

Journal Shared Economy Token



Even scribbles can be protected by copyright
if they contain facts.

The freedom of life that everyone wants to enjoy

On the JINK platform, you can effortlessly turn your everyday activities into profit. Whether you are reading, writing, searching, or achieving goals, we've designed a system that maximizes your earnings. Our shared group activities are a unique opportunity to boost your income.

R2E: Making money by reading journals

W2E: Making money while writing journals

S2E: Making money just by searching at the JINK shopping mall

G2E: Earning revenues shared by the group when goals are achieved

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Introduction to The JINK

Changes in Media Environment

With the advent of Internet media, consumers have easy access to information. However, concerns about the accuracy and quality of information continue, and trust in the media is declining due to issues such as fake news.

Emphasis on Media's Role

As fake news has rapidly increased due to the COVID-19 pandemic, the value of journalism has been emphasized and trust in existing media has also increased.

Inequality Issues

There has always been an issue of revenue distribution imbalance between platform operators and content producers. In other words, many platforms have freely used user-provided content without providing appropriate reward.

Introduction to JINK Platform

The JINK platform has introduced a token economy to provide rewards to both content producers and consumers. This model will have a huge impact on the journal market by providing benefits to everyone.

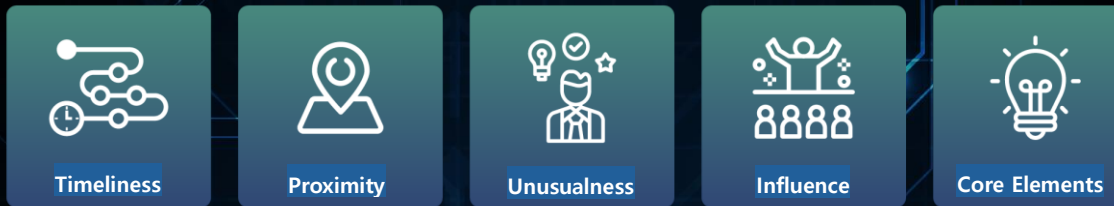
JSET token

The JINK platform has issued its own token, JSET, with the goal of platform growth and scalability to shift the paradigm for existing media. This project seeks to present an alternative to the inequality problem within the developing media environment and platform economy. Through the introduction of the JINK platform, we aim to solve the problem by providing rewards to content producers and consumers, thereby strengthening the role of journalism and presenting a new paradigm in the media market.

1. Trust in Journalism

1.1. Core Values of the News Platform

The value of news mainly consists of the following elements:



[Elements of News Value]

Timeliness

News must be relevant to the present, immediate and timely. In other words, when news is out of date, its value drops significantly.

Proximity

News can only attract attention when it is closely related to the individual. Starting with my family, neighbors, and community, interest is gradually expanding regionally, nationally, and globally.

Unusualness

Outstanding and unique events are more likely to make the news. This is because curiosity is stimulated by new things and unusual events.

Influence

News has a huge impact on people. Therefore, news that directly affects people's lives has greater value.

Core Elements

News must contain essential elements to maintain its value. Key claims and supporting evidence are essential, as without core content the value of the article is greatly reduced.

1.2. Resistance to Censorship

Censorship is a system through which public authorities inspect speech and publications. In fact, the press acts as a support for freedom, but censorship serves to limit that freedom. In other words, censorship suppresses freedom of discussion and information and poses a threat to future stability. This censorship can take many forms, including market power, political influence, and media ownership.

The emergence of IT platforms is changing the way we consume news. In these environments, technological methods to resist censorship are needed. In particular, blockchain technology can serve as a tool to resist censorship because it can increase the credibility of news by distributing information and preventing its alteration.

The JINK platform is a decentralized network news delivery system free from content censorship and is accessible to anyone around the world. This ensures the reliability and freedom of news dissemination.

2. Journalism and Blockchain

2.1. Transparency and Trust

Blockchain technology provides transparency and reliability through a distributed ledger system. In the field of journalism, where the accuracy and reliability of information are paramount, blockchain ensures data integrity by verifying and verifying transactions and data changes.

2.2. Decentralization and Verification Process

Blockchain does not rely on any centralized authority or platform. Instead, it adopts a decentralized network approach to share and verify data. This allows journalism to operate without intermediaries, allowing for direct interaction and verification. A decentralized media platform utilizing blockchain can provide high-quality articles and information.

2.3. Data Immutability

Blockchain makes it very difficult to change data, meaning that once information is recorded, it cannot be changed. Once information is recorded, it is nearly impossible to delete or modify, allowing changes to be tracked, increasing trust in the articles and information.

2.4. Copyright Protection

Blockchain helps protect ownership and copyright through encryption and smart contracts. By registering writing or creative work on the blockchain to prevent unauthorized copying or modification, the rights of the original author can be protected.

2.5. Transparent Rewards

Blockchain makes it possible to build a transparent and fair reward system based on virtual assets. In journalism, the issue of reward to contributors, readers and advertisers is very important. Blockchain allows automating and tracking rewards for the contributors' work. Readers can also directly contribute to content and receive rewards through blockchain.

2.6. Source and Information Tracking

Blockchain links each block to the previous block, making it difficult to change data. This feature helps journalism trace the origins of information and identify trustworthy sources. In other words, registering an article on the blockchain allows users to track information such as the source, author, and editing history, thereby increasing the reliability of the information.

