



OpenJam

WHITE PAPER

v.0.9.0

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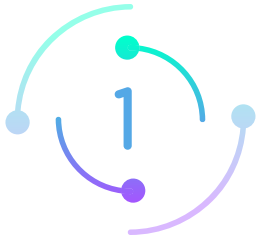
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OpenJam, alliance Music, Innovation & Humans

Music

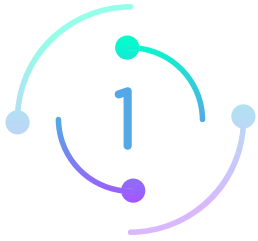
OpenJam is a newtech-powered ecosystem, developed to serve music creation, rights management, remuneration, music artists... and will be tomorrow the best ally of all the actors of the music industry.
It gives priority to musical creation, enhancement and distribution, also supported by a core for the management of workflows and transactions named « log-ion ».



Innovation

Our distinctive approach is built on three pillars:

- a complete environment for music creation, collaborative work and outcome distribution, integrating the latest advanced IT implements
- a core based on different technologies for flow management (blockchain, cloud, machine learning...) - « log-ion project »
- an enhancement of human creation at all levels of our project



OpenJam, alliance Music, Innovation & Humans

Humans

About music, that means:

- creation driven by humans in harmony with modern tools
- discover and highlight futur's talent

About technology: as powerful as they might be, new technologies do not yet have the capacity to regulate and create everything. The area we are considering is quite complex and sometimes made of important subtleties. To respond to these specificities, we will build a network of human authority served by technical resources. We plan to launch, if necessary, the first multi-layer network integrating humans and high-technology (Proof of Authority model).



With community, for community

We believe that transparent and open source projects can change things. We aspire to establish mutual trust with our community; our various projects are hosted on [GitHub](#) under a GPL license and everyone's proposals are encouraged whether you are a musician, label, listener or just passing through. OpenJam is created with the community, for the community.



What's new in V.0.9.0?

Our White Paper has been **significantly modified** since the last version, for instance:

- a re-design of the project with the introduction of log-ion (and dream of LION - a security/utility token)
- the implementation of a business approach in compliance with the initial project
- the creation of an executive summary
- a strengthening of our teams and technologies
- new sections under the topic «state of the industry» have appeared
- a redesign of the products section
- an updated roadmap
- more readable legal entities
- ICO and token data updated
- the introduction of a KYC program
- Strengthening the legal framework
- «Webography» updated...

The next version will be the V.1.0.0. This new version will announce the launch of the fundraising campaign. It will be available between October 10th and 15th. In this version, you will find more details on the **technologies** that will be selected. Tests are in progress with partners such as Neurochain and Block0. We will announce **the complete team** that is contributing daily and directly to the project. We don't have **any ghost advisors!** We will also tell you more about the **partnership** we are negotiating with Handicap International (if it succeeds). You will learn more about the **artists** who are supporting the OpenJam project...

You will furthermore know more about the **legal framework** negotiated for the ICO (and around LION project): rules, host State (Luxembourg? Belgium? Estonia?), observer Commissioners, etc...

Finally, we will try to introduce the first rules that would allow the community to be physically present in the project life and the progress of our reflections regarding the possibility of introducing **a second security/utility (LION) token, deployed to ensure more stability in trade.** The JAM would then fluctuate while LION would remain at a fixed price. The LION could only be purchased with JAM or through an official institution. This project will need to be negotiated. It won't be a new fundraising event!

If you have any comments, suggestions, please do not hesitate.
Propose revisions via GitBook or info@techmedev.eu



General and preliminary warning

Read this please!

This draft White Paper is for discussion and pre-information purposes only. The information contained herein is subject to change. No part of this White Paper is legally binding or enforceable, nor is it meant to be, until it has been discussed, reviewed and revised by founders, advisors and company lawyers. Please do not copy or disseminate any part of this White Paper without including this disclaimer. The final version of this White Paper will be published as soon as adopted. Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in anyway pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors. The Initial Coin Offering (hereafter, the "ICO") project presented by techmedev sàrl or its subsidiary company, Ibox Team sprl is at the present time, an unregulated fundraising operation. However, these companies will be in compliance with the rules prescribed by the competent regulator depending on where the ICO will be issued. Nevertheless, it poses several risks to buyers, in particular, that of losing all amounts traded for tokens issued by the company (hereafter, the JAM). JAM is utility & exchange token (possibly linked to LION project). This has not been registered under the US Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident. JAM (LION project) cannot be used for any purposes other than those provided in the White Paper, including but not limited to, any investment, speculative or other financial purposes. JAM (LION project) are not intended for sale or use in any jurisdiction where sale or use of digital tokens maybe prohibited. JAM (LION project) confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, propieta-

ry (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the White Paper. Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. White Paper can be modified to provide more detailed information. This English language White Paper is the primary official source of information about the JAM (LION project) tokens and projects. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail. You acknowledge and agree that there are risks associated with purchasing, holding, and using JAM (LION project) in connection with company's product, services and platform developed for such products and/or services, as disclosed and explained in this White Paper and in the Terms and Condition which will be available at www.techmedev.eu / www.openjam.eu. If you have any questions regarding these risks, please contact us at info@techmedev.eu. BY PURCHASING JAM (LION project) TOKENS, YOU EXPRESSLY ACKNOWLEDGE AND ASSUME THESE RISKS. Only people who are fully aware of these risks should participate in the ICO. Note also that the ICO excludes certain groups of people such as "U.S. Person" (within the meaning of "Regulation S" of the Securities Act 1933 under U.S. law).

The legal conditions stated in this White Paper are applicable to everything developed within the OpenJam & log-ion projects, including Minimum Viable Products and Proof of Concepts.



Executive summary

OpenJam, alliance Music, Innovation & Humans

OpenJam is a newtech-powered ecosystem, developed to serve music creation, rights management, remuneration, music artists... It offers to the actors of the music industry, a dematerialized token to support all their transactions.



Key points

- OpenJam is a **European project**, subject to the rules of the union, which proposes a complete and innovative approach focused on the music sector.
- **Legal structures** in existence for about a year in Luxembourg (techmedev sàrl) and Belgium (Ibox Team srl), public and transparent
- A **core team fully integrated** into the legal structure (shareholder, employee or under contract, partners) - any ghosts!
- Pre-development project (business, research, network, partnership, development...) carried out with own funds
- **Minimum Viable Product** = player + tipping function + PoC Blockchain oriented
- A team homogeneously distributed on ages and experiences (IT, media, project management, business, music, law...). We have all the skills on board, strengthened by well-chosen partnerships
- A **strong technical team**
- **Confirmed partnerships** with recognized brands (announced by communication team in September 2018)
- **KYC and transaction control processes** (financial auditor)
- Selection and participation to **Fit4Start Luxembourg** organised by Luxinnovation
- Ethics program coached by Handicap International (ongoing negotiation)



Executive summary

Token metrics & valorisation

The hard cap for the OpenJam project is 30M€ (usable by 3 development steps). This number is the estimated budget for the delivery of the first complete milestone (OpenJam music environment and log-ion flow management , included AI research). Token purchasers can decide to exchange their tokens immediately (private sales purchasers must respect their respective lock up periods) or hold them until the applications developed by the team (first step for example).

With time, contents, partnerships, the value of the token should increase. Through its technical partnership, the OpenJam team will do everything possible to list the token on an exchange platform.

ICO Structure:

- The circulating supply (post ICO) Jam **585.000.000 max** (450 mio invests + 90 mio seed, charity (H.I.) & strategic advisors + 45 mio possible for team and company)
- The Total Supply Ever (100% of Jam) 900.000.000
- The **softcap EUR 4,5M** (for a partly developed project)
- The **hardcap EUR 30M**
- Token Public **Price expected shortly after ICO** (December, 2018) EUR 0,1
- **Emission rate** out of discount EUR 0,07

The total amount made available for the ICO purchasers is 50% of the total token allocation. It is split in three parts, one per year's development - first in january 2019



Original goals

These are the fundamentals underpinning the project



Creation

To offer music artists a creative environment which is accessible to all, efficient and easy to use. Promote **co-creation, exchange, mutual support**. Allow less visible talents to shine with less means.



Protection

Ensure the protection of rights (copyleft and copyright) **through new technologies including blockchain**. Be able to deliver indisputable information in case of contestation.



Remuneration

Offer **better and direct remuneration** to musicians to help them thrive! Service providers will find a preferred sales channel leading to a targeted audience.



Collaboration

Create **collaborative services**: web sequencer, music DB, streaming platform, community services (trade place, working exchange, ticketing, community and team support...).



Diversification

To be the best platform offering a **diversified and free musical selection**, the first complete musical and social ecosystem at the service of artists, audiovisual professionals, music lovers and all the actors of the music industry.



State of the industry

Focused on the remuneration dimension, digital flows and introduction to AI

Remuneration dimension in brief

The streaming platforms Google Play Music, Tidal, Napster, Apple Music, Spotify, Deezer, YouTube, Pandora Premium are used to listen to music or watch video versions of songs have a **total of 1.273 billion users**.

- If you remove the billion YouTube users alone you'll reach **273 million** for the seven pure audio streaming services.
- Of the **1.273 billion** users, **93 million** have chosen **the paid version** of these services.
- Some users are making the choice between a free version and a subscription, like Spotify or Deezer, other platforms only have a paid version (Napster and Apple Music).
- Spotify alone captures more than half of the **93 million paid** market with **50 million** paying subscribers.
- Google and Apple do not make their figures public. The other six streaming services **all lose money** every year: from **\$27 million** for Deezer to **\$250 million** for Pandora.
- YouTube pays independent artists only **\$0.0006** per listen. The most generous is Napster with **\$0.016** in pay per wiretap.
- The number of times a song must be played over a month for an artist to earn the equivalent of the American minimum wage (**\$1,472**) ranges from **77,474** times for Napster to **2,133,333** times for YouTube. These are obviously unattainable figures for the vast majority of artists.
- Of the **€10** monthly subscription fee paid to Spotify only **€0.46** goes to artists... to be distributed among all those you've listened to in a month!

Artist revenue per play	Total users (millions)	% free users	Plays needed to earn min. wage (\$1,472)	total annual loss	annual loss per user
NAPSTER \$0.0190	5	0%	80k	\$35m	\$7.78
TIDAL \$0.0125	4	72%	120k	\$28m	\$6.67
APPLE MUSIC \$0.0073	27	0%	200k	no data	no data
GOOGLE PLAY \$0.0068	10	50%	220k	no data	no data
DEEZER \$0.0064	16	57%	230k	\$27m	\$1.69
SPOTIFY \$0.0044	140	57%	340k	\$194m	\$1.94
PANDORA \$0.0013	81	95%	1.1m	\$250m	\$3.20
YOUTUBE \$0.0007	1,000	99.9%	2.1m	\$174m	\$0.17

Signed Artists Major music streaming services compared - Last update: June 21th 2017



State of the industry

Audio streaming with or without subscription is saving the music industry.

Most artists are present on all platforms and hope that the combined income will support them. However even with this considered only the biggest names in music can hope to make a living through streaming.

