

The First On-Demand Multi-Service Web3 App

Users. Merchants. Workers.
Empowered by Blockchain.



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ABSTRACT

Hey! Jag proudly introduces **Jag Token (JAG)**, an innovative ERC-20 utility token and smart contract platform designed to empower customers, drivers, merchants, providers, and workers with unprecedented benefits within our Web3 ecosystem. Built on the Ethereum blockchain and optimized with Polygon Layer 2 for scalability and efficiency, JAG serves as the backbone of Hey! Jag's pioneering on-demand multi-service app.

Based in South Florida, Hey! Jag is redefining service delivery with a robust Web3-powered ecosystem. Our app integrates a wide range of services, including **Jag Ride** (ride-hailing), **Jag Food** (food delivery), **Jag Women+** (women-exclusive ride service), **Jag P2P Car Renting**, **Jag On-Demand Jobs**, **Jag Store** (eCommerce platform), **Jag Mart** (online grocery shopping), **Jag Swap** (peer-to-peer marketplace), **Jag Parcel** (parcel delivery), and **Jag Heroes** (community-driven food distribution service). These services are seamlessly connected through the Jag Token, leveraging cutting-edge blockchain technology to provide users with a transformative experience while promoting fair compensation and fostering a value-driven community.

The **Initial Coin Offering (ICO)** for **Jag Token** is set to launch on **January 1st, 2025** and will be available exclusively on **HeyJag.io**. This marks a significant step in our mission to empower users with a seamless and innovative Web3-powered multi-service ecosystem.

Join us in shaping the future with the **first on-demand multi-service Web3 app**, poised to disrupt traditional markets and deliver tangible value to its growing global community.



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1. STORY

Hey! Jag is a logical next step for CEO **Mohamed Kaada**, a seasoned restaurant entrepreneur with over **26 years of industry experience**. In 2020, during the challenges of the Covid-19 pandemic, Mohamed founded **Just Wings Inc.**, introducing the innovative **Just Chicken Wings** concept..

During this time, many restaurants were out of business and many studies agreed to say that the majority of them will not recover before 2025. Mohamed’s restaurant NYPD Pizza located in Lake Worth Florida, wasn’t an exception and lost 60% of sales. To remedy this situation he decided to launch his first virtual brand and new concept Just Chicken Wings, a chicken wings and boneless wings only virtual brand based on an only-delivery model.

By adding this second brand to his restaurant, he maximized the profit of his kitchen and staff. No extra charge on utilities, rent or employees. It was a huge hit and the total net sales per month reached \$20.000, more than his NYPD Pizza restaurant by itself. Following this success, Mohamed sold his owned restaurants to focus on his virtual brand concept and decided to partner with restaurant owners in order to help and make profit with them.

In 2021, he decided with his team to launch five other virtual brand concepts adaptable into any restaurant’s kitchen equipment and regrouped them under **Simple Virtual Kitchen**.

- **The Imperial Bamboo** - Chinese Food Style
- **Sub Zone** - Cold and Hot Subs
- **BFF** - Burger and French Fries
- **NYPD Pizza** - Hand-tossed Pizzas
- **NYPD Pasta** - Fresh Pasta
- **Crazy Tasty Chicken** - Tenders, Thigh and Breast Fried Chicken

CEO Mohamed Kaada decided to regroup his brands under <https://simplevirtualkitchen.com/> to provide services to restaurants that need help increasing their profit and recover quickly after the pandemic period.



In 2022, after many requests from our customers, Just Chicken Wings made its 6 signature sauces available at Walmart and Amazon.

As a virtual kitchen company, we provide our restaurant partners with packaging, marketing and third-party delivery providers in order to get our food delivered to customers. However, delivery fees charged by the principal food driver providers companies were too high and we needed to find solutions to overcome this issue. After a market study and data collection from the principal food delivery apps on the market, we have noticed two principal issues:

- **Drivers were paid a lot less than at the emergence of food delivery apps.**
- **They get a lower percentage from the service provided than the company gets.**

Instead of relying on third-party delivery platforms that overcharge restaurants and underpay workers, Hey! Jag took a transformative step to develop its **own delivery network**. By doing so, we ensured that restaurants retain greater control over operations while customers receive professional services without delays or disruptions. This approach not only reduces costs for restaurant partners but also enables Hey! Jag to pay its driver partners **fair and competitive rates**, ensuring they earn a higher share of delivery fees.

Our **business model** prioritizes fairness by allowing drivers to earn **more than industry competitors** and restaurants to enjoy **lower commissions**, maximizing profitability for all parties involved.

The global employment landscape has undergone a significant shift, particularly during the “**Big Quit**,” where millions resigned from jobs due to stagnant wages, inflation, rising living costs, and a lack of work-life balance. This trend underscored the growing demand for **flexibility** and **independent work opportunities**. At Hey! Jag, we recognized the importance of empowering workers to take control of their schedules, be adequately compensated for their labor, and be recognized for their hard work.