2.7. Decentralized Media Platform

Blockchain is accelerating the emergence of decentralized media platforms. Centralized media platforms have problems such as bias and limited accessibility. In comparison, blockchain-based distributed platforms provide diversity and openness in information dissemination. In other words, it plays an important role in maintaining information diversity by accepting diverse opinions and perspectives. In this way, journalism and blockchain are interconnected in aspects such as information transparency, trustworthiness, reward, copyright protection, and source tracking. This interconnectivity allows blockchain technology to be utilized in the field of journalism.

3. JINK Platform Vision

Modern people living in an age overflowing with information lack the time to discern the value and truth of information. The importance of information reliability is increasingly emphasized due to manipulation and misinformation. Moreover, as verification of information begins to be driven by information consumers, it becomes increasingly difficult for journalists to address such misinformation.

A better solution is for experts to understand the situation firsthand and convey information from a professional perspective. In other words, there is a growing need for a comprehensive blockchain-based platform where experts can write articles and receive rewards for the value of the information they provide.

"Open News Platform (ONP)" offers the following advantages;

3.1. JINK platform role

3.1.1. Diversity and Inclusion

The ONP platform facilitates the acceptance of diverse opinions and perspectives. Unlike traditional journalism, which provides curated content from a small number of individuals, the ONP platform increases diversity by encouraging participation from individuals with diverse backgrounds and expertise.

3.1.2. Cost Savings and Efficiency

The ONP platform provides cost savings and efficiency in providing a variety of content. Traditional journalism incurs significant costs in hiring professional writers and reporters, but this platform, where anyone can contribute articles, allows for resource sharing and cost savings.

3.1.3. Diverse Perspectives and Communities

The ONP platform can reflect various issues and perspectives within the community. Local residents can directly report events and share their perspectives, making it possible to cover a variety of issues within the community.

3.1.4. participatory Journalism

The ONP platform is participatory journalism. Readers can contribute to content creation by writing articles or expressing their opinions, fostering interaction between the media and readers.

3.1.5. Information Diversity and Reporting

The ONP platform expands coverage of a variety of topics and social issues. The platform enhances its credibility by presenting diverse perspectives and topics and engaging diverse individuals to report on social issues.

3.1.6 Knowledge Sharing and Exchange

Articles are written based on personal knowledge and experience to provide comprehensive coverage and diverse perspectives. Contributors take responsibility for what they write under their own name and increase their credibility. People can share their knowledge and experiences and gain new information through other people's contributions, promoting the expansion of knowledge and social learning.

3.1.7 New Perspectives and Creativity

The ONP platform provides an opportunity to introduce new perspectives and creativity. The participation of people with diverse backgrounds and perspectives allows the platform to explore diverse topics and approaches and foster innovation and creativity in journalism.

3.1.8 Direct Interaction

Enables direct interaction without intermediaries. Authors can directly receive comments or feedback from readers on written articles, promoting dialogue and discussion between authors and readers, building mutual trust, and realizing open and participatory journalism.

3.1.9. Expanding Citizen Journalism

Promote the expansion of citizen journalism, enabling ordinary citizens to write and publish articles based on their interests and experiences. This allows us to report on a wide range of public-centered issues, promoting social participation and cultural diversity, leading to social change and dynamism.

A platform where anyone can write articles is needed for a variety of reasons, including diversity, cost savings, participatory journalism, increased relevance and reliability, social participation, and cultural diversity. This is to innovate the existing journalism landscape and build a media ecosystem that provides diverse and comprehensive information.

3.2. Accessibility of the JINK platform

The JINK platform provides personalized recommendations and user-centered services to enable more convenient service use. It creates and shares news content by building a trustworthy ecosystem based on blockchain technology between content, subscribers, and advertisers.

3.2.1. Convenient News Platform

The JINK platform focuses on experts in various fields so anyone can utilize the articles. Curation provides a variety of resources and ensures the reliability of news. It also creates diverse communities and holds regular forums and various seminars to provide information.

3.2.2. Fair Profit Distribution Platform

Content creation and consumption occur at every step, and user activity is analyzed and evaluated. Reward is provided based on this analysis, which comes in the form of platform points. Points earned in this way can be exchanged for virtual assets or used for various services within the platform.

3.2.3. Customizable, Easy-to-Use Platform

Subscribers to the platform have priority access to and can also receive their preferred information. In addition, they can be recommended various content and advertisements depending on their usage preferences. Personal behavior logs are analyzed to evaluate activity contribution and provide rewards.

3.2.4. Easy Content Sharing Platform

Content creators can activate blockchain by connecting their created content to affiliate platforms. Generate advertising revenue and build an ecosystem through ASP. All resulting revenue is shared with platform users or content creators.

3.3. Changes in Content Circulation Structure



User Activities



Transparent and Fair News Platform



Fair Rewards

Rapid changes in the digital media environment require new literacy skills for everyone. Digital media literacy, the ability to read, analyze, and create digital content, has become very important in adapting to and utilizing life circumstances. In an era where information consumption is no longer determined by providers but by consumers, we are being asked for greater literacy.

The JINK platform will establish itself as a fair and transparent news platform to provide users with a space for sharing information and forming sound opinions. Above all, it defines users' activities as 'labor' and encourages fair rewards through evaluation of their participation.

