



# JAT

Jumbo Advertising Talent

## Abstract

### Industry background overview

Nowadays, there are daily numerous earning projects barely with any solid plan, although they began with the promise of healthy profits and rewards. Yet they fail to ensure sustained earning for their users at the end of it all. This is one of the main explanations for why people often get bored and show a lack of interest in these projects, and then these programs/projects give slow progress. We have observed that people want sustained earning in their account with little efforts. It is this understanding that drives our vision for Jumbo Advertising Talent (JAT).

During recent years, the advertising industry across the globe is carefully observing the developments in the disruptive innovation called the blockchain technology. This technology offers a tamper-evident recording of the linked transaction history in a distributed network. It has the great potential to disrupt the financial world.

The nature of the blockchain addresses risks and inefficiencies in multi-party systems, and that is where its benefits will be most widely received. Applications of the blockchain for encoding economic signals have been in vogue for the past decade, and the claims that it may be useful for digitizing currency are being studied.

JATCOIN has taken the initiative of exploring the applicability of the blockchain to the Digital Advertising Industry.

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## Executive Summary

Based on the market hype, blockchain, the underlying technology for cryptocurrencies such as Bitcoin and Jatcoin, is poised to solve a number of challenges facing the banking industry by enabling faster, secure and more transparent transactions.

Blockchain, which is generally referred to as a distributed ledger technology, was created originally as a tracking database for Bitcoin transactions. In 2009, it was developed to enable different individuals and organizations to be able to process transactions without the need for any central bank or intermediary. The technology uses complex algorithms and consensus to validate transactions.

Some years later, and a variety of startups and established technology, advertising, and finance companies are now betting on blockchain to offer a reliable alternative to systems that rely on intermediaries and third-party validation of transactions. The goal is to leverage blockchain's distributed ledger approach to produce a system that decentralizes trust, and this is a radical departure from existing transaction processing methods. Also, there will be a significant slash of all kinds of transaction fees as well as a reduction in processing times.

The disruptive potential of blockchain is widely declared to equal that of the early commercial Internet. A significant difference, nonetheless, is that while the Internet permits the exchange of data, blockchain could permit the exchange of value; that is, it could allow users to engage in trade and commerce from any part of the world without the need for any payment processor, custodian, as well as any settlement and reconciliation entity.





The blockchain will definitely disrupt the traditional financial market. Nevertheless, to realize and actualize the complete potential of blockchain across the financial system, the banking industry will need to come together to embrace modern technology as well as set standards that enable interoperability.

We understand the need for this interoperability. This is why we have created Jatcoins to fill in the gap and give people a better banking experience with cryptocurrency.

## JAT Technical Analysis

JAT Smart economy will be based on SHA512 Algorithm concept will use Python library python-bitcoinlib . This Python2/3 library provides a wrapper around Peter Todd's python-bitcoinlib, extending it in order to add altcoin support . To install Python Library need to use below code for minimal requirement :

```
sudo apt-get install libssl-dev pip install python-bitcoinlib
```

Complete Blockchain built up with 2 types of objects. Immutable and mutable same like the Bitcoin Core codebase CTransaction is immutable and CMutableTransaction is mutable; unlike the Bitcoin Core codebase this distinction also applies to COutPoint, CTxIn, CTxOut, and Cblock.

Jatcoin transaction starts with Genesis block ideally it was in state=0 than it increase as blocks goes to stacking upto state=5 . This state is actually the number of coins holded into block. This block have their own owner identity. When transaction happens , Valid state will be considered as immutable object and Chain will Push it with PUSH () and that block will push to other blocks that makes the transactions faster.

Generating a block involves sending coins to oneself, which proves the ownership. The required amount of coins (also called target) is specified by the network through a difficulty adjustment process similar to PoW that ensures an approximate, constant block time.

### \* Proof Hash :

The proof hash corresponds to the hash of an obfuscation sum that depends on a stake modifier, the unspent output, and the current time.

here Proof of Hash is depends on coin age and it must be less than coin age. With this system it is possible for an attacker to save up enough coin age to become the node with the highest weight on the network. If the attack were to be malicious the attacker could then fork the blockchain and perform a double-spend. After this is done however, a second double-spend would require the attacker to save up coin age again, as the stake resets when the block was generated.

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Another problem with coin age are greedy honest nodes. These are nodes that have no malicious intent but they keep their coins off the network and only stake every once in a while to get their stake reward. The current system actually encourages abusive behaviour of these nodes by keeping their node offline until it accumulates enough coin age to get the reward in a short period of time and then shut down the node again.



The most secure way to perform a Proof of Stake system is by having as many nodes online as possible. The more nodes that are staking, the less possibility for security issues like 51% attacks, and the faster the actual network will perform transactions through these nodes. Thus, taking out the coin age will require all nodes to be online more to get their stake reward. Saving up coin age is no longer a possibility with the new system that calculates the chance of staking as follows:

Return coin age of your account. Return 0 means that your coin age doesn't meet the min coin age now.

