



JB GROUP

Next Generation Advertising Platform



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Executive Summary

In today's fast paced and modern era, businesses of all sizes struggle to reach their intended audience due to challenges in reaching their intended audience and carving out a unique niche for themselves as a growing company in the market. This holds particularly true especially for small businesses that require assistance in order to gain a market share and compete with larger advertising budgets.

The arena of space market, consisting ventures of modest scale and established businesses, is characterized by high competition, with industry titans holding control over the sector. The use of digital marketing has proven to be a game changer in a new era of opportunity for small firms to communicate with their target population and mount a challenge to the overwhelming dominance of their massive competitors. According to a recent market analysis, the space business generates an astounding 80 billion dollars in annual income and is expected to reach an even higher peak of 120 billion dollars by the year 2021.

Golden-BOX intends to capitalize on this expanding industry by offering a distinctive and cutting-edge platform that enables small company owners to compete with more established businesses through its effective post-paid marketing.

"Golden-BOX is an innovative platform that presents a mutually beneficial solution for small business proprietors and consumers," stated John Smith, the CEO of Marketing Agency X.

JB GROUP is a unique platform that presents a novel idea in mobile earning and community sharing. Users can share fascinating and delightful experiences without having any negative effects on the community's current consumption patterns.

This platform provides opportunities to all small businesses and merchants with a postpaid advertising scheme to help them thrive in the highly competitive environment which makes it an effective marketing tool.

Golden-BOX is all set to revolutionize traditional advertising and marketing strategies by providing a unique and cutting-edge platform that benefits consumers as well as small business owners. Golden-BOX is poised to become a dominant player and alter how people think about community sharing and mobile revenue as the market grows.



What is JB GROUP?

With the development of modern technology, people are increasingly embracing digital payment methods for their everyday transactions as the globe transitions to a cashless society. However, the existing loyalty programs for these payment methods often fall short regarding flexibility and accessibility.

Because of its unique post-paid advertising pricing model, JB GROUP is a unique platform that stands out from other loyalty programs. This platform allows customers to purchase things while simultaneously obtaining benefits like mileage and points. Every time a consumer makes a purchase, they can earn 1.5% mileage and 1.5% points. The miles and points can be redeemed at a variety of businesses countrywide, including dining establishments, coffee shops, medical facilities, and more.

The accumulated mileage and points can then be converted into JBC coins. But there's more! You can use the earned points system to convert your points into Gold Boxes, which give you a chance to win rare prizes like Nike Boxes, Gucci Random Boxes, Luxury Random Boxes, and many others. In this sense, it is poised to upend the advertising sector by giving customers a distinctive and leading-edge opportunity to shop online. Merchants are charged a post-paid advertising fee by the platform to promote their goods on the forum. This fee, which is based on the amount of products sold on the website.

It is more than just a platform for advertising; it is also a community. Users can interact with one another, swap experiences, and post product reviews. Users feel more unified resulting in a trusted community.



Vision & Mission

At JB GROUP, we aspire to revolutionize the advertising sector by introducing a one-of-a-kind post-paid advertising fee platform catering to the needs of small business owners who face difficulties in reaching their desired audience.

We aim to give merchants the resources they need to grow their businesses while providing consumers with a convenient shopping experience and rewards.

We believe that by offering a transparent and accessible platform, we can transform the mindset of people towards incentives and advertising, establishing the foundation for an era when everyone benefits from this innovative ecosystem.

Vision

Our Mission at JB GROUP is to create a ecosystem that not only promotes Big business, but also enables individuals and SME's to actively participate in post advertising campaigns. This platform not only for business but user can also get incentives through various ways.



Market Value and Potential:

Space Market, operated by Space Group, was one of the first companies to bring random boxes from the game market to the online community market. As of the end of 2021, the Space Market platform has an estimated user base of 2.3 million resulting in huge revenue. The triumph of this enterprise attests to the burgeoning appetite for exceptional and captivating online experiences in the marketplace and to the possibility of entities such as JB GROUP leveraging this tendency for their benefit.



Recently, the market for loyalty programs has undergone remarkable expansion, exhibiting a Compound Annual Growth Rate (CAGR) of 16.3%, increasing from 9.6 billion in 2021 to 18.2 billion in 2026, according to Markets and Markets. The skyrocketing demand for seamless and transparent customer experiences, alongside the increasing demand for digital technologies, are some of the reasons for driving this upward trajectory.

