



BLOCKCHAIN
EDUCATION

WHITEPAPER

Blockchain Education Limited (JAAG)

This Document is not a Prospectus

Blockchain Education Limited (BEL) is a Limited liability company registered in the United Kingdom under company number 11290259 providing information technology consultancy activities, management consultancy activities other than financial management and educational support services. The company's registered address is 20-22 Wenlock Road, London, England, N1 7GU. Blockchain Education Limited runs some of its activities under the trading and trademark name JAAG (JAAG Ecosystem and JAAG coin) and it will be referred to in this whitepaper as "JAAG", "BEL", "The Company", "we 'us" and "ours".

The **JAAG** Whitepaper does not provide a prospectus of any kind and the content should not be interpreted as an invitation for investment nor as an offering of securities in any jurisdiction.

This Whitepaper describes the business purpose, functionality, and social value of the **JAAG** Coin, the creation and distribution of coins based on that cryptocurrency, and the promotion and adoption of consumer type services emerging from this coin and the framework described in this document.

This information is current as at 24 June 2018 and this Whitepaper will be modified and revised as further developments take place. Updated versions of the Whitepaper will be released on www.blockchainedu.global

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Abbreviations & Acronyms

2FA	Two-factor authentication
AML	Anti-money-laundering
API	Application Programming Interface
IMF	International Monetary Fund
KYC	Know Your Customer
LMO	Large Member Organization
P2P	Peer-to-peer / person-to-person
SPV	Special Purpose Vehicle

EXECUTIVE SUMMARY

The time for true innovation in financial services has arrived – JAAG Coin - The coin that brings prosperity to the world.

JAAG is poised to change the face of the cryptocurrency community investment model. JAAG has been created as a Coin that will create a strong, ethical, transparent community investment.

JAAG will invest in projects that will create long term value and returns in an Ecosystem model.

JAAG is founded on principles of sustainable Investment and shared profit. JAAG will be a globally relevant coin, and ensure investments are made into businesses that are generating sustainable returns for the investing community.

JAAG Founders understand the opportunity the community has to finance vast, and socially beneficial projects, which in turn generate revenue to the investing community. JAAG is committed to ensuring that these are current functioning and sustainable projects, which bring consistent income to the community.

JAAG platform partners will enable us to invite our community members to introduce projects for funding.

JAAG main projects are planned to generate low to mid risk returns on a long-terms sustainable basis.

JAAG are committed to ensuring a professional management team who have full oversight and management of the JAAG Ecosystem businesses and project investments.

Transparency is a core component of the project.

1. Introduction

This Whitepaper introduces JAAG, a digital currency developed for the world. JAAG is poised to change the face of cryptocurrency – backed by tangible value to deliver sustainability; freely tradeable as a means of payment and exchange; JAAG will invest in projects that create long term value and returns through an Ecosystem model.

JAAG Coin have developed a Network Platform that will facilitate the building of the JAAG Community and create an ecosystem of solutions and business offerings for JAAG Coin holders. JAAG Coin have partnered with the industrial-strength blockchain of the FORUS Global Digital Exchange, designed to facilitate real-time transactions and financial inclusion at scale.

JAAG Coin will play a key role in enabling the lending platforms on the FORUS Platform and will invest in lending solutions.

JAAG is an investment coin, which will raise capital to invest in low to mid risk businesses and lending solutions. The JAAG Coin will be investing in lending products managed on the FORUS CloudFunder lending platform.

JAAG and the FORUS platforms are being developed by multi-disciplinary teams proficient and experienced in areas that blend financial expertise and leading-edge technology development with a commitment to social justice and economic inclusion. Read more about our team in Section 5.

2. The Challenge of Financial Inclusion and Ethical Practice.

As the transportation, mass migration, the rise of the Internet and mobile devices and the rise of multinational corporations advances, that drives globalization and cross-border integration. However, it is still complicated and expensive to send money across international borders. Current transfer systems suffer from long lines, waiting times, exchange-rate losses, counter-party risks, bureaucracy and extensive paperwork. At the same time, there are about 2 billion adults without access to bank accounts and by that, they are being excluded from basic and daily services such as payments, remittances and access to credit.

More problematic than the missing access to cross-border payments is the exclusive offering of cross-border lending to big institutional clients by banks. Providing financial inclusion to those more than 2 billion adults that are excluded from the global financial system, has a large potential, both for economic development and business profit. Providing new financial solutions to unbanked populations is essential for poverty elimination and growing economies.

Private sector credit can mean higher economic growth and productivity. Financial inclusion means more economic opportunities, more economic activity, improved skills and employment levels, more self-reliance, and fewer people living in poverty.

“In today’s increasingly interconnected world, linked by ever growing financial flows, more than a third of the global population is still financially excluded¹,” Christine Lagarde, managing director of the International Monetary Fund (IMF), told an international forum on the issue in Mexico City in 2014.

In words that still ring true, Christine Lagarde said: “It is an economic and a moral imperative that we reach them and empower the unbanked. Financial inclusion empowers individuals and families, especially women and the poor, and well-functioning financial systems enrich whole countries.” Under- and unbanked individuals face a two-fold challenge of access to finance: they fall outside of traditional banks’ risk profiling systems, which favor those with formal, verifiable credentials and financial histories, but don’t take into account track records of informal entrepreneurial activity; further rendering them vulnerable to predatory lending practices which further deepen the cycle of poverty.

New entrants to the Cryptocurrency sector are vulnerable to bad practice. Accessible educational material and informed networks are key to a sustainable sector in the long term.

How do we create a network of Investors that can become trusted agents who understand and will be able to assist the public to engage in an informed manner; to know what to trust and be secure in the new technological era of transacting and distributed transacting, investing and lending systems?

How do we design products that create systemically different outcomes to the current lending practices engaged in mainstream lending and investing globally that are exacerbating poverty?

Many communities are prevented from building prosperity due to the lack of access to capital or education. Many people have been economically excluded or fallen prey to predatory lending or investment practices.

