JEMOLY

WHITEPAPER

Executive Summary

At a certain juncture, innovation and technology not only question the existing order but also forge a fresh one. Rampant scepticism towards traditional financial systems and inflationary pressures plague struggling economies, prompting millions to explore alternative avenues. From the proliferation of Bitcoin ATMs to institutional embrace, cryptocurrencies have revolutionized our understanding of currency, resulting in unprecedented levels of adoption. This surge in crypto acceptance underscores the necessity for accessible spending outlets.

What is JEMOLY?

JEMOLY is a novel concept that revolutionizes online shopping, whether it's a gift or an essential item requiring the use of digital coins, will propel e-commerce into a new era where cryptocurrency and online retail seamlessly converge. This innovative approach reflects the ongoing evolution of technology in a rapidly changing digital landscape.

PROBLEM STATEMENT

A persistent issue in the crypto space since its inception has been the inability of token holders to effectively utilize their digital assets for **purchasing real-world assets**. Acceptance and verification of digital tokens remain a huge challenge to overcome.

The volatile market conditions, coupled with the swift evolution of web3 and blockchain technology, have presented a significant challenge that major e-commerce platforms such as Amazon®, eBay®, and Etzy® have yet to surmount. As a result, doubts about the practical application of crypto in the real world have arisen, leading many individuals to reconsider their involvement in the space.

Why JEMOLY?

▶ JEMOLY is crafted as an ecosystem aimed at delivering a smooth and user friendly in engaging crypto e-commerce experience, solely powered by digital tokens.

▶ Our aspiration is to emerge as the forefront of decentralized e-commerce, earning the trust of consumers, prominent retailers, and other business collaborators.

OUR SOLUTION OVERVIEW

Building trust between buyers and sellers is important in closing this gap, even though there are challenges from human factors. One smart idea might be to use the benefits of blockchain technology, like low-cost transaction fees, fast transactions, and reliability, along with artificial intelligence. This combo can help boost trust between buyers and sellers. By using these technologies, we can create a system that produces a **Certificate of Authenticity** for every product bought through JEMOLY. This certificate would be like a trust badge for everyone involved, providing one clear truth about the product.

JEMOLY ECOSYSTEM

MARKETPLACE

User friendly BUY and SELL

Certificate of Authenticity as proof of purchase

Artificial Intelligence

LAUNCHPAD

Token presale

NFT giveaway

REWARD SYSTEM

Loyalty rewards

Staking options

USE OF ARTIFICIAL INTELLIGENCE

Marketplace will be enhanced through generative AI in two main areas:

- ▶ Recommend products for each Buyer based on the profile using AI/ML Module

- ▶ Reputational scoring system for both Buyers and Sellers using Generative AI.
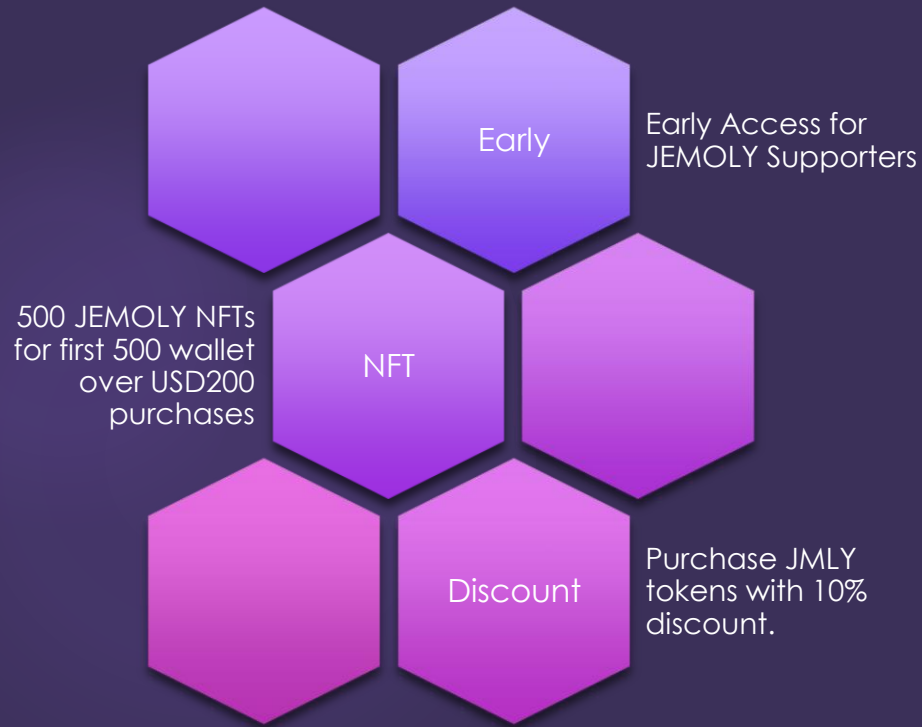
MARKETPLACE

▶ The JEMOLY Marketplace has been built on the Ethereum blockchain and deployed on Arbitrium to combine the shopping experience with the decentralized culture.

▶ Our goal is the build a marketplace that will be trusted buy both Buyers and Sellers. The essential backbone of the trust will be provided through a proof of purchase on the blockchain technology.

