



THE RISE OF THE ENTREPRENEUR THROUGH MARKETHIVE'S ECOSYSTEM

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The Divine mission of Markethive, the blockchain-driven social market network, was developed to fill the vacuum for the world's entrepreneurs. In an era where entrepreneurs are coming under fire, this platform of power broadcasting and marketing tools was developed for Entrepreneurs to give them a platform to build their sovereignty and freedom on.

Creating a “Universal Income” for entrepreneurs. Using our state-of-the-art integrated inbound marketing platform, social network, artificial intelligence, business services, ewallet, coin exchange, mining datacenter, incubator and blockchain income platforms for success in the crypto-preneurial and entrepreneurial markets.

MARKETHIVE IS THE NEXT GENERATION MARKET NETWORK

*“**Everyone** is now an entrepreneur, whether they recognize it or not.”*

Reid Hoffman,
founder LinkedIn

FROM SOCIAL NETWORK TO MARKET NETWORK

Market networks bring a career’s worth of professional connections online and make them more useful. For years, **social networks** like LinkedIn and Facebook have helped build long-term relationships. However, until **market networks**, they hadn’t been used for commerce and transactions. Referrals flow freely.

<https://techcrunch.com/2015/06/27/from-social-to-market-networks/>

SOCIAL ACCOUNTS

Website: <https://markethive.com/>

Token Site: <http://markethive.io/>

Telegram: <https://t.me/markethive>

Twitter: <https://twitter.com/markethive/>

Github: <https://github.com/markethive/>

Reddit: <https://www.reddit.com/r/markethive/>

Crunchbase: <https://www.crunchbase.com/organization/markethive>

Medium: <https://www.medium.com/@markethive>

Bitcointalk: <https://bitcointalk.org/index.php?topic=3309067.msg34535452#msg34535452>

Email: ceo@markethive.net

EXECUTIVE SUMMARY

Markethive is recognized as the next phase having evolved from Social Networks. This is the next generation: Market Network. Built on the blockchain, it provides security, privacy to the entrepreneur; offers a fluid, collaborative culture that is a decentralized, autonomous environment which creates intellectual achievements, social habits, innovation, music, literature, technology, and commerce. This provides a social environment complete with all the inbound marketing tools of the latest technology, that champions the rise of the Entrepreneur.

Markethive is self-governing and sovereign by design. Our culture is not fixed, rather it's founded by, built by, built for, run by and used by entrepreneurs. Markethive, a Market Network and Social Network combined, is the evolution of Internet communities incorporating commerce and secure portals for transactions. We combine the scalable network effects of LinkedIn or Facebook with lucrative revenue models of SaaS & marketplace hubs like Ebay and Amazon. Vertical platforms like freelancers and coin exchange, are also a collaboration niche for commercial artists, writers, voice & video services.

Markethive creates a social network and a "Universal Income" made exclusively for entrepreneurs. Integrated with state of the art blockchain, cryptocurrency and inbound marketing technology. The norm of allowing social platforms to use your activities, content and conversations for their benefit is over. Your voice is yours and yours alone and you should benefit from it.

INNOVATION AND ENDURANCE

Markethive's culture is innovation, it's the DNA of our entrepreneurial ecosystem. This is what inspires and fuels its entrepreneurs, through excellence. Although the times change, cultures change, technology changes, politics change, people change, economies change; the entrepreneurial spirit endures. *The rise of the entrepreneur has arrived, while other organizations, inbound marketing providers, blockchain implementers and cryptocurrencies are still frozen in time.*

UPDATE

To date, Markethive has met every milestone set about in our first white paper published in April 2018 as we prepared for our inevitable official crowdfunding launch by 2022.

Since the inception of Markethive we have raised over \$500,000, investing that into the building of the social network foundations, the technology of our Inbound Marketing platform, integrating the two, opening up for subscribers in our beta launch, launching the Entrepreneur upgrade, building the blockchain, and laying the foundations for our commerce portals.

