

“Create Creator Economy”



JACKPOTCAST

OPEN MCN Platform & Creator Marketing Tool

Whitepaper V.1.0

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1. Abstract

1.1. Introduction

JACKPOTCAST is an Open MCN Business Platform that actively supports the establishment and growth of early-stage creators, while serving as a Branded Contents distribution platform for advertisers or advertising agencies looking to promote their brands or products in the rapidly growing digital media era.

JACKPOTCAST's Creator Marketing Tool, which is a Branded Content Distribution Platform, is an open Performance Creator Marketing Tool designed to allow collaboration marketing for small and medium-sized businesses and creators, stepping out of the advertising market dominated by certain large corporations and power creators.

Additionally, through JACKPOTCAST's OPEN MCN (Multi-Channel Network) Business Platform, early-stage creators can receive a portion of the staking interest from regular members to grow into stable creators. Moreover, by utilizing JACKPOTCAST's Branded Content Distribution Platform, they can execute marketing campaigns for small and medium-sized businesses, generating additional revenue.

This open platform (MCN + Marketing) addresses profitability issues for early-stage creators and provides small to medium-sized businesses struggling with high marketing costs a new avenue to promote their products or brands at a more affordable price

The JACKPOTCAST ecosystem consists of the JACKPOT COIN (JACK), a Solana-based blockchain cryptocurrency, and the JBALL COIN (JBALL), a utility coin used within the platform. Through this open platform for creators, which includes the Branded Contents Marketing Platform and Open MCN Business Platform, JACKPOTCAST will evolve into a currency commonly used in the creator economy industry.

