

The First On-Demand Multi-Service Web3 App

Users. Merchants. Workers.
Empowered by Blockchain.



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ABSTRACT

Hey! Jag is introducing Jag Token ("JAG"), a new ERC-20 cryptocurrency and smart contract platform that gives customers, drivers, and merchants access new ways to benefit from our web3 application powered by the Ethereum blockchain on Polygon layer 2.

Hey! Jag is a on-demand multi-service mobile app company built on web3, based in South Florida. we are building a complete ecosystem that benefits its users with its own utility token: JAG

The mobile app has already been coded with the following services: Ride-hailing, Food Delivery and Parking Spotter. Official Initial Coin Offering will be launched on November 1st and available on [Heyjag.io](https://heyjag.io) website.

The ICO smart contract was audited by Certik.

Join us in launching the first on-demand multi-services web3 app that will disrupt the market!



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1. STORY

Hey! Jag is a logical step forward following CEO Mohamed Kaada corporation Just Wings Inc. Created in 2020 Just Chicken Wings was a new concept invented by restaurant owner Mohamed Kaada during the Covid-19 pandemic.

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
- **Crazy Tasty Chicken** - Tenders, Thigh and Breast Fried Chicken

CEO Mohamed Kaada decided to regroup his brands under Simple Virtual Kitchen 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 using a third-party delivery that was overcharging us, we decided to provide our own drivers to our restaurant partners for a lesser cost. By doing this, Simple Virtual Kitchen gets control of all operations and can be sure to provide professional services to our restaurant partners and customers without any issues. Providing our own delivery service not only gives us the possibility to lower our cost, but also gives us the ability to pay our drivers partners decently.

Our business model allows us to pay our drivers more than competitors by giving them a higher percentage from the delivery fees than us.

The employment world is evolving. It was found that during the "Big Quit" many employees resigned from their jobs due to wage stagnation amid rising cost of living, inflation, lack of opportunities and flexibility. We realized that an increasing number of people were looking to work independently, in order to be able to manage their schedule like they want, to be recognized for their hard work and getting paid an adequate proportion of their labor.

A transition is happening from the traditional methods of employment to new ones, where gig-workers can exercise different jobs and missions allowing them to be flexible and optimize their schedule, as well as adding different ways to add revenue to their incomes.

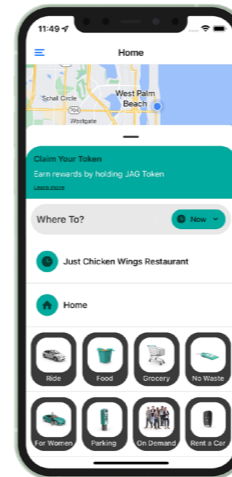
These various observations gave us the opportunity to create a platform where gig-workers can adapt to different demands in real time, switching from one of our services to another to meet customers' needs. That's why Mr.Kaada, along with his team, decided to create Hey! Jag:

A web3 on-demand multi-service mobile app that empower its customers, gig-workers and merchant partners with its own utility token: JAG

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

	User	Gig-Worker	Merchant
Ride sharing	Green	Green	Red
Jag Queen	Green	Green	Red
Food delivery	Green	Green	Green
Grocery Delivery	Green	Green	Green
Job-on-demand	Green	Green	Green
P2P car renting	Green	Green	Red
Parking spotter	Green	Red	Green
No waste	Green	Red	Green

2.PLATFORM FEATURES



Hey! Jag is a web3 on-demand multi-services mobile app designed to make life easier and spare time for its users. Get a large range of services in one place powered by our community and partners.

Earn JAG when using our different services or when you partner with us as a gig-worker and participate within our ecosystem.

Download our beta mobile app available on the App Store.



RIDE HAILING

Order a ride anywhere at any time. Competitive prices, comfort and security. Choose between different ride categories. Share the trip fare with your friends. Follow your trip in real time and share your location to your loved ones.



