



HIGHVIBENETWORK

Zen Paper

V0.1 November 2018

Authored with deep intention by the HighVibe.Network team

This Zen Paper provides an overview of the HighVibe.Network and token sale. Full details are available in our [whitepaper](#).

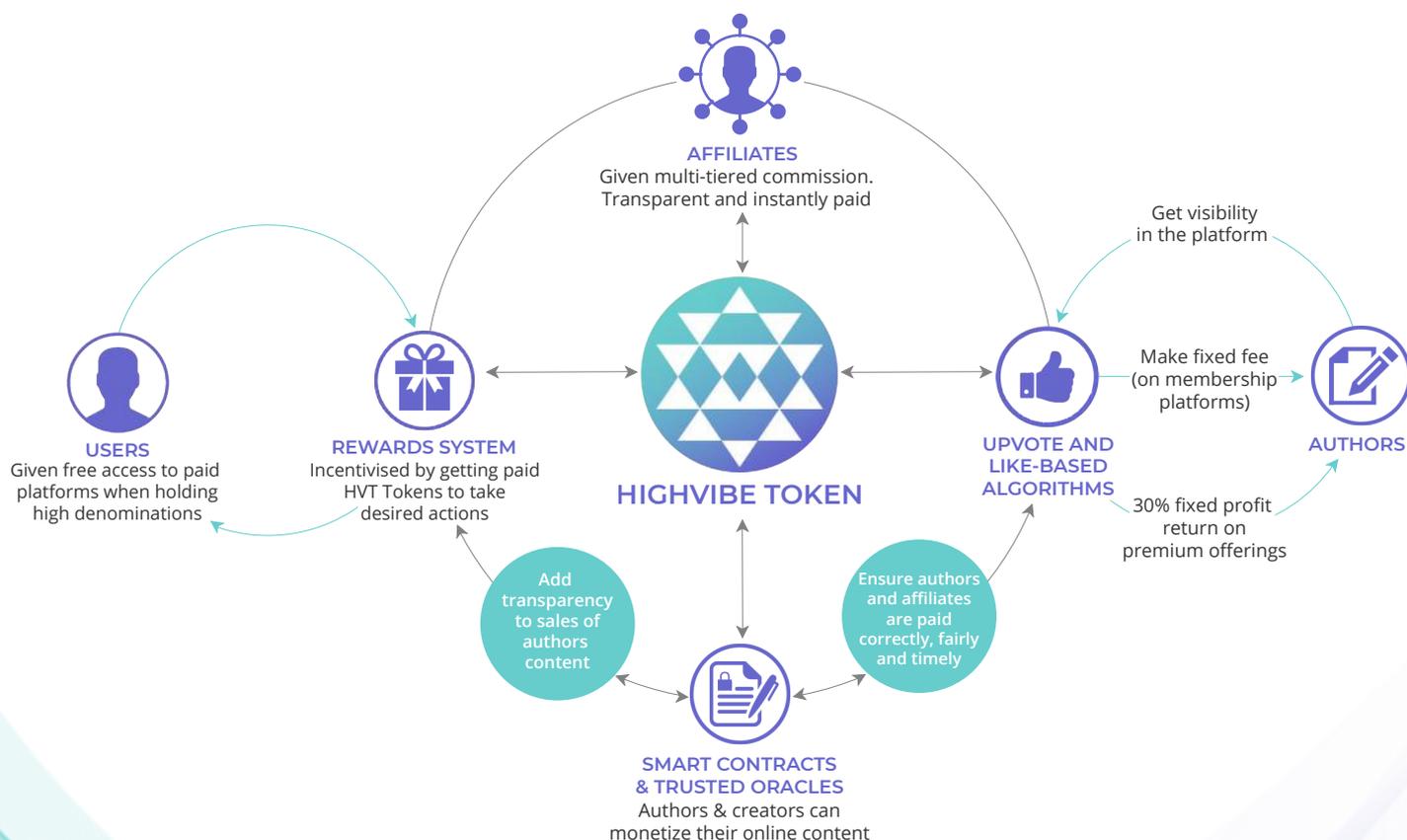
The Opportunity

Welcome to the HighVibe.Network, a blockchain-based ecosystem designed to elevate human consciousness. An immersive digital and real-world network that taps into the sweet spot of not just one, but several interconnected and vibrant markets -- Yoga, Meditation, Mindfulness, Virtual Reality (VR), Online Learning, Digital Music, Personal Development, Wellness, Nutrition and more.

