

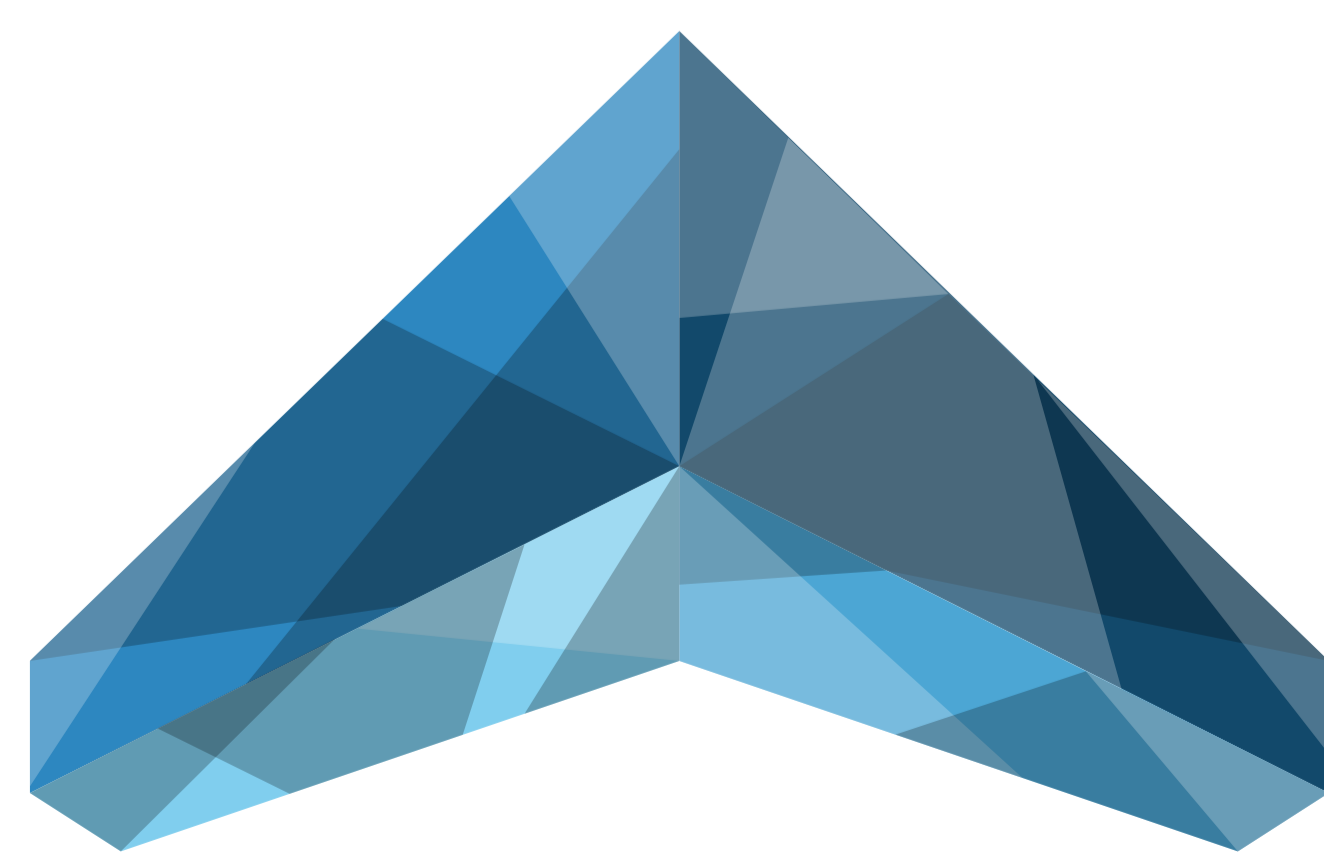


FUJI

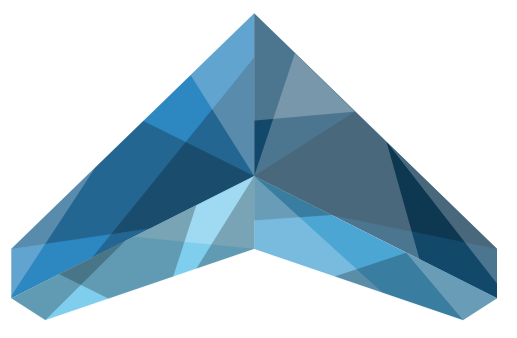
White Paper 1.1

Content navigation

1. Foreword	3
2. Glossary	4
3. What is Fuji 2.0: a little bit of history on the project	5
4. Goals & Achievements	7
5. Business Model	8
6. Marketing & Advertising Strategy	10
7. Fuji 2.0 platform coins	11
8. How to buy FJT?	13
9. Fuji Bounty Campaign	15
10. Roadmap	16
11. Statement of risks & Disclaimer	23



FUJI



1. Foreword

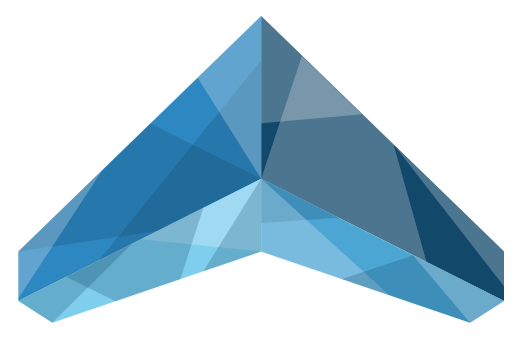
We, the Fuji team, created an ecosystem where business owners can develop, and investors – get new, potentially "gold" sources of income from successful startups. Fuji is a place where investors and start-uppers can meet, discuss ideas, and make life-changing decisions.

