



# JBcoin

Japan Brand Coin

Whitepaper Rev.1.04



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# JBcoin's overview

The J.Six Corporation, and The J Cosme Corporation, whose predecessor was established in 2010, are manufacturing and sales company of cosmetics and health supplement which has its offices or bases in Thailand, Taiwan, Singapore, Hong Kong and Japan. J.GROUP is a giant group which has 40,000 users in Japan and 100,000 users in the world. At the moment, it is expanding its business worldwide mainly in Asia, sponsoring as an official supporter of Miss International Competition and an official main sponsor of Miss Korea 2017 and Shin Kyokushinkai Karate.

The visions of J.GROUP are;

1. Becoming the bridge of beauty between Japan and other countries by spreading the cosmetics and health equipment "made in japan" which makes full use of technology
2. Contributing to the economy of each country by spreading the cosmetics and health equipment
3. Supporting the overseas promotion of female entrepreneurs, deepening the relations with each country, and also creating an energetic society by revitalizing SMEs and local industries

Our goal for now is an overseas promotion in 100 countries by making use of the internet, and we are convinced that something that makes it possible is Fintech (Financial Technology).

We believe that possessions and money aren't the only things that matter, but connections between people are the most important recipe for success, and hold 40,000 people in Japan alone, with 100,000 people mainly in Asia. We are thinking of promoting to 100 countries and connecting with a million users as our mission and goal. With this project, our 40,000 users in Japan, moreover, the 100,000 users will be the holders of JBcoin, and furthermore, this will expand to a million people. Among those are the shop owners or people selling excellent products.

We are going to select affiliated shops of JBcoin among them. Sound logistics, and immediate and excellent payment methods are indispensable to achieve the three visions as a bridge between JBcoin users and JBcoin affiliated shops.

Therefore, we have studied block chains technology since 2016, and established "Blockchain Neo Company PTE. LTD." in Singapore and "BlockchainNeo Japan Inc." in Japan. believing that building a financial platform which enables real time transactions and payment service is necessary for our operation. JBcoin digital wallet, which BlockchainNeo developed, will enable the users to access conveniently and easily, and allows JBcoin affiliated shops to make a payment immediately and easily.

In other words, it is a system which gives both users and affiliated shops many advantages.

# JBcoin's overview

JBcoin has two meanings. One is "JAPAN BRAND COIN", whose goal is to provide the world with products or services which make full use of Japanese technology. The other is "JAPAN BEAUTY COIN", whose goal is to provide the world with Japanese products, medical equipment and services.

In other words, its main purposes are to provide Japanese excellent products or services, and contribute to the beauty and health of people, moreover, to the medical care.

BlockchainNeo believes in the future and potential of Ethereum and its series of technology. By using the block chain technology of Ethereum, our system will be more trustworthy. Furthermore, it will enable not only easy and convenient payments for product and service purchase, and sending money, but also building mutually beneficial broad based JBcoin eco-system.

JBcoin, as mean of payment will enable affiliated shops of JBcoin to sell products or provide services and the quick payment with cryptocurrency in the system of platform. J. Group has broad userbase of its product worldwide. We see them as the core-JBcoin user whose daily broad base consumption activities will be supported by the JBcoin payment platform.

JBcoin purchaser will be able to purchase products and receive service at JBcoin affiliated shops, and the shops will be able to gain profits from the purchaser.

JBcoin holders will be able to purchase products and receive services at good bargain because the value of JBcoin increases when its price goes up.

Implication for JBcoin affiliated shops of using JBcoin is not just an exclusive currency of payment in the platform. Furthermore, by using JBcoin for payment, the affiliated shops could access to the exclusive JBcoin based eco-system of our global userbase by which improvement of sales and profits at the affiliated shops will be expected. The affiliated shop will be able to participate in customer royalty building cycle in which the shop will receive JBcoin by welcoming existing JBcoin users as new customer, as well as award JBcoin for purchase of the shop's product or services by the guests who may revisit affiliate shop to use JBcoin.

JBcoin could also works as a user tool for expression of support, voting and donation. Not only affiliated shops will be benefitted by use of JBcoin for receiving payments, opinion leaders, social entrepreneurs, or speakers for charity organization will be able to confirm support and receiving donation from audiences for their projects presented in J.Group sponsoring events.

# JBcoin's overview

J.Group is committed to involve many attractive affiliated shops in the JBcoin eco-system to create reciprocally beneficial network of uses and affiliates. One of possible approach to may be to launch “Affiliate supporter” system by use of the above mentioned support, voting and donation function. In the system, candidate shops for affiliates are elected and voted by JBcoin users for their direct or indirect support, by which the voted shops will grow the franchise in the community. We believe that we could launch and run the system in which the whole community could support the growth of the affiliate and share the benefit among the members connected by JBcoin.

