

BBJT Token – Babel Jumper Project



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Abstract

BBJ Token Ltd is a **British company specialising in the development of crypto crowdfunding projects for its own account and external companies.**

As part of its work, BBJ Token Ltd has been commissioned by the Italian company Babel Jumper Srl to realize an ITO (Initial Token Offering) creating a token utility for the purchase of services provided by the same. The purpose of the issue of the token and the ITO of Babel Jumper Srl is to finance the development of services that will be purchased through the tokens issued by offering owners better conditions than those of the market.

BBJ Token Ltd has verified that the Babel Jumper project had all the legal and functional requirements and that it guaranteed the success of the crypto-crowdfunding, considering it suitable. BBJ Token Ltd, will verify that the sums obtained are invested by Babel Jumper Srl for the purposes set forth in the following White Paper.

The purpose of the following White Paper is to present the operation of the BBJT Token and the Babel Jumper project. This White Paper has been prepared based on information and documents produced by Babel Jumper Srl and elaborated by Studio Gambera & partners. The projections have been elaborated based on market research and therefore represent hypotheses for the future, they do not constitute in any way a legal or commercial constraint for BBJ Token or Babel Jumper.

Specifically, it is intended to highlight the benefits that can be achieved following the inclusion of Blockchain technology within the publishing sector.

Potentially feasible on a global scale, the project will initially be implemented in five languages and in the related territorial areas.

After examining the main dynamics concerning the publishing sector, the document will show solutions and advantages deriving from the integration of recent technological innovations such as Machine Learning techniques and Artificial Intelligence within the sector considered.

The context of reference

Starting with the advent of digital (but for some reasons even before), the publishing sector has been in crisis. The decline in the number of readers and in sales of editorial material is a factor that unites most westernised countries. One of the main questions concerns the scenarios potentially verifiable in the very near future: on the one hand, there are those who believe in the coexistence between paper and digital formats, on the other hand there are those who believe that the former can be completely replaced by the latter.

The crisis in publishing and the advent of digital technology

While part of the crisis in the sector is attributable to a decline in the number of readers among alphabet individuals, the impact caused by the advent of numerous technological innovations in the



publishing sector cannot be ignored. Just think of the consequences of the spread of e-books and tools such as tablets (or more specifically the Kindle device) created to support digital reading of texts.

In widening the spectrum of possibilities (and not) generated by the development of the digital world to the publishing sector, it is also necessary to consider the

propagation of news on social networks; in this regard, it should be noted that for a large number of individuals they are sometimes the only source of information while only a small percentage of readers are able to assess those that fall within the dangerous spectrum of "misinformation".



ICT expansion: between solution and problem

While the development of the ICT sector (*Information and Communication Technology*) has brought innovation and a profound transformation of our society, it is important to remember that not all the consequences caused have led to an increase in well-being and economic efficiency.

The advent and expansion of ICT has led to the formation of large monopolies in the area of software production and service provision¹. It has also led to the spread of social networks, partly very useful, partly used to influence political choices and for the propagation of fake news that have often caused dangerous consequences: nothing further from the spread and sharing of knowledge.

The development of the electronics industry and the gradual emergence of *e-commerce* have helped to amplify the use of advertising beyond measure, making it the main source of income for the giants of the web. They have also contributed enormously to the marginalisation of small

¹ Just think of Amazon, Apple, Microsoft, Google, in the Western Hemisphere and Ali Baba, Baidu and Yandex in the Eastern Hemisphere.

businesses, some of which have already been tested by competition from supermarkets and large shopping centres.

Among the main players able to take advantage of the enormous potential provided by the ICT sector, are the entrepreneurs of the publishing industry. As can be seen from the above considerations, however, knowledge disseminators do not take part (if not marginally) in the development of the ICT sector. Apart from a few isolated cases, the sector is struggling to get out of the old business model characterized by sales in newsstands / bookstores, with lots of advertising and attachments². The fall in the number of copies of newspapers sold, the fall in the number of books purchased and other similar events require the publishing sector to innovate and find solutions in step with the times in order to emerge from the current crisis.

Among the problems relating to the sector examined, and for which the DLT technology³ can make an important contribution, there are the problems relating to copyright infringement, plagiarism and the difficulty in ascertaining the origin of any news or information work⁴.

It is within this context that the Babel Jumper project wants to be inserted, with the intent to return to the sector in question the role and space it deserves, bringing it to a level of technological development consistent with the evolution of existing technology. Among the elements that characterize the project is the use of Blockchain technology: as indicated in the following paragraphs, it will play a key role in enabling Babel Jumper to achieve its objectives in terms of copyright management and registration of data and information regarding the operations carried out.

The importance of information

The crisis in the world of publishing cannot be underestimated as it is the most important sector in the field of information dissemination:

*"On the one hand, information is meant to be expensive because of its high value. **The right information, in the right place, can change your life.** At the same time, information wants to be free, free to use, because the cost of access to information is gradually decreasing. So, there are two forces in complete opposition to each other. "S. Brand.⁵*

The importance of a well-functioning publishing sector to support the mechanisms underlying an economically and civilly developed country is highlighted.

Mainly because of these considerations we are trying to turn our attention to a new information and publishing system characterized by **efficiency**, **fairness** and **freedom**. This is the objective pursued by the start-up Babel Jumper, created with the intention of offering a completely new

² Source: www.01net.it

³ *Distributed Ledger Technology*, macro area of technologies to which the Blockchain belongs.

⁴ Source: www.espedienteditoriali.it

⁵ Stewart Brand is the visionary founder of <Whole Earth Catalog>.

model for the management of rights on intellectual property, laying the foundations for a profound innovation of the entire publishing system, understood in the broadest sense of the term.

The project

With the intention of bringing innovation and value to the world of publishing, the Babel Jumper project makes books, magazines and any work of ingenuity digitally reproducible available to the final consumer through the web or, in some cases, in special distribution points in the area.

The project was developed with the aim of connecting the players in the publishing market through the reference platform. Authors and publishers on the one hand, final consumers on the other, will be united by a common core: it is a common denominator of the entire project, able to use sophisticated techniques of Machine Learning and Artificial Intelligence.

The core in question will be able to define and build the content base of all the platform's performance and will be characterized by a kernel built with the intent to allow the textual analysis of any document that enters the system.

In addition, you will be able to determine the language in which the text is written and the class of meanings to which most of the text belongs⁶.

The kernel will allow the indexing of each document in order to make it precisely available by the end user according to the content sought, maximizing the operation of reducing the results not relevant. Another important feature of the engine will be to allow a *Cross Language* search, associating texts in different languages but related to the same topic.