For your convenience, all Fuji investments are made through our dedicated internal coin FJT. Using it, you can take part in all the activities of the site and generate income from the organic growth of our coins. Clearly and simple, Fuji is not just a donation platform, but a full-fledged investment marketplace with its infrastructure and economic environment.

So, you have started your own business – well done! When there's a good idea but no money for it, a start-upper can attract interested investors through a crowdfunding platform. This is a good way to get additional funds for your project through special Internet platforms that work on an "every little bit helps" principle. And the Fuji platform will help you to attract money for your business.

What's more, Fuji can help you to find a good team, make a good business plan and solve all the organizational issues. Fuji is your full-fledged guide to the world of business!

If you are an investor and want to put money in a startup, then the Fuji ecosystem will allow you to create a profitable investment portfolio in just a couple of minutes. Using our platform, you can invest easily with an internal currency, and your investments will be transparent. You can also be sure of the reliability of projects that you choose and put money in multiple startups at once.



2. Glossary

To understand the wording used in describing the new Fuji ideology – a glossary of terms is below. It will help you understand the material.

Crypto exchange – a place where you can sell and buy cryptocurrencies and digital currencies.

Crypto coin emission – issuing new digital coins into circulation, which determines the crypto asset course and the possibility of its use.

Startup – a unique business that you founded from scratch. On Fuji platform you can tell people about your startup to attract accomplices and investors.

Raise funding – getting money from investors for some concrete purposes and needs. Fuji guarantees the transparency of raise funding, so you will be aware of what the money is spent on and how the project is developing.

FJT – a new internal coin. Using it, you can take part in all the site activities and generate income from the organic growth of our coins. Released on the powerful Tron blockchain.

Bounty Company – a well-organized marketing plan to promote FJT. Contains airdrops and other promotional and advertising campaigns.

Personal Investments Portfolio – a series of investments in startups that you make. In the Fuji ecosystem, you can create a money making portfolio in just a few clicks.



3. What is Fuji 2.0: a little bit of history on the project

Fuji is a full-fledged investment marketplace that has its infrastructure and economic environment. This is a fairly young project that offers development to investors, experienced entrepreneurs and startup founders. This project will allow business people to develop, and investors will receive additional income. This is a good way to get additional funds for your project through a special Internet platform.

Our site is designed for the convenience of our users, so they can make all investments in the Fuji system through a special internal FJT coin. With this coin, the user can take part in all the activities of the site, as well as receive passive income with the organic growth of the coin.

Fuji offers an alternative way of doing business. You need an experienced guide in the business world to know where to invest your money, which startup will be profitable, and how not to lose all your savings. Our platform is just such a place where you can realize yourself in three directions: an investor, an experienced business owner, a start-upper.

Fuji helps to solve all organizational issues. An inexperienced start-upper will make even the most daring ideas come true. For a business owner, this platform opens up new prospects, helps to get additional income, and increases capital. Even if you are looking for certain services or you need a team of professionals to implement your project – you can get it all using this service.

The author of the project can raise funds for implementing the idea and estimate its relevance in advance, and the participant can contribute to the author's initiative and receive a reward for it.

Fuji can raise funds for projects of various categories. The platform provides a possibility of placing projects, and also helps in their promotion, because it has its currency, the internal coin FJT. This is the difference between this service and similar ones. Our service also allows you to get funding without the participation of banks, venture funds, and stock exchanges.

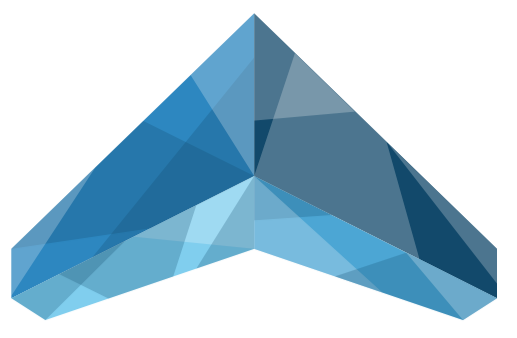
For the founders, this is an opportunity to raise funds for a project without loans and a copyright transfer. It is also an excellent PR opportunity for no additional cost.

The personal interest of the people who support the project is also a huge plus. It will bring the founder help at all the stages of the project development.

The modern generation comes up with new and interesting startups easily. The problem is that the authors don't always have enough money to implement their ideas. In such a situation, they are not moving towards their dream, and all thoughts are only about how to make money. Crowdfunding can help in this situation. This is a way to get money for developing your business without bank credits and loans.

Fuji is a new, modern and exciting crowdfunding platform. Here you can raise money to launch your business, implement any interesting idea, and even earn money. Three types of people can realize potential on the platform: experienced specialists, business owners, and start-uppers. Everyone will benefit. A start-upper will develop, to push his idea, an investor will receive income from a successful startup, and a business owner will earn money with the growth of the internal FJT coin.

Fuji is ideal for beginners. Even if you do not know what crowdfunding is and how you can implement your startup with its help, you can use the services of qualified professionals who are ready to share their experience. They will tell you what you need to write in the application, how to organize fundraising, what are the features and nuances of the service. This way you can achieve maximum results for your project.



