

**JUS NATURALE
GREENPAPER*
v. 1.2**

**ICO of a new generation
The first real world-based token which is distributed totally free of charge**

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* **Why greenpaper?**

Greenpaper is the first draft of a specific area document, distributed to stakeholders who are invited to participate in the consultation and discussion process. The purpose of the document is to achieve a general consensus before the development of a document of official policy, the whitepaper.

We decided to use this format, because it allows members of the ecosystem to take part in the development of the fundamental document of our ecosystem.

1. Introduction

1.1 Our future lies in the digitalization of life, use of tools offered by technological innovations for improving our life and solving lots of problems, which prevent a man from self-fulfilling. Functional ownership is the thing of future: it makes no sense to be in possession of things that you do not use and when you do not use them. New decentralization technologies give us opportunities to make all people and companies property functional one, to jointly use the property so that everyone could have access to the property when they need it.

1.2 The future of companies and business lies in the ability to use modern sharing economy tools. Companies with a sole proprietor are limited in their development. New time demands continuous innovations, and only the most innovative companies will win. In its turn, the collective mind of the company proprietors, interested in the company progress, is the best source of innovations. Those companies will win that will be able to build the best way of communication with the client, kindle the client's interest in the outcome of their activities or, even better, make the client the co-owner of their business. Such ecosystem becomes mutually beneficial for all shareholders. The ecosystem becomes even more successful when it solves not only internal tasks of increasing its profitability, but also the external tasks. Such a solution to social tasks and restoration of the external natural environment, its protection from anthropogenic factors makes the ecosystem even more powerful in comparison with other ecosystems. Ecosystems that do not perform these functions are destined to extinction.

1.3 We believe that the modern monetary system is an economic problem. Limited resources are the main cause of stagnation of the economy in whole and stagnation of its individual elements – companies. Limited monetary resources are the cause of destruction and damage to the environment. We know how to solve this problem.

1.4 To do this, we developed the Natural Money (<https://jusnaturale.com/en/ideas/natural-money>) concept, which, together with the GEO (<http://geo-project.github.io>) clearing platform, could solve the problem of business access to resources, but this concept requires time for its launch and adaptation, as well as for making legislative changes. Therefore, our first priority is the necessity to provide companies with new tools ensuring development and innovation without spending resources and money, but through the development of cooperation and involvement of new owners in the common venture. Our task is to link the intellectual and creative potential of people with operating companies and to develop companies with the use of the ecosystem itself. The mutual interest of all shareholders in the ecosystem will ensure the rapid growth of each member and the ecosystem in whole, solution of social problems, as well as environmental protection tasks.

We create this greenpaper on the Wikipedia-like principle, you have the opportunity to offer your edits and ideas on how to make it better.

If you don't want to read all greenpaper, just check out our Lightpaper
But still – why not read it?:)

Lightpaper

We offer a new business model for ICO, which will ensure the transparency and legality of the token, as well as creating a unique ecosystem. Such a model will reduce marketing costs and will solve other tasks of the project and its participants.

The development of our ecosystem will take place in the form of ICO in several stages, starting with free token distribution rounds. At the first stage we distribute tokens free of charge and the tokens will be tied to 20% of corporate rights of the company.

The distribution of Jus Naturale tokens is also an opportunity to become a co-owner of all future Jus Naturale projects, including a cryptoexchange, projects in the fields of tourism, freelance, media and other projects that you will learn about in the process of the ecosystem development.

The concept of Jus Naturale is a win-win attraction of people and businesses to the ecosystem for joint ownership of the company and increasing its profits.

What will each owner of Jus Naturale tokens receive?

- 20% of the total profit of Jus Naturale from the classical (basic) package of services: consulting, jurisprudence, marketing, IT.
- 20% of the profits from all advertising and promotion of products launched through all communication channels of Jus Naturale.
- A portion of the profits or tokens of all ICOs that will be released on the Jus Naturale platform.
- Possibility to sell Jus Naturale tokens on other crypto-exchange exchanges.
- Possibility for owners of Jus Naturale tokens to use the ecosystem to promote their own goods and services, to become a freelancer or to find professionals who will agree to cooperate with you and carry out the tasks you need.
- The opportunity to contribute to the protection of the ecology, to the development of decentralization ideas and transparency of business.

- Access to various ecosystem events. Also the opportunity to create their own events, access to which will be open to all participants of the ecosystem.
 - Support for creators of ideas and start-ups: assistance in attracting financing and marketing services.
 - The ability to use the network of Jus Naturale coworkings, which will be formed as the ecosystem expands.
- *Note:** 20% of the profit is distributed proportionally among all holders of Jus Naturale tokens.

What are the advantages of the business with the possession of Jus Naturale tokens?
(other than those mentioned above):

- Support and assistance in marketing, consulting, law, IT
- Utilizing all the benefits of the ecosystem for the implementation of their ICO, including the costliest of them - marketing.
- Carry out the translations you need, using the ecosystem of users from different countries.
- If desired, the ecosystem participants can cooperate and use the work of other ecosystem participants for mutually beneficial development of their business.
- Integrated marketing for your product, aimed at all users of the ecosystem.
- Receive immediate feedback about your products or services from users of the ecosystem.
- Launching an ICO for your project in exchange for some tokens or a fixed amount of money (the number of tokens and the amount of compensation are negotiated separately).
- Opportunity for companies in the real economy to raise funds for their company (including using our legal mechanism for tokenizing corporate rights, the platform and the Jus Naturale team)
 - The services of a reliable escrow agent, which guarantees the transparency of your business for investors.
 - Services of a permanent arbitration court through which members of the ecosystem can resolve the differences that have arisen without resorting to settlement of the dispute in state bodies.