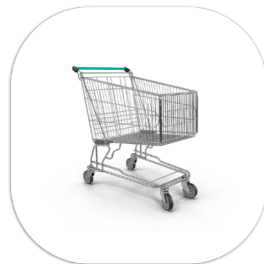
JAG QUEEN

Ride-hailing service focused on safety and women empowerment. Created by women for women. Female driver for female rider only. Priority to woman alone. No extra charge.



FOOD DELIVERY

Order your favorite food in a few clicks. Find the best rated restaurants near you. Get food delivered to your doorstep. Pickup from restaurants available. Lunch deals and special deals.



GROCERY DELIVERY

Get your groceries delivered to your door in a short time. Curbside grocery pick-up option. Create a shopping list and reorder your favorite products. Schedule your delivery in advance for a set up date. Large selection from supermarkets to convenience stores.



JOBS ON DEMAND

A job marketplace designed to connect gig-workers to business owners and individuals to get extra work done. Select from one of our skilled and motivated self-employed partners to help you perform your tasks or get a job done. Either you are a chef, a photographer, a barber, or get any valuable skills, you can offer your talent and get hired immediately. Missions posted by our partners can be on a short term or long term period.



PEER-TO-PEER CAR RENTING

Order a car online from our partners and get ready to drive. Experience unique sensations, rent one of our exotic cars. Earn extra incomes by listing your car on the platform. Truck available for your moving day. Pick it up at location or have it delivered to you. Discounts on long term lease.



PARKING SPOTTER

Connect and discover the nearest parking area at the best prices. Compare parking spots and rates near your destination. Pre-pay to reserve your spot and receive your QR-code. Follow directions on your parking pass to go to your selected parking spot. Extend your parking time remotely from the app.



NO MORE WASTE

Help us fight food wasting by avoiding them getting thrown away. Partnership with supermarkets and local grocery stores. Special deals on grocery and food that will soon expire. Surprise Bag available nearby and discover new stores. Alert on last deals near you.



3. USER CASES

B2B

Jag Ride

Drivers will connect to the Hey! Jag app and will have to add their information in the system: Driver License, Social Security, Insurance and Registration. Our security team will then process to a background check and will send a confirmation email to approve or not the driver. Approved drivers, after putting their payment information to receive their earnings, will have to complete a community and safety education video before connecting online to receive their first rides depending on the car entered in the system they would have access to different ride options:

Jag Black (Luxury), Jag L (SUV 6+), Jag S (Regular), Jag & Co (4 peoples), Jag Eco (Electric Cars), Jag Queen (Women for women).



Drivers will be equipped with a dashcam to ensure their security as well ensuring our customers one.

Hey! Jag reserves the right to ban any user from our community without prior written notice or consent for violations of our Community Policies.

Payment : Drivers will be able to cash out their earnings via direct payment on their debit cards or bank transfer via their bank accounts. Earnings will be available to cash out the same day or will be transferred automatically after a 7 business day period.

Jag Queen

This service is designed for women drivers only. After finishing the same registration process as Jag Drive, Jag Queen driver partners will have the ability to connect and receive ride requests from verified women riders near them. They have the possibility to switch from Jag Queen to Jag Drive on the homepage interface.

Hey! Jag listens to customers and drivers to improve our service quality. After receiving many requests to open this service we understand the safety concern that too many women experienced in the past. We are proud to be able to make them feel safer when working on our platform.

Hey! Jag reserves the right to ban any user from our system without prior written notice or consent for violations of our Community Policies.

Payment : Identical as Hey! Jag.

Food Delivery

In order to partner with us and have their restaurant within our platform, owners will need to pay a ticket entry of \$250 worth of JAG token and hold it either in their wallet or in our stacking pool.

They will receive our dashboard to handle orders upon which they can: Accept and cancel orders, update their menus, add special offers and customizing options. Restaurants are charged 10% of the food sold through our app and to get their establishment listed on our application, our marketing team will make sure to bring visibility to each restaurant's partner.

We also provide 24h/7d customer service. Our goal is to make it easier for restaurant's owner by taking care of third-party delivery, marketing, after sales and let them focus on making food.

On the other hand, users are being charged 20% of the restaurant's food menu price.