With no marketing budget, but entirely by word of mouth we have already acquired over 185,000 active subscribers into our system, many of them recently upgrading into our new Entrepreneur One program.

This Entrepreneur program is already producing a notable revenue stream which is our intent to reach to a level of earnings to stop short our crowdfunding campaign and continue our development from the dividends of our subscribers and additional services. Thereby retaining a greater share of our revenue with our current Entrepreneur and ILP funding members.

Unlike the super majority of the other ICO campaigns, that are totally dependent upon the speculative value of their coin assets to further develop and launch into profitable deployment, Markethive's drive is to build revenue sustainability and real profit, not speculation.

Being revenue based, coin value will not negatively impact Markethive if the markets drop.

In less than a year Markethive has grown from obscurity to rank in traffic above 95% of all Coinmarketcap.com listings (Alexa ranking as of September 15th 2021 is about 4,000). This is an important metric as most other coin ventures have all suffered significant drops in their traffic, search trends, media attention as well as the faith from their investors.

We are also building into the platform a loyalty program. Not only does Markethive reward active members with faucet like payments, we also reward our upgrades with ILP share options. But we go even further with Airdrops, matching bonuses, discount promo codes and premium gifts for new subscribers as well as membership upgrades.

In illustration of this revenue model, we have actual data from current members who have upgraded to Entrepreneur. With a simple and affordable ad campaign were able to acquire top level exclusive associate leads (certified email, phone, name, geo, social networks and mailing addresses) with like interests averaging about 5-10 per day.

With simple projections, the Entrepreneur member can envision a lead database in excess of 3000 per year. Assuming the 500 coin Airdrop for each new associate member and matching bonus to the Entrepreneur, this member will have collected over 1.5 million Markethive coin.*

Lead value is calculated from research sites like Hubspot (deducting general leads at \$200 per lead). Pointclear as many others all concur that price per lead, "Of course, it depends on what you are selling, but common sense tells you that B2B leads for a complex sale (that are worth a sales rep's time) are probably going to cost more than \$200" per lead.

So what can be considered a legitimate projection of the Markethive Coin in 12 months? Taking into consideration several recent blockchain social networks (We are next generation Market Network) like Indorse, Steemit, and Sapien, by extrapolation we are confident .05 is possible within a year.

Lead value summary (12 months)

3000 leads at \$200 per lead =	\$600,000
1.5 million MHV coin @ .05 =	\$75,000
10% of an ILP share =	\$5,000
Cost of Entrepreneur program =	\$(1,200)
Cost of ad campaign =	\$(1,200)
Total projected profit =	\$677,600

* Airdrop coin amounts are subject to change

THE ROAD MAP



Being in development and beta for the last 4 years, 90% of the entire proposal is completed.

The following is what we will be implementing over these next couple of months.

ROAD MAP

HISTORICAL MILESTONES

2014: Crowd Funded \$400K to build base system.

2015: Markethive Names and Trademarks, Branded Social Accounts Established. Version One Dashboard Built, Blogcasting Platform, News Feed, Email Autoresponders, Short URLs, Rotator URLs, Oneauth Registration and Login interface.

2016: Hired Stephen Hodgkiss LTD as acting CTO for engineering, Profile pages, Lead Capture Page Systems, Stabilization, Onboarding, New Logos, New Interface Designs, Published the new terms and privacy policies, Launched first Press Releases and opened doors to new members as first Market Network (IN BETA), Blog Platform Wordpress plugin. Members Blog Subscribe Function. Blog Capture Page Widgets. Blog Visits Traffic Statistics.

