

DISCLAIMER

The information shared in this whitepaper is not all-encompassing or comprehensive and does not in any way intend to create or put into implicit effect any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential token holders with pertinent information in order for them to thoroughly analyse the project and make an informed decision.

Prior to your participation in the purchase of TWJ coins, we strongly advocate a careful study of this whitepaper all the documents associated with the same, including the contract in relation to the purchase of the same. You may even engage the services of appropriate experts to help you with investment analysis.

Certain statements, estimates and financial information featured in this whitepaper are forward-looking statements that are based on and take into consideration certain known and unknown contingencies and risks which in eventuality may cause the estimated results or may differ factually and substantially from the featured estimates or results extrapolated or expressed in such forward-looking statements herewith.

CONTENTS

1	INTRODUCTION	1
2	INDUSTRY ANALYSIS	2
3	OPPORTUNITY	3
4	TRON WEEKLY JOURNAL	4
5	VISION	5
6	TRON WEEKLY JOURNAL	6
	BUSINESS MODEL	
7	TOKEN STRUCTURE	7
8	TOKEN TRADING	8
9	HOW TO BUY OUR COIN	9
10	ADVERTISEMENT & PROMOTION PACKAGE	10
11	BUSINESS FUND ALLOCATION	11
12	ROADMAP	12
13	LEGAL DISCLAIMER	13
14	REFERENCES	14
15	CONTRIBUTOR	15

INTRODUCTION

The advent of the dot-com revolution has transformed the way we work, socialise, ideate, organise ourselves and share information. The internet was it considered a GDP sector, would account for a colossal 70 per cent of the global GDP pie, well surpassing the ever-booming agricultural and services sector. From being a subject of an experiment for researchers and tech experts three decades back, the internet is now a daily reality and an inseparable part of our existence. Presently, it is estimated that nearly 4.2 billion people in the world enjoyed access to the internet, and this is merely just half the world population. Thus, it is fair to say that we are still in the early stages of the transformations the internet has in store for us and the opportunities it will foster in the years to come.

While we may derive a sense that large organisations and multinationals have leveraged the benefits of the internet the most in the civilised world, it is actually the individual consumers who have reaped the most substantial benefits of the wonder that is the internet. We now have information about the remotest restaurant in the city at the tip of our fingers. Entertainment and has never been the same since the advent of the internet. Sitting in a developing country in Asia, we can leverage the power of the internet to communicate with a friend touring the scenic Andes Mountains in Peru, or even befriend a trader in Cuba for products we locally need. From enjoying the benefit of smart highways, self-driven cars and GPS, to adjusting the

temperature of your air-conditioner before you get home, the Internet of Things has revolutionised the minutest mundane activity of our daily life.

The new 2018 Global Digital suite of reports from and reveals that there are now more than 4 billion people around the world using the internet. Well over half of the world's population is now online, with the latest data showing that nearly a quarter of a billion new users came online for the first time in 2017. Africa has seen the fastest growth rates, with the number of internet users across the continent increasing by more than 20 percent year-on-year.

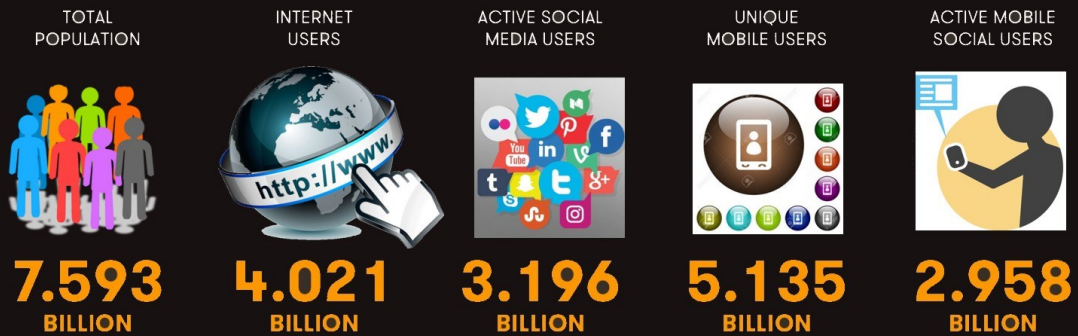
Social media use continues to grow rapidly too, and the number of people using the top platform in each country has increased by almost 1 million new users every day during the past 12 months. More than 3 billion people around the world now use social media each month, with 9 in 10 of those users accessing their chosen platforms via mobile devices.

