



**tweebaa<sup>®</sup>**

— Earning Commerce —

# The World's 1st Value-Exchange Social Network Platform

Integrate individual's hobbies, interests and  
skills with means to make a living

White Paper  
19.08.2018



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The following document offers an overview of the Tweebaa Public Blockchain and the Tweebaa Coin, a cryptographic access coin/digital asset on the Tweebaa Public Blockchain as well as the Tweebaa Coin's anticipated function within the Tweebaa Earning EcoSystem. The document also provides an overview of Tweebaa, an exempted company incorporated in the Cayman Islands, and its intended operations and business purpose.

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# **1 Executive Summary**

## **1.1 The What**

Tweebaa is the world's 1<sup>st</sup> multi-dimensional, value-exchange social network and earning commerce platform.

Social media is used daily, along with different communication vehicles for messaging and voice-calling to keep in touch with each other, and e-commerce marketplace sites for buying and selling products. Imagine if there was one single place where we could do all of this and earn every step of the way? This is Tweebaa.

Tweebaa is building a community. A supportive community in which involvement and activities are continuously rewarded. Tweebaa provides the tools for you to earn, whether as a contributor to the social community, a buyer, seller, an influencer or a business. With Tweebaa you can earn simply by doing the things you already do every day; liking, commenting, sharing and posting. You can also suggest, shop, sell or share physical and digital products with people all over the world. Tweebaa challenges everyone to change their mindset with respect to the means to make a living.

Tweebaa changes how value is recognized and monetized. Tweebaa's Earning EcoSystem integrates your standard means to make a living (for example, product sales or sales of services) with creating value from your hobbies, skills, interests, creativity, tips or just life experiences – broadly anything that defines who you are. Tweebaa gives you free exposure to a worldwide marketplace for all of that value.

Tweebaa allows users to value what up until now has been difficult to value and monetize. Tweebaa is designed for value creation, creating value from non-traditional products and ideas.

Tweebaa is the first social platform that allows you to monetize yourself in addition to selling physical products and provides the opportunity to earn a substantial income!

## **1.2 The Why**

Tweebaa recognizes that the key to individual success lies in interacting with a multi-dimensional platform that is value based, not accounting based.

Tweebaa challenges the way in which value creation is perceived. One of the pillars on which the Tweebaa concept has been developed is the integration of an individual's hobbies, interests and skills with the means to make a living. This integration is revolutionary; previously,

individuals did not have the time, energy or means to pursue interests which did not automatically or traditionally generate financial security for them and their loved ones. Instead, people devoted themselves to income-generating activities rather than to their interests.

The job took over your life!

Tweebaa aims to re-prioritize what is considered of value in the modern world, facilitating a means for people to monetize their hobbies, skills and interests.

Tweebaa provides a revolutionary approach to resolving modern-day issues faced by both individuals and businesses.

### **1.3 The How**

Tweebaa opens up a world where social networking activities become a means of not just content exchange, but also value-exchange, by creating a marketplace where everything may be of value, as determined by user supply and demand.

Tweebaa's size and scale means that users from all over the world are able to connect and create an unlimited multi-dimensional value-exchange marketplace - Tweebaa's Earning EcoSystem. The Tweebaa Earning EcoSystem provides you with free worldwide exposure, enabling millions of people, other tycoons, to become your worldwide sales network and dramatically increase your earnings.

What does Tweebaa provide? In a nutshell:

- Tweebaa provides a social network platform that empowers individuals to earn, create value and realize value.
- Tweebaa reduces redundancy of value by recognizing the value of things that traditionally have not been recognized in this way.
- Tweebaa allows users to monetize all the value they have at their disposal, whether traditional products or ideas, or non-traditional created value such as life experiences, tips, hobbies, interests – literally anything someone else might be interested in!
- Tweebaa allows users to discover different ways to make a living.
- Tweebaa develops scalability of multi-dimensional value creation from the smallest to the largest audience.





## 2 Introduction

In this extremely crowded and noisy space called the ‘Social Media/Social Network World’ there are massive, powerful, dominating companies who rule and own this space. Companies such as Amazon, Facebook/Instagram, Twitter, Google/YouTube, WeChat, etc. Billions of people love these companies and spend massive amounts of time, energy and money with them. Companies all over the world, from individuals in their home-based business all the way up to Fortune 100 companies, are using social media/networks to generate trillions of dollars of value and revenue annually.

Tweebaa is placing itself as a total disruptive, multidimensional technology platform and all set to lead and be at the forefront of ‘Value Social’. Being the very first to take the next step in the evolution of combined Social Media, Ecommerce and Communications.

### 2.1 The Issues

Our world will never cease to change.

What it means to have value as a human is constantly evolving; adapting to our ever-changing society and the rapid advancement of innovative technologies. Now, more than ever, that definition has created an unjust economic shift in our society with no certainty that there will be a resolution.

The only certainty is that we are at the dawn of a new era and it is vital that we take the immediate and necessary actions to create a positive change for our future.

In humankind’s short existence on this planet, it took approximately 300,000 years<sup>1</sup> to reach the First Industrial Revolution and only 307 years to reach what is now being described as the Fourth Industrial Revolution.

The First Industrial Revolution saw the beginnings of mechanization with the invention of the steam engine. The Second saw the implementation of electricity for mass production<sup>2</sup> and the Third saw the utilization of computers to automate and speed-up the production process<sup>3</sup>.

What all of these stages have in common is that they were aimed to convenience and expedite the needs of corporate giants and inevitably neglect the needs of the average person. Humans began to be outsourced by machines that could complete manual labour jobs in half the time

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<sup>1</sup> Sloat, Sarah (4 January 2018). ["Everything We Learned in One Year About Thousands of Years of Human Evolution"](#). *Inverse*. [Archived](#) from the original on 26 January 2018.

<sup>2</sup> Brain, Jessica (2019). ["Timeline of the Industrial Revolution"](#). *Historic UK*.

<sup>3</sup> <https://www.youtube.com/watch?v=zhL5DCizj5c>



and half the cost, leaving human skill and talent to be deemed as without value by these same corporate giants.

Now that the Fourth Industrial Revolution is upon us, we have the opportunity to reclaim our value.

Coined by the founder and executive chairman of the World Economic Forum, Klaus Schwab defines the Fourth stage as “a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres”<sup>4</sup>.

In what seems like a blink of an eye we now have technological breakthroughs in artificial intelligence, the Internet of Things, nanotechnology, and much more. What were once concepts based upon science-fiction are now our reality, and while the advances have allowed for greater efficiency in day-to-day activities, it raises the question: when will human value cease to exist?

Socioeconomic brackets are being exacerbated and shifting towards the elimination of a middle-class. According to a study collected by the McKinsey Global Institute, they estimate that “between 400 million and 800 million individuals could be displaced by automation and need to find new jobs by 2030 around the world”<sup>5</sup>.

With the exponential increase in automation in all fields, the technology being created in the Fourth Industrial Revolution has the potential to improve the quality of life globally, but still, companies have yet to allow for the average person to be able to succeed in our current economy.

In an ideal world, individuals would be able to match their passions, interests, talents, and hobbies with economic reward, thereby being encouraged to actively pursue them. However, the challenges and realities of modern life mean that, except for the lucky few, this is by and large unachievable.

There needs to be a solution; and Tweebaa is that solution.

## **Social Network**

Whilst social networking has become a large part of everyday life, with many people spending numerous hours each day on such platforms, they are unable to obtain any benefits from their use of such platforms in terms of monetary compensation. On the other hand, social networking platforms are growing rapidly and developing into large corporates worth hundreds of billions of dollars.

The growth of social networking has not just affected individuals, but also smaller businesses. Whilst larger retailers have the resources and economic means to launch an online presence,

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<sup>4</sup> Schwab, Klaus. [“The Fourth Industrial Revolution: What It Means and How to Respond”](#). *World Economic Forum*, 14 Jan. 2016.

<sup>5</sup> Manyika, James, et al. (November 2017). [“Jobs Lost, Jobs Gained: What the Future of Work Will Mean for Jobs, Skills, and Wages”](#). *McKinsey & Company*.





marketing their products to huge online customer bases and driving consumer traffic in their direction, smaller or younger businesses often do not have these resources and capabilities to market their products, thereby losing out. A great product might be sitting on an online shopping platform and consumers may not know about its existence as the product has not been actively marketed due to lack of resources, meaning both the retailer and consumer lose out. In addition, the decline of consumer interest in physical retail stores means that retailers who do not have the means to establish an online presence are negatively affected.

### **Knowledge Economy**

The industry of exchanging knowledge for monetary value is on the rise, but is moving towards being dominated and controlled by a few large corporations. Ordinary people with knowledge that may be of value are unable to participate competitively in this industry.

Knowledge and experience accumulated by ordinary people, which may be of value, is sitting idle and not being monetized for their benefit as it is difficult to extract and transform this knowledge and experience onto an easily accessible and marketable platform.

