



# THE RISE OF THE ENTREPRENEUR THROUGH MARKETHIVE'S ECOSYSTEM

Thomas Prendergast &  
Douglas Yates

**Markethive is an ecosystem for entrepreneurs, built on the block-chain, with the combined powers of LinkedIn, Amazon, and Marketo an Inbound Marketing Platform.**

*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\\_support](https://t.me/markethive_support)

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: [cfo@markethive.net](mailto:cfo@markethive.net)

## EXECUTIVE SUMMARY

Markethive is the first Market Network using the blockchain. A Market Network is a real virtual world where you can have fun, shop and make money. A Market Network using a blockchain is the most secure and transparent system available today. Markethive facilitates a collaborative culture that is a decentralized and autonomous environment.

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. The evolution of Internet communities incorporating commerce and secure store fronts. 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 Market 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 2019.

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 56,000 active subscribers into our system, many of them recently upgrading to our paid Entrepreneur Loyalty programs.

These loyalty program are 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 Incentivized Loan Program (ILP) holders.

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 top 5 of companies in the blockchain media companies. Our Alexa rating, as of Nov, 2019, is 11,500. This is an important metric as search trends, media attention as well as the faith from their investors. To increase the demand for our loyalty programs, Markethive rewards active members with airdrops and faucet like payments, and members that upgrade with ILP holding options.



In illustration of this revenue model, we have actual data from current members who have upgraded 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)
<b>Total projected profit =</b>	<b>\$677,600</b>

\* 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** Blogcasting, News Feed

**2017** Social network, capture page system and autoresponder

#### **Phase 1: Stabilization, Onboarding, Airdrops, Micropayments, Wallets, Core Systems Rollout & Integration**

**2Q18 - 3Q18 - COMPLETED**

##### **• Sprint 1 - Onboarding**

- Migrate to Microsoft Azure
- Move source control to BitBucket.
- External Pages Responsive

- Compress Membership Levels - DB Update
- Activate Membership Upgrade Function
- Add NUKE Function
- Upgrade SSO
- Release new functions from DEV to Production
- Full Integration Testing
- Update onboarding/upgrade videos

- **Sprint 2 - Airdrops/ Micropayments**

- Complete Local Coin Purse
- Complete MHV Coin Creation
- Addition Admin Functions

- Database conversion, implement blockchain data storage
- Activate Airdrops & Micropayments

## **FUTURE MILESTONES**

### **Phase 2: Wallet/ Exchange, ILP Token, Marketplace, Feeds & Mobility**

**1Q19 - 3Q19**

- **Sprint 3 - Integration**

- Convert all APIs to internal MH-built APIs
  - › Like SNAP (Social Networks Auto-Poster) Wordpress plugin; create, maintain and manage all Social accounts
- Enhanced SSL Implementation
- Fully Responsive.
- Gamification; Hive Ranking
- Enhanced Lead Generation and tracking (CRM)
- Super Groups
- Admin Functions
- Tipping - no more likes

- **Sprint 4 - IO Site, ILP Tokens**

- Completion of Markethive.io crowdfunding site.
- Creation of ILP token

- **Sprint 5 - Exchanges**

- Markethive Exchange
- Parings: MHV/BTC. MHV/ETH, MHV/BCH, MHV/XMR (optional)

- **Sprint 6 - Marketplace**

- Exchange's Troll Box(es)
- Entrepreneur Marketplace
- Survey Capture Page
- Broadcasting
- News Feed filtering

### **Phase 3: Distributed Advanced Market Network, Business Services**

**3Q19 - 4Q19**

- **Sprint 7 - Business Services**

- Wallet APP
  - › Local Storage for MH
  - › KYC/AML/2FA verification
- Secure Messaging

- **Sprint 8 - Distributed Advanced Market Network**

- Blockchain control of data and verification
- Blockchain distributed data sync.
- Hybrid Mining Pilot and Cultivation Facility Pilot

- **Sprint 9 - Translations**

- Add Korean, Japanese, Mandarin & Spanish
  - › UI is tokenize already (XML)