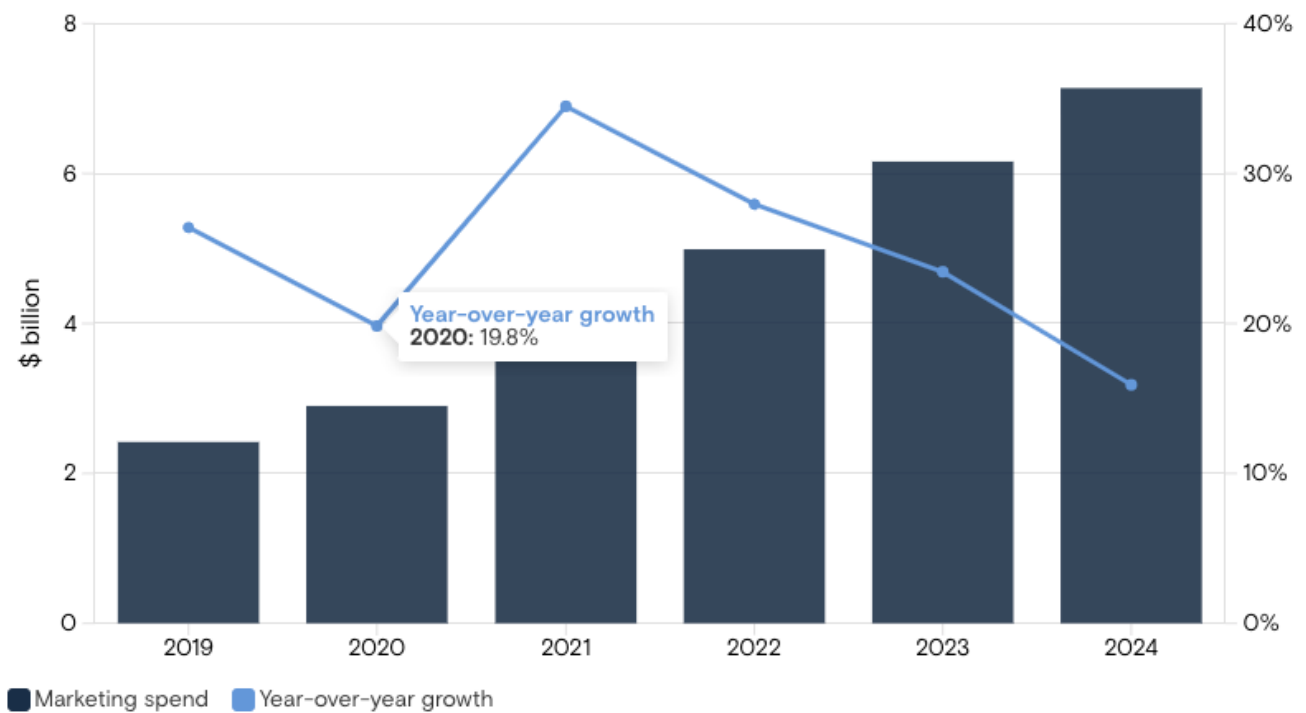


2. Background

2.1. Creator economy

At the world's leading innovation IT festival CES 2023, which treats 'Creator Economy' as an industry, 'Creator Economy,' where fans and creators meet directly, was discussed. According to Goldman Sachs Research, the so-called 'creative economy' is predicted to grow rapidly and continue to expand in the future.

The number of creators engaged in Creator Economy activities is also steadily increasing. According to Adobe as of August 2022, the total number of creators worldwide is estimated to be 330 million. As the ecosystem grows, the overall market size of the creator economy, currently at \$250 billion, is forecasted to roughly double to \$480 billion by 2027 over the next five years.

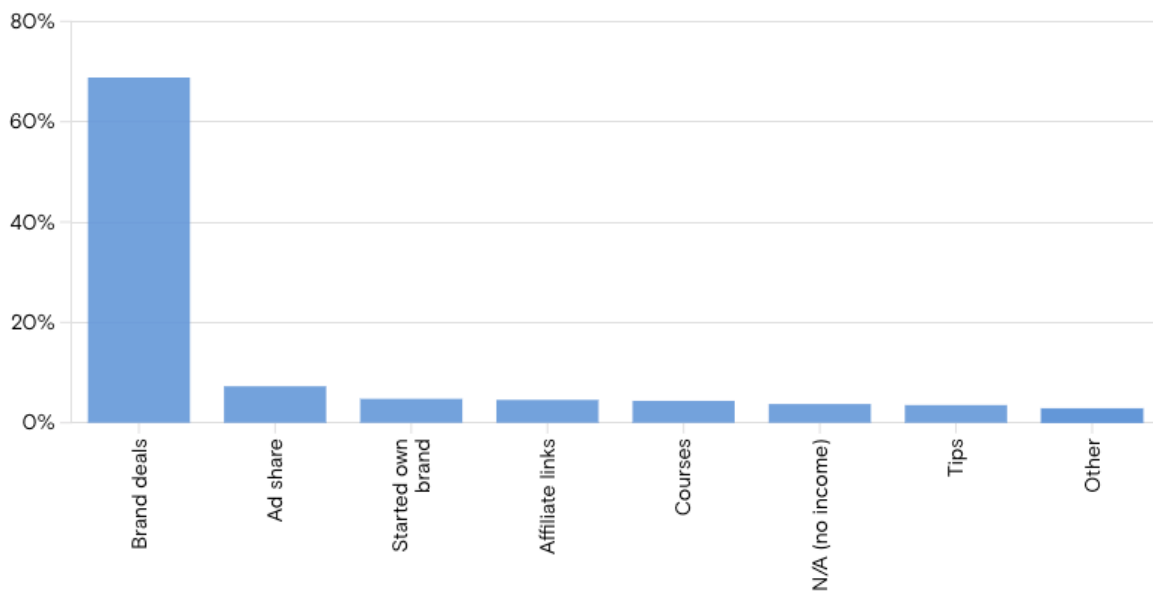


Source: eMarketer, data compiled by Goldman Sachs Research

**Goldman
Sachs**

[US influencer marketing spend on major platforms]

Creators primarily earn income as influencers by directly engaging in branding deals to promote products. While they also generate revenue through ad revenue sharing with platforms, subscriptions, donations, and other payment methods, survey data indicates that brand deals account for approximately 70% of creators' main sources of income.



Source: NeoReach, Influencer Marketing Hub, data compiled by Goldman Sachs Research



[What is the highest earning revenue source for you as a creator]

2.2. Limitations of the traditional MCN business model

As the creator market continues to expand, numerous Multi Channel Networks (MCNs) have emerged to manage them. Today, there are various-sized MCN operators operating worldwide. However, while most MCN operators are experiencing increasing revenues, profitability continues to deteriorate, with the majority of companies facing losses. The main cause of these losses is attributed to the escalating outsourcing costs (creator content payment). Most MCN operators enter into management contracts with power creators and seek to maximize YouTube ad revenue by attracting corporate brand advertisements or planning and shooting content for power creators. However, the high production costs result in low profitability relative to investment, leading to the need to find alternative revenue streams.

