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WHITEPAPER 2.0

11.01.2021

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SECTION A

OVERVIEW & TOKENOMICS

- 1. EXECUTIVE SUMMARY**
- 2. DECO TOKENOMICS OVERVIEW**
- 3. JEDSTAR DECO: DEFI & GAMEFI ROADMAP**

SECTION B

BUSINESS PLAN

- 1. GAMING: THE KEY TO CRYPTO MASS ADOPTION**
- 2. JEDSTAR REVENUE MODEL**
- 3. ADOPTION STRATEGIES**
- 4. MARKETING & ADVERTISING STRATEGY**
- 5. CONTRIBUTING TO CHARITIES**



JEDSTAR

SECTION A

OVERVIEW & TOKENOMICS

I. EXECUTIVE SUMMARY

JEDSTAR is a DECO (Decentralised Ecosystem) that will revolutionise DeFi (Decentralised Finance), GameFi (Game Finance) and NFTs (Non-Fungible Tokens) by providing true utility and potential income opportunities - paving the way for crypto mass-adoption.

We aim to do this by empowering both gamers and artists through true ownership and attainable active and passive income opportunities on our various platforms.

Our vision is to bring back community-driven games that support the backbone of our community, which consists of, gamers and artists. We want to steer clear from pay-to-win gaming trends as we believe that games should be more about skill and chance.

We aim to achieve our vision through the implementation of the following solutions:

DeFi

- A deflationary token that rewards its holders through reflections.
- A staking program that will reward its holders with multiple currencies and up to 120x APR.

NFT Marketplace

- A platform that supports artists by providing an extensive support system that is led by both technology-savvy artists and our internal tech support. Through this, artists will be able to fully adopt and leverage the NFT space to showcase and sell their work, earning both active and passive income in the process.
- An Artist's Launchpad, where both time and funds will be spent to promote artists.
- A marketplace that gives a use-case to art beyond simple ownership. For instance, specific community created NFTs that can be playable in the games we develop.
- A marketplace that rewards the community. For instance, a portion of all NFT sales will be distributed to token holders.

GameFi

- **Play-to-earn:** Rewards our users by just simply playing the game. The community members are adding value to the network through play, thus increasing its value. This increase in value enables us to share these increases through rewards. Players can earn potential income through tournament wins, monster kills, PVP, mining, farming, etc.
- **Proof-of-Play:** Our game client will be able to analyse the behaviour of players and will reward players based on the length of play and/or their in-game strategies.

WHAT WE ARE TRYING TO SOLVE

What we are solving for Gamers

In 2020, over 54 billion US dollars was spent on in-game purchases. Unfortunately, with the current centralised nature of games, players who have made purchases of these digital assets do not truly own them. If, for instance, they stop playing a particular game, or if a game's servers are compromised or shuttered by its developers, anything that they've purchased or earned while playing is lost.

In addition, revenue in the gaming industry was well over 170 billion US dollars in 2020. This amounts to nearly double the combined revenue of the music and movie industries. Sadly, gaming studios have benefitted greatly from this through their push for pay-to-win games.

With blockchain technology, we aim to change that.

Through our DECO, we will allow a separate, secure, and decentralised record of ownership of in-game assets, that is, virtually anything of value in our games. It allows our players to have complete control and 100% ownership over their digital property regardless of whether it was purchased or earned.

Our players can make potential revenue selling in-game assets. This, in turn, will benefit the entire JEDSTAR DECO as all holders of tokens will receive a share of each transaction. This creates a "win-win" scenario where players, token holders and the JEDSTAR team all collectively have a vested interest in increasing item turnover and expanding the DECO's in-game economies.

In addition, with our focus on giving back to the gaming community, our experience-driven play-to-earn games will enable our gamers from various underprivileged demographics to still enjoy their gaming experience while generating revenue through both passive and active methods.

Highlighted benefits of our DECO:

- True ownership of all assets, allowing our players to transfer, exchange or sell ownership of anything of value in our games. If a player exchanges or sells an in-game asset to another player, the transaction is recorded on the blockchain. This validates both the current and new owners and ensures every transaction is legitimate.
- The blockchain generates a secure record of ownership that cannot be duplicated and cannot be tampered with. This eliminates the possibility of trading counterfeit digital assets.
- Over time, increased adoption of the DECO would ensure that the value of assets will keep rising.
- In-game assets are programmable and can be given the ability to evolve or be combined to other assets -- creating a new asset in the process. This would translate to both an increment in the asset's original value and an elevation in the gaming experience.
- Opportunity to generate revenue through playing the games on the DECO.

What we are solving for Artists

The art industry saw 50 billion US dollars in sales last year and remains a largely unregulated market. This lack of regulation is perpetuated by the art world's entrenched lack of transparency. Unregulated markets tend to benefit those with the most resources while harming those with the least. In this case, the former are often art collectors and the latter, artists. Many artists don't even know who their work is sold to or for how much. This information imbalance is aided by the patronising misconception that thinking too much about the market compromises an artist's creative output. In other words, artists are told that they would benefit precisely because they are being kept in the dark.

This is where Agora, our NFT marketplace, comes into play.

Through our transparent sale and bidding systems, creators can ensure they receive a percentage of future resales or through royalties. This is especially beneficial for artists as it represents a radical change from business in the traditional art world - where most artists get no money from the resale of their work.

Another problem plaguing artists is the art world's late payment issue. Through our marketplace, artists receive their payments directly and immediately. They can even choose to cash their payments out in fiat currency by converting the crypto that they've earned.

Within our marketplace, we are not just focused on the digital. In future, our artists may sell and auction their physical pieces, using our smart contracts as proof of purchase. Every physical artwork would have a corresponding contract, which would function as both its certificate of authenticity and certificate of ownership. This contract NFT would be attached to the physical artwork in the form of a linking serial number or QR code. Payment for the physical artwork would happen via our marketplace. The funds would remain in an escrow account so that the artist will receive payment when their art arrives safely with the buyer. Every time a physical artwork is sold, the contract NFT would be sold along with it - ownership would be invalid otherwise. The implementation of this contract would prevent, or at least greatly reduce, the art world's more common fraudulent behaviours (money laundering, forgeries, etc.). It also would ensure that all artists get resale royalties for their physical work - not only for their digital work. Additionally, all artists would know, at any given time, who owned their work and how much it had sold for, bringing an unprecedented level of transparency to the art world.

