



JAG

JUST A **GAME**

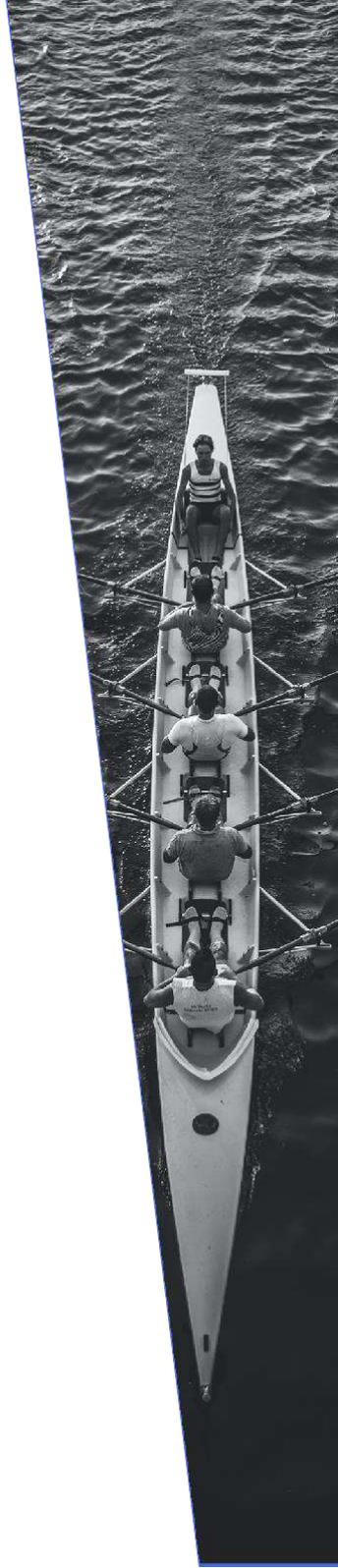
WHITEPAPER

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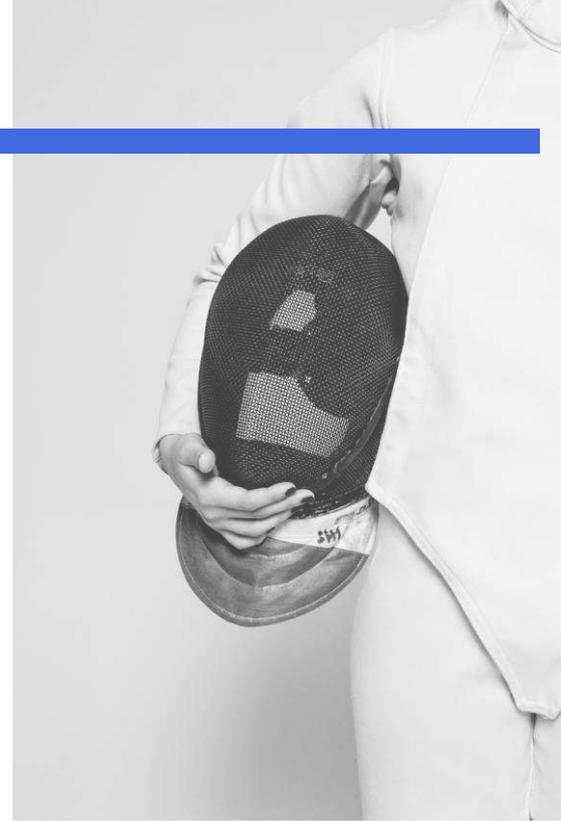


PREFACE

The Italian sporting tradition is almost as long as its history. As we all know, in fact, sport in Italy is very popular, both as a follow-up and from the point of view of sports practice. The latest data indicate that there are estimated to be over 20 million people aged three and over who claim to practice one or more sports continuously. The practice of sport is highest among 11-14 year olds. It is very easy for any of us to understand that, however, when it comes to sport and Italy, the first word that comes to mind is "football". It may be due to the media overexposure, it may be due to the football legends who made us laugh and cry for joy, but the first sport in Italy, as in the rest of the world, is the "God Ball".