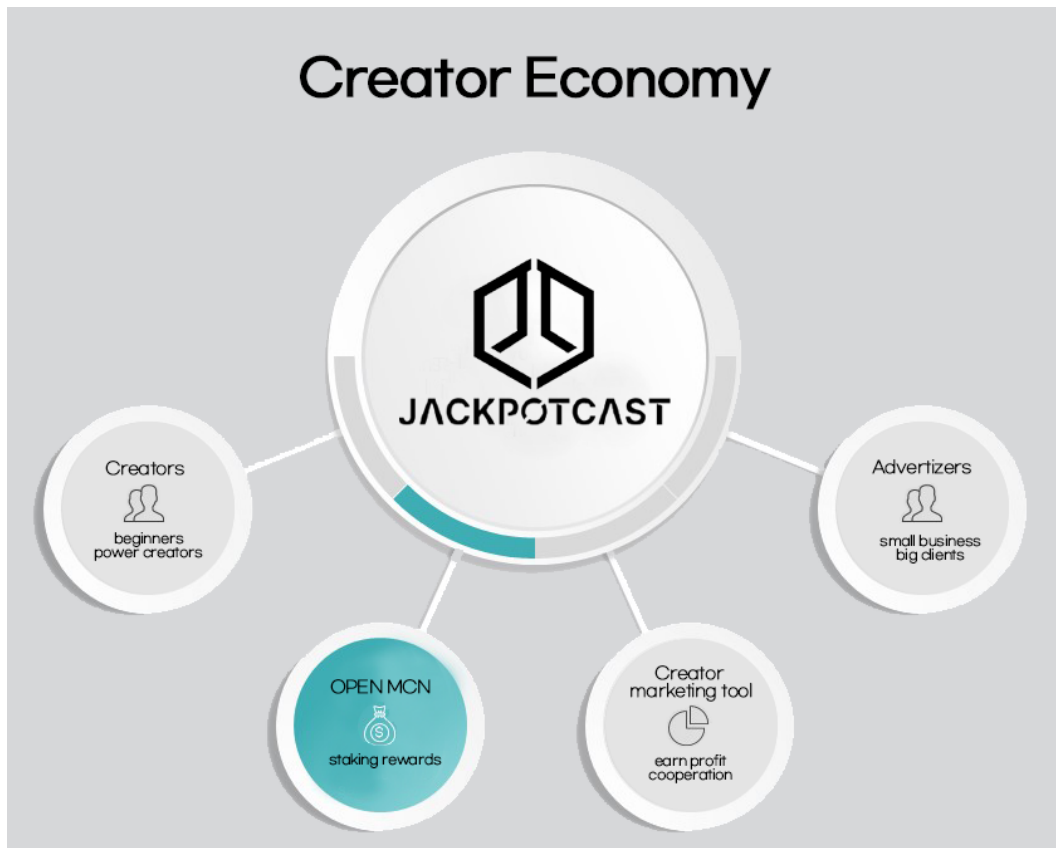
Furthermore, aspiring creators in their early stages must rely solely on streaming ad revenue provided by platforms like YouTube, making revenue generation extremely challenging. As a result, most of them give up within a year, and there are currently no programs to support these early-stage creators. The collaboration between companies and creators, which accounts for 70% of creator revenue, is concentrated on creators with high visibility and a large subscriber base, leaving no opportunity for potential novice creators at the starting stage to generate income.

As evidenced by the difficulty in revenue generation within the existing MCN business, which is predominantly focused on top creators, it is imperative to transition towards The Long Tail market at this juncture of evolving into the new industry of creator economy.

3. About JACKPOTCAST

3.1. JACKPOTCAST Ecosystem

Based on digital marketing agency and online advertising solution development, JACKPOTCAST launched The Long Tail Open MCN Business Platform, which combines branded content advertising and MCN business, starting from 2021.



Only about 4% of creators worldwide are considered experts, generating over \$100,000 in revenue. It is crucial not to monopolize the creator economy by top creators. Instead, there is a pressing need for an ecosystem where all creators worldwide have the opportunity to earn revenue. Jackpotcast, especially through its OPEN project, actively supports aspiring creators and small to medium-sized companies, aiming to create a balanced ecosystem in the creator economy.