Financial transparency can and should lead to transparency elsewhere. The less a culture supports certain behaviours in the shadows, the more those behaviours will be done in the light where it can be regulated to ensure a more level playing field for both our artists and collectors.

What we are solving for the Crypto Community

Cryptocurrency adoption has skyrocketed by over 880% in 2020, with many people now turning their focus towards the utility that cryptocurrencies can provide as opposed to the superficial get rich quick schemes.

Distributed ledger technology is such a broad piece of technology and can potentially be implemented in different areas and sectors. Intermediary-based operations such as supply-chain management and even elections are in blockchain's line of sight. However, none of these sectors have come to the forefront as a leading example of how blockchain can be implemented completely. There needs to be both issues for blockchain to solve as well as acceptance and understanding of the new system if it were to be implemented.

We believe gaming shows potential as a real adoption point for distributed ledger technology.

Currently, an estimated 3.9% of the world's population owns some sort of cryptocurrency. In contrast, with the rise of mobile gaming, up to 40% of the world's population could be considered at least casual gamers. We believe that gaming as a global phenomenon is like blockchain technology in the sense that it is still a relatively new space that is only just starting to explode - thereby offering huge potential for the future. It is also a sector that is run by people who are technologically inclined.

We've therefore embraced the potential of the gaming industry as a starting point for mass cryptocurrency adoption; it is a better target audience that is far more receptive to technological advancement and change.



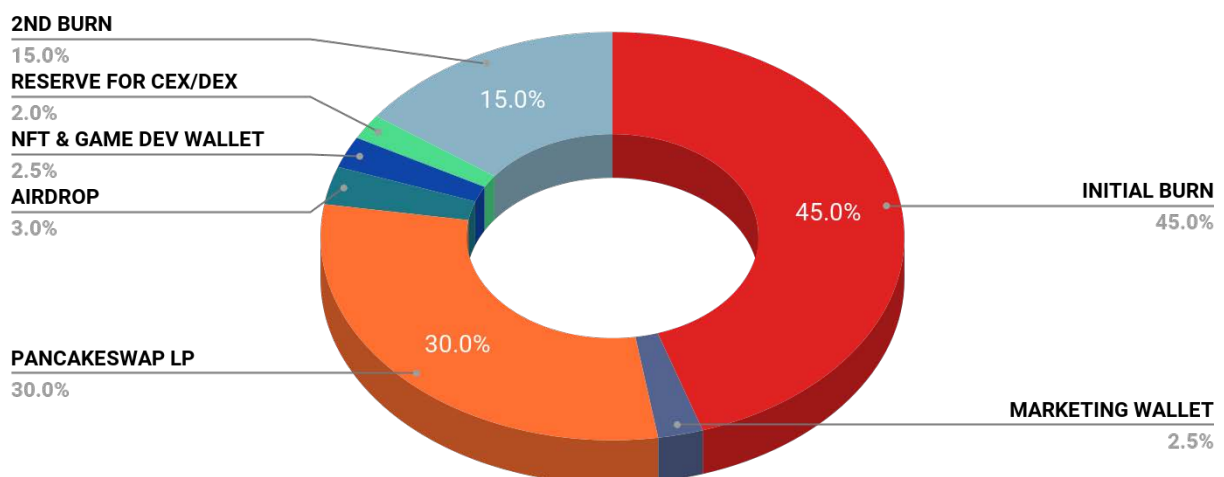
2. DECO TOKENOMICS OVERVIEW

OVERVIEW OF JED

\$JED is a deflationary, fully decentralized utility token and is the first of three tokens that form part of the JEDSTAR ecosystem.

- \$JED has a maximum supply of 100,000,000 tokens and launch price of \$0.0001.
- 60% of tokens will be burned in 2 phases. 45% at launch and 15% at a later stage.
- 30% will be transferred to Pancakeswap as liquidity and will be locked for 1 year.
- 2% will be set aside for future DEX/CEX/Swaps.
- 3% will be Airdropped to previous \$DSTAR holders that have been defrauded.
- 2.5% will be distributed to the NFT & Game development wallet.
- 2.5% will be distributed to the Marketing wallet.

TOKEN DISTRIBUTION



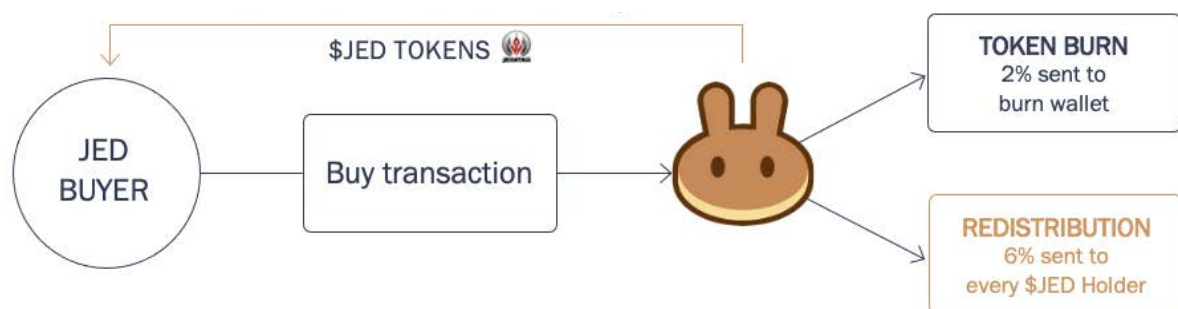
To ensure the continued growth of \$JED, special features have been implemented in the tokenomics to prevent issues that are currently plaguing many cryptocurrencies.

