheelee's long-term strategy is the transition to the metaverse. We have plans for launching own blockchain, which is developing now. A mobile device can be a node in it, and any user can become a validator. This will allow the users to receive a commission from the transactions on the network.

## Privacy

Cheelee complies with all the necessary legal requirements for the personal data processing: we receive only the necessary data that is required for the correct app operation and its effective use by our users. We ADHERE TO all App Store and Google Play rules.

# Disclaimer

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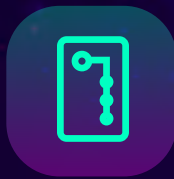
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