



Javvy — a comprehensive solution for buying, selling, & managing cryptocurrencies

## White Paper

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Next Update: Add Trader Desk + Decentralized Exchange

### Abstract

The main reasons why cryptocurrency has not yet achieved mainstream adoption are:

- the entire process of buying and managing cryptocurrency is very technical
- existing crypto exchanges are centralized, web-based, and insecure
- existing crypto exchanges put user's private information at risk
- existing wallets and exchanges require multiple services to be a crypto trader
- there is a lack of emphasis on the importance of a secure, user-friendly crypto wallet

Potential users are often frustrated and simply give up, because a properly designed process and a fully functional crypto wallet with crypto exchange combination, does not yet exist. The cryptocurrency market is long overdue for a comprehensive crypto solution that encompasses a **secure and intuitive wallet**, fully native **decentralized exchange**, **bridge to FIAT** with legacy financial institutions, and **real-world uses**. The Javvy solution is the world's first truly usable, **all-in-one crypto solution**.

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## Introduction

Cryptocurrency, informally referred to as crypto, is a new form of asset that is digital in nature. Crypto can be owned, managed, and used by individuals and/or organizations by controlling a digital private key to post and access encrypted transaction records on the decentralized blockchain ledger. The blockchain ledger serves as a publicly accessible, immutable, and permanent record of transactions that require a consensus of positive confirmations across multiple nodes to validate each transaction.

A crypto asset is completely digital and derives its value from an organic market influenced by supply and demand. These digital assets qualify as a store of value and are notable for their similarities with physical precious metals, due in part to their finite supply, but has the added advantage of being easily divisible and transferable. The added flexibility that cryptocurrencies have over their physical counterparts enables them to be used more readily as a form of payment, leading many to consider crypto as the future of global finance. The continual record breaking increases in value, coupled with the rise in popularity of its rapidly growing use as a financial instrument, has created a new class of highly lucrative financial technology (FinTech) solutions to support the growing demand for crypto. As more consumers accept cryptocurrency as an alternative to traditional financial vehicles, the need for a comprehensive solution to be at the forefront of the massive changes ahead could drive significant profits for the ultimate FinTech crypto solution.

## Problem

With finance as the foundation of the global economy and the ever-increasing buzz surrounding the rapid rise of the cryptocurrency market, cryptocurrency is poised as a disruptor and is likely to become the most lucrative invention ever known. Mainstream adoption of cryptocurrencies has yet to take hold, despite nearly a decade of massive funding during which the industry has seen spectacular increases in overall value and utility. A primary reason for this lack of traction stems from the absence of a secure and intuitive user-friendly process for acquiring and managing crypto securely and efficiently.

As the popularity of the decentralized attributes of cryptocurrency continues to spawn ongoing debates and regulations pertaining to its classification and risk of criminal abuse, the already ambiguous process of buying and selling cryptocurrency becomes even more complex for its users. Companies in this industry are struggling to adopt and abide by these new regulations imposed to curb money laundering and the funding of criminal enterprises. Their inexperience, improperly designed systems, and slack privacy policies threaten the safety and security of user identities and funds which result in yet more barriers to mainstream adoption.

Due to inaccurate or non-existent documentation, many crypto service providers are built on business structures and technologies that endanger users. The current status quo is for traditional crypto service providers to require, by way of a one-size-fits-all identification process, substantial personal and private information from every consumer. This process exposes users to increased risk of identity theft, loss of funds, and casts the net of regulation too wide. Prior to the Javvy solution, despite many millions of dollars invested in solving the issue, no adequate solution existed.

## Solution

Javvy proposes its crypto solution for users to overcome all barriers to adoption with a regulation-first approach, defining a carefully crafted business infrastructure and multi-tiered risk mitigation policy. The technology framework is then built on that solid foundation. The consumer-facing front-end of the Javvy solution couples, by exclusive integration, a crypto wallet with the world's first distributed, fully automated, cross-currency exchange. The combination of a properly designed crypto exchange with a safe, intuitive, and feature-rich crypto wallet, and a capable team is what sets the Javvy crypto solution apart.

## ***Business Model for Regulatory Compliance***

The Javvy business entity is structured to allow the separation of certain technology components and compliance processes across multiple jurisdictions to allow for a much easier and lower risk registration process for all cryptocurrency customers globally. The Javvy compliance team applies its unique knowledge and experience of the regulatory framework to navigate the quagmire of policies to further simplify the user experience while increasing security and ensuring all relevant regulatory requirements are satisfied.