HISTORICAL MILESTONES (CONTINUED)

- 2017:** Redesigned Interface Structure, Removed and replaced all code from initial development to comply with stringent security measures. , Migrated from Green House Data colo to AWS. Rebuilt the email servers to become Iron Port compliant to deliver 100% email output to the Inbox. Messaging System. Friends Management Listing. Advertising COOP. Traffic Statistics For Profile Page.
- 2018:** Hired Drake Dosh Inc. (Douglas Yates) As Acting CTO For Engineering and Menlo Tech Services Inc.; and they Migrates Us to Microsoft Azure from AWS. Develop and install Airdrops, Micropayments (faucets), Core Systems Rollout & Integration, External Pages Responsive, Compress Membership Levels, DB Update, Activate Membership Upgrade Function, Add NUKE Function, Upgrade SSO. Install Internal Coin Purse, Complete MHV Coin Creation. Recently Viewed Blog and Profile Page Display.
- 2019:** Addition Admin Functions , Database conversion, Activate Airdrops & Micropayments, Release new functions from DEV to Production, Full Integration Testing, Update onboarding/upgrade videos, Moved Source Code off Github to BitBucket. Hired Hive Writing Hub LTD (Deb Williams) As Markethive Editor and Writer. Hired SCLITIFY IT S.R.L. (Constantin Catalin) As Head Engineer. Video Management System. 3 Friends Incentive Released. Campaigns Backlink Tracking. Entrepreneur One upgrades.
- 2020:** Enhanced SSL Implementation, System Becomes Fully Responsive, Migrated Off Of Azure And AWS onto our own COLO data/web cloud, launched our own social ranking called Hive Ranking, Upgrade option for Super Groups with major Admin Functions, Tipping replacing likes, Hive Ranking (Social Scoring System), Staking Vault for MHV coin, BIX Digital Impressions Exchange, Banner Ad Program, (Groups) Store Fronts with Landing Pages, Capture Page Traffic Statistics. Hired 2 more engineers and marketing manager into Markethive.

HISTORICAL MILESTONES (CONTINUED)

- 2017:** Redesigned Interface Structure, Removed and replaced all code from initial development to comply with stringent security measures. , Migrated from Green House Data colo to AWS. Rebuilt the email servers to become Iron Port compliant to deliver 100% email output to the Inbox. Messaging System. Friends Management Listing. Advertising COOP. Traffic Statistics For Profile Page.
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- 2021:** Wheel Of Fortune, The Boost, Integrated Automated Education System, Referrals and Associates report and contact panel, Advertise Panel Upgraded, Profile Page Bio Page added. New Crypto Payment Methods added. Assigned CEO back to CTO to manage the growing engineering department.

HISTORICAL MILESTONES (CONTINUED)

2021: Sprint 1: (Implementation by Years End). Convert all APIs to internal MH-built APIs› Wallet Api installed› Cardano Based Wallet Delivered› New Cardano Based Coin (800 million) replacing the ERC20 coin (never used)› New intuitive back office dashboard interface› Migrate off of ONEALL to our own OAuth login system and Social Network subscription system› Gamification› Off Shore Corporation Established and Offshore Coin Exchange for exclusive use of Markethive Members› DEX Exchange› Induction of new Markethive coin (Hivecoin) to other coin exchanges› New Premium Upgrade

FUTURE MILESTONES

2022: Sprint 2: IO Site› ILP Tokens› Completion of Markethive.io crowdfunding site.› Creation of ILP token› Distributed Advanced Market Network› Blockchain control of data and verification› Blockchain distributed data sync.› Hybrid Mining Pilot and Cultivation Facility Pilot Integration› Translations› Add Korean, Japanese, Mandarin & Spanish› Business Services & Mining›

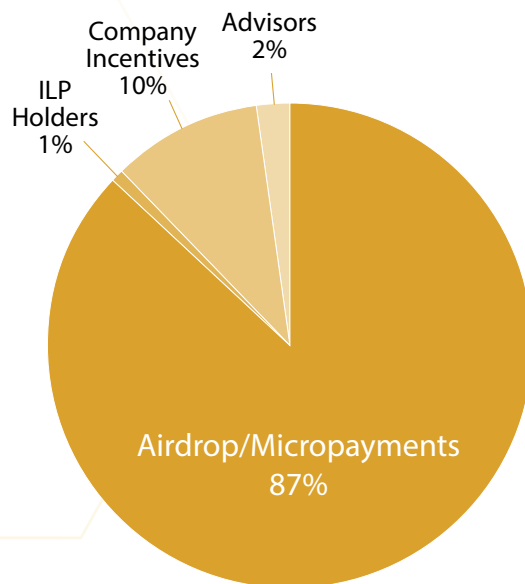
MARKETHIVE CONSUMER COIN (HVC)