You'll find the key insights from this year's reports in our more detailed analysis below, but here are the essential headlines for digital in 2018:

- The number of internet users in 2018 is 4.021 billion, up 7 percent year-on-year
- The number of social media users in 2018 is 3.196 billion, up 13 percent year-on-year
- The number of mobile phone users in 2018 is 5.135 billion, up 4 percent year-on-year

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS



Media and communications too have experienced a paradigm shift thanks to the digital age. Traditional methods of media have waned with the advent of blogs, digital journals, digital discussion platforms & portals and e-newspapers. Media earlier was driven by the motive of sharing information they felt was pertinent. The Internet has given consumers and recipients the access and means to not only receive but also create, upload and share content on web platforms. This has undoubtedly been the biggest shift that digital media space has initiated. From the unidirectional flow of information to interactive and participative blogs, online journals, social media platforms, web mashups, podcasts and informative videos, digital media has empowered the revolution of user-generated content. We find ourselves following online blogs from leading photographers, movie critics

or writers much more fervently in the recent past than watching a TV show. The internet has circumvented all other channels to emerge as the single most influential means of outreach with the largest population timeshare compared electronic and print media. Content creators are 20% more influential than any other type of media when it comes to influencing decisions.

How we assimilate information has also changed drastically in the last decade. No longer do we solicit the daily newspapers, subscriptions or weekly journals posted to our houses. We now rely on a 4-inch screen to fill us in on the worldly happenings. Just like the printing press revolution, these new tools make it possible for millions of people to have access to texts that would otherwise be beyond their reach, financially or physically.

The writing is on the wall – whether it is news updates, weekly journals, editorials, subscriptions, genres of interest, critiques, economic reviews, scholarly articles, sports trivia or entertainment buzz, contemporary digital technology has altered how we read whatever it is that we want to read.

INDUSTRY ANALYSIS

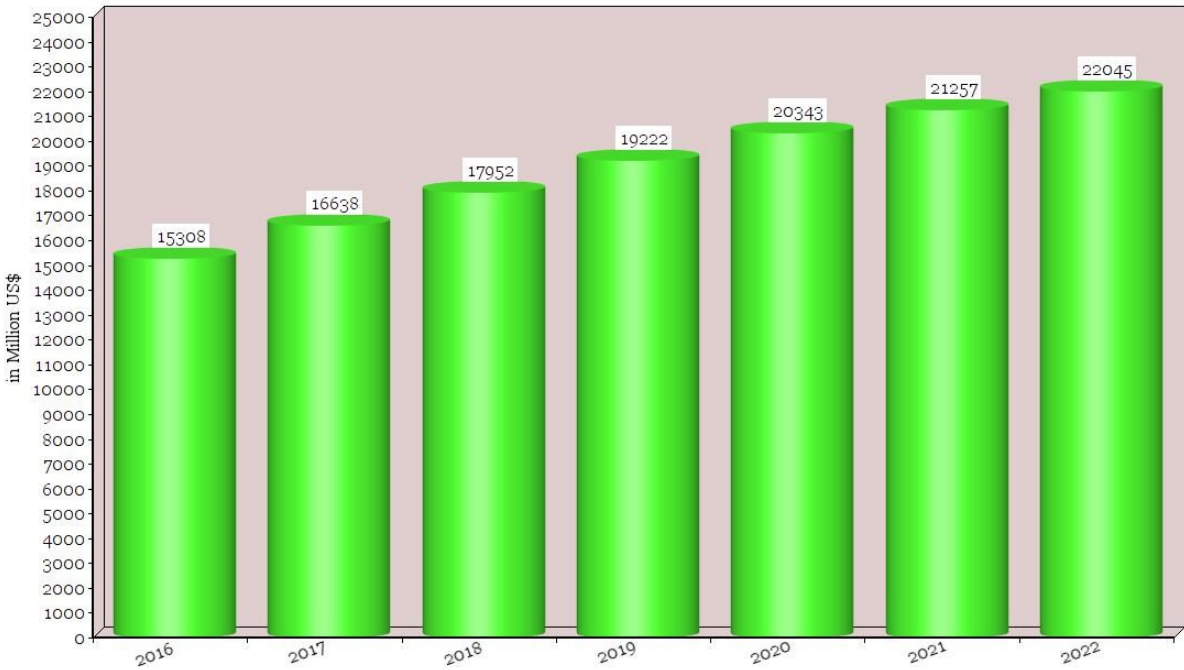
The mid-1990s witnessed an upsurge in electronic versions of the university or commercial presses offering e-versions of their established print journals. This trend has swelled and how. E-journals have now become a part of every industry, providing for readers who wish to access their information on the go. According to research, 41% of the US populations people say they access news online and not from newspapers.

