



# geojam token

Experience Moments Together

GeoJam Token (\$JAM)

*Paving The Future of The Creator Economy Through  
Social Media & Decentralized Finance*

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## Abstract

The creator economy is rapidly defining the future of digital work as nearly 50M+ individuals, ranging from social media influencers, celebrities, artists, YouTubers, and athletes, are building out new monetization strategies alongside loyal followers. The creators are advancing their passive publishing strategy to advancing their business by incorporating business intelligence tools while migrating their communities away from centralized social media conglomerates to explore new monetization strategies and ways to develop a deeper connection to their community.

The future of community is the convergence of people and their shared experiences, values, and dialogues both offline and online, called crowds. Crowds are the aggregation of individuals who passionately stand up for what they believe, champion what they love, and further represent their identity. Geojam empowers crowds to utilize their marketable collective influence and attention by creating shared value with creators that leverage unique social experiences that positively impact and shape lives. Fans gather to hear creators, but crowds form to be heard. Geojam is the solution for how creators develop scalable monetization strategies while fostering deeper relationships with their crowds.

Through this two-way interactive relationship, a highly viral narrative that translates into shared real-world experiences paves the path for Geojam to reinvent the monetization structure around social influence. By capturing engagement metrics around experiences, we create intent-driven marketing that enables a generative effect between all interconnected stakeholders: brands, creators, and crowds. This model is an inverted relationship from traditional advertising, which is solely expressed by the value of the advertisement and not the interconnected relationships enabled through shared experiences and crowds.

## Geojam Today

Launched in 2020, Geojam is a social engagement platform that has already generated meaningful, passion-fueled fan engagement with celebrities such as Mariah Carey, Machine Gun Kelly, and Nyjah Huston. In one year, Geojam has garnered tens of thousands of users across iOS devices and has served as a bridge for fans to engage directly with artists, athletes, and influencers in the world of music. Geojam is the evolution of passive social media engagement (i.e., tweeting, posting, sharing, etc.), encouraging a two-way dialogue and interaction between artists, creators, and their fans with the use of gamification and real-life experiences.

To capitalize on the momentum and communities of popular streaming platforms, Spotify (165M Users) and Apple Music (70M Users), users simply connect their existing Spotify or Apple Music account to sign in and begin earning *Jam Points* for participating on the platform. While music streaming platforms give fans direct access to listen to the music for a fraction of the cost



of downloads, the limitation is that it does not deliver a sense of community, identity, or a relationship with the music and artist itself. Geojam captures the essence of music by enabling crowds to form around the music while cultivating communities with rich conversations and dynamic collaboration. This results in unprecedented engagement metrics that can be measured with Jam Points. Jam Points are earned through social engagement and participation and can be redeemed in our Jam Shop for highly-coveted platform-exclusive merchandise and once-in-a-lifetime experiences.

This level of engagement between fans and artists has already been proven on the Geojam platform with A-level talent. Artists have demonstrated a desire to engage deeper with their fans by offering unique experiences on Geojam: taking a fan on a private jet to their hometown, playing video games, designing apparel, one-of-a-kind memorabilia, and more. In Geojam's current iteration, artists are hosting experiences because they find value in connecting with their fans. The next evolution of Geojam lies in increasing the opportunity for artists and users alike by capturing and storing the latent value in the current exchange of experiences.

Figure 1 — Current & Past Experiences on the Geojam Platform





With the inception of our cryptocurrency, \$JAM, we combine the technological advancements of decentralized finance with real-world experiences while interweaving the ethos of autonomous cryptocurrency communities and mainstream social networking. \$JAM token is earned by fans for engaging in the crowds and activities they are passionate about, which can be used to support those same crowds and creators and traded for access to real-world experiences, merchandise, and Non-Fungible Tokens (NFT's). \$JAM will reward creators for their social reach in exchange for providing experiences and opportunities for their fans, restoring the true value of the creator economy.

Although the enthusiasm surrounding the music industry has been a perfect vessel for proving the relationship between the artist and platform users, the \$JAM token will actively expand Geojam to every industry that harnesses influence, including sports, art, cryptocurrency, gaming, fashion, film, and television.

## Opportunity

*Attaching value to the non-financial interactions that occur within social media platforms*

\$JAM redefines the existing creator economy by creating a virtuous cycle between advertisers, creators, and fans (crowds). It allows us to redirect the flow of incentives away from centralized social media conglomerates that capitalize off your engagement and impressions, and back towards the creator economy that generates those engagements and socialization. Through \$JAM, we unlock the ability to further incentivize engagement to benefit all stakeholders, which can directly replace otherwise lost advertising dollars.

