NIJO

COMMUNICATE TO EARN APP

Index

- Introduction
- Problems
- Product Overview
- Key Differentiators of Nijo+
- Technology Overview
- Tokenomics
- Key features
- Stakeholder Benefits
- Token Reward System, Token Distribution
- Token Value, Token Allocation, Implementation
- Token Usage, Consideration
- Roadmap
- Conclusion

Introduction

Nijo+ is a messaging app that aims to revolutionize communication by rewarding users with cryptocurrency. Traditional messaging platforms do not value users' time spent chatting. As AI and automation technologies advance, the paradigm of job creation shifts, necessitating the creation of value through time and influence. Nijo+ addresses this by tokenizing human time, thus incentivizing communication and standardizing the value of time globally.

Problem

The advancement of AI and automation poses a threat to traditional jobs, necessitating a shift towards creating value through time and influence. Additionally, there exists inequality in the value of human time across borders, with disparities in hourly wage rates between developed and developing countries.

Solution

Nijo+ tokenizes human time to incentivize and standardize the value of time globally. By rewarding users with Nijo+ tokens for their engagement on the platform, regardless of geographical location or economic status, Nijo+ ensures that every user’s time is valued equally.

Product Overview

Nijo+ offers two main components:

- Personal Messaging: An instant messaging app similar to WhatsApp, where users can chat, share media, and connect with friends. Users are rewarded with Nijo+ tokens for their time spent engaging with the app.

- Business Utilities: Provides business-oriented features such as a customizable link-in-bio tool. This feature enables users to monetize their communication by offering paid services like audio/video calls, chats, meetups, and multi-link sharing.

Key Differentiators of Nijo+

- Crypto Rewards: Nijo+ leverages its unique selling proposition by rewarding users with Nijo+coin based on their activity, directly tokenizing and valuing their time. This is a standout feature as none of the other platforms provide direct monetary rewards for communication.

- Uniform Global Value: Unlike traditional platforms, Nijo+ standardizes reward values across borders, addressing global inequality in the valuation of time. This could be especially appealing in regions with lower economic valuation of time, offering a new revenue stream for users.

Key Differentiators of Nijo+

- Web3 Integration: With its foundation in blockchain technology, Nijo+ ensures a high level of security and privacy, and introduces users to the emerging Web3 space, potentially attracting a tech-savvy demographic interested in cryptocurrencies and decentralized applications.

- Business Integration: While other platforms offer some business tools, Nijo+ uniquely combines personal messaging features with business-oriented services like paid communication utilities, potentially opening new monetization avenues for influencers and businesses.

Technology Overview

Nijo+ utilizes cutting-edge technologies such as:

- Mobile App: Developed using React Native for cross-platform compatibility.
- Blockchain: Built on the TBD blockchain for security and transparency.
- Backend: Powered by Node.js for scalability and flexibility.
- Chat: Integrated with TBD SDK for real-time communication.
- Server: Hosted on AWS for reliability and scalability.

Tokenomics

Total Token Supply: 1 trillion Nijo+coins

Tech Overview:

- User Rewards (40%): 400 billion coins for incentivizing app activity and democratizing time value.
- Platform Development (20%): 200 billion coins for ongoing operations, updates, and scalability.
- Marketing (10%): 150 billion coins for global adoption and user growth.
- Partnerships (10%): 100 billion coins for ecosystem expansion and collaborations.
- Staking/Liquidity (10%): 100 billion coins to encourage staking and token liquidity.
- Team (8%): 80 billion coins for team compensation and incentives over a vesting period.
- Advisors (2%): 20 billion coins for advisor compensation over a vesting period.

Key Features:

- Vesting Periods: Tokens for team, advisors, and partnerships vest over up to 4 years.
- Reward Mechanism: Dynamic token distribution based on user metrics and platform growth.
- Decentralized Governance: Future plans for token holders to participate in governance decisions.

Stakeholder Benefits:

- Users: Earn rewards for social engagement globally, independent of local economic disparities.
- Investors and Partners: Access early investment opportunities and collaborations driving platform growth.
- Developers and Team: Receive token incentives tied to long-term project success, fostering commitment to goals.