The online news audience is swelling by the year as more and more people are moving to smartphones and enjoying access to the internet. With social media sites overtaking TV as a source of news for young people, news organisations have become increasingly reliant on social media and other digital platforms for generating traffic. It is often observed that the number of hits or searches a news or information application gets is actually much more than its hard copy variant. Statistics say that on an average, every year 2 per cent of newspaper readers permanently move to the web, giving their newspaper subscription a miss. Plummeting revenues have even forced various hard copy weekly journals to shut shop, clearly indicating that digital is the future.

Instead of perusing general interest publications, such as newspapers or weekly journals, the new age reader is more inclined to seek particular writers, blogs or sources of information through targeted searches, rendering

the agglomeration of journals increasingly irrelevant. Seldom does one have the time to scan through the entire expanse of a journal to find topics of interest. Today's reader is a decisive and well-informed individual who knows his areas of interest and what he wishes to learn more about and would prefer to use search engines, e-journals or online articles to feed their curiosity. Also, it is becoming increasingly unlikely for anybody in today's day and age to carry around a printed hard copy journal. We prefer to encapsulate everything on our smartphones. Journals and news articles are no different. Digital media is arguably the biggest wave of disruption to hit print content.

Revenue Growth e Publishing



OPPORTUNITY

Tron is a decentralised platform that borrows from the premise of blockchain to build a free, global digital content entertainment system that allows for distributed storage and cost-effective sharing of digital content. Tron aims to tackle the global entertainment platform that has displayed a skewed inclined growth not facilitating the equitable opportunity to creators as much as to marketers, production houses or platforms and advertisers. Tron, rather than a profit making tool, aims to be viewed as an asset for all human beings. The Tron platform aims to eliminate the control or monopoly of middlemen in sharing content. These middlemen can range from printing agencies, newspapers or journals that share opinion articles, digital music stores such as Google play store or any other facilitating agency that hinders the direct reach of the creator to the end user.

The internet space too has very quickly been monopolised by a few players that control the majority of the data and traffic on the web. Tron aims to change that, allowing the flow of free and uncontrolled data and creating a content ecosystem where digital assets can be splashed around freely. The biggest benefit to using Tron is that you are empowering content creators all over the world into having ownership over the content they create.

Large corporations such as Facebook, Google etc. form a concentrated group wherein the majority of the internet buzz rests. Tron serves in direct opposition to how traditional social media companies monetize user data.

They often do it without the user knowing, reaping the benefits for themselves. When you use Tron you are in control of your data and will be compensated for your content.

TRON WEEKLY JOURNAL

Tron Weekly Journal (TWJ) is an endeavour to bring all Tron world news under one umbrella. All latest events, happenings, ICOs, business ideations, interviews of ideators and entrepreneurs, and every activity in the world of Tron will now be available under one unified online journal called the Tron Weekly Journal. While there has been immense churn and activity in the world of Tron, there is no centralised portal or information pool where a new initiator or Tron enthusiast can gather necessary information, be part of a Tron network and connect with other Tron enthusiasts and investors. For a revolutionary product such as Tron, it is important to create a central reservoir of information that can be leveraged for research and developing new opportunities and business ventures using the features of Tron.

But the Tron Weekly Journal is not merely another networking and information journal on a breakthrough global initiation. Here's what is different about it. The TWJ will not work like any other journal or editorial online where the writer or the content creator merely supplies a piece to the portal, receives a nominal fee and leaves the portal to leverage benefits of

promotion, advertisement, searches, keyword hits, accolades and more, leaving the creator with only a piecemeal fee and writing credits.

With the TWJ, the user creates content that they can upload their Tron related content on the journal and enjoy complete creation and ownership credits for the same. These articles, opinion pieces or simple informative write-ups once uploaded, can be sold by the writer for a price determined by him/her to readers, publishers, or portal users who wish to reuse the article further on. The medium of exchange for such transactions will be the TRX or the Tron Weekly Journal Coin (TWJ).