Innovative ideas and inventions often lack financial, commercial and market support. Therefore, many valuable ideas remain in the planning stage, making it difficult to realize these products into ideas which may benefit the public.

### **Influence Economy**

The industry of online social network influence and influencers is growing; however, such influencers remain largely dependent on the remit and authorizations of the platform on which their content is being hosted. This suppresses the creativity and freedom of these influencers, hindering the development of their personal brand and influence.

In addition, an individual or business may only have a limited number of people in their network, so promoting their product or service is limited. It becomes difficult to promote beyond this network without spending significant amounts on paid marketing.

Through using Tweebaa's unique Platform, new users are not simply establishing a new network. They are expanding their existing network (consisting of family and friends) to connect with other users from all over the world.

### **Sharing Economy**

There has been an increased trend toward the commercialization and monetization of an owned resource, by sharing it, for value, with others who may want to use this. This is known as the 'sharing economy'. Examples include Airbnb and Uber.

Such a sharing economy can only be participated in by parties which own the commoditized resource. Individuals who do not own such resources are unable to take part in this economic model, despite perhaps having the ability and potential to market such products and services.

## **2.2 The Tweebaa Solution**

A solution is needed where (i) opportunities are provided which allow individuals to explore their hobbies, interest, passions, experiences, skills, talents and ideas, while combining this with the potential for economic reward; and (ii) smaller businesses are able to thrive in the modern online retail world.

Tweebaa has developed a comprehensive social networking platform based on value-exchange which uses Internet technology combined with blockchain technology. It offers a new and revolutionary solution which builds an interactive community of users which sees, and is capable of realizing value, not just in the traditional sense, but in all products, services, ideas, talents, hobbies, interests and passions.

### **2.2.1 Sharing Economy Plus**

Tweebaa is entirely different from other platforms because it provides users with the opportunity to earn substantial incomes without any investments or existing resources. This is “sharing economy plus”, an upgraded form of sharing economy, which does not have a cost of entry and gives every individual an equal opportunity to earn large amounts of income. Moreover, unlike a sharing economy where all users have little to no connections, sharing economy plus creates a sense of community amongst users and establishes a global EcoSystem. When users share their hobbies and interests within the Tweebaa platform, it allows them to connect with other users with similar hobbies and interests from all over the world, therefore establishing its own large-scale EcoSystem and every individual within it can expand their network.

### **2.2.2 Tweebaa's Multi - dimensional Value-Exchange Network**

As highlighted previously, in the current world, people tend to measure "value" only in terms of monetary considerations. Tweebaa instead recognizes that value can be multi-dimensional and come from many different sources and outlets.



Tweebaa recognizes that "value" can be attributed to, linked by and generated from, multiple sources, including the sharing of a person's talent, skills, ideas, hobbies, interests and other aspects of that individual's existence. The Tweebaa Earning EcoSystem allows such value to be attributed to a person by enabling its users (called the Tweebaa "**Tycoons**") to access an online platform (the Tweebaa "**Platform**"), to advertise and show off their talent, skills, ideas, hobbies and interests to other tycoons, and attribute a value to this for others to determine whether they wish to utilize such services or products being provided by that tycoon. Tweebaa does not dictate what should or should not have value, but allows the tycoons to determine this independently, thereby opening up a world of opportunity to monetize what previously may have been deemed by other networks and platforms, and even themselves, as having no value.

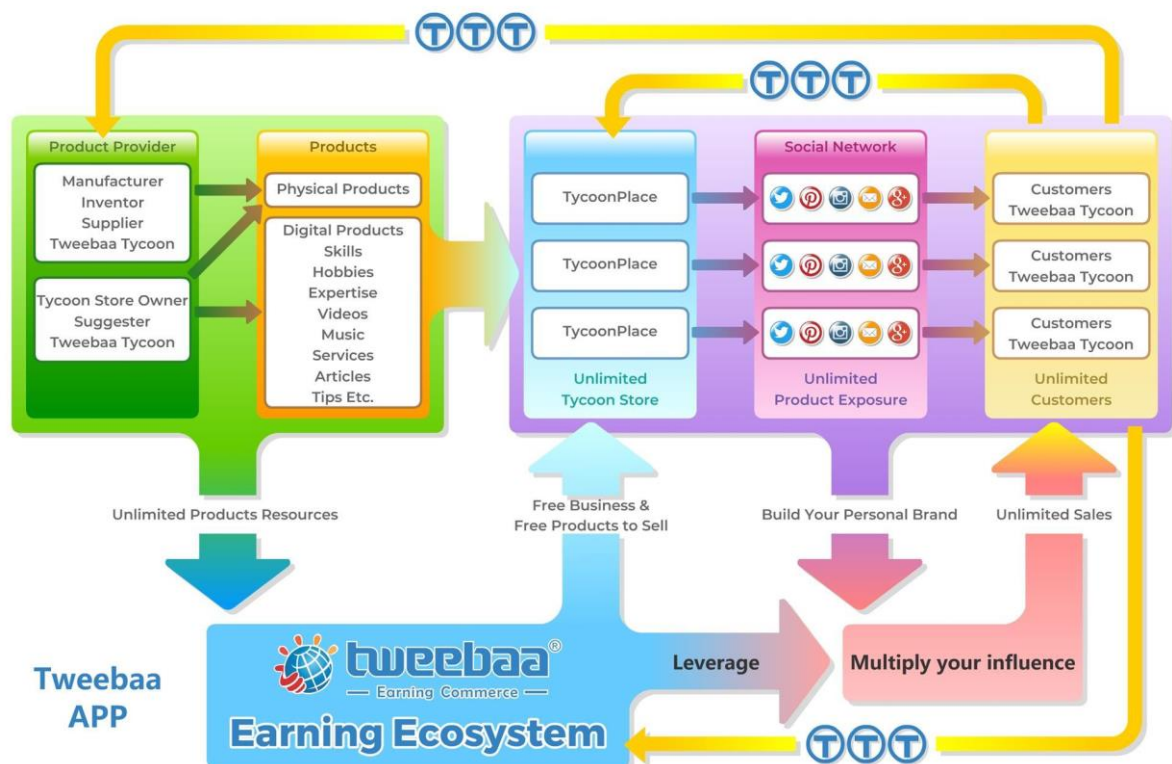
Tweebaa will integrate Blockchain technology to create a reliable, unalterable, decentralized platform and earning EcoSystem (the "**Tweebaa Earning EcoSystem** ") for creative and innovative individuals, with the earning process no longer limited to the traditional supply chain. Tweebaa's belief is that a user only needs to make contributions in places he or she has talent in or is interested in to expand his or her influence and realize value.

In today's world, the most common measurement of value is realizable cash or profit and is therefore classically one dimensional. Tweebaa creates a much wider value system, where value can be measured in many different ways, by reference to not only money, but also influence, skill sets and anything which can be useful to other users. Often, people are not able to recognize that such talents are useful for other users, and do not understand the value that

they can realize from such talents; in a commercial sense, they are simply wasting it or they only share it with their family and friends.

Tweebaa empowers individuals and provides them with the tools necessary to explore the possibilities of monetizing their talents, skills, hobbies and interests.

With Tweebaa's cryptocurrency, the Tweebaa coin "TWEEBAA (TWEE)", each individual will be able to actively participate in the Tweebaa Earning EcoSystem.



## 3 The Tweebaa Earning EcoSystem

### 3.1 Tweebaa Platform

Tweebaa has invested in and developed an operating online cloud platform, the Tweebaa Platform, which forms the basis for interactions within the Tweebaa Earning EcoSystem.

### 3.2 Tweebaa Tycoons and Tycoonplace

Tweebaa's vision is to provide its users, each a "tycoon", with their own individual online space, a "tycoonplace", hosted on the Tweebaa Platform, for free. Each tycoon will have their own personalized URL and each tycoonplace can be used, variously, as an e-commerce site, a networking platform, blog, gallery, business profile page, chatting site and for many other uses.



In the tycoonplace, a tycoon's hobbies, passions, talents, special experiences, skills, and interests can be shared not only with their own network of contacts, but also with any or all other tycoons in the Tweebaa Earning EcoSystem, making it possible for a tycoon to reach out to a substantial number of other tycoons worldwide. The Tweebaa Platform is not only a business platform, but also provides a platform for realizing a tycoon's personal value, through life experiences, interests, work experiences, hobbies, personal collections, inventions and innovative products. Everything offered in a tycoonplace can be offered for value, creating a fully functional value-exchange and earning network.

A tycoon can create products, share them with users instantly, manage their followers/fans, content and generate traffic to attract consumers.

A tycoon can also sell products made available by the Tweebaa Shared Product Showroom exclusively available to tycoons (more details below).