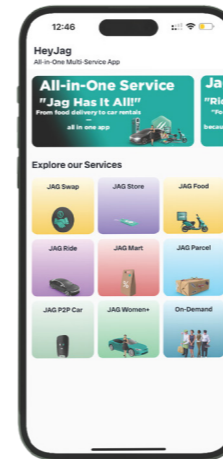
This transition away from traditional employment models to a **gig economy** has opened the door for workers to engage in multiple jobs or missions tailored to their skills and availability. Workers can now exercise greater freedom, optimize their schedules, and explore diverse ways to **increase their incomes** while adapting to real-time demands.

These observations inspired **Mohamed Kaada**, leveraging his 26 years of experience in the restaurant industry, to create **Hey! Jag**—a **Web3-powered, multi-service mobile app** that adapts to diverse customer needs while offering gig workers flexible opportunities. Hey! Jag empowers its **customers, gig workers, providers, and merchant partners** with the **Jag Token**, enabling a fair and efficient ecosystem.

One app, one utility token, one community, and nine services.

	Customer	Gig-Worker	Merchant	Provider
Jag Ride	Green	Green	Red (X)	Red (X)
Jag Women+	Green	Green	Red (X)	Red (X)
Jag Food	Green	Green	Green	Red (X)
Jag Heroes	Green	Red (X)	Green	Red (X)
Jag Mart	Green	Green	Green	Red (X)
Jag Store	Green	Red (X)	Green	Red (X)
Jag Swap	Green	Green	Green	Red (X)
Jag Parcel	Green	Green	Green	Red (X)
Jag P2P Car Renting	Green	Green	Red (X)	Red (X)
Jag On-Demand Jobs	Green	Green	Red (X)	Green

2.PLATFORM FEATURES



Hey! Jag is a fully functional **Web3 on-demand multi-services mobile app** designed to simplify life and save time for its users. Access a wide range of services all in one place, powered by our vibrant community and trusted partners. Earn **JAG Tokens** when you use our services or partner with us as a gig-worker, contributing to our growing ecosystem.

Download the Hey! Jag app now, available on the **Apple App Store** and **Google Play Store**.

JAG RIDE



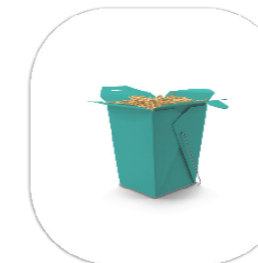
Get a ride anywhere, anytime with Jag Ride—your go-to ride-hailing service offering competitive pricing, comfort, and security. Choose from multiple ride categories to suit your needs and budget. Share the trip fare seamlessly with friends, track your ride in real time, and share your live location with loved ones for added peace of mind. Whether it’s a daily commute or a late-night ride, **Jag Ride** has you covered.

JAG WOMEN+



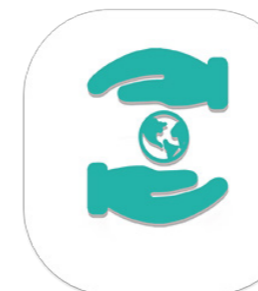
Experience a ride service designed exclusively for women, prioritizing safety, comfort, and empowerment. Whether you’re a driver or a rider, **Jag Women+** ensures a secure and welcoming environment for women only. Choose from different ride options tailored to your needs and enjoy peace of mind knowing your trip is private and safe. Track your ride in real time and share your location with loved ones for added security. **Jag Women+** is here to redefine ride-sharing for women, by women.

JAG FOOD

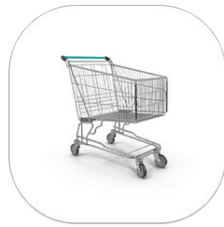


Experience a complete dining solution with **Jag Food**, your all-in-one service for food delivery and table reservations. Order from your favorite local restaurants with fast delivery and competitive prices, or reserve a table for dine-in and enjoy a seamless dining experience. Support local businesses while earning **JAG Tokens** for every order. Track your food delivery in real time and know exactly when it will arrive. With **Jag Food**, satisfying your cravings has never been easier—whether at home or dining out.

JAG HEROES



Join the fight against food waste with **Jag Heroes**, a service dedicated to reducing waste and supporting communities. Partnering with supermarkets and local restaurants, **Jag Heroes** offers special deals on groceries and food nearing their expiration dates. Discover **Surprise Bags** filled with fresh items from nearby stores and uncover new places to shop. Get real-time alerts on last-minute deals close to you and make a positive impact by saving food from being thrown away. With Jag Heroes, every purchase helps the planet and your wallet.



JAG MART

Shop smarter with **Jag Mart**, your ultimate grocery delivery solution. Get your groceries delivered to your door quickly or choose curbside pick-up for added convenience. Create personalized shopping lists and easily reorder your favorite products with just a tap. Schedule your delivery in advance for a date and time that works for you. Enjoy a wide selection of items from local supermarkets and convenience stores, all in one app.

JAG P2P CAR RENTING

Enjoy hassle-free **peer-to-peer car rentals** with **Jag P2P Car Renting**. Skip the hassle and book a car online from trusted partners, ready for you to drive—or choose the option to rent a car with a professional driver for added convenience. Explore a variety of vehicles, including exotic cars for unique experiences or trucks for your moving day. Pick up your vehicle at a convenient location or have it delivered right to your door. Earn extra income by listing your car on the platform and start earning the same day. Enjoy flexible options and discounts on long-term leases, making car renting easier and more accessible than ever.