4. JINK Platform Purpose

The JINK platform aims to provide the following services to members:

- Curated news and commentary
- Provide quality answers to personalized questions (expert group)
- Rewards for community activities
- Earn points based on activities
- Points convertible to Korean Won (1 JT = 1 Won)
- Referral system for recommending other members
- Equivalent reward system for recommended member activities
- Uniform reward system for all content provided on the platform

4.1. Principle of the JINK Platform

The first principle is that anyone can write and distribute articles with acknowledgment and reward of copyright. In addition, readers' actions on the platform, such as reading articles and writing, are considered 'labor' and are rewarded accordingly.

The second principle is that all content on the JINK platform, including online store operations, follows the same approach as the first principle.

The third principle promotes community participation among platform members and fosters healthy media cultural discourse. By listening to opposing views through expert voices, we build diverse perspectives and positive influence within our members and communities.

The JINK platform is structured as a sharing economy system to benefit the wider population. Unlike traditional platforms that primarily benefit from user participation and activity, JINK rewards are based on joint efforts and provide higher rewards for joint contributions. Conversely, when multiple users contribute but individual efforts are insignificant, rewards are reduced to ensure fairness and encourage broader participation.

4.2. Ethics of the JINK Platform

The JINK platform prioritizes expert diagnosis and focuses on user reward for fair and transparent news distribution. We aim to overcome the limitations of traditional media by shifting the platform's economic paradigm to sharing economic benefits with users and returning media power to the public through advertising-independent journalism.

4.3. Activities and Safety Measures

The platform's operating policy ensures simultaneous revenue sharing between consumers, content providers and the platform itself. Starting as a news platform, we are expanding into various business areas and striving to become a platform where all users share benefits.

To realize this, JINK is utilizing a new paradigm and token economy, with JSET (Journal Sharing Economy Token) serving as the platform's virtual asset. The platform also implements the following safety measures: We prevent abuse of our services by not compensating for repeated views of the same article.

4.4. Platform Influence

JINK's main goal is to attract a large user base and promote healthy opinion formation to shape social system policies. It operates as a sharing economy system, rewarding those who contribute value to the free market system.

The platform is based on the principle of fairness, allowing anyone to write news and create an environment for discussion. It represents a paradigm shift in journalism economics, where reader behavior can influence the value of content and contribute to expanding the user base.

5. Platform Usability

5.1. Current Status of Journalism

In today's information flood, it has become difficult for people to judge the value and truth of information. This situation can cause misinformation to spread unchecked as there is no time to carefully consider the information. However, information backed by the insights of trusted experts can be trusted.

When consumers verify information with the opinions of experts, it becomes difficult for reporters to fabricate false and misleading stories. A more effective approach is for experts to understand and convey the information directly from a professional perspective. There is a need for a blockchain-based platform where experts can write articles and receive reward for the value of their information.

Process	Role	Vale or Description
Content production	Article writing	- Reporter article writing - Write community posts for general members
Content subscription	Read article	- Read and share member articles - Share content using SNS
Member recommendation	User acquisition	Encourage membership registration through friend recommendation
Share points	Accumulate points	- Accumulate points by reading articles - Share recommended member points
Point exchange	Use your points	- Cash out your points - Shopping using points



Why journalists should choose our platform

1. They can create their own articles based on their expert knowledge.
2. They can earn reporting fees through articles published on the platform.
3. They can generate additional revenue through individual advertising contracts.
4. Advertisers can use JSET tokens for advertising payments, and these tokens can be exchanged on the exchange.
5. Legal support is available through a joint legal team for articles published on the platform.

Why advertisers should partner with our news platform

1. They can promote their advertisement at a low price by purchasing JSET tokens on the exchange.
2. It guarantees direct exposure and efficient promotion through advertisements that reach consumers and users directly.
3. Holding JSET tokens can be an asset.
4. Subscribers actively share news on various social media platforms to increase exposure.

■ Why it's beneficial to join our news platform

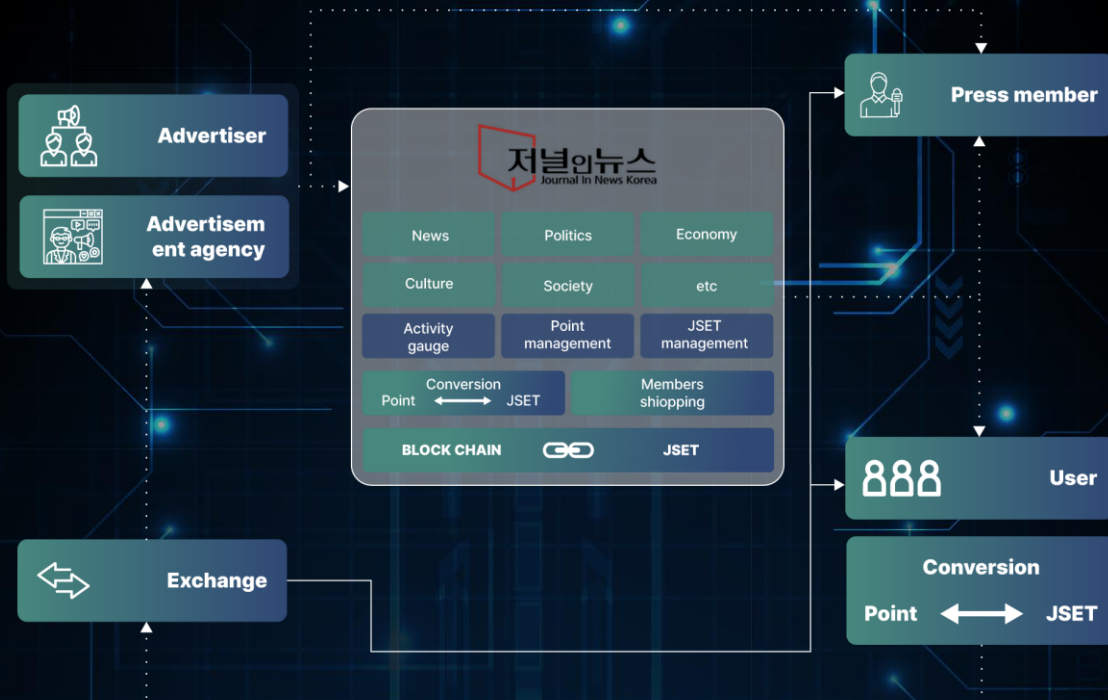
1. Readers earn rewards just by reading articles on the platform.
2. Use of high-quality articles produced by professional reporters.
3. Rewards earned through platform activities are in JSET tokens.
4. Obtained rewards can be used for content, reporter activity fees, shopping malls, cash withdrawal, etc.