Anyone holding JACKPOTCAST coins can become a creator, an agency, or even a supporter through the Open MCN Business Platform. All of them have the opportunity to generate stable income through the staking reward system.

Furthermore, through JACKPOTCAST's Branded Contents Marketing Platform, the Creator Marketing Tool, small and medium-sized enterprises (SMEs) can collaborate with numerous

creators to promote their products or brands. This provides SMEs with new marketing opportunities and offers early-stage creators the chance to generate income, thus creating a cyclical structure for the creator economy.

3.2. Open MCN Business Platform

If the existing MCN business was exclusive to certain agencies and power creators, the JACKPOTCAST Open MCN Business platform is an open management system that allows participation not only from early-level creators but from all creators. Anyone holding JACKPOTCAST coins can invest (stake) in creators. Creators who receive investments can receive a portion of the staking rewards, and investors also receive staking rewards. Creators can communicate with investors, gain various content ideas, and grow into stable creators.

Creator

Anyone who owns social media accounts such as YouTube, TikTok, Instagram, etc., and hopes to grow or generate revenue by posting advertisements can apply. However, they must own at least one JACKPOTCAST coin (or JBALL).

Investor (General member)

Anyone holding JACKPOTCAST COIN is eligible for membership as a regular member and can stake coins to creators. Those registered as creators also receive membership as regular members and can stake coins to other creators.

Advertiser

Those wishing to promote their products or brands through creators registered with JACKPOTCAST can register as advertisers and make advertising payments using JACKPOTCAST's utility coin, JBALL.

Coin Staking

Investors can stake coins to support the growth of creators, and during the staking period, the coins are locked up, and staking interest is paid out for the duration. By staking the deposit amount during the creator's project execution period, the JACKPOTCAST ecosystem maintains stability.

Staking rewards for general members

General members can stake JACKPOTCAST COIN to the creators of their choice, and staking interest rewards vary depending on the creator. A bonus reward is provided when the creator completes the mission 100%.

The staking rewards for creators

Creators can earn interest income from the coins staked by regular members. Creators are provided with minimum missions, and if they fail to fulfill the missions, their interest income may decrease or be forfeited.

3.3. Creator Marketing Platform

The JACKPOTCAST Creator Marketing Platform provides a Performance Marketing Tool through collaboration between creators and advertisers. It offers opportunities for collaboration not only to large corporations or well-capitalized companies but also to small businesses and early-stage creators, maximizing marketing performance and providing stable income to early-stage creators.

In the JACKPOTCAST Creator Marketing Platform, the utility coin used is JBALL, which is interchangeable with JACKPOTCAST coin at any time.

Brand Collaboration Advertising Matching Platform

Branded content seamlessly integrates advertisements into creators' content and has evolved diversely in recent years, especially within the realm of influencer marketing, serving as a significant advertising avenue that captures 70% of creators' revenue.

The JACKPOTCAST Creator Marketing Platform allows not only large corporations but also small and medium-sized enterprises to collaborate with creators registered on JACKPOTCAST for branded content advertising. This means that not only large corporations and power creators but also small businesses and creators at the initial stage can seize opportunities to generate stable income. For small businesses, it offers opportunities for product promotion and sales, while for creators, it provides growth opportunities through stable income.

JACKPOTCAST operates its advertising platform by specifying the marketing campaign goals, advertising payment conditions, and the number of participating creators when registering a campaign. Advertisers deposit their marketing target amount, and creators receive payment after completing the mission.

JACKPOTCAST's Creator Marketing Platform aims to break away from the dominance of a few famous creators and well-capitalized companies in the affiliate advertising market, allowing the participation of initial creators and small businesses. This initiative seeks to build a stable and ideal creator economy.

