



더해

No.1 Community platform

# THE HAE

Whitepaper version 1.0



# Table of CONTENTS

<b>1. BACKGROUND</b>	<b>3</b>
1-1. Blockchain Community Status	3
1-2. Community Platform Necessity	4
1-3. THEHAE, the platform introduction background	4
<b>2. INTRODUCTION</b>	<b>5</b>
2-1. THEHAE, PLATFORM	5
2-2. THEHAE, PROTOCOL	5
2-3. THEHAE Community Features	6
<b>3. FUS TOKEN</b>	<b>7</b>
3-1. FUS TOKEN ECONOMY	7
3-2. FUS TOKEN ALLOCATION	7
3-3. FUS TOKEN REWARD	8
3-4. FUS TOKEN WALLET	9
3-5. FUS TOKEN BENEFIT	10
<b>4. ROADMAP</b>	<b>11</b>
<b>5. BUSINESS</b>	<b>12</b>
5-1. TEAM MEMBER	12
5-2. ADVISORS	13
5-3. Where to use the token	14
<b>6. Disclaimer</b>	<b>15</b>





## 01. BACKGROUND

### 1-1. Blockchain Community Status

As of August 2021, according to the virtual currency industry, there are a total of 6.5 million users, including duplicates, of the four major virtual currency exchanges, Upbit, Bithumb, Coinone, and Korbit, who have been issued real-name bank accounts. Coinbit has 1 million users, Gopax has 800,000 users, and the remaining small and medium-sized exchange users are about 500,000, including duplicates. As funds flowed into cryptocurrency investment, the transaction volume also increased rapidly. According to the data of CoinMarketCap, a site that guides the cryptocurrency market, the daily trading amount of the four major domestic cryptocurrency exchanges (Bithumb, Upbit, Coinone, and Korbit) averaged 1 trillion won in 2017 and 2018, respectively, during the first surge. 697.8 billion won and 2.565 trillion won. However, it decreased to 1.33 trillion won in 2019 and 975.9 billion won in 2020. However, funds began to flow rapidly at the end of 2020 and early 2021, and now the daily trading value reaches a whopping 12.57 trillion won (as of April 30). This is a sevenfold increase from four years ago.

Many blockchain projects are being created, and the size of cryptocurrency transactions is growing rapidly. As the transaction volume of cryptocurrencies increases, various blockchain communities are also being created. People can easily access the blockchain community and learn about blockchain and digital assets from this community. However, the existing blockchain community has a problem in that there are many low-quality contents such as advertisements and coin investment inducements. Unverified articles and highly inflammatory articles are spreading indiscriminately, but the reality is that it is difficult for ordinary users to grasp the facts about the article. In addition, it was difficult to find a space to voluntarily share professional information related to blockchain and digital assets among users.

Various blockchain community sites are being created, but it is difficult to find a verified blockchain community space. This is because there is no community with an adequate reward system for community activities. Existing communities do not have an appropriate reward system established according to their contribution to community activities such as information production and information distribution. While platform service providers earn revenue from advertising business, content creators and users who create advertising value do not receive compensation for their contribution to the platform. The absence of a reward system for service contribution provided to content producers causes content producers to no longer feel the need to provide high-quality content and to leave other communities. If quality content is not provided to the community, platform users do not feel the need to continue to use the community platform. As a result, the use of the platform by community users will decrease.

In most community platforms, the company's value and service increase due to the content created by users. As the value and service of the company increase, the number of platform users increases, the production of content increases, and the platform becomes active. Therefore, continuous content production is possible only when appropriate compensation for service contribution is made to content producers. By granting rewards for service contributions, the maintenance and growth of the community becomes possible.



## 01. BACKGROUND

### 1-2. Community Platform Necessity

We have built THEHAE platform for the growth of the entire blockchain industry. In order to improve the current inefficient information accumulation and distribution process in the blockchain token economy, The company activates the platform and FUS token circulation. FUS tokens incentivize community activities, further activating users' activities on the platform, and align the interests of both token holders and project participants.

The company provides content and rewards that people who are interested in cryptocurrency can enjoy. It serves not only existing cryptocurrency traders, but also novice investors who have just started trading cryptocurrency, and potential cryptocurrency investors who are not yet interested in cryptocurrency. It provides high-quality blockchain project information to cryptocurrency traders and easy and popular blockchain project information to increase interest in cryptocurrency to non-cryptocurrency traders. In addition, users can create content with various users through the community function of the platform and freely share their opinions.

