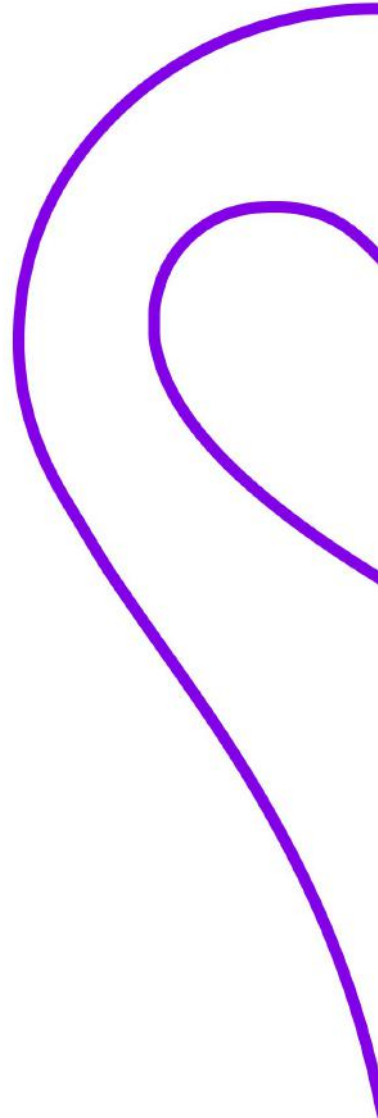




WHITE
PAPER

OVERVIEW

- 01 Market Review and Analogies
- 05 About JustDatingSite.com (JDS)
- 06 JustDatingSite.com - web service
- 09 Business model
- 11 Roadmap
- 13 Opportunities for Investors
- 14 Just Dating Coin (JDC)
- 16 What we want to do
- 18 Centralization vs Decentralization



MARKET REVIEW AND ANALOGIES

According to a recent report by Marketdata Enterprises Inc, dating services is a \$2.5 billion business in the United States alone. Since 2001, online services have soared in popularity and now account for 70 percent of the market's value. The dating services industry includes several different segments.

Online Dating Websites: Sites such as Match.com, Plenty of Fish, eHarmony, and hundreds more bring affordable and convenient matchmaking services to America's 124 million singles.

Dating Apps: Smartphones have brought online dating into the hands of thousands of Millennials through popular new apps. According to Business of Apps, the dating app Tinder is available in over 30 languages. The app has generated over one billion matches since its start, and subscriber estimates vary between 100,000 and 297,000 users.

<http://blog.marketresearch.com/dating-services-industry-in-2016-and-beyond>

MARKET REVIEW AND ANALOGIES

According to IAC REPORTS Q1 2017 Match Group revenue increased 15% to \$298.8 million due to 16% growth in Average PMC to 5.9 million globally led by continued strength at Tinder, PlentyOfFish and Pairs (in Japan).

- Operating income increased 72% to \$58.9 million and Adjusted EBITDA increased 28% to \$86.2 million.
- On March 31, 2017, Match Group completed the sale of its non-dating business, which operated under the umbrella of The Princeton Review.

http://files.shareholder.com/downloads/IACI/4405927197x0x940697/B709F2C8-E529-47F1-B399-838CD402FE54/IAC_Reports_Q1_2017.pdf

Match Group (NASDAQ:MTCH) announced that its Board of Directors has approved a share buyback plan, which permits the company to buyback 6,000,000 outstanding shares on Tuesday, May 2nd, EventVestor reports. This buyback authorization permits the technology company to repurchase shares of its stock through open market purchases. Shares buyback plans are typically a sign that the company's management believes its stock is undervalued.

<https://www.thecerbatgem.com/2017/06/04/match-group-mtch-declares-share-buyback-program.html>



MARKET REVIEW AND ANALOGIES

Matchpool recently raised \$5.73 million in just over a day to fund its blockchain-based 'Slack Meets Tinder' matchmaking platform, which lets individuals create 'pools' to facilitate connections among friends and niche communities.

Matchpool, an incentive-based community platform that allows anyone to open their own dating pool and earn cryptocurrency, has announced that its Guppy token (GUP) began trading at the Bittrex Exchange on Saturday.

