



EHELP

— 艺助 —

Ehelp Company (USA)

NFT Management and Consulting Platform Whitepaper

<https://ehelp.fans/>

Ehelp ——— Shaping the future of Global NFT

- 1. Asian NFT Market Leader:** Trusted brand and widely established in Asia NFT Community.
- 2. Fully serviced NFT Platform:** Sell, mint, collect, and manage NFTs, Ehelp token or use them as assets in NFT trades.
- 3. Experienced Entrepreneurs:** Serial entrepreneurs and experts from the industry with a proven track record in Art Collections, Software Development, Blockchain Solutions, Legal and Finance.
- 4. Excellent Consulting Team:** Mentors are influential individuals or entities in the digital asset industry.
- 5. Proprietary Tech-Stack:** With innovative and advanced UX, UI, mobile and network solutions.



Abstract:

A collage of digital art by “Beeple” was sold for \$69 million, a baseball star card was sold for \$5.2 million, a tweet for \$2.916 million, the Kings of Leon released an album as an NFT, and people have started buying virtual houses as NFTs etc. The magic behind all these opportunities is called “NFT.”

As the NFT market is still evolving, we clearly understand that most of the artists have the feeling of not being able to express themselves within the new meta world of NFT art at the level they deserve. Therefore, we are convinced that this new market is enormous but missing a company can help all the leading artists, collectors, curators, and other art foundations surrounding us. After decades of collaboration and passion within the Art industry, we believe now is the perfect time that we can give our most valuable contribution to the Art World, and this is how Ehelp NFT platform was born.

With NFTs, we help artists find a new way of collaboration within the art ecosystem and their artistic genres. For instance, by taking a physical masterpiece, cloning it into a digital asset, and then adding on top of it to further creative elements, attraction and experience from different art segments including soundtrack, video elements, etc. In addition, besides providing meaningful “artist crossover” opportunities, Ehelp enables artists to tokenize their original work which fully align with the spirit and intrinsic value of the original work and intentions of the artists.

Ehelp company (USA) is a pioneer in digital assets and digital arts. The Ehelp NFT platform operated by the company has grown into the premier NFT platform with nearly \$20 Million of art collected. Curation

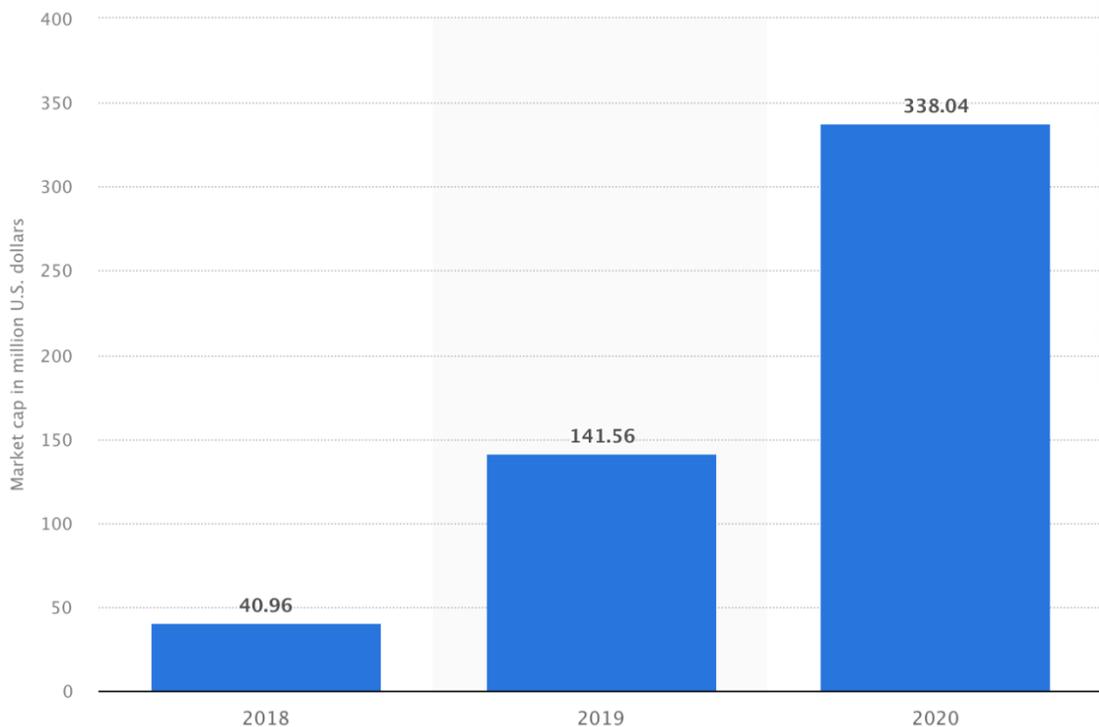
will begin transitioning to our community of artists, collectors, and curators via a new Ehelp NFT platform token, \$EHELP TOKEN.