4. Coinomics

4.1. JACKPOT COIN & JBALL COIN

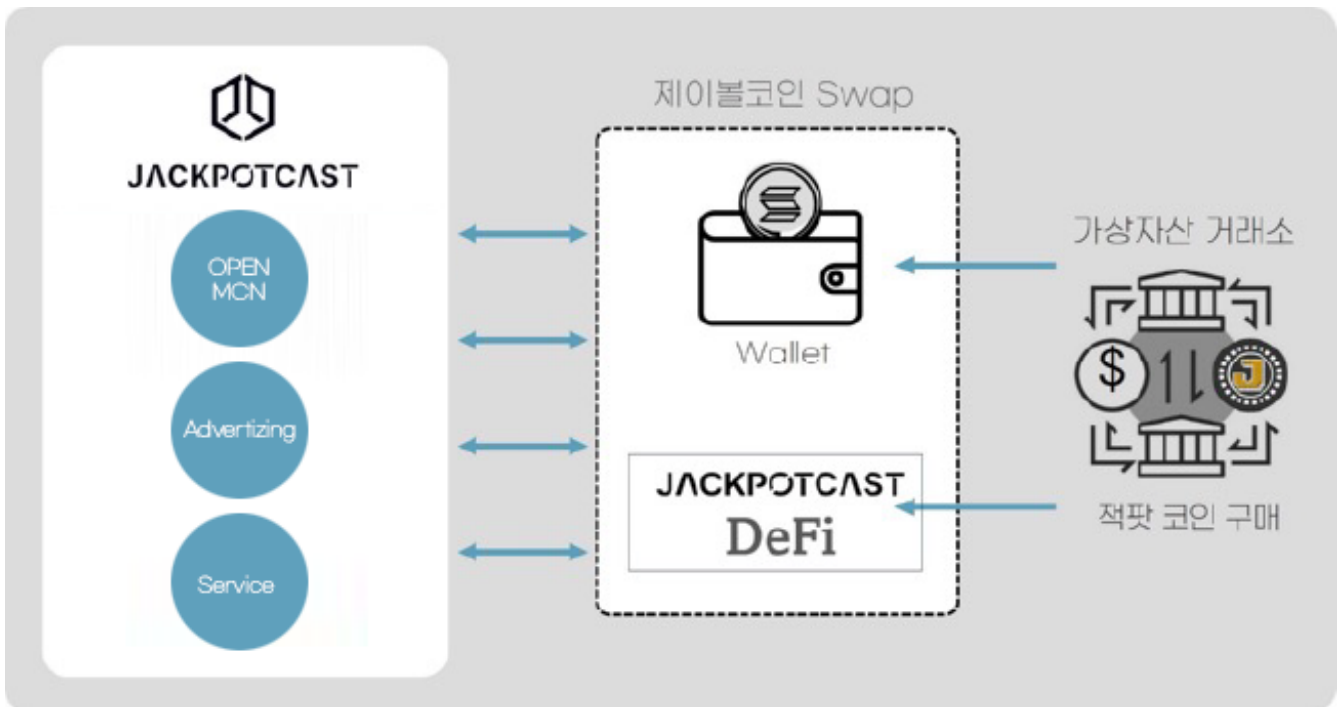
The JACKPOTCAST ecosystem comprises two types of coins to ensure both liquidity and stability: "JACKPOT COIN," which is officially circulated on the Solana mainnet, and "JBALL COIN (JBALL)," a utility coin for users' economic activities within the JACKPOTCAST platform. Essentially, the JACKPOT COIN circulating in the market is used for purchasing JBALL COIN (JBALL) and can be swapped interchangeably.

JACKPOT COIN(JACK)

The JACKPOTCAST COIN is officially registered and circulated on the Solana blockchain and can be purchased on exchanges. It can be used as currency across various platforms provided by JACKPOTCAST after swapping with JBALL COIN. Similarly, JBALL COIN can be swapped for JACKPOTCAST COIN at any time.

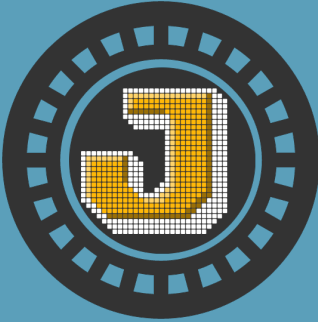
JBALL COIN(JBALL)

JBALL COIN is the cryptocurrency utilized within the platforms provided by JACKPOTCAST for staking rewards, rewards, fee payments, and other service usage. JBALL COIN can be swapped for JACKPOT COIN. The value of JBALL is fixed and automatically converted to JACKPOT COIN based on the market price of JACKPOT COIN.