What you need to get free tokens

To get free tokens, participants need to subscribe to all Jus Naturale communication channels - website, forum, Facebook, Telegram, Twitter. Participants can get additional Jus Naturale tokens Jus Naturale for active promotion of the project. More information on the conditions for obtaining bonus tokens can be found in our membership, referral and bounty programs.

At the same time, the output of Jus Naturale tokens on the exchange will promote the flow of active and proactive users into the ecosystem - tokens owners who are not interested in actively promoting the ecosystem will be able to sell tokens to those who are interested in the development of the project and the further growth of Jus Naturale token capitalization.

In addition, we ask the participants to express their thoughts, leave comments and assessments regarding Jus Naturale and the projects participating in the ecosystem. We are open to any suggestions that will help to improve the project.

Benefits for Jus Naturale

We offer a free receipt of Jus Naturale tokens, which are also a possibility of partial ownership of the Jus Naturale ecosystem.

Due to the ecosystem, Jus Naturale receives constant marketing promotion for itself and other projects-participants of the ecosystem. A large number of co-owners will allow Jus Naturale to be innovative, thanks to the direct interest of the holders of tokens in the development of the

project. At the same time, our own ecosystem will allow our company to be more competitive in comparison with other companies in this field.

The marketing costs of many large companies account for more than 20% of their revenues. We know how to reduce the marketing costs using our ecosystem and believe that such promotion and advertising methods are more effective and mutually beneficial for all participants of the ecosystem.

The founders also own tokens and, thus, along with other tokens holders, are interested in the implementation of the project.

If it is necessary to scale the business and the ecosystem, and also acquire additional assets, the company can sell the additional share of corporate rights by means of their tokenization.

2. Project description

2.1 Jus Naturale creates the ecosystem of people and companies that will work for mutual benefit. Jus Naturale token ownership is, first of all, a membership in the ecosystem, the opportunity to jointly develop it and determine the vector of its development.

2.2 Paraphrasing James Moore as applied to our project, the **ecosystem** is a jointly developing community consisting of diverse actors - people and companies, gaining mutual benefits in the process of interaction and competition.

2.3 Membership in the ecosystem will be a source of income for people, the opportunity to use quality products, customized for their needs, and the ability to fulfill their potential in a professional setting.

2.4 The ecosystem will provide the companies with access to a huge base of loyal users interested in using their products and improving them. The ecosystem will give access to unlimited promotion opportunities – all members of the ecosystem will make profit based on the success of products produced by the members of the ecosystem and will be interested in all types of their promotion. This will reduce marketing costs, which usually make the major part of startup budgets at the early stages, and often become overwhelming for small teams. Furthermore, the ecosystem will provide access to a huge pool of professionals with whom you can collaborate to perform non-recurrent tasks or on a constant basis. The quality of work will be based on motivation, since the success of your product will directly affect their profits from the token.

2.5 At the same time, Jus Naturale token is unique in its properties, as this is the first token that is linked to the real world through the legal structure.

Problems

3. Lack of ecosystem

3.1 Traditional companies with ever increasing frequency turn out to be clumsy, unable to respond quickly and to adequately market changes, losing their consumers. We believe that the companies sharing the ideas of decentralization, digitalization and joint ownership is the thing of

the future. It is the transparency and the opportunity of joint use that will provide users with access to the goods and services they previously could not afford.

3.2 Those companies that will be able to create an ecosystem and attract their users to become the co-owners will have an advantage over the traditional companies, ensuring close interconnection between consumers and manufacturers, which will simplify their communication and create a loyal client base.

4. Lack of link with the real world

4.1 The majority of modern ICOs have one serious drawback, namely their tokens are in no way connected with the real world, and investors run the risk by investing funds in such companies. Such ICOs have no legal mechanism for tying a token to its holder, which makes it impossible to protect the token holder from fraud. The modern world puts forward new demands on the ICOs and their issued tokens, this also applies to the legislative regulation and investors' requirements. There is a need to create a link between tokens and a real world through the use of the existing legal mechanisms. This will attract new types of investors, not only the Crypto Enthusiasts, but also people who are not familiar with the Crypto Economy, as well as large companies that are now bound by legislative and corporate restrictions that do not allow investing in risky and "unreal" projects.

4.2 Moreover, despite the rapid development of the Crypto Economy, most people do not know about its existence and its advantages, and those who have learned about it recently, have already missed the opportunity to buy the most popular digital currency at a low price. Involvement of more people in the field of Crypto Economy is the thing of the future, but this is impossible without clear and transparent terms and conditions of tokens possession. Such a link will help make tokens the truly widespread means of payment and will attract even more money into development of new economy of the future.

4.3 It should be noted that ICO is carried out more frequently and not everyone can afford to devote enough time to track new projects, as well as distinguish the fraudulent projects from real and profitable ones. At the same time, it is a challenge for the ICO holders to disseminate information on their project to the end user and investor, and marketing costs usually make the major part of the budget.

5. Coming employment crisis

5.1 The world is changing, and a huge number of experts around the world point at the threat we can face soon, namely lack of work. Automation and digitalization of business processes have the opposite, negative side: more and more people become unclaimed by employers and cannot find work after graduation, dismissal or reduction.

5.2 We believe that it is our task to try to compensate for the negative aspects of the new economy, using the positive qualities of digitalization and decentralization provided by our ecosystem. In the new environment, there is a need for the new employment mechanisms, which will allow unleashing people's potential. Freelancing is one of such mechanisms. It provides the person with the opportunity to decide freely on the application of his/her skills and work, to

independently choose the occupation after his/her heart and to independently control the duration of his/her working day. It is the ecosystems that will enable this mechanism to be fully implemented, which will bring mutual benefits to its members.

