JulianX

Whitepaper

Disrupting fake news through verified multimedia content
utilising Smart Contracts and Income Earning NFTs

Executive Summary

JulianX is a significant blockchain project that could redefine how media content is monetized globally.

Specially, it is a user centric, smart contract system providing a means to capture media content while maintaining your digital rights to that content, verify the integrity of that content thereby reducing the volume of fake media and monetize that content utilizing NFT's that will have the ability to earn income based on a wide variety of income streams such as licensing and fragmented asset sales.

The JulianX will allow the average person to verify if the content is true and factual. The platform will be based on trust scores. A trust score for all users and their associated content will be accessible to all other users. The trust score engine will be tied directly to a third-party KYI solution that will ensure trust scores are tied directly to a person.

To monetize the above and provide income to all participants including JulianX, content can be uploaded via any device you wish and via our Smart Contract engine utilizing NFT's and can then be licensed to anyone who wishes to use the content for their purposes. Content Producers or CPs will be able to sell NFT's against a single of basket of content to anyone. No middleman required. Holders of 'Earning NFT's' or as we eloquently call them ETs, subsequent profits based on the licensing model and premium services listed below will be allocated to holders of the ETs giving holders of these special purpose vehicles (SPV) a direct way to earn ongoing income.

In summary, Julian will play a pivotal role in helping to remove fake media on a global basis. It is a business model that will reward all participants in a monetary fashion. It will disrupt existing media platforms and it won't be directly tied to the advertising model used by most today.

This white paper will highlight the details of our model. Our team at *JULIANX* are capitalist but we are capitalists who believe that we can create a sustainable business model driven by blockchain technology that places a higher value on the things that matter most such as honesty, integrity, accuracy, fact, and truth.

> **Our Vision** is to create a license based, digital right business model utilizing NFT's that will allow a professional and non-professional video photographers and photojournalists to transmit, store, rent, and sell their content to the highest bidder and/or against fixed value.

Disrupting Fake Media - Problem Statement and Benefit Summary

Problem

- **X** Fake and un-fact checked multi-media content such as videos and photographs/memes are being created to influence the public through deception and outright lies

- **X** This growing problem interferes with the democratic and political process and has infiltrated all levels of society from large news agencies to the politicians themselves

- **X** There is no personal accountability

- **X** Content owners have limited options to profit from their work. For example, YouTube has a take it or leave it model but is disadvantages the average person. The majority of profit is made through advertising and goes straight into the google income machine.

- **X** Content owners have no way to customize licensing agreements to suit their wishes.

- **X** To date there is not platform that brings together a general-purpose viewing platform like with a smart contract-based licensing model

- **X** The average person simply has no way to know what real vs fake is and as such have taken 'confirmation bias approach to world news, events, etc.

Problem Outcomes

- **X** Drives misinformation and mistrust leading to chaos and confusion

  - o **Creates political bias, interference, collusion & crime**

- **X** Profit from content is made by a few large corporations and the CPs are not receiving their fair share for their content

Solution

- **X** Establish a platform for users and enthusiasts who will have a place to store, share, view and license their own content on a single-source platform.

- **X** Users will own digital rights through use of Smart Contracts and ETs

- **X** The technology to accomplish this already exists. It's about utilizing it in a structured manner

Benefits

- **X** Consumers / investors alike can earn income simply by holding an ET which will be tradable

- **X** Consumers can raise money for causes by selling ET's to based on their content. ET holders can earn special privileges by holding those ET's

- **X** Multi-use platform creating simplicity and ease of use

- **X** Disrupts fake media and drives trusted source content

- **X** Holders of the ETs will get paid commission based on the income earned of the content producer

- **X** Expands a significant industry and removes the middleman

- **X** Removes power away from large corporations and enables the average person

- **X** Blockchain smart contracts and ETs deployed to blockchain are irrevocable

Verified Multi-media content via the blockchain incorporating Smart Contract and NFT's

Introduction

Fake, modified, and un-fact checked multi-media content, including articles, news, reports, images, and videos are everywhere and are being released to the mainstream to support corporate, political, and social agenda.

This growing problem even interferes with democratic and political process and has infiltrated what would be considered traditionally credible sources.

As technology advances, so does the ability to create fake media through various multi-media and social media channels. There are now deep fake examples are so well done that only through professional forensic analysis can you determine if the content is real or not. For most of us, we see this content on Instagram, Facebook, SnapChat, Twitter or TicToc, and for the most part, we cannot differentiate if what we are viewing is the real deal.

We want to help solve this problem. Our platform will give professionals, semi-professionals, and others a platform to post their video and photo content online with the opportunity to sell their verified content to news agencies and the like. Content creators will own these digital rights and through smart contracts and ETs they will have full control over their content and how it is used.

The JulianX platform will take a 'systems approach' to monetization, and it all begins with accountability. Without personal accountability users are more inclined to attack and discredit others under a veil of secrecy. This is one of the fundamental problems will have today. Additionally, with the advancement of BOTS and AI, programs are being written that are literally impersonating a human and crediting or discrediting content based on some sort of agenda.

A good example of this is the Russian interference in the US elections. Facebook literally found hundreds of Bots operating on its platform used to push a political agenda but unfortunately, they did nothing about it. In fact, it wasn't until the US congress opened an investigation against Facebook based on a whistle-blower did, they then take action to investigate this further.

Unfortunately, even when the problem was identified there was no way to identify the person or persons responsible. They were only able to associate it to a government. This isn't good enough and, in some cases, terminate the accounts.

