Joiner WhitePaper V1.2

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Glossary

SME - Small and mid-size enterprises are businesses that maintain revenues, assets or a number of employees below a certain threshold. Each country has its own definition of what constitutes a small and medium-sized enterprise. Certain size criteria must be met and occasionally the industry in which the company operates is taken into account as well[1].

GDP - Gross domestic product is the total monetary or market value of all the finished goods and services produced within a country's borders in a specific time period. As a broad measure of overall domestic production, it functions as a comprehensive scorecard of a given country's economic health[2].

CAGR -The compound annual growth rate is the rate of return that would be required for an investment to grow from its beginning balance to its ending balance, assuming the profits were reinvested at the end of each period of the investment's life span[3].

Web 2 - the second stage of development of the internet, characterized especially by the change from static web pages to dynamic or user-generated content and the growth of social media.

Web 3 - is the third generation of the World Wide Web. Currently a work in progress, it is a vision of a decentralized and open Web with greater utility for its users[4].

Smart Contract - is a self-executing contract with the terms of the agreement between buyer and seller being directly written into lines of code. The code and the agreements contained therein exist across a distributed, decentralized blockchain network. The code controls the execution, and transactions are trackable and irreversible[5].

FIAT - Fiat money is a government-issued currency that is not backed by a physical commodity, such as gold or silver, but rather by the government that issued it. The value of fiat money is derived from the relationship between supply and demand and the stability of the issuing government, rather than the worth of a commodity backing it[6].

NFT - Non-fungible tokens (NFTs) are cryptographic assets on a blockchain with unique identification codes and metadata that distinguish them from each other[7].

Staking - staking offers crypto holders a way of putting their digital assets to work and earning passive income without needing to sell them.

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[1] *https://www.investopedia.com/terms/s/smallandmidsizeenterprises.asp*
[2] *https://www.investopedia.com/terms/g/gdp.asp*
[3] *https://www.investopedia.com/terms/c/cagr.asp*
[4] *https://www.investopedia.com/web-20-web-30-5208698*
[5] *https://www.investopedia.com/terms/s/smart-contracts.asp*
[6] *https://www.investopedia.com/terms/f/fiatmoney.as*p
[7] *https://www.investopedia.com/non-fungible-tokens-nft-5115211*

Mission and Vision

Make people realize, that every day is full of options. Live every day here and now. Do what you want to do not your friends.

Many people explore themselves through the lens of others: their activities, and interests. Joiner is a medium that helps individuals truly find themselves. Now we give you this opportunity to listent to yourself and do what you want.

Joiner Overview

Problem Statement

Covid Impact

Since the global lockdown, the world has changed. Each individual experienced the emotional impact of being socially restricted. Social limitations caused people all over the world to feel more lonely, which, while minor, could have long-term implications for people's mental and physical health, longevity, and well-being. The negative impact could be felt worldwide. Globally, two out of every five people **(41%)** report feeling more lonely than ever before[8]. Businesses, mom-and-pop shops, performers, managers, and everyone in between took a drastic hit emotionally as well as financially. We could clearly observe the financial shock in the entertainment industry as **96%** of all event professionals experienced cancellations[9].

The User Has Become the Product

Massive data companies have profited from the infringement of user privacy. While it may appear that social networks serve people, the truth is that we serve them. Maximizing time spent on social media is a top priority for data companies because it increases the number of ads presented and generates more revenue. When it comes to sharing personal data with companies that use it to optimize their marketing strategies toward individual customers, 8 out of 10 Americans believe the risks outweigh the benefits[10]. Your data is still being monetized by a handful of companies that

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[8] *https://www.ipsos.com/en/loneliness-increase-worldwide-increase-local-community-support*
[9] *MPI Research*
[10] *Pew Research Center*

generated more than $1 trillion in revenue by 2021. Guess how much of these profits were returned to you? The answer is **$0.00**.

Small Organizers Are Overshadowed by Large Ones

Due to their fame and marketing budgets, big artists, sports teams, and celebrities can draw large crowds to their events. However, for a new yoga teacher, aspiring artist, or any other small fish, gathering even a few dozen attendees can be a significant challenge. Small organizers are the foundation of economies all over the world. Most organizations around the world are small in size, but their importance to both developed and developing economies and societies cannot be overstated. SMEs account for more than 90% of the business population, 60-70% of employment, and 55% of GDP in developed economies[11]. As a result, SMEs not only contribute significantly to the economy; they are the economy and organizers should be incentivized to create new workplaces.

Despite the Technology, Loneliness is Growing

Social media is merely media for consumption. While it is entertaining and serves its purpose, it does not provide authentic fulfillment. One significant challenge is that social media creates the illusion of connecting users. People appear to be within reach, but one can scroll for hours and still feel no emotional connection. According to a recent Cigna study, nearly 8 in 10 Gen Z'ers, 7 in 10 millennials, and 5 in 10 boomers report feeling lonely on a regular or almost daily basis[12].

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[11] *World Trade Organization*
[12]*https://www.cigna.com/static/www-cigna-com/docs/about-us/newsroom/studies-and-reports/combatting-loneliness/cigna-2020-loneliness-report.pdf*

