



9:41

Signal, Wi-Fi, and battery icons

Following For you



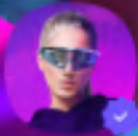
570K



69.3K



58.7K



7.92M

@tasamaya

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Hi there! Let's stand out! 🔥
Create your own reality! Be a leader... more



Ameno Amapiano Remix - Goya Men



Flow



Create



Wallet



Profile



HDAU

WHITEPAPER

Watch. Play. Earn

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HDAU 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.

People spend an average of 2.5 hours of their own time on social networks each day and get nothing for it. **We believe that this is unfair.**

HDAU mission

Our mission is to provide everyone with the opportunity to make money on social networks.

Goal

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

Vision

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



HDAU works within the "Attention Economy" framework

Other social media consider a user as an information and advertising target. But a HDAU 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, HDAU'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.

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

Nglases — a nickname of NFT glasses on **HDAU** 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 **HDAU 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:

- **LITKtokens**
- **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 60 minutes while watching the feed with **Starting NTF glasses**. There are **LITKtokens** 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 **HDAU tokens**
- There is the possibility of an instant boost if you pay **6 times more of HDAU 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 LITKtokens**.

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 HDAU ?

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.

Starting



Simple



Rare



Unique



Epic



Legendary

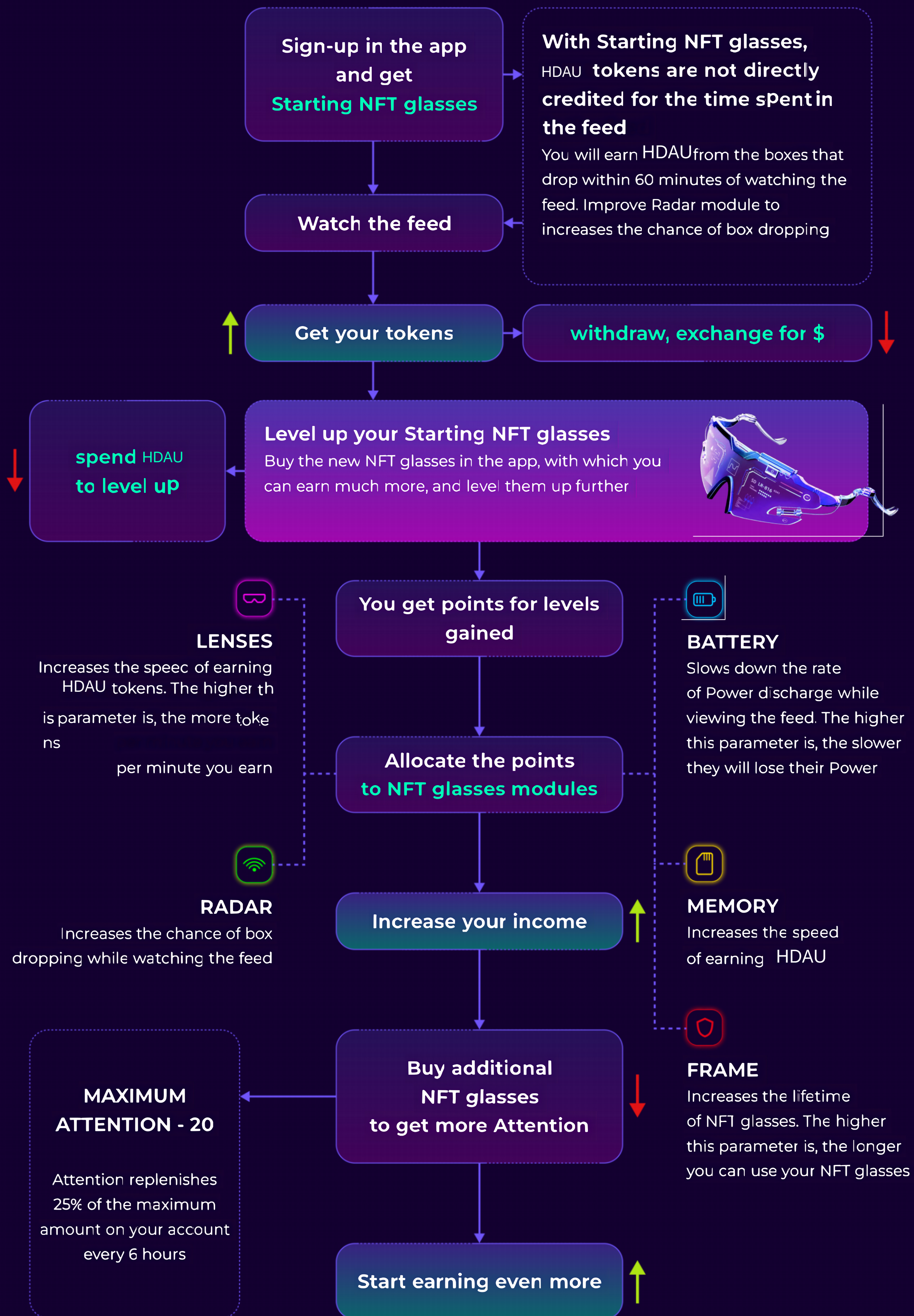


Customized



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 HDAU tokens
- There is the possibility of an instant boost if you pay 6 times more of HDAU 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



Lenses module — increases the speed of earning HDAU 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 HDAU 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



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 the **Antenna Gem** into the corresponding slot



Frame module — increases the lifetime of **NFT glasses**. 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

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 HDAU tokens to avoid losing your income

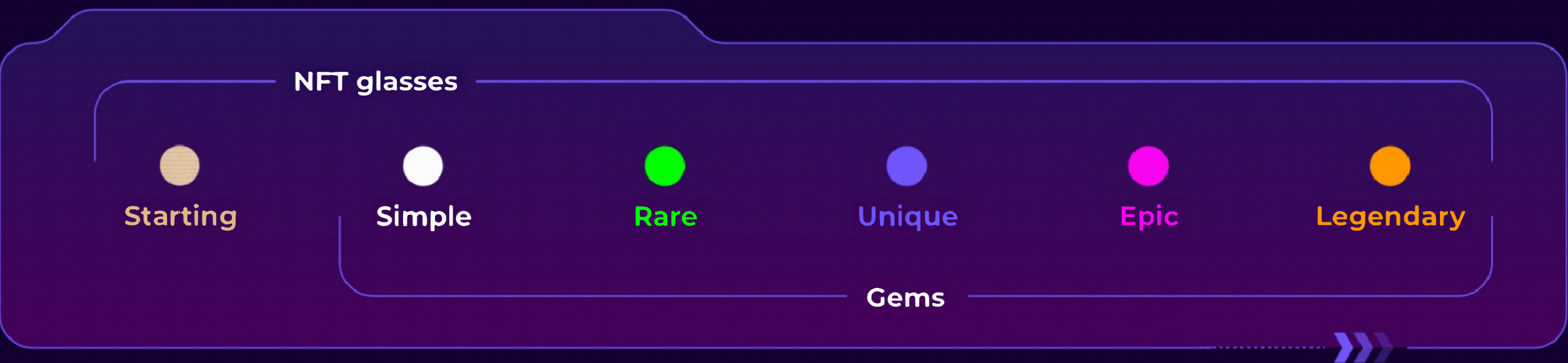
Each pair of NFT glasses have **4 module slots**, which can be unlocked one by one **at levels 5, 10, 20, and 25**. You can place **Gem** of any rarity into these slots.

