TokenInsight

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AAA
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Celeb Plus

Rating Report

CCC Outlook Stable

April 2022

TokenInsight Research

research@tokeninsight.com

TokenInsight APP

TokenInsight.com

EXECUTIVE SUMMARY

Advantages

① Celeb Plus is a decentralized marketing platform designed for brand advertisers and internet celebrities. It provides a connecting platform where end users can get in contact and work out a deal without traditional agency intermediaries. It can help balance the compensation and costs of advertisement campaigns based on activity performance and tracked marketing data

② Celeb Plus has a relatively large team supporting the platform operation. Within the 83 people team, 42 people are in the tech department, which accounts for more than 50% of the entire personnel.

③ The project has a large Instagram following of more than 278k. Considering the nature of the business is brand marketing campaigns through internet celebrities, a large follower base may help future platform user growth.

Challenges

① The usage of the platform token CELEB is limited. CELEB is only used for bonus rewards at the moment. The payout of regular fees is still in Fiat money. There is no other usage for the token.

② The nature of the business requires a large user base, both in terms of brand advertisers and influencers. The more users, the more data that Celeb Plus collects and the better the rewards system. At the moment, Celeb Plus is still in the growing phase and needs more users to help build its community and system.

Outlook & Conclusion

Celeb Plus provides some solutions for some problems of the existing brand marketing market such as unclear compensation packages and a lack of credible results measuring methods. Besides, its advertisement through the social media influencer model is in line with the marketing trends. It also has a decent social media following. However, the project is still in the early development phase with new and diversifying products coming out such as NFTs. The platform operation needs more improvement for future expansion.

Based on the above information, TokenInsight gives Celeb Plus a rating of CCC, with a stable outlook.

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EXECUTIVE SUMMARY

Celeb Plus	
Project	Celeb Plus
Token	CELEB
Total Supply	1,000,000,000
Industry	Social Media Marketing
Team Size	83
Official Web	CELEB Project Site: http://www.celpl.io/ Platform Site: https://celebad.co.kr/; https://celebplus.co.kr/m
Whitepaper	http://celpl.io/download/En-Celeb+Whitepaper(ENG)_(0629).pdf
GitHub Link	https://github.com/celebplus/token-contract
Medium	https://celebplus-23214.medium.com/
Twitter	https://twitter.com/celebplus2020
Telegram	https://t.me/celebnotice https://t.me/celeb2021
Explorer	https://etherscan.io/token/ 0xA3e53fe692eEda3502cf5CcfD8a535E1f93d23Dd
Financing Information	Private Round - $400,000 - $0.88/CELEB
Competitors	The Influencer Marketing Factory

01. PROJECT INTRODUCTION

Celeb Plus is a marketing platform for brands and internet celebrities established in the first quarter of 2020. It operates an advertising platform and its objective is to build a connecting platform for celebrities, advertisers, and even consumers to improve the marketing campaign efficiency. CELEB is the native token of the platform which was generated in June 2020.

