



JGN

DeFi + NFT + Metaverse
Infrastructure

LITEPAPER

Draft for community review

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Understanding DeFi & Project Overview

DeFi Infrastructure encompasses the tools and services you need to participate in the most exciting financial shift of our time. The next evolution of DeFi will go beyond pure decentralization and into real-life everyday use-cases and has the power to fundamentally alter the bedrock of how we define value. We as a society need to re-evaluate beyond just the finance and banking systems. If we are to have a true decentralized revolution, we must examine and see the burgeoning power of DeFi applied to untapped, yet massive industries that are ripe for disruption.

DeFi Has Changed Everything

DeFi, short for decentralized finance—is the notion that crypto can empower a decentralized architecture, outside of companies' and governments' control. Decentralized Finance—often called DeFi or open finance—refers to the economic paradigm shift enabled by decentralized technologies, particularly blockchain networks. From peer-to-peer payment systems to automated loans to USD-pegged stablecoins, DeFi has emerged as one of the most active sectors in the blockchain space, with a range of use cases for developers, individuals, and institutions. (Source: <https://consensys.net/blockchain-use-cases/decentralized-finance/>)

While DeFi stands for decentralized finance, the fact it's permission-less is equally as important, perhaps more so in its current state. It means, essentially, that anyone can use these services, with the only barrier to entry being a little bit of technical knowledge.

Introducing Juggernaut (JGN)

Juggernaut (JGN) is a complete DeFi suite, NFT ecosystem, and GameFi Metaverse infrastructure with full BSC compatibility.

We offer and build an NFT infrastructure, games, collections, and our BSC NFT Marketplace. Juggernaut is building a unique ecosystem, full of exciting use cases, merging the possibilities of DeFi with NFTs.

We believe that DeFi and NFTs should be accessible and simple for all. Juggernaut wants to help everyone be part of the DeFi revolution and empower new and interesting innovations.

At Juggernaut we are merging the possibilities of DeFi with NFTs to create something new and exciting.

Introduction to NFTs

NFTs are soaring in popularity. It's a concept that's heard everywhere. With record-breaking sales, such as \$62k for a crypto game card, or \$170k for a kitty collectible, NFTs don't go unnoticed anymore. Let's explore what they are and how they tie to Juggernaut and DeFi.

NFTs stand for Non-Fungible Tokens. "Non-fungible" sounds complicated, but it's actually a simple concept to learn:

Any collectible that is identical to another, and can be exchanged for it 100% of the time, is a fungible item (ex. 1-dollar bill can be exchanged for another 1-dollar bill. 1 share in a company can be exchanged for the same 1 share).



On the other hand, any collectible that's not identical to anything, and can't be exchanged for a similar item 100% of the time, is a non-fungible item (ex. The Mona Lisa can't be exchanged for a replica. A Twitter username can't be exchanged for the same Twitter username, because only one exists).



The Internet opened up new non-fungible collectibles to the world, such as digital art, domain names, social media handles, and many more, but claiming ownership, transferring those items, and buying & selling is a complicated process. That's why NFTs were born. Basically, they are representations of non-fungible items in the form of tokens.

Crypto tokens for NFTs have many different advantages because they are on a blockchain:

- **Interoperability:** tokens from decentralized protocols can be programmed so they can work in many different applications, which can make the experience more complete, useful and interesting, and it can expand the possible applications of NFTs to new & exciting use cases.
- **Programmability:** because tokens need to be created through a smart contract, the possibilities are endless. There are a lot of different things that can be changed, like max supply, inflation economics, and a lot of things that can be implemented on them, like trading history, date of creation, useful information, etc.
- **Easier to trade:** blockchain tokens are international, and there are fewer barriers to buy & sell them compared to traditional markets. Crypto markets operate 24/7, automatically, and tokens add a layer of abstraction to any collectible, which makes trading simpler and quicker.
- **Traceability:** blockchain records are immutable, and can be inspected to see the original source.
- **Ownership:** tokens can represent unalterable ownership.
- **Authenticity:** tokens contain all the information regarding the item, so authenticity is easier to prove.

Introduction to NFTs

All those properties make crypto tokens incredibly useful for Non-Fungible items, because what makes those type of items unique is their authenticity, that can be easier to prove with blockchain tokens. Furthermore, they can represent immutable and unalterable ownership.

When you put non-fungible tokens on a blockchain, a new world of possibilities opens. Suddenly, digital art becomes viable, because ownership is easy to prove. You can start doing cool stuff with loyalty points, or buy & sell royalty-bearing items such as music or films.