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



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 **1 HDAU** and **1 HDAU**. 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 **HDAU 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 module slot
10	unlocking the second module slot
15	possibility of carrying out 1 mint
20	unlocking the third module slot, carrying out other 4 mints
25	unlocking the fourth module slot
30	opportunity to earn 1 HDAU tokens

The max level of NFT glasses is 30

Daily token and Attention caps

HDAU 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

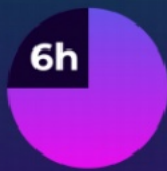
The starting cap for earning **LEE** tokens **is 5** (with level 0 NFT glasses).
By leveling up the NFT glasses up to **30**, the daily token cap reaches the maximum of **350 HDAU**.

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 HDAU **tokens, Gems for NFT glasses and Instruction for mint**.

If you have only **Starting NFT glasses**, then HDAU tokens are not directly credited for the time spent in the feed.
You can get HDAU from the boxes that drop within **60 minutes** while watching the feed.
Improve **Radar** module to increases 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


+

=
2


Starting

Simple

Example 2


+

+

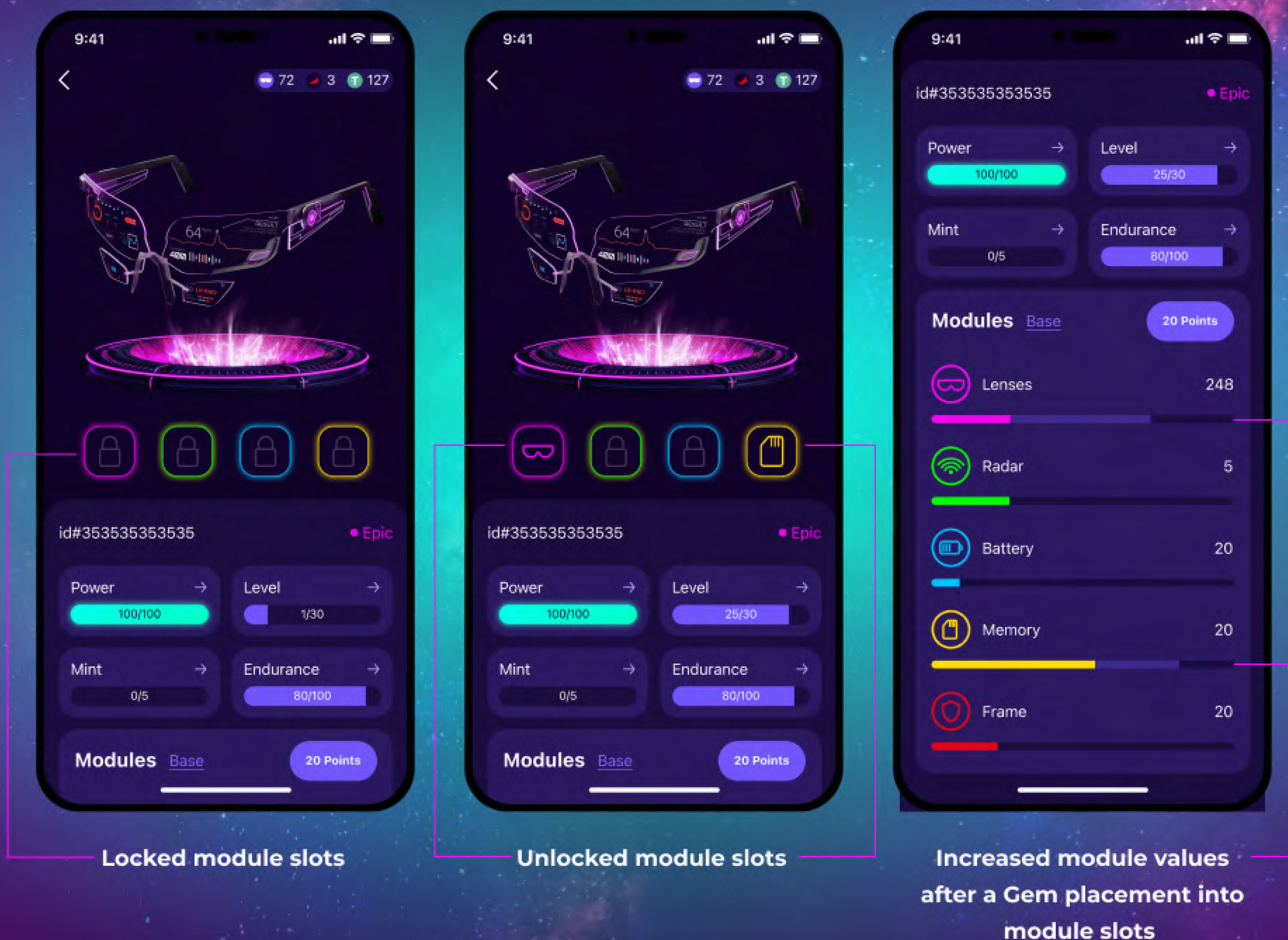
=
8

(3 basic Attention + 5 additional Attention)

Simple

Rare

Unique



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 **HDAU 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
- **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 **HDAU 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
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:

- HDAU 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 (**Elementary, Simple, Rare, Unique, Epic, Legendary**) and the Radar module value.

Starting NFT glasses allows you to get HDAU **tokens** only from the box, which might be dropped within 60 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

- **HDAU 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

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

The technologies behind HDAU 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

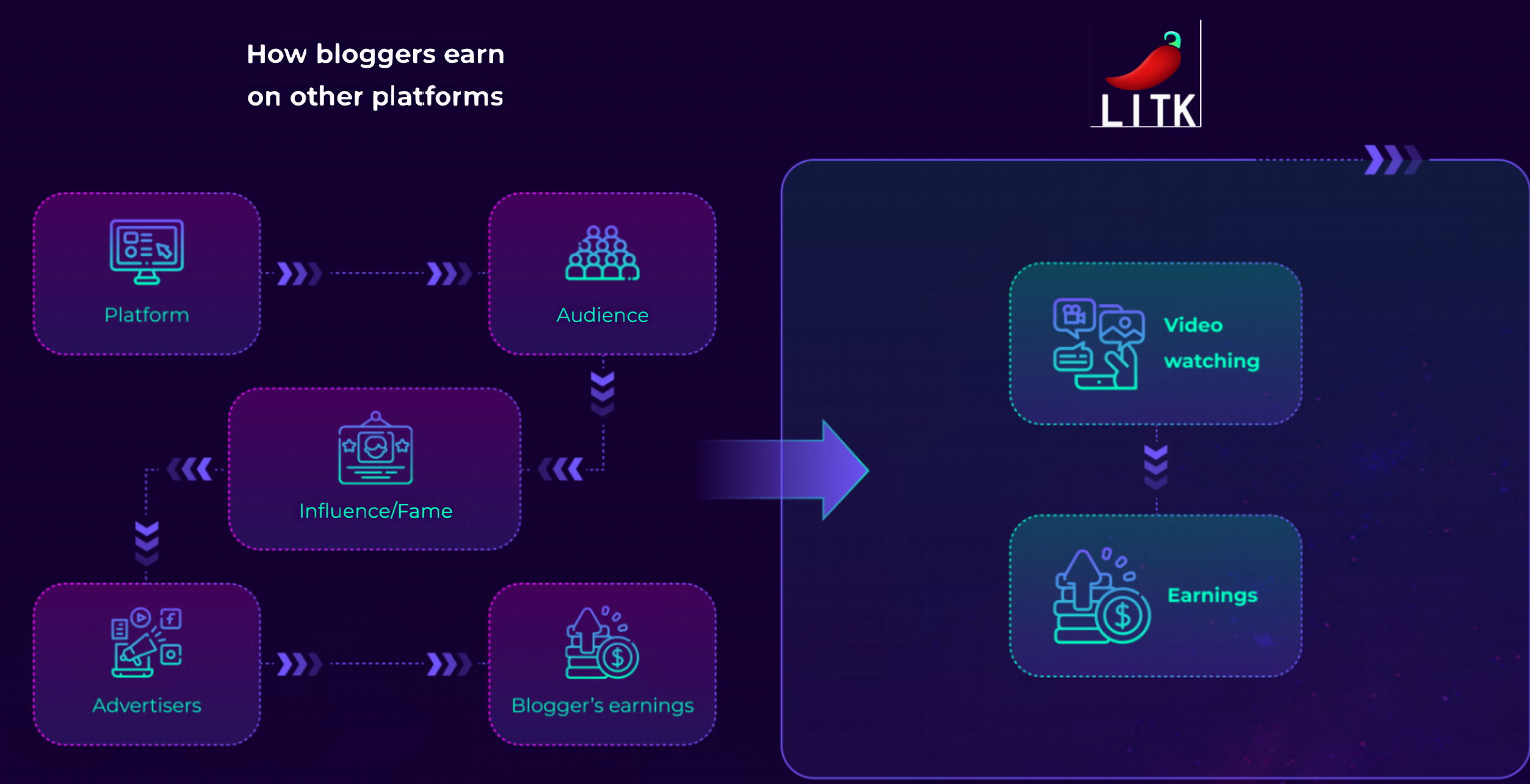
- **The project is protected from farms and bots**

