

ENGLISH – INTERNATIONAL VERSION 25.0

# NYNJA

## WHITE PAPER



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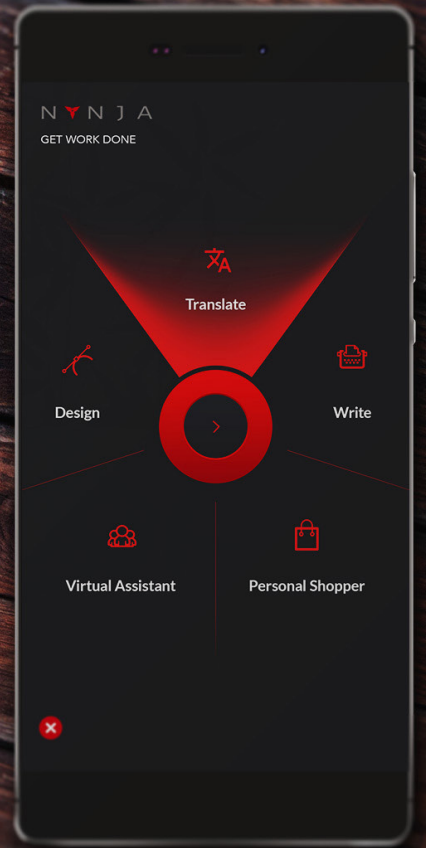
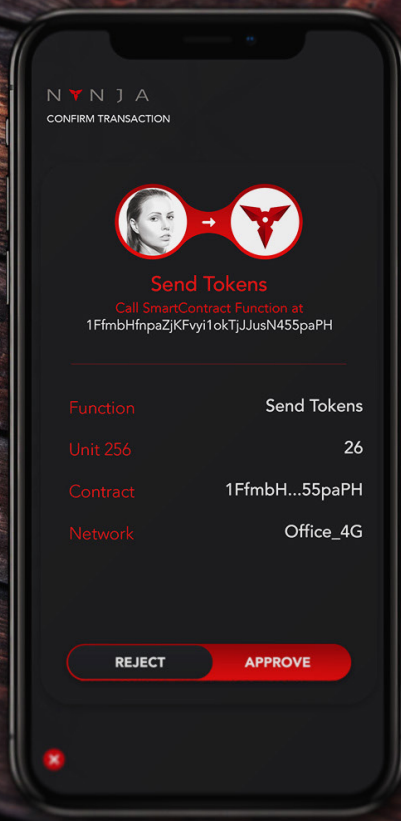
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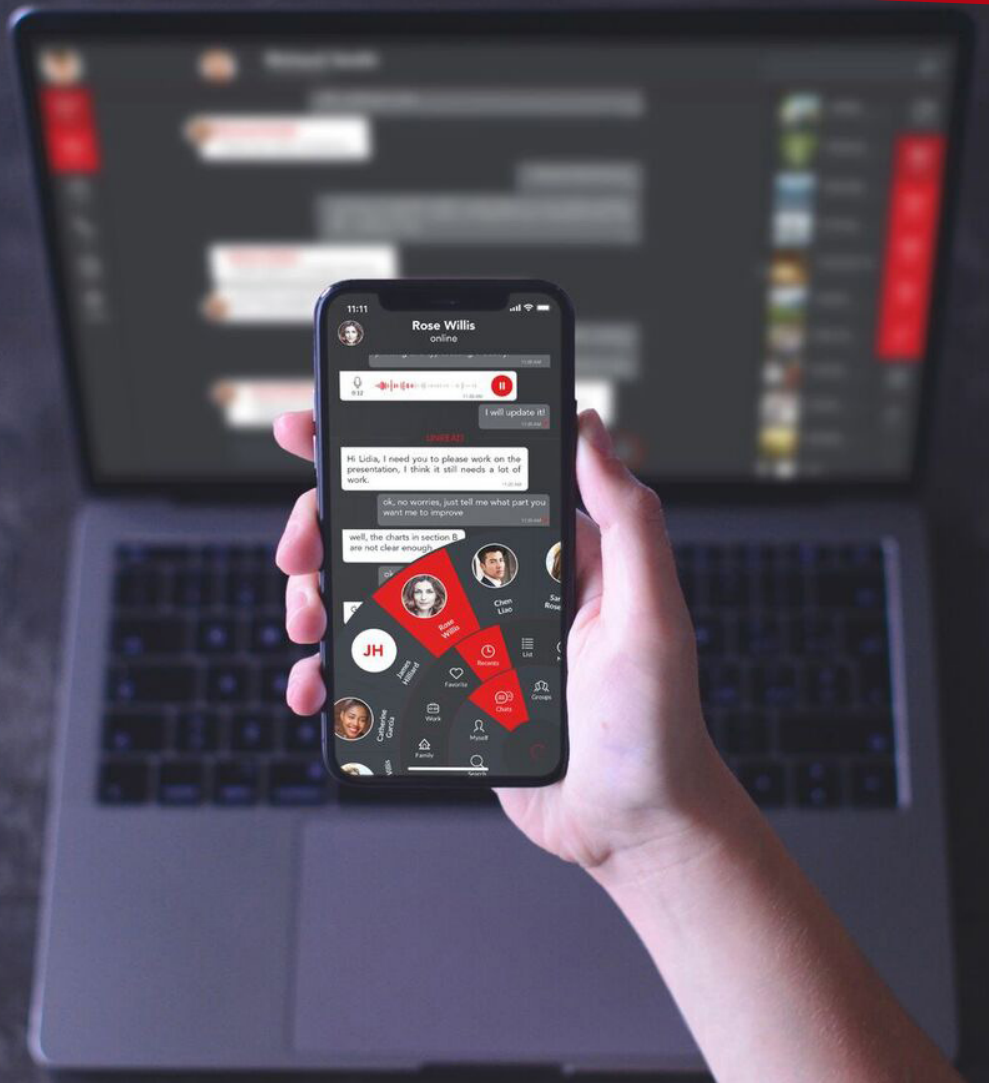
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# TABLE OF CONTENTS

<b>1. EXECUTIVE SUMMARY</b>	<b>5</b>
Overview	5
The Problem	5
The Solution	5
Vision	6
Mission	6
Strategic Goals	6
Game Changing Culture	6
Evolution of Messaging Apps	6
Keys to Success	7
<b>2. MARKET OPPORTUNITY</b>	<b>8</b>
Key Take-Aways	8
Market Summary	9
Conditions for Growth	9
Competition	10
Messaging App Demographics	11
<b>3. PROJECT ARCHITECTURE</b>	<b>12</b>
NYNJA App	12
NYNJA App Protocol	12
NYNJA Account and Data Ownership	13
IPFS Integration	14
Raiden Network	14
<b>4. NYNJA FEATURES</b>	<b>16</b>
Welcome Screens	16
Text Messaging / Chat Lists	16
Freelancer Labor Marketplace	16
Delayed Text Messaging	17
Delayed Audio Messaging	17
Voice Call	17
Video Call	17
Cryptocurrency Wallet	18
IPFS Integration	18
Alexa/Google Home Voice Integration	19
IFTTT Integration	19
<b>5. NYNJA ECONOMY</b>	<b>20</b>
NYNJACoin Utility	20
Labor Marketplace	20
Access Marketplace	20
Virtual Goods Marketplace	21
Opt-in Advertising Marketplace	21
NYNJA App Platform Fees	21
NYNJAIncubator	21
Transforming the Freelance Market	22
<b>6. GO-TO MARKET – USER GROWTH STRATEGY</b>	<b>23</b>
Creating a Substantial User Base	23
Converting a User Base Into a Critical Mass Through a Viral Effect	24
Partners	25
Media Agencies Under Consideration for NYNJA App Launch	25
<b>7. TOKEN PARAMETERS, DISTRIBUTION AND CONTRIBUTION ALLOCATION</b>	<b>26</b>
Token Parameters	26
Expected Allocation of Tokens	27
Expected Contribution Allocation	27
<b>8. DEVELOPMENT PLAN</b>	<b>28</b>
Project Roadmap	28
<b>9. OUR TEAM &amp; ADVISORS</b>	<b>29</b>
Management Team	29
Advisors	31
The Team	32
Professional and Advisory Support	33
<b>10. LEGAL</b>	<b>34</b>
Transparency	34
Compliance	34
Intellectual Property	35



A FULLY  
INTEGRATED  
COMMUNICATIONS  
APP WITH A  
BUILT-IN DIGITAL  
MARKETPLACE AND  
CRYPTO WALLET





## IMAGINE BRINGING TOGETHER

- SKYPE
- WHATSAPP
- WECHAT
- LINE
- TELEGRAM
- VIBER
- EMAIL
- KIK
- SLACK
- UPWORK
- 99 DESIGNS

## NOW PUT THEM ALL IN ONE APP AND ADD ROBUST FEATURES LIKE

- DIRECT MOBILE-TO-MOBILE AND MOBILE TO LANDLINE CALLING VIA SECURED, HIGH DEFINITION VOICE AND VIDEO
- VIRTUAL CONFERENCING
- QUORUM VOTING FOR VIRTUAL BOARD MEETINGS, SALES AND ANY ACTION ITEMS THAT NEED TO BE VOTED ON
- SUPPORT FOR 7+ YEARS OF COMMUNICATION HISTORY
- REAL-TIME TRANSLATIONS
- INTEGRATED FREELANCE NETWORK ENABLING FREELANCERS TO SELL AND TRADE SERVICES WITHIN THE APP AND ACCEPT PAYMENTS USING NYNJACOIN AND/OR OTHER CRYPTOCURRENCIES.

**THIS IS NYNJA**

# 1. EXECUTIVE SUMMARY

## OVERVIEW

NYNJA App is the world's first communications app to combine the following unique features on a single, fully integrated platform:

- Cross-platform support on multiple mobile and desktop operating systems;
- Open-source platform attracting other developers to create apps within the NYNJA application;
- Offers a gateway to global e-commerce that is powered by our own cryptographic token, NYNJACoin;
- Operates its own token for settlement method for on-demand labor and virtual services;
- Users will own their own data; and
- These and other key features make this App a truly unique, first of its kind, cross platform application.

NYNJA App aims to harness the power of its user base like no other messaging app has managed to do before – and with an integrated platform that enables users to:

- Communicate in any way they choose, from any device;
- Organize their personal and professional lives;
- Earn NYNJACoin through the transaction of goods and services with other users;
- Use it for business purposes, increasing productivity among their workforce; and
- Eliminate spam and other unwanted intrusions.

## THE PROBLEM

NYNJA App was created to address several perceived key shortcomings and gaps with currently existing apps:

- A lack of significant innovation – most of the apps currently on the market were created between 2009 and 2014
- Regional limitation – current available apps are EITHER global but too basic (e.g., WhatsApp) OR more elaborate but regionally focused/locked (e.g., Line and WeChat)
- No combined personal and business solutions – current apps have mostly focused on personal use and some on business use
- No platform for commercialization – current available apps do not enable users and entrepreneurs alike to monetize their existing knowledge and available resources
- No inherent business model – current apps mostly depend on advertising for revenue, putting user data unnecessarily at risk

## THE SOLUTION

A one-stop service designed to meet the needs of today's mobile messaging user:

- NYNJA innovates at all levels from user experience through to a digital, global, cryptocurrency-backed ecosystem.
- NYNJA is global at its core – not just in functionality but in culture and strategy, led by a highly experienced international team.
- NYNJA enables you to separate your personal and business lives into multiple accounts simultaneously within one app.
- NYNJA App allows users to earn NYNJACoin by helping other users and selling virtual services.
- NYNJA has a clear business model that combines revenue from individual users and entrepreneurs, tiered subscriptions for businesses, and commissions to users from smart contracts for digital goods and services.

## VISION

To globally communicate, interact, and transact business effortlessly without language barriers and on your own terms.