6. Damage to the environment

6.1 On August 02, 2017, we crossed the line, i.e. we used more renewable natural resources than the planet can produce in a year. Every year, this day comes earlier and we use more and more resources, causing harm to our planet and catastrophes, gradually decreasing the standard of living of all people and putting them in jeopardy.

6.2 Mankind brings irreparable harm to our planet, and a growing number of people are beginning to think about the devastating consequences, which such harm may have.

6.3 All this requires reconsidering our attitude to the consumption of products. We should start using natural resources more rationally, reduce the damage to nature and begin active actions both to solve the already existing ecological problems and to prevent them in the future.

6.4 The help is in supporting the companies sharing the ideas of the sharing economy through the ecosystem, responsible consumption, reducing the carbon footprint and participating in projects, aimed at eliminating the damage already inflicted on the planet.

6.5 You can find out more information about the harm done by the humanity to the planet following the link: <http://www.overshootday.org/>

Solutions

7. Creating ecosystem

7.1 We consider that people, not the money, are the main value. We create the ecosystem for people and companies that will be mutually beneficial for all members and will allow them to solve their problems.

7.2 At this stage, you have the opportunity to get our token for free and to participate in the development of such an innovative business model. By becoming the owner of Jus Naturale token, you become the beneficiary of all the innovations offered by Jus Naturale. You become the co-owner of all assets of Jus Naturale and all companies that are the part of the ecosystem. These are both real sector companies, online businesses and other ICOs.

7.3 All members of the ecosystem will be interested in the quality of their products, since the profit of all token holders will depend on such quality, including the profit of the ecosystem corporate parties.

7.4 All users will be able to promote the products of companies within the ecosystem and receive a part of these companies' profit. At the same time, for other ICO projects, cooperation with the ecosystem and promotion with the use of a great number of interested users will reduce marketing costs, which are often overwhelming for the majority of teams.

7.5 Let's analyze two business models: the existing one and that offered by Jus Naturale.

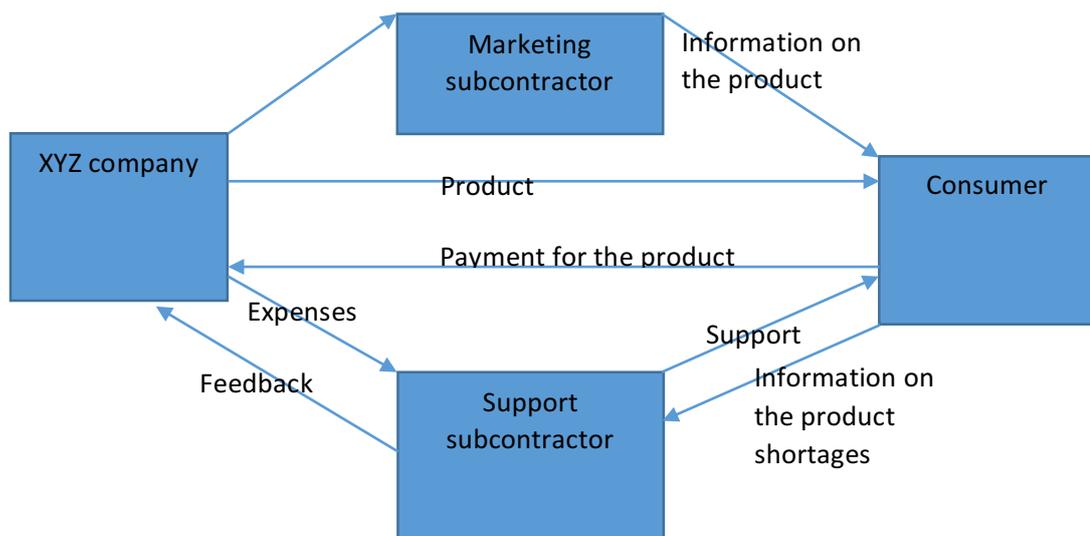
Let's assume that there are two companies: XYZ and ABC, both companies sell T-shirts.

7.6 In the existing model, XYZ company, with a sole or limited number of owners, is forced to use the services of intermediaries for marketing, development of client relationship and product improvement, which increases production costs. These costs are borne by the consumer, while the consumer is not interested in the development of the company and promotion of its products.

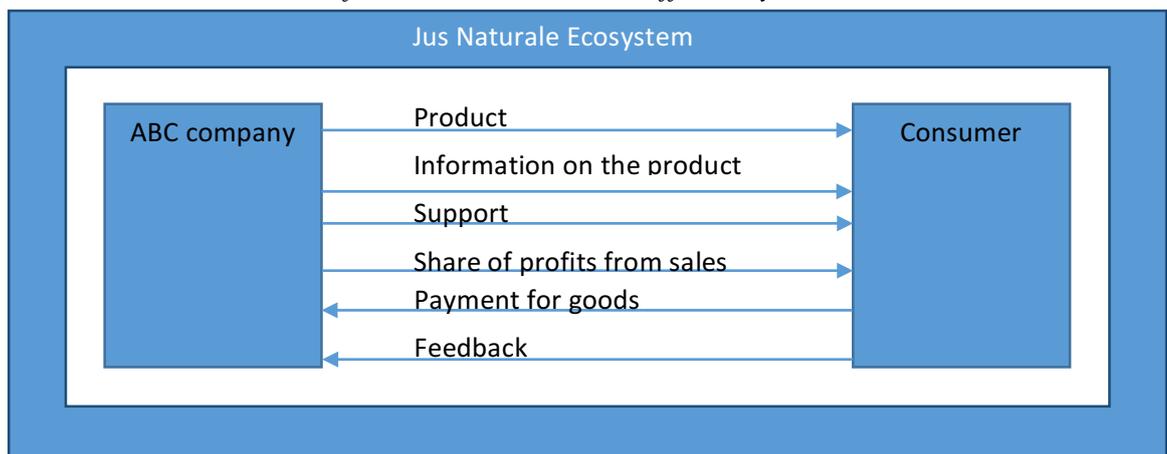
7.7 The model proposed by Jus Naturale provides decentralization and tokenization of the ownership, when end users are co-owners of the company. The ecosystem consisting of the company's co-owners will be interested in promotion and improvement of the company's products. Anyone can buy a token of their favorite company and become its co-owner and, in some cases, a freelancer helping the company to solve its problems and, at the same time, getting profit. This will increase the interest of the consumer in promoting and purchasing the goods of this company through the receipt of a part of the manufacturer's profit.