A tycoonplace allows the tycoon to, for example, create and give digital gifts or share specific information/content with select followers, as well as give discount coupons, special promotions and free products within their tycoonplace, to develop a better and closer relationship with their followers. A tycoon need not worry about using different software, with additional costs, to add functionality to their tycoonplace. In addition, on the Tweebaa Platform, tycoons can chat, share files, share photos and videos, create posts and blogs and share it with their personal network as well as other Tweebaa tycoons.

### **3.3 Tweebaa Shared Product Showroom**

The founder of Tweebaa, Margaret Wang, with over 17 years' experience in the direct response television industry, has gained valuable experience in products, quality control, liabilities and controls in different scenarios, to help both the clients and manufacturers achieve success. She is now transferring her valuable past experience into Tweebaa's operation, leading the team towards launching this disruptive platform, which will benefit people worldwide.

The Tweebaa team have a formidable understanding and appreciation of what makes a successful online and directly marketed product.

Tweebaa itself stocks a collection of exclusive and innovative products in its online Product Showroom which forms part of the Tweebaa Platform. Tweebaa has also developed strategic partnerships with various well-known brands and suppliers, such as Activation Products and PulseTV. Tycoons will have access to all of these products, which they can list in their own tycoonplace to sell to their network without the need to source, pre-purchase or stock these products. Tweebaa has the infrastructure in place to handle the product supply, customer service, inventory, shipping, and return of Showroom sales for the tycoon. With this assistance, tycoons will only need to focus on creating their personal brand and displaying their unique skills.



The varied collection of innovative products in the Tweebaa Shared Product Showroom means every tycoon has the opportunity to start a business with no outlay and potentially earn huge profits without having to make any prior investment in products.

### **3.4 A Global Platform for Manufacturers**

Manufacturers around the world tend to rely on big distributors to reach overseas markets, and consequently they require large resources and marketing expense to break into such markets, with the success of the product still not guaranteed. Often, manufacturers end up liquidating products and exiting the market due to these high expenses.

Tweebaa is able to assist manufacturers who wish to enter a new market, by providing a cost-free platform either via a tycoonplace or the Tweebaa Shared Product Showroom from which they can test the market, potentially reaching large numbers of tycoons around the world, who in turn can promote the product and sell it directly to consumers.

In addition, once a manufacturer makes the product available for tycoons via the Tweebaa Shared Product Showroom, Tycoons around the world can add it to their own Tycoonplace, resulting in a worldwide sales network for the manufacturer, achieved with no prior investment or advertising.

### **3.5 A Platform for Inventors**

Tweebaa gives flexibility to inventors to list their products with presale pricing information to encourage customers to buy for a special price discount before they hit the market, thereby collating information on advance product demand to assist with forecasting demand information to suppliers and inventors to stock the product, avoiding the potential losses caused by overstocking.

As Tweebaa also allows a tycoonplace to offer free products for a limited time to promote its store, this can help to drive traffic and interest in the product, thereby giving the inventor free promotion on this product.

Tweebaa provides a complete product lifecycle solution that may not otherwise be available to individuals looking to invent products. With Tweebaa, an inventor can upload product concepts, drawings, sketches and prototypes with complete descriptions of the product and even give tycoons the option to pre-order such inventions, providing a good measure of the invention's potential success. Tweebaa is also able to work with inventors as a development and manufacturing partner.

### **3.6 Tweebaa Influence Value**

In Tweebaa's EcoSystem, every tycoon can take advantage of all the above mechanisms to increase their influence. We created "Tweebaa Influence Value" to measure the tycoon's influence in the Tweebaa EcoSystem. There are many factors that can be used to determine how much influence a user has. The number of views they have on their content, the number





of likes they receive, and the number of followers they have can all be used individually as measures of how much influence the user has. However, Tweebaa combines all these factors and other factors such as number of referrals, sales, suggestions, evaluations, and much more. Every value-generating activity performed on Tweebaa contributes to the growth of the user's Tweebaa Influence Value (TiV) and as their TiV increases, so does their rewards earned.

## **4 Blockchain and the Tweebaa Coin Economy**

### **4.1 The Blockchain**

The Tweebaa Public Blockchain is a decentralized, distributed public digital ledger which can be used to record transactions such that these records cannot be altered retroactively, allowing for the verification and immutability of transactions. The Tweebaa Earning EcoSystem is the first application on the Tweebaa Public Blockchain.

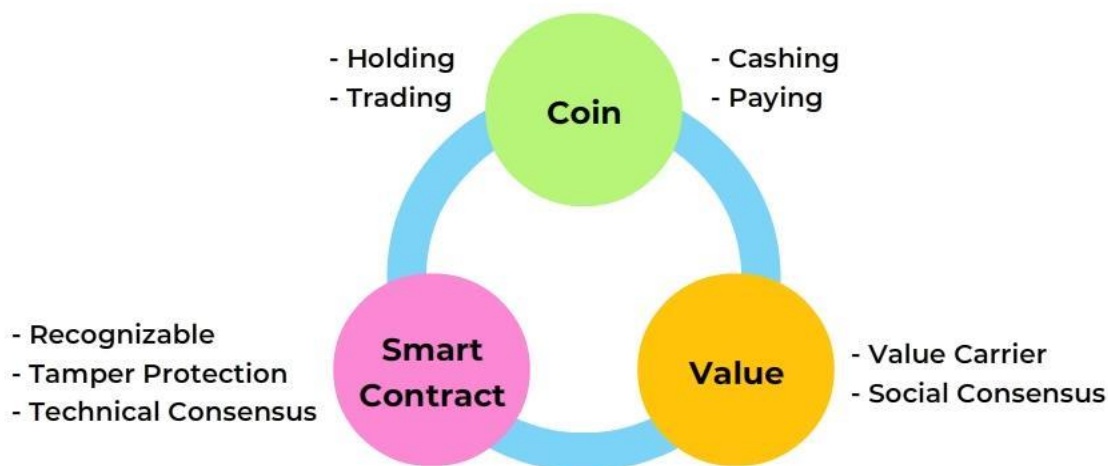
### **4.2 Tweebaa Coin Economy**

Tweebaa has created the EcoSystem which encourages and supports the use of Tweebaa's Public Blockchain generated cryptocurrency, the Tweebaa Coin, "TWEE", at all levels of this EcoSystem. For example, a tycoon can purchase Tweebaa Shared Product Showroom products and/or products from other tycoons using the Tweebaa Coins, or fiat currency, and can participate in different activities in the Tweebaa Earning EcoSystem to earn Tweebaa Coins, such as creating content, evaluating products suggested by other tycoons, suggesting or promoting products, sharing products from other tycoonplace or playing games on the Tweebaa app. Any value-generating activities performed in the Tweebaa Earning EcoSystem presents the potential to earn Tweebaa Coins, whether from a purchaser, or perhaps by being rewarded by Tweebaa itself in Tweebaa Coins.

The Tweebaa Earning EcoSystem also utilizes smart contracts to ensure that all transactions conducted in the EcoSystem are secured and performed properly, protecting the tycoons and providing immutability of transaction history.

Tweebaa has used the Blockchain to strengthen and expand the creation of the Earning EcoSystem which realizes value of influence, value of creation, and permits value transmission, value maintenance and value monetization in a reliable, secure, autonomous and durable way.

## Tweebaa Coin Economy System

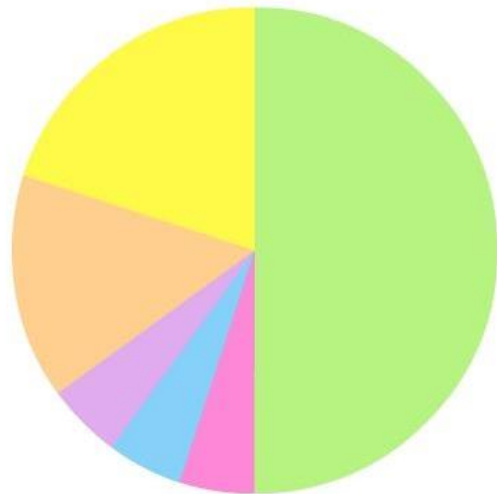


### 4.3 Tweebaa Coin Issuance and Sale

Tweebaa has issued 2 billion Tweebaa Coin (“TWEE”). No further Tweebaa Coins will be created.

Ratio	Amount	Application	Description
5%	100,000,000	Early Contributor	When the Tweebaa Coin is purchased by a private sale early contributor, it will be locked for one year from the coin listing date
5%	100,000,000	Public Sale Purchaser	When the Tweebaa Coin is purchased by a public sale purchaser, it will be locked for one year from the coin listing date
50%	1,000,000,000	Coin Generation by Application	For EcoSystem operation, use on Tweebaa transactions and for activities or tycoon reward.