4. Goals & Achievements

Today, when the crowdfunding market is actively developing, Fuji's place is definitely at the top. Fuji prefers projects in the IT and manufacturing sector, while other companies focus on creative projects, cutting the market share.

Fuji has another advantage over other companies: we work with people from the entire globe. We don't limit ourselves to the country where the company's headquarters are located, as other crowdfunding companies do. Thus, the idea level and the volume of free capital ready for investment increases manifold.

Fuji platform stands out from competitors with a unique cryptocurrency. No banking days, no geopolitics, exchange rate differences, and difficulties in currency exchange. The FJT cryptocurrency removes a huge number of barriers between a start-upper and an investor. Other crowdfunding sites are not so interested in getting traffic constantly.

The goal of the team is to create not just a crowdfunding platform, but a full-fledged marketplace for investors, business owners, and start-uppers. We are interested in attracting:

- an active and motivated audience that will offer new startups
- active investors who will help financially

Our goal is to create a community where each member can use the internal FJT coin for their convenience. Geopolitics, difference in rates of currencies and difficulties in exchange will not limit users of our service.

The key tasks for our team:

1. Create a full-fledged investment marketplace with its own infrastructure and economic environment.
2. Implement a classic exchange script on the platform and subsequently build a full-fledged ecosystem with its own liquidity pool and crypto exchange.
3. Provide the best service to create Personal Investments Portfolio in few clicks.



5. Business Model

A start-upper is a person who is working on implementing a unique idea. Most of the time it is not just one person, but a team of like-minded people with a leader. In the team, everyone does his part. One is working on an idea and calculating the possibilities of its development. Another is developing a business plan, looking for sales markets, and assessing economic prospects. The third person is looking for investors who are ready to give money for business development.

Business partner is assigned by the platform automatically to any individual or legal entity who is ready to invest in a startup.

An experienced specialist is an individual or legal person who offers his services to inexperienced start-uppers.

We built the FJT coin on the powerful Tron blockchain. Our token serves to simplify doing business between wherever they are. Being a kind of aggregator of all payment methods and means for both investors and start-uppers, FJT solves problems of rate differences, and the geopolitical situation in countries.

It doesn't matter if you are in the USA, Asia, Russia, or another part of the world – with the Fuji platform, you can invest or donate money to projects from all over the world with one coin!

This step allows you to neutralize several costs, such as the commission for transfers, the difference in exchange rates, and the opening hours of banks in each country. The interaction between investors and entrepreneurs becomes simple and incredibly effective!

FJT is constantly growing and developing! Now our goal is to list the largest cryptocurrency exchanges. This will allow coin holders to get income from its organic growth, and, therefore, increase their profits.

By using Fuji services, an investor will get several benefits:

A) When the chosen project reaches its potential and become successful, you will receive a share of its income – that sounds great!

B) You can also get a share in business and help the entrepreneur bring the project to life with your experience. You get income both as an investor and as a business owner!

C) You can get additional income from our internal coin! It is more favorable to buy FJT coins on a presale – its further value will increase by 25 cents for each round, as well as at the time of listing on the largest cryptocurrency exchanges. Also, there will be only 3 rounds on the presale, and the price of the coin will increase with each of them. Further circulation of coins on crypto exchanges will also bring you additional profit.

The coin grows in value – you get richer!

If you are a start-upper and you are eager to your business, our cooperation will bring you:

A) The ability to realize your most daring ideas, even if your finances do not allow it – investors crave brave people!

B) Even if you start your business alone, and you do not have a team, this is not a death sentence. Working with Fuji, you will become a part of a strong and well-functioning business community, where you can learn.

C) You will share the accumulated experience with other entrepreneurs and adopt their experience for your business. It is never too late to learn, and it is not a shame to ask for advice!

D) Just like all our partners, you can make money buying and selling our FJT coin!

If you are a qualified person and you need a team, here you can:

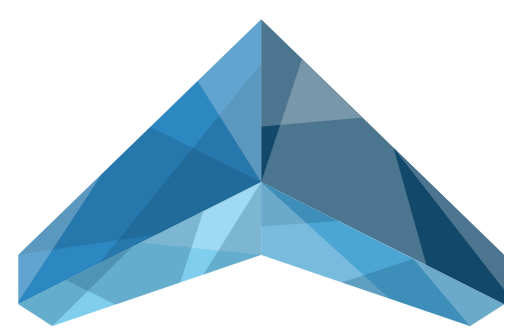
A) Find interesting projects for yourself and use them in your future portfolio!

B) If you are ready to work in the long term, you will certainly find companies in our community will value your work and experience.

C) You can choose whether to work as a freelancer and cooperate with a group of companies. Or you can focus on one area, working in one team. Of course, you can combine both options! It's up to you!

D) And, of course, you will convert your knowledge, skills, and experience into a monetary equivalent.

E) The purchase of FJT coins is also available for you!



6. Marketing & Advertising Strategy

Marketing strategy is a delicate balance between interests of startups and investors. Our target is to be the place, where both of them meet, but also, we need to provide the best service and to be the most convenient for our users.