■ Reasons to use our shopping mall

1. Shopping malls operate under a model in which producers and consumers are directly connected.
2. We implement reasonable prices compared to market prices.
3. Manufacturers use JSET tokens to guarantee entry and use the same tokens to promote.
4. Users can choose from a variety of excellent products from small and medium-sized businesses.
5. We are implementing various purchase incentive policies such as free gifts, flash sales, and first-come, first-served purchases.

This structured approach ensures transparency, professionalism and mutual benefit to all stakeholders within the platform ecosystem.

JINK Platform Ecosystem



Advertisers and Advertising Agencies

- Advertisers and advertising agencies can purchase JSET on the exchange and then request advertisements and advertising articles from platforms and journalists.
- Holding JSET may increase its value.

Journal In News (Platform)

- Place advertisements and produce articles for broadcast.
- For advertorials, journalists must pay the appropriate amount of JSET to the company.
- Regular articles receive rewards from the company.

User

- Users receive reward from the company for reading articles or posts.

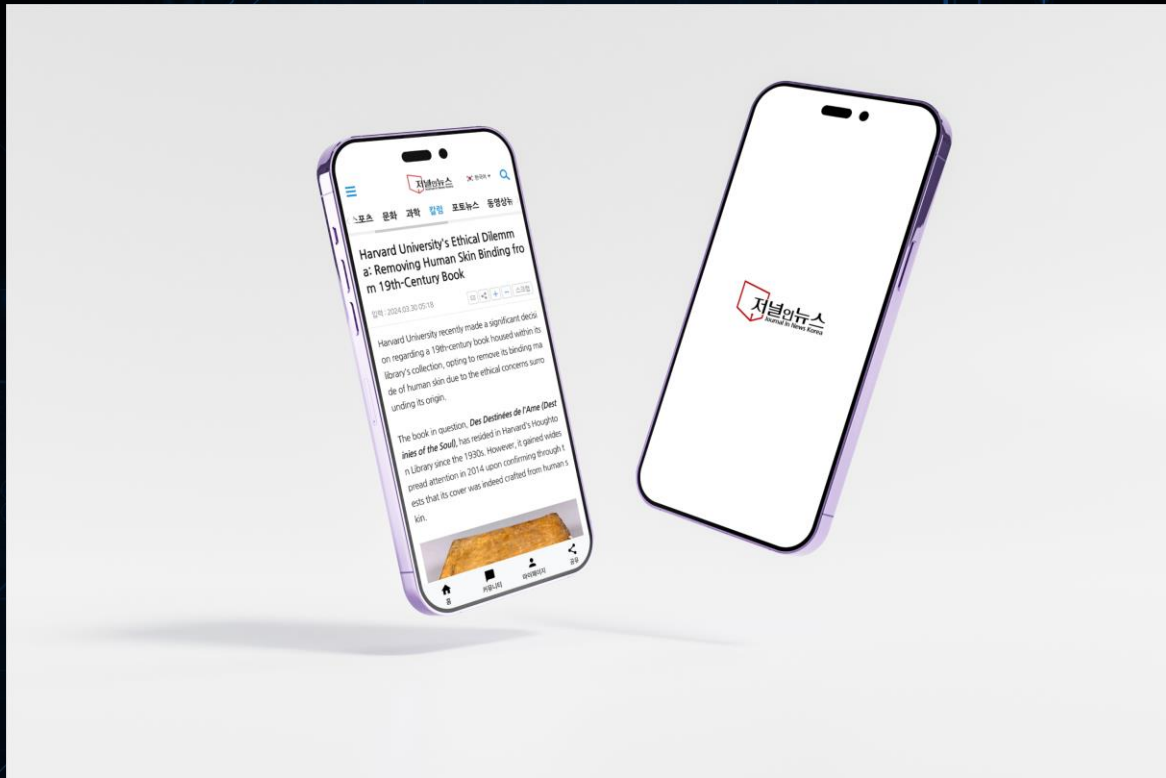
Journalists and Members

- Journalists and members can contribute to the value of the market by holding or purchasing JSET.

Contributor to Media Development

- Individuals who contribute to the development of media can stake JSET to support media organizations.
- As the number of reporter members increases, various privileges can be exercised, such as bonuses on article content.