20%	400,000,000	Community Operations	Community operations, marketing, and advertising.
15%	300,000,000	Global Team	Tweebaa Coins will be locked and gradually released over 3 years from the date of full Tweebaa Coin functionality.
5%	100,000,000	Development Reserve	Reserved for development and the expansion of EcoSystem. The use of this reserve requires the Tweebaa Foundation Committee[6] to make decisions and announce to the public in advance.



## 4.4 Use of Coin Listing Proceeds

The proceeds of the Tweebaa Coin Listing shall be utilized as follows:

**Development & Security:** As it is anticipated the Tweebaa Platform will be utilized globally, Tweebaa recognizes the need to ensure that the functionality of the Tweebaa infrastructure is able to support increased usage demands as well as to ensure that usage of the platform is secure.

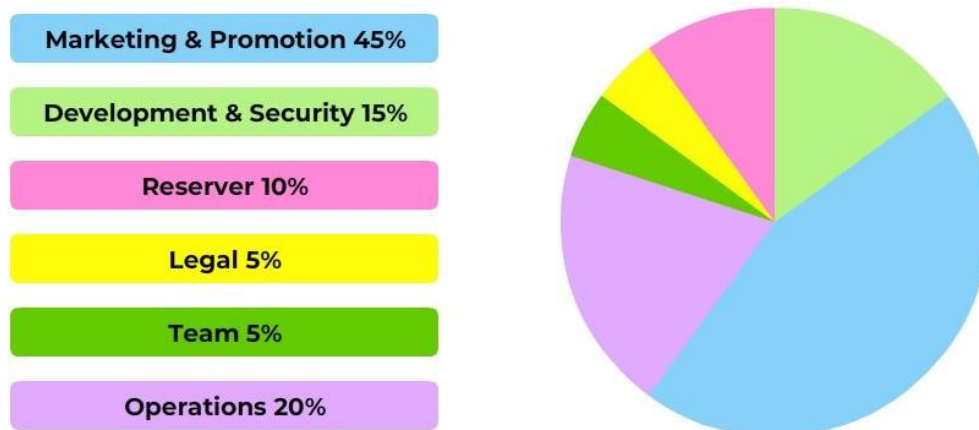
**Marketing & Promotion:** As a new product, marketing and promotion will be required to ensure people are aware of the platform globally in order to take the platform to next level.

**Operations:** In order to ensure a continuous high level of operational functionality, proceeds of the Tweebaa Coin sales will be used to invest in technology and infrastructure, as well as ensuring day-to-day operational costs are met, supporting real time income generated by the platform.

**Recruitment:** To ensure continuous growth, we will need to grow and strengthen the Tweebaa team, and proceeds of the Tweebaa Coin sale will be used to attract and employ high quality individuals.

**Legal:** Tweebaa will need to keep at the forefront of legal and regulatory issues, and will use some of the proceeds of the Tweebaa Coin sales to engage legal support to ensure compliance with all legal requirements affecting Tweebaa on an ongoing basis.

**Reserve:** Some proceeds of the Tweebaa Coin Sales will be kept as a liquidity reserve and will be invested in cash or cash equivalents to ensure liquidity to deal with any urgent financial requirements.



## 4.5 Tweebaa Tycoon Projections

Everyone of all ages and walks of life can benefit from being a Tweebaa tycoon.

Tweebaa Tycoon Projection Calculation Based on Target User Groups (in Millions)

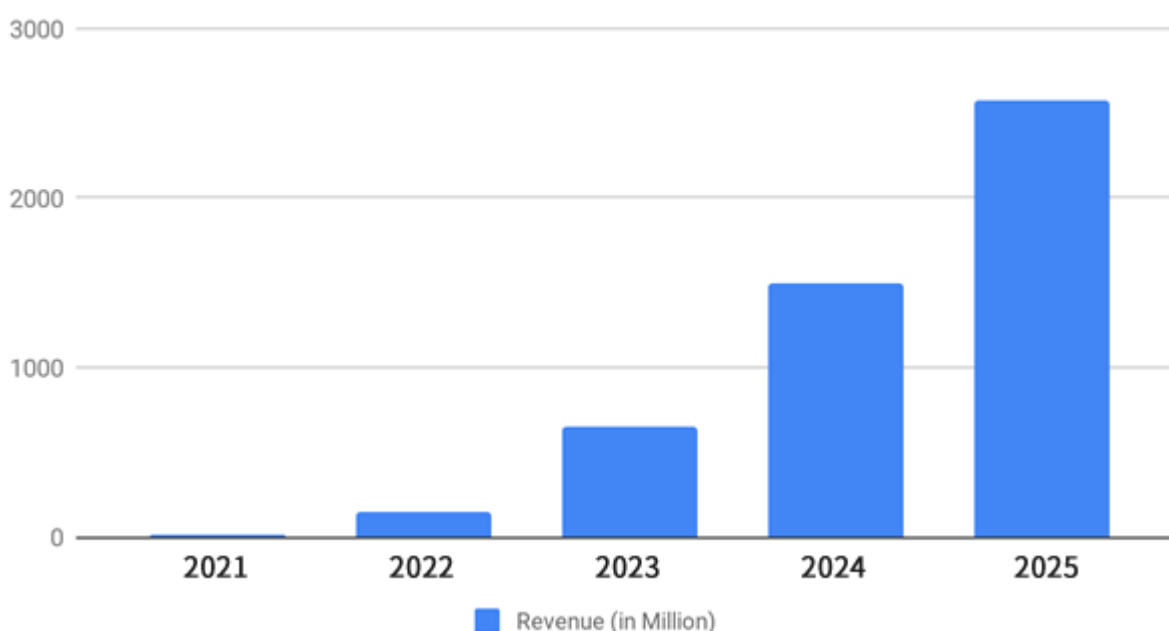
	Location	Total
Stay-at-Home Parents	US and Canada	31.5
Retirees	US and Canada	71.9
Students	US and Canada	80.5
Multi-Level Marketers	US and Canada	20.8

<b>Shopify Users</b>	Global	0.5
<b>Social Media Users</b>	Global	2616
<b>Total</b>		<b>2821.2</b>
<b>Conversion Rate*</b>		<b>1.8%</b>
<b>Projected Tycoon Members by end 2021</b>		<b>50</b>

*\*With a conservative conversion rate of 1.8%, we have projected to acquire around 50 million tycoons and users by the end of 2019 (based on the most recent research, the median point of all industries conversion rate is 2.35%, and we use 1.8% in the above projection). Source: <https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate>*

## 4.6 Tweebaa Revenue Projections and Generation

**Tweebaa Revenue 5 Year Projection**



On the basis of Tweebaa's revenue generation activities outlined above, Tweebaa's total revenue is projected to reach \$15 million by the end of 2021 and \$2.6 billion by the end of 2025, as illustrated by the diagram above and table below.

	2021	2022	2023	2024	2025
<b>Sales</b>	<b>22.5</b>	<b>225</b>	<b>975</b>	<b>2242.5</b>	<b>3870</b>
Tycoon Sales	11.5	115	498	1145.4	1977
Service Fee	2.5	25	108	248.4	429
Inventor Agreements	3.5	35	152	349.6	603
DRTV	3	30	130	299	516
Retail	2	20	87	200.1	345
<b>Expense</b>	<b>7.5</b>	<b>75</b>	<b>325</b>	<b>747.5</b>	<b>1290</b>
Office	0.9	9	39	89.7	154.8
Management	0.75	7.5	32.5	74.75	129
Technical	0.6	6	26	59.8	103.2
Operation	5.25	52.5	227.5	523.25	903
<b>Revenue</b>	<b>15</b>	<b>150</b>	<b>650</b>	<b>1495</b>	<b>2580</b>
<b>Y/Y Growth</b>		<b>900%</b>	<b>333.33%</b>	<b>130%</b>	<b>72.58%</b>

(In Million)

## 4.7 Tweebaa Coin Value of the Utility Usage

According to the above projections, the Tweebaa coin has value support on its Utility Usages. As the Tweebaa Platform will keep profiting and scaling, Tweebaa Coins' value of Utility Usages will also increase continuously and virally, so the users would like to hold and use the coins for more scenario in the enlarged EcoSystem. As the platform increases in popularity, the demand as well as the value of the Utility Usage of Tweebaa coin will also increase.

