



Influence for a better world

Whitepaper 1.4

ERC20 TOKEN



www.juice.io , www.juice.com



“MAKE SOME EXTRA JUICE” SOCIAL MEDIA PLATFORM

Juice can be used in many sentences

“power of influence” - he’s got real juice in this town
“money” - earn some extra juice, so we can buy a new car
“power” - my phone is out of juice
“gossip” - she just told me some serious juice about her “
purchase or investment money” - you’ve got juice for that?

JUICE.COM SOCIAL MEDIA SHARING PLATFORM

JUICE is dApp enabled website & mobile app
DaPP = decentralized application
Front End > Smart Contract > Blockchain

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Intro

People are creative by default, and this attribute gets fresh wind with each new medium . Internet , together with other modern technologies , gave creativity wings like nothing before. Not only everyone can express himself in any imaginable way, his work can be easily seen all around the globe. This gave birth to a completely new form of art: viral user-generated digital content.

This art includes just about anything imaginable , from breathtaking photos of nature and video performances of various talents to trendy jokes, funny clips and original thoughts . On the other side, every moment tens of millions viewers are amused , amazed and even enlightened by this snack content . It is like a free fast food of entertainment.

We set Juice as an art gallery of viral micro content , which will both entertain visitors and encourage authors to spread their creativity , their talent, their sense of humor , their interesting way of thinking . No superpowers or extra skills are required for participation, it can be just a silly dog photo or a simple meme.

We think users are valuable resource of any platform , but exploited without proper compensation . On our platform , anyone can participate with contributing and spreading not only to the top few celebrities with millions of followers and receive reward for their participation . It doesn 't matter where you live , the blockchain technology enables the whole world to be properly rewarded

Curious? Creative? Juice is the answer.



Mladen Babić, CEO

A handwritten signature in black ink, appearing to read 'Babić'.

“Our purpose is “Rewarding Philosophy”, so we’re making the tool, where you receive rewards for interactions you’re now doing for free! Users are a valuable resource for any platform and are exploited without any proper compensation!”



Challenge

There is an abundance of online exhibitions of interesting, amusing user generated content, from forums to designated apps. We all visit them and through a decade this has become a multi-billion business. Sites like Facebook, Youtube, Instagram, Twitter, 9Gag, Quora, Tumblr, Ranker, WikiHow are getting richer and richer because of our involvement, our uploaded photos, our jokes, our likes, and our shares. This kind of activity usually doesn't get any commission.

User attention does not get rewarded

With current popular platforms and apps, people that make the sites big and popular are not rewarded for it. Those sites are cashing in huge amounts of money accumulating from ads, direct sales, etc. We believe that it's the people who make those sites big that should be rewarded. User's involvement is the most valuable resource, for which every advertiser competes, but it is exploited without any proper reward participation.

Sharing should be paid

Online marketing is based on visits that drive sales. So it is fair to say that nowadays traffic is one of the most important components. But so far directing traffic to these sites is free. For example, the most popular activity on social media is sharing meaningful posts, funny videos, and interesting photos. We are all doing it regularly, hence promoting those sites, but without anything in return.

Only some content creators receive profit

It is easy to make content, but a lot of creators of micro-content aren't paid at all. All those cat memes, fantastic photos, silly videos and jokes we all laugh at and admire every day are made for free. Same goes for numerous good articles and useful reviews. Even many influencers and bloggers get demonetized or their channels get closed down, because of different rules that are applied selectively.

"Every problem has a solution. You just have to be creative enough to find it."
- Travis Kalanick, co-founder of Uber"



Solution

Juice is on a mission to reward content creators, influencers and even casual users for their involvement.

Write your thoughts, capture and share your moments, upload an image, spread a video, and earn money doing it. We are going to share the advertisement revenue amongst our active community, so everyone will be motivated to contribute to quality content. And we are not stopping at that! Our platform will also give the user a chance to directly reward other content authors and even to be paid while playing casual web games.

With Juice platform and application, everyone will be able to cash-in the time and potential from those sites and apps they use the most. Everyone has something to show to the world, community or friends, everyone has a question, everyone laughs at silly videos, everyone needs a famous quote. Everyone connects with other people around the world.

2019/2020 will be the years of micro-influencers from all over the world.