Nearly 8 in 10 Gen Z'ers
79%

7 IN 10 MILLENNIALS
71%

5 IN 10 Boomers
50%
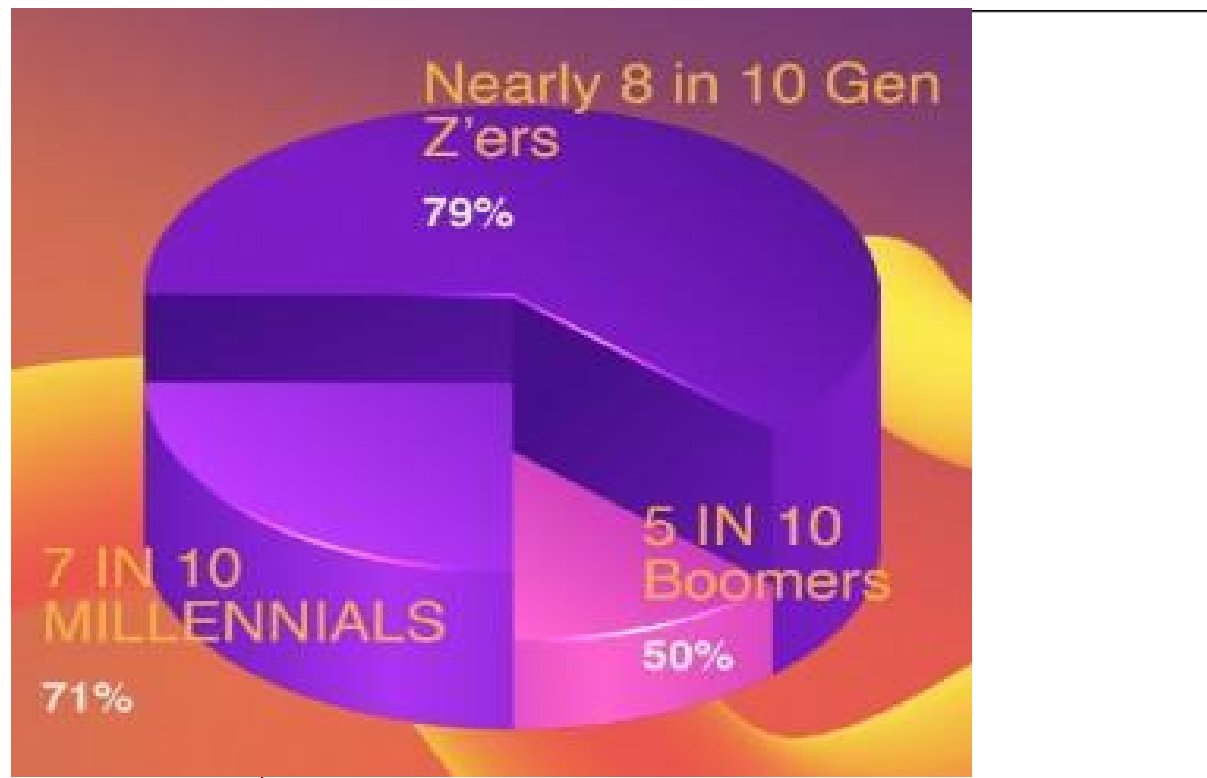
Solution

The Gap

No platform can instantly connect you with like-minded people anywhere in the world through social experiences. People are more willing to socialize, connect, and gather together in a post-lockdown world than ever before. Joiner is the ideal candidate to meet these demands. Aside from that, it's a clever tool that fills a market void that has gone unnoticed for far too long.

A Platform That Puts People First

Joiner is a social networking app that connects people through meaningful social experiences. Regardless of age, location, or unusual interests, you will be welcome to connect with a community of people looking to share moments together. Make your events as small or as large as you like. We respect our users' choices and do not impose minimum standards or discriminate against any users in any way.

A New Connections With a Click of a Button

Joiner gives users the option of never feeling lonely again:

1) If you want to go out, you can find events that are exactly suited to your interests in a matter of seconds.
2) We've got you covered if you can't or don't want to leave your house. Simply join a group and go on a metaverse adventure, virtually collaborate on music, or join a call to talk about life.
3) Can't find a suitable event? Create one and build a community around what you care about the most. Everyone can benefit, regardless of location, social anxiety issues, or other apparent barriers.

Sneak Peek
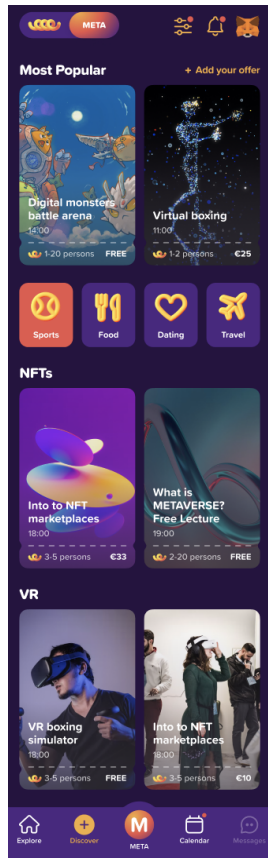
In our current mobile app you will be able to explore events happening nearby, register to activities and connect with like minded people. You can also host your own events, form communities and be more active!

As a business:
- Post your listing

- Create custom activity or use already registered businesses listings to create your own event

- Create bulk sales and discounts for groups
- Chat with clients

As a client:
- Participate on upcoming events
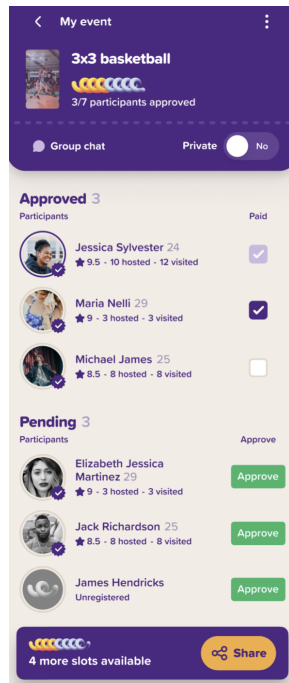
- Share event with other people outside the app
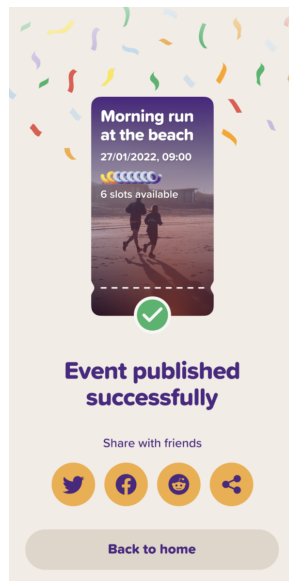
- Follow other people and get information of their free time activities in the feed
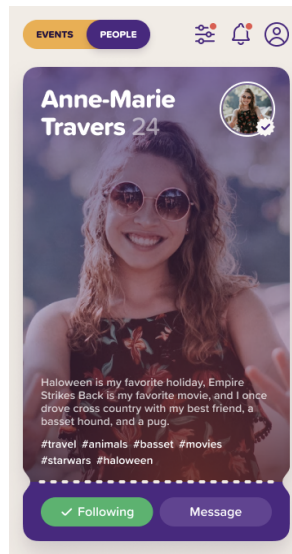
- Chat with other participants and organizer
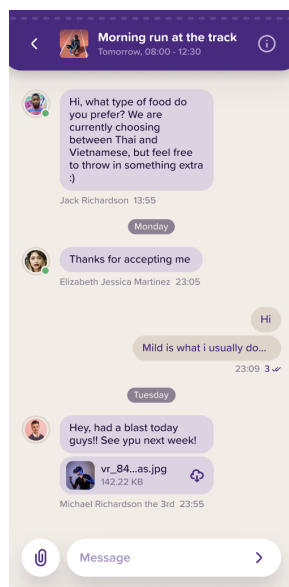
- Leave and read others feedback on activity
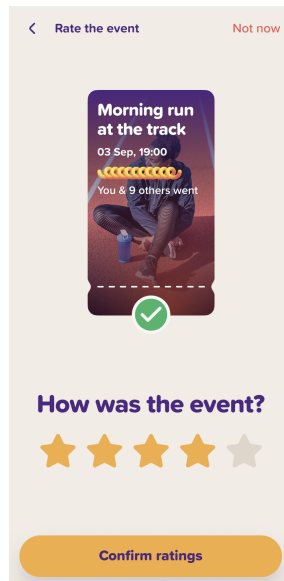
Download today on App Store and Play store!

Value Growth

As we all know, social media platforms are heavily reliant on network effects. There is simply no value in a platform if no one uses it; for example, imagine Facebook with only you and your neighbor; it would be useless. The internet is an excellent illustration of the network effect. Initially, there were few internet users because it was of little use to anyone other than the military and a few research scientists. However, as more people gained internet access, they created more content,

information, and services. Website development and improvement attracted more users to connect and do business with one another. As the internet's traffic increased, it provided more value, resulting in a network effect.

As a result, it is obvious that we must attract users in order to make our platform valuable. To attract users, we should alleviate pains or provide benefits to our customers. Let's take a look at how Joiner accomplishes this.