Markethive is proud to announce our MARKETHIVE consumer coin (HiVeCoin). This is the ENTREPRENEUR's digital token which brings the Markethive transactional value to you, the entrepreneur. The HVC coin is a Cardano compatible token.

Digital token? It's just a transaction within the Markethive ecosystem and that transaction has value: a tradable, ever-increasing value. The value is redeemable within the Markethive community and beyond and exchangeable for services and products.

The only way to acquire HVC, is to sign up for a free Markethive.com account and then start using it. The Markethive ecosystem is a micropayment faucet, which means by using the system to help grow your business, increase your following or promote your idea(s), you earn HVC consumer coins. This and the evergreen airdrop promotion are the ways to acquire MHV. We have a total of 800,000,000 consumer coins available/created.

Markethive Coin Allocation



**Note that Founders only have .03% of total allocation

Over 57M HVCs in circulation and 3,795,000 transactions to date with a community of 173,414 active users to date.

Markethive has designed an evergreen AIRDROP system, with the plan to give away at least 1 MILLION HVC coins the first year. With the only requirement is a person needs to sign up for a FREE account in the Markethive system. This evergreen airdrop complete goal is to facilitate new accounts inside Markethive. This and the micro-payments will also add to the velocity of HVC's volume.

Markethive has a built-in referral system upgrade called Entrepreneur One. With it you can introduce others to Markethive and help them acquire FREE HVC coins, and you will in turn receive additional HVC coins.

Example: If you are a user/member of Markethive at the Entrepreneur One level, during an airdrop we are rewarding you with up to 500 HVC and you refer another new person to Markethive, they will receive up to 500 HVC and you will also receive up to an additional 500 HVC, in addition.

As we release airdrops over the course of the next few years, each drop will be getting progressively smaller, so it is advantageous to join early. Here is our proposed plan.

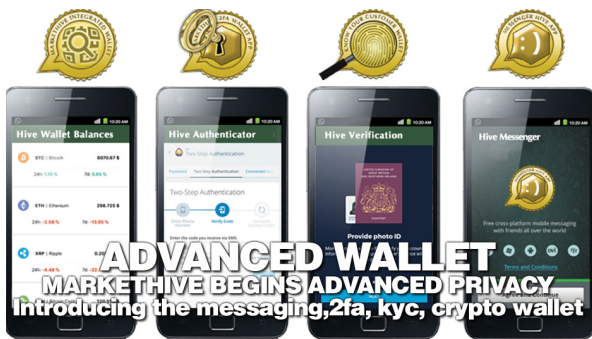
AIRDROP ALLOCATIONS

1. Internal Airdrop: All active Markethive.com members will receive 500 HVCs airdrop (initially).
2. Internal Airdrop #2: All active Markethive.com Entrepreneur One level members will receive matching 500 HVCs airdrop on all their associates.
3. Evergreen Airdrop turned on.
 - a. All New FREE signups to Markethive.com receive HVC airdrop upon account verification (KYC).
 - b. All Entrepreneur level members receive matching airdrop on new verified associates.

HVC is an open source digital value transaction technology that can be made accessible to cryptocurrency exchanges as well as used for transactions between Markethive's Market Network participants, and to pay for products and services, etc.

MULTIDIMENSIONAL WALLET

Markethive's multidimensional wallet is a POS wallet, a Mining Wallet (through MH faucet systems), a private KYC/AML authentication provider and a secured messaging system - ALL IN ONE.