YOU DECIDE – YOU ARE YOUR OWN BOSS

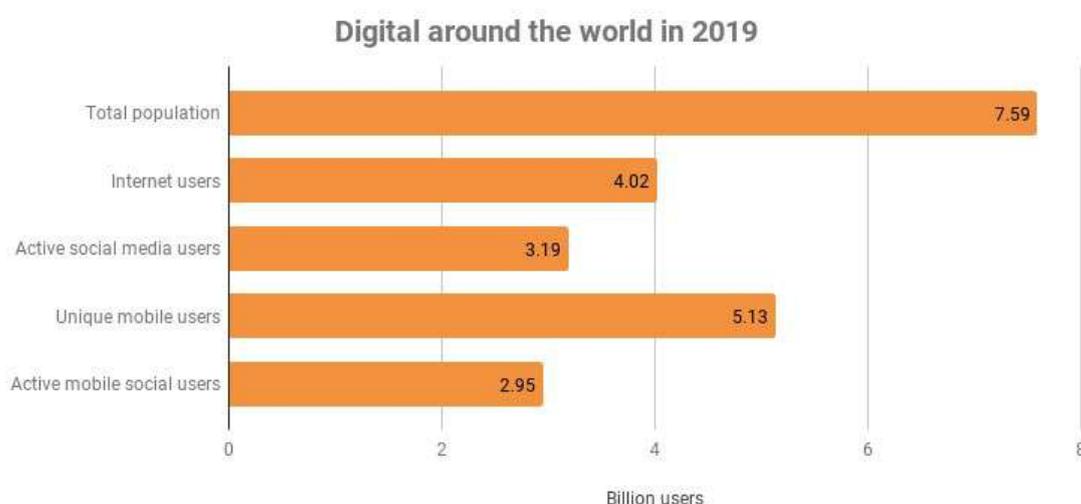
Based on your interactions with Juice, you receive rewards!





Market potential

We're tapping into a huge market that grows daily, where competition is already very hard and big. But with an empowering and simple idea and unique rewarding algorithm, we can become a major player too. Furthermore, we will work hand in hand with them, using their big network to direct traffic to our platform. Our users will share Juice content all over other established sites and receive a reward based on the traffic they bring in. We even believe that many of them will follow our steps.



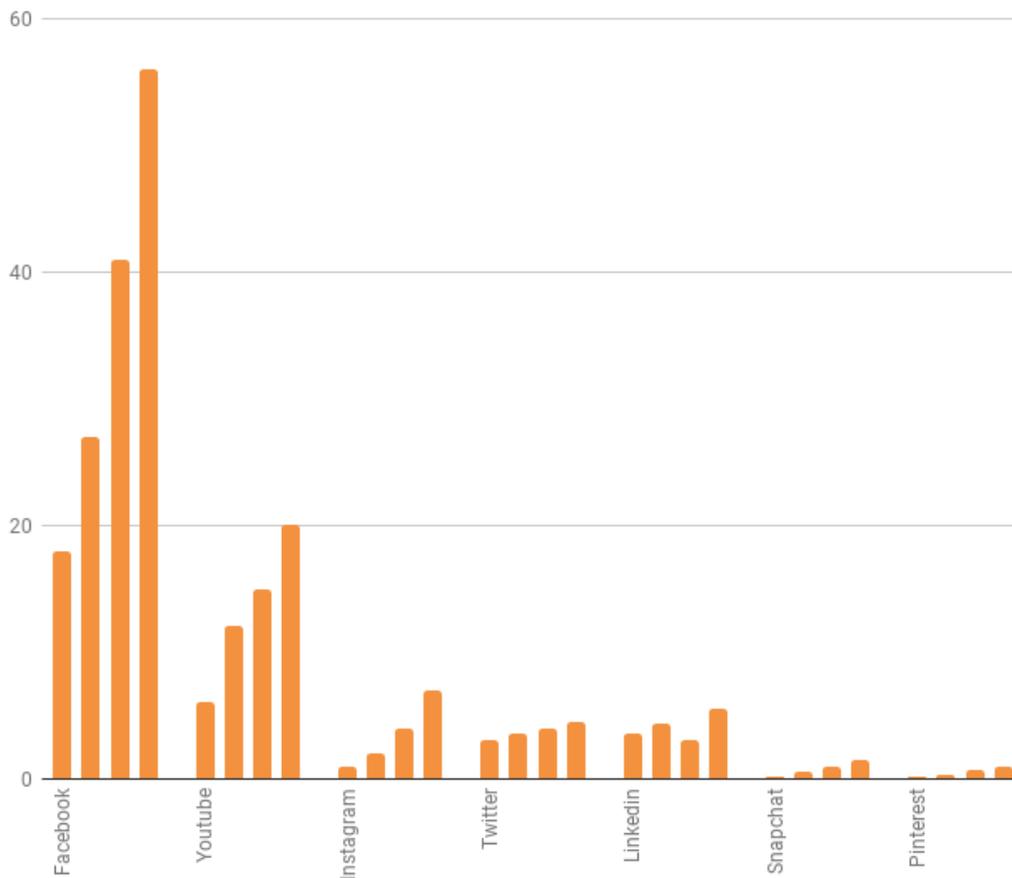
There are nearly 4.4 billion internet users around the world. Around 3.4 billion people use social media. Almost everyone owns a smartphone, laptop, PC or tablet. Social media sites and video sites are booming and the majority of internet traffic consists of video content and images. Not only our devices but 'WE' are online 24/7. We wake up and immediately check emails and messages, browse through news and social happening. Before we even get to our work, we already spend half an hour getting all forms of information from everywhere and everyone.