- Meet new people, network, or simply enjoy an interesting conversation whenever desired by searching through events in your area and beyond.
  - Participate in metaverse events to never feel lonely again, even if you can't leave your house;

- Cut out middlemen and irrelevant content while searching.
  - Protect your sensitive data without exposing it to 3rd parties; in later project stages, you will be able to monetize your data;

- Promote your business, brand, or service via created events, or through sponsorship.
  - More efficient than trying to find your key audience by experimenting with advertisement campaign parameters;
  - Reduced customer acquisition cost;

- Earn crypto by having fun in live or metaverse events.
  - No other major competitors have presented rewards in a way Joiner will;
  - Simply organizing or attending events can simply become your full-time job;

- Enjoy free education, as well as an efficient system to find top-tier mentoring events.
  - Find a list of ongoing education events nearby by category, price, and other criteria;

- JNR token an opportunity to be an active brand participant and get rewarded for your efforts.
  - Having JNR tokens unlocks access to special perks: discounts, rewards, and participating in internal platform governance.

Industry Opportunity

The global events industry valuation is projected to be 2,194.40 Billion by 2028 and rise at a CAGR of 13.48% from 2020 (886.99 billion) to 2028[13]. Also, it is projected to generate revenue of $1,457.2 million by 2028 and rise at a CAGR of 23.1% from 2021 (1,134.5 million) to 2028[14].

1% Chance

Imagine penetrating only 1% of the global events industry.

Global Industry Valuation	Global Industry Revenue	1% Penetration Valuation	1% Penetration Revenue
886.99 billion	1,134.5 million	8.869 billion	11.345 million

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[13] VerifiedMarketResearch
[14]https://www.globenewswire.com/en/news-release/2022/06/28/2470479/0/en/The-Global-Events-Industry-Projected-to-Generate-Revenue-of-1-457-2-million-by-2028-and-Rise-at-a-CAGR-of-23-1-from-2021-to-2028-301-Pages-Confirmed-by-Research-Dive.html

Competition

Competition			Friender	facebook	Meetup	UNBLND bumble we3
Value proposition	Join events or create events yourself to connnect with like-minded people.	Find people, join socials (events) or create socials yourself.	Find friends with the same interests	Connect with friends online	Connect with likeminded poeple offline	Find new interest-based friends
Discover events for joing activities	✓	✓	✓	✓	✓	✗
Host events for joing activities	✓	✓ Limited number of events/subscribe	✗	✓	✓	✓ UNBLND
Offline* activities	✓	✓	✓	✓	✓	✓
The swipping** interface	✓	✗	✓	✓	✗	✓ UNBLND
Mainly suggests events	✓	✓	✓	✗	✓	✓ bumble
Event distance radar, categories & filters	✓	✓	✗	Local	✓	✗
Free to start using	✓	✓	✓	✓	✓	✓
Has in app purchases	✓	•••	✓	Ads	✓	✓ we3
Business partnerships	✓	✗	✗	Through ads		✗
Crypto earning for user/tokens	✓	✗	✗	✗	✗	✗
Metaverse events	✓	✗	✗	✗	✗	✗

Joiner Go to Market Plan

Q3 2022

- Web 2.0 v1.0 release
- Crypto community building start
- Compaings to attract VC
- Preparation to IDO
- SMM active start

Q4 2022

- Web 2.0 Product Soft launch
- Web 3.0 introducing
- Public token Marketing
- TGE events
- Airdrops
- Massive Influencer Compaigns

Q1 2023

- Web 2.0 Europe market start
- Web 3.0 Soft launch
- Huge Special offline events
- Affiliate programs
- Special Tik Tok collaboration
- Exlusive NFT drops

Q2 2023

- Web 2.0 new market (USA or Asia)
- Web 3.0 Launch
- Special Metaverse event to promote
- Massive collaboration with offline businesses

Joiner Go to Market strategy (Pre IDO Phase)

Target segment	Target customer	Approach	Brand pillars
Traditional Web 2.0 users	Active people 16 - 60. Travellers, Expats, Sport. Want to find people for their ideas or find what to do with a friends.	• Facebook and Instagram • Ads compaigns • Influencers special compaign • App install compaigns • Offline events • Collaboration with business	Easy to use Tinder Like app what helps you find what to do, or with whom to do.
Crypto (web 3.0 users and traders)	Crypto traders ICO, IDO watchers Crypto enthusiasts NFT owners People who engaged to earn tokens in web 3.0 (run to earn, play etc) Crypto VC	• Twitter and Instagram • Discord & Telegram community • Lead generation • Crypto influencers • Cross channel marketing • Collaboration with Launch Pads	Token growth driven by real market needs and an increase in the number of open markets. Your bridge to web 3.0 world. Earn tokens by join or create your own event. And explore Metaverse events!
Business	Who wanna Reach new customers. Decrease aquasition cost, Operate with crypto payments or use Metaverse as field for their events. Who tired to pay Google/FB and marketologs	• B2B Seller team • Ads • Organic interest	Attract customers directly with low acquisition cost and without any broker. Transform your clients into influencers inside their socium

DAOs

The DAOs are community-owned, blockchain-powered, community-led, digitally native organizations in which members vote on their mission and goals. Despite their youth, they are gaining traction and will eventually complement Web3's goal of delivering network value to users.
As of May 2022, over a million cryptocurrency users had acquired or sold NFTs, and the industry is expected to grow from USD 3 billion in 2022 to USD 13.6 billion by 2027.
DAOs are going to become more popular because people want to have a say in a company's decisions. An increasing number of new platforms are choosing to go the DAO route. You may even have a few surprises in the future with existing businesses changing their structure to incorporate community voting. The blockchain makes voting more secure because of its transparency and inability to be hacked.
DAO utility can help Web3's goal of democratizing the creator economy by fostering more direct and transparent partnerships between communities and specific projects, which will appeal to both crypto enthusiasts and natives.

DAO implementation

There's potential to form a DAO of DAOs for hobbies and free time activities, across the globe we share some similar activities, soccer, chess, League of Legends or making coffee and there are micro communities dedicated for these activities based in different locations, these communities rearily know each other's existence, one of our features is to belong/contribute to local activities DAO and be encapsulated into networks of the people in the different locations, for example if I am pro race car racer, once I relocate I need to find locals participating in the same activity, however I can accumulate and proof my history on blockchain through similar interest DAOs in other locations. Also there is space to form decision making groups or sponsorship deals to spread initiatives and fun activities worldwide. To bring the world's largest events and concerts into a decentralized space and shares event profits with the community. Give them power to create and organize the events as a community and profit from it, even when it's on the other side of the world. Get funded by creating events, selling tickets, and creating partnership opportunities in the industry.
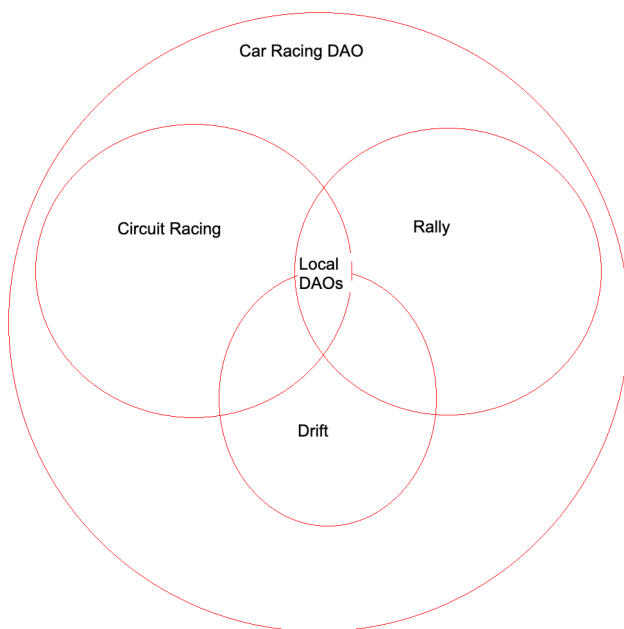
Why Token?

