

Abstract

The Jigsaw Puzzle International Convention (JPiC) is an international convention with a token (PUZL) that provides plenty of value to jigsaw puzzle businesses, PUZL holders, and PUZL NFT holders in a way that has never been done before in the jigsaw puzzle industry.

PUZL token helps jigsaw puzzle businesses to increase their profit margins and remove selling barriers to certain countries, rewards PUZL holders and PUZL NFT holders through the use of JPiC Marketplace, Metaverse, NFT Price Floor Stabilizer, and NFT Vaults Aggregator.

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Finally, the purchaser declares being aware of the legal uncertainty of this type of transaction and to have conducted his own legal guidance according to the applicable law to which he subscribes.

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Market Overview

Jigsaw puzzles have long been one of the world's favorite hobbies, but the demand for jigsaw puzzles has suddenly increased significantly during the last few years as the pandemic kept millions of people indoors.

The global market size of the jigsaw puzzle industry is forecasted to grow at a Compounded Annual Growth Rate (CAGR) of 15.1% and is expected to reach \$9.1 Billion by 2025, according to a jigsaw puzzle market report by Research Cosmos.

Despite the positive forecast, profit margins are still relatively low for jigsaw puzzle companies and they are unable to sell to countries like Africa, China, and Russia because most people in those countries don't use credit cards.

JPiC

Jigsaw Puzzle International Convention (JPiC) is the first-ever international convention for jigsaw puzzles. It is expected to take place on July 8, 9, and 10, 2022 at the Las Vegas Convention Center.

The first-ever Jigsaw Puzzle Awards Ceremony Gala will also take place on July 9th, 2022, at the 5-star Resorts World Hotel & Casino, part of the Hilton Group.

The featured events of JPiC are:

- Exhibition by the world's leading brands
- Gallery of biggest puzzlers' collections
- Meet jigsaw puzzle artists and authors
- Conference with jigsaw puzzle influencers
- JPiC Metaverse
- Jigsaw Puzzle Competition
- Arts and Crafts Collaborative Mural
- B2B, B2C and P2P opportunities
- Exchange your jigsaw puzzles on site
- Charitable events supporting Autism Research
- Digital marketing educational convention for executives and professionals

100,000+ visitors are expected to attend this convention and JPiC plans to make this a recurring event in Europe and North America. The target markets for the international convention are manufacturers, wholesalers, distributors, retailers, artists, authors, jewelers, influencers, app developers, the jigsaw puzzle community, competitive puzzlers, jigsaw puzzle associations, gamers, kids, adults, and seniors that love jigsaw puzzles.

Previously, there has not been an international convention to bring together manufacturers, distributors, importers, and retailers in the jigsaw puzzle industry. JPiC offers an amazing opportunity for manufacturers, distributors, and importers to get precious direct feedback from retailers.

Jigsaw puzzle newbies, lovers, enthusiasts, experts, and competitors also have the opportunity to socialize with their fellow puzzlers of all ages in the biggest and most prestigious event ever in the world of jigsaw puzzles.

There will also be a major Treasure Hunt event organized by PI Protocol as one of the convention's partners and participants will have many opportunities to win different prizes including special collector puzzles NFTs that are limited in numbers.

Besides organizing conventions, JPiC is also on a mission to become the world's only company exclusively dedicated to all things related to jigsaw puzzles.

PUZL Token

PUZL Token is an ERC-20 (a technical standard for tokens issued on the Ethereum blockchain) token created on the BSC (Binance Smart Chain) blockchain. It is the main currency for JPiC's Business-to-Business (B2B), Business-to-Consumer (B2C), and Peer-to-Peer (P2P) platform. PUZL token will be used in every transaction on the JPiC Marketplace and in the Metaverse.

PUZL token's goal is to increase profit margins for jigsaw puzzle companies, allow them to sell worldwide, and the opportunity to access previously untapped markets.

PUZL token holders can participate in Play-to-Earn (P2E) jigsaw puzzle games in the Metaverse, jigsaw puzzle mobile apps, and use them to buy and sell jigsaw puzzles on JPiC's marketplace.

3D immersive puzzle games will be held at JPiC's headquarters in the Metaverse and players are rewarded by completing quests and winning competitions.

Manufacturers, wholesalers, distributors, retailers, artists, authors, and photographers that hold PUZL tokens can also conduct their business on JPiC's marketplace.

Traditionally, people buy jigsaw puzzles online or at the store, but those people holding PUZL tokens will be looking for jigsaw puzzle companies that accept PUZL tokens as a payment option. These companies are recognized as part of the JPiC jigsaw puzzle ecosystem and therefore gain free exposure and increase their sales because of the global attention and coverage the international convention will receive.

