



WHITEPAPER

Influence for a better world

v2.1

juice.io

www.juiice.io , www.juiice.com

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“MAKE SOME EXTRA JUICE” SOCIAL MEDIA PLATFORM

Juice can be used in many sentences

power or 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?

JUIICE.COM

WEB3 SOCIAL MEDIA SHARING PLATFORM

JUIICE is a decentralised social
media platform built for the next gen-
eration of internet

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Disclaimer and Risk Disclosure

PLEASE READ THIS ENTIRE SECTION AND DO NOT TAKE ANY ACTIONS UNTIL YOU FINISH IT

The purpose of this white paper is to present a summary of Juice's business model and value proposition and introduce the Juice crowdsale for potential token purchasers in connection with the proposed token sale. The information set forth below may be changed for any reason, it may not be exhaustive, and it does not imply any elements of a contractual relationship. The sale and purchase of JUC tokens will be managed and governed by selected Token Sale Provider (The Exchange), its policy and Terms of Sale.

If you are in any doubt as to the action you should take, you should consult your legal, financial, tax or other professional advisor(s), immediately navigate away from the Juice website, and not contribute to the development of Juice.

This white paper does not purport to be all-inclusive or contain all the information that you may desire when examining the project. This white paper's sole purpose is to provide you with relevant and reasonable information for you to determine whether to undertake a thorough analysis of the project and the company with the intent of acquiring JUC tokens. **PURCHASE OF JUC TOKENS INVOLVES A HIGH DEGREE OF RISK AND YOU SHOULD NOT SPEND ANY FUNDS IN THIS SALE UNLESS YOU CAN AFFORD TO LOSE THE ENTIRE AMOUNT SPENT.** Please refer to the Terms of Sale for a more comprehensive list of the possible risks concerning the JUC token purchase. All information and content provided in this white paper are to be used on an "as is" basis. In deciding to purchase JUC tokens, you must rely on your examination of the project and the terms thereof, including the merits and all different risks involved. Before deciding on the purchase of JUC tokens, you should consult your legal, financial, tax or other professional advisor(s)

as to all matters concerning this purchase, and carefully review and consider this white paper in its entirety. You and other prospective token purchasers are encouraged to ask questions about Juice, its business, and the Terms of Sale of the crowdsale, and to request such data as may be necessary to enable you to make an informed purchase decision.

Nothing in this whitepaper, on the Juice website or in Terms of Sale will be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. If you decide to purchase JUC tokens, please note that your purchase does not involve the exchange of cryptocurrencies for any form of securities, investment units and/or form of ordinary or other shares in Juice or any other company. Furthermore, you as a JUC token holder do not receive any form of a dividend or another revenue right that is guaranteed or participate in profit sharing scheme nor receive any right of ownership in Juice Ltd. or any right to participate in the management of Juice Ltd. It is for these reasons that we believe that JUC tokens are not securities and may be purchased by anyone. This document is not composed in accordance with and is not subject to, laws or regulations of any jurisdiction that are designed to protect purchasers.

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All statements, estimates, and financial information contained in this white paper, on the Juice website, in press releases, or in any other place accessible by the public, including oral statements that may be made by Juice, its founders, team members, and any third parties involved in the Juice project and acting on behalf of Juice, that are not statements of historical fact, constitute forward-looking statements or information. Such forward-looking statements or information involves known and unknown risks and uncertainties that may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. These statements may be identified by words such as “expect”, “target”, “anticipate”, “intend”, “plan”, “estimate”, “will”, “should”, “could”, “would”, “if”, “may”, “possible”, “project” or other words of similar meaning or form. However, these words are not the exclusive means of identifying forward-looking statements.

The law in certain jurisdictions may restrict or limit the sale and purchase of JUC tokens. The JUC tokens are not being offered or distributed to, as well as cannot be resold or otherwise alienated by their holders to, citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the country or territory where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations. If such restricted person purchases JUC tokens, such restricted person has done so on an unlawful, unauthorised and fraudulent basis and in this regard, will bear negative consequences. Persons above that participate in the fundraising by providing false information about their citizenship, residency place and nationality, will breach the Terms of Sale of JUC tokens and would have to compensate any damages and/or losses suffered due to this violation. You agree that you purchase, receive and hold the JUC tokens at your own risk and that JUC tokens are provided on an ‘as is’ basis without warranties of any kind, either express or implied. It is your responsibility to determine if you are legally allowed to purchase JUC tokens in your jurisdiction and whether you can then resell JUC tokens to another purchaser in any given jurisdiction. You bear the sole responsibility for determining or assessing the tax implications of your participation in the crowdsale, purchasing, or receiving and holding JUC tokens in all respects and any relevant jurisdiction. You represent and warrant to us that the contributed funds do not derive from any illegal activity and allow us appropriate Anti-Money Laundering (AML) Checks. You understand and accept that we may at any time and without any explanation reject any contribution on the basis of simple suspicion that the funds derive from illegal acts or that AML regulation was not honoured.

This white paper may be updated or altered with the latest version of the white paper prevailing over previous versions. Juice is not obligated to give you any notice of the fact or content of any changes. The latest version of the white paper in English is available at the website [https:// juice.io/](https://juice.io/). However, there is no obligation to update, supplement, or correct this white paper or accompanying materials in any respect, or otherwise to provide you with access to any additional information. The information contained herein may from time to time be translated into languages other than English or used in the course of written or verbal communications with existing and prospective token purchasers, customers, partners, etc. In the event of any conflicts or inconsistencies between such translations and communications and this official English language white paper, the provisions of this English language original document will prevail.