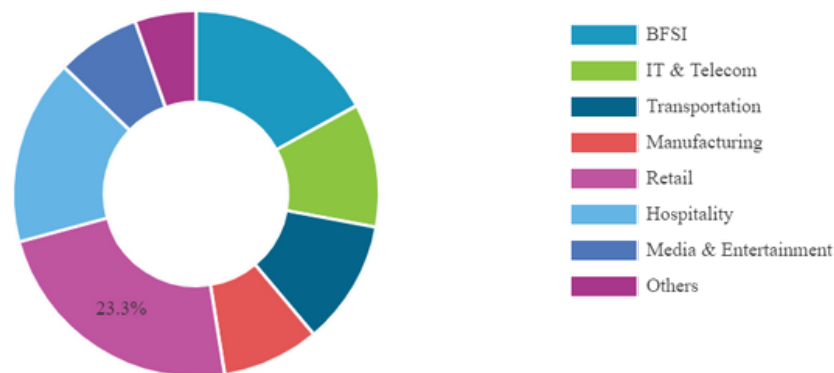
According to a recent market analysis, the loyalty management market is predicted to be worth \$18.2 billion by 2026, indicating a substantial opportunity for companies operating within the loyalty program space (Markets and Markets).



Market Value and Potential

The proliferation of the loyalty management sector can be due to various factors, including the rising rivalry among businesses to allure and retain their client base. As businesses seek to differentiate themselves from their competitors, they are turning to loyalty programs to build customer loyalty and encourage repeat business resulting in increased projected market value. According to Fortune Business Insight, the global loyalty management market share is expected to increase by 23% by 2021 in all sectors, including BFSI, Media Entertainment, etc.

Global Loyalty Management Market Share, By End-use, 2021



www.fortunebusinessinsights.com

As a result, it is expected that the industry for loyalty programs will continue to grow in the years to come as an increasing number of businesses see the benefits of these programs in promoting customer engagement, loyalty, and retention.

With the market's continued expansion, JB GROUP is ideally situated to capture a substantial portion of the pie.

JB GROUP can become a leading player in the loyalty program market.



The Reality of Loyalty Programs

Loyalty schemes have been present for numerous decades, and despite their popularity among consumers, they frequently need to offer authentic benefits to both customers and merchants. Many loyalty programs need more flexibility, with limited options for earning and redeeming rewards. This can result in dissatisfaction among consumers who may sense that the incentives they obtain differ from their needs or preferences.

Furthermore, many loyalty programs have complex redemption processes, high point requirements, and expiration dates, which can deter users from using them. Additionally, merchants may need help managing loyalty programs, resulting in limited participation and low customer engagement.

JB GROUP is here to solve all these existing programs with its value-packed and innovative approach.

The problem it solves:

JB GROUP aims to solve these pain points by providing a seamless and transparent loyalty program that benefits consumers and merchants. The loyalty program it features provides users with a unique and flexible way to earn and redeem rewards such as Gold Boxes through its Mileage Points (M/P) and JBC coin systems.



JB GROUP Vs. Traditional Box

JB GROUP	Traditional Random Box
<p>Earn M/P from any merchant using the JB GROUP platform, exchange Mileage for JBC coins, and exchange earned points for Gold Boxes.</p>	<p>Purchase a box with a random set of items with no way to earn or exchange points.</p>
<p>Contain a random selection of high-end products from top brands like Nike, Gucci, etc.</p>	<p>Random assortment of low or high-end products, but no guarantee of quality or brand.</p>
<p>It costs merchants 4% of the transaction fee and is accessible to customers.</p>	<p>Have a set price, but there needs to be more transparency on how the cost is determined or how profits are distributed.</p>
<p>It can create a community around the platform, with influencers and creators promoting and sharing their experiences with the product.</p>	<p>It needs a sense of community, with a way to share or connect with others who have purchased the same product.</p>
<p>Offers advertisement for small business to broaden their target audience.</p>	<p>No such advertisement system.</p>

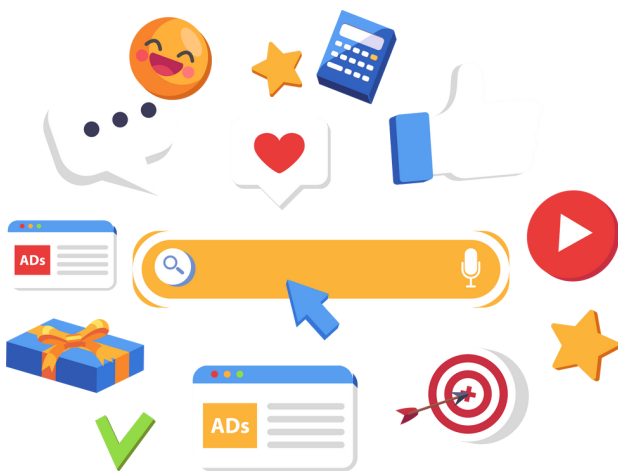


How JB GROUP works

Platform's advertising Structure:

There are a number of ways in which JB GROUP helps to advertise their products. The first and widely used method is Internet advertisements, which can appear on frequently frequented websites and social media platforms. This can help merchants to target particular customer audiences Based on their hobbies, location, and demographics.