FEATURES OF \$JED

- **HODLer Redistribution Rewards**
6% of every transaction is distributed proportionally to all wallets holding \$JED.
- **Token Burn**
2% of every transaction is sent to a dead wallet and permanently burned.
- **Anti-Whale-Dump**
 - Sell transactions that equate to 0.5% of the circulating supply or more will be taxed an additional 30%.
 - Sell transactions that equate to between 0.3% and 0.5% of the circulating supply will be taxed an additional 20%.
 - These extra taxes will be returned to the liquidity pool.
- **Anti-Dip**
4% of every sale will be sent back to the liquidity pool. This enables the price floor to continuously rise.

Please note: all transfers from a wallet to another are subject to seller's tax.

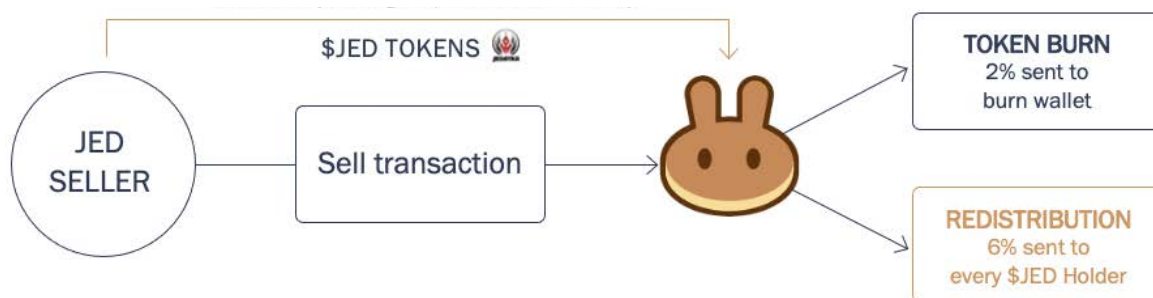
BUY TRANSACTION DIAGRAM



BUY EXAMPLE:

Sarah buys 10,000 \$JED tokens. From that transaction, 200 tokens are burned, and 600 tokens are redistributed among holders. This leaves Sarah with 9,200 tokens.

SELL TRANSACTION DIAGRAM



***Anti Whale dump**

Sell transactions above 0.5% of the circulating supply will be taxed an additional 30% which will be sent back to the LP.

Sell transactions between 0.5 and 0.3% of the circulating supply will be taxed an additional 20% to be sent back to the LP.

These measures are to protect all \$JED Holders by keeping the price stable

SELL EXAMPLE:

Sarah sells 10,000 \$JED tokens. 200 tokens get burned and 600 tokens get distributed to holders. To ensure that the prices do not drop below a certain threshold, 400 tokens will be sent back to the liquidity pool. This leaves Sarah with 8800 tokens. However, if these transactions are 0.3% of the circulating supply and above, then more tokens are taken away. Please refer to scenarios 1 and 2 below.


Scenario 1: If 10,000 is equal to or above 0.5% of the circulating supply, an additional 3,000 tokens will be sent back to the liquidity pool. This means that Sarah only effectively sells 5800 tokens.

Scenario 2: If 10,000 is between 0.3% and 0.5% of the circulating supply, an additional 2,000 tokens will be sent back to the liquidity pool. This means that Sarah only effectively sells 6800 tokens.

LIQUIDITY LOCK

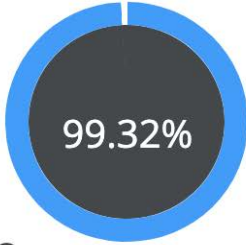
Link to our Locked Liquidity certificate:

<https://mudra.website/?certificate=yes&type=0&lp=0xf5ffae73dd965e63cb1f404f9fc1f57669c0009>




Mudra Lock Certificate

LP Token : **JED/ WBNB**




99.32%



Liquidity Locked

Locked LP tokens: 0.6481
Total LP tokens: 0.6525
Unlock Schedule:
0.6481(99.32%) tokens unlock in a year

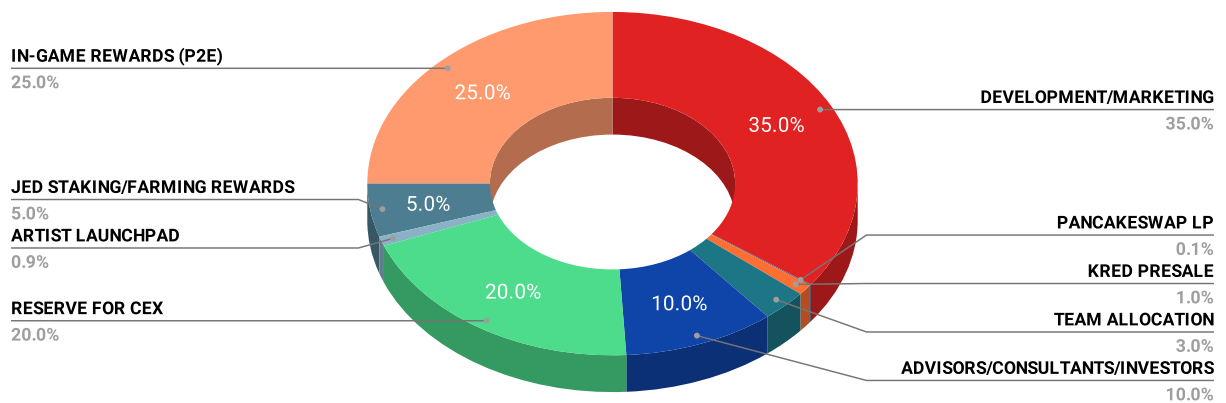


OVERVIEW OF \$KRED

\$KRED the second token of our DECO will be the main currency of our NFT Marketplace, and upcoming games.