## Decentralized Finance Reimagined

With the advancement of decentralized finance (DeFi) as one of the primary use cases for cryptocurrency, launchpads and staking programs have been popular products in the crypto industry. With staking programs, holders of cryptocurrencies are able to stake or lock up a currency and receive rewards for locking up the currency for a period of time. In addition to staking programs, launchpads have become popular for future blockchain projects and cryptocurrencies looking for funding. A listed project on a launchpad allows potential backers to stake a cryptocurrency in an effort to receive a financial allocation in the listed projects. Geojam will incorporate all of these DeFi mechanisms in a way that rewards users with real-world experiences, prizes, and our native token, \$JAM.

Geojam's current Jam Point system already demonstrates the unexplored value transfer possible in fan engagement. With Jam Points, the fan earns points for engagement on the



Geojam platform, and the points live in the fan's wallet. However, once something is purchased from the seller (artist, brand, creator) in the Jam Shop, the points simply dissipate. The current model is mutually beneficial in incentivizing engagement from fans, and of course, providing engagement for creators, but is still limited. Although the seller is gaining value, it remains a classical purchase model. The highly engaging monetization structure via token and economic modeling is not being utilized - thus only capturing a fraction of the value for both the fan and the creator.

A value-based ecosystem, with our platform token \$JAM, expands Geojam's impact on creators by rewarding them and the crowds that support them with desirable value exchanges: a result of increased time and attention (trend analysis) will accelerate the adoption of \$JAM. Geojam is uniquely positioned in having a functioning ecosystem and rewards-based economy for creators to engage with fans to redeem physical and digital experiences, products, digital goods, and merchandise. \$JAM is essential and will be the decentralized utility of Geojam, granting \$JAM token holders a direct relationship with one another to connect, engage, and transact in an authentic and fun way that not only increases community value for artists and their fans but changes the value of engagement and gamification.

By extracting some of the concepts of DeFi, we can productize staking pools into various Geojam Pools (Access and Proposal), which create both rewards for featured creators and fans. Furthermore, by tapping into crypto community ethos, we will blend the governance and community contribution with traditional modalities of social network engagement.

## The Evolution of Jam Points

The following two sections outline both the evolution of the current platform model into the \$JAM cryptocurrency token through the Jam Shop and Jam competitions with the addition of our groundbreaking use of \$JAM in staking pools.

## Current Use of Jam Points

Geojam has already developed a unique economic cycle that will be accelerated with \$JAM and a token economy. Currently, on the platform, there are two ways in which experiences and additional offerings can be redeemed.

### Jam Shop Transaction

Simply purchasing in the Jam Shop or in the creator/crowd specific Jam Shop with your Jam Points earned through engagement. These items are currently sponsored giveaway items for brands & creators to gain exposure. As the user base continues to grow, the Jam Shop retail



space increases in demand, driving more value, revenue, and supply of rewards for our users.

Use Case 1: A fan spent 7 hours for 72 days straight to win an exclusive Machine Gun Kelly signed guitar for 100,000 Points.

"I'm adding another review because my mind is so blown right now. I love the once in a lifetime opportunities this app gives fans & the way it lets us connect with artists on a deeper level. The first time I saw Machine Gun Kelly's pink Ticket To My Downfall guitar I wanted it so bad. I never ever would've thought there would be a chance to get it & I'm still screaming over the fact that I actually did!" - Alyssa Rebecca (Geojam User)

Other Use Cases

- A fan redeemed a pair of signed Nyjah Nike Shoes for 6500 Points.
- A fan redeemed a Xbox One S for 55,000 Points

## Campaign Competition

Fans engage over a specific period of time to become the artists/creators top fan through a leaderboard competition in order to win the experience/offering. These campaigns have incredible results for artists and their stakeholders; with tailored key performance indicators (KPI's), we are able to tailor the engagement mechanics with the game to yield ROI-driven results. Artists and/or their labels spend anywhere from \$5000 to \$50,000 USD to host these result-driven campaigns.

Use Case: 24kGoldn worked with Geojam to create a custom campaign to promote the release of his album "El Dorado" over a two week period, fans competed to win a chance to fly on a private jet with 24kGoldn himself. This campaign drove over 542K streams for "El Dorado" and on average 273 daily touch-points per user (liking, sharing, commenting).

