



JENNEL WHITEPAPER

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Jennel Overview

Profile:

Jennel is a blockchain - powered IoT network company established in 2019 for global market, physical and online alike, that provides real time and reliable solutions to detect counterfeit products, and thus optimize supply chain transparency and quality assurance.

Synopsis:

It won't be far off the mark to say we are literally living in the era of duplicate products! At present, a whopping proportion of the world's total trade is happening in counterfeit products. According to a 2019 report by the OECD (Organization for Economic Co-operation and Development) and the EU's Intellectual Property Office, trade in counterfeit has risen steadily in the last few years – even as overall trade volumes stagnated – and now stands at 3.3% of global trade. FICCI reports the counterfeit products business in India is worth more than billions of dollars. Across industries, from the smallest to the largest, from the cheapest to the costliest, from medicines to foods to cosmetic products to electronic appliances, everything is counterfeited at a massive scale. Sigh, for almost

every other original product out there, there is its counterfeit too, made up and peddled. The problem of counterfeit products sold on the market and on the internet alike has been alarmingly serious, widespread, rampant and only spiraling upwards. The proliferation of counterfeits is such humungous and rapid that every day tens of hundreds of duplicate, unsafe, banned, misrepresented and mislabeled products are sold and bought on several offline and online platforms. An awful lot of fakes everywhere!

Unsuspecting consumers spend their hard earned money to buy products, authenticity of which, often, is unbeknown to them. They are unaware of the significant possibilities they face of being defrauded with counterfeits when they shop. Such fraudulence causes them not only loss of their money but also breach of their trust and the resultant distress. At times, a spurious product used could even be life-threatening or fatal.

Besides, this duplicity takes its toll on the honest manufacturers too, ruining their brand value and reputation, while also incurring a loss of revenue, for no mistake of theirs.

The market needs fair trades and transparent transactions. As a consumer, you must not be cheated. You deserve better. You deserve value for your money. You deserve nothing but the original product.

This is something we care a lot about here at Jennel. In fact, this is exactly where Jennel comes into play. Jennel is a blockchain based ecosystem for markets worldwide, ensuring the originality of the products traded on the market. We, at Jennel, have our consumers' best interests at heart, and consider it our responsibility to safeguard them from counterfeit products and fraudulent sellers. With Jennel's motto as 'Buy Original', after all we are in the business of recommending only the original products to our consumers.

We are aware of the massive scope of counterfeit selling that abounds everywhere, and rely on our specialist team, system and expertise to combat this menace. We understand well the new nature of such scams, and have developed robust and foolproof system to navigate it. We commit considerable amount of time and resources to proactively fight counterfeit

trading, including dedicating qualified personnel and tools built on machine learning and data science to safeguard our consumers from potential fraud.

At present, there is in place only GTIN (Global Trade Item Number) but that helps just to identify the product. Fraudsters copy it and make counterfeit products.

A robust ecosystem needs to be established to curb the sale of counterfeit products. We are already working on one such app of which the prototype is ready. Later we will collaborate with manufacturers and corporations so that together we can build a new system where every product comes with a unique ID code allocated to it so if it is counterfeited and the customer Jennels it, in real time the data will be sent to the original manufacturer and an inquiry against the fraudulent seller can be initiated. This will help us detect counterfeit products and curb their sale.

Why would corporations collaborate with us? This is the biggest question we have been asked.

But the answer is simple. Corporations don't want to lose their revenue to unethical practices of fraudsters. Even more importantly, they can't risk their brand reputation and name to be ruined as feeling disappointed by the inferior quality of the fake product received in place of the original and the ensuing unpleasant experience, consumers may never want to do business with them again.

Besides, we will help corporations save on money that they shell out for ensuring their brand is identifiable. For example, Parachute (coconut oil manufacturer) imports their plastic bottles so that no one can imitate and counterfeit them. This adds to the manufacturing cost.

Yes, we understand that it is easier said than done but we also know that counterfeit products business is rising, and the world needs urgent decisive measures to take it down.

‘Be the change you wish to see in the world’ - Mahatma Gandhi.

Jennel Token Metrics

Token name: Jennel

Ticker: JNL

Total tokens: 6 billion/6000000000

Contract add: (Prasad will write here)

1) Venture Capitalists:

5 % of 6 billion i.e 300000000 tokens to be held by our venture capitalists who believed in our concept and invested in early stages. This will be locked for 6 months.

2) Presale:

10 % of 6 billion i.e 600000000

These are unlocked tokens. Holders can trade freely immediately after end of presale.

3) Liquidity Provisions:

25 % of 6 billion i.e 150000000

All unlocked tokens will be used only to provide liquidity on DEX and CEXs.

4) Team:

30 % of 6 billion i.e 180000000 tokens will be completely locked for 24 months. After 2 years, 5 % tokens will be unlocked every 6 months.