We consider ease of exchanging JBcoin with other asset class would be another important feature to attract broad ownership of the coin and promote ownership and active transaction and investment in JBcoin. We are looking to make JBcoin exchangeable with variety of asset class in exchange market to add asset formation as a benefit on top of consumption and donation. It would be possible to purchase a traditional asset class linked product and, not to mention, other crypt currencies. This may be important for JBcoin holders considering excessively high price volatility of overall crypt currencies partly due to its short history and immaturity of the market. Ability of exchanging to other less volatile asset class could provide means to balance asset price volatility to appropriate or acceptable level to manage asset formation with ease of mind.

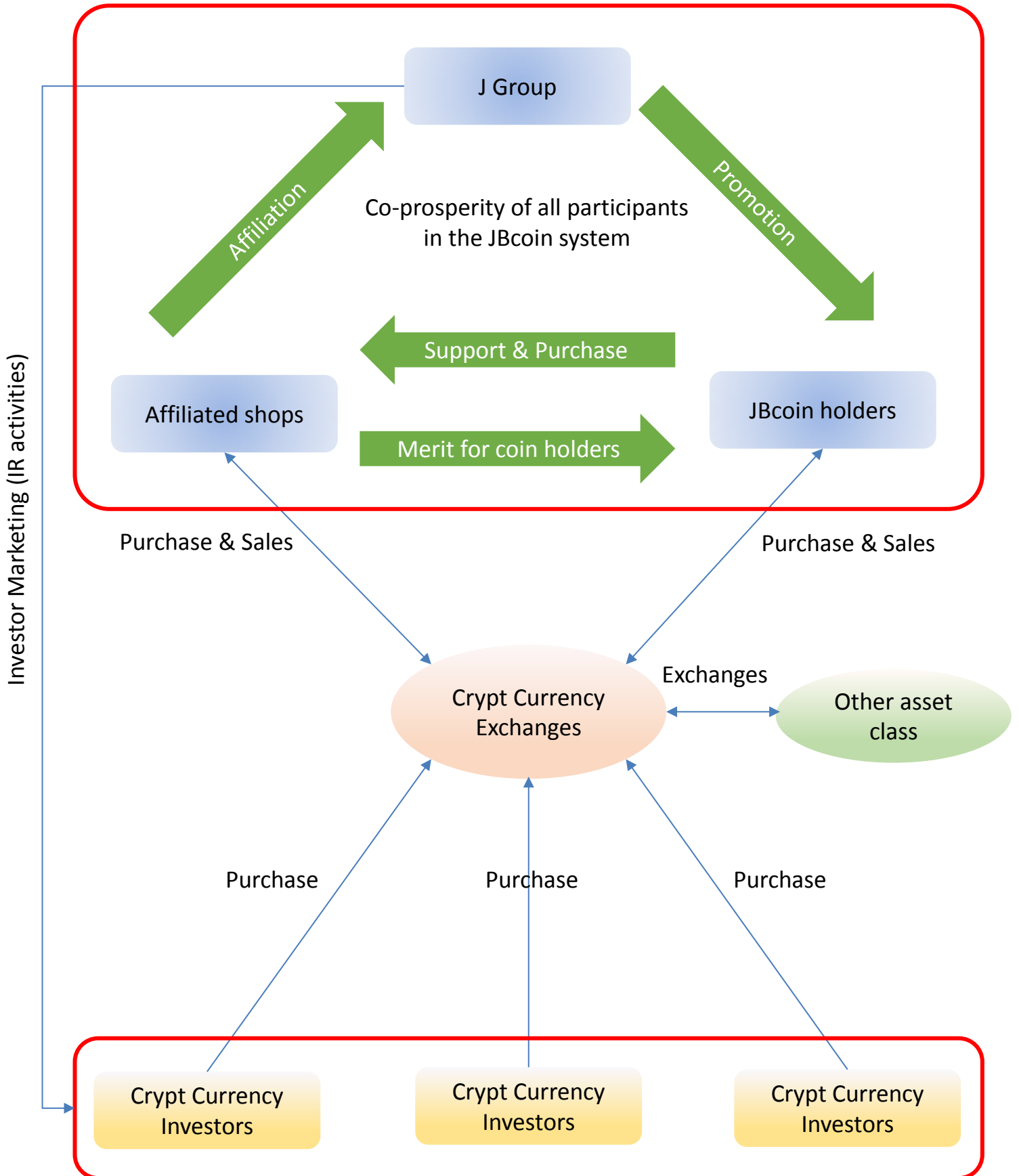
We aim to realize the growth of JBcoin eco-system in which growing number of the coin holders and affiliated shops will actively trade for their own objectives such as consumption, donation or asset formation. Any JBcoin holder will be benefitted by utility of the coin, cashless easy payment via wallet application, and value appreciation of the coin itself it makes purchase of products and service more affordable. Also, with JBcoin, companies and local industries will be able to expect the rise in consumption and purchase, by which revitalization of industry will be expected.