This Whitepaper lays out the business model, technical foundations, and economic mechanisms of Ehelp Company and Ehelp Token that we are offering.

1. Background:

NFT stands for “non-fungible token” and represents a unit of data stored on a blockchain. A key benefit that the NFTs create is the possibility to bring “scarcity” into the digital realm, in the sense that there will be only ONE digital asset that is the true original, and the ownership of this asset can be easily tracked and verified. NFTs appear to be the best way to implement it in the developing art industry.

Since 2017, NFTs have experienced explosive growth with evolving technology and earned a passionate user-base.



- In late 2017, total NFT sales started to boom, going from 100 sales per week to averaging around 15,000 to 50,000 sales per week.

- In 2017, the NFT industry market cap was measured at just over \$30 million.
- In 2018, the NFT market cap rose by 33% weighing in at \$40 million.
- In 2019, the market cap continued its path of growth. At the end of the year, it was at roughly \$141.56 million.
- There was a second spike two years later in late 2019 to early 2020 when sales went up to 30,000 to 80,000 per week.
- 2020 was the breakthrough in which NFT transactions tripled, reaching more than \$338.04 million.
- According to nonfungible.com, there were between 20,000 to 40,000 unique buyers in any 30-day period between March 1 and May 31, 2021.
- In the first quarter of 2021, nonfungible.com estimated around \$2 billion were spent on NFTs. However, this does not include things like the NBA Top Shots, which make up almost half a billion on top of this.

Today's entertainment, sports, art, and gaming industries are buzzing about NFTs including musicians earning millions of dollars through releasing their own NFTs, to professional athletes launching their own NFT companies, and prestige artists looking for opportunities to mint tokens for their original artwork.

Therefore, NFTs may not only impact the way art is created or transformed into digital art but also completely change how art is traded, bringing new channels of monetization in the primary and secondary market.

2. Definitions:

1. **Collaborator:** a person who works jointly on an NFT project, such as a NFT Broker, Dealer, Trustee, Creator and so on.
2. **Creator:** a person who creates and mints NFTs on blockchain and/or NFT marketplace.
3. **Consumers:** a person who buys NFTs or uses NFT services on NFT marketplace.
4. **NFT marketplace:** the platform which allows the creator to mint NFTs such as OpenSea, ETHFUND, Rarible, etc.
5. **Financial Year:** a 12-months period used by Ehelp Company to calculate how much money is being earned, spent, etc.

3. The EHELP NFT Platform

a. Mission:

Ehelp NFT platform is a revolutionary platform of form, function, curation, and collection. Our core team hand-picked and approved artists to unleash their work via blockchain technologies—to mint their work on a shared smart contract as NFTs. We put ownership in the hands of artists, curators, collectors and the NFT digital art community at large.

We believe blockchain is ushering a new era of the internet that enables the community members of the platforms to be the owner of the platform, help the platform bring ideas to life and benefit from the

upside value created by them. As Ehelp grows, we aim to empower our community members by offering our crypto token as incentives to active curate and the governance of certain network parameters including, spaces, commissions, and grants.

b. Curation at Ehelp NFT Platform:

Curation is fundamental to any art market or creative community. Our platform has implemented two ways toward more decentralized and diverse curation.

First, Ehelp NFT platform opens its gate for community participation which allows independent artists to submit their portfolio to the platform. Besides being administered by the Ehelp team, the vetting and invitation process will be expanded to agents and curators from other continents. However, the work is subjected to final review of our independent curation panel which consist of five community members, initially selected by Ehelp Company, but eventually voted by Ehelp token holders.

Second, Ehelp NFT platform also provides services for independent artists including mint, promote and sell their work directly to buyers. More in detail, we help artists to deploy a custom NFT minting contract, begin tokenization and sell their artwork. A creation of NFT on the platform is developed according to the following standards:

ERC-721: Standard for single tokens on Ethereum Network

BEP-721: Standard for single tokens on Binance Smart Chain

ERC-1155: Standard for series off token (collections and multiplies)
on Ethereum Network

Once a piece of work has been sold, Ehelp will keep 2.5%-50%, the collaborator will get 0%- 45% (0% means no agent involved) and the

creator will receive 25%-97.5% on a primary sale, depending on the form of contract the creator has signed with Ehelp and the agreement the collaborator has signed with the creator.