By the end of 2020, 90% of internet traffic will consist of video content. With video on demand services, streaming video games, animated gifs, pictures, messaging and advertising revenue worldwide there are billions of dollars turning around. In the past 5 years, there was a rapid average growth of internet traffic for 15-20% yearly. While traditional television is stagnating and the percentage of old school TV viewers is constantly decreasing, streaming video is gaining momentum.



Some of those sites are hiding their ad revenue, some publicly show their reports. So here are the numbers we have found on the internet. 2018 was the year of Facebook, leading with close to 60 billion dollars of revenue, following Youtube with just above 20 billion dollars. Instagram is growing and Facebook bets on it big time. So we're diving into a big market!

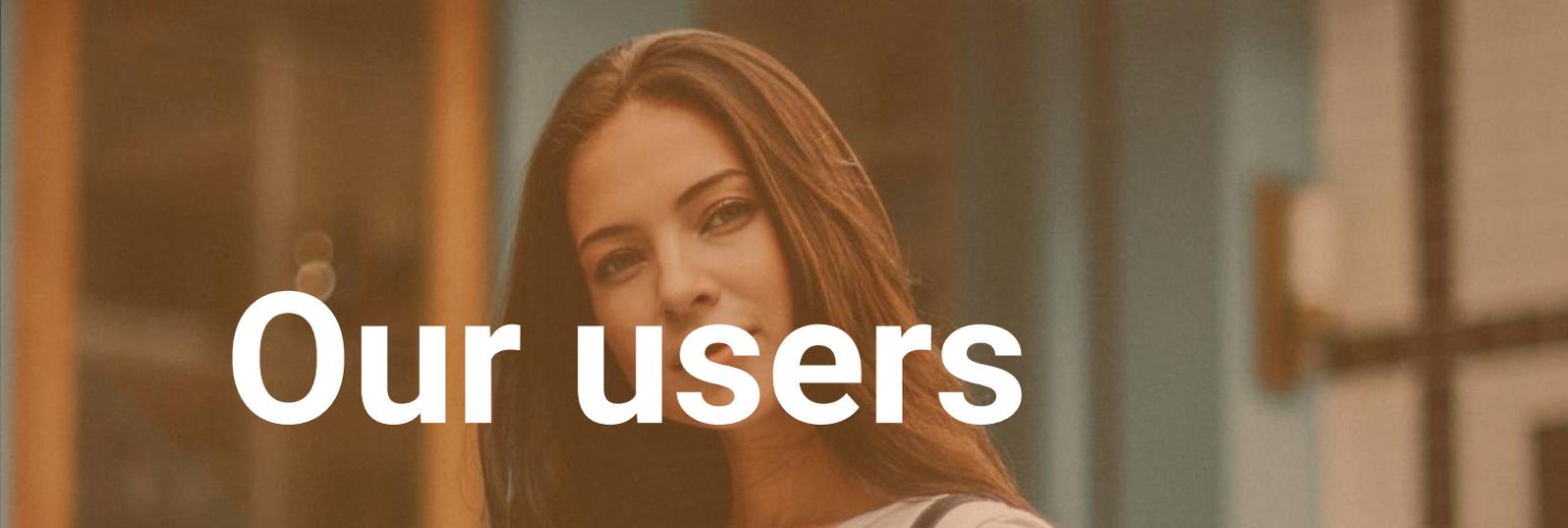
Annual revenue report in Billion of Dollars



Sources: statista.com

Did you know that in Asia, Africa and South America lives about 3 billion people who are between 14 and 40 years old? Majority of those people own a smartphone. These emerging countries have the biggest potential, following the already big base of social media users from North America and Europe.

It's a perfect time to jump in and present people a chance to make money from online involvement on the Juice platform. History favors the bold, and we are here to make the change.



Our users

Micro influencers & already known influencers

Influencers are sort of pop stars on the internet due to their strong presence on social media . They have a lot of followers and subscribers , and can influence a certain group of people. They are the ones who bring the biggest user attention by uploading their videos, pics, music, quotes, etc...