Many experts in the NFT space believe that digital art and gaming will be the first steps towards achieving mainstream adoption, followed by the entertainment industry and other industries like real estate, insurance, etc.

NFTs represent things that are unique, that are not like anything else in the world. If you combine uniqueness with blockchain, you get amazing possibilities.

DeFi and NFTs: Perfect Match

What does DeFi have to do with NFTs?

NFTs on their own are very cool. Collectibles, rare items, digital land.... But they lack two crucial things: liquidity and incentives, which are essential in the crypto space.

It's true that NFTs are more liquid than other Non-Fungible items, but they are not as liquid as other cryptos. Furthermore, there's no proper incentive system for jumpstarting NFT creation or trading. That's where DeFi comes into play.

DeFi helps NFTs with its protocols and incentive mechanisms, such as yield farming or staking. With its decentralized properties, DeFi protocols can make NFTs interoperable, meaning they can have a variety of uses outside of their initial purpose, like for example to unlock stuff, staking, or new uses that have not been discovered yet.

On the other hand, DeFi can help grow NFT marketplaces, with reward incentives to trade or create rare collectibles, yield farming a token to get unique NFTs, or stake those NFTs to get some other type of reward.

All of this can happen automatically, without the use of third-parties, which means Non-Fungible items can now have international exposure, especially when it comes to digital NFTs (ex. Twitter usernames, websites, digital art).

DeFi can make NFTs truly shine, because the ownership and authenticity guarantee that blockchain brings are best displayed when there's a lot of movement on those items.

GameFi + Metaverse Expansion

After the May peak, the overall NFT market has changed. Crypto supporters have realized that NFTs make a lot of sense in gaming environments, especially those with unique properties and use cases.

And it makes sense: NFTs that you can use in games, or inside different protocols. They give access to a new world that we are very excited to explore.

GameFi is the intersection between blockchain-based games and finance, creating new opportunities for gamers, and also allowing game developers to be innovative in their new creations, thanks to the blockchain technology.

Also called Play-to-earn, GameFi is about having having unique fan experiences and in-game rewards.

A **metaverse** simulates real-world interactions and economies in a digital environment. It's an alternate digital reality to socialize, work, play, and transact (Source: Republic Realm).

Why GameFi + Metaverse for Juggernaut?

JGN's vision has always been to help everyone participate in the DeFi revolution. Juggernaut was born to give simple and fun access to new and interesting innovations.

We have one of the top DeFi + NFT exchange on BSC, JGNNFT.com, exclusive IPs, our Diamond JGN Membership program, and we have previous experience building blockchain games!

Because we already have a DeFi + NFT infrastructure, and our vision is to provide DeFi access to everyone, everywhere, GameFi offers us a new innovation path, where we can build exciting & fun stuff!

JGN Metaverse Game

We are designing a new Metaverse game that will feature collecting, breeding, and battling components. Diamond Holders can expect secret rewards and extra perks in this new experience that can be achieved by directly staking and ensuring protocol growth, usage, and integrity.

We don't want to spoil the fun, so we'll leave it at that, but we are working very hard to create the Metaverse 2.0!

JuggerDRAW NFT Games

JuggerDRAW is the BSC exclusive on-chain NFT lucky draw where JGN holders can win big prizes!

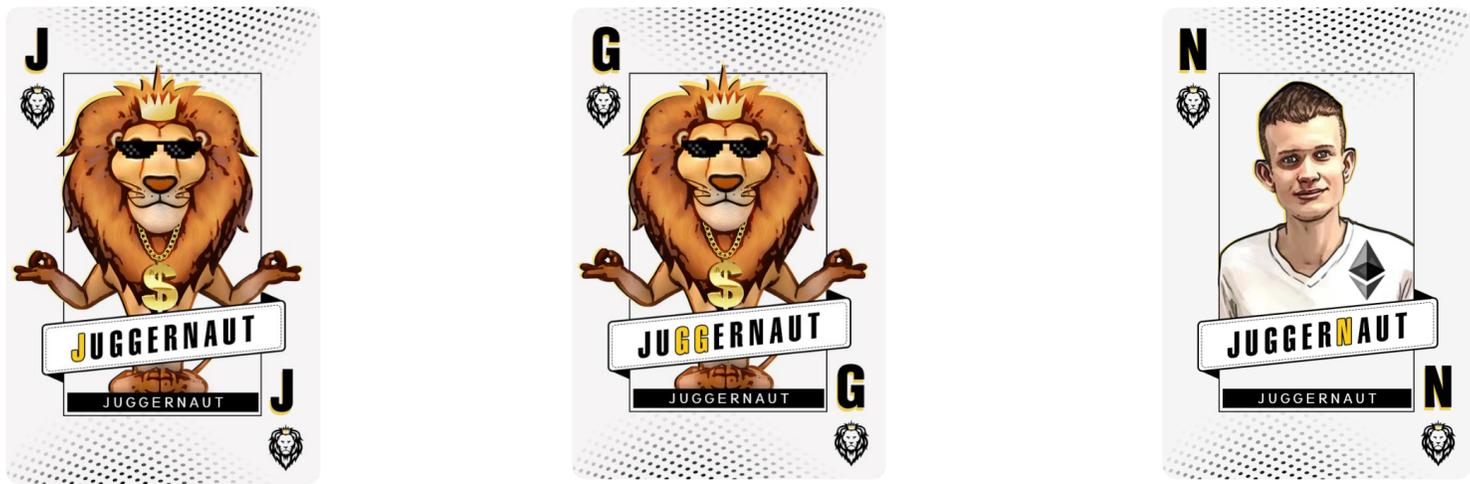
JGN has released four different versions of JuggerDRAW, all part of the JGN ecosystem, using JGN to participate in the games.