## STRATEGIC GOALS

NYNJA's strategy for NYNJA App can be summarized in 6 key components:

1. To become the prevailing mobile communications app in the market globally
2. To launch the Token Sale, generating NYNJA Coin to enable users to transact freely within the NYNJA App without the need for external payment methods/providers
3. To become the preferred platform to communicate and transact NYNJA Coin globally
4. To leverage the network effect, minimizing loss of users and increasing levels of adoption among our user base
5. To contribute to the open-source community via the NYNJA protocol (already active in Github), fostering transparency and openness
6. To partner with industry leaders to integrate their services, thus enhancing the NYNJA App user experience

## MISSION

To create an integrated mobile communications app enabling users to communicate, buy, sell, and trade without language barriers by providing automatic translation between users in a decentralized cryptocurrency marketplace.

## GAME-CHANGING CULTURE

NYNJA seeks to attract users to the NYNJA App not because it's a new and trendy app, but because NYNJA believes it presents better solutions than any existing app to communicate, transact, and do business.

NYNJA hopes that users will spread the word about NYNJA App because once they experience the revolutionary functions it provides, they will want to share it with friends, family, and co-workers.

We aim to continuously innovate, respond to customer feedback, and – most importantly – anticipate what our customers will need in the future.

This is where existing apps have fallen short, leading us to believe that NYNJA App will penetrate the market in a swift and far-reaching way.

## EVOLUTION OF MESSAGING APPS



- 1 AN INTEGRATED MOBILE COMMUNICATIONS APP**

An integrated mobile communications app enabling users to communicate, buy, sell, and trade NYNJACoin without language barriers by providing automatic translation between users in a decentralized cryptocurrency marketplace.
- 2 ENTERPRISING**

Potential integration with Gems protocol to enable users to earn cryptographic tokens in the app at their own convenience.
- 3 INTEGRATED FREELANCE NETWORK**

Enables freelancers to sell and trade services within the app and accept payments using cryptographic tokens.
- 4 CONVERGENCE**

Combining real-time communications with cryptographic tokens and e-commerce to create a compelling integrated solution.
- 5 INTUITIVE, SIMPLE TO USE**

Command and control interface that enables easier chatting, calling, and navigating through the app.
- 6 MULTIFACETED & TARGETED**

An integrated market strategy to simultaneously deliver multigeographical, multigenerational, multilingual, and multicultural campaigns, each carefully tailored for local markets in all regions of the world.
- 7 REVENUE GENERATING**

Multitiered, business-oriented model with diverse strategies for tokenizing services – rather than pursuing the old “user-only” growth model.
- 8 CLEAR DEVELOPMENT & GROWTH**

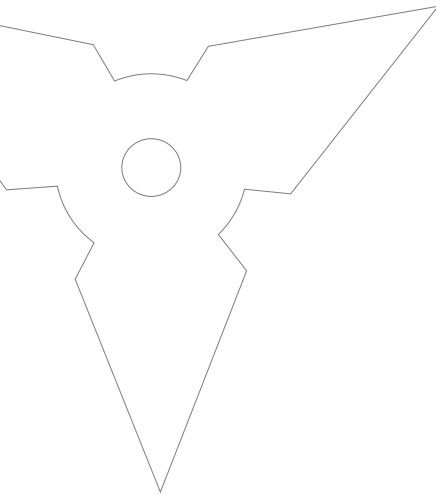
A well-articulated delivery pipeline, with a compelling plan for user acquisition via pre-launch, launch, and post-launch strategies.
- 9 BIG DATA DRIVEN**

Big data will enable us to constantly evolve our platform and make intelligent decisions based on customer insights and usage.
- 10 TOKEN SALE**

Token Sale enables the creation of our e-commerce freelance marketplace.
- 11 TECHNOLOGY**

Revolutionary interface that utilizes the latest advances in real-time communications and blockchain technology.
- 12 EXPERTISE & EXPERIENCE**

A highly qualified and experienced team that works seamlessly as one to pursue a clear vision.



## 2. MARKET OPPORTUNITY

### KEY TAKEAWAYS

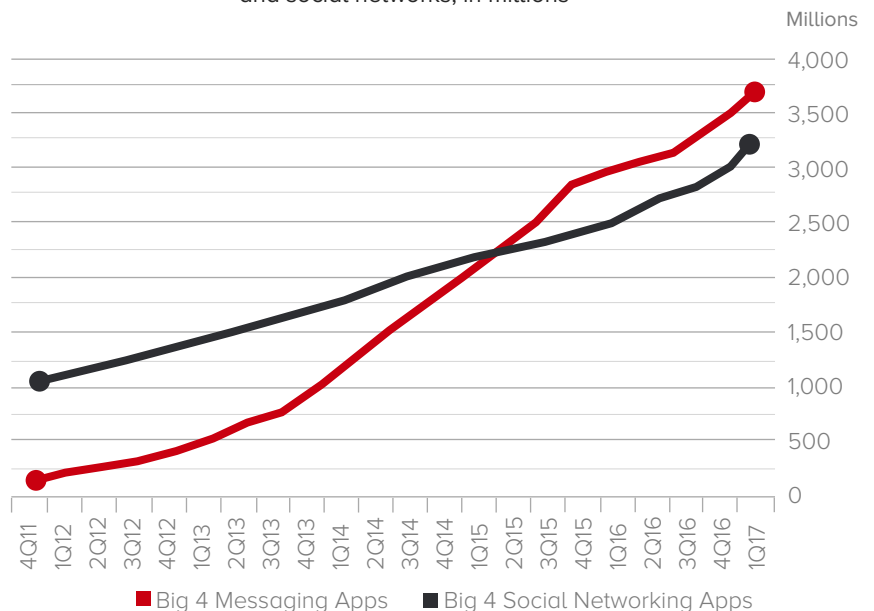
The market conditions for the introduction of NYNJA are ideal for a fully integrated communications app with a built-in digital marketplace:

- Messaging apps are now bigger than social networks.
- Getting away from messaging apps that only do one thing, NYNJA will have many functions and features that effectively make email obsolete.
- NYNJACoin will participate in e-commerce with markets including:
  - freelancer: [\\$1.5 trillion industry](#)
  - sharing economy: [\\$335 billion industry by 2025](#)
  - digital currency: [\\$727 billion industry](#) (as of 11 January 2018)
- Mobile messaging apps have hundreds of millions of monthly active users. Falling data prices, cheaper devices, and improved features are helping propel their growth.
- Messaging apps are increasingly about more than just personal chat. Although the first stage of the chat app revolution focused on growth, the next phase will focus on building out services and monetizing the user base.
- Some messaging apps like WeChat, KakaoTalk, and LINE have found innovative ways to keep users engaged while developing strategies to monetize their services.
- Given that most apps were created before 2014, users need and demand more functionalities and features than existed even a few years ago.
- Media companies and marketers continue to invest more time and resources in social networks than messaging services. But this is expected to change as messaging companies enhance their services and provide more ways to connect publishers and advertisers with users.

This is supported by various market analyses, such as the [BI Intelligence Messaging App Report](#).

### MESSAGING APPS HAVE SURPASSED SOCIAL NETWORKS

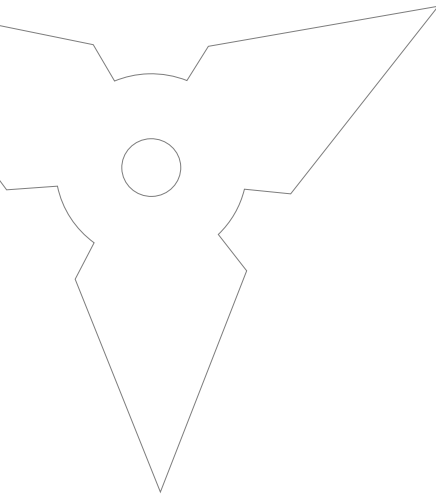
Global monthly active users for the top 4 messaging apps and social networks, in millions



**Note:** Big 4 messaging apps are WhatsApp, Facebook Messenger, WeChat, Viber. Big 4 social networking apps are Facebook, Instagram, Twitter, and LinkedIn.

**Source:** [Companies](#), [Apptopia](#), [Techcrunch](#), [BI Intelligence estimates, 2017](#)





## MARKET SUMMARY

Users around the world are logging in to messaging apps not only to chat with friends, but also to spend their valuable leisure time and money. They want to connect with brands they know, browse merchandise to purchase, watch content, and more. What was once a simple service for a private exchange has evolved into an expansive ecosystem with its own developers, apps, and APIs.

The appeal of chat apps for businesses (and marketers) stems from their distinct characteristics, including size, retention, usage, and user demographics.

For example, as the preceding chart shows, the combined user base of the [top four chat apps is bigger than the combined user base of the top four social networks](#).

## CONDITIONS FOR GROWTH

Various articles highlight some of the core reasons why messaging apps are the next big thing:

- The Unified Communication as a Service (UCaaS) will grow to USD28.69 billion by 2021 ([www.marketsandmarkets.com/PressReleases/ucaas.asp](http://www.marketsandmarkets.com/PressReleases/ucaas.asp)).
- More than a quarter of the world's population will use mobile messaging apps by 2019 ([www.emarketer.com/Article/More-Than-Quarter-of-World-Will-Use-Mobile-Messaging-Apps-by-2019/1014773](http://www.emarketer.com/Article/More-Than-Quarter-of-World-Will-Use-Mobile-Messaging-Apps-by-2019/1014773)).
- Despite the proven capabilities of SMS for enabling widespread communication and robust user technologies, Facebook Messenger and WhatsApp process 60 billion messages a day, which is three times more than SMS ([www.socialmediatoday.com/technology-data/future-here-messaging-apps-are-about-revolutionize-marketing](http://www.socialmediatoday.com/technology-data/future-here-messaging-apps-are-about-revolutionize-marketing)).
- Time spent on mobile apps made up nearly 20% of total media time in 2017 ([www.emarketer.com/Article/eMarketer-Unveils-New-Estimates-Mobile-App-Usage/1015611](http://www.emarketer.com/Article/eMarketer-Unveils-New-Estimates-Mobile-App-Usage/1015611)).
- Americans now spend more time using apps than they do mobile browsers; however, the number of apps used regularly is decreasing ([www.emarketer.com/Article/eMarketer-Unveils-New-Estimates-Mobile-App-Usage/1015611](http://www.emarketer.com/Article/eMarketer-Unveils-New-Estimates-Mobile-App-Usage/1015611)).
- Global messaging apps like Facebook Messenger and WhatsApp, and China-based Tencent QQ and WeChat, are becoming the new dominant social platforms ([marketingland.com/four-top-six-social-networks-actually-chat-apps-115168](http://marketingland.com/four-top-six-social-networks-actually-chat-apps-115168)).
- The future is here: messaging apps are about to revolutionize marketing ([www.socialmediatoday.com/technology-data/future-here-messaging-apps-are-about-revolutionize-marketing](http://www.socialmediatoday.com/technology-data/future-here-messaging-apps-are-about-revolutionize-marketing)).