"I'm excited to work with Geojam because I'm a strong believer that for artists nothing matters more than the music you're making and the connection you're sharing with your fans. I think there's no better way to connect with your fans than giving them the chance to have unique experiences and create memories with you and own a piece of your life and your lifestyle." - 24kGoldn

## Introducing \$JAM Token

We will adopt a greater level of both engagement and revenue for the creators themselves. Jam points will be replaced with \$JAM. Fans will continue to earn \$JAM through engagement





and sharing, with the additional layer of \$JAM rewards coming from participation in staking in access and proposal pools. Artists and creators will unlock two major revenue streams:

- Jam Shop transactions, which will be sold with \$JAM in which GeoJam will take a transaction fee that will directly fund the community rewards treasury.
- GeoJam will continue to customize campaigns for artists and any creator that want to promote their various initiatives through CAP's and Games, which will also sponsor the community rewards. Programmatic campaign pricing will be based on on-chain scores that measure audience reach and engagement to determine the \$JAM campaign price.

## Pools on GeoJam

Nodes that makeup and participate in decentralized networks are incentivized to provide additional services (bandwidth, computing power, etc.) to the network in exchange for a portion of block rewards and fees. In many decentralized networks, nodes require initial collateral of the network's cryptocurrency to participate in the network. On GeoJam, pools operate in a similar capacity requiring people to stake \$JAM to participate in exchange for rewards and access to endless possibilities of games, experiences, and special items in the Jam Shop.

Our products are broken down as follows:

- Proposal Pools: Proposals are a form of platform governance where GeoJam and user-generated initiatives are requests for features or creator opportunities and require users to stake \$JAM to participate. Many of these proposals will ultimately turn into experiences in Creator Access Pools (CAP).
- Creator Access Pools (CAP): These are pools hosted by a creator. The creator creates unique opportunities that will invite users from crowds to stake \$JAM. A user can stake \$JAM on the creator's CAP to unlock direct access to them, experiences, tickets, merchandise, NFT's, content, etc. Both the creator and the user earn rewards for participation.

## Proposal Pools

We are revolutionizing the creator economy by bringing decentralized governance to the forefront of social networking through Proposal Pools. With GeoJam, Proposal Pools have a similar governing function to that of Lattice Exchange which is governed by a decentralized crypto community. However, the outcome of Proposal Pools is for both the GeoJam and user-generated initiatives to propose new features as well as requests for creator content and opportunities.





Proposals will require \$JAM, and users will earn additional \$JAM tokens for their participation. For example, on the decentralized governance platform of the Lattice Exchange, people are required to connect their crypto wallet and stake \$LTX (the governance token of Lattice Exchange) to publish a proposal for the community to vote on. The community of \$LTX holders has a certain time period to vote on the governance proposal and must stake \$LTX to vote. All \$LTX is staked until the proposal time period is over, at which time the currency is then returned back to the respective participants.

On Geojam, we will invite users to make proposals for creators to create experiences featured in Geojam. Through Proposal Pools, our community connects directly with creators while showing monetary backing, in the form of staked \$JAM value, for proposals. If the proposal is accepted by the creator, then participants will receive additional \$JAM tokens, as an APY reward, on their staked \$JAM. The experience will then be featured as an offering (read below) on Geojam (and in a Creator Access Pool); conversely, if the proposal is not accepted, then the \$JAM is returned back to token holders, and there will be no reward.

The rewards that people earn from staking their \$JAM in the Proposal Pool will initially come from the "Community Rewards" allocation (articulated in figure 3 below). By using the community rewards, we bootstrap the network and create momentum for more creators, brands, and crowds to join Geojam. As we pull in revenue from brand-supported creator pools and promotional efforts, we will purchase \$JAM off exchanges and our community to be distributed as APY. At this point, distribution from the community rewards pool will no longer be necessary, and these remaining tokens will essentially be locked out of circulation. The proposal pool is anticipated to be self-sustaining from as early as 2023 but by Q4 2024 at the latest.

