Jasmy

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Content

1. Introduction

"We aim to realize a Data Democracy by building a decentralized, democratic world where data is protected as inherently owned by each individual."

Jasmy is an IoT platform company on a mission to provide the infrastructure which allows anybody to use data safely and securely. In order to achieve this, we are currently developing and providing the "Jasmy Platform".

In recent years, the valuable data generated from our everyday life is possessed by a small number of giant platformers in the global market. With the Jasmy Platform, we aim to create the world where each individual's own data can be protected so that everyone can use their data safely and securely. To achieve this, we have uniquely combined Blockchain and IoT technology to provide the optimal platform solution for customers around the world, and across industries.

Japan has been recognized for manufacturing high quality products, but in the endeavor of building the Jasmy Platform, we are developing our business both from a manufacturer's perspective as well as striving to become a market innovator. The current century is sometimes called "the century of data", in which people, machines and information are building new relationships. We firmly believe that Jasmy can help Japan take a leading role in creating such a world.

Jasmy Incorporated Representative Director
Kunitake Ando

2. Challenges in the new digital age

Today all people, things and services are connected to the internet and the Fourth Industrial Revolution will continue to deeply impact every facet of our life. It is predicted there will be 41.6 billion internet-connected IoT devices, generating 79.4 Zettabyte (approx. 80 billion terabyte) of data per year by 2025. (International Data Corporation market forecast, 18 June 2019). The amount of data collected by IoT devices is increasing every day, and IoT generated data plays an important role for businesses who provide high value-added services to customers and clients. On the other hand, many companies who hold their customers' personal data neither have data management systems nor manage them properly to utilize their data, which often result in problems, such as information leakage and compliance violations.

2.1 Challenges for the users

Individual users regularly send personal data through smartphones or IoT devices to companies and receive services in return. However, by providing their personal data to companies blindly, the users may feel discomfort as if their behavior is under surveillance, have distrust on the purpose of data usage, and anxiety about infringement of their privacy. At the same time, privacy issues arise as individuals are providing private data to the companies without knowing how such data will be used. While companies processing personal data justify themselves by adding "consent" clauses in the terms of use and 3rd party disclosure conditions, this data may be used against the will of the user. For this reason, laws that allow users to request companies to disclose the purpose of their data or delete their personal information upon request have been passed and enforced. In our current world of centralized networks, this is an effective way to urge companies to protect personal data.

Apart from the legal aspects, we believe that if there is an infrastructure and environment that allows the users to manage their personal data by themselves, just like they are using their own money in their wallets, they are more willing to provide information to companies for their services, and a more active data exchange between companies and users on a fair basis will be accelerated.

2.2 Challenges for the companies

In 2014, the personal records of approximately 35 million customers were leaked from Benesse Corporation as a subcontracted worker downloaded the data from the company system. Beside a direct fine of 300 million Japanese Yen (approx. $2.8 million), the company had to record more than 26 billion Japanese Yen (approx. $241 million) in losses which included compensations and other expenses for public apologies. Similar accidents and scandals regarding personal data are happening subsequently around the globe. The social media giant Facebook was fined $5 billion by the Federal Trade Commission (FTC) for improper treatment of user data in 2018. Such personal data breaches from companies centralized systems take place repeatedly.

As long as companies are collecting personal information to improve their services, there are always security issues regarding disclosure of information, leakage prevention, and protection from attacks by hackers. As a result, companies are regularly bearing heavy costs on system updates, compulsory system audits, and many other measures to strengthen their cybersecurity. In the event of a data leakage, like mentioned before, they also will lose trust from their customers, business partners and investors. For public companies, a negative impact on the stock price also has to be considered.

Global enterprises in the IT industry must comply with local data regulations in each country and build a suitable networked environment. The General Data Protection Regulation (GDPR) was implemented by the European Parliament and Council of the European Union in 2018 with the purpose of returning the right of personal data back to its citizens. It requires company-wide measures and large investment for adaption: modification of contracts, inquiry responses, the education of employees and workforce, further improvement in cybersecurity, and so on. In reality, many companies have not yet built a clear policy and plan regarding the handling of customer data in compliance with the regulation.

2.3 The limit of data management

Currently, most services are commonly built as so-called centralized systems. The companies manage all the data on their own servers and provide various services to users. While centralized systems have significant advantages, such as a clear responsible party and a fast processing speed, these systems will put the users in high dependency of their centrally managed systems.

The problem here is the monopoly of a company as a central administrator and data aggregator. The more users and data a company has, the more likely it is to have a dominant position in utilizing it.

Another problem is the data silo problem. Almost every company or organization manage their data strictly within their own centralized system, whereas other companies or organizations have no access to it, thus preventing effective interaction of data across companies and industries.

In the discussion on privacy and user information, words like Japan's "information banks" (Japanese: *Joho Ginko*), Personal Data Storage (PDS), and Personal Information Management System (PIMS) have become common. These new mechanisms among the current centralized network aim to realize safe and secure data utilization for both companies and individuals through a new kind of data distribution. Yet as long as the new mechanism is grounded in the current centralized network, its limitations of dealing with data will become visible when it comes to IoT devices generating enormous amount of data.