This multi-dimensional wallet will not only preserve and protect your coins, grow your coins through a Proof of Stake function, but it will also provide you 100% control of your private KYC/AML (Know Your Customer/ Anti-Money Laundering) information and secure messaging portal. This multi-functional wallet is part of Markethive's proprietary Intellectual Property. Within the local and app-based wallet you will be able to store HVC coins and other top ten coins like BTC, ETH, ADA. You will also be able to upload your KYC documents into your device and only release a READ ONLY view of them at authentication time, with your

approval; 100% under your control. Markethive will never store your private information, an authentication code will be held in Markethive's blockchain. The secure messaging portal will also be integrated into the Markethive's cloud ecosystem and take full advantage of the groups and folder technology.

INCENTIVIZED LOAN PROGRAM

We have set aside 1,000 Markethive Founding Share Tokens (MFSTs) acquired through our Markethive Incentived Loan Procurement (ILP) program. These tokens are limited and rare and entitle the holder to be paid first of the net monthly profits. An individual or entity can purchase multiple MFSTs and there are incentives available for large lot purchases and referral incentives for others. Each MFST entitles you to a net profit share of Markethive's complete ecosystem profits and a bonus of Markethive coins. Example, if Markethive posts a NET profit of \$50M times 20% for the allotted share divided by 1000 shares each share will deliver \$10,000 for that month. PLEASE NOTE: These MFST tokens are transferable and can be exchanged with others through the Markethive Exchange. A detailed white paper description of the MFST, the MILP process and how to participate is available upon request.



INCENTIVIZED LOAN PROGRAM

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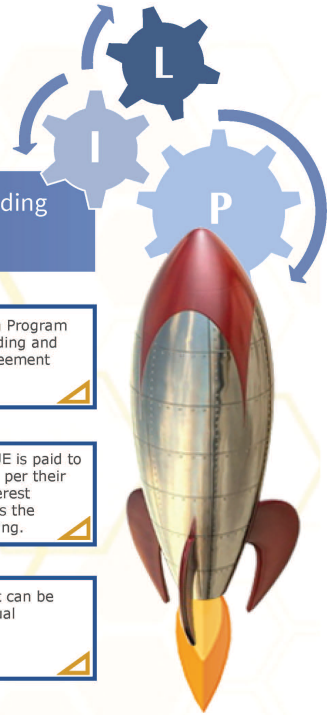
Raising Funds Without an ICO.

Markethive has developed a post ICO funding model using transferable credit by raising funds through our ILP.

The first digitized loan agreement on blockchain that is legally binding and transferable.

ILP EXPLAINED

- 1 An Incentivized Loan Program creates a legally binding and conforming loan agreement (ILP).
- 2 Markethive onboards operational capital through this debt structure. ILP Holders are issued a transferable secure blockchain token.
- 3 Revenue generated from Markethive's multiple revenue streams will fund the interest payments, paid through the ILP via the blockchain.
- 4 20% of NET REVENUE is paid to all ILP token holders per their prorata share as interest payments. As long as the principle is outstanding.
- 5 The ILP Blockchain will securely, efficiently and accurately pay said interest payments on a periodical bases.
- 6 ILP tokens are sellable through Markethive's peer-to-peer auction style exchange. Giving the ILP token holders control over their exit plan.
- 7 ILP Balloon payment can be extended upon mutual agreement.



MFST RELEASE

1. MFST-RELEASE #1 CLOSED
2. MFST-RELEASE #2 CLOSED
3. MFST-RELEASE #3 (Optional; 20 @ \$ 15,000 each)
4. MFST-RELEASE #4 (Optional; 10 @ \$25,000 each)
5. MFST-RELEASE #5 (Optional; 5 @ \$50,000 each)

MARKETS AND MERCHANTS

The name “Markethive” is mostly associated with “Inbound Marketing”. The foundation of MH began when its CEO, Thomas Prendergast, moved to the San Francisco bay area (1984) and started an Advertising Agency. Gathering corporate clients such as Amdahl, Apple, Adobe, EPYX, Fairchild, Gateway, Oracle, Qualcomm, SLG and Stanford University, this then grew into a powerful marketing company assisting many of the “movers and shakers” with their product launches: Steve Jobs, Bill Gates, Ken Uston, Michael Katz, Trip Hawkins, Nolan Bushnell and long list of others.

