

The background is a solid bright yellow. There are several white, thin, curved lines that form abstract shapes, including a large circle on the right side and a smaller circle in the lower middle. The text is centered in the upper half of the page.

# wallbee

nft hive of artists

## Whitepaper

Wallbee.io  
hello@wallbee.io  
V2.2023



## Welcome to the hive

Wallbee is an innovative ecosystem that aims to revolutionize how people share and consume digital content.

Wallbee is the missing innovation in the world of art, with a visionary approach that centers around artists, content creators, collectors, investors, brands, and enthusiasts. Wallbee is on the path to revolutionize the market and provide new opportunities for creators and consumers. Through its Web3.0 platform that combines social networking and a marketplace,

Wallbee aims to democratize art by offering a unique experience for artists and users, valuing freedom of expression, and returning content control to the people. The platform sets itself apart by allowing connection with different wallets and blockchain networks, providing a more democratic and decentralized environment, rewarding users for creating and consuming content. Additionally, Wallbee features an intuitive interface, simplifies NFT creation, and offers a comprehensive and streamlined payment system.

In addition to the platform, Wallbee also has Wallbee Studio, dedicated to creating custom collections of NFTs. Understanding the needs of artists, Wallbee takes care of the entire process, from project structuring to launch and promotion, allowing artists to focus exclusively on their work.

The company has successfully validated the concept and developed the MVP, receiving support from over 2,000 people. The company also plans to expand its presence beyond the digital realm and make an impact in the physical world.

WALB (Wallbee Token) is a governance and utility token backed by the equity of the company. In addition to being an investment that yields dividends and interest to holders, the token has various utilities within the platform.

# Introduction

## What is NFT

"NFT is the new era for people to express themselves. For some, it's about creating, collecting, reproducing, and sharing everything as a unique and exclusive token. For others, it's the biggest speculative market."

NFT - Non-Fungible Token is a digital signature/contract registered on a blockchain. This makes an item unique and exclusive. When you purchase an NFT, you sign a digital contract assuming ownership and all related rights to it.

Anything can become an NFT – photos, music, texts, digital art, videos, in-game assets, and even physical items can have a digital signature and become an NFT. NFTs don't have to be just JPEG images; there is a greater potential for them as items of real value.

## Super NFT Trends

Artists from around the world are transitioning to the digital world, a place full of possibilities and vast reach to connect with people. It's the perfect place to increase their earnings, sales, or even their popularity.

\*Transitioning to NFTs isn't about giving up painting on canvas to paint on a tablet; it's about the opportunity to immortalize an artwork. Major brands like Nike, Puma, Adidas, Sony, Gap, among others, already have ongoing NFT projects, and numerous events have showcased the potential of NFTs.



## New Market

There are already several market analyses conducted by experts, and we have selected one published by Forbes:

"Four verticals will drive this growth: virtual assets such as NFTs, for example, software and hardware like VR glasses, and immersive platforms [...] The study also shows that virtual assets alone, such as NFTs or in-game skins, which are traded in digital environments, can generate between \$150 billion and \$300 billion in the same period. These items already account for 40% of transactions in the so-called Web3 and 60% of Web2. The applications needed to make all this work are expected to account for \$50 billion."

Read more at:

<https://forbes.com.br/forbes-tech/2022/07/metaverso-vaimovimentar-mais-de-r-2-trilhoes-ate-2025/>



The NFT market is currently confined to marketplaces or closed platforms that restrict the use of external wallets and different blockchains. On one hand, we have marketplaces that are limited in interaction and complexity, on the other hand, we have Web3 social networks that restrict the user, and finally, traditional Web2 social networks with a centralized model.

Wallbee emerges to combine the best of Web2.0 with the best of Web3.0, as well as to unite the best features of marketplaces with social networks. User experience is a priority, as the topic is innovative and often approached in a complex manner, creating a significant barrier for interested individuals.

Therefore, our mission is to make all of this simple and intuitive, gradually decentralizing and providing educational content in a language accessible to everyone.

Web3 is also synonymous with freedom, and with that in mind, Wallbee aims to offer not only its own platform wallet and token but also the possibility to connect with as many wallets and blockchains as possible. This way, users can gather any and every collection in one place.

In addition to decentralization, Web3.0 brings a mindset of collaboration. In this regard, Wallbee is committed to creating a collaborative atmosphere where everyone can win and help each other.

Wallbee also shares a portion of its revenue with users, artists, and content creators.

# What is Wallbee

## Our Mission

We simplify the complex, cultivate new creations, and unleash the infinite potential of human expression in the digital scene.