### **Phase 4: AR Conferencing, Business Services & Mining**

**1Q20 - 4Q20**

- **Sprint 10 - AR Conferencing**

- AR Conference & Meeting Rooms

- **Sprint 11 - Mining Facility Pilot**

- Hybrid Mining Pilot and Cultivation Facility

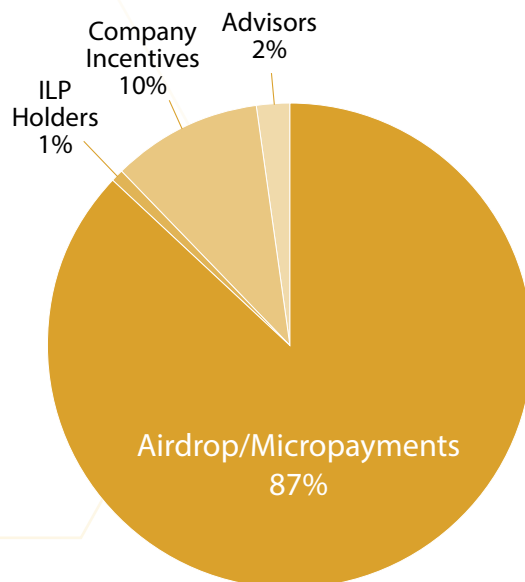
# MARKETHIVE CONSUMER COIN (MHV)

Markethive is proud to announce our MARKETHIVE consumer coin (MHV). This is the ENTREPRENEUR's consumer coin which brings the Markethive transactional value to you, the entrepreneur. The MHV coin is an ERC20 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 MHV, is to sign up for a free Markethive.com 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 MHV consumer coins. This and the evergreen airdrop promotion are the ways to acquire MHV. We have a total of 8,888,888,888 consumer coins created.

*Markethive Coin Allocation*



\*\*Note that Founders only have .03% of total allocation  
Over 28M MHVs in circulation and 750K transactions to date.

Markethive has designed an evergreen AIRDROP system, with the plan to give away at least 1 BILLION MHV coins the first period. 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 MHV's volume.

Markethive has a built-in referral system programs. With them you can introduce others to Markethive and help them acquire FREE MHV coins, and you will in turn receive additional MHV coins.

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

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 500MHVs airdrop (initially).

2. Internal Airdrop #2: All active Markethive.com Entrepreneur One level members will receive matching 500MHVs airdrop on all their associates.

3. Evergreen Airdrop turned on.

- a. All New FREE sign-ups to Markethive.com receive MHV airdrop upon account opening.
- b. All Entrepreneur level members receive matching airdrop on new associates.

MHV 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 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 MHV coins and other top ten coins like BTC, XMR, ETH. 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 (ILP)

We have set aside 1,000 Markethive ILP Tokens, acquired through our Incentivized Loan Program. These tokens are limited and rare and entitle the holder to be paid first of the net monthly profits. Simply by loaning monies to Markethive.

Each ILP token entitles the holder to a pro-rated portion of Markethive's net profits as interest payments and a balloon payment of the principle at the end of the note's term (which can be renewable).

PLEASE NOTE: These ILP tokens are transferable and can be exchanged with others. A detailed white paper, the process and how to participate is available upon request.





# INCENTIVIZED LOAN PROGRAM

## INCENTIVIZED LOAN PROGRAM

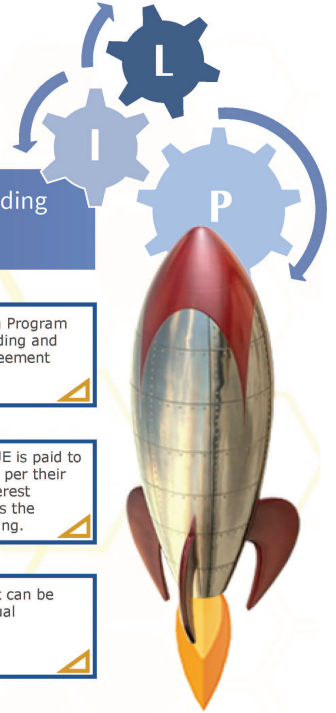
### Raising Funds Without an ICO.

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.