Cold Start Problem

In the startup world, the cold start or bootstrapping problem is well known. Overcoming the bootstrapping problem in the Web 2.0 era meant superhuman entrepreneurial efforts and spending a lot of money on sales and marketing.

Web 3.0 introduces a powerful new tool for bootstrapping networks: token incentives. The basic idea is: Early on during the bootstrapping phase when network effects haven't kicked in, provide users with financial utility via token rewards to make up for the lack of native utility.

However, such a framework runs the risk of early adopters selling their native tokens to a secondary market rather than using them in the project. To reduce this risk, you can program a portion of the early reward tokens to be used only with specific smart contracts, but this would only work as a temporary and unsustainable solution.

Essentially, the project intends for users to come for the rewards but stay for the product. To achieve this, the product must alleviate pains or provide benefits to our customers, and the token must generate demand which would be significantly higher than selling pressure. Below, we will list and describe demand drivers and JNR token utilities.

Traditional network effect

Bootstrapping problem

Y axis = utility to user

Overall utility =
Application utility

X axis = number of users

Token network effect

Financial utility

Overall utility = financial +
application utility

Application utility

15

[15] https://cdixon.org/2017/05/27/crypto-tokens-a-breakthrough-in-open-network-design
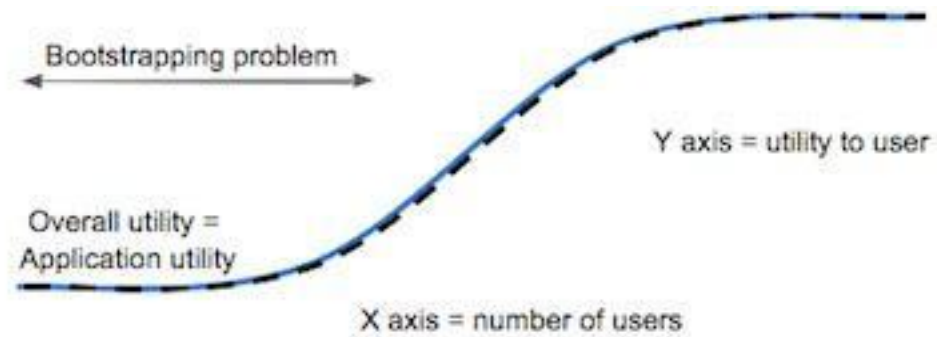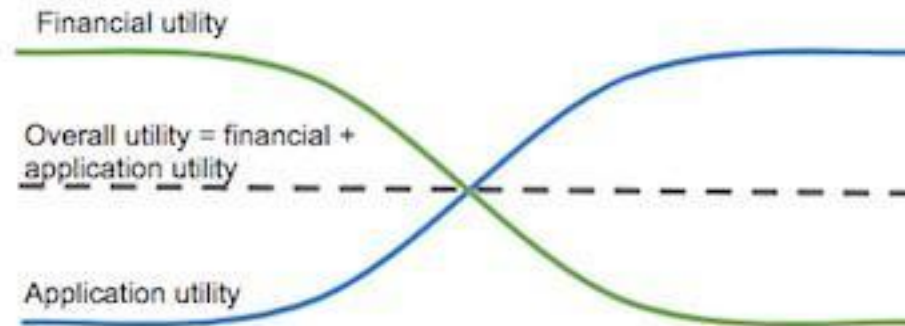
Word-of-Mouth Marketing

Making brand ambassadorship a part of your marketing, social media, and communication strategy can go a long way in driving more brand awareness and generating more revenue. Growing businesses are confronting unprecedented levels of competition. Markets are becoming more crowded, and consumers have more options for products and services. As a result, organizations are turning to their existing consumers, partnerships, contractors, and employee base to generate ambassadors.

It is quite difficult to connect with the community if you do not provide them with value and give them the tools they need to participate with the brand. Token holders can have a direct influence on project decisions and be compensated for it. As a result, they function as stakeholders and may be transformed into active advocates of the Joiner platform much more easily. We firmly believe that using our own token as an incentive reward is the best method to expand and incentivize the Joiner community and engage them in governance procedures.

How Does Token Improve Joiner Business Model?

Even though token mirrors some of the FIAT utilities as payment and discounts medium; it also brings opportunities that can't be achieved with FIAT.

1) Encourage the utilization of the business and provide economic incentives to do so;
2) Through ownership, involve community members in product development and improvement;
3) Act as a catalyst for power and governance decentralization;

Main Ecosystem Objectives

- Incentivize the community to engage with events attendance and hosting.
- Incentivize the community to engage with platform governance and voting.
- JNR token demand pressure and price appreciation.
- Reduce the frequency token is withdrawn out of the Joiner ecosystem.

Value Flow

Treasury Outflows

Treasury Inflows

Discounts using JNR

Upgrades → *Get access to premium features* → **Premium Features**

Customize your NFT

Organizer 3 1 — *Buy NFT* → **NFT**

Get Access to Earning in Metaverse Events

Picks an event template to organize it

Gets rewarded for organizing

Can tip with JNR tokens if participants liked the experience 4

2 *Buy NFT* 3

Karting Race

🚗 **30 Euros**

Rewards Pool 90 JNR

Created Idea Offer e.g. Karting Race →

Business Owner

Participate 1

Attendee

NFT revenue and royalties goes its pool

10% fee of event amount (offer + incentives) goes to fees pool

1 *Can Incentivize Participation with JNR Tokens*

2 *Get rewarded in JNR tokens* 2

10% fee of event amount (offer + incentives) goes to fees pool

TREASURY

- Incentives
- Team
- Buy Back and Burn

50% of revenue goes to treasury ←

Event Fees Pool | **NFT Revenue Pool**

50% of revenue goes to staking →

Stake to Earn Joiner Revenue

2

Stake and lock JNR

Receive rewards and veJNR

1

JNR Holder

3

Vote with veJNR

Governance

Business Owner

1. The user creates a business offer in order to attract new customers.
2. Users can use the JNR token to more effectively attract new customers. JNR tokens will be distributed between organizers and attendees.

Organizer

1. Picks a prepared event template and assigns himself as an organizer.
2. Helps to attract the required number of participants and gets rewarded with JNR tokens from the event pool. Rewards are distributed after the organizer and attendees confirm their appearance at the event. After distribution tokens get locked for 1 week.
3. Organizers can buy Genesis Joiner NFT in order to access Metaverse events.
4. Can tip with JNR tokens if he liked the participants.

Attendee

1. Can participate in any event and earn JNR tokens.
2. If the attendee confirms his appearance in the event whether digital or physical then rewards are transferred the next day after the event. After distribution tokens get locked for 1 week.
3. Organizers can buy Genesis Joiner NFT in order to access Metaverse events.
4. Can tip with JNR tokens if he liked the event organizer.

Token Holder

1. User lock and stake JNR tokens to receive 50% of Joiner revenue.
2. A user receives rewards based on Joiner revenue and gets veJNR.
3. Users can use veJNR for voting and impact project decisions and parameters.