Content creators:

Content creators are anyone who make videos, take pictures, photoshop a meme, create music or write a blog. They are making jokes, spreading the word, showing interesting hobbies and skills. Juice is what they need to monetize their work, sense of humor and talents.

Social media users:

There are billions of people that use social media networks and sites. Use them and start getting rewards with your connections , followers, friends, etc. If you don't have anything to upload, then you can share the content and spread the word. You will be rewarded for that too!

Gen Z, gen Y, and gen X

We will mostly target GEN Z (born in mid-1990 to mid-2000s) and GEN Y (known as millennials, early 1980s to mid-1990s). We believe these two groups will change the market as we know it. Generation X (born in the 1960s to the early 1980s) is not be our top targeted generation, however they will use our platform and app for sure.

Why target gen Z and gen Y?

They are our future! They are looking for new ways of expressing and making money! They grew up with the internet , they know how to handle smartphones , they think differently than older generations . For example , Gen Zs who are watching social videos each month is 40 percent above average for using online sources to research products. They also are influenced by social reviews, admitting that lots of “likes” and positive comments on social media motivates them to make a purchase.

2019/2020 will be the years of micro-influencers and entrepreneurs and they will use every tool possible on the market, that can bring them the same extra revenue.



Platform features

Juiice ecosystem is made up of users, content creators and advertisers. The platform takes a small part of advertising revenue, but the rest goes to the active community. Our business model empowers micro influencers and normal social media user to work with Juiice closely and finally get compensated for their presence and casual activities online.

Free user account

Anyone that register at Juiice platform become our Juiice user. The account is free and can do any function platform offers: add content, share content, do daily tasks and unlock extra features, reward your favorite content creator and support any listed charity.

Juiice Power Account (reward account)

This account unlocks power features. For adding or sharing content, you receive rewards from Juiice platform based on views and revenue generated through our ads shown around that content. Users unlock power account with 1000 JUI tokens. Unlock is needed in order to prove commitment and to avoid fake accounts spreading inappropriate content. Tokens can be either purchased or received from other users as a reward.

Gamification in a fun way

Juiice account will also feature gamified system apart from money rewarding scheme. For every action, including liking and commenting, users will be awarded with Juiice Pulp. Juiice Pulp is not redeemable, but it will raise users 'pulp-level' and give them badges and ranks, hence motivating them to be actively involved.

Donation feature

Inside your reward account, you can set to donate certain percent from your rewards to confirmed and proven charities or campaigns that will be published on our platform. This will be taken care by smart contracts.



Influencers tools

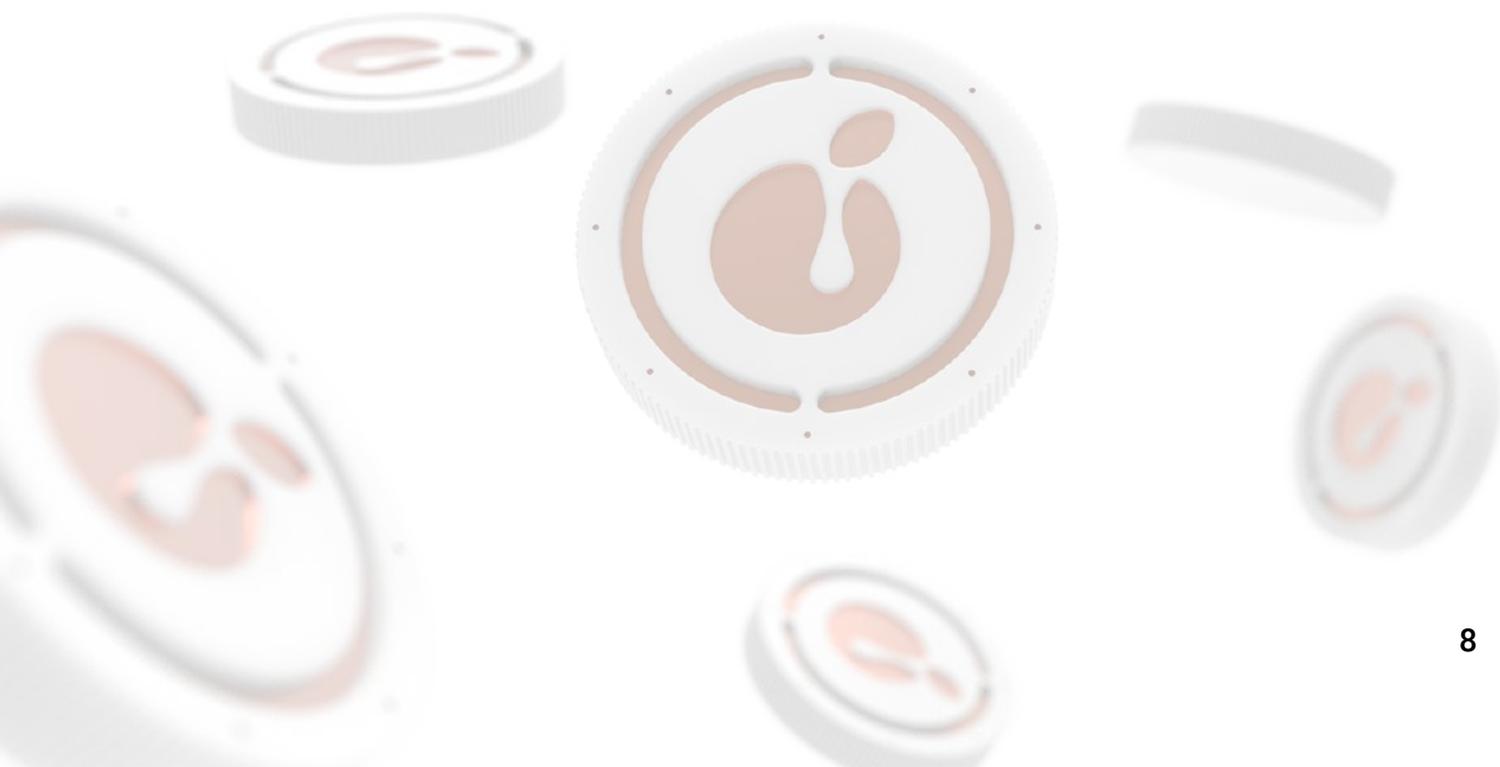
Juice will have various influencer tools, where advertisers can hire an influencer or publish a call out to influencers, so they can apply for their campaigns and take home the rewards from advertisers in Juice tokens.