As an analogy, cutting someone's hair doesn't stop the hair from growing back. It is simply temporarily reducing the length of your hair.

While the internet must remain free, open and in many cases, remain anonymous, if users want to practice free speech there should be a solution available that will allow them to do so but as a group be held to a higher standard than those that want to remain behind an 'Iron Curtain'. Users need to have a choice as to what playing field they wish to interact with

At present, CPs are struggling to monetize their content and are forced to accept unfair terms if they hope to make any income from their hard work. In most scenarios CPs will receive nothing because their 'click-rate' statistics are too low to generate any income from the likes of YouTube and others even though ads are being associated to their content.

For example, YouTube has an advertising model that pays CP's micro cents per view.

Small producers will receive nothing. CPs are also placed in a position to give up their digital rights to the content if they hope to make any money.

JulianX is going to solve this problem and adjust the terms of engagement that puts the CPs into the driver's seat. How?

- X Our target market are professional and amateur video journalist and photographers who want to monetize their content (or not)
- X Our target market are regular users of the internet would like to watch and view high quality and truthful media
- X Our target market are NFT investors who would like to earn income and / or support causes based on the purchase of an ET

Users will also be able to upload GIFS and Meme's with slogans attached to them and users will be able to voice their opinion (along with evidence) if the GIF or Meme is accurate or simply a fake attempting to push an agenda or cause.

The Business Model

Trust Scores

IT ALL BEGINS WITH TRUST - To load content into the platform, a user must be a verified individual. Much like the direction Twitter is finally opting to go down.

JulianX will partner will a blockchain based identify management solution with a preference for Cardano based solutions. partner with a blockchain identify management service We have chosen this path to support others who have created a best of breed verification process solution and we wish to support and partner with those who are also contributing towards the growth of the Cardano ecosystem. Associated with the identity of a person will be a "Trust score mechanism" where users will be able to earn trust from the community based on past performance. A trust score will also be associated to the content itself. The content trust score will also be based on community feedback.

Example: If a user uploads a doctored image of a meme and it is called out by the community with evidence two events will take place:

1. The users trust score will be reduced
2. The trust score of the Meme itself will also be reduced.

Alternatively, the "Trust Scores" of a user and their associated content will increase if there is positive feedback of the community.

When loading a piece of content, users will have the ability to load evidence supporting their content. For example, if a user uploads a Meme of Morgan Freeman with the words. "Climate change is destroying this world", they will, if they choose, can 'site' where and when Morgan Freeman said those words.

 If a picture is taken of a group of starving children, a user will be able to post when and where that picture was taken. Additionally, the platform will also be able to read the meta data details of the photo which captures time of picture taken, camera resolution, type of camera and in many cases geo information. If a picture does not have these details, then it will automatically begin its existence on our platform as a "lower trust image".

Over time, users will be able to gauge the accuracy of the content they are viewing by having the ability to review the trust scores of both the user and the content. There are many more 'business rules' associated with the above, but the goal is simply to present the concept to the reader.

Income earning NFT's (ETs) and Digital Rights

Once content is loaded into the platform and regardless of trust score, the content producer can issue ETs against their content. Holders of these ET's will constitute part ownership of a digital asset. For example, if I issue 100 ET's that would constitute 100% ownership. When an ET is sold, 95% of the sale of those micro assets will go directly to the content owner. The remaining 5% will go to the JulianX plus the transaction fee.

User can define exactly how many ET's they wish to offer. A user can also sell the ETs at a set price, batches and offer them in the form of an auction.

The uniqueness of these ET's is that as a holder of the ET's, you will be able to earn income based on the monetization of the content itself. Specially, when a content producer is defining the number of ETs they wish will sell, they will also be defining the ownership breakdown of the content itself.

Example 1:

A content producer might issue 100 ETs but only decided to sell 40 of them. If those ETs are purchased, then 40% of the ownership of that piece of content will be in the hands of the community. When that content is licensed or earns income based on the revenue models shown below, 40% of that income will flow to the ET holder.

An ET holder will now have the ability not only to hold ETs in the hope of capital appreciation but can hold them as a source of income. Like another asset, those ETs can be bought and sold on the open market. ET holders will also be allowed to further segment their own ETs into segments that can also be bought and sold.

Example 2:

A content producer may wish to fundraise for a particular cause. They will be able to sell ETs to help raise money for their cause. Holders of those ET's can subsequently be rewarded through whatever means is on offer by the content producer(fundraiser). In our model, this significantly reduces the overheads fo9und in many other "GoFundMe" platforms. As the user has already been authenticated this will greatly reduce fraud. It will also be decentralized meaning there is no way the government can interfere and 'order the platform to take action against a specific cause if it doesn't like the cause. This is exactly what happened in Canada during the 'truckers protest against a mandatory Vax. The government ordered the platforms to disallow this fundraising campaign to continue.

In every case, the content producer will retain the rights to modify / add / remove smart contract licenses if they holder 60% or more of the ETs. Specially, this means that they will have the ability to create or adjust the varies smart contracts associated with the licensing of that content. If, however, the content producer, has less than 60% of the ETs, they will lose this right and any changes made to the smart contracts will need to be in form of an ET community vote.

On a community vote, ET holders will be able to suggest new smart contract proposals/ and or remove/modify existing ones and the community will have the opportunely to vote. If 55% or more vote in favor, then the changes will be made. If not, then no changes will be allowed. The voting component of the platform will be fully automated, and it will be based on the Cardano based Project Catalyst model which is now the world's largest decentralized voting and governance model.