## 5 Tweebaa Platform Architecture

### 5.1 Tweebaa Earning EcoSystem Technical Architecture

The Tweebaa Earning EcoSystem is composed of three layers:

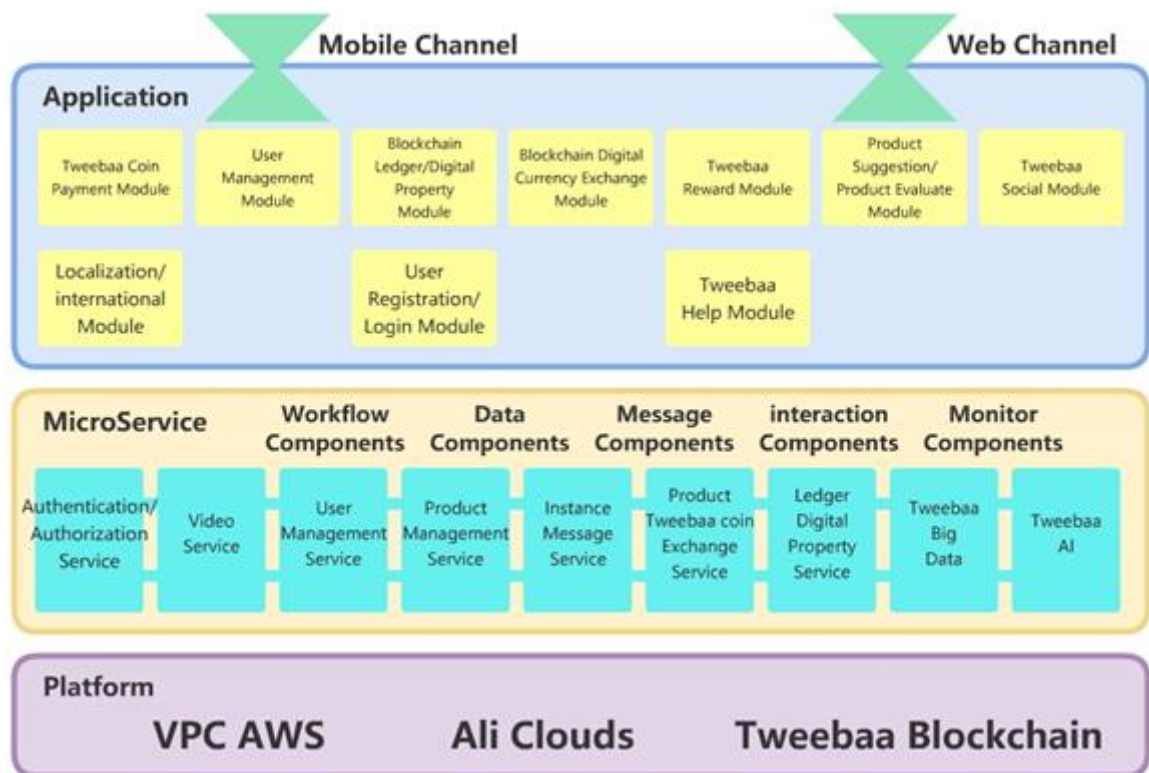
- (i) The platform layer;
- (ii) The micro-service layer; and
- (iii) The application layers.



## 5.2 The Platform Layer

The platform layer shall compose of (a) Tweebaa public and virtual private clouds; and (b) the Tweebaa Public Blockchain.

The Tweebaa public and virtual private clouds are composed of functional platform for Tweebaa’s Earning EcoSystem; while the Tweebaa Public Blockchain will provide a reliable distributed ledger in which all the Tweebaa value-based activities will be recorded. The use of smart contracts allows for the coordination of these two platform layer’s parts.



Tweebaa public and virtual private clouds are hosted with the following cloud service providers: Amazon Web Service (AWS), Vultr and Alibaba Cloud, the secure, reliable and high available global networking environment. The private clouds in AWS and Alibaba Cloud have been used for user data, and entrusts wallet private key belonged to the tycoon, while public clouds in Vultr and Alibaba Cloud have been used for hosting public applications.

The Tweebaa Blockchain shall provide the platform for Tweebaa tokenized business transaction and consortium communities to support Tweebaa Earning EcoSystem, to realize the value sharing, and value monetization.

The consensus protocol of Tweebaa Blockchain shall adopt randomized Byzantine Fault Tolerance (BFT). The coin generation consensus is based on Proof of Application (POA) algorithm, which is used to confirm transactions and produce new blocks to the chain. In



Tweebaa Blockchain, blocks will be organized in a decentralized manner and construct a peer-to-peer network. All blocks run independently, communicates and exchanges tokenized transactions each other. In Tweebaa Blockchain, blocks are Decentralized applications (DAPPs) for specific users. These applications can directly access the public Tweebaa Blockchain through the API provided by the Tweebaa Blockchain.

It is essential to empower the consensus of intercommunication and transactions in Tweebaa Blockchain. Validating nodes built for this purpose aim to fuel transparency, security, and fairness of the blockchain network. A validating node is “a node on a blockchain network, that is, in essence, the foundation of the technology, allowing it to function and survive. Nodes are distributed across a widespread network and carry out a variety of tasks.” To summarize, validating nodes are essential to maintain the consensus, security and fairness.

Tweebaa Blockchain platform to be composed of the following multi-layers:

1. TX Layer, responsible for handling the most basic transactions.
2. Contract Layer, deals with contracts. The elements of the contract (code, state, storage, transaction) are separated: the transaction element is transferred to the TX Layer and executed; the other elements are executed in the Contract Layer.

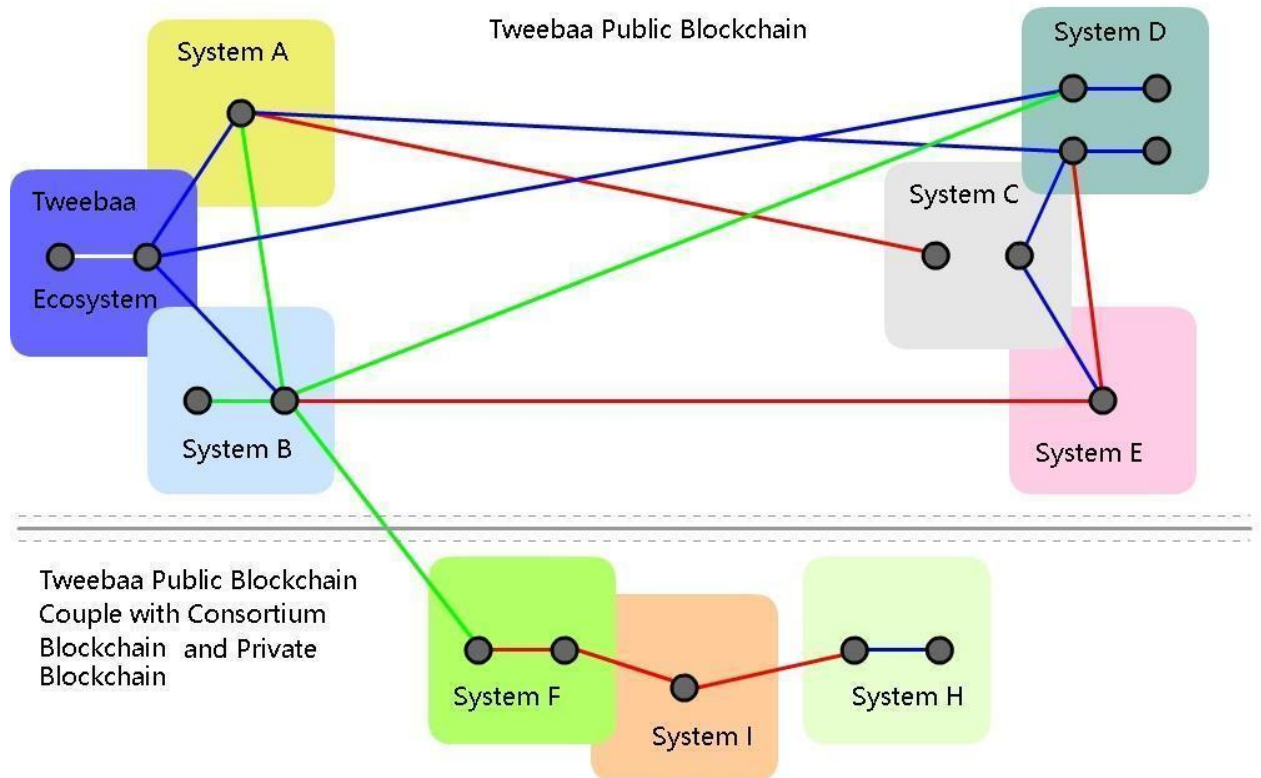
This architecture isolates execution of the contract from the transactions, thus lets the contract and transaction to match the corresponding protocols by their own characteristics, obtaining better efficiency and security.

Tweebaa Blockchain to obtain BLHR (block level hash record) data support, which enables users to save data signatures to the blockchain easily.