The connection between authors, publishers and consumers established through this operating system will be able to provide additional benefits to the various participants (beyond those mentioned above). The **fractionability** of the recorded works, made possible by the platform, will allow each user to search and eventually download only the part of the work he actually needs, without having to buy the full version of the product. Among the beneficiaries of the services and products of Babel Jumper are those belonging to the school sector and in particular university students. The latter will be able to buy the topics of the texts in which they are actually interested and will not be forced to buy the entire manuals.

The blockchain as a solution for the publishing industry

One of the objectives of the Babel Jumper project is to show that you can use the Blockchain to improve the efficiency and functionality of the publishing world. The system, initially created to allow the generation and exchange of crypto-currency, thanks to its versatility and the advantages offered to users, is currently successfully used in many different areas. The potential offered to the publishing industry ranges from the ability to record transactions carried out in an efficient, transparent and secure manner, to the management of property rights of works.

⁶ What we call its linguistic domain of belonging or semantic context of reference.

Blockchain is nothing more than a system formed by a series of blocks that are "self-managed": a real <block-chain> or a <chain of blocks> each of which is connected to the previous one. Each block carries out the task of validating and recording the data and operations carried out within the platform: the data contained are permanent, unalterable and not manipulable from the moment in which the recording of the data itself becomes possible only after a fixed number of nodes in the network has given their consent to the recording, verifying the truthfulness of all the information.

The blockchain in the Babel Jumper project

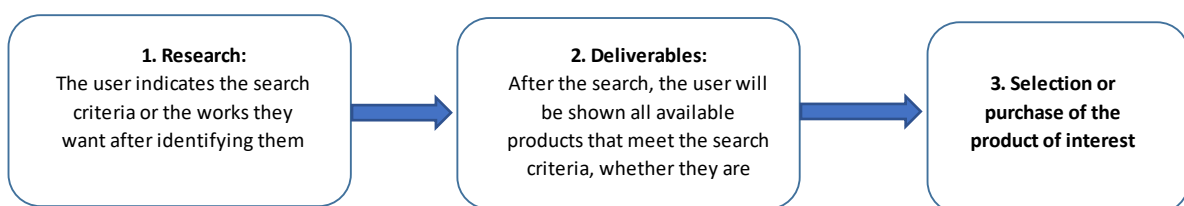
The Babel Jumper project focuses on the use of the Blockchain both in terms of traceability and truthfulness of data, both for the management of property rights of authors who intend to use the platform. The platform will allow the registration of digitised editorial contributions, the registration of copyright and any sale made. The use of the blockchain for the management of copyright rights is a real **strength of** the project, able to bring innovation to the entire publishing sector for users, publishers and authors who decide to use the platform.

The Babel Jumper project will be able to put end users and content creators in contact with each other, allowing both the uploading of works and transactions involving them through Blockchain, while at the same time allowing the management of copyrights and the realization of analyses regarding the operations carried out that will be punctually recorded on the technology's master books.

The product

How does it work?

In order to understand how the project works, it is advisable to consider the different steps that characterize it:



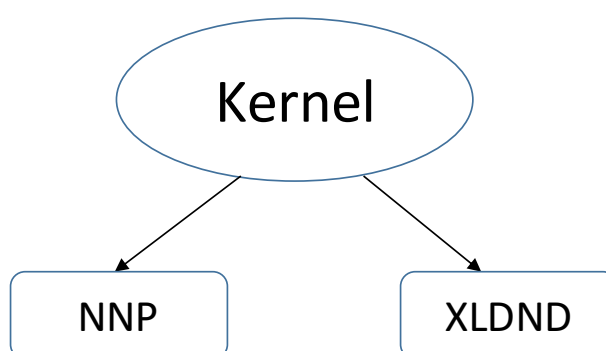
The search for the works (phase 1) must be carried out within the appropriate platform. The proposed results will include both complete works and parts of them or individual chapters (phase 2). Once the object(s) of interest has been identified, it will be up to the user to decide whether or not to purchase the product(s), pay the corresponding sales price and receive what has been purchased in the desired format.

Who does he turn to?

The project is aimed at different types of subjects. In addition to being a meeting point between publishers, authors and readers (or final consumers), it will address different sectors⁷. In addition to fiction books, anthologies of short stories, poetic syllogies and their readers and authors, the Babel Jumper project is aimed at the academic sector including university students, teachers, researchers, the school department (including all institutions outside the universities such as primary, secondary and high schools) and the macro-area of journalistic publishing.

The structure

The services provided by the kernel will then find expression not only in the basic counts for copyright management but also in two application suites:



Specifically:

- The **NNP** suite contains services aimed primarily at the book market. It will be able to split up the content of the works, making it easier to find them by means of special keys linked to the labelling of the content and to the linguistic and semantic characteristics. It will also be able to distribute the works according to the needs of the end user and the authors thanks to appropriate measurements in "minimum marketable units" identified in chapters or passages characterized by a proper identity⁸. The **NNP** functionalities will also allow to improve and enrich the product with *Cross Language* performances according to the requests and needs of the applicant. They will also allow analytical reporting and re-elaboration of statistical data to be provided to participants in the system.
- The **XLDND** suite is the subset of the project that most benefits from *Cross Language* performance. Its potentiality concerns the comparison between contents responding to the user's requests. **XLDND** can be assimilated to a news aggregator which, in addition to presenting the articles requested by the user by extracting them from the main publications

⁷ Subsequently identified as areas of application.

⁸ By this we mean that the unit in question must have a logical sense even if separated from the work belongs to us. See also definition of P.E.V. on the next page.

in the language being searched, will present them in all the languages present on the system, sorted according to the degree of relevance with reference to the search carried out.

With regard to the **XLDND** suite, it should be noted that the corresponding reference area is mainly in the journalistic publishing sector, while the **NNP** suite will be oriented to meet the needs of all participants in the system regardless of the reference context.

In addition to the activities described above, another element of fundamental importance is added to the completion of the project: for the optimization of *Cross Language* research, pairs of **automatic translators** will be used, capable of connecting the individual linguistic domains of the different languages within an autonomous and open system. In this way, the language search for the work(s) of interest will be enhanced and optimised.

Main features

A number of strengths and competitive advantages relating to the NNP project are identified:

Fractionality: this is a fundamental element that characterises the entire process; this characteristic makes it possible to calculate and distribute all the rights relating to an editorial product in a manner commensurate with its actual use. It should be noted that in order to be sold, the product must meet the requirements identified in the definition given in the box below.