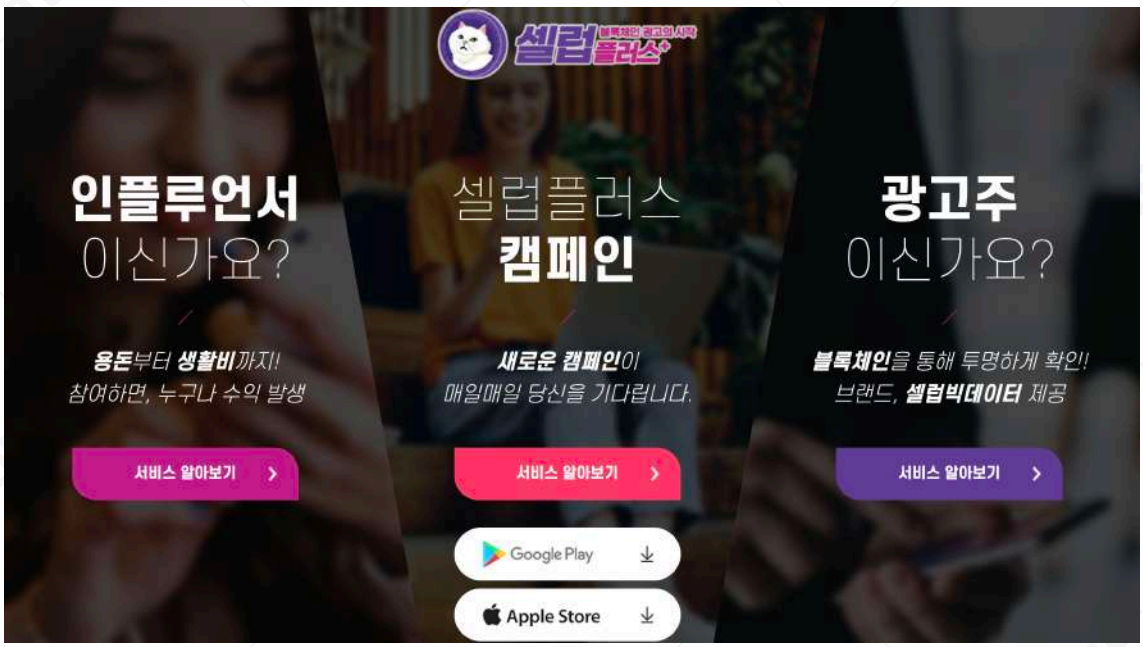
1.1 Celeb Plus Platform Structure

The main products of Celeb Plus include its official website, mobile application, and backend structure that supports all the operations. Celeb Plus deployed a hybrid structure on the Ethereum chain for transparency reasons while some other functions operate off-chain to ensure smooth performance.

An example of Celeb Plus's official website front page is shown in the graph below. On the left side is the portal for celebrities and on the right side is the portal for advertisers. In the middle is for general users to get to know Celeb Plus and download its apps.

- Celeb Plus Official Website

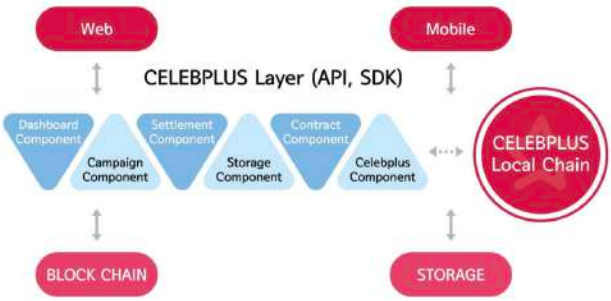
  Source: Celeb Plus



1.1.1 Module Structure

Considering Celeb Plus is operated both on-chain and off-chain, it needs a connecting module to join different components together. The operation requires 6 main components and linkages in between. The components include a dashboard component, a campaign component, a settlement component, a storage component, a contract component, and a Celebplus component. The module structure process graph is shown below.

- Celeb Plus Module Structure
  Source: Celeb Plus



1.1.2 Architecture

According to the disclosure, Celeb Plus platform has 3 main layers in its system architecture: an application layer, a distributed business layer, and a core layer.

The application layer is the visualized layer that brings forward data in the back of the storage to the user end. Advertisers, influencers, and administrators have their own interfaces for better insights. In this layer, there are also fundamental elements such as member management, campaign registration, influencer matching, and viewing statistics analysis reports. Relevant data are registered in the storage and on-chain through the business layer. This layer allows for all participants to make use of the data and develop their services to build the Celeb Plus ecosystem.

The distributed business layer is also called the tech layer. This layer processes data that run through the platform and filters data. The tech layer also connects with third-party blockchain services in support of Celeb Plus's operation. The main components in this layer are shown in the table below.

