



# J7COIN (\$J7C) TOKEN WHITEPAPER

Version 2.1 – December 2021

**DISCLAIMER:** THIS WHITEPAPER IS DESIGNED TO GIVE AN OVERVIEW OF THE PROJECT AS IT WAS INITIALLY PLANNED. IT CANNOT POSSIBLY COVER EVERY SCENARIO AND THE PROJECT WILL ADAPT AS NEEDED TO THE REGULATION AND COMMUNITY AS NEEDED. PLEASE DO YOUR OWN RESEARCH AND CONFIRM THE PROJECT PLAN, TEAM AND OBJECTIVES FOR THE PROJECT CURRENTLY.

PLEASE READ CAREFULLY AND FULLY READ THE IMPORTANT DISCLOSURES SECTION OF THIS DOCUMENT AS THERE ARE MANY RISKS AND CONSIDERATIONS WITH CRYPTO BASED PROJECTS. J7COIN MAY NOT BE A SUITABLE HOLDING FOR YOU. PARTICIPATE WITH THE PROJECT AT YOUR OWN RISK.

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# INTRODUCTION

J7coin LLC is a company registered and located in the State of Texas, in the United States of America. The company is a social media community manager, content creator, and issuer of the J7coin (\$J7C) token. The J7coin (\$J7C) token is a decentralized rewards program and exists for long-term value creation for the J7coin community.

We believe that utility tokens built on the latest blockchain technology like J7coin, bring exciting new ways to connect, engage and help others. J7coin is built on the Ethereum blockchain, which is known for its security, liquidity and is trusted by most of the world's largest DeFi projects.

The founder of J7coin LLC is Mark Dorff. He is a content creator who focuses on fun, interactive games, quality content and helping others. He and the management team bring a variety of depth and experience and they are all eager to ensure the long-term success of the J7coin project. Launching the J7coin (\$J7C) token will provide a simple yet valuable reward program for donations by his community all over the world.

Unique project features like no founders share, gamification of token rewards, increasing new coin issuance difficulty, the public exchange of tokens, no net cost participation options for tokens, shared community asset pool, tangible and digital investments, charitable donations etc. ensures that anyone who wants J7coin (\$J7C) tokens can get them and be a part of this special community.

J7coin LLC and the management team manage the creation of the content, products and services, and the J7coin (\$J7C) token and reward distribution. All of the project features and items on the roadmap projects are planned and executed by the management team. The management team focuses every decision on the long-term stability, security, and success of the project and the members of our community.

From all of us on the project team, we are glad you are here. If you are searching for a project led by a great team, a strong tokenized rewards model and an even better community look no further than J7coin.

# PURPOSE AND ECOSYSTEM

The J7coin project's main business and value are based on its diversified content distribution. Each of our social media and content platforms has a variety of ways to generate donations and advertising revenue. Live streaming, short-form videos (TikTok, Instagram Reels), long form videos (YouTube), brand sponsorship, ads, merchandise, product sales, donations & subscriptions. There are dozens of ways for funding to come to the project and we will roll them out at a speed where the management team can support the quality of each offering fully.

Donations from all sources go back to the project's shared community asset pool. The management team is charged with making further investments in content, businesses, real estate, crypto, and securities. The objective of the allocation of the asset pool is to produce growth and cash flow that can compound and increase the total value of the community pool and project over the long-term beyond expenses.

Over time a well-managed and diversified asset pool will likely increase and allow greater shared benefits for token holders across the community. Additionally, at its core the J7coin project and management team wants to give back. From time to time management will allocate funds to charitable purposes and token holders will have an opportunity to determine where those contributions go through voting. All fund will go

to reputable organizations that provide essential services (such as food, shelter, and medical care) to vulnerable communities around the world.

There are many ways to earn J7coin (\$J7C) tokens as a reward, such as:

- One time Donations
- Donation Subscriptions
- Live stream platform gifts (bits, lemons, coins, etc.)
- Purchasing Merchandise Products
- General participation in the community (games, viewership, giveaways, etc.)

The project's reward token distribution and multiple content revenue streams will allow the project to grow quickly and create long-term opportunities to increase benefits for token holders and assist those in need.