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 HDAU 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

HDAU — 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.

BNB Smart Chain (BEP20)



HDAU — 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. HDAU 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 HDAU tokens.

HDAU 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 ac account	

How HDAU makes money:

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

Staking

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

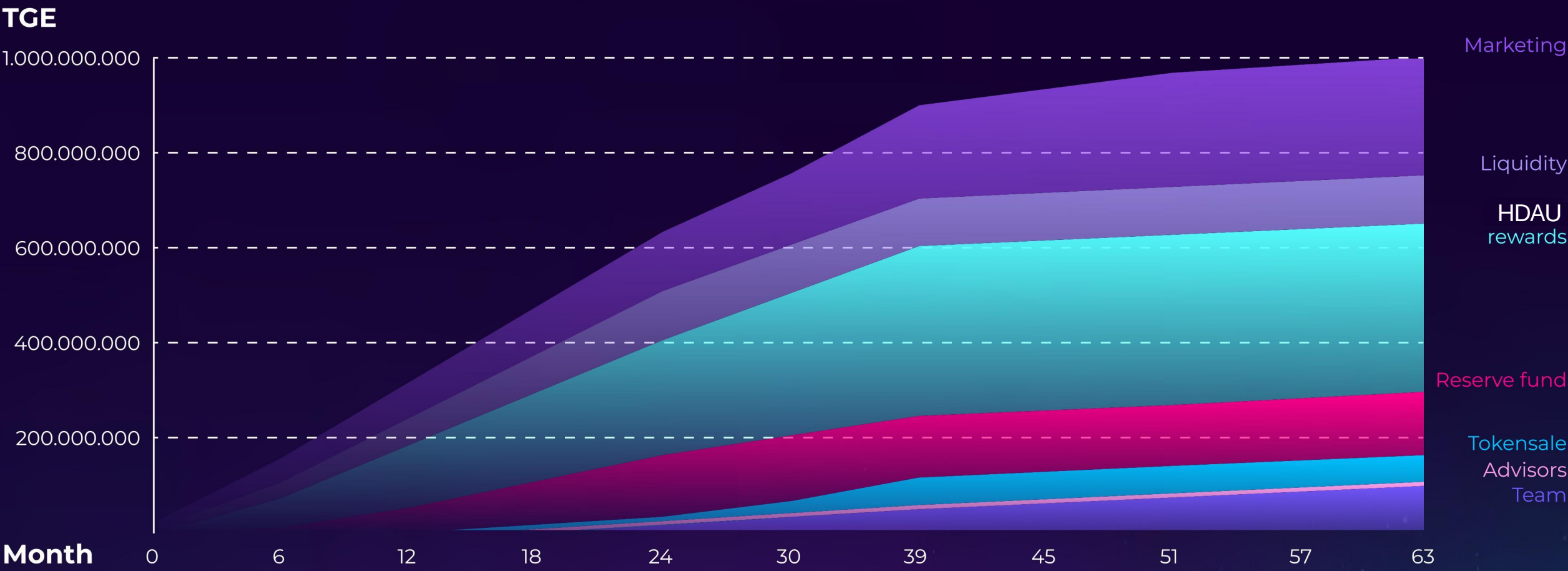
Level I	Level II	Level III
 HDAU150 - 1 000	 HDAU1 000 - 4 500	 HDAU4 500+
 APY9%	 APY12%	 APY16%
 Lockup30 days	 Lockup90 days	 Lockup180 days
Bonus Participation in the NFT glasses airdrops	Bonus Participation in the NFT glasses airdrops	Bonus Participation in the NFT glasses airdrops