HighVibe Network solves key challenges faced by current market alternatives and enables partners to build within our token economy, leverage our technology stack, and reduce time to market for content creators and influencers. **Think of HighVibe as an operating system for your life.**

Our blockchain-based ecosystem is composed of platforms, apps, communities, events and travel opportunities designed to deliver high-quality experiences that enhance our members' lives in ways that uplift, empower, and transform their relationships with themselves and others.

HighVibe.Network rewards users with HighVibe (HV) tokens for consuming premium content and shares advertising revenue in a fair and transparent way. There are three core groups who interact with HighVibe, users, authors/creators and curators/affiliates, all of whom are connected by the HV token at the center of the ecosystem.



Market Overview

HighVibe.Network taps into the sweet spot of several interconnected and vastly growing industries.

By 2025, the e-learning market alone will reach \$331 billion, and today markets for personal development, wellness, and digital subscriptions are more than \$230 billion, and are considered 'booming' markets globally.

With more than 1 in 4 college students enrolling in online courses it is clear this is a trend that will not slow anytime soon. That said the dropout rate is around 90% during the first two weeks of a new class. We address these issues both through gamification techniques and our token distribution model.

Current Market Value



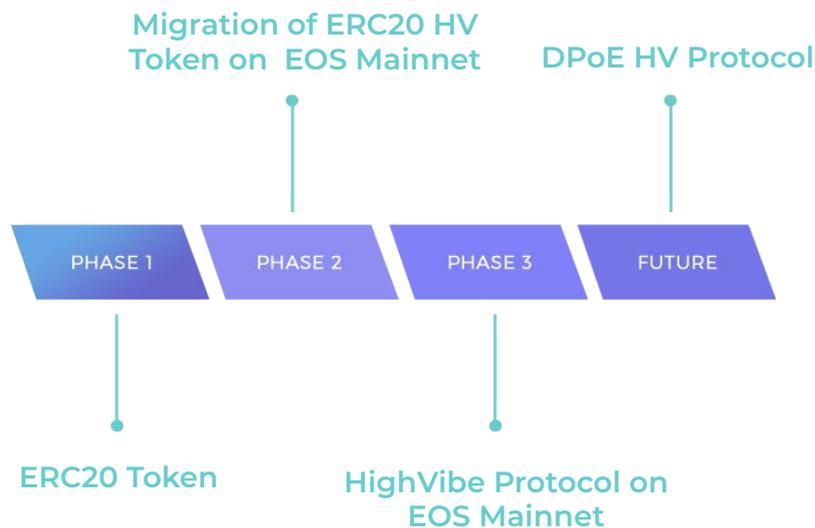
Leveraging Blockchain To Solve Key Challenges

More often than not, humans who desire to develop themselves end up falling short and are not consistent enough to get lasting results. Content providers increasingly have difficulty monetising and affiliate providers are often paid slowly and/or below market rate. Online and offline resources are often inaccessible due to high price points, geographical limitations, or a lack of support and awareness. We will transform this paradigm.

HighVibe links the Attention Economy to the Internet of Value, delivering the following benefits:

- Transparency via transactions recorded on a shared, public ledger.
- Community driven governance.
- Member (Users, Creators/Authors and Affiliates/Curators) participation in rewards.

HighVibe.Network leverages intersecting technologies to create an uplifting economy built for autonomous growth. Building on the foundations laid down by Bitcoin and Ethereum, HighVibe.Network will launch an ERC20 token and evolve to leverage the best blockchain technology has to offer. Over time we will develop a hybrid DAO (Decentralized Autonomous Organization), where token holders cast votes on feature additions, economic models, priorities of projects, etc. Ultimately, we will create and support a DPoE (Delegated Proof of Engagement) consensus model that allows for maximum speed and zero-transaction fees.