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 can anyone express themselves in any imaginable way, their 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 breath-taking 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 of viewers are amused, amazed and even enlightened by this snack content. It is like 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 a valuable resource of any platform, but exploited without proper compensation. On our platform, anyone can participate with contributing and spreading, not only 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. Blockchain is perfect for rewarding content creators through smart contracts!

Moreover, automation is slowly but steadily about to make many jobs in retail, construction, services and administration along with physical labor redundant. Juice will provide one of the possible channels through which the profit concentrated with the owners of productive assets can be redistributed to anyone engaging in fun and creative expression on the Juice platform.

**Curious? Creative?
Juice is the answer.**

”

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!”

Mladen Babić, CEO

Challenge

There is an abundance of online exhibitions of interesting, amusing user generated content from forums to designated apps. We all visit them and over 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 are paid

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. The 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.

Lack of NFT exposure platforms

Another thing inspired NFT creators find challenging is putting their new creations into the spotlight without an already existing network of followers. Should you create accounts on Twitter, open a discourse chat or pay for shoutouts by influencers? Or maybe you should just go and create your own website dedicated to NFT branding? So much work and time! The Juice platform rises to the challenge by providing a spotlight platform for your NFTs, so that the place of its creation is also the place where your NFT becomes visible. It is an integral part of our vision to provide an ecosystem where monetization of fun and visibility meet in the best possible way.

”

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 remunerate content creators, influencers and even casual users for their involvement - a service they provide to the network.

Share your moments, upload an image, spread a video, create a Non Fungible Token (NFT) and earn money doing it. Another thing inspired NFT creators find challenging is putting their new creations into the spotlight without an already existing network of followers. Should you create accounts on Twitter, open a discourse chat or pay for shoutouts by influencers? Or maybe you should just go and create your own website dedicated to NFT branding? So much work and time! The Juice platform rises to the challenge by providing a spotlight platform for your NFTs, so that the place of its creation is also the place where your NFT becomes visible. It is an integral part of our vision to provide an ecosystem where monetization of fun and visibility meet in the best possible way.

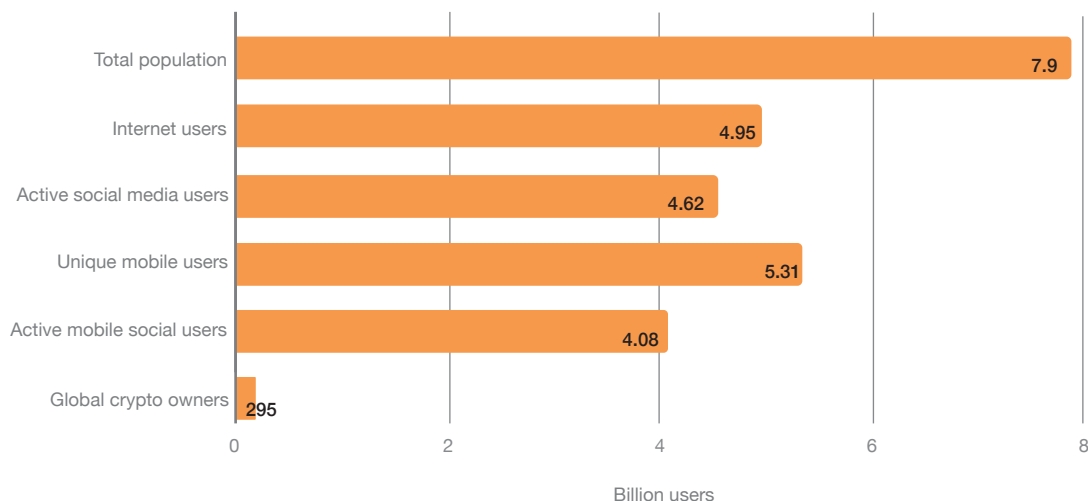
We want to empower everybody and allow users to be rewarded transparently and fairly for creation of original content. Furthermore we give our users a possibility to transform their content into NFTs and list them on one of many marketplaces.

With the Juice application, everyone will be able to browse posted content, like it, comment on it, share it and of course also create their own content. Good original content will be rewarded and promoted whereas unoriginal content, fakes and copies will be strictly censored. In essence we want to create a community where everybody can be who they are, interact with likeminded people and receive their fair share of the revenue.

Market potential

We're tapping into a huge market that grows daily, where competition is already fierce. But with an empowering simple idea and unique rewarding algorithm, we could dominate a specific niche market. Furthermore, we will work hand in hand with them, using their big network to direct traffic to our platform. Juiice is uniquely positioned to connect content creators and facilitate a place where they can share their work. Users thus immediately get community feedback on their work. If community likes it creators have already gained fans and can focus on producing more content rather than marketing and sales which is too many times a sad reality.

Digital around the world 2021



There is an undeniable trend behind the recent explosion of video content. Internet video traffic has grown by 31% in the last 5 years, while the average growth of internet traffic in the same period increased by 26%. Streaming video games, video on demand services, animated gifs, pictures, messaging and advertising generate a turnover of billions of dollars globally. Traditional TV viewing is in steady decline and streaming video is gaining momentum.

Another trend that skyrocketed in 2021 is the non-fungible tokens market. NFTs are digital assets using blockchain to document and prove the ownership of images, videos and other collectibles. They store data on blockchain and there are many projects that build on blockchains like Ethereum and Solana.