Further, agents who successfully promoted our artwork and upon a sale is completed, they will receive Help Point for the commission and Ehelp token as reward.

Lastly, Ehelp gives away NFT derivative products to the buyer after they completed their orders on the platform. We have adopted different marketing strategies such as bundling, auction and blind box auctions.

c. NFT Types:

- (1) Minted — for an artist or agent who owns the master and copyright of the artwork.
- (2) Reserve price — listed with a served price, but no one has placed a bid on the auction yet. It may be listed as both an artist and an agent.
- (3) On Auction — listed with a reserve price and the auction has started. It may be listed as both an author and an agent, but only the Ehelp user/purchaser can make a bid.
- (4) Final Bid — NFT token with an ended auction. The token waits for transaction confirmation.
- (5) Sold — token owned by a Ehelp user or purchaser who hasn't put it on sale yet.
- (6) Reserve price and fixed price.

d. Actors and Stakeholders:

- (1) **Ehelp Company (USA) management Team:** the founding team and key developers of the Ehelp NFT platform. The team is responsible

for ongoing product development, operations, revenue collection, facilitating network governance and community development.

- (2) **Ehelp Governance Council:** designated officers of Ehelp NFT platform, elected and accountable to the token holder community. Responsible for on-chain certification of governance votes and allocation of treasury funds via a five of seven multi signature setup. Facilitates the development and transparent voting on various platform proposals.
- (3) **Artists:** Verified artists who have either been approved as independent artists or invited to mint artworks in one or more Spaces of Ehelp NFT platform.
- (4) **Agent/Curators:** individuals who Ehelp Company contracted as the Space operators or local agents for verified and prospective artists and Ehelp NFT platform.
- (5) **Technical Support Team:** team members ensure community SIPs meet the necessary feasibility and implementation standards prior to an official vote by the Ehelp Governance Council and token holders.
- (6) **Ehelp Investors:** Any individual holding Ehelp token and they are eligible for public governance including Space proposals, artist onboarding criteria, network commissions and fees and ongoing expenditure of treasury funds held by the governance council.

e. Gas Fees:

Each time you execute the contracts on Ethereum blockchain, you pay the miners that own the computer hardware doing that computation. Each transaction is charged, and the transaction name is the Gas Fee. The

amount of Gas depends on miners' workload and is not regulated by Ehel Platform. For instance, an NFT transaction gas fee would typically range from \$5 to \$110.

f. Authorization:

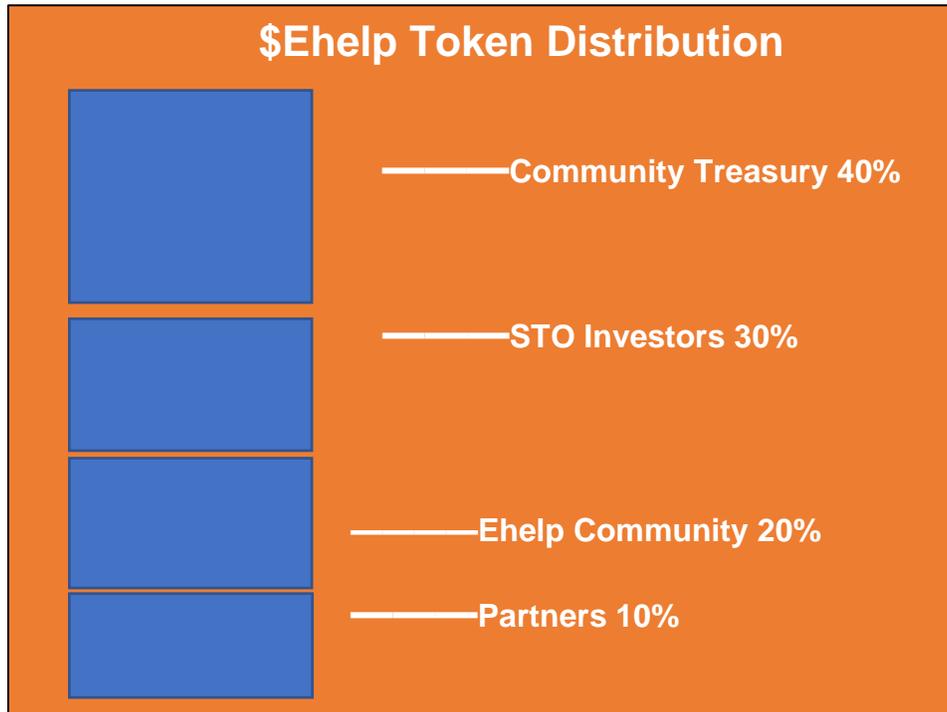
The authorization in the system is made by a wallet address. The system recognizes a role and outputs UI depending on the role. Roles differ on the ability to create NFTs only, or only buying NFTs. Granting an artist (Ehel Artist NFT) role and administration. Using a smart contract, the government council grants the Artistic role and administration. Using a smart contract, an administrator grants the Artist role to the candidate. In order to grant a role, there is an onboard procedure that results in getting all necessary information about an Artist candidate.