Mobile users can install the Javvy wallet application easily, while desktop users are download the Javvy wallet from the Javvy website and use it anonymously for basic send, receive, and convert operations. The wallet's front-end user interface is designed with the layperson in mind and includes an integrated registration process for users wishing to buy and sell crypto. For the more advanced operations of buying, selling, and using cryptocurrency in the real-world (e.g. international debit card, sending CASH, etc), further simplicity is achieved by implementing a rule based tailored registration process to require only the documentation needed to meet the regulation criteria of the user's country of citizenship.

## **Technology Architecture**

The Javvy solution is *not* web-based, avoiding the inherent risks of traditional web-based financial services. Additionally, Javvy's technology is designed to isolate core components, according to regulatory type and AML policy restrictions. By taking this regulatory-centric approach, Javvy is able to provide anyone in the world, who has Internet connectivity and is not barred from cryptocurrency by their country's policy, full access to the cryptocurrency markets. Specifically, the Javvy architecture separates key functions that do not require registration from those that do.

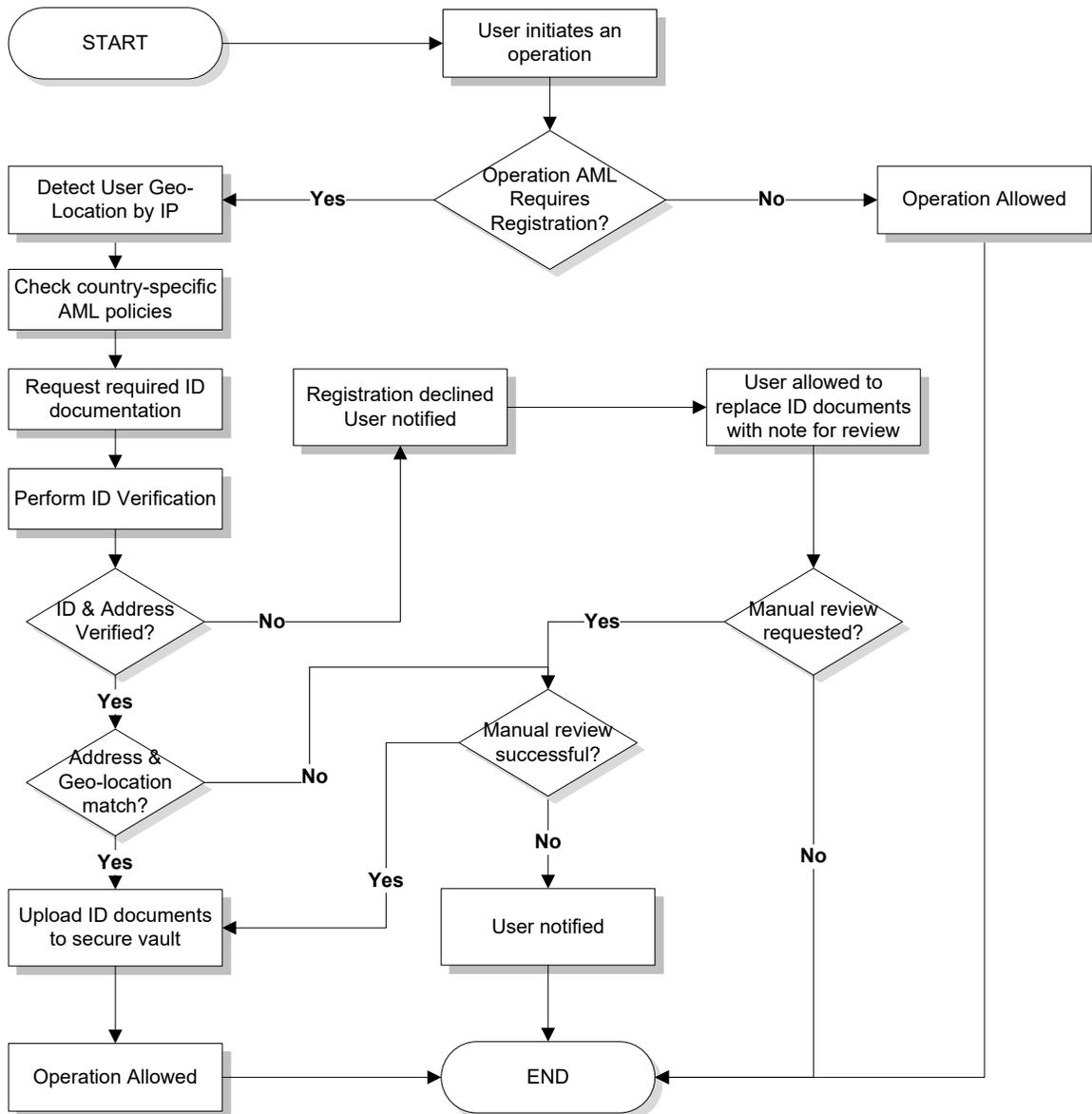
As a result of Javvy's regulatory-centric approach, users do not need to register or have address and identity verified for send, receive, manage, or convert operations. If a user desires to purchase or sell cryptocurrency, they will then be asked to register and provide the minimal ID verification documents, as per their country of citizenship. The mobile apps will provide easy methods to upload pictures of documents and desktop apps will allow for easy upload of scanned documents, all sent to secure Javvy servers for rapid verification.

