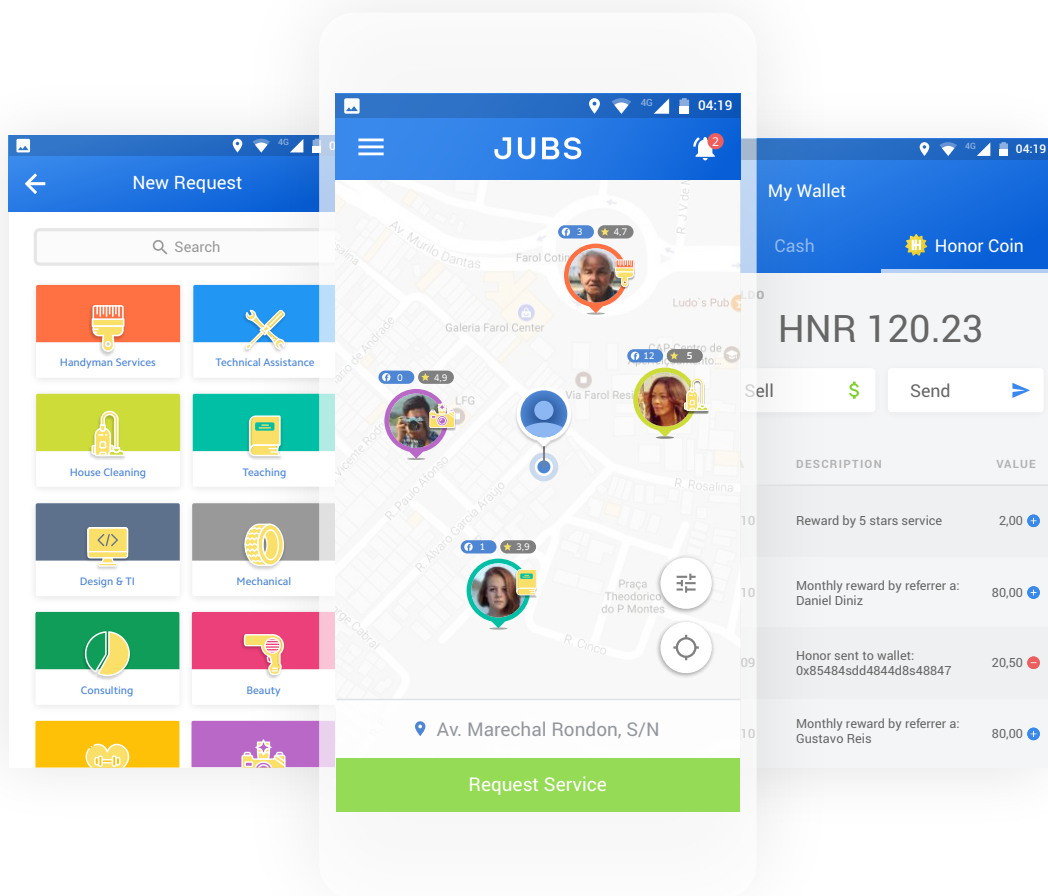




Decentralized Ecosystem of On-demand Work



Tecnologia em Serviços LTDA

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ABSTRACT

“When a product or service is innovative it has an impact on people's lives and forever transforms the way of these people live and work.”

Tim Brown, 2017

Recent research shows that the insufficiency generated jobs by the available labor force has contributed to the emergence of a worldwide trend among the new generation of young workers: self-education and self-employment.

Facing this brand new scenario, the service industry and third party tasks on-demand have gravely suffered from cultural problems such as insecurity, poor qualification and dishonesty on the professionals' part and clients in underdeveloped countries.

The new blockchain technology allied to the marketplace of contracting services and JUBS tasks proved to be an ideal solution. Using award-winning algorithms, decentralized ethereum-based smart contracts, we can easily store immutable and transparent event logs, enable instantaneous conflict resolution, secure payments, and more.

JUBS seeks to insert in the latin market the HONOR cryptocurrency built on intelligent contracts with the mission to make flowing, and secure the daily experience in hiring services and third party tasks, favoring a new culture of remuneration on demand based on skills, performance and professional's reputation.

EXECUTIVE SUMMARY

JUBS Tecnologia em Serviços LTDA is a Brazilian startup company idealized in 2015, selected by the largest accelerator in Brazil - Inovativa Brasil - among the 300 most innovative Brazilian startup companies in 2017.

This document presents the new HONOR cryptocurrency as a fundamental basis for payments and rewards for reliable indications of platform professionals JUBS, the first service-based recruitment community based on nominations and reputation work.

JUBS was released in its version 1.0 in the form of a services marketplace application after extensive market research and product validation.

Throughout the process, it has established solid partnerships with companies like Microsoft, Amazon and Facebook, and today undergoes a strategic transition of decentralization, migrating from the competitive business model to the cooperative.

The JUBS platform initially emerged as a solution for anyone needing professional help to complete a task or perform a service, be able to find reliable people among your network of friends and region, bringing the process of contracting offline services to the technological environment, with a focus on needs of the average user.

Faced with the development and consolidation of the Ethereum blockchain technology, the new concept of decentralized applications offers the most promising path to JUBS dream of creating a sustainable future for modern working relationships.

HONOR emerges beyond being only a transactional cryptocurrency, but also a token utility that powers the entire JUBS platform. That includes:

A decentralized market for the supply and demand of work, services and tasks. The conversion of bank credit, installments and fiduciary currencies in crypto payments of recurrent or recurrent services. The permanence of the informal history of work and professional identification unchanged. The maintenance of rewards, punishments and professional reputation in a transparent manner. A trustworthy and conflict resolution in online and offline services. Immutable records of communication and collective liability insurance. In addition to intelligent provision of services and execution of extended guarantees.

It was developed under the vision not only of feeding the JUBS platform, but of building the decentralized community of service exchange between clients and professionals of the Latin America, with the main objective being to make it the primary source of revenue and between young self-employed workers.

The HONOR cryptocurrency (HNR) will be distributed at a ratio of HNR per 1 ETH to participants - based on the daily rate - in the initial contribution period, which is beginning on January 15th, 2018. The initial contribution period will be run for 4 weeks or in less than 24 hours if the 15M USD ceiling is reached (described on page 22).

BACKGROUND

The autonomous job market across the world is extremely large and growing rapidly. The United States Bureau of Labor Statistics indicates that the labor force area increased from 17% in 1989 to 36% today, and it's expected to reach 43% by 2020 .

Throughout Latin America, the lack of jobs has contributed to the significant growth of the enrollment of young workers in the autonomous labor market.

According to the latest report of the Ibero-American Youth Organization (OIJ), there are over 157 million millennials in Latin America. By 2020, 50% of the world's labor force will be millennial and five years later, that volume will increase up to 75%. Today, the unemployment rate among young people is three times higher than the rate among adults.

Only in Brazil, there are more than 30 million people who provide services in their homes or in third parties homes, which made the sector responsible for 10% of the Brazilian GDP in 2016, or approximately US \$ 40 billion a year.

Given this new trend, the hiring process of an autonomous service provider has faced several risks and inefficiencies due to the insecurity and complexity faced by this traditional model of precarious functioning.