#### Example: Proposal Creator Perspective

1. User enters the Geojam platform
2. User navigates to Proposals
3. User with access badge creates a proposal (example: Justin Bieber to perform in Arizona) and establishes time period and dependencies
4. User publishes Proposal and encourages the community to participate
5. The Proposal is then evaluated by the creator based on the total amount staked and ability to execute
6. If the creator selects the proposal, it is turned into a creator experience where the creator will create a Creator Access Pool (CAP) where people can stake \$JAM to participate

#### Example: Vote Perspective

1. User enters the Geojam platform
2. User navigates to Proposals
3. User selects a proposal to vote on



4. User stakes amount to vote and show support
5. If the Proposal is accepted, the user earns \$JAM in the form of APY
6. User then has the opportunity to stake \$JAM when the creator turns the proposal into a CAP

Geojam will also open the platform up for users to contribute proposals for new Geojam features, functions, and growth opportunities, much like any governance of a decentralized autonomous organization. The outcome of this product is to simultaneously create token utility, invite user engagement and platform participation, and enable people to earn \$JAM tokens. Allowing the community to participate and contribute in the building of the platform and guiding the creator's contributions will bring the best user experience while bringing new features, experiences, and ideas to life in a motivating and engaging way.

## Creator Access Pools

Geojam creates value-based gamification fandom by giving creators new monetization opportunities and fans entertainment, and tangible rewards. Creators customize staking pools, called CAPs, which include rewards, opportunities, and access to experiences, memorabilia, and NFTs that they promote to their fans in Geojam Crowds. Through every CAP the rules (mechanics, fees, and contributions) will vary depending on the opportunity the creator creates. All CAPs will be based on concepts in DeFi and around the concept that users stake \$JAM into pools that allow them to unlock more \$JAM and access.

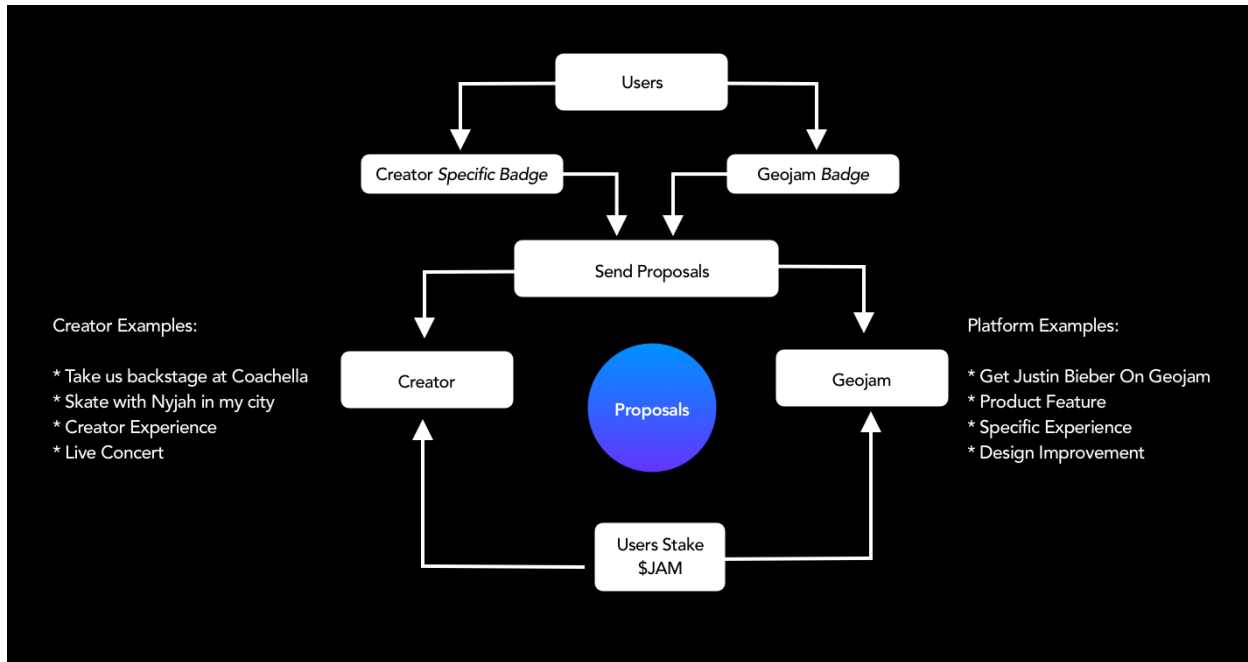
By creatively leveraging these branded staking pools, we can measure the success through the lens of the total amount of \$JAM staked in a Pool. Creators can then further tweak their CAP to create more competitive and engaging experiences or purchase \$JAM themselves and distribute this as an additional reward to further incentivize the opportunity.