The sport with the most members and most practiced in Italy, is in fact football (1 million athletes, 23.8% of the national membership), followed by tennis (373,000 athletes, 8.4%), volleyball (332,000 athletes, 7.5%), basketball (7.1%) and athletics (6.1%). These first five Federations, together, make up over half of the national membership of athletes. But behind these aforementioned, there is a long line of minor sports ready to take the stage, shouting loudly that they too deserve a place in the sports imagination.

Data in hand is like this: there are many other minor sports that are growing, highlighting a constantly increasing number





of practitioners and / or members of the respective national federations. To name one, baseball for example, practiced since 1887, but which only in 1948 will its first federation be formed, has more than 50,000 members today and more than 450 companies affiliated to the Italian Federation. The Italian national team holds a respectable role in Europe, in fact it boasts 10 golds, 16 silvers and 3 bronzes to the Europeans, making it the second largest power in the continent (behind only the Netherlands). But hardly anyone knows ...

The truth is simple and known a little by everyone: in general there are sports for everyone without discrimination of any kind, but unfortunately in Italy there is a further distinction: the "major sports" (or rather those that are the most popular) and the "minor sports" (those that nobody watches them or seen only in exceptional cases). And they are called, with a little mockery or simple realism, "minor sports". Sports that only when they manage to win an Olympic medal do they manage to get out of the shadows; therefore for minor sports the secret to survive is only one, that of making one's athletes win at the European Championships, at the World Championships and above all at the Olympics.



There is a problem though: to bring youngsters to high levels, years of hard training and sacrifices are obviously required. Years in which these young people can not help but think about sport, giving up everything else, studying but above all working. And not having the opportunity to look for a job outside the gym, they need financial support provided by the sports club to

which they belong to live. Or rather, they would need.

Because, and here we are, there is no money for minor sports. The individual Federations (and consequently the affiliated companies) receive substantial funding from Coni only if they have many members or if they appear as "winners", for example because they have won a medal at the Olympics. Only then are they "rewarded". But how do you win if you can't support your athletes?

We are therefore faced with the typical "cat chasing its tail": if you don't win, you don't have funding, but if you don't have funding, you can't win (and you don't sign up). Many parents pay out of their own pockets for materials, teachers, equipment costs etc ... The reality is that sport is part of the life of millions of people who practice it at an amateur, amateur and professional level but in minor sports the livelihood is almost null and everyone makes do with what they have. Indeed, it is the athletes who often finance themselves.

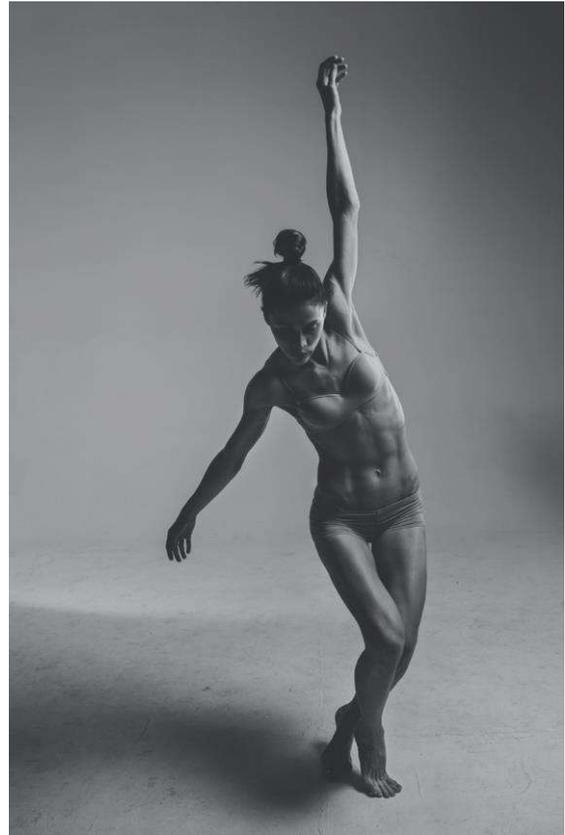
In fact, the kids who do business pay a monthly fee to the company they belong to, which with that money organizes trips, signs up for competitions and pays coaches and staff. But it is clear that such a system cannot hold up. A partial escape route is represented by the military sports bodies as the only concrete possibility to allow a young person to continue playing sports. In fact, the various Police, Carabinieri or Guardia di Finanza indicate the so-called "sports competitions" that allow athletes to enter the armed forces, to have a uniform, but in





fact to be paid to train and achieve excellent sports results to give luster to their force.

