



# *myJeenie*

Whitepaper v.1.0



# Summary

<b>03</b>	Prelude (a story of time)
<b>05</b>	Introduction
<b>07</b>	Features
<b>09</b>	myMessaging (Delayed Delivery Service)
<b>09</b>	myCapsules
<b>10</b>	myLockbox
<b>11</b>	myJournal
<b>12</b>	myCondolences
<b>13</b>	Digital Estate Management
<b>13</b>	Digital Asset Inheritance
<b>14</b>	SocialFi
<b>15</b>	JEENIE Utility Token (JEENIE)
<b>19</b>	Community
<b>20</b>	myJeenie Team
<b>21</b>	Risks
<b>22</b>	Roadmap

# ***Prelude (a story of time)***

The Earth makes one full rotation every day, ellipses the Sun each year, and hurls its way through the cosmos at unfathomable speeds. This intergalactic dance our planet partakes in unknowingly dictates and strictly enforces what us humans call “time”. Our scarcest most precious commodity, meticulously calculated, ruthlessly afflicting, and forever unforgiving. Time is the one unchanging constant that we humans can both treasure and fear, as it veils our minds with immortality in youth, and grants few the bitter-sweet victory of age.

Subject to the relative speeds our bodies experience each year, organic matter will begin to age, every one of us humans has a biological clock. The times on our biological clocks are dictated by the splitting of cells, and each time a cell divides, it loses a bit of its DNA. After around 40-50 divisions, too much DNA is lost, and they can no longer keep dividing. Cells begin to die, and this cannot be changed (yet?). Still, the lucky majority of us are granted enough time on this floating rock to grow, learn, love, taste, feel, share, perceive, innovate, think, and the list goes on... **It begs the questions:**

- What have you done with your time?
- What will you do with the time you have left?
- Are your loved ones taken care of?
- How will you be remembered?
- How do you want to be remembered?
- What is your Legacy?

Humans have done everything they can to prolong life, giving us the ability to generate the most robust answers to these very important questions. But why should anyone's time be limited? Our physical bodies may be forced to undergo this degrading transformation, but could the ability to live on be within our grasps?

We live in truly exciting times, and as humans, we have found ways to establish ourselves, showcase our achievements, build personal brands, display feelings, and express ourselves in 1's and 0's, on the internet for all to see. We have officially discovered a way to turn the information stored in our minds into digital bits. These bits can be harnessed and projected as waves, waves that are now capable of navigating the very cosmos our planet traverses on a daily basis. The human mind, traveling through space and time, at the speed of light, with or without a predetermined destination... The thought of our thoughts, living on forever, is this the reality we live in now?

***Not yet...  
but myJeenie  
brings us all one  
step closer.***



# ***Introduction***

We are all too familiar with how current social media platforms function, and the unique offerings each one of these more common platforms offer to their users. Collect friends and followers, subscribe to your favorite influencers or companies for updates, join or create a community, build, post, repeat... These platforms offer immense value to their users, allowing anyone with an internet connection and smart device to connect and interact with people and entities around the world.

Said platforms offer what we at myJeenie call the “living timeline”. Functions and features that enable users to post, share, and interact with other users, so long as they are... well “alive”. Throughout a user’s lifespan, they will experience many of these platforms, create accounts, and share some of their most meaningful moments for all to see. This data is used by these large organizations to fuel an economy behind the scenes. Users are shrouded from this reality and simply put, used as individual data farms for their hivemind overlords. What if a platform existed that did two things these other platforms do not? What if a platform existed that not only enabled users to get paid for their data, but also allowed the “living timeline” to extend well beyond their physical lifespan?

***myJeenie will allow users to earn for sharing their data and inherit their earnings to others (SocialFi).***

# ***What is myJeenie?***

myJeenie is a SaaS (software as a service) mobile first application used to inherit information, and digital assets, such as videos, messages, photos, cryptocurrencies, and more. Users can curate memories to be shared over time, create shared memories and lock them in time capsules, secure, earn, and seamlessly inherit digital assets, and grow alongside a digital companion that will live on in your name.

myJeenie will bring on one of the biggest paradigm shifts of our generation. Our easy to use platform will grant everyone the ability to manage and build their digital legacies, earn by using the platform and sharing their data (SocialFi), send messages to the future, and inherit their digital assets.