- \$KRED has a maximum supply of 10,000,000,000,000 and will be launched at \$0.0001.
- 1% of tokens will be allocated to \$KRED Presale event.
- 0.1% of tokens will be used as liquidity on PancakeSwap.
- 20% will be kept in reserve for Tier 1 CEX listing.
- 25% will be allocated for in-game rewards and Play-to-earn.
- 5% will be allocated to out-game staking and farming.
- 0.9% will be allocated to our Artists Launchpad.
- 35% will be allocated to our Development and Marketing efforts.
- 3% will be allocated to our team.
- 10% will be allocated for expert advisors, consultants and investors.

TOKEN DISTRIBUTION



PLAY-TO-EARN AND REWARD POOLS

For our players to earn in-game, we will be creating various reward pools starting at a rate of 1,000,000,000 \$KRED per month and will decrease uniformly across all reward pools at a rate of 5% per month.

The planned reward pools and the amount of the initial monthly total rewards allocated to each can be found in the table below.

Reward Pool	Initial \$KRED/Month
Ranked Battles	333,333,333
Tournament Prizes	333,333,333
Guild Brawls	333,333,333

Details on how to earn \$KRED will be shared further down the road as the game is being developed.

PROOF OF PLAY

While play-to-earn (P2E) is a concept developed for competitive gamers. We have also developed a new concept that would allow our casual and non-competitive gamers to also earn while playing - Proof-of-Play (POP). Like our P2E reward pools our 1,000,000,000 \$KRED will be attributed to our POP reward pool and will decrease at a rate of 5% per month. For our players to earn in-game, we will be creating various reward pools starting at a rate of 1,000,000,000 \$KRED per month and will decrease at a rate of 5% per month.

Please keep in mind that once released, these details including, but not limited to, the amount of \$KRED added to the reward pools each month and how the rewards are distributed may be changed by a decision from the development team. All information contained herein describes only how the system is planned to be set up at the initial launch, and it will be up to the token holders to decide whether to keep it or change it.

OVERVIEW OF \$ZED

\$ZED is the third token in the JEDSTAR DECO. It is a story governance token. Apart from granting the ability to propose advances and vote for changes to JEDSTAR's story and lore, \$ZED holders gain a whole host of other benefits such as:

1. Invitation to the exclusive \$ZED telegram channel.
2. Invitation to JEDSTAR's annual meeting hosted in Singapore.
3. Free airdrops of extremely rare NFTs. (1 per token held per distribution)
4. Free airdrops of exclusive NFT cards that can be used in JEDSTAR's CCG. (1 per token held per distribution)
5. Free airdrops of exclusive NFT items that can be used in JEDSTAR's MMORPG. (1 per token held per distribution)
6. Privilege to create and/or lead a faction in the MMORPG.
7. A special title so long as you hold at least one \$ZED token. This title changes with every additional \$ZED that you hold beyond 1. Applies to both the CCG and the MMORPG.
8. A special portrait border in the CCG that changes with every additional \$ZED that you hold.
9. Staking in vaults. You may stake your \$ZED in various vaults to gain several additional benefits. One vault may grant in-game MMORPG NFTs, while another vault may grant card NFTs for the CCG.
10. 10. Additional utilities to be announced!

\$ZED was designed with an increased emphasis on utility and a decreased emphasis on token price and liquidity.

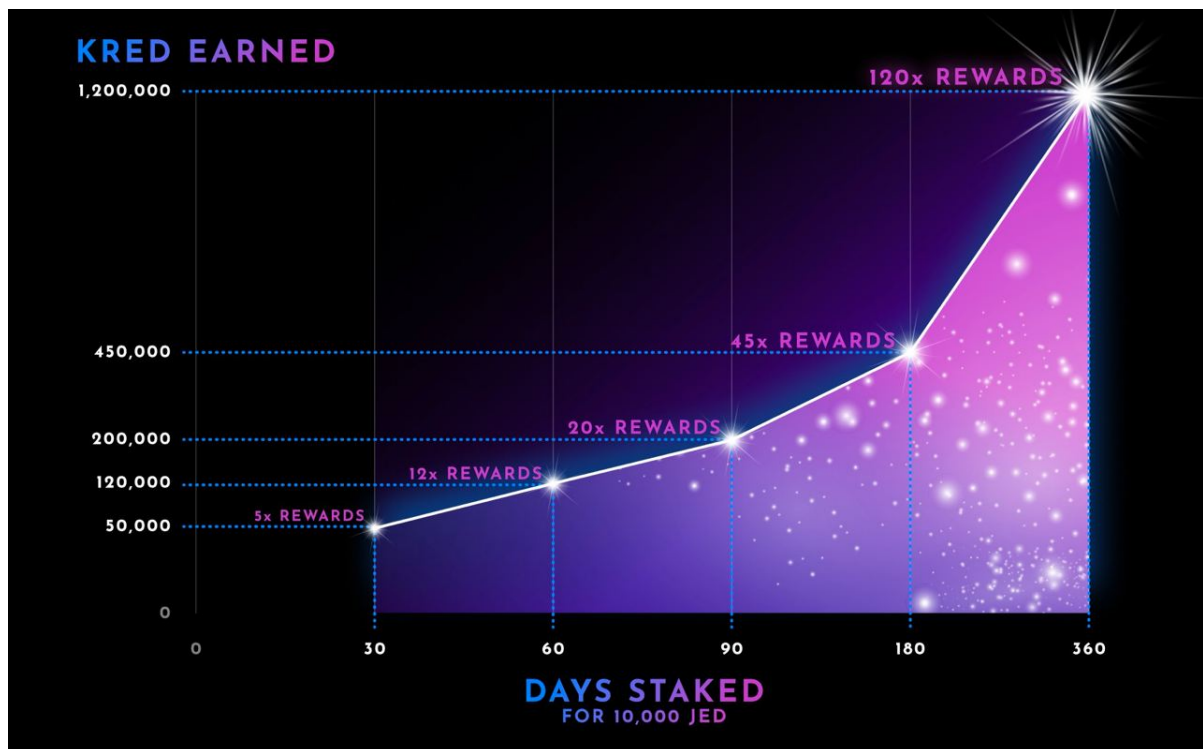
- 200 tokens will be allocated to presale.
- 80 tokens will be allocated to the \$KRED Presale event.
- 100 tokens will be used as initial liquidity on PancakeSwap.
- 180 tokens will be allocated to our team.
- The rest of the tokens are locked for at least one year.