In other countries every sport is seen as a job opportunity, which if successful can give prestige to the country itself, unfortunately in Italy it is limited to financing major sports.



1/ ABOUT JUST A GAME



What has been said so far highlights an ancestral mechanism which, analyzed objectively, is not easy to unhinge and overturn. But at the same time, something can be done, some ingenious or passionate instrument can be found: and this is precisely the case with Just a Game.

Just a Game is a social network for sportsmen of all ages and levels, which allows you to connect all users united by a common passion for sport; it is a free platform, the user can register and immediately begin to explore the contents and interact with other users; will also be available in the app stores, always free of charge.

The design team will certainly not be able to replace the State by providing funding to public universities and schools, but through Just a Game, it will provide and offer a new opportunity, more direct and in step with the times, to all members and to all those who they operate within the sports system, trying to provide a showcase and "real time" communication also to those who practice, as we have seen, minor sports.

1.1/ hOw iT wORkS

Just a Game allows you to create direct contacts between all users, whether they are amateurs, professionals or even companies, and eliminates the barriers due to distance and knowledge. Athletes who wish can integrate their profile by entering the statistics of their performance, sometimes facilitating the complex role of observers and prosecutors, who can hardly be in several places at the same time. It will allow total visibility, and an immediate method of communication. But the social network will not be just this, and the team's project covers a much wider range of action, and which will be discussed gradually in the following paragraphs.

2/ VISION



"One of the first wishes of the creators of Just a Game, also represents a fundamental cornerstone for the whole project, and is to link the social platform to the blockchain and to the crypto world in general, inserting and equipping the entire system with its own distinctive token: **JAG**"

The opportunities that lie in the crypto and blockchain universe are considerable and diverse. Imagining an entire community, managed online on a single platform is already an ambitious idea in itself; social examples of this kind already exist in fact, it is easy to instinctively think of Instagram or Facebook, and other well-known social networks.

However, the innovative vision on which the team has decided to focus with Just a Game is doubled, and takes on a double value intertwined with innovation: **to create a social network projected exclusively to the world of sport, and to marry it with the introduction of a token.** in this case will act as the epicenter of the project with the hope of bringing the entire imagined ecosystem to full throttle; moreover, with a constant growth of the community the effect will be that of having more and more owners of the JAG token, and as it is easy to guess this can only benefit its value, since the greater the holders, the stronger and the price of the token itself.



3/ MISSION

Making sport grow evenly and giving the possibility to any user to be able to participate in this turning point in an active way, this is the main mission of Just a Game. The goal is to bring together and attract sportsmen first and foremost, and cryptonauts within what we can define as the world's first social sport-crypto. With the right timing and the right steps, the Just a Game team and the JAG token set out to create a sort of Facebook reserved for sport, and governed by the JAG token, the engine of the whole mechanism.

The JAG token can be obtained directly within the platform in various ways: by purchasing it, by subscribing, with the use of referrals, with e-commerce and other options, to then be able to make the desired use of it. A double mission is also found here, not only the integration of the JAG token into the community, but even more to make all registered users interact, compare and communicate, making everyone move in unison and in the same direction in the name of a fair a supportive sport, allowing all members, not only to have a showcase of visibility, but also through the methods studied by the team, to be able to obtain an income and earnings constant over time, with the hope of arriving one day to sting the first platform where wealth is distributed equally.

4/ COMMUNITY: SOCIAL SPORT

So what can I do in Just a Game? Well let's see it together!

The team, first of all, assigns "master codes" to users it deems indicated, and these will be the first active users on the platform. The social network is accessed only through direct knowledge of an already active user, who will provide a link and a unique code for the first access (user code). To ensure that the new user becomes active, the system will ask the user who provided the code to give an approval check.

This guarantees total traceability of the membership chain (CA), prevents the phenomenon of "fake" profiles and guarantees protection within a social network inherent to sport and therefore certainly populated by many minors. The user fills out a complete profile (data, activities, passions) by selecting his favorite sports via a drop-down menu; by doing so, communities will be created, within the social network, dedicated to various sports activities.