If changes are required that are outside the scope of the platform, requests can be made directly to the development for action. All changes made will be directly incorporated into the platform itself to benefit the entire community. A fee may be incurred for making this request.

Monetization

Viewing Portal and its user bases

At the heart of the system will be a viewing portal. Platforms like YouTube and others are based primarily on an advertising model. If you want advertising removed, you will need to pay for the privilege. The YouTube model places no care on the quality of the content itself. JulianX is looking to change this. While advertising will be

available on our platform, our business model is a game changer. Instead, we will have a much more diverse range of income streams to benefit giving us diversification of income.

Unregistered Users

As our platform is based on community participation, we needed to find an equilibrium between utilization in an anonymous fashion vs giving users the means to provide a voice and / or participate in our lucrative business model.

Any user can enter the platform to view content. There are no entries to barriers. A non-registered user will be able to view up to 10 unique videos per day but can view images in the gallery indefinitely. Specially, they will not be able to view the same video more than once. They will also not be allowed to comment or support / not support specific pieces of content. Non- registered user will also not be able to upload content and view the details of an NFT.

To ensure the potential viral spread of a piece of content however, non-registered users will be able to share the link to that video to anyone.

The real action starts are for registered users

A registered user who has identified themselves will be able to view an unlimited number of videos, pictures, memes, or any other media-based content on the platform. There will be no limit. Verifying yourself will enable a buffet of content without costing them a cent.

The restriction however will be in the ability to watch the <u>same</u> video over and over. All users will be able to watch the same video up to three times in each seven (7)-day period.

The JulianX platform is looking to create a model where unique views are inherently encouraged, and open to all but repetitive views of the same content are considered a privilege and for any privilege there must a cost. The cost in this case will go primarily to the content producer and they associated NFT holders.

> **Monetization Example 1:**
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> Especially, once the threshold has been met, a user can utilize a *JULIANX* token to view specific content in an unlimited basis. Alternatively, a user can buy a subscription and have access to the entire platform of content as many times as they wish.

JULIANX Application, Copyright and Social Distribution

Utilizing our mobile application, once a video or photo is captured, we will automatically assign a copyright to the content (stored forever on the blockchain). When a user decides to upload to *JULIANX* (it's really a distributed file system), the content can be posted on social media channels such as Twitter, Facebook, or Instagram almost instantaneously.

Prior to sending it out on social channels, the user will have the choice to enter meta data directly into JulianX or if they choose, they can add the meta data at any time after the fact. Meta data can include items such as:

- ✖ ETs are available for this content
- ✖ licensing available for this content
- ✖ Tag search phrases
- ✖ Descriptions of the content, etc.

If a user then chooses, the post will have the meta content imbedded directly into it for community action. Once posted to social platform, the content can be accessed via any unique device. Specially, we will have the ability to 'read' if content is played more than once on a given account / device. 1 The user will then be brought to the JulianX portal where the benefits of being a registered user will be highlighted to them.

In summary our model will maintain the ability for a piece of content to go Viral. All users everyone will have a no-barrier access to that video but using intelligent business rules combined with a FOMO2 this model will help drive adoption of the JulianX business model.

Recognizing the requirement **not to create an artificial entry barrier** for a video to go viral, a content producer, via a smart contract can also allocate a % of their own proceeds to any identified individuals if they choose to do so. This is outside of the ET model stated above. A content producer might do this to accommodate supporters and / or influencers.

Tagging Individuals for Trust purposes

Once a video has been uploaded, the content producer can tag individuals who can verify that the content is real. If a user is tagged, they will receive a SMS / notification highlighting that the content producer is making a request to verify their content. Per the trust model stated above, a user will first be required to sign up to verify their identity and once validated they will have the ability to action this request.

The above maintains the ability for sought after content to go viral if the community sees value in it. If the user also chooses, they can assign rights that will ban their content from ever being uploaded to YouTube. This will ensure their content is protected and free from wider distribution.

Licensing utilizing Smarting Contracts

Embedded into the *JULIANX* platform will be a series of Cardano based smart contracts that will ultimately manage the digital rights to a content producers' content. A user can utilize different smart contracts depending on who is looking to license the content.

For example, licensing to a news network such as CNN or the BBC will attract one type of a license fee, though licensing to a school board for example could attract another. A small or large movie production may wish to use the content in their production. A website owner may wish to use the video for marketing or advertising purchases. The list is endless.

We recognize that the idea relating to licensing fees are not unique and nor are we suggesting it is. Instead, we are going to bring in much more flexible model where users can create their own smart contacts based on pre-defined variables. IN essence, they will be able to add/remove /modify terms within a predetermined licensing framework. CP's will also have the ability to choose a series of predetermined contracts if they choose.

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[1] There are always ways to 'game a system' but those are edge cases and will be addressed in later phases of the project

2 FOMO- Fear of missing out

Regardless of choice, we will be completely removing the middle and offering a game changing model that has never been done on the internet to date.

The contract used will not be a "set and forget" framework. Rather, utilizing our smart contract engine, CP's can literally customize their own contracts in a structured manner incorporating the terms they care about most

The goal is to provide the tools so a content producer can maintain the ability to own, manage and keep ownership of their digital assets via the Cardano blockchain utilising protocols built into the smart contracts themselves. Let's explore some use cases. The technology has already been developed and all we need to do is offer a set of tools in a unique way that will enable the content producer to monetize their content.

