JSECOIN
JAVASCRIPT EMBEDDED CRYPTOCURRENCY

BLOCKCHAIN ADVERTISEMENT AND ECOMMERCE PLATFORM DESIGNED FOR WEBMASTERS
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INTRODUCTION

Our ambition is to create an energy efficient cryptocurrency mined by webmasters which is adopted globally by mainstream users.

All major cryptocurrencies currently rely on miners to carry out the cryptography hashing. Hashing is a mathematical equation that is carried out at large scale to secure a blockchain which is the underlying transaction database of a cryptocurrency. This process consumes huge amounts of computing power and electricity and is dominated by server farms. Miners are rewarded for their efforts by the distribution of the currency.

By using surplus CPU power, huge energy and cost savings could be made over traditional cryptocurrency networks.

As part of this we also offer the ability for users without a website to mine JSECoin. They can do this by accessing the JSECoin platform and act as miners through either a Web Browser, Desktop or Mobile App.
WHAT IS JSECOIN

A WEB PLATFORM BUILT ON TOP OF A BROWSER MINED BLOCKCHAIN TARGET AT WEBMASTERS

- Designed to remove advertisement in place of User Opt-In Mining.
- Saving energy by using surplus approved CPU energy to mine
- Cross platform supported infrastructure for Desktop, Mobile and Web
- Cross eCommerce payment Solution
- Side chain targetted for Enterprises looking to secure information.

16 MILLION OPT-IN MINERS  18 THOUSAND REGISTERED SITES

70 THOUSAND REGISTERED USERS

ACTIVE STATISTICS 1ST JUNE 2018
ADVERTISEMENT & INFORMATION OVERLOAD

WE ARE WORKING TO SUPPORT WEBMASTERS

REPLACING ADVERTISEMENT WITH USER OPT-IN

CRYPTOMINING

MINER USES LESS THAN 10% CPU
THATS LESS THAN VIDEO ADVERTISEMENT
THE PROBLEM

CREATING A GREENER MINING PLATFORM WITH THE WEB

- Excessive Power Consumption
- Limited Distribution Pools
- Monopolies On Digital Advertising
- No Commercial Management
- Delayed Transactions
- Limiting Scaling Issues
- Advertisement Blockers
THE SOLUTION

CONSUMING SURPLUS CPU USERS FROM **OPT-IN MINERS**
AND **REWARDING WEBMASTERS** FOR REMOVING ADVERTS

- Use Surplus CPU Resources < 10%
- Mined In A Standard Web Browser
- New Website Monetization Methods
- Growth & Adoption Systems In Place
- 30 Second Fixed Block Times
- Designed For Mainstream Adoption
LIVE PLATFORM
WE HAVE DONE MOST OF THE HARD WORK
OUR PLATFORM IS LIVE AND NOW OPEN SOURCE
WE ARE CURRENTLY PLANNING OUR MARKETING STRATEGY
AND WILL SHORTLY BE LAUNCHING OUR ICO
MARKET OPPORTUNITY

JSECOIN is combining blockchain and web technologies making webmasters an ideal target market.

PUBLISHER MINING

MERCHANT TOOLS

AD-EXCHANGE

3.5 billion people around the world have access to a web browser. This provides an unrivaled distribution pool of potential stakeholders.

Ad-blockers cost publishers $62 billion USD/year.
MARKET OPPORTUNITY

ADBLOCKERS REVOLUTION

SWITCHING SUPPORT FROM ADVERTISEMENT DISPLAY TO WEB BASED OPT-IN CRYPTOMINING

● More and more users today are turning to adblocker solutions
● New browsers like brave are rewarding user via blockchain and blocking adverts
● Existing browsers are providing the option to block adverts all together

This is beginning to impact global sites that rely on paid advertisement streams. Companies like Salon.com have created their own solution to detect ad blockers and enable user mining to bring in revenue. Other sites like the radio times prevent users from accessing content until the adblocker has been disabled. Financial times and others have turned to providing content based on a user subscription model.

● COSTS THE INDUSTRY $62 BILLION
LEADING CRYPTOMINER

INNOVATING WITH BLOCKCHAIN AND THE WEB

OUR BLOCKCHAIN AND ALTCOIN IS THE FIRST IN THE DIGITAL ADVERTISEMENT AND COMMERCE SPACE

TARGETING ADVERTISEMENT HEAD-ON
HOW DOES JSECoin ECOSYSTEM WORK?