JAG ON-DEMAND JOB

Discover a dynamic job marketplace with Jag On-Demand Job, connecting skilled gig-workers to business owners and individuals in need of extra help. Choose from a network of talented and motivated self-employed professionals, including chefs, photographers, barbers, handymen, and cleaners, ready to assist with your tasks or projects. Whether you need help at home or for your business, showcase your talent or find the perfect person for the job. Flexible opportunities include both short-term missions and long-term commitments, tailored to your needs. With Jag On-Demand Job, finding or offering services has never been easier.

JAG PARCEL

Send and receive parcels effortlessly with **Jag Parcel**, your reliable delivery service. Whether it's a small package or a large shipment, enjoy fast, secure, and affordable delivery options tailored to your needs.

JAG STORE

Shop with ease on **Jag Store**, our eCommerce platform connecting you to your favorite brands and local sellers. Discover great deals, unique products, and a seamless shopping experience—all in one place.

JAG SWAP

Trade smarter with **Jag Swap**, our peer-to-peer marketplace for buying, selling, and exchanging items securely. Connect directly with other users to find what you need or share what you have.

3. USER CASES

B2B

JAG RIDE & JAG WOMEN+

Driver Registration:

Drivers will connect to the **Hey! Jag Driver** app and complete their profile by submitting essential documents such as their Driver's License, **Social Security Number**, **Insurance**, and **Vehicle Registration**. Once submitted, our Security Team will conduct a thorough **background check** to ensure compliance and safety. Drivers will receive a **confirmation email** upon approval.

Onboarding Process:

Approved drivers will be required to:

- Add their **payment information** to receive earnings.
- Complete a mandatory **Community and Safety Education Video** to ensure adherence to the platform's guidelines.
- After completing the onboarding process, drivers can connect online and start receiving ride requests.

Drivers will have access to different ride categories based on the type of vehicle registered:

Jag Eco: Affordable rides.

Jag Comfort: Newer cars with extra legroom.

Jag Women+: Driven by women, exclusively for women.

Jag Green: Eco-friendly rides.

Jag Luxury: High-end luxury cars.

Jag XL: Affordable rides for groups of up to 6 passengers.

Earnings and Payments:

Drivers can cash out their earnings via:

- **Direct payment** to their debit cards.
- **Bank transfer** to their linked bank accounts.
- **Same-day payouts** are available, or earnings can be automatically transferred after a **7-business-day period**.

Community Rewards with Jag Token

Drivers earn **0.5% of their daily earnings** in Jag Tokens, providing additional income and introducing them to cryptocurrency. For example, \$100 earned equals **0.50 Jag Tokens**, helping drivers benefit from the growing **Hey! Jag ecosystem**.

Community Policies

Hey! Jag may ban users or drivers for violations of Community Policies without prior notice.

JAG WOMEN+

A women-only service allowing female drivers to accept rides exclusively from verified female riders by selecting the Jag Women option. Created to address safety concerns, it provides a secure environment for women to work and earn. Community policy violations may result in removal without notice.



Hey! Jag Delivery Service with Hey! Jag Driver App

The **Hey! Jag Driver app** connects businesses with a reliable network of professional drivers to handle deliveries for **Jag Food, Jag Mart, Jag Swap, and Jag Parcel**. Whether you're a restaurant delivering meals, a grocery store fulfilling orders, or an individual selling through our marketplace, our drivers ensure fast, secure, and efficient delivery for your customers.

How It Works for Drivers:

- **Driver Registration:** Drivers must download the **Hey! Jag Driver App** to register and complete the onboarding process. This includes submitting a **background check**, uploading **driver and vehicle information**, and providing **bank account details** for payments.
- **Switching Between Services:** Approved drivers can easily switch from ride-hailing to grocery or marketplace delivery with just a few taps in the app.
- **New Applicants:** New drivers must complete the onboarding process via the app, and once approved, they can start receiving delivery requests.
- **Order Management:** Drivers can get online to accept delivery demands near them or choose to accept scheduled deliveries in advance. These scheduled deliveries are stored in the driver's interface and can be managed at their convenience. If a driver cancels, the delivery is automatically redirected to the nearest available driver.

Delivery Categories:

For Restaurants (Jag Food):

Restaurants can rely on **Hey! Jag Driver** to deliver meals promptly while maintaining food quality and customer satisfaction. This service allows restaurant owners to focus on preparing great food while leaving the logistics to us.

For Grocery Stores (Jag Mart):

Grocery stores can expand their reach by offering home delivery and curbside pick-up options through our **Hey! Jag Driver**, ensuring orders arrive fresh and on time.

For Sellers (Jag Swap):

Individuals and businesses selling through **Jag Swap** can use our delivery network to ensure their products are securely transported to buyers quickly and efficiently.

