



Influence for a better world

Whitepaper 1.5

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?

JUIICE.COM SOCIAL MEDIA SHARING PLATFORM

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



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 Juiice's business model and value proposition and introduce the Juiice 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 JUI 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 Juiice website, and not contribute to the development of Juiice.

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 JUI tokens. PURCHASE OF JUI 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 JUI token purchase. All information and content provided in this white paper are to be used on an "as is" basis. In deciding to purchase JUI 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 JUI 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 Juiice, 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 Juiice 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 JUI 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 Juiice or any other company. Furthermore, you as a JUI 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 Juiice Ltd. or any right to participate in the management of Juiice Ltd. It is for these reasons that we believe that JUI 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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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 JUI tokens. The JUI 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 JUI 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 JUI 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 JUI tokens at your own risk and that JUI 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 JUI tokens in your jurisdiction and whether you can then resell JUI 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 JUI 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. Juiice 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/>. 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 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. Blockchain is perfect for rewarding content creators through smart contracts!

Curious? Creative? Juice is the answer.



Mladen Babić, CEO

A handwritten signature in black ink, appearing to read 'Babić', written over a white background.

“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

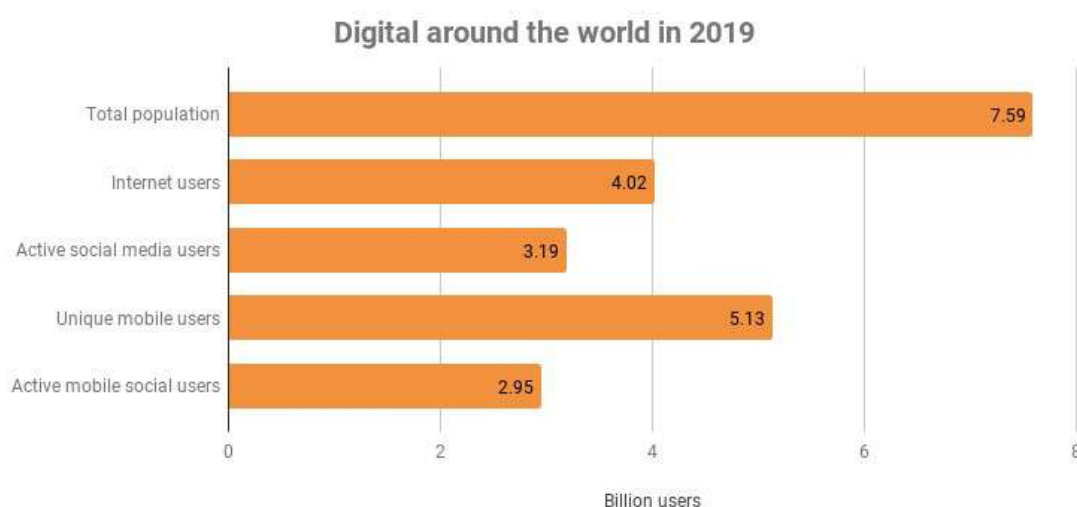
Based on your interactions with Juice, you receive rewards!





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.