Saleable Editorial Product (PEV): these are all the works that, even if not in their entirety, coherently preserve their own identity and completeness. **On the** basis of this consideration, a book can be considered ENP, but also a single chapter taken from the book itself, while a single page is not, unless it constitutes a chapter in itself. According to the same logic, a monothematic section taken from a magazine or a periodical publication can be considered produced.

In order to identify and quantify the extent of the rights relating to each product sold, it was decided to refer to units of measurement identifiable in the number of words used in the product in question.

- a) **Availability: in order to** allow the end user the rapid and effective availability of the products sought, the process proposed by Babel Jumper provides for the cataloguing of the works in special *databases*. They will then be classified using metadata relating to their main attributes (title, genre, author, publisher, ISBN code...). Detects the implementation of a complex system of search keys that can ensure rapid and timely identification of the products sought through the inclusion of keywords and / or phrases in books / magazines. This will be made possible using a powerful full-text search engine able to propose among the results all the publications of interest in the system (and not only those already known to the user). Moreover, through the Cross Language function it will be possible to find all the translations and transcriptions of each work, or its originals, as well as other similar works dealing with the same content in all the languages known to the system.

- b) Documentability:** this important attribute affects all those involved in the distribution process such as authors, publishers, points of sale, printers, etc.. The Documentability requirement derives from the English *traceability*, which means the possibility of having a precise and detailed report, updated in real time, of all transactions carried out within the distribution circuit. This will be possible through the consultation of a special area with reserved access and available via web interface. Thanks to the use of this tool it will be possible to obtain all the information necessary to proceed to the periodic invoicing of the accrued compensation. It will also be possible to have a constantly updated picture of sales trends with important advantages for the implementation of marketing policies and any statistical analysis.
- c) Yield in format:** thanks to this possibility provided by the platform, once identified and purchased the product, the end user can choose how to use it. In particular, it will be possible to determine the format in which the product will be received: whether in digital form (with ebook mode) or by means of a monitor display.
-

Applications

The project is characterized by remarkable versatility. Being oriented towards the world of publishing in the broadest sense of the term, three main fields of application have been identified. Specifically:



In the implementation phase, the macro-areas as described above have been taken into account. For each of these, they collect a series of clarifications.

In the case of the **literature** sector, it will be crucial for the end user to have a clear definition of Selling Editorial Product as previously reported. In fact, there will be no products fractioned to the point of making them meaningless for a hypothetical reader. Chapters of books of any kind will be available but not isolated paragraphs or single pages unless they constitute a chapter in themselves.

As far as the academic sector is concerned, the importance of this type of application for the efficiency of the sector is underlined. It should be noted how expensive it is for an average university student to prepare for an academic exam or degree thesis: to find the study material, the same must go to more than one point of sale and equip himself with more volumes. Most of the time, each of these volumes will be used only in part to allow the preparation of the exam: in the university environment, generally, each teacher specifies which chapters to study in a given treatise in order to ensure proper preparation. The NNP Project helps us in this particular case to allow an immediate and efficient identification of the necessary material, as well as to allow the purchase of only a part of it without having to spend the money corresponding to a book or several whole books. It is also

specified that articles on technical journals and reports from academic congresses will be made available in this area. As far as the **<school> section** is concerned, **the** fractionability of textbooks will allow families to spread the expenditure over the entire teaching period⁹. The possibility of splitting up school textbooks will also make it possible to comply with European legislation on the weight of backpacks.

In order to understand the nature of the works entering the system, one of the main award criteria concerns the differentiation between what is characterized by a specific use (academic sector) and what is not (literature sector).

In the journalistic field, the issue is more complex: the potential of digital technology makes any news traceable through the web. In this case, the question of the reliability of the article and/or the corresponding source remains decisive. The added value of the Babel Jumper application is the reliability of the sources, a feature that in the immense world of the web is dispersed from the moment in which for each search object you can find everything and the opposite of everything. Before the advent of BBJ and in the absence of it, it remains the reader's responsibility to distinguish what may constitute actual news from everything that falls within the field of disinformation. For these reasons, the journalistic publishing sector strives to allow the user to compare sources of news and articles on a wide range of topics. The comparison can be made either temporally (day by day) or by topic (news by news).

One of the most important **added values** concerns the possibility given to the user to compare different sources and characterized by a high degree of reliability. The possibility of comparing sources from different countries and in different languages is made possible by the *Cross Language* functions and by internal automatic translators specialised by language domain.

Interaction modes

Depending on the preparation of the application, the final consumer has two ways to interact with the platform and use the services.

The main mode of interaction concerns the delivery of the product understood as a single sale of the object of interest. In this case it will be sufficient for the user to register on the platform for the same to be able to buy one or more products after having searched and identified them.

The second mode of interaction concerns the subscription by users who allow them, against payment of a monthly fee, to take advantage of the contents of the platform up to a previously established limit.

In both cases, potential revenue growth was estimated during the first years of the platform's life, an assumption that implies the spread of BJ among users who will use the individual products but

⁹ Students will be able to purchase the book sections of their interest based on the topics covered or to be covered during the lessons.

also among those who, considering the monthly subscription convenient, decide to register in this way, similarly to other existing platforms that provide comparable services and products.

The territorial context



In order to identify the reference target and to determine the implementation methods of the platform, five territorial areas have been defined for the platform start-up phase.

The determination of the linguistic basins of reference depended both on commercial considerations linked to their breadth and geographical spread, and on technical considerations regarding the suppliers with whom we have consolidated collaborative relationships.

Potential target			
Reference areas	Native language	Total population	Working population
Italy	Italian	2.1 bilions	1.15 bilions
Great Britain, USA, Western Canada, Australia, New Zealand, Malaysia, India	English		
Germany	German		
Spain, Argentina, Chile, Colombia, Mexico	Spanish		
Lithuania	Lithuanian		

With a 55% percentage of active users on the web, we will try to spread the platform in the countries and according to the languages initially established; for each work will be simultaneously available all the translations contained in the catalogs of publishers participating in the system that can be downloaded by the user in the language chosen by the same, provided that it is present within the system.

The selection made aims to gain rapid access to the market through a product that is able to acquire greater importance at a global level. The identification of multiple languages and territorial areas of development of the platform aims instead to show the power of the *Cross-Language* functions of the platform whose value will be increased by the possibility of full text search and by language domain.

Economic feasibility plan

In order to determine the economic feasibility plan, a series of steps were taken in succession. These will be examined in the following paragraphs, starting with the investment plan, followed by a potential assessment of the growth of the project and finally the tokenisation of the project, which is necessary to start the ITO.