Tokensale

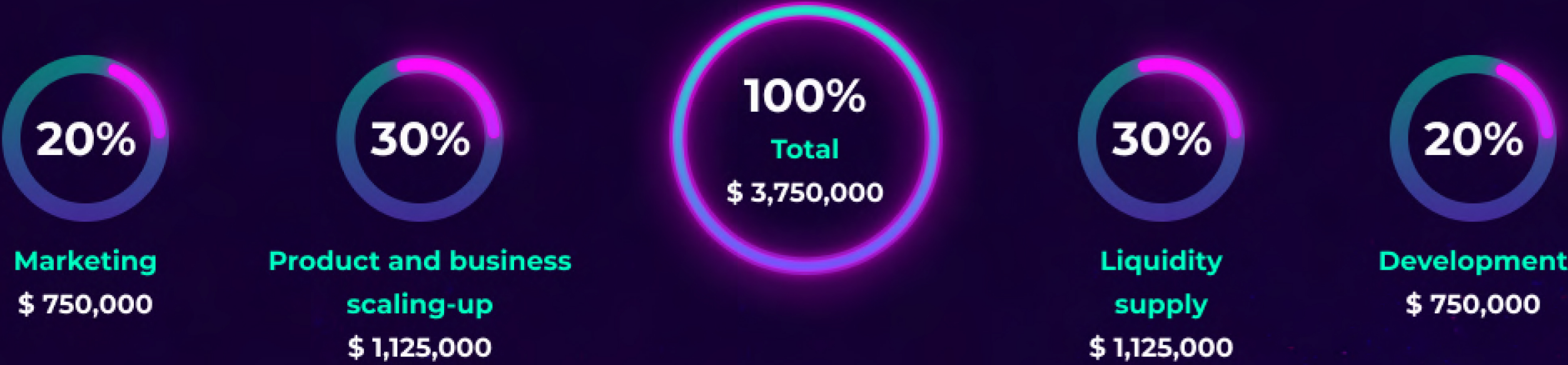
Token allocation	LITK	%	\$	Price (\$)	TGE (%)	Lock-up (months)	Vesting
Strategic round 1	40,000,000	4	1,600,000	0,04	0	24	24 months 4.16% monthly
Strategic round 2	30,000,000	3	1,500,000	0,05	0	24	24 months 4.16% monthly
Private round	10,000,000	1	650,000	0,065	0	12	24 months 4.16% monthly
Total	80,000,000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

Vesting

- Marketing
- HDAU rewards
- Tokensale
- Team
- Liquidity
- Reserve fund
- 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 HDAU and LITK 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