- Distributed Business Layer Components
  Source: Celeb Plus

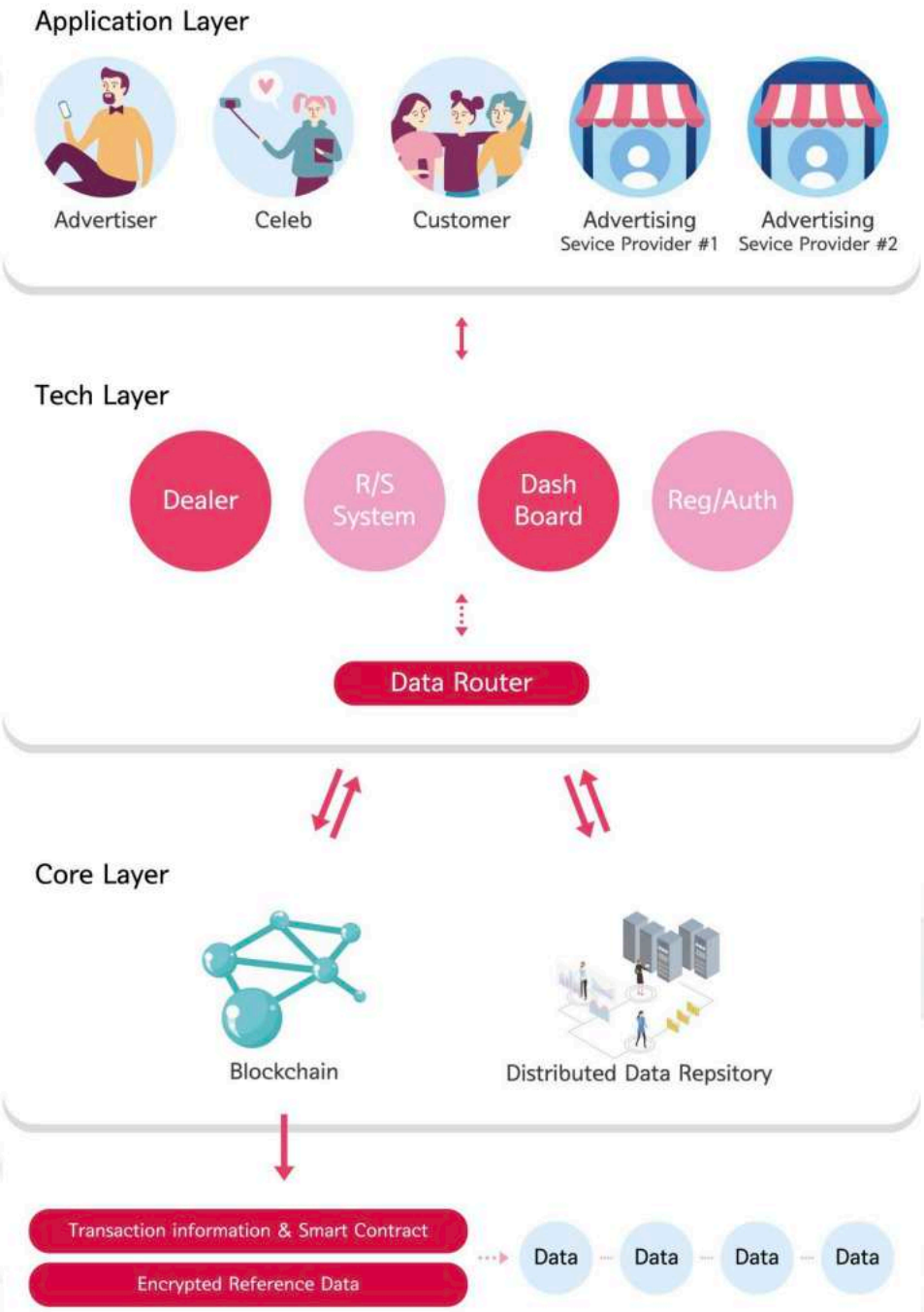
Component	Functions
Dashboard	Data visualization; Campaign exposure; Campaign outcome analysis
Campaign	Campaign data lifecycle management
Settlement	Campaign rewards settlement
Regulation/Authorization	New member verification and process

The core layer logs the activity and transaction data of the platform members. This data includes the creation of campaigns, details on transactions between brands and celebrities, and celebrity influence power. These data are sensitive and would be stored on-chain to prevent potential forgery or loss of data. Currently Celeb Plus is using a public chain but the platform intends to migrate to a more exclusive network in the future.