In November 2021 the NFT market cap reached \$7 billion with the sales growing by the factor of 131 from Q1 2020 to Q1 2021, which produced \$2 billion in sales. In Q3 2021 265,927 active wallets traded NFTs on Ethereum blockchain. Furthermore, the NFTs' trading volume rose sharply to \$10.67 billion in Q3 2021, increasing by 704% from the previous quarter. While NFT prices range from a few dollars to millions, roughly 50% of NFTs sell under \$200, which makes the average price relatively low.

The confluence of the above mentioned trends makes the present the perfect time to offer people a chance to earn from online involvement with Juiice platform. History favours the bold, and we are here to make a change.

We are also aware that competition with the market leading platforms such as Facebook, Instagram or Tiktok is virtually impossible, therefore we have opted for a niche approach with low market entry barriers and huge potential.

Market entry

- There is an undeniable trend behind the recent explosion of video content. Internet video traffic has grown by 31% in the last 5 years, while the average growth of internet traffic in the same period increased by 26%. Streaming video games, video on demand services, animated gifs, pictures, messaging and advertising generate a turnover of billions of dollars globally. Traditional TV viewing is in steady decline and streaming video is gaining momentum.
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Our users

Micro influencers & already known influencers

Influencers are a 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. They are making jokes, spreading the word, showing interesting hobbies and skills. Juuice is what they need to monetize their work, sense of humour and their other perhaps unrecognised talents!

NFT creators

Juuice app serves also as a platform where creators can show their NFTs to wider public. Juuice doesn't serve as a marketplace but more like an easy to use and easy to access browsing platform where users can discover never new and exciting content. NFT creators thus get means to increase exposure of their new collection even before they are listed, furthermore they also get an opportunity to "test the waters" by creating and posting new content. If response from users on the platform is good they just hit two birds with one stone – they confirm their product on a market while also raising awareness and exposure. In some cases they will find buyers for their NFTs even before they have been listed on a marketplace.

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 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 are 40 percent above average in using online sources to research products. They are also influenced by social reviews, admitting that lots of "likes" and positive comments on social media motivates them to make a purchase.

2022/2023 will be the years of NFTs and the start of the real Web3. The need for a Web3 social media platform is here.

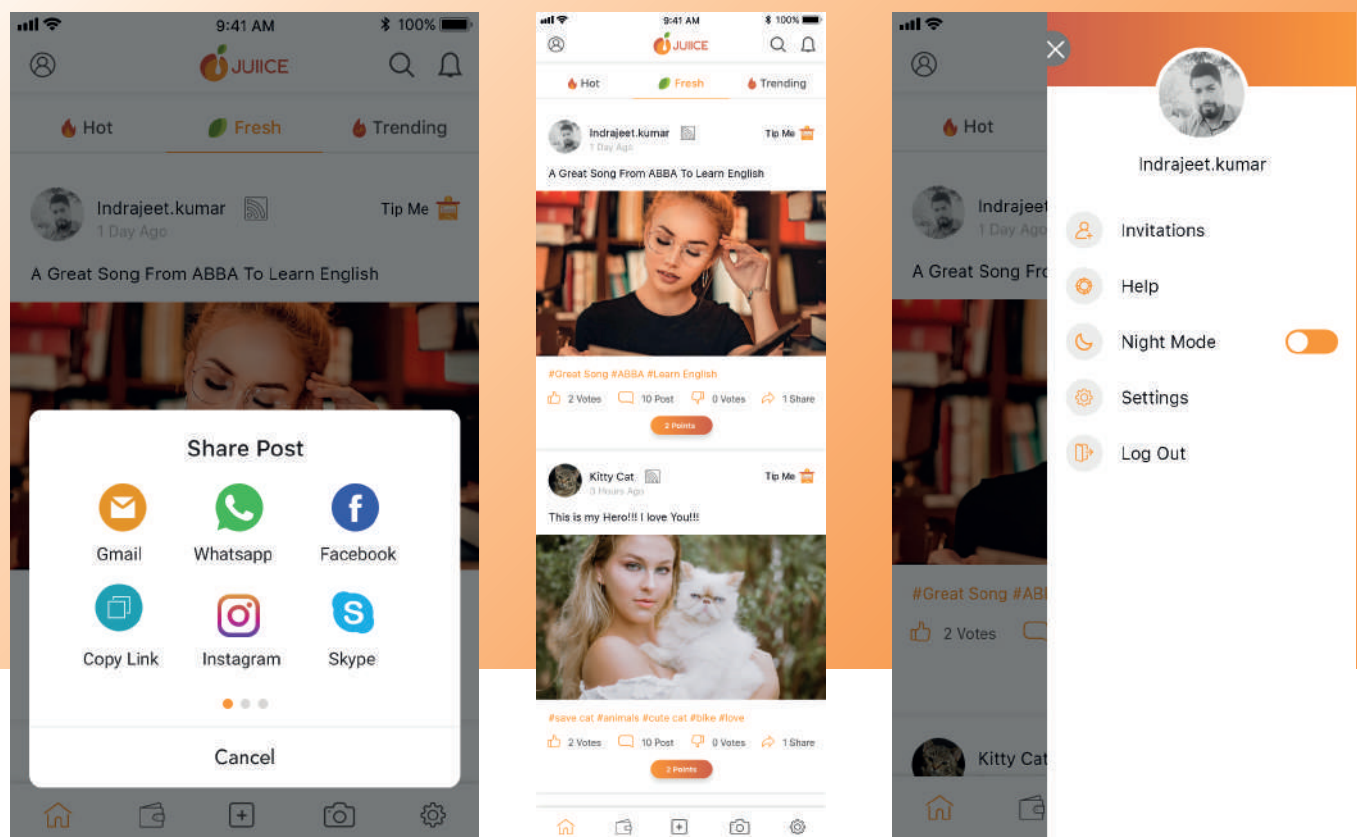
Platform fetures

Our business model empowers content creators and those who seek information, fun and knowledge.