Use Cases

Russian Tank Destroyed in the Ukraine – Use Case 1

Imagine you are living in the Ukraine, and you filmed a Russian tank destroyed by a missile. That would be original footage and the rights of the content would be in the hands of the content producer. Video like this is generally published somewhere on the net and if a news agency is interested, they might reproduce it with or without permission.

Under our model, this would change. This video would be licensed in a variety of forms. Again, ETS will form part of this revenue stream.

Drone Operator – Use Case 2

While not limited to drone operators, drones are providing CPs with the ability to capture some incredible video footage. This content can also be monetized.

For example, in the film industry, producers spend a lot of money on aerial imagery and footage. Drone operators are in a unique position to capitalize on their stored content and the film industry are seeking to reduce their cost in obtaining the content. Drone footage can also be used as a historical reference when filming a movie based on a past-time period. Imagine making a movie based in the 80's that requires footage of the city of Hong Kong as it was then. We see a wide growing market in this space that our platform could very easily cater for.

Under our model, Drone Video can be uniquely licensed surveyors, farmers, town planners and advertising agencies to name a few. Again, ETS will form part of this revenue stream.

Solo Artists, sound bits, memes, and record labels – Use Case 3

While there are other platforms that are finally giving smaller artists an opportunely to license their content, it will be the strength of our smart contracts that will differentiate us from the rest. For example, I am a Facebook user and I want to use 1 particular song for my video. I will have the ability to license that content at a very low cost as I am not commercial and only make videos for fun. Hypothetically, if that video was to receive more than 5000 views, the smart contract might say, you will need to pay an 'XX' amount of additional fee to maintain the rights to use that content.

Under this model, the artist will earn income based on the actual usage of the content. The licensee will win as well as they will only pay a fair fee for what is being used. Again, ETS will form part of this revenue stream.

Tradesman How to Guides – Use case 4

There are a lot of 'how to' guides out there. Our platform will allow CPs to monetize their content through our licensing model for other websites to use. Using our identify management system, a CP can highlight their area of expertise and provide credentials to validate those claims.

On the other side of equation, a user can comment on the videos highlighting the pros and cons of a given approach. Additionally, if a user highlight there are in fact also a qualified electrician, then their feedback should be of greater value than the average person. Like the content producer, they will need to provide evidence by providing their licensing details. This would automatically give the electrician a high trust score in this particular topic than others.

Under this model, how to guides can quickly become practical training guides. CP's will then have the ability to bundle these videos and offer them in a subscription manner. Again, ETS will form part of this revenue stream.

Documentary Videos and other interesting content – Use Case 5

A CP creates a political video highlighting that the Rothchild's and other secret organizations have infuriated our government bent on controlling our life's. Like any other content on our platform, the system will ask the CP for evidence. Users can then comment on the quality of that evidence. If no evidence is provided, they will start with a lower trust score.

Under this model, a CP could simply open their content to all and forego any licensing fees. They will however receive revenue based on the number of times their content is viewed. Again, ETS will form part of this revenue stream

Cooking Videos – Use Case 6

A CP can create a video showing users how to cook Nana's spaghetti Marinera Sauce and like every other site out there, users can comment on the content.

Under this model, a CP could simply open their content to all and forego any licensing fees. They will however receive revenue based on the number of times their content is viewed. A premium service could be a detailed recipe list in a printable PDF form. Again, ETS will form part of this revenue stream.

Cat falls off a table – Use Case 7

A cat falls off a table and for some reason people love it. The video can be shared across all social channels and viewed by millions. Our system will, however, stop unregistered users from viewing it more than once. It will only play once on a unique twitter or Instagram account, but it won't stop a user from sharing it.

For the most part, Viral content does not benefit the original producers. They may receive a million hits on Instagram but what is the benefit to them.

Under this model, our platform incentives users to pay a very small fee to have the ability to view the content again and the content producer will receive immediate benefit. These types of videos can also be sold in the form of ETs. If you a user believes this video will go viral, they would like the opportunity to earn passive income from it. Our platform provides that luxury. Alternatively, a content producer may decide to sell an NFT to family or friends at a nominal price just for fun.

Portal Fees and subscriptions

While the portal is free for all unique users, our model allows users will pay a subscription and or pay small fees for a range of premium privileges listed above. When this income is received, we will split the proceeds into 3 segments offering even more benefits to CP and owners of the ETs.

Fee Breakdown Structure

- 40% goes to the JulianX
- 30% is divided among all CP's based on their trust score, their content's trust score, and their overall participation of the ecosystem[3]
- 30% is allocated directly to the content owners based on unique views + unique subscribers [4]

In summary, the model above is meant to reward high quality content produces that in combination with trust scores.

Premium Service Fees

Providing the tools to allow a content provider to maintain and manage their content is critical to the success of the project. Equally as important however, is also providing potential consumers of that content with a means to search very specific content to meet their needs. Using the example of the Russian tank above, the BBC may not wish to continuously search for latest videos. Rather, they will pay an ongoing fee that based on detailed search parameters can push content to their dashboard for their review. Obviously, the benefits of receiving this data in near real time will allow agencies to license content as fast as the spread of a viral post.

Content purchases will have a dashboard that will show analytics in relation to the ETs they have purchased for further consideration.