The platform offers users to connect with based on the user's sporting preferences, who, however, will also have the ability to actively search for users and ask for the friendship that the recipient will have to confirm before you can be contacted. The most active users in the social network, in terms of activity on their profile and enrichment of content, will create a series of further links through the communities that are formed, and will be identified as chains of followers (CF). The adhesion chain (CA) and the followers chain (CF) represent the two pillars of revenue linked to social media.

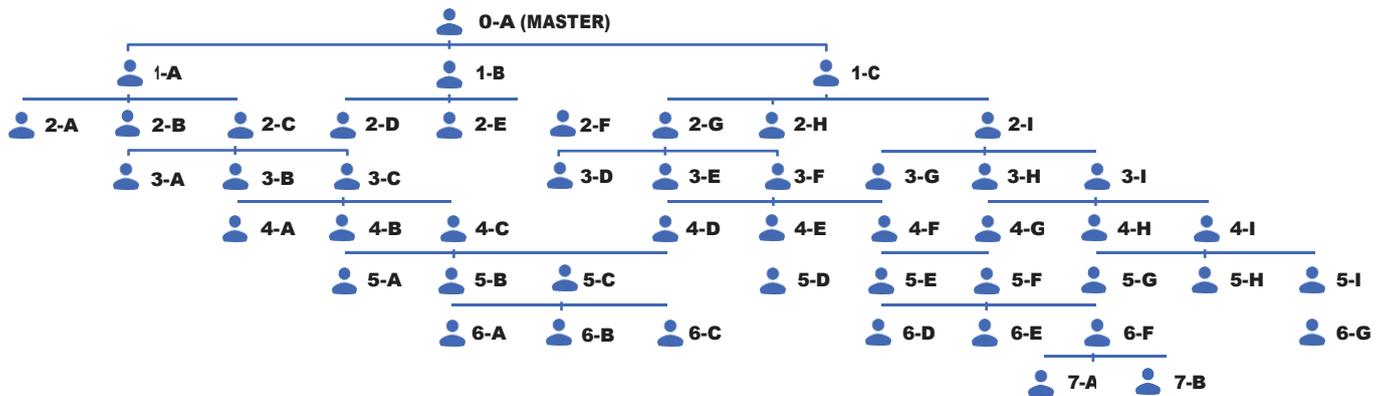
5/ REFERRAL

As we have seen, the primary mechanism that acts as a foundation in the platform is therefore interconnected to the adhesions and followers, by means of the two types of chains mentioned above that give life to a very important referral plan.

The reference accession system generates a user concatenation tree that develops both horizontally (level 1) and vertically (level $n + 1$ - see graph). The CA shaft is the system for distributing the earnings deriving from the sale of subscriptions to the APP.

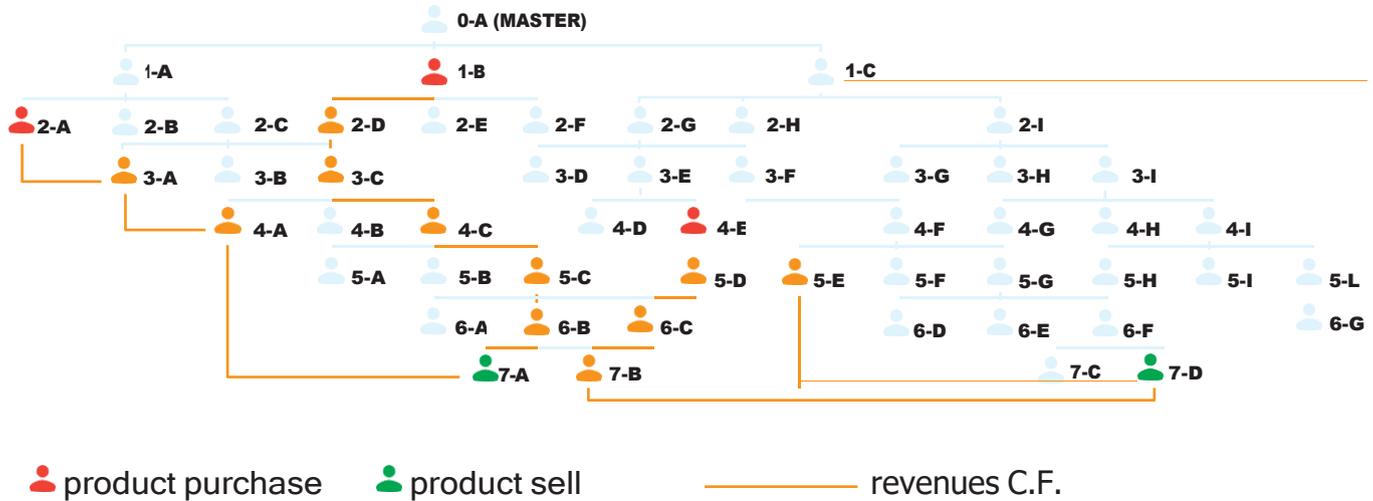
SHAFT 1 (DIRECT) | ADHESION CHAIN (CA)