Juiice App

Initially the Juiice app will be available for iOS and Android operating systems on mobile phones. A web application will be developed at a later stage. At first glance the App appears like a combination of TikTok and 9gag as only one piece of content is displayed at a time while endless scrolling downwards for more content is enabled. To use the Juiice app, users need to register, which can be done via social networks or authentication methods like Apple ID. Latest design is based on user feedback that was collected on a proof of concept platform released to the public already in 2019. Based on UX feedback of hundreds of users we believe our solution will be easy and fun to use.

Old application



Updated application



Free user account

Anyone who registers at Juice platform becomes our Juice user. The account is free and can perform any function the platform offers: add content, share content, do daily tasks and unlock extra features, reward your favourite content creator and support any listed charity. Content creators on the platform are rewarded when other platform users interact with their content. The following functions are available for such interactions: “Like”, “Share”, “Comment”, “Follow” and “Report”.

Users can publish their own content. The platform supports the standard set of image formats (PNG, JPG, WEBP, GIF, SVG) and standard video formats (WEBM, mp4).

Under certain conditions, users can create NFTs from their own original content. (Original content is defined as that which is published on Juice first). NFT can be created from content that has X or more likes. The more “likes” the content receives at the moment of minting, the higher the level of the NFT. High level NFTs are of greater rarity which raises their price. Visual markings (borders, effects) will indicate the rarity of a NFT. A NFT can be created only once from the same piece of content. This incentivises content creators to search for the golden middle spot – a point where their NFT is as rare as possible while at the same time it retains enough popularity to still receive interactions. Users will be remunerated for interactions during several consecutive days in order to maintain the existing user base.

Users (not just the original content creator, depending on the licence) will be able to use existing NFTs on the Juice platform and create new content from them (remixes, memes, ...). This new content will be added to the collection of the original NFT thus giving credit and driving attention to the original. Part of the revenue that the newly created content will generate will also be automatically diverted to the original.

PULP – reward system for interactions and royalties

Why PULP? As pulp and juice make the fruit complete, PULP is the rewards system that brings you the fruits of your activities on Juice.

When a user has collected a certain amount of PULP, it can be either converted to JUC tokens or gifted to other users. Here are the specifications of some of the reward-bearing functions:

Share

If a new user registers at the Juice platform via sharing, half of the Pulp award goes to the user who did the sharing and the other half to the content creator.

Comment

Comments bring rewards to the user commenting as well as to the content creator.

Report

Successful reporting is rewarded in such a way that the Pulp is split among the users who did the reporting. In case the report is denied, there is no reward. Too many unsuccessful reports will cause the blocking of the publishing function in the user's account.

Additionally, reporting unoriginal content is also rewarded. The first user to report it is treated as the original creator.

Affiliate system

Bringing new users to the platform results in high rewards.

Premium subscription

brings the users the following benefits:

- After completing the KYC procedure, a special badge with the words TRUE CREATOR appears next to the user's name.
- Higher Pulp awards.
- Ad-free user experience.
- Free NFT creation up to a certain number.
- The option of content exposure.

Gamification in a fun way

Juice account will also feature a gamified system apart from money rewarding scheme. For every action, including liking and commenting, users will be awarded with Juice Pulp. Juice Pulp will raise the users' 'pulp-level' and give them badges and ranks, hence motivating them to be actively involved. Furthermore users will have access to daily quests for additional bonuses and rewards. Daily quests can be organised by Juice or in a cooperation with Juice partners.

Donation feature

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

Sharing tools

Juice will allow users to easily drive traffic to various marketplaces where certain NFTs are listed. This will mostly serve as a tool for NFT creators which want to drive traffic to their listed collections and NFT collectors and traders which look for good opportunities or unique and exciting content.

Invitation bonus

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

Use Youtube channel

Post a short video on Youtube and link to full video at Juice. Earn from your traffic sent to us, new users that register through you. You have the power in your hands!

Share on Facebook

Share a link on Facebook and receive rewards from your traffic sent to Juice content, like: articles, videos, pics, games, quotes...

Pin our pics, videos or quotes

Pinterest is a perfect tool for you to pin our content and receive rewards from traffic that comes to Juice from your pins.

Invite your followers

Tell your fans about Juice, put a link in your BIO and earn from invites and their rewards.

Use Vimeo Community

A good business plan starts with an executive summary

Tweet about us

Post a link, share anything from Juice on your Twitter and receive rewards from your traffic sent to us



JUIICE business model

Juiice is creating a platform for today's generation, inspiring more rewarding, trusted, and value-driven content engagement. As a community driven platform, we aim to bring people and communities together and connect them to relevant content and opportunities while enabling every single user to monetize the value of their online activity.

The fundamental principle behind the Juiice ecosystem is that all participants should be financially motivated to create, share, post or like online content and share value with each other. The ecosystem itself consists of users, content creators, influencers, advertisers and app developers – all connecting and transacting with each other through a network of decentralised communities.

JUIICE REVENUE STREAMS

1. Advertising. Advertising will be activated at a later date, when the platform gathers enough following. Premium users will not be subject to advertisements.
2. Premium subscriptions that bring certain benefits to users as mentioned above.
3. Fees collected from NFT creation by unsubscribed users.
4. Content exposure. Premium users will be able to boost their content for a small fee. This option, like advertising, will not be enabled at the start of the platform for better user experience and adoption. This source will be, like advertising, activated at a later date in order to provide better user experience.