The average selling time of the four campaigns has been ≈1 day, and all versions worked as follows:

1. Each time a user plays, he gets a **random NFT with a letter** on it.
2. Players can put together NFTs to **spell different words**, and get rewards!
3. The games also feature **exclusive NFT collections**, and NFTs redeemable directly for unique prizes.



For example, in the first version of JuggerDRAW, users that were able to spell “JGN” with their NFT cards, received a JGN prize!



Two of the JuggerDRAW games were co-branded:

- One with **Thugs Finance** (since then re-branded to HyperJump), where users could spell words like THUGS, and we featured an exclusive NFT collection:



- One with the **PancakeSwap** branding, where users could spell words like CAKE, and we featured an exclusive NFT collection:



Some of the past rewards were redeemable NFTs for JGN, CAKE, or DRUGS (name of past Thugs Finance token), as well as exclusive NFT collections, featuring a CAKE collection, THUGS collection, and JGN Holiday Collection.



JuggerWORLD NFT Exchange

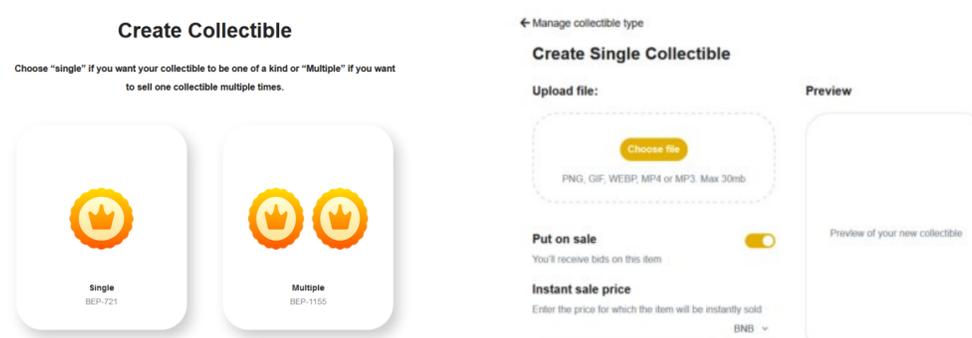
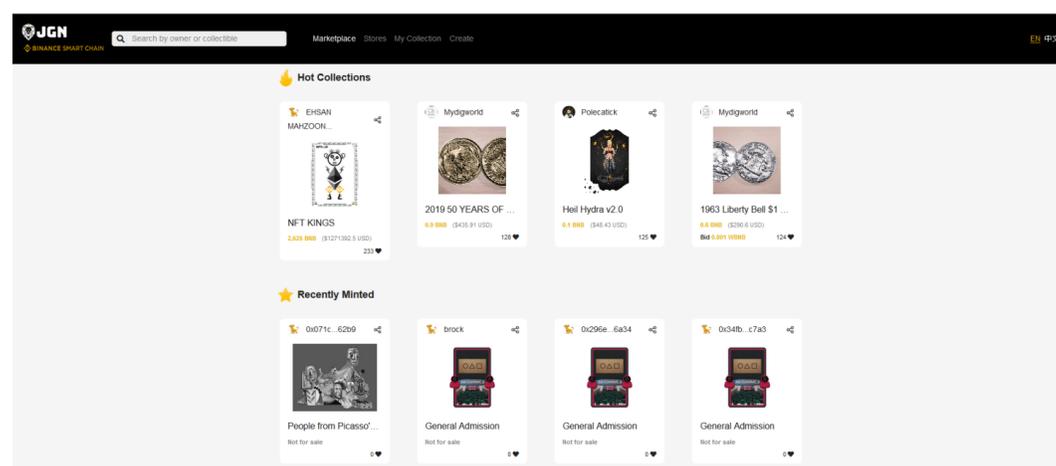
There's a big market gap for NFTs because Ethereum is currently inefficient for certain use cases, and Binance Smart Chain has a vibrant community of NFT followers looking for a place to trade and create BSC NFTs.

