HALEN

Halen Technologies
Whitepaper

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Overview

Halen Technology is building a community-based super app that integrates the world of shared services for flight booking, ride share, vacation rentals, retail, and food delivery.

Halen is anchored by a franchise business model. It offers a user-friendly super app which serves as a single portal to a wide range of shared services. Our business model empowers users to combine all their ride share, flight booking, vacation rental, grocery, restaurant, and retail mobile delivery into a single app, eliminating the need to store payment and personal data across multiple apps.

It also streamlines processes for gig economy workers driving for multiple apps by optimizing trips for multiple services. By using a single platform, consumers of these services experience improved security, privacy, and time savings.

Halen Technology is introducing "Halen Reward" tokens ($HALN), which are blockchain-based social tokens. $HALN tokens are used to denote appreciation among network participants. Consumers and providers can transfer these social tokens among themselves to reward each other. By tracking the volume and direction of movement of these social tokens, the app can measure the strength of social relationships in the Halen network. This leverages the strength of web3 to enhance shared services.

Blockchain-based tokens represent fungible and exchangeable utilities. These tokens can neither be duplicated nor double-spent. Therefore, such tokens may be used as a store and measure of value and as a medium of exchange.

Tokenomics

Users of the Halen app may receive the $HALN token in their digital wallets as rewards for their service performance or loyalty. These tokens are ERC-20 tokens minted on Polygon blockchain, serving as non-monetary rewards for network participants. The token symbol is $HALN.

Token Distribution

In total, 500 million tokens of $HALN will be minted. Approximately 60% of the minted tokens (300 million $HALN tokens) will be distributed alongside the security token offering. Investors will get 100 $HALN tokens as perks for every $1 invested in Halen STO.

Token Reservation

The company will reserve 200 million (40%) of the total minted $HALN token for future use.

Contract Functionality: Burn and Mint

$HALN will not mint any additional tokens after the initial mint. While tokens will never be burned by our team, holders/ owners of $HALN tokens have the liberty to burn their tokens by sending their tokens to the NULL address of blockchain on Polygon.

Social Rewards

In the future, there will be a measurement of the strength of relationships in the communities of suppliers, workers, and customers based on these non-monetary reward tokens.

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Market Opportunities for Halen

Halen Technologies is developing an integrated world of shared services. By integrating these services, we will reduce the number of trips to consumers and save them money while raising the quality-of-service delivery.

In addition, there are several pain points for service providers. For example: drivers are frustrated switching back and forth between apps, have extended wait times between gig assignments, which results in cumulatively lower earnings than if they were kept busy. With the Halen app, they will be kept busy with multiple coordinated gigs. As a result, drivers will earn more money.

Without the app, customers face personal and financial information security risks. If they have six separate apps to perform six different services, that is six separate opportunities hackers and identity thieves have to gain access to their private information. With Halen, they dramatically reduce hacking risks by simply using one secure app for those six services.

Quality Service Delivery

Information Security

Reduced Wait Times

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The Halen App

Halen is a one-stop app with fascinating features. Incredibly, the app is a stand-alone platform, and does not depend on any existing competitor for functionality. With the app, customers can seamlessly combine all their rideshare, vacation rental, flight booking, grocery, restaurant, and retail delivery services.

Halen establishes relationships with restaurants, grocery stores, retail stores, and other service providers. The core involves matching customer preferences, location and demands with service providers through multiple services as indicated below.

Rideshare

Retail Delivery

Food Delivery

Vacation Rental

Flight Booking

Grocery Delivery

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Our Mission

Mission Statement

Our mission is to provide our customers unmatched convenience through our unique all-inclusive service offerings and business solutions that reach beyond customer and partner expectations.