We expect a high level of traffic to our website due to the SEO plans that we have in place. Our press release strategy will provide additional opportunities to reach our targeted audience, and help establish solid relationships with journalists. Social Media Management tactics will allow us to create strong one-on-one relationships with our customers through personal interactions. Our main target is to build strong awareness around our products, generate leads, grow our community, and optimize our visibility across top publishing platforms.



7. Fuji 2.0 platform coins

We built our internal coin FJT on the powerful Tron blockchain and serves to simplify the conduct of business between platform participants wherever they are. Being a kind of aggregator of all payment methods and means for both investors and startupperes, FJT covers currency differences completely, their rates, and the geopolitical situation in countries.

The main idea of Tron blockchain is the freedom of the Internet in obtaining and using entertainment accumulation. The main advantages of blockchain are:

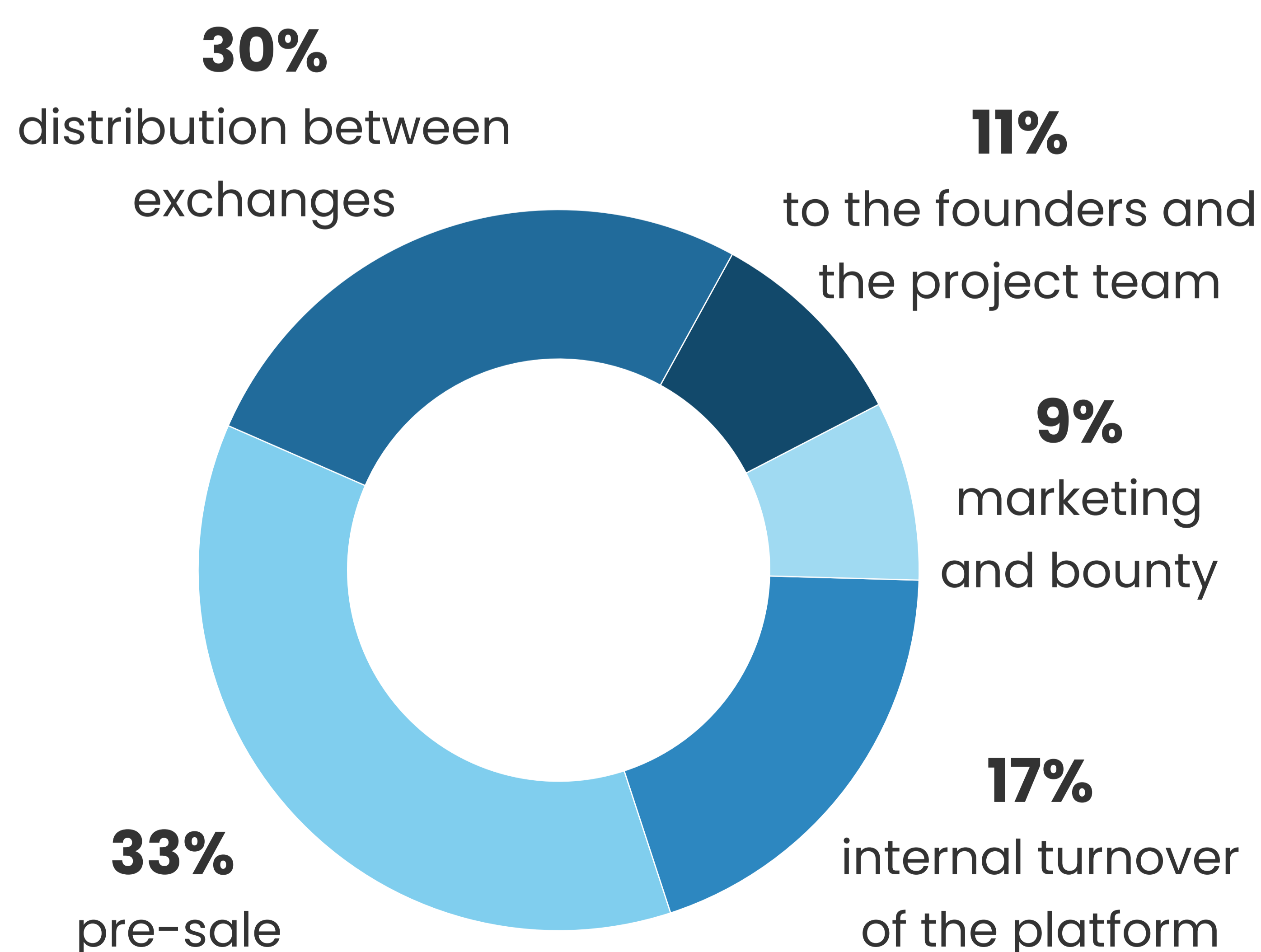
- high speed of work and transactions
- ability to compete with the speed of VISA and SWIFT due to the use of high-performance network nodes
- high scalability, support for the execution of dApps and smart contracts
- better energy efficiency of the blockchain consensus mechanism compared to other options that are based on the PoW consensus algorithm (for example, Ethereum)
- ease of use.

Tokenomics

Ticker: **FJT**

Total supply: 100,000,000 FJT

Token Distribution



Accepted Currencies: ETH, BTC, TRX, BNB, USDT

Lock up period: **None**
You can buy and sell FJT without any restrictions.