We believe that the problem of generalized insecurity in the self-employed on-demand labor market in Latin countries serves as a catalyst for us to reevaluate how we design our labor relations.

In this document, we will present our ideas for the pumping economy of today's generation. The new economic vision that is turning work on demand into a profitable and lasting business for anyone who values their reputation and rates their financial growth in large networks.

THE STRESSFUL SERVICE EXPERIENCE

Facing the cultural insecurity in the service market in Latin countries, the need to find a someone with good character and qualified to provide any type of service triggers a series of stresses and clashes in the entire process of supply, demand, hiring and delivery.

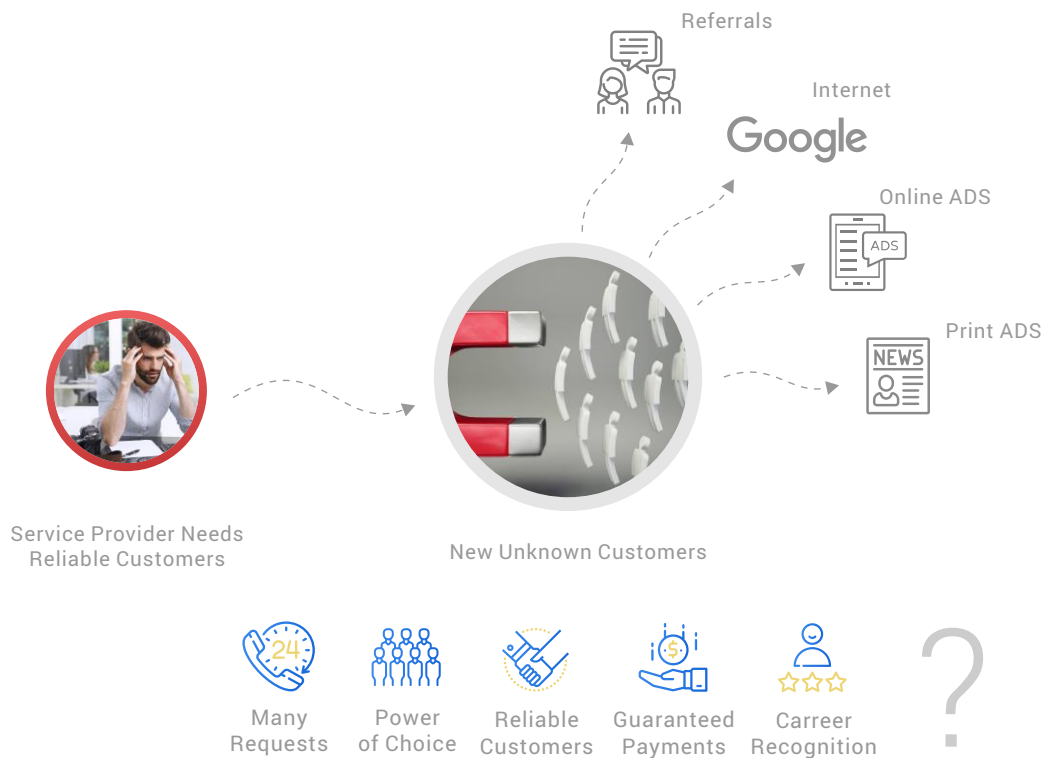
1. Demand Depletion



In the position of client, who faces the need to find people who are well-known, good-natured and qualified for any type of service, we look for indications in our own limited social circle, getting contacts from few known professionals who dictate prices, and conditions arbitrarily.

Outside our social circle, we come across completely unknown professionals, establishing an unavoidable vulnerability to acts of dishonesty, harassment and also the lack of assurance that the service will be well executed, generating a deep sense of insecurity.

2. Offer Depletion



In the position of professional, who faces the need to find new clients or to earn an extra income using our abilities we spread our services among friends and acquaintances in the hope that there will be a qualified demand enough to live with a decent, predictable and significant income.

Hope that most often causes financial problems and frustrations when facing unpredictability of demand.

When you try to get new customers, you hire advertisers or intermediaries, thus increasing the risk of getting high volume of profiteering, opportunistic, disinterested or even fake customers.

All of it leads to insecurity in the face of possible defects and poor working conditions, in addition to the significant loss of time and money.

3. Hiring Depletion

While we are customers, when we find the professional after a long search and cost survey, benefit and reliability, we deal with completely informal payments, without defined contracts and responsibilities, allowing a huge opening the possibility of fraud.

4. Payment Depletion

Approaching uncertainty about informal settlements, many professionals define advanced payments in kind as a prerequisite for service delivery, generating unnecessary negotiations

when there is no mutual trust that payment will actually be guaranteed and that the service will be well executed as requested.

Such suspicion is confirmed almost daily when unfamiliar and dishonest professionals pocket early amounts without completing the service or when malicious customers fail to comply with their obligations, postponing payments or simply defaulting.

The complexity of the process is further worsened by the scenario in which the supply of services with payment by credit card by self-employed workers is extremely small. Recent data indicates that around 47% of Brazilians avoid places that do not accept card payments. In 2016, purchases made through credit cards in Brazil moved approximately US \$ 300 Billion dollars.

One of the probable causes of the low adhesion of the professionals to the credit card as a form of payment can be the complexity in the collection of rates and the extreme bureaucracy in the formalization to offer of credit and receipt. In addition to the traditional rates of financial institutions, in relation to international services, it is estimated that about 30% of professional income is paid in exchange rates and government taxes of up to 15% on national services.

5. Delivery Depletion

Every service is subject to errors, accidents and additional costs, there is no delivery of information as simple as it raises, causing conflicts and disadvantages that are never solved, causing direct or indirect losses that go unnoticed in new hires due to the lack of transparent history of transactions between clients and professionals in the service market.

6. Post-Services Depletion

The greatest frustration of service providers is the difficulty in proving their success stories and justifying the price charged for the quality of services performed considering their professional background, level of technical qualification and compliance with the ecological and legislative requirements demanded by the market.

This need is so present that LinkedIn has linked 500 million professionals on average. However, the LinkedIn model does not fit the needs of this informal public in announcing their qualifications and also in not meeting the needs of customers who want to find the best service providers.

ESTABLISHING A NEW EXPERIENCE

And if we could outsource all the daily tasks to nearby people we can trust, available for 24 hours, who will do the work better than ourselves and with the assurance that everything will go well or that we will have the guarantee of our money back?

What if we as professionals find unlimited opportunities to monetize our talents by providing services to honest clients with the certainty that we will be well rewarded, earning extra money for everyone with good reputation indication?

