

justmake

2017 WHITEPAPER



Justmake Foundation

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Version 1.0.15

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Justmake Foundation

The Justmake Foundation is an advisory organization setup to steer the Justmake Ecosystem and oversee the development of the Justmake Platforms, Products, and Services.

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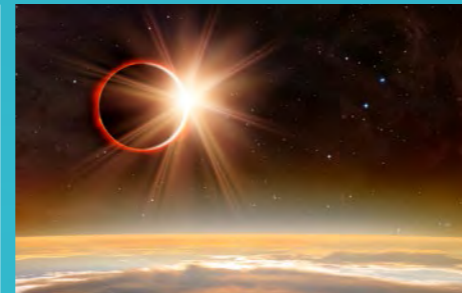


Justmake Ecosystem

The Justmake Ecosystem will be a collection of platforms, products, and services, which the primary purpose will be to increase the user base and user experience of the Justmake Ecosystem.

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Eclipse Day Token Sale

The 2017 Solar Eclipse over the United States is going to be a historic event. We couldn't think of a better day to have a Token Sale! The Eclipse Day Token Sale will be on August 21, 2017.

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Token Distribution

The Justmake Foundation will be releasing 2.1 Billion JM over the course of the next 7 years. Token Sale participants will be the first to get access to the Justmake ERC20 Token.

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2017 Whitepaper



The growth, outlook, and the potential use cases of cryptocurrencies and distributive blockchain technology are very promising and exciting.

The Justmake Foundation is an advisory organization setup to steer the Justmake Ecosystem and oversee the development of Justmake Platforms, Products, and Services.

We have brought together a team of entrepreneurs, technologists, developers, and business professionals to assist in the design, development, and advisory of the Justmake Ecosystem.

We are extremely excited to continue the development of the Justmake Ecosystem and create the vision of a new ecosystem built on the foundation of distributive blockchain technologies.

Joe McGinnis
Founder

“The Edge... There is no honest way to explain it because the only people who really know where it is are the ones who have gone over.” - *Hunter S. Thompson*

Summary

A new, open, and free economy is emerging before our eyes and approaching at an ever-increasing rate. From the rise of popular blockchain technologies such as Bitcoin and Ethereum, to the recent launch of various blockchain and cryptocurrency technologies, ranging from smart contracts to identity verification. The growth, outlook, and the potential uses of cryptocurrencies and distributive blockchain technology are very promising and exciting.

The technological innovation in our world today is happening at an extremely rapid rate and the uses of these technological innovations are staggering. We are currently moving toward massive tectonic shifts in major industries and we are headed into uncharted territory regarding the outcome of these technologies. The team at the Justmake Foundation is suited up and ready to dive into the unknown to see what solutions we can build to benefit the Justmake Community and the world as a whole.

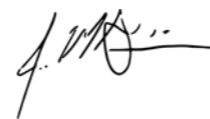
We are excited to launch the Justmake Foundation to serve as the managing body for the Justmake Ecosystem of which its foundation is the new Justmake ERC20 Token (JM). JM will serve as the foundation for the Justmake Ecosystem and will

allow holders of JM to interact with the various platforms we will be building for the ecosystem.


The Justmake Ecosystem will be a collection of platforms, products, and services. The primary purpose of the Justmake Foundation will be to increase the user base of the Justmake ERC20 Token and the user experience of participants in the Justmake Ecosystem. As well as, increase the use and viability of JM. Users will also be able to contribute in a number of different ways in the ecosystem so they can earn JM.

This is an extremely exciting time and we look forward to detailing our plans for the Justmake Foundation, Justmake ERC20 Token, and the future of the Justmake Ecosystem as a whole

We Justmake IT Work.



Joe McGinnis
Founder



The Future is Now.
Let's Build It Together.
We Justmake IT Work.

Justmake Foundation What Is It?



We are extremely excited to continue the development of the Justmake Ecosystem and create the vision of a new ecosystem built on the foundation of distributive blockchain technologies.

The Justmake Foundation is an advisory organization setup to steer the Justmake Ecosystem and oversee the development of the Justmake Platforms, Products, and Services. The Justmake Foundation will also be providing guidance on the management of the Justmake ERC20 Token.

We have brought together a team of entrepreneurs, technologists, developers, and business professionals to assist in the design, development, and advisory of the Justmake Ecosystem.

We are extremely excited to continue the development of the Justmake Ecosystem and create the vision of a new ecosystem built on the foundation of distributive blockchain technologies.

Responsibilities of the Foundation



Oversee Development of Ecosystem

The Justmake Foundation will oversee the development of the Justmake Ecosystem. We will be handling the development of various projects including the Justmake App Store, Justmake Marketplace, and Justmake Social.