Our reason for being is to be alongside this new ecosystem of Artists, Creators, Brands, Evaluators, Collectors, and Investors. We support you in navigating the fascinating universe of NFTs.

Wallbee is born out of the restlessness of a dynamic, hesitant, and volatile world.

Wallbee is an art ecosystem and a web3.0 social network. It's much more than just a social network; it's your hive of art and collectibles in the palm of your hand.

Within the ecosystem, we have two main components: the Web3.0 Platform and Wallbee Studio.

## Web3.0 Platform

Wallbee is a web3.0 social network and marketplace dedicated to art and NFT collectibles. We value the user experience as well as freedom of expression, returning content control to the people.

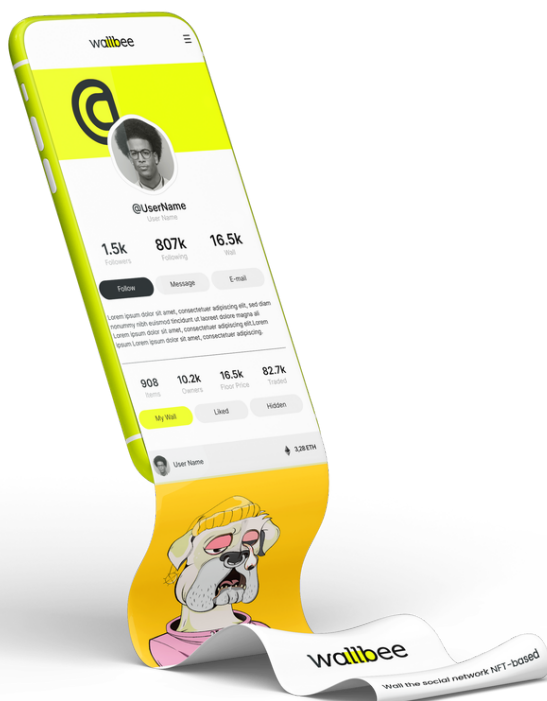
Some key features include:

- Connection with different wallets and blockchain networks.
- A more democratic and decentralized app where users can be rewarded for creating and consuming content.
- Integrated Artificial Intelligence.
- Create NFTs in a simple and intuitive way.
- A streamlined and comprehensive payment system.

## Wallbee Studio

Wallbee Studio is dedicated to creating customized collections of NFTs.

We understand artists and how their lives are devoted to art. That's why the artist can focus exclusively on their work while we take care of the "tedious" part. We work together with the artist to create their personalized collection, taking care of everything from project structuring, artwork curation, to launch and promotion.





## **Concept Validation and MVP**

The project was initiated in January 2022, following the ideation by founder and CEO Thiago Bastos. The year 2022 was marked by significant achievements for Wallbee, with the goal of validating the idea and concept and gaining support from the target audience. To achieve this, we successfully developed the Minimum Viable Product (MVP), which was launched in November 2022 to a closed group of interested individuals who volunteered to test it.

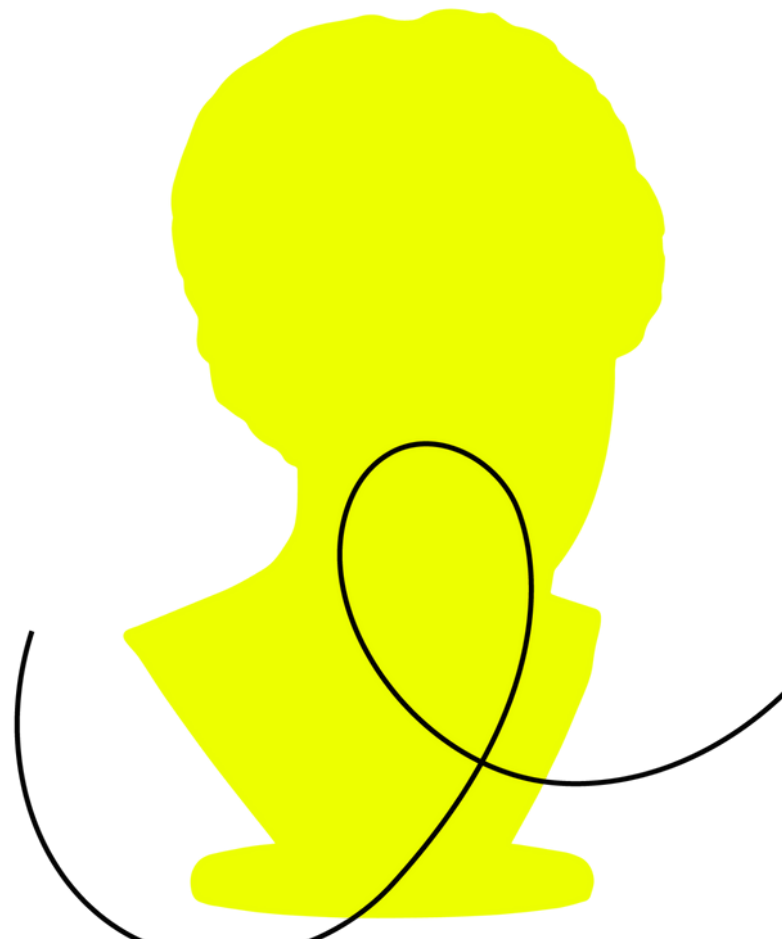
The validation strategy was primarily based on organic reach, which was highly successful. Over 2,000 people expressed interest and are actively following Wallbee on social media. While the organic promotion brought in a relatively low number of followers, they are genuinely supportive individuals who resonate with Wallbee's message and actively contribute to the development of the entire ecosystem. We received support from influencers in the cryptocurrency, technology, gaming, art, photography, NFT projects and collections, as well as web3 startups.