Community users will use the platform THEHAE to earn token rewards. In addition to providing additional content, we add gamification through play and rewards to community users by supporting platform game services. THEHAE to receiving token rewards, users are not charged any fees. Users can use content that is practically helpful, and can proceed with token rewards and product payment only by using the community.

### 1-3. THEHAE, the platform introduction background

By supplementing the problems of the existing blockchain community platform, The company aims to accurately provide specialized information related to blockchain. Various services have been established to support community activities of more professional and active users. As a space for users to participate, there is a service platform that anyone can easily use, such as community space, games, shopping, and events. There is no objection to using the service, and it provides a simple service so that anyone can easily access it. Our goal is to make the information we need accessible to everyone.

It provides users with high-quality information through voluntary participation of users through mining through content production. It also provides a space for platform users to share and communicate various information related to the blockchain industry. There is also a reward system that pays FUS tokens to users who have contributed to the creation and spread of high-quality and useful content. By using this token reward system, it induces users' voluntary participation in the process of creating excellent content and activates the services and functions of the platform. The activation of the platform can contribute to increasing the interest of the overall blockchain and cryptocurrency industry.



## 02. INTRODUCTION

### 2-1. THEHAE PLATFORM

THEHAE, the platform builds a community for users who are interested in the blockchain industry. There is still not much information about blockchain technology being shared with the general public. THEHAE, the platform makes these blockchain technologies accessible to the general public. THEHAE, the platform supports a community platform service based on revenue compensation incentives that allows easy and intuitive access to useful information about cryptocurrency.

The company supports communication between cryptocurrency holders and traders, especially on community bulletin boards. The goal is to attract content producers and increase the number of community users in order to build a community that creates quality content. Through an open community bulletin board, people related to cryptocurrencies can effectively share information, and the platform manages the community THEHAE to the creation of quality content.

To revitalize the community, users are provided with FUS Coins, which are self-reward points. It leads to revitalization of the community through the voluntary participation of cryptocurrency traders and the payment of FUS token rewards, and expands this to expand the influence of the site. As the number of users on the site increases, the influence of the site expands, and the platform can generate revenue by attracting advertisements. The revenue generated by attracting advertisements is used for FUS tokens paid to participants.

On this platform, people who are interested in cryptocurrencies and holders communicate with each other, so communication that is practically helpful takes place. Because it is a communication that creates synergy with community users, the community is more active and has a positive effect on the token economy. Through this, it promotes the effective circulation of coins and contributes to the activation of blockchain projects.

### 2-2. THEHAE PROTOCOL

THEHAE, the protocol consists of content producers, users, and advertisers. Content producers actively participate in content production based on their expertise and insight by the motivation of FUS compensation. Users can obtain high-quality block chain information provided by content producers through the community, and consume services created by adding through participation in platform games built on the basis of FUS payment. Advertisers produce advertisements suitable for their purpose by producing content that includes promotional content desired by advertisers for various services. Since it is a space where users with a common interest in cryptocurrency are gathered, advertisers can maximize the promotional effect of advertisements suitable for their purpose. In return for advertising, token rewards distributed to content producers and users are provided.



## 02. INTRODUCTION

### 2-3. THEHAE Community Features

Operating a cryptocurrency community platform, provides a space for platform users to communicate and share information about digital assets. The main function is <Coin Talk>, a community where members can freely communicate. CoinTalk is a service that allows multiple users to collect and share content on a common topic. CoinTalk supports various types of communication such as free communication, professional information sharing, and questions and answers. Mining through content creation keeps high-quality information up-to-date through voluntary participation of users. We share information articles on overall trends and major issues of the blockchain industry, and support a space where free communication about shared posts is possible. Since several users gather with common interests and share interests together, information becomes easier to obtain and the enjoyment of obtaining information increases. It is used as a community space for new digital assets because related contents can be collected and shared and communicated with each other.

Digital assets are tools of value exchange derived from blockchain, and their value is established and maintained by trust and commitment between those who use them. It is not limited to the sharing of blockchain-related issues and investment information, but allows various users to freely use the community by providing a free communication space. You can communicate in a free form, but we have an operating policy so that it can be activated according to the purpose of the cryptocurrency community and follow the notices specified on the site. Users can share their opinions on CoinTalk and comment on other people's posts.