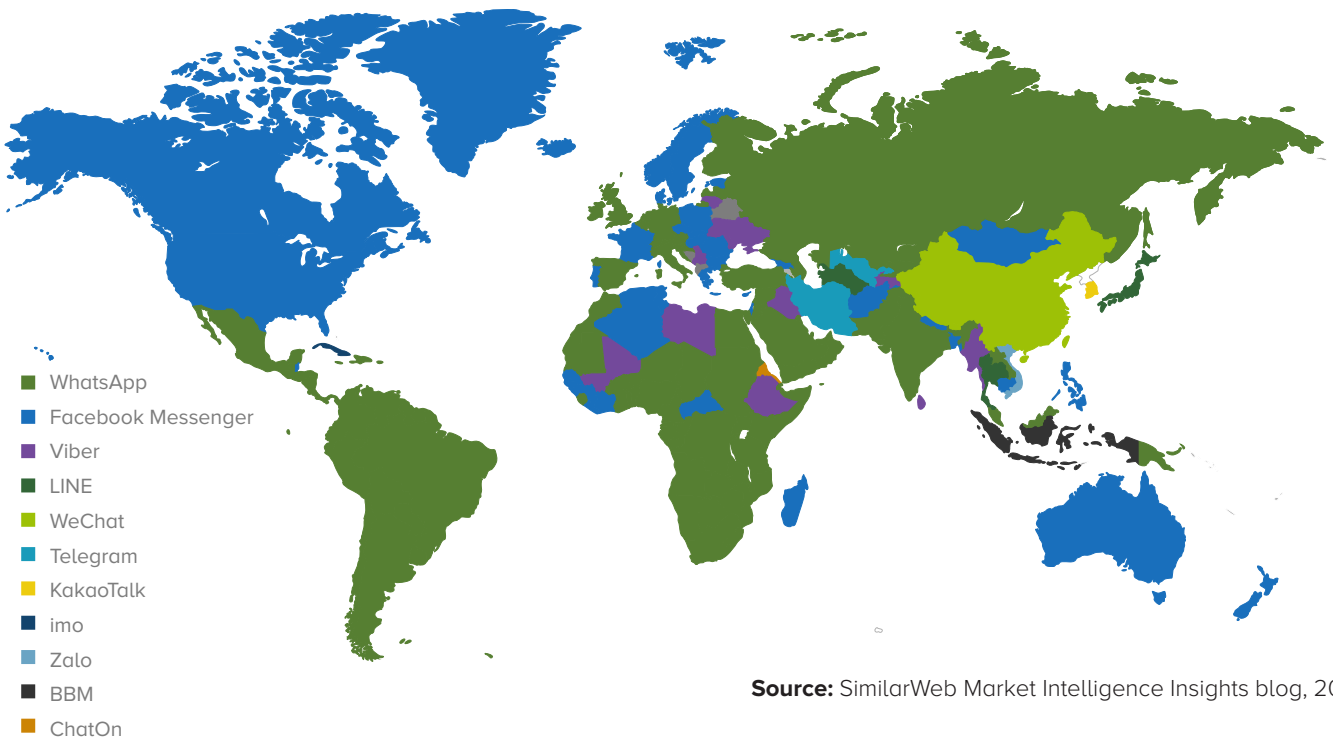


MESSAGING APPS ARE  
NOW **BIGGER** THAN  
SOCIAL NETWORKS



## COMPETITION

Most popular messaging apps by geographical region



WhatsApp is globally dominant because it was the first real mobile SMS replacement. However, it has no services-based business model, its functionality is geared toward personal rather than business use, and its capabilities are outdated.



Facebook Messenger is dominant in certain countries in North America, Europe, and South-east Asia, but users are growing concerned with the company's use of their personal data.



Telegram is a perfect example of how a new app can come out of nowhere and achieve 200 million users in a short time. Telegram has introduced various new features such as search features, notification when a user is mentioned in a chat group, macros for easy navigation, secret chat, and others. In 2014, when Brazil blocked WhatsApp for a few days, between 5 million and 9 million people jumped to Telegram – they didn't go to Messenger, WeChat, Viber, etc.

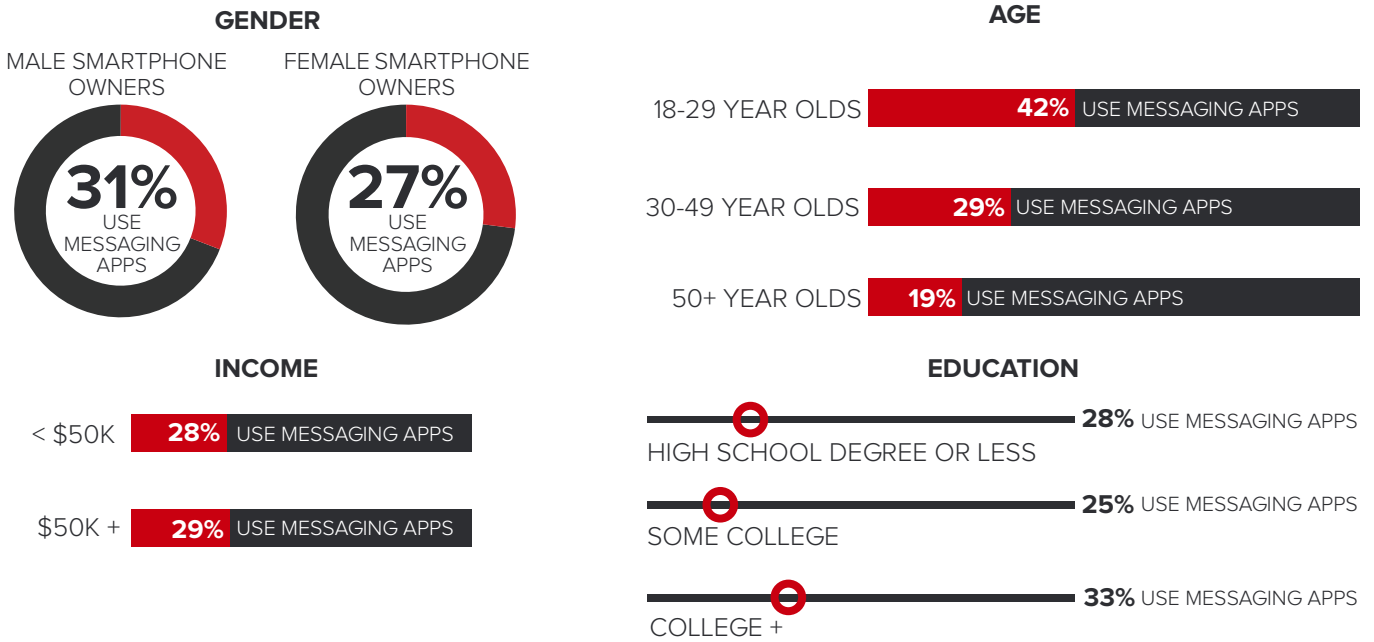
## MESSAGING APPS DEMOGRAPHICS

NYNJA's features not only target key messaging app demographics but a wide variety of business communication solutions.

Social media sites are not the only venue where people can connect with others online. Today, smartphone owners can choose from a variety of messaging apps that serve many of the same functions. Some of these apps look and function like a traditional chat or messaging service, while others offer unique features – such as the ability to post anonymously, or to have one's posts expire or delete themselves after they are viewed.

A recent survey by [Pew Research Center](#) asked about three different types of messaging apps that people might have on their smartphones. The survey revealed the following findings.

### MESSAGING APPS USAGE AMONG SMARTPHONE OWNERS



### Messaging Apps Age & Gender Demographics

There's no doubt this new messaging style appeals to younger generations. However, other age groups still use these networks to stay in touch with friends and family.

- 42% of 18–29 year olds use messaging apps
- 29% of 30–49 year olds use messaging apps
- 19% of 50+ year olds use messaging apps

The gender demographics of messaging apps show that men are bigger users than women.

- 31% of male smartphone owners use messaging apps
- 27% of female smartphone owners use messaging apps

### Messaging Apps Education Demographics

These types of messaging apps are popular among younger demographics who study abroad or have friends from out of the country. This could explain the education demographics amongst these users:

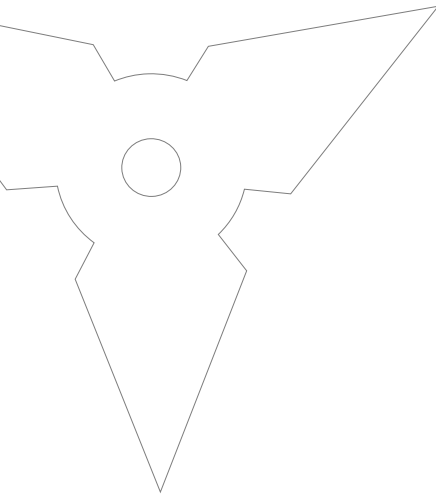
- 33% of adult college graduates use messaging apps
- 28% of adults with a high school diploma or less use messaging apps
- 25% of adults with some college education use messaging apps

### Messaging Apps Income Demographics

The newest data from Pew show income demographics for messaging apps users tend to have little significance.

- 29% of adults making over \$50,000 use messaging apps
- 28% of adults making less than \$50,000 use messaging apps

**Source:** [Pew Social Media Update 2016](#) and [Sprout Social](#)



## 3. PROJECT ARCHITECTURE

### NYNJA APP

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The NYNJA App has been designed from scratch, unconstrained by limitations of previous design frameworks and standards.

NYNJA team brings a combined hundred years of experience in building messaging solutions at global scale, with extensive knowledge in communication protocols scalable storage solutions and security.

This has resulted in the creation of a fully fledged platform combining messaging, calling, conferencing, video, and e-commerce designed to operate with one hand on mobile devices. This communications-led approach is expected to offer several key benefits:

- Email no more! Replace your entire email suite with NYNJA
- Completely secured encrypted communications
- No more spam
- No more unsolicited messages or contacts
- No more viruses

NYNJA App was built on the fundamental design principle that users should be able to go from one place to another within the app. In short, this means users shouldn't have to navigate backwards through the app to access other functions. Instead, they can move directly to any screen from anywhere within the app.

To deliver this functionality, NYNJA App uses a patent-pending concentric wheel enabling users to choose what actions to take and which screens to navigate to within the interface.

To offer the best of all worlds, NYNJA App gives users the option to separate business and personal contacts in one app by adding in features that have never been seen before.

NYNJA App is one of the first communication apps to offer application of cryptographic tokens in freelance marketplace, allowing virtual services and merchant services (both decentralized and centralized) to take place on one single platform while introducing significant new features never seen before in a communications app.

NYNJA App is scheduled to be available on Android, iPhone, and Web in late - 2018 – with native development of Mac, Linux and Windows versions expected to follow.

Due to the anticipated fast pace of growth for NYNJA App, much thought went into ensuring the scalability of the entire platform. The back-end is written from the ground up, to ensure the implementation of extremely efficient messaging and communications. By using a microservices platform, multiple development teams using different programming languages will all be intergrated on the NYNJA App.

### NYNJA APP PROTOCOL

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To support the development of messaging apps and "Internet of Things" (IoT) infrastructure, the NYNJA App protocol is designed to be the most efficient, stable, and scalable protocol available. The NYNJA App protocol itself is an open-source specification for messaging and IoT applications and is part of an open-source family of N2O protocols. While it can be used with other protocols, we promote MQTT as an efficient binary protocol dedicated for applications over unreliable networks such as GSM, CDMA, and other wireless networks.

The NYNJA App protocol enables all companies, regardless of size, to build systems that can operate within the world's most sophisticated communication platforms. The NYNJA Protocol powers the NYNJA Mobile Communicator and has been made open source for the benefit of the global development community.

The [open-source repository is available on Github](#) and is being built out along with our application development. We encourage other developers to contribute to the protocol with additional specification details.



- **SCALABILITY** – NYNJA PLATFORM'S PLANET SCALE ARCHITECTURE
- **ENCRYPTION** – COMPLETELY SECURE COMMUNICATIONS ENCRYPTED BY TIME-TESTED ALGORITHMS
- **SECURITY** – THIRD-PARTY AUDITS AND A FIRM COMMITMENT TO PROTECTING DATA THAT THE USER OWNS
- **FLEXIBILITY** – PERFECT SYNCING AND CLOUD STORAGE AMONG ALL SIGNED-IN DEVICES
- **INTERPLANETARY FILE SYSTEM (IPFS)** – STORAGE OPTIONS THAT LIVE BEYOND NYNJA AND ARE OWNED BY THE USERS THEMSELVES

## NYNJA ACCOUNT AND DATA OWNERSHIP

Although NYNJA App intends to support standard login options – such as phone number and various social network logins – uPort integration is an exciting opportunity to enable NYNJA users to own their own identity within the NYNJA ecosystem. This enables users and businesses to create their own encrypted data, which they own, and move it whenever and wherever they want.