That's what inspired us to create jgnnft.com, an open place for the BSC community to trade NFTs.



We have developed a system where people can create their own NFTs in a completely decentralized manner. That means that our NFT Exchange is decentralized. People issuing NFTs will have complete control and ownership over their creations. Anyone will be able to create single (BEP-721) or multiple (BEP-1155) NFTs through our NFT Exchange, and list them in our platform or on others that support visualization of our BSC NFTs.

JuggerWORLD is one of the leading BSC NFT Exchanges. Complete control, ownership, and rights to buy, sell & create. Everyone is welcome to use our BSC NFT Exchange. Open access, freedom of collectibles, and available for anyone, anywhere.



NFT Partnerships

Partnership with Steve Aoki

The details of the upcoming collaboration have not been revealed, but given Juggernaut's notoriety for NFTs there could be a special run that features the work of the music star. Aoki has over 8 million followers on Twitter - meaning any collaboration with him is sure to bring increased exposure to the platform! The partnership is among the biggest in terms of celebrity on the chain.

Partnership with ATV

Juggernaut has recently inked a deal with ATV to become an exclusive producer of NFTs for the media company. ATV is renowned for their globally-branded Miss Asia Pageant, along with a variety of other ventures. Juggernaut has been given IP rights to produce NFTs based on the Miss Asia Pageant and other ATV television programs. This is a key partnership for Juggernaut as it will increase their notoriety among their Asian community, as ATV is a highly successful producer of content with a large audience.

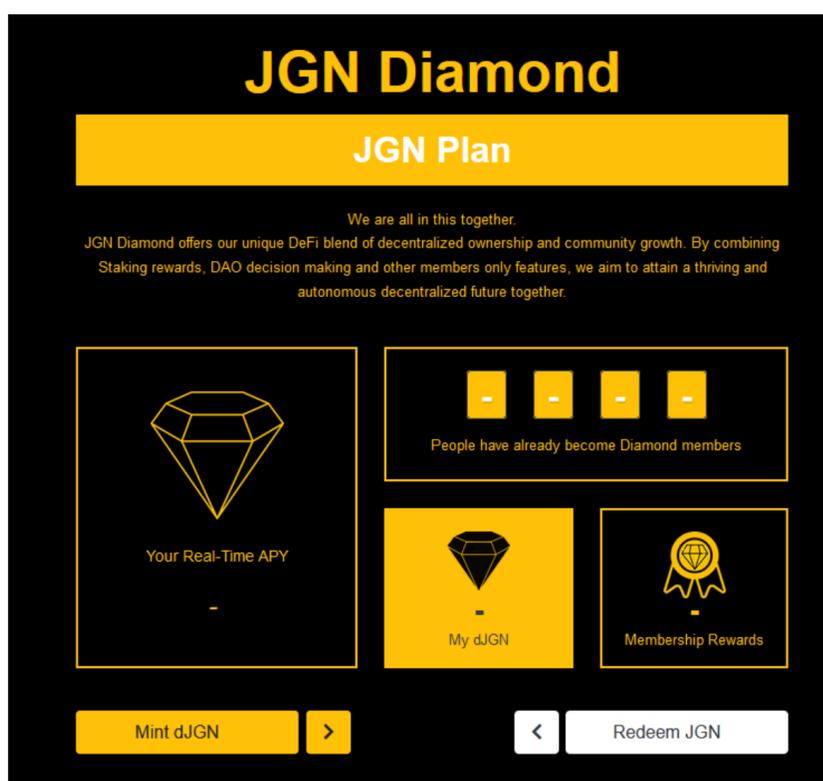
Partnership with Jianzhou Chen

Juggernaut has partnered with Jianzhou Chen (陳建周), a famous Chinese artist from Shandong, to create exciting and colorful NFTs.

Jianzhou Chen was born in Tai'an, Shandong, in 1987, and graduated from the Art Design Department of the Beijing Union University in 2012. Chen is a member of China Artist Association, and has received multiple awards for his unique portraits, like the excellence award at the Beijing Youth Artist Art Carnival. His art has been exhibited all around the world, in galleries outside China, like Korea or the United States.