Payment: Restaurants will receive their immediate payment to their bank account once the customers place and order via our mobile app. If any issues occur with one of our services, we will fully refund customers.



Grocery Delivery

Drivers that already pass the background check and already have their information in the system will be able to switch from receiving rides to receiving grocery delivery orders in only a few touch screens. New applicants will have to pass the background check process as well as including all their vehicle informations.

Once the requirements are processed, applicants will be able to connect online and receive their first grocery delivery. To pick a grocery order to deliver, the drivers will have to go online and accept the demand near them. Drivers will also have the option to have access to scheduled grocery and accept delivery in advance. It will then be stored in the driver's interface under scheduled grocery coming. Drivers will be able to cancel at any time and the grocery delivery will be redirected to the nearest drivers available.

Hey! Jag reserves the right to ban any user from our system without prior written notice or consent for violations of Community Policies.

Payment: Drivers will be able to cash out their earnings via direct payment on their debit cards or bank transfer via their bank account. Earnings will be available to cash out after each grocery delivery or will be transferred automatically after a 7 business day period.

Jobs on Demand

All applicants must pass our background check process and enter personal banking informations. Once approved, applicants will be able to list themselves in the job area requested with information concerning their skills, locations, experience and price. Chef, photographer, personal coach... Applicants will also be able to have access to a list of jobs offered from our platform where they can easily apply. They will then be contacted by the employer to arrange the time and duty requested.

Hey! Jag wants to give opportunity to everyone to earn money from their skills and experience. We strongly believe that one individual has more than one talent and we also know how complicated it is for employers to find good staff. With our easy rating system, employers and employees will be able to select the best option for them.

Hey! Jag reserves the right to ban any user from our system without prior written notice or consent for violations of Community Policies.

Payment: Payment will be held on the platform until the job is done. As soon as the worker finishes his shift, he will hit the «End Shift» button. We will process the payment immediately by instant debit card or bank transfer after confirmation from the employer that the job is terminated.

Peer-to-Peer Car Renting

Applicants must pass our background check. Once approved, they will be allowed to add their car informations, insurance as well as driver license and social security. Depending on year and model, the car will qualify to different levels: Cars, Convertibles, SUV's, Minivans, Luxury. After adding their cars in the system, applicants will be able to add the price, date and location. Listing will be live shortly after and applicants can start earning the same day. They will receive requests from customers and will be able to connect with them. Once approved, customers will pick the car at the applicant location or if the applicant allows customers to request a car delivery. Applicants will decide on delivery fees. Drivers already using our system will just have to check the Car Renting option in the homepage to add their car on listing in only a few minutes.

Hey! Jag reserves the right to ban any user from our system without prior written notice or consent for violations of our Community Policies.

Payment: Payment will be securely held on the platform until the lease is done. If any damage is reported, after verification, insurance will be contacted and will fine customers and reimburse applicants.

Parking Spotter

Hey! Jag already started partnerships with hotels and private parkings in Florida. We keep connecting with more locations to offer attractive prices to our customers and be able to offer them more locations. Partnerships allow us to get access to competitive prices for our users. Some of our hotel's locations have free shuttles to bring customers to the airports. Private parking partners allow access to customers via QR code.

Hey! Jag reserves the right to ban any user from our system without prior written notice or consent for violations of our Community Policies.

Payment: Payments are made on a weekly basis to our partners.

No More Waste

Hey! Jag cares about people but also about the planet. That's why we keep reaching out to supermarkets and local convenience stores to create deals and affordable baskets in order to avoid getting it thrown away. Our partners will update their items daily and our platform will alert customers on latest deals. Once the customers validate his order, the store will make the basket ready to pick up.

Hey! Jag reserves the right to ban any user from our system without prior written notice or consent for violations of our Community Policies.

Payment: Payments are made weekly to our store's partner.

What really makes Hey! Jag difference is creating and using an interoperability system between our different services. Maximizing our gig-workers productivity as well as the efficiency of each service with reactivity for our customers. No more wait after finishing a job, gig-workers can jump from one service to another to accomplish new missions and earn more, this way the inactive time

B2C

At Hey! Jag it was important for us to create a fluid and easy-to-access interface. Our customers will be able to use all 8 services in only a few clicks. After adding their payment method and some personal informations they will be able to request any services they want. A background check will be necessary to use Job-on-Demand and P2P Car Renting.