***myJeenie provides emotional insurance to users and their loved ones by protecting, and passing down their digital legacies.***

# Features



# **Features**

myJeenie sits at the intersection of social media, finance, financial planning, well being, and emotional insurance.

## **Core Features**

**myMessaging**

**myCapsules**

**myLockbox**

**myJournal**

**myCondolences**

**myInterviews**

## **[Earn with] SocialFi & MachineFi Features**

**Stake to Earn**

**Stack for Data**

**myJeenie Hub**

## **[Manager your] Digital Estate Features**

**Digital Estate  
management**

**Digital Asset  
Inheritance**



## ***myMessaging (Delayed Delivery Service)***

Our Delayed Delivery Service (DDS) engine sits at the heart of myJeenie and serves as the engine for many of the platform's features. The DDS will be utilized to read in and store large numbers of personalized messages to be delivered to their respective recipients at a date and time specified by the creator. Since much of our platform focuses on granting users the ability to securely store data in the form of messages and multimedia and share them at a future date, it is pivotal for our design to be flawless. This includes ensuring these messages can be stored securely for decades to come and never fails to deliver to the recipient on time.

## ***myCapsules***

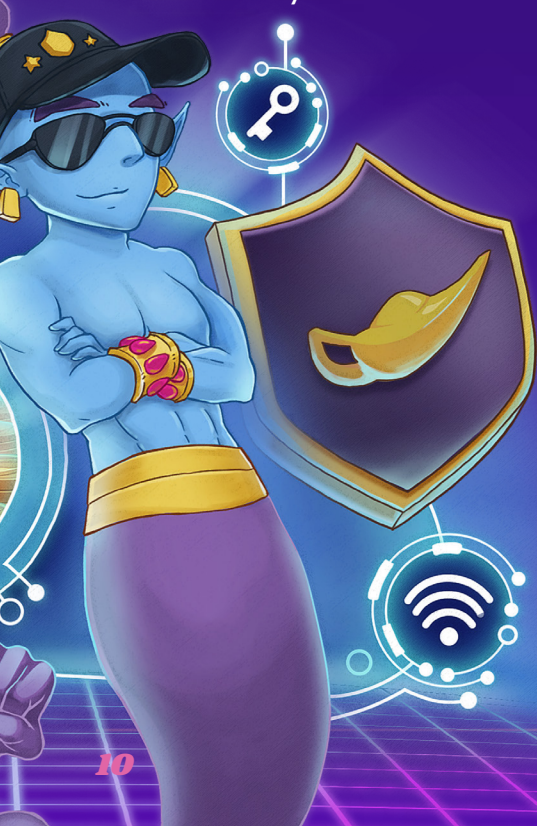
This feature provides a new and exciting way to proctor shared memories with friends and family. Time capsules also provide content creators with a way to store, transfer, and/or sell their content on an open market to their community. When a Capsule is created, its creator will choose how long it remains open (to receive content and assets), who can contribute, and how long it will be locked. Once the Capsule locks, an NFT (non-fungible token) will be minted for each contributor. This NFT will act as the key to all the data stored in the capsule. can be withdrawn from our platform to be stored for longer periods while the Capsule matures. Various other parameters can be applied to the Capsule which enables users the ability to create a customizable experience for those involved. myCapsules NFTs are XRC721 tokens and will live on the IoTeX blockchain.

# ***myLockbox***

At myJeenie, we understand some information may be more sensitive, and thus requires a higher level of security. Things like passwords, documents, and even the occasional family recipe might need a little more attention from our security experts while being stored and handed down.

myLockbox will provide users the ability to store their most valuable information and documents securely, while also granting them the ability to inherit said information to their friends and family.

We are also very aware that passwords do not last forever. It is best practice to change your passwords every six months, and this is why myLockbox will also serve as a password management tool. Users will be able to automatically generate strong passwords, autofill login pages, and modify some of their most valuable inheritable information in real time. The passwords your loved ones receive can and will always be up to date with myLockbox.



***Security, more security,  
and convenience with  
myLockbox secure  
storage and password  
manager***

## myJournal

We are all very familiar with the traditional social media feed and/or wall. myJeenie will implement the Private Storyboard and Interactive Scrapbook, allowing users to securely build their legacy for when the time is right. Messages, photos, videos, feelings, and memories can be posted to this private Storyboard over time.