Advertising

Advertising will be a component of the platform but in a limited manner. As the blockchain based verification engine holds the details of an account holder, only the user will have access to their personal data. Our advertising instead will be geared toward the content itself. Specially, we will look to partners with companies such as SingularityNET (AGIX) who could provide us with AI specialty in determining the most relevant ads based on the content itself.

Early Investor Incentives

As per our Tokenomics model stated below, we will be offering earlier investors an opportunely to earn fee income indefinitely. Please see the section titled Tokenomics for more details.

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[3] The exact parameters that will be used for this calculation are under consideration
[4] We require unique subscribers to discourage attempts to game the system

Storage Fees

JULIANX will look to partner with existing de-centralized blockchain-based file systems that can provide robust storage solutions to meet our user needs. For the majority, our user-based storage space will be free but once a certain threshold is met, we will charge a competitive fee to maintain their content. We will also look to partner with an appropriate CDN.

Income streams for JulianX and its early investors

We will collect a fee based on every 'sell and purchase" of an NFT and smart contract licensing. We will also collect a fee for all paid for subscriptions and fees to view specific content. Advertising revenue also makes up a component of our fee model. JulianX will be offering API's and other premium services to associated third parties and fees will be charged for those services.

Why Cardano?

We choose Cardano for numerous reasons. We highlight some of the fundamental reasons for our choice herein.

- Cardano is an environmentally friendly Proof of Stake that got its roots during research and as such was built from the ground up. There architecture stake has been made to an enterprise grade quality and can be scaled indefinitely. Unlike Ethereum and many other blockchains, Cardano identified all the issues it will face once it begins to scale and addressed at the design level. Issues include scalability, performance, security, governance, ability to continuously upgrade to name a few. Almost all other blockchains build for immediate functionality.

- The Cardano blockchain is composed of two main elements:

  1. **The Cardano Settlement Layer (CSL)** – where all the transactions are carried on.

  2. **The Cardano Computational Layer (CCL)** – used to deploy smart contracts and govern the network.

  These layers can interoperate and communicate seamlessly. At the same time, they can function separately, allowing transactions to be carried on even when the network is computing smart contracts or experiencing essential updates.

- Cardano has cheap transaction fees and makes this the perfect platform for micro transactions
- The Plutus Platform is the smart contract platform for Cardano. Plutus contracts consist of parts that run on the blockchain (on-chain code) and parts that run on a user's machine (off-chain or client code).
- Plutus draws from modern language research to provide a safe, full-stack programming environment based on Haskell, the leading functional programming language. Both the on-chain and off-chain code is written in Haskell, and Plutus smart contracts are Haskell programs. Off-chain code is compiled by GHC, the Haskell compiler, and on-chain code is compiled by the Plutus compiler.[5]

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[5] Source https://testnets.cardano.org/en/programming-languages/plutus/overview/

X Cardano is an open-source project and perfect to meet our needs. It is supported by a 300 + team of core developers with a community that has over 900 defined projects in the pipeline. Most importantly, the project is principal based and believes in the need for mandate for transparency, accountability, and integrity.

Indentification

Know body wants to be tracked and for the most part, we all want to improve or at the least maintain our personal privacy. Its important to highlight that your personal data should be stored is some large, database that is accessible to the corporations that own that infrastructure. Instead, the data should bes stored in an decentralized, blockchain based solution that you and only access or shared if you desire to do so. The data needs to be completely out of reach to all. This includes corporations and government alike.

There are many innovative blockchain solution that can accomplish these goals and it's our intent to partner with the best of breed. You and you alone will hold the encryption keys that can undeniably proves you are the owner of title and associated to your personal account will be your digital token representing your content.

Integrating this solution into the Julian ecosystem not only solves this problem of identity management it also follows our principals of privacy and security first.

High Level Component Solution

Unlike many other solutions in the blockchain space, this is not a technically challenging project. In fact, we would argue that delivering the technical ability to address the problem statements is on the lower side of the risk equation.

There are seven (7) components to the overall solution

Component	Scope of Work	Notes
Blockchain– Cardano	Integration	Already Built
Identify Management - TBA	Customization and Integration	Already Build & used by millions
Smart Contracts / NFTS / DB	Development	Will be written utilizing Plutus [6] but will incorporate a Marlow solution [7] for our users
Trust Engine	Partner or d development	Reviewing open-source options
Workflow system	Open source + Integration	Reviewing open-source options now. Our Workflow requirements are basic
Distributed Content Storage / CDN	Integration	Reviewing options
User Interface / Mobile app / Customer experience	Development	Starting shortly

Once funded, the team will create a detailed conceptual architecture supporting the above

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[6] https://docs.cardano.org/plutus/learn-about-plutus
[7] https://docs.cardano.org/marlowe/learn-about-marlowe

Delivery Methodology

Introduction

Failure is common in any start-up and there are many reasons for it. Ill-fated ideas, timing, poor development, and with-it inexperienced management and teams. To mitigate the risks for poor development this team will be utilising an agile methodology called Agile*Swift* which won the "Australian Business Awards – methodology for Digital Transformation" in Australia. This methodology was created by the CEO of *JULIANX*, Philip Grech and it has been successfully implemented into a large, national regulator based in Australia.

> The purpose of highlighting this methodology is to express to our stakeholder that we know how to deliver. We are experts in delivering technology and business outcomes and we know how to build and grow teams. We understand how to build in quality that deliveries the most amount of value in the fastest possible way.