STARSTAKING

\$JED our Defi token will be launching our Staking program Q4 2021. This will enable our \$JED holders to stake their token and earn up to 12,000% gains or 120x their current \$JED holdings in \$KRED. To be able to stake \$JED one must hold and stake at least 1,000 JED.

Staking Program:

Staking Period	Rewards in \$KRED	Lock Period
360 days	120x (or 12,000% of your \$JED)	First 25% end of 90 days. Subsequent 25% every 90 days.
180 days	45x (or 4,500% of your \$JED)	First 50% end of 60 days. Subsequent 25% every 60 day.
90 days	20x (or 2,000% of your \$JED)	First 50% end of 60 days. Subsequent 50% 30 days after.
60 days	12x (or 1,200% of your \$JED)	Full release after 60 days.
30 days	5x (or 500% of your \$JED)	Full release after 30 days.



Examples to illustrate gains:

- Sonia decides to stake 10,000 \$JED for 365 days. Her total \$KRED rewards would be 1,200,000 \$KRED and its value at the time of staking. She will receive her first 300,000 \$KRED 90 days later, and 300,000 \$KRED every 90 days for the next 270 days.
- Sonia decides to stake 10,000 \$JED for 180 days. Her total \$KRED rewards would be 450,000 \$KRED and its value at the time of staking. She will receive her first 225,000 \$KRED 60 days later, and 112,500 \$KRED every 60 days for the next 120 days.
- Sonia decides to stake 10,000 \$JED for 90 days. Her total \$KRED rewards would be 200,000 \$KRED and its value at the time of staking. She will receive her first 100,000 \$KRED 60 days later, and 100,000 \$KRED 30 days later.
- Sonia decides to stake 10,000 \$JED for 60 days. Her rewards after unstaking would be 120,000 \$KRED and its value at the time of staking. She will receive all her \$KRED after 60 days.
- Sonia decides to stake 10,000 \$JED for 30 days. Her rewards after unstaking would be 50,000 \$KRED and its value at the time of staking. She will receive all her \$KRED after 30 days.

3. JEDSTAR DECO: DEFI & GAMEFI Roadmap

Less than 2 months after its launch the JEDSTAR token has evolved from a single deflationary token to a token in a DeFi and GameFi DECO with the announcement of its staking program, development of a P2E games including a POP CCG.

Below is our upcoming roadmap which will be regularly updated as we confirm partnerships and development:

2021 Q3

- **Completed** - Whitepaper V1 Release
- **Completed** - Fair Launch @ \$0.0001
- **Completed** - Liquidity Locked
- **Completed** - Contract Audit
- **Completed** - Coingecko Listing
- **Completed** - CoinMarketCap Listing
- **Completed** - Partnership with FRAG

2021 Q4

- **Completed** - Whitepaper V2 Release
- **Completed** - New Website Launch
- 1000 NFT Airdrop
- 100 NFT Airdrop
- StarStaking
- 2nd Token Presale (for \$JED holders)
- 2nd Token Launch
- AGORA NFT Marketplace Launch
- Reveal Registered Company Name and Headquarters

2022 Q1

- Playable Demo of native Collectible Card Game (CCG)
- Cross-Chain bridging BETA
- Presale of 3rd Token (for \$JED Holders)
- CCG Marketplace BETA
- Animation Title Reveal Reveal Charity partnerships

2022 Q2

- PCCG BETA
- Top 1000 \$JED holders invited to test and earn \$KRED
- Start MMORPG Development
- Launch Secured Cross-Chain bridging AGORA & CCG Marketplace to accept non BSC tokens and coins

2022 Q3

- Open up CCG BETA to top 10000 \$JED holders

2022 Q4

- Launch CCG Playable Demo of native MMORPG



JEDSTAR

SECTION B

BUSINESS PLAN

I. GAMING: THE KEY TO CRYPTO MASS ADOPTION

WHY THE GAMING INDUSTRY IS THE KEY TO OPENING THE FLOODGATES TO CRYPTO ADOPTION

Blockchain was heralded as a disruptive technology once it became clear that cryptocurrency wasn't its only use case. Now, its game-changing applications seem more promised than practiced and many believe its overhyped.

Not so with gaming. Experts say the industry is poised for a sea-change; they say gaming will be the first real use case for blockchain. Blockchain could completely restructure the industry, turn the tables on the monopolistic console market, create a multiverse, and make games more immersive and boundary-blurring than ever. How gaming navigates the remaining hurdles will become a case study for other industries considering widespread adoption.

When we hear about globalization, we think of public policy, trade agreements, immigration, and big business. However, oftentimes, the connectivity of the world isn't happening in board rooms - but in virtual environments accessed from across the world. Massively Multiplayer Online (MMO) games have changed the way we interact, form friendships, and establish communities, allowing people to connect and socialize without borders in virtual, playful environments.

One of the most interesting aspects of this rapid globalization of communities is the economies that have grown out of them, how players place and create value on digital goods and services. Online games and MMOs have been at the forefront of innovative business strategies enabling participation from all around the world. This has ranged from players wishing to sell their digital goods for real-life currency, to large companies inventing entirely new business models.