3. The Solution (JAAG Ecosystem, figure 1)

To solve the above issues and achieve financial inclusion of the unbanked, or underbanked adults, Blockchain Education is proposing the new concept of payment, called JAAG coin. JAAG coin is a cryptocurrency, where users can transfer them via a blockchain peer-to-peer (P2P), using wallets kept on mobile phones or online browsers. We focus on solving the financial inclusion problem by applying blockchain technology for cross-border remittances, online payments, currency exchange and micro landing using JAAG coin, without the volatility issues of existing, non-stablecoin cryptocurrencies. This whitepaper addresses the detected gap by introducing JAAG coin with partnership with FORUS blockchain platform, that uniquely creates capital transfer system based on JAAG coin and thereby answering the question of how to enable money transfer with easy capital access at virtually no costs without being limited to a domestic market.

JAAG is creating an Ecosystem and a network of professionals who will be trained and accredited to become JAAG Services sellers and educators within their network. The business seeks to harness the benefit of combining the distribution of crypto based products and investments along with the education and tools required to enable Capitalists to make informed choices.

The revenue generated is combined with mining revenue and investment income which is generated through the provision of ethically placed finance to previously unbanked sectors of the market and SME's. We accredit people to become proficient in the financial products and services available to the market, and we provide the training and accreditation of these individuals. We combine the tools and the platform for delivery this to the market.

JAAG is partnering with FORUS Global Digital Exchange and will fund lending to the FORUS Membership through the CloudFunder platform. This platform will insure and secure the funds, as well as collect and remit interest accrued to the coin. This will all be operationalised on the FORUS Public Utility Blockchain which allows for transparency and security.

JAAG will generate returns for investors using a number of income generating activities, all underpinned by a solid educational framework. The JAAG Coin is designed to complement business as usual in the cryptocurrency and financial sectors.

The JAAG vision is to include both traditional and modern financial entities as shown in the JAAG ecosystem in figure 1 below:

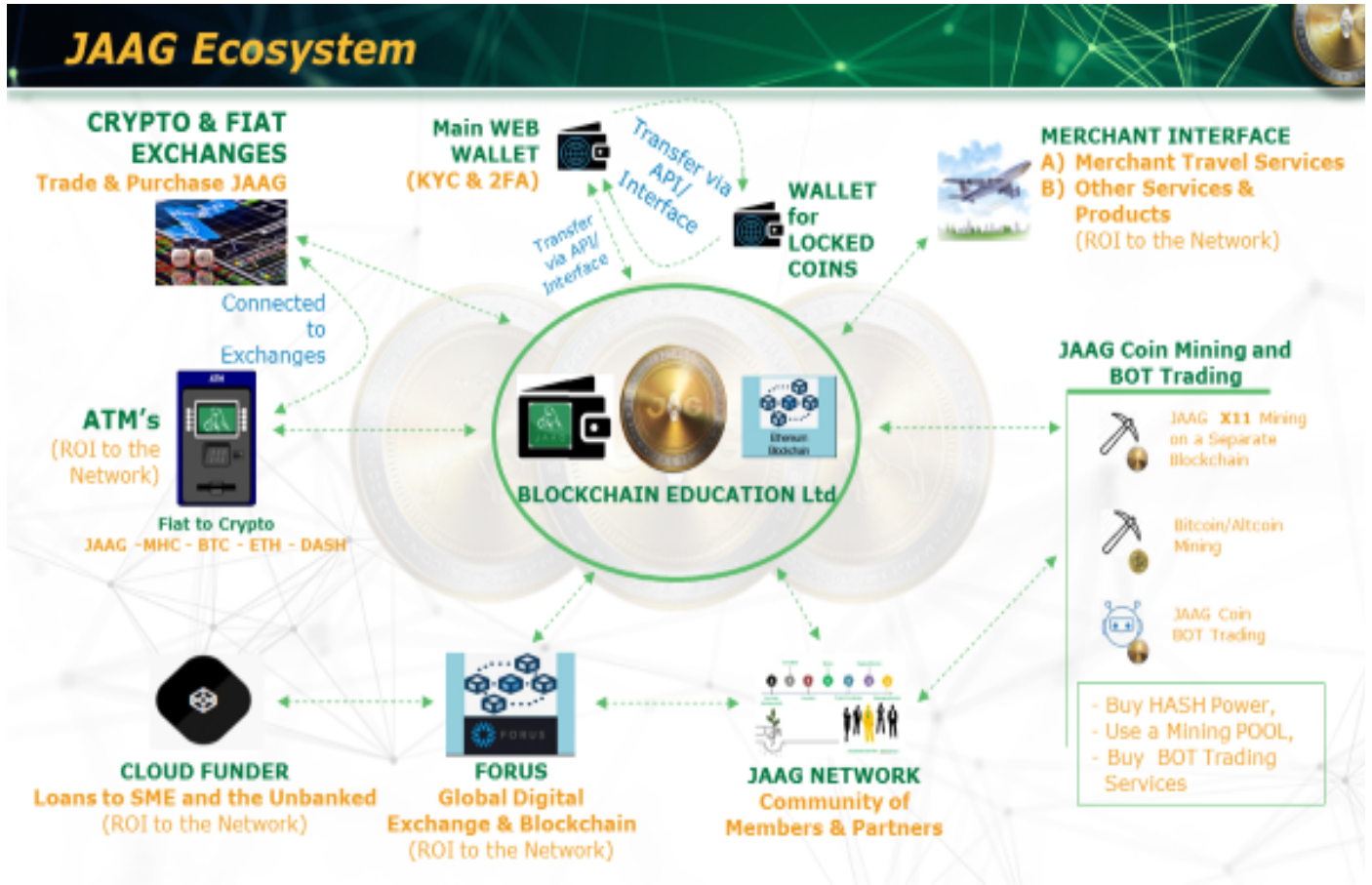


Figure 1. JAAG Ecosystem

a) The JAAG Coin



The main component that enables capital transfer system is JAAG coin, cryptocurrency issued by a decentralized network, and FORUS platform. JAAG coin is implemented on the Ethereum blockchain and uses Solidity as a smart contract languages. In contrast to Bitcoin, Ethereum provides a publicly available and distributed ledger system, and incorporates Turing-complete programming languages on the protocol-layer to realize smart contract capabilities. Smart contracts are orchestration protocols that facilitate, verify and enact with computing means a negotiated agreement between consenting parties. JAAG coin token is implemented as an independent smart contract based on the ERC20 token standard.

The JAAG Coin will be instrumental in establishing a unique Network of Educated Agents who will assist investors and communities make use of the services and platforms available. It is a unique model, as it links crypto investment funds of ethical lending to previously unserved markets. The JAAG Coin will link their resource and network strength to the emerging markets in all developing countries that the FORUS platform is rolled out in.