The focus on Agile*Swift* is to deliver incremental value at the earliest possible point and at the highest possible standard. The methodology utilises most ceremonies found in Agile Scrum but takes it to the next level of delivery evolution

The Agile Scrum methodology is focused primarily on improving the scrum team, scrum events and scrum artifacts to deliver products incrementally.

Typically, in a sprint, the scrum team would focus on elaborating business requirements and build activities. At the end of the sprint, outputs would be demonstrated to the business. While this approach placed emphasis on the successful completion of implementation activities, the challenge was managing the gaps, i.e., change, transition, engagement, communication, and release activities that many teams struggle with across all facets of delivery. To address these lacunae in the existing scrum framework, our team is supported by its continuous improvement approach by deeply incorporating a DevOps model utilising a CI/CD model.

The framework is categorised under five (5) areas:

1. Governance
2. Development Operations and design
3. Testing
4. Change, Benefits, Engagement and Communication
5. Release Management – incorporating quality

Delivery of products under the Agile*Swift* framework is done so in a planned, collaborative, and succinct manner. The Agile*Swift* model by its very nature incorporates a team approach to governance and ensures the team is doing the right thing, at the right time and in the right sequence and manner.

The fundamental steps are stated below:

- Identify Epics / Stories (business need) in collaboration with potential end users
- Determine the benefit hypothesis/expected outcomes of the required and desired capability
- Prioritise requirements based on value
- Further detail is captured to ensure the prioritised requirements are clear which will inform the Change Impact Analysis (CIA). The CIA will highlight the impacts of introducing new capability to users. In addition, user experience/user interface aspects are included as part of the requirements gathering and taken into consideration for the implementation design.
- The development team plans the work to be delivered in a fixed time box two (2) week period (sprints)
- While the development, build and testing activities are in-progress building on the CI/CD framework - the change and communication activities are planned and executed.

✖ At the end of the sprint period the development work is completed. The planned change implementation activities are executed to embed the new capabilities effectively. At this point, the new capability goes through the release management process before deployment into production. This entire process is done within each sprint.

Team Practices

The above cannot be realised until the team has a set of practices and principals to follow. While there is much detail behind each category, we can segment them as follows:

High level Practices

Practice name	How it's used
Iteration (sprint) duration	The current iteration is 2 weeks.
BVIR (Big Visible Information Radiator)	Digital medium - Atlassian Jira, Confluence (source of truth) Physical medium – Scrum task board to manage flow, risk; roadblock and dependency
Velocity	Track and improve with every sprint
Definition of Done (DoD)	Defined, agreed, and practiced by the team
Estimation technique	User stories are estimated relatively using truncated Fibonacci series – 1, 2, 3, 5, 8, split
Backlog refinement	Continuous refinement sessions to review backlog items
Scrum team charter	Scrum team's agreed ways of working
BTOPP Change Management and value realisation	Understand the value and impacts this will have on our business model and adjust
User Centric Product and Service Development (UI/UX/CX focus)	Start with the customer journey and build out the UI/UX

Team Activities

Activity	Summary
Sprint planning session #1	Confirm Dev team capacity for the sprint Draft sprint backlog presented by Product Manager and confirmed with business stakeholders Backlog item priority adjusted (if required) Dev team confirms story point estimate, adjusted if required Sprint backlog confirmed Any dependencies, risks identified
Sprint planning session #2 (Swift team)	Dev team identifies technical tasks required to deliver each user story in the sprint backlog Any technical dependencies and/or risks identified Dev team confirms story point estimate, adjusted if required Updating backlog

Daily standup	Swift team meets daily 9am for up to 15 mins to synchronize and plan for the day Individuals provide updates in a succinct manner using three question format – Any roadblocks, what is planned today, and What was done yesterday Swift team maintains physical task board to radiate information and provide transparency Physical task board prompts regular discussion related to Release Planning tasks
Backlog refinement (Swift team)	Swift team meets daily at 9.30am for 30mins to review and understand backlog items Dev team assigns story point estimate to user stories that are ready for development
Backlog funnel	New requirements are welcomed anytime on the premise that the business understands the impacts of new requirements (for e.g., if the new requirement is a priority, another requirement may not be delivered as originally planned) Business stakeholder(s) provide requirement (face-to-face or email) to product owner/ product analyst (must be documented) Requirement is added to the backlog either as an epic or story and prioritised by product manager Based on the assigned priority it is then elaborated further by the product analyst in collaboration with business SME's
Sprint backlog implementation	Dev team builds and tests user stories as per the prioritised sprint backlog and completes the work to meet the definition of done
Retrospective	Lessons learned, what went well, what went not so well, vote and actions for monitor and review
Business Change management	Undertakes user change impact assessment

Team Charter

Mindset	Communication	
User/Human-Centered design 'Can do' attitude Team over self Work smart, enjoy work, play hard	Actively listen Engage in person (over email) Choose your audience Clear and consistent messaging	Volunteer support Team ideation canvassing Share learnings/knowledge Consult & collaborate on decisions
Agenda, purpose, outcomes Time management (short meetings) Keep on-track and seek off-line time where required Aware of surroundings & audience	Mobiles off/silent Be on time and presentable Listen then take your turn Keep environment clean & safe Be respectful	Celebrate wins/success Manage differences/inter-team conflict constructively – Discuss before escalation Thoughtful disagreement

Built-in Quality

A testing mindset takes a critical thinking approach to testing that enables the person testing the product to use their experience, knowledge of implementation, and the customers' needs to ensure built-in quality. Knowing these things earlier in the process allows the team to rapidly identify issues with a comprehensive understanding of the issues, limiting the need for scripted test cases, detailed test plans, or heavy requirements documentation.