For most artists, whether independent or not, this study confirms that live music through concerts and festivals is the only viable option in 2017.

The sale of CDs is in decline, vinyl sales are anecdotal. From the consumer's point of view, **the audio streaming + live music equation now seems to be ideal!**

By offering a more **direct stream of remuneration to the musician** and rewarding the work of all those active in the independent musical ecosystem OpenJam proposes a more effective approach to the remuneration of artists.

In 2019, OpenJam will offer amateur and/or independent musicians a **new and a better source of income.**

And to achieve this result, OpenJam will develop **tools based on the latest technologies for the creation and management of flows** generated by the creative effort (blockchain, cloud, DB, AI).





State of the industry

Market analysis - digital flows

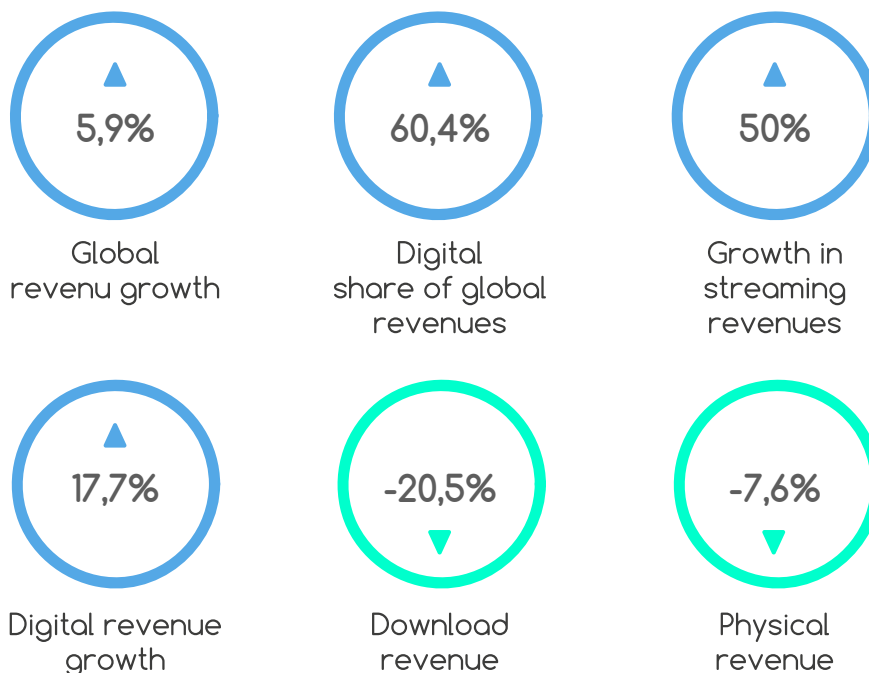
According to research conducted by CISAC and UNESCO **the music industry** has an **annual turnover of \$250 billion USD**.

96% of the world's Internet users **listen to licensed music**, whether through audio or video streaming, physical or digital purchase or radio (on-line broadcasting). 98% of 16-24 year olds listen to music in this way.

45% of the world's Internet users consume music via a **paid audio streaming service**, up 8% this year from 2016.

Music market: digital music and record music

In 2016, global recorded music revenues totaled US \$15,7 billion, improving significantly on the previous year. This represents an increase of 3%



Source : IFPI GLOBAL MUSIC REPORT 2017

Although these data are more than a year old, they are still relevant regarding trends. We keep an eye on any changes you should be aware of.



State of the industry

A sustainable market over the long term

13-15 year olds have a high level of musical commitment. **85% of teens use a streaming platform to access music**, 79% use a video service and 67% use an audio platform. Of the 67% using an audio platform 37% use a paid service and 62% use a free service with advertising.

Of the 37% who use a paid service 33% have subscriptions on their own and 36% are part of a family subscription.



53% of 13-15 year olds also purchased physical and digital music, with a preference for paid downloading.

15-25 year olds represent **11% of the French population**, for **73% of them music is the first cultural activity they pursue**. The Internet is becoming increasingly important but radio and television remain the major channels of discovery.

Generations Y (25-45 year olds) and X (15-25 year olds) consume music in the same way; it is the era of the **success of streaming**.



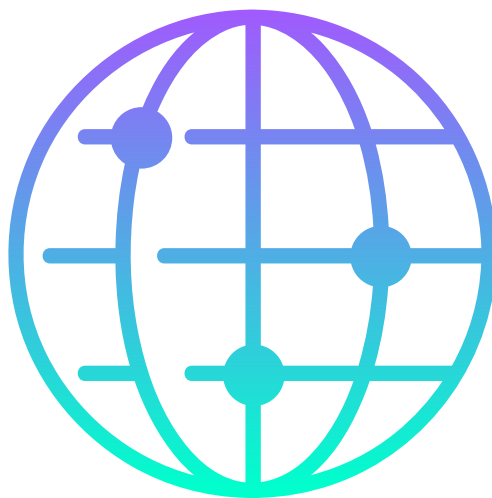
State of the industry



Digital music and emerging countries

For many emerging countries the digital market and thus the assisted musical creation market can be a **real vector of future development**. For example the Nigerian distributor of African digital music, iRocking, has 75,000 listeners and 35,000 indigenous titles. It is aiming to have 10 million listeners by 2018.

We can also think of India, Mexico or Brazil which are dynamic countries with a large number of inhabitants. In these countries there are large bases of young people and a sense of expectation that everything is yet to come.





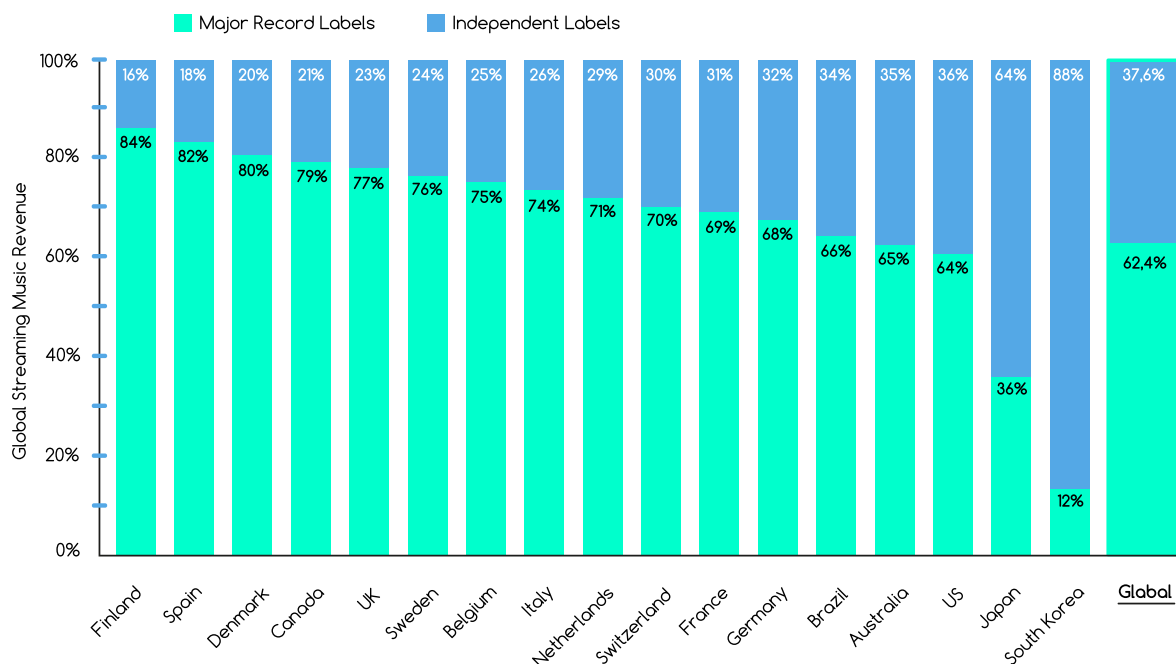
State of the industry

This should be great news for music creators, investors and consumers. But there is good reason why the celebrations are muted; it is simply that the revenues, vital in funding future investment, are not being fairly returned to rights holders. The message is clear and it comes from a united music community; the value gap is the biggest constraint to revenue growth for artists, record labels and all music rights holders. Change is needed and it is to policy makers that the music sector looks to effect change.

Frances Moore,
CEO, IFPI - april 12th 2016

Independent market

Both historically and today independent labels have functioned as a channel for «alternative» content to the rest of the industry. In part this is because they target specific genres of music, niche markets and/or distinctive individual artists. **Independent labels cultivate cultural difference.** Conversely major labels and media organisations seek economies of scale by reducing cultural difference and promoting « global » superstars to a global market.



Global recorded music revenue share for major and independent labels by ownership



State of the industry

Diversification of music offering - state of the art

Today everyone listens to music whether actively or passively. Indeed music is everywhere, in the pocket, in the restaurant, in the supermarket, at the hairdresser... But the rapprochement to the average taste denounced by so many more or less alternative artists is it real ? Sahil Chinoy and Jessica Ma ask themselves the following question, «Why songs of the summer sound the same ?»

To answer this question they will study the summer hits and compare them on the basis of several criteria: LOUDNESS (average volume of the song) - VALENCE (how cheerful the song sounds) - ACOUSTICNESS (likelihood that the song use acoustic instruments) - ENERGY (how fast and noisy the song sounds) - DANCEABILITY (Strength and regularity of the beat). It creates a sonic fingerprint for each track.

In fact the hits of summer 1988 were some of the most diverse summer hits in the history of pop music. In contrast 10 of the most popular songs from the summer of 2010 have roughly the same fingerprint. Since 1992, fewer songs have cracked the top 10, leaving less room for musical diversity. That could be because the previous year, Billboard changed how it tracks record sales. Now, a small number of songwriters write many of the hits. Per example, Max Martin, who is credited on an astonishing 22 N°1 Singles. It's not quite 1988, but the 10 most popular songs so far this summer aren't the formulaic tracks that had their heyday earlier in this decade — a sign that we may be entering another period of musical diversity.





State of the industry

The artificial intelligence issue in brief

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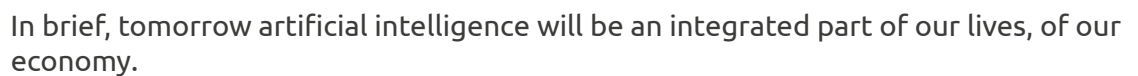
2050, that's the year by which Artificial Intelligence will be able to perform any intellectual task as human can, according to [one survey of experts at a recent AI conference](#).

Some figures in a few words: in 2016 a study concluded that 40% of financial market transactions are generated without human intervention; for Motley Fool, 80% of management team believe that artificial intelligence can be a very good promoter for a company's growth; 2% of iPhone users have never used Siri and only 4% have never met Google Now, according to Gartner; 40% of interactions between users and virtual assistants will take place via information hosted on the cloud; 85% of customer interactions will no longer require human labor...

