

# **Beez Crypto Hive Technologies**

Whitepaper v1.0

Shop anywhere. Pay with Crypto. Stay private  
World's first universal crypto currency usage enabler.

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# Abstract

*It's all about trust . Shop anywhere. Pay with Crypto. Stay private*

20 years since Bitcoins Whitepaper a lot have happened with the technology putting blockchain in the spotlight, as the technology that will transform our monetary and financial markets, but very few things happened to enable blockchain becoming what was originally intended - a "peer to peer money transfer system".

Crypto currency now is seen as a class of assets, a way to store value, due to the scarcity but are far away from a true payment method person to person, consumer to business, buyer to seller, no middleman no gatekeeper.

Less than 0.5% of the total supply in crypto are use for paying everyday goods and services, and this makes adoption on a global scale a far away dream.

We have created a new asset class not an actual payment method. The thing is that a new asset class will not change our monetary policy and financial system. It might, at most change our regulation.

If we look to a crypto market and you see trillions of dollars spinning, you and we don't see crypto currency adoption, we see a "gold rush" and a "get rich quick" mindset.

To really deliver on crypto currency promises of rethinking the financial and monetary system, changing the way governments make monetary policies, accumulate debt, create inflation, devalue the currency and in this process hurting the people that they are trying to protect, crypto currency will have to become more than an asset class, will have to become a value transfer tool, a real currency.

BCHT is aiming to contribute to this transformation. We will create a user base and incentivize users to pay for real goods and services making it safe , private and easy to use it, and after a threshold level of transactions in crypto will be achieved in a specific market, we will incentives merchants to accept crypto, creating a wave effect that will change the way we shop.

The usage of crypto currencies for buying goods and services will decrease the volatility, as peo-

ple will hold and use them when needed and will diminish even more when merchants will receive it, because the volatility is created in the marketplace for buying and selling supply. If people hold and use it in trade, volatility will diminish drastically.

The blockchain technology creates the trust for moving the currency in the hands of the people but without mass adoption, all the promises and excitement around Crypto will remain nothing more than a gold rush wave from which, rich got richer, the visionary profited, fortunes were build and lost and a new, more accessible class of assets was created.

Join us in our effort to contribute to crypto delivery on its monetary and financial improvements promised.

# Money, Payment, their role in the economy and what's wrong with them as we have them today

The fast pace in human progress started with trade. And we don't know exactly the time but, somehow people have met and presumably one had a pear and the other one had an apple and because they each wanted the other one's fruit, they decided to switch. So that was it, trade was invented.

Most people are not very conscious on how trade works and what money are. From the school perspective, depending on the school, the first notions are introduced in high school or college. Somehow all this modern society is using trade and money on a daily bases but is ingrained in the modern society fabric, in us, part of the statuesque, people don't realize that trade is a "thing".

The confusion is even bigger when one of the first things you learn about trade is that in trade, equal value goods are being exchanged. The confusion appears from the following " If in trade, equal value goods/services are exchanged, why exchange?". If I keep my apple and you keep your pear, we will stop the human progress?

Trade is simple at first look but it has two major influences which complicate things a lot, ownership and need. The insolvent of human nature make things way more complicated but also more exciting/fun.

Basically in the beginning, one person owns something and another person needs and that person also owns something that the other people needs, so they exchange.

Fast forward, couple of thousands of years man kind realized that this is a fairly poor system when it comes to exchanging one's cow with the other one's ship or apple for that matter. This is how money came in existence as an exchange system in which we can accumulate and store value that we can later use to get what we need.

So, you would have sell all your apples for a month, got money and go buy a cow later if you needed milk. When money were introduced, we became buyers and sellers, therefor, we created markets.

Money was a giant step forward because it enabled faster and more efficient trading, which created markets (all the apple transactions formed the apples' market) which, with all the other market, created the economy.

The economy purpose is to satisfy our needs and increase the life standard and wealth and what's exciting about human nature is that as our needs are satisfied, bigger needs grow, or to be more precise, different desires form to satisfy a bigger need. It's a never ending cycle.