7.8 Thus, choosing between two T-shirts, the owner of Jus Naturale token will always choose the T-shirt of the company that is a part of the ecosystem, because in such a way he/she will increase the value of his/her token, will receive income and can directly affect the quality of products.

Scheme of the goods sales to the end user in the ordinary company



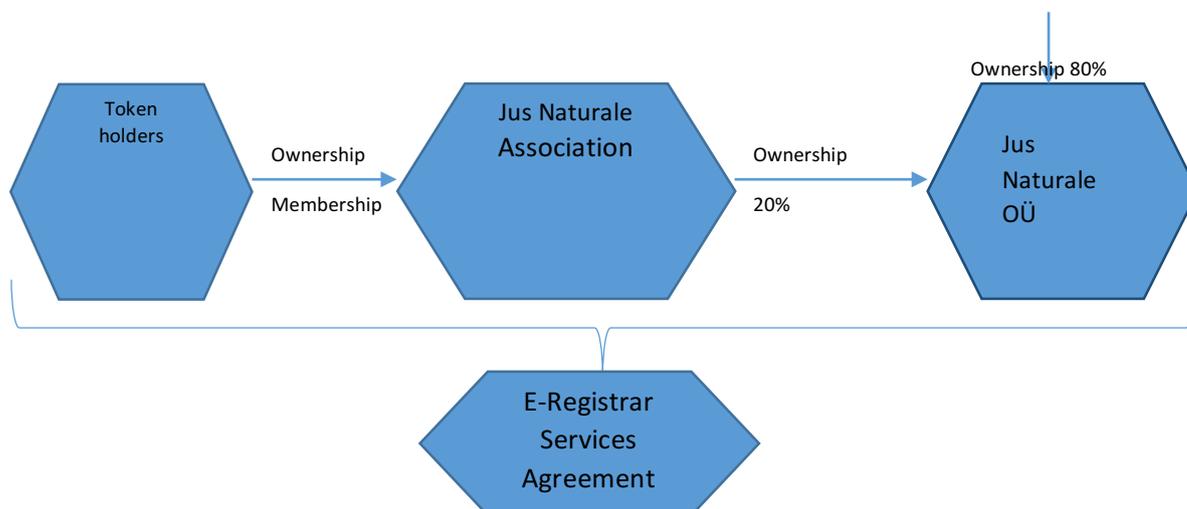
The scheme of sales to the end users offered by Jus Naturale



8. Link with the real world

8.1 We solved the problem of linking tokens to the real world by creating the unique legal mechanism. Jus Naturale token ownership automatically means the ownership of a share in the authorized capital of a real company with real assets, while the fact of ownership is recorded in a decentralized electronic register based on the blockchain, which makes it possible to make our token ownership absolutely transparent, safe and legal in all jurisdictions.

8.2 Each Jus Naturale token holder automatically becomes a member of Jus Naturale Association. In accordance with [the e-registration agreement](#) (*E-Registrar Services Agreement dated 28th August 2017, collated by English solicitor Nicholas Hall, SRA No 266112 at 5 Percy Street, London, WIT 1DG on 13th of October. Apostilled by Her Majesty's Principal Secretary of State for Foreign and Commonwealth Affairs B. Redman on the 17th of October, No APO-5764546*) each member of the organization becomes a co-owner of property of Jus Naturale OÜ company, registered in Estonia and operating in accordance with the European Union legislation, which guarantees protection of the co-owners property rights.



8.3 The e-registration agreement concluded between Jus Naturale Association and Jus Naturale OÜ provides for Jus Naturale OÜ liability for maintaining a decentralized register of Jus Naturale Association members. According to this agreement, Jus Naturale Association membership register shall be kept exclusively in electronic form with the use of the blockchain technology. In addition, this agreement provides for the obligations of Jus Naturale OÜ towards the members of Jus Naturale Association: providing access to the public register of members, providing support and instructions for the system use, issuing paper certificates confirming the membership in Jus Naturale Association for a certain moment and so on. Token of any value means membership in Jus Naturale Association.

8.4 At the same time, we operate in strict accordance with the European Union legislation and all relevant regulations. We are open for cooperation with regulators in order to make the cryptocurrency a transparent and legal mechanism for the whole World.

9. New opportunities for work

9.1 We provide everyone with the opportunity to reveal their talents for the benefit of themselves and other ecosystem members.

9.2 You can participate in the company projects in our ecosystem, both on freelance and on a regular basis. Thanks to the huge network of professionals and employers, everyone can fulfill themselves, while increasing the value of their tokens and gaining profit. Companies will be interested to use the labor of the token owners due to their motivation: qualitative performance of work means a quality product that will be sold bringing profit both to the company and directly to the token holder.