Our journal will also be entering into deals of affiliate marketing with other Tron based coins. This will be a good business and revenue generation tool for TWJ. Not only can our content creators earn from selling or sharing their content, they can also leverage the benefits of affiliate marketing by allowing advertisements to run prior to their content.

We as a portal will run pay per click advertisements on our portal space, selling advertisement boxes and spaces to other Tron based coins or new businesses in the world of crypto that require the necessary traction and visibility that our platform can provide them with. We also aim to leverage our platform by generating leads for other companies through informative links and articles, helping them splash their business information at a charge.

This stream of revenue generation can help us roll back these funds into our ecosystem to make our network and technical capabilities more robust.

We also intend to operate a mini exchange on our platform where TRX coins, as well as our very own TWJ coins, will be available for purchase and sale by our portal members only.

We aim to follow a profit-sharing model wherein 70 per cent of the net profit earned yearly will be used for operational and development expenses while the remaining will be airdropped to the coin holders proportionately based on the number of coins held by them.

VISION

Our vision is to exemplify a comprehensive platform that facilitates the sharing of knowledge, information, opinion and thought on the entire Tron ecosystem by coalescing content creators, publishers, investors and Tron enthusiasts on one singular platform which will serve as a medium for knowledge sharing and champion the cause of Tron propagation.

TRON WEEKLY JOURNAL BUSINESS MODEL

We aim to be a comprehensive portal for anything and everything to do in the world of Tron. We wish to be propagators of the Tron ecosystem. We also endeavour to provide a platform wherein all writers and content creators can leverage the benefit of their work to the maximum of their ability by eliminating middlemen or knowledge sharing portals. On our network, the content creator is truly the king and it is entirely on the prerogative of the creator to sell, authorise or share their piece of work.

Let us understand the business model and the core premise of the Tron Weekly Journal Business Model:

- **User Registration** – A first time user must register on our platform in order to participate and upload content. We require minimal information such as the full name, e-mail ID and the Tron Wallet address. It is mandatory that the user possesses and furnishes details of a Tron wallet as it is through this digital wallet that the user can purchase content or receive coins in return for sharing their content.
- **Content Upload & Copyright** – Once the user has successfully registered himself/herself on our platform, they have access to the entire expanse of the TWJ and are now eligible browse through other content uploaded (based on the security and restricted parameters of that particular user) and also upload their own content. There will be no charges levied on any user on

uploading their content, and the copyright of the content will lie solely with the creator.

- **Code of Conduct** –We have zero tolerance towards Unsafe, illegal or unethical content writing practices like Violence, aggression, Discrimination, bullying, harassment, corruption, and Retaliation.

These content will not published and will be rejected without any prior notice and the writer of above stated behaviour will be blocked from future publishing of any articles.

- **Content Purchase/Selling** – It is the sole discretion of the creator to ascertain the price of their content. Content can be created and uploaded in the form of a write, an informative video, a podcast, an audio clip, an illustration, an audio-visual or any other form of creative expression. News and updates in the world of Tron illustrated in an informative article also qualifies as content. Once the content creator uploads his/her content, TWJ is authorised to sell the same to any third party on the portal.
- **Commission** – TWJ is eligible to charge a commission of 10 per cent of the total sales amount, to be payable by the seller/creator. This commission is due to be paid once the entire transaction of sale is complete. The seller can disburse this commission using their TWJ coins from their Tron wallet.
- **Revenue Generation** – The content creator has more than just sales as a means to earn revenue from the platform. For every clap received for their

content, the creator will receive Tron Weekly Journal coins. Also, the creator enjoys the sole discretion of allowing advertisement clips or promotions to be displayed or run before their content is displayed.

- The demand mechanism and sales of content will make sure that only the content which the users are interested in will be purchased and read. This will eliminate content that is not of interest to the user, thereby putting into effect a natural phenomenon where content is indeed paramount and supreme. In this way, the entire ecosystem of information creation and information sharing will be user driven and creator-driven, where the feedback (in terms of purchases and demand) from the users will directly reach the content creator, which is a paradigm shift from the existing frameworks where the middlemen leveraged the benefits of content and the content creator did not have an insight into the sales mechanism. Thus, in this way, it is the content creator himself/herself who benefits the most from the fruit of their hard work, and nobody else.