The coin is continuously developing and growing. On the largest cryptocurrency exchanges coin holders will increase their profits from the organic growth of the coin. Now you can focus on such prices:

Round 1 — \$0.5

Round 2 — \$0.75

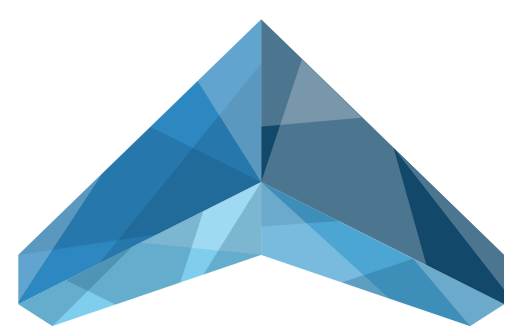
Round 3 — \$0.9

The coin will go through three rounds. The first is the most profitable for the big players, because they receive a special offer.

If you spend from \$500 to \$3000, then you can buy one coin at \$0.5. And if you spend from \$3,000 to \$10,000, one coin will cost \$0.35. And if you purchase \$10,000, the price for one coin will be \$0.25. After the completion of each round, the value of the coin will increase. Therefore, this offer is profitable.

The FJT coin is valuable for the following reasons:

1. The FJT coin is used regularly on the platform.
2. The FJT coin serves to simplify doing business. Token is built on the base of the Tron blockchain. It is an aggregator of all payment methods and means for both investors and aspiring entrepreneurs.
3. FJT coin solves the problems of rate differences between currencies, and geopolitical situations in countries.



8. How to buy FJT?

Buying an FJT coin at the pre-sale stage and further will be possible with the use of a bot in the **@fuji_support_bot** telegram channel.

How it will work:

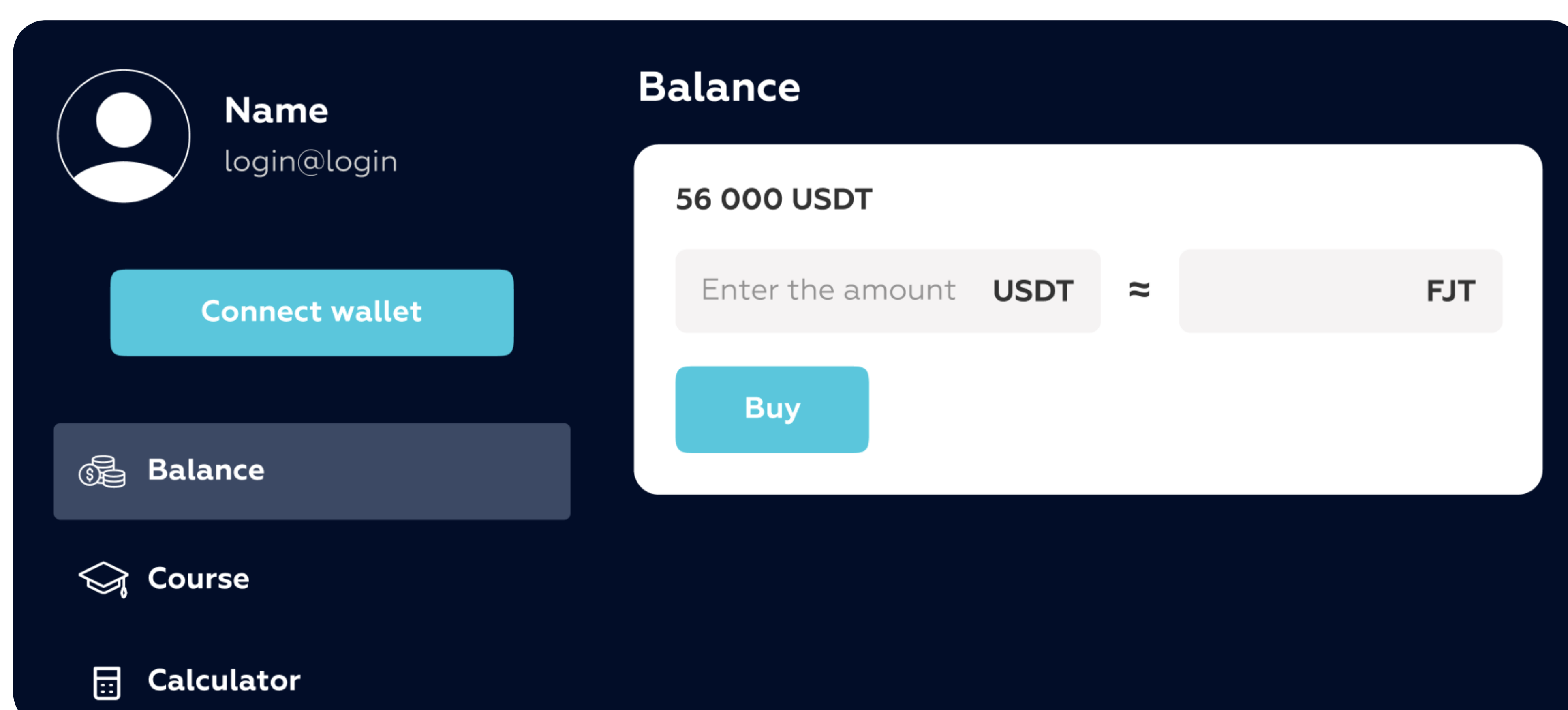
- The user chooses a language that is convenient for him.
- The bot gives the user a choice of payment methods: by cryptocurrency (Bitcoin, Ethereum, Tron, etc.) and fiat through a bank card. The bot has detailed instructions on how to do that.
- The buyer needs to create a Tron wallet and send information about it to the bot after choosing a suitable payment method.
- Next, the user selects the amount of coins and makes the transfer of funds.
- The user confirms the operation (sends a screenshot of the transfer to the bot's telegram channel).
- The bot invites the user to leave a mail to receive a detailed presentation of the project after the coins are credited.