HighVibe (HV) is the foundational token of the HighVibe.Network. HV is our core ERC20, Ethereum based token that we are releasing as part of our Token sale. This offers our community instant liquidity, as it can be exchanged for Bitcoin or other cryptocurrencies via several prominent exchanges.

HighVibe User Experience

HighVibe.Network brings together exceptional content from some of the world’s best authors and literally rewards people for meditating, working on themselves, and participating in the HV token economy.



Space

Our main portal, called “Space”, is where people open the core features of the HighVibe. Network ecosystem. It is a portal built for the future of human connection. Creating content on Space, is similar to creating a post on a site like Medium or Steemit. It is a place for User Generated Content such as short blogs, vlogs, worksheets from platforms, recordkeeping checklists, or private/public notes. Space is also a place for private and public messages, images, journals, memories, and notes. It is also an integrated engagement system where content can be shared to groups, by an author or celebrity coach. Another key element of Space is that, unlike existing social media platforms that push ads in front of users but keep all the revenue for themselves, with Space, if people choose to see advertising they will capture a share of the revenue.

Importantly, HighVibe.Network is designed for mainstream use, people do not need to own crypto assets or understand blockchain technology or cryptocurrency principles. We are laser focused on creating an easy onboarding experience that does not intimidate people who lack experience with digital wallets, public and private keys, security measures, etc. Once our token is launched we will automatically create a HV wallet for every user, which will enable rapid adoption and provide a gateway for a wider demographic to adopt digital currencies seamlessly. In many cases, HighVibe.Network will be the first digital wallet a user will own.

Content Channels

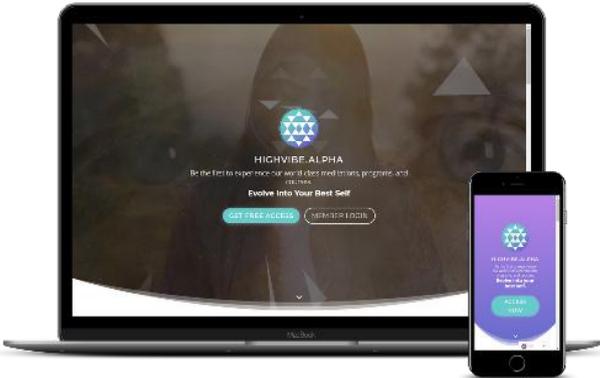
HighVibe.Network content offer diverse experiences to token holders, keeping them engaged and offering increasing levels of utility within our ecosystem. Content will roll out in stages:

- Stage 1 - **Stage of Service** - *Tools to Start Your High Vibe Journey*
- Stage 2 - **Stage of Abundance** - *Products & Services to Advance Your Journey*
- Stage 3 - **Stage of Connectedness** - *Higher Level News, Education & Immersion Opportunities*

Stage 1 is underway via our alpha product, available at www.highvibe.network/alpha. With the mainstream user in mind, our alpha is focused on content and community building, even before introducing the HV token or any elements of the blockchain. Here one can begin to experience content from more than a dozen well-known authors and creators in iDevelopMyself and MeditationsEveryday. Over time, HighVibe.Network will add virtual reality elements and live events as part of our Stage I rollout.

As a founding member of the HighVibe.Network community, alpha users will:

- Receive complimentary access to the first collection of world-class meditations, programs and courses on HighVibe.Network.
- Be at the height of innovating a new learning platform by sharing your experience as we continue to revolutionize personal development.
- Connect with a global community of founding members as we begin to learn, collaborate and grow collectively, for the betterment of our self and humanity.