### \* Code execution :

The code will be written in a low-level, stack-based Programming language, . The code consists of a series of bytes, where each byte represents an operation. In general, code execution is an infinite loop that consists of repeatedly carrying out the operation at the current program counter (which begins at zero) and then incrementing the program counter by one.

The operations have access to two types of space in which to store data:

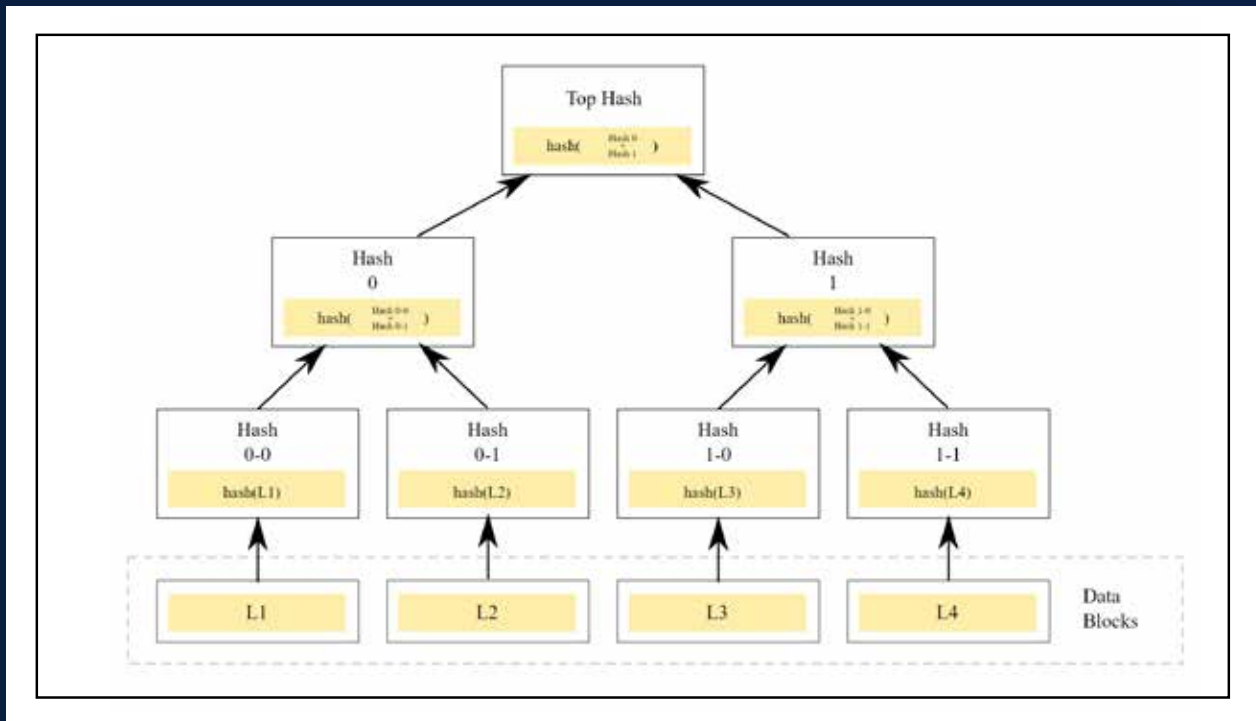
The stack, a Hash ( ) container to which values can be pushed and popped

The contract's long-term storage, a key/value store. Unlike stack and memory, which reset after computation ends, storage persists for the long term

When formal execution happens immutable state can be defined ( block\_state , transaction , message , memory , stack ) where block\_state is the global state containing all accounts and includes balances and storage.

Instant : We will use InstantX technology to provide lightning-quick transaction speeds. Each transaction can be sent and confirmed in seconds by an array of servers located around the globe.