Regular classifieds, which are frequently accessible in regional newspapers or internet marketplaces, are an additional option. This approach, which is a more conventional style of advertising, can be appropriate for businesses that are targeting a particular region.



The JB GROUP platform also provides post-paid advertising support to merchants that reach a certain sales threshold, in addition to these advertising options. For example, if a retailer averages 1.5 million won in daily sales, the foundation will fund 30% of those sales, or 300,000 won, through marketing.

By offering this support, the platform hopes to assist merchants in promoting their brands and drawing in more clients.



The Advantages of Joining the JB GROUP

JB GROUP platform offers several advantages for small enterprises and businesses struggle to get enough recognition. It is an attractive alternative for both clients and businesses due to its wider range of features.

Advantages for Small Enterprises

Improved customer loyalty and repeat business:

JB GROUP's ability to provide customized incentives can assist businesses in forging close bonds with their clients and enticing them to make additional purchases.

Cost-effective advertising:

Merchants can use JB GROUP's post-paid advertising fee platform to reach a targeted audience without upfront expenditures, as opposed to paying money on conventional advertising channels.

Access to rich customer information:

Small businesses can join the JB GROUP platform to obtain access to priceless client information. This is made possible by JB GROUP's user data collecting system, which enables businesses to gather information on consumer preferences and conduct. Businesses can use this data to make statistics decisions that will help them perform better overall.

Improved customer traffic:

By collaborating with JB GROUP, retailers may access a broad network of potential customers and successfully increase visitor numbers to their stores. Merchants can reach a larger audience and draw a consistent stream of new consumers with the aid of JB GROUP's marketing and advertising solutions. As a result of their enhanced visibility, businesses are ultimately able to expand and find long-term success. This improved visibility can also result in better brand recognition and a stronger community presence.



The Advantages of Joining the JB GROUP

For Customers:

Joining the JB GROUP platform can offer customers an array of benefits, such as:

Free access to exclusive content and discounts:

JB GROUP allows users to access exclusive content and discounts from merchants and small businesses, helping them save money and discover new products and services.

Flexible rewards system:

JB GROUP's innovative Mileage and Points system provides users a flexible loyalty program to earn and redeem rewards at any participating merchant. Through lotteries and other programs, they can utilize the earned mileage to win exciting JB GROUPes.

Gifiti System:

JB GROUP provides a unique way to utilize the accumulated points through its innovative "gifititi" system. With gifititi, users may utilise the points they earn to buy other people's products by selling their gift icons on the platform in a manner comparable to a secondhand shop. This results in the creation of a society based marketplace where users may easily exchange presents and goods without any constraints.

Easy sign-up procedure:

Contrary to other loyalty programs, this one does not require users to register or download any apps in order to receive their barcodes. Everyone can easily access the barcode because it may be sent as a text message. Customers may easily begin earning rewards with no difficulty thanks to this feature that is user-friendly.

Opportunity to receive rewards from various retailers:

Unlike standard loyalty programs that limit incentives to a single merchant, JB GROUP users can earn awards from multiple merchants, boosting the value of their loyalty.



Payment System for Merchants

The JB GROUP platform offers a streamlined payment system for merchants that is easy to use and hassle-free. There are no special requirements to join. Merchants can instantly sign up for the platform by completing a brief application process. Because it can be used wherever in the nation where cards are accepted, it is a practical choice for businesses of all shapes and sizes.



The payment system itself is designed to be straightforward and efficient. When a user purchases using the JB GROUP platform, the merchant fee is automatically deducted and paid during checkout. This means merchants don't have to worry about manually calculating costs or managing payment processes - everything is handled automatically by the platform.

In addition to providing a simple payment system, the JB GROUP platform also offers rewards and benefits to merchants. Merchants can choose to accept JBC coins as a form of payment, providing customers with an additional payment option.

It's important to note that the merchants cover the costs of using the JB GROUP platform. In exchange for providing users access to the platform's services, they will pay a 1% service charge to the foundation and a 3% platform fee to users. However, during the initial installation phase, up to 25 wards in Seoul will receive free installations for approximately 1,000 merchants per ward.

After the free installation period, merchants can continue using the platform for a fee. The goal is 100,000 merchants utilizing the JB GROUP system, enabling them to tap into its many benefits and reach a wider audience.