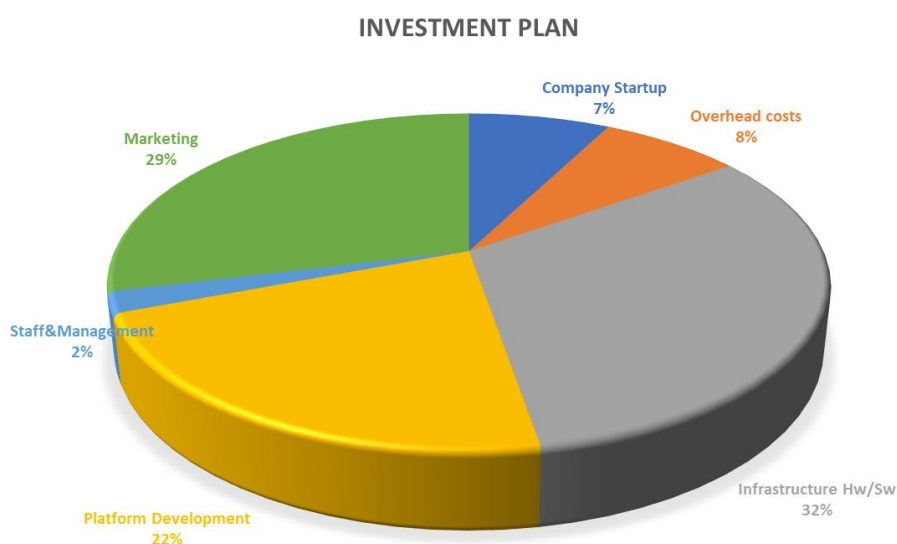
Investment plan

For the implementation of the platform and its launch, an investment plan has been drawn up for which the various characteristics and needs of the team of developers have been taken into account.

The main elements taken into account for the implementation of the plan concern:

- The incorporation of the company;
- The marketing campaigns (before and after the start of the project);
- The implementation of the Initial Token Offering (ITO)¹⁰;
- Legal, fiscal and technological (IT) consultancy;
- Investments related to product development such as technology, software, platform development;
- Staff interested in development.

The results obtained on the basis of the investment plan carried out using all the available elements and the previous ITOs developed produced the following results.



Assessment of the feasibility of the project (PFV Index)

The value attributed to the Babel Jumper Srl project is the result of several elements and analysis by BBJ Token Ltd in collaboration with Studio Gambera & partners Srls. The evaluation of the same depends on a number of factors analysed in the appropriate forum.

The analysis and quantification of the **benefits** available to users is fundamental for evaluation purposes. These users, by translating themselves into added value for society, constitute in themselves a source of significant value for the project.

¹⁰ This is the main funding campaign that will be used to implement the platform.

	Principali elementi	Test	Justification
General valuation	Project goals	✓	The objectives identified are clear and measurable
	Contextual knowledge	✓	The project fills important gaps in the publishing market
	Timing	✓	The time to implement the project is adequate
	Market knowledge	✓	Designers and developers know the market in depth
Economic valuation	General sustainability	✓	Sustainability assessment carried out through pre-feasibility analysis
	Economic sustainability	✓	Economic sustainability assessment carried out through Cash Flow Evaluation
	Growing Potential	✓	Growth potential present and obtained through prospective valuation
	Profitability	✓	High level of profitability analysed through Business Plan

The identification of clear and measurable **objectives** is a necessary prerequisite for undertaking subsequent analyses, as well as the elaboration of an appropriate market analysis to identify if and which **needs** are met through the implementation of the platform.

Through the adequacy of the **timing**, the timing of the project was determined and validated, and to complete this first part, the skills of the team were measured within the market context.

As far as the **economic evaluation is concerned**, four main areas of study were identified, linked to the sustainability of the project, profitability and growth potential. The results of the analyses carried out are presented below.

The market analyses were carried out with reference to the three areas covered by the project. For each area, the following steps have been taken

- 1) Identification of target population¹¹;
- 2) Study of the target population, of the % of users operating online;
- 3) Identification of potential customers;
- 4) Estimated product(s) potentially available for purchase;
- 5) Calculation of potential revenue.

Growth potential

In order to quantify and evaluate the potential of the project, through the analysis of the target population in the countries of reference and the identification of appropriate growth rates obtained from the analysis of comparable platform behaviours, the following results were obtained for users potentially participating in the platform.

The analyses were carried out with reference to the sectors covered by the project, initially for short intervals (one week) and, when the value for the first year was reached for longer intervals (one year). In addition to the assumptions concerning the subscribers by sector, analyses have been carried out on the potential subscribers.

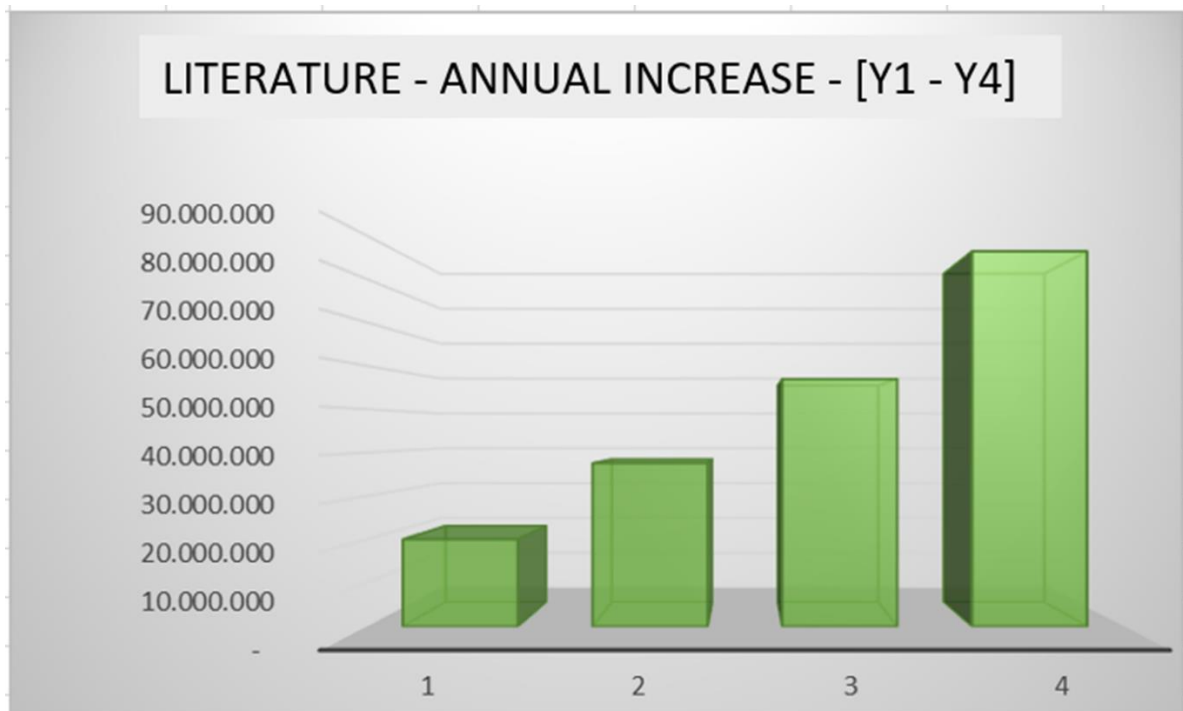
¹¹ Only the countries within which the project is to be launched have been taken into account for the identification of the estimated population. It should be noted that, once the development phase has begun, individuals belonging to other geographical areas may be included, leading overall to the achievement of higher revenues.