## \* Merkle Trees :



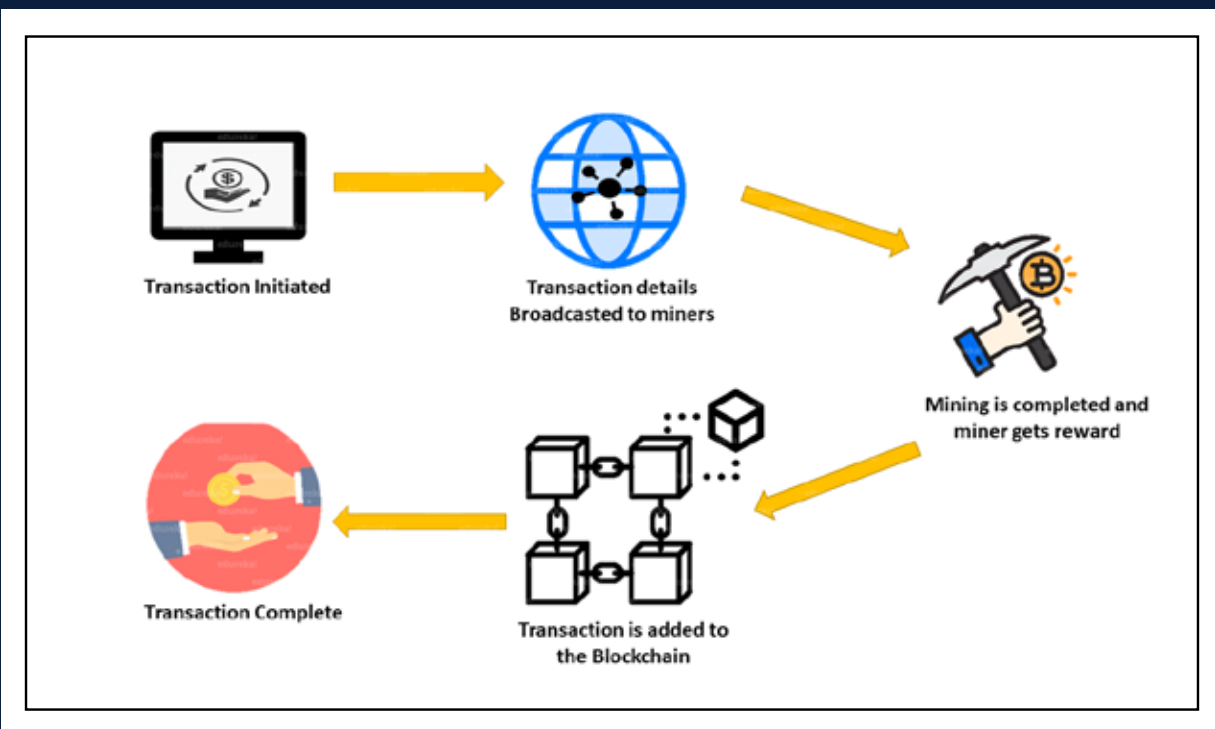
An important scalability feature of Bitcoin is that the block is stored in a multi-level data structure. The "hash" of a block is actually only the hash of the block header, a roughly 200-byte piece of data that contains the timestamp, nonce, previous block hash and the root hash of a data structure called the Merkle tree storing all transactions in the block.

A Merkle tree is a type of binary tree, composed of a set of nodes with a large number of leaf nodes at the bottom of the tree containing the underlying data, a set of intermediate nodes where each node is the hash of its two children, and finally a single root node, also formed from the hash of its two children, representing the "top" of the tree. The purpose of the Merkle tree is to allow the data in a block to be delivered piecemeal: a node can download only the header of a block from one source, the small part of the tree relevant to them. The reason why this works is that hashes propagate upward: if a malicious user attempts to swap in a fake transaction into the bottom of a Merkle tree, this change will cause a change in the node above, and then a change in the node above that, finally changing the root of the tree and therefore the hash of the block, causing the protocol to register it as a completely different block.

## \* Blockchain and Mining :

JAT blockchain is in many ways similar to the Bitcoin blockchain, although it does have some differences. The main difference between Jatcoin and Bitcoin with regard to the blockchain architecture is that, unlike Bitcoin, Jatcoin blocks contain a copy of both the transaction list and the most recent state. Aside from that, two other values, the block number and the difficulty, are also stored in the block. The block validation algorithm in Jatcoin is as follows:

1. Check if the previous block referenced exists and is valid.
2. Check that the block number, difficulty, transaction root, uncle root and gas limit are valid.
4. Check that the proof of owner on the block is valid.
5. Let  $S[0]$  be the STATE\_ROOT of the previous block.



### **\* Blocks and block creation :**

Since Jatcoin is a cryptocurrency based on POW algorithm, the creation of blocks is carried out through a provision of proof that the active network node possesses a certain amount of coins and therefore can participate in the generation of blocks.

If the active network node—meaning that it is a user who keeps their wallet open—possesses a certain amount of coins, it will be eligible to enter the block creation process by sending the coins to itself and proving their ownership.

Selection of the creator of the next valid block is made by using deterministic randomization formulas that take both the stake size and the lowest hash value into account, therefore avoiding centralization of the cryptocurrency by not letting the wealthiest members of the network infinitely accumulate their capital.

### **\* Encryption :**

we uses several cryptographic algorithms for purposes of ensuring the blockchain integrity and safety of its users' coins.

The first one is ECDSA, a public key cryptography algorithm, which is associated with every coin in the system utilizing a public key, private key, and signature so that every node of the blockchain can verify the coin ownership.

The second one is a robust one-way SHA512 encryption algorithm, which is included in SHA512 family of cryptographic hash functions and is considered to be a classic in the majority of the world's cryptocurrencies.

The `rangeRequest(dic, DB)` function is used to turn input data of any size in the blockchain into a string of 32 bytes that is impossible to reverse or predict.

In the case of an attack upon which some or all of such input data is changed, the hash associated with this data will be changed as well, making it impossible to create a different block of data with the same hash.