Today IA can :

[Recognise objects in images](#) - [Transcribe speech better than professional transcribers](#) - [Translate between languages](#) - [Speak](#) - [Write its own encryption language](#) - [Detect malware](#) - [Verify your identity](#) - [Trade stocks](#) - [Do legal case research](#) - [Flag errors in legal documents](#) - [Beat 75% of Americans in a visual intelligence test](#) - [Play Go better than humans](#) - [Beat the best human players at Texas Hold'Em poker](#) - [Write software unit tests](#) - [Paint a pretty good van Gogh](#) - [Write poems that get published](#) - [Recommend songs you'll like](#) - [Optimise energy usage in air conditioning units in Google's data centres](#) - [Write its own machine learning software](#)

Today the global AI market is expected to reach \$1.2 trillion (or \$1,200 billion) in value this year. It means an increase up to 70% compared to 2017, notes Gartner. This would enable it to reach \$3.9 trillion by 2022, according to Gartner.



- creative assistance
- recommendation assistance
- flow management assistance
- human intervention assistance

AI evocation sources : <https://medium.com/on-coding/the-state-of-ai-9aae385c2038>
- <https://etudes.digitalcmo.fr/marche-de-lintelligence-artificielle-2017-2023/> - <https://go.forrester.com/wp-content/uploads/Forrester-2018-Predictions.pdf> - <http://frstream.com/180406/maillingia-v3.html> - <https://www.objetconnecte.com/10-chiffres-cles-intelligence-artificielle-220616/> - [https://www.techemergence.com/valuing-the-artificial-intelligence-market-graphs-and-predictions/Les 5 chiffres à absolument connaître sur l'IA | Microsoft experiences](https://www.techemergence.com/valuing-the-artificial-intelligence-market-graphs-and-predictions/Les%205%20chiffres%20%C3%A0%20absolument%20conna%C3%AEtre%20sur%20l'IA%20Microsoft%20experiences) - https://www.silicon.fr/intelligence-artificielle-marche-trillion-dollars-208343.html?inf_by=5b7ec806671db8626c8b45f6 - <https://www.tractica.com/research/artificial-intelligence-market-forecasts/> - <https://www.analyticsinsight.net/global-market-value-of-artificial-intelligence-to-hit-1-2-trillion-in-2018/> - <http://www.verteego.com/fr/chiffres-clefs-marche-intelligence-artificielle/>



Problems

In addition to the above market analysis, we want to provide solutions with the support of the community to the following problems. We will then present a roadmap, in order to give a concrete response.

For music as a whole

.....

Generally speaking, we could observe a general decline in musical diversity and richness, which may be linked to a present demand to make hits at any price, to make superstars emerging... In the meantime, the use of algorithms and new technologies can strengthen the smoothing of the listener's choices, slowly driving them towards the adoption of the average preference model. So does the music industry still play the part that is expected of it? Is it locked up in a hidden quest necessary for its subsistence? Music is a breath of air in a strenuous daily life, a good for equilibrium, a moment when time potentially stops... It must be protected and highlighted.

Similar observations could be made about festivals and events: LiveNation in France and Lollapalooza in Paris, in Belgium a company bought the shares of several Belgian turners (Sound & Visions, Make It Happen, Minerva, On The Rox), a number of Belgian festivals are also a good example of this phenomenon (Rock Werchter, TW Classic, I Love Techno and Pukkelpop).





Problems

For the listeners

- Limited diversity, guided choices, monitored freedom
- No streaming platform free without advertising
- No music streaming platform to bring listeners and composers together
- No possibility for a listener to support the artist he loves and for whom he would like to contribute
- Platforms don't offer a sufficiently attractive listening quality for music lovers...

For the artists

A few disappointments...

- Small incomes
- Difficulty of being recognized
- Problem of access to technologies
- Challenges in using available tools
- Lack of B2B connections
- Difficult itinerary to become a professional in the field
- No solution for remote co-production
- Fear of white partition and fear of others
- Sometimes tedious pay sharing
- Hard Disc loss breakage theft ...



Music artists, especially freelance artists, are confronted with major barriers. They do not have an adequate solution to finally have a chance to start their career in good conditions with reasonable resources.

In this way, talented many creators, due to a lack-of-confidence, lack of organizational or time.... miss opportunities to see their work adopted by a company or an individual. They are not necessarily assisted by others who don't feel the same things they do.

Finally, the phenomenon known as « fear of the blank page » applies to musicians as well as to authors. Thereon, how many musicians can complain about lacking inspiration, going in circles or always co-producing with the same people?



Solutions

For music as a whole

.....

OpenJam wants to become the **most complete creation area to provide the greatest musical richness through an innovative infrastructure** consisting of a creative studio, a music database, a streamer. These tools should be **accessible to all artists** (beginners, independent, experienced), to all styles of music, to all world regions that can be connected. By providing a shared creative space, we hope to facilitate exchange between artists, take part in creation, encourage diversity in both creation and listening... For the OpenJam team, **music is a passion** and we want you to share it with others...



For the listeners

.....

OpenJam wants to give listeners **more freedom** in choosing music, supporting artists... **bringing the listener closer to the creator.**

That's why we're going to offer free music access and encourage direct **online artist remuneration** through tipping.

Listeners like sharing their tastes, encouraging the support of their artists... they will be the best ambassadors.

Listeners will never have been so close to the world of creation, to the reality of an artist. And if tomorrow they became the new creators? Within the OpenJam environment **many things will be possible and made accessible...**



Solutions

For the artists

.....

OpenJam wants to make available to artists **an environment as complete as possible** allowing:

- musical creation
- broadcasting
- availability of sounds, loops
- remote, live or deferred music co-production
- exchange - automation in data management - with a maximum number of actors in the musical industry (composers, publishers, graphic designers, event organisers, etc.)
- rights management
- remuneration management
- enhancement of future talent...

an **all-in-one solution** for music and exchange environment!

We will promote tipping as new remuneration model, which allows a **better reward** but also a **direct recognition** of the work carried out by the artist.

Through the blockchain technology, this platform will **guarantee the traceability / anteriority of artists creations**, improve their IPRs but also make their remuneration methods **transparent**.

The web platform model allows access to the service by means of a computer and an Internet connection. Environment will be **ultra playful**, so everyone can compose without the constraints of technical knowledge (solfeggio, arrangements...). In case of theft or loss, everything will be stored on the «cloud» (or decentralized solution as IPFS).

OpenJam will allow artists to **professionalize** themselves by having privileged access to **many external services** (mastering, graphics, merchandising, etc.).

A community vision of music... music passion...



Products

Our technical roll-out will take place over **3 phases** of more or less one year during which we will develop the **following tools**: the player (already partly developed as MVP), the virtual studio, the sound database, the tipping functions and blockchain links as well as the flow management engine (log-ion).

We would like to **work together with the community** as effectively as possible on all our developments. Rewards should be provided in return.

We will also select **experienced partners for the development of complex solutions** such as those using IA resources.

OpenJam Player

OpenJam Player is a music streaming platform in the form of an open-source software, a website and a mobile application. It's a gateway to the OpenJam environment that allows you to listen to music, tip artists, exchange...

OpenJam MusicDB

This is where we will store all the sounds from the OpenJam world. A database that we hope will be as heterogeneous and valuable as possible over the long term.

OpenJam Tip

This is the result of the economic model chosen by the team for the artists' remuneration. It is a choice given to the listener who should naturally support the people whose work he enjoys. It will be evaluated and improved as needed over time. Our MVP will be useful to promoting it.

OpenJam Studio

OpenJam Studio is a collaborative web sequencer for everyone allowing the creation of music assisted by computer. While being efficient, it should be accessible to all and easy to use. To reach this objective, it will be stepped by level of difficulty.

log-ion

The heart of the inherited flow management of exchanges within the OpenJam environment (smart contracts, blockchain, cloud...)



OpenJam Player

.....

OpenJam Player is a **music streaming platform** in the form of an **open-source software**, a website and a mobile application. It's a **gateway to the OpenJam environment** that allows you to listen to music, tip artists, exchange...

Some possible key features

- **Pay the artists you love** by tipping them. This process is the digital counterpart of the tip in the hat (payment method after a performance, where the customer gives what he feels he owes to the supplier) that amateur musicians practice for example in our streets, terraces, bars etc.
- Access a **powerful search engine** to filter results by geographic region, musical styles and sub-styles, instruments used in musical compositions, etc. For example, a listener can search for rockabilly songs within a 20-mile radius including contrabass. The artists of tomorrow are on OpenJam and they may be near you.
- Define smart **playlists based on your search criteria**. These lists will automatically grow with the songs published on OpenJam.
- **Recommend the songs you love** to your friends and other OpenJam users by becoming an **artist's ambassador**. This tokenization of an artist's popularity will allow you to obtain merchandising, concert tickets or access to a rehearsal session. In other words, if an artist's popularity explodes as a result of public promotion the artist's first ambassadors will be rewarded.
- **Discover** new songs and emerging styles with different **radios** that offer structured and easy-to-access information.
- **Share** your best playlists and win coins/tokens from other listeners who appreciate your selection.
- View your listening statistics on a dedicated page and easily find a track you've listened to in the past. Easily track the progress of an entire personalized panel of artists on OpenJam.
- Follow the news of the artists you love and be notified of their upcoming concerts. You will also be able to **discover** some demo tracks, covers and **exclusive** rearrangements if you are an ambassador.
- **Meet** other Jammers who have the same tastes and follow their activity and musical favorites.
- The recordings offered for listening will of course be available in **.wav format** and, for some, as downloads. It is important for us to offer the best possible listening experience, as desired by the creators...



Products

For professionals in the sector

Discover OpenJam Trade Place: a set of tools integrated with OpenJam Player for audio-visual professionals looking for compositions or new talents.

With OpenJam Trade Place you would be able to, for instance:

- **Find the perfect** song to dress your video creations for cinema or web.
- **Discover the talents** of tomorrow and propose them a management of their musical career...

But also for platform users

- Listeners can **support their favorite artist** by purchasing merchandise and they can use their coins/tokens to **fund musical creation** and access discounted services.
- The Jammers will also be able to launch calls for tenders to music producers for coproductions, covers, arrangements, etc...





Products

OpenJam MusicDB

.....

This is where we will store all the sounds from the OpenJam world. A database that we hope will be as heterogeneous and valuable as possible over the long term.

The music database will be a key element of the creation within the OpenJam project. We would like it to host **all the sounds and music of the world**. Artists could then find everything they need in our place for their inspiration and creativity.



It will be connected with the technologies developed within log-ion to allow the **automation of transactions and their related rewards**.

OpenJam Tip

.....

One of the remuneration solutions proposed by OpenJam is the **tipping of artists directly by their listeners**. In intra-environmental trade, tipping is no longer appropriate.

It's not an invention but a digitization of an ancestral method of payment that has been brought up to date; payment by the hat where payment is made after a performance and where the listener gives what he considers owed to the artist.

This **voluntary remuneration will be made through crypto-assets technology**, serving as a value exchange in a micro-economy for the benefit of all the actors of the supply chain.

All **transactions will be recorded in blockchain** to ensure the best-adapted and most appropriate transparency about artists' remuneration. The users will be able to set up strategic locks. These locks will take, for example, the form of a maximum number of listenings without tipping or a minimum amount to tipper to have the possibility of recording their productions in playlists.