WHY TO INVEST WITH TRONWEEKLY JOURNAL

We believe that digital assets are the future of finance and investing. Our business model, like most digital publications, is based on providing advertising space to interested parties. We aim to become the main digital content platform for all Tron related news, by publishing only quality articles and accurate news. No Shilling, No FUD, No Scams, No Shady

ICOs. We believe our integrity will show potential customers that they can safely advertise their legitimate products and projects on our platform. We will not allow advertisements of any scams or shady projects/products on our platform, as we believe it is not ethical, nor is it profitable in the long term. The Tron Weekly Journal will be giving additional bonus as airdrop exclusively for Investors.

The Airdrop for the preliminary investors in the Pre-sale trading event (which ends on 15th January 2019) will be total of 1 million TWJ coins and the airdrop for the Main token trading event(ends on 16th April 2019) will be total of 2 million TWJ Coins. The Token Holders information will be extracted from Tron scan on the 16th of January 2019 after the end of Pre-sale and 17th of April 2019 after the end of the main token trading event. Within 15 days, the additional bonus will be airdropped to the to the token holder's wallet proportionately with the TWJ tokens held.

TOKEN STRUCTURE

From the Total Corpus of 10,00,00,00,000 TWJ, the following is the distributed allocation to sales, the TWJ team, marketing and other avenues as illustrated below:

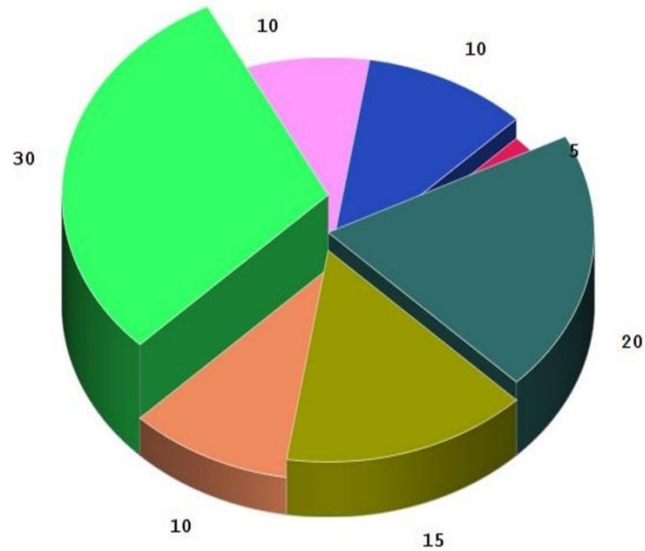
**60% of total generated token will be distributed to public as, initial sale, normal sale, bonus, Reward pool, Bounty and airdrops

- The Tron Weekly Journal team will be allocated 30 per cent of the total fund pool amounting to 300,00,00,000 TWJ.
- 10 per cent will be used for marketing and further development, amounting to 100,00,00,000 TWJ.
- 10 per cent will be used for Token Pre sale amounting to 100,00,00,000 TWJ.
- 20 per cent of this total pool, amounting to 200,00,00,000 TWJ is what is parked for the Normal token sale.
- 5 per cent of total fund amounting 50,00,00,000 TWJ will be allocated to Reward Pool.
- 15 per cent amounting to 150,00,00,000 TWJ will be frozen till the year 2020.
- 10 per cent of the total fund pool will be reserved for Bounties and Airdrops, amounting to 100,00,00,000 TWJ.

This break-up is illustrated as percentages of the total corpus of 10,00,00,00,000 TWJ in the pie chart titled Total Token Structure.

TOKEN STRUCTURE

TEAM TRON WEEKLY MARKETING & DEVELOPMENT TOKEN PRE SALE REWARD POOL
NORMAL TOKEN SALE FROZEN TILL 2020 BOUNTIES & AIRDROP



TOKEN TRADING

The Tron Weekly Journal will hold a Preliminary Token Trading Event and a Main Token Trading Event. The hard cap target for our Token Trading Event will be 2,00,00,00,000 TWJ. The Token trading event will be conducted in 2 phases.

Phase 1 will be starting from 15th October 2018 to 15 January 2019. The Initial Investors will have the privilege to have bonus. The bonus programme for Initial Investors is as follows:

Bonus Programme for Initial Investors

- Invest 10000 or more TWJ you will be eligible for 100% bonus.
- Invest 5000 or more TWJ will be eligible for 50% bonus.
- Invest 3000 or more TWJ will be eligible for 30 % bonus.