## TOKEN ECONOMICS

### J7COIN HAS NO FOUNDER OR TEAM ALLOCATION

We believe a large founder and management team allocation of tokens leads to risky behavior in the short-term and dilution of token value in the long term. That is why the founder, and the management team will purchase their J7coin (\$J7C) tokens, paying the same price and subject to the same lockup provisions available to everyone else in the pre-sale.

This ensures that long-term stability and growth is the only objective and that we all win together with this project. It also ensures that the value of the J7coin isn't diluted when the pre-sale lockup expires.

### J7COIN DISTRIBUTION

The Token distribution is broken up in 3 segments:

- Locked Presale - 25,000,000 (25 million)
- Public Sale & Participant Rewards - 875,000,000 (875 million)
- Locked Reserve - 100,000,000 (100 million)

### PRE-SALE ALLOCATION & LOCKUP TERMS

We are conducting a presale with a hard cap of 25,000,000 (25 million) J7coin (\$J7C) tokens which starts December 10, 2021 at 1 pm CST and is expected to raise approximately \$250,000 USD. The presale proceeds will be mostly used to provide liquidity for a public launch on Uniswap and it is critical that the tokens allocated are locked in a secure ERC-20 wallet for price stability in the early days of the project.

The presale sale offers the opportunity to receive tokens at the lowest difficulty level of the project life (One J7coin (\$J7C) token per \$0.01 USD). The minimum donation for the presale is \$25 USD. For example: a \$100 donation will get allocated 10,000 J7coin (\$J7C) tokens.

The lockup period for all presold tokens starts on the date of the closing of the presale and ends for all presale participants only after at least one of the following criteria are met:

- 1 year (12 months) from the closing of the presale has passed

- After at least 250,000,000 (250 million) tokens are in circulation AND 3 months have passed

Following the completion of the lockup, all the presold tokens will be sent to the owner's wallets. For a presale allocation record, on the website is a complete list of ERC-20 wallets and the number of tokens allocated during the presale based on the USD amount donated.

## **PUBLIC SALE / LAUNCH ALLOCATION**

The public launch date will be confirmed immediately following the closing of a successful pre-sale. The proceeds of the presale will be used to provide liquidity for a public launch on Uniswap, the largest decentralized exchanges for Ethereum ERC-20 tokens like J7coin. After successfully launching on Uniswap, the public will then have the option to get J7coin (\$J7C) tokens in two ways:

- Through a donations, purchasing products and participating in the community to earn rewards
- Buying on Uniswap or other means of exchange directly with other unlocked token holders

## **TOKEN REWARDS & DIFFICULTY LEVELS**

Our innovative token rewards distribution process effectively ensures that participants in the J7coin ecosystem gain rewards but at an ever increasing difficulty.

Before we go into the distribution details, first, a participant is defined as an individual who subscribes or purchases our products and services. For example, anytime a viewer subscribes, donates, purchases merchandise, participates in the community they can earn J7coin reward tokens.

For long term project health and to avoid diluting the circulating tokens value, the number of J7coin reward tokens received by participants are determined by the project's difficulty level which is based on the total number of tokens in circulation. (This strategy is similar to how Bitcoin halves each year by making it more difficult to mine each additional bitcoin). Reaching the next J7coin difficulty level will increase the amount of participation in USD's that is required by 5.3725% over the previous level.

**IT IS IMPORTANT TO NOTE THAT NO NEW J7COIN (\$J7C) TOKENS CAN EVER BE ISSUED BELOW THE DIFFICULTY LEVEL.**

Therefore even if a decentralized exchange is offering to sell J7coin tokens at a price below the difficulty level then the only new tokens that can be added to circulation will be through participation rewards earned at the higher difficulty level. If a decentralized exchange price is above the difficulty level then the project may decide to sell tokens to the exchange to issue additional tokens, which will likely lower the price on the exchange and raise project funds while it continues to also issue new tokens as participation rewards at the current difficulty level.