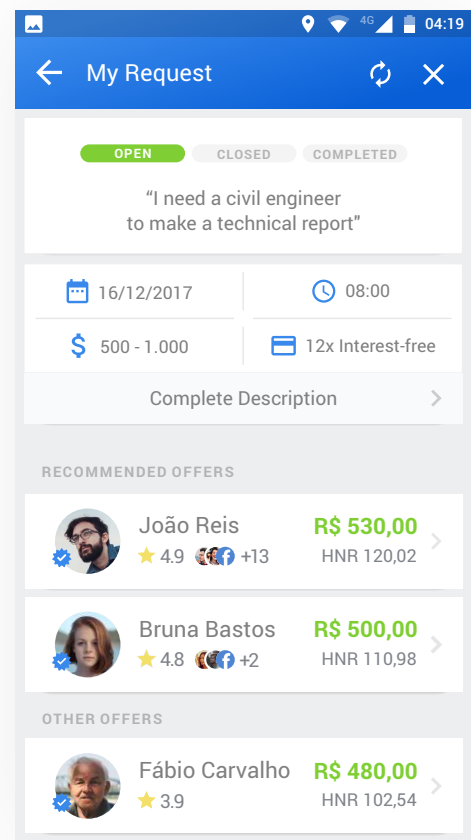
We are not talking about repairing a traditionally poor labor system, we are talking about reorganizing an entire structure of labor relations and remuneration with an innovative, organic, flowing and collaborative experience, allowing each person to be able to do his work with free time, regardless of location or profession, where their main focus is on their skills, excellence and performance in the use of their personal skills.

THE JUBS ECOSYSTEM

JUBS is innovating in the service provider segment solving chronically and unfeasible problems which would be impossible without the blockchain technology. With "tokenID" immutable authentication technology, performance and reputation ratings are made up of real evaluations, with a history of services and actions saved in the blockchain, granting the reliability of the information, prices and will result in quality services at a fair price.

1. Fast, Safe and Trusted Interactions

- **Indications** - JUBS is looking for service providers up to the 2nd generation of its Facebook friends network, informing mutual friends for personal references, or better evaluated in the region to perform their services.
- **Auctions Platform** - JUBS already has an integrated system of auctions service on Android, and soon it will be on IOS and online.
- **Security** - Information such as CPF, mobile, e-mail, face-ID and Facebook are verified and authenticated to the service provider's tokenID.
- **Integrated Communication** - Chat, application connections and videoconferences to improve the quotation experience, security and privacy.



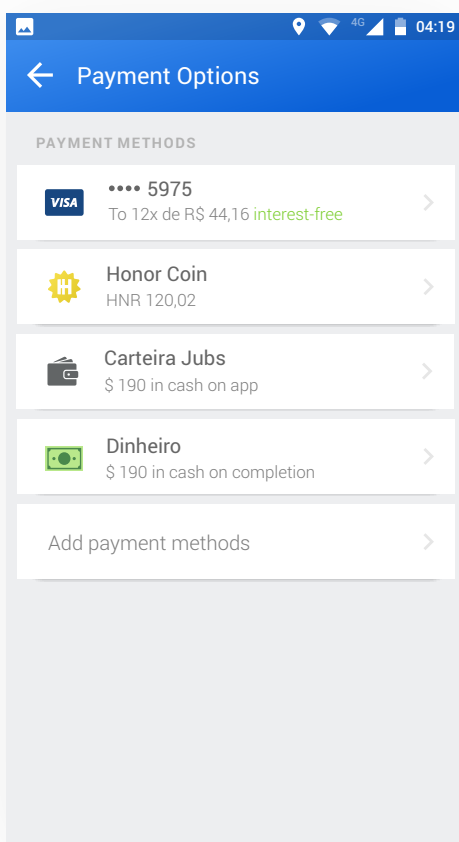
2. Decentralized Community of Excellence

- **Decentralization** - The JUBS service network is migrating to complete decentralization, which makes it a self-regulating platform on the market.
- **Profitable Quality** - Professionals with excellent continuous quality performance and qualifications above 4 stars receive HONOR token rewards at the end of each month.

3. Contracts, Bureaucracies and Guarantees

- **Fees** - JUBS does not charge any fees for the service performed, granting the total value to the service provider.
- **Guarantees** - Customers may pay to include in their intelligent contracts guarantees for services performed according to value/time determined by the service provider.
- **Civil Liability Insurance** - In accordance with the volume of JUBS tokens stored in the service provider's portfolio, it may activate exclusive benefits such as Civil Liability Insurance that protects the costumers from incidents and claims during the execution of a service.

4. Payments



- **Payment Facility** - The customer will be able to pay the services in the credit/debit card up to 12x and the service provider receives the view within 3 days after the cryptocurrency or cash release.

- **Exchange** - JUBS will have an integrated exchange where customers can pay using various fiat currencies (dollars, euros, real) and cryptocurrencies (HONOR, Bitcoin, Ether, Ripple, Litecoin, Dash, etc).

- **Token** - On the JUBS platform, customers can purchase the HONOR currency by paying in various cryptocurrencies for services and tasks.

- **Exchange Currency** - Service providers may exchange HONOR for other services, sell them in exchanges or keep them stored to activate unique benefits according to the volume stored.

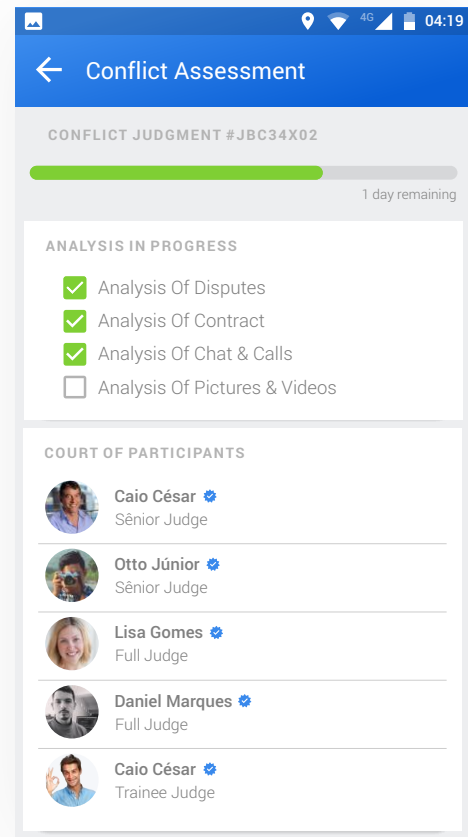
- **International Contracting** - Given the high costs and taxes involved in international contracting, using the HONOR cryptocurrency is an excellent alternative for payments for Latin American labor services.

5. Warranty and Conflict Resolution

- **Conflict Resolution** - The JUBS network will designate up to 5 service providers in the region as paid conciliators to analyze the published disputes and if necessary to carry out a local expertise in order to bring solutions to misunderstandings.
- **Transparency and Reliability** - All actions, prices and ratings will be authenticated using the user's "tokenID" saved in the blockchain non-editable block string with public record.

6. Background, Reputation and Transparency

- **Rewards and Punishments Engine** - Poorly evaluated professionals are placed in low priority queues on the blacklist while those rated positively are recognized by gamification and boosted with HONOR.
- **Meritocracy** - Using the JUBS platform is valuing autonomous and informal professionals according to their results, bringing positive impacts to competitiveness per excellence throughout the community.
- **Recognition** - JUBS brings recognition to its suppliers through its process of gamification that grants awards for achieved results, generating prestige for the quality of its services that consequently will cause greater preference of the clients for the contracting of its services.



BLOCKCHAIN TECHNOLOGY APPLIED TO SERVICES

The Blockchain technology offers unprecedented possibilities for success, grants and rewards between customers and service providers. Basically, it is an open ledger, which can catalog transactions between two parties in an efficient and transparent way.

