

Jigen



LITEPAPER

Luxury NFTs for the Metaverse

Version 1.1

1. INTRODUCTION

1.1. The Blockchain Helping Luxury Brands Beat Counterfeits

One of the sectors that could benefit the most from blockchain technology is undoubtedly the luxury brand sector.

The luxury industry has suffered billions of dollars in losses since its inception as a result of counterfeits, which are increasingly difficult to distinguish from the original. This copycat fraud not only affects the image of brands but also the satisfaction of their customers, two of the most significant intangible assets of any firm.

The threat posed by counterfeits is intensified by the online evolution of the textile sector as a result of the incessant emergence of online shopping platforms and social networks that promote immediate sales without intermediaries.

Aware that product authentication and supply chain transparency are already two priorities for consumers in the digital age, large luxury and fashion brands are beginning to successfully implement the use of blockchain technology for their products.

The chain of encrypted blocks of data can, indeed, be a turning point in the framework of this battle against counterfeiting. Why? Because the blockchain – articulated as an accounting book that allows tracing the origin and route of a product – prevents the manipulation of data and without the need for intermediaries (such as financial entities), it can ultimately grant a guarantee of value and authenticity for both manufacturer and consumers.



1. INTRODUCTION

1.3. The Metaverse and Gaming Ecosystem

The concept of the metaverse was originally described by Neal Stephenson in his novel *Snow Crash* in 1992. Stephenson describes a shared digital space that people can access by wearing virtual reality goggles and connecting to a shared fiber optics network. However, more current interpretations of the metaverse open up entirely new possibilities, giving you the freedom to do whatever you want: socializing, working, playing, shopping, creating, or learning about new places and ideas. The metaverse places not only the entire physical world at your disposal, but also the capabilities of your mind in your hands.

With that said, it becomes increasingly clear why the metaverse presents an interesting new market for the fashion and luxury brand industry. As the future of social networks, the metaverse offers a billion-dollar market for digital products like NFTs. You will have complete freedom to do whatever you want, including owning virtual wearables in the same way that you would own physical clothes, bags and shoes. You can even exchange them with friends from other metaverses or use them in different games in which NFTs are used to play or earn extra rewards.

In the Jigen metaverse, you will receive extensive hands on education on how to leverage the blockchain to enhance your experience with luxury products, and a launchpad for NFTs that can be easily used in the metaverse of your choice. Exchange your wearables within the ecosystem or hold onto them as collectibles. Either way, you'll have your hands on a unique, valuable luxury NFT.



1. INTRODUCTION

1.2. A Growing Market Segment

Blockchain technology has spawned a true revolution in the digital economy and way information is tracked. Its capacity for transparency and online verification in a decentralized way make it an ideal ally for traceability.

And this is precisely where the fashion and luxury industries have recently decided they have a say. About EUR30,000 million P was lost to counterfeiting in the industry through online sales of luxury imitation goods in 2017, estimates the Global Brand Counterfeiting Report.

The recent blurring of the boundaries between the physical and virtual worlds of Generation Z consumers, for example, who prefer twice as much to play video games than to consume entertainment videos (according to Deloitte) is exposing clear trends towards tokenization and the use of collectibles under the NFT format.

Morgan Stanley recently noted in a report that metaverse games and non-fungible tokens could represent a EUR50 billion revenue opportunity for the luxury market by 2030, or 10% of the total addressable market.

Dolce & Gabbana's sale of nine NFTs for USD5.7 million last October shows the potential of virtual luxury goods, a promising segment in an NFT market expected to reach USD300 billion by 2030, as projected by Morgan Stanley.

NonFungible.com has pointed out in its Q2 2021 report that the growing sales and popularity of NFTs is currently reflected in more than 175,000 wallets generating a volume of just over USD750 million in the first half of the year.

In this context, Jigen presents itself as a viable option as part of a market revolution in the luxury and fashion goods market driven by the power of NFTs and blockchain technology, using metaverses as a gateway. Our goal: Build a bridge to the world of non-fungible tokens (NFTs) for fashion brands.



2. JIGEN ECOSYSTEM

2.1. Overview

Jigen is the first NFT gateway for Fashion and Luxury items in the metaverse and gaming ecosystem.

Its mission focuses on three main areas: building its own brand, exclusive NFT drops through its launchpad, and custom NFT works for companies and projects.