These two cryptographic algorithms ensure stable functioning of the Jatcoin blockchain network where the ownership of coins can be easily verified, and distributed consensus is achieved without

the risk of double spending.

### \* **Genesis Block :**

A genesis block is the first block of a blockchain. The genesis block is almost always hardcoded into the software of the applications that utilize its block chain.

Main network genesis block

```
GetHash() = 0x0000000000019d6689c085ae165831e934ff763ae46a2a6c172b3f1b60a8ce26f
```

```
hashMerkleRoot = 0x4a5e1e4baab89f3a32518a88c31bc87f618f76673e2cc77ab2127b7afdeda33b
```

```
tx-
```

```
New.vin[0].scriptSig=48660479940x736B6E616220726F662074756F6C69616220646E6F636573206  
66F206B6E697262206E6F20726F6C6C65636E61684320393030322F6E614A2F33302073656D69542  
0656854
```

```
txNew.vout[0].nValue = 5000000000
```

```
txNew.vout[0].scriptPubKey =
```

```
0x5F1DF16B2B704C8A578D0BBAF74D385CDE12C11EE50455F3C438EF4C3FB-  
CF649B6DE611FEAE06279A60939E028A8D65C10B73071A6F16719274855FEB0FD8A6704 OP_CHECK-  
SIG
```

```
block.nVersion = 1
```

```
block.nTime = 1231006505
```

```
block.nBits = 0x1d00ffff
```

```
block.nNonce = 2083236893
```

```
CBlock(hash=0000000000019d6, ver=1, hashPrevBlock=000000000000000, hashMerkle-  
Root=4a5e1e, nTime=1231006505, nBits=1d00ffff, nNonce=2083236893, vtx=1)
```

```
CTransaction(hash=4a5e1e, ver=1, vin.size=1, vout.size=1, nLockTime=0)
```



CTxIn(COutPoint(000000, -1), coinbase

04ffff001d0104455468652054696d65732030332f4a616e2f32303039204368616e63656c6c6f72206f6e206272696e6b206f66207365636f6e64206261696c6f757420666f722062616e6b73)

CTxOut(nValue=50.00000000, scriptPubKey=0x5F1DF16B2B704C8A578D0B)

vMerkleTree: 4a5e1e

## Hash

The hash of the genesis block,

00000000019d6689c085ae165831e934ff763ae46a2a6c172b3f1b60a8ce26f, has two more leading hex zeroes than were required for an early block.

## \* Database :

JAT blockchain have used LevelDB stores entries lexicographically sorted by keys. The sorting is one of the main distinguishing features of LevelDB amongst similar embedded data storage libraries and comes in very useful for querying .

## Arbitrary byte arrays

Both keys and values are treated as simple arrays of bytes, so content can be anything from ASCII strings to binary blobs.

## Compressed storage

Google's Snappy compression library is an optional dependency that can decrease the on-disk size of LevelDB stores with minimal sacrifice of speed. Snappy is highly optimized for fast compression and therefore does not provide particularly high compression ratios on common data.

## Embeddable & Networkable

LevelDB is embedded, but can be networked adding protocols such as http, tcp or udp to your process

## Kernel-Like

Most databases are mysterious black-boxes. LevelDB provides a highly transparent, light-weight foundation for you to compose higher-level features on top of.

## IMPORTANCE OF DIGITAL CURRENCIES

Making wave on different platforms, especially online, are news of the strong market performance of digital currencies. Without any doubt, there exist a number of benefits attached to digital currency, and some of them can be seen below :

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### 1) Industry background overview

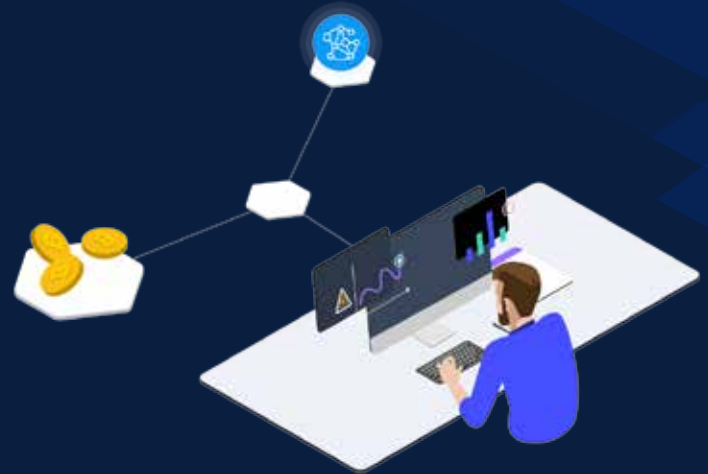
JAT (Jumbo Advertising Talent, "Jat Chain") is a global digital advertising smart public chain mining currency based on "blockchain technology + smart contract + lightning accurate access technology", which uses JAT-SHA512 innovative algorithm + IPOW information The streaming proof mining reward mechanism aims to solve the pain points of the digital advertising industry such as mismatches, traffic fraud, and invalid advertising in the development of digital advertising.