We will provide a new option to complement the current centralized services with a decentralized network infrastructure that ensures security and trustability.

3. Towards realization of a digitalized society

3.1 Decentralization

 As mentioned in the previous chapter, various problems concerning personal data need to be addressed and solved. We advocate "decentralization" as the key to the solution. Our idea is to provide a platform where each individual can manage and control their data based on their own judgement under secure and safe conditions. This includes giving permission of use to others without stress or fear. With the Jasmy Platform, we will strive to realize a society where both personal data protection and utilization can be achieved simultaneously.

3.2 How to achieve decentralization?

 Various companies are currently using digital technology for process re-engineering and new value creation, in an effort to break away from their existing business models. Under the slogan "ready-to-use IoT", Jasmy provides the optimal distributed IoT platform to companies via 2 methods:

• We utilize edge computing with its characteristic of a decentralized process to manage IoT connectivity.
• We support data management via decentralized network and storage.

 Edge computing : In the case of current cloud-based IoT platform, all collected data from devices has become centralized, stored and processed by the system administrator as service provider. On our platform, the devices are able to process data by incorporating our unique module and the computation itself is decentralized. By shifting the vast amount of data processing from the central server to the edges, the process is distributed and hence the risk of data loss and hacking can be reduced. As each edge can work autonomously, such architecture will be able to cope with vulnerability as well. Furthermore, the edges can work as distributed storage.

 Distributed network and storage : We provide network and storage based on decentralized technology such as Blockchain and Interplanetary File System (IPFS). Immutability is one of the most critical components of the blockchain technology, which means that data has to be consistently written into blocks and all the recorded blocks are impossible to alter. In addition, data authenticity will be secured by the approval algorithm of the blockchain network instead of a centered third party.
This is based on the fact that all the historical transactions are proven to be true due to immutability and that all the participants trust the smart contract embedded in the blockchain network beforehand.
This trustability is independent of any specific approver with great power. As a distributed network it is based on the consensus rule agreed by all the participants. Its democratic feature is a critical element in our pursuit of realizing a data democracy.

🌀 4. Our solution

4.1 Development concept

Unlike the current centralized world, we will build an IoT platform suitable for the idea of a Jasmy *Decentralized Data Democracy*. Through the Jasmy Platform, we will endeavor to accelerate the use of data and instill the concept of data democracy.

Pursuing the convenience of data utilization : We believe that a data democracy is essential for a society where individuals and companies can provide data to each other without hesitation or stress, not only for their own benefit but also for the common good of the society as a whole. For this reason, we will pursue to achieve the two objectives: ① the security of all data around oneself as an individual, such as IDs, application logs, and data from IoT devices in their usage, storage, and maintenance, and ② the convenience for companies to utilize data in a wide-ranging manner, if authorized by the respective individuals.

Building a "place" that creates value : We believe that data that contributes to individuals, companies, and even the whole society needs a place where its value can be recognized. This value shall be built by a democratically decision-making environment in a decentralized world, rather than being determined by a central authority. We have always been keeping in mind that the Jasmy Platform functions as a place to create value for the data generated.

Contributing to innovation : We will always provide a neutral environment where all kinds of businesses, organizations, and individuals can utilize the data that is being generated and developed from the Jasmy Platform to boost innovation and to create new value for the future.
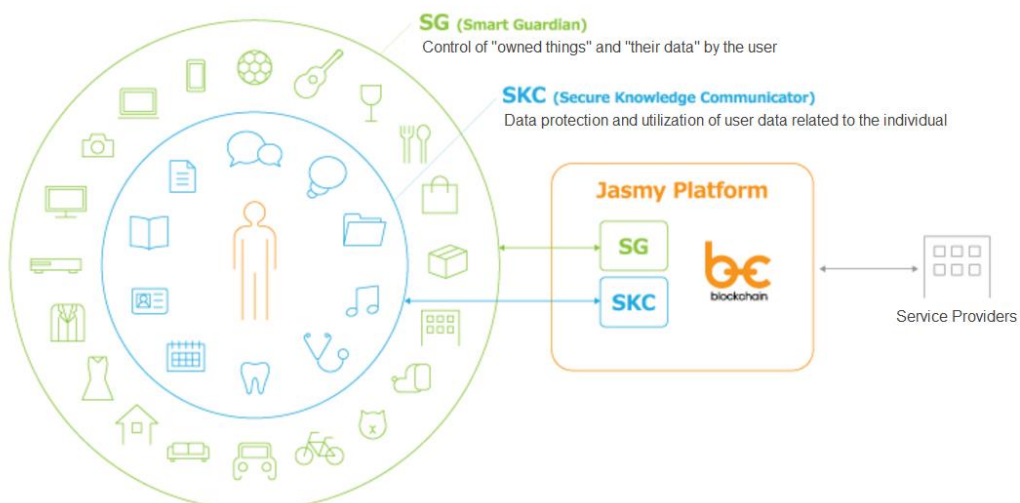
4.2 Decentralized personal authentication and data management

 The users of the Jasmy platform will have "digital lockers" (personal data locker*) in our distributed storage to hold their data. Important personal data or IoT device data will be stored and managed in these lockers. All events like sharing data to whom and to what extent will be determined by the users themselves. In other words, they will have full control over the necessary scope and duration when providing their data to others.