10. Environmental protection

10.1 The ecosystem members not only get profit from the activities of the ecosystem and fulfill their potential through the work, but also help the environment. Jus Naturale is scrupulous about selecting company members of the ecosystem, giving preference to those who monitor the environmental friendliness of their business and support the ideas of sharing economy, responsible consumption and reduction of the carbon footprint.

10.2 In addition, Jus Naturale will participate in projects that will be beneficial to the environment and will make our world better.

11. Jus Naturale structure and ownership

11.1 Jus Naturale is the ecosystem consisting of Jus Naturale Association and Jus Naturale OÜ company. Jus Naturale Association owns 20% of the authorized capital of Jus Naturale OÜ, 80% of the authorized capital remains with the founders. Membership in the Association automatically grants the right to own a share in Jus Naturale OÜ due to the e-registration agreement concluded between them. Membership in the Association shall be registered in the electronic decentralized register. This makes the assets ownership transparent and safe.

11.2 The property of Jus Naturale ecosystem consists of real and virtual assets directly belonging to Jus Naturale OÜ and, accordingly, to all token holders.

The list of assets includes:

- movable and immovable assets
- equities and shares in the authorized capital of other companies
- cryptocurrencies, including other project tokens
- other Jus Naturale assets

11.3 These assets belong to all owners of Jus Naturale tokens in shares proportional to the number of Jus Naturale tokens they own.

At the same time, these assets are a confirmation and guarantee of the real value of Jus Naturale tokens, as well as the source of revenue for the token holders.

Since Jus Naturale tokens are the membership tokens, they give the right to make propositions about the performance and activities of the ecosystem.

If necessary, Jus Naturale will create departments and units aimed at solving both the global ecosystem tasks and implementation of any specific issues and projects requiring attention.

11.4 At the moment, Jus Naturale has departments in the following areas:

- jurisprudence
- consulting
- marketing
- IT

These departments solve current issues connected with the ecosystem activities. The departments also jointly work to implement Jus Naturale ICOs and other ICOs.

11.5 Following the principles of business openness and transparency, all documents relating to the activities of Jus Naturale, which do not contain confidential information, will be immediately published on the relevant section of our website.

12. Ecosystem business model and profit

12.1 Jus Naturale will get profit from the activities as a universal Escrow Agent, multi-functional Marketing Agent and multi-functional Business Accelerator. In addition, Jus Naturale provides services in traditional areas – jurisprudence, consulting, marketing and IT. Jus Naturale also provides turnkey ICO solutions. We can create and conduct an ICO with all needed for your ideas realization. Jus Naturale also provides services of attracting venture investments for specific projects.

12.2 Also, one of the first sources of profit for ecosystem will be advertisement and promotion services. Due to a high number of ecosystem members it will be paying services for ecosystem and its members.

12.3 Due to our ecosystem and decentralization, we will provide escrow services to other companies and ICOs, getting profit for this. At the same time, our goal will be to peel apart unscrupulous projects. We will provide services only for the transparent and legal projects, protecting both our reputation and potential investors.

12.4 A great number of the ecosystem users will enable you to quickly and qualitatively promote your products and services using all modern communication channels.

12.5 Jus Naturale will be able to invest the ecosystem resources in interesting projects by decision of its members, providing these projects with the opportunity to develop and implement their plans, while receiving equities or shares in the authorized capital of these companies, which give the right to get a part of Jus Naturale profit.

12.6 Payment for Jus Naturale services can be in the monetary form or by transferring a share of the authorized capital of the company.

If you are interested in a third-party project, Jus Naturale can offer cooperation based on the success fee principle, i.e. our services will be paid only providing that the business marginality increases, or according to other agreed indicators.

12.7 Participation of Jus Naturale in other company projects will be a universal high-quality mark, which is indicative of honesty, transparency, innovation and environmental friendliness of business.

12.8 In the future, Jus Naturale plans to create its rankings for online and offline products.

Examples of Jus Naturale activities

13. Escrow Agent

13.1 ABC company holds ICO and, in order to enhance the investors' confidence and ensure safety of funds collected for ICO, attracts Jus Naturale as an Escrow Agent. Jus Naturale offers the scheme of access to the collected funds, for example, a cryptowallet with several keys. Then, Jus Naturale monitors the ICO holding and provides its access key to the wallet only after fulfilling the conditions predefined by ABC company in accordance with its public intentions.

13.2 For its services, Jus Naturale receives remuneration from the ABC company, for example, in the form of the ABC company tokens which become the property of Jus Naturale.

14. Marketing Agent

14.1 ABC company wants to bring its ICO to the crowdsale, but the budget does not allow for an effective advertising campaign, or ABC company does not have necessary specialists in other areas. ABC company contacts Jus Naturale for assistance. It can be a marketing campaign with the development of design, websites and promotion, or just an advertising campaign.

14.2 Jus Naturale helps the ABC company to launch an ICO, in exchange for some tokens. ABC company also has the opportunity to issue its ICO in subtokens on Jus Naturale platform.

14.3 In both cases members of Jus Naturale ecosystem will find out about ABC company's ICO through all promotion channels: website, newsletters, social networking groups and etc.

14.4 Since ABC company's tokens that will be passed to Jus Naturale will belong to all members of the ecosystem, which will become the co-owners of ABC company, and the profits of the ecosystem members will depend on the profitability of the aggregate assets belonging to Jus Naturale, including tokens of other ICOs and subtokens, members of Jus Naturale will be interested in ABC company advertisement: they will discuss it on social networks, promote it on their personal pages, talk about it to their relatives, thereby significantly enhancing the recognition of ABC company and attracting new customers.