Diamond JGN Membership

Diamond JGN (or dJGN) is a membership program that rewards early supporters and contributors with direct staking and participation requirements. It is a way to thank the community for their immense support, share rewards, and attract new community members thanks to its incredible components. Diamond JGN is a truly new experience, with a new UX/UI, and incredible components never seen before.



Diamond JGN; a unique membership program with staking and exclusive features. Diamond JGN members will get JGN rewards for staking, and they will also get extra perks and upcoming secret rewards for helping the development of the JGN ecosystem.

Juggernaut will allocate 10% of its Total Supply (15m JGN) to the Diamond JGN plan over five years. The Staking component is crucial in our vision of a decentralized world, and the exclusive membership features are a way to ensure we reward the true believers and supporters of Juggernaut.

Stake JGN, get rewards, and extra perks for being part of the membership. Put your JGN to work, and become a diamond JGN supporter.

About dJGN: Governance & Rewards

Governance

dJGN holders need to stake JGN to get dJGN in order to enjoy governance rights within the Juggernaut ecosystem. Voting and governance rights are in the plans, but they aren't currently developed, and it is a work in progress.

Rewards

The dJGN membership rewards are at the core of Diamond JGN, and the greatest way to thank loyal JGN token holders. dJGN is not a secondary token, but rather a membership certificate, and the minting of dJGN can only be achieved through JGN.

JGN holders can exchange their JGN for dJGN in order to participate in the Diamond JGN Program. 100 JGN = 1 dJGN via minting. Users can mint (from JGN to dJGN), or redeem (from dJGN to JGN) at any time.

Please note that dJGN can NOT be transferred, or be traded. It is just a representation of the membership or loyalty.

In total, Juggernaut will give out 10% of its tokens (15m JGN) to reward long-term contributors and holders of JGN in the Diamond JGN Program over 5 years.

The dJGN membership rewards are divided into three main components:

1. A fixed daily reward: with a current structure of 8,000 JGN per day.
2. A reward acceleration program: the dJGN rewards will be higher in the first 30 days of dJGN launch (50% bonus).
3. 5 % reward fee: exiting fees (from dJGN to JGN. Currently fixed at 5%) will be rewarded to dJGN holders.

JGN/Day	DAYS	Total JGN
12,000	30	360,000
8,000	1830	14,640,000
	1860	15,000,000
Percentage		10%

It's important to note that the mere holding of JGN does not entitle dJGN (or JGN) holders to any rewards.

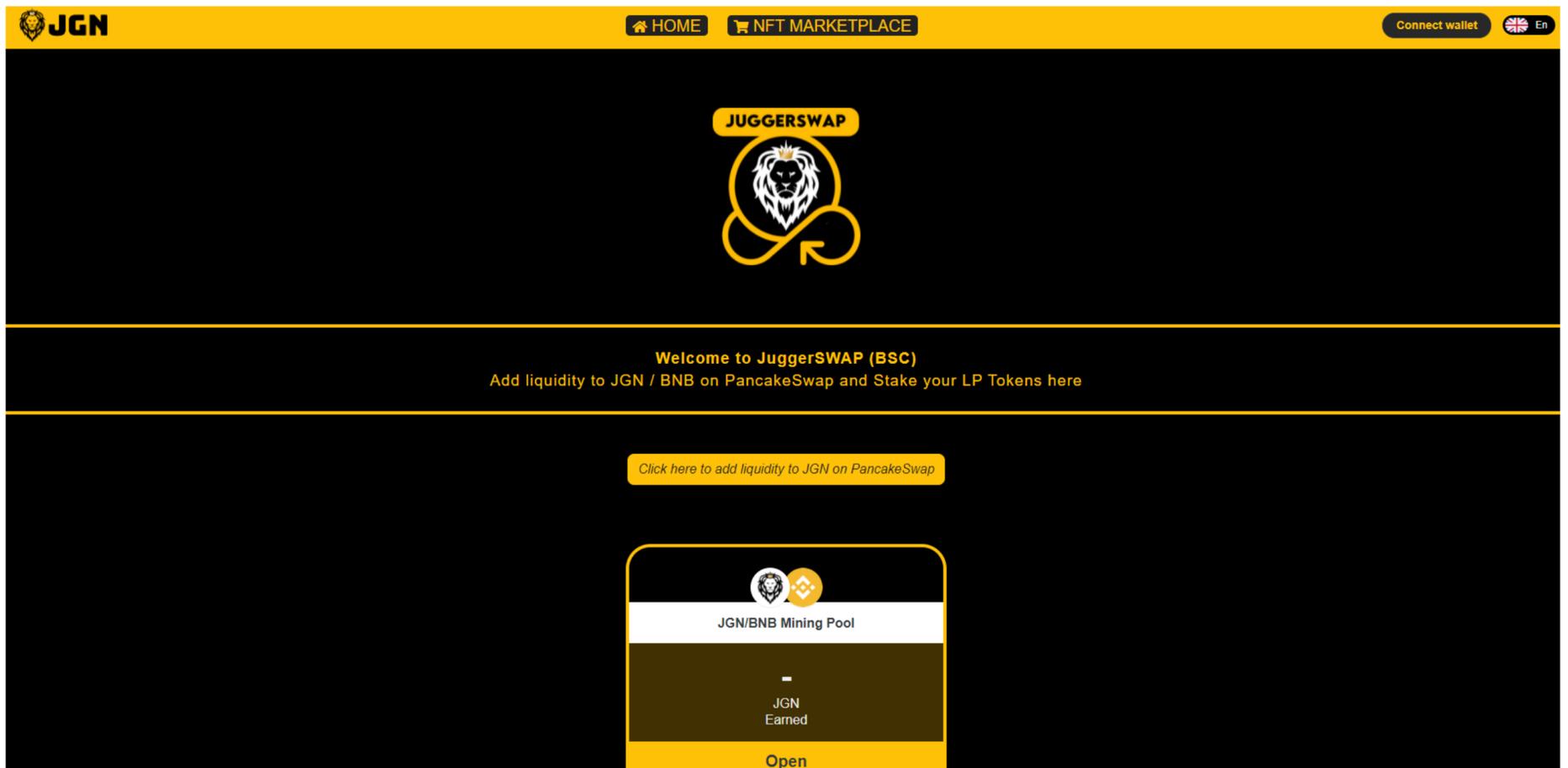
Users need to stake their tokens, actively participating in Diamond JGN, in order to receive rewards. There will be rewards in the format of dJGN if you stake JGN via the smart contract on <https://djgn.jgnnft.com/>.