This will be made possible through the merging of the JAAG Coin community with the FORUS Ecosystem and the FORUS Global Digital Exchange (FORUS). JAAG Coin have purchased a 20% stake in FORUS and are developing complimentary products and services which will be made available to all markets that they enter together.

JAAG will be one of the first cryptocurrencies to be Certified as Sustainable by 4RealXchange, as part of the FORUS Ecosystem, 4RealXchange will be vetting that the cryptocurrency meets specified standards. The standards and process of assurance will be transparent.

The FORUS Platform will also be offering a similar opportunity to generate advert buying / advertising revenue on all coins traded on its FORUS Global Digital Exchange and through all transactions concluded through its wallets which qualify as a sustainable currency by virtue of the certification through 4RealXChange.

Components of a sustainable cryptocurrency include:

- **Regulatory Compliance observed**
- **Fully Insured**
- **Asset Backed**
- **Revenue Generating, supporting the increase in coin value.**

4RealXchange will certify that:

- **The Credentials of the coin offering issuers have been verified.**
- **That the Issuers have complied with all regulatory requirements in the jurisdiction in which they are trading.**
- **That the currency is secured and insured.**
- **That revenue generation and valuation methodology is sustainable.**
- **That independent auditors have reviewed and provided assurance that all due process has been followed and security and regulatory compliance is in place, and that valuations are based on verified income streams.**

b) Strategic Partnership FORUS

The partnership with FORUS is of key strategic benefit to both platforms. The business offerings complement each other and the ethical and value base at the core of both projects is aligned. In the spirit of collaboration and sharing, both networks will leverage value and wealth through their exchanges. FORUS have designed an economic solution to society's economic problems - Delivering economic transformation through the FORUS economic ecosystems by facilitating access to Knowledge; Markets & Capital resulting in wealth creation through value leveraged.

ECONOMY 4.0 - Co-creative Economy on a Free; Open; Real-Time; Ubiquitous; Secure platform with access to an Eco System Digital Currency.

c) Educational Portal (JAAG KNOWLEDGE HUB)

A key component of the Solution is the Educational Portal of the company. Accredited training will be online, live, webinars with recorded tutorials. Learners will be able to progress and certify their skills through this platform.

Why we need to educate our users?

We need to help our people understand the technology and enlighten them to the risks and opportunities of investing and using digital financial products and crypto-currencies. Continuous self-education and development is one of our main objectives within the educational initiative. Proof of acquired knowledge will be accredited and JAAG Agents will be rewarded for their engagement in this process.

Benefits of Educational portal:

- Understanding
 1. The purpose and utility of the coin,
 2. How to use coins properly
 3. Produce a more fluid system
- The Educational platform will increase the number of coins in circulation, which will bring additional stability to JAAG Coin on the market,
- The Educational platform delivers an additional utility for JAAG, which will also generate advertising revenue and network opportunities.

The Educational programme will deliver a progressive learning platform and will cover the following concepts:

Level 1 (BASIC)

- Practical training on how to use the wallet, use the appropriate keys and protect them.
- Theoretical basics of cryptocurrencies and blockchain technology
- Practical training on wallet usage (hard, cold, online and mobile wallets)

Level 2 (ADVANCED):

- Training in areas of security, data protection and conservation
- Quick detection of user issues as well as fast and effective ways of solving them

Level 3 (SUPERIOR):

- Train the trainer - Processes on how to train other users and managers (levels 1 and 2)
- Leadership programmes, Public Speaking, Sales, Negotiation, Personal Education, Trading, Coaching and Mentoring start ups

Level 4 (ACCREDITED)

BEL will collaborate with accredited educational institutions to provide additional professional seminars to the learners and obtain official recognition and accreditation for learning undertaken.

The Blockchain Education Training methodology will include live online training, webinars and recorded tutorials. The training material will be delivered through MahalaTV, the digital platform of the FORUS Ecosystem.

d) CloudFunder

[#BusinessLendingThatWorks](#) [#TheFutureOfLending](#) [#ASolutionThatWorksForEveryone](#)

Given the absence of traditional sources of funding provided by banks, the task of acquiring a loan, or getting access to capital for unbanked individuals and entrepreneurs is difficult. Micro lending is an alternative to traditional financing and describes the practice of granting small loans to individuals, entrepreneurs, or small and medium-sized enterprises (SMEs) who intend to start a business, or are in need of extra cash.

JAAG Coin will fund lending on the FORUS CloudFunder Platform. The risks associated with lending on this platform are low due to the loans being deployed on the FORUS technology. The FORUS platform will enable full visibility on the system of the loans deployed. There will be a sustainable return in the form of administration fee, which will accrue to the coin. The net effect of this coin will be to enable lending to a previously unserved market, and a market that is currently exploited. Funds will be applied to debt relief, production loans and working capital for Small and Micro Enterprises.

CloudFunder introduces the concept of funding as a service. It is essentially an investment vehicle, which has been created to provide access to capital for businesses in need of the finance to grow and perform profitably. CloudFunder offers the best of the regulated financial services market, combined with the best of the crowd funding model. CloudFunder provides the investing community with shares that are highly liquid, combined with real-time financial reporting of the underlying business. This technology enables many people who were previously excluded from the participating in the private equity market to gain access to the investment world in a low to moderate risk environment. CloudFunder is one of the core offerings of the FORUS Ecosystem solution, which will use ERC20 tokens to conduct equity-based crowd funding. These tokens will be traded on the 4RealXchange, and tokens will be held in FORUS wallets.

Large numbers of people on social media will participate in applying for funding and investing in start-ups alongside the JAAG fund. This market will play a role in mitigating the risks of false representation as entrepreneurs and business owners will position their businesses online in a live real-time environment and their performance available for review in that live environment.

The CloudFunder platform also serves as a knowledge resource for entrepreneurs. They will be able to interact with their investors on the CloudFunder TV and social media channels, and access other forms of support.

JAAG will offer additional support for priority projects using certain instruments with a higher risk profile than normally accepted.