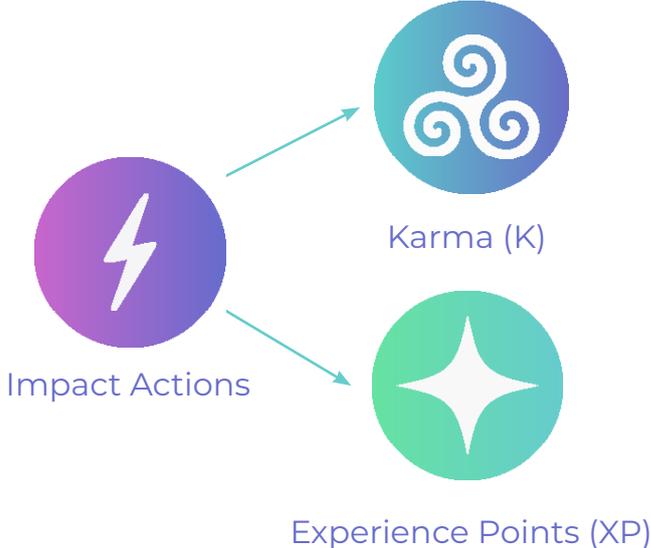


High Vibe Rewards

HighVibe will be a highly gamified ecosystem that includes levels, status badges, leaderboards, rewards, and author/influencer engagement opportunities, crossing the categories of education, entertainment, and gaming.

Users with HV tokens can access exclusive experiences only available on the Network. By rewarding users with HV tokens, we grow our community organically, creating healthy habits and connections.

HighVibe.Network has two core ways to reward mainstream users for their contributions to the token economy without the need for users to own tokens directly, Karma (K) and Experience Points (XP). These represent “contribution value” to the network, and the more Impact a user generates through engagement on the platform, the more Karma and Experience Points can be earned.



Rewards Pool Algorithm

Daily Rewards (R) are calculated based on the sum of the available Karma rewards (Rk) and the available Experience Points rewards (Rxp), thus: $R = Rk + Rxp$

- K (Karma) - Given or earned from simple actions, e.g. hitting the impact button
- XP (Experience Points) - Earned by users when they consume content and develop their skills and talents, e.g., listening to meditations, participating in experiences, completing classes, purchasing product, attending events, etc.
- m (multiplier factor) - A weighting factor based on time on platform, consumption style, holdings, etc.

Example Jane, a HighVibe user, generates 12K and 23XP in a 24-hour period from her activity:

- Listened to morning mediation: $XP = 3$ (points per listen) \times 1 (number of listens)
- Wrote in gratitude journal: $XP = 3$ (points per writing) \times 1 (number of entries)
- Upvoted 7 posts: $XP = 1$ (point per upvote) \times 7 (number upvotes)
- Created 1 post: $K = 1$ (point per creation) \times 1 (number of creations)
- Listened to 5 songs in a playlist: $XP = 1$ (point per song) \times 5 (number of songs)
- Received 11 post upvotes: $K = 1$ (points per upvotes received) \times 11 (number of upvotes)

Jane’s Karma and Experience points convert into HV tokens which can be spent on the platform for exclusive experiences and/or exchanged for fiat or cryptocurrencies such as Bitcoin or Ethereum.

Swag (Unique Digital Collectables)

Users also earn 'Swag Badges' as they gain experience and reputation in the ecosystem. Swag are our collectable digital assets that are earned, traded, or purchased over time. These are tokenized virtual goods, enabling digital scarcity and increasing utility, through unique collectable Swag Badges. In HighVibe.Network, users can exchange HV tokens in order purchase unique Swag (digital collectables), engage in virtual gifting of Swag, or upgrade an existing Swag item. These will be owned by the users as 'non-fungible' tokens (NFTs), which can then also be traded and sold on secondary markets.



Advertising

In HighVibe.Network people can accept relationships with advertisers and be rewarded with HV tokens. Users engage with brands with complete knowledge of how their data and preferences help inform advertising. Users also have full control over the personal data they wish to expose to advertisers, and what information they make available for use in demographically targeted advertising campaigns. Users can set their profile to either Stealth, Open, or Power Mode, depending upon the extent of advertising that they desire to consume which can be re-configured anytime.

Values-Based Governance

To facilitate the growth of the Ecosystem, a HighVibe.Network Governance Board will be formed to represent the interests of all participants, including users, developers and content creators. Given the Board's fundamental role in the ecosystem, establishing independent governance is key. This will be accomplished by introducing two additional groups of stakeholders over the course of two years, so that the Governance Board's representation is no longer a majority.