▶ Buyers can use any supported digital tokens to purchase real world assets from the user-friendly marketplace where they can simply pay using their connected wallet.

▶ Buying process will automatically trigger a certificate of authenticity as a proof of purchase where it will be sent immediately to the buyer's wallet upon completion of the purchase.

▶ Every product purchased through JEMOLY will include free shipping, where Sellers are responsible of including shipping cost to their advertised products.

MARKETPLACE (CONTINUED)

- ▶ Low gas fees for each product purchased through JEMOLY will be attractive for both Buyers and Sellers

- ▶ We have also thought about the return process of any product can be done through the website that will be included in a future release.

- ▶ Return process would only require the Certificate of Authenticity for any product to move back to a dedicated wallet owned by the Product Seller.

- ▶ Reselling process is still simply a change of ownership between wallet to wallet of the Certificate of Authenticity, where physical product exchange is outside the scope of JEMOLY

- ▶ KYC process to validate every Seller will ensure legal compliance and establish the trust between Sellers and Buyers.

LAUNCHPAD

Early — Early Access for JEMOLY Supporters

NFT — 500 JEMOLY NFTs for first 500 wallet over USD200 purchases

Discount — Purchase JMLY tokens with 10% discount.

REWARD SYSTEM

Loyalty
- Buyers and Sellers will receive loyalty rewards for every transaction

Stake
- JMLY token holders will be able to stake their tokens for up to 36 months

Earn
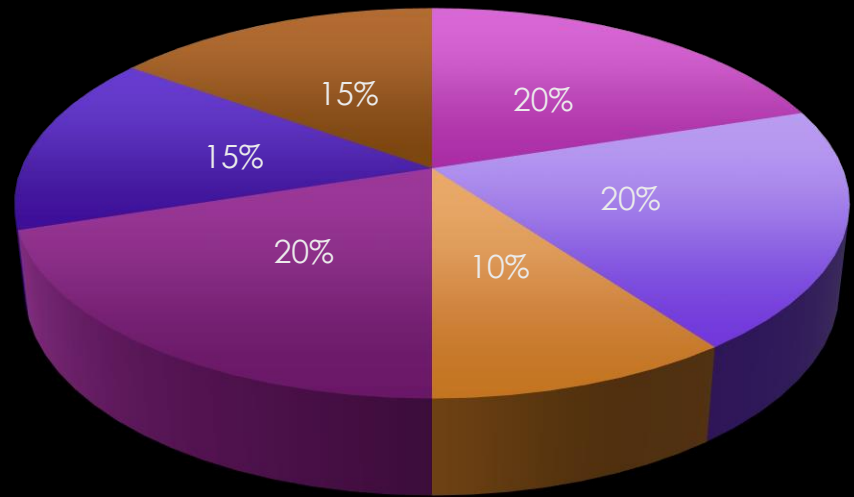- Earn up to 30% interest rate from our rewards pool

Who We Are?

▶ Our team boasts extensive expertise spanning several years within the digital realm, encompassing Information Service Delivery, Cybersecurity, Artificial Intelligence, and Blockchain Technologies. Based primarily in Australia, we bring a wealth of experience to the table.

▶ With a diverse team, we have successfully managed numerous multi-million-dollar projects for both corporate and government clients. Our commitment to innovation and staying at the forefront of emerging technologies drives our passion.

TOKENOMICS

Total Supply:
1,000,000,000 JMLY

Token Distribution

■ TEAM AND ADVISORS	■ PARTNERSHIP & RESERVE
■ MARKETING	■ PRESALE
■ LIQUIDITY POOL	■ REWARDS

ROADMAP

Phase 1
- ✓ Establish a legal structure
- ✓ Publish JEMOLY Whitepaper
- ✓ Publish presales Website
- ✓ Finalize $JMLY Tokenomics
- ✓ Commence Marketing Strategy
- ✓ Complete Marketplace prototype UX/UI Design
- ✓ Implement Buyer feature including rewards system
- ✓ Advertise the first in-house product on JEMOLY Marketplace
- ✓ Release the Prototype Version of JEMOLY Marketplace

Phase 2
- ✓ NFT giveaway for first 500 transactions
- ✓ Build business partnerships
- ✓ Expand the Marketing Strategy
- ✓ Implement multiple Seller feature including rewards system
- ✓ Release the Beta Version of JEMOLY Marketplace
- ✓ Expand sale products on JEMOLY Marketplace

Phase 3
- ✓ Continue marketing and build partnerships.
- ✓ Continue improvements to Marketplace UI/UX
- ✓ Implement the profile-based product recommendations using AI/ML module.
- ✓ Implement reputational scoring system for both Buyers and Sellers using a generative AI
- ✓ Release the Version 1.0 of JEMOLY Marketplace

Growth in Marketing Strategy

Dedicated $JMLY token allocation for marketing expansion

NFT giveaway for first 500 launchpad transactions that are over USD200

Partnership with Crypto Influencers to improve brand awareness

Align with Regulatory Measures to enter the largest crypto market

Focus on partnerships in business-to-business (B2B) engagements

THANK YOU!
Visit us on www.jemoly.com