Wealth as is generally defined is one's ability to possess money and other resources to satisfy his needs and associated desires, but as we saw earlier the problem with needs is that as they are satisfied, they are replaced with bigger ones, and in time, we saw that some individuals learn how to better satisfy their needs and desires comparing with others, therefor wealth distribution trends to be, based on human nature, unequal. There is a lot of debate if this is a fair system, but wealth distribution fairness is not intended for this whitepaper's objective.

As our needs and desires grew and markets to satisfy them appeared, the economy grew larger and larger, therefor, it got more complex. You must imagine that 600-500 years ago drinking coffee in the morning, a need we most likely a lot of us have nowadays, wasn't on the needs list for the people in medieval times. But our needs increased, so the market increased and the economy grew to become complex. So we found ourselves in another existential problem: complex economy required trust to be able to function properly.

The Complex Economy is formed off all the markets and a market is formed from transaction and when you put a lot a people trading in a complex economy, human nature kicks-in and we need the ability to trust each other to exchange goods and services.

Turns out that during history we, as human nature, we were not very good with trust. On a smaller scale 40-50 individual (see the first human communities) we can be good with trust, but higher than that, we perform terrible on it.

In this context, money being an essential driver for trade, became an excellent driver for the economy. As the economy got even more complex and trust was essential, the monetary and then financial system were invented, in order to handle the money involved in trade.

The problem with money is mostly related to their properties, because being a crucial driver in the trade, specific conditions need to be met so that we can call money, well, money:

Divisibility – so it can be divided in smaller units, to be useful if you want to buy a cow or an apple

Durability – if you store your money away, most likely you will want to find them in the same condition after a time, this is why carrots are not very good as being money

Uniformity – you need to be able for all the people that engage in trade to agree that what you are paying me with, is what we agreed, tomatoes for example come in many forms, it would be questionable if the tomatoes you are bringing are the same.

Portability – easy to carry around

Scarcity – You has to be hard to be produced, otherwise anyone can plant tomatoes in the garden and grow money

Quite a long time ago people realized that the material with the almost all the above properties was, you guessed it: GOLD.

Gold becomes the best money because is a malleable metal you can pretty easily bend and cut and reshape, it's not corrosive so it lasts forever in a hole and also almost indestructible, easy to recognize, very rare, it takes a lot of time and effort to mine for gold

and only a limited amount can be mined every years (if you never been to a gold mine look at Gold Rush, on Discovery, you'll get the point). It's relatively portable in small quantities only because gold being very dense it's way heavier than most other metals. But things can't be perfect, can't they, so everyone settled manly for gold as money.

The monetary system. Even dthough initial form of banks are recorded in history almost 2000BC in Assyria, India and Samaria, the first leap in banking was around 13-14th with the contribution of the Holy Roman Empire, who has recorded the banking activity for loans but mainly for exchange of money. The weak link in using money as currency was still engrained in human nature, trust , being pretty hard to transport the gold and and the risk of theft was bigger.

The banking system emerged in the 16th century as a trusty support for the monetary place, where you could keep your gold. It would be kept safely and in return you would have received an IOU bill (I owe you) that would mean that a quantity of gold will be given to whomever brings the note to the bank. Realizing that it was easy to carry paper money, people start using paper money to buy for goods and services.

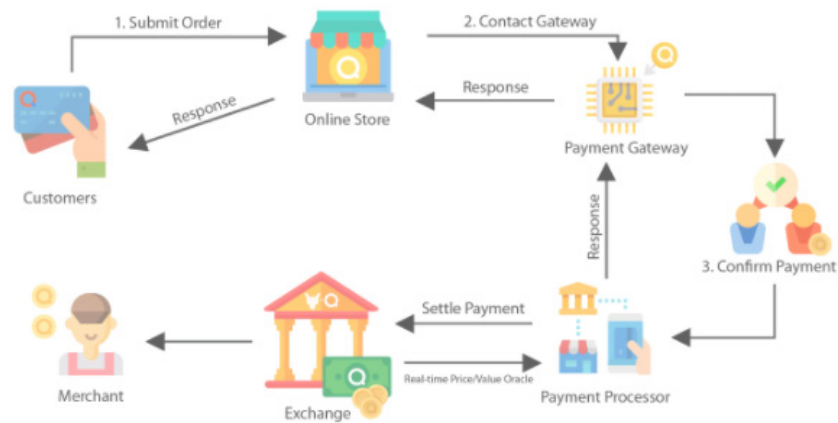
So, Trust is still at the core at founding the banking and the financial system, but fast forward to our days what you talk about the financial system trust is not the first attribute while describing it. So, what happened?