In this way, with JBcoin users and JBcoin affiliated shops using JBcoin platform, products and service will be distributed, which will enable the revitalization of local industries in the world.

**Blockchain Neo Company PTE. LTD.**

Representative, Junji Sugawara

# JBcoin eco-system to be realized



# What is JBcoin?

JBcoin, a cryptocurrency, is a digital coin which has two meanings: "JAPAN BRAND COIN" and "JAPAN BEAUTY COIN." It is based on the block chain of Ethereum, and doesn't need the credit of central organizations.

<b>Release</b>	<b>16<sup>th</sup> February 2018</b>	<b>Total issue volume</b>	<b>10,000,000,000</b>
<b>Decimals:</b>	<b>18</b>	<b>Name</b>	<b>JAPAN BRAND COIN</b>
<b>Symbol</b>	<b>JBC</b>		

- 1<sup>st</sup> Phase** Starting Presales
- 2<sup>nd</sup> Phase** Open to the public [trade on exchanges]
- 3<sup>rd</sup> Phase** Original HD Wallet App released
- 4<sup>th</sup> Phase** Usage begins at Jbcoin affiliated stores

Make payment on the spot with JBcoin affiliated stores by using your JBcoin Wallet!

## JBcoin's company profile

### Blockchain Neo Company PTE. LTD.

<b>Head office address/</b>	60 Paya Lebar Road #04-43 Paya Lebar Square Singapore 409051
<b>CEO/</b>	Junji Sugawara
<b>Date of establishment/</b>	8. Jan-2018
<b>Capital/</b>	10,000,000 Japanese Yen
<b>Business description/</b>	Mail order business using a network system such as the Internet Design, development, operation, sales and maintenance of product sales systems using networks such as the Internet. Planning, opening, operation of shopping malls on the Internet and provision of Know-how on them. Planning, sales, operation of points and coupons on the Internet.
<b>Affiliated company /</b>	BlockchainNeo Japan Inc. , J.Six Corporation
<b>Partners/</b>	Medical corporation Ortho Maximus, Miss Korea, NPO corporation World KarateOrganization Shinkyokushinkai, J.Family Co., Ltd.
<b>Business hours/</b>	Open: weekday from 10:00 to 17:00, Close: Saturday, Sunday and public holidays
<b>URL /</b>	<a href="https://blockchainneo.io/">https://blockchainneo.io/</a>

# JBcoin's Service

JBcoin holders can purchase the cosmetics, health supplements and health equipment made by affiliated companies of J.Group.

Japan Only

JB Wallet Shop [tentative]



Also, JBcoin holders can make a payment with JBcoin at affiliated shops as follows.

We are going to increase the number of affiliated companies from now on so that the holders will be able to get various kinds of services, which will be announced on our website accordingly.

Medical corporation Maximus (Ortho Clinic)



J.Family co., Ltd. (Japan only)



Varioious groups, which J.GROUP is sponsoring, transmit information about JBcoin to the world to enhance the value of it more.