Businesses and Events

Businesses build business offers using the Joiner platform. The organizer might use the offer as a template to market it to any interested attendees. Basically, businesses have one goal while using the Joiner platform i.e. to attract clients cheaper and more efficiently. The sales funnel is built-in within the Joiner app and businesses see the value behind the solution itself. We are not aiming to incentivize businesses with financial rewards since their primary motivation is attracting clients and reducing customer acquisition costs. The main demand driver for businesses is the 'sewn-in' utility of the platform. However, in later stages, we are not eliminating the possibility that we can use rewards to incentivize specific businesses' behavior.

As this marketing mechanism matures; businesses will be searching for ways to optimize their events distribution channel. Joiner will let businesses utilize tokens as incentives for event organizers and attendees. It will naturally work as a position booster since events with included JNR tokens will always be more attractive than those without tokens.

However, that kind of solution creates unnecessary friction for businesses to buy the tokens and only then utilize them. So we are thinking of ways how to reduce that friction:

1) Marketing and education explaining why it's beneficial;
2) Reduced friction methods of buying JNR tokens with FIAT and other cryptocurrencies;
3) Giving away tokens for the first comer businesses this way incentivizing onboarding and listing templates;

Organizer, Attendees, and Events

The main motivations for organizers and attendees is:
1) Memorable experiences and shared experiences with like-minded people;
2) Economic rewards,
3) By organizing become creator not only consumer

However, we understand that economic rewards are a major demand driver. So our goal is to make sure that every event would be incentivized by rewards. Initially, we will have a lot of different sources which share the tokens with the participants:

1) Businesses;
2) Initial airdrops;

3) Genesis reward allocation;
4) Long-term incentives from ongoing revenue;
5) Advertisements those will be shown to targeted audience;

Since there is a high inflow of tokens coming to the community hands our goals is to reduce the token velocity and take a big portion of tokens out of the circulation. We will discuss it below.

Going forward, there is a possibility that financial rewards could backfire and bring negative consequences to the ecosystem:

Low-quality events. Organizers could spam events just because of financial rewards without trying to make them engaging or interesting by any means.

Low-quality attendees. They could participate only for financial rewards instead of social experience.

To counterbalance we are looking to present the reputation and social tipping system. Users could freely rate each other and donate JNR tokens expressing social affection. A reputation system will create an ecosystem where honest participants can attend the events and bad actors simply can't because of their ranking and reviews.

The inflow of tokens

We have already discussed above that attendees and organizers will get a big inflow of tokens from various sources. So our focus is that users would utilize the tokens in an ecosystem or would take tokens out of circulation e.g. would stake or hold. So we need ways to reduce token velocity in the ecosystem:
1) Release token rewards after some time e.g. 7-14 days;
2) Slash the rewards if they were sold per a specific timeframe;
3) Automatically lock and stake tokens in JNR stake to earn pool (user could choose whether to turn on or turn off this option);
4) Hybrid solution combining aforementioned mechanisms;

Staking and Voting

As an extension for fighting the selling pressure we need a major sink to take tokens out of circulation. Obviously, people will not hold their tokens without getting anything in exchange. So the solution itself should present a really attractive option as staking with strong value propositions:

1) Get access to project revenue;
2) Get access to veJNR which can be used for voting and impacting the project decisions and parameters;

Why veToken?

The essence of the veToken model is the locking of its native governance token and getting veToken in exchange which represents a non-transferrable claim on the native governance token, meaning user holdings are illiquid for the locking period. Each holder can choose the locking timeframe, with governance power proportional to the length of time they choose.

Many native tokens already include voting rights, however, it has some flaws:

1) Controlling the liquidity of native tokens is difficult (dump and pump may happen);
2) Governance is simple to game (e.g. instantly purchase a large amount);
3) People are more concerned with short-term gains than with long-term interests;
4) All of the above may cause community division;

By its nature veTokens as derivatives of native governance tokens are non-transferable and non-tradeable as well it has zero economic value. However, it brings some value proposition to the project itself:

1) Lock-in reduces the liquidity of native tokens so reduces selling pressure;
2) Locked voting rights align the interests of the community (malicious behavior will lead to a decline in the value of native tokens);
3) The compensation for locking is protocol revenue distribution to veTokens system participants;[16]

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[16] *https://www.hashkey.com/en/insights/vetoken-model-and-its-impact*

NFTs

NFTs will be the only access to earning by participating in metaverse events. The demand for NFTs will be driven by organizers' and attendees' main motivation to earn more economic rewards.

But first of all, we will present the community with the standard earning opportunities and show them how it works. When we get the user's trust in the first phase we will slowly present NFTs which let earning in metaverse events. Our plan is to present opportunities step by step with the right timing.

NFTs Upgrades

By visually upgrading NFT users can unlock premium features such as:

1) Getting higher rewards from events and staking;
2) Profile customization e.g. gender, description, etc.;
3) International events access;

Token Incentives and Disincentives

Incentives

1) Organizers and attendees get rewarded for engagement and participation;
2) NFTs unlock efficient ways of earning i.e. you do not need to leave home to participate in metaverse event and earn out of it;
3) Visually improve your NFT to unlock premium features;
4) Stake and vote for project revenue;
5) Social tipping and reputation system incentivize a better social experience for all users groups: organizers, businesses, and attendees;

Disincentives

1) Reward penalty if early unstake in Joiner stake to earn vault;
2) Slash rewards if selling the rewards early (per specific timeframe);

Utilities

Value Capture

Treasury

Inflows

1) Fees from both: live and metaverse events;
2) Royalties and fees from NFTs and their improvements;
3) Penalties from disincentives;

Utilization

1) Project development;
2) Team rewards post-genesis allocation;
3) Buyback and burn;
4) Ongoing incentives;

Additional Incomes Streams

We can see a good fit for additional income streams in further project stages. Since Joiner naturally is a social network like Facebook we would see data monetization and advertisements as additional income streams but they are really complex and complicated especially when we are focusing on the Web 3.0 community. So the angle of monetization and data utilization should be way different than in a standard start-up.

Token Metrics

Keep in mind that token metrics information may change. During project execution, internal and external dynamics and circumstances will affect token metrics accordingly. The management team will always make decisions with the project's success in mind.

Token Sale Information

Tokenomics

LISTING PRICE: $0.020

Events	Tokens	Token Price	Total supply (%)	Amount to raise	Valuation	TGE marketcap	TGE
Seed	125.000.00	$0.010	9.6%	$1.250.000	$13.000.000	$0	–
Private	120.000.00	$0.016	9.2%	$1.920.000	$20.800.000	$0	–
Public Sale	50.000.00	$0.020	3.8%	$1.000.000	$26.000.000	$50.000	5%
User Rewards	180.000.00	–	13.8%	–	–	$0	–
Staking Rewads	190.000.00	–	14.6%	–	–	$0	–
Development & Team	160.000.00	–	12.3%	–	–	$0	–
Liquidity	70.000.00	–	5.4%	–	–	$140.000	10%
Treasury	200.000.00	–	15.4%	–	–	$0	–
Ecosystem Funds	150.000.00	–	11.5%	–	–	$0	–
Advisors	55.000.00	–	4.2%	–	–	$0	–
Total	**1.300.000.000**	–	**100%**	**$4.170.000**	–	–	–