Once the final 89th difficulty level is complete, there will be 900,000,000 (900 million) J7coin (\$J7C) tokens in circulation and no additional J7coin (\$J7C) tokens will be issued and the only way for a participant to acquire the token after the project has issued all the tokens will be through a decentralized exchange. (Note: This assumes that the locked tokens reserved for exchange listings and emergency reserves are not released by the community through majority vote for a defined purpose, see Locked Reserve Allocation)

Following the complete issuance of all J7coin reward tokens the project will then begin to support the community by burning tokens, which would permanently reduce the maximum and circulating supply over time.

The following table lays out the impact of the difficulty level on rewards issued. Starting at the project pre-sale, which is for 25,000,000 (25 million) J7coin (\$J7C) tokens and awarded at a \$0.01 USD participation in the ecosystem per J7coin.

Difficulty Level	USD per J7coin	Tokens in Circulation	Difficulty Level	USD per J7coin	Tokens in Circulation	Difficulty Level	USD per J7coin	Tokens in Circulation
Pre-Sale	\$0.0100	-	31	\$0.0481	310,000,000	61	\$0.2310	610,000,000
2	\$0.0105	25,000,000	32	\$0.0506	320,000,000	62	\$0.2434	620,000,000
3	\$0.0111	30,000,000	33	\$0.0534	330,000,000	63	\$0.2565	630,000,000
4	\$0.0117	40,000,000	34	\$0.0562	340,000,000	64	\$0.2703	640,000,000
5	\$0.0123	50,000,000	35	\$0.0593	350,000,000	65	\$0.2848	650,000,000
6	\$0.0130	60,000,000	36	\$0.0624	360,000,000	66	\$0.3001	660,000,000
7	\$0.0137	70,000,000	37	\$0.0658	370,000,000	67	\$0.3162	670,000,000
8	\$0.0144	80,000,000	38	\$0.0693	380,000,000	68	\$0.3332	680,000,000
9	\$0.0152	90,000,000	39	\$0.0731	390,000,000	69	\$0.3511	690,000,000
10	\$0.0160	100,000,000	40	\$0.0770	400,000,000	70	\$0.3700	700,000,000
11	\$0.0169	110,000,000	41	\$0.0811	410,000,000	71	\$0.3899	710,000,000
12	\$0.0178	120,000,000	42	\$0.0855	420,000,000	72	\$0.4108	720,000,000
13	\$0.0187	130,000,000	43	\$0.0901	430,000,000	73	\$0.4329	730,000,000
14	\$0.0197	140,000,000	44	\$0.0949	440,000,000	74	\$0.4561	740,000,000
15	\$0.0208	150,000,000	45	\$0.1000	450,000,000	75	\$0.4806	750,000,000
16	\$0.0219	160,000,000	46	\$0.1054	460,000,000	76	\$0.5065	760,000,000
17	\$0.0231	170,000,000	47	\$0.1110	470,000,000	77	\$0.5337	770,000,000
18	\$0.0243	180,000,000	48	\$0.1170	480,000,000	78	\$0.5623	780,000,000
19	\$0.0257	190,000,000	49	\$0.1233	490,000,000	79	\$0.5926	790,000,000
20	\$0.0270	200,000,000	50	\$0.1299	500,000,000	80	\$0.6244	800,000,000
21	\$0.0285	210,000,000	51	\$0.1369	510,000,000	81	\$0.6579	810,000,000
22	\$0.0300	220,000,000	52	\$0.1442	520,000,000	82	\$0.6933	820,000,000
23	\$0.0316	230,000,000	53	\$0.1520	530,000,000	83	\$0.7305	830,000,000
24	\$0.0333	240,000,000	54	\$0.1602	540,000,000	84	\$0.7698	840,000,000
25	\$0.0351	250,000,000	55	\$0.1688	550,000,000	85	\$0.8111	850,000,000
26	\$0.0370	260,000,000	56	\$0.1778	560,000,000	86	\$0.8547	860,000,000
27	\$0.0390	270,000,000	57	\$0.1874	570,000,000	87	\$0.9006	870,000,000
28	\$0.0411	280,000,000	58	\$0.1974	580,000,000	88	\$0.9490	880,000,000
29	\$0.0433	290,000,000	59	\$0.2081	590,000,000	89	\$1.0000	890,000,000

30	\$0.0456	300,000,000	60	\$0.2192	600,000,000	90	Complete	900,000,000
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**J7COIN VALUE**

The management team will communicate sufficient information that we are meeting the project objectives but won't provide any specific calculations or a valuation for the utility J7coin token. You will find the current project difficulty level, and other general project information on the J7coin.io website.