JINK App/Web



JINK (Journal In News Korea) is the world's first open news platform where anyone can write and share news articles. Readers are free to rate articles and share their opinions by leaving comments. Artificial intelligence-based algorithms provide customized news tailored to users' interests. JINK seeks to prevent fake news based on transparency and reliability. The goal is to provide a broader perspective through news from various perspectives.

6. Community Structure

■ Introduction

Modern people pursue diverse careers and unique lifestyles. People often seek to connect and empathize with others by sharing their way of life, which is facilitated by various social media platforms.

■ Recent Communication Problems

However, lifestyle depictions on social media tend to be overly idealized, leading to unrealistic comparisons and feelings of social isolation. This phenomenon affects not only youth but also adults, causing serious social issues such as rising divorce rates.

■ Need for Improvement

To solve these problems, a social communication system that conveys and comforts based on facts is needed, which provides an alternative to the unconscious violence often committed in communities, media, SNS, etc.

6.1. Community Formation

- Similar to browsing regular news, the community covers various fields such as politics, society, economy and culture.
- Posts in each field must be based on facts and permanently shared through blockchain technology to ensure accountability.
- Members support authors by sponsoring or sharing, and authors receive more exposure and reward when community posts are adopted as news articles.
- Introducing community communication into mainstream news can increase author's visibility and lead to a variety of journalistic positions within the company.

6.2. Media Formation

The media is made up of professional editors from a variety of fields, whose job is to rigorously select and organize articles created in the community in relevant fields. Posts that become news in the community are weighted according to the reward policy.



Reporters promoted to interns receive 1.2 times the reward, and regular reporters receive 1.4 times the reward. Professional reporters receive 1.6 times the reward, senior reporters receive 1.8 times the reward, and on-call journalists receive twice the reward.

In addition, the exposure ranking for reporters at various levels is somewhat determined. Basically, articles by intern reporters cannot occupy the highest positions due to the organized order for top exposure by on-call reporters. However, editors have the authority to prioritize articles by intern reporters for maximum exposure.

6.2.1. Journalist (W2E: Write to Earning)



- Reporters are rated based on the quality of their articles and level of activity. (Intern, full-time, professional, senior, on-call journalist)
- A reporter's rating is related to exposure after writing an article.
- Readers receive points when they read articles.
- Journalists pay commissions for advertisement and advertorials with JSET tokens.
- After listing, POINTs are exchanged for our coins and sold through the exchange.
- For advertising articles, a certain amount of JSET tokens must be paid to the platform for broadcasting.

6.2.2. Advertisers and Media

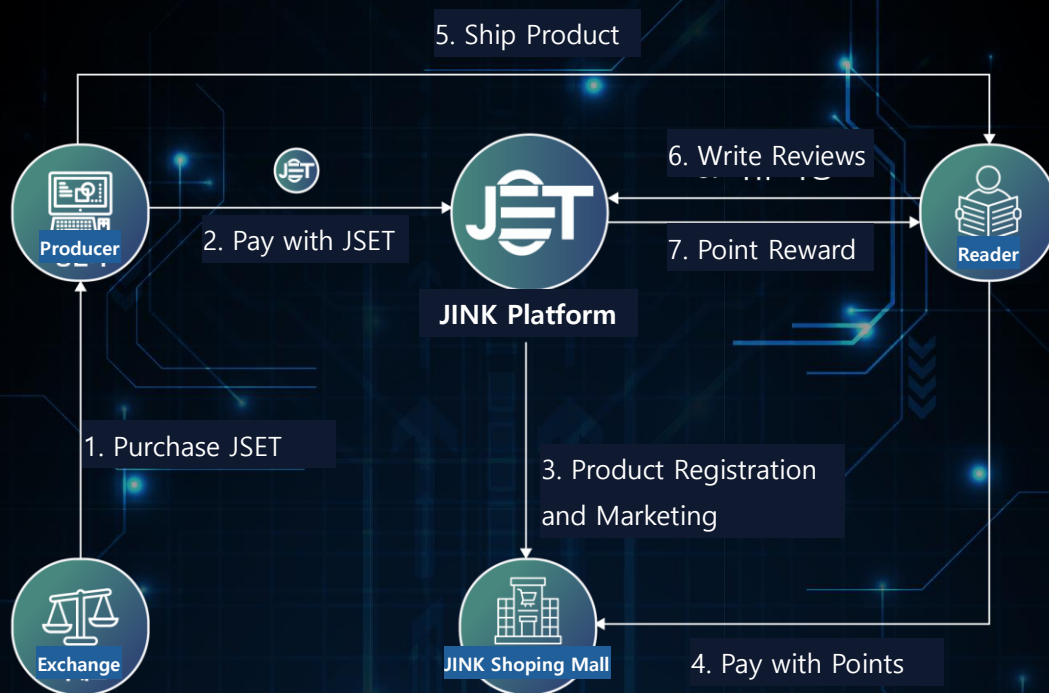
- Advertisers post banner ads for fixed token payments.
- For affiliate advertising, tokens must also be paid to the platform.
- For advertising articles, advertisers pay tokens to reporters and reporters pay tokens to the platform.
- When an overseas platform opens, advertising articles will be reproduced and aired.
- We carry out continuous online advertising through advertising media partnerships.