The 2008-2009 financial crisis contributed but most likely the infamous abortion of gold standard by Nixon in 1971 a system that was created at Breton Woods in 1944. It's in many views the real opening of the pandora box, the way in which big bad government ruled by corrupted politicians created the lever for screwing up the little guy: Inflation.

Is this really the case? I will say it is debatable like many things in history started with good intention and ended up having unintended consequences.

Inflation is one thing, but when you bring credit into the equation and the ability of bank to create money out of air things get really complex and hard to understand. But at the end of the day people want to be empowered to control their own money to make sure that no complex schemes that they do not understand are done in the backroad by governments or any other gate keepers.

Lets go back to basics , everyday we need money to pay for things, and the system that we are using is build around trust and it looks like this :



All these players, everyone charging a commission just to pay for a cup of coffee or for your groceries online. Even so, fraud is a big chunk of the system, around \$300B .

This system is tightly created around fiat currencies and as you can see, when it should be simpler.

Consumer – Merchant and that's it

We started this quest for understanding money and during history we saw that money was a necessity for developing the economy and was the tool to build the wealth and life standard that we are enjoying today but the complexity of it and people's inability to control directly how money circulate, also financial institution acting as gate keepers that can manipulate the system to create wealth unequally leaves a lot of room for innovations. This is exactly where blockchain and crypto currency is growing and mass adoption is crucial for this technology to succeed in its quest.

# Is crypto currency the solution? What is stopping the adoption?

In this context blockchain technology emerged as a new way to establish trust between participants in a transaction eliminating the untrusted gate keepers of the monetary and financial system.

All ought 20 years have passed from the Bitcoin' famous Satoshi's whitepaper, the initial intent of creating a peer-to-peer electronic system, which will revolutionize the money transfers, but the way we use money is far from realizing. If a buyer would want to pay a seller directly using crypto currency it will be very hard to do that at this moment. It can happen but a lot of things need to happen and both parties need to be patient, leaving aside that they will need to have a specific crypto currency that they both have. It will take between 15 min to couple of hours and it will cost sometimes more than the product itself. Payment now are commodities, consumer facing payment methods need to be accepted everywhere and be instant because this is today's standard in payments. Speed is crucial to adoption.

The way to move forward is by understanding the problems and finding solution. We know that blockchain will deliver on the trust part. Lets see what are the problems stopping crypto currency to delivery on the promise of changing our monetary systems.

One problem is the technology not being able to sustain a high volume of transaction but that will be solved soon, with many great projects, well-funded, attempting to solve this issue.

Another part is the volatility. The great fluctuation of price from one day to another which makes most of the population reluctant. People need stability, need to be able to plan. This issue is being resolved in part by the stable coins, but it will be naturally resolved after the currencies will no longer be seen purely as asset class. The price of any asset, in any market, is made out of reconciliation of the buying order with the selling orders, that means that the price is establish arbitrarily depending on how

many people want to buy the asset at any given moment; that moment vs how many want to sell and how much aka the volume.

When people will use crypto currencies for buying goods and services the volume for speculatively trading will be reduce, therefor the predictability of prices will determine people to mass adoption.

The most important problem is, as some are calling it "The chicken and egg problem". In this dilemma when you have buyers and seller attempting to transact, the initial challenge of any successful transaction enabler is that no part will come and play, if there isn't sufficient volume of the counterpart. Merchant will not accept until enough people want to pay and people won't pay because not enough merchants are accepting.

This is a very tough problem. Most of 99% models in this space fail because they cannot obtain a critical mass of buyers and seller at the same time.

There are two ways to crack this problem

"Throw money at the problem": invest heavily in marketing and hope that sufficient people from both parties come at the same time , see the value and transact

"Pay no attention to the man behind the curtain" aka the "Magic method" : Resolve one side with minimum effort in the beginning and then spend all your resources in creating the necessary mass on the other party. Either enroll all the merchants once and then try to attract users or enroll all the users and then fight for bringing merchant along.