Registrations for access to the MVP were closed prior to the launch, with 1,496 sign-ups. Following the launch, we conducted various surveys and polls that demonstrated the project's potential. Based on this feedback, we have begun developing an expansion and growth plan for Wallbee, including organizational structuring and a complete revamp of the MVP product.

## **Milestones 2022**

**The main milestones of 2022 were:**

- Complete development of the business plan.
- Formation of the founding team and development of the MVP.
- Initial capital raise.
- Company incorporation.
- Branding, brand creation, strategy, and positioning. Developed in partnership with Marcos Hiller and André Correa.
- Trademark registration.
- ABC Award 2022: Golden Wolf - Best brand expression. Silver Wolf - Best brand positioning.
- Wallbee featured in the media: MoneyTimes and other national and international channels.
- MVP launch.
- Project validation.



# Wallbee on News

Here are the major news articles about the platform, check them out. The links to access them are available at [linktr.ee/wallbee.io](https://linktr.ee/wallbee.io)



In addition to these Brazilian newspapers, Wallbee has already been mentioned in many other international websites, just give it a Google search!



## Ecripto entrevista nosso CEO



## Founders



**Thiago Bastos**

Founder & CEO

 [thiagobastos93](https://www.linkedin.com/in/thiagobastos93)

Thiago Bastos is a highly experienced CEO and Product Manager with expertise in business, technology, entrepreneurship, and growth hacking. He is recognized as a leader in digital transformation and has a comprehensive academic background, including Mechanical and Automation Engineering, an MBA in Market Intelligence and Marketing, and certifications in branding strategy, sales, and finance.

As the CEO of Wallbee, Thiago leads the company's strategy focused on art and technology, utilizing his knowledge in blockchain, web3, and NFTs. Since 2018, he has been living in Germany, where he works for a multinational company as a Strategic Leader to enhance digitization, upgrades, and services.

Since the age of 6, his hobbies have included visual arts, crafts, music, theater, and sports.



**Levy Nunes**

Software Engineer


 [levyhanunes](https://www.linkedin.com/in/levyhanunes)

Passionate developer with expertise in iOS (Swift) and Angular. Immersed in the world of mobile development, focusing on Swift for iOS and Angular for web. His goal is to contribute to innovative and impactful solutions for the market.



**Vinicius Marcili**

Chief Technology Officer

 [vinicius-marcili](https://www.linkedin.com/in/vinicius-marcili)


A technology enthusiast from a young age, it all began when his father bought the family's first computer when he was 8 years old. At the age of 12, he embarked on his first technology course, focusing on hardware. He later graduated in Mechatronics and then pursued a degree in Computer Science. His passion for learning continued, and he specialized in Advanced Artificial Intelligence.

In addition to being the CTO of Wallbee, he holds the position of Chief Engineer at a prominent influencer company, where he leads technological initiatives.



**Ana Carolina De Carli**

People, Innovation & Culture

 [ana-carolina-de-carli-b3500b116](https://www.linkedin.com/in/ana-carolina-de-carli-b3500b116)

Graduated in Pharmacy and Biochemistry, with an MBA in People Management, Innovation, and Culture, she worked at the "Hospital das Clínicas," where her interest in people management became more intense.

In 2018, she moved to Germany, where she had the opportunity to connect with different cultures and lifestyles. She is responsible for creating the "Wallbee" atmosphere, strengthening a strong and innovative culture that inspires people.



## Founders



### Guilherme Pereira

Chief RD&I Officer

[guilherme-pereira-83747b98](#)

A technology enthusiast with a strong focus on innovation, he started his journey at the age of 14 when he developed an online radio. He pursued a degree in Computer Science and has never stopped learning since then. He currently leads the development of applications for a major bank, while also being responsible for research, development, and innovation leadership at Wallbee.