HighVibe.Network Governance Trust Council will contain three distinct bodies:

1. HighVibe Network Appointed Governance Board
2. Stake Based DPoS (Club Collective)
3. Random Pool (Hosted Collective)

Similar to a company structure, the Governance Board will receive, review and approve all major network decisions, such as hiring/compensation, changes/approvals to the platforms/ecosystem, company jurisdictions, M&A, company administration, exits, accounting, founding authors/talent and advisors, and major fiduciary decisions.

The Club Collective and Hosted Collective will vote on and implement decisions that affect maintenance and growth of the network. Having the same functions, the major difference in the two collectives will be how the members are selected. Club Collective members will be chosen by the community, while Hosted Collective members will be chosen at random. In all cases, a minimum token threshold must be met to serve on the Collective and each member must be active in the network with a positive community rating.

HighVibe.Network will also formalize a constitution that defines a code of conduct (similar to Terms and Conditions) in line with the mission, goals and values of the organization, and its members, that forms the governing baseline for the ecosystem.



Story, Team & Values

Story

Our journey began in early 2017 when we first explored what authors, conscious communities, and social platforms needed most. In the second half of 2017 we formed our core team, sought vigorous feedback from industry leaders and began to craft a vision. By Q1 2018, we had laid the foundation and put together our technology roadmap. The balance of 2018 has been dedicated to spreading the HighVibe.Network vision and activating our tribes around the world.

HighVibe.Network is officially headquartered in the legislation compliant and regulated environment of Estonia. Our approach will prioritize creativity, expansion, and connection throughout the world. As such, two or three times per year we will move our “HighVibe Creative Hub” to paradise locations that encompass innovative approaches to architecture and sustainability.

Team

HighVibe has created a dynamic, engaged and extremely accomplished team that spans operations, product development, content creation, author relations, human resources, finance and more. Our leadership brings experience from leading companies in technology, e-commerce, personal development, health and wellness, blockchain and more. HighVibe was founded by Faiz Nazarali and John Davy. For a detailed look at the rest of the HighVibe team, please visit www.highvibe.network for bios and LinkedIn profiles.

Team features & experience





Faiz Nazarali Chief of Miracles

Co-Founder, Platform Architecture, Strategic Partnerships and Growth



Faiz is a mission-driven entrepreneur working closely with blockchain-based projects that are positively impacting the world. Passionate about merging related industries by bringing entrepreneurs, influencers and thought leaders together for projects that support the common interest of humanity at large — he believes deeply that our connectedness as teachers, mentors, and collaborators enables us to become our best selves.

- Partner (and cofounder) of Agency Golden, a digital marketing agency working with many of the world's top-rated authors.
- Garnered extensive experience managing large teams and complex tech build-outs (Citrix, VMware, Nutanix, AWS, Azure technologies, etc.) through leading C-level project relationships for enterprise level clients.
- Experienced in building global partnerships with companies including Forbes, Active Campaign, Civic, One Tree Planted, Clickfunnels, Mindvalley, Gini.tv, Infusionsoft, Citrix, VMware, Nutanix and more.
- Investor in companies that incorporate Blockchain Tech, Online Marketing, Personal Growth, Wellness and Online Education.



John Davy Heavy Hitter

Co-Founder, Author Relations and Growth



John is a serial entrepreneur, investor, speaker and London native that is deeply involved in the personal growth industry and is connected with prominent authors all over the world. He built the highly lauded Jongleurs comedy brand, which sold in 2000 at a valuation of \$51m.

- Formed the Digital Market Leader, RapidTransformationalTherapy.com (RTT), along with his wife Marisa Peer, herself a best-selling author and leading hypnotherapist.
- As a restaurateur ushered 35 culinary brick and mortar hubs to life.
- Chairman of the London-based, award-winning Alan Camp Architects, buying and selling more than 40 commercial properties.

Values

HighVibe values are S.A.C.R.E.D and guide everything we do as individual team members and as an organization as a whole.