Daily queue bonuses

There will be daily quests, such as watching ten trending videos, sharing something over Facebook and getting likes on your comments . These 'dailies' will be awarded extra features and bonuses.

Invitation bonus

Through our referral program members will be encouraged to invite others to join Juice, because they will receive share from their earnings.





JUIICE Token

Our business model is simple. Juuice platform earns from advertisements, 60% of the revenue goes directly to our "rewarding pool" and is therefore paid out to the active community based on their interactions and actions on the site. 40% of ad revenue goes to for support and development of the platform.

Juuice Power Account:

Everyone who wants to receive rewards from our "reward pool" (based on their activity on the Juuice Platform) needs to unlock "power juuice account".

Our algorithm monitors involvement, such as uploading and sharing of the content, and calculates value of each post based on views, shares and upvotes. Users are rewarded accordingly with Juuice Token - JUI. This is an ERC20 utility token on Ethereum blockchain. It is utility token of the Juuice platform and the main fuel of the whole Juuice ecosystem.

To unlock POWER JUIICE ACCOUNT, platform users must deposit 50,000 JUI tokens into a smart contract, where they get locked in our "power pool". This number might change with time. Depends on JUI value.

Locked tokens would serve as a guarantee that the platform users themselves would refrain from any harmful conduct on the Juuice platform (in such a case locked tokens could be partially or wholly seized to cover damages).

The tokens used for POWER JUIICE ACCOUNT are in principle a refundable deposit. Once user claim his deposit back, his power juuice account become locked again and user is not entitled to any reward from our reward pool anymore.

Power account users, will also have option to select that 5%, 10% or 15% of their rewards goes to charity they pick. All will be handled by smart contract.

Rewards - users to content creators:

Furthermore tokens can be used on the platform to buy virtual goods such as "juuice drinks", "juuice stickers" or "juuice badges", which they can then send to their favourite author or content creator. 80% of tokens goes to our "reward pool", 20% of rewards goes to Juuice platform for administrative and operational costs, IT infrastructure. Rewards can even be used to donate to charity. Virtual goods are exchangeable back to tokens from Juuice "reward pool".



No Ads feature:

No ads feature will cost 15,000 Juiice Tokens per month. 50% of those tokens goes for supporting platform, 50% goes to content creators that user watched their posts. "No ads pool" releases tokens to content creators one per month. All will be handled by smart contract.

Direct advertising:

All direct advertising will be possible only with JUI Tokens. Any advertiser, micro influencer or user, that would like to promote products, their pages, boost their posts, will need to buy the feature with JUI Tokens. 60% of direct advertising goes to Power Juice Account users, the rest for support, and development of the platform.

Tools for influencers and advertisers:

Monthly or Yearly plan is involved here, that is payable only with JUI Tokens.

With our Juiice Marketing Tool, influencers and advertisers will be able to get the most out of our product. Deep statistics, country based interactions, extracted information with graphs and charts, so they can decide which users to target, which country to select for advertising. Advertisers will be able to see results from certain influencers, feedback from users, so they can more easily decide which influencer to hire.