Driver Benefits:

Fair and Flexible Payments: Drivers can cash out earnings via **direct payment to debit cards or bank transfers**. Payments are available immediately after each delivery or transferred automatically after a 7-business-day period.

Jag Token Rewards: Drivers earn **0.5% of their daily income in Jag Tokens** as a reward. For example, if a driver earns **\$100**, they receive **0.50 Jag Tokens**. Jag Tokens provide additional value, offering benefits within the Hey! Jag ecosystem, including exchanges and payments.

Real-Time Order Management: Drivers can track and manage orders directly in their app interface for smooth operations.

Community Policies: **Hey! Jag** may ban drivers or users for violating Community Policies without prior notice, ensuring a safe and reliable platform. Drivers using the Hey! Jag Driver App enjoy flexible work, competitive pay, and cryptocurrency rewards, while businesses benefit from an efficient and trustworthy delivery network.



Jobs on Demand with Hey! Jag Provider App

The **Hey! Jag Provider App** connects skilled individuals with job opportunities in their area, making it easy to earn money from their talents and experience while ensuring a secure and professional platform.

How It Works:

-**Registration:** All applicants must download the **Hey! Jag Provider App**, pass a **background check**, provide **bank account information**, and show proof of **insurance** to ensure professionalism and security.

-**Profile Creation:** Approved providers can list their services, including details about skills, location, experience, pricing, and even add a team of workers (e.g., chefs, photographers, personal coaches).

-**Connecting with Customers:** **Provider** use the **Hey! Jag Provider App** to manage communications, track tasks, and connect directly with customers.

Why Choose Hey! Jag Jobs on Demand?

-**Opportunities for All:** Showcase multiple skills and talents with flexible earning opportunities. -**For Employers:** Easily find reliable workers with the rating system, helping to select the best match.

Insurance Requirement: Ensures peace of mind for both workers and customers.

Payment Security: Payments are securely held on the platform until job completion.

Payment Process:

Workers hit the «**End Shift**» button in the **Hey! Jag Provider App** once they finish their job. After confirmation from the employer, payment is processed immediately via **instant debit card payment** or **bank transfer**.

Community Policies:

Hey! Jag reserves the right to ban any user for violations of Community Policies without prior notice, ensuring a safe and trustworthy environment.

Jag P2P Car Renting

The **Hey! Jag Driver App** enables individuals to securely rent out their cars, offering customers the flexibility to rent a car alone or with a driver for added convenience.

How It Works

Registration: Applicants must download the **Hey! Jag Driver App**, pass a background check, and upload their car information, proof of insurance, driver's license, and social security details. **Car**

Listing: Cars are categorized into levels based on year and model, such as Cars, Convertibles, SUVs, Minivans, and Luxury Cars. Owners can set the price, availability dates, and pickup location. Listings go live quickly, allowing owners to start earning the same day.

Rental Options: Customers can rent a car alone or choose the car with driver service. Owners can specify additional fees and availability for driver services.

Customer Connection: Customers can request rentals and communicate directly with owners through the app. Cars can be picked up from the owner's location or delivered if offered. Delivery fees are set by the owner.

For Current Drivers: Drivers already on the platform can enable the Car Renting option and list their car or driver service in minutes.

Payment Process: Payments are securely held until the lease ends. If damages occur, insurance will handle verification, and owners will be reimbursed.

Community Policies: Hey! Jag may ban users for policy violations to ensure safety and trust.

Hey! Jag Heroes

Hey! Jag Heroes is dedicated to helping people and the planet by reducing food waste. We partner with supermarkets, convenience stores, and restaurants to offer affordable baskets and unsold ready-to-eat meals, preventing them from being thrown away. Our platform alerts customers about the latest deals, ensuring no opportunity is missed. Once an order is confirmed, the store or restaurant prepares the basket for pick-up.

Learn more at <https://jagheroes.com/>.

Community Policies: Hey! Jag reserves the right to ban users for violating policies, ensuring a safe and trustworthy platform.

Payment: Partner stores and restaurants receive weekly payments for all processed transactions.

Join **Hey! Jag Heroes** today and help make a difference!

B2C: Hey! Jag

At **Hey! Jag**, we've made it our mission to create an easy-to-use, intuitive platform that brings multiple services together with **Hey! Jag Customer app**. Customers can access all services with just a few clicks. After adding a payment method and some personal details, you're ready to start requesting the services you need. A **background check** is required for **Job on Demand Ride Hailing** and **Car Renting** services, ensuring safety and professionalism for all users.

From **Ride Hailing, Food Delivery, and Grocery Delivery** to **Job on Demand** and **Car Renting**, **Hey! Jag Customer app** offers a smooth and seamless experience. Women customers can book a **Jag Women+ ride** by simply selecting the option on the homepage for added comfort and security.

For **Job on Demand**, we've built a marketplace of skilled individuals with accurate ratings to ensure you find the right person for the job. Whether it's hiring a chef to create an unforgettable evening or a photographer to capture your best moments, **Hey! Jag** simplifies the process in just a few clicks.