The distribution of wealth will be fair and divided equally up to level 7 deep (vertical). There are no limits to the expansion of the structure, but rather a limit to the equitable distribution of wealth, a part of which must necessarily cover the costs of maintaining the company.



SHAFT 2 (REVERSE) | CHAIN OF FOLLOWERS (CF)

The CF shaft is the system for distributing earnings deriving from royalties on product sales within the social network (which we will see later).



It is clear that the difference with the membership chain is different, because here it is no longer the subscription that generates revenues but rather the sales of real products. A good user can have many followers and sell many different products to different people, several times a year even several times a day.

Any user can be an influencer; the more the user undertakes to populate the app, the higher his income will be!

Revenues derive from the various functions and activities that a user can perform on the platform:

SUBSCRIPTIONS

The app will always be distributed free of charge, and the subscription can be obtained by converting the earnings from the network. The cost of the subscription will be inserted in the "portfolio" area.

SUBSCRIPTION COST

Fixed amount determined by the company

VIRTUAL EARNINGS

Percentage amount deriving from the membership chain (CA) linked to subscriptions accrued but not yet paid.

REAL EARNINGS

Percentage amount derived from the membership chain (CA) linked to accrued and paid subscriptions.

ROYALTIES ON E-COMMERCE SALES

SPONSORSHIPS

For each transaction, the company sets aside a percentage of the amounts generated by the network for sponsorship activities.

CHARITY

For each transaction, the company sets aside a percentage of the generated amounts from the network for charitable activities.

SALE OF PROFILED DATA (BIG DATA)

Sale of data according to the various completions of profiles by users (personal data, passions, sizes, interests ...)



Each subscription, payment or sale, will be converted into the JAG token, which, as already mentioned, will be the "economic-financial" essence of the Just a Game ecosystem.

The JAG token will act as the glue, and will be the reference for all operations.

Subscribers will also be holders of the token which will also allow them to operate in the e-commerce section, which we will analyze later.

Last but not least, it is the possibility of being able to convert your earnings in the JAG wallet to current currency at any time directly from your profile.

7/ SPONSORSHIPS AND CHARITIES

Within your profile you will see, among others, two items, concerning sponsorships and donations. This is because the referral system provides a percentage, which, at the user's discretion, may be allocated to these two features; in fact, it is possible and presumed that a sympathizer who is not a user of the App may still decide to donate, in favor of a charity or sponsorship initiative proposed by a user. In fact, users will be able to decide who to allocate their sponsorships to, which will allow them to concretely help with cash percentages perhaps the team or company they play for, or simply a team they support.

The user will also have the opportunity to 'involve' other users to allocate the amount set aside in the works of his choice. In fact, within the community or the social network in its entirety, it can launch fundraising campaigns deriving from the sums set aside for sponsorship. In this case, the company will directly verify the recipient of the sponsorship to be sure of the existence of the receiving body and will require total transparency of the expenses deriving from the sum received to carry out the work.

Verifiers will be chosen from within the community or social network based on skills. Everything will then be published in the dedicated area with a post on how the initiative was born until its realization.