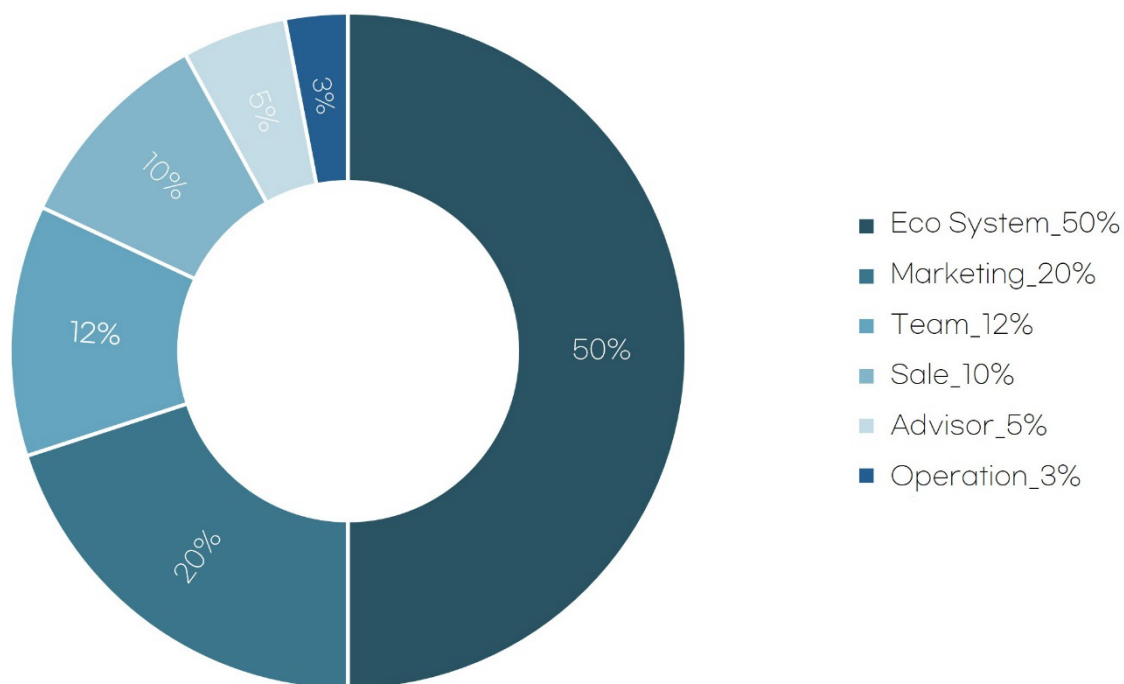
4.2. COIN Information

JACKPOT COIN (JACK) is the governance coin of the JACKPOTCAST ecosystem registered and circulated on the Solana-based blockchain mainnet. The ticker symbol is JACK, and the symbol image is as follows.



Token Name	JACKPOT COIN
Total Supply	1,000,000,000 JACK
Category	Community, NFT, Metaverse
COIN Issue Date	June 13, 2022
Blockchain	Solana

4.3. Coin Distribution



[JACKPOT COIN Lock-up & Circulation Policy]

	Portion	Lock-up
Eco System	50%	Un-Lock
Marketing	20%	Vesting at 50%, 30%, 20% over 3 years
Team	12%	1-year lock-up after listing on the exchange.
Sale	10%	1-year lock-up after listing on the exchange.
Advisor	5%	1-year lock-up after listing on the exchange.
Operation	3%	Un-Lock

5. Technology

5.1. Blockchain JACKPOTCAST

JACKPOTCAST utilizes Solana-based blockchain technology to ensure secure transactions for aspiring creators and staking investors. All transactions related to rewards and ad revenue are recorded and preserved on the blockchain, guaranteeing transparent and secure protection for all participants regarding the rewards they receive.

In this way, JACKPOTCAST serves as a cornerstone of the creator economy, offering creators opportunities for growth and providing small and medium-sized enterprises with opportunities for marketing collaboration. It aims to evolve into a globally accessible creator platform where everyone can freely participate.



Reasons for Adopting SOLANA

Reasons for Choosing SOLANA

SOLANA, one of the layer 1 blockchains including Bitcoin, Ethereum, etc., stands out for its technical advantages in implementing low transaction fees and fast processing speeds. This is why JACKPOT COIN (JACK) chose to adopt the SOLANA blockchain.