We will be releasing current and future products and services at justmake.org to explain in detail each product and/or service we are going to develop.

[View Products and Services at www.justmake.org](http://www.justmake.org)



Increase Viability of Justmake ERC20 Token

The Justmake Foundation will not only be developing products and services to increase the viability of the Justmake ERC20 Token, but we will also be working with other partners and companies to increase the uses of JM.

We are currently brainstorming various possibilities and future projects. We will be reaching out to the community to get your ideas and input about current and future projects.

[The Justmake Community will be providing ideas for current/future projects](#)



Take Justmake Mainstream

The Justmake Foundation will also be working on various uses of JM to increase the ease of use to make it easy and stream-lined for mainstream users to adapt and use the Justmake ERC20 Token.

This will also include implementing various security measures to ensure we are building a state-of-the-art technology foundation and platform.

[We Justmake IT Work.](#)

2.1 Billion JM

The Justmake Token Sale will be on August 21, 2017 at 11:46AM. Investing in an ICO may limit your recovery in the event of fraud or theft. While you may have rights under the federal securities laws, your ability to recover may be significantly limited.



Justmake Ecosystem The Economy of the Future

The ecosystem will be a collection of platforms, products, services, and markets. The primary purpose will be to build a secure and stable ecosystem for the future.



JUSTMAKE ACCOUNTS



JUSTMAKE BUSINESSES



JUSTMAKE APP STORE



JUSTMAKE SOCIAL



JUSTMAKE PRODUCTS



JUSTMAKE SERVICES

Justmake Accounts

Justmake Accounts will be the users central point of management for the Justmake Ecosystem. From here users will be able to manage their Account Details, Wallets, Purchases, Apps, Businesses, Points, Support, and More!.

Justmake Businesses

The Justmake Business platform will be the management point for businesses that are created from the Justmake Account. Businesses will be able to access products, services, and apps from the Justmake Ecosystem.

Justmake Social

Justmake Social is a distributed social platform that will allow users to share information and engage with other users on the platform. As well as, allowing users the opportunity to earn JM by simply participating in the platform.

Justmake Marketplace

Justmake Marketplace will be a distributed marketplace that will allow users to purchase items from user and business created stores. All items will be purchased using JM and store owners will receive JM for store purchases.

Justmake Products & Services

As the ecosystem grows, we will continue to launch additional products and services that benefit the users and businesses of the ecosystem.

Justmake App Store

The app store will include various Justmake apps including CMS, Accounting Tools, Website Tools, Industry Specific Apps, Developer Submitted Apps, and other apps as the ecosystem continues to grow.

Please see products and services at www.justmake.org

2017 Justmake Eclipse Day Token Sale

The 2017 Solar Eclipse over the United States is going to be a historic event. We couldn't think of a better day to have a Token Sale!

Token Sale on Eclipse Day?

Why are we having the Token Sale on Eclipse Day? This is a great question! We have been working non-stop on this project and for the past few weeks we have been trying to figure out the best time to launch the start of the Token Sale. The final decision was a *"bit"* personal. After hearing about the Great American Eclipse, we found out South Carolina will actually be the last place in the world it will pass through. I live, work, and was born in the Upstate of South Carolina, so we are actually going to time the start of the Token Sale with the start of the eclipse. Thus, the name "Eclipse Day Token Sale".

- Token Sale Nickname: Eclipse Day Token Sale
- Token Name: Justmake (JM)
- Start Day: Monday, August 21, 2017
- Start Time: 11:46 AM EST



Justmake Token Distribution

The Token Sale will release the initial 693 Million JM to contributors 28 days after the start of Token Sale.

The remaining 1.316 Billion JM assigned to the Ecosystem and Foundation will be systematically released until April 8, 2024

The Eclipse Day Token Sale will start August 21, 2017 at 11:46 AM EST. Contributors will be able to contribute either Bitcoin (BTC) or Ethereum (ETH) during the Token Sale. The Token Sale will last for 28 days and will end on September 18, 2017 at 11:46 AM EST.