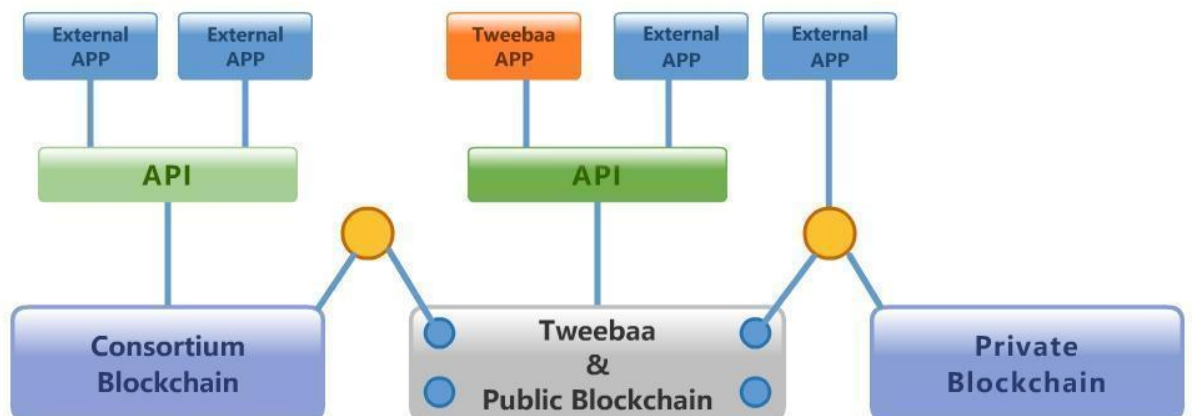
To improve the processing power of the whole system, shading will be introduced to the consensus node, so that not all nodes are required to conduct the same tasks. Instead, for each transaction, a node is selected automatically and randomly to process the transaction. This method ensures the processing power of many nodes will be used effectively, while sufficient fault tolerance will be maintained. Therefore, the information flow between networks will be reduced significantly, resulting in improving the efficiency of the network.

Tweebaa Blockchain will have flexibly to keep the balance between the cost and reliability, when a contract is created. With this mechanism, the user can identify numbers of consensus nodes and the conditions for it. Alternatively, the Contract Layer could be more efficient with more contracts being handled. By this abstraction, the security of the contract system will not be affected.

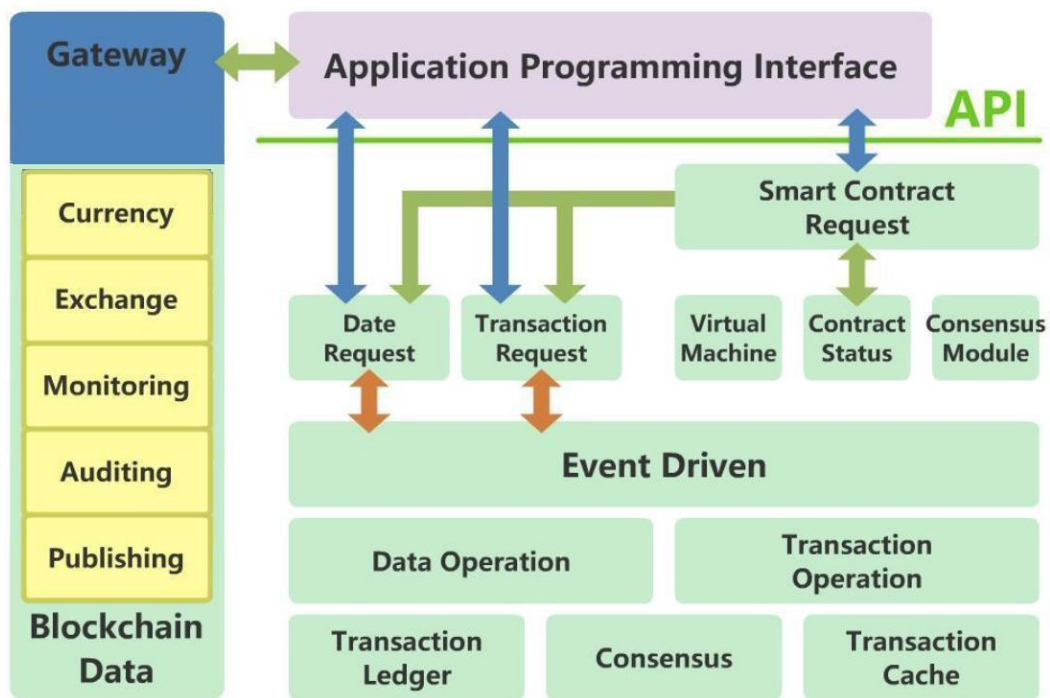
The execution speed of the smart contract is decoupled from the ledger close speed of the TX Layer. The change in contract status depends on the consensus rate of the contract nodes.



(Fig 1. Tweebaa Blockchain Illustration)



(Fig 2. Tweebaa public blockchain network topology)

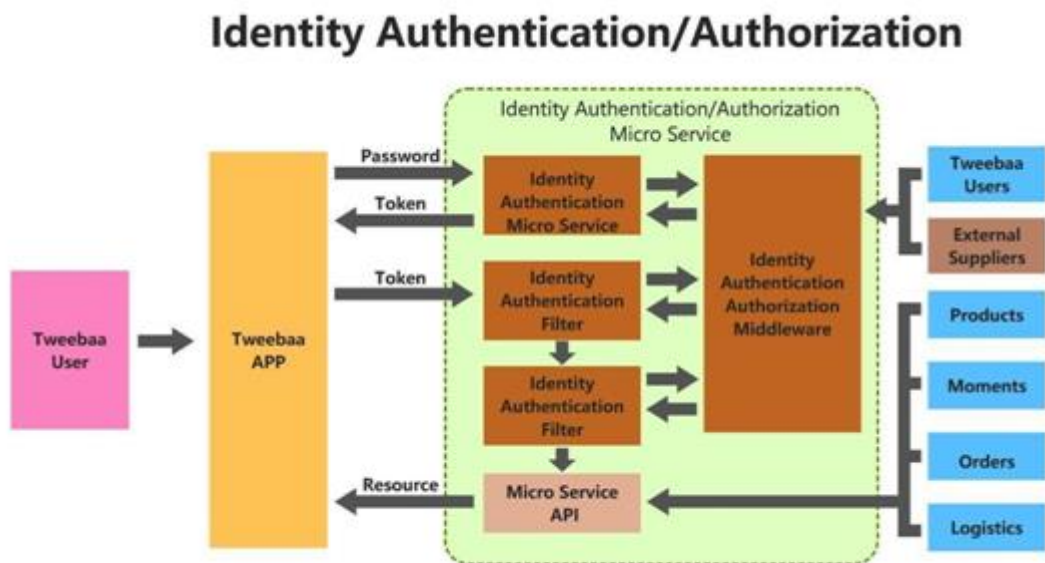


(Fig 3. Tweebaa public blockchain architecture)

## 5.3 The Micro-Service Layer

This layer consists of the following:

**Authentication and Authorization Service:** The service is for all users' authentication and authorization.





**Video service:** The service provides a tool for users to cut long videos into shorter clips, to display a simplified video version. This feature is helpful for the tycoon to create digital products.

**User management service:** The service provides the tools for the tycoons to manage their own accounts, and their customer's accounts.

**Product management service:** The service provides a tool for the tycoons to manage their own products and Tweebaa products. Tycoons can set and reset sale price.

**Product and Tweebaa Coin exchange service:** The service provides a tool for the tycoon to make the exchange between the product and the Tweebaa Coin, which means shopping with Tweebaa Coins and trading their own products for Tweebaa Coins.

**Ledger and digital assets management service:** The service provides a tool for the tycoon to manage their own ledger on blockchain and digital assets as well.

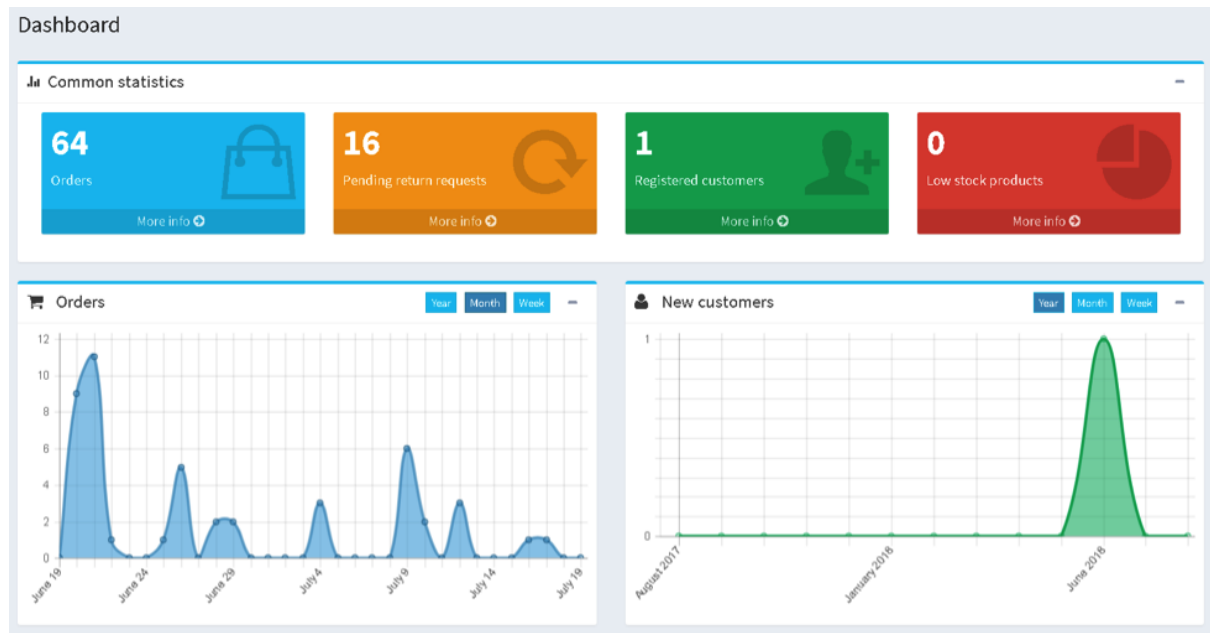
**Instant message service:** The service provides a tool for the tycoons to communicate, sharing and socializing with other tycoons or their customers.