<https://www.financemagnates.com/cryptocurrency/exchange/matchpools-gup-token-begins-trading-bittrex-following-5-73m-crowdsale/>



MARKET REVIEW AND ANALOGIES

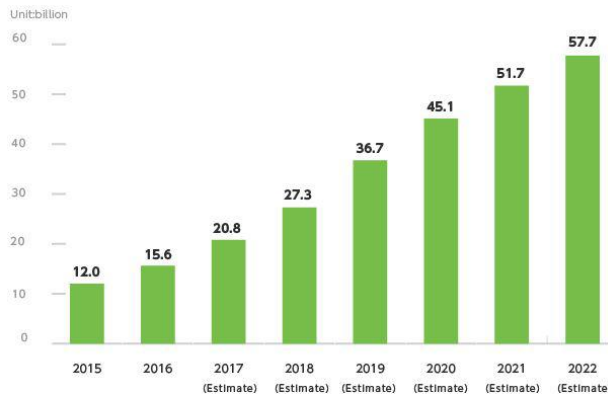
The scale of the Online dating, matchmaking service market will reach to 20.8 billion yen in 2017. Its scale will be up 2.8x from 2017 to 2022.

Source: MatchingAgent, Inc. / Digital InFact, Inc.

Note 1: Online dating, matchmaking service is a service that introduces romance or marriage partners online. It excludes services with low ethics that are appealing "sexual encounters" such as dating sites and those with high confidentiality of user information disclosed on the service.

Note 2: Market scale is calculated for a total value of usage fee of the services paid by users.

<https://www.cyberagent.co.jp/en/ir/finance/market/>



ABOUT JUSTDATINGSITE.COM

JustDatingSite.com is a classical free dating site (JDS) with premium services. This site is a new project of the EU (Lithuania) based professional team with large experience in social networking.

The MVP of the JustDatingSite.com has already been set up using venture capital and is receiving positive feedback from early users. The growing traffic from natural sources is the evidence of the high quality of our project. As a result, a number of new people are getting in touch every day using our dating site.

We know that dating site should give singles fast and correct result. We will optimize our service in the way that users could find the first date as fast as possible. We will also automatically find appropriate partners for our users. Our dating service will be easy to use and focused on result.



JUSTDATINGSITE.COM - WEB SERVICE

We plan to develop our service in several main directions. It will be the general dating service, partner program, localization for different regions, building premium services and creating mobile applications.

General dating service will be consist of the next modules:

1. Module of creating, editing personal profile and management photos and videos.
2. Search module. It will help users to search couples by criteria.
3. Matchmaking modul. It will automatically find new matches for users. We will create two algorithms for this service. There will be two general search algorithms. First of them will based on search criteria and the second one will based on the rating of user photos.
4. Chatting module will help user communicate with each others.
5. Notification module. It will inform users about news, updates, new letters, winks and matches.
6. Fraud control module. It will be a very important part of dating service. This module will protect users from scammers .
7. Support module.
8. Payment gateway.





JUSTDATINGSITE.COM - WEB SERVICE

We will create many premium services for monetization of our project:

1. Vip membership. It will allow users to get more useful services.
2. By becoming Invisible, you can hide your online status, age and time of visiting the site in the Privacy Settings.
3. Use advanced search options: from dating purpose to weight/height and sexual preferences.
4. Stand out in search results. Other users will pay you more attention.
5. Choose the users who can write you. Set a filter for incoming messages.
6. Make several times more contacts. Write anybody you like.
7. Choose a unique profile design which will stand you out from other users.
8. Verify your chat with bright stickers.
9. Get back to pictures which you skipped in Encounters.

JUSTDATINGSITE.COM - WEB SERVICE

We will create set of affiliate programs:

1. PPC - Pay-per-click (PPC), also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked.
2. PPS - Pay-per-sale or PPS (sometimes referred to as cost-per-sale or CPS) is an online advertisement pricing system where the publisher or website owner is paid on the basis of the number of sales that are directly generated by an advertisement. It is a variant of the CPA (cost per action) model, where the advertiser pays the publisher and/or website owner in proportion to the number of actions committed by the readers or visitors to the website.
3. PPL - Pay-per-lead (PPL) is a form of cost per acquisition, with the “acquisition” in this case being the delivery of a lead. Online and Offline advertising payment model in which fees are charged based solely on the delivery of leads.
4. White label solution is a product or service produced by one company (the producer) that other companies (the marketers) rebrand to make it appear as if they had made it.