LITERATURE SECTOR



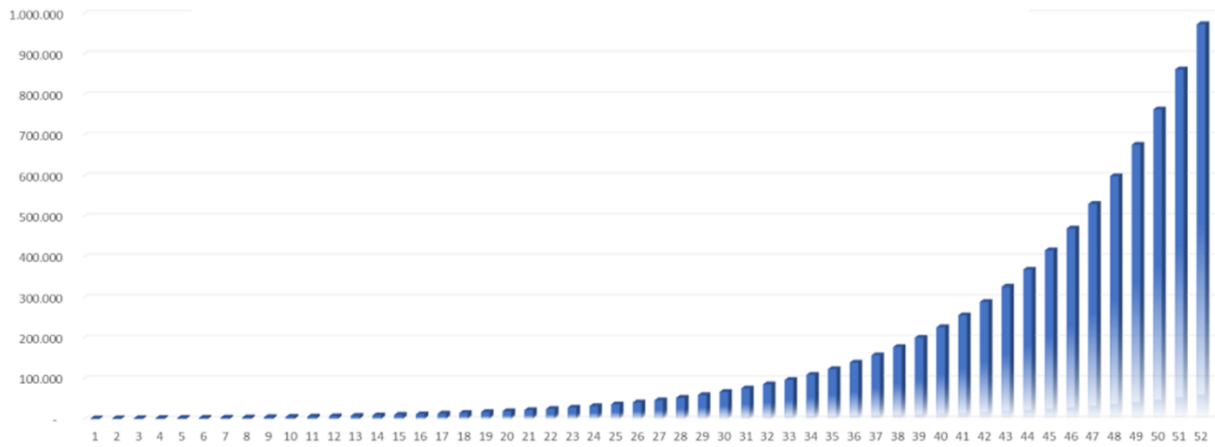
weekly growth rate

19,80%



ACADEMY SECTOR

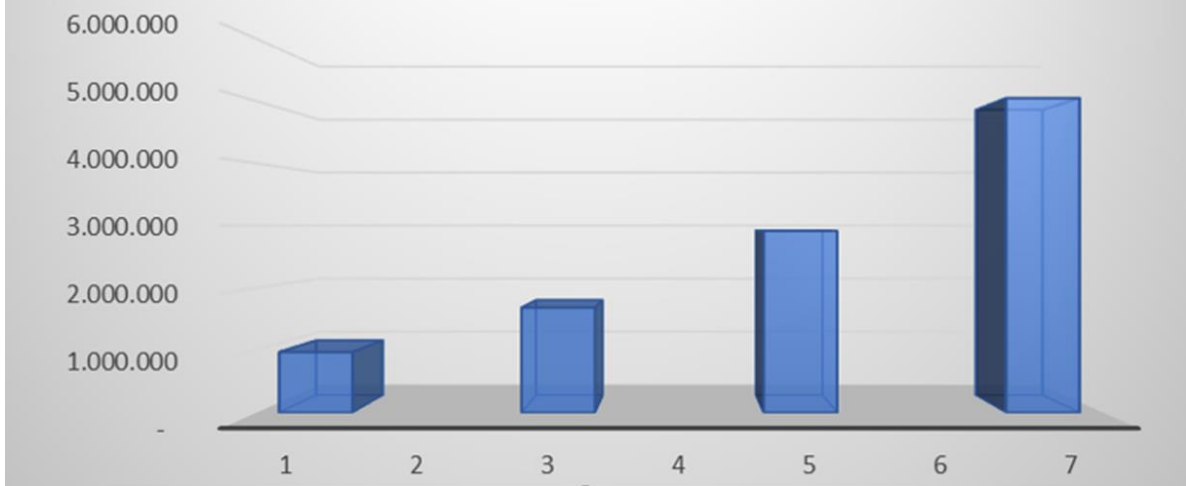
UNIVERSITY STUDENTS - WEEKLY INCREASE - Year 0