Phase 2 will be starting from 16 January 2019 to 16 April 2019. Main Token Trading Event will be conducted without additional bonus.

HOW TO BUY OUR COIN

Once you sign into our platform by providing your basic details, you will have access to all the Tron related content on the TWJ. In order to complete your registration, you will be required to create a Tron wallet. This wallet will be your gateway to purchase TWJ by using TRX.

Investors have additional option to avail the TWJ coin using Fiat Currencies. Fiat currencies (USD) will be converted to TRX on the rate listed in CoinMarketCap on the day of purchase.

REWARD POOL DISTRIBUTION

- Content creators will be awarded TWJ coin for creating and uploading the content.
- Based on the total claps & views creator can earn additional TWJ coin.

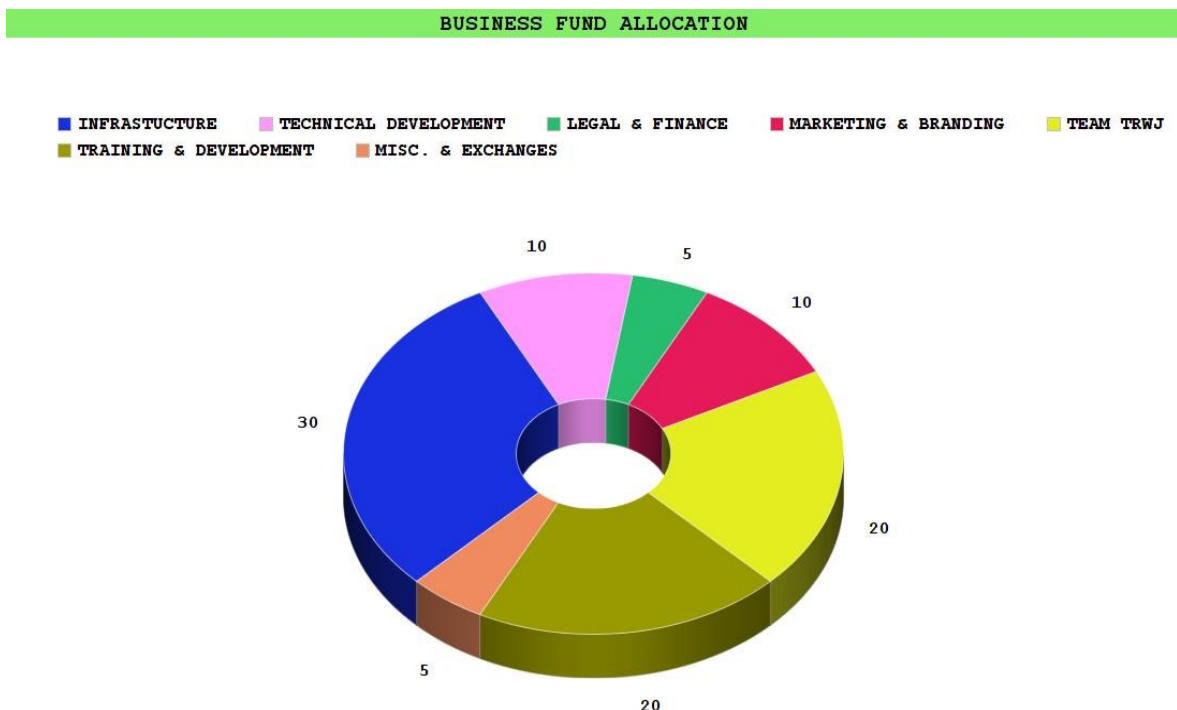
ADVERTISEMENT & PROMOTION PACKAGE

PLATINUM	GOLD	SILVER	BRONZE
<ul style="list-style-type: none"> • <i>Minimum 45days Existence in Portal</i> • <i>Front Page Advertisement</i> • <i>Sliding Avert On Inner Pages</i> • <i>Increase the Visibility Through Other Channels.</i> • <i>Coverage In Weekly Report</i> • <i>ICO Product Review</i> • <i>Meet The Founder Session</i> • <i>Press Release</i> • <i>Continual Support For Future News & Events</i> 	<ul style="list-style-type: none"> • <i>Minimum 30days Existence in Portal</i> • <i>Sliding Avert On Inner pages</i> • <i>Converge in Weekly Report</i> • <i>Increase The Visibility Through Other Channels</i> • <i>Press Release.</i> • <i>Continual Support For Future News & Events</i> 	<ul style="list-style-type: none"> • <i>Minimum 20days Existence in Portal</i> • <i>Sliding Avert On Inner pages</i> • <i>Press Release</i> • <i>Continual Support For Future News & Events</i> 	<ul style="list-style-type: none"> • <i>Minimum 7days Existence in Portal</i> • <i>Press Release</i>