 This personal data locker is provided in its main functionality as a "content addressing" solution which allows secure storage of files within the P2P network.
 Data files are stored within the decentralized network while only hash values are managed on the blockchain. By combining this decentralized storage solution in connection with the user-owned IDs, the weaknesses of a pure blockchain system, for example, the incapability of storing large files in a single block or the slow-down of approval speed due to large size of files, are being addressed and solved.

 The Secure Knowledge Communicator(SKC) is the platform's core service that allows us to achieve data democratization by controlling, managing, and tracing our own personal data by ourselves.

Secure Knowledge Communicator: SKC

 The main features are as follows.

• Identity Verification (Identification and Authentication: Know Your Customer) and registration functions that enable users to start using the Jasmy Platform and its services.

• The function for users to accumulate and manage their personal data via the JasmyNet upon their own will.

• The function that allows users to authorize data transactions and the tracing of provided data.

• The functionality that allows companies and organizations to access and use personal data appropriately and only when necessary, instead of keeping records in-house.

 The distributed user authentication system provides personal data lockers to the users who have completed the identification and registration procedures and created an ID. The data generated from the user's activity of each service will be securely stored in a personal data locker that he or she can control. In addition, when providing information to a company, the user will be able to control and track it, including the right of accepting or denying the use of it.

 Furthermore, we will solve the inconvenience of digital identity (ID) for the users. We currently not only have to have different IDs for different services, but these IDs will also be inaccessible if a service provider

disappears or the credentials are lost. However, the IDs created by individual users of the Jasmy Platform are not IDs associated with conventional centralized services but self-sovereign identities, linked to our decentralized storage, so they are managed by users with their own authority. In the past, user IDs were limited to services, manufacturers, and applications, but we plan to make it possible for users to freely communicate and trade data without the borders of traditional data silos.

In addition, the SKC, as our core service application, is equipped with P2P protocols that build the basis of our application for individuals to use the data safely and securely.

4.3 SKC solution use case

Based on this SKC core service, we are currently developing a decentralized contact center application in cooperation with a leading company of the industry to provide a blockchain-based solution.

In the contact center industry, which has an expected market size of 900 billion JPY per year, all the companies under digital transformation are urgently required to solve three major issues:

- To build and alter services from enterprise-dominated to customer-oriented ones (boosting the customer experience)

- To pursue global level security standards (setting global standards for the industry)

- To redesign the cost structure of contact centers (digital transformation : improving operational efficiency)

In order to solve these three issues, we have been developing this first blockchain-based decentralized application (Dapp) for contact centers in Japan to ascertain efficient use of customer data.

The key concept for the solution is decentralization. By using SKC, individuals can control their own data such as personal data and use history. Contact centers can expect cost reduction from the risk management view point, because it isn't necessary for them to keep records of customer data for client companies.

In addition, granting the operator access to their customers data in advance reduces the time of verifying the call history of the customer, thus reducing labor costs as less operators can handle more customers.

As the personal data use history and call logs are stored in the distributed storage environment held by each individual, this enables smooth transaction of information across companies and exchange of device-relevant information with the manufacturer (e.g. customer permission to provide information to companies or request to delete the data). Beginning with the improvement of operational efficiency, we are expecting new business chances to be created in the future.

As the SKC would increase the efficiency requested by companies and act as the one-stop solution requested by consumers, we foresee that the SKC will not only be implemented in the contact center industry, but eventually be used as a standard application for other industries as well.

The explosive growth of IoT devices is expected, and the increasing amount of data generated from them will be used more and more by companies for various services focused on data analysis. Since the SKC is equipped with the basic functionality to realize the concept of decentralization that solves both challenges of data protection and data utilization, we believe that it will be the basic service for individuals to manage and utilize personal data, as well as being a foothold for companies to deploy data through IoT devices. We therefore envision the SKC to be used as a global standard for data applications.

4.4 A data management service connecting people and IoT devices

The SG is another core service for the Jasmy platform that allows easy and secure registration of IoT devices on the distributed network, and at the same time create an environment that can only be used by the owner of the devices.

Smart Guardian: SG

The main functions are as follows:

- A functionality to connect devices registered on a network to their owners without additional personal identification or authentication by using the SKC function (Know Your Machine: hereinafter referred to as KYM)
- A function that allows for the device to interact with the owner, such as sending and receiving of measured data remotely
- A function that allows the owner to safely store, manage, and deploy the data generated from devices within the blockchain based distributed storage

Many companies are providing a vast number of network-enabled devices. In order for them to properly create new value and new markets through the usage of all the data generated by these IoT devices, the data must be credible, reliable, and resilient to identity theft and falsification. The SG is Jasmy's unique technology that links the ID information of the owner using the SKC and the ID information of the device itself. After going through a process of multi factor authentication (MFA), the data generated by the device (hereinafter referred to as "device log") can be correctly linked to the owner. At the same time, device owners and administrators can store device logs using a distributed network to prevent data from being leaked, falsified or manipulated.