For example, Mariah Carey, 24kGoldn, Nyjah Huston are all creators on Geojam and will have their own crowds that follow news and updates. These creators create CAPs to capture crowd engagement by offering the opportunity to stake \$JAM for an offered experience (that could have originated from the Proposal Pool). \$JAM holders can stake into one or more of these CAPs. To create additional social buzz around the CAP, a creator might add milestones attributed to the amount staked, releasing additional rewards (see tiered rewards below). The inherent value of staking into these Pools for users is not only to earn an APY but to receive true value in direct access to creators and the possibility of getting the exclusive opportunity that comprises the CAP.

### Example: Creator Perspective

1. Creator works with Geojam (Phase 2 of this product will include programmatic onboarding)

Figure 2 — Proposal Pools Explained



2. Establish rules and opportunities that will make the Creator Access Pool
3. Deploy Creator Access Pool and sharing with the crowd and social media following
4. Creator earns an APY based on the amount staked in the CAP
5. Rewards, Access (to experiences, memorabilia, NFT's, etc.), badges are distributed to CAP participants

#### Example: User Perspective

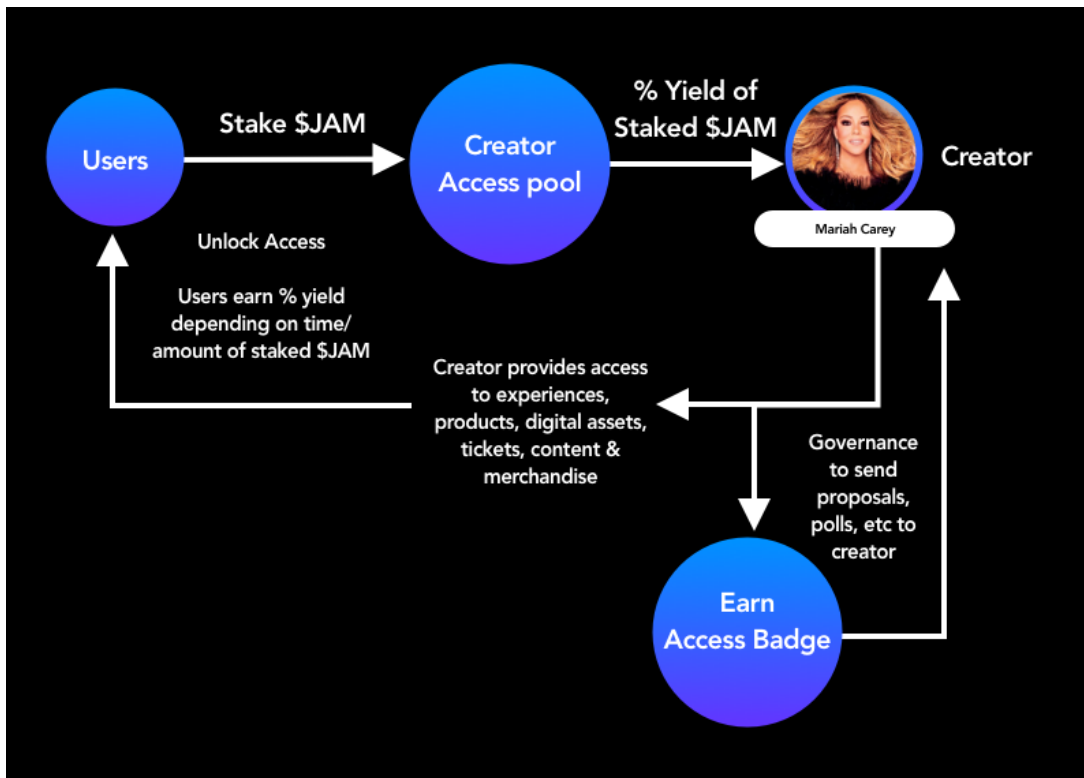
1. User enters Geojam
2. User navigates to creator crowds to discover a Creator Access Pool
3. User stakes \$JAM into CAP
4. User earns an APY in \$JAM
5. Depending on the amount staked, time period, and engagement into each individual pool, users will be granted unique access badges for platform governance

### Tiered Rewards (APY)

The fundamentals of our token economy are based on incentives and assigning financial value to the intangibles of fandom - dedication, trend analysis, and word of mouth. CAPs will promote sharing with friends and the community to build more awareness and the amount of \$JAM staked. On one level, the creator is already incentivized to make their offerings valuable; the more staked, the more they make. This encourages the crowd to stake so they can earn more incredible experiences and offerings. By adding an additional level of tiered milestone rewards (based on amount staked), we are able to encourage token holders to promote the specific pool. Milestone thresholds vary and are customized by the creator but can be proposed by holders with crowd-specific governance (see below). Minimum and maximum



Figure 3 – Creator Access Pool (CAP) Explained



staking limits will be set for each pool by the creator or community. Creators will be required to purchase \$JAM to create additional reward layers. They can do this by getting brand or promotional dollars to purchase from exchanges.