Miss International



Miss Korea

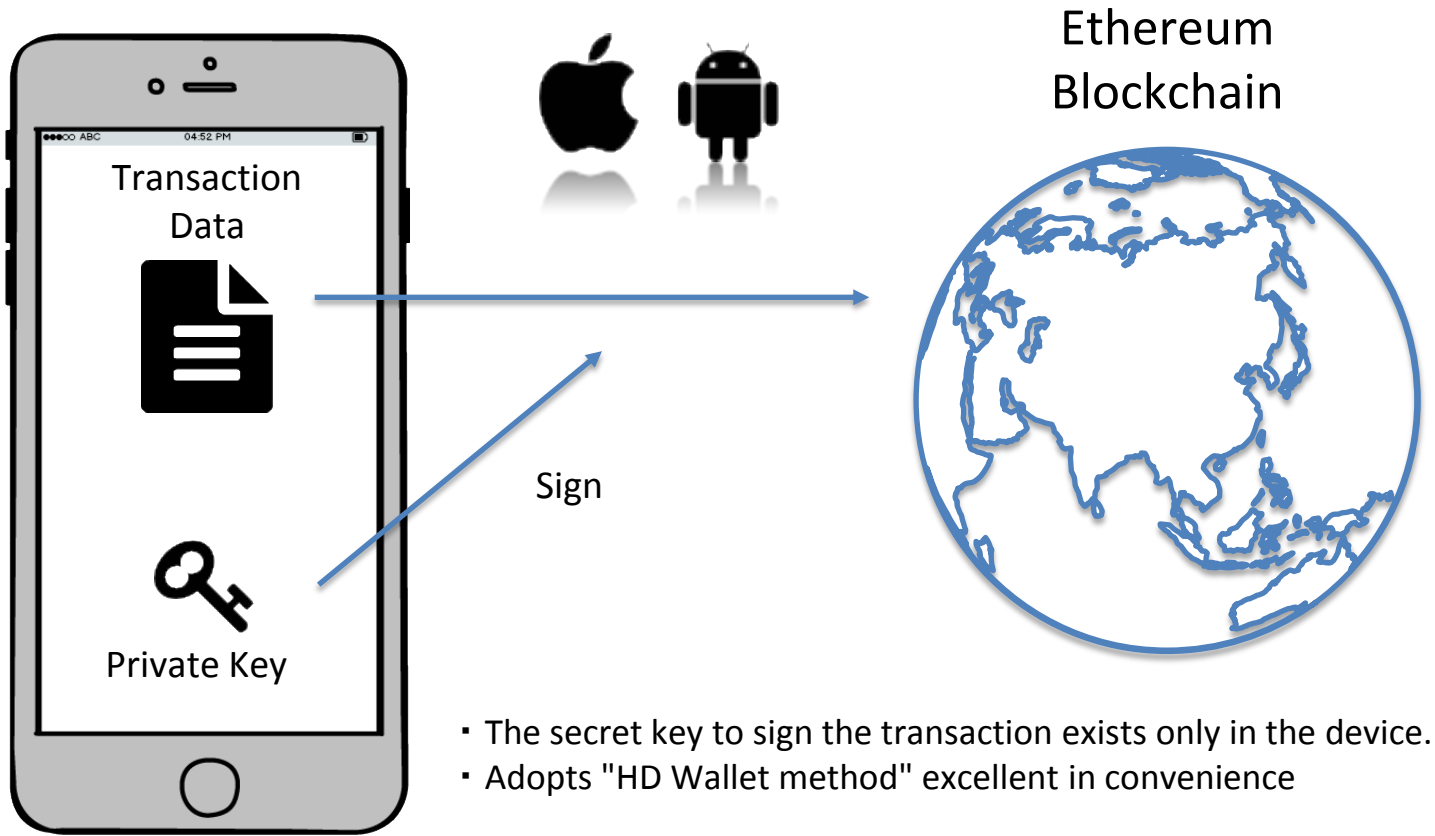


NPO corporation World Karate Organization, Shinkyokushinkai





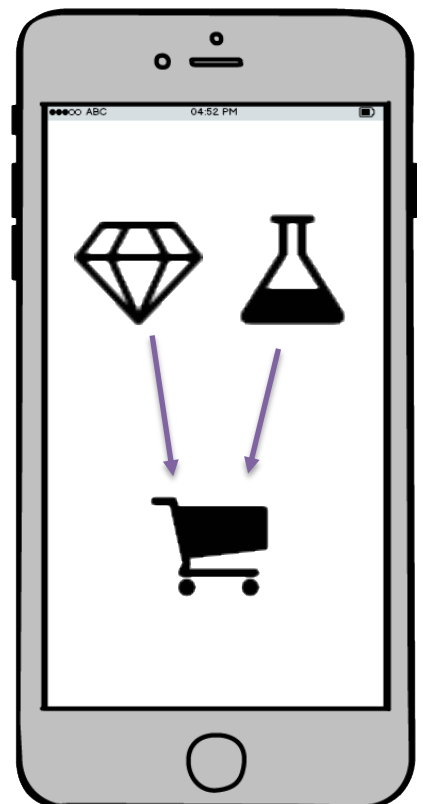
# What is JBcoin Wallet?



- Completes from viewing the products to the settlement in the app.
- All you need for payment is JBcoin.



No need for credit cards, sending money or cash



# JBcoin's Road map



# JBcoin's Road map



# Update log

DATE	REV.	UPDATE
December 10 <sup>th</sup> 2017	1.01	First edition
February 15 <sup>th</sup> 2018	1.02	Change company name
April 27 <sup>th</sup> 2018	1.03	Update information
June 1 <sup>th</sup> 2018	1.04	Update Roadmap



**Blockchain Neo Company PTE.LTD.**

URL : <https://blockchainneo.io/>