# The solution as we see it

As we see it, to jump start the adoption with all its benefits for the crypto community, our approach is to short-cut the supply side adoption and allow people to use the crypto currency. They get to pay for products everywhere, regardless if the merchant accepts or not that currency, that will increase the number of users that pay with crypto, creating the critical mass of transactions that will later determine all merchants to accept this currencies as a beneficial way to instantly collect and to pay less to the payment schemes.

E-commerce is a great place to start since is responsible for \$3T of transactions globally and growing at a fast pace to double by 2025. A great driver of the ecommerce is also the health crisis caused by Covid19 how pushes more and more merchants to go online with their distribution channel.

At BCHAT we are building the first global demand side crypto transaction enabler that will determine all the merchants to adopt crypto currencies and jump start the global financial transformation promised by the blockchain.

We give you all your favorite stores in one place, one-click away, private shopping so that you get the products that you want paying with your crypto.

BCHAT builds a universal checkout solution for all e-commerce that enables user to shop anywhere easily and securely for goods and services using they favorite crypto currencies and enjoy benefits as: one-click checkout, and cashback.

Imagining shopping with only 2 clicks, any product, on any website and paying with your crypto directly.

# Our mission and vision

Our mission is to increase the adoption of crypto currency while enhancing and simplifying the shopping experience using blockchain technologies.

By introducing cutting-edge user experience as well as multiple cryptocurrency and traditional payment options, BCHAT ensures that the clients receive a premier shopping experience, transparent pricing. and exceptionally competitive rates

Our vision is to be the tool that everyone uses to shop for everything, anywhere.

## **Platform functionality, privacy and security**

We provide a mobile and web app that connects in one place all your favorite stores, and facilitate one click shopping, so that you get cashback on every transaction and other benefits.

User privacy is important for us. We have innovated around privacy and introducing privacy as a feature concept.

Top features are:

#### One-click checkout

Using cutting edge technology, we allow users to navigate in our in-app browsers on the favorite stores, they chose the product that they want to buy and instead of adding it in to the merchant checkout they will add it to the BCHT card, where they will have their address saved and crypto wallet connected, and DONE. Is that simple!

#### Free Shipping subscription

This is a feature similar to Amazon Prime but it works for all e-commerce, using Beez token. You will be able to activate a Free shipping subscription, that will work on every ecommerce in our platforms including Amazon, Ebay, H&M and many more.

#### Cashback

Using our checkout solution, you will earn cashback on every transaction depending on your gamification level which will be decided based on the number of Beez tokens that you will take.

#### Privacy as a Feature (PaF)

Your data is safe with us , we don't expose your email address , your payment method and we don't allow tracking from the social media platforms.

Privacy it's a very important aspect of our value proposition. The merchant will only know a limited amount of information about you, the minimum needed for delivering the products.

We make the payment for the products with a BCHT FIAT issued virtual card and register the user on the merchant website with a BCHT user alias so your payment provider or bank or card network or merchant can't track you.

We place the order on the merchant website using our server-side RPA infrastructure that prevents your browser and phone to track what you are buying or, if you completed the purchases, making the marketing social media tracking irrelevant.

## Core team and track record

Founded by a team of experienced entrepreneurs with previous proven experience in fintech where they founded use-beez.com and working with blockchain industry experts, BCHT mission is to increase the adoption of crypto currency while enhancing and simplifying the shopping experience using blockchain technologies

Beez Cripto Hive Technologies is a spin-off out of Beez (use-beez.com/beez.uk) . Beez is a proven business with :

More than 228k users in Romania and UK

More than 500 ecommerce platforms

More than \$8M in transactions done already

# User journey and real business use case



## Economics

Traditionally in the payment industry the consumer doesn't pay for making a transaction, there are fees associated to the payment network, but they are supported by the merchants.

Being a direct cost, it impacts the transaction, depending on the card between 1.5-3% of the transaction goes for payment processing. Taking directly from the merchants' profits, the fees for the payment processing bring little value to the merchant. The merchant pays for the traffic and nurturing in the decision process and now, just to get the money out of the consumer pocket, he needs to pay an additional 2-3%, some time the hole margin on the product is that much.