JuggerSWAP BSC Staking

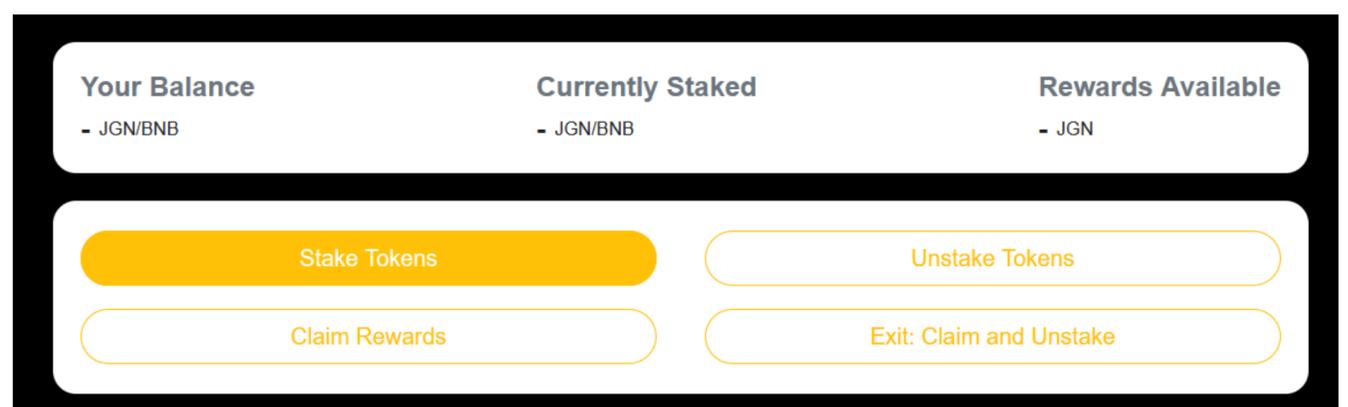
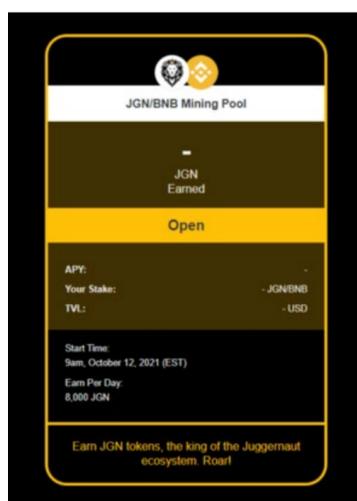
JuggerSWAP is our staking platform, that was originally launched on Ethereum. The community has been asking for more staking opportunities, so we released the first liquidity pool on JuggerSWAP BSC.

