

White Paper

Fuji 2.0

For a long time, the source of fundraising for a startup or growing business has become crowdfunding. Such platforms regularly appear in all corners of the world and you can borrow money, exchange it for a share of your future profit, or even get it free. In all cases, it is not the bank or the State that issues them, but other people or companies.

But why do modern crowdfunding companies favor creative startups? Why cut the market share if you can, on the contrary, develop it?

Each of us can be a part of the crowdfunding platform, its generator, and consumer in one. Our chief goal is to create a new concept of a crowdfunding platform. We give preference to projects in the IT and manufacturing sector. There is honesty, transparency, and benefits for start-uppers, investors, and business owners. We are piloting Fuji - not just a place to get donations, but a full-fledged investment marketplace with its infrastructure and economic environment.

Well, here we go!

Content:

1. Preface
2. Glossary
3. Crowdfunding
 - 3.1 Crowdfunding and cryptocurrency
4. What is Fuji 2.0: a little bit of history on the project
 - 4.1. Fuji Achievements
5. What is Fuji 2.0: The New Generation Crowdfunding Marketplace
6. Fuji 2.0 Goals

7. Business roles of Fuji 2.0 community members

8. Fuji 2.0 Business Model

8.1 The economic model in practice

9. Fuji 2.0 platform coins

10. Sale of FJT coins

10.1 FJT Coin Value

11. Fuji Bounty Campaign

12. Fuji Roadmap

1. Foreword

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. You set the amount you want to attract for development, and potential investors decide whether your idea is worth investing in. They can give funds for development getting a share of your business, in debt, or free - just to support the project.

And perhaps 10 years ago, such an opportunity seemed impossible to us, but now we have new prospects and opportunities. Each of us can now use the crowdfunding service, which is available to everyone.

And this new format for receiving investments should become part of the crowdfunding market. We, the Fuji team, created just such an ecosystem, platform, business environment, marketplace where business owners can develop, and investors - get new, potentially "gold" sources of income from successful startups.

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.

FJT - a new internal coin. Using it, you can take part in all the site activities and also 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.

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

3. Crowdfunding

Crowdfunding is a voluntary co-financing method. Modern crowdfunding has some features:

- crowdfunding participants do not contact directly and do not interact with sponsors;
- fundraising is carried out electronically through a special platform;
- the author places his project on the platform, and site visitors transfer money to the project they like.

This method has its advantages:

- efficiency;
- minimum costs;
- transparency,
- lack of a corruption component.

There are 3 main types of crowdfunding:

1. Equity crowdfunding - this type involves the sale of a small percentage of your business or offers a stake in your company as part of a long-term investment.
2. Reward crowdfunding is the most popular type of crowdfunding. It includes gifts and other prizes for those who agree to fund your idea.
3. Debt crowdfunding is a new type of crowdfunding. You are asking for money for a stake in a future venture or promises of return on investment.

All crowdfunding sites are different, but the stages of their work are very similar. These include creating a new account, writing a brief description of your project, calculating the cost of gifts to investors, specifying how much money is needed to implement an idea, and setting a time limit for fundraising.

Crowdfunding is used to support various creative projects or business ideas. The most popular areas are scientific research, book publishing, charity, film projects, and others. But nowadays, we use crowdfunding for cryptocurrency projects as well. Crowdfunding has become an ideal vehicle for attracting cryptocurrency investment.

3.1 Crowdfunding and cryptocurrency

Recently, only rare enthusiasts were interested in cryptocurrency, but today almost everyone is talking about it. The crypto industry is the technology of the alternative world.

What is cryptocurrency? It is a type of digital currency based on cryptographic methods. The primary advantage of cryptocurrency is decentralization.

Most often, cryptocurrency operations are completely transparent and all transactions are directly related to the blockchain.

Blockchain is a chain of data showing that certain actions on the network took place in a specified order. This technology is protected so that we can not change the transaction chain.

For business owners, crowdfunding has become an alternative solution for attracting investments and developing cryptocurrency exchanges. Crowdsale is a relatively new form of attracting investment by selling a fixed number of new units of cryptocurrencies. The principal task of the initiator of such a cryptocurrency crowdfunding campaign is to sell enough coins for the development of their project.

Buyers, in the future, will use the startup's coins when using services, paying for supplies, or purchasing goods provided for by the initiator project. Also, if the project is successful, the investor will get dividends or earn money by selling coins.

The advantages of cryptocurrency are:

1. Information security and protection of all transactions with a special encryption system.
2. High-speed transfers of digital counting units without interruptions and days off, transactions are instant and carried out without delays;
3. Zero or extremely low commissions;
4. No borders: this system is international;
5. Technological advantages - ease of registration, sending and verification of the authenticity of coins, excellent divisibility;
6. Lack of control of the currency by the state, banks, and any other structures because of the unique blockchain technology, which provides maximum protection against counterfeiting, information changes and any unfavorable manipulation.

4. What is Fuji: 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 and experienced entrepreneurs, as well as startups. 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 special Internet sites.

