



## DID YOU KNOW?

### **Individual healthcare data and insights are extremely VALUABLE**

- One-third of all the world's data produced is healthcare-related.
- Recent studies show that an individual's health record including genomic, IoT and biomarker data, is worth anywhere from \$1500 to \$5000 per patient.

### **Who currently benefits from your healthcare data?**

You don't. Large institutions do. Insurance companies, clinics and hospitals know the value of healthcare data and the outcomes. They sell it to companies like pharma, insurance, tech and consumer product companies to gain insights for the development of their own personalized products.

## THE JENNYCO SOLUTION

### **We enable YOU to participate in the healthcare data marketplace. We empower people *and* businesses.**

JennyCo (JCo) is a Healthcare Information (HCI) HIPAA - compliant Exchange and DAO (USPTO Patent Pending) designed to work securely with all of your healthcare information, including genomics.

### **Our unique approach—crypto included, AI supported**

- People-first focus.
- Generates personalized products.
- Makes personalized healthcare recommendations.
- Offers cryptocurrency rewards.

### **About JennyCo**

JennyCo (JCo) is focused on correcting the imbalances in the healthcare data marketplace by supporting individual ownership of healthcare information with direct compensation. JCo also empowers individuals to decide who can and cannot access their data and which paid studies (and companies) they would like to work with. JCo is at the intersection of Healthcare and IoT Data, AI, and Blockchain. In addition, JennyCo analyzes the data you provide to supply you with specific personalized recommendations within the app.



## **Secure, blockchain-enabled exchange platform on Constellation's Hypergraph**

The JennyCo Exchange (JCoX) works with your data in the highly secured structure of a novel blockchain state channel built on Constellation Network's Web 3.0 Hypergraph. The JCoX will enable the individual to directly participate in the commerce of big-data utilization in an environment that is ultra-secure with an immutable record of all consumer data and engagements that will be recorded and validated on a blockchain (state channel).

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### **Core Value Streams for Individual Users**

- 1) The ability to control your own healthcare data with options to sell and store it (or just delete it). These options are managed in the app, and any data sharing is transparently rewarded.
- 2) Personalized recommendations within the app: nutrition, sleep, caffeine, CBD, exercise, medication etc.

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### **Get rewarded for your participation**

Individuals participating in a specific mining expedition/project, will receive JennyCo (\$JCO) Tokens and an NFT linked to healthcare data, which may be used to purchase other JCo products and services. These include medical or genomic tests, personalized diet plans, nutritional reports, skincare and cannabis product suggestions, telemedicine and others.

### **Discover personalized health, wellness and consumer product insights**

Not only are contributors compensated with cryptocurrency rewards, but JennyCo gives them access to truly personalized health, wellness and product recommendations. JennyCo's customized mobile application and reports can tell users the best foods to eat, what skin cream to buy, what exercises to do, how much sleep they need, and more. These personalized recommendations can benefit users tremendously. Insurance companies have estimated that ALL healthcare outcomes are **40% generated by genetics** and **60% by lifestyle** (nutrition, smoking, exercise, etc.).



### **Governed by a DAO**

The JCoX will be governed by a DAO, or Decentralized Autonomous Organization. The JennyCo DAO will be used to manage assets, build protocols and data-mining pools, vote on community matters, and create niche factions for interests like healthcare outcome data collection from a doctor's office via an "NFT" (Non-Fungible Token).

### **The Win-Win Scenario for Corporations and Individuals**

By mining the JCoX database, companies will gain access to valuable genomic, biomarker, social, ethnic, treatment outcome, and other information that can better inform R&D decisions and strategies resulting in improved products specifically tailored for consumers in the analyzed groups identified in the JCoX database.

Personalized, more effective, products will transform a general consumer into an individual who is committed to that product since it works for them! JennyCo will receive compensation for these corporate relationships and data-mining expeditions which will be shared with the individuals in our database who participated in the expedition.

### **\$JCO Token Utility**

The \$JCO token will be required by all parties to transact within the JCoX ecosystem. New individual users earn \$JCO by sharing their health data within JCoX and then use those \$JCO tokens to direct where they want their data to be mined. A user staking their \$JCO to a pool is exercising their choice to contribute their data under the conditions, parameters and rewards set out by the DAO pool creator. On the purchaser side, organizations defining pool parameters will offer you a \$JCO reward for participating. The marketplace will determine whether this reward is sufficient to attract you and others like you to share their data.

See [Tokenomics & Private and Public Sales](#) on the next page





## Tokenomics

	Allocation	Tokens
Fundraising Activities	16%	40,000,000
Team	8%	20,000,000
Advisors	5%	12,500,000
Marketing	15%	37,500,000
Coinbase earn	2%	5,000,000
Staking and rewards	35%	87,500,000
Exchange liquidity	10%	25,000,000
Foundation	9%	22,500,000
<b>Total 250,000,000</b>		

## Fundraising activities

	Tokens	Price	Raise
<b>SEED</b>	7,000,000	\$0.06	\$420,000
<b>P1</b>	26,400,000	\$0.09	\$2,236,000
<b>IDO</b>	2,000,000	\$0.16	\$320,000
<b>NFT sale</b>	4,600,000	\$Eth 0.15	\$Eth 138

Total raise ~\$3,100,000 from the sale of 40 million \$JCO

Market cap at launch with DEX liquidity added at \$0.20  
~\$1,200,000