Some might think that it is a risky gamble to leave the consumer responsible for the remuneration of the artists he appreciates, however, this is done after certain concerts or the artist and his audience are close enough.

A new Public Artist relationship could emerge from this direct remuneration.

The shared emotional connection between the artist and his listeners should encourage tipping and could make this mode of remuneration a new norm.

In all possible economic relations, the tipping model will be implemented or proposed: between listeners and artists, between listeners (for a beautiful playlist for example), for labels if necessary...

In any case, we will have to evaluate the model as time passes.



OpenJam Studio

.....

OpenJam Studio is a collaborative web sequencer for everyone allowing the creation of music assisted by computer. While being efficient, it should be accessible to all and easy to use. To reach this objective, it will be stepped by level of difficulty.

Indeed OpenJam Studio is...

- accessible to everyone ! All you need is an internet connection and a computer, tablet or phone to start **creating, meeting, learning...**
- community-based! Imagine that you are a guitarist and that you are composing a guitar riff that you like. Once shared on OpenJam, other Jammers with their specialization (drums, synthesizer, bass...) will be able to collaborate with you to develop your piece until it becomes a masterpiece. It will also protect producers from the fear of the blank page since they will be able to co-produce, **share and develop their creativity**.
- **economically** interesting! It becomes possible to compose music without having to buy an instrument (often considered too expensive by the parents of future young musicians), or without having to resort to expensive lessons. Do you have a computer and an internet connection? Welcome to OpenJam.
- so much **fun** to use that a person without theoretical knowledge of music can create. If you are new to music composition only the basic features will be displayed in a simplified interface. Unlock additional features as you progress, such as a library of loops from songs already published on OpenJam or powerful virtual instruments (WebVST) that will allow your imagination to run wild.
- composed of a set of **new technologies** enabling **collaborative and creative musical co-production at a distance**. How many bands give up when one member leaves?
- **the source of original and diverse musical creations** that break the current codes of the music industry with a **customizable licensing system**.
- **open source**! If you are a developer you can create your own plugins or virtual instruments and make them available to the community.

OpenJam Studio will allow **the emergence of new musicians**, new bands and new musical styles. Whether you're a studio professional or a beginner musician you'll have access to the best tools to create tomorrow's music by yourself or with others.



Products

Traction

The success of our product is directly linked to the number of users and the richness of the musical database. The more listeners, creators and music tracks there are on the platform, **the more valuable the environment will be**. To quickly attract users and build a community, we will work in the following way:

- building a first musical editorial line with the support of partners
- a studio with 1000 possibilities: loop library, samples, drum kit
- possibility to play remotely and for free
- ability to listen to music for free
- derivatives for amateur musicians
- uberisation of graphic designers, sound engineers, music teachers and video artists (through professionalization paths)
- creation of a musical monetary ecosystem
- contest with known artists
- 50 production lines on the sequencer, a collaborative loop library and free voice-over...
- A track import/export module allowing you to compose from your favorite sequencer. A control panel will allow you to select the items you wish to export.
- The possibility to monetize unfinalized music by putting it on the platform (DB base). When other users reuse them, during the tipping, each author will be remunerated in proportion to their work or according to the terms of an agreement signed between them in the form of a smart-contract...

Architecture of musical projects

OpenJam Studio offers management of music projects based on the proven architecture of Git. Each song is a Git repository. This is a JSON file describing the structure of a piece. There are also MIDI files and references to audio clips used in the project. The audio clips are stored in a secure BLOB. The following table compares Git commands and their OpenJam Studio equivalents.

Git	OpenJam Studio
Create a new repository	Create a new song
Add & Commit	Save current work on local
Pushing changes	Save current work on OpenJam
Branching	Create a remix
Pull	Pull automatically when you open a song for modification
Merge	You can merge only if you are the creator of the song
Pull Request	Submit modifications to the creator of the song
Tagging	Tagging (demo, pre-mastering, post-mastering...)
Log	Get the history of a song



Products

log-ion project

The OpenJam project aims to develop an environment for musical creation (studio, music database, streamer). It will be a generator of many transactions resulting from exchanges between artists, artists and their listeners, artists and other service providers... All these exchanges will have to be automatized, traced, and made more efficient by an independent technological development, linked to the musical environment: log-ion.



This core has for mission to **manage and monitor all the flows** for which it will be in charge. Several technical solutions are being evaluated at the time of writing this white paper. Indeed, in addition to our partnership with the Neurochain team, we also conduct tests (PoC) on the Ethereum, Hyperledger, Multichain and Openchain platforms. They help us to adjust the choices we are making and increase our level of expertise in this field.

We are also convinced that the future is in **multi-platform solutions**.

log-ion is in line with our project to create, if possible, a security/utility token in exclusive link with the JAM.

Finally, log-ion will potentially be able **to be exported to other B2B models** (supply chain, fintech...), with other partners as needed.



4.5 Years Roadmap

Q2 to Q4/2017

- IDSprint
- Startup weekend
- Business model
- Team creation

Q1 to Q4/2018

- Creation of the legal structure
- Technical tests and trainings
- MVP (player) & PoC (blockchain)
- Business development and partnership
- Communication and media campaign
- Pré-ICO and ICO

Q1 to Q4/2019 - first instalment of funding

- Reinforcement of the team
- Improvement of OpenJam Player (25 2-week sprints)
- Tipping to artists
- Launch of the music DB
- Sounds integration
- log-ion phase 1
- creation of LION
- Launch of bounty rewards
- Launch the artists community
- Launch of OpenJam Studio (beta)
- Development of relations with artists
- Listing JamCoin on exchanges

Q1 to Q4/2020 - second instalment of funding

- Enhancement of OpenJam Studio
- Developing the contents of the music database
- More ways to distribute the JamCoin
- Development of connections within the OpenJam environment
- Introduction of IA in the field of musical creation assistance
- Trade Place integration
- Integration with Neurochain project (log-ion)
- Beginning of commercialization

Q1 to Q4/2021 - third instalment of funding

- Finalization of OpenJam Studio, Player & DB
- log-ion Milestone 1
- AI Development phase 2
- Commercial production release
- Business development intensification
- Shops integration

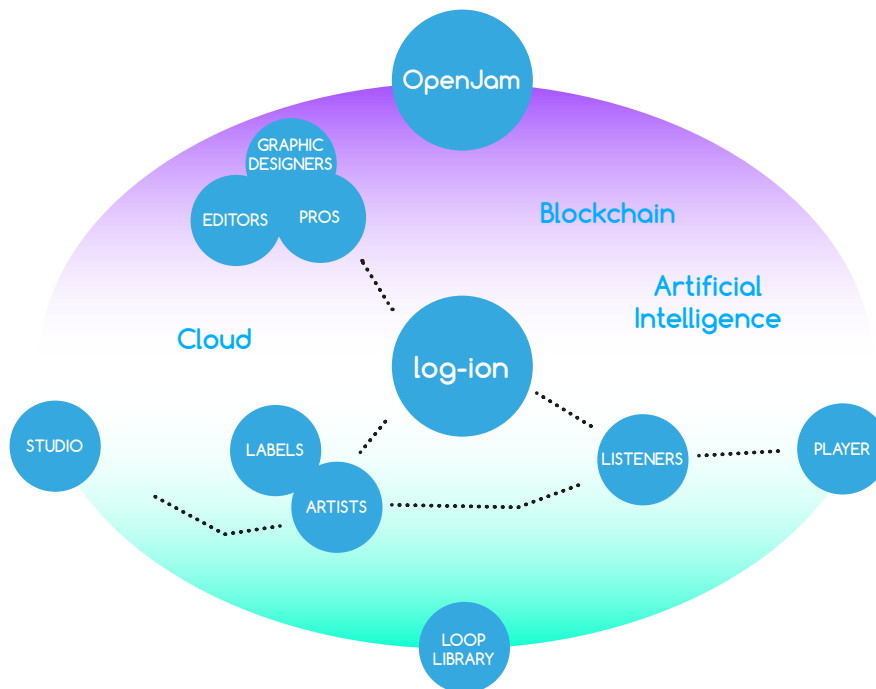
2022 to ...

- Global expansion
- Products improvement
- WebVST standardization
- log-ion B2B expansion



Ecosystem

Relation between artists, listeners, and OpenJam



Source of income

We consider the following sources of income

- A reasonable fee on all transactions generated inside the ecosystem
- Basic versions will be accessible free to all but monetizing. Just cost enhancements will be available such as exclusive VST, general interface customization, studio customization, early access to sample loops packs etc...
- OpenJam platform will have its advertising network exclusively promoting music, music events, the latest instruments, tools... and will propose exclusive offers to our coin owners notably on the trade place
- Integrated purchases will also be possible as needed and requested
- A reasonable fee relating to the purchase and/or the sale of services such as merchandising, graphics, mastering, management, administrative secretariat, etc....
- Rental of promotional space for the promotion of artists on the platform
- And perhaps other possibilities according to the developments to come but still in the state of mind of fair remuneration



Ecosystem

Trade place

In order to offer a platform that meets the maximum needs of this ecosystem, a market will be accessible from the artist's profile where fans can find his **merchandising, tickets, vinyls, voices, acapellas, lyrics, sheet music...**

But it will also offer a specialized search function, for experienced users and artists needing to connect for services such as graphic design, mastering, promotion, setting up specific merchandising, music production tender, etc...

Listeners will also be able to use their tokens to support artists in achieving the end of their creations - **music cownfunding**

All this will be done through the exchange of tokens.

Rely on OpenJam

OpenJam is a European project that will **strictly apply current norms**, including the GDPR standard.

We are also advised by law firms depending on our needs.

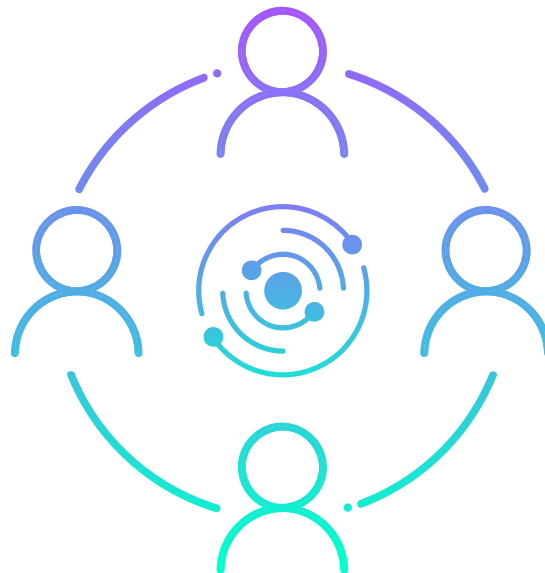




Ecosystem

Benefits of open-source vision

Over **three-quarters of companies** today use open source software somewhere in their business. According to a survey by the National Council of Free Software the pure players of open source are resolutely optimistic for 2017: +25% increase in the projected workforce and a turnover that would increase six times faster than in the entire digital sector. (cf [CNLL Annual Survey Results](#)).