If there is a problem with verification, a manual review may be scheduled. The manual review generally takes less than a few minutes, up to a few hours. In tough cases, whereas documents are not recognized or the user is a citizen of highly restricted and regulated country, a more stringent review may be scheduled. In this case, the delay may be up to several days and approval may not be given, based on various criteria.

Once ID and address verification is completed, the owner of the verified wallet address will be able to purchase and sell cryptocurrencies through Javvy, as desired, without having to complete any further verification. In most cases, Javvy will not store user's credit card details or banking information, so the payment method will be required to be entered upon each order. The payment method entered **must match** that of the ID verification.

The user will be given the option to store their payment information, for convenience, but the risks of doing so will be clearly outlined. Even though the Javvy solution is not a web-based solution, storing any sensitive user data, if the save option is chosen, results in there always being a risk of data breach by unauthorized agents. In every case, Javvy will take every precaution to ensure the safety of user's information stored on its servers, but there will always be a threat of data breach with any information stored in servers accessible online.

## Overview of Registration and Rapid ID Verification Process



### Detailed description of logic flowchart diagrams:

- Users performing unregulated send, receive, and convert transactions will bypass registration.
- Unregistered users attempting to perform regulated transactions initiate the registration process.
- Geo-location technology is used to ascertain document requirements and validate origin of credentials against the user's location at the time of registration.
- The system performs rapid verification of the supplied credentials, when possible.
- If rapid verification is not possible, the application is flagged for manual review.
- If verification is unsuccessful, the registration is declined with a detailed report.
  - The user may submit further credentials with an explanation for review.
  - The user may also request a manual review.
- If verified, the account is authorized allowing the user to conduct regulated transactions.

### Patent Pending 62543097

Javy received a patent pending for a provisional patent that covers the process and methodology for the automatic, bi-directional conversion of supported national currencies and cryptocurrencies. The novelty of this process is that it is distributed, fully automated, and ties into legacy banking system technology utilizing current banking APIs. Existing providers are limited by the amount of reserves held as deposits needed to clear these transaction types, which impede their ability to scale their customer-base. The Javy solution overcomes the issue by providing a clear, fully scalable path to buying and selling cryptocurrency easily, eliminating the need for massive cryptocurrency reserves.