A visualized graph of the architecture is shown below

- Celeb Plus Architecture

  Source: Celeb Plus



1.2 Marketing Campaign Process

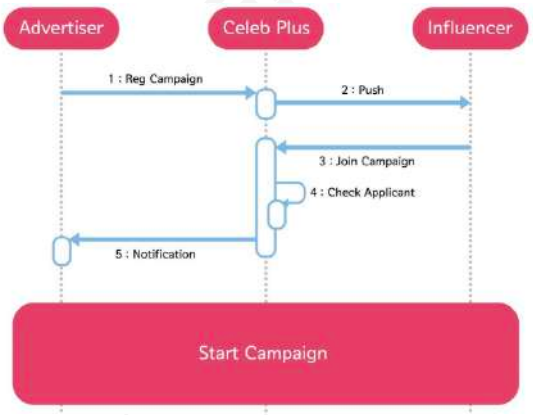
Celeb Plus provides 2 types of marketing campaigns: open application and selective marketing campaign. The main difference between the two options is the selection power shifts from advertisers (open application model) to influencers (selective marketing model). In the open application, advertisers make the final decisions on the celebrities to use while in the selective marketing model, the chosen influencers have a final say in whether they want to participate or not.

1.2.1 Open Application Marketing Campaign

In the open application model, after an advertiser post a campaign request on Celeb Plus, influencers can see a short introduction. The recruitment of influencers is on a first-come-first-serve basis. Influencers can apply to join the campaign. Once the number of influencer applications reaches a pre-set amount, the recruitment process is complete and advertisers can start to screen for the final candidates. After the campaign deal is set, the chosen influencer must deliver the content as the campaign needs. When the campaign finishes, a report is produced to both parties and a settlement is calculated based on the result. A process flow of the model is shown in the graph below.

- Open Application Marketing Campaign Model Process

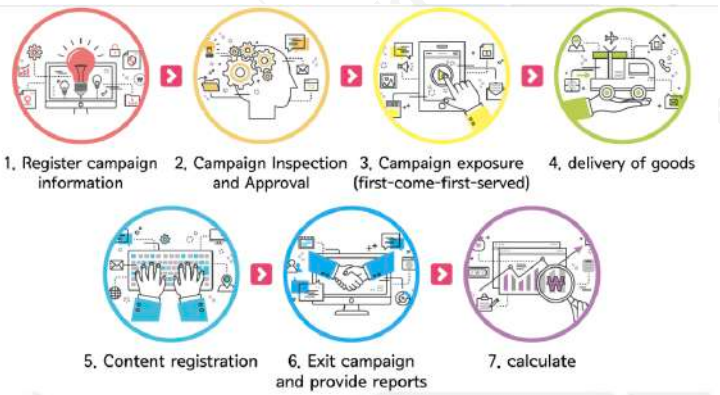
  Source: Celeb Plus



Advertisers choose this model because it's fast and can involve a large number of influencers. However, the downside of this model is the ill-suited influencer for the advertiser and brand image. The overall campaign steps are shown in the graph below.