Relying on "Jumpy encryption protocol + advertising micro-transaction system + advertising smart contract platform + multiple authentication mechanism", it will reshape the tripartite relationship between advertisers, advertising platforms and users, and build a new digital advertising ecosystem. JAT will also become an important settlement token in the 100 billion-level global digital advertising.

In the future, "Jat Chain" can not only guarantee the accuracy of advertising, and reward platform owners and users, but also is expected to realize the traceability of advertising and the identification of advertising conversion paths. Streaming will subvert the traditional advertising model and promote new blockchain marketing. revolution.

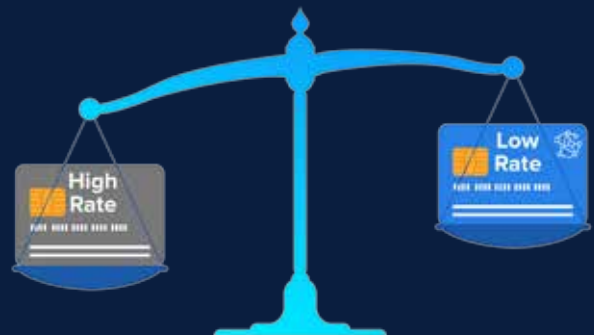
## 2) Decentralization and Disintermediation

There is no central or single ownership of the blockchain; this means that no central or single points of failure will exist in the blockchain system. With its element of decentralization, a number of barriers to trade and finance can be reduced in the absence of any dependency on any intermediary or single authority. Merchants can transact with one another with blockchain and smart contracts, thereby obtaining meaningful efficiencies.



## 3) Ensures lower transaction fees

Credit card charges can be quite unreasonable, especially when it comes to international use. They can be between the range of 2 percent to 5 percent or even more on transactions. Most people always feel the pain when they end up paying a few hundred dollars in transaction fees to accept payments from their clients who are in other countries. By using the digital currencies, you will definitely pay a much lower fee, and sometimes even none.



## 4) Pain points of the traditional advertising industry

As we know the Advertising is most popular and highly revenue generated industry but also has pain points like Advertising mismatch, Traffic fraud, User information leakage, Settlement delay, Advertising content authenticity, Advertising platform data monopoly, The source of consumption conversion is unknown, Valueless intermediate links caused by distrust.



## 5) No Chargebacks

By using digital currencies, you will be able to stop the fraud that occurs from chargebacks, which occurs a number of times with the existing traditional financial system. It is not uncommon for some customers to purchase a product and use it, then return it to ask for a complete refund from the credit card company using some falsified reasons. Although businesses often see this as another cost of doing business, it can be frustrating for people in business.



By accepting payments in digital currencies, there will be no chargebacks. Every sale is complete when you receive the transaction from your customer. With digital currency, every transaction is absolute and irreversible. Therefore, the risk of chargebacks is eliminated for businesses that make use of the blockchain technology for transactions. Anyway, as a good business, you may refund where you consider it to be a good business decision to take.

## 6) No inflation

With the traditional financial system, inflation seems to be a regular thing. In fact, this is a major problem existing in several Third World countries, where central banks inflate their currency so as to keep their head above water. This can also be seen in the United States, where some argue that the inflation rate is much higher on many items than the Consumer Price Index shows. With digital currencies, there is no inflation owing to controlled quantity limits and the algorithms in the system. Since there is no controlling authority or intermediary for digital currency, no entity will be able to inflate the currency. This then means that the risk of inflation is reduced with the use of digital currency.



## 7) Immutability and Auditability

Blockchain is secured by topnotch cryptography and any modification to the blockchain of records demands some form of consensus from the whole network, thereby making the records or transactions very secure and immutable. Making any change to the blockchain requires consensus from the network which naturally builds trust and safety in the system. This offers an in-editable audit trail for all sorts of financial and non-financial assets and transactions that are recorded on the blockchain system.



## 8) More trust from your customers

Digital currency allows you to acquire more trust from your customers as their credit cards are not stored on your computer system. Giant companies like Target, JPMorgan Chase and Home Depot have experienced cyber-attacks, and there was exposure of their customers stored credit card numbers.



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## Market Analysis

In the past decade, demand for advertising and digital payments has increased. Global transaction volumes increased by 11.2% from 2014 to 2015 to become 433 billion. Within the past 24 months, this growth has been strengthened by the introduction of mobile contactless payment solutions (for instance, Apple Pay, Google Pay, and Alipay).

From 2015 - 2020, mobile proximity payment volume including Near Field Communication (NFC) and QR codes is expected to experience increase by a compound annual growth rate (CAGR) of 80%, which would bring mobile proximity payments volume to over US\$4 trillion by 2020.



In all, the crypto economy is growing at a fast-paced rate. Based on estimation, by 2020 the crypto economy will exceed 3 trillion dollars, and in fact, by 2022 it could be equal to about 10% of world GDP. Although only time will affirm whether these estimations are correct, one thing is certain, and that is, cryptocurrencies have passed the point of no return and hold huge promises for the world at large. They are obviously here to stay, and their value will only continue to increase. In fact, the future of digital banking and cryptocurrencies performance is bright with huge potential!