THEHAE, the platform itself shares introductions and information on blockchain projects to provide high-quality informational articles. In order to provide users with practically necessary information, we provide an introduction to new blockchain projects, the issuance and circulation of the corresponding tokens, white papers, and addresses of listed exchanges. Users can freely communicate about the information. This informational article is an important function for improving the expertise of the platform and securing existing and new users.





### 03. FUS TOKEN

#### 3-1. FUS TOKEN ECONOMY

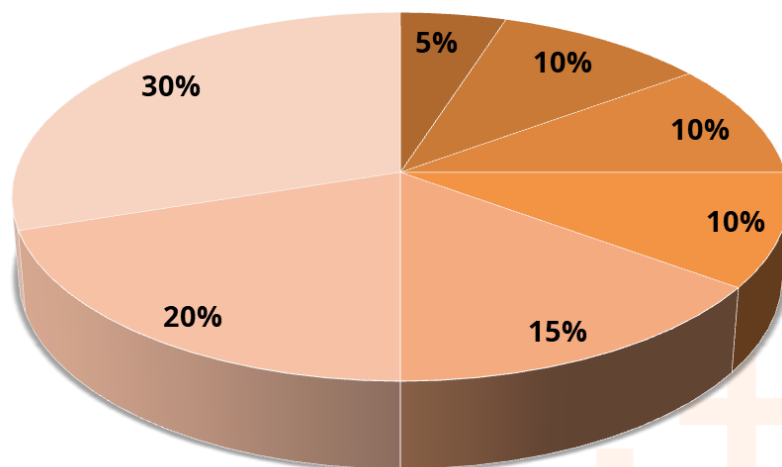
FUS is an ERC-20 based coin. The issuance is 500 million. It is a token developed for the participation of members and the advertising of advertisers. FUS means put, fund. By implementing a smart contract that complies with the ERC20 standard on the Ethereum blockchain, stability was secured, and security suitable for the use of digital content and social networks was added.

FUS is a coin designed for community users to develop their own content and receive reasonable rewards for it. Coins were developed to reward profits for community activities. The coin can be used as a payment system for advertisers and is a system that can be exchanged for mobile coupons. By distributing FUS coins as a reward to members participating in the platform and increasing the demand for FUS, it can bring about an effect of increasing the value. THEHAE to using coins, you can advertise to the community and receive rewards in various ways through affiliates.

FUS token holders share information about various projects in the blockchain industry and receive FUS tokens as a reward for sharing information. THEHAE, FUS tokens serve as currency for various user economic activities occurring on the platform. In addition, it is a structure in which the value of the platform and the FUS token increases as the community value increases due to the transfer of information between users about the blockchain project. It is designed to align the interests of token holders and various blockchain projects through the blockchain community of Dura. In other words, the contribution to the community activities of the platform, the increase in the number of users and the number of users, and the increase in the value of the platform and the FUS value due to the function update will be continuously increased.

#### 3-2. FUS TOKEN Allocation

- Event (5%)     ■ Marketing (10%)     ■ Community (10%)     ■ Partners (10%)
- Team (15%)     ■ Sale (20%)     ■ Reserves (30%)