### What is uPort?

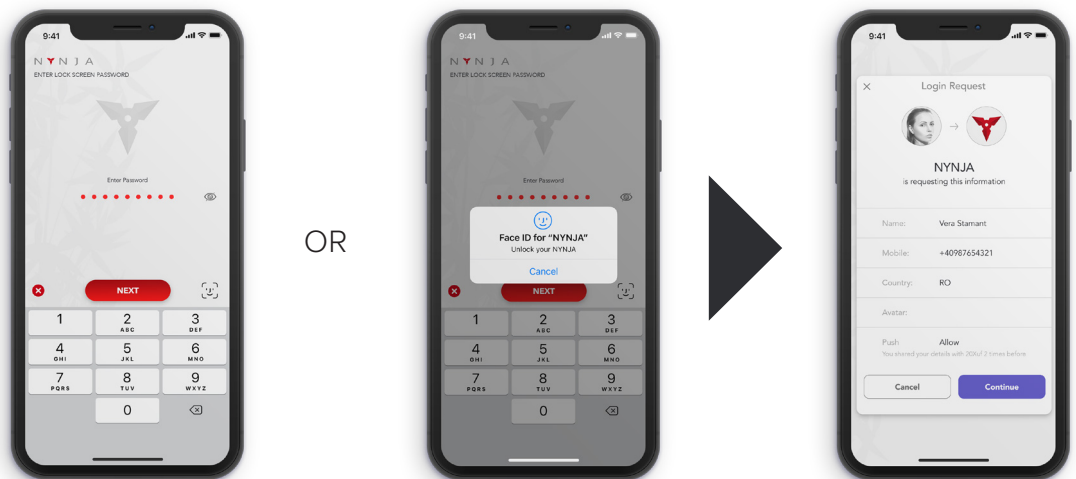
uPort is a self-sovereign identity solution on the Ethereum blockchain. Although currently in Alpha, uPort is anticipated to become the standard by which Ethereum users manage their digital identity.

### Why does uPort create an advantage?

With uPort, NYNJA App users can log in, choose what personal data to share with NYNJA App and other NYNJA App users, approve and sign NYNJA Coin and other cryptocurrency transactions, and collect verifications. Additionally, uPort can be used to store contact information and reputation history on the NYNJA App platform.

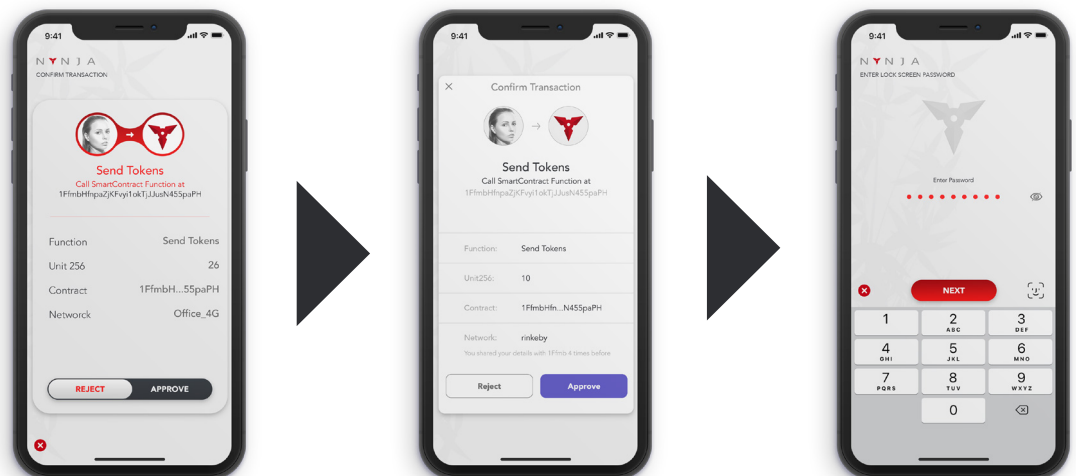
These mock-up screenshots show how the NYNJA-uPort integration is anticipated to work from the user perspective:

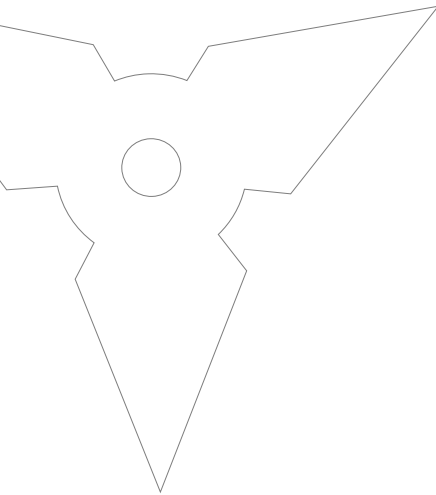
### Login Process



User's first log in with NYNJA uPort. The uPort mobile app prompts the user to confirm a login request to NYNJA.

### Token Transaction Confirmation Process





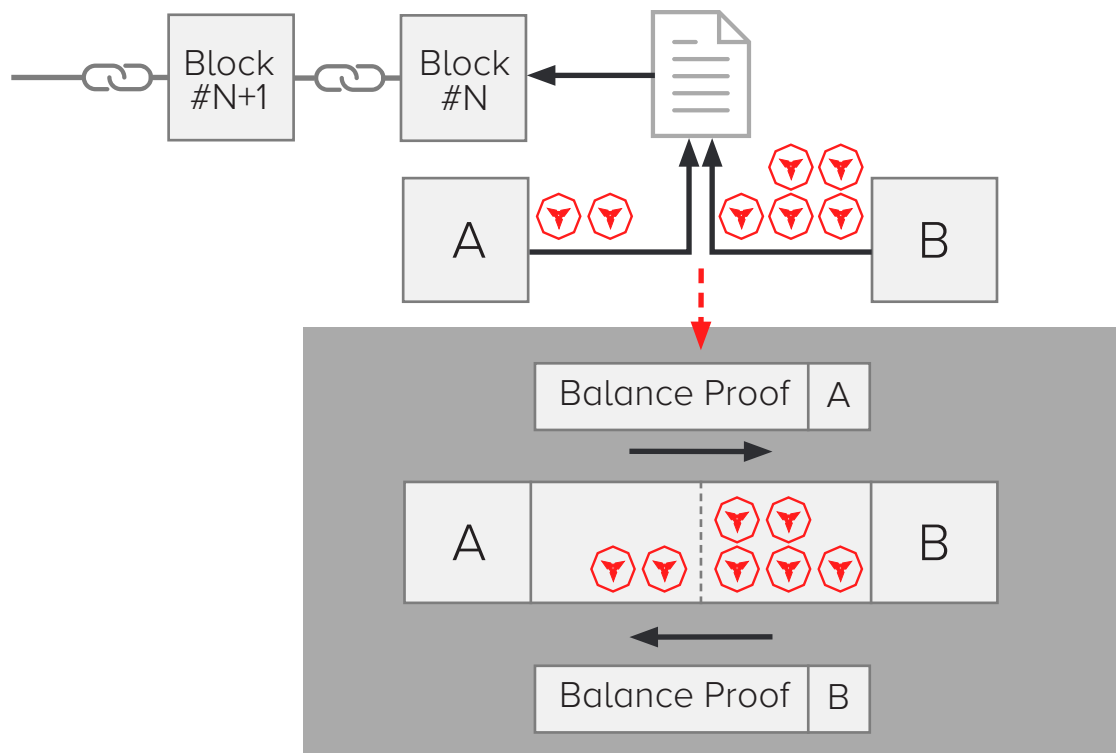
## IPFS INTEGRATION

In addition to storing files, images, videos, and other content within the NYNJA App, users will be able to upgrade their content storage to IPFS. By doing so, their content will be permanently stored within the IPFS network, and users can access the content even when they are not logged into NYNJA App.

NYNJA intends to work toward giving users ownership of their data in ways that are decentralized outside of the NYNJA App core system and that enable the data to live beyond the application, even though the data were originally created, sent, or stored within it.

## RAIDEN NETWORK

At NYNJA, we are very aware of the scalability challenges faced by Ethereum. We have explored the current solutions, one of them being the Raiden Network ([raiden.network/](https://raiden.network/)). This is a scalable solution for the Ethereum blockchain based on payment channels. Payment channels are a technique to allow users to make an unlimited number of transactions without committing them to the blockchain, except for opening and closing the channel. This is how NYNJACoin payment channels could work:



1. Alice (A) wants to transfer NYNJACoins to Bob (B), so she opens a Raiden payment channel by depositing a certain number of NYNJACoins into escrow. Thus, Alice cannot sign a transfer that is larger than the capacity of the payment channel (which is defined as the initial deposit amount). Similarly, bi-directional payment channels can be created. In this case, both Alice and Bob deposit a certain number of NYNJACoins into escrow, making the total capacity of the channel the sum of the two deposits.
2. After the channel is open, Alice and Bob can transfer NYNJACoins to each other. The signed messages (Balance Proofs) are sent back and forth both between both parties as they transfer NYNJACoins to each other.
3. Both Alice and Bob can request that the channel be closed at any time. When requested, the Raiden smart contract pays out the NYNJACoin that Alice and Bob are entitled to, by sending the corresponding transaction to the blockchain.

These are the perceived benefits of payment channels and, in particular, using the Raiden Network protocol:

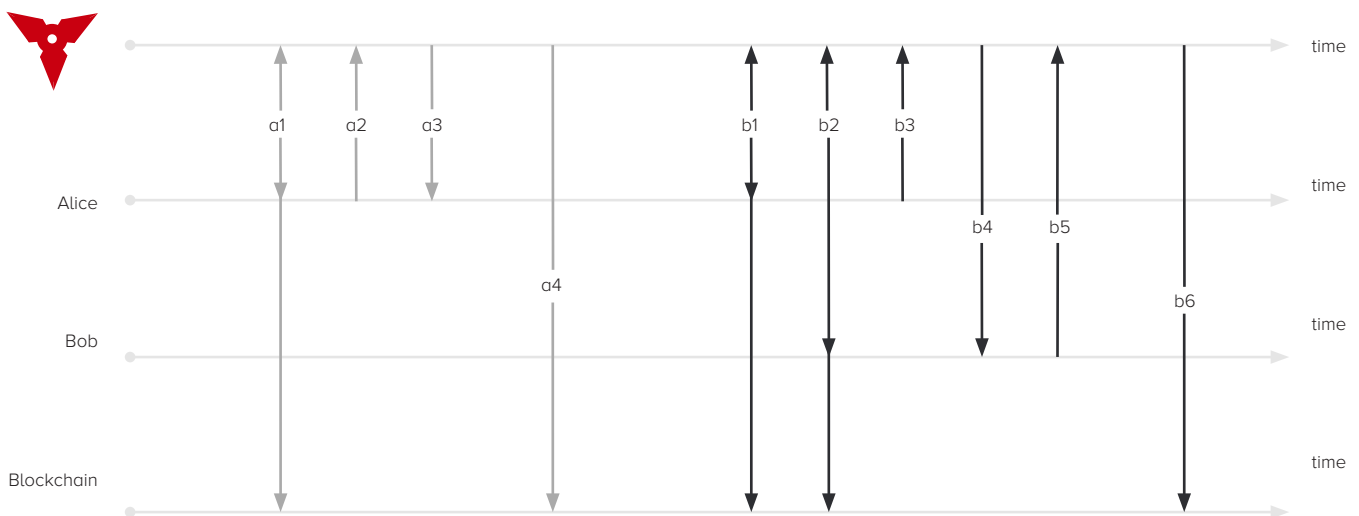
- Unlimited scalability
- Less frequent transactions requiring gas
- Enhanced privacy as transfers are not shown in the public ledger
- Transfers are instantaneous as no blocks are required
- Support for ERC20-compatible tokens
- Possibility of joining a global network of payment channels, allowing NYNJA users to transfer cryptographic tokens to other platforms in the Raiden Network

In the context of the NYNJA App-Raiden integration, transfers are NYNJACoins or other cryptocurrency movements from one address to another within the payment channel. Transfers are done off-chain – therefore they are done instantly and do not cost any gas.

On top of the Raiden Network, NYNJA team is closely following the latest developments of Ethereum focusing on sharding and layer-two protocols.

Transactions are normal transactions to the Ethereum blockchain. If transactions cost gas, then they need to be mined in a block in order to be settled.

The following diagram represents an example of how the transactions and transfers will occur in time:



### EXAMPLE A: NYNJA-USER FLOW

This example describes the transfer and transaction flow between NYNJA App and a user.

- a1 – A bi-directional channel is open between NYNJA and Alice.
- a2 – Alice transfers NYNJACoin to NYNJA.
- a3 – NYNJA transfers NYNJACoin to Alice.
- a4 – NYNJA closes the channel and NYNJA and Alice's balances are settled in the blockchain.

Note: There could be an unlimited number of transfers between a3 and a4 – all of them nearly instant and at no cost. Note also that the channel could be closed by NYNJA or the user anytime.