The **benefits** of open source for community software are numerous:

- Free access speeds up dissemination.
- Transparency is reassuring.
- The egalitarian spirit of most projects means that end users have more direct access to developers than registered users generally have to proprietary developers.
- Open source projects can develop for minority languages whose potential users are too few for them ever to be a profitable market.
- A developer is someone who creates and takes pride in a job well done.
- Provide a technical community interacting with an artistic environment



Ecosystem

Some technologies used

Consisting of the very popular React / Redux for the frontend and Node.js, Express and MongoDB for the backend, the MERN stack is one of the most popular technologies for building a modern one-page application.

We are focused on using both modern and proven technologies to provide the best experience for our users. Here are some of the technologies we use to create OpenJam.

[Web Audio API](#)

The Web Audio API provides a powerful and versatile system for controlling audio on the Web...

developer.mozilla.org

[React - A JavaScript library for building user interfaces](#)

A JavaScript library for building user interfaces...

reactjs.org

[MongoDB for GIANT ideas](#)

MongoDB for GIANT Ideas - Build innovative modern applications that create a competitive

www.mongodb.com

[Amazon Web Services \(AWS\) - Cloud Computing Services](#)

Amazon Web Services offers reliable, scalable, and inexpensive cloud computing services...

aws.amazon.com



Ecosystem

Progressive Web Apps / Web / Google Developers

developers.google.com

Ethereum Project

Ethereum is a decentralized platform for applications that run exactly as programmed...

www.ethereum.org

NeuroChain Artificial Intelligence at the Heart of the Blockchain.. - NeuroChain

NeuroChain is an intelligent ecosystem that is more secure, more reliable and much faster than...

www.neurochaintech.io



Ecosystem

Legal entities and Main partners

techmedev sàrl

The **OpenJam team is integrated in techmedev sàrl**, a Luxembourg company created in November 2017 (with its subsidiary Ibox Team sprl). This structure has already developed, with brands active in the field of communication (FG, TRANSFER, ...), artists and various partners, some transmedia approaches.

Over the past year, the company has also developed a good network in Luxembourg, Belgium and France.

Considering the importance of the projects developed around OpenJam, it will now focus exclusively on the objectives resulting from it. Its shareholding will be open to the original creators of OpenJam, as well as to Antoine Baduel, CEO of FG and possibly to artists closely interested in our projects.

It is also the company that will engage the necessary resources for development: employees, freelancers, partners... **A significant expansion is planned from January 2019.**

All transactions will be carried out by legal entities in full compliance with the regulations in use in Luxembourg and Belgium (statutes, accounting, transparency, etc.). It is also suggested that observers and Commissioners be designated as appropriate. Moreover, if our efforts to negotiate an efficient legal framework for the ICO and crypto-assets model are not succeeding, **then steps could be started in Estonia**, either still within the European Union and still maintaining other existing entities.

To date, the company has assumed the vast majority of the costs associated with project development. New financing modes are now being sought.

OpenJam origin team and spirit

OpenJam is a project started with Philippe Matray et Stanislas Poindrelle. They deeply believe that with the support of a community it is possible to realize big projects that change the world like Wikipedia, Firefox or the Apache HTTP Server that runs 46% of the world's web.

These different projects have a technological and social impact. Remember the world of Encarta's time and the tiny amount of information you could find in relation to Wikipedia.



Ecosystem

OpenJam origin team and spirit

OpenJam is a project started with Philippe Matray et Stanislas Poindrelle. They deeply believe that with **the support of a community** it is possible to realize big projects that change the world like **Wikipedia, Firefox or the Apache HTTP Server** that runs 46% of the world's web.

These different projects have a technological and social impact. Remember the world of Encarta's time and the tiny amount of information you could find in relation to Wikipedia.

In 20 years the world could be a very different place from what it is now. Will there be more music on our streets? Will musical collaborations cross borders and cultures? Will musicians be able to live decently from their art? OpenJam provides solutions to these problems and **believes in a culturally richer world**.

OpenJam will set up **incentives** to accelerate the development of the features most expected by the community. UserVoice will be used to collect feedback. For OpenJam open source is a strategic foundation of our company and a lever for accelerating the development of our products. We will regularly participate in technical conferences abroad as speakers to share our experience of open source and promote our products.

Later, we will create **a new standard: WebVST**. A standardized VST format for the web based on WebAssembly and WebAudio APIs. It will be compatible with all web sequencers, OpenJam Studio being the first one.

Radio FG

Radio FG (electronic music expert since 25 years) is an actor, unique in the French radio market. Radio FG offers an original format focused on electronic music, the discovery of new musical scenes and creations. The radio has a daily audience of 318,900 listeners according to the Médiamétrie institute (September 2016 - June 2017) and more than 500.000 all formats combined.

Radio FG broadcasts its programme through 34 cities on FM and DAB+ including Paris, Marseille, Strasbourg, Nice, Rennes, Dijon, Caen, Clermont-Ferrand, Perpignan, Antwerp and Monaco.

Radio FG also broadcasts FG Chic, 6 web radios offering original formats available on radioFG.com, smartphones and tablets. Requests for extension are in progress and on track on French territory.



Ecosystem

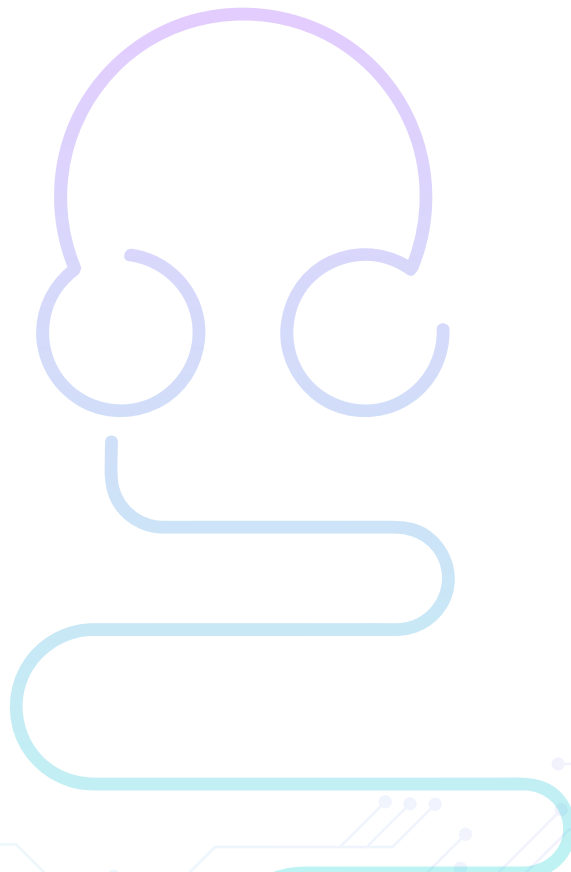
Ragio FG

Distinguishing points:

- A radio station making news, supporting events and the performing arts;
- The cultural exception and the promotion of local musical and artistic fields;
- FG has created and developed French touch with renowned artists and careers such as Daft Punk, Guetta, Sinclar, and more recently The Avener, Kungs, Møme, Synapson, Petit Biscuit...
- Programming focused on quality electronic music, house, deep, lounge and classics;
- Open-mindedness media partner.

What's Openjam's futur ?

Follow us on the social networks and you will know more about our news, development...





About Ethereum

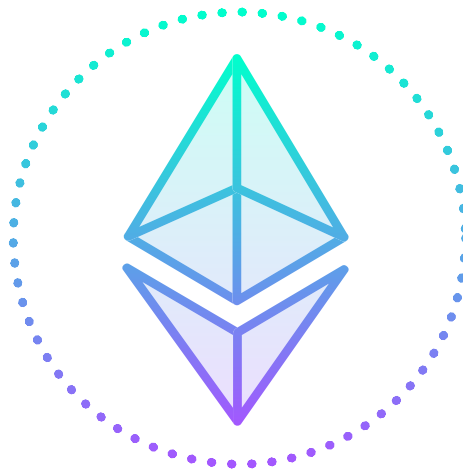
Why Ethereum for ICO and part of the technical solution?

In general terms, **Ethereum** is one of the most complete solution with an active community for the support and development of blockchain technology. **Many tested and successful projects** are already available.

A decentralized platform that manages smart contracts: applications that work exactly as scheduled **without any possibility of downtime, censorship, fraud or third-party interference**. This guarantees transparency for users.

This allows developers to create markets, store records of debts or promises, move funds according to long-standing instructions (such as a will or a futures contract) and **many other things that have not yet been invented**, all without the risk of an intermediary or counterpart.

We know that we will now find in Ethereum some very useful components for developing the OpenJam project.



Moreover, the Ethereum community has the **largest number of investors** who may be interested in our project. **Ether** is finally a **solid, durable and stable** crypto-asset referent.

Another important point for the deployment of our business model is that by using Ethereum, we could create a contract that would hold a contributor's money until a given date or goal should be met. Depending on the results, the funds will either be returned to the project owners or safely returned to the contributors. It's a hypothesis we're investigating.

Finally, as already indicated, we believe that the future is in developments that integrate **several technical solutions based on needs**.



Token value

Earning and spending JamCoins

Earning JAMS

Spending JAMS

Listeners	<ul style="list-style-type: none"> Refer your friends Promote OpenJam on social media Be an artist or a label's ambassador Get tipped for your music selection Listen to commercials Reach levels Have a good idea Buy JamCoins 	<ul style="list-style-type: none"> Tips to artist Early access (demos, rearrangements,...) Buy merchandizing Promote an artist or a label Buy services Create a public playlist Ask for a remix/cop rod/re-edit Wanted functionality (buy/sell a musical instrument...)
Musicians	<ul style="list-style-type: none"> Get tipped for your musical activity Sharing songs and loops Get a bonus If you have a good reputation Free gifts Buy JamCoins 	<ul style="list-style-type: none"> Buy services Early access (songs, WebVSTs, loops...) Buy exclusive instruments Buy WebVSTs Promote your music Do FIAT transfer
Labels	<ul style="list-style-type: none"> Get tipped for your musical activity Be an OpenJam ambassador 	<ul style="list-style-type: none"> Buy professional services
Github user, pro press, others	<ul style="list-style-type: none"> Bounty rewards 	<ul style="list-style-type: none"> Do FIAT transfer



Token value

How will the value of JamCoin grow ?