JUIICE UTILITY TOKEN

To quickly establish the ecosystem during the initial stage and encourage early user adoption, Juiice will set a remuneration pool of JUC tokens to kick-start growth through user acquisition, while rewarding content creators and active users for their contributions. YES, Juiice is about to monetise all your social media activity, even “likes” and “shares” of valuable content.

JUC is a true utility token that will power Juuice social media platform, grant access to powerful platforms' features and be used to reward the Juuice's active users:

- **Juuice Remuneration Account** - Juuice proprietary algorithm measures and analyses user's activity, such as uploading and sharing of content, and determines the appropriate remuneration for each contribution based on the number of views, shares and likes.- connection with pulp
- **JUI is the only way to receive remunerations** on the Juuice platform for the performed services (activities) in the network.
- **JUI token enables in-app purchases**, , such as virtual goods, to pay other users (like influencers) or grant access to new apps supported by the platform.
- **JUI token powered donations** - - encouraging charities to engage with platform' s users to help the needy.
- **Juuice Market Place and Direct Advertising** - allowing users and influencers to promote their products and bring traffic to their websites in exchange for JUC tokens.
- **Connecting influencers and advertisers** - No more agencies' cuts. JUC tokens will be held in the escrow until both parties are satisfied with their agreement and each party fulfils its obligations.

Will the distribution of JUC token not decrease its value? NO. **The amount of tokens distributed will be dynamically allocated each month based on the total revenue generated by the platform.** The only crypto asset accepted on the platform will be the JUC token and revenue generated from FIAT (credit cards) will be used to buy the appropriate number of tokens back from the market.

STAKING

We will leverage the power of xPortal app to enable staking of Juuice tokens even before the official launch of the Juuice application. Staking will be enabled in two stages.

The first official staking programs will be enabled shortly after IDO on the official page of the Juuice platform and will be available for everyone. Staking entries will be open for 4 months after its launch and will have fixed rewards with rewards for the first month being doubled. Rewards will be financed from the Community rewards token pool.

Lock duration	APY
No lock	5% APY
1 month	15% APY
3 months	30% APY
6 months	50% APY

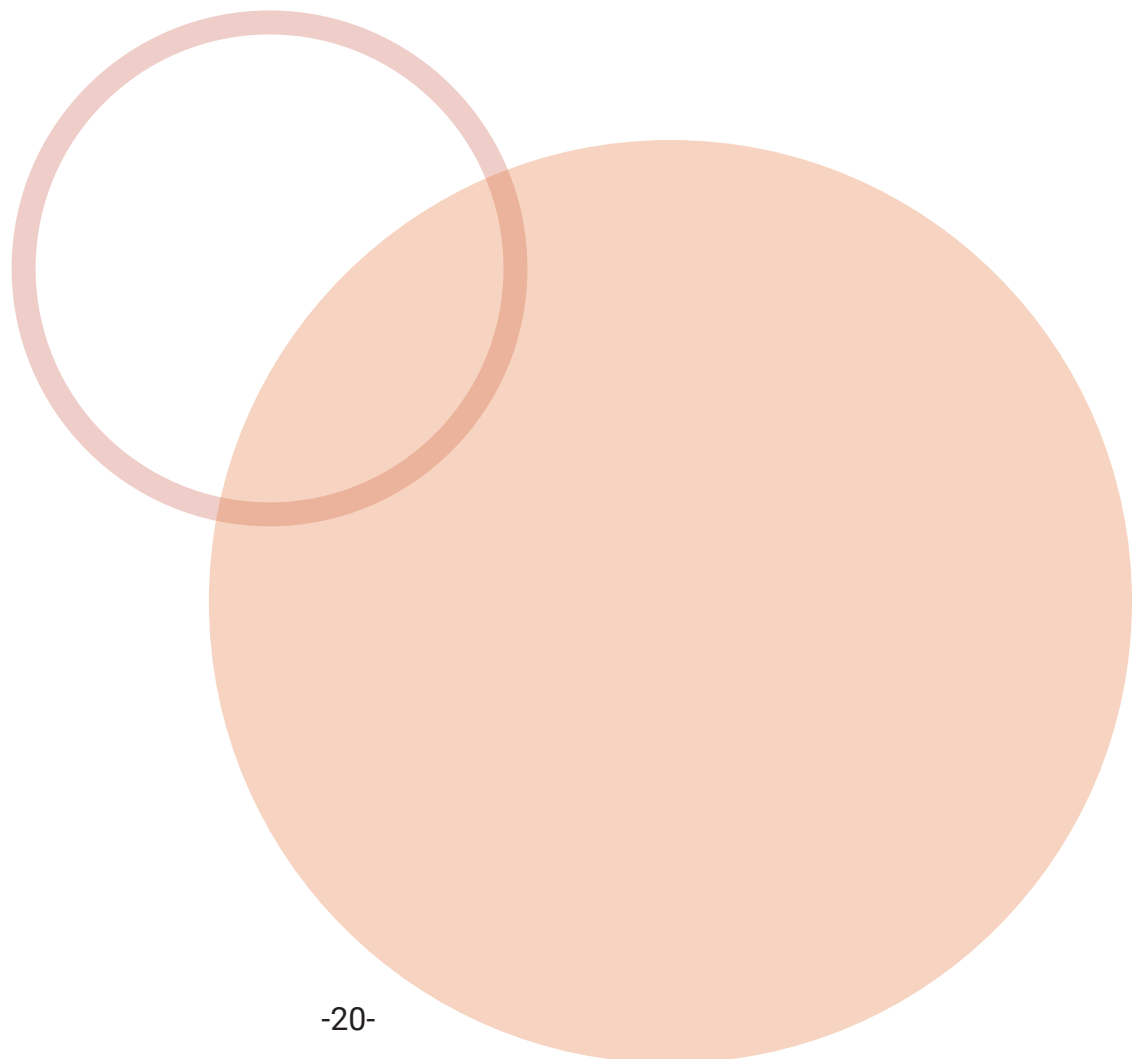
All rewards locked in the first month will be doubled.