5) Marketing

15 % of 6 billion i.e 90000000

(2/3 rd locked for 6 months)

This allocation will be used for marketing of not only tokens but also later for the product. To collaborate with multinational corporations and institutions, we will need robust marketing and skillful executives.

6) Customers:

15 % of 6 billion i.e 90000000

This allocation is locked for 15 months and will be used to acquire new customers by paying the incentives to the download and use of app.

Jennel Timeline

Nov 2019 - Incepted the concept of forming a blockchain - powered IoT network company for global market that provides real time and reliable solutions to detect counterfeit products, and thus optimize supply chain

transparency and original quality assurance, after watching the news of a few people dying from consumption of toxic spurious alcohol in India.

Dec 2019 - Discussed the concept with different people already functioning in the blockchain industry.

2020 - Had to put the project on hold due to a pandemic situation and no true team members.

Jan 2021 - Started out the project.

Quarter 1, 2021 - Created website, whitepaper and smart contract.

Quarter 2, 2021 - Releasing of prototype and commencing of presale.

Quarter 3, 2021 - Listing on Uniswap and later on Tier 2 Exchange.

Quarter 4, 2021 - Releasing of Beta version on App.

Quarter 2 and 3, 2022 - Mainnet launch. Collaboration with manufacturers.

Quarter 4, 2022 and onwards - Acquiring consumers, who will make use of our App to detect counterfeit products, through advertisement and incentive plans.

Team Jennel

Suraj Tiwari : <https://www.linkedin.com/in/1surajtiwari/>

Domains of expertise: Operations, Management, Technology, Finance, Marketing

Total work experience: 17 years

Designation at Jennel: Founder and Executive Head

Key responsibilities:

Developing high quality business strategies and ensuring their alignment with short-term and long-term objectives

Building, leading and motivating a high performing managerial team

Overseeing all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission

Communicating, on behalf of the company, with stakeholders, government entities, and the public

Creating and implementing the company's short and long term strategies

Evaluating the work of other executive leaders within the company, including directors, vice presidents and presidents

Maintaining awareness of the competitive market landscape, expansion opportunities, industry developments etc

Ensuring that the company maintains high social responsibility wherever it does business

Assessing risks to the company and ensuring they are monitored and minimized

Prasad Dhabe

Domains of expertise: Technology, Operations, Marketing

Total work experience: 16 years

Designation at Jennel: Chief Technology Officer

Key responsibilities:

Developing technical aspects of the company's strategy to ensure alignment with its business goals

Discovering and implementing new technologies that yield competitive advantage

Supervising system infrastructure to ensure functionality and efficiency

Building quality assurance and data protection processes

Using stakeholders' feedback to inform necessary improvements and adjustments to technology

Communicating technology strategy to partners and investors

Overseeing data security and management

Envisioning how different forms of technology can be used throughout the company

Creating networking safeguards that prevent security breaches and keep client information confidential

Ensuring technologies currently in use are efficient and making changes wherever necessary

Kapil Bhavsar

Domains of expertise: Operations, Management, Content creation

Total work experience: 19 years

Designation at Jennel: Content Head

Key responsibilities:

Creating, optimizing and publishing engaging content

Using content management systems to analyze website traffic and users engagement metrics

Developing content strategy aligned with short-term and long-term marketing targets

Collaborating with marketing and design teams to plan and develop site content, style and layout

Managing content distribution to online channels and social media platforms to increase web traffic

Ensuring compliance with law (e.g. copyright and data protection)

Staying up-to-date with developments and generating new ideas to draw audience's attention

Ankit Tripathi : <https://www.linkedin.com/in/ankitit/>

Domains of expertise: Operations, marketing

Total work experience: 5 years

Designation at Jennel: Marketing Head

Key Responsibilities:

Crafting strategies for all marketing teams including digital, advertising, communications and creative

Preparing and managing monthly, quarterly and annual budgets for the marketing department

Setting, monitoring and reporting on team goals

Developing strategies and tactics to get the word out about the company and bring qualified traffic

Deploying successful marketing campaigns and own their implementation from ideation to execution

Building strategic relationships and partnerships with key industry players, agencies and vendors

Preparing and monitoring the marketing budget on a quarterly and annual basis and allocating funds wisely

Measuring and reporting on the performance of marketing campaigns, gaining insight and assessing goals

Soma Yadav : <https://www.linkedin.com/in/somayadav>

Domains of expertise: Management, Marketing, Customer Relations

Total work experience: 10 years

Designation at Jennel: Customer Relationship Manager

Key responsibilities:

Building long lasting and fruitful relationships with clients

Creating and implementing strategies to address clients' business needs

Advising clients on creating profitable processes

Acting as point of contact for complaints and escalating issues as appropriate

Understanding customer needs and developing plans to address them

Resolving customer complaints quickly and effectively

Promoting high-quality sales, supply and customer service processes

Aiming to retain customers and renew contracts

Approaching potential customers to establish relationships