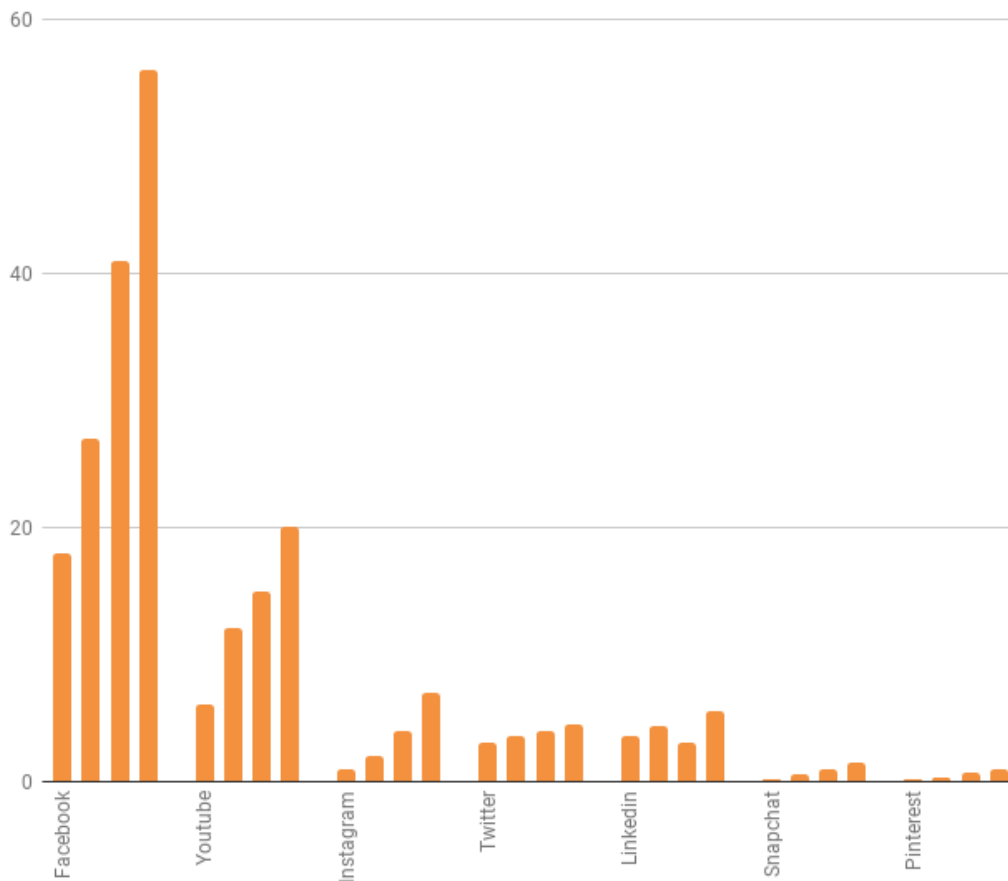
There are nearly 4.4 billion internet users around the world. Around 3.4 billion people use social media. Almost everyone owns a smartphone, laptop, PC or tablet. Social media sites and video sites are booming and the majority of internet traffic consists of video content and images. Not only our devices 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