We will achieve our mission through deep relationships and partnerships with service providers.
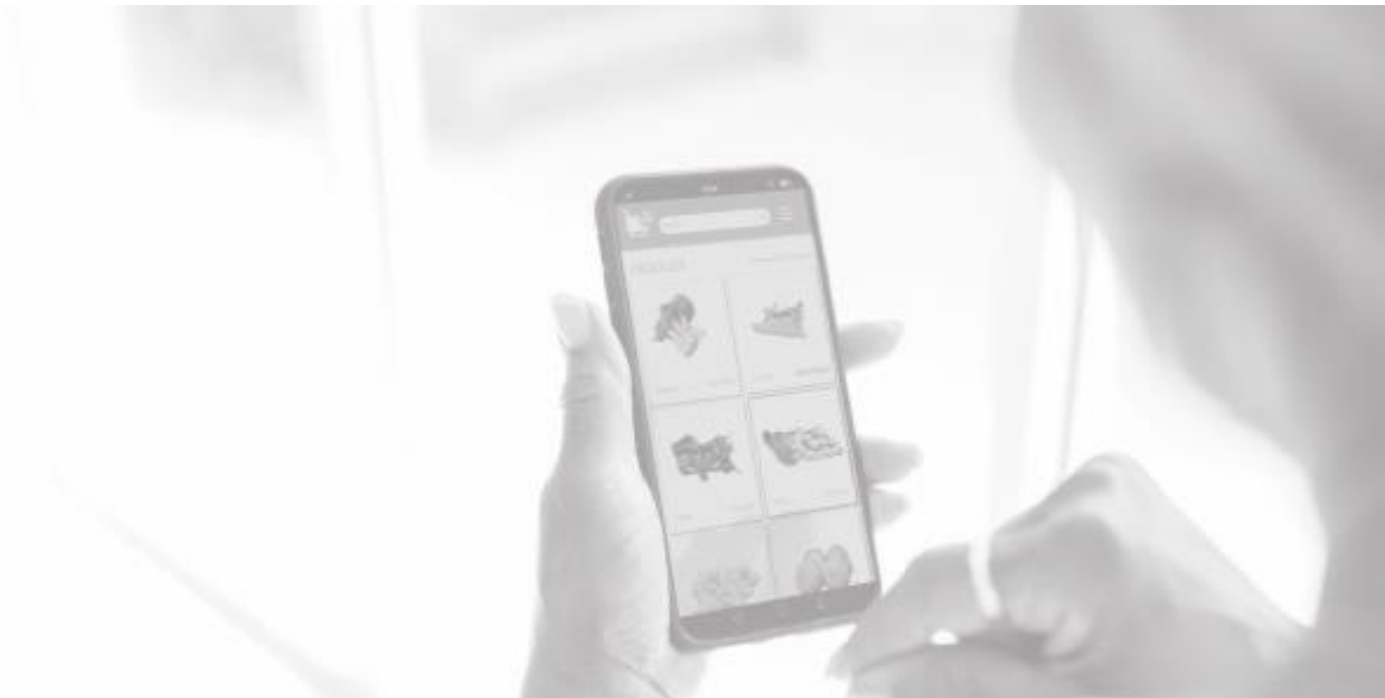
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Halen Business Model

Our super peer-to-peer app is a comprehensive platform that connects customers with service providers and drivers through a franchise-based model. Halen earns income from gross bookings and franchise fees.
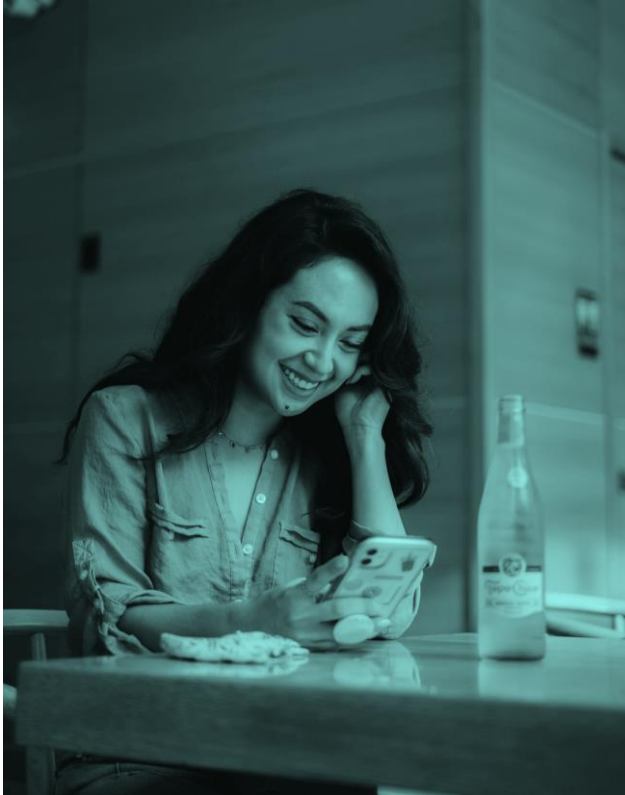
Our franchise-based, decentralized business model focuses on relationships between network participants. Halen works with providers, such as, grocery and retail stores to help facilitate the best pick-up and delivery services.