Ride Sharing, grocery delivery and food delivery customers will have a smooth experience using our platform to request a ride or delivery. Our women customers will be able to order a ride from Jag Queen by choosing this option on the homepage. Concerning Job-on-Demand we know how important it is for you to find the right person, that's why we take time to create a marketplace of talented and skilled peoples with accurate ratings to answer your needs. In only a few clicks, hire the chef that's gonna make your evening special or the photographer that will immortalize your best moment.

We want to make your life easier, and cheaper. That's why we create services like Parking Spotter and No More Waste. The time of driving hours to find a parking area is finished. Our customers will only have to log in on the Hey! Jag app and find the best deals and locations near them. Each year, 40% of all edible food in the US is thrown away. At Hey! Jag, we're determined to help fix the problem. Our app lets you rescue delicious, unsold food from businesses to save it from being thrown away.

In return, the app powers our efforts to build an anti-food waste movement. Globally, our dedicated team works within organizations like local governments and schools to shake up the food system, and change the way we think about food.

At Hey! Jag we care as much for our drivers than customers, that's why we will offer deals and possibilities to earn Jag Token that can be spent on all our services to customers. We try to answer your needs by creating an app regrouping all services in constant demand and a constantly evolving market by making it easy to access.

4. TOKENOMIC**TOKEN CROWDSALES****Allocation**

Only 500,000,000 JAG tokens will be created.

Hey! Jag utility tokens "JAG" are intended to be allocated as follows:

10% (50,000,000) to be sold by Hey! Jag during the private sale (seed phase).

30% (150,000,000) to be sold by Hey! Jag to presale pursuant during the Initial Coin Offering ("ICO")

40% (200,000,000) allocated to the company's reserves for its development and for stakeholders remunerations. Will be edited according to the ecosystem use and needs.

*10% (50,000,000) reserved by the Company to incentivize community, marketing and strategic partners.

10% (50,000,000) to be distributed by the Company to the Hey! Jag Team and Advisors.

Unsold Tokens and Team Vesting

Any remaining unsold tokens at the end of ICO will be sent to a dead address. By reducing the total supply, this burn mechanism will increase the value of your investment.

Team tokens are totally locked for the first 12 months, then will be linearly vested during a 12 months period: The total team locked period is 24 months.



Presale allocation

All funds raised during the Private Sales will be allocated to the company promotion, app development and all technical needs related to it.

Round 1, Round 2 and Round 3 funds will be allocated in addition for promotion campaigns, liquidity purposes destined to our listings on exchanges, stacking pools development, customer acquisition and developing our partner's network (drivers, restaurants, parking...)

ICO will takes place as follow:

JAG Tokens are intended to be sold as the following rates:

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

Presale Start Date

Crowdsales will begin at 7:00am EST 11/01/2022 (the «Launched Date») and will end when all tokens allocated to presale will be sold out or when Round 1 will begin.

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

How to participate ?

Connect to <https://www.heyjag.io> and complete a simple and easy KYC AML compliant check.

Connect your Metamask wallet.

Choose your cryptocurrency payment between: USDT and USDC.

You're done! Welcome on board.

How are funds secured ?

All funds collected during the ICO will be deposited in a secure multi-sig cold wallet.

Keys will be held by Executive Directors of Hey! Jag and disconnected from the internet making it impossible for any attempt of malicious interaction with the wallet.

At the end of the ICO and after the JAG token launching, we will begin to allocate our funds, we will adapt our security strategy and keep you updated about it.

TOKEN FEATURES

Utility Token

JAG is our ecosystem token that will able our holders to:

- Invest in the company and participate in Hey! Jag development.
- Purchase any services on our platform.
- Obtain rewards from using our ecosystem services.
- Participate in our stacking pools.
- Become one of our merchant or restaurant partners via an "Entry Ticket".
- Get involved in some decisions concerning Hey! Jag development.
- Be subject to future airdrops.