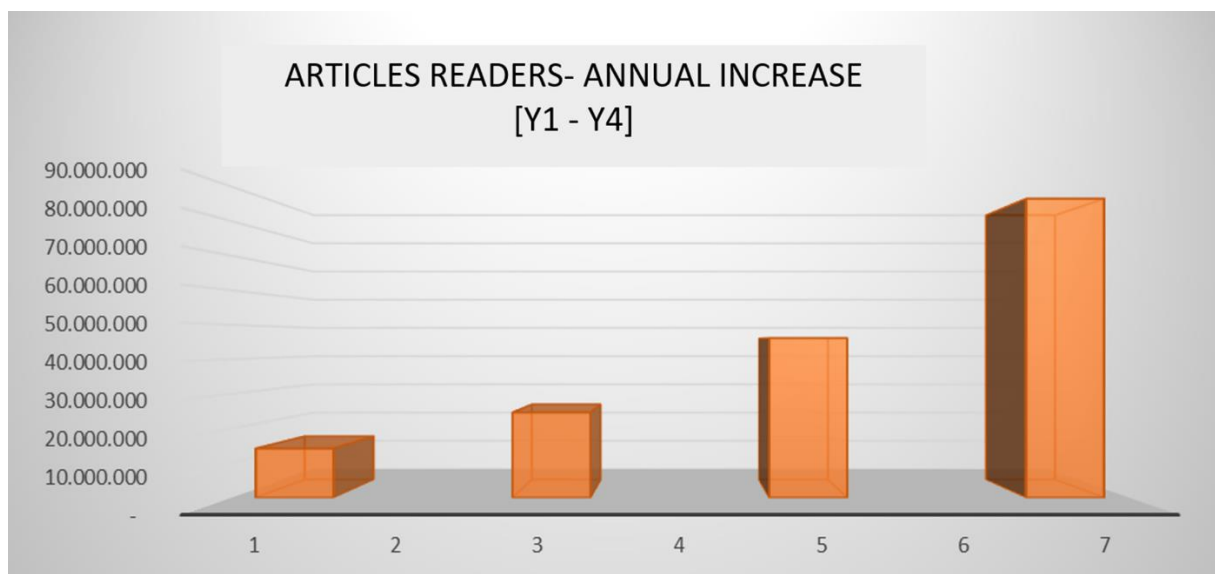
weekly growth rate

12,90%

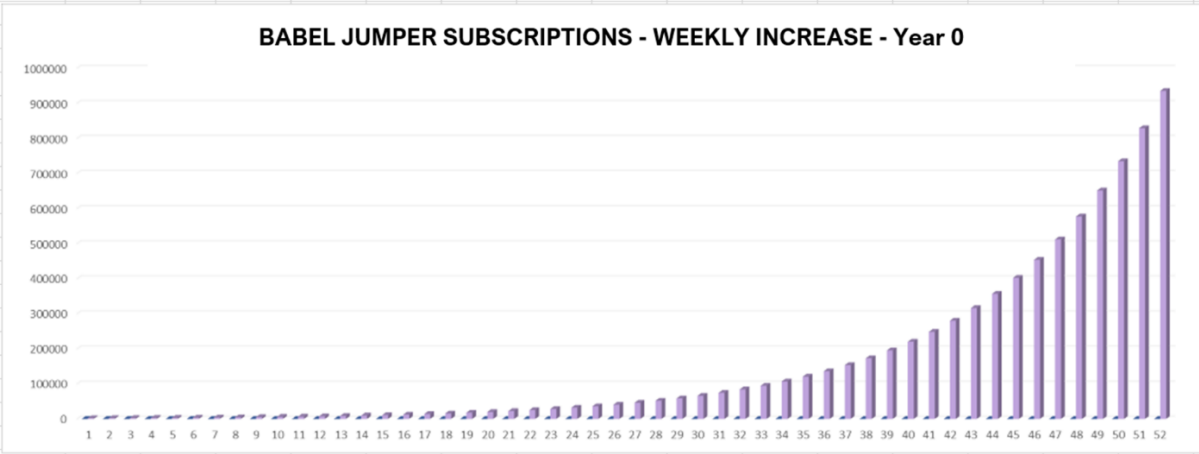
UNIVERSITY STUDENTS - ANNUAL INCREASE
[Y1 - Y4]



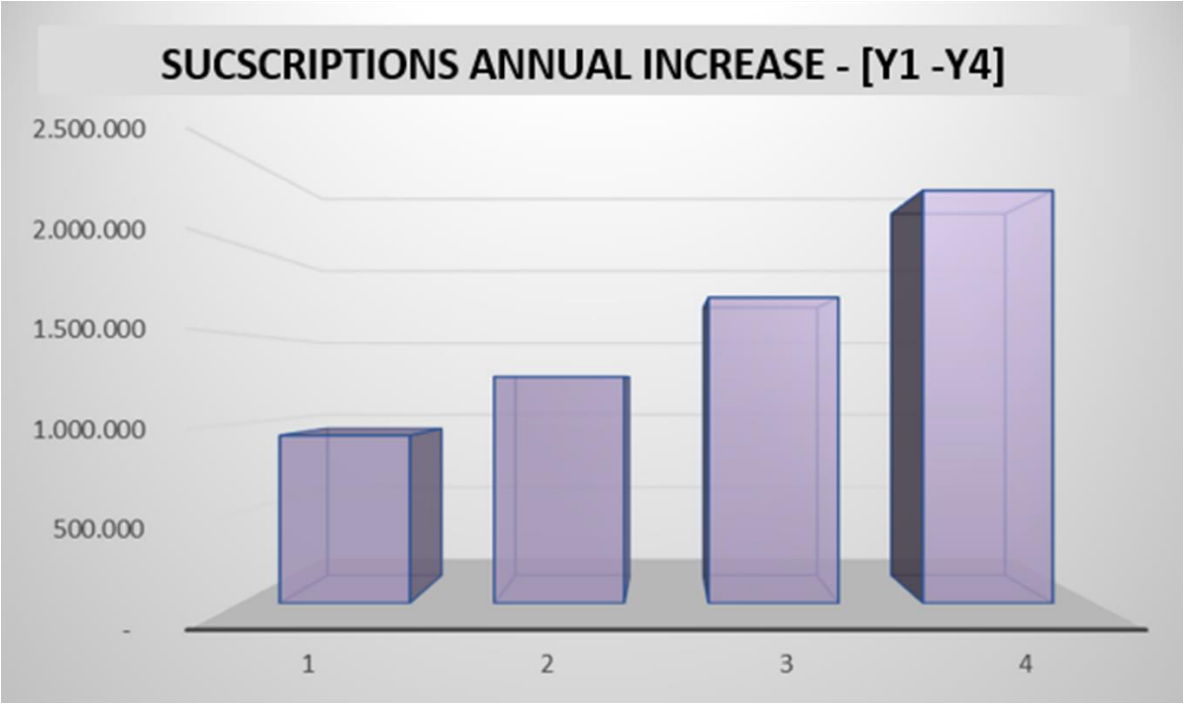
PUBLISHING SECTOR



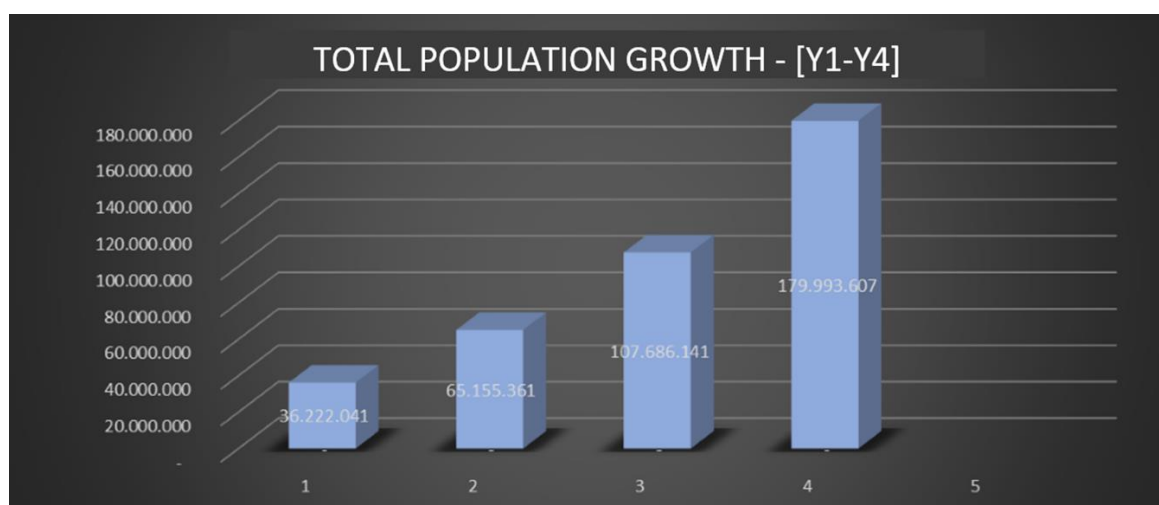
SUBSCRIPTIONS SECTOR



weekly growth rate	12,81%
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TOTAL POPULATION GROWTH



It should be noted that, at the time of tokenisation, special discounts and benefits will be granted to the first members of the platform. The first buyers will benefit from a series of discounts that will allow them to obtain token utilities to be¹² converted into project credits at advantageous prices compared to their market value. After the conversion of the sold tokens, the credits for the use of the platform can be purchased at the list price.