In addition, the IoT module developed and provided by Jasmy (tentatively called "Security Management Module") can be incorporated into existing IoT devices to tie them to their owners and administrators, and register the devices into the Jasmy distributed network to securely manage and utilize the device logs.
In this way, the IoT data aggregation from devices, even with low computing capabilities, can be facilitated by implementing the SG.

Secure Enterprise Service: Decentralized PC management service for companies that handle confidential information

An increasing number of companies are considering to strengthen the security of their internal devices, such as laptops and smartphones, in order to prevent confidential information such as important customer information from leakage. In current centralized networks, security measures are facing limitations. To complement the limitation and to strengthen the company laptop security, we are providing the "Secure Enterprise Service" as a concrete device management service for cyber security measures by creating the distributed network environment with SG as the basic API.

For example, to strengthen the security of the laptop for a salesperson, the following information is required:

• KYM information of the laptops of the sales department

• KYC information of the person in charge who manages permission for all laptops centrally

• KYC information of the salespersons who actually use the laptops

• Identification information of the devices (i.e. smartphone) that are paired with the subject laptops

The above necessary information will be used for multi-factor authentication, and will be managed in the distributed JasmyNet network environment to prevent falsification and leakage. KYC and KYM information will be written into the secure part of the memory of the laptop, which can be managed by a central responsible person of the company. Important files and information can be stored safely using the distributed storage that is allocated to each laptop. Moreover, as it is an encrypted P2P structure that does not go through a specific external server, direct conversations, file exchanges and messages can be handled without any concern about data leaks or hacking.

Device data management solution for the smart home

As the number of IoT devices increases, the domestic smart home market, which provides more comfortable and seamless benefits by linking various household devices, such as AV equipment, ICT equipment and home appliances to the network, is expected to exceed 4 trillion Japanese Yen by 2025. (Fuji Chimera Research Institute,Inc. , *Smart Home City General Survey 2018* : www.fcr.co.jp/pr/18096.htm)

Today, manufacturers from a wide variety of industries including home appliance, housing, energy suppliers and telecommunication companies, are accelerating their business to realize smart home services. Data generated from network-enabled domestic devices is customized by users according to their own lifestyle, including shopping, childcare, nursing, and working environment.

Therefore, it is important to have rules and regulations in place for the protection of personal data on these networks.

We envision to provide IoT solutions for manufacturers and home builders who are expected to enter the smart home market with products such as smart interphones, security cameras, and smart keys, with low cost and advanced security functions, supported by SG and IoT modules.

For the companies that are converting their products to IoT, or accelerating the development of products for the smart home market, we will provide our IoT modules that enable device registration on the distributed network, linking data with users and administrators, and will support implementation of the modules into existing devices. Even if the existing devices have low processing power, companies can still quickly take advantage of the SG mechanism and Jasmy platform.

Besides providing solutions for the companies participating in the smart home business, we can also help the local governments that pursue the 'smart city' concept by deploying the SG, for SG plays a fundamental part in the digital infrastructure enabling data analysis and sharing. In terms of 'remote work' and 'work-sharing' promoted by the Japanese government who want to secure workforce, we also plan to provide the SG mechanism and solutions that enables stress -free data sharing and managing in a decentralized, safe environment from the perspective of "information management compliance between employees and companies".

4.6 JasmyNet

JasmyNet is a network environment in which only authorized member companies of the consortium can participate. By participating in the consensus algorithm, everyone can remain in a secure network environment and utilize it. It is possible to write data, keys, hashes and other records into the blockchain. Each company can provide services utilizing smart contracts on the platform, but also develop new kinds of services based on commonly shared data. This concept is quite unique so we are applying for a patent for this business model.

4.7 Developer Program

To boost the solution and service developments on the Jasmy Platform, and to foster the developers of the next generation, we provide a Developer Program (hereinafter referred to as "DP") for developers around the world who are interested in distributed systems.

We are preparing an SDK and APIs for development and use of the SKC and SG services of the platform. With the rapid advancement of blockchain technology, there is an urgent need to train developers in the field of decentralized applications. We will establish a place where engineers and planners as cooperating "friends" and sometimes competing "rivals" can communicate freely and help to create a new world-class Japanese distributed data society.