JuggerSWAP BSC is a staking platform that will allow you to stake LP tokens and earn JGN.

In order to participate in the staking opportunity, users need to add liquidity to the JGN/BNB pair on PancakeSwap, and stake their CAKE-LP tokens in the pool.



We wanted to update the UI/UX of JuggerSWAP in order to better reflect our involvement with BSC. We have changed the JuggerSWAP logo, the structure of the staking pools, and the information shown.



Roadmap

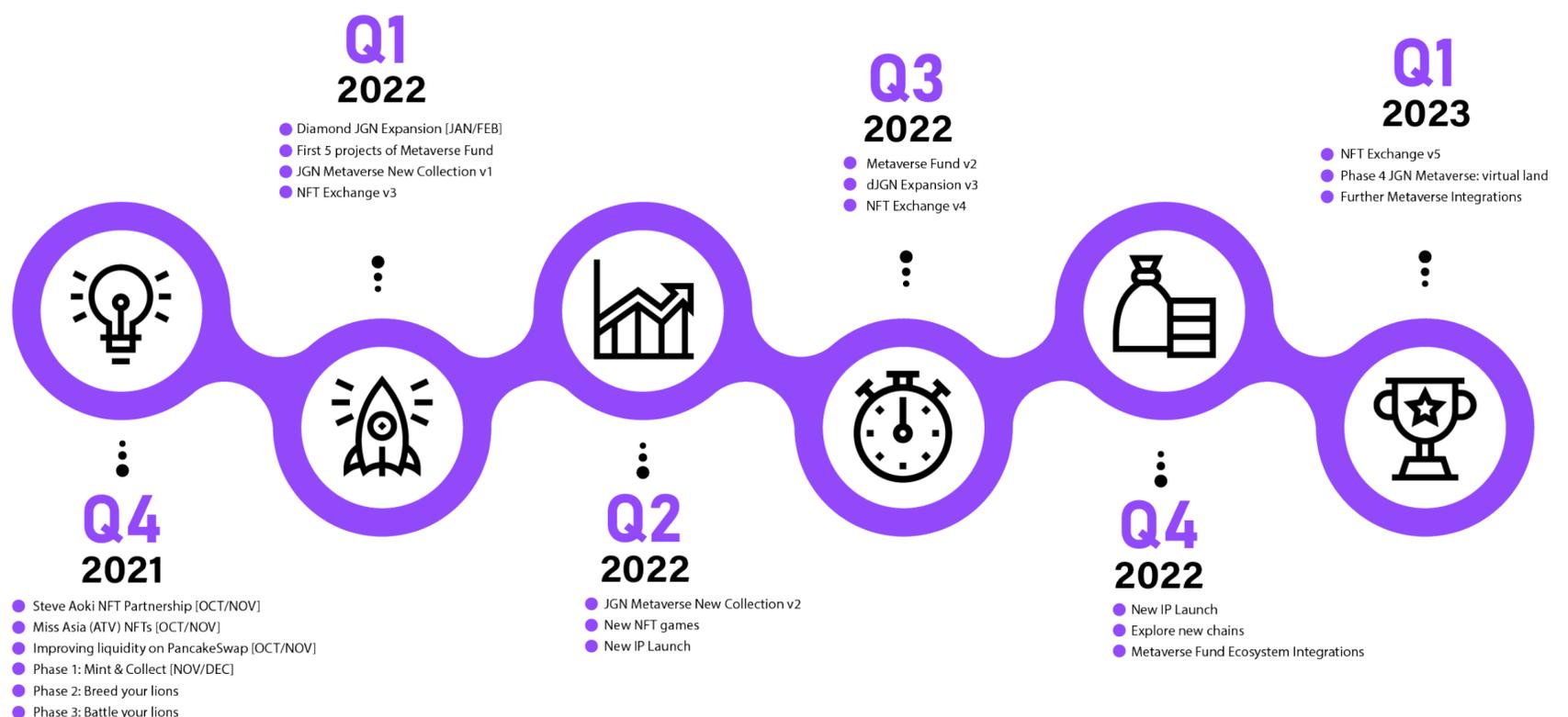
At Juggernaut, we are working hard on our DeFi + NFT + Metaverse ecosystem.

We want to bring top IPs to the NFT space, like Steve Aoki and ATV & Miss Asia. We are also focusing on our upcoming Metaverse launch, where users will be able to play and earn.

We are working on an upgraded experience on JuggWORLD, our NFT Exchange.