Influencer / Advertiser connection:

Advertiser will be able to contact influencer directly and make a deal. Advertiser will need to pay influencer in JUI Tokens. Juiice platform will take 10% fee and it will go for support and further development of the platform.

Influencer will be able to contact advertisers directly and try to make a deal. Any deal they make through Juiice platform, 5% goes for arbitration pool. If no arbitration needed between influencer and advertiser, those 5% goes to influencer. Think of us as Airbnb or Uber for influencers and advertisers. No more agencies who takes big chunks of the deal. Deals will be handled by smart contracts. Advertiser needs to deposit payment to smart contract and once influencer delivers what they agreed, funds are released to the influencer. In certain cases, arbitration will need to come between two parties. Arbitration will be handled by verified users, who applied for arbitration work.



Crowdsale

Token: JUICE - JUI

Type: Utility

Price: 1 JUI = 0.0002 USD

Bounty: Available - more info at www.juice.io

MVP/Prototype: www.juice.com

Platform: Ethereum

Accepting: ETH, BTC, BCH

Minimum purchase: 0.1 ETH

Soft cap: 1,000,000 USD

Hard cap: 6,000,000 USD

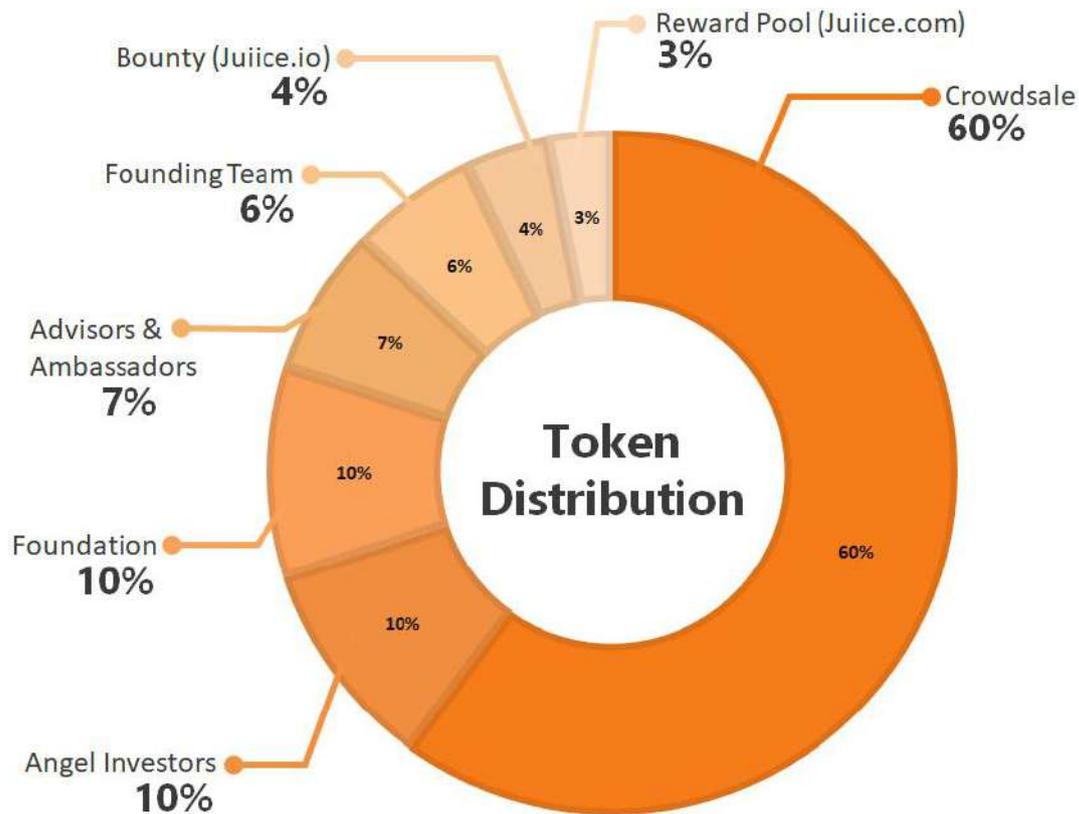
Country: BVI (British Virgin Islands)

Token Issuer: Juice Ltd.

Total number of generated JUICE Tokens: 50,000,000,000 JUI

For the purposes of participating in the token sale, all crowdsale buyers will need to undergo a know-your-customer (KYC) procedure as required by applicable KYC/AML laws and regulations.

Buyers from particular jurisdictions (including, but not limited to the United States, Canada, the Republic of Korea and Singapore) as specified in the terms and conditions of the Juice token crowdsale (published on our website www.juice.io) will not be eligible to participate in the token sale.