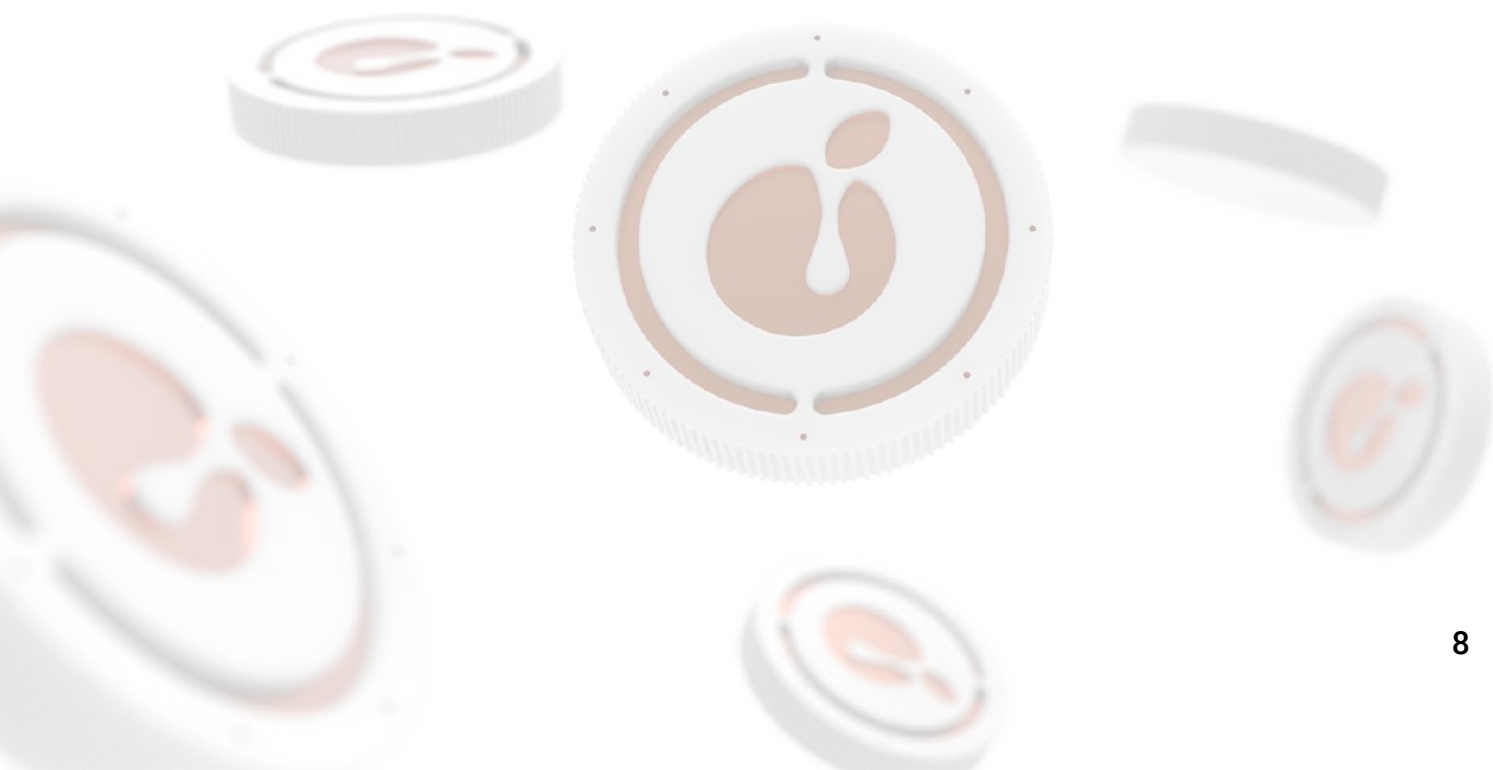
Juice will have various influencer tools, where advertisers can hire an influencer or publish a call out to influencers, so they can apply for their campaigns and take home the rewards from advertisers in Juice tokens.

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

Juice is creating the social media and entertainment platform for today's generation, inspiring more culturally rewarding, trusted, and value-driven social engagement. As a social media 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.

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The fundamental principle behind the Juice 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 decentralized communities.

Juice's main source of revenue comes from advertising, where 60% of the revenue will be redistributed (through token buyback) to existing platform users, while the remaining 40% will fund the operational costs and further development. In addition to "locking up" a certain amount of JUI tokens to access platform features, we will charge a small fee for each transfer or purchase involving JUI tokens within the platform and apply appropriate token destruction events to decrease JUI circulating supply. All the above will help to maintain and stabilise the market of JUI token and consequently bring more value to its participants.

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



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

- **Juice Reward Account** – Juice proprietary algorithm measures and analyses user's activity, such as uploading and sharing of the content, and determines the potential value of each contribution based on the number of views, shares and likes.
- **JUI is the only way to receive rewards** within the Juice platform.
- **JUI token enables in-app purchases**, such as virtual goods, to reward other users 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.
- **Juice Market Place and Direct Advertising**, allowing users and influencers to promote their products and bring traffic to their websites in exchange for JUI tokens.
- **Connecting influencers and advertisers** - No more agencies' cuts. JUI tokens will be held in the escrow until both parties are satisfied with their agreement and each site fulfils its obligations.

Juice and Blockchain

Juice is creating a decentralized social media platform and rewarding mechanism powered by Ethereum blockchain.

JUI will be implemented on the public Ethereum blockchain as an ERC20 token. The Ethereum blockchain is currently the industry standard for issuing custom digital assets and smart contracts. The ERC20 token interface allows for the deployment of a standard token that is compatible with the existing infrastructure of the Ethereum ecosystem, such as development tools, wallets and exchanges. The public Ethereum network will serve as the settlement layer for JUI 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 contract obligations by placing a deposit in JUI tokens. This deposit is released after the smart contract is concluded, forcing both parties to reach an agreement regarding their collaboration. The platform will encourage and reward third party developers who will deploy and promote new decentralized applications.