Since its inception, it has been disrupting many industries, including banks, insurance, property, as well as art and music, and is being mainstreamed because of the full transparency possibility, decentralization, democratization, minimal error margins. Thanks to the Ethereum platform and smart contracts, we can propose a new way of commercializing the services.

The block-based distribution model places professionals back in the center of the economy and minimizes income loss, while ensuring quality of life, time for leisure, and various indirect gains linked to referral networks.

SMART CONTRACTS

Smart contracts are codes that work exactly as scheduled without any possibility of downtime, censorship, fraud or interference from third parties.

They allow you to create whole markets without the need for intermediaries in the process and are developed over specific rules that are clear, auditable, transparent and can not be changed.



CIVIL LIABILITY INSURANCE

It is not uncommon in the service provider segment to happen incidents and unforeseen events that cause damage to third parties, which is the reason JUBS platform cultivates a cooperative insurance ecosystem.

Smart contracts will analyze the profile of the candidate and based on calculations that consider factors such as customer ratings, service average, frequency of problems in the region, skills, among other variables. Facing the given the information, the classification algorithm of the JUBS platform will be able to suggest groups that meet their risk profile and insurance value to which they want to be charged.

After acceptance of the insurance terms, the necessary amount will be charged for the participation in the cooperative insurance group of your HONOR portfolio.

To request assured value, clients and professionals must open an event immediately after the claim, in there will be a form where both must insert:

- Event's photos
- An incident report
- A video reporting the occurrence

All such information will be forwarded to a board made up of the members of the insurance group where, by simple majority, the release of the insured value will be decided or if a complex court will re-analyze and arbitrate the result.

SERVICES WITH EXTENDED WARRANTIES

As illustrated on the smart contracts topic, JUBS platform professional subscribers can offer extended guarantees of services provided at an additional cost to the customer.

However, in order to realize this proposal, the service provider must have at least 170% of the amount referring to the additional amount paid by the customer available in his HONOR portfolio. This amount will be frozen until the end of the warranty agreement.

With this frozen fee to activate the benefit, the resource can be used for 4 more smart contracts with time and values equivalent to the first signed contract. In case of contracts with larger values, additional fees may be included in the freeze.

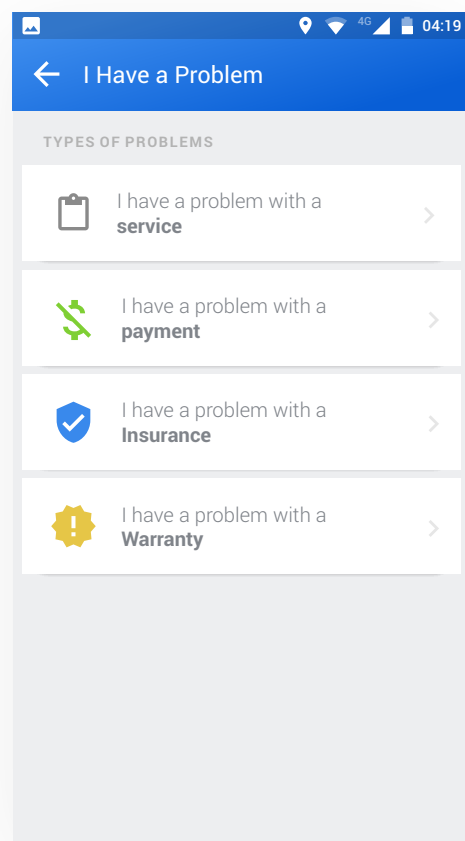
The Warranty Request - For the client to request the warranty of a current contract, you can only to go to the services histories, and request the warranty of the service to the provider, the contract will be reopened and will return to the standard flow, being able to be included in the contract values of materials equipment with the attached notes.

The Objections - Disagreements between clients and service providers regarding warranties will be forwarded to the board of complex cases (as the following page 13).

CONFLICT RESOLUTION: THE PARTICIPANTS COURT

The collaborative network is the spread culture by the JUBS platform for the new professionals registered since the beginning of its adhesion.

To stimulate cooperation, growth and enhancement of the ecosystem, 5% of the total issuance of HONOR cryptocurrency will be intended for rewards in the conflict resolution process.



Each year, the rewards will be reduced by 50%, in exchange for the time and the value of the currency, the amount destined for the rewards will return in gains due to its increase in the domestic exchange market.

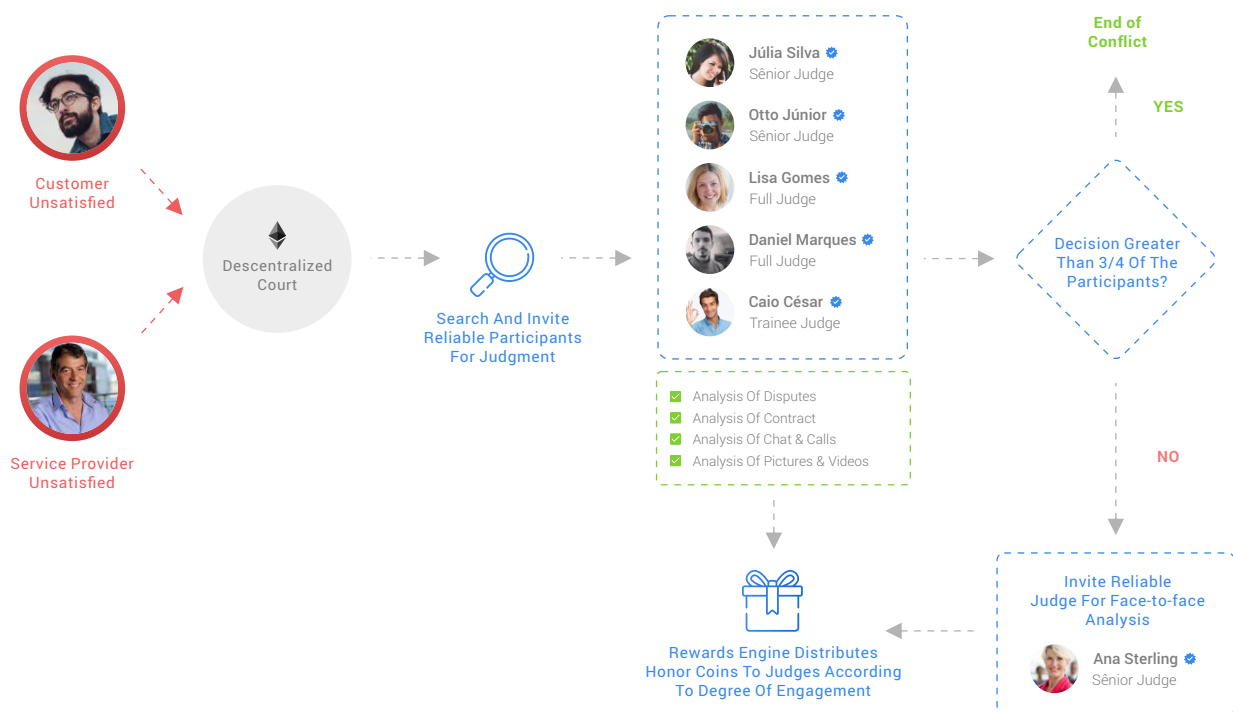
After the full distribution of the 5% for rewards to conflict intermediaries, the small fees will be charged for the value of the disputed service.