15. Business Accelerator

15.1 ABC company develops a promising product or launches an ICO, but it lacks the resources. ABC company applies to Jus Naturale or Jus Naturale, having interested in a promising project, contacts ABC company and offers to provide ABC company with the borrowed funds or services required for development of the project, e.g. legal advice, marketing strategy development, design development, consulting services, SMM and so on.

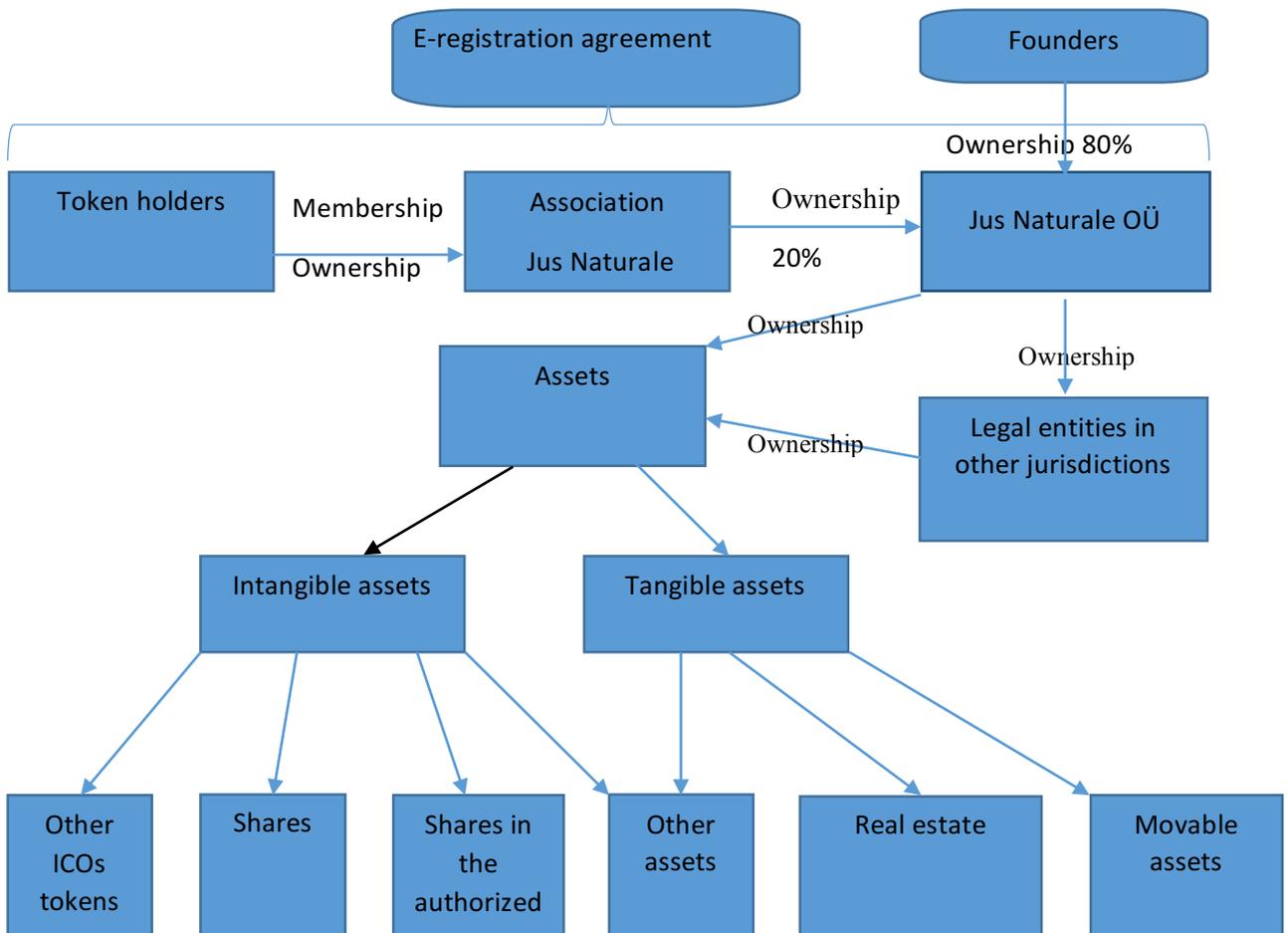
15.2 Jus Naturale provides ABC company with all the assistance needed to launch the product and, in return, gets a share in the authorized capital, part of the shares or tokens of ABC company, hereafter receiving percentage of profits from the sale of ABC product.

16. Jus Naturale business platform

16.1 Jus Naturale also specializes in providing legal, consulting, marketing and IT services to the customers. In addition, we will help to attract venture investments for your product.

16.2 Learn more about this part of Jus Naturale business at <https://jusnaturale.com/business/>

17. General structure of Jus Naturale ownership



18. ICO structure

18.1 To form the ecosystem, we carry out a large-scale distribution of our tokens for free, using our personal resources.

Free Jus Naturale tokens will be distributed among people until the end of ecosystem formation.

20% of tokens will be distributed among the ecosystem users out of charge.

80% of tokens will be reserved for the founders.

Jus Naturale reserves the right to release tokens to scale the ecosystem. After the end of the free token distribution rounds, Jus Naturale shares of statutory capital can be distributed on a paid basis.

The received funds will be used to achieve the goals and objectives of the ecosystem, as well as the acquisition of real assets and investments.

In the future, after the ecosystem formation, Jus Naturale tokens will freely circulate at all major cryptocurrency exchanges.

Jus Naturale tokens are issued in strict accordance with all relevant regulations.