### ILP RELEASE

- |   |        |
|---|--------|
| 1. ILP-RELEASE #1                                 | CLOSED |
| 2. ILP-RELEASE #2                                 | CLOSED |
| 3. ILP-RELEASE #3                                 | CLOSED |
| 4. ILP-RELEASE #4 (Optional; 50 @ \$250,000 each) |        |
| 5. ILP-RELEASE #5 (Optional; 50 @ \$500,000 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 Veretekk, 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 (MHV). Not only can an entrepreneur generate massive sales for their business(es), but while doing this they can also acquire and use MVH 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 MVH 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

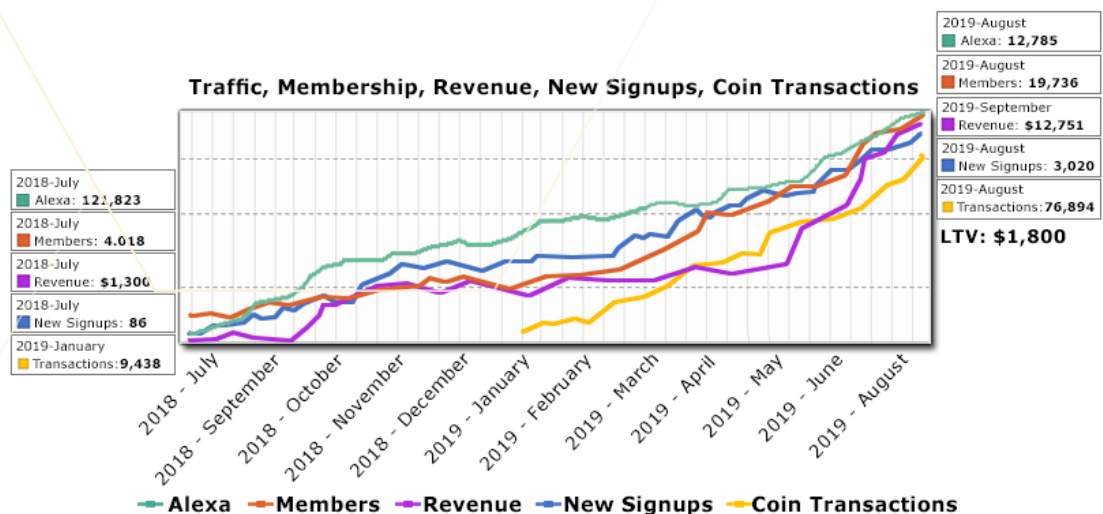
Here is a bullet point list of milestones accomplished by Markethive's team to date of this publication:

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, CEO

Douglas Yates, CTO

Annette Schwindt, Senior Analyst

## DEVELOPMENT TEAM

Menlo Technologies, IT Development

FogChain, Corp, Blockchain

10x Management, Blockchain

## MARKETING TEAM

Deb Williams, Senior Copywriter

Chuck Reynolds, Curator

## ADVISORS

Luke Kenneth Casson Leighton

Matthew D. Kaufman, Corporate Legal Counsel

# APPENDIX

## LIST OF ALL PROJECTED REVENUE SOURCES

1. Loyalty Programs
  - a. \$100-\$250USD 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/douglas/>)
3. Profile Page (HUB) (<https://markethive.com/douglas/>)
4. Support ([https://t.me/markethive\\_support/](https://t.me/markethive_support/))
5. Calendar scheduling (<https://markethive.com/douglas/>)
6. Live Conference Rooms (<http://hiveroom.com/>)
7. Blog Casting (<https://markethive.com/group/marketingdept/blog/markethive-vision-statement>)
8. Capture Page System Example (<http://wavefour.com/>)
9. Survey Page System (OpinionStage survey) (<http://hive.pg/EC>)
10. Copywriting (<http://hivebroker.com/>)
11. 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.
12. Primary Domain Press Release posts to (<http://aboutbitco.in/>) (controlled by Markethive)
13. Entrepreneurs Freelance Marketplace (<http://beelancers.com/>)
14. Mining (<https://drive.google.com>)
15. GPU Mining technology: (<https://drive.google.com>)
16. Indigenous Land (exchange and mining) - Wind River (<https://windriver.org/communities/wind-river-indian-reservation/>)

Markethive Inc. is a Wyoming based C Corp that holds the Trademarks, and Copyrights and domains:

<http://tmsearch.uspto.gov/bin/showfield?f=doc&state=4803:9lltg.2.1>