Example: The creator establishes 100k \$JAM as a milestone for staking in the CAP. If the CAP reaches 100k \$JAM staked, then it will unlock a new tier of rewards which could include a higher APY or a gift (ex: digital autograph) or any combination. The benefits of this ecosystem incentivize and encourage creativity for both creators and fans alike.

## How to Become A Creator

Creators are artists, celebrities, athletes, gamers, crypto influencers, content creators, or anyone who wants a way to connect with their fans and community. In Geojam, creators are comparable to master nodes that maintain a decentralized network where a creator's collateral is derived and measured by reputation and engagement. In order to preserve the quality of our creator network, Geojam's proprietary Jam Score will measure engagement and reputation with each account. Once a user hits a certain level of engagement the creator portal will unlock, allowing them to have their own access to creator tools, including Access Pools (CAPs), a Jam Shop marketplace, and trend analysis tools.

This multi-phase rollout to opening up the creator network will occur in the following ways:



- Phase 1: Manual approval and participation from our governance committee to help select quality creators (celebrities, artists, influencers, etc.)
- Phase 2: Leveraging the blockchain to programmatically approve creator accounts based on on-chain scores comprising of reputation, influence, social engagement, and network participation.

Our vision is to realize everyone's potential to be a creator and open up our platform for tastemakers to truly define the next frontier of social connectivity and experiential marketing.

## NFT's

In 2021 non-fungible tokens (NFT's) stand as a key player in bringing direct revenue back into the hands of artists and creators. What sets GeoJam apart is that we have already enabled a retail marketplace through our Jam Shop in which NFT's can be sold and earned. The possibilities are endless with multi-use NFT's that can store more than digital value but also real-world access, experiences, metadata, and advanced governance permissions.

Example: Imagine you win the skateboard with Nyjah Huston experience through a CAP. The creator, Nyjah Huston, has the ability to create a wide range of digital assets that could include digital autographs, voice memos, songs, tickets, avatars, merchandise, branded pins, etc. These NFT's can be distributed, with a fraction of the cost, to participants in the CAP and on the platform as a limited edition item, only on GeoJam.

## Acquiring \$JAM

### Earning \$JAM

Earning \$JAM is the nature of GeoJam Pools and our rewards-based ecosystem. Users of the platform earn \$JAM by engaging on the platform and by participating in channels like the Proposal Pools and Creator Access Pools. Rewards are determined by the creator hosting the pool and can be improved and modified with creator and or brand investment to draw more fans to their pool.



## Purchasing \$JAM

To acquire \$JAM, users will be able to purchase tokens in the following ways:

- Private Pre-Sale: Selected people will be able to purchase the \$JAM token through the private pre-sale.
- Public Sale: \$JAM will be available on the Lattice Launchpad as our initial public sale.
- Centralized and Decentralized Exchanges: When \$JAM is listed on a decentralized exchange or a centralized exchange, people can purchase tokens through these channels.

## Roadmap

Phases	Date	Objectives
Phase 1	Q4 2021	Continue improving UX/UI Launch ERC-20 Token Lattice Launchpad Web Portal + Access Pools 1.0 Proposals V1
	Q1 2022	Non-Digital Service Provider (DSP) Geojam Access Android Integration MVP
Phase 2	Q2 2022	Official Launch of Geojam 2.0 on iOS & Android Creator Access Pools Mobile Wallet Creator & Brand Portal
Phase 3	Q3-Q4 2022	User-Generated Access Pools, Proposals & Polls Passport NFT's