BUSINESS FUND ALLOCATION

Our business and financial outlay is designed in a way as to strengthen the infrastructure of the portal, create & operate safe Tron wallets and engage Tron specialists and enthusiasts to fore our core TWJ team. This objective is well reflected in our fund allocation to various avenues such as Infrastructure (30per cent), Training & Development (20 per cent), Technical development (10 per cent) and TWJ team (20 per cent), Legal& Finance (5percent), Marketing & Branding (10 per cent), and Misc. & Exchanges (5 per cent)

The below pie charts illustrates a comprehensive insight into our fund allocation plan.



ROAD MAP



Legal Disclaimer

No part of this whitepaper shall be taken to imply as being a prospectus of any kind or an advertisement for investment, nor shall it be construed as an offer or solicitation of an offer to encourage/facilitate the purchase of any securities whatsoever in any jurisdiction. This whitepaper is not in tandem with any regulatory framework, laws or authorities aimed at protecting investors. This whitepaper shall not be used in jurisdictions that limit or prohibit the sharing, publication, availability or utilisation of a whitepaper or any actions associated with it, to an absolute extent including the trade of the TWJ coins. All participants must notify themselves on their own accord and comply with applicable limitations or prohibitions.

The TWJ coins are not in any way being offered to or issued to citizens or legal persons residing in or located in countries or territories where transactions of the purchase/sale or any trade of digital tokens are prohibited or restricted in any manner by the respective laws or regulations of the country. Coin owners too cannot enter into transactions for the purchase/sale of digital tokens with persons residing in or located in such countries or lands. In the event that such a transaction has been initiated/executed, such transactions are unlawful and fraudulent and the concerned individual shall bear the consequences of the same

This whitepaper presented in the English language is the primary and official source of information regarding the TWJ project. The information forming part of this whitepaper may from time to time be translated and share in other languages. The correctness and accuracy of such translated information cannot be guaranteed by TWJ and in the event of any divergence and inconsistencies between such translation and the original document in the English language presented herewith, the information presented in the said English whitepaper shall preside and override all other translated versions.

No regulatory authority has examined, approved or certified any of the information contained in this whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

Any sale or transaction of the TWJ coins is to be governed by a separate document setting out the terms and conditions (the “T&Cs”) of such agreement between the content creator and the other party/parties in the agreement. In the event of any inconsistencies between the T&Cs and this whitepaper, the former shall prevail.

Disclaimer of Liability

To the maximum extent permitted by the applicable laws, regulations and rules, Tron Weekly Journal and its affiliates shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by you.

Representations & Warranties by You

By accessing and accepting possession of any information in this whitepaper you represent and warrant to Tron Weekly Journal and its affiliates of the following:

- ✓ you agree and acknowledge that the TWJ coins do not constitute securities in any form in any jurisdiction
- ✓ you agree and acknowledge that this whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities
- ✓ you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or another form of payment is to be accepted on the basis of this whitepaper

- ✓ you agree and acknowledge that no regulatory authority has examined or certified of the information set out in this whitepaper
- ✓ no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with
- ✓ the distribution or dissemination of this whitepaper, or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, the same has been dealt with by you at your own expense and without liability to TWJ and its affiliates
- ✓ you agree and acknowledge that creators of this whitepaper are not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance on this whitepaper or any part thereof by you

No Advice

No information in this white paper should be considered to be business, legal, and financial or tax advice regarding the Tron Weekly Journal & TWJ coin. You are hereby free to and allowed to seek the counsel of your

own legal, financial, tax or other professional advisers regarding the TWJ coin and its respective businesses and operations. You should be aware that you may be required to bear the financial risk of any purchase of the TWJ coin for an indefinite period of time

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