4.8 Jasmy Initiative

In aiming to accelerate adoption of democratic, safe and secure devices that make use of technologies such as IoT, blockchain and AI, the Jasmy Initiative has been formed together with companies who are willing to take the lead in utilizing this project. In addition to joint operations, we will carry out activities such as design, proof-of-concept, demonstration experiments, and information exchange, in order to realize a profitable business foundation for the platform.
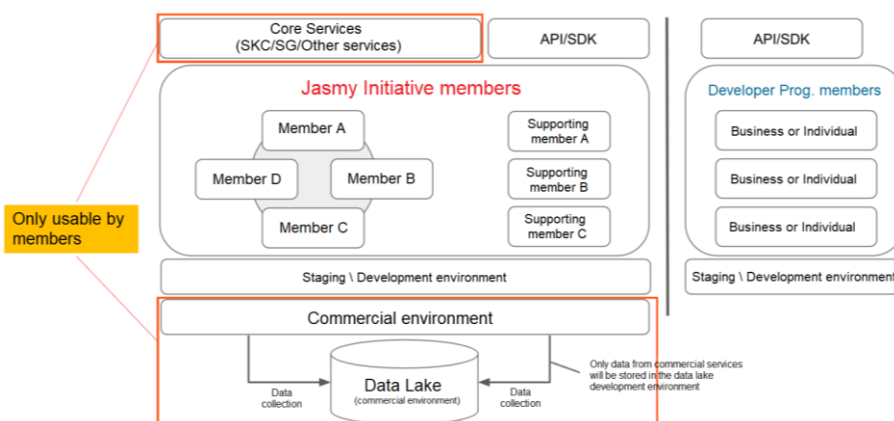
5. The Jasmy Ecosystem

5.1 Building a data ecosystem

Recently there has been a growing concern regarding data protection. There seems to be the situation where personal data is excessively protected so that companies can find it more difficult to utilize and use the individual's data. The use of data in companies is dominated by vertically integrated systems and there are many challenges to realize data sharing across companies. With our core services, SKC and SG, we can offer solutions to these complex problems. We believe that it is important to build a data ecosystem that creates a virtuous circle where both individuals and companies can benefit from the exchange of data.
Personal data cannot be used due to various concerns. We believe that the formation of this ecosystem will not only improve the situation, but also contribute to reduce labor costs and expenses that companies are struggling to achieve. By using an effective reward system, we aim to create an environment where individuals participate based on their own will, and companies will be able to create better products and services by making full use of the data.

5.2 Forming an expandable ecosystem

We will attract and increase the number of end-users for the platform by working with the member companies of the Jasmy Initiative, to develop new solutions while deploying our core services, SKC and SG. Through the applications on the Jasmy Platform, the companies can leverage blockchain to provide innovative solutions, as well as reduce labor costs and server hosting fees. On the other hand, the users feel comfortable as they are assured about security while enjoying the companies' services. Thus, we envision that the "data lockers" will spread widely across areas, ages, and genders by creating a system that benefits both companies and users.

As the number of the companies participating in the platform grows, so does the number of their users who use their services. The data held by the user will be stored in a blockchain-based "data locker" which allows the user to control the extent of its use. In order to obtain permission from the user, companies need to introduce the content of their services and give rewards to utilize user's data. Thus, it will be easier for users to determine the scope of data utilization, because the purpose and compensation are clearly defined. This mechanism allows companies to use data across its borders, as long as they pay the right price. Compared to the conventional centralized system, as the ownership of data remains with each user, it will be easier to improve the data use amongst companies. Hence, we can expect that more and more companies will join the Jasmy Platform.

With the development of the 5G telecommunication infrastructure and the spread of IoT devices, we understand that the so-called Fourth Industrial Revolution will inescapably urge companies to create new business models predicated on data and analytics. Therefore, we are confident that our data ecosystem will definitely grow at a steady pace.

5.3 The strength of the Jasmy Ecosystem

 In a digitalized world, individuals do not only act as customers who enjoy the convenience of IoT devices, but also as data providers who produce different types of data around their living environment. We believe that the ownership of this data shall belong to the individuals themselves, not to a centralized corporation.

 In this belief, we plan to create an environment where every data producer can select and control use of their personal data. Companies that use highly accurate data will have a better chance to develop innovative products and services, as well as in-depth and precise management analysis, which will lead to customer number and revenue increase.

 When such an environment becomes more popular, users who enjoy new products and services will produce even more data, and store even more information in their own "data locker" and reap rewards from companies. Companies have to be transparent about data utilization, which will create a high level and correct understanding about it and might also lead to a link between business success and corporate social responsibility. The emergence of such companies, who recognize the increasing value of both the quantity and quality of collected data, will contribute to the creation of a virtuous cycle.