INITIAL MCAP (EX. LIQUIDITY): $50.000
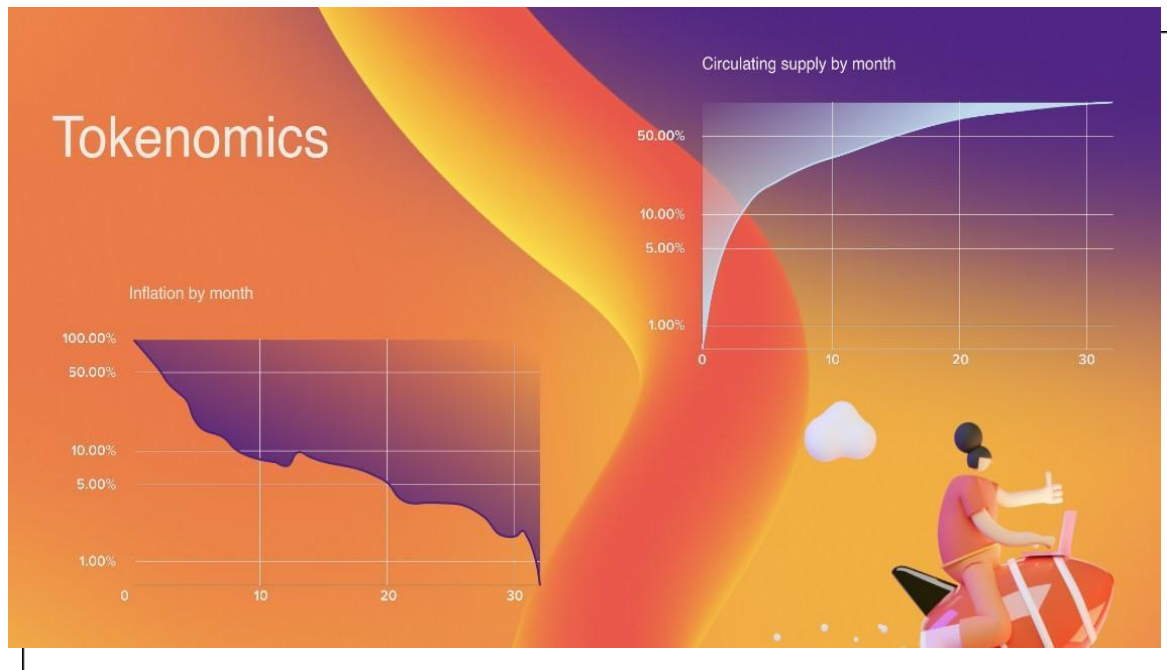
FULLY DILUTED MCAP: $26.000.000

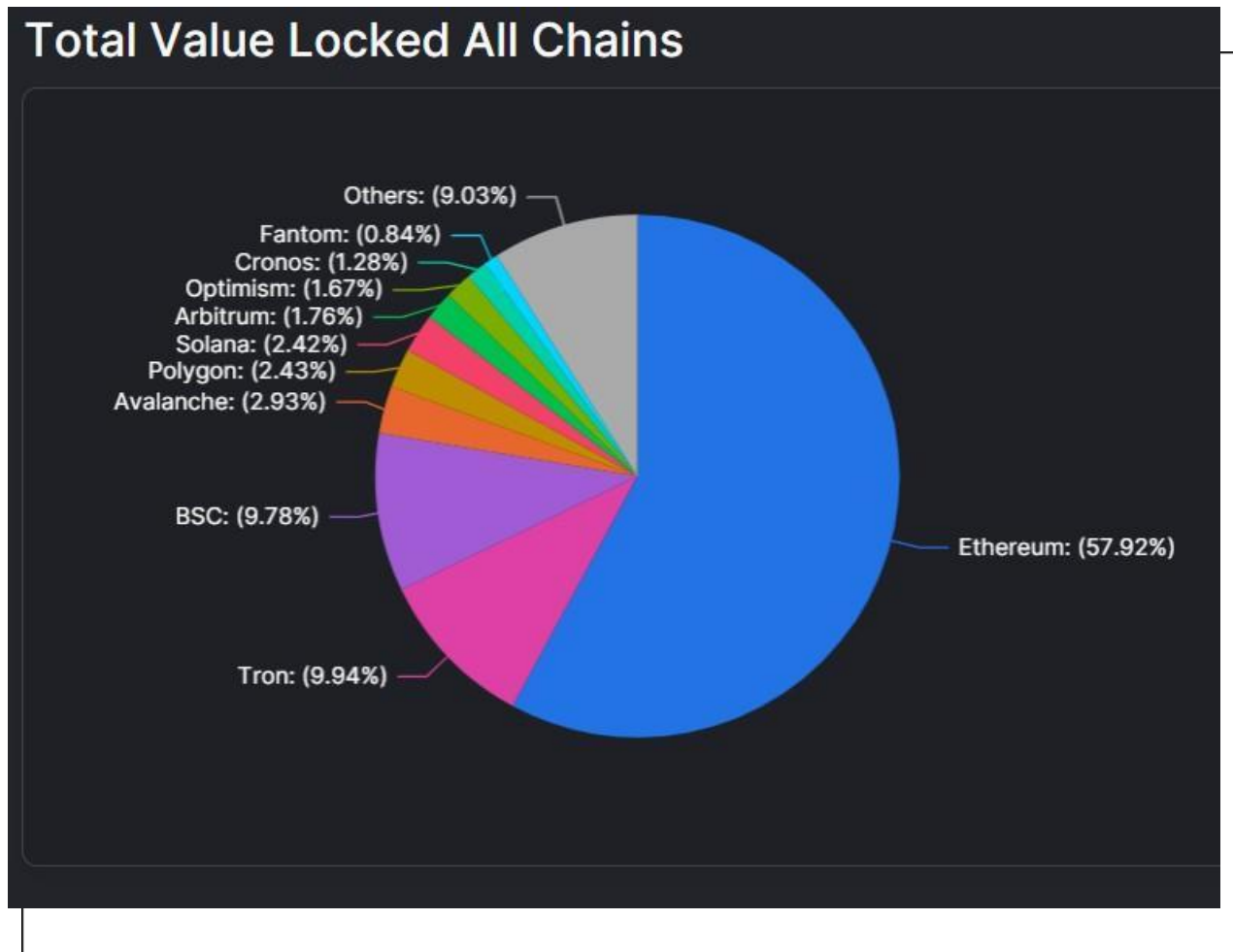## Token Distribution
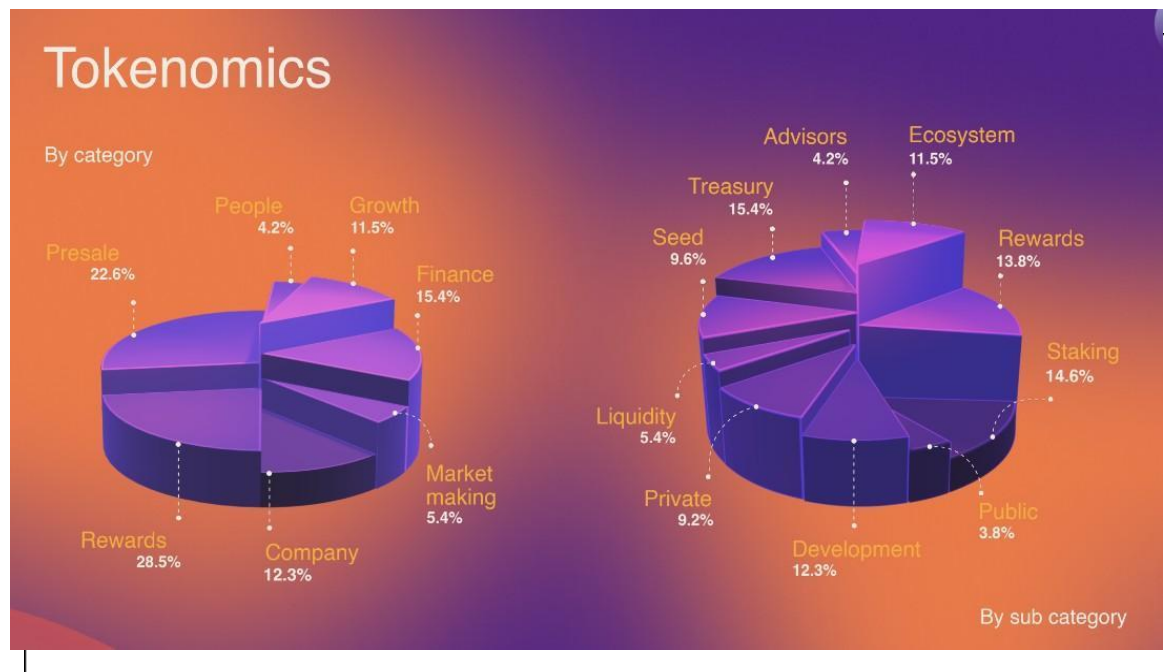
Token Release Schedule
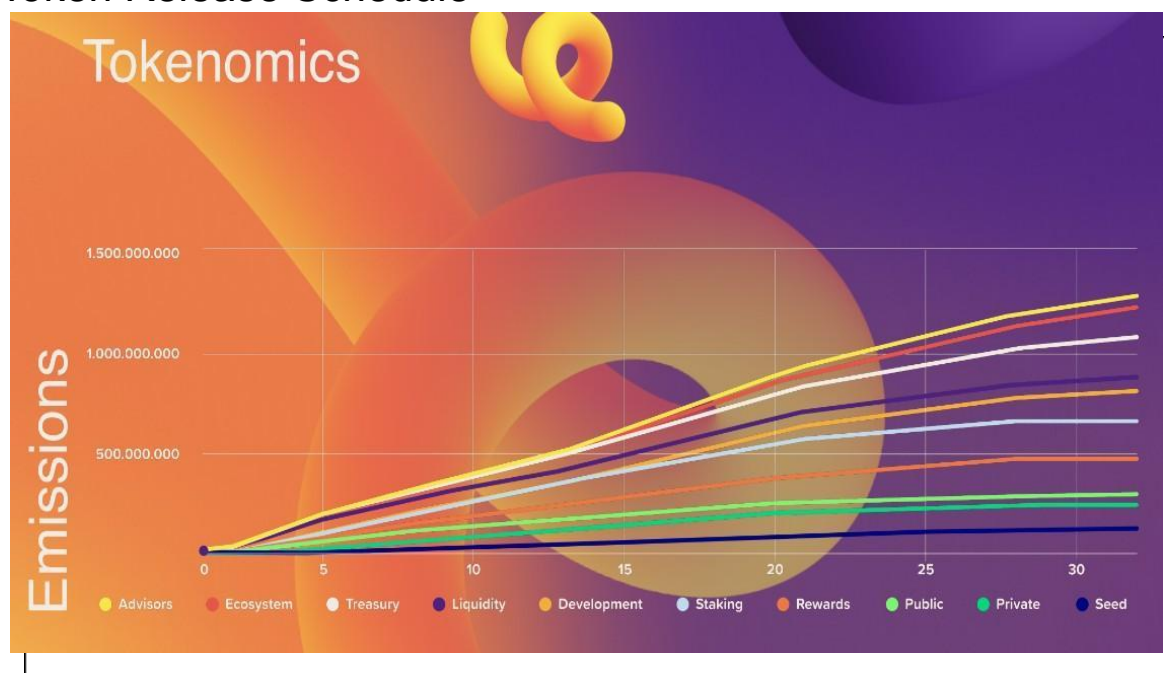
Inflation