Halen enables essential workers to carry out shopping and delivery services. That way, grocery and retail stores need not devote capacity for serving online requests. They keep their employees right where they work, doing what they do best.

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Introducing the Halen Token

Halen Technologies believes that customers are an important part of the business and should be rewarded for their loyalty. Hence, Halen Technologies will launch a $HALN token to measure the strength of relationships in the network. These tokens will be based on ERC-20 standard. Network participants will use these tokens as non-monetary rewards similar to "Thank You" cards.

The ERC-20 is widely popular and is supported by a large number of apps, wallets and APIs. The Halen app will have an integrated wallet to enable customers to receive, store and transfer these tokens. Halen Technologies intends to measure the balances of these tokens as well as their movements to identify the strength of relationships.

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Halen Competition Analysis

Halen distinguishes itself in the service app sector through the high quality of its software user interface, the rock-solid underpinnings of its app's programming, and the high level of convenience it offers to its customers. The best services are the ones that make their users' lives better, and Halen makes its customers' lives just easier by taking conveniences they already enjoy and optimizing them through strategic combination and seamless presentation.

Driven by a deeply experienced and diverse team of professionals, Halen wins in an otherwise highly competitive marketplace by leveraging the long-standing business model of franchising to shared services. Because it is franchised, Halen is hyper-local in a way its competitors cannot match. This model also gives Halen far stronger cost control than similar companies. By franchising its business model, Halen decentralizes and simplifies operations. There is great power in simplicity, and Halen unleashes the immense profit potential of giving amazing experience while providing day-to-day services to eager customers.

Halen projects to be worth almost $3 billion in equity value after five years of operations. This presents an appealing return opportunity for early-stage investors.
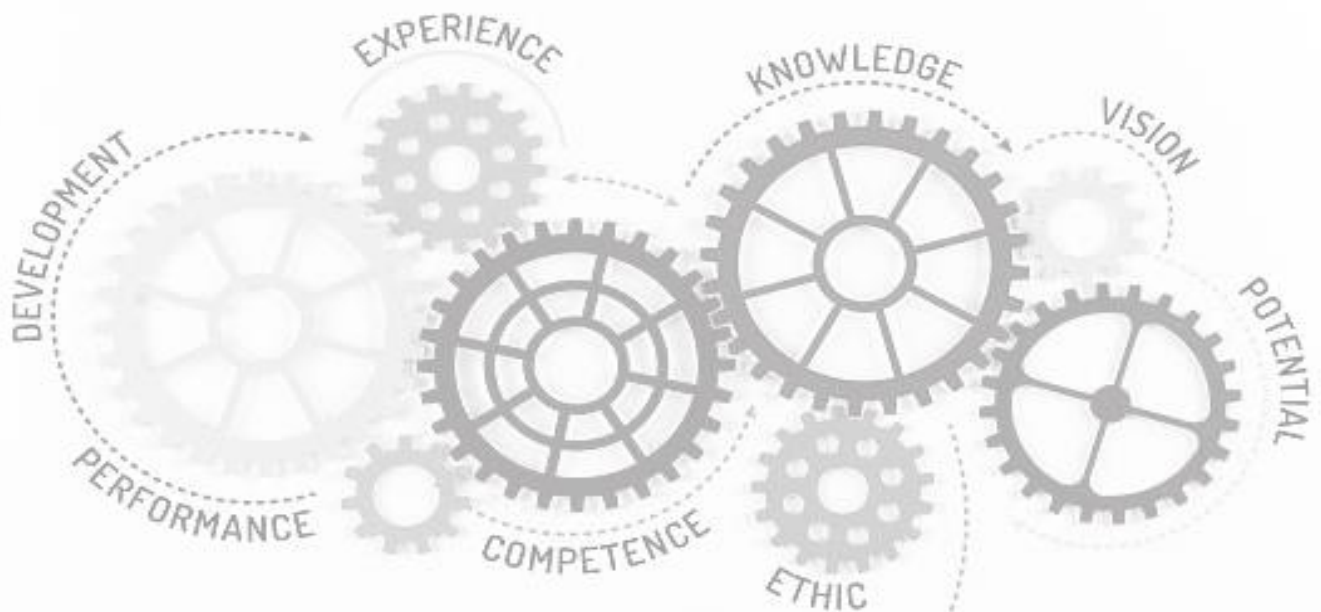
$3 billion
Estimated Equity Value