Increase of data volume & types

Jasmy Ecosystem

Increase of
products & services
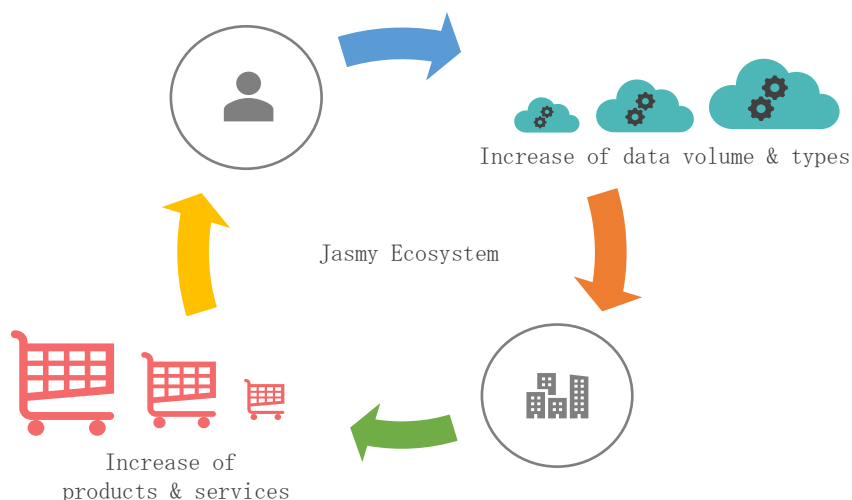
## 5.4 An essential part of building an ecosystem: The reward system

We believe that an effective reward system is essential to build a healthy data ecosystem. Just as personal data has been concentrated within centralized companies, and these companies that use it are more and more dominating the world, we are now aware that personal data turns out to be the "new oil" of the digital age. The fact that the increase in utilizing personal data can generate huge profits clearly show the value of this new resource. Therefore, we believe that there should be a fair economic environment in which companies that use this resource (data) pay each data producer a fair price (reward).

On our platform, companies have to clearly show the scope and purpose to individuals of how they will use personal data. They have to obtain permission, and grant rewards in exchange for the data. As rewards with concrete value need to be offered, individuals will learn and recognize the value of their data through these rewards, and at the same time will become increasingly motivated to share it with companies. As the value of these rewards is tied to both quantity and quality, data producers may have a better consciousness of it when receiving higher rewards. The idea that personal data will be used in a democratic way will give people awareness of the value in a broader context. As a consequence, companies will also become more conscious of this ecosystem while collecting data, and try to make further use of it.

5.5 The Jasmy token

Our token, "JasmyCoin", is a custom token created on the Ethereum platform. It is based on the ERC20 standard. Therefore it enjoys the security and processing power of the Ethereum network.

The token can also be used by an unspecified number of individuals and businesses to transfer tokens using digital devices, such as smartphones or laptops, as proof of value exchange or payment for services. By not limiting its usability, the token can have a wide range of purposes.
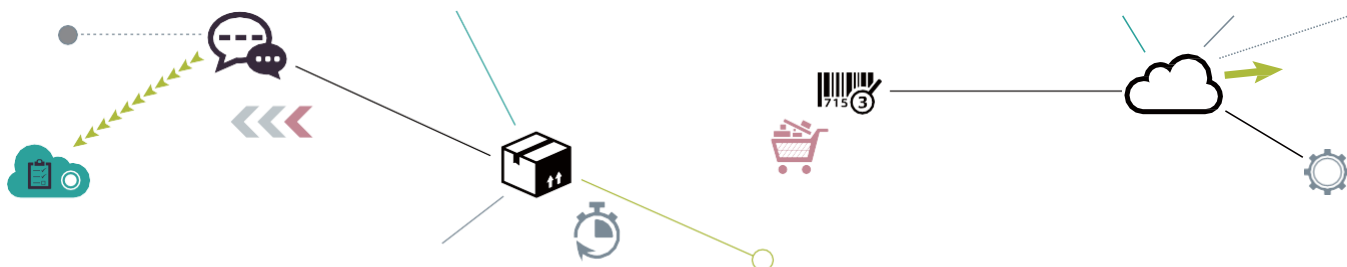
🜨 6. Data marketplace

As a platform business, we aim to create a global data marketplace that enables individuals and businesses alike to safely, securely and conveniently exchange data, and foster innovation that creates new value to data, beyond the boundaries of businesses and industries.

One characteristic of data is that, unlike physical assets such as oil, it can be utilized by multiple parties at the same time. Data that has no value to one person may be of high value to another. If we could create an environment where data held by individuals can safely and fairly be used on the marketplace, we are convinced that there will be near-infinite possibilities in the future for using such data as valuable assets for individuals and companies.

In the age of IoT, our first focus is the contact center service solution and B2B PC market. Then we will gradually expand the userbase and accumulate personal data that can be exchanged on the platform by providing various solutions to different industries.

Since the accumulated demand for real-time data through IoT devices is expected to be extremely high, we will expand the number of companies participating through the introduction of "Ready-to-use IoT" solutions. As the number of individual users increases with the range of new products and services provided by companies, the number of participating companies can be expected to further increase for the purpose of utilizing data produced by individuals.

This decentralized and valuable personal data needs an environment where individuals have the right to receive appropriate rewards for providing such personal data. The Jasmy Platform Data Marketplace will be the solution to realize this environment of transparent use and rewards for the permission to access the data. We will move forward to improve the platform so that we are able to offer attractive and an abundant number of functions in the marketplace.

With the increasing awareness of privacy protection throughout society, we believe that there is an even higher demand for our platform. Global technological advancement in the field of data analytics, AI, machine learning, and deep learning indicates that free and fair data sharing will become a global trend in the future, giving optimal conditions and high growth potential for our data marketplace solution.