Token Reward System

Users will be incentivized for the time spent using the app. The more

time they spend, the more Nijo+ tokens they earn.

For example, if a user spends 4 hours in a day using the app, they will be rewarded with Nijo+ tokens based on the total time spent.

Token Distribution

The distribution of tokens can be structured as follows:

Per Minute Reward: Users earn a certain number of tokens for each minute they spend using the app.

Daily Cap: There could be a daily cap on the maximum number of tokens a user can earn in a day to ensure fair distribution and prevent exploitation.

Token Value:

The value of Nijo+ tokens will be determined by the market. It can fluctuate based on supply and demand dynamics.

Token Allocation:

A specific portion of the total token supply should be allocated for user incentives to ensure a sustainable reward system.

Implementation:

The app should have a mechanism to track the active usage time of users accurately.

Users should be able to view their earned tokens and the corresponding value in real-time within the app.

Token Usage:

- Earned tokens can be used within the app for various purposes, such as accessing premium features, making in-app purchases, or participating in community events.
- Users may also have the option to trade or sell their tokens on external platforms, subject to regulatory compliance.

Considerations:

- It's essential to ensure transparency and security in the token reward system to build trust among users.
- Regular audits and updates may be necessary to keep the system fair and competitive.
- This tokenomics model aims to encourage user engagement and retention by rewarding them for their time spent on the Nijo+ app.

Nijo+ Rewards System and Benefits

Nijo+ Rewards System: Earn Points for Using the Platform.

Nijo+ rewards users with points when they use platform features like messaging, calls, and virtual meetings. The more you use Nijo+, the more points you accumulate over time. These points act like virtual currency within Nijo+, giving you benefits and rewards for staying active on the platform.

- Earned Nijo+ Points: Users accumulate points for regular communication activities.
- Unlock Premium Features: Users can use their earned Nijo+ points to access premium communication features like high-quality calls and priority virtual meetings.
- Invest in Nijo+coin: Alternatively, users can convert their accumulated Nijo+ points into Nijo+coin, the platform's native cryptocurrency. Nijo+coin can be used for trading, staking, or participating in decentralized finance (DeFi) activities.

Conversion of Points to Nijo+coin (Token):

- It’s important to note that the conversion of points to Nijo+coin represents a tokenization process. Nijo+ points can be converted into Nijo+coin, which functions as a token with utility both within and potentially beyond the Nijo+ platform.

- In summary, users earn Nijo+ points through platform activities, and these points can be used to unlock premium features or converted into Nijo+coin, a token with broader utility and potential financial benefits.

Roadmap

Nijo+ follows a phased approach:

Phase 1: Conceptualization and Development (Months 1-3)

- Define Nijo+ as an instant messaging app with tokenized user engagement.
- Conduct market research on Web3 messaging app demand and user preferences.
- Design tokenomics model, allocating 30% of 1 trillion tokens for rewards.
- Assemble a skilled team of developers, designers, blockchain experts, and marketers.
- Begin platform development with a focus on user-friendly interface and blockchain integration.

Phase 2: Alpha Testing and Feedback (Months 4-6)

- Conduct alpha testing with select users to gather usability and performance feedback.
- Iterate and improve app features based on alpha testing feedback.
- Perform a comprehensive security audit to address vulnerabilities.
- Build an online community through social media and targeted marketing.

Roadmap

Phase 3: Beta Launch and Refinement (Months 7-9)

- Release beta version for wider testing and feedback collection.
- Optimize app performance, scalability, and security.
- Forge partnerships with other Web3 projects and influencers.
- Test token reward system to ensure accuracy and sustainability.

Phase 4: Public Launch and Expansion (Months 10-12)

- Official public launch with marketing campaigns and press releases.
- Focus on user acquisition and community engagement strategies.
- Commit to continuous improvement based on user needs and market trends.
- Explore expansion into new markets and partnerships within the Web3 ecosystem.

Conclusion

Nijo+ aims to establish itself as a leading Web3 communication app by incentivizing communication, standardising the value of time, and offering a rewarding user experience. With its innovative approach and comprehensive roadmap, Nijo+ is set to redefine the future of messaging platforms.

Thank You!