The team also believes it is right to redistribute the respective provisions for sponsorships and charities deriving from the network, to the most active users, therefore the most deserving, within each structure. The team will identify the areas of intervention and put them to the vote within the social network through user surveys. We will then proceed as above, all obviously in total transparency of the accounts that will be published. The same mechanism devised for sponsorships is also applied to charity.

Just a Game is the first company in the world that was born with the express purpose of improving the lives of people, company components, users, sports associations, the less fortunate:

the aspect that gives the project the most honor is precisely that of allowing all members, exactly through the sponsorship and charity mechanism, to be able to help all sports that are "poor" in money, but equally "rich" in life.

Try for a moment to think of a small Italian team of artistic gymnastics or baseball, which can count on help of 3-4-5 thousand euros per year deriving simply from the diffusion and knowledge of the app. But this is only the beginning. Because to make sure that all users can have the app available, totally free, indeed, earning, sponsoring and donating, the team has introduced the possibility of developing e-commerce within the platform with a method revolutionary which is, together with the rest, a fundamental part of the structure. It is therefore essential to implement the chain of followers that will be used for e-commerce, with a mechanism similar to the previous one but which does not derive only from the moment of joining the platform.

8/ MARKETPLACE

The marketplace will be structured in such a way as to allow each user to offer materials or products for sale directly from their profile within the platform. But at the same time it will also allow external companies to take advantage of the platform to offer their products. This generates a dual functionality also in the form of e-commerce: users and companies.

Just a Game will have the right to veto products which must be approved by the team before being 'sponsored' on the social network. The team will take care of drawing up contracts with 'producers' and / or dealers and will also evaluate the products indicated by users. The possibility and type of objects, products and offers in general is vast and varied:

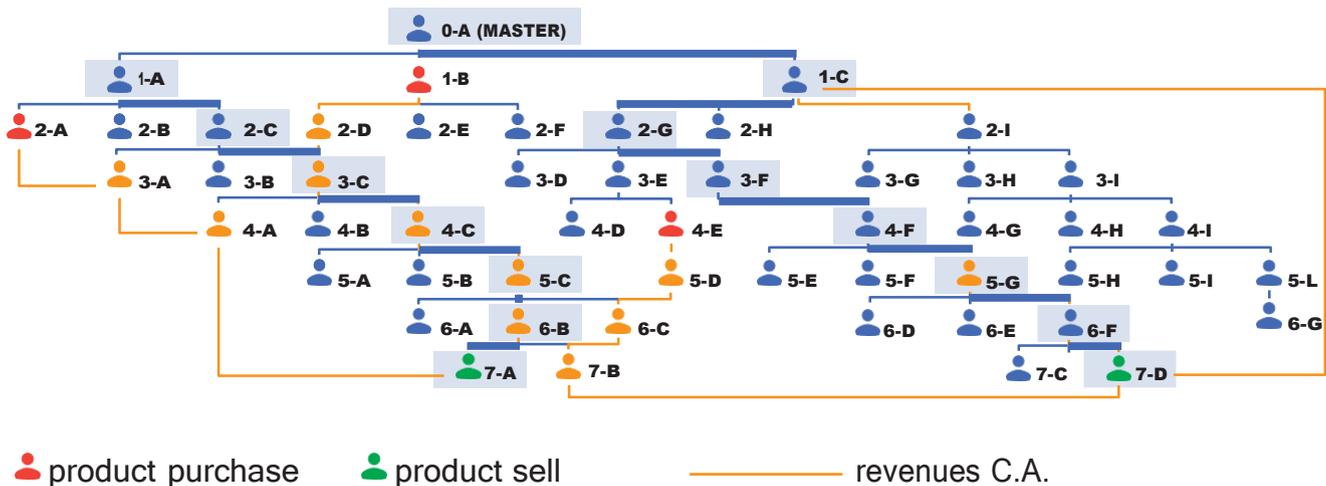
TECHNICAL SPORTS MATERIAL
SPORTS EQUIPMENT AND CLOTHING
SPORTS ELECTRONICS
SPORTS NUTRITION
MEDICAL DEVICES
TICKETS
COURSES, WEBINARS
EVENT INTERVIEWS
LIVE WITH SPORTS CHARACTERS
PROFESSIONAL ONLINE CONSULTANCY
WORKOUTS (CAMPS, OPEN DAYS, GROUPS, LESSONS)