The advantage of the tokens in relation to the purchase of credits will be limited to the number of tokens issued. Those who do not participate in the ITO may purchase credits directly on the platform at the current list prices.

It is important to pay attention to the exponential growth that characterizes the platform's users for the three different areas of the NNP product and for the <subscriptions> sector: this increase will in fact be decisive in supporting the re-evaluation of the Babel Jumper project.

Forecast

For the sake of completeness of the results, in addition to market analyses, quantitative analyses were also carried out on short-term and medium-term prospective results, taking into consideration different scenarios.

In order to determine the results, each scenario was associated with a type of risk. In particular, it was decided to combine Scenario 1 with a higher percentage than Scenario 2. Due to the peculiarity of the project, the way of implementation and the type of financing of the same (through ITO) we have chosen not to consider any scenario without risk¹³, in accordance with the guidelines followed by the team of developers and consultants as indicated below.

¹² The characteristics of the token utilities will be examined in the following paragraphs.

¹³ The choice was made as a precautionary measure and in order to remain consistent with the initial assumptions and the characteristic guidelines of the project.

Guidelines for the implementation of the Babel Jumper project.

The orientation of the Babel Jumper project is based on a series of assumptions characterized by a moderate level of risk and assumptions activated as a precautionary measure in order to limit as much as possible any losses or the making of misleading and / or incorrect assessments. The market analyses as well as the estimates of the target population and the forecasting trend were carried out with these considerations in mind.

The following is an overview of the development of the various scenarios. Graph A) shows the % of risk reduction.



The team: composition and structure

The main components and supporters of the project are listed below.

Team

Salvatore Pappalardo	Entrepreneur since 1973. Founder, CEO and CFO.
Claudio Cannella	Physical linguist. Founder CIO, CTO and PM of the XLDND project.
Mattia Pappalardo	Economist. External relations and Resource Optimization Officer.
Marco Contini	Entrepreneur. Publisher, PM of the NNP project.
Nikos Bogonikolos	Manager. ITO marketing consultant.
Ioannis Dontas	Linguist. Expert in English and Greek.
Manuela Sassi	Former CNR researcher, graduate in Romance and Germanic languages. Specialist in Computational Linguistics
Piotr W Fuglewitz	Manager. Linguist, Slavic language expert.
Nijole Maskaljuniene	Director of the Institute of Translation Science University of Vilnius and full professor.
Francesco Strafalci	C.E.O. & Founder of LIBRA PEOPLE COMPANY Plc. General Manager of EEIG COSTA MED. Sole Director of the Company Innovazione&Progetti s.r.l.
Antonio Calogero	Founder and partner of ABSCard. co-chair of Rotary New Yorks international division. Director and founder of Libra People Company Plc

Advisors

Leonardo Valle	ICT consultant, entrepreneur, promoter
Mario Corso	Lawyer, specialist in contracts and legal issues related to the blockchain world.

Partners

Zeus Consulting Sa	Athens Greece
Tip sp z.o.o.	Language services in Slavic languages – Katowice Poland
Studio Legale Avv. Di Stefano	Associate lawyers – Palermo, Italy
Università di Vilnius	Lithuania
Giano Srl	Head of order – Rome, Italy
Libra people Company Plc	Malta - Italy

Nature of the token

The financing for the development of the project and the implementation of the platform will be through the issuance of a token utility by BBJ Token Ltd called **BBJT Token** from a verifiable public smart contract.

The choice of technology for the sale of tokens

BBJT Token will be based on Ethereum's ERC20 protocol, which defines a standard interface for *smart contracts* that require token issuance.

A new blockchain (i.e., a new cryptocurrency has not been created) has not been produced to issue the token because it is intended to use the security systems of the Ethereum blockchain that will be able to generate compatibility with a number of compilative and interpretive programming languages such as to make it "complete according to Turing", i.e. able to develop applications in all fields and with different levels of security, requirements necessary to create an effective sale of tokens.

The distribution of the sale

The sale of the tokens will take place in three different phases, the supervision of the project has been entrusted to **TokenCrowd** who, as **guarantor**, will check that the sums received are allocated to the activities provided for in the project and that they are not diverted or assumed by the promoters of the project:

- 1. Pre Sale:** this first phase is reserved for 7% of the tokens intended for sale with a bonus on the value of 1 credit equal to 50%. The tokens relating to this phase can be booked on the BBJ Token web portal by entering into a private token booking contract. To be able to purchase tokens in pre sale mode, it will be necessary to use a minimum amount of 2,000 €. The proceeds will be used for Company StartUp and to obtain all the authorizations necessary for the Public Sale.
- 2. Public Sale - Round 1:** at this stage 7% of the tokens destined for sale are reserved with a bonus on the value of 1 credit equal to 30%. The authorization to sell has been obtained. The tokens related to this phase can be purchased on the BBJ Token web portal. In order to purchase the tokens, you will need to use a minimum amount of 1,000 €. The proceeds will be used for the purchase of basic equipment and marketing activities in order to make the project known to a wide audience.
- 3. Public Sale - Round 2:** for this second phase 86% of tokens destined for sale are reserved with a bonus on the value of 1 credit equal to 20%. The tokens related to this phase can be purchased on the BBJ Token web portal. In order to purchase the tokens, you will need to use a minimum amount of 100 €. The sums obtained from the public sale will be used to start the implementation and activation phases of the platform

The conversion ratio will be 1 token = 1 credit.

The value attributable to the credit will be € 0.10.

The tokens will be destroyed when they are converted into credits.