When the time is right, each user's Jeenie will make sure their Storyboard is curated into an elegant Interactive Scrapbook and Memorial Shrine and then delivered to friends and loved ones. This custom Interactive Scrapbook and Memorial Shrine will provide loved ones a glimpse into the past, closure in the present, and a vision for the future while assisting them with the needed materials to host a beautiful memorial in their loved one's name.



## ***myCondolences***

Saying “goodbye” to friends and loved ones can be difficult, and this is an understatement. When we lose someone, it is in many ways the beginning of a journey none of us can truly be prepared for.

The myJeenie Condolences feature aims to provide survivors a means to cope with loss by rallying their community together in a celebration of life.

Users who opt in to Condolences will have their myJeenie profile automatically converted into a condolences page where friends and family can leave messages for all to see (or posted privately for close family only).

Executors of the deceased will be granted permissions over the feed to moderate, comment back, and ultimately download and store this page. It is our hope in doing this, loved ones will find some solace and closure as the life of their loved ones are remeniced and celebrated by their closest friends and family. It is our goal to pair this feature with AI features that allows the recently passed to also comment on posts from the beyond.

***Your virtual celebration  
of life, and you are in  
attendance***

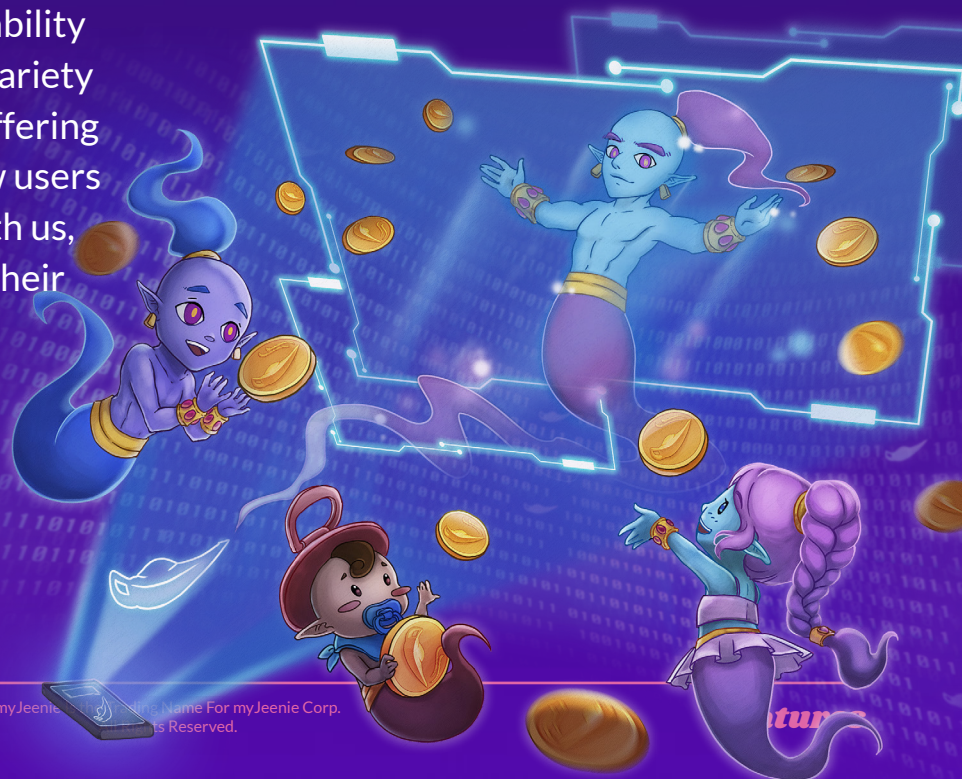


## ***Digital Estate Management***

The process of recovering and shutting down accounts of the recently deceased can be cumbersome and convoluted for our loved ones. Many of these platforms require a death certificate and unwanted conversations with strangers during a time that is meant for grieving. myJeenie will allow users to link/connect a variety of different account types to their profile, leaving the oversight of these accounts for their Jeenie to handle in their place. Our aim is to allow users to manage, post, and shut down their accounts when the time is right, regardless of whether they are still with us.