Forward-looking projections cannot be guaranteed (Listed Disclaimer on page 20)

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Corporate Level

At the corporate level, Halen is essentially a software and marketing company. The company's operations focus primarily on ensuring that its app works seamlessly and that its end-users have the smoothest experience possible. The company works aggressively to build a national brand that will assist with recruiting franchisees and generate demand for Halen services among consumers and individual gig-workers in specific markets. We operate in line with best practice.

Halen's staffing emphasis is on roles like software developers, UI/UX designers, marketing directors, and partnership managers.
Here are some key points about Halen:

Corporate Level

Here are some key points about Halen:

01 The Halen super-app offers multiple services in a $1.5 trillion immediately addressable market.

02 Halen got recognized and awarded $100K by Google for Startups Cloud Program..

03 Halen received recognition and was awarded $1 Million by KiwiTech - A strategic technology partner.

04 Investors consider Halen's franchise model as more likely to succeed than other business models.

05 Drivers improve their earnings by lowering their wait times between rideshares and deliveries using one Super App.

06 Halen co-founders include Forbes Tech Council and senior startup and brand management leaders.

07 There are already more than 4,500 drivers and 800 clients wait-listed.

08 Halen has a Zero-Emission Vehicle Program for drivers with fully electric vehicles. These drivers receive cash incentives.

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The Halen Token App

The Halen app is a sophisticated yet easy-to-use software that provides several solutions for its users. The app is exceptionally unique and there are convincing reasons that the app will emerge as one of the best apps ever developed.

Reward Token

The Halen app will leverage the $HALN reward token to encourage customer loyalty and network participation. The $HALN tokens could also represent customer loyalty points, while serving as "thank you" cards for exchange among network participants. The unique feature here is that Halen app users can earn $HALN tokens when they excel in providing their service. Providers too may reward their customers for their loyalty.

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The Halen Token App

Rideshare

The Halen app provides ride-sharing solutions for app users. In this case, app users can connect with other users to share a vehicle heading in a similar direction. Moreover, users do not need to pre-book a ride as it is an on-demand transportation alternative. Hence, meetings, business trips, and errands are easily enjoyed, as trips will be readily available on the Halen app.

Food Delivery Service

The Halen app offers seamless food delivery service to its users. Customers using the Halen app do not have to worry about prompt food delivery. At the press of a button, within a short duration Halen will deliver a ready-made meal with a beautiful smile.

Grocery Delivery

Grocery shopping has never felt this great and satisfying. Halen helps you fill your fridge with mouth-watering goodies without sweating it out at the checkout line. The Halen app makes it super easy for users to access the best online grocery items with a few clicks!
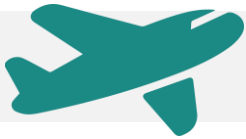
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The Halen Token App

Retail Delivery

With our app, users are just a few clicks away from getting their dry cleaning, medication pick-up, and shopping done. Our delivery services are reliable. So, customers can trust Halen to take their stress away.