By utilizing post-paid advertising, merchants on the JB GROUP platform can have peace of mind knowing they have the necessary resources to compete and succeed in today's highly competitive marketplace.



Payment System for Customers

The payment system for users/customers on the JB GROUP platform is designed to be easy and convenient. Customers can receive a barcode via text message. This makes the transaction procedure simple and open to everyone.

Consumers can conveniently finish a purchase by giving the barcode provided by the platform to the merchant, who will then scan it with their card when payment is done.

The system automatically calculates the amount payable and deducts the appropriate points and mileage from the customer's account. Upon purchasing cards, customers will get mileage and points system, denoted by M and P, respectively.

The customers also get JBC coins, which can be earned by participating in various events and activities on the platform. Then, the user may spend these coins to make purchases or play lotteries to gain even greater rewards.

Furthermore, the JB GROUP platform offers the "giftiti" system, allowing users to sell their gift icons on the platform or purchase gift icons from other users using their accumulated points. This unique feature provides users with even more flexibility and options when it comes to using their rewards. Overall, the payment system for users/customers on the JB GROUP platform is designed to be secure, convenient, and rewarding.

Security Measures: Ensuring Safe Transactions and Data Protection

At JB GROUP, we prioritize the security of our users' transactions and data. We take extensive precautions to ensure that our platform is safe and secure for all users since we recognize that security is of the utmost significance in today's digital age.

We use cutting-edge encryption technology to secure financial information communicated over our platform to protect users' transactions. As a result, no data can be intercepted or viewed by unauthorized persons because it has been adequately encrypted.

We have secure authentication procedures in place to further prevent fraud and identity theft. All transactions on our platform require multi-factor authentication, guaranteeing that only authorized users can access the site and perform transactions.



Target Audience

Merchants:

Small- to medium-sized businesses that are looking for a simple payment system that is available to customers throughout South Korea, including cafes, restaurants, retail stores, and service providers.

Customers:

Tech-savvy consumers who value convenience and simplicity in making payments, earning rewards, and accessing exclusive deals and promotions.

Tourists:

Foreigners visiting South Korea who want a simple way to pay without worrying about currency conversion rates or communication difficulties.

Young adults:

College students and professionals who frequently use online shopping and mobile payments and are interested in earning rewards and redeeming them for prizes.

Expats:

Foreign residents in South Korea need a reliable and user-friendly payment system that is widely accepted and offers various benefits such as discounts and promotions.

Families:

Families: Parents and caretakers who require an easy way to pay for food, household goods, and other essentials.

Overall, JB GROUP targets a diverse group of users and merchants looking for a seamless and rewarding payment experience, whether based in South Korea or traveling there for business or leisure.



Conclusion

JB GROUP is a cutting-edge payment technology that is beneficial for both consumers and small businesses. JB GROUP offers a hassle-free payment mechanism, a user-friendly design, and many advertising opportunities in an effort to support small businesses and give customers a straightforward shopping experience. Clients can benefit from a number of features, such as JBC coins and the JB GROUP loyalty program.

JB GROUP sets a high priority on the security and safety of the information and transactions of its users. At JB GROUP, we place a strong emphasis on the security and protection of our users' data and transactions. Utilizing our strong security procedures, which include encryption technology and frequent security upgrades, we work to give all users a safe and secure payment experience.

As we expand and enhance our platform, we look forward to collaborating with more businesses and clients to build a robust and thriving neighborhood economy.

Join us on our journey towards a more creative and effective payment system where each transaction is profitable, safe, and practical.



Legal Disclaimer

This Business Plan is a summary document presenting information on the Company to potential investors in order for them to obtain a general understanding of the business of the Company and its outlook. Investors are required to make their independent assessment of whether to continue with the investment opportunity referred to in this document.

The information provided in this Business Plan has been compiled and provided by the officers of the Company based on their experience and research on the specific information included in the document.

Where applicable, we have included the sources of our information below. All unreferenced information is our opinion and conjecture only based on our experience and limited research.

This document, therefore:

It is not intended to form the basis for any decision

It does not purport to contain all the information that may be necessary or desirable to be able to evaluate fully and accurately the opportunity described herein and is not to be considered as an offer.

In making a decision, recipients of this document must rely on their examination of company, its activities, any rights associated with them and the risks generally associated with the making of an investment in a company that is a startup with limited or no trading history.

Financial forecasts included in this Business Plan have been compiled from data derived from competitors in the market, completed surveys etc. The information provided in this document is therefore limited to these sources and is only an estimate subject to changes in market conditions and general business risks. Some numbers are subject to rounding, and totals may not exactly reflect the total sum of the numbers added. Any large discrepancies in totalled numbers are errors and should be reported to the company.



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