## ***Digital Asset Inheritance***

As a partial Web3 platform, the ability to securely store and manage a variety of digital/crypto assets is a key offering for our users. myJeenie will allow users to not only store these assets with us, they can also seamlessly inherit their



## ***SocialFi***

We are all too familiar with how current social media platforms function, and the unique offerings each one of these more common platforms offer to their users. Collect friends and followers, subscribe to your favorite influencers or companies for updates, join or create a community, build, post, repeat... These platforms offer immense value to their users, allowing anyone with an internet connection and smart device to connect and interact with people and entities around the world.

Said platforms offer what we at myJeenie call the “living timeline”. Functions and features that enable users to post, share, and interact with other users, so long as they are... well “alive”. Throughout a user’s lifespan, they will experience many of these platforms, create accounts, and share some of their most meaningful moments for all to see. This data is used by these large organizations to fuel an economy behind the scenes. Users are shrouded from this reality and simply put, used as individual data farms for their hivemind overlords. What if a platform existed that did two things these other platforms do not? What if a platform existed that not only enabled users to get paid for their data, but also allowed the “living timeline” to extend well beyond their physical lifespan?

***myJeenie users will  
earn for sharing their data  
and be able to inherit  
their earnings to others  
(SocialFi).***

# JEENIE Utility Token Token (JEENIE)





# ***JEENIE Utility Token (JEENIE)***

Having a utility token to power our product, services and features is crucial when building towards a full web3 and SocialFi experience. This section of the white paper will talk about the utility and benefits users will get from adopting the JEENIE token and pairing it with the many features offered through the myJeenie platform.

***myJeenie utility tokens are XRC20 tokens and as such will live on the IoTeX blockchain.***

The XRC20 token standard is equivalent to the Ethereum ERC20 standard; however, in utilizing the IoTeX blockchain, myJeenie will be able to offer extremely reduced fees and quicker transaction times anytime a user directly communicates with the blockchain (deposit, withdraw, staking, and more...).

***Users will eventually be able to use IOTX coins & JEENIE tokens on our platform to to:***

- Enjoy SocialFi features
- Stake and earn
- Increase account storage capacity
- Inherit digital assets through DDS, Capsules, and more...
- Buy vanity items and upgrades for their Jeenie
- Modify our AI engines
- Buy VIP Status (transferable myJeenie+ Token)
- myJeenie wishes / energy (increase daily event output)





## ***A strict limit of 10BN JEENIE utility tokens will be created.***

myJeenie is building an economy around the JEENIE token for our users that will provide the ultimate SocialFi experience. Our platform will provide incentives, immense utility, and the ability for users to earn more tokens, all while taking advantage of our rich feature set and interactive components.

Careful resource management, predictable token dilution rates, and a well calculated burn mechanism, will provide transparency to our users and allow them to participate in this economy through the various SocialFi enabled features on our platform. myJeenie reserves the right to make slight adjustments and changes to these various contributors in order to fine tune for an even more self-sustainable economy over time.



# JEENIE Utility Token - Allocations

## The Foundation

The myJeenie foundation fund will hold 51.5% of the total \$JEENIE utility token supply (unlocked over time). These tokens will be distributed at different vesting rates and used over time to ensure stable growth and development of the myJeenie platform and all its features.

Pool	Quantity	Description
Founders (3 year vest)	1,500,000,000	Founders will be issued a pool of tokens. 15% of tokens will be issued to founders at launch followed by a "cliff and vest" model which will vest over 3 full years with token unlocking at the end of each year.
Scaling and Growth	1,000,000,000	A pool of tokens will be used to fuel rapid expansion with an emphasis on building a developer team capable of delivering on our web3 goals. These tokens can also be used for other hires across the company and used as bonuses for current team members.
Development	1,000,000,000	Reserve pool with strict allocation to development needs of myJeenie.
Marketing	1,000,000,000	Reserve pool with strict allocation to marketing needs of myJeenie.
Company / Community Reserve	1,500,000,000	myJeenie `Corp. will hold 1BN tokens on reserve. These tokens can be used for, (including but not limited to) providing liquidity, mitigating dilution, additional community drops, development and growth, etc...

# The Community

A very large portion of our JEENIE utility tokens, totalling over 47.5% of the total supply will be given to our users and community over time. These tokens can be earned passively and/or by simply using the myJeenie platform and participating in the various SocialFi features, most of which will be available at launch time.