Decreasing supply

- JamCoins will be **always limited to 900 000 000 tokens**
- Musicians who have established a good reputation on OpenJam could receive an extra bonus each time they are tipped or when they win a contest. The higher your reputation, the higher the bonus offered could be
- JamCoins will be used by music lovers and musicians to purchase a monthly premium subscription
- Musicians will have to exchange JamCoins for promotion, exclusive IoT musical instruments, WebVST and services. Music lovers will be able to tip the artists they enjoy with JamCoins
- Over time, there should be many users and services available in the OpenJam environment, so there should be many transactions
- **OpenJam takes part in the transactions and can thus participate in the stimulation of the market** from the point of view of the offer

Increasing demand

- OpenJam will charge music stores and advertisers in fiat currencies in order to acquire JamCoins from the market. Thereafter, music lovers and musicians who do not have a premium subscription will be paid with these JamCoins for each advertisement seen. This will fuel the steady demand for JamCoins
- The growing number of music lovers, musicians and people interconnected will drive the value of JamCoin as the primary settlement measure of our success
- OpenJam users will not only be music lovers or musicians. There will also be music teachers, graphic designers, sound engineers, videographers, music stores and advertisers... All these entities that provide services to musicians will increase the demand for JamCoins, which should see its price increase over time
- **OpenJam takes part in the transactions and can thus participate in the stimulation of the market** from the point of view of the demand

Through its technical partnership, the OpenJam team will do everything possible to list the token on an **exchange platform** (for example as NCC).

In summary, we will pay particular attention to creating growth and volume around our token. However, reserve should be exercised in the first months after the ICO. The project needs at least a short year to prove itself and be able to offer first satisfying results for investors.



In brief

Token details

Token details	Community rewarding, platform payments
Token supply	900 million
Distributed in the crowdsale	450 million (50%)
Token symbol/Ticker	JAM
Number of decimals	8
Blockchain	Ethereum (ERC20*)
Emission rate	0,07€ out of discount
Origin	Luxembourg or Belgium (negotiating the legal environment) (*)

(*) If the soft cap is reached, the team will make every effort to finalize the development of its player, its tipping function and the necessary links with the blockchain environment for time stamping and remuneration (partial log-ion).

If the soft cap is not reached (any investment phase included) and as funds are frozen until it is, the amounts allocated will be returned to contributors in their original form, regardless of fluctuations in the value of tokens in the interval. For example, if you transfer 1 ETH to us, we return the same ETH to you **after deducting the transfer fee for the refund**.

(°) Estonia is also a potential location country as State inspires more and more European countries in e-economy affairs. European rules remain fully applicable.



Token sale

In brief

Crowdsale details

Minimum viable product	Player + Tip + PoC Blockchain
Minimum goal	€4 500 000 (for a partly developed project) (*)
Maximum goal	€30 000 000
Accepted currencies	Bitcoin, Ethereum, NCC, valuable tokens... or Euros
Minimum transaction about	0.1 Ethereum
Private sale	October 2018
Pre-ICO distribution period	November 2018 TBA
Main ICO distribution period	December 2018 TBA
Token distribution	Tokens will be distributed in proportion to the investment after the ICO.
How funds are held	Multi-sig wallet held by Company

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Token sale

Attention point

The Ownership of tokens carries no rights, uses or attributes, express or implied, other than those described in the terms and in the White Paper. In particular, you understand and accept that tokens (JAM):

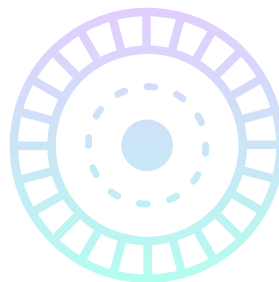
- don't represent or confer any financial right on the economic results of the company
- don't represent or confer any ownership right or stake, share or security or equivalent rights, intellectual property rights or any other form of participation in or relating to the platform, services and/or company and its affiliates
- isn't intended to be a digital currency, security, commodity or any other kind of financial instrument

JAM is a cryptographic token used by the OpenJam platform, project and services. Later, it could be an exclusive element of interaction with a utility and security token that we would like to deploy (**LION project**), to ensure more stability in trade. The JAM would then fluctuate while LION would remain at a fixed price. The LION could only be purchased with JAM or through an official institution. This project will need to be negotiated. It won't be a new fundraising event!

Private sale

October 2018

During the private sale, 90.000.000 JAM's could be sold with a special discount of 40% on the emission rate. This offer is reserved to professional or accredited/experienced investors. It could be combined with a lockout period until the end of phase 1 development. The KYC and all other rules remain applicable. In case of interest, please **contact us at info@techmedev.eu**





Token sale

Pre-ICO (public)

November 2018 TBA

Ending on november TBA

At the end of the private sale and according to the number of tokens sold, a maximum amount of 200.000.000 JAM's (including the 90Mio of private sale) could be offered with a spacial discount of 20%.

Our pre-ICO will begin on the XXX TBA and will run for 15 days until the XXX TBA. Only registered users will be able to participate in pre-ICO, in accordance to our rules, including KYC.

You'll be able to invest in OpenJam with any verified token on the Ethereum platform having a market valuation; you'll be able to invest in Euro, BitCoin, Ethereum, NCC, Stellar, Litecoin... (will be decided before the PRE-ICO). You will do this by sending them to an ERC20 wallet address which will be revealed when operations starts.

ICO (public)

December 2018 TBA

Ending on December TBA

The pre-ICO will be followed by the ICO and will allow the sale of all remaining tokens up to a maximum of 450.000.000 (including 200 mio of previous sales) with the following discounts

- 1 first week **15%**
- 2 second week **10%**
- 3 third week **5%**
- 4 fourth week and after **0%**



Token sale

ICO (public)

Our ICO will begin on the XXX TBA and will run for 5 weeks until the XXX TBA. Only registered users will be able to participate in ICO, in accordance to our rules, including KYC.

You'll be able to invest in OpenJam with any verified token on the Ethereum platform having a market valuation; you'll be able to invest in Euro, BitCoin, Ethereum, NCC, Stellar, Litecoin... (will be decided before the PRE-ICO). You will do this by sending them to an ERC20 wallet address which will be revealed when operations starts.

Tokens not sold at the end of all offering operations will be conserved by the issuer at least until the end of the first phase of the development.

After the ICO, the issuing of tokens on the market will be limited to 585Mio to avoid any deflation effect.

Total supply is 900 000 000 JAM tokens (never more), 450 000 000 JAM are being offered for sale. The remaining funds will be used according to the following detailed information as the project evolves.

The JAM distributed and remaining could be tracked at <https://openjam.eu> or one another dedicated site.

For further queries related to token sale processes refer to our FAQ or contact us on **ico@techmedev.eu**.

Token release

Contributing rules

There are strict rules and precautions to follow while participating within the OpenJam ICO:

- See our KYC rules, warnings and disclaimer
- **In case of doubt, contact us - ico@techmedev.eu**
- Do not send Ethers before the Pre-ICO/ICO has begun.



Token sale

Token release

Are you new to the Ethereum Platform?

With the great surge of token sales of Ethereum and other cryptocurrency projects there's also a great deal of misunderstanding and greed, both on the side of the companies as well as investors. How do you draw the line between good and bad projects? Follow the checklists below and you'll have to worry a lot less about how sound your investment is.

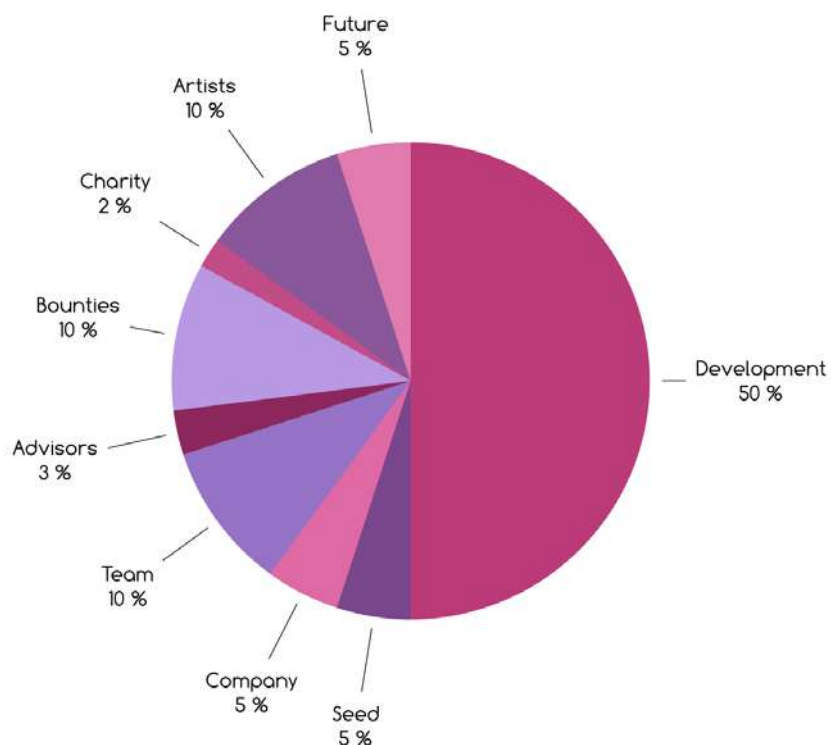
[Checklist for ICO investing #Ethereum - Steemit](#)

Checklist for ICO investing. follow me on Twitter: @tradingbuddy101
Intro With the great surge of token sales of... by tradingbuddy
steemit.com

Token sale and use of proceeds repartition

Token Sale

Seed: **5%**
Company (to support outside development): **5%**
Team, partners until consultant: **10%**
Strategic ICO advisors: **3%**
Charity: **2%**
Bounties: **10%**
(to support development)
Artists support: **10%**
Future (lockup): **5%**
Development: **50%**
(3 years linear model)





Token sale

Use of funds

Fund releasing will happen gradually to enable the development of our business according to a 3-year linear model.

The contributions will be used for product and technical development, management, operations, marketing, sales, PR and international expansion. If we do not reach the envisioned amount, we'll rely on operating profits and scale down our operations to remain fully functional for the next years.

Seed - 5%

Amount allocated to investors who have supported the project in its long incubation and development phase and who have taken financial risks before raising funds (private investors, founders, banks, VC)

Company - 5%

Amount reserved for all the activities of the company outside the project: exchange with the communities, promote the technology, share its knowledge, participate in other projects promoting the development of blockchain, participate in the creating of legal frameworks... contribute to the common effort!

Team... - 10%

What's the core team have to do?

- project management
- design and research around OpenJam and log-ion projects
- engineering, security
- business development
- legal and financial strategy
- marketing and communication
- artists management...