Managing the risks associated with trade and financing trade is a complex process that needs practical, objective planning. The global network of experts look at all aspects of trade activity, in order to assess the associated risks, offering impartial, objective advice and assistance to help mitigate risks and minimize liability for successful trade transactions. Performance and completion guarantees will be in place where appropriate.

e) System Overview

This section will cover system overview of the platform. We deploy a web application, with well-defined and self-containing components that provide a specified set of services. User registers an account, goes through KYC check and creates a personal JAAG wallet. Wallets are stored on the blockchain. JAAG will develop interfaces that interact with the platform and blockchain to provide 3rd party entities, e.g. exchanges, to interact with the blockchain and JAAG coin. JAAG platform will have in house developed wallet with all Ethereum features of ERC20 token. Wallet will be used for users to make the transactions from the JAAG platform.

Identity management

JAAG is fully compliant with KYC and anti-money-laundering (AML) procedures. In addition, the user database will be stored within the EOS-backed blockchain and is thus fully secured.

Identification, anonymity, authentication and authorization

JAAG will employ two-factor authentication (2FA), a process that verifies user identity when attempting to access a service. It does this by applying two forms of authentication. **JAAG's** implementation of 2FA utilizes the customer's ordinary password in combination with one of the following methods:

- a) SMS (text message),
- b) Google Authenticator, or
- c) Email.

In the interest of security best practice, **JAAG's** security experts recommend options 'a' through 'c' as preferable.

When a user creates a wallet with **JAAG**, the Security segment of the procedure presents the option to select a second means of authentication, creating Two Factor Authentication.

Identity proofing

Identity proofing is accomplished using the KYC procedure. Please refer to the KYC and AML procedure document.

Multi-factor authentication

For wallets stored on smartphones, multi-factor authentication, with biometrics, will be utilized.

Reputation score

At a later stage of deployment, once loans and lending services have been introduced, reputation scoring will be implemented. This will enable participants in the **JAAG** ecosystem to make better informed decisions without compromising security or privacy.

Securing accounts and wallets

JAAG employees will not have access to user accounts or **JAAG** held in 3rd party wallets. These are governed automatically by the relevant smart contract. Only account owners have access to their accounts and to the **JAAG** held in those wallets.

Privacy and confidentiality

Links in user profiles to social networks, emails, and other contact information are visible only to account owners and are hidden from other users. All personal user data, including passwords, emails, and wallet IDs, is encrypted. This protects **JAAG** users from hacking or information leaks

4. Product Development Timeline

Initial Development Efforts

As of early Q2 2018, JAAG Ecosystem concept and plan started. The product will be completed and released on 24 June 2018.

Platform Evolution

JAAG's evolution will initially depend on user growth generation. The platform is designed to scale rapidly under the influence of demand-side economics of scale and cross-side network effects. We intend to utilize the scaling potential and increasing volume of transactions to further develop features to enhance the user's experience. Moreover, we aim to expand our business model in terms of integrating with partners and connecting different ecosystems in one.

Rollout sequence

April 2018	<ul style="list-style-type: none">• Start of the JAAG Ecosystem concept and plan• 4 people came together for an epic venture into shaking up the financial inclusion
June 2018	<ul style="list-style-type: none">• Platform development phase starting• Having worked on prototyping, strategizing and building a team around the project, we started building fully functional blockchain platform with ERC-20 token standard
24.6.2018.	<ul style="list-style-type: none">• JAAG Ecosystem, Network, Coin on Exchange, Wallet and API Launch
Q3 2018	<ul style="list-style-type: none">• ERC-20 to X11 Token swap phase• X11 blockchain launch
Q4 2018	<ul style="list-style-type: none">• JAAG Travel Economy, Mining and BOT Trading starting
Q1 2019	<ul style="list-style-type: none">• CloudFunder integration is starting• FORUS Exchange integration is starting• FIAT – Crypto ATM being developed

5. Market opportunity and business model

Cryptocurrency capitalization is, at the time of writing of this document, circa \$140 billion with trades and transaction volumes accounting for billions (USD) each day. Cryptocurrencies are becoming more accepted globally, although there are still barriers faced by their proponents. These include regulation and usability.

The blockchain technology behind Bitcoin and the alternatives is being proposed for a range of applications in banking, defense, and other sectors. Successful cryptocurrencies bring new technologies and innovative solutions to the market, such as how Zcash and Monero have enjoyed great popularity due to their strong privacy features. Even Microsoft is using the Ethereum blockchain technology as part of a 'blockchain as a service' model.

Cryptocurrencies largely derive their value from the number of users they have and how much they are used. That is, with many users and a high velocity of money, currency values go up.

The JAAG coin is essentially a blockchain-based capital transfer system. Consequently, the value of the JAAG coin economy will increase as more users adopt and use the platform. Given the time to market and cost saving potential of the JAAG coin, the team anticipates rapid adoption by a significant number of users trying to get their visions to market quickly and affordably.

JAAG and FORUS complement each other by delivering a unique combined coin strategy and revenue model. This model is sustainable and delivers long-term value to communities and markets globally.

Coins will be created and used in conjunction as follows:

1) 4Real.Digital Token – In-Country Fiat backed token.

4Real Fiat currency will be created in each country where the FORUS Platform is rolled out. This token will generate the liquidity in that country for in-country transactions. Investors will make deposits into in-country commercial banks, with no risks involved, as the funds are insured and are guaranteed to have availability on the 4RealXchange with a low interest accrual.

2) JAAG Coin

JAAG Coin capital will also be invested in CloudFunder to provide access to capital for small business and for debt rehabilitation. CloudFunder will charge a 3% per month administration fee for the provision of a working capital facility. Loans issued will create liquidity and demand for the Coin. Loans will generate a return of 36% per annum to CloudFunder before cost of capital.

The JAAG Coin loan deployment is conservative – The chance of losing Capital is negated by providing working capital finance, insured and managed through sophisticated technology with real-time visibility of the financial performance of the underlying business. CloudFunder working capital and infrastructure capital is provided to entrepreneurs in various sectors of business, from farming through to renewable energy.

The cost of commission is the cost of capital in this model. Whatever commissions are paid will be absorbed in the first year, before a return to investors of the coin.

Return will be mid-tier. JAAG and CloudFunder will offer structured financial solutions and performance and completion guarantees where appropriate.

3) MahalaCoin

MahalaCoin will generate most of its coin sales from Member sign up fees across all the FORUS Platform solutions, falling into a higher risk profile. MahalaCoin profits are realized after bad debts and ecosystem construction, comprising the equity portion. MahalaCoin is the token used to buy equity in each business. MahalaCoin initial investments will be in FORUS, CloudFunder, 4RealXchange and MahalaTV.