## Tokenomics

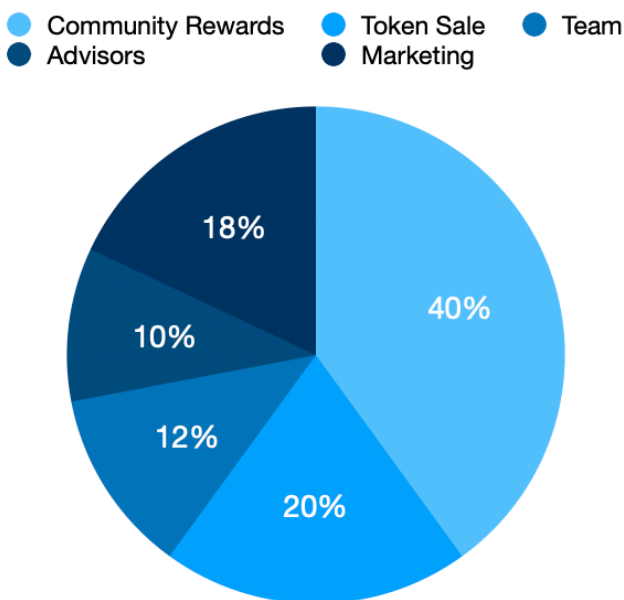
The first phase of the token cycle will be an ERC-20 \$JAM token that will be launched in Q4 of 2021. This token will have basic staking functions, earn an APY and gain Jam Points that can be used on the Geojam platform for products, merchandise, and experiences.



## Distribution

Distribution	Allocation	Tokens
Community Rewards	40%	3,200,000,000
Token Sale	20%	1,600,000,000
Team	12%	960,000,000
Advisors	10%	800,000,000
Marketing	18%	1,440,000,000
Total	100%	8,000,000,000

Figure 4 — Token Distribution Chart



### Community Rewards (40%):

Community rewards are dedicated to driving social reach, engagement, and activity as these aspects are the driving forces for all social media platforms. We believe that the value of engagement is unprecedented and should be rewarded to those who drive the value of the network. The ways in which users earn \$JAM is all a part of the game but is primarily driven by taking action through engagement on the platform. Individual crowds and their members will be rewarded for creating a vibrant and active community.

### Marketing: (18%):

Included in this bucket are all forms of marketing, including digital & influencer, exchange liquidity, and reserve.





## Token Sale: (20%):

20% of the tokens will be distributed through private and public sales

- 4% will be distributed in a seed round. There will be a 6-month cliff and then a linear release over 18 months
- 7% will be distributed in private sale 1. There will be a 6-month cliff and then a linear release over 12 months
- 7.5% will be distributed in private sale 2. There will be a linear release over 12 months
- 1.5% of the tokens will be distributed in a public sale.

The total raise in our private sale is \$5.9M. To be sold by GeoJam to pre-sale purchasers pursuant to a SAFT (Simple Agreement for Future Tokens) offering or through GeoJam approved affiliates.

How can I participate? Details are posted on our website [geojam.com](http://geojam.com).

## Advisors: (10%)

GeoJam is bringing world-renowned experts in the blockchain/cryptocurrency, music, athletics, and media industry to drive exponential adoption and distribution of our platform. Our aim is to rapidly expand on our momentum with existing creators and build out the platform for the next generation of creators. There will be a 12-month cliff, then 10% released every month for 10 months.

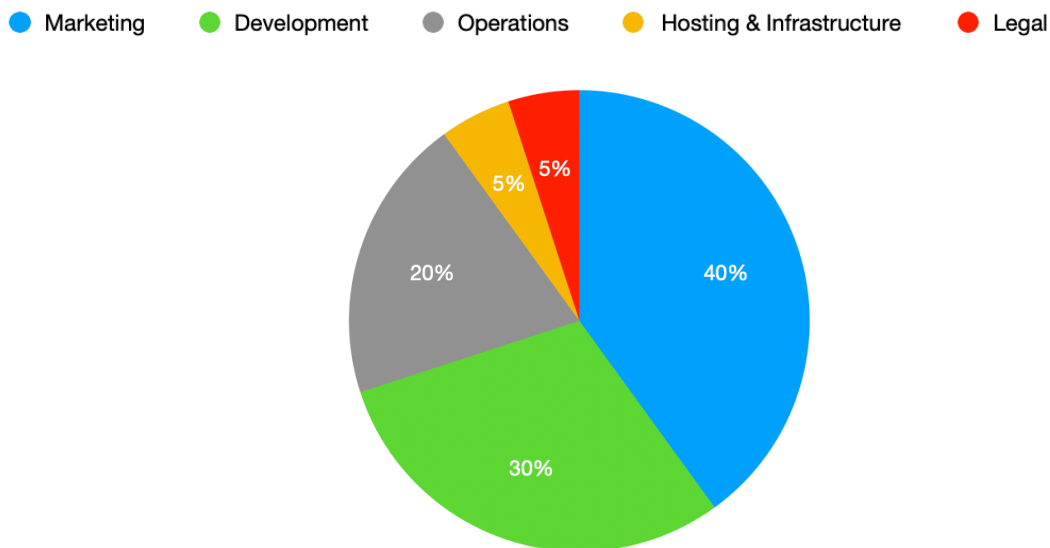
## Team: (12%)

To be distributed by the company to GeoJam team members. There will be a 6-month cliff and then a linear release of 20% every 6 months ending 24 months later.