- Open Application Marketing Campaign Steps

  Source: Celeb Plus



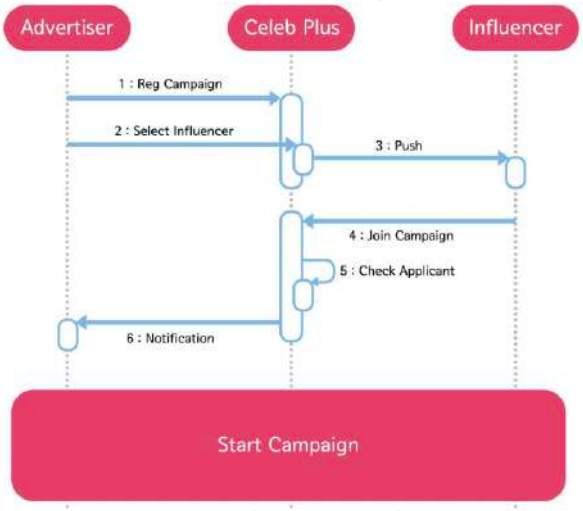
<Open Application Marketing Campaign >

1.2.2 Selective Marketing Campaign

In this model, brands are more careful about the influencer that they want to partner with. Therefore, the advertiser would register the advertisement details and make their own selection of celebs. The offer is extended to the celebs and they will have the final decision on whether they would like to participate in the campaign. This model is very much like the open application model but the decision power is switched to the influencer. A process flow of the model is shown in the graph below.

- Selective Marketing Campaign Model Process

Source: Celeb Plus

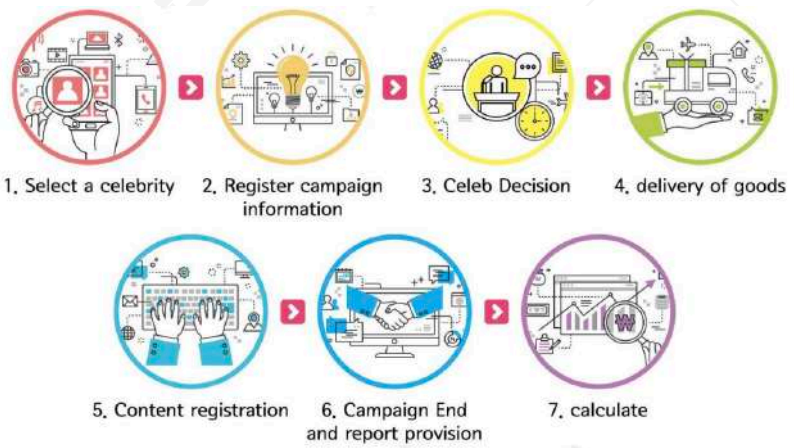


In the selective marketing model, the first step that the advertiser does after choosing the campaign model is selecting a celebrity. Then the advertiser needs to register the detailed information of the campaign for the influencers to browse and make a decision on participating or not. The rest of the steps are similar to that of the open application model.

The overall campaign steps are shown in the graph below.

- Selective Marketing Campaign Steps

Source: Celeb Plus



<Selective Marketing Campaign>

1.2.3 Data Analysis Based Influence Verification System

Celeb Plus created a method for calculating the celebrity influence power called the 'Celeb Index'. The celeb index is based on 11 steps of analysis. The design is set to weed out fake numbers and like bots. The 11 steps are shown in the table below.

▸ Celeb Index Analysis Steps
Source: Celeb Plus

No.	Analysis
1	Set Facebook application and connect Facebook SDK
2	Get the API token issued for utilization of Facebook graph API
3	Instagram profile data
4	Instagram media data
5	Instagram user insight data
6	Instagram media insight data
7	Google cloud platform SDK
8	API key issued through googleapi
9	YouTube Data API basic data
10	YouTube viewer statistics and popularity statistics of videos/channel
11	YouTube Live Stream API

1.2.4 Blockchain-based Automated Settlement Solution

Celeb Plus settlement method makes use of blockchain to ensure fair and transparent delivery. After the campaign finalizes, the settlement begins in two categories: basic rewards and bonus rewards. The basic reward is given out in fiat money whereas the bonus reward is in CELEB tokens. It is worth noting that only the bonus reward transaction is recorded to the blockchain considering the basic reward remains unchanged no matter the campaign result.

1.2.5 Audit

The smart contract of Celeb Plus was audited by Slow Mist in July 2020. 13 items were audited in this round and the overall result is passed.