7. Roadmap

Platform
popularization

Value
Growth

Ecosystem
Expansion

Marketplace
Expansion
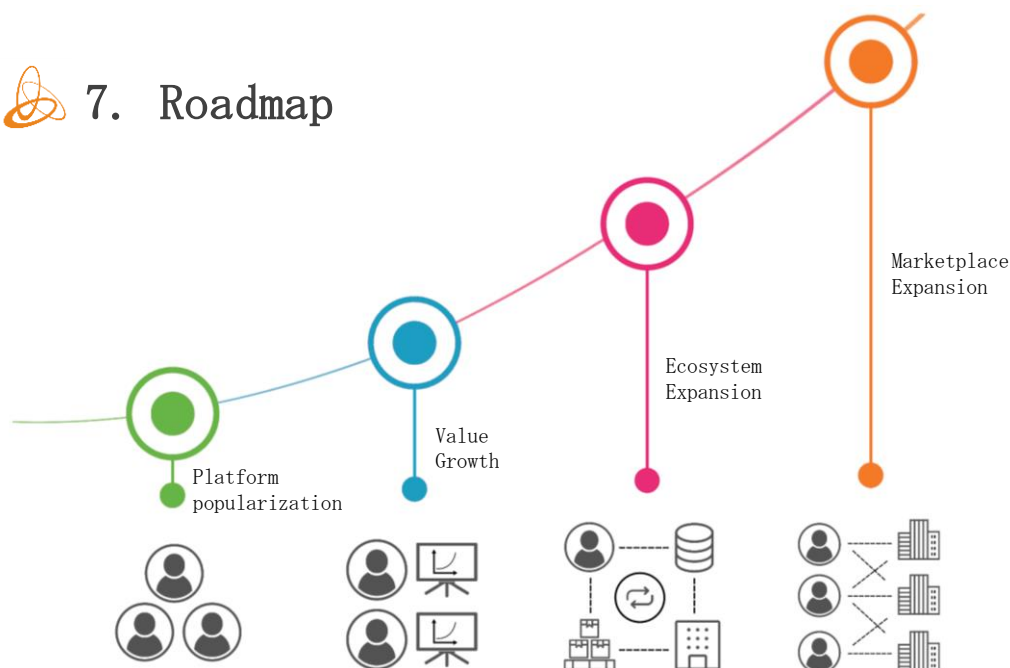
Besides being engaged in developing a democratic decentralized network platform, we also support companies in realizing such a data marketplace where valuable data can be securely traded, which will, we expect, lead to new innovations.

What we furthermore aim for is a network where companies can create new business models based on data utilization by strategically sharing and trading valuable data amongst companies from different industries.

First phase : Platform popularization

During the popularization period, we will attract end users to the platform by actively developing new solutions for IoT devices in cooperation with Jasmy Initiative member companies, utilizing our core technologies SKC and SG. Companies can offer blockchain based services through development of applications on the platform while at the same time achieving cost reductions on labor and server fees. On the other hand, the individual users enjoying the platform services can do so with highest sense of security. The underlying mechanism of benefits for both companies and users and an increasing number of different kinds of services will help a rapid growth of data lockers in all regions and of all ages, and genders.

In particular, a large numbers of end users will be connected to the platform via contact center solution. This first business solution in partnership with a leading contact center allows anyone to easily contact their support services via various communication tools such as telephone, mail or chat, and gives us the opportunity to quickly familiarize the end users with our data-focused philosophy. Our contact center solution is being developed and tested in partnership with the country's largest provider in the field, so that it can be expected to be adopted as a standard application for contact centers throughout the industry. In this way, we intend to increase the number of data lockers in the early stage by rapidly extending the decentralized environment for consumers who use the products and services of the platform's Initiative members.

Second phase : Value growth

 In the second phase, we will focus on promoting the wide range of different kinds of personal data and their volume that can be exchanged, while steadily increasing the number of users. During this growth period, we will focus on increasing the number of companies participating on the platform.

  With an increased number of participating companies, the number of individual users will also increase, and by incentivizing this extended user-base via rewards and offering of a clear value to their data, the data will be utilized across companies and beyond industry borders, again giving new types of companies the motivation to participate on the platform.
As the number of data lockers expanding gradually, the types of products and services on the platform can diversify and grow a rich variety of data never seen before. Individual users recognize the volume of personal information, such as shopping history and insurance contract information, which they have unconditionally handed over to companies until then, while at the same time realizing that the value of their data is increasing with the potential of usage and abundance of it.

Third phase : Ecosystem expansion

 Once personal data has grown to a point where it can create value, the environment in which individuals are fairly compensated for providing their data will be established. By being rewarded for disclosing data to companies, the users are incentivized to participate in the data ecosystem. At the same time we stay in a neutral position to the system and do not collect and hold data in a centralized way. By facilitating and increasing these kind of data exchanges for rewards, people will naturally become familiar with the true value of their personal data, and will collect and use it with the clear awareness of the surrounding ecosystem. We are establishing and providing this ecosystem that builds the environment to safely and securely utilize all personal data.