In 1992, this operation grew into the premier Inbound Marketing System, called Veretek, generating millions of subscribers and additional millions of exclusive leads. Now called Markethive, this system is still the premier Inbound Marketing System. We tell you this because, this is the foundation for The Markethive Coin (HiVeCoin). Not only can an entrepreneur generate massive sales for their business(es), but while doing this they can also acquire and use HVC in the worldwide marketplace.

The current world regulations limit free trade on a global scale. They place national interests first. This makes free trade zones (custom-free zones) more appealing and desirable than ever. Linking those zones to financial institutions and decentralized transaction networks, to be further developed in diplomatic terms and ways, will provide new paths to prosperity.

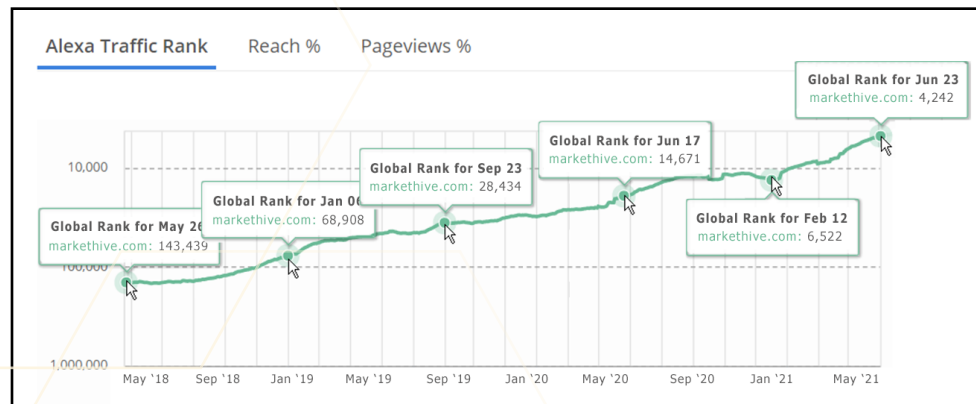
The effect of digital payments and consumption produces transaction activity. This activity can be managed through transactions within the HVC network. This transaction velocity and volume can have similar benefits to those drawn from traditional currencies.

Markethive has developed the tools and technologies for digital value exchange with partners and community considerations being foremost. This achieves a network effect while building the overall value of the ecosystem. The network of partners and affiliates that can be accessed has the potential to surpass most decentralized digital money networks in numbers of users and utilities.

ACCOMPLISHMENTS

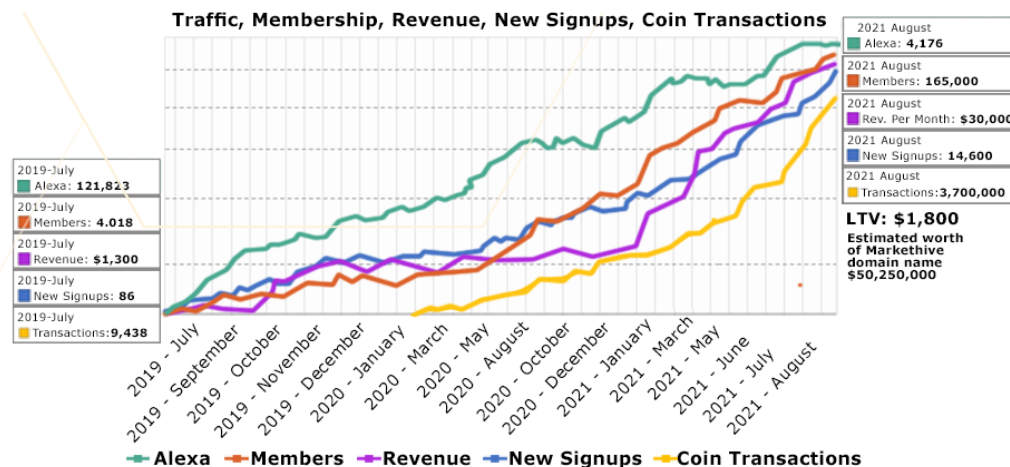
Here is a bullet point list of milestones accomplish by Markethive's team to date of this publication:

1. Historical profitability.
2. Raised over \$500,000 in funding.
3. Complete working Market Network (Markethive.com), in beta for 4 years.
4. Revenue Generation Started
5. MHV Coin, Micropayments, Tips & Airdrops launched.
6. Alexa Rating increasing



7. Airdrops is increasing new accounts.

NOTE: Growth is result of organic viral activity. Expected greater growth will occur with funded marketing campaigns.



TEAM

EXECUTIVE

Thomas Prendergast, Founder CEO

Annette Zorrorojo, Co-Founder Senior Analyst

Maggie Sova, Co-Founder Director of UX

DEVELOPMENT TEAM

Cardano Ecosystem Delegation

Thomas Prendergast, CTO

Inhouse Engineering Department

MARKETING TEAM

Deb Williams, Senior Copywriter

Florin Sasu, Project Manager

ADVISORS

Luke Kenneth Casson Leighton

Matthew D. Kaufman, Corporate Legal Counsel

APPENDIX

LIST OF ALL PROJECTED REVENUE SOURCES

1. Loyalty Programs
 - a. \$100-\$250 USD Monthly
 - b. 1-year pre-paid in BTC (USD\$1000) receives 2 months for FREE
2. Advertising: banners, broadcasts, endorsements, and marketplace fees
3. Coin Exchange rates
 - a. Main Exchange(s)
 - b. Boutique Exchanges
4. Data Center / Mining

PROFITABILITY INDEX

(EXAMPLE OF MONTHLY COST FOR OTHER
NON-INTEGRATED SYSTEMS) - \$2033 + PER MONTH

1. Email (Aweber) \$50+
2. Blogcasting Reach (Revive Social) \$25
3. Messaging (Slack) \$8
4. Landing Pages (Leadpages) \$150
5. Inbound Marketing (Hubspot) \$500
6. Webinars (GoToMeeting) \$200
7. Backlink SEO system (SEMrush) \$200
8. Traffic Statistics (act-on) \$900
9. Marketo sold to Adobe for \$4.75B,
<https://news.adobe.com/press-release/corporate/adobe-acquire-marketo>

REFERENCES

1. Coin Exchange (<http://markethive.exchange/>)
2. Calendar Box (<https://markethive.com/marketing/>)
3. Profile Page (HUB) (<https://markethive.com/marketing/>)
4. Support (https://t.me/markethive_support/)
5. Calendar scheduling (<https://markethive.com/engineering/>)
6. Blog Casting (<http://hive.pe/1Yp>)
7. Capture Page System Example (<http://wavefour.com/>)
8. Survey Page System (OpinionStage survey) (<http://hive.pe/1Yq>)
9. Inbound Marketing Platform. Markethive's inbound marketing is focused on attracting customers through relevant and helpful content and adding value at every stage in your customer's buying journey. With inbound marketing, potential customers find you through channels like blogs, search engines, and social media. Unlike outbound marketing, inbound marketing does not need to fight for potential customers attention. By creating content designed to address the problems and needs of your ideal customers, you attract qualified prospects and build trust and credibility for your business.
10. Primary Domain Press Release posts to (<http://aboutbitco.in/>) (controlled by Markethive)
11. Indigenous Land (exchange and mining) - Wind River (<https://windriver.org/communities/wind-river-indian-reservation/>)
12. Markethive Inc. is a Wyoming based C Corp that holds the Trademarks, and Copyrights and domains:
<https://uspto.report/TM/86203806>