We are also dedicated to reducing food waste with **Jag Heroes**, a service that partners with restaurants, supermarkets, and convenience stores to offer unsold food at affordable prices. Customers can rescue ready-to-eat meals or grocery baskets from being discarded, helping the planet while saving money. Once the order is confirmed, the store or restaurant prepares the basket for pick-up.

At **Hey! Jag**, we care about both our customers and drivers. That's why we offer Jag Token rewards, which can be earned and spent across our services. For example, drivers earn **0.5% of their daily earnings** in **Jag Tokens**, while customers can pay with **Jag Token** and redeem their tokens for discounts on our services. This approach creates a fair and rewarding ecosystem for everyone.

Our goal is to simplify your life by combining essential services into one app while continuously adapting to meet your needs. With **Hey! Jag**, you have a reliable and innovative platform that evolves with you, saving time, money, and effort every day.

4. TOKENOMIC

TOKEN CROWDSALES

A total of **500,000,000 JAG tokens** will be created and allocated as follows:

- **10% (50,000,000):** Allocated to private sales during the seed phase.
- **30% (150,000,000):** Reserved for the presale during the Initial Coin Offering (ICO).
- **35% (175,000,000):** Allocated to the company's reserves for development and stakeholder remunerations. This allocation may be adjusted based on the ecosystem's evolving needs.
- **10% (50,000,000):** Reserved by the company for community incentives, marketing efforts, and strategic partnerships.
- **5% (25,000,000):** Dedicated for airdrops to build community engagement, reward early supporters, and incentivize ecosystem use.
- **10% (50,000,000):** To be distributed among the Hey! Jag team and advisors.

Note: The company reserves the right to utilize these tokens as needed for development opportunities or other essential requirements.



Airdrop Plan

- **Purpose:** The airdrop program is designed to grow the Hey! Jag ecosystem by attracting new users, rewarding early adopters, and incentivizing participation.
- **Distribution Channels:**
 - 1 Referral Campaigns:** Tokens will be distributed to users who successfully refer others to the platform.
 - 2 Task-Based Rewards:** Tokens will be rewarded for completing specific tasks, such as joining Hey! Jag social channels, sharing promotional posts, or using platform services.
 - 3 Early Adopters:** Incentives for users who register and actively engage with the Hey! Jag ecosystem during the initial phases.
 - 4 Community Partners:** Tokens will be distributed to ecosystem collaborators, influencers, and strategic partners.
- **Vesting:** To prevent immediate sell-offs, airdrop tokens will be vested:
 - **10% unlocked** at Token Generation Event (TGE).
 - **90% vested linearly over 6 months.**

	Presale	Round 1	Round 2	Round 3
Prix	0,006\$ / JAG	0,008\$ / JAG	0,01\$ / JAG	0,012\$ / JAG

* The company retains the right to draw on these reserves if opportunities or other needs necessary for the company's development arise.

Unsold Tokens and Team Vesting

- **Unsold Tokens:** Any remaining unsold tokens at the end of the ICO will be **burned** by sending them to a dead address, reducing total supply and potentially increasing token value.
- **Team Tokens:** Locked for the first **12 months**, followed by linear vesting over the subsequent **12 months**, ensuring a total lock-up period of **24 months**.

Presale Allocation

Funds raised during the private sales will be directed toward:

- Company promotion.
- App development.
- Addressing all technical requirements.

Funds raised during **Round 1**, **Round 2**, and **Round 3** will further support:

- Promotion campaigns.
- Liquidity for exchange listings.
- Development of staking pools.
- Customer acquisition.
- Expansion of the partner network (including **Gig-Workers**, **merchants**, and **providers**).

ICO Sale and Token Pricing

The ICO will be conducted as follows:

- **Presale Start Date:** Crowdsales will commence at **7:00 AM EST on January 1, 2025** («Launch Date»). The presale will end when all allocated tokens are sold or when Round 1 begins.
- **Token Prices by Rounds:**
 - **Presale:** \$0.006 / JAG
 - **Round 1:** \$0.008 / JAG
 - **Round 2:** \$0.01 / JAG
 - **Round 3:** \$0.012 / JAG

For more details, visit the official Hey! Jag ICO website: <https://www.heyjag.io>.

How to Participate?

To join the ICO:

1. Visit <https://www.heyjag.io>.
2. Complete the simple and secure **KYC/AML** compliance process.
3. Connect your **wallet**.
4. Choose your preferred cryptocurrency payment: **USDT** or **USDC**.
5. That's it! Welcome to the **Hey! Jag community**.

Fund Security

- All ICO funds will be stored in a **secure multi-signature cold wallet**.
- Keys will be held by the **Executive Directors of Hey! Jag**, ensuring they remain disconnected from the internet to prevent unauthorized access.
- Post-ICO, funds will be allocated strategically, with security strategies adapted to evolving needs. Regular updates will be shared with the community.