At the stage of the platform operation, the site will have a built-in converter that allows:

- buy a coin from a card,
- buy coins through cryptocurrency,
- replenish money on the exchange using the account.

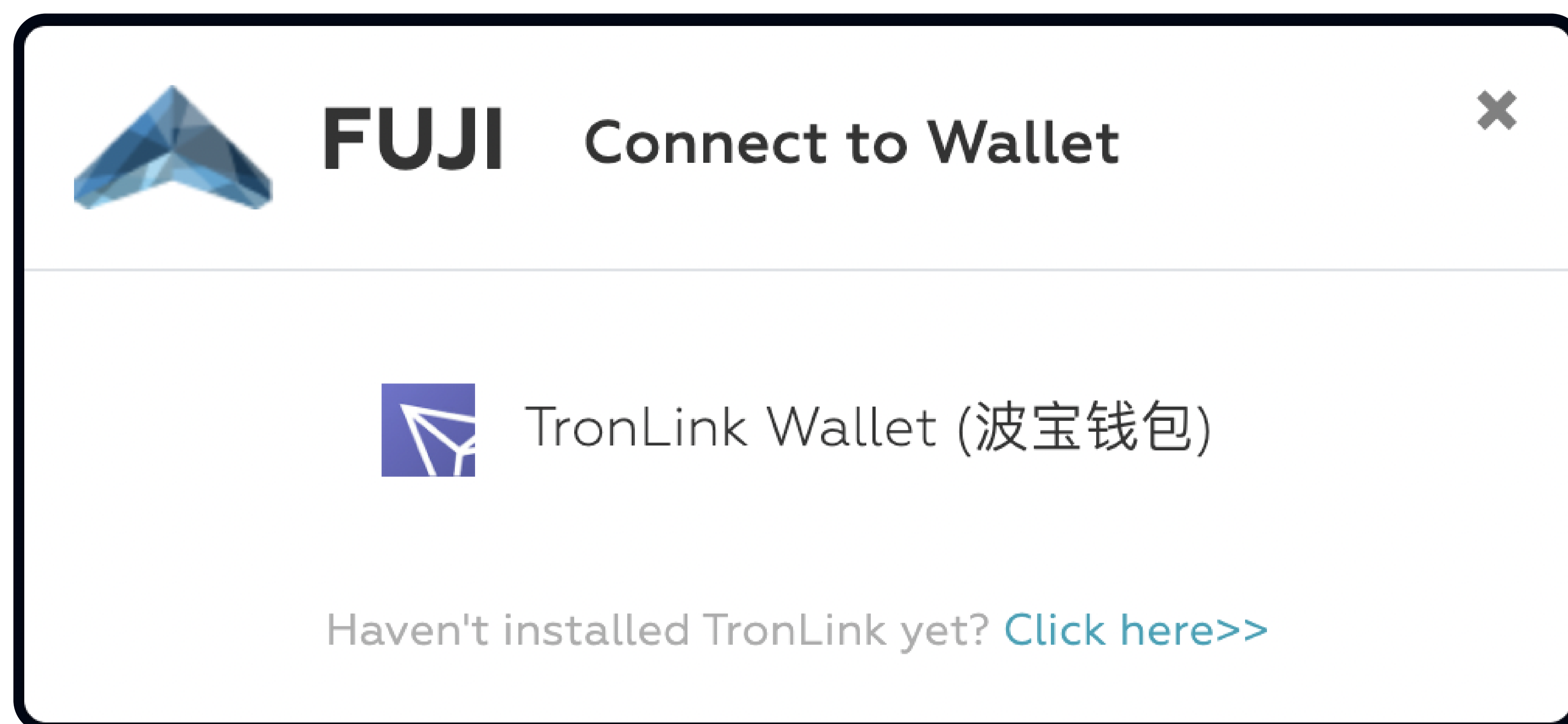
If you already have Tron wallet, you can connect it on the platform:

1. Login to your personal account
2. Click on "Connect Wallet"



3. Install TronLink wallet browser extension.

4. Click on the extension icon.



5. Buy FJT.

Now, you can invest in the projects on the platform on early stages and get profit!

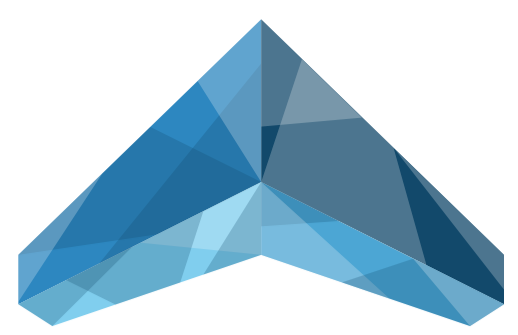


9. Fuji Bounty Campaign

As a marketing campaign, we developed a simple plan to promote FJT and attract more audience to the project. We offer the following ways:

1. Coin emission. There is also a part of the emission of the coin allocated for the prize fund, which we distribute for free to participants in events held for promotional purposes from the Fuji company. We allocate part of the emission for advertising campaigns among bloggers in Western Europe, America, and India. We will also distribute it for promotional purposes after a series of quizzes and meetings

2. Advertising fee. Under the terms of the bounty program, we reward the user with coin tokens, if he writes a post about the project in the media, social networks, etc. We will announce more detailed information on the social networks of the Fuji project.