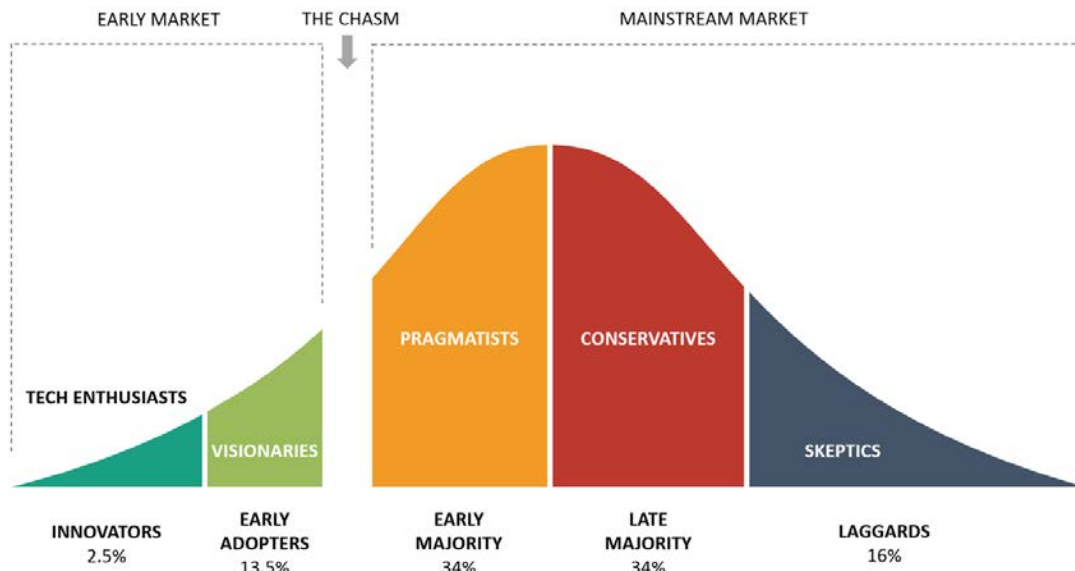
When we get together with friends in the analogue world, social connection typically revolves around a shared activity: we grab coffee, we have lunch, we see a movie. We rarely socialize without something to do. But the purpose of these events is rarely to drink coffee or to eat lunch. Those outcomes are a by-product (a bonus) of the real purpose: to connect. Humans are social beings, and we crave intimate connection; these activities are lubricants that allow us to fulfil that need.

Gaming serves a similar purpose in the digital world. It's an excuse to get together with friends and family, to meet strangers. This is particularly true for men. Our society's warped notions of masculinity discourage intimate male friendships; gaming is the lubricant that makes hanging out "okay". Gaming is the online version of playing golf or watching football or drinking beers. The pandemic has increased our need for intimacy, necessitated digital intimacy, and, in turn, drove an uptick in gaming.

The past few years—and particularly COVID—have amplified gaming's social purpose.

Gaming is social and social is gaming; the lines are blurring, and people who would never have considered themselves "gamers" are now regular participants in vibrant and immersive virtual worlds. If you're looking for an on-ramp to new consumer technologies, look to gaming, more often than not, it's at the cutting edge of technology adoption.

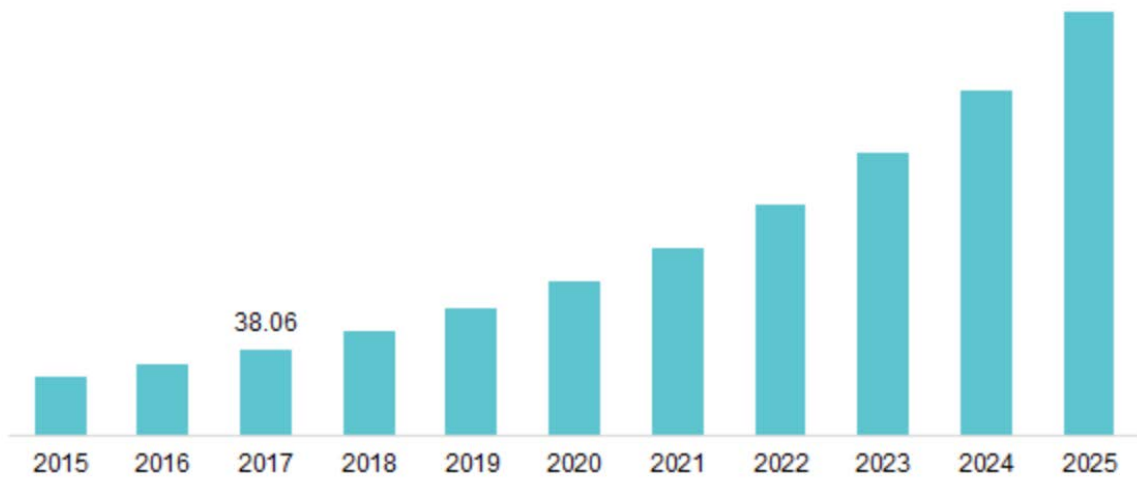
This brings us to crypto. Parts of crypto have become mainstream - about 46 million Americans, representing about 17% of the country, own Bitcoin. Revolutionary innovations like NFTs and social tokens remain in the “early adopters” phase of the technological life cycle, they have yet to cross the chasm.



With the gaming subscription services such as Google Stadia or Apple Arcade the in-game items trend will grow rapidly. As soon as access to titles becomes easier and smoother, gamers will spend more time in the virtual worlds. Right now, they are dedicating 7.1 hours per week playing their favourite titles. It may double by 2022 with cloud gaming.

The new industry rules follow a free-to-play model, and the growth of subscription cloud services demand new monetization pathways from game developers. In-game skins are becoming one of the main options for them to keep and entertain communities, while monetizing their games at the same time. Either the game developers build in-game item economies themselves, or they hire a third party to provide that for them. It seems the market is not very competitive for now, and there are only a few third parties that offer this solution.