Token Sale Summary

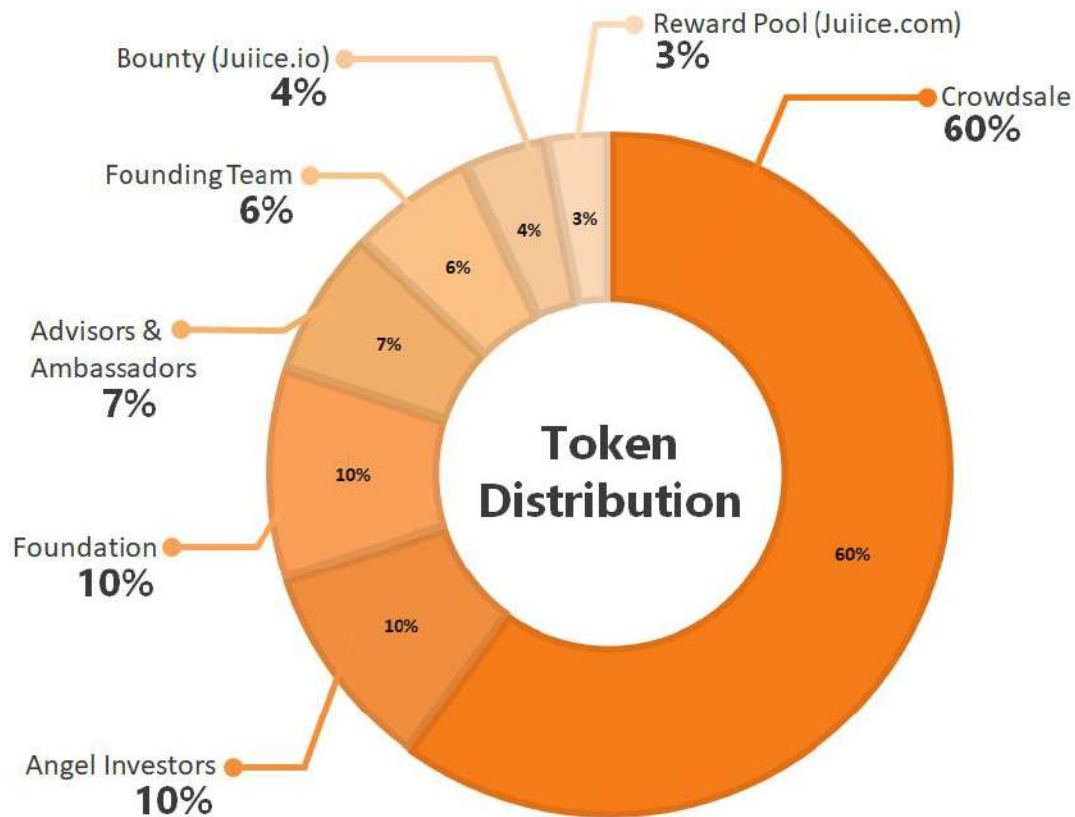
General Information: JUICE - JUI

- Juice token (Ticker: JUI) is a fully compliant ERC-20 utility token
- Total number of JUI Tokens that will be generated during the Token Generation Event: **50,000,000,000 JUI**
- No additional tokens will be created in the future and all tokens, not sold in the Token Sale, will be burned.
- Total number of JUI tokens reserved for Token Sale (the Private and Public Sale): **30,000,000,000 JUI** (60 %)
- Minimum sum of contributions (soft cap): **1,000,000 USD**
- JUI token price: **1 JUI = 0.0002 USD***

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

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.