g. Storing user data:

All Ehel users regardless of their roles are stored in the database on the platform. All data about a user is filled by himself/herself whenever he/she wants to do this. However, minting NFT tokens (for artists or agents) or placing bids (for art purchasers) becomes available after filling out necessary details about them. Inter Planetary File System (IPFS) is used for storing and sharing NFTs in a distributed file system.

4. The Ehhelp Token:

a. Supply: 1,000,000,000 \$Ehhelp Token



b. Initial Distribution Plan:

(1) Community Treasury – 400,000,000 \$Ehhelp Token (40%):

This portion of Ehhelp Token will be retained by the Community Treasury that will be owned and operated by Ehhelp Token holders. The Ehhelp Governance Council will initially custody the Community Treasury which is eligible to be used for corporate governance.

25% of Community Treasury (100 million \$Ehhelp Token) will be launched over the course of four years.

(2) STO Investor – 300,000,000 \$Ehelp Token (30%)

This portion of the Ehelp Token will be distributed to investors who participate in our funding rounds including Crowd Funding and Private Placement process. The STO investors will be able to participate in Ehelp future governance if they so choose.

The \$Ehelp Token distributed to STO Investor is subject to a six- or 12-month holding period which is required by Regulation CF and Regulation D (17 CFR § 230.500 and 17 CFR § 227).

(3) Ehelp Community – 200,000,000 \$Ehelp Token (20%)

This portion of the Ehelp token is distributed to the core community of artists and collectors who have made contributions to the Ehelp NFT platform.

The Ehelp Community tokens are claimable on November 15, 2021, for the following 90 days. Thereafter, the unclaimed tokens will be reallocated to the Community Treasury.

The amount of Community token airdrop will be based on a combination of gross market value of the art contributed by the artist or collector and the quantity of the number sold. Upon the artist or collector claiming the token, the governance council will make an appraisal on the artwork and determine the number of the Ehelp token distributed to such artist or collector.

(4) Strategic Partners & Future Employees – 100,000,000 (10%)

This portion of the Ehelp token is reserved for the Ehelp Management team who helped bring the Ehelp NFT network to launch

and future employees and will have a minimum of 6 months holding period requirement.

5. Ehelp Governance Council:

a. Decentralized curation, community, organizing and artist empowerment

The Ehelp Governance Council (the “Council”) will be comprised and governed by Ehelp token holders. The council will oversee key platform parameters, allocate funds from the community treasury, and vote on proposed improvements to the Ehelp NFT platform.

The Council is expected to evolve over time through transparent self-governance. Any shareholder proposal will be submitted and voted through Council Governance.

The Council controls the Community Treasury via a four of seven multi-sig wallet. The initial signers for the Governance Council are:

- (1) Te Liu: Ehelp Company Co-founder, Artist and Creative Producer.
- (2) Shutang Li: Easyfind Company Chairman and International Relationship Expert.
- (3) Yuzhou Wu: Chairman of US Overseas Student Union, A Non-profit Organization.
- (4) Shiyao Feng: Easyfit Company Co-founder, Computer Science Master Degree.
- (5) Xiaoying Liu: PR Law Center, Marketing Manager.
- (6) Boxing Yan: PR Law Center, General Manager.
- (7) Wanying Wu: Easyfind Company Public Relation Manager

Council signers merely act as executor for decisions passed through governance. They do not have the ability to unilaterally allocate treasury tokens and merely oversee the safety and security of the underlying Community Treasury Assets.