The second official staking programs will be enabled with the launch of Juuice beta application. It will be enabled for all registered users of the platform. It will feature longer locking periods with dynamic rewards based on the platform's revenue. This will be a long term sustainable staking option that will benefit the users and the Juuice ecosystem as a whole.

Juice and blockchain

Juice is creating a decentralised social media platform and rewarding mechanism powered by Binance smart chain. JUC will be implemented on the public Binance smart chain as an BEP-20 token. The Binance smart chain is currently the industry standard for issuing custom digital assets and smart contracts. The BEP-20 token interface allows for the deployment of a standard token that is compatible with the existing infrastructure of the Binance ecosystem, such as development tools, wallets and exchanges. The public Binance network will serve as the settlement layer for JUC tokens, allowing for transfers, purchases of virtual assets and reward distribution to be made directly on the blockchain. Smart contracts will automatically execute transaction payments and the distribution of rewards without the participation of a third-party intermediary. Moreover, Juice will use smart contracts, allowing advertisers to set their own requirements and preferences. Once the influencer agrees with the advertiser's offer, the terms will be written into the smart contract, which will then be sealed with a timestamp and put onto the blockchain. When it comes to payments, one of the biggest advantages of using the blockchain technology in the advertiser-influencer relationship is the ability to offer an escrow. Both, the advertiser and the influencer should be motivated to successfully fulfil the contract obligations by placing a deposit in JUC tokens. This deposit is released to the Advertiser (as a payment) only after the service is rendered, forcing both parties to respect their contractual obligations. The platform will encourage and reward third party developers who will deploy and promote new decentralized applications.

Furthermore users will be able to mint NFTs directly on the platform with the content they have posted. Initially minting will be possible only on binance smart chain but support for Polygon, Ethereum and Solana will soon follow.



Token Sale Summary

General Information: **JUIICE – JUC**

For a comprehensive look at the cost division and token distribution, see the graphics and table below.

Juiice token (Ticker: JUC) is a fully compliant BEP-20 utility token

Total number of JUC Tokens that will be generated during the Token Generation Event:

50,000,000,000 JUC

No additional tokens will be created in the future.

Total number of JUC tokens reserved for Token Sale (the Private and Public Sale):

12,500,000,000 JUC (25%)

Initial fully diluted market cap: **199,000.00 USD**

JUC token price: **1 JUC = 0.00006 USD***

* Subject to change during the Public Token Sale and in accordance with Terms of Sale of the nominated exchanges.

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

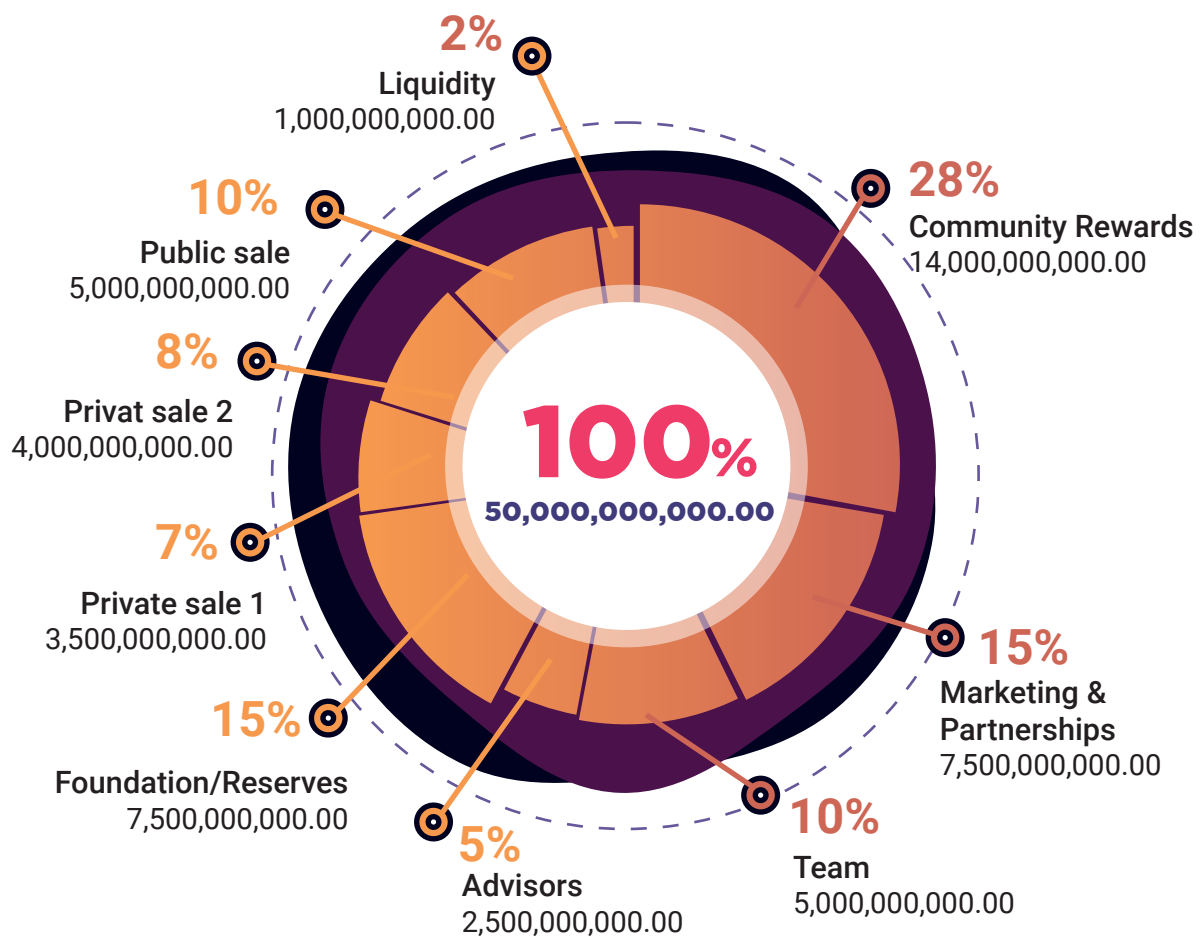
Total number of generated JUICE Tokens: 50,000,000,000