TOKEN FEATURES

Utility Token

JAG is the core ecosystem token that empowers its holders with the following benefits:

- Invest in the company and participate in Hey! Jag's development.
- Purchase any **services** available on the **Hey! Jag platform**.
- Obtain **rewards** from using ecosystem services.
- Participate in **staking pools** to earn passive income.
- Become one of Hey! Jag's **merchant** or **restaurant partners** by purchasing an "Entry Ticket."
 - Get involved in **decision-making processes** concerning Hey! Jag's development.
 - Be eligible for **future airdrops** distributed by the ecosystem.
- **Round up** customer **payments** to the next dollar and automatically **buy JAG tokens** if the customer opts in.
- Use JAG tokens to **pay a portion of Hey! Jag service fees**, providing flexibility and increasing token utility.
- **Cashback** in JAG Tokens, drives token adoption by providing immediate, **tangible benefits**.
- **Exclusive Perks** for Token Holders, introduce membership tiers (e.g., **Silver, Gold, Black**) based on the amount of JAG tokens held by customers.
- Token Integration for **Merchants** and **Gig-Workers**, Provide **staking rewards** for merchants and gig-workers who **hold JAG tokens**, encouraging long-term engagement.
 - JAG Token **Loyalty Points**, Customers could use **JAG tokens** as loyalty points to **unlock, Free delivery credits**. Discounts on services. Exclusive promotional items.

Gig-Workers Rewards

Gig-workers partnering with Hey! Jag will receive an additional **0.5% reward in JAG tokens** based on their daily income.

Uses for Rewards:

- **Hold and Stake:** Stake tokens to earn passive income.
- **Purchase Services:** Use tokens to pay for Hey! Jag platform services.
- **Round-Up Feature:** At the end of their shift, gig-workers can round up their earnings and convert the difference into JAG tokens using a pop-up interface. This enables them to grow their holdings and deepen engagement with the ecosystem.

Staking

Hey! Jag offers a **staking pool** that rewards participants with JAG tokens.

Key Features:

- **Early Advantage:** Higher APY for early stakers.
- **Dynamic Rewards:** Adjustments based on liquidity and holders.
- **Stable APY:** Pre-determined minimum APY rate.
- **Daily Rewards:** Harvest rewards daily.
- **Real-Time Tracking:** Monitor staking earnings on the Hey! Jag website.
- **Yield Boosts:** Higher tiers receive increased staking returns.

Transaction Fees

A **0.5% fee** applies to:

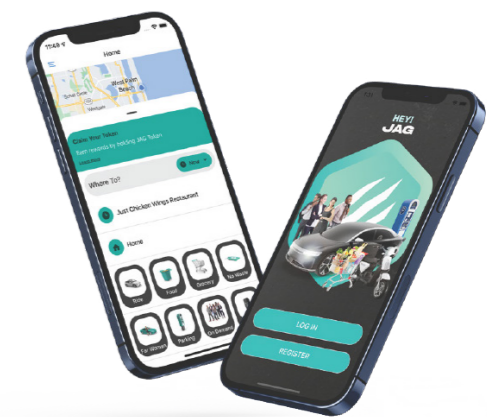
1. **Staking and Unstaking Transactions.**
2. **Purchases Using JAG Tokens.**

Fee Breakdown:

- **0.25%** for ecosystem maintenance.
- **0.25%** burned to reduce supply.

Limited Time Taxation:

- **Fee reduces to 0.25% once the burn address holds 25% of total supply.**
- **Fee drops to 0% when the burn address holds 50% of total supply, ensuring a deflationary token model.**



TOKEN PRE-SALE LAUNCH

Presale	Round 1	Round 2	Round 3
Ticket (Min/Max) \$2000 / \$100 000	Ticket (Min/Max) \$1000 / \$50 000	Ticket (Min/Max) \$500 / \$50 000	Ticket (Min/Max) None
Round Size 50 000 000	Round Size 50 000 000	Round Size 50 000 000	Round Size 50 000 000
Vesting Daily distribution until terms.	Vesting Daily distribution until terms.	Vesting 100% available at listing.	Vesting 100% available at listing.
Price/Token 0,006\$ / JAG	Price/Token 0,008\$ / JAG	Price/Token 0,01\$ / JAG	Price/Token 0,012\$ / JAG

VESTING AND CLIFF

Investors types

Presale:
12 months vesting for private sales with daily distribution from 31st day for the next 11months.

Round 1:
6 months vesting for round 1 with daily distribution from 31st day for the next 11months.

Round 2:
No vesting for this round.