Royalties are a percentage set on the sale of the product. The product will then be sold by the parent company directly to the consumer; the parent company reserves a 'commission' to the company called royalties on each transaction. It is easy to understand how E-commerce fits perfectly with Just a Game. The platform allows interested companies (such as Nike, Adidas, Lotto,

Puma etc ...) to advertise as they do with other social networks, and will require a royalty on the sales generated. Both revenues deriving from the two activities will then be distributed to the network following the logic seen in the chain of followers, generating profits for the company, users, sponsorships and charities. The e-commerce trend is constantly growing, the investments of large companies are heading towards "social commerce" and that is the use of social networks to sell their product also through micro-influencers, who have their own small community by followers.

A KYC software will guarantee identity verification. The user, in fact, before receiving payments, must be identified in accordance with the anti-money laundering legislation in force.

All profits from e-commerce will also be distributed to the membership chain. In the following table we see a summary and union between the two referrall models:



9/ TOKEN

We now come to the token, the financial epicenter on which Just a Game rotates. JAG a BEP-20 smart contract distributed on Binance Smart Chain (BSC), therefore obviously travels on the Binance blockchain

Token name

Just a Game

Symbol

JAG

Decimals

9

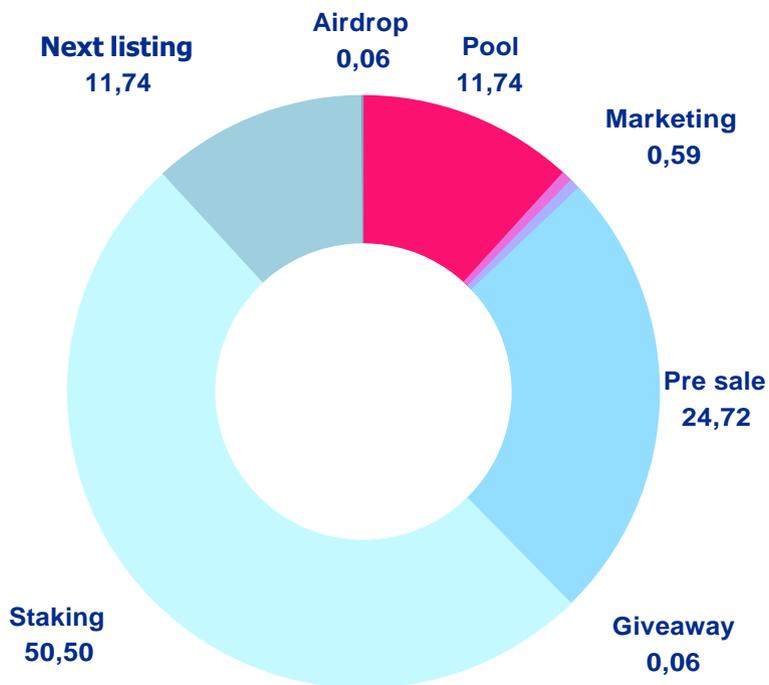
Supply

10.000.000

9.1 / TOKEN DiSTRiBUTiON

Regarding token distribution, the following one in the table offers us all the information:

POOL	1.000.000	11,74%	GiVEAWAY	5.000	0,06%
MARKETiNG	50.000	0,59%	STAKiNG	4.300.000	50,50%
TEAM	50.000	0,59%	NEXT LiSTiNG	1.000.000	11,74%
PRE SALE	2.105.263	24,72%	AiRDROP	5.000	0,06%



9.2 / TOKENOMICS AND PRESALE

As for tokenomics and presale; we observe two objectives: a soft cap and a hard cap, which in the following tables will be distinguished with the colors red for the hard cap and green for the soft cap:

HARD CAP	6.969	\$2.000.000,00
SOFT CAT	3.484	\$1.000.000,00

The price of the presale, for each single token, is set at \$ 0.95

PRESALE PRICE	0,95	\$2.000.000,00	2.105.263
PRESALE PRICE	0,95	\$1.000.000,00	1.052.632

The final market launch price will instead be \$ 1
The funds raised will be divided as follows:

FOUNDs ALLOCATIOn

PROJECT	\$1.000.000,00	50%
POOL	\$1.000.000,00	50%
PROJECT	\$500.000,00	50%
POOL	\$500.000,00	50%

The following fees are established for each purchase or sale on the market:

Tax buy 6%

Tax sell 6%

10/ NFT

The team will concentrate in the initial phases, a development focus on its own, and first, NFT which will be sold on OpenSea.