### 03. FUS TOKEN

#### 3-3. FUS TOKEN REWARD

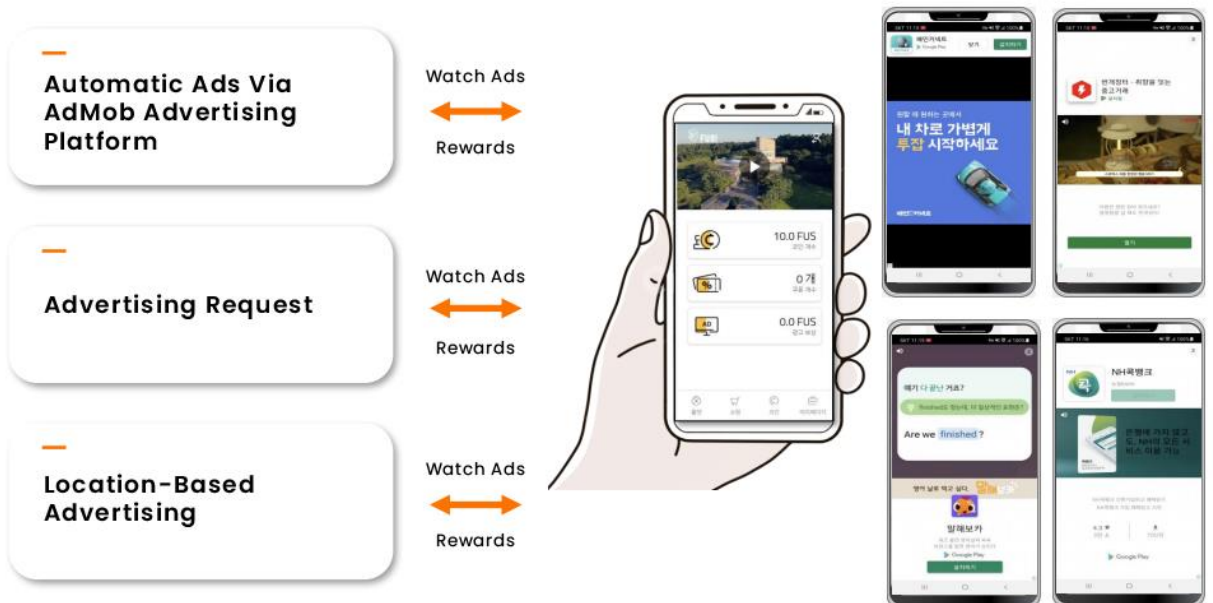
Users can be rewarded with FUS Coins as a reward for community activities. THEHAE, rewards are provided for using the platform. It increases the value of FUS by providing users with practical uses of FUS coins. Coins and advertising rewards are distinguished. FUS coin rewards are coins acquired through membership registration, referrals, winning platform games, and watching advertisements. FUS coin is a coin that can be used as a real asset. Coins can be collected and sent, and can be exchanged for mobile coupons. Currently, FUS coins can be exchanged for various mobile coupons. Currently, it has partnered with affiliates in cafes, convenience stores, bakeries, ice cream, fast food, and food health.

##### ① Member management

THEHAE, the community introduces a referral system to its members. It is a system in which rewards are returned to both members who sign up through recommendation and members who make recommendations. When registering as a member, you will receive 10FUS and the recommender will receive 5FUS. Recommenders can continue to receive advertising rewards in the future. The recommender reward is a reward given according to the activity of the recommender. The more referrals you have, the more FUS you can get.

##### ② Advertisement

As for the advertisement reward coin, platform users receive FUS coins when they watch advertisements. This is a structure that benefits the advertisement provider and users from each other. The higher the FUS coin, the higher the FUS exchange rate, so the value of FUS also increases. THEHAE, many places of use and advertisements are being prepared to provide many benefits to platform users. As for the advertisement reward coin, 30% of the coin is also paid to the recommender. The total number of coins actually held is the sum of coins and advertisement compensation coins.