1.3 Roadmap

According to the disclosed Roadmap, Celeb Plus plans to develop its NFT service including minting its own NFT and launching its own NFT marketplace. To achieve this goal, Celeb Plus plans to make strategic partnerships with other companies in the field and expand its main business to increase visibility.

▸ The Roadmap of Celeb Plus
Source: Celeb Plus

Stage	To Do List
2022-1Q	• Renewed Celeb Plus mobile apps publish • NFT planning and development • TV and outdoor digital advertising • NFT contents and partnership with entertainment
2022-2Q	• NFT minting • Drama PPL production support • Large brands collaboration • NFT industry companies collaboration
2022-3Q	• Partnership to expand usage of CELEB • NFT marketplace content partnership • Celeb Plus platform and NFT marketplace link
2022-4Q	• Influencer of the year award ceremony • Listing on overseas exchanges • CELEB circulation and lockup schedule adjustment

02.
TEAM AND PARTNERS

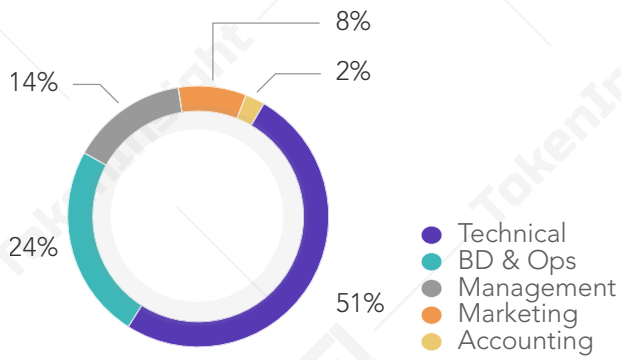
2.1 Team Members

According to the disclosure of the project, Celeb Plus currently has a team size of 83 people, of which 42 of them are on the technical team, accounting for more than 50%.

Besides, there are 12 people on the management team, 7 people on the marketing team, 20 people on the BD & operation team, and 2 people on the accounting team.

Celeb Plus Team Composition

Source: Celeb Plus, TokenInsight



Eric Chae
CEO

Eric Chae, CEO of Celeb Plus

- Master of Business Administration, Sejong University

Eric Chae is the CEO of Celeb Plus. Before founding Celeb Plus, he worked as a brand planning and marketing consultant. He worked as a general manager for B.Ram M. Mad Advertising Representative prior. The length of previous experience is not clear.

Fabio Hwang
CMO

Fabio Hwang, CMO of Celeb Plus

- Master of Economics and Science, Universita Del Caffe Al Trieste

Fabio Hwang is the CMO of Celeb Plus. Before joining Celeb Plus, he has more than 10 years of experience in management positions such as CFO, CMO, and marketing manager for different entertainment and media companies. He has relatively substansive work and management experience.

Chi Ha Kim
CTO

Chi Ha Kim, CTO of Celeb Plus

- Master in Technology Entrepreneurship, Dongguk University

Chi Ha Kim is the CTO of Celeb Plus. He is also the CEO of Let's Combine, a company dedicated to developing solutions of combining the blockchain and IoT. The exact years of experience are not clear.

Hyun Jung
Developer

Hyun Jung, Developer of Celeb Plus

- Bachelor of Computer Science and Engineering, Kwangwoon University

Hyun Jung is a developer within Celeb Plus. He has more than 10 years of working experience as a network engineer and manager prior to joining Celeb Plus. He has relatively abundant management and technical experience.

Ashton Park
Marketing Officer

Ashton Park, Marketing Officer of Celeb Plus

- Bachelor of International Commerce, Semyung University

Ashton Park is the marketing officer of Celeb Plus. He has more than 10 years of working experience in marketing. During those 10 years, he had worked for Baidu, Samsung, and other companies, specializing in the Chinese market. He has relatively abundant management and marketing experience.