Mint's target is in the order of 10,000 pieces

Users will be incentivized to buy the NFT since the purchase of it will generate advantages, such as:

- *The qualification for 1 year of membership in the Eust.a.Game social network*
- *The receipt of 1 master code for the social network*
- *Receipt of 1 future stock option for when we go public*
- *In the referral system, you will get a percentage for each user in your network who will purchase the NFT (exactly how it works for the social membership chain)*
- *You will be part of the pre-sale list for the EAG token by right*

Investing in cryptocurrencies today certainly offers an excellent opportunity to seize the high growth potential of these assets in the medium to long term. Cryptocurrencies are increasingly seen as alternatives to traditional currencies, and will benefit from the growing adoption of the blockchain in the real economy.

The JAG token will allow its holders both a possible investment in the markets, but above all a concrete utility, being able to exploit its use on the community platform created ad hoc, of which we have seen many implications and enormous potential. Gathering sports and investors under the same social network will bring a great benefit and above all the adoption of the JAG token, which can only turn into a constant increase in value; adoption means users and owners.

And this is "only" added value for the financial side. On the other hand, we will have another utility, which it is clear to see, will be the real and concrete use of JAG across the platform and within the ecosystem. For the umpteenth time, the dual action and effectiveness of the project and the JAG token is highlighted.

12/ IN THE NEXT FUTURE

12.1 / ARTiFiCiAL INTELLiGENCE

Although it is a complex technology, the basic idea of Artificial Intelligence is very simple: to develop machines with autonomous learning and adaptation capabilities that are inspired by human learning models.

Definition in hand, Artificial Intelligence is the branch of computer science that studies the development of Hardware and Software systems equipped with specific skills typical of the human being (interaction with the environment, learning and adaptation, reasoning and planning), capable of autonomously pursue a defined purpose, making decisions that until then were usually entrusted to people. In other words, Artificial Intelligence is a research field that studies the programming and design of systems aimed at providing machines with one or more characteristics considered typically human.

Properties, ranging from learning to visual or space-time perception. Artificial Intelligence allows machines to learn from experience, adapt to new information received and perform tasks similar to those of man.

Most of the examples of AI we hear about today, from chess programs to self-driving cars, rely primarily on deep learning and natural language processing.

Using these technologies, computers can learn to perform specific tasks by processing large amounts of data and recognizing patterns. Within the JAG project, this aspect also wants to be inserted, by means of the implementation of a video management software (such as AWS for Formula 1) which will be able to verify the videos and the performances giving an interpretation to the statistics to the like an artificial intelligence. The event will be sealed via block-chain.

12.2 METAVERSE

And finally, Just a Game will land on the Metaverse, where users will be able to organize teams with the avatars of the players / amateurs / supporters, registered on the platform, in the various sports disciplines. Even more within the Just a Game metaverse, the JAG token will become useful and necessary. It will be possible to create real federations / organizations / tournaments / virtual competitions with prizes in JAG.



PHASE 1

- **Development and distribution of the contract**
- **Presale**
- **First version website and social media launch**
- **App presentation**
- **TechRate Audit**
- **Partnership**
- **Community development**
- **KYC**
- **Market launch and launch on Pancake Swap**
- **First 5000 subscribers**
- **First NFT Just a Game**



FASE 2

- **Further development of the platform**
- **E-commerce**
- **First listing on exchange**
- **Promotional campaign**
- **Sponsorships**
- **Listing on CoinMarketCap and CoinGecko**
- **20000 subscribers**





FASE 3

Additional audits from accredited companies

Marketing campaigns

Further listing on Exchange

Merchandising launch

50,000 subscribers

FASE 4

Sponsorships

Artificial intelligence software

Metaversoe

Listing on the stock exchange



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