### EXAMPLE B: USER-USER FLOW

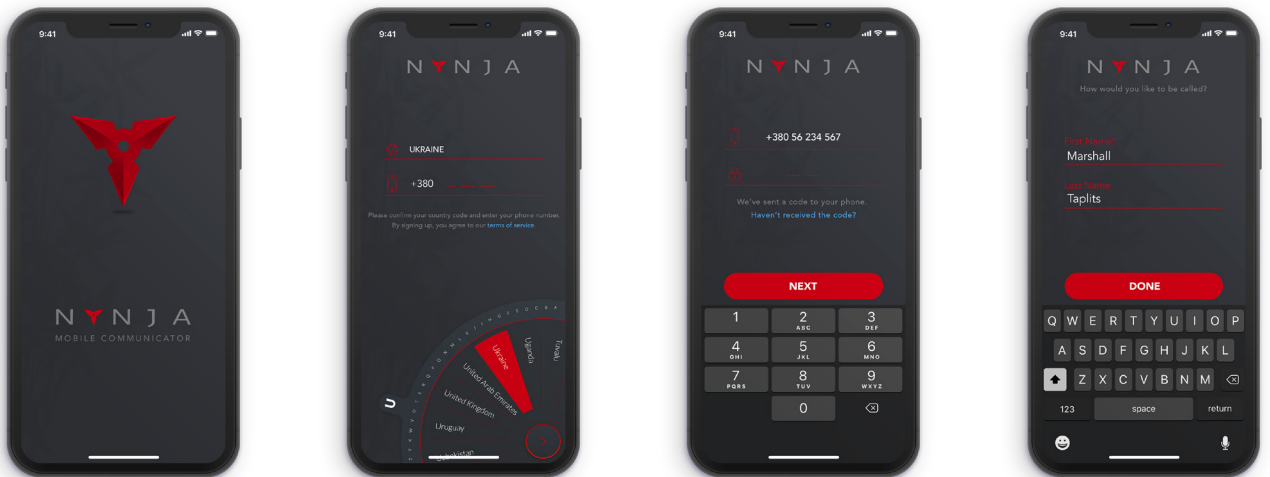
This example describes the transfer and transaction flow between two NYNJA users.

- b1 – A bi-directional channel is open between NYNJA and Alice
- b2 – A bi-directional channel is open between NYNJA and Bob
- b3 – Alice wants to transfer NYNJACoin to Bob. To do that, Alice's hashlocks her transfer and sends it to NYNJA, together with the unlocking secret which only Bob can decrypt
- b4 – NYNJA sends the transfer and secret to Bob
- b5 – Bob decrypts the secret and unlocks the transfer. Bob reveals the secret to NYNJA, closing the path for the NYNJACoin to go from Alice to Bob through NYNJA
- b6 – NYNJA closes the channel and NYNJA's, Alice's, and Bob's balances are settled in the blockchain

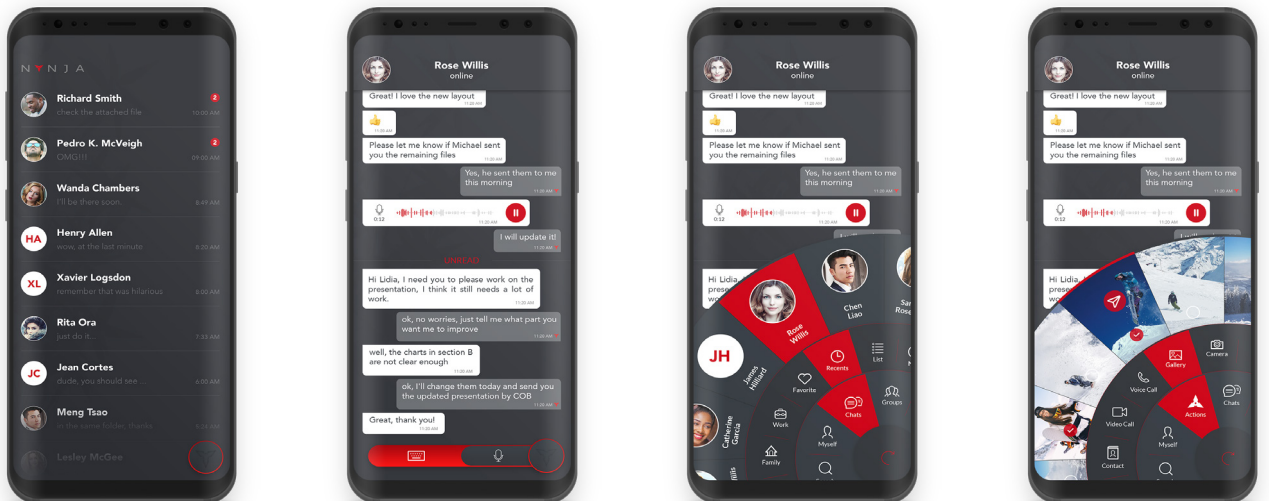
Note: There could be an unlimited number of transfers between b5 and b6, either NYNJA-to-user or user-to-user.

# 4. NYNJA FEATURES

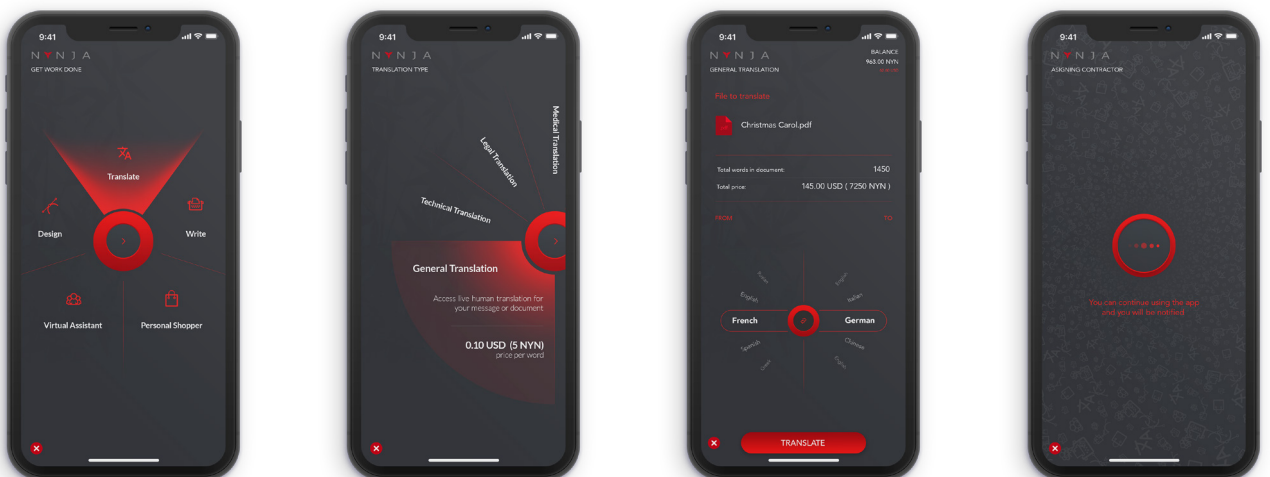
## WELCOME SCREENS



## TEXT MESSAGING / CHAT LISTS



## FREELANCER LABOR MARKETPLACE





## DELAYED TEXT MESSAGING



## DELAYED AUDIO MESSAGING



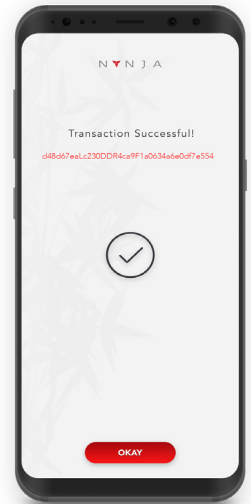
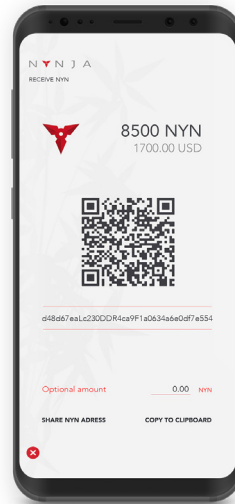
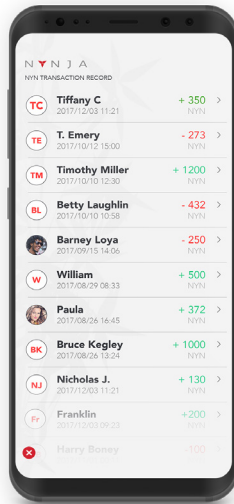
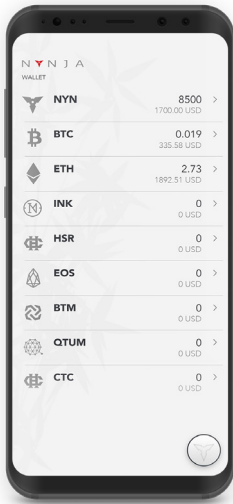
## VOICE CALL



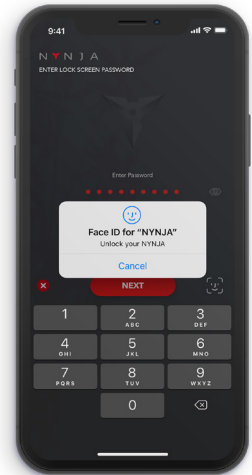
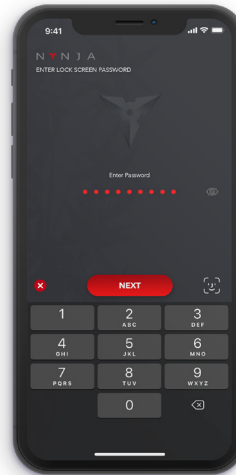
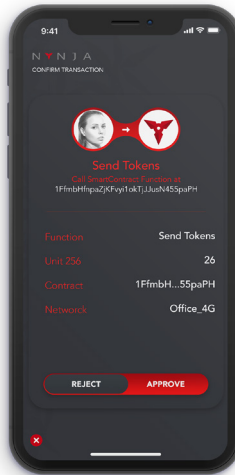
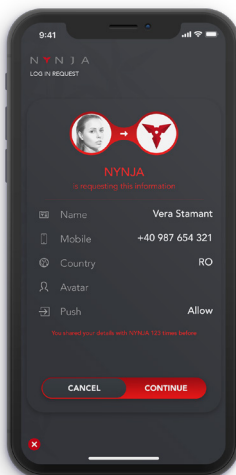
## VIDEO CALL



## CRYPTOCURRENCY WALLET



## IPFS INTEGRATION





## ALEXA/GOOGLE HOME VOICE INTEGRATION

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NYNJA will stay in the forefront of voice activation by integrating with Alexa and Google Home. It is increasingly common for users to simply speak the instructions rather than typing them and thus NYNJA will incorporate voice integration capabilities such as:

- Alexa, what is my NYNJACoin balance?
- Alexa, send John 50 NYNJACoins.
- Alexa, resend me the last 3 files that John sent.
- Alexa, read me my unread messages.
- Alexa, send a voice message to John "Yes, we are on for dinner tonight at 9pm".

## IFTTT INTEGRATION

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NYNJA will build a suite of IFTTT integrations for users to unleash their creativity and build workflows that are customized for their needs.

IFTTT integration works with many third party services such as social networks, email providers, IOT devices and more. Some examples of workflows could include:

- Get a NYNJA message to notify you of an important email.
- When you are mentioned on social media, notify you via NYNJA.

## 5. NYNJA ECONOMY

The “NYNJA Economy” (or “Platform”) is expected to facilitate an ecosystem of freelancers and sellers of goods and services.

NYNJACoin will become more liquid and popular as the NYNJA Economy grows, based on service providers and customers joining and interacting with the platform. It is vital that the relationship between these providers and customers is mutually beneficial.

NYNJACoin will serve two main purposes, enabling users to:

- Access work as a client and pay with NYNJA tokens globally
- Purchase and sell virtual goods and services within the NYNJA App

### NYNJACOIN UTILITY

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NYNJACoin is an Ethereum-based token which follows the ERC20 standard. NYNJACoin will be accepted as payment within NYNJA App for goods and services.