Companies can also choose to hold on to their PUZL tokens until the value increases, thus increasing their profits with no predetermined limit while artists, authors, and photographers don't have to manually collect their royalties since everything is automatically managed by smart contracts. For example, artists can decide on a percentage they want each time their work is sold on JPiC Marketplace.

Similarly, these smart contracts allow importers and exporters of jigsaw puzzles around the world to sell easily without having any country or regional counterparts around the world and without having to worry about time-consuming paperwork, complicated contracts, and other legal stuff.

PUZL tokens can also be used as fuel for ads because they can be exchanged for visibility to create sponsored ads to sell specific NFT collections on the JPiC Marketplace.

In addition to the above, PUZL Token is an official currency of JPiC. PUZL token holders can use PUZL tokens to buy jigsaw puzzles, convert them into fan tokens to vote during the JPiC Awards Ceremony, and register to participate in events and competitions at the international convention.

PUZL NFT

A non-Fungible Token (NFT) is a unique token that is linked to a digital or physical item. The main purpose of an NFT is to show proof of ownership using Blockchain technology. An example of an NFT is an autographed book or a rare old coin as they both can't be easily replaced but in a digital form.

PUZL NFTs are already available for anyone to purchase on OpenSea, an online marketplace to trade non-fungible tokens. JPiC is also planning to give PUZL NFTs to all attendees of the international convention. Every attendee will receive a token voucher after their ticket purchase. A token voucher can be redeemed for a loot box NFT that contains a random selection of jigsaw puzzle pieces NFTs in it.

A designated booth will be set up at the convention for attendees to redeem these free loot box NFTs. Attendees can connect their crypto wallets here to see all available digital jigsaw puzzles and fill in the spots where they have jigsaw puzzle pieces NFTs. Players can also buy more loot boxes NFTs here using PUZL tokens and fiat to increase their chances of getting the jigsaw puzzle pieces NFTs needed to complete the digital jigsaw puzzles.

Through the use of an innovative technology called the NFT Price Floor Stabilizer, the value of PUZL NFTs should also increase over time and become more valuable and desirable.

PUZL NFT holders can stake their NFTs in PUZL token partner's staking platform known as NFT Vaults Aggregator for additional passive income. Staking is defined as locking up the NFT to get passive income from staking rewards. PUZL NFT will also earn 10% of future sold NFTs of this collection.

Detailed explanations on NFT Price Floor Stabilizer and NFT Vaults Aggregator can be found in the Technology section below.

Jigsaw Puzzle PUZL NFT

Jigsaw Puzzle PUZL NFT is a new NFT collection that functions differently from the original PUZL NFT. Jigsaw puzzle fans and competitors will be able to experience a new way of trying to complete a digital jigsaw puzzle using this new collection of jigsaw puzzle pieces NFTs.

An artist's digital artwork will be chosen and split into many jigsaw NFTs that players will receive through the purchase of loot boxes. These loot boxes will contain 5 NFT puzzle pieces of varying rarities. They will get randomly selected pieces and they may even get the same piece more than once. This allows players to trade or sell their duplicate pieces to another player to try and collect all the pieces to complete the digital jigsaw puzzle.

After collecting all of the jigsaw puzzle piece NFTs to complete a digital jigsaw puzzle, the player can trade those pieces in for a piece of a grand prize puzzle. There will be three prize puzzles: diamond, gold, and silver. The first player to collect all the pieces for each prize puzzle will receive the prize pool associated with it.

Jigsaw Puzzle PUZL NFT Vendor Sponsorship

Vendors can sponsor the artwork for the digital jigsaw puzzles. There will be multiple sizes of puzzles with varying sponsorship costs. The sponsoring vendor for each digital jigsaw puzzle provides the artwork and can include a logo or other vendor identifiable marking. The revenue received from the sponsors will be used to fund the prize rewards for the prize puzzles.

In addition to having an identifiable logo in the digital puzzle, the sponsors will be given the ability to distribute a piece of their sponsored jigsaw puzzle NFT directly. This can be used as an incentive for players to visit their booth, register for an event, or whatever the vendor chooses.

JPiC Marketplace

PUZL Marketplace helps jigsaw puzzle manufacturers, wholesalers, distributors, retailers, artists, authors, and photographers to sell the way they want without paying expensive middlemen, without country barriers, and without experiencing payment processing headaches. They have the flexibility to define the accurate pricing structure that made sense to them.

Jigsaw puzzle buyers will be able to buy and sell physical, digital, and jigsaw puzzle NFTs on the marketplace and transactions can be done in both PUZL tokens and fiat currency.

JPiC will manage the administrative processes such as billing, metering, and usage metrics on the behalf of businesses that choose to sell their products on JPiC Marketplace so that they can monetize more effectively, spend more time optimizing their businesses, and conquer new markets.