The credits will be used to activate the services of the platform

The sale of tokens

Symbol Ticker: BBJT;

Platform: Ethereum

Type: ERC20

Total number of tokens: 300 million;

Total number of tokens for sale: 210 million;

Methods of purchase: via BBJ Token Ltd web platform;

Countervalue of each token: 0,05€ in Pre Sale - 0,07€ in Round 1 - 0,08 in Round 2

Start date of the Pre Sale: 15 April 2020;

Estimated start date of the Public Sale: 01 January 2021

Token in Pre Sale: 15 million;

Token in Public Sale- Round 1: 15 million;

Token in Public Sale- Round 2: 180 million;

End date of sale of tokens: to complete the sale of tokens

Market Cap

The sums deriving from the sale of the tokens will be invested for the realisation of the Babel Jumper project according to the value collected from time to time.

The Market Cap indicated corresponds to the evaluation of the sums necessary for the implementation of the project and its promotion to both end users and content providers.

Category	%	Nr. Token	Credit price	Bonus	Token price	Market Cap
Pre sale	7%	15.000.000	€ 0,10	50%	0,050	€ 750.000,00
Sale 1	7%	15.000.000	€ 0,10	30%	0,070	€ 1.050.000,00
Sale 2	86%	180.000.000	€ 0,10	20%	0,080	€ 14.400.000,00
Totali	100%	210.000.000				€ 16.200.000,00

The sums obtained from the Private Sale, under the control and supervision of TokenCrowd as guarantor, will thus be invested:

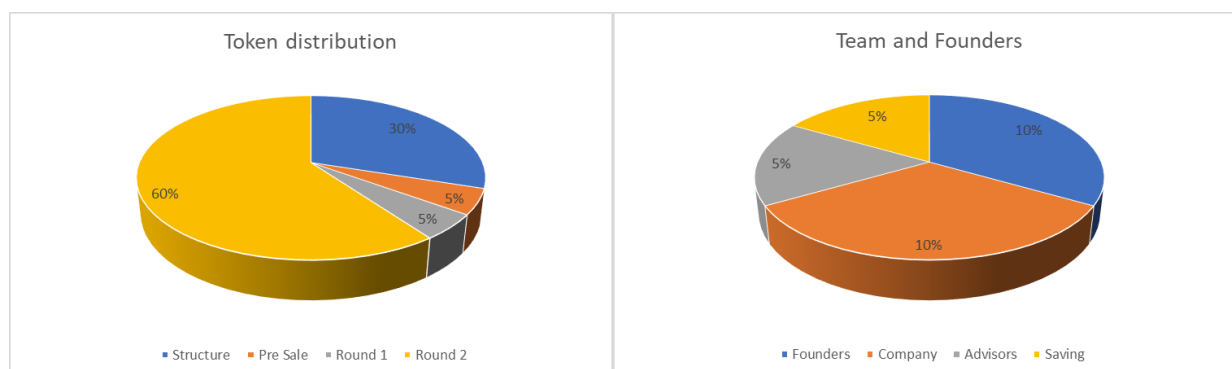
€ 10.000 for all legal and fiscal activities related to Babel Jumper Srl

€ 90.000 for all activities necessary for the implementation of the crypto-crowdfunding (ITO) campaign

150,000 for the management of rights contracts and the first definition of the application for rights management.

500,000 for the marketing activities necessary for the dissemination of the project to potential users interested in buying tokens in Public Sale

Token Distribution



Project Timing

A new roadmap will be available soon. It will be published as soon as the development of the project starts.

It should be noted that, with regard to the development of translators and language services, in the short to medium term it is proposed to improve the platform by developing it on additional linguistic basins compared to those initially determined, integrating the corresponding languages.

Disclaimer

General information

Those who participate in the Babel Jumper project share its aim and promote its development.

To finance the development of the platform, 300 million ETH tokens by BBJ Token Ltd (later called BBJT Token) will be created on the ETHEREUM blockchain, and sold to the public, in exchange for crypto-currencies and FIAT currencies.

The responsibility of BBJ Token Ltd is limited to the creation of the crypto crowdfunding project, the realization of the token called BBJT Token, the realization of the crowdsale platform and the

supervision of the collection management. BBJ Token Ltd has no executive role within the Babel Jumper project.

Each BBJT Token allows the purchase at discounted prices of credits for the payment of services on the platform.

The BBJT Token does not have the legal title of security, as it does not confer any right to receive dividends or interest.

The sale of BBJT Token is final and non-refundable. The same, are not shareable and do not give right to participate in the general meetings of BBJ Token Ltd or of Babel Jumper Srl.

The BBJT Token cannot have a particular performance or value outside the platform. Therefore, they must not be used or purchased for speculative or similar purposes. BBJT is a functional token for the project's ecosystem. Therefore, a user is simply contributing to the Babel Jumper project and the token received in exchange for the financial resources provided will serve to allow the operation of the project.

The buyer of BBJT Token is aware that only the laws relating to the purchase of **token utilities** will apply and not those relating to financial securities of any kind (security tokens).

Buyers of BBJT Token expressly acknowledge and acknowledge that they have carefully reviewed this white paper and fully understand the risks, costs and benefits associated with the purchase.

Knowledge required

The buyer of BBJT Token is a person with adequate knowledge and experience in terms of crypto currency, systems and blockchain services and fully understands the risks associated with crowdsale and the mechanism related to the use of crypto currency. BBJ Token Ltd and Babel Jumper Srl shall not be liable for any loss of BBJT Token or situations that make it impossible to access the tokens themselves, which may result from any actions or omissions of the user or any person who agrees to purchase Babel Jumper Token, as well as in the case of attacks by hackers.

Risks

The purchase of BBJT Token involves some risks:

1. The project may not be started;
2. The regulation of token offers may be subject to change or interruption;
3. Some services and products that you intend to implement may not be developed.

Before purchasing the BBJT Token, you must carefully assess the risks in relation to the possible benefits and, if necessary, seek the support of specialists in the field.

If a person is not aware of the risks or is not able to accept them, he or she should avoid buying the BBJT Tokens.

Declaration of responsibility

This white paper should not and cannot be considered an invitation to participate in an investment. It does not in any way constitute or relate to or be considered as an offer of securities in any jurisdiction.

The white paper does not include or contain any information or indications that could be considered for:

- purchase the token where jurisdiction is prohibited, limited or subject to additional conditions of any kind;
- to use the *crowdsale* for any illegal activity, including but not limited to money laundering and terrorist financing;
- buy BBJT Token for speculative or financial purposes.

Arbitration

All disputes arising from published white papers will be settled by arbitration in accordance with the international arbitration rules in effect on the date the request for arbitration is submitted. The arbitral tribunal shall consist of a single arbitrator. The place of arbitration will be at one of BBJ Token Ltd's official locations and in English.

Business Advisor

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