Service - *We are all born to serve.*

The more resources we have, the more responsibility we have to serve. Our growth and the success of this project are already exceeding expectations, and the responsibility it brings is clear. Our goal is to serve humanity and SERIOUSLY raise the world's vibration.

Abundance - *We live on the most abundant planet in the most abundant time in history.*

There is no reason to tap into scarcity mindsets. The greatest path is that of abundance, and it's clear that the blockchain will facilitate more freedom and abundance for all.

Connectedness - *We are all connected.*

We want people to understand that we are all connected and that we need each other as teachers, mentors and collaborators to become our best selves. Being connected with people who are also growing extends our capacity to reach new heights, further supporting the greater community around us.

Responsibility - *We are all responsible to leave the world better than we found it.*

We feel it is our human responsibility to leave the world better than we found it. The best way to do that is to become our best selves. Taking responsibility in becoming our best selves in conjunction with some of our world's greatest authors is what we are incorporating into the blockchain. To truly expand one's consciousness, one must have a healthy vessel. This is done through healthy practices, wellness in mind, body, and physical activity.

Empowerment - *Empowerment is our driving force.*

Empowerment is the driving force behind all the activity, growth, and energy of the team. The more empowered we feel, the more engaged we become. We all have more capacity and untapped potential than we know.

Devotion - *We are devoted to continuously upleveling ourselves.*

We understand that the most successful individuals in the world continuously develop themselves. We are devoted to our network, our community, our team, our environment, and ourselves. Therefore we make access to self-development an inherent right of being a member of our network.

Crowdsale Token Launch

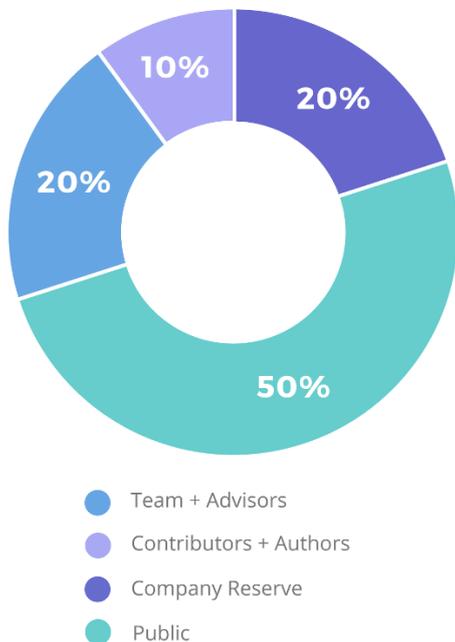
With this token sale we are looking beyond acquiring development capital. More importantly, we will gain loyal users for our platforms who believe in the overall project and are ready to become our founding members — users who can truly help make us the very best platform in existence through requests and honest feedback. After the token sale event, the value of the HighVibe token (HV) will be established using open market mechanisms. As the size of the network and transaction volumes within it grows, this will create demand for the tokens.

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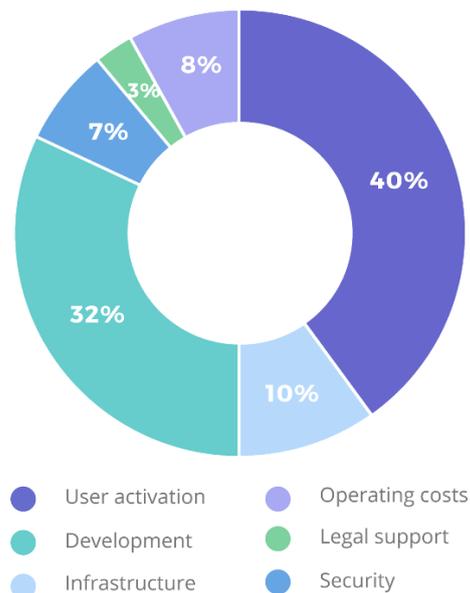
The HV token will initially be priced at \$0.01 USD with a Soft cap of \$2,500,000 USD. Token supply is eight billion (8,000,000,000) tokens and our Hard cap is \$28,068,301 USD.

Please [download our whitepaper](#) for full details on launch date, use of funds, etc.

HighVibe token allocation



Use of funds from token sale



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