The conversion rate for the Token Sale will be as follows:

- 1 ETH = 700 JM
- 1 BTC = 7,000 JM

The Justmake Foundation will keep the Token Sale open until either the 693 Million JM Token supply limit is reached or until the end of the Token Sale. The Justmake Tokens will be distributed to

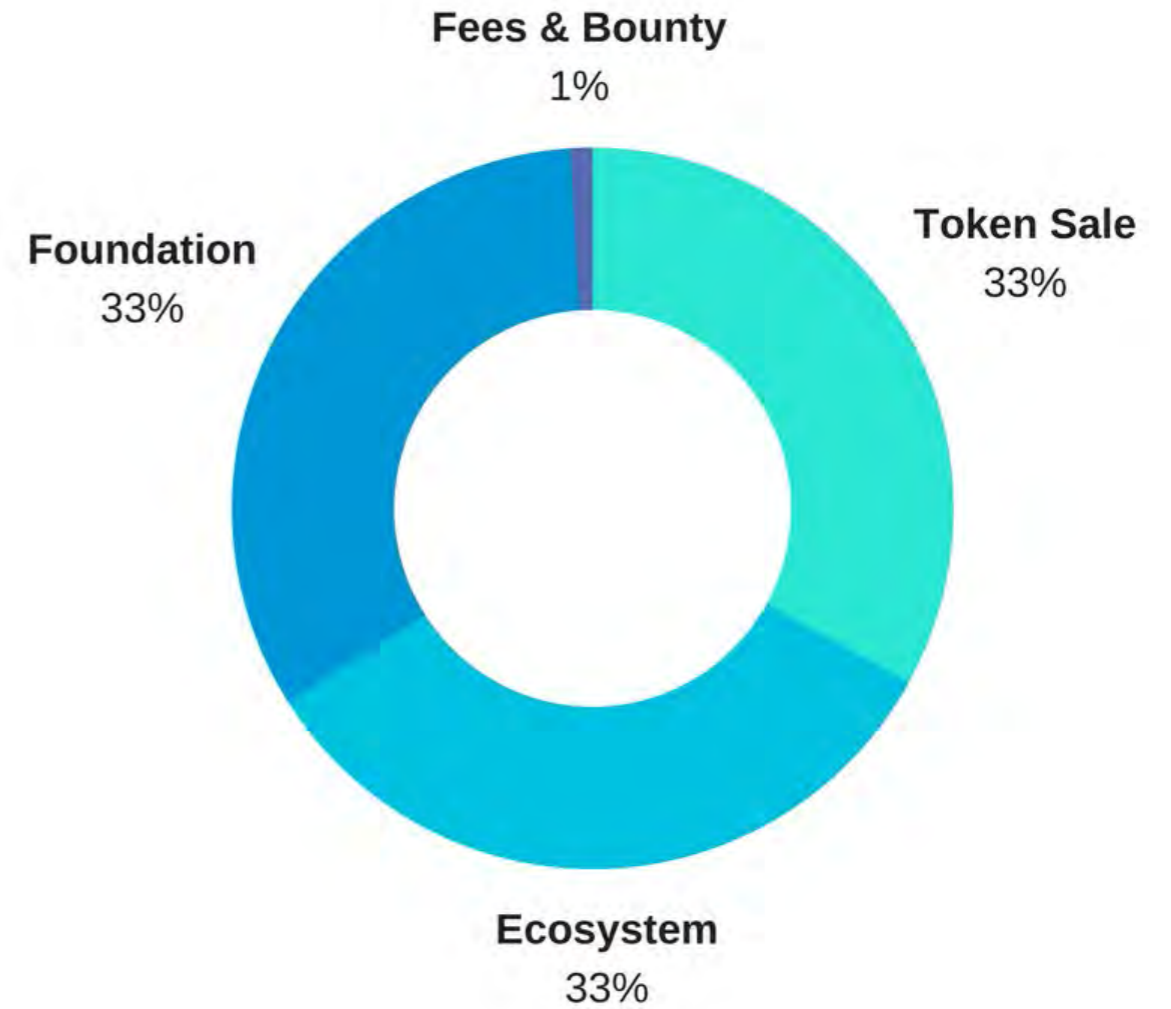
the contributors once the Token Sale has closed. Upon close of the Token Sale, the Justmake Foundation will be issued 69,300,000 JM (10%) of allocated tokens.

After the initial Justmake Tokens have been distributed, the Justmake Foundation & Ecosystem Tokens will be systematically released on October 30, 2017 and will be released weekly until April 8, 2024, for a total of 336 weeks.

There will be a total of 3,918,750 JM issued weekly. 1,856,250 JM will be issued to the Justmake Foundation and another 2,062,500 JM will be issued to incentivize the Justmake Ecosystem.



Distribution Breakdown



• Token Sale	693,000,000 JM
• Foundation Tokens	693,000,000 JM
• Ecosystem Tokens	693,000,000 JM
• Sale Fees & Bounty Tokens	21,000,000 JM
• Total Justmake Tokens	2,100,000,000 JM

These are estimated numbers assuming the Token Sale reaches its target goal of 693 Million JM. If the Token Sale does not reach the target goal the Justmake

Foundation Tokens, Ecosystem Tokens, and Fees & Bounties Tokens will be calculated based on the number of Total JM generated during the Token

Sale. The number of JM generated will be calculated off of the BTC/ETH conversion rates.