This council consists of two team members, two investors and three community members. The initial council members are merely selected for launch, and they are eligible to be replaced through governance at the choosing of Ehelp token holders.

b. Staking and Curation Incentives:

Ehelp Company may also launch future liquidity and/or staking programs as deemed valuable by token holders. The governing powers of the stake holder will not be merely determined by financial capital, but rather by the social values and signaling of core contributors working to actively shape the future of the Ehelp NFT platform. The following network parameters are expected to be governable by token holders

- **Ehelp NFT Spaces:** The total number of Spaces, curatorial requirements to operate a particular Space on Ehelp NFT network, associated with minimum/maximum fees + commissions.
- **Artist Onboarding:** the number of independent artists admitted to Ehelp NFT platform, frequency and method of artists expansion, and minimum portfolio screening criteria to be required.
- **Treasury Operations/Management:** establishment of artist and developer grant programs.

Note: the parameters of these Network features should be interpreted as default setting, and subject to modification by the Ehelp governing council as necessary to promote the success of Ehelp NFT platform.

6. Roadmap:

<p>March 15, 2021 to October 14, 2021 Built track record</p>	<ul style="list-style-type: none"> ● Tokenized 200 pieces of artwork from acclaimed artists from China and the U.S. ● The tokenized artworks are now available for purchase as NFT on Ehelp NFT Platform. ● Established a non-profit subsidiary of Ehelp Company, "Digital Asset Academy of America (DAAA)." ● Organized Ehelp STO team members including legal, finance, marketing, KYC/AML provider and technical support, and started the researching process.
<p>October 15, 2021 to November 14, 2021 STO Pre-Launch</p>	<ul style="list-style-type: none"> ● Mint Ehelp Token on Issuing Platform. ● Mint Help Token on Ethereum Network. ● Choose Crowdfunding Platform, Broker- Dealer Firm and Trust Agency. ● Prepare Form D and Form CF filing in compliance with Regulation CF and Regulation D. ● Whitelist pre-approved investors ● Launch Ehelp STO official Website.
<p>November 15, 2021 to February 15, 2022 STO Launch</p>	<ul style="list-style-type: none"> ● The Ehelp token becomes readily available for purchase on Crowd Funding Platform or through Broker-dealers. ● D form and C form filing will be completed. ● Ehelp token will be listed on Crowdfunding Platform. ● Private round funding process will be closed. ● Ehelp Token will be sent to investors who have completed the purchase. ● Qualified artists or agents may claim Ehelp token via ehelp community channel.
<p><i>Continued</i></p>	
<p>After February 16, 2022 Post STO maintenance</p>	<ul style="list-style-type: none"> ● Ehelp token will be listed on Defi. ● More NFT artwork will be minted by the platform. ● Aggregate diverse business partners and collaborators.

7. Help Contribution Points (HCP):

HCP distribution is based on the contribution in which each Ehelp user or entity has made to the platform including collaborators, creators, consumers, and Ehelp platform itself.

Each user's HCP will be calculated and displayed on his/her Ehelp user account. The user can use their HCPs to redeem EHT. Once the EHT is redeemed, the user's HCP number on the account will be reset to zero. The user can also use their HCPs to purchase services provided by Ehelp with a discount. In addition, the HCP is only linked to one account which means it cannot be traded, transferred, sold, or purchased.

a. HCP Calculation System:

The number will be calculated based upon the price when the artwork has been sold as well as the role one plays in this sale. More in detail:

Creators: 1 dollar earned equals 1 HCP earned.

Collaborators: 1 dollar earned equals 0.8 HCP earned.

Consumer: 1 dollar earned equals 0.2 HCP earned.

Ehelp Platform: 1 dollar earned equals 0.8 HCP earned.

b. Annual EHT bonus:

Annual EHT bonus will be distributed by Ehelp before the end of each financial year. The amount is based on the HCPs earned by the user divided by the total amount of the HCPs distributed by the platform. For example, if (1) one user has been awarded with 100 HCPs, (2) the total HCPs about to be distributed is 100,000 and (3) the Ehelp Governance Council determines to airdrop 5,000 EHTs by the end of the financial year, the user will be entitled to receive 5 EHTs ($100/100,000 * 5,000 = 5$).

In addition, the Annual EHT bonus will also be distributed based on the role of the users. 50% will be allocated to Creators, 40% will be allocated to Collaborators and 10% will be allocated to Consumers.