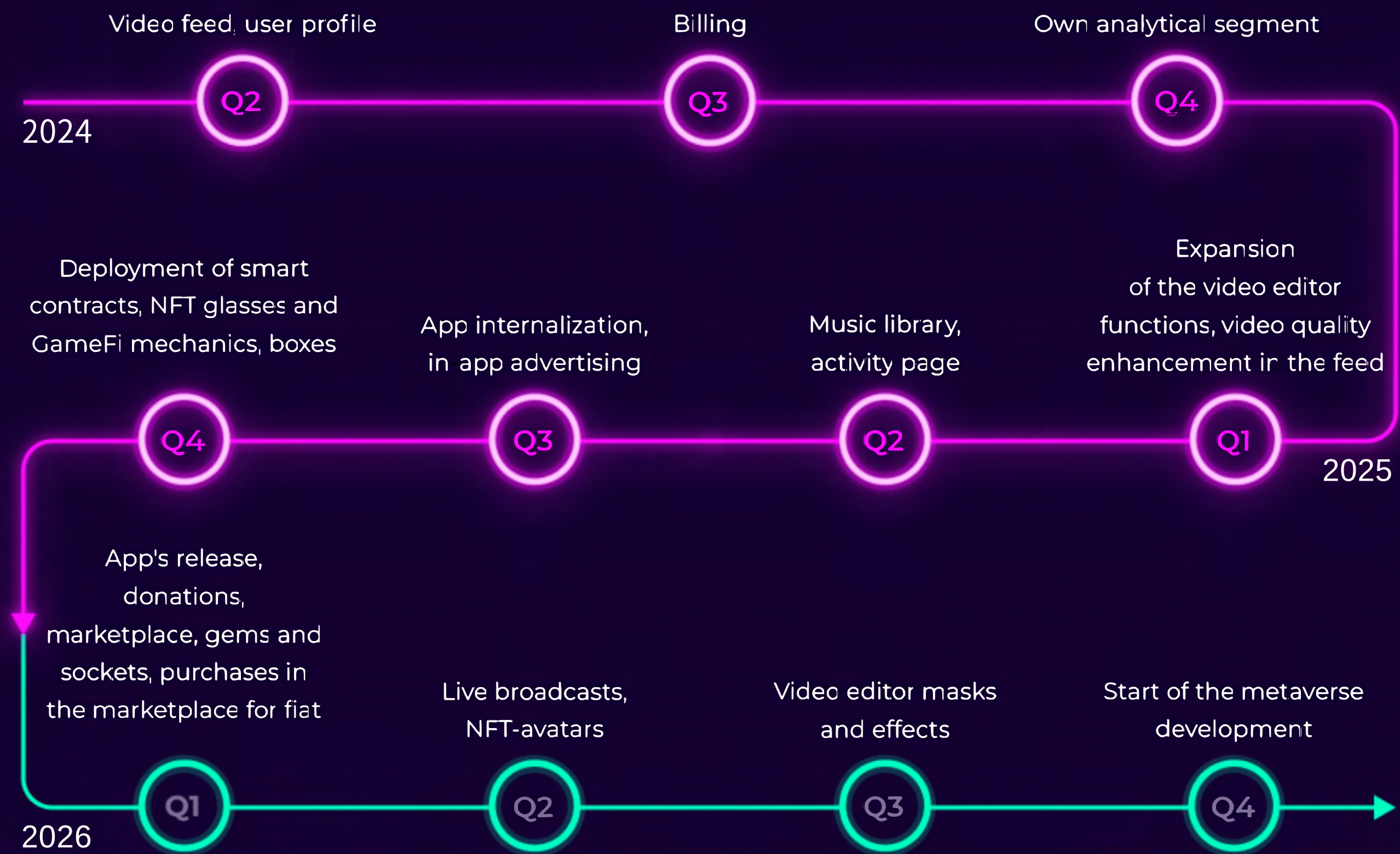


Flow chart 2

Token circulation in the ecosystem



Road map



HDAU’s long-term strategy

HDAU 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

HDAU complies with all the necessary legal requirements for the persona 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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Lightpaper



Extended version
of Roadmap



Tokenomics



Website



Discord



Telegram



TG Chat



Twitter



Facebook



Instagram



Medium