## Use of Funds

Figure 5 — Use of Funds Graph



### Marketing (40%):

Marketing the Geojam platform and \$JAM on a global scale is essential to our continued growth and success. This will be used for digital, physical, and influencer marketing, sponsorships, partnerships, experiences with 'A' list artists/creators, and exchange listings.

### Development (30%):

This covers all of the development efforts detailed in this white paper, including hiring additional developers and building out the items in our roadmap.

### Operations (OpEx) (20%):

This will cover all operating costs for the company including accounting, overhead, inventory, etc.

### Hosting & Infrastructure (Servers) (5%):

This will cover all of our servers and hosting costs.

### Legal (5%):

Geojam will retain legal counsel to ensure that we are always operating under the laws of each jurisdiction we conduct business in.



## Summary

In 1999, Napster revolutionized the internet to make music more accessible through peer-to-peer music sharing while paving the way for the future of Social Networking. Over the past 20 years, digital advertising drove online monetization strategies creating multi-trillion dollar social media empires at the expense of the users. Influencers began to emerge as rockstars. Now we are experiencing a massive shift in the exchange of value between content creators and the platforms that profit from them: creators are gaining authority over user bases to drive engagement while networks are failing to compensate appropriately; users are immune to digital advertising but are increasingly loyal to the creators. Geojam solves this problem through \$JAM, our cryptocurrency, which unlocks incentives to all stakeholders involved in the creator economy.

Geojam incorporates the power of decentralized networks, the products of DeFi, with social networking dynamics: from the technology that governs them to the communities that enforce them. Through our various branded Pools on Geojam, we facilitate a direct dialogue between crowds and creators to unlock the voice of highly engaged audiences. Pools are used to create a real-world economy, powered by \$JAM that rewards people with unique items, experiences, and \$JAM. By incorporating multiple incentivization structures, we are able to align multiple stakeholders with common goals. Through Creator Access Pools, we use DeFi staking mechanisms to drive engagement and monetary value around experiences; conversely, through Proposal Pools, we allow crowds to orchestrate the development of the platform from features to new creator opportunities on Geojam. Furthermore, \$JAM allows us to exponentially scale our traditional business model with a cryptocurrency. This will pave the way to be the ecosystem for the creator economy of the future.

## Links & Key Words

**Creator:** Influencers, artists, musicians, gamers, athletes, models, content creators, and thought-leaders make up the estimated \$100+ billion dollar economy, called the “Creator Economy”.

**Creator Economy:** This economy is the evolution of influencers to creators, where creators can target niche communities with shared interests while establishing a highly engaged user audience that results in indirect promotion. At Geojam, we define creators as anyone who is able to capture the attention and value of their crowd to drive collective influence while enabling \$JAM to provide a path to direct monetization.

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**Crowd:** A group of Geojam users

**Non-Fungible Token (NFT):** An NFT is a digital asset built on the blockchain that stores a unique identifier for authentication and ownership.

**Decentralized Finance (De-Fi):** An umbrella term for financial services on public blockchains

**Staking Pools:** A group of token holders that pool their resources to up their chances of receiving rewards in return

**Creator Access Pool (CAP):** These are pools hosted by a creator. The creator creates unique opportunities that will invite users from crowds to stake \$JAM. A user can stake \$JAM on the creator's CAP to unlock direct access to them, experiences, tickets, merchandise, NFT's, content, etc. Both the creator and the user earn rewards for participation.

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Download Geojam in the Apple App Store: [geojamx.com/download](https://geojamx.com/download)

For more information:

w: [www.geojam.com](https://www.geojam.com)

e: [token@geojam.com](mailto:token@geojam.com)

Socials:

Telegram: [t.me/geojamofficial](https://t.me/geojamofficial)

Twitter: [twitter.com/geojamofficial](https://twitter.com/geojamofficial)

Instagram: [instagram.com/geojamofficial](https://instagram.com/geojamofficial)

Facebook: [facebook.com/geojamofficial](https://facebook.com/geojamofficial)