We will change a marketing fee to the merchant but not for getting the money from the user, because when he pays with crypto, theoretically middleman networks are eliminated, but for generating a new sale for the merchant.

Our proven approach from Beez track record ensures that we will be able to:

# Beez Token

Utility not Security

Token Name: Beez Coin

Symbol: BEEZ

Technology: ERC-20 / BEP-20 / SOL / XC-20

Token Vesting

Token Vesting Schedules are subject to change in the interest of preserving the token's value to their holders.

The team is free to sell tokens, either for marketing, development needs, personal or salaries while keeping the best interest of the token, its price and holders in mind.

The BCHT value proposition is boosted by BEEZ, a utility and loyalty token issued and managed by a dedicated BEEZ token entity.

Beez Token can be used for payments, receiving, and redeeming loyalty rewards and discounts, and several other use cases.

## Token distribution (based on maximum supply)

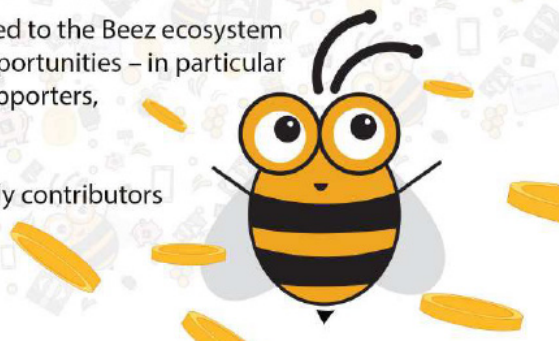


**In a Private Sale, Beez** plans to issue and sell up to 100 million tokens (20%) to financial and strategic investors, particularly from the payments industry, media, blockchain and crypto space.

**In a Public Sale,** which is yet to be approved and scheduled, holoride plans to issue and sell an additional 50 million tokens (5%) to its fans, supporters, and believers.

**The Ecosystem allocation (25%)** is dedicated to the Beez ecosystem supporters key partnerships, and growth opportunities – in particular developers, content creators, operational supporters, or advisors and ambassadors.

**The Community allocation (20%)** is for early contributors from the blockchain/crypto community, including beta users, technical audits, code reviews,



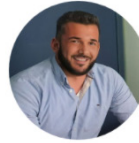
# Core Team



**Vasile Tămaș**

CEO

- Business Growth expert
- business development professional with a Bachelor's degree in Accounting and Master's degree focused on Audit
- success proven expertise with businesses as: Orange Tree, OMS Soft



**Lucian Cramba**

COO

- Entrepreneur since 2007
- Client-focused & builder of a product for people, suitable for their needs
- Start-up growth expert, proven with: Fast Order, Creative Concept Advertising

4+ Operations Department 12+ R&D +1 Marketing

Founded by a team of experienced entrepreneurs with previous proven experience in fintech where they founded use-beez.com and working with blockchain industry experts, BCHT mission is

# Product Roadmap

Q1 2022 – integrating with exchanges and settlement platforms and setting up financial infrastructure

Q2 2022 – launching mobile app beta ios Android

Q3 2022 – launching the Chrome extension and web app

Q4 2022 – launching the staking platform, launching full capabilities apps

Q1 2023 – expand to at least 3 international markets

# Conclusion

Crypto currency have the potential to transform our monetary and financial system, democratizing the access to the financial system, but now they are only used for speculative purpose. Keeping it as a new class of commodity assets, its potential is limited to little or no impact to the real problem of the financial system, inflation, government dept, financial giants acting as gate keepers to the system, financial inclusion for unbanked and equal chances in wealth distribution.

Crypto currency mass adoption is essential for delivering on these promises. This is a very challenging aspect. The volumes now circulating crypto currency ecosystem are purely speculative and do not mean that people are adopting these currencies but rather they want to take advantage of an opportunity to make money.

Beez Crypto Hive Technologies have a realistic strategy, a good plan, and a great position to contribute to crypto currencies mass adoption. Using our cutting edge technology we will enable everyone to shop anything, anywhere and pay with crypto, jumps starting the next financial revolution.

Join us in reshaping the future of financial services.