The table below depicts the dimensions of the 'built-in' quality.

Quality reference	Description
Analysis quality	Product Owner write user stories, linked to Epics that align to the overall vision of the project AS the project matures, User stories are verified through user engagement
Architecture & Design quality	Use a set-based design approach rather than upfront design Continuously extend architecture runway Use suitable architecture pattern easing testing and maintenance Follow lean UX design
Flow (CI)	Development environment is automated deployed Automated tests are run for all code changes Daily CI pipeline results for fast feedback of sprint work Automated API tests runs daily Automated Performance tests runs every night
Code quality	Unit testing Peer code review Follow coding standards
System quality	Use BDD/TDD test framework Automated system testing Manual verification testing for functions that cannot be automated All ACs are mapped in the automated test cases Automated Integration testing
Release quality	More than 70% lines of code test coverage 100% automated tests pass rate for release build Manual exploratory testing and sanity checks for release build Follow release checklist

DevOps Model

Category	Current state
Culture	The team has a culture of shared responsibility for development, deployment, and operations
Automation	CI/CD pipeline is built using the Atlassian suite, in particular: Jira – Product backlog management and bug tracking Bitbucket – version control repository Bamboo – build and deployment server Test automation is in place using Selenium and jMeter
Lean Flow	Production bugs are logged and prioritised in Jira Prioritised bugs are resolved swiftly High severity production incidents are dealt with as per SLA Work in progress limit applied to reduce impact to sprint velocity

Project Governance

This methodology does not exclude our executive ranks. Along with our executives and their advisors who will be responsible for the following items.

Product Strategy

- ✗ Review and endorse development/changes to product strategies product sustainability
- ✗ Product Investment and service performance
- ✗ Review product backlog items and ensure all new features are aligned to the vision of the product
- ✗ Define and track key performance indicators and ensure risks are actively managed and subsequently mitigated.

Product Audits

- ✗ Review audit results
- ✗ Review and endorse changes to audit requirements.

Decentralized Team

The core team is located in Australia with all members of the team having worked together on past projects. As the team grows, we will look to create a 24/7 operations by having core developers in the Americas, Europe and Australia. While looking for the best talent we will utilize the STAR method when interviewing candidates. Through experience we have also found that interviews based on practical demonstration of required domain knowledge will be a key factor is finding the best.

At JulianX, we are obviously quite socially consensus and while we are after the best possible resources, we also believe that we can offer immediate assistance to economies that need it most. Having worked with many technical resources in the Ukraine, we know that this country has a vast amount of highly educated, intelligent, and leading edge Blockchain developers available and we intend to hire then.

Resourcing model and Ukraine bound

At first, our acquired resources will work remotely from all over the world. Our methodology which follows an accountability and transparent model allows us to do this without any additional risk. Deliverables are tracked at the task level and dependencies are managed tightly.

At JulianX we also believe that we can meet or exceed our milestones while participating in larger social causes. Specially, we would look to open an office in the Ukraine in the foreseeable future. Helping rebuild an economy such as the Ukraine would be a privilege everyone in our community could get behind to help contribute to building their society back too a functioning, first world economy.

Supporting the vision of Cardano, we will also look to hire African residents as we grow.

We are also committed to being a carbon – neutral business by ensuring our platform is build using renewable energy. This starts day 1.

Lastly, we have a goal to be the best employer in the world. Our goal is to have a voluntary (attrition) of less than <5% per year. Resources will not only be brought in with the best skillsets, but we will also hire those that can demonstrate how they could improve our business. We intend to offer opportunities to all contracts and will work with them in their need for continuous education.

Tokenomics

JulianX Tokens - Useability

When a user joins JulianX they will be asked to download the Naimi or Yorio wallet. This wallet is where they will be able to buy, hold and utilize the tokens. When interacting with the JulianX platform directly, a user will simply need to click a button and a token can be 'spent' on the platform. The wallet will be directly integrating into the platform for a seamless user experience.

Utilizing these wallets will also provide user with the abilities to swap, sell or buy tokens using the Cardano blockchain where fees are in the cents vs astronomically high gas fees paid for by users utilizing the Ethereum model.

Token Allocation

Total Float - 4 billion

ISPO	18.75%	750M
Private Investors	10.00%	400M
Public Sale	15.00%	600M
Team	18.00%	720M
Development	8.00%,	320M
Marketing & Partnerships	10.00%	400M
Legal & Regulatory	5.00%	200M
DAO Treasury / Rewards	15.25%	630M

Token Utility

The *JULIANX* token is native on the Cardano Blockchain and will be used in all facets of our platform. Here are some examples:

- To interact with certain component of the platform, you will first be required to authenticate your identity.
- To post a video or photographs on our platform you will require the *JULIANX* token to enter it into the block chain. It should be noted that to ensure ease of adoption the first
  - 50,00 videos
  - 50,000 images
  - 100,000 other will be paid for by the JulianX treasury directly
- The *JULIANX* token will be used to utilise all smart contract features.
- There will also be a wide suite of premium services on offer and all of them will require the *JULIANX* token to facilitate these transactions.
- Lastly, *JULIANX* tokens will be used as a governance token giving holders of the tokens the right to vote in a wide suite of future enhancements and potential upgrades.