Rationale

- Fully diluted valuation emerged by comparing Joiner to similar projects and their valuations Also, having in mind the market conditions and that Joiner already has a product MVP we have decided to use a reasonable fully diluted valuation of $26M.
- We are giving out only around 20% of the token supply to investors since we do not want to transfer too much manipulative power into their hands.
- Seed round is only for leading investors who can add value to the project.
- Private is for smaller investors who can add value to the project as well.
- Public round is basically a safeguard if Joiner fails to raise money from funds and angels because of market conditions. However, it is a substantial amount of tokens so, in order to reduce selling pressure, we have applied 7 months of the vesting schedule.
- Long vesting for team and advisors since we focus on sustainability and partners who add real value.
- Rest of the allocations were tailored based on the current business model and marketing strategy e.g. incentives allocations were modeled having in mind that Joiner is a social platform.
- We will unlock only liquidity (which will be used for liquidity instead of selling them to the market) on the initial launch in order to control sell pressure.

Blockchain

Ethereum remains by far the most dominant smart contract blockchain in terms of users, Total Value Locked, developer community, and so on. The network is frequently overcrowded as a result of its own success, resulting in high gas prices. Other disadvantages of PoW blockchains include the following:

Total Value Locked All Chains

- Others: (9.03%)
- Fantom: (0.84%)
- Cronos: (1.28%)
- Optimism: (1.67%)
- Arbitrum: (1.76%)
- Solana: (2.42%)
- Polygon: (2.43%)
- Avalanche: (2.93%)
- BSC: (9.78%)
- Tron: (9.94%)
- Ethereum: (57.92%)

Polygon is an Ethereum sidechain. It is believed to have the support of the Ethereum community and is even rumored to be integrated with Ethereum in the future.

Polygon believes in Web3 for all. Polygon is a decentralized Ethereum scaling platform that enables developers to build scalable user-friendly dApps with low transaction fees without ever sacrificing security.

Polygon combines the best of Ethereum and sovereign blockchains into a full-fledged multi-chain system.

- It is able to fully benefit from Ethereum's network effects
- It is inherently more secure
- It is more open and powerful

ETH Compatibility

Industry dominance, established tech stack, tools, languages, standards, and enterprise adoption.

Scalability

Dedicated blockchains, scalable consensus algorithms, custom Wasm execution environments.

Security

Modular ''security as a service'', provided either by Ethereum or by a pool of professional validators.

Developer Experience

Equivalent to Ethereum, no protocol level knowledge required, no token deposits, fees or permissions.

What's under the hood

Polygon Network is a blockchain application platform that provides hybrid Proof-of-Stake and Plasma-enabled sidechains.

Architecturally, the beauty of Polygon is its elegant design, which features a generic validation layer separated from varying execution environments like full-blown EVM sidechains, and in the future, another layer 2 approaches such as zero-knowledge rollups.

To enable the PoS mechanism on our platform, a set of staking management contracts are deployed on Ethereum, as well as a set of incentivized validators running Heimdall and Bor nodes. Ethereum is the first base chain Polygon supports, but Polygon intends to offer support for additional base

chains, based on community suggestions and consensus, to enable an interoperable decentralized Layer 2 blockchain platform.