### Luana Maneschi

Marketing Manager

[luana-maneschi-87a36891](#)

Always seen as a communicative person, she works extensively with the public, and it was at trade fairs and events that she discovered her true calling, marketing. She graduated in Marketing Management in 2018 and has been working on brand creation and development and content for social media ever since. Being part of Wallbee is a great opportunity for her, as she wants to make a mark in the web world.

## HyDAO Team



Marla Cabral  
Dev Frontend



Fernando Pinto  
Dev Blockchain



Renata Camargo  
Marketing Strategist



Ralf Yussef  
Designer



Hugo Brandão  
UX UI Designer



PC Mello  
Art Manager



Bianca Quevedo  
Product Owner



# HyDAO

HyDAO is a Hybrid Decentralized Autonomous Organization.

Our business structure is based on decentralized principles and community participation, combined with some elements of traditional governance.

## Developers and Partnerships

The HyDAO structure also includes independent developers and partnerships with other companies or organizations.

The Wallbee Community:

The community proposes ideas and improvements for the platform through a proposal system. The implementation of changes will be based on the majority approval of token holders.

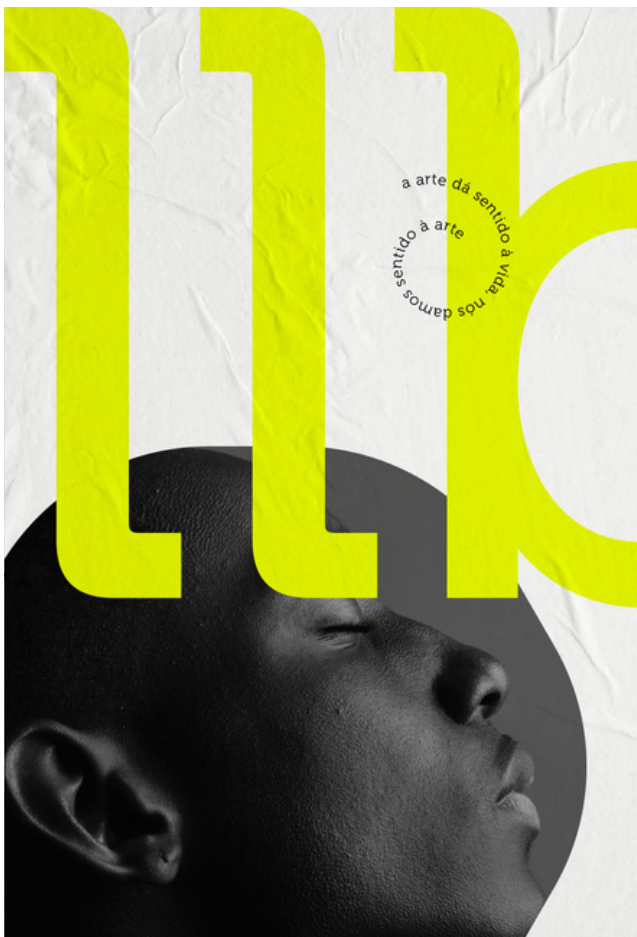
Rewards are also distributed to token holders and active community members. This is done based on their participation, engagement, and contribution to the platform's growth.

Token Owners:

The owners of WALB tokens are the token holders who represent the stake and governance in the platform. WALB token holders can vote and decide on proposals, utilizing their governance power.

Board:

Wallbee has a Governance Council composed initially of the founders and members elected by the community. This council is responsible for making strategic decisions and establishing guidelines for the continuous development and improvement of the organization/platform. The board is also responsible for the entire legal and fiscal structure of the company.



# Roadmap e Milestones

## Q4 2023

- Launch WALB Token.
- Reach 1000 active users.

## Q1 2024

- Release New Design App Beta.
- Open platform - Release invitations.
- Release all features short term.
- Start advertising with fixed banner.

## Q2 2024

- Integrate 1 - 2 new blockchain networks.
- Release all Features mid-term.
- Integrate WALB token into the App.
- Reach 10K active users

## Q3 2024

- Release all features long term.
- Remunerate users with WALB token.
- Reach 30K active users

## Q4 2024

- Start NFT marketplace tests on ETH and polygon networks.
- Enable creation of NFT on ETH and Polygon networks.
- Promote WALB usability on the platform.
- Reach 60k active users

## 2025

- Free marketplace.
- Reach 1 Million active users.
- Start global expansion.

## 2026

- Release subscription system.
- Add new networks to the marketplace.
- Reach 2 to 5 Million active users.

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