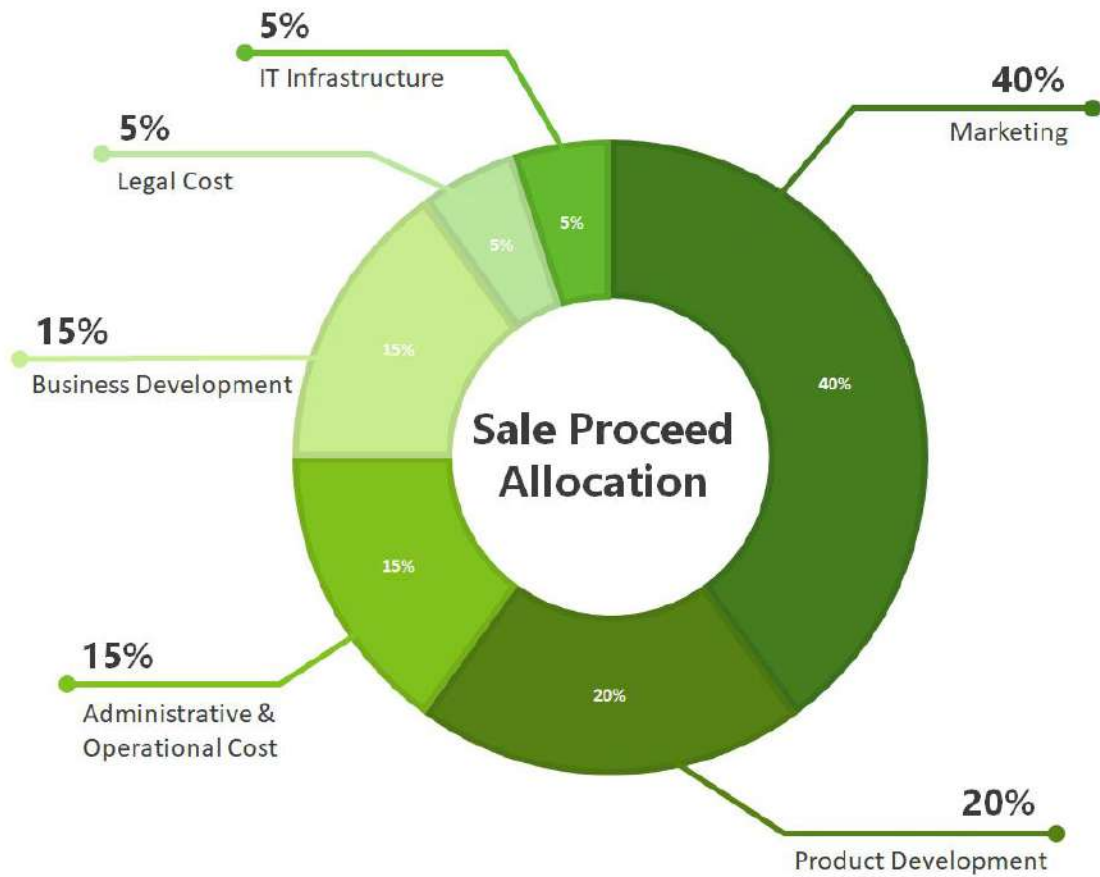


Total number of generated JUICE Tokens: 50,000,000,000

- 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.