Strategic ICO advisors - 3%

Compensation reserved for expert advisors or partners who will be actively contributing to the achievement of a qualitative ICO



Token sale

Charity - 2%

Amount allocated for supporting humanitarian projects with our partner

Bounties - 10%

Rewarding the community for its efforts in development

Artists support - 10%

Amount allocated to the reward of artists who highlight the OpenJam project, through their creations, their activities... But also for the support of musical initiatives and events

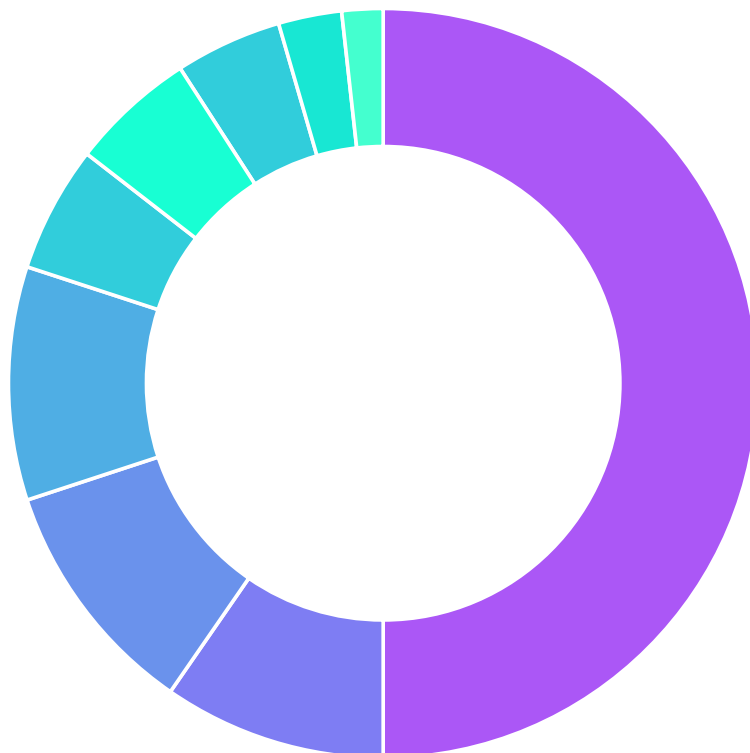
Future - 5%

Amount reserved for non-anticipated requirements

Development - 50%

To support solution technical développement and promotion of results achieved

ICO Bounty Team Artist Future Seed
Company Advisors Charity





ICO and project viability warnings

- 1 **Risk of loss of access to JAM due to loss of credentials:** until it is distributed to the buyer, the said buyer's JAMs may be linked to a company account. You can only access the company account using the credentials selected by the buyer. The loss of these credentials will result in the loss of the JAMs. Good practices advise buyers to store their credentials securely in one or more backup locations that are geographically separated from the work location.
- 2 **Risks associated with the buyer's credentials:** any third party that obtains access to the buyer's credentials or private keys may be able to use the buyer's JAMs. To minimize this risk, buyers must protect themselves against people gaining unauthorized access to their electronic devices.
- 3 **Legal risk and risk of adverse regulatory intervention in one or more jurisdictions:** Blockchain technologies have been reviewed by various regulatory bodies around the world, including within the European Union. The ICO has been structured to comply with EU law applicable at the time of the offer and may be subject to securities regulation under US law. The operation of the products and of JAMs may be impacted by the passing of restrictive laws, the publication of restrictive or negative opinions, the issuing of injunctions by national regulators, the initiation of regulatory actions or investigations, including but not limited to restrictions on the use or ownership of digital tokens such as JAMs, which may prevent or limit development of the products. Given the lack of crypto-currency qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of JAMs according to their nationality and place of residence.
- 4 **Risk of a lack of interest in the project or distributed applications:** There is a possibility that the products may not be used by a large number of artists, companies, individuals... and that there may be limited public interest in the creation and development of services. Such a lack of interest could impact on the development of the project and, therefore, on the uses or potential value of JAMs.
- 5 **Risk that the project is not developed:** the main right associated with JAM is the right to access and use our services. The value of the JAMs is therefore heavily correlated with the existence of such services, which has not yet been implemented. JAMs may lose part or all of their value if services and/or products are never fully developed.
- 6 **Risk that the project, as developed, doesn't meet public expectations:** the project is currently under development and may undergo significant redesign prior to its launch. For a number of reasons, not all buyer expectations concerning the project and functions may be met on the launch date, including changes in design, implementation and execution of services.
- 7 **Risk of theft and piracy:** hackers or other malicious or criminal groups or organizations may attempt to services, the availability of JAMs in several ways including, but not limited to, denial of service attacks, Sybilattacks, mystification, surfing, malware attacks, or consensus-based attacks... or any other operation...



ICO and project viability warnings

- 8 **Risk of security weaknesses in the service's core infrastructure software:** the service's core software is based on open source software. There is a risk that the company team or other third parties, may intentionally or unintentionally introduce weaknesses or bugs into the core infrastructure elements of the developments, by interfering with the use of, or causing loss of JAMs.
- 9 **Risk of weakness or exploitable breakthrough in the field of cryptography:** advances in cryptography, or technical advances such as the development of quantum computers, may present risks for crypto-currencies and our services, which could result in the theft or loss of JAMs.
- 10 **Risk of the Platform failing to be used or adopted:** while JAMs should not be considered as an investment, their value is bound to change over time. This value may be limited if services are not sufficiently used and adopted. In such a case, there could be few or no markets at the project launch, which would limit the value of JAMs.
- 11 **Risk of a tight market for JAM:** there are currently no exchanges or trading facilities on which JAMs could be traded. If such exchanges or trading facilities do develop, they will probably be relatively new and subject to poorly understood regulatory oversight. They may therefore be more vulnerable to fraud and default than the established and regulated exchanges that exist for other products. Should exchanges or trading facilities that represent a substantial part of the JAM trading volume be involved in fraud, security failures or other operational problems, the failures of such exchanges or trading facilities may limit the JAM's value or liquidity.
- 12 **Risk of an uninsured loss:** unlike bank accounts or accounts in other regulated financial institutions, funds held through the company are generally uninsured. At present, there are no public or private insurance agents providing buyers with coverage against a loss of JAMs, other COIN's or a loss of value.
- 13 **Risk of winding-up of OpenJam's project:** for a number of reasons including, but not limited to, an unfavorable fluctuation in JAM and wallet's value, the failure of business relationships or competing intellectual property claims, the OpenJam's project may no longer be a viable activity and may be dissolved or simply not launched.
- 14 **Risk of malfunction in the services:** our services may be impacted by an adverse malfunction including, but not limited to, a malfunction that results in the loss of JAMs or market information.
- 15 **Unforeseen risks:** crypto-currencies and cryptographic tokens are a new, untested technology. In addition to the risks stipulated above, there are other risks that the company's team cannot predict. Risks may also occur as unanticipated combinations or as changes in the risks stipulated herein.



Business model

Our business model will be published in version V.1.0.0. We want to get it validated beforehand by techmedev sàrl's consultants. Indeed, it is not only information for the community but also a document with legal consequences for our company. In our environment, everything is real, with similarly real repercussions...





KYC Procedures

[Read this please !](#)

As part of the Know Your Customer procedure (KYC), **anyone wishing to acquire JAM will have to provide** techmedev sàrl or Ibox Team srl with the following **minimal details** via the dedicated ICO website prior to purchasing JAM:

- Surname and first name (for private individuals) / company name (for companies)
- Country of tax residence
- Address
- E-mail address
- Proof of ID

Other additional information may be required at the actual time of registering for the ICO (including but not limited to information on origin of the funds).

Operations will be monitored according to the rules in the State from which the ICO is organised. They will be made available in an annex as required.

We will request the Blok0 company support to set up the KYC scheme.

Techmedev sàrl or its subsidiary company, Ibox Team srl will be in compliance with the rules prescribed by the competent regulator depending on where the ICO will be issued. Therefore, all token purchasers without any exception, will have to provide the required data as it will be specified. If the rules are not followed, participants may be banned and won't be allowed to take part to the ICO

Questions? ico@techmedev.eu



Our team

Our team consists of people working on the project on a full-time basis, consultants, advisors and partner companies. Everyone's experience is taken into consideration in order to produce a truly Community product.

Core team

David SCHMITZ

Founder techmedev sàrl - Business & Network Manager



[LinkedIn](#) | [Company](#)

Passionate about media and new technologies, I created techmedev sàrl, a Luxembourg company. Graduated in management after studying law, I worked for a long time in free radio, as technical manager, speaker, journalist before committing myself in a very varied professional course which reinforces my experience. Finally, with the support of Icademie school, i'm now learning computer development and blockchain technologies through the supports provided by the blockchain council.

Philippe MATRAY

Founder - Blockchain Project Manager



[LinkedIn](#) | [Home](#)

7 years of experience in .NET cross-platform software development, project management and teaching; blockchain specialist; guitarist and music composer.

Stanislas POINDRELLE

Founder - Marketing & Artists Manager



[LinkedIn](#)

Graduated master in innovation management. 6 years experienced as artist's manager/programmer and party promoter in music industry. Social media specialist.



Our team

TechMeDev Team

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Amélie JONET

Founder techmedev sàrl - Operational & Financial Manager

[LinkedIn](#) | [Company](#)



Antoine BADUEL

Head of company radio FG

[LinkedIn](#) | [Company](#)



Jean-Etienne BADUEL

Managing director radio FG

[LinkedIn](#) | [Company](#)



Yves BISINELLA

Company Attorney

[Company](#)



Our team

Partnering individuals



David LEPAUX

Web Developer and AI Consultant

Web design and development engineer. Project manager in a 'start-up' environment is stimulating especially in the application of agile methods.

[LinkedIn](#)



Rémi @Pandhora @Art Vibes

Civil Engineer and Master in Acoustics

Engineer with a Master's Degree in Acoustics. I have always been passionate about sounds and I am currently working as a Freelance Audio Consultant after 20 months working for Groupe PSA on various sound topics. I'm Co-founder of Pandhora, an electronic music band with a genuine focus on sound design and live performances. I'm working also on Promotions & Relations with Art Vibes Music, an electronic music record label.

[LinkedIn](#) | [Label](#)



Amine @Pandhora @Art Vibes

Computer Engineer and Master in music and musicology

I worked six months in San Francisco for Popsugar in front-end web development and ergonomics. Digital consultant for radio FG, I take part in many artistic projects. I'm Co-founder of Pandhora, an electronic music band with a genuine focus on sound design and live performances and also Co-founder of Art Vibes Music, an electronic music record label.

[Label](#) | [Label](#)



Our team

Partnering individuals

.....



Ilse THEUNISSEN

Graphic Designer

Bachelor's degree in visual and graphic communication.
First prize in the Créa Picto 2017 contest, passionate about pictogram creation.

[Behance](#)



Quentin MOONEN

Graphic Designer, Teacher & Social Media Manager

Specialists & Consultants

.....



Steve DEGOSSERIE

Blockchain expert

mi8 & block0 Founder

[LinkedIn](#) | [Company](#)



Samuel CARDILLO

Serial entrepreneur & Blockchain enthusiast

[LinkedIn](#) | [Home](#)



Our team

Partner companies

.....



House of Startups

Powered by the Luxembourg Chamber of Commerce.

<https://www.host.lu/>



Nyuko

Services for startups, corporate and community.

<https://nyuko.lu/>



Block0

Blockchain consulting company based in Belgium, advising companies on Ethereum & Hyperledger technologies.

<http://block0.io/>

Neurochain



NeuroChain is an intelligent ecosystem that is more secure, more reliable and much faster than blockchain.

<https://www.neurochaintech.io/>



Our team

Partner companies

.....



Radio FG

Radio FG is not only the European reference in electronic music but also a trendsetter and a talent finder.

<https://www.radiofg.com/>



Pandhora

Music producers

<https://www.facebook.com/PandhoraMusic/>



Art Vibes Music

Art Vibes Music is a record label specializing in creation and distribution of eclectic & melodic electronic music. From Deep House to Techno.