10. Roadmap

PRODUCT

Q4 2020

- Quotas for storage and network
- Development of forward transactions system
- Hypothesis of financial models and indicators
- Pilot project

Q1 2021

- Rating and SLA
- Determination of the startups' geolocation
- Creation of FJT tokens
- Study of blockchains
- Market research
- Development of a module for automatic management of deals and tasks
- Deadlines for the integration of control systems and network security

Q2 2021

- Development of a beta version of the platform
- Decentralized autonomous organization of token holders
- Cross-chain interconnection
- Proof-of-Test-Case

Q3 2021

- Trusted Platform prototype (evolution of the installer and own OS distribution)
- Beta testing
- Custom Profile Attributes (with validation)
- Skills exchange development
- Data exchange platform development

Q4 2021

- Improvements to the reliable platform
- Fixing bugs
- Development of a stock device system
- Building the Fund's Development Plan
- Market research for a stock exchange

Q1 2022

- Architecture support
- ICO Project Aggregator Development
- Starting the foundation team
- Obtaining the required licenses

Q2 2022

- Exchange of skills
- Fixing bugs
- Market research

Q3 2022

- Development of the support department
- Team Qualification Development
- Improving the functionality of the platform

Q4 2022

- Trusted platform development
- Interworking

Q1 2023

- Competitive market research
- Improvement of the aggregator of ICO projects

BUSINESS

Q4 2020

- Telegram bot and ticket system for technical support.
- Engaging liquidity providers and auditors in the platform
- Implementation of the cost-effectiveness calculator in the project
- Passing the course to start custom tasks.

Q1 2021

- Opening of the first round of the FJT sale
- Buying FJT with Bank Card Integration
- Banking Transfer Token Purchase for Corporate Customers (fiat gate)
- Purchase of tokens via telegram bot in cryptocurrency
- Referral system

Q2 2021

- Services based on Fuji platform
- Development of a project analysis system with an analytical department
- Web control panel for publishing attachments and service management.
- Search for potential business projects to be implemented on the platform
- Building Investor-Startup Interaction

Q3 2021

- Attracting traffic to the service exchange
- Installation of the final version of personal accounts for all types of project participants
- Implementation of an internal project exchange office for transactions with FJT currency
- Business traffic test
- Investor traffic test

Q4 2021

- Approval of the composition of the analytical department

- Approval of the composition of the security service
- Approval of the composition of the customer service
- Launch of the platform
- ICO
- Launch of general traffic on the platform

Q1 2022

- Service support
- Developing the platform for diverse investment solutions
- Preparation for the transition of major investors to the domestic fund
- Creation of microclimate

Q2 2022

- ICO
- Bounty programs and airdrops

Q3 2022

- Improving Investor-Startup Interaction
- Referral system development

Q4 2022

- Improvement of the project exchange office for operations with FJT currency
- Development of microclimate

Q1 2023

- Transition of large investors to the domestic fund
- Improving of web control panel

MARKETING

Q4 2020

- Advocacy program
- Attending a blockchain conference
- Initial analysis of the market position of crowdfunding platforms

Q1 2021

- Early Users Support Program
- Blockchain Life Conference
- Primary seeding in thematic media
- Twitter Asset, Telegram

Q2 2021

- The campaign to promote the services of FUJI customers.
- Blockchain conference
- Working with the media
- Social media promotion
- AB testing of all groups within the platform

Q3 2021

- Publication of the FJT project in major media posts
- Active development of social networks
- Attracting customer traffic using the media

Q4 2021

- FUJI Investors Summit
- Active work with major media
- Investment of assets to maintain active social networks

Q1 2022

- Systematic marketing plan to reach Asian capitals
- Attending a conference on blockchain and open finance in Asia
- Investing in an open capital forum

Q2 2022

- Connecting social networks “Reddit” and “Discord”
- Attending a conference on blockchain and open finance in USA
- Investing in an open capital forum
- Increase in the number of startups on the platform

Q3 2022

- Event marketing
- Attending a conference on blockchain and open finance in Europe
- Active work with major media
- Increase in the number of startups on the platform
- Increase in the number of investors on the platform

Q4 2022

- Organizing events and meetings within the community
- Expanding the analytics department
- Development of the marketing strategy 2023
- Promotion of the product on the USA market
- FUJI Investors Summit

Q1 2023

- Promotion of the product on the USA market
- Participation in offline/ fintech exhibitions
- Expanding the analytics department
- Expanding the main sources of communications
- Increase in the number of investors on the platform
- Profound analysis of 2022 possessions