2.2 Celeb Plus Partners

According to the disclosure of the project, Celeb currently has 10 partners. The partners are in different industries such as media, entertainment, advertising, NFT, blockchain, and job search. Below is a graph showing the10 partnerships.

- List of Celeb Plus Partners
  Source: Celeb Plus

03.
TOKEN ECONOMY

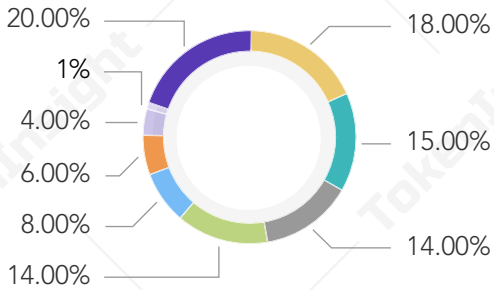
3.1 Introduction

According to the official document of Celeb Plus, CELEB is the utility token of Celeb Plus. At the moment, CELEB can be used to provide campaign bonus rewards to influencers. In the future, Celeb Plus intends to add governance voting rights. When the NFT products are established, CELEB can also be used for NFT transactions. The intended max supply amount of CELEB is 1 billion, while the circulating supply is 168,833,334 as of April 11th 2022. Therefore, only 17% of the tokens are circulating.

In the distribution of tokens, 20% of the tokens are allocated for partnership, 18% are for the ecosystem, 15% are for the treasury, 14% are for marketing, 14% are for operation, 8% for the team, 6% for advisors, 4% for reserve, and 1% for the token sale. The token distribution is shown below. As seen in the graph, the tokens held by the team and advisors are relatively low at only 14%.