6.2.3. Reader (R2E : Read to Earning)



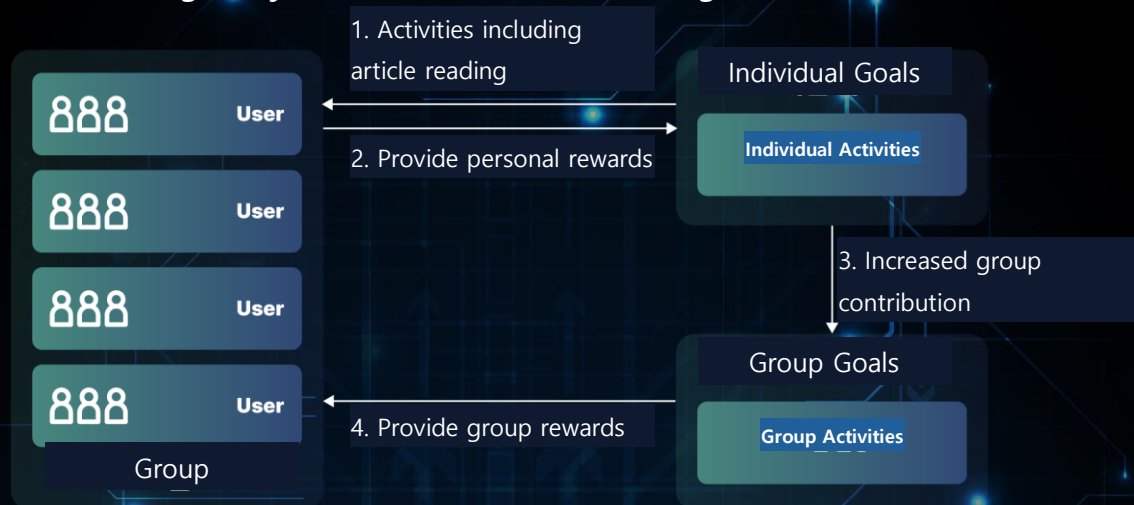
- Received rewards for platform activities.
- Accumulated points can be exchanged for tokens.
- Accumulated points can be used at our shopping mall.
- Accumulated points can be exchanged for tokens and sold through exchanges.
- Provides greater rewards based on referrals and activity level.

6.2.4. Shopping Mall (S2E : Search to Earning)



- Producers pay a prescribed amount of tokens to the platform to enter the shopping mall. (Protection against consumer risks as collateral for price increases).
- Use JSET platform payment to increase sales and provide advertising or exposure.
- Diversify product exposure and sales to global customers for global expansion.
- Maximize purchasing power through independent use of earned reward points.
- Increase credibility as readers write comments and share their experiences.

6.2.5. Achieving Daily Goal (G2E : Goal to Earning)



- When you achieve your daily goal, you will receive all the benefits shared by the group.
- Fair distribution is achieved according to activity level.

(The profits gained by the sharing group can be taken in proportion to the amount of activity.)

- One-year goal: \$1 million

Depending on the activity of your users and the groups they share with, you could earn as much as \$1 million per year.

- Simple daily goals

If you are busy, you can meet your daily goal by reading just 20 articles.

6.3. Conclusion

Overall, the JINK platform not only creates a transparent and rewarding ecosystem for journalists, advertisers, readers and shoppers, but also enables continuous development based on a token economy that enables a virtuous cycle.

7. Metaverse Structure

With the advent of the world called 'Metaverse,' a new area called virtual reality is opening up. This virtual space is free from the constraints of time and space, allowing participants to move freely and providing an experience similar to reality. We will enable media activities in this virtual reality. We plan to establish media outlets on various metaverse platforms and create a virtual space for media activities. To this end, we plan to build a virtual newsroom and press conference hall.



7.1. Metaverse Media

We are building a media outlet to operate in a virtual world. Media companies select a logo and a character called Journal in News and then provide resources necessary for media activities.

7.2. Recruitment of Virtual Reporters

We will hire journalists to work in the virtual world, following the same approach as for our platform. They will be responsible for conducting incident reports, conducting interviews and writing reports in the virtual world.

7.3. News Production

We plan to produce a variety of virtual news on a variety of topics within the metaverse. This includes reporting on events, issues, economic and technological trends occurring in the virtual world.

7.4. virtual Events and Conferences

We will organize virtual events and conferences within the metaverse to interact with the public. Media outlets will cover these events and provide coverage to relay them to the real world.

7.5. Improving Training and User Experience

Media activities within the metaverse allow users to experience a variety of coverage. Through this, we plan to provide journalist training and various classes to foster competent journalists.

7.6. Advocating Ethics and Development

Media activities within the metaverse maintain journalistic integrity and fact-based reporting. In addition, we will continue to develop by respecting diverse opinions and reflecting user feedback. This systematic media system ensures effective operation within the metaverse and provides the same reward system as the JINK platform, creating diverse opportunities and sustainable innovation.

8. Ecosystem Structure

The JINK platform aims to build a healthy ecosystem where content creators and subscribers collaborate. This concept goes beyond the media's traditional dependence on advertising and paves the way for innovative solutions in the fields of media, advertising and e-commerce.



8.1. Ecosystem Participants

Content Producer

Anyone can contribute articles or other content. Content selected by a group of experts provides higher rewards compared to regular contributions. Producing textual perspectives on current events is very meaningful. This is because news stored and distributed through blockchain technology is maintained indefinitely. Producing news content is particularly difficult and expensive because it requires fact-checking and reporting. However, articles written by experts are easier to prove with evidence and rich data that they are high-quality content.