A DIGITAL PLATFORM THAT REWARDS WEBMASTERS
BUSINESS MODEL

ECOMMERCE
- JSE TOKEN TRANSACTIONS FEES
- CROSS COMMERCE INTEGRATION APP PLUGINS
- INTEGRATED ADMIN INTERFACE

EXCHANGE
- TRANSFER FEES
- MASTERCARD VISA INTEGRATIONS

ENTERPRISE SUBCHAIN
- BLOCKCHAIN AS A SERVICE - CLOUD INFRASTRUCTURE
- ADMIN INTERFACE SUITE
- PREPACKAGED DIRECT DB INTEGRATION OFFERINGS
TOKEN ECONOMICS

TOKEN DISTRIBUTION CROWDSALE SUMMER 2018

CIRCULATING SUPPLY (JUNE 2018) - 220,000,000 (220 MILLION)

MAX HARD CAP
10,000,000,000

CROWDSALE CAP
5,000,000,000

FOUNDERS & ADVISORS CAP
500,000,000 (500 MILLION 5%)

JSE TOKEN
ERC-220/223

INVESTOR WHITELIST APPLICATION
https://jsecoin.com/whitelisting
COMPETITION

**MONERO MINERS**
- Resource intensive
- 3rd party blockchain
- Unethical hidden mining
- Blocked by antivirus

**BITCOIN**
- Large carbon footprint
- Delayed transactions
- Scaling issues

**AD-NETWORKS**
- Monopolised marketplace
- Publishers unsatisfied
- Obtrusive user experience
ICO LAUNCH
11TH JULY 2018

INNITIAL COIN OFFERING

ENDS OCTOBER 11TH 2018
OR WHEN
5 BILLION IN JSE IS SOLD
PRODUCTS

- Web, mobile & desktop apps
- E-commerce integrations
- Two mining pools - publishes & platform
- Side chain - coming soon

SOLUTIONS

- Web platform
  https://platform.jsecoin.com
- Desktop & mobile apps
  https://jsecoin.com/downloads
- Blockchain explorer
  https://blockchain.jsecoin.com
- 3rd party software
  Wordpress plugin
  Joomla plugin
  WooCommerce gateway

MINING POOLS

Publishers
Place a code snippet on their website and visitors opt-in and mine while viewing their content.

Self-Miners
Can use the platform or apps to mine from internet connected devices.

Technical information
https://jsecoin.com/whitepaper.pdf
MOBILE APPS

EARLY ALPHA RELEASE MOBILE APP FOR ANDROID
IOS COMING SOON...

- Background mining support
- IOS, Android
- 2017 Phones capable of mining
- 2FA integration

https://github.com/JSEcoin/platform/releases
DESKTOP APPS

EARLY ALPHA RELEASE DESKTOP APP DESIGNED FOR
WINDOWS - MAC - LINUX

- Background mining support
- Auto launch from reboot
- Auto Signin
- Higher mining performance

https://github.com/JSEcoin/platform/releases
GROWTH

Areas of growth that we are actively working on.

**Opt-in Banner**
- Receiving 10 million impression
- Virality of the product

**Digital Ads**
- Effective digital advertising
- Key ad-tech tools

**Affiliates**
- Affiliate link referral program

**Webmasters**
- Promotions & revenue generation streams

**Enterprise Partners**
- Subchain integrations
- Resellers

**Small - Medium Business**
- Blockchain as a service
OUR TEAM

FOCUSED AND DRIVEN ON INNOVATION

TRYING TO MAKE A DIFFERENCE BY SHAKING UP THE DIGITAL ADVERTISEMENT MARKET
THE TEAM

INNOVATING WITH BLOCKCHAIN AND THE WEB
TO MAKE A DIFFERENCE

THE JSE TEAM ARE DRIVEN AND COMMITTED TO IMPROVING AND
SIMPLIFY THE PROCESS BY WHICH PEOPLE CAN MINE AND TRANSACT
WITH CRYPTOCURRENCIES THROUGH THE USE OF THE BROWSER FOR
ALL DEVICES.
FURTHER INFORMATION

FIND OUT MORE ABOUT JSECOIN AND OUR BLOCKCHAIN PROJECT

- WEBSITE
  https://jsecoin.com

- WHITEPAPER
  https://jsecoin.com/whitepaper.pdf

- PLATFORM
  https://platform.jsecoin.com

- WHITELISTING
  https://jsecoin.com/whitelisting
THANK YOU FOR YOUR TIME AND CONSIDERATION

FROM THE TEAM @ JSECOIN.COM