Fourth phase : Marketplace expansion

 In the Jasmy platform ecosystem, personal data is being stored in a secure, distributed way and is the property of each respective person. It needs an environment to be safely and securely managed, and any individual needs to hold the right to receive appropriate rewards for providing their personal data. The environment and fundamental service that realizes this transparent use and rewards upon granting access permission is the Jasmy Data Marketplace. We will promote development of such a marketplace so that individual users can easily and safely grant data licenses on the platform and have an abundance of functions. The purpose of this project is not only to exchange data between individuals and companies, but also create the possibility to strategically share valuable data among companies, and to be the starting point for creating value and new service models.
 We aim to achieve that all people, goods, and services will be interconnected, and all personal data that is closely related to people's lives, down to the fundamental human needs of "clothing, food, housing and transportation" will be given back into the hands of the original owners.

8.Team introduction

Our management team consists of former Sony executives who possess long and rich experiences in creating innovative products.

Representative Director Kunitake Ando, who has always held an entrepreneurial mindset and has driven innovation since his days at Sony. He has a wealth of experience in establishing new business models, including the launch of Personal Computers under the VAIO brand and Sony's life insurance business, from scratch.

President & CEO Kazumasa Sato has many years of experience in identifying and scaling up businesses towards existing market needs.

Executive Vice President Masanobu Yoshida has many years of experience in technology R&D at large companies, including senior executive roles.

CFO Hiroshi Harada is a Japanese CPA well versed in corporate governance and financial accounting, especially in the IPO process.

Alongside these experienced individuals, the Jasmy project consists of a multinational team working actively together as we foresee a future in global development

Representative Director Kunitake Ando

Former President and COO of Sony Corporation, President and COO of US Sony Engineering and Manufacturing of America, Chairman of Sony Financial Holdings, Chairman of Sony Life Insurance Co., Ltd. Assumed office as CEO of Jasmy in April 2016. Currently director of the Japan Innovation Network and Chairman r of the University of Nagano.

President & CEO Kazumasa Sato

Former CEO of Sony Style.com Japan Inc., Operating officer of Sony Marketing (Japan) Inc. and President of Sony Style Company, managing director of Sony Style Japan and operating officer of Sony Marketing Inc., Head of the Sony Corporation Creative Center, Chairman of BJIT Group, joined the Jasmy Board of Directors in April 2016, CEO of Jasmy Incorporated from November 2018.

Vice President & CTO Masanobu Yoshida

President of Sony Corporation Handheld Computer Company, Sony Ericsson Mobile Communications (now Sony Mobile Communications Inc.) Department head, Managing Operating officer of Softbank Mobile, General Manager of product services etc., currently CEO of Dreamforest Corporation. Vice president of Jasmy from April 2016.

CFO Hiroshi Harada

After passing the Japanese CPA examination in 2008, joined KPMG AZSA LLP. He has been engaged in statutory auditing for listed companies across industries, including broadcasting, construction and manufacturing, as well as IPO support services with which his client successfully went public. After 11-year experience at auditing firm, he joined Jasmy as CFO in January, 2020. In addition to managing accounting, finance and taxation, he is also responsible for investor relations.

Tax Advisor Ryuji Yabe

03.1959	Graduated from Secondary Law Department of Hosei University
04.1953	Joined General Affairs Department of Kumamoto Tax Bureau
07.1977	Deputy Head, Kojimachi Tax Office (Responsible for Corporate Tax)
07.1979	General Investigator, Third Department of Tokyo Regional Taxation Bureau
07.1981	Director, Third Legislative Research of Direct Tax Department of Tokyo Regional Taxation Bureau
07.1983	Head, Arakawa Tax Office
07.1985	Director, Corporate Tax of Direct Tax Department of Tokyo Regional Taxation Bureau
07.1987	Director, First Human Resource of General Affairs Department of Tokyo Regional Taxation Bureau
07.1989	Chief Internal Inspector, Commissioner's Secretariat of National Tax Agency
06.1991	Head, Kumamoto Regional Taxation Bureau
09.1992	Established Chuo Goutou Firm (Tax Consultant)

Legal Advisor Hidenao Toyoshima

09.1962	Passed the National Bar Examination
04.1990	Director, Public Security Department of the Tokyo District Public Prosecutors Office
09.1991	Director, General Affairs Department of General Public Security Intelligence Agency
04.1994	Chief Prosecutor, Nagasaki District Public Prosecutors Office
07.1995	Chief Prosecutor, Kumamoto District Public Prosecutors Office
04.1996	Chief Prosecutor, Urawa District Public Prosecutors Office
02.1997	Chief Prosecutor, Osaka District Public Prosecutors Office
12.1997	Director-General, Public Security Intelligence Agency
01.1999	Superintending Prosecutor, Takamatsu High Public Prosecutors Office
11.2000	Superintending Prosecutor, Fukuoka High Public Prosecutors Office
10.2001	Registered as a Lawyer (Tokyo Bar Association)