Coin sales from Member sign on fees is the money with the higher risk association, and MahalaCoin will benefit members with high return from its utility on all the platforms. MahalaCoin will be the coin that links all the territory currencies together. This is the platform reward and loyalty currency, and the currency in which the advertising revenue on the platform will be exchanged in.

a) Property Portfolio

JAAG will invest in many structured investments that will generate returns for the JAAG Community. JAAG are considering investment in a Property Portfolio, and the following are examples of investments we are considering in the next 3-6 months:

1) Estates off plan investment vehicle.

Investment level: £5,000,000 to £10,000,000

- **Term: 12 – 16 month investment plan**
- **ROI: 15% per annum guaranteed (downside)**
- **ROI: 25% + achievable as per past performance (upside)**
- **Risk: Low - Capital is protected by NHBC warranty. Downside return is contracted.**

2) Buy to let investments with tenant. Typically 3/4/5 bed houses at circa £100K-£150K per property

Investment level: Circa £2,000,000 (based on stock we have continuous access to)

- **Term: 5 years plus 2 year extension**
- **ROI: Minimum 8% per annum. Over the 5 years (if you include a projected 20% capital appreciation on the properties) a ROI of 60%.**
- **Risk: Low to medium: 8% per annum is guaranteed but the 20% capital appreciation is based on market conditions. All reports suggest this projection is a conservative figure.**

b) Travel

The JAGG platform will incorporate a travel booking platform and this JAAG Travel Service will be available to our partners so that they can participate as users of the Eco System Project. The integration will be based on an already developed white label travel platform which has a complex search system (through an external long term business Partner provider), which that will aid our partners in finding the best price and travel conditions for their needs. The search system searches in systems, which makes it more effective and independent to the ultimate searching algorithm used by leading online travel services. The travel system agency offers an exceptional fast and secure system workflow for securing the given travel service.

This service is based on the following possibilities (as pack):

- 1. Flight ticket service**
- 2. Flight ticket + accommodation**
- 3. Flight ticket + accommodation + extra local services (plus benefit)**

As the complexity increases, so does the price offered. The uniqueness for the service is based on the complexity of the search engine and relation of the Travel System Company. As offered, the JAAG Community will be introduced to the service step-by-step, as the programme is merged with the JAAG Backoffice System.

The JAAG Community will be able to purchase Travel using the JAAG Coin.

c) Mining

JAAG Investors will benefit from Mining contracts.

JAAG Network Coin holders will be able to allocate all or part of their coin packs to mine JAAG COINS or Auto-Trade using the trade BOT. Depending on the performance of mining or trading, JAAG NETWORK members will be rewarded with JAAG Coins related to their investment. JAAG is at the contract signing stage with credible partners

who have been in the industry for 5 years with a fully operational mining farm in China. Opportunities and rates will be advertised on the JAAG website. Trading comes with associated risks.

d) ATM's

JAAG will build and deploy its own network of ATMS which will be rolled out across Africa. This will be one of the projects that will be funded using a portion of the capital from the sale of JAAG coins. The ATM system, which will provide users with a means to exchange fiat money into any kind of Crypto value. This will be possible due to an intelligent system which enables the buying of crypto online.

Based on the Wikipedia:

“An automated teller machine (ATM) is an electronic telecommunications device that enables customers of financial institutions to perform financial transactions, such as cash withdrawals, deposits, transfer funds, or obtaining account information, at any time and without the need for direct interaction with bank staff.”

The ATM machine gives a unique and fast way to complete such transactions. For that, the seller/buyer needs to have a crypto wallet, which is capable of holding the given Crypto Token/Coin that the User wants to sell.

The JAAG ATM is intended to help people to create these kind of transactions, in a unique, and comfortable way. There is a need and a gap in the market for Crypto ATM's and the current market (based on <https://coinatmradar.com/>) is quite small. The current supply of Crypto ATM's is limited and the production and delivery times of Crypto ATM are long.

Current standard market suppliers cannot meet the demand and as a result of detailed research, JAAG have made the decision to develop our own ATM system (including hardware, software, server, communication).

Our development team comprises highly-qualified and experienced people in the ATM and banking sector. At the “heart” of the system is the IT and COMMUNICATION system.

JAAG are committed to delivering Crypto ATMs to our users within 6 months from project start date.

We are planning to run this system remotely, we are introducing bespoke technology and aim to have the best online and uptime results and support as many clients as possible.

Once the results of our development progress, JAAG will provide a full roadmap for distributing and developing our unique infrastructure for the JAAG ATM system.

e) Marketing and User Acquisition Strategy

In the early stages of the platform, we will attract and acquire users using a number of online marketing channels. These channels are well established and will be highly effective in reaching our much of our target demographic. Marketing efforts will highlight the benefits that our peer-to-peer platform brings, as well as aim to stimulate “word-of-mouth” to increase company awareness.

Social Media Marketing (e.g., Facebook, Twitter, Instagram) will be explored judiciously using test campaigns until the most effective combination of channel and messaging has been identified. Only then will larger campaigns be launched. KPI analysis will play a key role in iterating channels / messaging until the optimum combination is achieved. A small team of professionals will be dedicated to ensuring relevant content is regularly posted across all company’s social media accounts. Followers will be engaged by this team, as needed.

Google Advertising. Recent improvements to Google AdWords allow for highly effective campaigns at a relatively low cost (i.e., “universal’ campaigns). As in the case of Social Media Marketing, an incremental approach based on KPI analysis will be used.

Content Marketing. Development of insightful content around the topic of “Capital transfer system” to be posted either in JAAG coin social media pages or submitted to influential journals (e.g., TechCrunch). In addition, speaker appearances to present above topic, at key sectors events will be sought (e.g., TechCrunch Disrupt).

SEO. The JAAG coin website and all social media accounts will be optimized for search engine discovery.

f) Linking global Ecosystems

JAAG Ecosystem

- **JAAG Coin**
- **Travel**
- **ATMS**
- **Learning Platform**
- **Network Platform – building Educated network agents .**
- **Mining**

FORUS Ecosystem

- **4Real.DigitalToken**

- **MahalaCoin**
- **Real-Time Transacting**
- **Public Utility Blockchain**
- **Community Trading Platform**
- **Co-operative Banking**
- **CloudFunder - Lending**
- **4RealXchange – a fiat and cryptocurrency exchange.**
- **Mahala Media**

Linking next to a global Sim – Using the coin to deliver #Fair Finance through CloudFunder and other special purpose vehicles.