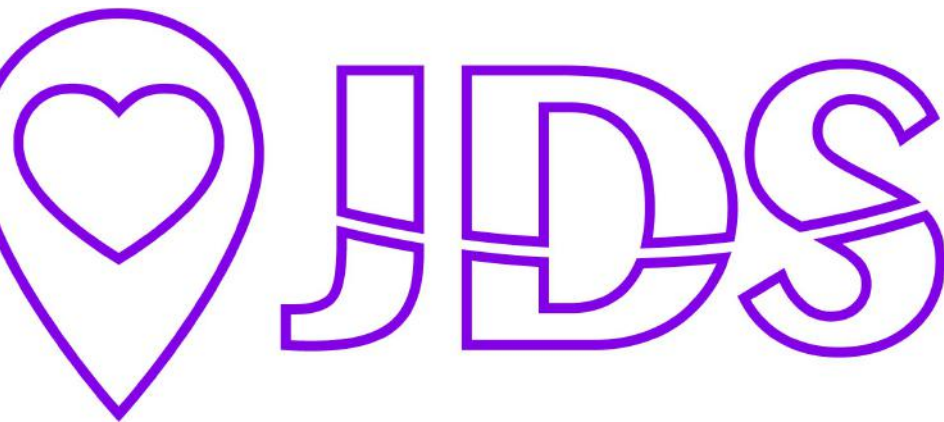
We will create and localize about 40 regional projects.

We will create and publish mobile services for Android and iOS.

BUSINESS MODEL

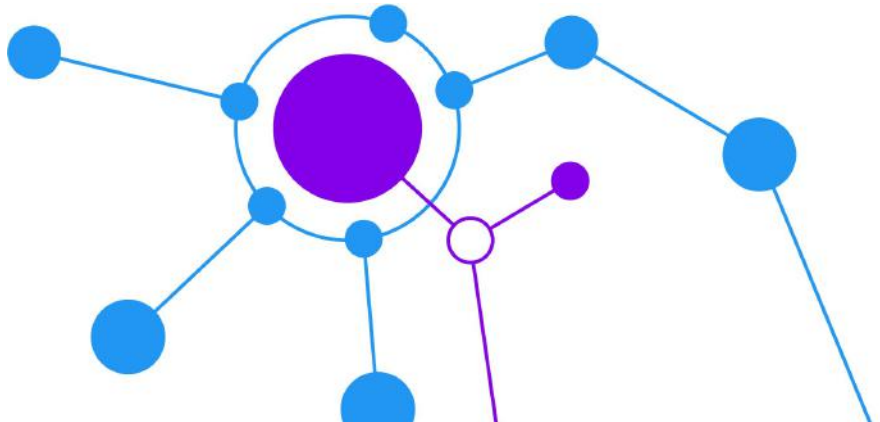
JDS is a company based on blockchain progressive system for promotion.

- Limited Just Dating Coins (JDC) will be issued by the end of ICO, which will be traded on exchanges.
- Dating service will have a lot of paid features for premium users with a fixed price in fiat currencies. These prices will vary for different countries/regions, and 100% of payments will be used to buy out Just Dating Coins. JDC price will change and the more premium users will pay, the higher JDC price will be.



BUSINESS MODEL

- A set of affiliate programs will be available for webmasters: PPC, PPS, PPL, White Label. Webmasters will get their revenue in Just Dating Coins, and they automatically become coin holders. If they are not interested in selling coins for the current price, they can wait some time for the rate to become higher. JDC will be a good way for webmasters to earn more, because it is a store of value and it's price will grow with premium users count.
- 100% of income will be spent for JDC buy out, webmasters and others partners will get 50% and 50% will be spent for service needs: development, administration, support. JDC cash cycle is designed to protect investors, that's why we use very simple financial model when we forward all incoming fiat money to exchanges to buy coins.