- 25.00% of tokens will be sold to the public to secure funds for further product development, operations and international expansion. 10.00% of tokens will be sold in the IDO (released over 5 months) and 15% is being sold in private sales (released over 12 months)
- 28.00% of tokens will be used to fuel community rewards in the early stages of the platform's life when revenue generation will not yet be high enough. Will be released over 37 months.
- 15.00% of tokens are reserved for the Juice Foundation. Juice Foundation is a reserve that can and will be used as needed through the project's lifespan. Will be released over a 30 month period but only used if and when necessary.
- 5.00% of tokens will be awarded to our advisors and ambassadors that helped the project with their knowledge and expertise. Will be released over 26 months.
- 10.00% 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. Will be released over 36 months.
- 15% of tokens is intended for funding of marketing and partnerships which will both be critical to the success of the project. Will be released over 42 months
- 2% of tokens will be used to ensure liquidity.

Total number of Juuice 50,000,000,000.00
Ticker JUC
Token name Juuice
Network BSC
Decimals 18

	Percentage	Total	Vesting Unlock D1	Percentage unlocked	Vesting
Community Rewards	28.00%	14,000,000,000.00	7.02%	1.97%	7.02% TGE, then 11.5% every 4 months with 2 month cliff
Marketing & Partnerships	15.00%	7,500,000,000.00	8.00%	1.20%	8% TGE, then 15% every 6 months with 6 month cliff
Team	10.00%	5,000,000,000.00	0.00%	0.00%	0% TGE, then 20% every 6 months with 6 month cliff
Advisors	5.00%	2,500,000,000.00	0.00%	0.00%	0% TGE, then 20% every 4 months with 6 month cliff
Foundation/ Reserves	15.00%	7,500,000,000.00	0.00%	0.00%	0% TGE, then 20% every 6 months with 6 month cliff
Private sale 1	7.00%	3,500,000,000.00	10.00%	0.70%	10% TGE, then 90% monthly over 9 months with 3 month cliff
Private sale 2	8.00%	4,000,000,000.00	10.00%	0.80%	10% TGE, then 90% monthly over 9 months with 3 month cliff
Public sale	10.00%	5,000,000,000.00	20.00%	2.00%	20% TGE, then 80% monthly over 4 months with 1 month cliff
Liquidity	2.00%	1,000,000,000.00	100.00%	2.00%	Fully circulating but locked on Day 1 for 24 months
Sum	100.00%	50,000,000,000.00		6.67%	3,330,000,000.00

	Tokens	Price per token	Total
Private sale	7,500,000,000.00	\$0.000030	\$225,000.00
Public sale	5,000,000,000.00	\$0.000060	\$300,000.00
Swap launch	1,000,000,000.00	\$0.000060	\$60,060.06
Initial Fully diluted MCAP	\$3,000,000.00		
Initial MCAP	\$199,999.99		