Flight Booking

Flight booking has never been so swift. Customers get to book flights at the touch of a button. Bookings for family vacation trips, business trips, and all sorts of flights are easily completed using the Halen app.
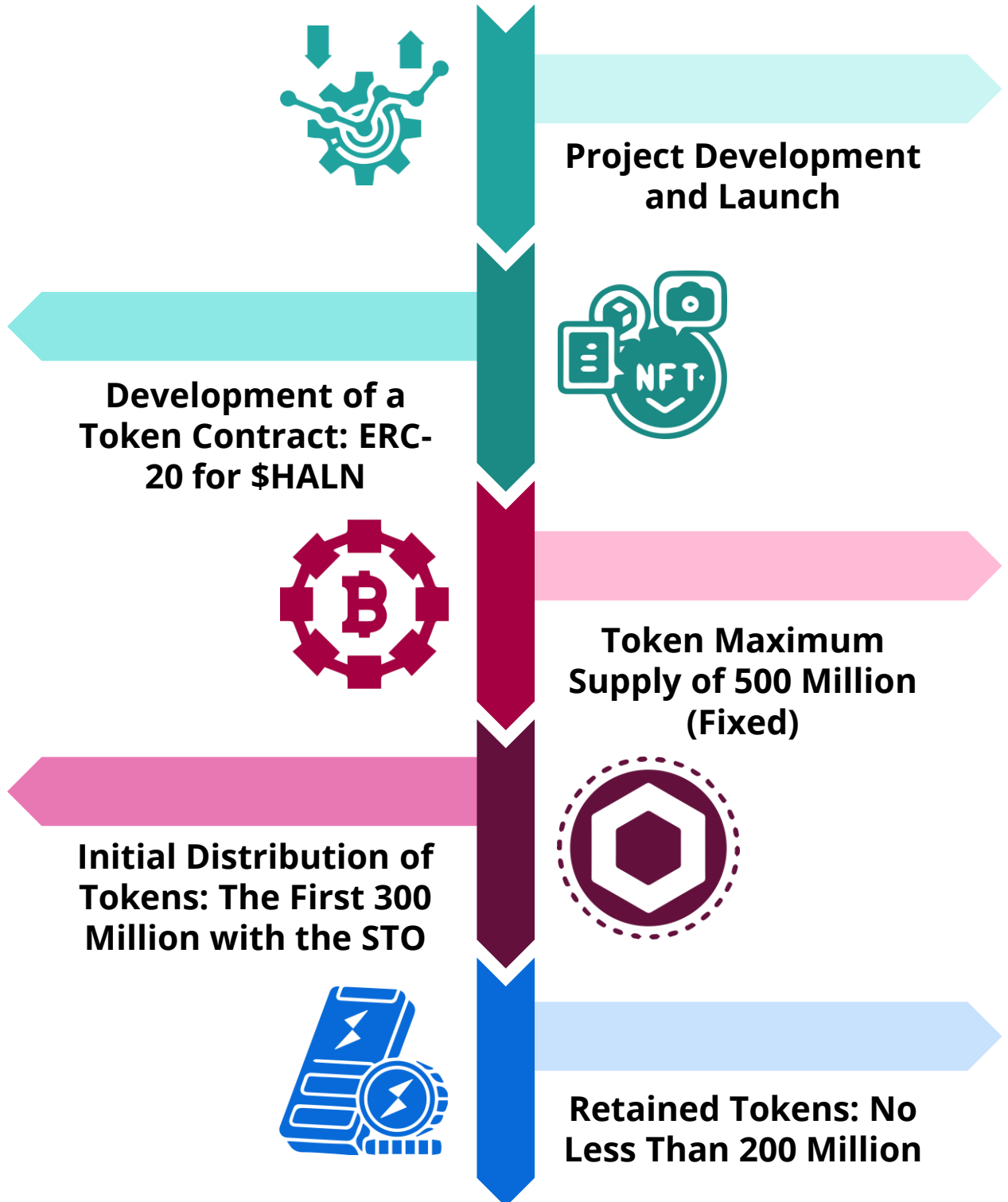
Vacation Rentals

With our amazing app, reserving fabulous vacation rentals is just so easy. Customers don't need to worry about time-consuming searches by location and complex booking processes. They may search instead for the type of experience they desire.