**Tweebaa big data service:** This service provides data warehousing, clickstream analysis; fraud protection, recommendation engine to enable both the customer and the tycoon to obtain analysis of the activities on their space.

**Tweebaa AI:** This service will provide machine learning and basic logic reference to provide a tool with intelligence support, such as a reward system for intelligent selections, intelligent inductions and intelligent decisions.

**Business intelligence function:** This service will provide tools to assist tycoons in analyzing their business and making decisions for technical issues. This feature allows every registered tycoonplace user to get real-time selling data, which is useful for predicting future business requirements, creating new marketing policies and deploying sales. Users can also obtain common statistical data, including new order quantity, pending return request, the number of new registered users and low stock alerts.





(Fig 4. Illustrative example of the business intelligence statistics function)

## 5.4 Application Layer

This layer will consist of the following:

**Blockchain ledger/digital property management module:** This is the blockchain trading module. These two modules provide a UI for tycoon to manage their own digital property on the blockchain. The two modules shall provide a tool to integrate with the Tweebaa Blockchain.



## Decentralized Application

**User management module:** This module provides the user authentication and authorization as well as the user management functionality.

**Tweebaa payment module:** This module allows for payment using Tweebaa Coin and fiat currency.

**Tweebaa product suggestion/product evaluation module:** This module provides a user interface, which allows tycoons to suggest products to and evaluate products on the Tweebaa system, for which the tycoon may be rewarded with Tweebaa Coins directly to his tycoon wallet.



**Tweebaa reward module:** This module provides system level functionality to provide Tweebaa Coin rewards for certain usage of the Tweebaa Platform.

**Tweebaa social module:** The module support instant messenger communication, real time video, picture sharing and social media sharing functionality.

## 6 Team



**Margaret Wang**

**Founder**

Margaret Wang was born in China and moved to Toronto, Ontario where she started Leivair Inc. in 2002. Leivair successfully bridged the gap between China and the rest of the world for many inventors and entrepreneurs. Margaret's vision to create a better e-commerce platform where the barriers between product owners and consumers are eliminated becomes a reality with Tweebaa. Margaret has over 15 years of experience in new product development (including prototyping, 3D design and molding, etc.), manufacturing, and sourcing. She has collaborated with DRTV and retailer partners and has detailed knowledge of the industry and business value chain. Margaret has a degree in Finance and holds an Executive MBA from Western Ontario University in Canada.



**Kevin Harrington**

**Marketing Executive**

An original “shark” on the hit TV show *Shark Tank*, the creator of the infomercial, pioneer of the As Seen on TV brand, and co-founding board member of the Entrepreneur's Organization — Kevin Harrington has pushed past all the questions and excuses to repeatedly enjoy 100X success. His legendary work behind-the-scenes of business ventures has produced well over \$5 billion in global sales, the launch of more than 500 products, and the making dozens of millionaires. Twenty of his companies have each topped \$100 million in revenue.

## Steve C. Rockefeller Jr.

### Executive



Steven C. Rockefeller Jr. is Co-Chairman of Beijing-based CCAIO, a group dedicated to cultural exchange through a series of international events with the most recent being the calligraphy show of Master Fo Tao at the Nixon Presidential Library in Yorba Linda, California. Steven is also an international director of UBI Blockchain Internet, an industry leading blockchain application developer out of Hong Kong. Prior to his two-decade long focus on enterprise in China, Steven served as a Managing Director of Deutsche Bank Private Wealth Management and was a key founder of the Deutsche Bank Microcredit Development Fund, a unique partnership between the bank and its clients to support poverty alleviation programs worldwide. Steven served as a member of the Board of Directors at Grameen Foundation USA and as Chairman of its Development Committee. Steven received a Fulbright Award in 2005 in recognition of his dedicated service to poverty alleviation and longstanding support of micro-credit programs. Steven received his Masters Degree in Finance from Yale University and lives in New York with his wife and active business partner Kimberly.

## Theresa Pope

### Global Operations



Theresa is a businesswoman and serial entrepreneur. She has previously held Directorships in various companies including a Recruitment Management Consultancy, Data Cabling and a Transport & Logistics Company and is Co-founder & Creator of dandi London; awarded ‘Overall Invention of Year 2015 (worldwide)’ in the British Invention of the Year Awards.

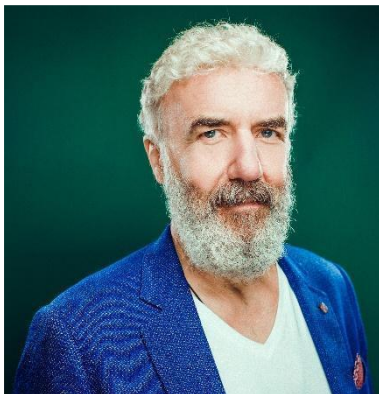
Theresa also works as an independent Management Consultant and has been a consultant and mentor for numerous organizations, including working with amazon.co.uk, from their acquisition of Bookpages in the UK, and through their first two years of trading in the UK. She was appointed a Director on the Board of the Milton Keynes and North Bucks Chamber of Commerce for three years during which time she focused on the development of services to members in addition to overall management of Chamber of Commerce business. Theresa was awarded MK Entrepreneur of the Year 2018 and was a finalist in the Nat West Great British Entrepreneur Awards 2017.



**Denis O'Brien**

**Director/Producer**

Two-time Emmy winner Denis O'Brien has directed or produced over 500 national and international TV spots, documentaries and films. Denis' energetic style of producing motivates the vast array of professional artists, craftsmen and editors needed for completing today's complex imagery assignments. He recently received Gold and Silver ADDY, Communicator (Gold) and VAB(1st) awards for his work directing the highly acclaimed 12 spot Kinney Drugs TV Campaign, paired with legendary voiceover actor Sam Elliot. Denis has produced or directed Meryl Streep, Corbin Bernsen, Nathan Lane, Sophia Vergara, Wayne Gretzky, Priscilla Presley and many other high-profile celebrities. He has earned multiple Telly, Davey, Communicator and other honors for his work. Denis received his Bachelor Degree from the prestigious Berklee College Of Music. He then started his company in NY, first as an agent for directors and then became Producer and Director himself. He also serves as President of the Machia Wilderness Camp, a nonprofit summer camp for children. Denis lives on Lake Champlain in Burlington, Vermont with his wife and partner Isela.



**Ian Clark**

**Executive on Supply Chain Management**

Curator of definitive methods and superior elements that effectively heal the body from the top of the head to the bottom of the feet. Specialties: Manufacturing exclusive and inclusive health products for high-level wellness upgrading the whole human experience.



**Jaffer Ali**

**Strategy Specialist**

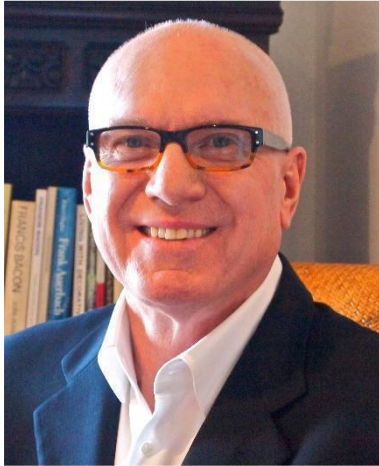
Jaffer is a serial entrepreneur who has been on the ground floor of numerous industries. In 1982, he was one of the founders of MPI Home Video, an independent home video label started with his family. He also co-founded Fusion Video, one of the largest consumer video catalogs and fulfillment company. After selling the company in 1996, he created the growing e-commerce site with his sister and cousin. The company first started out with several successful entertainment infomercials like Lord of the Dance, Stomp Out Loud, and the award-winning TV campaign for Riverdance. It has been named to the Internet Retailers' Top 1000 North American Retailers for the past four years in a row under his leadership as CEO. Jaffer donates part of his time as an adjunct professor at Bradley University in its Media & Communications department. He graduated from the University of Illinois in Champaign with a double major in Business Administration and Political Science.