To promote massive infrastructure growth, financial institutions and banks ought to

release money into the ecosystem. However, after the financial crisis and global meltdown, there have been decrease in trust while there have been increase in risks. Consequently, deserving businesses and individuals in different parts of the world are either refused access to trade finance or delayed owing to increased regulatory and compliance constraints of the traditional financing system. Therefore, there has been a gap between growing trade needs and available trade finance.



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Finance rates across the world vary a lot, and the accessibility of these centralized funds is not convenient because of the existing intermediaries. The existing financial ecosystem is not sufficiently able to address and cater to this increasing financing demand, resulting in huge loss of opportunity for global trade and in turn, economic development which requires innovating financing mechanism to complement traditional finance.

As there is an increasing global demand for cashless payments, we are now facing the reality where we need to provide an end to cash payments. Even though the number of global cashless transactions was over 430 billion in 2015, and the increase of mobile payments is expected to go beyond \$3.8 trillion by 2020, for many, cryptocurrencies are still considered as an investment process. Therefore, the crucial step in moving benefits from the conceptual and into the practical mainstream is to enable individuals to use cryptocurrencies in the same way as they use any other currency.

### **Market Problem**

With the growth of the blockchain technology, there has been a high demand for crypto assets on the markets with the likeliness of further increase. Digital Marketing is an entirely new sector in Advertising without any institutions yet. Also, advertising service providers are yet to be able to



meet rising demands for Bitcoin and/or blockchain investment solutions. Finance and Advertising are still massively underrepresented as a sphere, owing to a lack of innovation and decentralization.

There are various factors limiting infrastructure development related to trade and financing globally. The inefficiencies arise because of disjoint systems, manual processes, multiple intermediaries and an inherent need to exhibit an environment of trust between the parties doing commerce.

### **Nature of infrastructure investments**

Infrastructure projects often face funding challenges due to large up-front investments coupled with longer cycles to realize returns and uncertainties linked to government policies and regulations. This limits private investments leading to governments often borrowing at the high cost of capital, leading to an increased tax burden on the citizens.

### **Limitations of traditional providers**

Traditional financial providers such as banks face capacity challenges constrained by balance sheets and regulatory requirements (AML, KYC, sanctions, Basel etc.), insufficient levels of collateral, complex procedures to avail financing creating entry barriers, especially for MSMEs. Trade financing is particularly pressured by increasing costs on one side due to compliance requirements and increasing commoditi-

zation and price bottoming on the other side. The industry has witnessed a number of consolidation post-global financial crisis, leading to the withdrawal of several correspondent banking relationships across high-risk markets



### **Lack of a real global financial Marketplace**

Despite globalization of finance and several providers on the market, finance remains largely regionalized and centralized. The cost of capital remains high in contrast with the expected benefits of increased competition. What is missing is a global marketplace where financiers can finance projects anywhere in the globe thus increasing competition and reducing the cost of capital for all the participants.



## Cross-border latencies

Cross-border payments and settlements remain the biggest challenge for merchants or beneficiaries from tapping global business opportunities. The cumbersome cross-border payment infrastructure and processes not only introduced time latency and delayed trade and payment confirmations, but also drove up the financing costs due to several intermediaries involved. An ordinary cross-border payment today often takes 3-5 days.

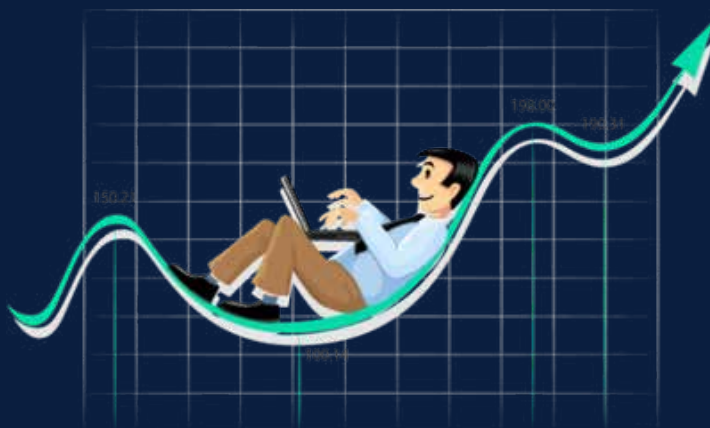
## Legacy issues

Trade and finance globally suffer from multiple webs of legacy systems and huge delays due to the cumbersome processes involved in traditional means such as a letter of credit and associated documentation and procedures to be maintained by all the participating entities including the supplier, buyer, their respective banks etc.

Clearly, several inefficiencies exist today in the trade and finance, both regarding financial funding as well as supporting infrastructure. The world economy stands to benefit as a whole if we can provide an innovative financing mechanism that can overcome these inefficiencies and complement the existing financial systems.