Roadmap

Below are the action plans put together by the Management team for successful business operations:

Project Development and Launch

Development of a Token Contract: ERC-20 for $HALN

Token Maximum Supply of 500 Million (Fixed)

Initial Distribution of Tokens: The First 300 Million with the STO

Retained Tokens: No Less Than 200 Million

HAL=N

Meet the Halen Team

Edward Mbeche
Founder and CEO

Halen technologies was founded in 2021 by Edward Mbeche, a serial entrepreneur with 20+ years of experience in the transportation and hospitality industry. He started DC Private Cars and Global Sedan which he sold after successfully managing and running the company for over 15 years.

Kennedy Ross
Chief Of Staff

Kennedy has over ten years of experience in developing content for various companies and organizations, including tech-storage, music promotion, online magazines, and publications.

Emmanuel Bamba
Co-Founder/CTO

Experienced full stack developer, educator with over 16 years of experience. Possessing Information Technology project management experience with the agile methodology (Scrum). Demonstrated ability to gather, analyze, and transform customer requirements or expectations into web application.

Christian T. Nkoulou
Co-Founder/Lead Flutter

An experienced web & mobile app developer. Top user for Flutter tag on Stack overflow. Worked with cross platform frameworks such as React-Native and Flutter. Spends most of his time writing cross platform apps with Flutter.

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Board of Advisors

Ivana Gargiulo
Board of Advisors / Human Capital

Extensive career as a Human Resources (HR) professional, that spans close to twenty years within multiple industries and disciplines of HR. Has passion for HR data analytics and emerging trends to impact meaningful people and business advancements.

Rich Shuman
Board of Advisors / Chairperson

Rich has extensive leadership experience advising global businesses in sustainability and product rollout in the automotive, aerospace, consumer technology and energy sectors.

James Arnold Jr.
Board of Advisors / General IP Counsel

James is a diversely skilled, award-winning executive leader with broad experience providing legal oversight and strategic leadership for organizations ranging from non-profit start-ups to multi-billion-dollar global enterprises.

Kimberly Decker
Board of Advisors /SEC Counsel

A well-rounded business lawyer representing private and public companies in all aspects of business, often acting as "general counsel" to clients who do not have in house legal staff.

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Board of Advisors

Anthony Rhem
Board of Advisors /Artificial Intelligence

A recognized thought leader in AI, KM, Big Data, Information Architecture and Innovation. Worked with U.S. fortune 500 corporations, financial, insurance, education, healthcare, as well as US Federal, State and local government, and the military.

Roger Flynn
Board of Advisors / Franchise Expert

With over 25 years of experience in franchise development, Roger has an extensive knowledge base as a franchise consultant. His expertise in franchise development ensures that the expansion packages he delivers to business owners is concise.

Lawrence Kostiw
Board of Advisors / Finance

Lawrence has several years of corporate finance and FP&A experience in various industries including oil and gas and entertainment services. Along with his investment banking background, he mentors startups and is a board member of a nonprofit.

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Disclaimer

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This document contains certain forward-looking information. These statements relate to future events or future predictions, including events or predictions relating to our future financial performance. Management wishes to caution the reader that the forward-looking statements contained herein are only predictions and estimates regarding future events and circumstances and involve known and unknown risks, uncertainties and other factors that may cause the company's actual results to be materially different from any future results or achievements expressed or implied by such forward-looking statements. This information is based on various assumptions by the management which may not prove to be correct. In light of these risks and uncertainties, there can be no assurance that the forward-looking statements contained or incorporated by reference in this document will in fact transpire.

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Thank You

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