Polygon has a three-layer architecture:

- Staking smart contracts on Ethereum
- Heimdall (Proof of Stake layer)
- Bor (Block producer layer)
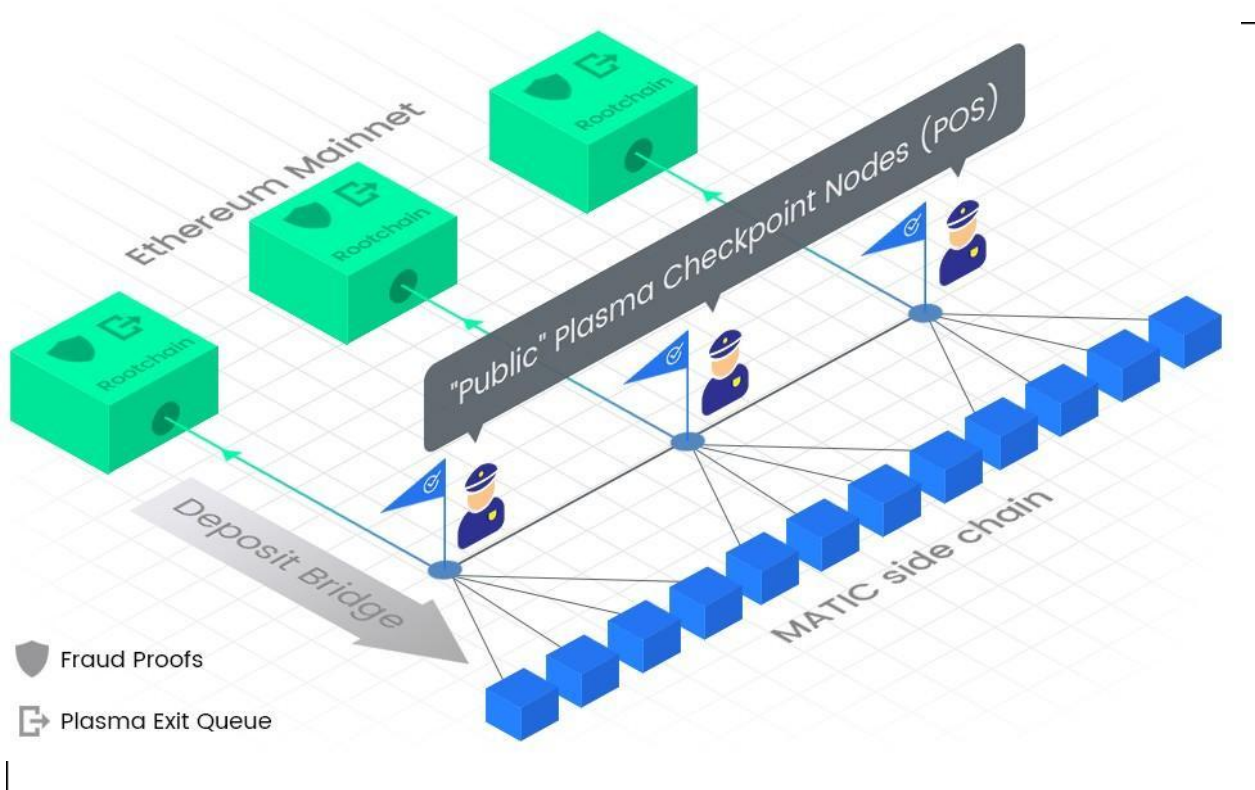
Polygon smart contracts (on Ethereum)

Polygon maintains a set of smart contracts on Ethereum, which handle the following:

- Staking management for the Proof-of-Stake layer
- Delegation management including validator shares
- Checkpoints/snapshots of sidechain state

Heimdall (Proof-of-Stake validator layer)

Heimdall is the PoS validator node that works in consonance with the Staking contracts on Ethereum to enable the PoS mechanism on Polygon. We have implemented this by building on top of the Tendermint consensus engine with changes to the signature scheme and various data structures. It is responsible for block validation, block producer committee selection, checkpointing a representation of the sidechain blocks to Ethereum in our architecture, and various other responsibilities.

The Heimdall layer handles the aggregation of blocks produced by Bor into a Merkle tree and publishes the merkle root periodically to the root chain. This periodic publishing is called checkpoints. For every few blocks on Bor, a validator (on the Heimdall layer):

1. Validates all the blocks since the last checkpoint
2. Creates a Merkle tree of the block hashes
3. Publishes the Merkle root to the main chain

Checkpoints are important for two reasons:

1. Providing finality on the Root Chain
2. Providing proof of burn-in withdrawal of assets A

bird's eye view of the process can be explained as

- A subset of active validators from the pool is selected to act as block producers for a span. The Selection of each span will also be consented by at least 2/3 in power. These block producers are responsible for creating blocks and broadcasting them to the remaining network.
- A checkpoint includes the root of all blocks created during any given interval. All nodes validate the same and attach their signature to it.
- A selected proposer from the validator set is responsible for collecting all signatures for a particular checkpoint and committing the same on the main chain.
- The responsibility of creating blocks and also proposing checkpoints is variably dependent on a validator's stake ratio in the overall pool.

Bor (Block Producer Layer)

Bor is the Polygon block producer layer - the entity responsible for aggregating transactions into blocks.

Block producers are periodically shuffled via committee selection on Heimdall in durations termed as a span in Polygon. Blocks are produced at the Bor node and the sidechain VM is EVM-compatible. Blocks produced on Bor are also validated periodically by Heimdall nodes, and a

checkpoint consisting of the Merkle tree hash of a set of blocks on Bor is committed to Ethereum periodically.[17]

Lens protocol (Smart contracts for Web3 interactions)

Why?

Lens Protocol is a decentralized social network deployed on Polygon that has a low carbon footprint and an established Web3 team behind it. Each user retains ownership over their profile and the content they create. You can set up a DAO account, monetize your content and transfer your data.
We have decided to join Lens ecosystem by setting up our app on their existing smart contracts to:
1) Attract more savvy users from DAOs/Social Web3 space
2) Implement the standard for DAOs structures and in the future to integrate with other Web3 social platforms
3) Inherit smart contracts security from Lens Protocol layer and protect user data and assets
4) Be immutable to censorship
5) Let users own their data

How?

On Lens protocol when you create a profile, you're creating a composable NFT. This dynamic NFT stores all your content, comments, likes and reposts. Your profile is tied to a wallet address. If you want to collect someone's publication, you would receive a tradable NFT. As a content creator, you have control over who can collect your publications. Lens Protocol allows for monetization of your social media. You could require others to pay a fee to obtain certain content. Setting up subscriptions is also possible. Joiner is leveraging this tech to empower users to own their events, attendance data and create open economy. Follow NFTs are a core component of the decentralized social graph. They contain built-in governance that allows them to complete several tasks, including power delegation, getting power at a specific block number, and getting total delegated supply at a specific block number.

Roadmap

[17] https://docs.polygon.technology/docs/home/architecture/polygon-architecture/#:~:text=Polygon%20Network%20is%20a%20blockc hain,Stake%20and%20Plasma-enabled%20sidechains

Team and Partners

Team:

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Currently, we are looking for more experienced crypto advisors:
- **Technical**
- **Market making**
- **CMO focused on Web 3.0**

Socials

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