8. Risk and Uncertainties:

Prospective purchasers of Tokens should carefully consider and evaluate all risks and uncertainties associated with the Token vendor and/or its affiliates and their respective business and operations, tokens, token sale and Ehelp NFT platform. Further details of the risk factors relating to participating in the Token Sale and the Token Vendor will be set out in the Token Sale Terms. Token value may decrease if any of such risks and uncertainties develop into actual events, the business, financial condition, results of operations and prospects of the Token Vendor and/or its affiliates could be materially and adversely affected.

9. Token Disclaimer:

Help Token does not constitute an investment and is not a security. The help token does not represent any claim for repayment of a monetary sum against the issuer, nor have persons holding help tokens any claim against Ehelp Company for payment of interests or for profit sharing generated by the issuer.

Ehelp Company will make the best efforts to have Ehelp Token listed at a cryptocurrency exchange or defi trading platform. Until a listing has been completed, token holders can dispose of tokens only by way of selling them on a bilateral basis. There is no guarantee that buyers for Tokens will be available or that they will be willing to pay the price paid by the token holder at the time of the acquisition of the token.

Acquisition of tokens is suitable only for experienced individuals who are able to evaluate the risk, including the risks related to the underlying technology and who have sufficient resources to be able to bear any losses, including a complete loss. Before subscribing or acquiring Ehelp token or Help token, prospective investors should specifically ensure that they understand the structure of and the risk inherent to the tokens.

Prior to the acquisition of Ehelp token, prospect investors should independently assess any potential risks, seek advice with respect to the economic, legal, regulatory and tax implications of the purchase of BSPT Token and should consult with his/her own investment, legal, tax, accounting or otherwise advisors to determine the potential benefits, burdens, risks, and other consequences of a purchase of Ehelp token.

Prospective Token Holders are required to study the white paper, the website, the FAQs, and all other available information sources and are encouraged to clarify all their questions prior to the acquisition of Ehelp Token and Help Token.

10. Key Team Members:

Our STO team is an excellent combination of Art, Technology, Legal and Strategy.

- a. **Te Liu:** Co-founder and CEO of Ehelp Company (USA). Mr. Liu also works as a leading producer, director, and screenwriter in Los Angeles.
- b. **Shutang Li:** Co-founder of Ehelp Company (USA). Moreover, Mr. Lee is also the Chief Operating Officer of Easyfind Group, the parent

company of Ehelp. It is worth to mention that Mr. Lee is the first appointed Puerto Rico Chinese Ambassador.

- c. **Yuzhou Wu:** Chief Operating Officer of Ehelp Company (USA) and Principal Operating Officer of Easyfind Group (North America).
- d. **Shiyao Feng:** Chief Technology Officer of Ehelp Company (USA). was graduated from UC Riverside with Master's degree in computer science, is the executive in charge of Ehelp technological needs as well as its research, propaganda and development
- e. **Mingquan Zhang:** Compliance Officer of Ehelp Company (USA). Mingquan Zhang provides strategic and practical counseling to companies and individuals in the blockchain ecosystem, ranging from early stage developers of digital securities and commodities to mature blockchain business.

11. Advisors:

Our Advisory Team brings us experience in Finance, Entrepreneurship, Innovation Management, and a Broad Network within the Blockchain Industry.

- a. **William Tien:** Mr. Tien has more than 12-year experience in the development of financial payment systems. Currently, he is the CEO of T8 Exchange PTY Ltd. and TiENPAY.
- b. **Tienan Cui:** Mr. Cui is the CEO of DA Media LLC, a corporate shareholder of Ehelp Company (USA). Mr. Cui has extensive experience in mergers, acquisitions, and a wide variety of transactions. He regularly advises clients on securities law reporting and compliance and other commercial matters.

12. Corporate Network:

- a. Easyfind Company
- b. DA Media LLC
- c. Pacvia TV
- d. PR Law Center
- e. US Overseas Student Union
- f. Digital Asset Academy of America

13. Conclusion:

Ehelp STO team consists of building a great NFT platform and investment vehicle. We differentiate ourselves from the others by providing a full scale of services for our Artist, Consumer, Clients, and Investors. Our Unique Team commits to push the limits of technology and beyond and challenge ourselves to unlock the most creative solutions for complex artistic and technological NFT concepts. This is the new beginning of the Ehelp NFT Platform. We hope these details can provide clear guidance around our commitment to the power of self-organizing NFT Art Community.