Roadmap Fuji

	PRODUCT	BUSINESS	MARKETING
Q4 2020	<ul style="list-style-type: none"> • Quotas for storage and network • Development of forward transactions system • Hypothesis of financial models and indicators • Pilot project 	<ul style="list-style-type: none"> • Telegram bot and ticket system for technical support. • Engaging liquidity providers and auditors in the platform • Implementation of the cost-effectiveness calculator in the project • Passing the course to start custom tasks 	<ul style="list-style-type: none"> • Advocacy program • Attending a blockchain conference • Initial analysis of the market position of crowdfunding platforms
Q1 2021	<ul style="list-style-type: none"> • Rating and SLA • Determination of the startups' geolocation • Creation of FJT tokens • Study of blockchains • Market research • Development of a module for automatic management of deals and tasks • Deadlines for the integration of control systems and network security 	<ul style="list-style-type: none"> • Opening of the first round of the FJT sale • Buying FJT with Bank Card Integration • Banking Transfer Token Purchase for Corporate Customers (fiat gate) • Purchase of tokens via telegram bot in cryptocurrency • Referral system 	<ul style="list-style-type: none"> • Early Users Support Program • Blockchain Life Conference • Primary seeding in thematic media • Twitter Asset, Telegram
Q2 2021	<ul style="list-style-type: none"> • Development of a beta version of the platform • Decentralized autonomous organization of token holders • Cross-chain interconnection • Proof-of-Test-Case 	<ul style="list-style-type: none"> • Services based on Fuji platform • Development of a project analysis system with an analytical department • Web control panel for publishing attachments and service management • Search for potential business projects to be implemented on the platform • Building Investor-Startup Interaction 	<ul style="list-style-type: none"> • The campaign to promote the services of FUJI customers • Blockchain conference • Working with the media • Social media promotion • AB testing of all groups within the platform
Q3 2021	<ul style="list-style-type: none"> • Trusted Platform prototype (evolution of the installer and own OS distribution) • Beta testing • Custom Profile Attributes (with validation) • Skills exchange development • Data exchange platform development 	<ul style="list-style-type: none"> • Attracting traffic to the service exchange • Installation of the final version of personal accounts for all types of project participants • Implementation of an internal project exchange office for transactions with FJT currency • Business traffic test • Investor traffic test 	<ul style="list-style-type: none"> • Publication of the FJT project in major media posts • Active development of social networks • Attracting customer traffic using the media
Q4 2021	<ul style="list-style-type: none"> • Improvements to the reliable platform • Fixing bugs • Development of a stock device system • Building the Fund's Development Plan • Market research for a stock exchange 	<ul style="list-style-type: none"> • Approval of the composition of the analytical department • Approval of the composition of the security service • Approval of the composition of the customer service • Launch of the platform • partnership with exchanges for ICO • Launch of general traffic on the platform 	<ul style="list-style-type: none"> • FUJI Investors Summit • Active work with major media • Investment of assets to maintain active social networks
Q1 2022	<ul style="list-style-type: none"> • Architecture support • ICO Project Aggregator Development • Starting the foundation team • Obtaining the required licenses 	<ul style="list-style-type: none"> • Service support • Developing the platform for diverse investment solutions • Preparation for the transition of major investors to the domestic fund • Creation of microclimate 	<ul style="list-style-type: none"> • Systematic marketing plan to reach Asian capitals • Attending a conference on blockchain and open finance in Asia • Investing in an open capital forum
Q2 2022	<ul style="list-style-type: none"> • Exchange of skills • Fixing bugs • Market research 	<ul style="list-style-type: none"> • ICO • Bounty programs and airdrops 	<ul style="list-style-type: none"> • Connecting social networks "Reddit" and "Discord" • Attending a conference on blockchain and open finance in USA • Investing in an open capital forum • Increase in the number of startups on the platform
Q3 2022	<ul style="list-style-type: none"> • Development of the support department • Team Qualification Development • Improving the functionality of the platform 	<ul style="list-style-type: none"> • Improving Investor-Startup Interaction • Referral system development 	<ul style="list-style-type: none"> • Event marketing • Attending a conference on blockchain and open finance in Europe • Active work with major media • Increase in the number of startups on the platform • Increase in the number of investors on the platform
Q4 2022	<ul style="list-style-type: none"> • Trusted platform development • Interworking 	<ul style="list-style-type: none"> • Improvement of the project exchange office for operations with FJT currency • Development of microclimate 	<ul style="list-style-type: none"> • Organizing events and meetings within the community • Expanding the analytics department • Development of the marketing strategy 2023 • Promotion of the product on the USA market • FUJI Investors Summit
Q1 2023	<ul style="list-style-type: none"> • Competitive market research • Improvement of the aggregator of ICO projects 	<ul style="list-style-type: none"> • Transition of large investors to the domestic fund • Improving of web control panel 	<ul style="list-style-type: none"> • Promotion of the product on the USA market • Participation in offline/ fintech exhibitions • Expanding the analytics department • Expanding the main sources of communications • Increase in the number of investors on the platform • Profound analysis of 2022 possessions



11. Statement of risks & Disclaimer

This Whitepaper is not an offering document. The document has not been approved by any financial regulator or securities commission. We do not guarantee that the capital of token holders will pay off or that they will make a positive profit. We do not provide a complete list of all the risks that purchasers may face, investing in FJT or any of projects on platform.

Potential buyers should think carefully, before buying tokens, taking into account the information in this document, as well as their personal financial and legal status. The Fuji team cannot and will not be responsible for any loss or damage caused by your own decisions and choices.

Price volatility can be triggered by fragile blockchain policies in countries and regions worldwide. The secondary market for new digital currencies is more volatile than the traditional one, and there can be significant price fluctuations. The value of any project on the platform is impacted by the market environment and the degree of recognition of market structures. Fuji Company cannot ensure the value of any projects on the platform.