We are also preparing a few surprises that we would like to share soon.

Lastly, we will continue integrating JGN and Diamond JGN into all our ecosystem, to make a complete DeFi + NFT + Metaverse offering, with cohesive components.



Juggernaut Name Inspiration

Where did the name Juggernaut come from?

Juggernaut is a fictional character appearing in American comic books published by Marvel.

Juggernaut is known for being a strong, impenetrable force.

So, this an homage to the incredible Marvel character Juggernaut... because he's unstoppable!



*All rights of Juggernaut images belong to Disney/Marvel, we just love the character.

JGN Token Economics



150,000,000 Total JGN Supply

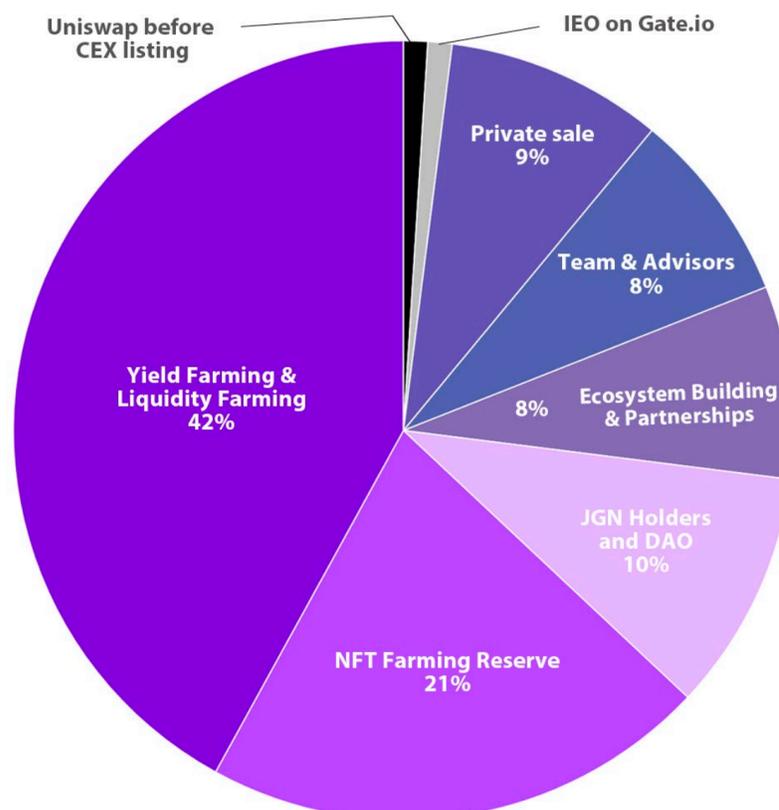
- Uniswap, Balancer & DeXs before listing: 1%, no lockup
- Marketing & IEO: 5% in total. IEO - no lockup; marketing: 50% at m = 0 and 50% at m = 6
- Private Sale: 9%, 4-month lockup (linear vesting, start at m = 0)
- Team & Advisors: 10%, 24 months lockup (linear vesting, start at m = 0)
- Strategic Ecosystem Building & Partnerships: 10%, 24 months lockup (linear vesting, start at m = 4)
- Foundation: 25%, 30 months lockup (linear vesting, start at m = 7)
- Yield Farming, NFT & Mining Reserve: 40%, 60 months lockup (linear vesting, start at m = 0)

*m = 0 means the date of the first/initial centralized exchange (CEX) listing.

*m = 1 means 1 month after the first CEX listing date.

*m = 4 means 4 months after the first CEX listing date.

Token Distribution



Conclusion

As the blockchain space evolves, decentralization will continue to be the essence of blockchain projects and their communities moving forward. JGN is empowering unique innovating experiences.

JGN is building a DeFi + NFT + Metaverse infrastructure. We believe that DeFi (Decentralized Finance) will go very far in crypto, because blockchain technology has many natural advantages over traditional finance, and there are a lot of reasons to make the change!

Our leading BSC NFT Exchange Juggernaut is be the gateway to discover all the possibilities of NFTs, for both companies and individuals. It offers Juggernaut the opportunity to experiment and come up with unique and crazy incentive mechanisms, business models and rare collections of NFTs.

Diamond JGN participation offers the possibilities of participating actively in the JGN ecosystem, and being rewarded for the work done.

Lastly, our upcoming JGN Metaverse game will feature collecting, breeding, battling components, and much more!

Juggernaut is the future of DeFi + NFT + Metaverse. Juggernaut is unstoppable.



JGN

DeFi + NFT + Metaverse
Infrastructure

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L I T E P A P E R