NYNJACoin enables users to:

- Purchase advanced communication services such as advanced moderated conferencing for meetings and remote work
- Payment for value added services, such as real time translation, virtual conferencing, quorum voting, and more than seven years of communication and record history, among others
- Buy permanent storage – both traditional network storage as well as blockchain-based distributed storage such as IPFS
- Earn NYNJACoin via the work provided to the network of users on demand

### LABOR MARKETPLACE

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NYNJA App could create several advantages for the broader labor market:

1. **Earn extra income** – NYNJA App could grow to become a leading work services marketplace because it is designed deliver specific tasks directly to the freelancers and service providers who are ready to start working right away
2. **Help with dispute resolution** – should there be a disagreement over a service delivery, either party may request dispute resolution assistance from NYNJA
3. **Engage a wide cross section of the community** – for people who wish to participate in the labour market or obtain “real-world” experience, NYNJA offers a great way to provide services on a part-time basis

### ACCESS MARKETPLACE

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NYNJA Access Marketplace enables users to earn NYNJACoin via their audience, while encouraging membership masterminds, social group leaders, and individuals in content marketing and online education to see how NYNJA App groups work for them. Options include:

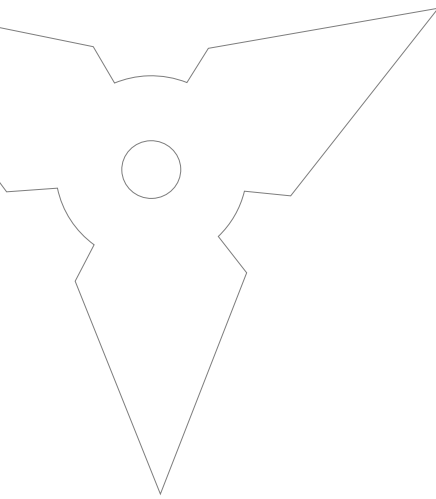
- **Charging access to a paid group** – in groups with exclusive ownership or admin privileges, the group owner may charge a one-time or recurring membership fee to members.
- **Charging for in-group content** – regardless of whether the group is paid or not, anyone in the group with access may sell in-group content.
- **Charging for time worked** – charge for a lesson, a consultation, or just a meeting.

NYNJA App is expected to provide key capabilities via its messaging and calling infrastructure to help users build stable, growing, and frictionless businesses with NYNJACoin.



NYNJACOIN COULD ENABLE  
USERS TO:

- PURCHASE SERVICES AS A CUSTOMER AND PAY WITH NYNJACOINS GLOBALLY AND SECURELY
- SELL VIRTUAL GOODS AND SERVICES AS A PROVIDER WITHIN THE NYNJA APP



## VIRTUAL GOODS MARKETPLACE

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The NYNJA Virtual Goods Marketplace consists of services, goods, app features, and almost any buy, sell, or trade tangibles that exist in the e-commerce world.

The NYNJA Virtual Goods Marketplace will operate in various ways, such as:

- Coupons – individual users, local businesses, and international marketing campaigns can use NYNJACoin coupons and NYNJACoin discounts to help drive new and repeat business both online and offline.
- Sticker galleries – starting in Asia but now going global, stickers are here to stay. With NYNJACoin built in, anyone can create and deploy sticker-packs – either marking them free as open source for private use or selling licenses for corporate customers.

## OPT-IN ADVERTISING MARKETPLACE

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Typically, large companies track users to identify their demographics before they target them with advertising. Users are generally aware they are being tracked, but most don't know to what extent this happens.

NYNJA App seeks to fundamentally alter the relationship between advertiser and customer in the following ways:

- Brands can issue themes and stickers within NYNJA.
- Users can choose to install the themes and sticker-packs.
- Users can choose to earn NYNJACoin if their messages include branding they explicitly permit; recipients can also opt out without the need for ad-blocking software.

## NYNJA APP PLATFORM FEES

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NYNJA App transactions are evidenced on the blockchain – where every freelancer arrangement and every NYNJACoin transaction will be an on-chain transaction.

However, NYNJA App will incur processing power, storage, and bandwidth costs to run the NYNJA App Platform itself, to maintain our development progress and to absorb Ethereum gas price for all transactions. We have therefore developed what we believe to be a fair fee structure. Details of this fee structure will be available in due course.

In addition, we intend to monitor the NYNJA App Platform for opportunities to further lower fees.

## THE NYNJA INCUBATOR

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NYNJAIncubator is designed to build and scale an ecosystem of companies that build innovative and engaging applications on the NYNJA platform. Companies incubated by NYNJAIncubator have access to resources, office space, discounts, marketing support and advice by the NYNJA team and its affiliates.

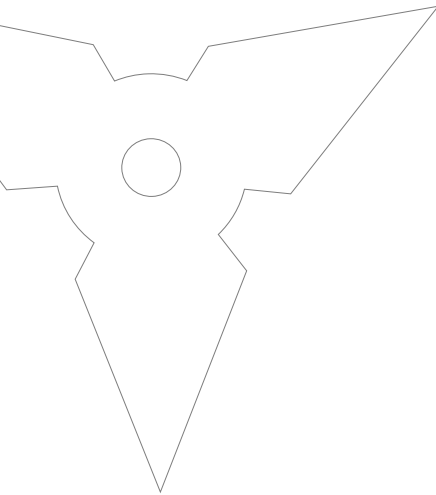
The NYNJAIncubator will engage with startups specifically using the NYNJA platform and the NYNJACoin token to power a meaningful part of their business.

A few areas of interest, but not limited to, include:

- Leverage our distributed freelancer network as part of automated workflows
- Build an app or platform within NYNJA that utilizes NYNJACoin
- Develop an app or platform which utilizes NYNJACoin outside of the NYNJA app

After companies apply to the NYNJAIncubator, we will review each company's business plan, target market and team to find the best mutual fit.

Once selected, participating companies will have a 3-month term to create and complete an MVP (minimum viable product). Deliverables will be determined based on the scope of product and will be agreed upon during the selection process.



## TRANSFORMING THE FREELANCE MARKET

There are several issues with the way in which current freelancer networks operate, particularly in relation to the cumbersome processes of hiring and finding work.

In addition, in the case of short work contracts where a small amount of defined work is required, employers and freelancers often spend more time on the hiring process than they do on the actual work.

For example, consider a freelancer who earned USD100 for 5 hours of work, with a nominal hourly rate of USD20. Assume this freelancer spent 30 minutes on applying for the job, 1 hour in the interview process, and 30 minutes on various administrative tasks. This means a total of 7 hours were spent in the process, hence lowering the effective hourly rate to USD14. Further, there is no guarantee that the freelancer will even be hired for a specific job. Therefore, assuming he/she applied for five jobs but only landed one, the freelancer's total time spent for the 5 hours of work can be calculated as: 5 jobs x 2 hours of application/interviewing per job = 15 hours. Since their income was 5 hours worked x \$20 per hour = USD100, their effective hourly rate is less than USD7 (less than the minimum wage in many countries).

### How will NYNJA transform the freelance market?

Based on the Uber-like model, where drivers and riders are auto assigned, the NYNJA App is designed to auto-assign freelancers to jobs instantly, allowing them to make better use of their time and thus maximize their chances to earn money.

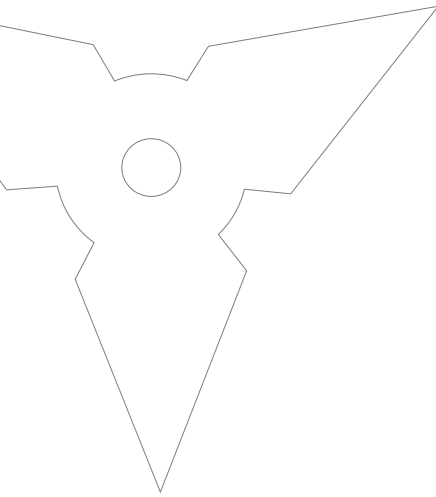
This requires a few modifications to the standard freelancer model:

- The list of services provided will need to be standardized. For example, when we provide translation services, we will need established prices per word per language.
- We will need to curate the freelancer pool to ensure high quality. This will be done by establishing relationships with freelancers who have proven themselves reliable on other freelance networks, via a skills test for each type of work they want to provide and by encouraging users to rate the work of each contract.
- We will need to enable users to “like” or “dislike” certain freelancers, who will then get priority if they are available.



THE NYNJA APP IS  
DESIGNED TO AUTO-  
ASSIGN FREELANCERS  
TO JOBS INSTANTLY





## 6. GO-TO MARKET – USER GROWTH STRATEGY

We believe the NYNJA marketing strategy will be original and effective. It will combine the more traditional, proven methods of promoting apps with new innovative approaches that consider the growth in choice and sophistication of users.

The NYNJA App is scheduled to be deployed in phases. It will start with NYNJA App Free and NYNJA App Pro – which are personal mobile communicators designed for the individual to fulfill his/her communication and personal organization needs in a much more efficient, effective, and enjoyable way.

Once launched, the strategy will be divided into two main phases:

1. The creation of a substantial user base
2. The conversion of that user base into a critical mass through a viral effect

### 1. CREATING A SUBSTANTIAL USER BASE

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To create a substantial user base from which to launch the NYNJA App into viral territory, we will use a combination of proven methods:

#### Facebook

The use of Facebook will be two-fold:

1. Two months before launch, there will be Facebook ads with links to YouTube with short (1- to 2-minute) episodes in animated format that tell the story of an upcoming revolutionary new app. This will use the NYNJA App theme as the background but will only slowly reveal within the story the overall use of the NYNJA App. An episode will come out every 15 days until launch, with the goal of creating a sense of expectation, mystery, and something new.
2. One month before launch, NYNJA will start posting short ads that hint of a revolutionary new app coming out soon, and include some of its features without revealing too much information other than the problem(s) they solve. These ads will appear in the normal stream of users as they go through their boards, making the visuals key.

#### YouTube

In addition to using YouTube for story-telling as outlined above, we will select a handful of influential and carefully selected bloggers and influencers within each target demographic to promote NYNJA with a professionally made video that highlights why a particular feature is beneficial for that individual.

#### Snapchat


Snapchat has several featured content providers, such as Mashable and Cosmopolitan, that appear in all users' home screens. We will select different messages and features for several of the main content providers for each target demographic and tailor the messaging accordingly.

#### Tumblr and Pinterest

Both Tumblr and Pinterest are successful amalgamations of content designed and selected by the user that also “learn” the user’s tastes as more information is accumulated. We will create our own “story”, across different categories, backed by powerful images also used in Facebook and YouTube.

#### Other Social Media

Twitter and other social media will also be used in coordination with the different PR firms that we will hire for our campaigns. Since our launches will be multicultural and multilingual, we will use the leading channels and platforms in different geographies, such as VK (Russian Facebook).



THE UNIVERSAL NATURE  
OF THE APP'S FEATURES  
WILL APPEAL TO A BROAD  
RANGE OF USERS



## Beta Corporate Users

We have already secured commitments from several large international firms and medium-sized businesses to test our beta version and adopt it into their groups.

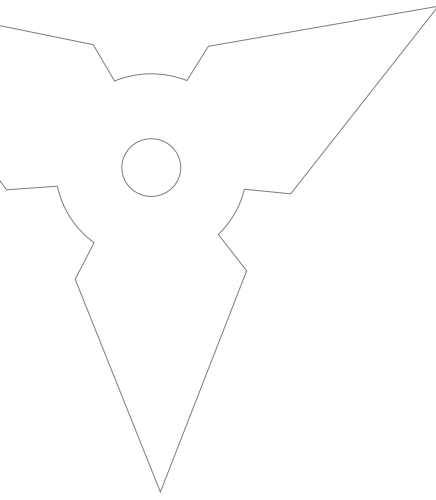
## 2. CONVERTING A USER BASE INTO A CRITICAL MASS THROUGH A VIRAL EFFECT

Our goal is for NYNJA App to be a pioneer in the next generation of personal and professional communication to enable users to manage their lives more efficiently.