1. Conflict Resolution Mechanism

After the simple objection made by the client or the service provider, statements will be requested from both parties together with all the information stored in the blockchain that will be submitted for the analysis of 5 designated users that meet the requirements for simple arbitration.

For a decision on the case, a minimum 3/4 of the votes in the arbitration council will be required.

If there is no consensus among the court members the reward will be frozen and the occurrence will go to the care of a resident user in the region of the occurrence who has acquired the prestige of the arbitration of complex causes through good gamification results.



COMPLEX CAUSES COURT

The complex causes court is where all occurrences that have not reached consensus at the first level are forwarded to. Extended warranties will be redirected to this level.

Professionals who met the criteria to be part of this council are awarded in the platform and all users called to be part of this group come from requests located in the region closest to the service.

The information provided at the first level will be shared, as well as the access to communication by application among those involved, as well as their personal numbers.

If necessary, a paid local visit will be held. If the event is resolved, the level 1 reward will be turned over to the conciliator. If JUBS needs to perform a specialized expertise skill, the reward will be distributed proportionately.

BUILDING AN ECOSYSTEM

The JUBS platform has a rewards engine under smart contracts that generate economic incentives for user actions that indicate a good reputation.

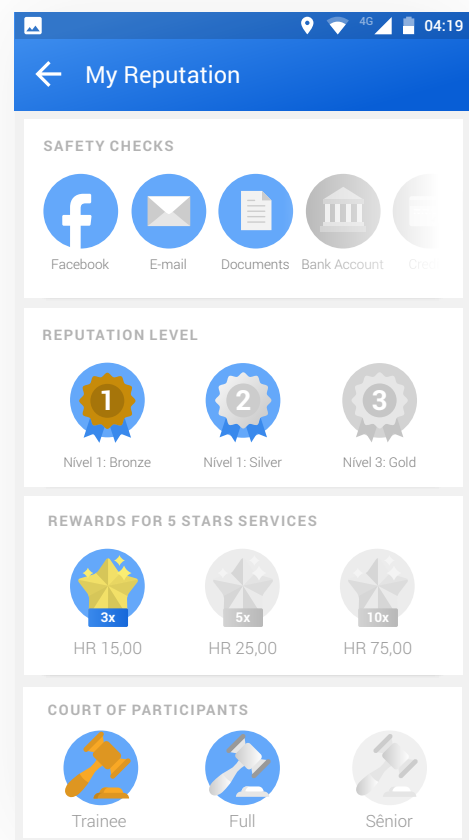
Service providers will receive rewards through the rewards engine on a number of criterias, including evaluation of the service quality, cooperation in the participant courts, marketing action promotions, and conversion of new professional subscribers to the platform.

All these structures generate incentives favorable to exponential growth.

BUILDING AN OPEN GOVERNANCE

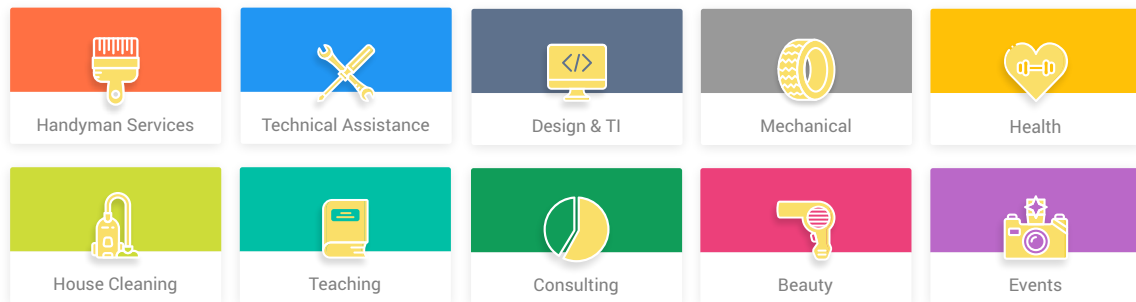
The JUBS goal is to facilitate the transition of technologies, habits, and ecosystem self-employed subscribers learning, with the goal of maintaining open governance.

Gradually JUBS will open its code base so that other digital services can promote business within the HONOR economy by bringing competitiveness and cooperativity where everyone can benefit from the success of the platform.



THE HONOR CRYPTOCURRENCY

JUBS is launching the HONOR (HNR) cryptocurrency with the main objective of making it the main source of payments for the purchase and sale of services between clients and young professionals in Latin America in the following segments:



Over time and maturity of the platform, any currency can be automatically converted into HONOR for contracting service providers.

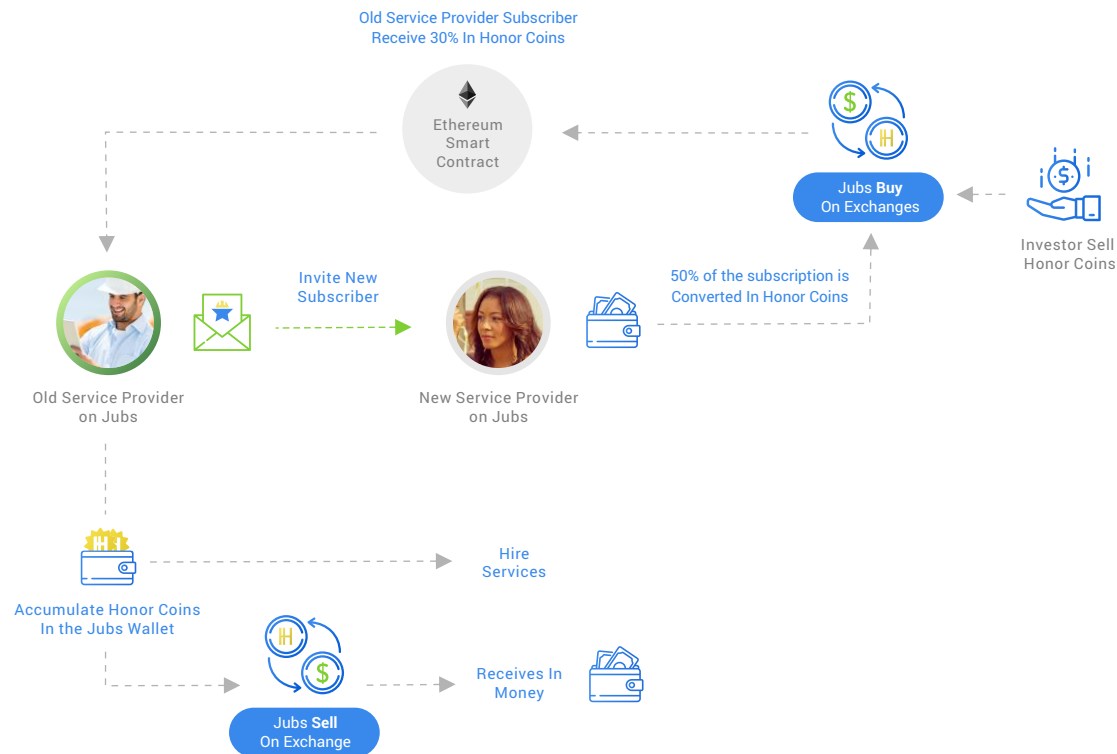
Under this view, HONOR will be established as a pure, fixed, fractional, divisible and non-inflationary long-term, as well as other currencies, are transferable and fungible, and may be traded in the cryptocurrencies exchanges. It will be issued under the ERC20 standard, compatible with the entire Ethereum structure.