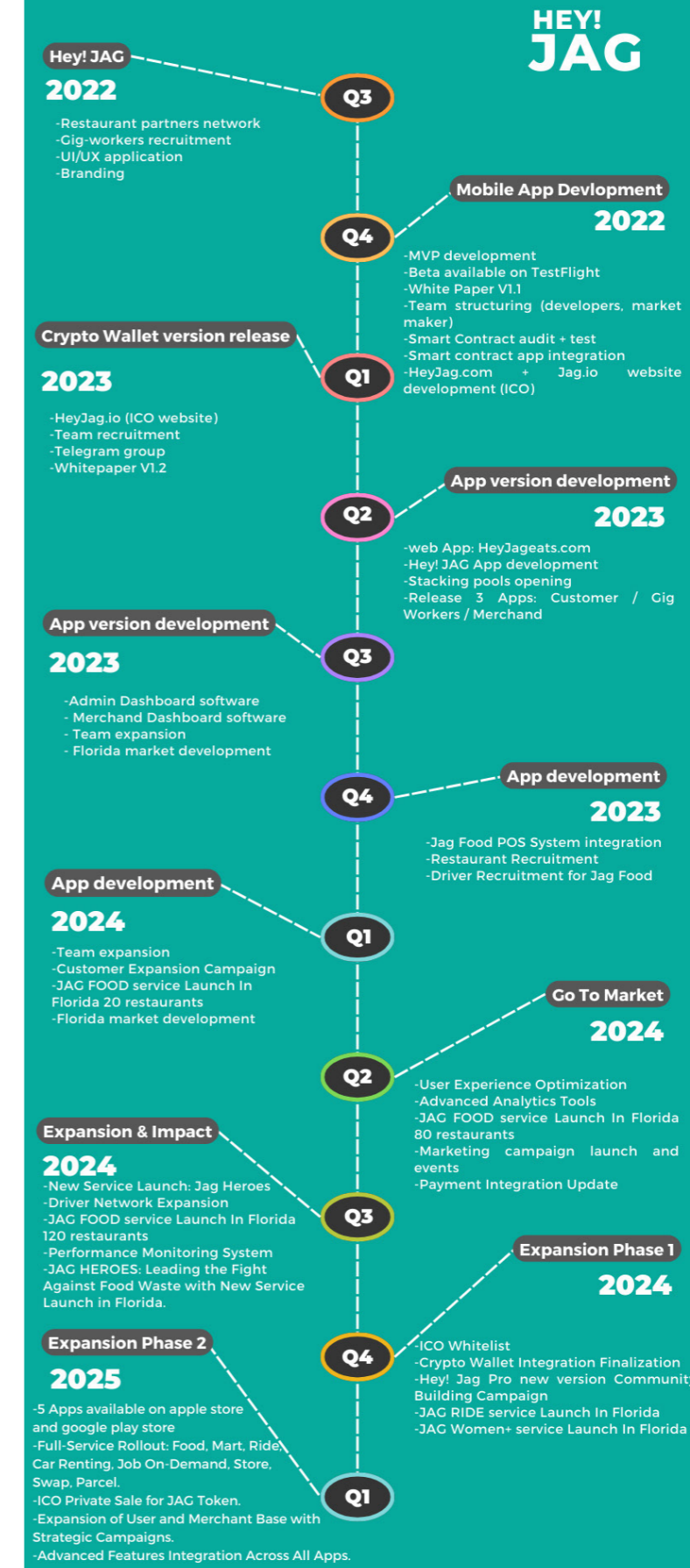
Round 3:
No vesting for this round.

Team

Team tokens are totally locked for the first 12 months, then will be lineary vested during a 12 months period. Total team locked period is 24 months.

Note: Team locked period will be 2x longer than investors with a 1 year cliff period.

5. ROADMAP



6. MARKET TARGETING STRATEGY

United States

Hey! Jag's initial focus will be on building and refining its **on-demand multi-service platform** in **Florida**. This strategic choice allows the company to perfect its operations before expanding into new regions. By the end of **2025**, Hey! Jag plans to enter **Texas, Nevada, and Colorado**, chosen for their **legislative similarities to Florida, high percentages of gig-workers, and significant market opportunities**.

Key insights into the U.S. gig economy:

- In **2022**, there were approximately **59 million gig-workers** in the United States, representing **36% of the U.S. workforce**.
- According to **Statista**, this number is projected to increase by **45%**, reaching **85.6 million gig-workers** by **2029**.

This impressive growth highlights the vast potential of the gig economy, making the U.S. an ideal launching ground for Hey! Jag's services. To solidify its presence, the company will launch the **"50 States in 5 Years Operation"** in early **2025**, aiming to provide its platform across all U.S. states by **2030**.

By maintaining a clear focus on strategic states and a nationwide rollout plan, Hey! Jag is poised to establish itself as a leading player in the American gig economy.



Latin America

Hey! Jag Ride, including **Jag Women+**, will target **Mexico, Brazil, Argentina, Chile, and Colombia**, a region with over **649 million people, 83% of whom live in urban areas**.

Key Insights:

- Millennials, comprising **one-fourth** of Latin America's population, are rapidly adopting alternative modes of transportation over car ownership.
- According to Statista, the **ride-hailing** market in Latin America is expected to surpass **\$1 billion in revenue by 2024**, nearly doubling from **\$518 million in 2018**.

Hey! Jag Ride will offer:

- **Fair job opportunities** for gig-workers, particularly targeting millennials and urban dwellers.
- Reliable and affordable transportation solutions for middle and upper-class residents as well as tourists.

While competitors are already established in some of these countries, Hey! Jag will use the same **competitive advantages** developed in the U.S., such as fair pay for workers, lower platform fees, and localized features, to **capture market share** and contribute to regional economic growth.



North Africa

Hey! Jag Ride, including its **women-only ride-hailing** service (Jag Women+), is ready to launch in Algeria, Morocco, and Tunisia, targeting a population of **257 million**. These countries present significant growth opportunities due to their **underdeveloped public transportation systems and high demand for ride-hailing services**.