18.2 We will attract users to manage the ecosystem; the very token holders will choose its trajectory. All large-scale decisions with regard to the ecosystem activities will be taken involving the token holders, the voting weight of whom will depend on the number of tokens they hold.

19. Jus Naturale token

What is Jus Naturale token?	JusNaturale Token is a membership token (Ethereum ERC20 standard), which provides membership in Jus Naturale Association and legal ownership of share in authorized capital of Jus Naturale OÜ. This information is stored in a decentralized registry on the basis of an e-register agreement between Jus Naturale OÜ and Jus Naturale Association.
Price	FREE (Assumed initial token rate – 0,1 ETH)
ICO Structure	20% of Jus naturale OU's corporate rights are transferred to the Association and become tokenized. 80% of the authorized capital remains for the founders.
Token symbol	JN
Membership program	Jus Naturale members automatically participate in Jus Naturale Referral Program. Every Jus Naturale member gets an additional 0,001 JN for every new registered and verified ecosystem member.
Referral program	Jus Naturale members are able to participate in the referral program – invite your friends to the Jus Naturale ecosystem and both get additional free tokens after new member verification.
Bounty program	After the free distribution of tokens, an additional issue of tokens will be conducted to distribute to the bonus program participants in strict accordance with the bounty program

20. Howey Test

20.1 Under the Howey test, a transaction is an investment contract if such conditions are met:

1. It is an investment of money
2. There is an expectation of profits from the investment
3. The investment of money is in a common enterprise
4. Any profit comes from the efforts of a promoter or third party

20.2 Jus Naturale token is not a security or an investment contract under the Howey test, as it is not an investment of any sort, as it is distributed out of charge, there's no investment in a common enterprise and also the profit from the token depends on the efforts of each ecosystem member, whom we encourage to act to make Jus Naturale token more profitable.

21. Planned projects

21.1 After the ecosystem formation, Jus Naturale plans to implement its other projects based on the created ecosystem.

21.2 We plan to develop projects in the following areas:

Jobs. We want to create a convenient decentralized platform in order to enable people to search and offer job. It can be single tasks in the form of freelance or even permanent employment. Jus Naturale also plans to create a co-workings network all over the world, and Jus Naturale tokens holders will be able to use them totally free of charge.

Mass media. We plan to create a decentralized platform that would allow the authors to openly express their views and receive money for them.

Crypto-currency. Issuance of own crypto-currency separate from Ethereum platform.

Cryptoexchange. We plan to create a cryptocurrencies exchange. It will be simple, transparent, convenient and secure.

Travel. We plan to create a project, which will make people travel cheaper, easier and safer using decentralization

22. Reward Programs

22.1 To support and encourage ecosystem participants, we developed several reward programs, each of which provides an opportunity to receive additional tokens or prizes.

22.2 Bounty program

Our bonus program includes the opportunity to get bonus tokens for help with translations, moderation and sharing an information about Jus Naturale in social networks and other media.

The bonus program includes such directions:

- Translation and moderation
- Signature and avatar for bitcointalk users
- Blogs and Media
- Twitter
- Facebook
- Other ideas

For more information about the content and terms of the bonus program Jus Naturale, please see: <https://forum.jusnaturale.com/index.php?topic=56.msg252#new>

22.3 Referral Program

Members of Jus Naturale can participate in the referral program by inviting friends to the Jus Naturale ecosystem. For this, the members of the referral program will receive additional free tokens after verification of the invitators and invited accounts. Bonus tokens are also credited to both the invitatory and invited.

To participate in the referral program, simply copy the referral link or referral code and send it to the one you think is potentially interested in our project. If she or he signs up on the site and later verifies his account, each of you will receive a bonus token.

22.4 Membership Program

Each member of Jus Naturale automatically participates in our membership program. This means that each member of Jus Naturale additionally receives 0.001 Jus Naturale token for each member who has registered and verified his account after the membership program participant. Thus, when you distribute information about Jus Naturale, you always get a reward without even using a referral or bonus program.

22.5 Creative program

Jus Naturale creative program is an opportunity to prove yourself, to help the project and at the same time to receive valuable prizes.

To participate in this program, you must be 18 or more years old, you must subscribe to Jus Naturale pages on all social networks, such as Facebook, Twitter, Telegram, share the Jus Naturale post about the start of the creative program with your subscribers and register on the Jus Naturale forum (<http://forum.jusnaturale.com>)

In order to receive a prize, you must make a proposal to change the greenpaper and improve the project. The authors of the best proposals that we will use in greenpaper or Whitpaper will participate in the drawing of such prizes:

1 place - 500 USD and 30 Jus Naturale tokens (JN)

2nd place - 300 USD and 20 JN tokens

3rd place - 100 USD and 10 JN tokens (the third place can be occupied by three participants)

You can get more information about the creative program on our forum (<http://forum.jusnaturale.com>)

23. Disclaimer

23.1 The goal of this greenpaper is to present the Jus Naturale Association and Jus Naturale OÜ to potential token owners in connection with the proposed distribution of tokens. The information stated above can not be exhaustive and is not a public offer. Its sole purpose is to provide relevant and reasonable information to potential token owners so that they can determine whether to conduct a thorough analysis of the company in order to participate in the Jus Naturale ICO.

23.2 The Jus Naturale token can not be used for any purpose other than those described in the greenpaper.

23.3 Some of the information contained in this greenpaper is a prediction about the future. Such forecasts are associated with known and unknown risks and uncertainties that could cause actual events or results to differ materially from those estimates or results implied or expressed in such forecasts. Jus Naturale does not guarantee the occurrence of the events described in this document.