THE JUBS REWARD ENGINE

There are 2 main reward mechanisms on the platform. These benefits are governed by smart contracts and aim to promote the growth of the JUBS ecosystem, and encourage the promotion of a culture that encourages the network growth and quality. These are the 2 mechanisms:

2. [The Acquisition Engine for Professionals Subscribers](#)

When converting a service provider with your invitation code or letter, during the entire process that the guest service provider is active in the network the provider that invited will receive 30% of the subscription in HONOR. 50% of the subscription value will be used to purchase the HONOR currency in the exchanges where 30% is destined to the bonus per conversion, and the other 20% partially return to the subscriber through bonuses for interactions that preserve the health of the platform by being in constant activity, always send quotes, execute services that have been well evaluated, fulfill missions that promote the ecosystem and achieve results of gamification productivity.



3. Bonus for Participation in Conflict Resolution Courts

For the conflict resolution on the platform, up to 5 service providers in the conflict region with previously verified records will be assigned to evaluate information and define their position in the participants' court. As a reward, users assigned to this role will receive HONOR as payment for their contribution to the community.

For the maintenance of the process, 20% of the total emission of the HONOR tokens will be destined to the rewards engine. Each year there will be a 50% reduction in the issue of these tokens as a counterpoint to the global appreciation of the currency in its steady growth (see page 13).

THE JUBS WALLET

The JUBS wallet will be fully developed on the blockchain ethereum network which in turn is encrypted to prevent fraud and theft, having the following functions:

- **Shipping** - For any other user who has a JUBS wallet
- **Receiving** - Receiving from anyone in the JUBS network
- **Buying and Selling Tokens** - Sell HONOR to JUBS (Receiving the value in BRL according to the market value of the currency) or buy HONOR from the JUBS

- **Transactions** - All transactions will be registered in the blockchain Ethereum public network, and the user can verify the amount sent or received, the value sent or received, the sending and receiving address, date and time, all their transactions are unchanged, every committed transaction cannot be deleted, this ensures that no system like JUBS or any other modifies it.
- **Fees** - Every transaction in the ethereum network requires a "gas price", that is, a fee to keep the network running and reward users who will use your computer to process those transactions in order to keep the network running and fully distributed, incorruptible, and secure.

JUBS REVENUE MODEL

Today, JUBS is a service marketplace, undergoing a strategic transition from decentralization, abandoning the competitive ecosystem model to the cooperative where all participants benefit from collective success.

Today, JUBS is defined as a hybrid platform, with the following revenue model:

Subscription of approximately US\$ 16 per professional subscribers to access their tokenID, professional profile and access to service requests. Payment can be made by credit card or bank slip.



A PROFITABLE ECONOMY

With the increasing growth of the cryptocurrency market and the blockchain technology mainstreaming, we are able to envisage a mass adoption, where certain currencies dominate financial movements of entire markets. JUBS mission is to play this role initially in the Latin American services ecosystem to further expand into the global marketplace.

Through the powerful utility of the HONOR cryptocurrency, the JUBS platform is capable of generating mass storage stimulus. Consequently, this storage is capable of generating an intense appreciation of the currency without relying on foreign market speculation.

A POPULOUS, BILLIONAIRE AND UNEXPLORED MARKET

Only in Brazil, service providers who work in their own homes or in the residence of third parties exceed 30 million people according to the OIT (International Labor Organization).

Before an extensive study, research and market validation, we identified in the service market, only a slice of approximately 10% of the market would be available for several factors excluding: geographic data, educational and low familiarity with technology.

Considering this study, there is a slice of approximately 3.4 million service providers in Brazil alone who use the technology in their daily lives and have a direct interest in using a platform that offers them better business opportunities at a low registration cost like US\$16.

Buy-back HONOR Monthly in Exchanges Partners



Considering an ecosystem of more than 30 Million service providers only in Brazil, 1 million has enough technological knowledge and direct interest in a platform that grants the benefits of Jubs.

Calculation basis of the inserted capital/month in the token HONOR:

Where: S = Price of the signature in fiduciary currency | $C\$$ = Dollar rate

$$f(z) = \sum_{n=1}^{\infty} \frac{\left(\frac{S}{C\$}\right)^n}{2}$$

In the worst scenario, within the next 3 years with the platform absorbing just over 1% of the available market share with only 50,000 service providers active on the platform and considering that 50% of the subscription value is purchased in HONOR monthly on exchanges, the JUBS platform places approximately \$350,000/month in the HONOR economy, or approximately USD\$ 4.1 million/year.

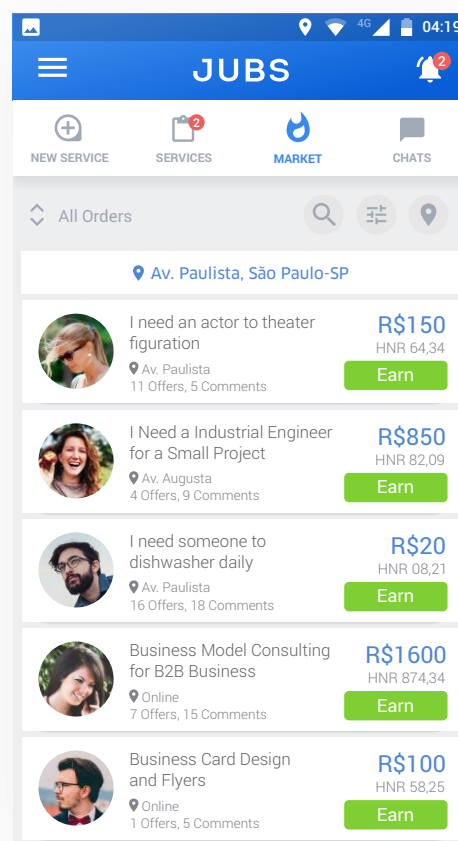
Thus generating a constant inflow of capital into the economy and consequently the currency appreciation and investor turnover.

Notwithstanding that in the future, all service payments will be made in HONOR and later on, the holders may sell their currencies in the JUBS internal exchange or in partner exchanges, greatly increasing the volume of capital handled.