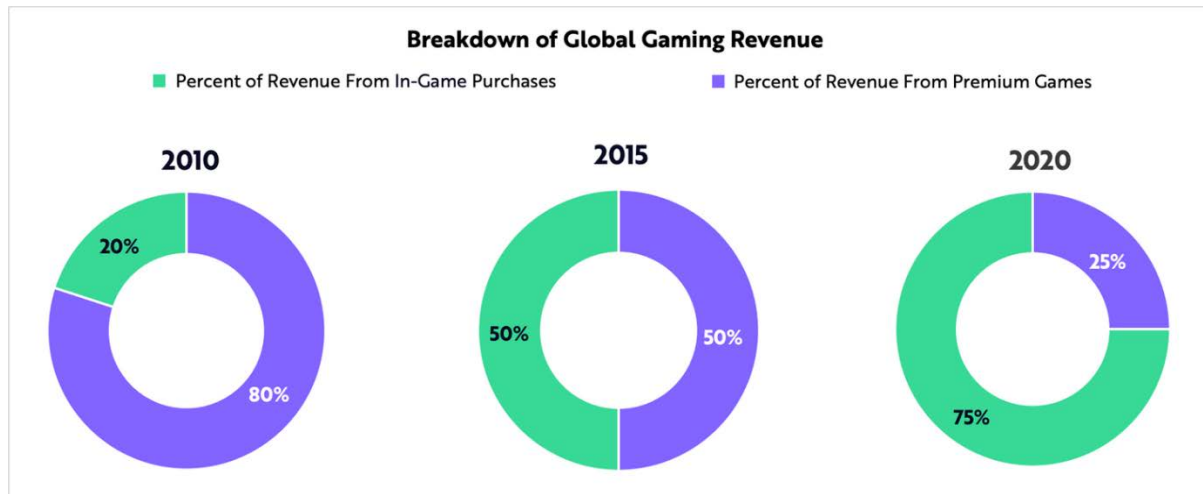
Global Virtual Goods Market, 2015-2025 (USD Billion)



Now about blockchain and crypto. In terms of technology, the main use for blockchain within the gaming realm, in a word is: liquidity.

Blockchain's application in gaming is in many ways a no-brainer because gamers are already accustomed to tokenization. Some of the earliest games featured applications of virtual currency. Games evolved and fused with the internet: Now, in-game gold and items can be purchased with real-life (fiat) currency. Transactions often occur outside the game itself and to the chagrin of its creators. Blockchain could establish norms and fairness around in-game currency and asset trading and tie them to the real world in sensible ways. This could be particularly useful for the free-to-play model popularized by Fortnite wherein the majority of gaming revenue is generated by in-game purchases (e.g., skins) funded by digital currency.

The success of Epic Games' Fortnite could be a premonition of blockchain's success with gaming. Fortnite earned \$2.4 billion in 2018, making it the highest-grossing game in history. Free-to-play games in general made up 80% of all global gaming revenue in 2018; on consoles, free-to-play titles grossed 458% more in 2018 than in 2017.



A second use, concerns structure. So far, blockchain games have been simple in scope, falling into one of two main categories: decentralized or hybridized. In the first model, the game is run completely from a blockchain, meaning that the developer cannot alter the game in any way without the say-so of the community. In a hybridized model, the game itself still runs from a central server but its assets are traded via a decentralized marketplace. In either scenario, blockchain takes in-game assets and makes them as ownable as possible, creating legitimacy and permanent value.

As the gaming industry pivots its focus to in-game assets, blockchain could potentially solve several related problems, including - eliminating fraudulent items, creating scarcity, and incentivizing more purchases by making items transferable across games (more on that below). According to a survey by Worldwide Asset eXchange (WAX) - a blockchain platform focused on virtual items, 62% of gamers would be more likely to invest in digital assets if they were transferable between games; 84% of developers would create in-game items for the same reasons. Epic Games' CEO Tim Sweeney hasn't publicly ruled out blockchain or cryptocurrency - application at the level of Fortnite might be enough to tip gaming toward mass blockchain adoption.

So while many investors ask themselves whether blockchain gaming is the 'next big thing.' We ask them in return 'If you can play for something that is valuable to you, then why would you choose to play in a game where there is no value?'

We are not saying traditional games will go away. But we do believe in this thesis that it's better for the player to play in an environment when you have some ownership.

In summary, blockchain offers several solutions to the gaming industry:

- Granting immutable ownership of in-game items, solving item theft due to hacking and the sale of fake in-game assets.
- Tying assets to players instead of games, thereby protecting time/money investments players have made, irrespective of developer decisions.

- Protecting players from undesirable actions on the part of creators; players can take the wheel, extending game longevity and encouraging user content.
- Restoring trust between game developers and distributors by recording sales on a blockchain.
- Creating a decentralized distribution network for games.
- Creating more realistic economic systems within games.
- Shifting the definition of a successful game away from revenue and toward in-game currency value, thereby refocusing game development efforts to benefit players.
- Incentivizing players by offering dividends and granting them a vote in development processes.
- Fixing the high-cost, low-revenue problems of cloud gaming initiatives by distributing the server over a blockchain network.
- Encouraging game development competition outside of the monopolistic console and game-publishing industries.

2. JEDSTAR REVENUE MODEL

Revenue is important for any business to stay alive. Aier Studios is no exception and aims to be a profitable business so that we can better support our token holders. We require clearly defined revenue streams to ensure that our business and your token stays alive.

Aier Studios will sustain its operations and work towards further development through the following methods:

THE OWNERSHIP OF DEVELOPMENT & MARKETING WALLETS

DEVELOPMENT FUNDS WILL BE USED FOR:

- Regular UI/UX updates of our websites – including dashboards for rewards.
- The development of two other tokens that will form part of the overall tokenomics and ecosystem. The specifics of these will be shared in due course.
- The development of an NFT Marketplace that hosts the trade of both official JEDSTAR NFTs as well as custom NFTs minted by independent artists. Some NFTs in the JEDSTAR ecosystem will even have special utilities such as earning \$JED for simply owning them. NFTs will also certainly play an important role in our upcoming Play-to-Earn games.
- The development of our Play-to-Earn games. These games will redefine GameFi as we know it, enabling players and wallet holders to earn as they play as well as taking control over the narrative of the game. More information will be shared in due course.
- Listing and providing liquidity on various CEXs, DEXs, and swaps.

MARKETING FUNDS WILL BE USED FOR:

- Social media engagement
- Content creation
- News/publications/medium articles/blogs

FEES FROM REDISTRIBUTION REWARDS

Just like any other wallet holding \$JED, our development and marketing wallets will be receiving rewards from all transactions. These rewards will be spent reasonably and transparently. Ultimately our goal is to usher \$JED and its ecosystem into the top 100 cryptocurrencies in terms of ranking. All expenditures will be made with our token holders in mind -- to improve their investment and their overall experience of our ecosystem.