### Overview of decentralized, automated, cross-currency exchange

**Note:** FIAT refers to government-backed currency, such as USD (US Dollar), French Franc, Japanese Yen, etc.

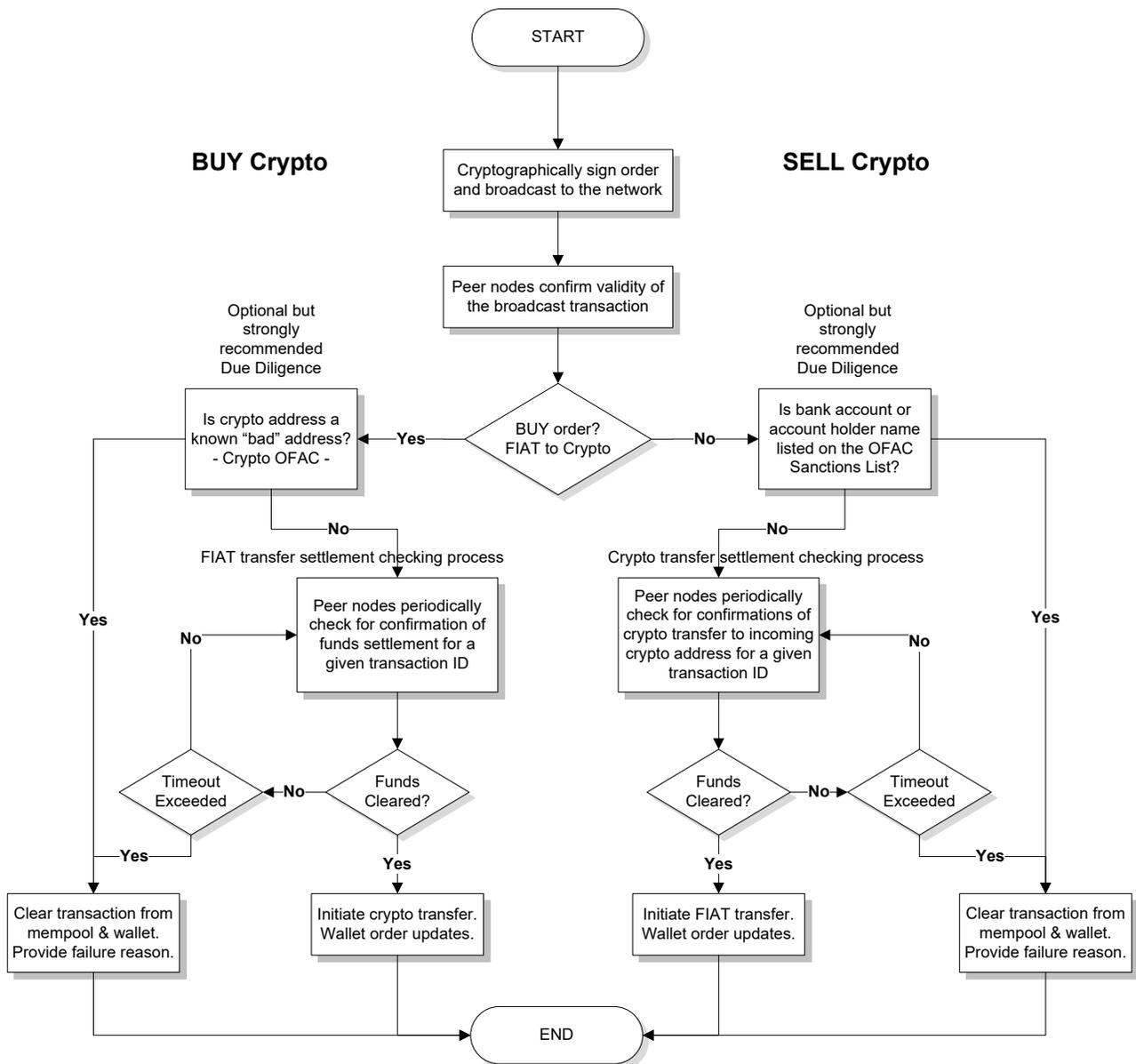


Fig 1. Overview of cross-currency exchange process

Patent Pending 62558597

Javy received a patent pending for a provisional patent that covers the process and methodology for conversion and settlement of cryptocurrency purchases, using an intermediary layer, the Javy token (JVV), for the purpose of eliminating the need for holding disparate, volatile cryptocurrency reserves. This is a drastic improvement over current crypto exchanges that merely offer one (1) or two (2) cryptocurrencies (typically, bitcoin and Ethereum) to their users, due to the reserve limitation and extreme value risk. In contrast, by using this patented intermediary interchange process, Javy will instantly be positioned to support nearly every major cryptocurrency in existence. Javy users will be able to buy, sell, use, and manage them all, with the underlying framework remaining transparent from a user perspective.