<b><i>Pool</i></b>	<b><i>Quantity</i></b>	<b><i>Description</i></b>
<b><i>Community Airdrop</i></b>	<b><i>250,000,000</i></b>	Issued before launch to voters of our IoTEx node
<b><i>IoTEx Delegate Airdrop</i></b>	<b><i>500,000,000</i></b>	myJeenie will allocate 30k \$JEENIE / day, evenly split across all votes (~45.5 years, less with occasion bonus drops). IoTEx voters can send their JEENIE tokens to their myJeenie app and use them to earn passive income as well as participate in a variety of other SocialFi features available through the myJeenie platform.
<b><i>Staking Reward (5 years)</i></b>	<b><i>1,250,000,000</i></b>	JEENIE tokens can be staked within the myJeenie app for an annual return, paid out in \$JEENIE. APY for the first year will be 16%, second year will be 10%, and each consecutive year will be reduced by 2% for a total of 5 years.
<b><i>SocialFi Rewards</i></b>	<b><i>1,000,000,000</i></b>	By default, myJeenie will NOT harvest ANY user data for financial gains; however, users will have the ability to toggle on SocialFi mode. SocialFi mode will grant myJeenie permission to access certain data. In turn, users will be compensated with a monthly share of a set JEENIE pool of tokens. The longer you have SocialFi enabled, the more token you will earn each month.
<b><i>In-App Incentives</i></b>	<b><i>1,000,000,000</i></b>	myJeenie users will have access to a wide variety of in-app incentives. Completing these incentives will grant them immediate JEENIE tokens to their account which can be withdrawn or used within the app.