None of the information provided by J7coin LLC or the management team determines or suggests a guaranteed value or trading price of the utility token on any secondary market or exchange. The token may trade for higher or lower than informational values provided by the management team based on various factors. Do your own research on pricing, liquidity and suitability.

Per current crypto token regulations, the J7coin (\$J7C) token is not a security and therefore the holder cannot redeem or exchange a J7coin (\$J7C) token for cash from the project at any time. The only way to exchange the value of your tokens, acquired in presale or otherwise is to exchange them on a decentralized exchange.

J7coin LLC is a wholly owned entity charged with managing the J7coin ecosystem, including the community pool of assets. The J7coin (\$J7C) token is not equity or ownership nor is it a loan or liability of J7coin LLC. A J7coin (\$J7C) token holder who wants to "cash out" cannot do so through the project, J7coin LLC or anyone on the management team. It is up to the holder to report and pay any tax liability they may incur.

**LOCKED RESERVE ALLOCATION**

The last segment of the token distribution is the Locked Reserve. To provide some flexibility to the management team and community of token holders we are holding 10% of all J7coin (\$J7C) tokens in soft locked reserve. This means the reserve tokens will be put in a dedicated wallet with the seed and password information divided into parts and stored across multiple devices and secret offline locations.

The Locked Reserves can only be unlocked following a proposal from the management team that passes through the majority vote of all the J7coin (\$J7C) token holders. (Examples where proposals to use reserve tokens are voted upon could be strategic decisions such as raising emergency capital, enabling additional exchange listings, token burning etc.)

**ROADMAP**

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**Q4 2021**

- Draft Whitepaper
- Business Filing
- Team Formation
- Cross Platform Streaming
- Base Website Launch
- J7coin Presale
- Build Media Footprint (Phase I)
- ERC-20 Token Creation

**Q1 2022**

- Token Audit
- Complete J7coin Presale
- Uniwap Liquidity Pool
- Website Improvements
- Ambassador Program
- Project Content Partnerships
- Expanded Marketing (Phase II)
- Investment Projects

**Q2 2022**

- Exchange Listing Plan
- NFT Project Plan
- Gaming Project Plan
- Internal Audit & Status Report
- Finalize Q3 & Q4 Roadmaps
- Community Charity Voting

## MANAGEMENT TEAM

There are all kinds of crypto projects and they each have different leadership and objectives. Our team has a variety of backgrounds and experience and is focused on growing a large community and creating value for all. For disclosure, the founder Mark Dorff, is the son of Ken Dorff.



**Mark Dorff**  
Founder & CEO



**Ken Dorff, CPA**  
CFO

**Content Team:**

- Caitlin (Graphic Artist)
- Samantha (Social Media)
- Jade (Social Media)

**Community Administrators & Moderators:**

- Eric (Telegram, Discord & Streaming)
- Samuel (Telegram, Discord & Streaming)

**Additional Team Members (Coming Soon)**

- Video Editor
- Web Developer
- Content Writer/Editor/Creator
- Brand Ambassador(s)



# CONTACT INFORMATION

Website: [www.J7coin.io](http://www.J7coin.io)

Email: [Support@J7coin.io](mailto:Support@J7coin.io)

J7coin LLC  
17304 Preston Rd. Ste 800  
Dallas, TX 75252

## Official Social Media Properties:

Linktree: <https://linktr.ee/j7coin>

Telegram: [https://t.me/+7tjUi\\_g10YI20GNh](https://t.me/+7tjUi_g10YI20GNh)