**Cathi Coan**

**Branding & Marketing Specialist**

Passionate about empowering and encouraging women and young girls to follow their dreams, Cathi is dedicated to increasing opportunities for girls through mentorship and STEM (a curriculum based on the idea of educating students in four specific disciplines — science, technology, engineering and mathematics). She is also working to create a platform for women to network as well as to educate those who want to start their own businesses.



## **Jason Graves**

### **Digital Media Executive**

A well-respected industry veteran with a 28-year history in direct to consumer marketing. He has served as Director of Business Development for HAVAS Edge, where he managed a portfolio generating over \$1.5 million in weekly billings. He opened and directed the Los Angeles office for Hawthorne Direct and was a Partner at Williams Worldwide TV, focusing on international distribution of DRTV products. Jason has hands on experience in every aspect of direct marketing, including digital, creative, media, and campaign management. His deep understanding of the Direct Response industry guarantees profitable ROI for his client's campaigns. A graduate of the Pratt Institute in NYC, he started his career in advertising art direction.

Growing from concept to established brand requires an intelligent, forward thinking road map. The ability to guide the campaign through the often-capricious daily challenges can only be managed by an experienced hand.

Skilled in Campaign Management, Brand Strategy, Production, TV and Digital Media Strategy, Vendor Management, Marketing, Sales, and Strategic Partnerships. Graves single-minded purpose is to guide campaigns to maximum return on investment. Build the brand while generating positive return on investment on every dollar of advertising expenditures.



## **Cory Bergeron**

### **Video Production Specialist**

Cory Bergeron has been the face of over 250 different products on national television networks and has grossed over \$100,000,000 in sales in the past 5 years alone. He is best known to television audiences as DRTV's all-American dad, a family man and expert on household solutions, lawn and garden items and electronics. Cory is also the author of the best-selling book "Thousands per Minute, the art of pitching products on camera," a book that has been hailed as "the bible for every person looking to sell a product on camera."

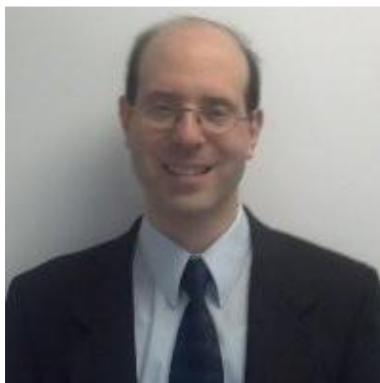




**Trisha Welch**

**R&D Specialist**

Strong expertise on manufacturing, supply chain management, and component sourcing internationally and domestically. Product development from inception to commercialization with foresight and risk management. Innovator. Holistic thinker. Results- and Client-focused. Graduated from York University.



**Danny Kroo**

**Quality Control Specialist**

Danny Kroo works on assessing quality systems and providing regulatory guidance. Mr. Kroo works primarily with aerospace, medical devices and general manufacturing services companies in order to optimize and improve their quality systems. Mr. Kroo speaks English and French, and is a lead assessor for ISO 13485, CMDCAS, CE Marking,

AS9100, AS9120 and ISO 9001.

Created a course and is the course lecturer at McGill University, Faculty of Medicine, Biomedical Engineering department for Medical Device Regulatory and Quality Management.

Responsible for an ISO 9001/ AS9100/AS9120 Registration System within aerospace, international organizations, construction, plastics, manufacturing, freight forwarding and logistics, distributors and software developers.

Quality Manager, responsible for implementing the ISO 13485 standards for virtual manufacturers' partners, and manufacturers of active and passive medical device products.

Project Engineer for aerospace/ military helicopter program • Methods Engineer and Quality Engineer for electronics manufacturer.

Methods and Industrial Engineer for aerospace and military electronics.



**Wu Yuanwen**

**Blockchain Specialist**

He is the blockchain industry's pioneer and active promoter. One of the first people involved in China's blockchain industry and the expert on blockchain lower layer technology, as well as the blockchain corporate application. At the same time, he is an expert of big data application. He is also the author of "Words of Blockchain" and "Blockchain and Big Data". He is the vice chairman of blockchain financial association, deputy secretary of the Zhongguancun Big Data Industry Alliance, Deputy secretary of the China Electronic Commerce Association Block

China Professional Committee.



**Yu Tong**

**Legal & HR specialist**

Master of Public Policy and Jurum Doctor of law. She worked as a UN Project Officer, Ministry of Commerce of PRC; Director, Beijing Office of White & Case LLP; JD, graduated from Osgoode Hall Law School, York University.



**Ying Zhou**

**Finance Specialist**

Nearly 20 years cooperation with the world's top 500 US companies such as 3M. Later, she was involved in real estate, trading, energy and other fields. She began to enter the financial sector in 2008. She is the founding partner of two private equity firms Shanghai Tongyu Investment and Beijing Liangmahe Investment. Then, she entered the blockchain field in 2017, initiated the establishment of the industry-based investment direction of the Fengxing Capital - Fenglian.io.



**Blues Qin**

**Blockchain Specialist**

Graduated from Beihang University with Bachelor Degree of Computer Science and later had a Degree of Master of Business Administration at Wilfrid Laurier University. Worked at Reuters and Nokia; 15 years of professional development and project management experiences. Found Yesbit Ltd in the year of 2015; Joined Laun Pad0 and Communitex in the same year. Early Bitcoin investor (2013.01). Victim of Mt.Gox. Experienced Chief

Executive Officer with a demonstrated history of working in the computer software industry. Skilled in Oracle Database, PHP, Java, and Blockchain.

**Blockchain Specialist**

Founder and Secretary-General of Blockchain Joint Development Organization. Founder and Executive of Microfinance 50-people forum. Worked at People's Bank of China, Alibaba Group, being experienced in Fintech Management, Monetary policy. He is the expert who has background in both political and theoretical background.



**Kevin Heng**

**Senior Architect**

Kevin obtained his master's degree of Science in China. He participated in the Beijing Electron-Positron Collider (BEPC) Research Project. He has over 17 years' experience with software development life cycle based on Java EE web application. He has worked as a senior consultant in the financial, insurance, government, automobile and mobile

software industries in Canada and US.



**Isabella Fong**

**Operation Specialist**

Isabella has been a crucial member of the Tweebaa team for over 10 years and she has over 20 years of business management experience. She oversees daily operations, HR, business logistics and purchasing. Isabella has a Bachelor degree in Neurology from University of Toronto.



**Edmund Kwong**

**Information System Specialist**

Edmund has nearly 20 years of experience in e-commerce operations and marketing. He holds a Bachelor of Science in Statistics & Mathematics from the University of Toronto. In 2002 he opened his own store on eBay where he completed close to 10,000 transactions. He has extensive experience in Internet marketing, operation management, website design, product design, sales and resource integration capabilities.



**Neal Ru Zhang**

**Design & Animation Specialist**

Neal has over 15 years of experience with design and animation. A skilled artist, he creates videos, animations, and websites with UI implementations. Neal learned animation skills in Japan and produced popular video games such as the Mole Farm and the Seer.





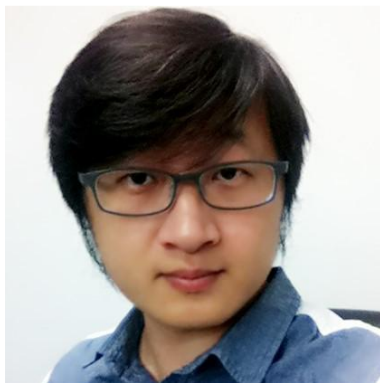
**Shankar Chhetri**

**Product Expert**

Shankar has over 15 years experience working with various manufacturers, R&D firms and marketing companies in Asia and North America, where he has developed and lead various projects for renowned brands from Europe and North America. MBA from Warwick University-UK he has expertise in International marketing, Supply chain optimization, Business Strategy, Product innovation and

development. Over the years

he has accomplished many projects from creating, developing and launching products for renowned brands and big box retailers.



**Eric Guo**

**Senior Programmer**

Eric has over ten years of extensive hands on experience with web development including HTML5, CSS, Java, JQuery, AngularJs, Vue, and Python. He has successfully designed and developed many multi-tier functionality websites for different clients. Eric holds a Computer Science degree from China and is responsible for website and App development at

Tweebaa.



**Andy Feng**

**Senior Programmer**

Andy has a master's degree from China University of Mining and Technology and has worked with China's Agricultural Information Engineering Centre with search engines and data processing. He also assisted in the development of AI integration at Kobo. Andy is responsible for software design and mobile App development at Tweebaa.

## **7 Media – where you have heard about us**

1. Morning News
2. Daily Herald
3. WN.com
4. Street Insider
5. Media.com