Justmake Foundation Token Distribution

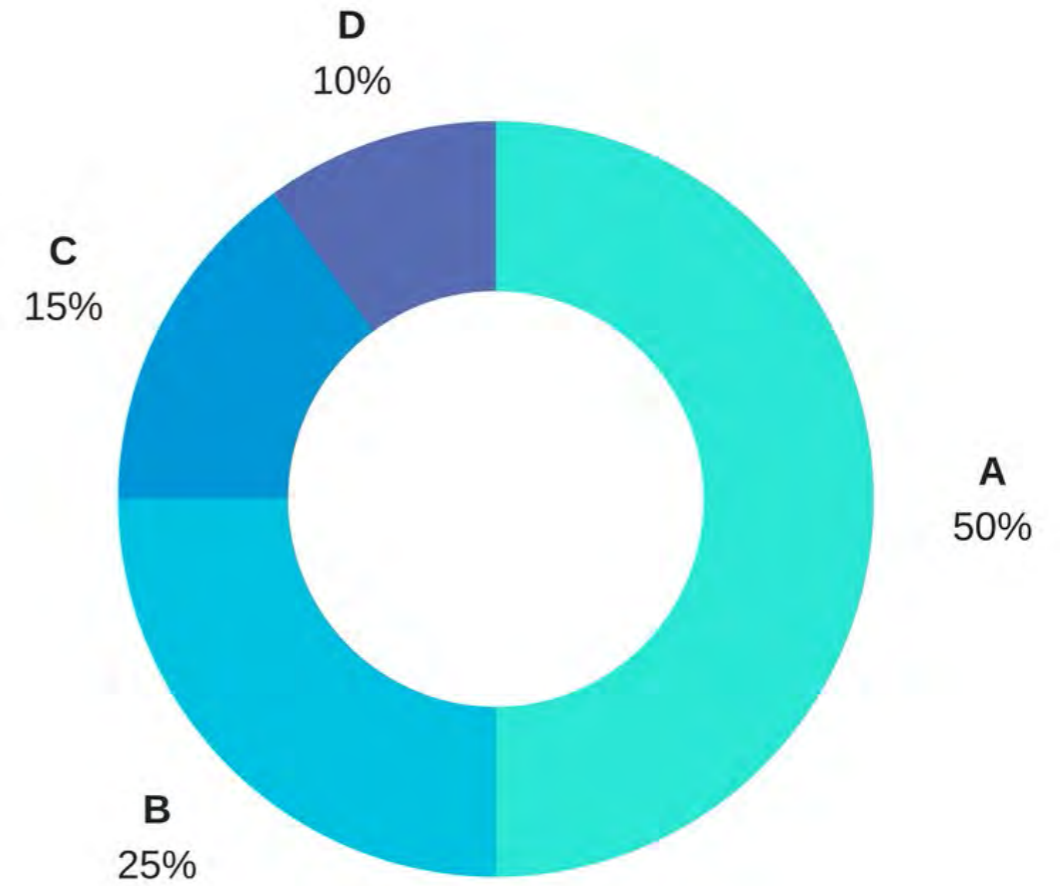
The Justmake Foundation will be using the following ICO-Fund Distribution Schedule.

We Justmake IT Work.

The Justmake Foundation's primary goal is to increase the value and viability of JM for all token holders. We are planning to achieve by providing distribution incentives, as well as, supply and demand fundamentals, in order to create maximum value for the JM token holders.

We are going to adhere to the following ICO-Fund Distribution Schedule in order to achieve the foundation's goals. After the close of the Token Sale we are going to continue building out our business and technology team in order to accomplish this mission.

Foundation ICO-Fund Distribution



- A) 50% - Tech & Roadmap Development 346,500,000 JM
- B) 25% - Business Development 173,250,000 JM
- C) 15% - Marketing 103,950,000 JM
- D) 10% - Team 69,000,000 JM
- **Total Justmake Foundation Tokens 693,000,000 JM**

Please note these are estimated fund distributions



Justmake ERC20 Token Stats

Token Name

Justmake

Token Symbol

JM

August 21, 2017 Time: 11:46 AM EST Duration: 28 Days

Decimal Places

.0001

4 Decimal Places
2.1 Trillion Units

BTC Token Conversion

1 BTC = 14,000 JM

ETH Token Conversion

1ETH = 1,400JM

Max Token Sale Supply

2,100,000,000 JM

Justmake Foundation & Ecosystem Token Distrubtion