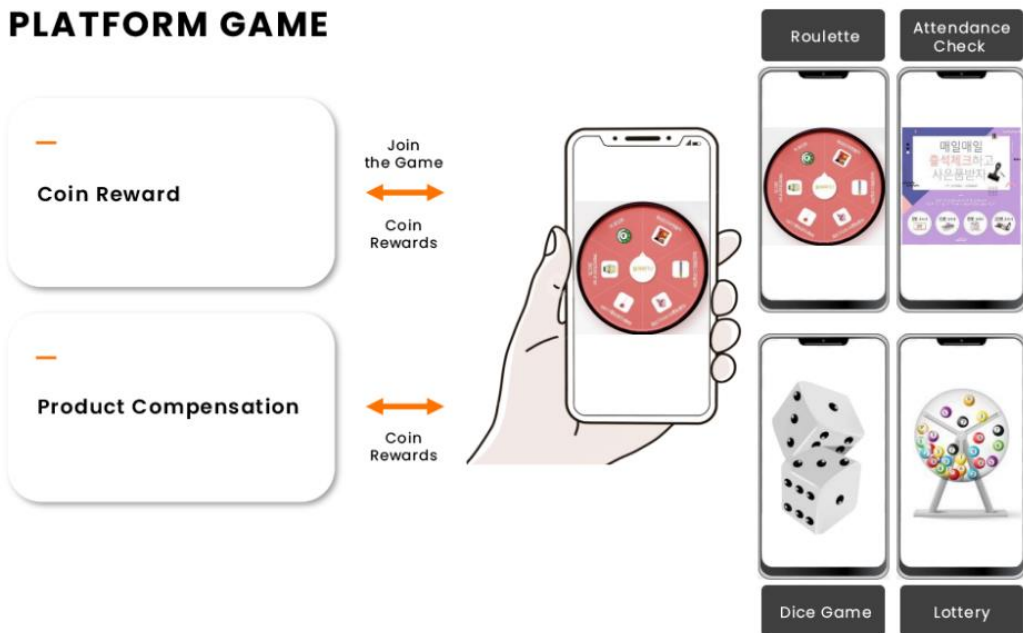
### 03. FUS TOKEN

#### ③ Game Platform

THEHAE, the game platform is a service that collects FUS coins and participates in various events. 0.03 FUS is paid to the recommender when participating in the platform game. We want to make it possible to acquire FUS coins by making platform games, so that we can more easily learn about blockchain and deliver the process of commercialization. In the future, we will continue to introduce various games, accumulate coin points, and make use of those points to be used in various fields.

Although many blockchain games and reward apps have been released, it has been difficult to gain public popularity due to the only realistic blockchain barriers to entry. Resolves these barriers to entry with platform games and supports services so that users can enjoy without experiencing complicated preparation steps even with the introduction of blockchain like existing mobile games and reward apps. The platform game is a mobile blockchain mining reward platform service. To expand the service area, the mining system is first carried out, and participants can acquire FUS coins in a simple way.

#### PLATFORM GAME



#### 3-4. FUS TOKEN WALLET

Provides a wallet that allows the community to manage various behavioral rewards in one place. Users can receive a wallet just by creating an account without installing a separate wallet, and it was developed so that the service can be provided immediately after the initial login without experiencing additional authentication and preparation steps. Creating an account is a simple sign-up process. The wallet address currently provided is an address that supports sending and receiving coins between members. You can freely send and receive coins without exposing your mobile phone number. It supports deposit and withdrawal with cryptocurrency wallet.



## 03. FUS TOKEN

### 3-5. Expected Effects of FUS TOKEN

Plus supports blockchain specialized community portal service. It is not simply a platform for information exchange, but differentiates it from existing community platforms by issuing its own token, FUS. Platform revenues such as advertising revenue and community collaboration revenue are rewarded to participating users. Service users who receive FUS tokens as rewards become FUS token holders and can trade real assets through FUS free transfer and FUS token payment. Through FUS token payment, the payment system can be used, and users can continuously mine tokens through token rewards.

THEHAE, economic incentives are created when platform users are rewarded with FUS tokens. These token incentives will be added later and will be used to build and grow the platform. THEHAE, all users of the protocol will be composed of people with a common interest that active participation and activity in the community is important. These interests are satisfied with the added value of using the platform to users by the payment of appropriate FUS token compensation. THEHAE, as the network of the protocol grows, the value of the platform will steadily increase, which will also increase the value of token incentives. This will increase the incentives for users to use the platform as an influx factor, and in addition, it will lead to an increase in trust and awareness of the platform.

FUS will play a major role in ecosystem operation along with digital economy governance. THEHAE is completed through the implementation of a cryptocurrency community, an autonomous participation reward advertising platform, a platform game service, a FUS payment platform, and a digital economy governance platform that influences policy decisions of cryptocurrency assets. We create various services within the platform that use FUS tokens as key points. The FUS token is used as the main point in the expanding ecosystem, and the FUS token is gradually established as a major digital asset that can exchange and store payment and value in real life as well as securing versatility within the ecosystem. FUS tokens grow based on the goal of a community that forms a virtuous cycle in which entities using cryptocurrency become the core.

THEHAE, rewards are provided for content produced by the community in line with the core values of the protocol network. As a result, users will continue to create high-quality content, and in addition, the service will become a more professional community. Voluntary participation of users leads to the activation of the platform, and the activation of the platform provides more guaranteed rewards to users and establishes a virtuous cycle process for voluntary content production.