Platform provider (JINK)

The platform promotes the creation and consumption of high-quality content and encourages active participation. Content recommended and improved by users increases quality. The platform incentivizes user activity by rewarding it with 'labor.'

■ Readers and Curators

Readers consume high-quality news content and earn money. They also engage in activities such as 'recommendations and likes.' The platform rewards these actions with points, which can be converted into tokens on the platform or exchanged on exchange platforms depending on the market price.

■ Advertiser

Advertisers can reach trusted audiences through ads on the platform. Ads are integrated with professional articles and community content. For example, medical-related articles may include hospital advertisements, and health-related advertisements may be placed alongside health articles. Advertisers can also reward professional journalists with JSET tokens for publishing promotional articles.

■ Other Content Providers

Partnerships generate additional revenue by providing additional content to users. Various content partnerships promote the activation of JSET tokens. There are many institutional mechanisms on the platform to maximize the benefits of users.

■ Shopping Mall

All companies entering the shopping mall must use JSET tokens on the platform. This can be said to be the minimum guarantee system to safely supply products to consumers. In addition, shopping malls reward users just for searching for products, and this reward system is implemented on the platform.

■ JSET Token

Points can be exchanged for JSET tokens on the platform, and the exchange rate is the current market price on the virtual asset exchange. JSET tokens were issued as 'BEP-20' considering the stability and scalability of the global platform. This means that it serves as the primary payment method using Binance standards on the platform.

9. Evaluation and Rewards

9.1. Activity evaluation and rewards

The platform rewards points for every user activity. In addition, rewards are provided for contributing activities to activate the platform, such as providing interesting materials, inviting friends, participating in tournaments and cheering for the team. In addition, participants are rewarded with points when participating in various platform events and completing missions.

9.1.1. evaluation

Platform evaluation is automatically determined by the system. To evaluate user's platform, we check activities such as daily activity, recommended activity, activity log, and content creation.

9.1.2. Reward

The platform rewards community activities, content creation, social media promotion, article reading, and other activities. Rewards for your own activities are automatically accumulated, while rewards for shared members are not yet confirmed. It will be based on user activity after midnight, depending on each country's time zone.

Reward is based on these comprehensive activities.

Evaluation based on user activity history

The platform evaluates and records user activity. This includes creating, consuming, recommending, sharing, and commenting on content. The value of article content is distributed to creators and consumers by considering recommendations, shares, and comments.

Evaluate article content

The value of content is determined by the number of creators and consumers. The value of content is constantly changing, and the system provides clear calculations to avoid user confusion. In addition, all content values are normalized to provide appropriate values.

Token Usage Rate

Regular rewards are given based on an evaluation system. Rewards are provided in real time, and special rewards may be provided on a weekly, monthly, quarterly or annual basis.

Rewards are distributed differentially according to user value and level. Tokens received as rewards can be used to purchase various content within the platform, and these transactions are carried out through the platform's own wallet.

10. Platform Vitalization Strategy

10.1. Vitalization Ecosystem

We plan to establish and implement a vitalization strategy centered on an information portal system, search and recommendation system, blockchain infrastructure and evaluation system, and blockchain P2P transaction service for safe transactions, for a stable ecosystem operation.



Stage 1: Strengthen News Service

- Develop a broadcasting system for direct news transmission
- Develop a search and classification system for convenient information access
- Develop a sharing system, such as the social media service for users and the community service for users to share information

Stage 2: Provide High-Quality Information and Develop Safe Transaction System

- Develop a blockchain-based information service for safe transactions
- Develop a personalized content recommendation service system based on user preference analysis
- Comment and review pages based on expert analysis of news information

Stage 3: Expand Global Market

- Develop a category-based specialized news platform to expand the range of news application
- Evaluation and reward system based on user behavior information
- Provide multilingual services (Chinese, English, etc.) and translation functions for global expansion

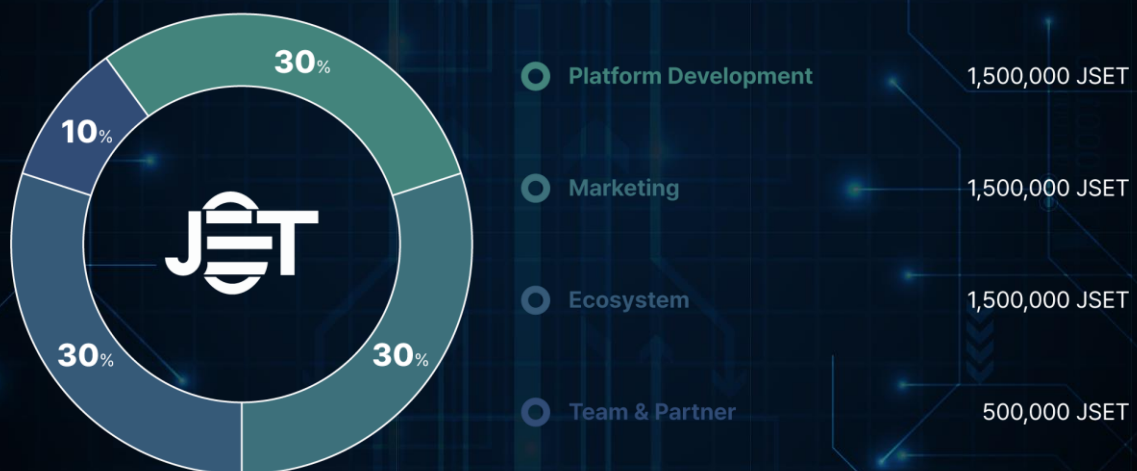
11. Token Issuing Plan

11.1. Issue of Tokens

JSET tokens utilize the BEP-20 standard token specification established by the Binance Blockchain Network, considering the stability and expandability of transactions. The NFT issuing plan and basic information are as follows.