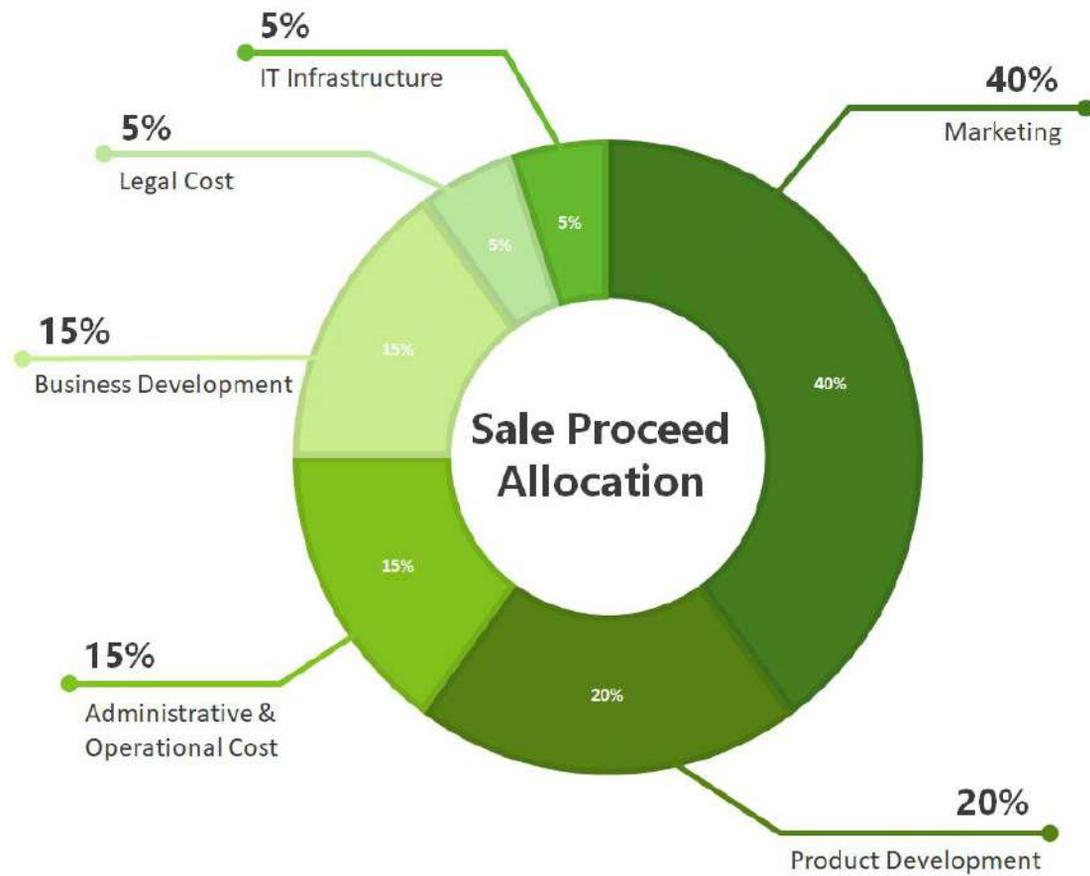


Total number of generated JUICE Tokens: 50,000,000,000

- 60% of tokens will be sold in the ICO to secure funds for further product development, operations and international expansion
- 10% of tokens will be given to early stage angel investors, true believers, who showed a lot of trust and provided rocket fuel for our idea
- 10% of tokens is reserved for Juice Foundation.
- 7% of tokens will be awarded to our advisors and ambassadors that helped the project with their knowledge and expertise
- 6% of tokens will be held by project founders and the rest of the team that helped to bring the project to life with their hard work and dedication
- 4% of tokens is intended for the initial stocking of the bounty pool to award contributors, who help build and curate our database of entities
- 3% of tokens will be added to Juice.com reward pool

Vesting Plan for the Team, Advisors and Ambassadors

All tokens belonging to founders will be reverse vested for 24 months with monthly cliffs.