- **Debt Consolidation**
- **Student loans**
- **SME working capital**
- **Special Projects**

g) Network

The Network Platform will generate investment in the coin.

The Network Platform Target aims to draw 2.5 million active users. Upon reaching this target, no new members will be recruited to the network. The network members will then be rewarded. A count down will be published on the website for transparency. Upon the closing of the network to new members, the management shall dissolve, the network shall dissolve and the Ecosystem will be left complete with 2.5 M users. Real on-chain turnover and liquid crypto exchange pairs. The cost of commission is the cost of capital in this model. Whatever is made will be absorbed in the first year, before a return to investors of the coin.

Charity

10% of the net profit, generated as a revenue will be donated to charities, building schools, orphanages vocational training institutes and bringing water to underserved communities.

h) Additional Features

Scale

FORUS transaction volumes are expected to exceed global volumes of cryptocurrency trade, within a short period of time. Customers are being on-boarded to FORUS through a strategy of signing up large member organizations (LMOs) along with their people. The initial roll-out will be in South Africa, Zimbabwe, the USA and Sint Maarten in the Caribbean as well as in Sri Lanka.

The convergence of a strategy of aligning customers, LMOs and the required technology will enable the establishment of a free payment rail, which will challenge Visa and Mastercard.

The Global Cryptocurrency Benchmarking Study⁷ estimates that approximately 100,000 merchants accept cryptocurrency payments globally. This landscape will greatly expand as FORUS rolls out its solution, which will immediately provide merchants with the ability to transact in both crypto and fiat currency. In South Africa alone FORUS will go to market with 40,000 merchant lanes.

Integrating JAAG coin with merchants

Merchants who wish to accept JAAG payments for good or services will obtain a wallet from JAAG. The wallet will via an API connect to the merchants preferred payment device or system to receive payments. At the first stage, a payment method for websites will be built. This will be followed by crypto cash registers, smart cards, mobile systems etc. when blockchain transaction speeds are increased.

Merchants will get transaction confirmations from the API. This will allow them to release goods or provide services. Merchants will have full control over their wallet and could build smart contracts on it if required.

The FORUS Ecosystem

The FORUS ecosystem is designed to be adaptable for use in different communities, constituencies and economies who are at multiple stages of development. It is not a one-size-fits-all solution, but a one-platform-serves-all solution, that can be applied to reach people, regardless of certain geographic constraints. The FORUS Solution is a single encrypted ecosystem ready to drop into any country. JAAG's relationship with the FORUS economy as a lending instrument, will bring the coin into all markets FORUS enter.

MahalaCoin

MahalaCoin was launched earlier in the year. 56 Million Coins have been invested in various FORUS Ecosystem businesses. These coins will be used to reward FORUS Member participation on the platform, in the various offerings. The MahalaCoin will reward all platform users as they transact on the platforms. MahalaCoin's initial investments are in FORUS, CloudFunder, 4RealXchange and MahalaTV.

a) Allocation of JAAG coins

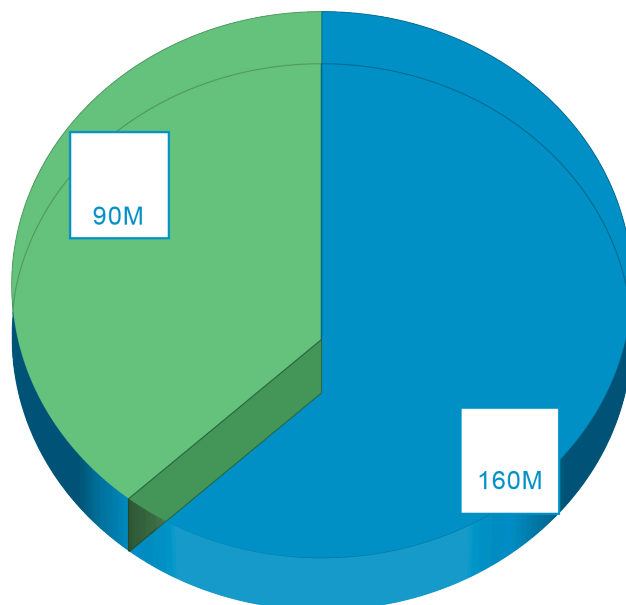
Total number of JAAG coins in the ecosystem is 250M.

160M JAAG coins will be created as pre-mined. These will be issued on the platform launch. Rest of the coins, 90M, will be available through mining.

Token distribution will take place on completion of a sale of JAAG Coin.

Tokens will only be issued upon receiving real assets (fiat or crypto) in exchange for the value of those tokens.

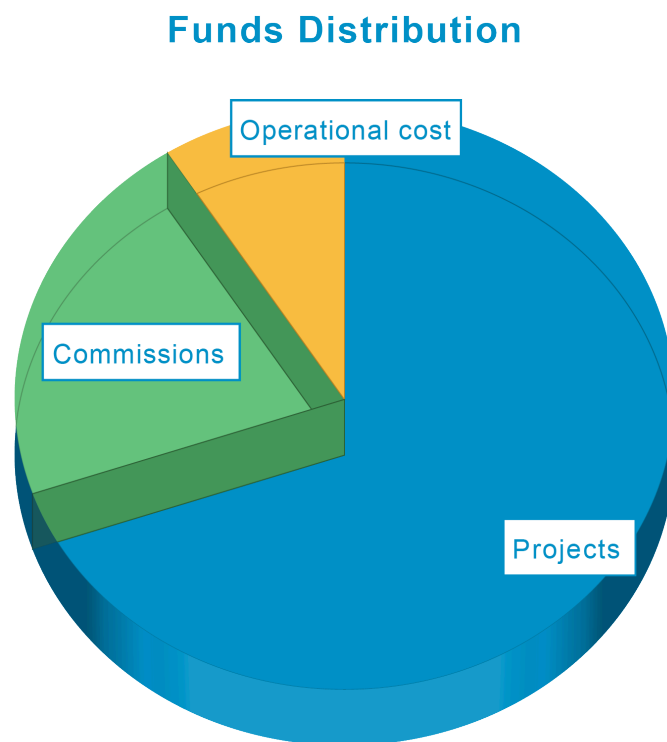
JAAG Coins



b) Distribution of Funds

Funds generated from the ICO will be distributed as follows:

- 70% of funds will be used for and invested in projects
- 21.2% of funds generated through the Network Platform will be applied to sales commissions
- The remaining funds will be used to manage and operate the platform



c) Technical Aspects of Issuance

JAAG coin Blockchain Issuance

The JAAG Coin will be sold on a Token Distribution sale via Exchanges. JAAG is being distributed as a token on a blockchain. The valuation of that token will be \$1.