3. ADOPTION STRATEGY

Token adoption is the most important factor in bringing \$JED and its token holders to the next level. We are fully aware that developing game changing tokenomics is not enough. Thus, we will work hard to develop a revolutionary token adoption strategy that we believe will sustain us in the long term. We will also constantly be reviewing these strategies and adapting to market conditions.

This strategy aims to consistently attract new token holders to adopt the JEDSTAR ecosystem not just as an investment to hold, but also as currency to use and enjoy.

THESE ARE THE PILLARS OF OUR ADOPTION STRATEGY:

- **EARN WHILE YOU HOLD**

JEDSTAR will be the flagship token of a three-token ecosystem. Apart from being used as currency in our NFT Marketplace and Play-to-Earn games, it will provide holders with rewards for simply holding. We will be redefining DeFi through this three-token system that will benefit our users and investors in a unique way. More information will be released in due course.

- **JEDNFTS & NFT MARKETPLACE**

JEDNFTs will play an important role. Their primary purpose is to tell the story of the JEDSTAR cryptoverse. However, being NFTs, they are also collectible items that would increase in value over time. JEDNFT holders may also be able to use their NFTs in our upcoming games.

- **PLAY-TO-EARN GAMING**

We have two games in the pipeline. One that will introduce the JEDSTAR cryptoverse and a follow-up that will allow players to create their own unique characters and roam the JEDSTAR cryptoverse in MMORPG (Massively Multiplayer Online Role-Playing Game) style. Our games will not only be unique in terms of storyline and game mechanics, but we will also redefine GameFi as we know it. Players would not only earn while playing, but will also have full ownership over all the things that they purchase in the game – with the ability to not only sell these things within the native JEDSTAR ecosystem but also in other marketplaces and games.

- **PLATFORM FOR ARTISTS AND FAN ART**

We will be opening our cryptoverse to our fans and allowing them the opportunity to showcase their unique talents. The NFT marketplace will not only be driven by the JEDSTAR team, but also by holders and fans who will be able to mint, sell, and earn royalties with their NFTs – be it art, comics, short films, or even music.

- **CROSS-NETWORK AND COLLABORATIONS**

To expose ourselves to a wider market, we will be collaborating with various projects and swaps on different networks such as ETH. This will increase the number of potential holders. Collaborating with other projects will not only provide us with better exposure but will also be a testament to our willingness to transform the crypto culture into a more nurturing and accepting one.

4. Marketing & Advertising Strategy

As an organization with ambitions to push mass adoption forward, we have drawn up a marketing plan to ensure that the JEDSTAR ecosystem will be seen and talked about.

Our goals with marketing are simple:

- Ensure that customers all over the world get access to DeFi and GameFi based products in the simplest and most secure manner they possibly can.
- Develop customer loyalty to our JEDSTAR Franchise.
- Ensure that our products and services are well known and eventually become a household name in both DeFi and GameFi.
- Develop a large and loyal fanbase that is willing to spread the word about the JEDSTAR ecosystem.

These will be achieved through the following:

SOCIAL MEDIA

By harnessing the raw power and reach of the internet, JEDSTAR will build communities that are loyal to the brand and willing to proselytize JEDSTAR's services far and wide. JEDSTAR will utilize social media mainly to disperse information and updates to our users. We will also create short product commercials that will effectively and succinctly explain what we do.

JEDSTAR will leverage the following outlets:

- **Social Media**
 1. Twitter: twitter.com/JedStarOfficial
 2. Instagram: instagram.com/jedstarofficial
- **Blogs**
 1. Medium: medium.com/jedstar-official
 2. Publish0x
- **Video Distribution**
 1. YouTube: youtube.com/channel/UCTKy7p9HZBTJmvYnj_fp2Xw
 2. Vimeo
- **Forums**
 1. Bitcointalk
 2. Reddit: reddit.com/r/JedStarOfficial
 3. Discord: discord.com/invite/jedstar-officialserver
 4. Telegram: t.me/JedstarOfficial
 5. LinkedIn: linkedin.com/in/jedstar-gamefi-56a982221

BRAND AWARENESS

By using targeted advertisements that will harness user specific data, JEDSTAR will increase the awareness of its brand and services.

Giveaways and Promotions:

JEDSTAR will engage in various promotions and occasional giveaways, including but not limited to:

- Contests to win JEDSTAR swag and titles in our community.
- Occasional \$JED and BNB giveaways

INFLUENCER MARKETING

JEDSTAR plans on leveraging the reach of various influencers in different industries to increase awareness of JEDSTAR, its brand, and its services. These influencers will be both consumer and crypto related.

PARTNERSHIPS

JEDSTAR will enter various strategic partnerships with multiple organisations in a bid to render services more effectively and gain exposure to different communities. It is hoped that these communities will appreciate and utilize the services that JEDSTAR has to offer.

4. CONTRIBUTING TO CHARITIES

To stay true to Jed's nature of bringing good to those around us, we want to help those less fortunate than ourselves. We therefore pledge to donate to charities either directly or through fundraising events. All beneficiaries will be decided by JEDSTAR token holders in a democratic manner.



WHITEPAPER 2.0

11.01.2021

This is a living document and this information within it is up to date at the time of publishing.

Please note information herein does not constitute investment advice, financial advice, trading advice, or any other sort of advice and you should not treat any of the content as such.

The JEDSTAR team suggests you conduct your own due diligence and consult your financial advisor before making any investment decisions.

Although \$JED, \$KRED and \$ZED are part of a community driven DeFi & GameFi Ecosystem and not a registered digital currency, the team strongly recommends that citizens in areas with government bans to please avoid purchasing cryptocurrency, the team cannot ensure compliance with your territory's regulations. Always make sure that you comply with your local laws and regulations before you make any purchase.