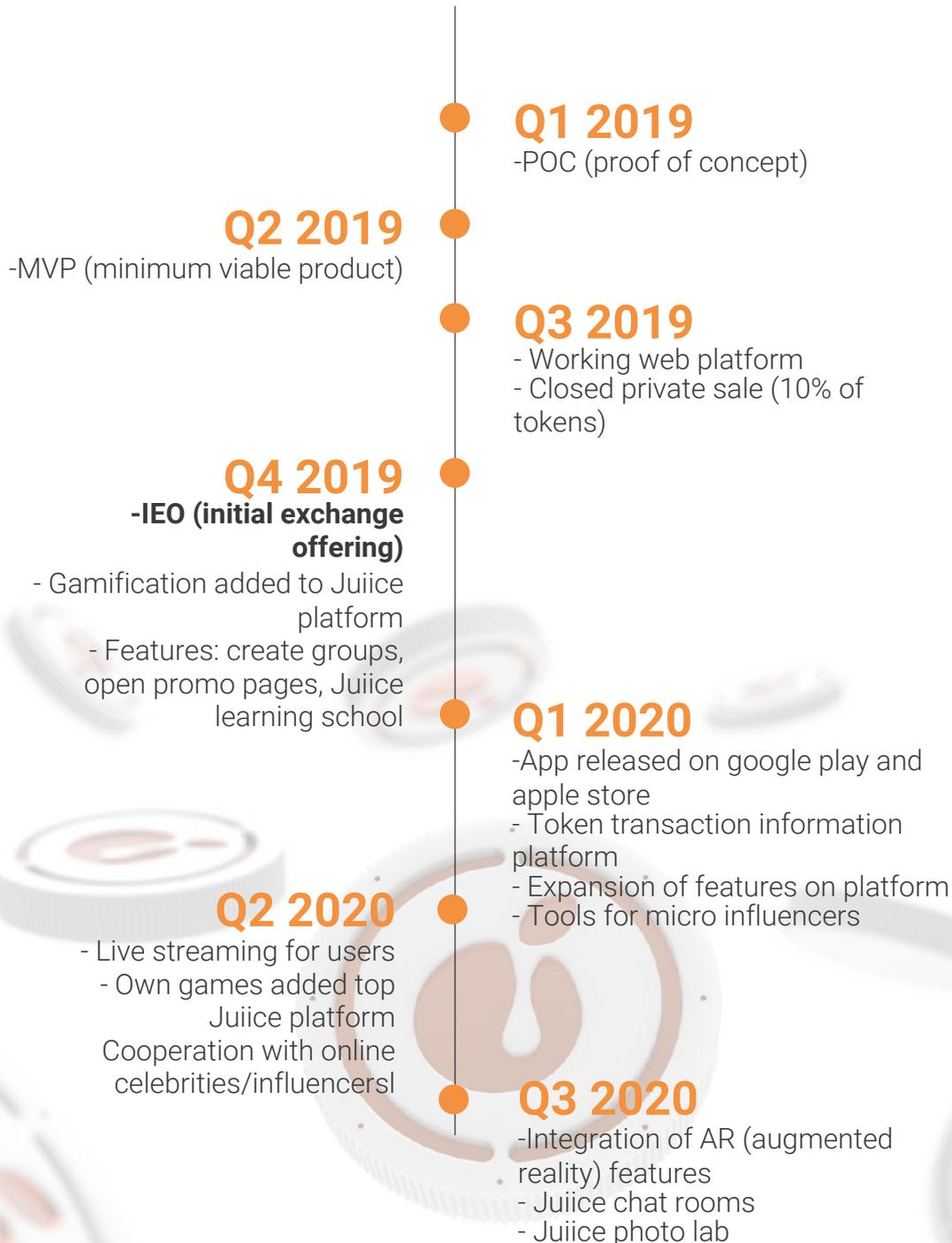
Total number of generated JUICE Tokens: 50,000,000,000

- 40% Marketing
- 20% Product Development
- 15% Administrative and operational cost
- 15% Business development
- 5% Legal cost
- 5% IT infrastructure



Roadmap

**We will share wisdom and the joy of giving!
Decentralizing and rewarding people for spending time on our
apps and platforms!**





Team



MLADEN BABIĆ
CEO



ZOKKI REHAR
COO, Product Manager



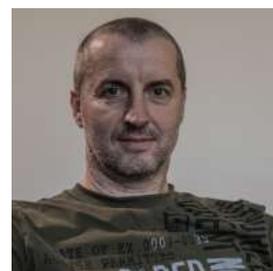
IGOR ŠINKOVEC
CSO



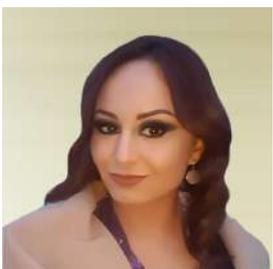
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Senior Developer



DAVID TOMŠIČ
Editor in Chief



SILVO FORTUNA
Community Manager



SANJA BABIĆ
Content Manager



HADI DEEN
Advisor



ROBERT GAZVODA
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NIKOLA KORBAR
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VIVIAN CHEANG
Brand Ambassador



ROEL DE LEEUW
Brand Ambassador



TILEN ČUK
Gamification Advisor

Partners