Discord: <https://www.discord.com/users/J7coin>

Twitter: <https://twitter.com/J7coin>

Facebook: <https://www.facebook.com/J7coin/>

Instagram: <https://www.instagram.com/J7coin>

TikTok: <https://www.tiktok.com/@J7coin>

YouTube: <https://www.youtube.com/channel/UCRqH0GV8vtF6DfyiVSiqKWQ>

LinkedIn: <https://www.linkedin.com/company/j7coin-llc>

Twitch: <https://www.twitch.tv/J7coin>

DLive: <https://dlive.tv/j7coin>

Medium: <https://J7coin.medium.com/>

Reddit: <https://www.reddit.com/r/J7coin/>

SnapChat: <https://www.snapchat.com/add/j7coin>

Tumblr: <https://www.tumblr.com/blog/J7coin>

# DISCLOSURES

PLEASE READ THE ENTIRE PROJECT PLAN AND ALL DISCLOSURES AS OUTLINED IN THIS WHITEPAPER CAREFULLY.

THIS WHITEPAPER IS DESIGNED TO PROVIDE AN OVERVIEW OF THE J7COIN PROJECT OPERATIONS AND PROJECT PLAN AND IS NOT FINANCIAL ADVICE AND DOES NOT RECOMMEND THAT ACQUIRING OR HOLDING J7COIN IS SUITABLE FOR YOU.

J7COIN IS NOT A SECURITY AND THEREFORE NOT REGISTERED OR ENDORSED WITH OR BY ANY REGULATORY BODY. ADDITIONALLY, NO ONE ON THE PROJECT MANAGEMENT TEAM IS LICENSED, NOR DO THEY REPRESENT ANY REGULATOR. DO YOUR OWN RESEARCH AND CONSULT A LICENSED FINANCIAL OR LEGAL PROFESSIONAL FOR FINANCIAL AND SUITABILITY RECOMMENDATIONS.

EVEN THOUGH J7COIN (\$J7C) TOKENS ARE A DECENTRALIZED TOKEN AN EVER-CHANGING REGULATORY ENVIRONMENT TOWARDS CRYPTO PROJECTS IN THE UNITED STATES OF AMERICA, WHERE THE J7COIN LLC AND PROJECT MANAGEMENT TEAM IS HEADQUARTERED AND AROUND THE WORLD MAY MAKE IT DIFFICULT TO ACQUIRE, HOLD, LIQUIDATE OR EXCHANGE THE J7COIN (\$J7C) TOKEN SUDDENLY AND WITHOUT NOTICE OR MAY MAKE CONTINUING THE PROJECT UNFEASIBLE IN ITS CURRENT FORM.

THE MANAGEMENT TEAM UTILIZES REDUNDANT SECURITY PROTOCOLS AND ADVANCED TECHNOLOGY TO PROTECT THE ASSETS OF THE PROJECT. J7COIN (\$J7C) TOKENS HOWEVER ARE NOT INSURED AGAINST LOSS DUE TO MALICIOUS ACTORS, THEFT, TECHNOLOGY FAILURES, USER ERROR, REGULATORY RISK, INSOLVENCY, BANKRUPTCY OR ANY OTHER ISSUE BY ANY REGULATOR OR THIRD-PARTY INSURER THROUGH THIS PROJECT.

YOU ARE RESPONSIBLE FOR THE SECURITY OF YOUR CRYPTO WALLET AND TOKEN HOLDINGS. FRAUD, HACKING, SPOOFING, FISHING, IMPERSONATING THE MANAGEMENT TEAM, SOCIAL MEDIA IMPERSONATION ETC. ARE EXTREMELY COMMON IN THE CRYPTO SPACE. ONLY USE OFFICIAL THE WEBSITE AND TRIPLE CHECK WITH OTHERS PUBLICLY IF YOU ARE NOT SURE.

NEVER GIVE ANYONE YOUR WALLET SEED OR PASSWORDS. WE WILL NEVER ASK FOR THIS INFORMATION. DON'T CONNECT YOUR WALLET TO SOMEWHERE WITHOUT CONFIRMING FIRST YOU ARE NOT ON AN IMPERSONATING OR FRAUDULENT WEBSITE OR DEFI APPLICATION. NO ONE CAN HELP YOU RECOVER A LOST SEED OR PASSWORD OR STOLEN TOKENS. ANYONE OFFERING TO HELP YOU IS SCAMMING YOU.

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**J7COIN (\$J7C) TOKEN WHITEPAPER VERSION 2.0 - DECEMBER 2021**

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