The core of our strategy to grow through word of mouth and social sharing will be a completely new concept that will combine originality with tried-and-tested methods used by the most successful apps. In line with this, our NYNJA App has incorporated the following characteristics from the design stage:

- **Unparalleled user experience** – our priority is to create an impeccable user experience – the app must be pleasing, both to look at and use.
- **Effortless** – the best apps make the task at hand surprisingly easy. This “flow” has nothing to do with processes or charts; it’s about the user being completely absorbed in doing something without being distracted or frustrated by confusing or burdensome steps.
- **Easy to share** – content in the app must be easy both to share via social media and for the recipient to download and use NYNJA immediately.
- **Frequent rewards** – to entice users to invite friends and connect with others as part of their daily usage, we anticipate providing non-monetary rewards such as additional features, free upgrades, and others. We anticipate similarly rewarding users for downloading it.
- **Give control to the user** – transparency is crucial. We will tell the user up front what we’re sharing, and how, and we will give them the choice of what to share.
- **Keep bringing users back to the app** – To make the app part of users’ daily routine, we will send useful notifications to motivate them to return. For example, we will announce new features, promotions for trying new features and for referrals, and others. We will manage the balance to ensure we are not sending out any information that annoys people or could be perceived as spam.
- **Rewarding users with NYNJACoin** – Based on how many messages are received and interaction with the community, NYNJA App will reward its users with NYNJACoin to be used in the NYNJA ecosystem.





## PARTNERS

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NYNJA has hand-selected and engaged some of the top PR, communications, marketing, and specialized technical firms to ensure a successful Token Sale and subsequent launch of the NYNJA App. These firms have extensive experience in supporting blockchain-related launches.

NYNJA PR and Communications Partners:

### Diginex

Diginex is a blockchain start-up based in Hong Kong. Their business consists of cryptocurrency mining, ICO services, cryptocurrency exchange and blockchain technology consultancy. Their goal is to become the legitimate, regulated, global, go-to blockchain service provider.

## MEDIA AGENCIES UNDER CONSIDERATION FOR NYNJA APP LAUNCH

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NYNJA is currently in the final stages of selecting our media agency partner and will be announcing the decision in the upcoming weeks. On the roster and in consideration are some of the most recognized and well-respected agencies in the world.



## 7. TOKEN PARAMETERS, DISTRIBUTION, AND CONTRIBUTION ALLOCATION

### TOKEN PARAMETERS

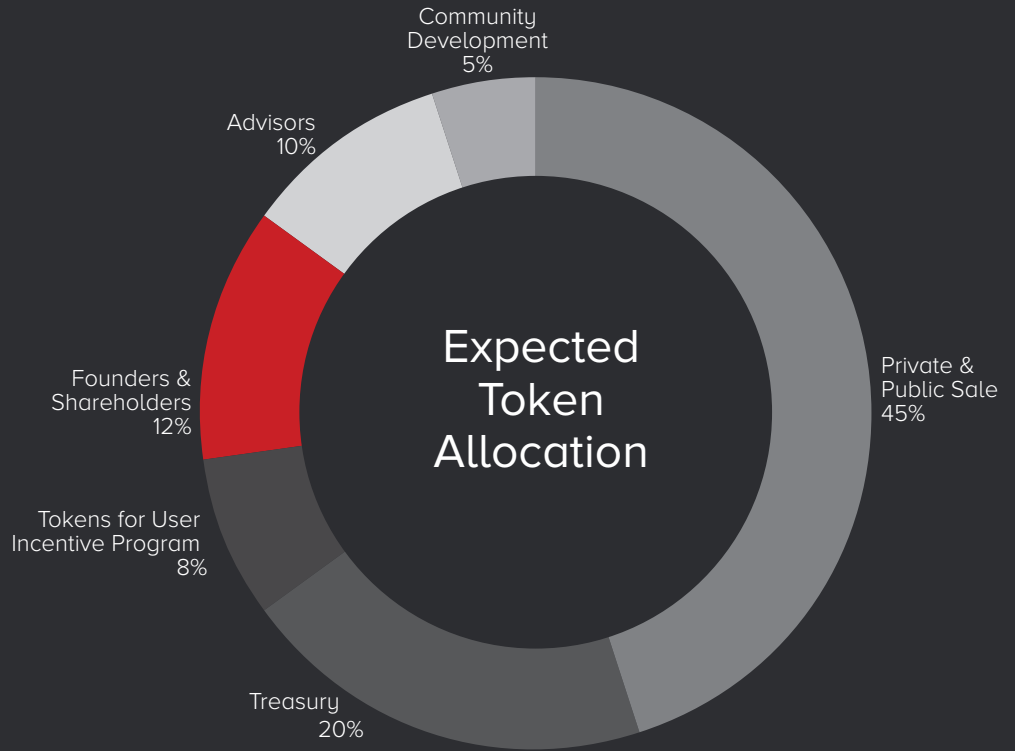
TOKEN NAME	NYNJACoin
TOKEN TICKER	NYN
TECHNOLOGY	ERC20 Ethereum Smart Contract
TYPE OF SUPPLY	Fixed
TOKEN FEATURES	Utility token powering the e-commerce, freelance and virtual marketplace on the NYNJA App
EXPECTED TOTAL SUPPLY	5,000,000,000 NYNJACoin
AMOUNT OF TOKENS ALLOCATED TO BE SOLD IN THE TOKEN SALE	2,250,000,000 NYNJACoin
HARD CAP	USD 112,500,000
TOKEN PRICE	1 NYNJACoin = TBD
DECIMALS	18

A total of 5 billion NYNJACoins is **intended** to be issued on the Ethereum blockchain using a smart contract. NYNJA intends to make 2.25 billion tokens available for the Token Sale. Any NYNJACoins that have not been sold during the Tokens Sale will be permanently destroyed and the total token supply will be adjusted accordingly. NYNJACoin will comply with the ERC20 standard and will be freely transferable on the Ethereum platform.

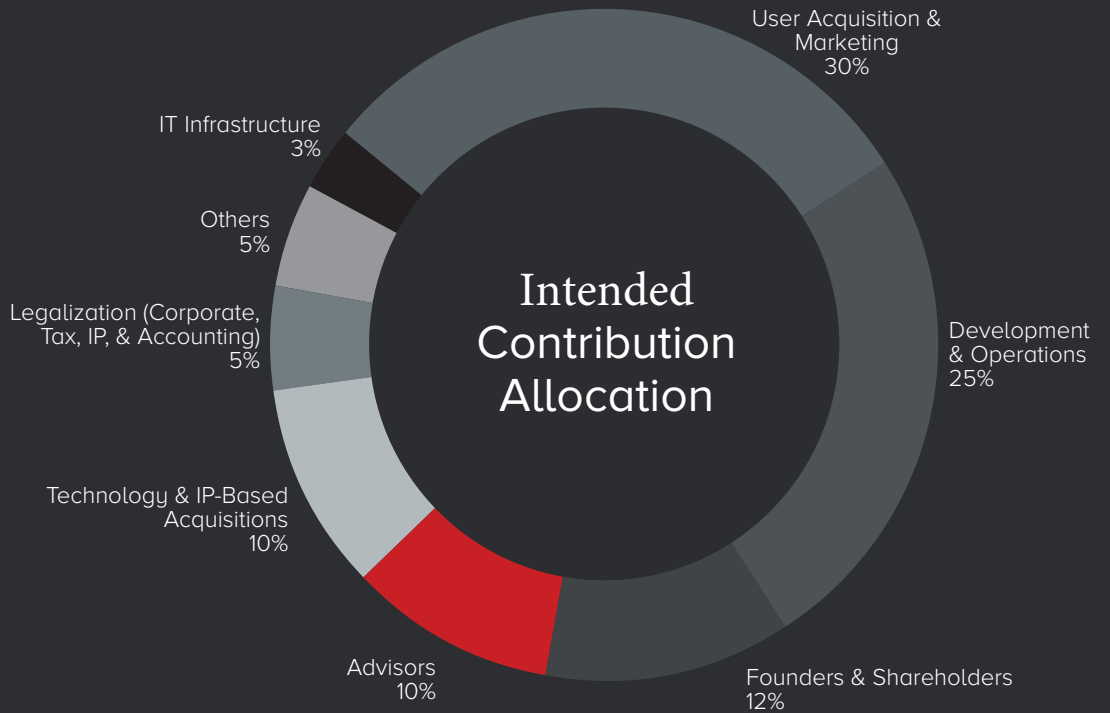
Ownership of NYNJACoin does not indicate ownership of any company. NYNJA will not pay dividends and NYNJACoin holders will not have any rights, nor earn any payments, benefits, returns, interest or income from their holdings.

## INTENDED ALLOCATION OF TOKENS

To develop the NYNJA roadmap, we will carry out the Token Sale offering to sell 2.25 billion NYNJACoins. The details of the intended token allocation are reflected in the chart below. Tokens for advisors, community development, founders, and shareholders will have a lock-up period.

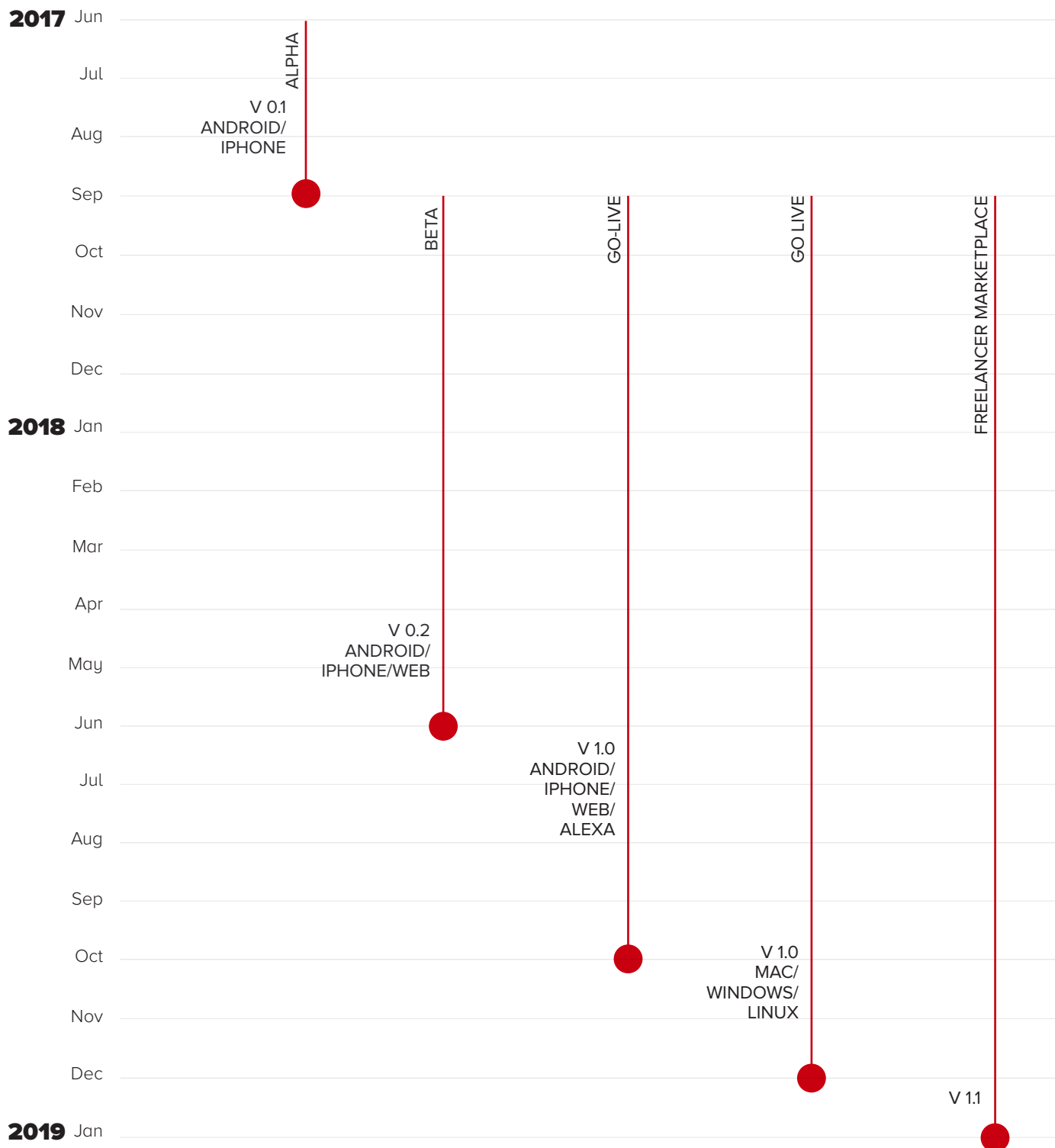


## INTENDED CONTRIBUTION ALLOCATION



# 8. DEVELOPMENT PLAN

## PROJECT ROADMAP



## 9. OUR TEAM & ADVISORS

### MANAGEMENT TEAM

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#### **Salvatore Guerrieri**

##### **Co-Founder, CEO & Board Member, NYNJA Group**

Salvatore Guerrieri (JR) has long had an entrepreneurial spirit and a passion for technology and electronics. He started his first venture while in Julliard where he earned his degree in music and Audio Engineering, and then went on to be a recording engineer and professional musician. For the aforementioned venture, JR was awarded the Small Business Administration's Entrepreneur of the Year Award for the state of New Jersey in 1988. He founded his current company, Acolyte Industries Inc., in 1996 to be an award winning global manufacturer of high-quality, fully integrated LED lighting solutions. JR has lead Acolyte through tremendous high growth and product development and an ever-growing network of representatives across the globe to distribute its products. The company has established a manufacturing presence in China with rigid quality control standards, and has offices in Dubai, Australia, Hong Kong, Singapore, China (Shanghai and Shenzhen). Under his leadership, Acolyte has become the go-to LED lighting solution for the world's premier architects, architectural projects and lighting designers. JR has personally raised capital as well as staying involved in the business operations for all his ventures.