23.4 Jus Naturale reserves the right to donate or otherwise transfer part of the token to third parties.

23.5 Jus Naturale reserves the right to withhold tokens without explanation.

23.6 This English language is the main official source of information about Jus Naturale. The information contained herein may be translated from time to time into other languages or changed. During the transfer, some of the information contained in this document may be lost, damaged or distorted. The accuracy of such a translation can not be guaranteed. In the event of any differences or inconsistencies between translations and this document in English, the provisions of this original in English shall prevail.

24. Benefits of Token Owners

24.1 A large ecosystem of token owners will enable everyone to profit from advertising publications on all Jus Naturale channels. The profit will be charged to the wallets of the token owners or be transferred to management in another way, if the profit accrual is illegal in the jurisdiction of the token owner.

24.2 Each owner of Jus Naturale tokens will profit from all ICO's released on our platform. The profit will be accrued either in the form of crypto-currencies or in the form of tokens of these projects

24.3 All Jus Naturale tokens owners will benefit from Jus Naturale IT projects. The profit will be distributed depending on the activity of the owner of the token - active participation in the promotion and assistance in the implementation of projects will be rewarded additionally, according to our bounty program

24.4 Token owners will profit from the work of the crypto exchange, planned for launch on our platform. In addition, all token owners will receive the Jus Naturale cryptocurrency, which will be issued after the launch of the exchange

24.5 Token owners will receive part of the distributed profit from the classic activities of our business platform in the areas of jurisprudence, consulting, marketing and IT.

24.6 Tokens owners will be able to sell their token or a part of it to major crypto-exchange exchanges.

24.7 Each owner of the token is the co-owner of all Jus Naturale assets, with a legal design binding the ownership of the assets to the Jus Naturale token.

The profitability of each token depends on the activity of the members of the ecosystem and their initiative.

24.8 For business, possession of the Jus Naturale tokens provides additional benefits, except as noted above:

Free marketing for your product among all ecosystem users;

Instant responses about your product from users of the ecosystem;

Free ICO for your project in exchange for a share of tokens;

The ability of enterprises in the real economy to conduct ICO to raise funds and release their tokens, with real binding to corporate rights, using Jus Naturale platform and team;

The services of a reliable escrow agent, which guarantees the transparency of your ICO for investors;

Access to information on other ecosystem participants, the opportunity to cooperate and use the work of other ecosystem participants for their business;

Support in such areas as marketing, consulting, jurisprudence, IT.

25. Conclusion

25.1 Jus Naturale is a decentralized company of the new generation.

25.2 The company has a unique organizational and legal structure.

25.3 The co-owner of the company is an international association, membership in the association is conducted exclusively in electronic form using the blockchain technology ([e-registry agreement](#)). This design makes it possible to attract an unlimited number of people to the company's co-owners.

25.4 The Jus Naturale project does not have a whitepaper. Our greenpaper is formed on the principle of Wikipedia, when each participant can make proposals and changes, I use our forum. Thus, the company is dynamically improved and transformed to meet the challenges of the time.

25.5 The token holders are simultaneously members of the association and co-owners of Jus Naturale.

25.6 Jus Naturale offers a new form of corporate rights tokenization, which is possible due to the participation of the decentralized public organization whose membership is recorded on blockchain, in the authorized capital of Jus Naturale.

25.7 Jus Naturale solves several business problems at once and at the same time creates new opportunities for its members.

25.8 First of all, thanks to a large number of participants, we are able to conduct unique marketing campaigns to promote any goods and services by the means of our community. The

community is interested in such promotion because it affects the reception of dividends and supports the high cost of the token.

25.9 We also provide online projects a critical mass of users, necessary for project to start. These users who will be interested in the rapid launch and improvement of the product.

25.10 Jus Naturale offers a comprehensive solution for tokenizing corporate rights and conducting ICO using our platform and ecosystem.

25.11 At the same time, Jus Naturale also provides the necessary support in the areas of consulting, marketing, law and IT.

25.12 Thanks to its decentralized structure, Jus Naturale is a reliable escrow agent.

25.13 Also, Jus Naturale offers the development and implementation of decentralized data storage systems and can act as a registrar of corporate rights records in a decentralized registry, similar to our e-registry agreement.

25.14 For companies that have decided to tokenize their corporate rights, Jus Naturale offers structuring services to the company and maintaining a decentralized registry.

25.15 After the ecosystem formation, the Jus Naturale token will be traded on crypto-exchanges. This will allow buying or selling the Jus Naturale token freely, gradually leaving only users interested in ecosystem development.

25.16 Participation in Jus Naturale projects can be both active and passive. Active users who will actively participate in the life of the ecosystem and promote products on the platform will receive dividends from the activities of the entire company in the form of tokens. Passive users will be able to trade tokens on the exchange without taking an active part in the ecosystem activity.

25.17 To distribute dividends, the company will buy tokens on crypto-exchanges and redistribute them among active users. This will allow to attract only the most interested users in the development of the project to the ecosystem and support the high cost of tokens.

25.18 Revenues accrued to passive holders of tokens will be directed to charitable purposes and projects, priority projects will be projects in the field of nature protection and development of decentralization ideas.

25.19 A large number of Jus Naturale token holders will also reduce the marketing costs of the company and allow implementing new products on its own platform, at the moment the launch of a news resource is already underway, the launch of a crypto exchange and other projects is planned.

NOTE! This document is a greenpaper, a document on a specific policy area circulated among interested parties who are invited to join in a process of consultation and debate. The objective of a green paper is to arrive at a general consensus before drafting the official policy document, the white paper. So feel free to contact us with suggestions how to make our greenpaper and project better. You are also welcome to discuss our ideas. We are open for cooperation.

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Telegram Chat (RU): https://t.me/jusnaturale_ru

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