The site operates for the convenience of its users, so they made all investments in the Fuji system through a special internal FJT coin. Using 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. To know where to invest your money, which startup will be profitable, how not to lose all your savings, you need an experienced guide in the business world. This site 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 all 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 all this 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 platform for placing projects, and also helps in their promotion, while it has its currency, the internal coin FJT. This is the difference between this service and similar ones. For the convenience of users, an internal coin operates, which can also bring passive income from its growth.

The advantage of this service is also that it allows you to get financing without the participation of banks, venture funds, and stock exchanges. For the author of the project, this is an opportunity to raise funds for his project without loans and a copyright transfer. It is also an excellent PR reason, an opportunity to talk about a project at no additional cost. The personal interest of the person who supports the project is also a huge plus. He likes the idea, the product, he empathizes with the difficulties of the person, and they can discuss the idea, the stages of its implementation, and so on.

4.1. Fuji Achievements

Today, when the crowdfunding market is in its infancy and is actively developing, Fuji's place is definitely at the top. Unlike other crowdfunding sites, Fuji prefers projects in the IT and manufacturing sector, while other companies mobilize their attention on creative projects, cutting the market share.

Also, a place called Fuji has an advantage over other companies, because our geography is the entire globe. We are not limit ourselves to the country 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.

The key difference between the Fuji platform is that it is 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, traffic as start-uppers and investors.

Fuji undertakes to attract traffic constantly, both the first and the second since we build the project around the cryptocurrency of the same name. We are interested in growing demand and interest and do it by demonstrating the benefits of our service. Thus, the benefit for the

advisers becomes the benefit for the clients (investors and start-uppers). Thus, we get more interesting projects, which means more free money.

5. What is Fuji 2.0: The New Generation Crowdfunding Marketplace

The modern generation comes up with new and interesting startups easily. The problem is that there is not always the amount of money to implement such ideas. In such a situation, you are not moving towards your dream, and all thoughts are only about how to make money and how to invest it in the development of your business. Crowdfunding can help in these situations. This is a way to get money to develop 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. They can realize three types of people on this 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 on 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.

6. Fuji 2.0 Goals

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, motivated audience that will offer new startups and 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. While studying startups and working with them, geopolitics, difference in exchange rates and difficulties in exchange will not limit users of our service.

The key tasks of our team:

1. Create a one-of-a-kind crowdfunding platform.
2. Create a full-fledged investment marketplace with its infrastructure and economic environment.

7. Business roles of Fuji 2.0 community members

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 led by 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. Another person is looking for investors who are ready to give money for business development.

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

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

8. Fuji 2.0 Business Model

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

A) When your chosen project will reach its potential and become successful, you will receive a share of its income - that sounds great!

B) You can also get a piece of business and help the entrepreneur realize with your experience. You get income at once, both as an investor and as a business owner!

C) You can get additional income from our internal coin! You will receive a very favorable rate when buying 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, then 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, in which they will definitely teach you and shown what to do if you feel a lack of knowledge.

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 that need valuable and experienced employees and will value your work.

C) You can choose whether to work as a freelancer and cooperate with a group of companies or to get a job and get your head into one area. Of course, you can combine both options!

D) And, of course, you will convert your knowledge, skills, and experience into a monetary equivalent, you can do that!

E) The purchase of FJT coins and all the advantages that follow this investment are also available for you!

8.1 The economic model in practice

We built the FJT coin 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 start-uppers, FJT covers currency differences completely, their rates, and the geopolitical situation in countries.

It doesn't matter if you are in the USA, Asia, Russia, or other parts of the world - within 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, the opening hours of banks in each country. The interaction between investors and entrepreneurs becomes as simple as possible 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 movement and therefore increase their profits.

9. Fuji 2.0 platform token

The FJT platform and coin are continuously developing and growing. Once 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

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

If an investor, start-upper, or business owner purchases \$500 to \$3000, then they buy one coin at \$0.5. If you purchase amounts 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.

10. Sale of FJT tokens

Buying an FJT coin at the pre-sale stage and further will be possible through 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, ether, 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 it to the bot after choosing a suitable payment method.
- Next, the user selects the amount 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, where the buyer will 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.

10.1 FJT Coin Value

The value of the FJT coin is visible in the following factors:

1. The primary reason for the value of the FJT coin lies in its practical application on the new platform.
2. The FJT coin serves to simplify the conduct of business between platform participants and is built based on the Tron blockchain. It is an aggregator of all payment methods and means for both investors and aspiring entrepreneurs.
3. FJT coin solves the problem of differences in currencies, their rates, and geopolitical situation in countries.

11. Fuji Bounty Campaign

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

1. MLM system with referral links. A person who buys FJT coins gets his referral number (promo code). If another person makes a purchase using the promo code, we credit the FJT's bonus to both the first and second users.
2. 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 touches.
3. Advertising fee. Under the terms of the bounty program, we reward the user with coin tokens if he wrote 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.

12. Fuji 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

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

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