SOLANA operates on a decentralized node network, without relying on a single centralized authority. It utilizes a consensus algorithm called Delegated Proof of Stake (DPoS) and Proof of History (PoH) to reduce transaction costs and increase processing speeds. These features make SOLANA the most suitable blockchain for operating JACKPOTCAST's diverse platforms..

5.2. Defi JACKPOTCAST

Defi stands for decentralized finance services implemented on the blockchain without a centralized sponsor. Defi primarily relies on smart contracts for service implementation without a specific operating entity. JACKPOTCAST DeFi is a service platform within the ecosystem for seamless exchange, staking, and transfer of the two constituent coins, "JACKPOT COIN (JACK)" and "JBALL COIN (JBALL)." Users can purchase "JACKPOT COIN (JACK)" from exchanges and utilize it across various JACKPOTCAST services through JACKPOTCAST DeFi.

Users can freely exchange the "JACKPOT COIN (JACK)" purchased from exchanges into "JBALL COIN (JBALL)," a utility coin usable within the platform ecosystem.

Users can stake the purchased "JACKPOT COIN (JACK)" through the OPEN MCN Platform to receive rewards.

Users can swap the purchased "JACKPOT COIN (JACK)" into JBALL via JACKPOTCAST DeFi to purchase advertising through the Creator Marketing Tool or receive advertising payments.

5.3. Wallet

Wallets play a crucial role in blockchain networks, serving as a central element for managing blockchain assets and playing a pivotal role in asset management within the JACKPOTCAST ecosystem. JACKPOTCAST primarily utilizes the Phantom wallet among several wallets supporting Solana (Trust Wallet or web wallets supporting Solana are also available).

Technically, Solana wallet characteristics include the usage of main wallet accounts for coin issuance payments and credentialing, where each coin is separately generated for specific purposes. Solana's key security involves key pairs—safely generated private keys and derived public keys—where wallets contain one or more collections of key pairs, providing means to interact with them.

Within the JACKPOTCAST ecosystem, governance coin JACKPOT COIN (JACK) and utility coin JBALL COIN (JBALL) are distinguished and swappable with each other.

6. Team



Ray Choi, Hanyang Univ

- Over 20 years of experience in Digital Marketing
- Digital marketing trend consulting with global Management firms
- Attracting investment from the Korea Technology Finance Corporation (OPEN MCN Business Platform)



Changhyun Park, Seoul National Univ.

- Over 10 years in forensic data security tasks at the Supreme Prosecutors' Office
- Forensic security instructor at the Korea Internet & Security Agency for 4 years
- Researcher at the Information Computing Research Institute at Korea University
- Participated in blockchain development projects at LINE and SK Telecom



Yonseok Choi, UNIST

- 5 years in information infrastructure development and AI at the Korea Communications Commission and the National IT Industry Promotion Agency
- CTO of an NFT wine investment platform
- Developed a content investment platform based on STO



Gyuwan Kim, KAIST

- Science Journalism at KAIST Graduate School of Science and Technology Policy
- Policy Secretary for the Science, Technology, Information and Communication Committee of the National Assembly of the Republic of Korea
- Planning Secretary for the Vice Speaker's Office of the National Assembly of the Republic of Korea
- Kakao Entertainment (formerly known as Loen Entertainment)



Sanggi Min, Korea Univ

- Policy Secretary for the Industry, Trade, Resources, and Small and Medium Venture Business. Committee of the National Assembly of the Republic of Korea
- Vice Chairman of the Korea Electric Power Industry Small Business Association, a corporation. under the jurisdiction of the Ministry of Trade, Industry, and Energy of the Republic of Korea
- Chairman of the Council Policy Academy, a corporation under the jurisdiction of the National Assembly Secretariat of the Republic of Korea
- Certified Administrative Manager (Licensed by the Ministry of Administration and Security)



Cevzet Tam, Seoul national univ

- STO Content Platform and website development
 - Open MCN Platform Coding
 - Music Producing / Creator



Hyunjoong Kim, Gangwon national Univ.