Key Insights:

- In Algeria, more than **70,000 rides are requested daily**, highlighting the local population's urgent need for reliable transportation solutions.
- According to Statista, **food delivery CAGR** is expected to grow between 15%-18% in the region from **2022-2027**, with grocery delivery following a similar trend.

Hey! Jag Ride will focus on providing:

- Reliable and affordable transportation solutions, tailored to meet the needs of **middle and upper-class customers and tourists**.
- Enhanced earning opportunities for gig-workers, enabling them to earn significantly more than the average monthly salary, which is around **\$240 in Algeria, \$340 in Tunisia, and \$340 in Morocco**.

Hey! Jag's entry into North Africa will leverage its **competitive advantages** and localized services to create a **massive economic impact** while positioning itself as a **market leader** in this region.

6. TEAM



Mohamed Kaada - Chief Executive Officer

Mohamed Kaada is a serial entrepreneur with over 20 years of experience in the restaurant industry, owning and developing 36 restaurants across France and the United States.

In 2017, Mohamed moved to Florida to pursue the American Dream. During the pandemic, he launched his first virtual brand, Just Chicken Wings, which led to the founding of Simple Virtual Kitchen in 2021, a company now partnered with 40 virtual brand restaurants.

Expanding his vision, Mohamed founded Hey Jag, a multi-service platform that empowers gig-workers and provides customers with innovative services. From restaurants to virtual kitchens and tech-driven platforms, Mohamed continues to innovate and create sustainable opportunities globally.

> [Linkedin](#) <



Karima Miloud - Chief Technical Officer

24 years of experience in the restaurant industry. After spending many years in France working at well established restaurants like “Le Grand Balcon”, an institution located in Nice. Karima owned several establishments where she developed her kitchen knowledge. After moving to Florida she operated special events as a private chef.

In 2019 she sold her own brand “ Karima Blakawa” into local stores in the West Palm Beach area.

In 2022 following the success of the “Just Chicken Wings” brand, and many requests from customers, the sauces were added to sell on Walmart and Amazon.

Karima is one of the board members and is in charge of all culinary executions and is the magic fingers behind the scenes.

> [Linkedin](#) <



Louis Conduché - Chief Marketing Officer

With a specialization in search engine optimization and digital ads, Louis is able to drive growth and increase brand awareness through effective digital marketing strategies. He is able to drive traffic and conversions through his expertise in SEO, and has delivered measurable results through his understanding of digital ads.

> [Linkedin](#) <



Amandine Lot - UI/UX Designer & Web Development

Valedictorian of the year at Web School Factory in Paris, Amandine is a talented and accomplished UI/UX designer and web developer with a passion for creating intuitive and visually stunning digital experiences. Amandine brings a unique blend of technical expertise and creative vision to every project she has worked with.

> [Linkedin](#) <



Arnaud Guerrica-Echevarria - Financial Analyst & Crypto Advisor

Blockchain specialist and self-taught trader Arnaud has played a key role in the creation of our tokenomic's project. With his background in finance, he has a deep understanding of the crypto space and is able to identify market trends and opportunities. He also has a proven track record of providing accurate and actionable financial advice that has generated significant returns on investment..

> [Linkedin](#) <



Nicolas Lot - Graphic Designer

Nicolas is a highly skilled and experienced graphic & motion designer who brings a wealth of experience and talent to our company. With a career that includes working as an art director at Havas Group, Nicolas has a proven track record of creating visually stunning designs in a variety of mediums and motion graphics.

> [Linkedin](#) <



Hicham Benhima - Head of Back-end Development

Hicham played a key role in the development of our token smart contract that has been certified by Certik, one of the most respected auditing firms in the blockchain industry. He is able to write clean and efficient code that is secure and scalable, and works closely with other members of the team to deliver projects on time and within budget.

> [Linkedin](#) <

**Khaled Ezzat - Full Stack Developer**

Innovative and results-driven Flutter Developer with 5+ years of experience designing, developing, and deploying mobile applications. Adept at working in Agile environments and skilled in integrating RESTful APIs, Firebase

Databases, and Authentication. Strong understanding of Dart programming and UI/ UX principles. Successfully completed over 20 projects, and confident in developing any software solution from concept to deployment, ensuring high performance and scalability.

> [Linkedin](#) <

**Thomas Denneulin - Full Stack Developer**

Thomas has several years of experience in software development and is well-versed in a variety of programming languages and technologies, including JavaScript, Python, Java and React Native. He is able to work on both front-end and back-end development, and has delivered high-quality, well-designed applications in the past. His ability to think both creatively and analytically makes him a valuable asset to our team.

> [Linkedin](#) <

**Anthony Russo - Social Media Manager**

Anthony is a social media expert with a talent for building and managing engaging online communities. As the leader of our Telegram group, he has a proven track record of fostering vibrant and active communities that drive engagement and growth. Anthony is able to create and execute effective social media strategies that drive engagement and increase brand awareness.

> [Telegram](#) <