JUBS ECONOMY ADVANTAGES | HONOR

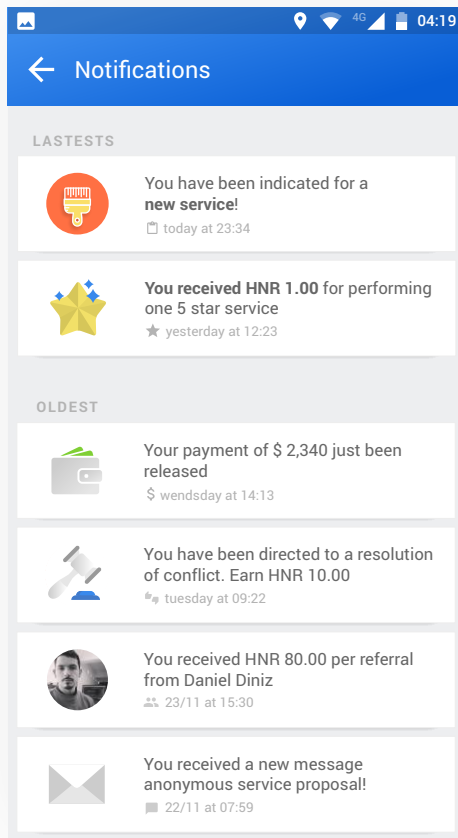
1. For Customers

- **Profitable Quality** - Through the rewards machine , professional subscribers will receive bonuses in HONOR for good results achieved in service evaluations.
- **Civil Liability Insurance** - A HONOR enables informal offer professional liability insurance against accidents and claims thus generating more confidence to customers to use the platform.
- **The Services payments with cryptocurrencies** - Fans of digital currencies may pay their services with any currency Ethereum network and the major currencies like Bitcoin, litecoin, Dash, Zcash, etc.
- **Payment of Services with HONOR currency** - makes our customers save due to high banking and credit card taxes.



2. For Service Providers

- **Profitable Recognition** - Gaining recognition on the platform is profitable in two ways, the professional receives awards, bringing real differences when it comes to closing the business and receiving rewards in HONOR for quality in services.
- **Insurance and Warranties** - HONOR adds security and reliability to the service provider's proposal, granting differentials such as customer insurance and extended warranties.



- **Hiring Services** - Service Providers may use their HONOR currency to pay for other services on the platform.

- **Investment and Capitalization** - Registered professional has the power of valuing his HONOR coins or selling to capitalize on the platform itself or partner exchanges.

- **Bonus per Conversion Recurrent** - For each new professional guest subscriber, every month, 30% of the subscription converted into HONOR will be sent to the invitation issuer.

3. For HONOR Investors

- **Populous and Billionaire Market** - The market of service providers according to the ILO (International Labor Organization) are more than 200 Million people in the world. There are 30 Million South American service providers who operate annually at \$ 50 Billion per year.

- **The Validated Business Model** -

JUBS is a Brazilian startup company recognized by the federal government program for accelerating startups Inovativa Brasil, Brazil's largest startup accelerator, has its product validated, already in operation with the first signatures and services performed, is repeatable and scalable.

- **The revenue model** - Our revenue model has a large differential compared to other initial offers of cryptocurrencies, 50% of the subscription value of each service provider is purchased in HONOR, granting large remittances of guaranteed investment every month in the economy.
- **High Potential for Valuation** - All registered professionals are motivated to reserve HONOR in their JUBS wallets in order to have access to resources such as offering warranties, contracting insurance or exchanging for other services. These incentives condition a favorable market for the valuation of the cryptocurrency .
- **Confidence in the Execution** - Formed by young talents, the team of JUBS employees has a high potential of execution, and to pass trust to the market, they signed a 5 year vesting contract (warranty of participation of the business with an investment contract).
- **Founders Participation** - Only 10% of the coins are destined for the JUBS team and under an equal division that only be withdrawn 2 years after the ICO.

AUDIT PROCESSES

For transparency between JUBS and our investors, any subscription payment will be public and auditable analyzed to anyone wishing to analyze the information. The information conference will work as follows:

- **1°:** Automated revenue reports will be posted periodically on our #Audit corporate # channel on the Slack platform, and every confirmed payment will be automatically notified on the channel.
- **2°:** On the fifth day of each month after the release of the HONOR cryptocurrency in partner exchanges, a report will be published by the CEO of the JUBS platform with all relevant data and indicators for the month.
- **3°:** After the fundraising and the beginning of the purchase of the HONOR cryptocurrency by JUBS, we will announce an official wallet where all HONOR purchases will be made by JUBS on a monthly basis.

All such information may be cross-referenced with Jubs official wallet information on Ethereum Blockchain networks for full authentication and veracity of the monthly information and data.

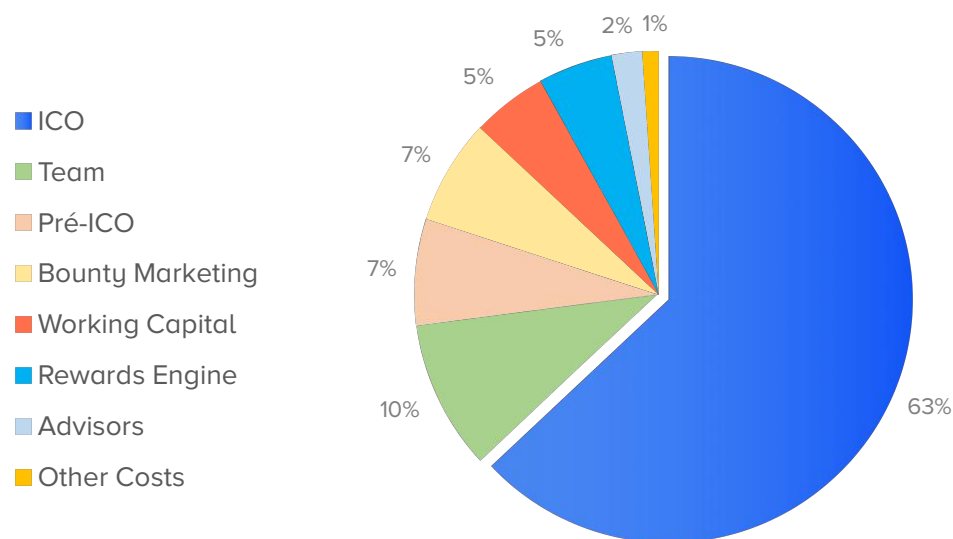
ISSUANCE AND FINANCING PROCESSES

With the objective of financing the international expansion in the platform's research and development timeline, JUBS will hold a coin distribution event, making available 63 million coins for a total issue of 100 million.

All revenues relating to the initial contribution period will be used to finance the research & development, information security and international expansion sectors.

5% of the currencies will be used as working capital between the HONOR membership phase in bulk and the currency repurchase of investors in partner exchanges, another 5% will be part of the rewards engine as an incentive to good reputations and court engagement among users of the platform.

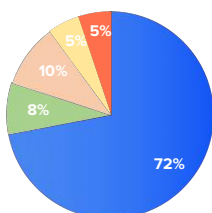
Also 10% of the coins will be distributed equally among JUBS team members, which amount will be frozen under a smart contract for 2 years. The remaining values will be distributed between launch marketing and project advisors.