- Public Relations (PR)
- Analysis of Domestic and International Coin Markets
- Creator Management



Jake Ahn, Korea University of Media Arts

- ATL/BTL Advertising Media Planner/Buyer
- ATL/BTL Event Promotion



Nigora Mamatova, Hankuk University of Foreign Studies

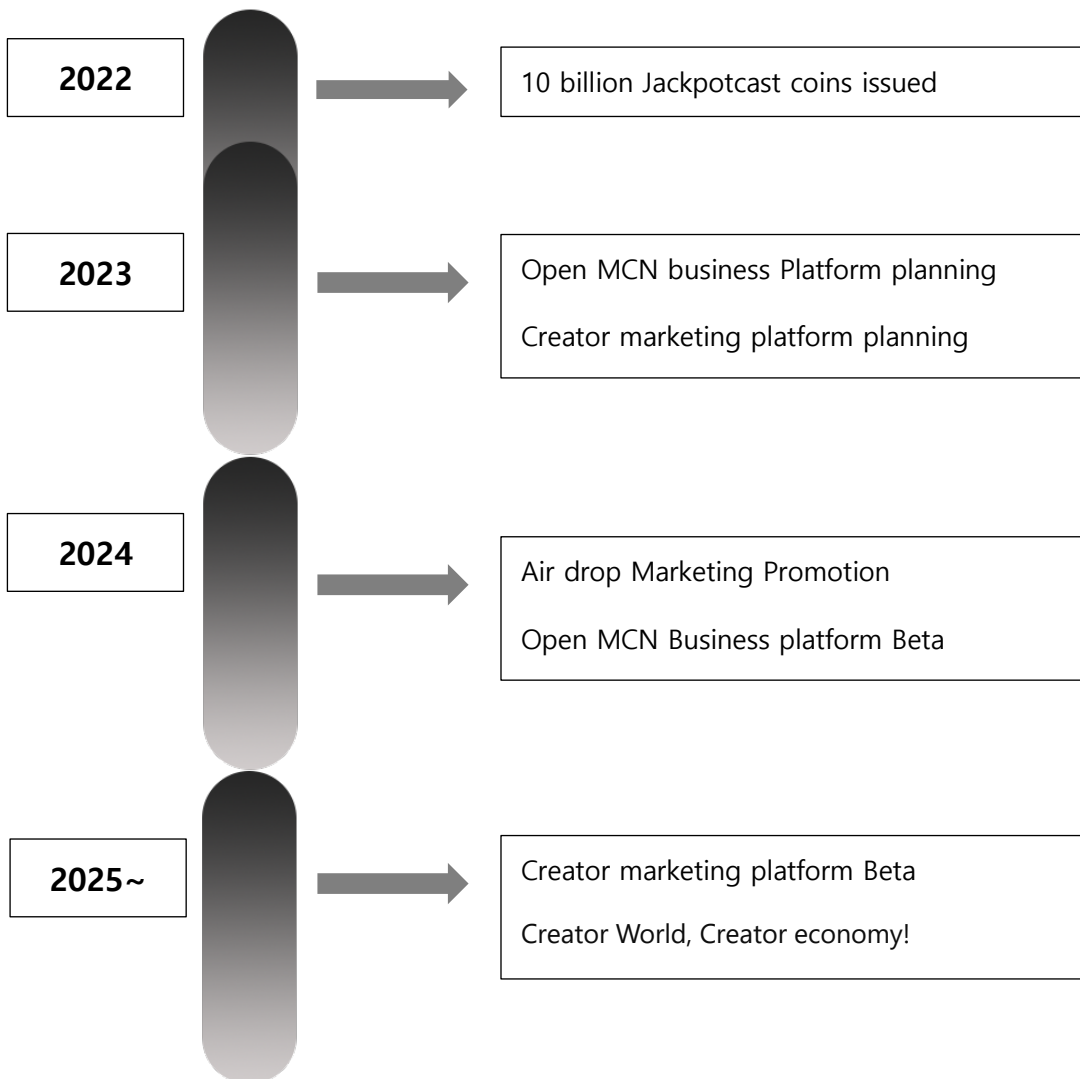
- Global Marketing communications



Michael Oh, Vietnam National University, Ho Chi Minh City

- Head of Marketing Communication for Asia-Pacific
- Administrative and Interpreting Officer at the Consulate General of the Republic of Korea in Ho Chi Minh City
- Production Manager at CJ Media Vietnam Office
- Overseas Reporting and Production Consultant for KBS, MBC, SBS, TVC

7. Roadmap



8. Subject of Exemption

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