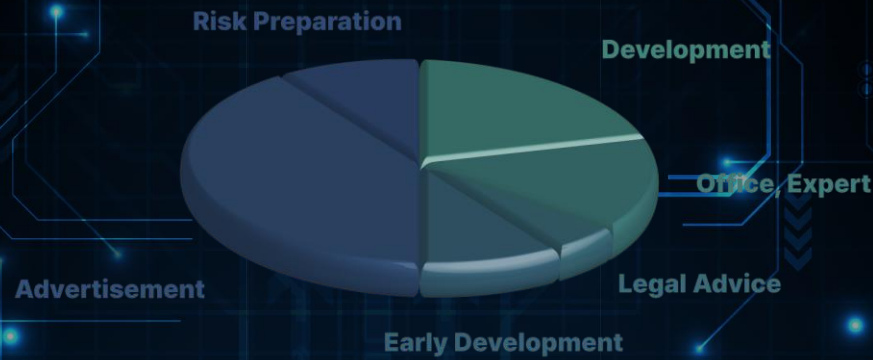
Token Name	Token Ticker	Total Supply	Type
Journal Sharing Economy Token	JSET	5,000,000 JSET	BEP20(Binance Smart Chain)

11.2. Token Distribution



As for the JSET token distribution plan, 30% will be allocated to ecosystem to support platform operation, 30% to token circulation, 10% to team/partners, 30% to platform development.

11.3. Funds Utilization Plan



Funds generated through JSET tokens will be used for research and development personnel, recruitment and operations, service and business model enhancement, DApp development, and other related purposes.

In other words, 20% of the funds will be allocated to development costs, and 15% to personnel and office operating costs, service and management staff to build services for the JSET ecosystem. In addition, 5% is allocated to legal and accounting advisory fees tailored to the legislative and practical circumstances of each country where tokens are traded.

Also, 10% will be allocated to the initial development and solution costs of the platform, 40% to marketing costs for running online and offline advertisements, and finally, 10% to company retention and risk preparation.

12. Team



Richard Park

CEO

- Journal in News CEO/Chairman
- Doctor of Public Administration
- Chairman of the Korea Creators Association
- Presidential Committee on Balanced Development
- Standing Committee Member for Democratic and Peaceful Unification



Daniel Kim

Chairman

- Journal in News Chairman
- Vice Chairman of AI Metaverse Expert Association
- Vice Chairman of KNS News Communications
- Vice Chairman of 'News Paper Media'
- Vice Chairman of News Journalism
- Sisa Magazine Vice President



Hyun Heo

Technical Director

- Journal in News Advisor/Technical Director
- Doctor of Engineering. technician
- Chairman of AI Metaverse Expert Association
- Vice President of Korea Internet Newspaper Association
- SK Uvins CEO
- SK Telecom Central Research Institute



Rocky Park

Technical Director

- Journal in News /Technology Director
- CEO of Solgo Nano Advance Co., Ltd.
- Deputy Director/Senior Researcher, Solgo Biomedical Co., Ltd.
- Researcher at Korea Electrotechnology Research Institute
- Doctor of Biomedical Engineering, Yonsei University



Brian Kim

Adviser

- Journal in News Adviser
- JB Plus Ventures Managing Partner
- Worked as Global CTO at SK telecom
- Worked as Principal Engineer at LG Electronics.
- Worked as a Design Engineer at Sun Microsystems.
- Seoul National University



Serafeimia

JINK Greece CEO

- Journal in News CEO/Chairman
- Doctor of Public Administration
- Chairman of the Korea Creators Association
- Presidential Committee on Balanced Development
- Standing Committee Member for Democratic and Peaceful Unification

13. Partnership

13.1. Partners



13.2. Investors



14. Roadmap

Stage 1

2021 - 2022 Q4

- Open news platform "JINK" beta service
- JINK launch ceremony
- Ecosystem expansion
- Partnership with on-offline partners
- Korea reputation award
- Media advancement forum

Stage 3

2023 3Q - 2023 Q4

- Global exchange selection committee
- Global marketing partnerships
- Selection of global partners
- Selection of global exchange
- Korea reputation award

Stage 5

2024 3Q - 2024 Q4

- Listed on global exchange
- Promotion of attracting 1 million users
- Global version launched(15 countries)
- Preparing for Korea listing
- Dubai headquarters relocation

Stage 2

2023 Q1 - 2023 Q2

- Platform overseas expansion contact
- Appointment of expert committee members
- Global marketing partnership
- Selection of additional global affiliates
- Explore global virtual asset exchanges

Stage 4

2024 Q1 - 2024 Q2

- Airdrop for platform users
- Promoting AI platform development
- Metaverse partnership promotion
- Promotion of exchange listing
- Judgement of legal compliance
- Whitepaper release

Stage 6

2025 Q1 - 2025 Q2

- Promotion of attracting 10 million users
- Expansion of global version(30 countries)
- Global commemorative ceremony held
- AI version released
- Listed on Korea exchange

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