ROADMAP

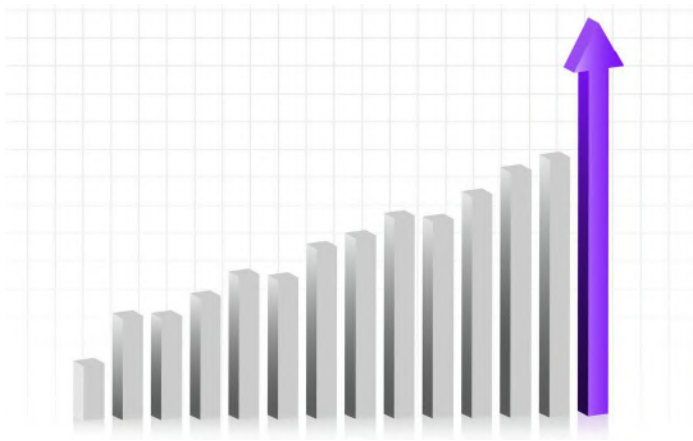


DEVELOPMENT ROADMAP



OPPORTUNITIES FOR INVESTORS

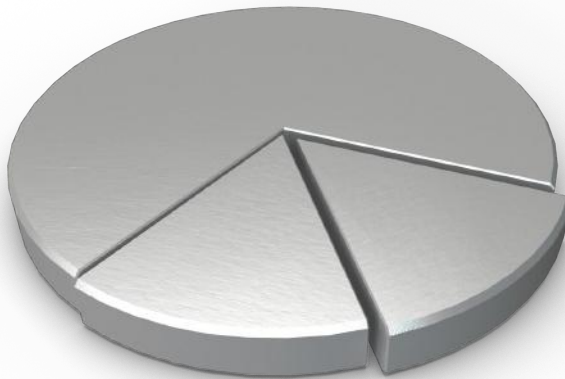
Our team is focused on modern economic models using blockchain technology that will provide the transparency for the investors. The investments acquired during ICO phase, you will be given our coin, it will be issued on the Waves platform and traded on the marketplace. The profits of our services will be used to buy back our coins on the marketplace. The increase of the profits will drive growth of the coin exchange rate.



JUST DATING COIN (JDC)

Just Dating Coin (JDC) is a cryptocurrency with planned emission of 1 mln coins during the ICO.

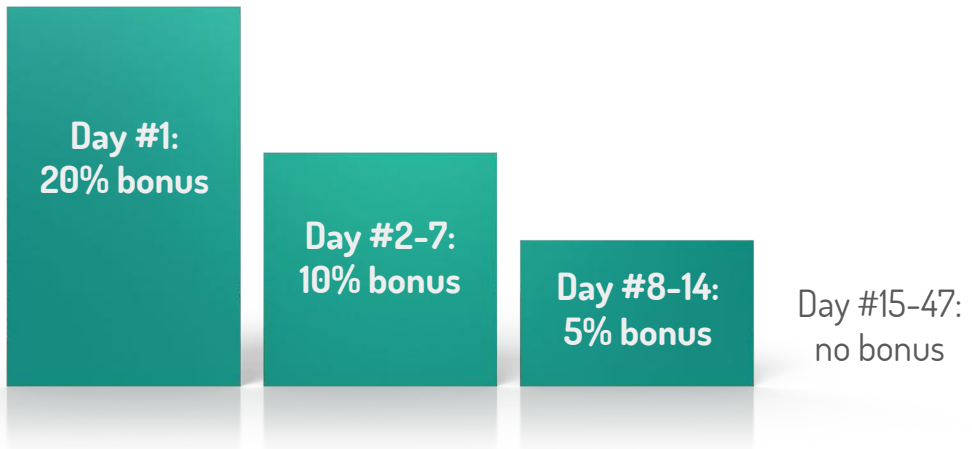
- 15% of the JDC coins will be sold by the price 0.25 mBTC / 1 JDC at the Step 1 with the aim to attract 50 BTC in investments for the ICO.
- 15% of the JDC coins will be distributed among key partners and bounty program as described below.
- 70% of the JDC coins will be sold sold at a price starting of 1 mBTC / 1 JDC during the ICO that should attract at least 700 BTC for further service development.



JUST DATING COIN (JDC)

The Just Dating Site Crowdsale will start at 00:00 UTC, August 15th, 2017 and end at 23:59 UTC, September 30th, 2017 (after 47 days).

As usual blockchain crowdsales, there will be discounts for early investors.





WHAT WE WANT TO DO

When the crowdsale ends the numbers of JDC tokens are sold will be created on the blockchain. Just Dating Site will conduct audit of deposits before tokens are created and distributed at the end of the crowdsales on 30th September 2017 at the time of distribution tokens can be transferred using the waves wallet and traded on any waves supporting exchanges services.

All funds will be held in escrow during the ICO. Where possible, two-of-three multi-sig addresses will be used to secure funds.

WHAT WE WANT TO DO

Just Dating Site aims to gain a minimum of \$200,000, after which core product will released (Dating Site, PPC partner program on blockchain). If all funds are not reached the minimum of \$200,000, all fund will returned to investors. Target #2 of \$500,000 will enable broader functionality and a greater degree of publicity and in target #3: \$1 to 3 million raise would allow to aggressive entry into the dating market. In this case, all the declared functions in the document with white paper will be realized.



CENTRALIZATION VS DECENTRALIZATION

One of the major themes of the crypto community has been on the importance of the concept of decentralization. The origin of this theme was Satoshi Nakamoto's conception of Bitcoin as a "trustless" currency - which doesn't rely on a particular authority to guarantee the truth of its record. In the context of apps, decentralization is not an unlimited good in and of itself.

Therefore trust policy of JustDatingSite breaks down into two categories:

- Decentralized (Cryptocurrency, Aff payments).
- Centralized (Front-end, Support, Payment gateway for fiat money).