#### **Nikola Bankov**

##### **CTO, NYNJA Group**

Experienced software architect and engineering lead with a proven track record of multiple successfully launched products. Strong orientation on mobile application development with hands on management skills and extensive knowledge of all major mobile and desktop platforms. Specialties: Android, iOS, OSX, Windows, HTML5



#### **Danial Beach**

##### **Director of Marketing**

Daniel has experience delivering marketing initiatives for high-growth startups and Fortune 500 companies across Asia. He founded and grew an inbound marketing agency to 3 global offices, employing 20 staff servicing clients such as China Telecom, AMGOO Telecom, TP-Link and Prudential Insurance. He was a former global marketing director for TP-Link, where he conceptualized and executed global PR and communication strategies that grew the company into the world's largest provider of residential and office Wi-Fi products



**Sergey Ivanov**  
**CFO, NYNJA Group**

Sergey Ivanov is an Arthur Andersen trained finance professional with Auditing and Consulting experience in the USA and Russia with more than 15 years of experience as CFO in technological, media and IT companies. Sergey in his past roles served a number of companies in corporate restructurings, turnarounds, recoveries, post-acquisition integration, M&A, IPO and ICO preparation projects. As an Asia Pacific region CFO, he developed business and run back office functions for Kaspersky Lab antivirus software company. Sergey holds an MBA degree from University of Chicago Booth Business School. He is married, has two kids and currently lives in Hong Kong.



**Todd Benoiel**  
**Board Member, NYNJA Group**

Todd Benoiel is based in Australia and founded ZORG Industries in 1998, with a focus on being a solution provider through R&D. ZORG has since grown to become a global leader in the development and manufacture of advanced slow-maneuvering safety solutions for all vehicle types. The firm currently supplies some of the largest distributors and car manufacturers at both aftermarket and ODM/OEM levels. Prior to ZORG, Todd founded RBuzz, a management services provider for media management and monitoring services for display screen networks.



**Sam Kim**  
**South Korea Country Manager**

Entrepreneur with many different industries IT in 1999~2004, property development 2004~2008. Being Korea Head of M.Harilela Co.ltd in Korea 2008~2010. Official Agent of Diamond Brand "David Morris" and "Faith Connexion". Had professional career in Marketing and business strategy



**Chris Coda**  
**Senior Marketing and Revenue Consultant, NYNJA Group**

Chris Coda is a seasoned executive with over 23 years of digital advertising and enterprise sales experience. Driving successful start-ups like DashBid and bRealTime, as well as holding senior leadership positions at Cox, Anschutz, Gannett and USNews. Chris has a wealth of sales and marketing experience leading teams across all digital media platforms. Currently Chris serves as the VP Enterprise Sales @ TapClicks, rated as the top 100 fastest growing companies in the U.S, as rated by Inc 5000. Prior to that Chris served as VP of Strategic Partnerships for bRealtime, a leading digital media programmatic exchange, where he played a key role in its acquisition by Engine Group, a best in class marketing services company.



**Ken Lo**  
**CEO, ANX International**

Ken Lo is Chief Executive Officer of ANX International, a global leader in blockchain solutions. As one of the world's foremost experts on distributed ledger technology, Ken is committed to driving blockchain-based innovations to create value for clients and deliver disruptive changes in industries from financial services to retail. Since co-founding ANX in 2013, Ken and his team have helped customers across the world harness the power of blockchain. Prior to ANX, Ken excelled in senior management consultancy and strategy roles at companies including BT Global Services, Verizon Business, Accenture, BMO Capital Markets and Fairfax Financial. A frequent speaker at major industry events including The Belt and Road Conference and Hong Kong Fintech Week 2017, Ken has shared his insights on Fintech with decision-makers and influencers around the world in interviews with top-tier media including Bloomberg, CNBC and CNN.



**Howard Bilton**  
**Chairman & Founder, The Sovereign Group**

Howard Bilton is chairman and founder of [The Sovereign Group](#) one of the world's largest privately owned consultancies specializing in the provision of offshore trusts and companies and associated international tax advice. In 2003 he formed [The Sovereign Art Foundation Limited](#) a charity registered in Hong Kong, Singapore, Guernsey, South Africa, and the UK. The Foundation has raised over \$6 million which has been used to help many thousands of disadvantaged children using art as a means of rehabilitation and education. Howard is also the principal of Hillvalley Limited, which makes wine in Portugal since 2005 and is sold throughout the world under the "[Howard's Folly](#)" brand name. Howard holds a joint honors BA degree in classics and law from the University of Keele and is qualified as a barrister and called to the Bars of England/Wales and Gibraltar. He is a visiting nonresident professor at Texas A&M University, where he assists with their LLM and master's degrees in international tax and offshore centers. A regular contributor to The Telegraph and Financial Times, Howard lives and works in Hong Kong.



**Miles Pelham**  
**Founder, Diginex Limited**

Miles Pelham has spent the majority of his career as an investment professional managing securities portfolios for some of the world's top investment banks. With over 20 years of experience, he has held trading and managerial positions at Credit Suisse, Barclays Capital, Nomura Securities, and Mizuho Bank in London, Tokyo, and Hong Kong. Having been engaged in blockchain technologies for the last few years, Miles retired from banking to focus on Diginex Limited, a company he founded in 2016. Diginex is a Hong Kong-based blockchain service provider specializing in asset management, ICO support and provision, blockchain apps/business software, and crypto-mining. It aims to become a fully regulated service provider for high-quality start-ups, nurturing them from seed capital through to ICO and potential IPO thereafter. Miles is an avid start-up investor and entrepreneur holding several investment advisory and board positions.

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# 10. LEGAL

## TRANSPARENCY

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NYNJA's transparency policy refers to the availability of the project information to the general public and clarity about internal decisions. We aim to maintain an active dialogue with the NYNJA community and we will publish all relevant information.

## COMPLIANCE

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It is the intention of the NYNJA group to make the NYNJA App available worldwide. We believe this will require a solid compliance system that is of international standard being upheld and will involve the following:

### (i) Know-Your-Client and Anti-Money Laundering ("KYC/AML")

It is now a global concern in relation to the risks of money laundering. Both international and local legislations and regulations have been put in force over the last decade to ensure such risk is minimized. Many professionals have a certain level of KYC/AML obligations that they must comply with. This includes carrying out a background check against clients and counterparties. We therefore aim to implement a KYC/AML verification system that NYNJACoin purchasers must complete before activating the token for use. By doing this, users of the NYNJA App can freely utilize the NYNJA App and the decentralized marketplace without having to worry about exchanging NYNJACoin that has any risks of being obtained from an unclear source.

It is currently anticipated that all users will need to submit identity and proof of address documents for the satisfaction of the Company's KYC/AML team. Upon reviewing the KYC/AML documents, we may require additional documents to be provided if we have any concerns. This may require documents such as bank statements or professional reference letters. Whilst tokens would have been issued to users upon us receiving user's contribution, the tokens will not be active until all KYC/AML checks are cleared. Inactive tokens cannot be used, exchanged or transferred to any other users until being activated through clearing the verification system.

### (ii) Data Protection

We believe privacy is important for the NYNJA App in order to maintain a healthy and trustworthy decentralized marketplace for all users to sell and purchase services and goods securely. All personal information collected will be securely protected by NYNJA to protect the privacy, confidentiality and security of all users. We will only collect information from users when they register a NYNJA App account with us, order products or services from us, subscribe to our newsletter, or complete any application form to us, submit a query or request to us or when users receive work from us via our freelancer marketplace. Most of the time, we will collect information directly from users but there may be occasions where the data is collected through a third party, such as representatives, agents or contractors. The standard types of information we collect are identity information, contact details, usernames and passwords and records of communications. We would only use the information for the sole purposes of verifying the users' identity, determining the users' eligibility, answering any queries a user may have with us, providing services and updates to the users, processing transactions, improving our services and to comply with all legal and regulatory requirements. All information would only be passed on to third parties with the users' consent.

### (iii) Standard Community Guidelines

NYNJA aims to deliver an open communication medium and marketplace where users will feel safe whilst using the platform. Therefore we intend to develop a set of Community Guidelines ("Guidelines") that will be updated from time to time to regulate the types of behaviour and activities that are permitted within the NYNJA App. These Guidelines aim to promote users' safety, encourage respectful behaviour, keeping account and personal information

secure and protecting users' intellectual property. By installing and setting up an account with NYNJA App, users are deemed to have agreed to comply with these Guidelines. There may be reporting systems implemented where users can report the activities of other users to bring our attention to unacceptable behaviours within the community. Unacceptable behaviour will include actions such as using violent language, making disrespectful comments, making racially or sexually abusive remarks, compromising the security of the NYNJA App through the use of a virus or obtaining other users' personal information through fraudulent actions and offering illegal goods and services in the marketplace. We intend to continually review and keep these Guidelines up-to-date to include any actions that are socially or legally unacceptable.

These Guidelines will also be supported by restrictions and penalties and will be enforced by our team upon discovery of violations, where users are required to accept and agree to prior to using their accounts. For example, there may be restrictions as to the users' age before certain contents become accessible. We may also temporarily or permanently restrict the users' activity, suspend the users' account or even remove a user from the system. We may, from time to time, remove chat contents, offers for goods and services and even users from the system. However, the sole purpose of these Guidelines is to ensure that the NYNJA App remains safe and healthy but in no way is it intended to have any element of regulations or restricting users' freedom within the NYNJA App.

## INTELLECTUAL PROPERTY

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The NYNJA Intellectual Property ("NYNJA IP") includes systems and methods for communication and the purchase of goods and services using cryptocurrency. The NYNJA IP also includes a new user interface design that both controls and executes system functions. Some of the NYNJA IP includes the following features:

- New and novel interface design;
- The secure use of cryptocurrency to purchase goods and services;
- Telephone calling features that allows the initiator of a call to seamlessly accept and transfer calls on any number associated with a user account.
- New split screen technology that allows users to conduct video calls, text messaging simultaneously, reading and scanning QR codes and a myriad of other in application functions.
- Email to message capability.
- Send and receive communications, documents, files, photos, videos, and other data to non-users of the application over Internet.
- The invention is currently Patent Pending from Provisional Patent Application Serial No. 62/562411, to be followed up within a year by one or more Utility Patent Applications.
- Design Patent Application Serial No. 29/626,963;
- United States Trademarks are trademarks of NYNJA Mobile Communicator:
  - a. NYNJA Mobile Communicator (with design);
  - b. NYNJA Mobile Communicator
  - c. NYNJACoin
  - d. NYNJACoin (with design)
- All trademarks are to be followed up with international trademark filings under the Madrid Protocol as soon as their United States counterparts are approved.

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