▸ CELEB Distribution

Source: Celeb Plus, TokenInsight



▸ CELEB Vesting Plan

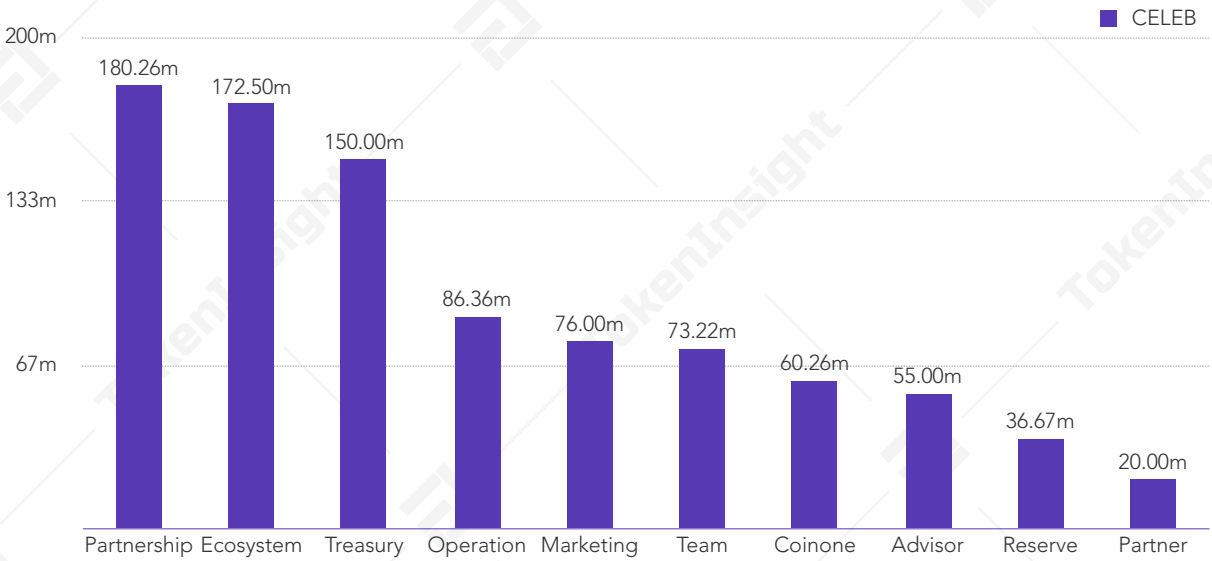
Source: Celeb Plus, TokenInsight

Group	Vesting Plan
Token Sale	5 months vesting upon listing
Reserve	6 months lock, then 12 months vesting
Marketing	35 months vesting upon listing
Treasury	12 months lock, then 36 months vesting
Operation	35 months vesting upon listing
Ecosystem	6 months lock, then 24 months vesting
Partnership	2 months lock, then 24 months vesting
Advisor	6 months lock, then 12 months vesting
Team	6 months lock, then 12 months vesting

According to etherscan statistics, 1,791 addresses are holding CELEB (2022.4.12). The top 10 addresses hold around 94% of the CELEB supply amount. The disclosed holders largely correspond with the Etherscan statistics. The more detailed holder information is shown on the graph below.

- The Top10 Addresses of CELEB Token Holdings

Source: Etherscan, TokenInsight, April 12, 2022



CELEB is traded on 5 exchanges: XT.com, P2PB2B, BiKi, Coinone, and FOBLGATE. According to the disclosure, the volume of transactions on Coinone is 100% currently.

3.2 Celeb Plus Funding Information

According to the disclosure, Celeb Plus had one public round of funding in October 2021. This round raised $400,000. The total token amount given is 454,545. The investor in this round is ALL THAT ARTISTE.

- Celeb Plus Funding Information

Source: Celeb Plus

Funding Round	Date	Equivalent Token Price	Token Amount	Funding Amount
Private Round	October 2021	0.88	454,545	$400,000

04. COMMUNITY ANALYSIS

According to TokenInsight's investigation of various Celeb Plus's community platforms, as of April 15, 2022, Celeb Plus official Twitter has a total of 1,656 followers and is updated stably. Its official global Telegram group has 9,411 followers, while the official Medium has 7 followers. Celeb Plus Instagram community has 278k members.

Overall, the performance of the Celeb Plus community is relatively active with great participation, especially on Instagram.

- Number of Followers on Celeb Plus Social Platforms

  Source: TokenInsight, April 15, 2022

No	Social Platform	Followers
1	Twitter	1,656
2	Telegram	9411
3	Medium	7
5	Instagram	278k

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Symbols and Definition of Risk Ratings

AAA The technical foundation is extremely solid, the status of operations is extremely stable, the extent of influence on the project by unfavorable changes in the environment or un- certain factors is extremely small, and risk is extremely low.

AA The technical foundation is very solid, the status of operations is very stable, the extent of influence on the project by unfavourable changes in the environment or uncertain factors is very small, and risk is very low.

A The technical foundation is solid, the status of operations is stable, the extent of influence on the project by unfavourable changes in the environment or uncertain factors is relatively small, and risk is relatively low.

BBB Technical feasibility is very good, the status of operations is stable, influence on the project by unfavourable changes in the environment or uncertain factors exists to a certain extent, and risk is controllable.

BB Technical feasibility is good, the status of operations is relatively stable, the possibility of influence on the project by unfavourable changes in the environment or uncertain factors exists to a relatively large extent, and risk is basically controllable.

B Technical feasibility is moderate, the status of operations is relatively stable, the possibil- ity of influence on the project by unfavourable changes in the environment or uncertain factors exists to a very large extent, and risk is to a definitely limited extent controllable.

CCC The technical foundation or idea has certain problems, the application scenarios are lim- ited, the project is susceptible to influence by uncertain factors, both internal and external, and has relatively large risk.

CC The technical foundation or idea has considerable problems, and application scenarios are highly limited, which makes for a project that has few internal or external factors to consider in the context of sound development, and carries a very large risk.

C The technical foundation or idea has substantial problems, and lacks deliberation upon possible application scenarios. The token has almost no usage value, and the project suffers from extremely large risk.

D The project is riddled with problems and carries an extremely high risk of failure.

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