Handling Crypto or TOKEN Fulfillment for BUY Orders

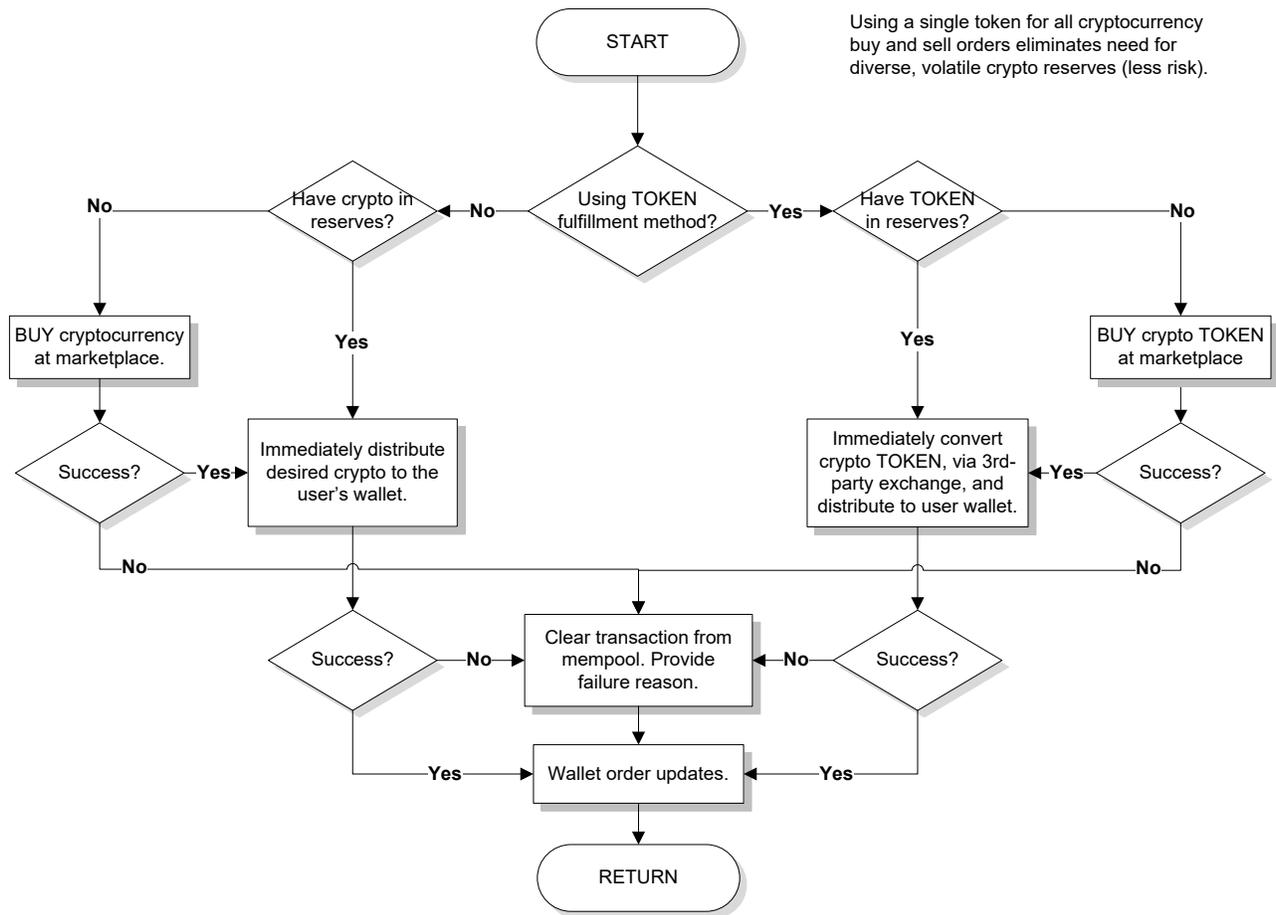


Fig 2. Details of the intermediary layer interchange process

Detailed description of logic flowchart for cross-currency exchange:

- User places an order to buy or sell cryptocurrency.
  - Fig 2. Every order will buy or sell the JAVVY token (JVY) inside the wallet.
  - Fig 2. Using the JVY token in this way negates the need for us to store massive crypto reserves.
  - Fig 2. By default, to keep things intuitive, the wallet will automatically use the wallet's convert function to convert from the JVY token into the desired cryptocurrency.
- Peer nodes validate the transaction via network confirmations.
- If the order is a national currency (a SELL order), the OFAC list is checked.

- If a match is found, the system cancels the order and flags the account for review.
- Otherwise, peer nodes periodically check for sufficient blockchain confirmations.
- If confirmed, the chosen currency is sent to the wallet address. Otherwise, the order is cancelled.
- If the order is for cryptocurrency (a BUY order), a crypto OFAC is checked.
  - If a match is found, the system cancels the order and flags the account for review.
  - Otherwise, peer nodes periodically check for bank notification that funds have cleared.
- If the funds clear, a wire transfer is initiated in the chosen currency. Otherwise, the order is cancelled.

Please refer to patents pending 62543097 & 62558597 for more detailed flowcharts and descriptions.