# ***myJeenie Team***

***Robert Wolff***

CEO, President & Co-founder

***Eric Bureaud***

Chief Technology Officer & Co-founder

***Shovan Samuel***

Chief Marketing Officer & Co-founder

***Sean Kilbo***

Chief Product Officer & Co-founder

***Juno Sanford***

Chief Operating Officer

***Elizabeth Quach***

Marketing Director

***John Ballew***

Support Director

***Moe Biggs***

Marketing Manager

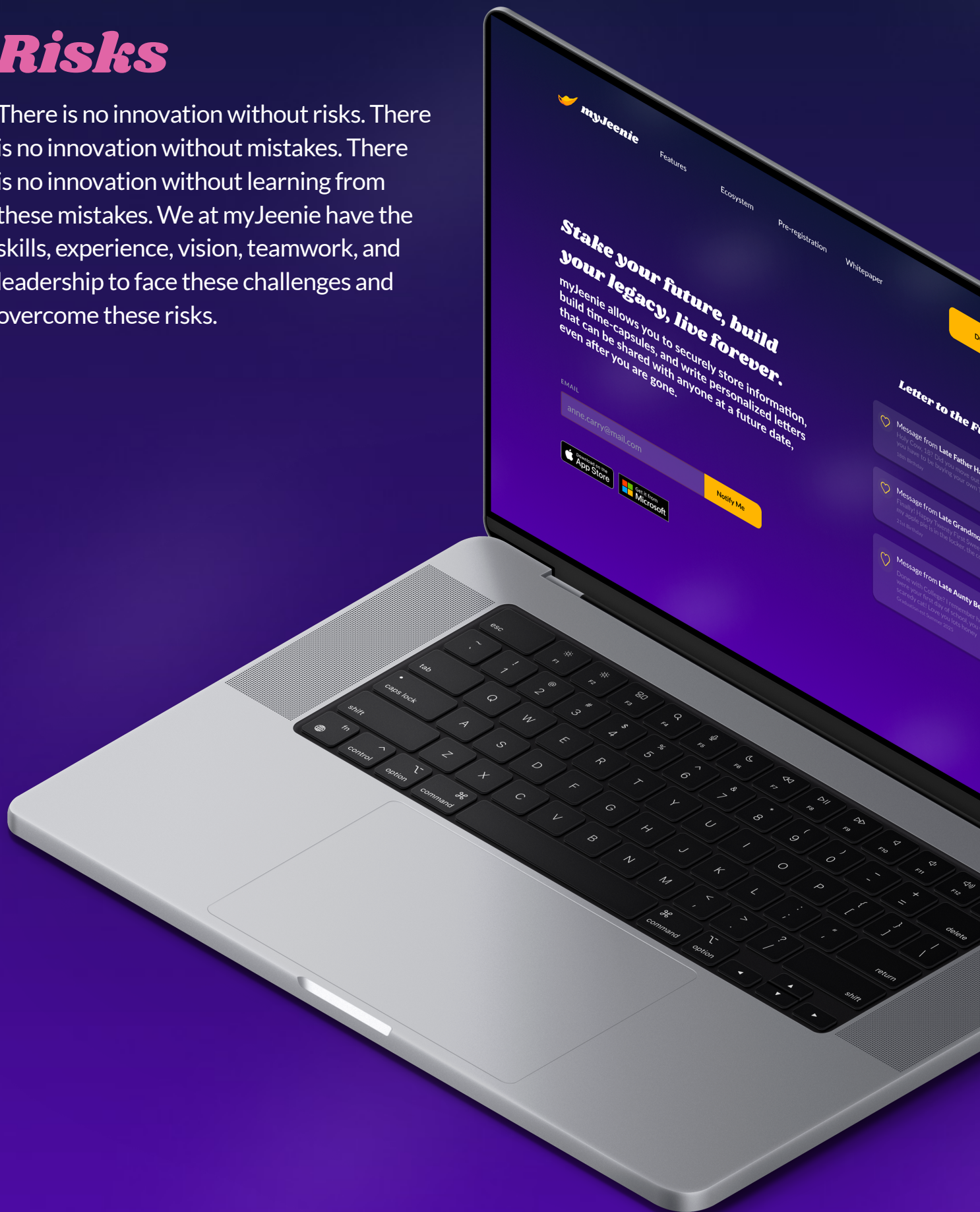
***Ryan Farruggia***

Software Developer Intern



# Risks

There is no innovation without risks. There is no innovation without mistakes. There is no innovation without learning from these mistakes. We at myJeenie have the skills, experience, vision, teamwork, and leadership to face these challenges and overcome these risks.





# Roadmap

## 2022 Q1

- ✓ Establish myJeenie C-Corp
- ✓ Establish Charter and co-founders
- ✓ Finalize web and application framework
- ✓ Finalize core branding, artwork, animations and marketing collateral
- ✓ Partnerships: AWS
- ✓ Apply for IoTeX Halo Grant

## 2022 Q3

- ✓ Expansion: Developer and Support teams
- ✓ Launch IoTeX Delegate node
- ✓ Finish iOS Alpha version
- ✓ iOS QA testing
- ✓ Begin marketing strategy
- ✓ Close second seed round
- ✓ Finished IoTeX Halo Grant Milestone #1
- ✓ Launched Discord server and Social channels

## 2022 Q2

- ✓ Expansion: Executive team, Product Management, Campaigns Manager, Marketing
- ✓ Polish marketing website
- ✓ iOS MVP Ready
- ✓ Launch on Apple Testflight + QA testing
- ✓ Investors review call/meetup
- ✓ Prepare for IoTeX Delegate node launch
- ✓ IoTeX Halo Grant approved
- ✓ Close first seed round



# Roadmap



## 2023 Q1

- Plan and build for Open Beta release
- Blitz Marketing campaign (the big splash)
- Finish IoT-X Halo Grant Milestone #3
- Close fourth seed round
- Integrate IoT-X, SocialFi, MachineFi, w3bstream.
- New Designs
- Port to Android
- Port to Web
- Launch Open Beta

## 2022 Q4

- ✓ Publish White Paper
- ✓ Launch Official Website
- ✓ Launch closed Alpha release to 50 testers
- Quality Assurance testing and debugging
- Server stress testing
- Influencer & Content Marketing campaigns
- New Partnerships
- iOS Front End rework
- Plans to acquire streamer community
- Close third seed round
- Finish IoT-X Halo Grant Milestone #2





# myJeenie



[@myjeeniecorp](https://twitter.com/myjeeniecorp)



[@myjeenie](https://www.instagram.com/myjeenie)



[/myjeenie](https://discord.com/invite/myjeenie)

[myjeenie.com](https://myjeenie.com)

[IoTeX Delegate](#)

[IoTeX Halo Grant](#)