Jigen seeks to solve typical problems for brands through the use of blockchain technology such as counterfeiting, but through less technical inputs for the newer users of the industry, such as NFTs.

With a simple interface that reduces the time spent for trading items and solves the scalability problems inherent in traditional NFT minting methods, Jigen tries to address a wider audience and younger generations who are immersed in metaverses.

2.2. Why Back Lux Items?

The use of blockchain technology has shown that in fields such as the supply chain it is an important ally against counterfeiting. Being able to verify the inputs and outputs of a product in real time provides the fashion and luxury goods industries with a new approach to counter its historical losses due to copycats.

This authenticity and uniqueness is achieved thanks to the use of non-fungible tokens (NFTs). With NFTs it is possible to demonstrate that luxury items are unique when recorded on a distributed ledger, associating a barcode, for example, with the physical product.

In this way it is possible to digitize and track the entire cycle of an item, putting an end to counterfeiting.

Furthermore, with the use of NFTs backed by physical assets, the fashion brand industry can create a liquid market for these items through decentralized commerce, leaving behind concerns of stagnant products in the windows of physical stores located only in exclusive localities of certain countries, limiting trade to interested parties located in other geographic locations.

With the support of NFTs tied to physical assets, a wide range of applications can be developed for DeFi, while allowing you to bring your wearables into the metaverse, generating a unique economy for the luxury goods industry.

As users personalize their avatars in the virtual world and give their characters unique attributes with their wearables backed by NFTs, the market exposure of brands will be greater, as we have seen with Gucci in Roblox this year for example.

2. JIGEN ECOSYSTEM

2.3. How Jigen Works?

NFTs on the Jigen platform are backed by real world luxury assets. Real world asset-backed NFTs allow users to redeem the physical asset at a point in time or hold the NFT for investment purposes.

Jigen NFTs are digital certificates serving as proof of authenticity. Customer ownership is guaranteed by the blockchain itself. Buyers can at any time get the physical product by claiming it on our website. In this way, the NFT previously purchased will be promptly delivered to the owner. Through the blockchain explorer, the user can visualize the time of purchase, the current state of the product (if delivered or still in virtual form) and the transactions associated with the product, including previous owners and the hash related to the claiming process.

Unlike comparable alternatives, Jigen's Smart Contract implements a claiming function that modifies the metadata associated with the specific token ID, allowing the ERC721 to remain in the user's wallet while the image and data associated with the NFT change, making our NFTs dynamic.

Instead of leaving the user with only a Tx Hash associated with the claiming process, our approach can potentially allow users to speculate on the NFT's various statuses.

Furthermore, our RFID implementation is useful in combating counterfeiting and enables our users to prove ownership of the fashion item in both the digital and physical worlds: through a blockchain signature in the first case and an RFID (or NFC) scanner in the second.



2. JIGEN ECOSYSTEM

2.4. Luxury Good Company Benefits

Merchandising

Merchandising for the NFT sector will be one of the best performing industries in the upcoming years. Well recognized NFT communities with a strong identity can generate extra sources of revenues with their merchandise. Jigen can easily outsource their production among its network of manufacturing partners, creating business opportunities for both parties.

New market reach

Blockchain technology has the potential to change the existing situation of several industries, with fashion at the top of the list due to the long-term trend of prospective buyers desiring limited and exclusive pieces that enhance the value of a collectible asset. Furthermore, the process of specifically targeting the speculator and collector crowd is made much easier by NFT technology. Moreover, as many NFT buyers are only interested in the DeFi features and speculative market opportunities, the tokenized wearable is the perfect option to cater to a new market unwilling or unable to purchase a physical version of a high-end luxury product.

Financing and profitability advantages

The democratization of the fashion world has always been a key component of our industry's long-term vision. Small and medium-sized enterprises (SMEs) frequently face working capital issues as a result of the difficulty in closing short-term financing deals, resulting in inventory shortages and lower-than-desired product turnover. Due to the struggling currency and high interest rates, the latter notion is especially true for artists and fashion entrepreneurs from developing countries. As a result, the Jigen platform can distribute profits to relevant parties immediately prior to the product being claimed and even before the product is physically produced, like the presale model prevalent in the crypto sphere.

First mover advantage

Building a name for your company in the emerging and growing industry of tokenized merchandising will allow your company on the Jigen platform to be truly ahead of the trends and most importantly, competition.