The company will continue to operate with the goal of growing as the most active and influential digital asset community in the future. The growth the company will become the focal point of the FUS ecosystem, and various services will be linked in the future. Add will support services to stabilize the price of tokens, and for the expansion of users other than token holders, who are existing platform users, we plan to continuously expand consumption categories that can be of interest to all the public to expand circulation. Due to the distinct value given to the FUS token, continuous expansion of service users and portal services is expected.



## 04. Road Map

- + 2021. 2Q**
  - \* THEHAE, BETA version of the app launched
  - \* Coin issuance
  
- + 2021. 3Q**
  - \* Foundation establishment,
  - \* White paper production,
  - \* Website construction
  
- + 2022. 4Q**
  - \* App 1.0 launch
  - \* Coin listing consultation
  - \* Coin exchange listing
  
- + 2023. 1Q**
  - \* Issued by BM partners
  - \* personal wallet function added
  
- + 2023. 2Q**
  - \* Advertisement partnership system establishment
  - \* First application of multilingual app
  
- + 2023. 3Q**
  - \* Consultation for coin listing on domestic exchanges
  - \* launch of global version of the app
  
- + 2023. 4Q**
  - \* Coin additional listing on domestic exchanges





## 05. BUSINESS

### 5-1. TEAM MEMBER



**Lucas**  
Team Leader  
Co-Founder



**Richard**  
Team Leader  
Co-Founder



**Woo Seok Kang**  
CTO



**Sim Kyung Seob**  
UI/UX Leader



**Yoon Jong Seo**  
Blockchain dApp Developer



**Min Ha Shin**  
Development Leader



**Hyang Mi Lee**  
Service Designer



**Yeom Gil Joo**  
Blockchain dApp Developer



**Jin Seok Kim**  
Blockchain Developer



**Young Ju Kim**  
Blockchain Developer



**Hyun Sung Bae**  
Marketing Specialist





## 05. BUSINESS

### 5-2. ADVISORS



**Mark**

Advisor



**James**

Advisor



**John**

Advisor



**Peter**

Advisor



## 05. BUSINESS

### 5-3. Where to use the token

#### Coffee/Drink



#### Convenience



#### Bakery/Donuts



#### Ice Cream



#### Chicken/Burger



#### Healty Food





## 06. Disclaimer

This white paper is intended to provide specific information about the business and projects on the platform, THEHAE to those who are interested in FUS. It does not provide any legal or financial advice to users and is for informational purposes only.

1)  
No information in this white paper shall be considered business, legal, financial or tax advice for the FUS Token, plus the Platform, or its affiliates. It is recommended to seek advice from other experts such as legal, financial, and taxation related businesses and operations. The financial risk of purchasing FUS tokens may apply indefinitely.

2)  
This white paper has been distributed for general reference purposes only in relation to the protocol, as of the time of writing, and may be reviewed and revised. It should be noted that this white paper reflects the latest information as of the date of the cover and is not the final version. After that date, the information described in this document, such as the protocol's business operations and financial status, may be subject to change. This white paper may be updated from time to time.

3)  
This white paper is not written to encourage users to invest in the FUS project. It is completely unrelated to investment, and FUS does not purchase or force any. The purchase and sale of FUS is subject to the terms of use.

4)  
THEHAE, this white paper is not legally binding on the project team. Therefore, this white paper is not regarded as a contract binding FUS. The company is not responsible for the results resulting from the decisions made with reference to this white paper. The results of the user's decision-making, regardless of profit or loss, belong entirely to the user.

5)  
The information contained in this white paper has not been reviewed or approved by the relevant authorities. Therefore, there is no relationship between the buyer and the seller. Anyone wishing to purchase FUS should seek the advice of independent experts, accountants, lawyers, and other experts before taking any action in this white paper.

6)  
The estimates, forecasts, and expected effects included in this white paper contain future results. However, there are uncertainties that may cause results contrary to the results predicted in this white paper. Therefore, this white paper cannot be replaced as an alternative to the advice of an independent third party. This white paper does not guarantee whether it is suitable for the achievement of a specific purpose or whether there are any errors in the contents of the white paper.

7)  
By purchasing or holding FUS, you agree to purchase FUS as is and without risk, without warranty of any kind. FUS is currently under development. Therefore, various reasons such as laws, technologies, and administrative regulations may change due to this. In addition, we are not responsible for compensation even if the value of FUS is depreciated or lost due to force majeure factors such as market understanding.