<https://www.facebook.com/pg/artvibesmusic/>

Green Revolver Music



Booking - Promotion - Management

«Listen to the color of your dreams»
Tomorrow Never Knows - REVOLVER
The Beatles



Our team

Partner companies

.....



Outrance

[Association for the promotion of culture and psytrance music](#)

We organise events in major places in Lyon (FR) and welcome the greatest international artists.



Nashton Records

[Electronic Music Label based in Lyon \(FR\) and Kraków \(PL\)](#)

This label is mostly Techno and House oriented and gathered artists and producers from Lyon and Kraków only.



Follow-Mi

Follow-Mi is a 360° immersive experience with artists, DJ's, sportsmen, movie stars and TV stars, which allows you to follow and share privileged moments with them.

<https://follow-mi.com/>



AWS

<https://aws.amazon.com/>



Auxiliuris

Lawyers company

<http://www.auxiliuris.be/>



Our team

Advisory board

.....



[LinkedIn](#)

Yves MALANDRI

E-Business Manager

10 years of experience as a retail manager. Creation of graphic compositions for clients. Training in Arts and Graphic Industry (Printing).



[LinkedIn](#)

Laura LARUELLE

Marketing & Project Coordinator

C.A.E. Cambridge University. 5 years as project coordinator. Operational management of corporate and musical events.



[LinkedIn](#)

Loïc BAR

Serial entrepreneur
CEO at Opinum



[LinkedIn](#)

Renaud HOYOUX

CTO / lead developer at Cytomine
Open-source developer



[LinkedIn](#)

Alban AMOUROUX

Author of the Multiroom blog
Expert in #SmartAudio



Webography

Music, Blockchain & Technologies

One of the advantages of a blockchain ledger is that it can establish a more direct relationship between creators and consumers. Composers and artists can get directly compensated every time their songs are played. This can be a boon.

Techcrunch

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Music

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Opinion | Why Songs of the Summer Sound the Same

No one can agree on this summer's anthem, but here's the data that shows that the contenders are not all that different.

www.nytimes.com

Discover More PFC - Playing for Change

Become a PFC Member and support a movement dedicated to bring change through music.

playingforchange.com

Comment le végétal fascine et inspire les musiciens électroniques

De la techno enregistrée dans la jungle jusqu'au synthé qui fait pousser les plantes.

fr.traxmag.com

Pourquoi le volume de la musique industrielle a tellement augmenté en 30 ans ?

Depuis la fin des années 80, par souci de rentabilité, le volume de la musique industrielle augmente inlassablement. Quitte à sacrifier la richesse des productions d'antan sur l'autel de la puissance sonore.

www.numerama.com



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Bernie Krause, bioacousticien : «50% des sons de la nature ont disparu en 50 ans»

Il a passé cinquante ans de sa vie à enregistrer les sons de la nature, animaux et éléments. Et il a constaté que la moitié d'entre eux avaient disparu. Rencontre avec le bioacousticien Bernie Krause, dont l'objectif est de sensibiliser à la disparition des espèces.

www.franceculture.fr

Streaming de musique : tricher plus pour gagner plus ?

Rien de plus simple que de doper son nombre d'écoutes sur Spotify et Deezer, afin de toucher plus de droits d'auteur.

www.nouvelobs.com

Combien gagne un musicien avec le streaming ?

Astuces et humeurs d'un musicien 3.0

lemusicien.fr

Un rêve devenu réel pour deux jeunes producteurs

LUXEMBOURG - André et David ont 27 ans. Ce duo de producteurs luxembourgeois compose pour des rappeurs du monde entier, et parvient à vivre de sa musique.

www.lessentiel.lu

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The rise of crypto in higher education

Coinbase outlines findings on the growing roster of crypto and blockchain courses at top universities and a steady rise in student interest.

blog.coinbase.com



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Compliance and KYC: The link between exchanges, banks and bitcoin mass adoption

With cryptocurrency vastly on the rise, crypto proponents are pushing for more open financial systems to, in part, serve the under-banked and reduce transaction costs. However, as interest and participation increase, banks are no less leery of this maturing industry.

kyc360.com

La blockchain sauvera-t-elle l'industrie musicale ?

De nombreuses perspectives s'ouvrent pour le secteur « L'industrie musicale est un secteur qui a tendance à rater les innovations les unes après les autres ; la blockchain lui offre une occa...

blockchainfrance.net

La blockchain, une séduisante promesse pour la musique en ligne

Santé, automobile, démocratie... La blockchain et son système de confiance décentralisé offre des perspectives nouvelles de transparence et de sûreté, dans de multiples domaines. Et notamment celui de la musique.

www.telerama.fr

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Progressive Web App est-elle la meilleure solution du web mobile ?

Progressive Web App c'est quoi ? est-elle la meilleure solution pour une app mobile ? Les fonctionnalités du mobile sans les contraintes ?

stylistme.com

7 Reasons Why Open Source Code is Better Than Proprietary - Data-mation

The nature and common practices in open source offer an unbeatable combination.

www.datamation.com



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L'open source, une stratégie payante ? - Le Mag numérique

Trois témoignages pour comprendre la stratégie open source

www.lemag-numerique.com

Petit guide sur les logiciels libres à l'intention des professionnels et des juristes

www.wipo.int

Apache HTTP Server

The Apache HTTP Server, colloquially called Apache, is a free and open-source cross-platform web server, released under the terms of Apache License 2.0. Apache is developed and maintained by an open community of developers under the auspices of the Apache Software Foundation.

en.wikipedia.org

Information is Beautiful

Distilling the world's data, information & knowledge into beautiful infographics & visualizations

informationisbeautiful.net

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Yochai Benkler - The new Open Source economics

https://www.ted.com/talks/yochai_benkler_on_the_new_open_source_economics



General disclaimer

Read this please!

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JAM does not represent an investment in a security or a financial instrument within the meaning of EU legal rules. JAM confer no direct or indirect right to techmedev or its subsidiaries capital or income, nor does it confer any governance right within companies and project. JAM is not proof of ownership or a right of controlling companies, project, services or products. JAM does not grant any right to participate in control over the OpenJam and companies management or decision-making set-up, or over project. JAM is not an electronic currency within the meaning of EU Directive. JAMs are not accepted outside the OpenJam environment and JAM do not have a fixed exchange value equal to the amount delivered at the time of their issue. JAM is not a payment service within the meaning of EU Directive. techmedev or its subsidiaries business does not consist in receiving currencies against the delivery of JAMs. JAM is a cryptographic token used by the OpenJam platform. JAM is a crypto-currency, i.e. an unregulated digital asset issued and controlled by its developers and used and accepted by the members of a given community.

This White Paper does not constitute an offer or an invitation to sell shares, securities or rights belonging to techmedev sàrl or any related or associated company. None of the information or analyses in

this White Paper is intended to provide a basis for an investment decision, and no specific investment recommendation is made. Accordingly, this White Paper does not constitute investment advice or an invitation to invest in any security or financial instrument of any nature whatsoever. This White Paper does not constitute or form part of, and should not be construed as, an offer for a sale or subscription, or an invitation to buy or subscribe securities or financial instruments. This White Paper, or any of its component parts, does not constitute the basis for, or should not be used as a basis for, or in connection with, a contract for the sale of securities or financial instruments or a commitment to sell securities or financial instruments of any kind. techmedev sàrl expressly disclaims any liability for any direct or indirect loss or damage of any kind arising directly or indirectly from a misinterpretation of what an ICO really is.

Participation in the ICO is open to natural or legal persons acting within the scope of their professional activities as well as to any private individual acting on a non-professional basis as a simple consumer benefitting from consumer protection laws within the meaning of EU Directive 2011/83/EU of the European Parliament and of the Council of 25 October 2011 on consumer rights.



General disclaimer

Read this please!

Documents linked to the ICO may not be transmitted or distributed to a “U.S. citizen” or to mail or email addresses in the United States of America. It is prohibited to transmit, distribute or reproduce documents linked to the ICO to or for a “U.S. citizen” or within the territories of the United States of America, in whole or in part. To ensure their eligibility for the purchase of JAMs, buyers expressly declare that they are not a “U.S. citizen” (within the meaning of “Regulation S” of the Securities Act 1933 under U.S. law), that means:

- any private individual resident in the United States of America
- any partnership or business organized or established under U.S. law
- any property of which the executor or administrator is a U.S. citizen
- any trust of which a proxy is an American citizen
- any agency or branch of a foreign entity located in the United States of America
- any non-discretionary account or similar account (other than a trust or property) held by a trader or other trustee for the benefit of or on behalf of a U.S. citizen
- any discretionary account or similar account (other than a trust or trust) held by a trader or other trustee, that is organized, established or (if a private individual) resident in the United States of America
- any partnership or company if: -1- it is organized or established under the law of a foreign jurisdiction; and -2- it is formed by a U.S. citizen primarily for the purpose of investing in securities not listed under the U.S. Securities Act, unless it is organized or established, and owned, by accredited investors who are not private individuals, trusts or properties

The non-observance of these rules involves the exclusive responsibility of those who transgress it.

The rules applying to the JAM could be extended to the LION if it is later developed.

Read this please!

.....

Any buyer purchasing the OpenJam's products or services expressly acknowledges technical and market uncertainties which are inherent in any business development project as presented in this WhitePaper (see also risk factors) and that this project may therefore never come to fruition or may have to be abandoned, without the JAM being used. In such a case, the buyer expressly acknowledges and accepts that it won't be entitled to sue or bring any direct or indirect legal action before the courts, the arbitration bodies or any alternative dispute settlement body, either in Luxembourg or abroad, against the companies, its directors, shareholders, employees or subcontractors in the event of the non-performance, nondeployment or non-implementation of the project, even in cases where its JAM wallet have lost some or all of their value. In addition, techmedev sàrl or its subsidiaries may not be held liable for any of the following:

- use of services that are not compliant with the applicable terms
- non-performance, failure, malfunction or unavailability of the services due to a third party, the user, a third-party product, or the user's breach of its obligations
- indirect damages such as business loss or disturbance, loss of orders, operating loss, infringement of the trade mark, loss of profits or clients
- loss, disclosure or unlawful or fraudulent use of user signons by third parties
- suspension of access or temporary or permanent suspension of services (in particular, arising from a request issued by an appropriate administrative or judicial authority, or notification received from a third party)
- loss, alteration or destruction of all or part of the content (information, data, applications, files or other items) hosted on the infrastructure, from the moment they are due to the action or default of a third party
- mismatch between the services and the user's needs
- security incidents relating to use of Internet, concerning in particular the loss, alteration, destruction, disclosure or unauthorized access to the user's data or details on or via the Internet network
- damages to systems, applications and other items installed by third party on the infrastructure
- in general, any action, negligence of a third party who acts without permission of techmedev sàrl or one of its subsidiaries and which causes any damage to the service, infrastructure, its content, its functioning
- fortuitous events and force majeure which are not related to companies action and/or choices

The rules applying to the JAM could be extended to the LION if it is later developed.



FAQ's

Our white paper has undergone significant changes.
We will need to write a new FAQ.

In the meantime, **do not hesitate to ask us questions at** info@techmedev.eu