2. JIGEN ECOSYSTEM

2.5. User Benefits

Flexibility

In comparison to traditional (online) stores for rare collectibles, NFT-backed products provide safety and flexibility. Users can benefit from the flexibility that DeFi provides, such as speculative trading and unique market opportunities, while retaining the ability to claim the NFT at any time. The thrill and sentimental value of owning a unique collectible piece is preserved.

Redeeming an NFT for a physical product will be a simple process that will only require the buyer's name and shipping address.

Safety

The Jigen ecosystem's thorough examination and authentication process eliminates the risk of a user purchasing a counterfeit item. Furthermore, we also plan to develop a proprietary escrow service to ensure that customers are compensated in the event that something goes wrong with the company or the production. Specifically, the company will be required to stake JIG, thereby providing insurance for the inability to deliver, as the staked token will be distributed to users in the event of an unforeseeable production failure, for example.

Unique access

Our market position and upcoming partnerships will result in a steady stream of highly desired and limited collectible pieces being made available through our launchpad initiative, which will be carefully selected by both industry experts and platform users.



3. TOKENOMICS

3.1. Real Token Utility for Fashion and Luxury NFTs

Jigen focuses on solving typical problems for brands through the use of blockchain technology such as counterfeiting, while allowing different players in the fashion and luxury items industry to venture into new ways of sharing the digital art and unique designs of their products using NFTs.

To achieve this, Jigen has introduced the \$JIG token as fuel for its internal economy, with which brands and users inside and outside the metaverse will be able to make use of their exclusive digital designs in the form of NFTs and show off their avatars outfitted in the best of fashion.

Jigen will allow users to buy versions of exclusive fashion and luxury items from major brands in the luxury industry through its Launchpad. The Launchpad guarantees a system of fair allocation in rewarding holders of \$JIG, the platform's native token.

3.2. The Jigen (\$JIG) Token and Community

Jigen (JIG) token is a core element of our ecosystem. It empowers our community in different ways:

-  **Exclusive access to NFT Releases and Airdrops as staker**
-  **Buy exclusive products, WL and more**
-  **Vote for ecosystem initiatives and new feature developments.**
-  **Deflationary model: 60% of all fees collected on NFT secondary market used to buyback and burn**

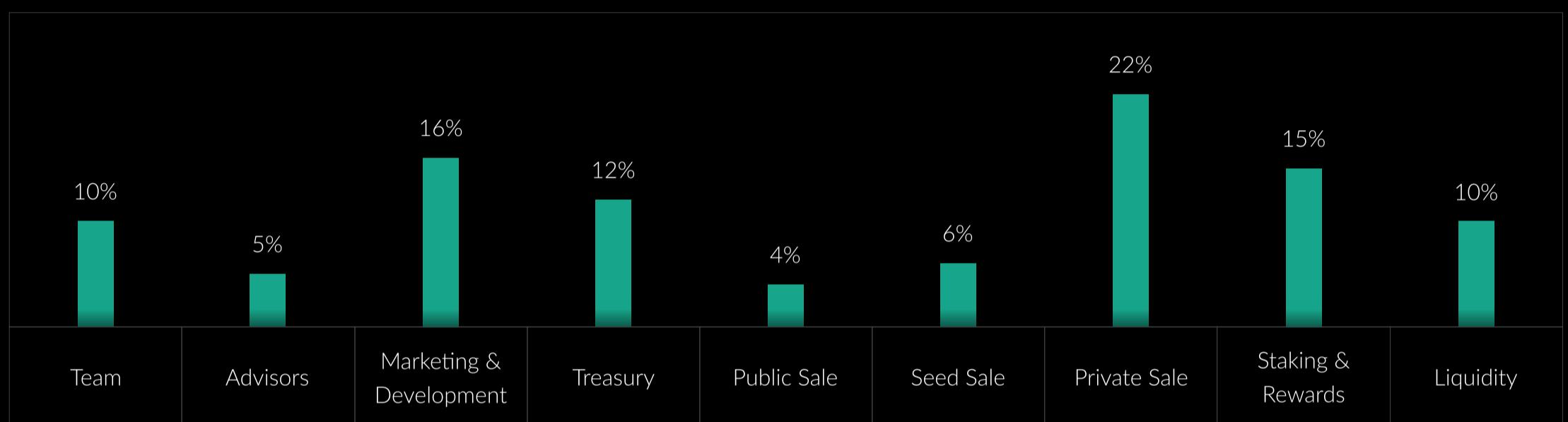
Our tokenomics provides a hybrid model, where specific purchases will involve the exclusive use of our token. Furthermore, whitelists for project partners can always be obtained even by holding a certain amount of JIG.