## ***Liquidity Explained***

When a buy/sell order is placed, the Javvy wallet will securely connect to Javvy's servers to nearly instantly poll all open order books, arbitraging prices across decentralized exchanges and even centralized exchanges that support 3rd-party orders via an open API.

Unless all decentralized exchanges fail, Javvy will not provide its own centralized exchange component, as we believe that crypto markets can be, and should be, decentralized. There are already several quality decentralized exchange projects and others that are working to provide liquidity and custodial services. So, Javvy supports those movements and will work with them to offer the best-in-class services to its users.

In the interim period while liquidity is being built up in the markets, we will work with trusted liquidity providers to help place orders that cannot be filled elsewhere.

## ***Features***

The Javvy solution consists of a cross-platform crypto wallet available on Windows, Linux, Mac, Native iOS, and Native Android. The Javvy wallet can be downloaded from the Javvy website or installed to a mobile device from the related app store. Nearly every citizen of every country will be able to use the Javvy wallet and exchange. Users will have the capability to manage numerous cryptocurrency assets, see their holdings and transactions at-a-glance. They will also be able to send, receive, and convert cryptocurrency, without registering with Javvy.

For those who wish to buy, sell, or use cryptocurrency to fund an international debit card, Javvy provides an easy, friendly, and fast option for registering and verifying identity. Javvy aims to make the process as quick and hassle-free as possible, by tailoring identity document requirements to each user, according to the regulations of their country of citizenship and providing a convenient means to deliver those documents.

Aside from the many features that are currently unique to the Javvy wallet, users will enjoy the peace of mind of using a wallet that places a strong emphasis on security and user-friendly backup options. Institutional and power users will also benefit from the added ability to manage fund access with configurable (2-of-3, 3-of-5, 5-of-6, etc.) "multisig", securing funds in shared wallets with multiple signatures. International users will gravitate toward the Javvy solution for the convenience of having the wallet translated into every popular language.