## Clearance

With technological advances in market technology, the old world order is often presented as having difficulties to adapt to new world realities. Bank Independent Network will pursue its mission to demonstrate how such a recent blockchain based crypto platform will take over the current banking institutions and implemented systems to the crypto economy soon. Below is a summary of what we intend to do, and this makes us unique from any existing platform:



- \* We provide transparency in a complex market
- \* We are continually adapting and refining our sustainable business model
- \* We offer a functioning set of initiatives
- \* We provide highest safety standards through cold storage
- \* We offer all transactions via one platform
- \* We provide a scalable, low-cost platform solution
- \* We combine constant advancement with a lean cost structure

## Objective /Perspective in Market

Our fundamental mission is to build a more accessible and egalitarian financial future. With the blockchain technology, we will revolutionize the financial service industry through our empowerment amongst users all over the world to authenticate and transact immediately without any cost intermediary.

There exist currently over 3 million daily users of cryptocurrencies, and this number that is expected to go beyond 200 million by 2025. The demand for cryptocurrencies exists now and will grow at an annual CAGR of ~70% for the foreseeable future. A fully functioning ecosystem and personalized cryptocurrency services will be needed to provide easy access to our everyday mainstream users. The benefits of cryptocurrency, such as rapidity of payment, low transaction costs, and removal of boundaries across nations, will be at its highest performance once individuals can use cryptocurrency in the same way as they use their current common currency.

## About the JAT-SHA512 algorithm

The JAT public chain network adopts an innovative JAT-SHA512 algorithm based on the SHA-512 algorithm designed by the National Security Agency (NSA), which is widely used in digital advertising, data analysis, digital security, network security, digital certificates, etc. field.

## What is the IPOW mining mechanism

IPOW (Information Proof of Work) mining is the information flow proof mechanism, that is, by connecting the computing power equipment to the main chain network, and through the information flow proof mechanism, the main chain network records, confirms and circulates information, and then obtains the main chain network The digital assets generated by the explosion block are used as rewards. This process is called IPOW mining. The greater the information flow of the proof, the higher the contribution value of the main chain network, and the higher the rewards obtained.

## About JAT mining

Users access effective computing power in the JAT public chain network, and use IPOW (Information Proof of Work) mining, which is the information flow proof mechanism, to record, confirm and circulate information on the main chain network, and then obtain the information generated by the main chain network explosion. The JAT digital asset rewards, this process becomes JAT mining.

## About JAT miner

JAT miners refer to mining users who have access to effective computing power in the JAT public chain network, and provide records, confirmation and circulation information contributions to the main chain network, and then receive JAT digital asset rewards. JAT miners are the builders and maintainers of the JAT network, and play an important role in ensuring the effectiveness, circulation, stability and security of the information flow of the JAT network.

## About JAT mining pool

JAT mining pool is a joint system of information flow and computing power integration, traffic pool overflow and reward settlement for JAT public chain network services.

## About JAT holders

About JAT holders JAT holders, that is, holders of JAT digital assets, are participants in the JAT public chain network and are also beneficiaries of the value development of JAT.

## About JAT flow pool

The JAT traffic pool refers to a decentralized network system that stores JAT assets invested by JAT global miner users participating in IPOW mining. The peak value of the JAT traffic pool is a comprehensive conversion of the total demand proved by the information flow of the JAT main chain network according to the parameters of the JATCS protocol and the block height. The information flow of the main chain network proves that the greater the total demand, the higher the peak value of the JAT traffic pool.

## About the JAT release and overflow mechanism description

JAT miners are the builders and maintainers of the JAT network, and play an important role in ensuring the effectiveness, circulation, stability and security of the information flow of the JAT network.

In order to ensure the stability and safe operation of the JAT main chain network, and avoid the distortion, loss and malicious tampering of the information flow proved by the malicious operation of the miners, the main chain network requires JAT miners to put a certain amount of JAT into the "traffic pool" to obtain the information flow. Proof authority to ensure the authenticity, security and stability of each information flow certification that implements the IPOW mechanism. Miners who choose not to put a certain amount of JAT required by the main chain do not have the authority to prove the information flow, and are not entitled to participate in the block reward generated by the information flow proof, and the computing power they access is deemed to be invalid.

With the continuous development of the JAT main chain network, the amount of information certification required by its network will continue to grow, and the peak traffic pool will also expand. In order to ensure the dynamic matching of the whole network's computing power and the stable operation of the main chain network, JAT will allow the overflow of traffic to be released by the global JAT miners. When the scale of the entire network's computing power is greater than the requirement of the entire network's traffic pool, the overflowed part of JAT puts digital assets for

global JAT miners to choose to release. When the scale of the entire network's computing power is less than the requirement of the entire network's traffic pool, you need to wait for the increase of the entire network's computing power to exceed The flow pool can only be released upon request

## About JAT Global Community

The JAT global community is an open community collection that gathers global JAT miners, JAT users and JAT global ecological partners, and is a powerful carrier for JAT's global sustainable development. JAT is committed to building a global community node ecology, and promotes the spontaneous construction and governance of the global community ecology with the "Community Reward Star Program". JAT intends to divide the community into four levels of "D, C, B, A" according to the computing power scale of the community. The higher the level of the community, the higher the community computing power rewards and the higher the community ranking rewards, and the corresponding computing power of the specific level. The force scale requirements are subject to the official website announcement.