3. TOKENOMICS

3.3. Token Information

- Token name: JIGEN
- Token Symbol: JIG
- Total Supply: 100,000,000 JIG

JIG Token is a Binance Smart Chain BEP-20 token. In the future, JIG token holders can swap the BEP-20 JIG token for the JIG Token on other networks at the rate 1:1.



3. TOKENOMICS

3.4. Fundraise

The team expects to sell 32% of the total supply of the \$JIG (32,000,000) tokens through three rounds, to reach a total of \$1,920,000 in funding:

1.- Seed Round: 6M Tokens \$JIG, 5% TGE @ \$0.04 each token

This sale round, also known as the seed round, will have a hard cap of \$240,000 and a token price of \$0.04. The number of \$JIG tokens sold in this round will be 6,000,000. The seed round will have a 5% TGE, a 1-month cliff and the rest will be released linearly over 12 months.

2.- Private Round: 22M Tokens \$JIG, 7.5% TGE @ \$0.06 each token

In the private round 22,000,000 \$JIG tokens will be up for sale at a token price of \$0.06. That said, the hard cap is set at \$1,320,000. There is a 7.5% TGE with a 1-month cliff and the rest linearly over a 9-month period.

3.- Public Round: 4M Tokens \$JIG, 20% TGE @ \$0.09 each token

Finally, the third round or public round of the \$JIG token sale has a hard cap of \$360,000 and a token price of \$0.09. There are 4,000,000 tokens allocated for this sale. The TGE is 20% with a 1-month cliff and the rest is linearly over 5 months.

The initial Market Cap on day 1 is \$447,500 and \$247,500 without liquidity. The fully diluted market cap in USD is \$9,000,000.

See the graphic below for more details on this.

Seed round	01	Private round	02	Public round	03
Hard cap:	\$240.000	Hard cap:	\$1.320.000	Hard cap:	\$360.000
Token price:	\$0.04	Token price:	\$0.06	Token price:	\$0.09
Tokens:	6.000.000	Tokens:	22.000.000	Tokens:	4.000.000
5% TGE, 1 month cliff, rest linearly over 12 months		7.5% TGE, 1 month cliff, rest linearly over 9 months		20% TGE, 1 month cliff, rest linearly over 5 months	
Sale summary					
Amount to be raised:			\$1.920.000		
Tokens to be sold:			32.000.000		
% Supply:			32.0%		
Initial Market Cap Without Liquidity (USD):			\$247.500		
Fully Diluted Market Cap (USD):			\$9.000.000		

3. TOKENOMICS

3.5. Token Release Schedule

Allocation	Percentage	Vesting
Team	10%	6 month cliff followed by a 18 month linear vesting
Advisors	5%	3 month cliff followed by a 12 month linear vesting
Treasury	12%	0% unlocked at TGE, then linearly over 18 months
Development & Marketing	16%	0% unlocked at TGE, then linearly over 24 months
Staking & Community Initiatives	15%	0% unlocked at TGE, then linearly over 36 months
Seed Round	6%	5% unlocked at TGE, 1 month cliff, rest linearly over 12 months
Private Round	22%	7.5% unlocked at TGE, 1 month cliff, rest linearly over 9 months
Public Round	4%	20% unlocked at TGE, 1 month cliff, rest linearly over 5 months
Floating Liquidity	10%	Will be used as per liquidity needed on DEX and CEX

4. WHAT'S NEXT IN 2022?

- Launch of the Genesis Collection
- Redeem our limited-edition of Hoodies
- More Airdrops and Opportunities
- Metaverse experience
- Jigen Marketplace
- IRL Events for the community

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DISCLAIMER

The information shared in this whitepaper is not all-encompassing or comprehensive and does not in any way intend to create or put into implicit effect any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential token holders with pertinent information in order for them to thoroughly analyse the project and make an informed decision. For further information, please download our terms and conditions to the following link:

https://drive.google.com/file/d/1_6VbpjQLUsIstyqvYXMj6klk8lEhQRTzi/view?usp=sharing



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