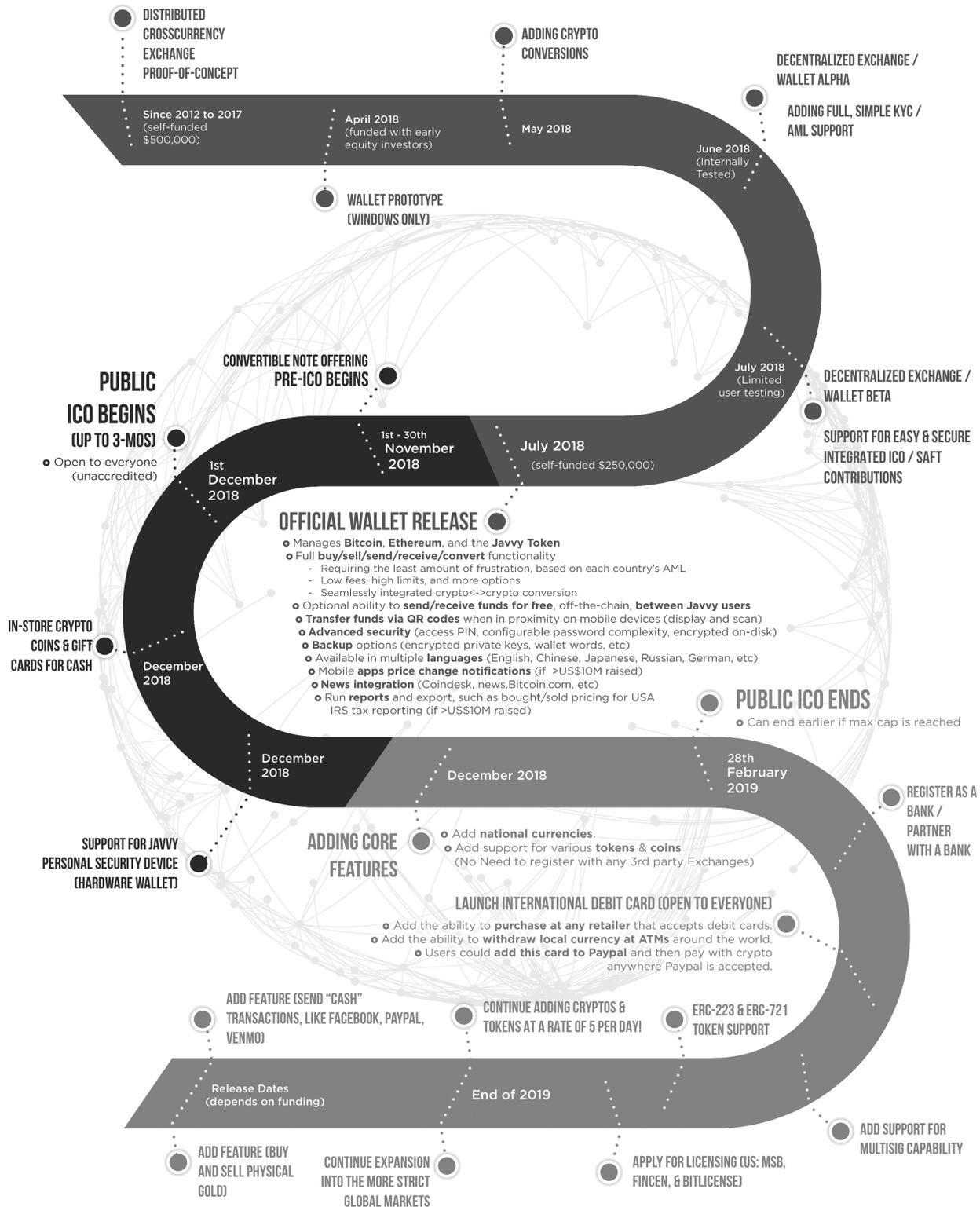
## ***Goal***

Javvy plans to disrupt the cryptocurrency industry by providing a superior alternative to traditional web-based crypto exchanges and wallets. By building a comprehensive, secure, and intuitive crypto wallet with buy, sell, convert, and management capabilities, Javvy aims to deliver the ideal solution.

Javvy approaches cryptocurrency from a compliance and regulatory **first** perspective, and is powered by a team with decades of extensive regulatory, compliance, programming, and security experience.

The cryptocurrency market is still in its infancy. As a result, lack of information and the absence of easily identifiable best practices, has led crypto users to resort to combining feature-poor, and often insecure, crypto utilities to obtain and manage their cryptocurrency. We, the Javvy team, decided that there is a better way. We are consolidating the full functionality of cryptocurrency into a previously non-existent, comprehensive solution with a focus on security, simplicity, and keeping the control of cryptocurrency where it belongs, in the hands of its owners.

# Javy Crypto Solution Development Roadmap



## Usage Plans along with Timeline

The continued advancement and development of the Javvy crypto wallet, Javvy exchange, and additional features will be funded according to the timeline and the amount of funding raised. Javvy plans to release a fully functional crypto wallet within 4-6 months of successful ICO completion, but please refer to the roadmap for more specific timelines. There will be some use of funds toward salaries in the first year, with the expectation that revenues will cover salaries in future years. Marketing will likely be the largest on-going expense due to the importance of capitalizing on being the first product of its kind on the market.

However, the bulk of funds will be used for holding cryptocurrency and national currency (fiat) reserves. With larger amounts of funding raised, considerable funds would be used to attract more (and expensive) personnel to further goals, to obtain licensing or acquire patents, and/or integrate and develop very desirable, new features for Javvy, and all cryptocurrency, users.

## The Javvy Token - JVV

Javvy understands the importance of its community and encourages opportunities for everyone to gain value from the Javvy token. Token holders will receive **50% discount on all exchange fees** utilizing the Javvy token.

Javvy wallet users will be able to stake and vest JVV in their wallet for 30 days to receive a monthly distribution. Javvy will **distribute 5% of total transaction fees back to stake holders monthly**. Individual distributions are calculated from prorated time and average number of tokens held in each month and will be paid in Ether.

## SEC Compliant Utility Token

The Javvy Token itself does not constitute entitlement to a share of Javvy's profits, losses, assets, or liabilities.

The Javvy token sale may technically represent an investment by merit of there being an initial offering, but token holders have no expectation of profit; only of the token's utility within the application. Further, our varied use cases demonstrate a lack of common enterprise. Users may choose to spend, stake, hold, or sell their JVV, each finding different utility or reward within the application.

Javvy has no control over secondary token markets that may trade the Javvy token for its utility, or any other purpose, at a discount or for a premium. Javvy will not directly pursue listing on secondary markets, except in cases of preventing scams from listing fake and misleading tokens (such as occurs on EtherDelta), although we acknowledge that listing may occur on major exchanges due to the nature of markets developing for anything that has utility value or otherwise.

Due to being classified as an ICO and utility token, the Javvy token offering will be available to everyone in the world except where prohibited by law. For US citizens there are no accreditation requirements, but all potential buyers must pass a proactive whitelisting verification (KYC/AML check) before being allowed to participate. The whitelist is enforced within the Javvy smart contracts. This makes it impossible for someone to bypass whitelist verification.