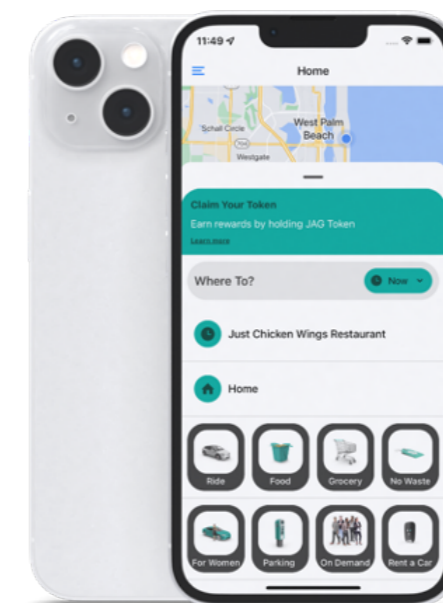
Gig-workers Rewards

By partnering with us and becoming a member of our ecosystem, gig-workers will receive an extra reward of 0,5% in JAG token from their daily income.

They can use their rewards to :

- Hold it and stack it to make it grow by generating passive income
- Use it at any moment to buy any services on our platform.

They will also have the opportunity at the end of their shift to round up their balance and convert the amount in JAG token directly via a pop-up interface on our mobile app. These additional tokens enable gig-workers to accumulate even more JAG.



Stacking

Hey! Jag will develop a stacking pool that will provide rewards in the form of JAG token for our staking holders.

- Early stacker will benefit from a higher stacking APY from being among the first investors in the pool.
- Stacking reward adapts itself according to the number holders and amount of liquidity in the pool.
- APY rate will stabilize and block at a minimum percentage determined before the stacking pool launching.
- Rewards will be distributed every day and you can harvest at any time.
- Track your stacking earnings in real time on Hey! Jag website.
- Holders stacking rate will change according to their Holder Tier via a yield boost.

Transaction fees

Only these two following types of transactions will be subjected to a 0.5% fee:

- Stack and Unstack transactions.
- Transactions for services purchased in JAG token.

These 0.5% fees corresponding to:

- 0.25% of the transaction value will be dedicated to ecosystem maintenance.
- 0.25% of the transaction value will be sent to a dead address (burn mechanism)

This tax will be used for a limited time:

When the total value at the burn address accumulates more than 25% of the total supply, this tax value will be reduced to 0.25%.

When the total value at the burn address accumulates more than 50% of the total supply, this tax value will be reduced to 0%.

TOKEN PRE-SALE LAUNCH

Presale	Round 1	Round 2	Round 3
Ticket (Min/Max) \$100 / \$100 000	Ticket (Min/Max) \$100 / \$50 000	Ticket (Min/Max) \$100 / \$50 000	Ticket (Min/Max) None / \$100 000
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

Q3 2022

- Restaurant partners network development
- Gig-workers network development
- UI/UX application
- Branding

Q4 2022: (October - December)

- MVP development (including 3 services: Ride-sharing / Food Delivery / Parking Spotter)
- Beta available on TestFlight
- White Paper V1.1
- Team structuring
- Smart Contract audit + Test
- Smart contract app integration
- HeyJag.com + Jag.io website development (ICO)
- Token Private Sale

Q1 2023: (January - March)

- Public announcement
- App development
- Marketing campaign launch
- Social Media Community management and expansion (Discord + Telegram + Twitter)

Q2 2023: (April - June)

- Marketing events
- Token public sale
- Stacking pools opening
- Release 4 services: Peer-to-Peer car renting / Jobs on Demand / Grocery Delivery / No More Waste

Q3 2023: (July - September)

- Team expansion
- New premise moving
- New geographical area development (Texas/Nevada)

Q4 2023: (October-December)

- Hey! Jag insurance launching
- Release of Hey! Jag visa bank card
- Jag token can be use as payment method across millions of merchants

2024 - 2025:

- Start US market expansion: «50 States in 5 years Operation»
- Expansion in North Africa market (Algeria, Morocco, Tunisia)
- Expansion in South America market Mexico, Brazil, Argentina, Chile, Colombia)

6. MARKET TARGETING STRATEGY

United-States

Hey! Jag will focus on developing its on-demand multi-service platform in Florida to focus on its improvement. The company will then expand in Texas, Nevada, and Colorado in 2023 due to the legislative similarities with Florida, the high percentage of gig-workers and the market opportunities these states represent. Note that, currently there are approximately 59 million gig-workers in the United-State of America in 2022. That is around 36% of all US employees. Statista projects an increase of 45%, meaning that 85.6 million people will be doing freelance work in the US by 2029.

Early 2024, Hey! Jag plans to start the: «50 States in 5 Years Operation» in order to make our platform available in all American states by 2029.

During the establishment and development of the company in the American market, we are going to target two new geographical areas following a blue ocean strategy: North Africa and Latin America.

At Hey! Jag we deeply believe that through our platform and ecosystem we can provide a real added value to people in developing countries. The company implementation in these regions will help to boost local economies by creating jobs while paying gig workers more than the minimum wage. Both of these two emergent markets are full of opportunities and are not very exploited so far by our competitors, especially North Africa countries. We plan to use our competitive advantage in addition to adapt the services provided by our platform to match market needs in order to become the leader in these markets.



North Africa

Hey! Jag is already in advanced negotiation with local authorities to be implanted in Algeria, Morocco, and Tunisia.

The current population of Northern Africa is approximately 257 millions. Public transportation is not well developed in these countries and the local population has trouble getting to their destination, we can see as a result of a growing adoption and demand for ride-hailing services. As an example In Algeria, more than 70.000 rides are requested per day, the local population is in demand of transport services. According to Statista, the food delivery CAGR is increasing between 15% to 18% in these countries (2022-2027) and grocery delivery is following a similar trend. Hey! Jag and its multi-service app have the potential to respond to this growing demand and provide solutions in order to meet the differing needs.

We are going to create a massive impact on the economy by offering different ways to earn money for our gig workers partners. When the average salary per month for Algeria and Tunisia is around \$240 and \$340 for Morocco. By targeting the middle and upper class as well as tourists to use our platform's services, Hey! Jag will give the opportunity to gig workers partners to earn more than the average wage.



Latin America

To start with, Hey! Jag will target the following countries: Mexico, Brazil, Argentina, Chile and Colombia.

Latin America is home to over 649 million people out of which 83% of them live in urban areas. Millennials constitute one-fourth of the total Latin American population and Hey! Jag plans to offer them fair job opportunities. This region is speedily embracing access to the alternative modes of transportation and on demand services instead of owning a car. Latin America countries are a promising land for ridehailing and on-demand services companies. According to Statista, the ride-hailing revenue of this region is expected to cross 1 billion dollars by the year 2024 which would be almost two times to that 518 million dollars recorded in 2018.

Hey! Jag has an opportunity to be part of this market growth and will be offering its services as well as creating jobs. Current competitors are already established in some of these countries but we will use the same competitive advantages as we are developing in the USA to win market shares.

This mixed positioning strategy between the U.S. and emerging markets will allow us to seize all opportunities and to develop our ecosystem in a well founded and sustainable way.



7. TEAM

**Mohamed Kaada - Chief Executive Officer**

18 years of experience as a serial entrepreneur in the restaurant industry Mohamed has owned and developed 26 restaurants between France and the United States during his career. Founder of Springfield restaurant, he owns 9 franchises in France. He left his country in 2017 to live his American Dream in Florida. He implemented his first virtual brand Just Chicken Wings in its own restaurant and in 2 other establishment partners during the pandemic. After selling his restaurants in Florida he decided to focus on the virtual kitchen business to help restaurant owners and founded Simple Virtual Kitchen in 2021. With the help of his actual board he partnered with 40 restaurants, all virtual brands.

> LinkedIn <

**Karima Miloud - Chief Technical Officer**

22 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 <

**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 - Art Director, Graphic & Motion 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 <

**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 <

**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 <

**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](#) <