Initial coins Issuance: 100,000,000

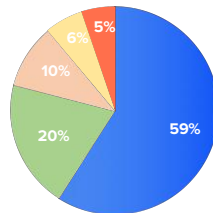
CURRENCY ISSUE: YEAR 1

Investors
Service Provider Subscribers
Team
Rewards Engine
Working Capital



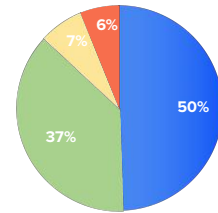
CURRENCY ISSUE: YEAR 2

Investors
Service Provider Subscribers
Team
Rewards Engine
Working Capital

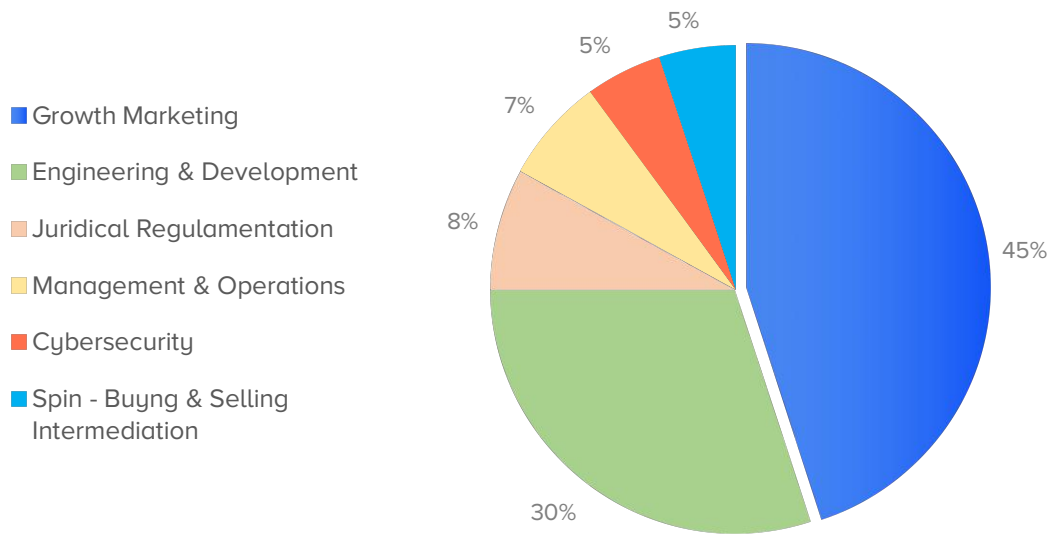


CURRENCY ISSUE: YEAR 3

Investors
Service Provider Subscribers
Rewards Engine
Working Capital



FUNDS ALLOCATION POST-ICO



- **Growth Marketing** - Development of Relationships and culture, humanized customer support, flairs and events for conversion of service providers and inbound/outbound marketing directed to the end user. Consolidation in Brazil and Latin America, internationalization to other markets.
- **Engineering & Development** - Research and development of the web and mobile Jubs platform, integration of the token by intelligent contracts, hiring the R&D team, customization of UX by segment and maintenance and structure to support stable development.
- **Juridical Regulation** - Legal stability to legal obligations and support to network regulation.
- **Management & Operations** - Costs Support and administrative expenses until Break-even.
- **Cybersecurity** - Investments in the web and mobile platform screening, search and integration of the tokenID blockchain.
- **Spin** - Capital reserved for the intermediation of the purchase and sale of coins between investors and service providers and tax delay of refund of payments of affiliate club.

ROADMAP

2016

Idealization
Formation of the Heterogeneous Team
Market and UX Study
R&D

2017

Jubs Platform Mobile Alpha
Acceleration at Inovativa Brazil
Release in a closed ecosystem
Launching and Integration of the Jubs Wallet
Integration of Token Honor to the Platform
Product Market Fit - First Subscribers

2018

Sales Token
Rewards Machine
Brazil Expansion - Growth
Token Listing on Exchanges
Jubs Marketplace 2.0 + Web Launch
Customization of UX by Segment + TokenID
Services smart contracts - Beta Version

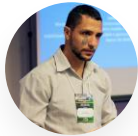
2019

Participants Court - Beta Version
Civil Liability Insurance - Beta Version
Consolidation in the Brazilian Market
Automatic conversion of other currencies into Honor

2020

Latin America Internationalization
R&D interaction with IOT via Bluetooth 5
Continued Marketing and Brand Development
Beginning of a new cycle

OUR TEAM



Gustavo Reis

Founder and CEO of JUBS

LinkedIn



Matheus Simas

Co-Founder and JUBS CMO

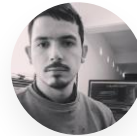
LinkedIn



Elton Carvalho

Co-Founder and CTO of JUBS

LinkedIn



Daniel Marques

FULL-STACK Blockchain of JUBS

LinkedIn



Thiago Noronha

Juridical Advisor

LinkedIn



Anderson Marques

Financial Advisor & Tributary

LinkedIn



Celso Satoshi Sakuraba

Technology & Research Advisor

Curriculum Lattes



Ricardo Lima

JUBS Commercial Head

+17

Indirect Business Promoters

STRATEGIC PARTNERSHIPS



Accelerated startup in 2017
for the best accelerator in
Brazil



We are part of the startups
community supported by
FBStart



We are part of the
Microsoft Startups
Support Program



Jubs is located in the
Brazilian Innovation
Technology Park

TECHNICAL CONSIDERATIONS AND LIMITATIONS OF THE PLATFORM

The number of daily transactions in the Ethereum network has steadily increased. The number of daily transactions increased from 38,730 to 102,103 (163.6%) from the launch until the closing date of the first quarter of 2017. Currently, the number of daily transactions is as high as 100,000 and this volume will continue to increase as new applications and users get into the ecosystem.

The power of the blockchain Ethereum network is approximately 8.5 transactions per second, or approximately 740,000 transactions per day. The Ethereum network is also able to adjust this variable in function of a larger volume for the additional revenue.

The Ethereum network currently operates in a proof-to-work blockchain and therefore is limited in performance, although future versions of Ethereum may come with higher throughput and scalability. The current average acknowledgment time, or block time, is approximately 17 seconds.

For technical reasons, block time will increase marginally, but will nevertheless be less than 30 seconds until 2018.

The services segment in Latin America brings with it certain difficulties such as the culture of the "persona" of some segments, low intimacy with technology and low level of schooling where on-site teams will have the responsibility to guide, train and watch over the JUBS platform culture.

Most of the operations will be carried out on the basis of the Jubs platform, where they will have direct interferences to the transactions orders of the HONOR token by smart contracts, which generates a great need of zeal with cybersecurity.

There are factors of blockchain architecture that need to be met for the effective business scale. There is a relatively significant delay in transaction commit time compared to the time users are accustomed to expect with current applications. Another factor is that the blockchain Ethereum requires fees to be paid for each transaction.

The HONOR token can be traded in more than one exchange, and for this reason, the monthly repurchase value of the tokens by the JUBS will be distributed proportionally to the volume of the HONOR token moved in each exchange.

The data related to civil liability insurance lack actuarial studies to bring variables that are reliable and consistent with the reality of each location. In order for this step to be properly implemented, it is necessary to mature the rewards machine and the base for the operation of the participants' court.

With the advancement of blockchain technology, increasing the scale potential of the Ethereum network and the dissemination of virtual money is a direct interest of the JUBS that the payment of debit and credit card transactions in fiat currency are automatically converted into HONOR tokens by increasing the flow of capital in the currency.

JOIN THE DISCUSSION NOW



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