For ICO participation, Javvy provides investor verification directly through the secure Javvy wallet application.

## About Token Sale

We are launching a capped token sale to raise funds for the Javvy project and further develop our application into a cutting-edge, feature complete product (see roadmap). We will be raising a minimum soft cap of 1,000 ETH and a maximum hard cap of \$8MM USD (amount chosen to proactively comply with UK ICO proposals) through a pre-sale and public token sale. Our public sale offers Javvy tokens at a price of 0.0004 ETH per JVV or 2,500 JVV per ETH.

The JVV token total supply is 333,333,333. The crowdsale will offer a total of 100,000,000 JVV tokens. Participants in the pre-sale receive a 25% token bonus to their purchase with bonus tokens coming from the crowdsale pool. A total of 25% of the token supply is reserved for operations, founders, advisors, and future talents. Founder tokens will be "locked up" for one (1) year after ICO closes.

All remaining tokens, 150,000,000 JVVY, make up the Loyalty Rewards token pool. Any fees paid with FIAT (national currency) within the Javy wallet & exchange will be fully reimbursed in JVVY tokens of equivalent value, a process known as trans-mining. Once all loyalty rewards tokens are distributed, the trans-mining program is complete.

Unsold tokens will be added into the rewards token pool to be distributed through trans-mining (loyalty rewards program), and any oversold tokens, due to unknown amount of bonuses to be claimed, would come from the rewards token pool to offset any deficit and satisfy, without exceeding, the defined ICO max cap.

## Token Sale Milestones\*\*

Features for the Javy Wallet will be implemented based on a series of fundraising milestones. Our goal is to raise 20,000 ETH to deliver this highly requested application. We're providing the opportunity to contribute more to implement the full dream of the Javy Solution.

Milestone #1 Add: Decentralized Buy, Sell, & Native ICO	2,500 ETH
Milestone #2: Add: Mac/Linux support, 12 coins/tokens	5,000 ETH
Milestone #3 Add: In-store Gift Cards, some global locations	10,000 ETH
Milestone #4 Add: ALL major crypto/tokens (5/day goal)	20,000 ETH
Milestone #5 Add: Many national currencies (₹, €, ¥, etc)	35,000 ETH
Milestone #6 Launch international debit card	40,000 ETH
Milestone #7 Register as or partner with a bank	*Revenue
Milestone #8 Expand to stricter markets; More translations	*Revenue
Milestone #9 Buy physical gold, Instant CASH transfers, etc	*Revenue

\* Advanced initiatives to be funded from revenue (transaction fees, KYC/Accreditation verification services, etc).

\*\* The token sale will end on the specified date OR once a maximum of \$8MM USD is raised.

The Javy Team will report on the milestones being attempted when each distribution of funds raised is made. It is our goal to be fully transparent.

## Token Details

Token Type	ERC-20
Token Symbol	JVVY
Maximum Supply	333,333,333 JVVY
Tokens for Sale	100,000,000 JVVY
Loyalty Reward Tokens	150,000,000 JVVY
Soft Cap (USD)	1,000 ETH
Hard Cap (USD)	\$8,000,000 USD*
Private Sale Dates	June 15, 2018 – Oct 31, 2018
Pre-Sale Dates	Nov 1, 2018 – Nov 30, 2018
Pre-Sale Price	2,500 JVVY/ETH + 25% Bonus
Token Sale Dates	Dec 1, 2018 – Feb 28, 2019
Token Sale Price	2,500 JVVY/ETH

## Token Allocation

Crowdsale + Airdrop	75%
Operations	10%
Future Talents	5%
Founders	5%
Advisors	5%

## Funds Allocation

Development	45%
Operations	25%
Marketing	15%
Legal & Compliance	15%

## ***Fund Release***

The ICO Balance after escrow fees will be released via multisig on a 3-of-5 arrangement.

**There are 2 circumstances under which REMAINING funds raised will be returned to purchasers.**

1. The first milestone not been met after a period of **365** days following completion of the ICO.
2. None of the Escrow agents can establish contact with any member of the JAVVY or their project team, by any means, for a period of **90** days.

### **Questions?**

Visit Javvy online: <https://javvy.com>

Join our Telegram: <https://t.me/javvychat> (questions/community) and <https://t.me/javvycrypto> (announcements)