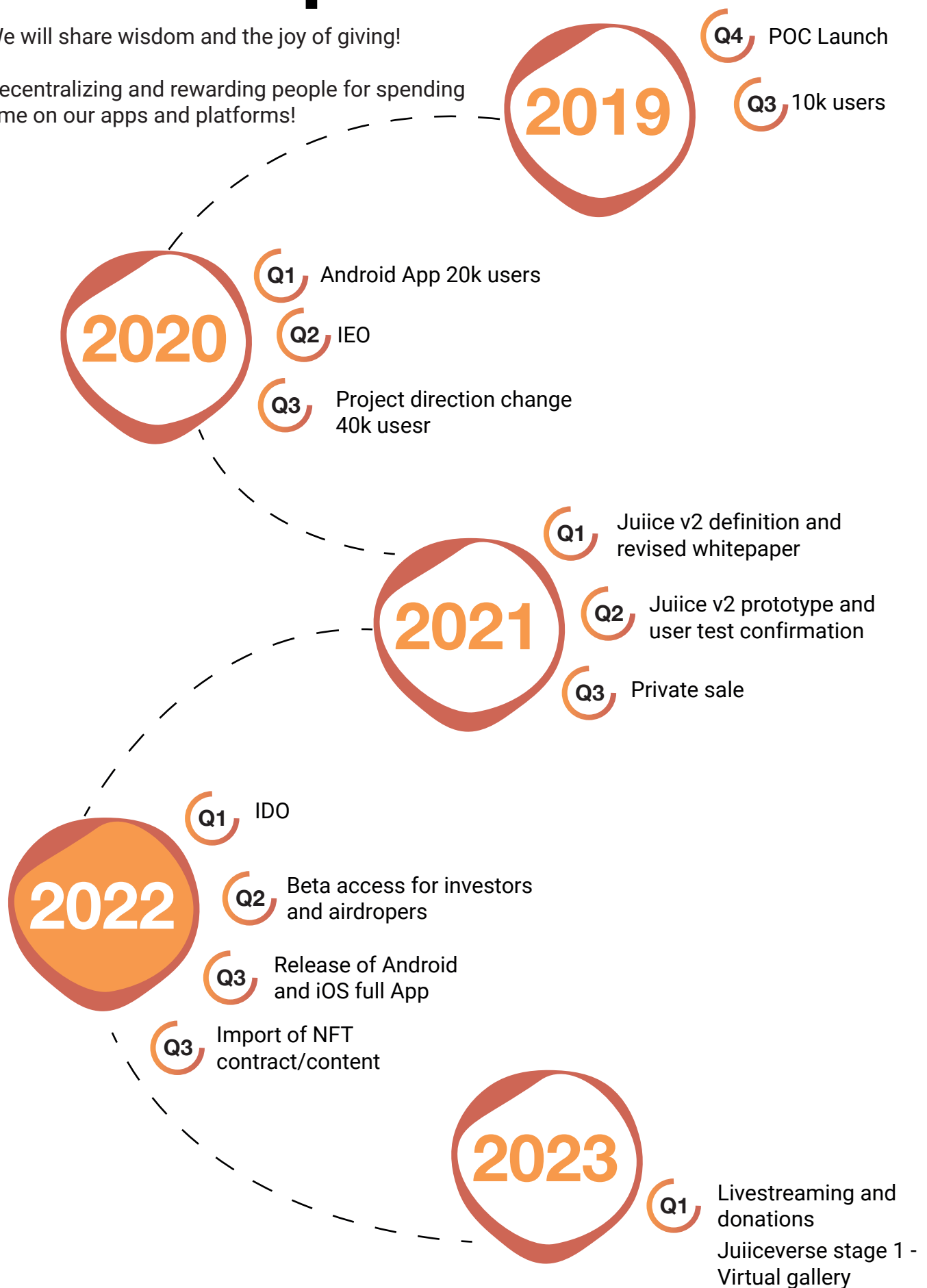


	Vesting Unlock D1	Percentage unlocked	Visitors
Community Rewards	7.02%	1.97%	7.02% TGE, then 11.5% every 4 months with 2 month cliff
Marketing & Partnerships	8.00%	1.20%	8% TGE, then 15% every 6 months with 6 month cliff
Team	0.00%	0.00%	0% TGE, then 20% every 6 months with 6 month cliff
Advisors	0.00%	0.00%	0% TGE, then 20% every 4 months with 6 month cliff
Foundation/Reserves	0.00%	0.00%	0% TGE, then 20% every 6 months with 6 month cliff
Private sale 1	10.00%	0.70%	10% TGE, then 90% monthly over 9 months with 3 month cliff
Private sale 2	10.00%	0.80%	10% TGE, then 90% monthly over 9 months with 3 month cliff
Public sale	20.00%	2.00%	20% TGE, then 80% monthly over 4 months with 1 month cliff
Liquidity	100.00%	2.00%	Fully circulating but locked on Day 1 for 24 months

Roadmap

We will share wisdom and the joy of giving!

Decentralizing and rewarding people for spending time on our apps and platforms!



Team



Zokki Rehar 

COO, Product Manager

He is a visionary product leader, working close with dev teams to find the best options and make the right decisions.



Mladen Babić 

CEO

Before getting into crypto world full time, Mladen was a prominent businessman, running a successful real estate company.



Igor Šinkovec 

CSO

Highly skilled in strategic development and investment partnerships and experienced life & business coach.



Junior Presezniak 

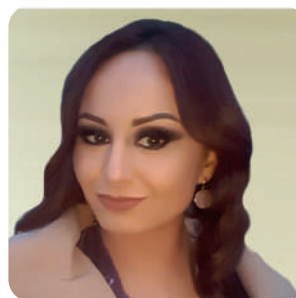
Senior Developer

Full stack developer, started back in 1997. Amazing analytical problem-solving skills & product leader. Loves to develop in all the latest technologies and brings products to life.



Silvo Fortuna

Community Manager



Sanja Babić

Content Manager



Advisors



Ožbej Drmota

IEO & Blockchain Advisor



Hadi Deen

Social Media Advisor



Daryl Naidoo

IEO / ICO Advisor



Robert Gazvoda

IEO & Startup Advisor



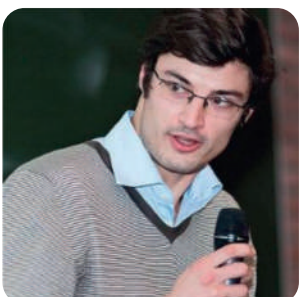
Mallikarjuna Naidu

Blockchain Advisor



Nikola Korbar

Crypto Advisor



Tilen Čuk

Gamification Advisor



Vivian Cheang

Brand Ambassador



Anže Žurbi

Gamification Advisor



Roel De Leeuw

Brand Ambassador



Partners



Asian Blockchain
Week

Socials

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Telegram: [Juice Community](#)

Linkedin: [juice-ltd](#)

Facebook: [juicecom](#)

Twitter: [@ComJuice](#)

juice.io