## Marketing Strategy

### WE BELIEVE IN AND PRACTICE PROACTIVE MARKETING

Our exceptional initiative will bring people from all others all over the world together so that they can have a better experience of advertising with cryptocurrency. We strongly believe that these people will come to us with our marketing strategy, social media communication, blogs, and articles.

### Link Referral system

People know the power of word-of-mouth advertising. Yet what a number of marketers usually miss is that word-of-mouth advertising is not something that always has to occur entirely organically. With some great strategies, you can convince your customers to spread the word about your project or business.

Online businesses that come up with referral programs can do a number of things such as track their brand advocates, incentivize satisfied customers to promote their products, and boost both customer acquisition and retention.

Also, referral programs are a great help with lead generation. You will be rewarding people for helping you to find leads. A referral program is really a good way to generate leads, and not just any leads, but highly-qualified, niche-specific leads that will more likely lead to in sales.

In the world of referral programs, there is usually no getting without giving. You first have to come up with an offer that works for your brand.

### Email advertising

With emails, you can easily reach your audience more directly than many other marketing channels. And it should be mandatory to have own email service.



## Social Media

We plan to launch targeted social media campaigns, meant at the cryptocurrency community. A

## Blockchain Development

Cutting-edge technology and process automation are at the core of JAT's business model. Operating in both the tech and the advertising services space, we are focused on providing the most secure and yet easy-to-use systems possible. In interacting with the financial systems, financial service industry standards are enforced.

Jumbo Advertising Talent applies blockchain technology to the banking system so as to facilitate transparent, accountable and operative solutions to a good number of the challenges within the banking industry. The key elements to JAT's Blockchain based technologies are JAT High-Performance Blockchain and JAT Transactions.

JAT Blockchain scalability and performance is the number one priority for a commercial system like JAT. To achieve the performance levels needed for such a large micro-transaction based ecosystem, the JAT team will attain advances in performance that will in order of magnitudes be higher than what is available from most currently available blockchain solutions. So as to maintain a steady and accessible solution for such a large potential market, dependence on a third party blockchain would create a major point of failure within the JAT economy.

Creating the JAT Blockchain vintages essential advantages:

- Adding new transaction types and Smart Contracts to the blockchain will become much easier
- Any required transaction fees get paid directly back into the JAT system
- All improvement to the Blockchain can be coded for ecosystem compatibility
- It ensures that the JAT ecosystem does not get affected from blocking of another ecosystem using the same blockchain framework.
- JAT can lessen risks related to potential legal, economic, or geopolitical use of a public blockchain project.

So as to secure the proper functioning of the system, JAT integrates significant data analyses, self-regulating algorithms, and prediction modeling in the JAT platform. That way, JAT can guarantee that the information received from multiple external data sources is used for proper on-time business decision-making. Using the blockchain technology, we are offering the following practical business use cases:

## Digital contracts

All forms of traditional trade and finance contracts can be carried out using blockchain based smart contracts. Earning, saving, trading, and other scenarios can be re-engineered and automated using digital smart contracts that use underlying digital or crypto tokens that can be liquidated on the market against fiat currencies or other cryptocurrencies.

## Encouraging cross-border transactions

Blockchain offers infrastructure to aid cross-border and domestic transactions where different entities across the globe can connect and contract easily with one another using digital tokens and smart contracts thus removing all geographical barriers and limitations of currencies etc. The tokens can be liquidated through authorized exchanges



## Real-time payments and settlement

Blockchain efficiencies mean that transactions are executed with very high throughput and there is no post-trade settlement and recovery processes. Once the digital asset has transferred that is a settlement in itself as the receiving party instantly gets the ownership of the digital asset.

## Asset Digitization

Aside from the digital token itself that carries the trade and finance smart contracts, the asset or goods or/and services can be digitally represented on the blockchain and monitored or tracked in real-time using Internet of Things (IoT). For example, for an aircraft financing contract, the aircraft itself can be represented as a digital asset in the smart contract and its usage and value can be monitored real-time by means of IoT or other market feeds.



## Conclusion

Blockchain has raised enough interest around the world for its potential and it is now time actually to transform real world business scenarios. JATCOIN aims to explore this technology to revolutionize the financial system. We boast of a strong blockchain engineering and development team as well as a seasoned marketing, advisory and business team with great experience in international project management, consulting, deal advisory, trade and financing. Through JAT platform, we intend to make the use of cryptocurrency an everyday thing for even the ordinary person anywhere in the world.