✖ The *JULIANX* token in our case is not just another token, it will be used to gain access to a significant service catalogue, it will be the tool to vote on proposals and it will be a source of income to all stakeholders.

✖ The *JULIANX* token will also be used to update voting records held on the blockchain.

Governance Model

The *JULIANX* platform will be a distributed platform. The uniqueness of the platform allows users to customize their own rules (licensing).

There will be two (2) core entities behind the development of this platform. JulianX LTD and BlackMarlin LTD

1. **JulianX** is a for-profit company that is responsible for supporting the above business model
2. **BlackMarlin** is a for profit private technology company that is contracted to build the platform.

We have separated the development of the platform from JulianX for one core reason.

Focus - JulianX must be focused on delivering on its vision. The BlackMarlin technology company may wish to accept for profit work outside of JulianX. Secondly, over time, we want JulianX to have the ability and opportunity to outsource specific pieces of work that BlackMarlin cannot undertake. To do so, having the technical resources outside of JulianX 'books' is a sounder business model

ISPO (Initial Stake Pool Offering)– The Detail

An ISPO is a new and unique method to raise capital during the early stages of a project. Based on the Cardano blockchain, holder of ADA can stake their coins with a stake pool operator and in return earn ADA as income. As a fee charged by stake pool operator for providing the infrastructure to do this., they will usually take a small percentage (usually between 0-4%) of the total earned ADA as income.

An ISPO is where an ADA holder will stake with a specific stake pool but will forgo any ADA returns, instead they will earn JulianX tokens that will then trade on registered exchanges post ISPO. The benefit is users will be able to earn these coins without putting up any additional money (fiat) with the hope of a much greater ROI.

 It needs to be highlighted that there is a zero-risk probability with staking. Regardless of the quality of the stake pool operator, a staker cannot lose their coins. Additionally, a stake pool operator cannot freeze or in any way gain access to your ADA. A staker is simply linking their wallets to a stake pool vs giving in trust your assets to a stake pool

Total *JULIAN* Rewards on offer	750,000,000 *JULIANX*	Available Tokens per Epoch (30 Epochs)
ISPO Rewards	750,000,000 *JULIANX*	25,000,000
ISPO Launch	TBA	
ISPO Completes	TBA	

For everyone (1) Ada staked to the JulianX stake pool a user will earn 0.20 JulianX Tokens per epoch.

An epoch is a period of 5 days

Additionally, as part of our regular Tokenomics model stated above, all *JULIAN* token holders will receive a 20% of all fees collected (distributed monthly) based on your holdings on the 15th of every month.

Over and above the 20% fee income all token holders will received, we have decided to offer a bonus to our ISPO stakeholders who have staked with us for 25 or more epochs. For those users, they will receive a premium fee bonus between 5%-25% of the initial 20% that will maintain as long as you hold the token.

Bonus Class	Minimum Stake (ADA)	Duration	Bonus Rewards
Tier 1 – Red Matter	250,001 + ADA	25 Epochs	20% base + (25% of 20%) =
Tier 2 - Neutronium	100,001 – 250,000 ADA	25 Epochs	20% base + (20% of 20%) =
Tier 3 - Tritanium	25,001 – 100,000 ADA	25 Epochs	20 % base + (10% of 20%) =
Tier 4 - Dilithium	10,001 – 25,000 ADA	25 Epochs	20% base + (7% of 20%) =
Tier 5 - Trilithium	100 – 10,000 ADA	25 Epochs	20% base + (5% of 20%) =

These bonuses will be calculated and distributed before all regular holders. The promised % will be based on the amount of *JULIANX* you are holding at the time of calculation and not based on what you have staked.

This bonus will remain active for as long as you hold the JulianX coins. Once sold or swapped however, this premium will no longer be available, and you will then receive the regular 20% entitlement.

This distribution will be managed by a Smart Contract and all income paid will be exclusive of transaction fees.

Refer to examples below.

Example 1 - A user stakes 10,000 ADA for a period of 30 epochs they would receive

(10,000 ADA * 0.20 tokens) * (30 epochs) = 60,000 JulianX tokens

Example 2 – A user stakes 15,000 ADA for a period of 16 epochs they would receive

(15,000 ada * 0.20 tokens) *(16 epochs) = 18,000 JulianX tokens

Hypothetically once that token begins trading, if the below prices are met you would look to gain the following profits.

Market Price of JulianX	#Number of tokens	Value	
$ 0.01	15,000	$ 150	
$ 0.10	15,000	$ 1500	
$ 0.25	15,000	$ 3750	
$ 0.75	15,000	$ 11,250	
$ 1.00	15,000	$ 15,000	
$ 2.00	15,000	$ 30,000	

The returns could be received by simply using an asset you already own while continuing to enjoy the rise of the Cardano (ADA) coin with no additional money invested, or risk taken.

Leaving the ISPO Early

Leaving an ISPO is no different than leaving any other pool. As rewards are calculated per EPOCH you can leave at any time. However, we hope you can stay for the duration of the ISPO as we will only be offering these rewards during this phase of the project.

Can I leave the ISPO and rejoin during the duration of the pool?

Yes – Additionally, stakeholders will have the ability to go in and out. However, the longer you are staked with us, the greater the bonus you will receive.

What if the 2 pools are not filled?

While our calculations are based on 2 stake pools each holding 50M ADA, any outstanding *JULIANX* tokens will be distributed back to the rewards and partnerships program.