K L mer total de ToH ens/MIICN generados: J 0000.000.000

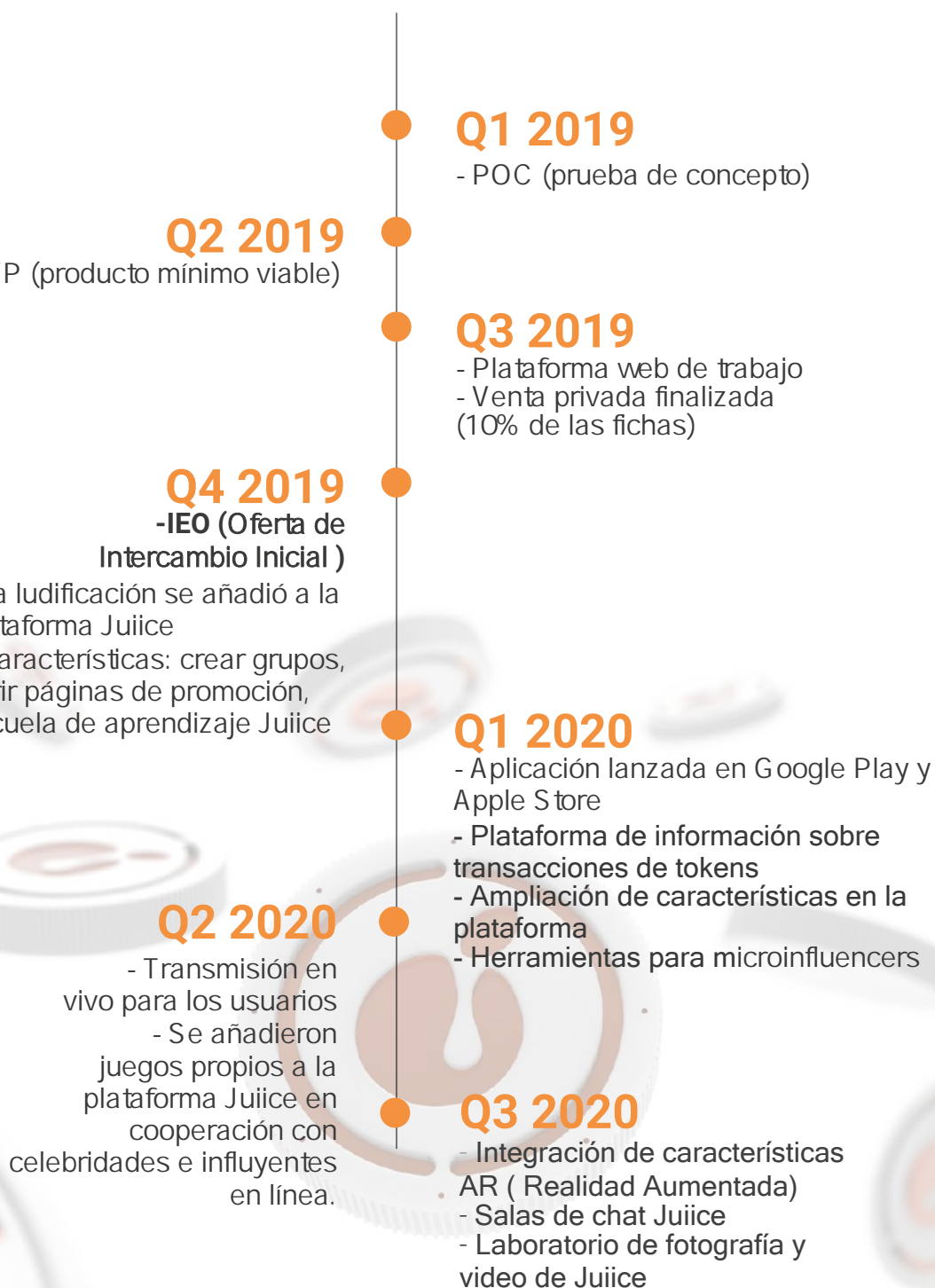
- G % Marketing
- I % Desarrollo de productos
- 1J% Costos administrativos y operacionales
- 1J% Desarrollo de negocios
- J% Gastos legales
- J% Infraestructura de la TI



Hoja de ruta

¡Compartiremos la sabiduría y la alegría de dar!

Descentralizando y recompensando a la gente por pasar tiempo en nuestras aplicaciones y plataformas!





Equipo



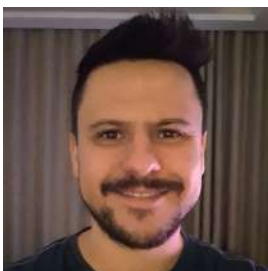
MLADEN BABIĆ
CEO



ZOKKI REHAR
COO, Product Manager



IGOR ŠINKOVEC
CSO



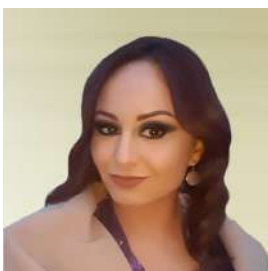
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Asesores



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