The JAAG coin will be issued on the Ethereum platform. The JAAG coin is a token (Ethereum standard) providing for the participation in the project.

The cost price is \$1 per JAAG.

There will be no ICO. JAAG initial investment and project startup costs have already been supported by JAAG Management's capital invested in establishing the coin, network platform and current offering.

Master wallet will be created to hold pre-mined tokens which will be only accessible by JAAG Management.

White List

- All enquiries to purchase coins will be registered on a white list.
- White listing will ensure all are attended to on a first-come, first-served basis.
- All potential investors will be vetted.

Vetting Criteria

- No sales of coins will be concluded without a full Know Your Customer (KYC) verification being completed.
- The KYC process will be introduced as the token distribution starts.
- Organisations wishing to purchase JAAG on behalf of their members will be vetted.

X11 Coin architecture

In addition to 160 million ERC20 JAAG tokens, approximately 90 million JAAG COINS are to be made available for mining over a period of 5 years based on the x11 hash function. Mining rewards are to be reduced every year. The following table illustrates the rewards system based on a new block being created every minute beginning this year. Block times and mining rewards can be altered depending on feasibility.

Year	reward/min	mined coins/year	notes
1	58.00000000	30484800.00000000	
2	46.00000000	24177600.00000000	
3	34.00000000	17919360.00000000	Leap year
4	23.00000000	12088800.00000000	
5	11.00000000	5781600.00000000	
	TOTAL ->	90452160.00000000	

A fork of the DASH coin blockchain code is to be modified for this purpose so it can be run on various mining hardware available around the world. Once the blockchain is in production, the pre-mined ERC20 tokens will be swapped over to the new x11 blockchain and the existing ERC20 token will be burnt.

Firstcoin – TRUST Allocation

With the launch of the JAAG Coin, the JAAG founders have designed a package for the members of Firstcoin to recover the capital they have lost.

40 Million coins, with a Token value of \$1, equivalent to 20% of the value that investors lost, will be held in trust for Firstcoin package holders.

These coins will be unlocked over a period of time as the coin matures. The coins will accrue to the members in line with the following table. The Intention is to allow the members of First Coin to recover the capital they have lost over a period. The table below indicates the % accruing each month.

Trust Coins	40 000 000			
		1%	8.3 Yrs	Minimum regardless
		2%	4.2 Yrs	With Investment in JAAG
		3%	2.8 Yrs	With 3 Network Introductions

When the coins are unlocked they will be able to sell at Market Price - which will deliver additional value to the Member

The Trust Allocation is a gesture of goodwill of the JAAG Founders who were investors in the FirstCoin Project and discovered the irregular activity that resulted in the crash of the coin.

Background project / Link with First coin project

Statement Dr Ghefari Dulapandan, June 2018

I joined the Firstcoin project as an investor/member at the end of October 2017. Thereafter, during my undertaking of further due diligence and my analysis of the crypto market, I observed that the Firstcoin price was rising rapidly and the circulating supply in the exchanges was too low to justify the movement in the price.

What concerned me further was when the payouts from the Firstcoin Network to the exchanges were closed and locked on the 15 of Dec 2017, which resulted in Firstcoin preventing members of the Network to liquidate their coins into the exchanges. So even though members rewarded coins were locked within the Network, the price of Firstcoin dropped rapidly on all exchanges. This could not have happened due to the market forces because the high point of bitcoin was the end of December and all cryptocurrencies were rising in the market while the value of Firstcoin plummeted.

This sent alarms bells ringing as technically no-one could withdraw their coins, hence the only other explanation was that whoever owned or managed the project were liquidating coins from the cold wallet.

As a result of these signals I made a concerted effort to investigate further. I met with the Firstcoin founder and tried to understand the gravity of the situation and to establish if it was possible to help the community and the project that was in free fall.

However, on further investigation of the Back office we found discrepancies that warranted a deeper investigation. As a duty of care to the network I authorized one of the top audit firms to carry out and produce an independent report on the fall of the coin. This investigation is currently ongoing.

As the network was dying we took it upon ourselves to create JAAG Coin for the community and in turn provide a viable opportunity for Firstcoin members who have suffered the downturn in the coin, the opportunity to recover their initial investment capital over a period of time.

NOTE No capital nor resources have been used from Firstcoin project for the creation of JAAG project. JAAG has been consolidated exclusively from JAAG's management team personal resources and capital.

JAAG Liquidity

JAAG will establish a float and be able to provide liquidity to the coin, and where appropriate will act to stabilize the market. The team is committed to generating long term value through the deployment of the funds. **To support this step, JAAG will be offering limited places in a private sale before product release date.**

Use cases

The JAAG coin can be used both on and off the FORUS platform in all the ways that fiat currencies can. This includes traditional banking platforms, SEOS issued card transactions and using a mobile Mahala or FORUS app, S-QR Codes, P2P transactions and issuing and receiving loans using the CloudFunder application. JAAG will be available in third-party wallets and features an easy-to-use app that makes access to the platform simple and quick. JAAG will also be available on Smart Cards.

7. JAAG Management Team (Profiles)

Dr Ghafari Dulapandan, Founder and CEO

Ghafari has Malay roots, born in Sri Lanka currently residing in London. He has equipped himself with a Doctorate in Business Administration and Psychology, a Masters of Arts in People's Management, an MBA and Bachelors in Science and recently been accepted to the University of Oxford Fin-tech Program in the UK.

At the age of 24 he was appointed as Sri Lanka's youngest Director to the Ministry of Industries, however his devotion to make a difference started at early stages in his life, since the age of 8, when he became an excellent swimmer and a Public Figure in Sri Lanka, having represented and captained the country at swimming for 8 consecutive years at Major International competitions winning the Gold medals at Asia Pacific, Asian and Regional competitions as well as being the first ever Sri Lankan to qualify to participate in the 8th World Swimming Championship held in Perth in 1998.

He has always been actively engaged with Philanthropy projects and sits on the Advisory board of Communities Without Boundaries, a NGO linked to the White House, and is a trustee of the Bantuan Foundation, a charity registered in the UK helping the less fortunate and orphans.

Professionally, he is known as a Serial Entrepreneur and has been Advising Royal Family Members in the Middle East for the last 6 years. Ghefari's expertise primes in new emerging markets (oil and gas industry) where through his excellent communication and negotiation skills he has created partnerships with Fortune 500 Companies. He is also a Board Director in Forus Digital Exchange South Africa and CEO of Goldenex Group with a mission and vision to help communities and alleviate poverty. His passion and enthusiasm to build and create solid businesses around the world for next generations to come have also taken him to the technological era. He has recently become a Blockchain, AI and Crypto currency enthusiast investing to reshape the future and support communities around the world.

Andras Szekely, Director and Chief Information Technology

Born in Hungary and Educated in Germany and Hungary, Andras quickly learnt about his passion for information technology whilst developing planning applications for soldiers during his military stage. He soon became one of the pioneers involved in establishing a satellite-based network for hospitals and pharmacies all over Hungary and supported the media industry with revamping the old technology with new TV stations.

With the experience in media and TV he successfully won a project to plan and build the IT System for the 2000 Sydney Olympic Games for the Hungarian National Television and to establish a new high-tech TV station in Hungary. He was later appointed as the IT Director to look after a portfolio of 5 Large Hospitals in Hungary managing over 1500 workstations in 17 locations around the country.

For the next 17 years, Andras focused on call center industry at international level as an IT expert. His international exposure has thoroughly made a difference for his career, giving Andras the opportunity to explore unique programming IT solutions and managing databases. In 2017 he became interested in Crypto Currency, Network

Marketing Industry and used his IT knowledge and skills to build and develop back offices and integrate systems linked to Blockchain technology. He is enthusiastic to use crypto currency as the future financial instrument all over the world.

Josip Bosnić, Director and Chief Operations

Born in Croatia, Josip qualified as an Engineer but decided to start an entrepreneurial life and managed his own public relations, modeling and high-level events management company for over 10 years, dealing with high profiles such as the Ministry of Tourism, Chamber of Commerce and other local governmental sites.

He was also a Board member for SOFTCOM - the international fair for telecommunications and the application of new technologies and helped shape the company's operations for over 4 years.

Since 2001 Josip has dedicated to the Network marketing industry and became a regular educational speaker holding over 100 educational lecturers and attending over 500 seminars. From 2016 he fall in love with the cryptocurrency market where he recognized the potential for developing many ideas that can contribute to the simplest use of coins in everyday life.

Adrian Necsoiu, Director and Chief Marketing

Born in Romania, Adrian has worked within sales and marketing for over 10 years for several blue-chip companies and easily identified his business acumen and ability to exceed sales targets and reached senior level within a short span of time.

After finishing his Masters in Management and Business Communication, Adrian's entrepreneurial spirit took over and helped him set up his own business into web Design and Marketing services. Due to his extensive sales, marketing, negotiation and communication skills he run it successfully for the last 5 years. Late 2017, Adrian was introduced to the crypto industry and since he focused to elaborate appropriate e-marketing strategies to channel products and services appropriately and facilitate e-platforms for supporting communities to understand the importance of branding and responsible marketing, to reflect company's high ethical standards, and be truthful, understandable and in compliance with all advertising laws.

8. Terms & Conditions

Token Receipt Address. In order to be eligible to participate in the Company's token sale, Buyer must have an Ethereum wallet that supports the ERC-20 standard in order to receive any Tokens purchased from the Company (the "Token Receipt Address"). The Company reserves the right to prescribe additional guidance regarding specific wallet requirements.

Minimum Age. In order to be eligible to participate in the Company's token sale, Buyers must be at least eighteen (18) years of age.

Personal Information. In order to be eligible to participate in the Company's token sale, Buyers must also enter all required personal information in the purchase flow and thereafter, including name, date of birth and address, and provide any requested identity verification documents requested by the Company in order to satisfy their "know your customer" requirements within one (1) months of the Buyer's contribution.

Acknowledgment and Assumption of Risks. Buyer acknowledges and agrees that there are risks associated with purchasing JAAG Tokens, owning JAAG Tokens, and using JAAG Tokens for the provision or receipt of services on the Company. BY PURCHASING MAHALA COIN TOKENS, BUYER EXPRESSLY ACKNOWLEDGES AND ASSUMES THESE RISKS.

Buyer's Security. Buyer will implement reasonable and appropriate measures designed to secure access to: (i) any device associated with Buyer and utilized in connection with Buyer's purchase of JAAG Tokens; (ii) private keys to Buyer's wallet or account; and (iii) any other username, passwords, or other login or identifying credentials. In the event that Buyer is no longer in possession of Buyer's private keys or any device associated with Buyer's account or is not able to provide Buyer's login or identifying credentials, Buyer may lose all of Buyer's JAAG Tokens and/or access to Buyer's account. Company is under no obligation to recover any JAAG Tokens and Buyer acknowledges, understands, and agrees that all purchases of JAAG Tokens are non-refundable and Buyer will not receive money or other compensation for any JAAG Tokens purchased.

Personal Information. Upon Company's request, Buyer will immediately provide to Company information and documents that Company, in its sole discretion, deems necessary or appropriate to comply with any laws, regulations, rules, or agreements, including, without limitation, judicial process. Such documents include, but are not limited to, passport, driver's license, utility bills, photographs of associated individuals, government identification cards, or sworn statements. Buyer consents to Company disclosing such information and documents in order to comply with applicable laws, regulations, rules, or agreements. Buyer acknowledges that Company may refuse to distribute JAAG Tokens to Buyer until such requested information is provided.

Taxes. Buyer acknowledges, understands, and agrees that: (a) the purchase and receipt of JAAG Tokens may have tax consequences for Buyer; (b) Buyer is solely responsible for Buyer's compliance with Buyer's tax obligations; and (c) Company bears no liability or responsibility with respect to any tax consequences to Buyer.