The buying and selling fee on JPiC Marketplace work on a commission basis (7% which includes credit card processing fees) with no monthly fee. In addition to that, 2.5% is paid to JPiC's platform and 2.5% goes to buying PUZL token on the open market.

As there is no exclusive marketplace for jigsaw puzzles besides the current indirect and established competitors like Amazon, eBay, Facebook Marketplace, and direct online vendors, the JPiC marketplace aims to be the very first one.

Roadmap

The previous milestones that have been achieved by PUZL are:

- PUZL NFT launch on Opensea
- Partnership with NFT Vault Aggregator partner

The roadmap for 2022 and the future milestones to achieve are:

Q1: Metaverse partnership announcement

Q2: Staking, Yield Farming, and Exchange Listing

Q3: Jigsaw Puzzle International Convention and Public Release of PUZL token

Q4: Metaverse game development

Financials

The tokenomics of PUZL token are:

Max Supply: 1 million tokens

Supply Distribution Structure:

Public Sale: 100,000 PUZL tokens

Private Sale: 300,000 PUZL tokens

Exchange Liquidity: 200,000 PUZL tokens

Ecosystem: 300,000 PUZL tokens

Team: 100,000 PUZL tokens

TX Fees:

- 0.5% on buys
- 2% on sells
- 0.5% on transfers
- 0.5% burns (to 0x0000 address removed from supply total)

Fees allocation:

- 75% Reflections
 - 50% in BNB
 - 50% in PUZL
- 25% to NFT Price Floor Stabilizer system

PUZL NFT

Royalties 10%:

- 25% to the team
- 12.5% to providing liquidity for PUZL token
- 12.5% goes to the NFT Price Floor Stabilizer
- 50% goes to the artist

NFT Price Floor Stabilizer:

- Starts with 30% of NFT sales proceeds
- 10% goes to the artist

The funding rounds are as the following:

Seed Sale

- Amount: 50,000 PUZL tokens
- Price: \$2.00 / PUZL token
- Total Raised: \$100,000
- Vesting Period: 5 Months
- Vesting Distribution: 20% at Token Generation Event (TGE) and then 20% every month

Private Sale

- Amount: 150,000 PUZL tokens

- Price: \$4.00 / PUZL token
- Total Raised: \$600,000
- Vesting Period: 5 Months
- Vesting Distribution: 20% at TGE and then 20% every month

Public Sale (IDO):

- Amount: 50,000 PUZL tokens
- Price: \$10.00 / PUZL token
- Total Raised: \$500,000
- Vesting Period: None

Total Raised from All Rounds: \$1.2 million

Initial Market Cap: \$4 million

The total funds raised will be used for:

- Metaverse development
- Marketing
- Exchange Liquidity

Extra Note: JPiC reserves the right to change the allocation of the use of funds at any time without written notice.

Technology

NFT Price Floor Stabilizer

NFT Price Floor Stabilizer is an innovative technology that uses a similar successful reinvesting strategy as Amazon. According to an article published in the New York Times in 2018, S&P 500 companies gave away 98% of their profits to shareholders with 56% as buybacks from 2013 to 2017. Amazon has been reinvesting its profits in its business and its employees instead of buybacks.

JPiC will use 30% of their PUZL NFT sales proceeds and redirect those funds to a smart contract instead of collecting 100% from them.

The smart contract will then use these funds to stake in a staking pool for additional rewards. There will be a system to auto compound these additional rewards and to track accumulated rewards value in USD.

The system will also track the lowest BUY IT NOW price of the NFT on the NFT marketplace. If the accumulated rewards are equal to or greater than the lowest BUY IT NOW price, the system will automatically sell those rewards and convert them to the necessary tokens to buy the NFT. After that, the system will automatically send back the NFT to JPIC to keep and to resell at a later date.

This results in protecting the NFT price and pushing up its BUY IT NOW price. As the principal funds are still staked in the staking pool, it will continue to accumulate more rewards and continue to automatically buy more NFTs when the accumulated rewards are equal to or greater than the lowest BUY IT NOW price of those NFTs.

This means that it is inevitable that the price of the NFTs will increase over a long enough duration based on mathematical calculations.

The main goals of the NFT Price Floor Stabilizer are to increase sales and generate income simultaneously for both the PUZL project and its community by keeping the price floor of the NFTs higher on the secondary market.

NFT Vaults Aggregator

NFT Vaults Aggregator is a unique partnership technology that benefits both PUZL and the PI Protocol because PUZL NFT holders can stake their PUZL NFTs in the PI Protocol NFT Vaults Aggregator to get additional passive income instead of having their PUZL NFTs sit and do nothing in their wallets.

In this example, when a holder stakes the PUZL NFT in Pi Protocol's staking pool, Pi Protocol's smart contract will lend the user 60 Pi Protocol tokens.

Assume that Pi Protocol token price is \$10 therefore it is $60 \text{ Pi Protocol} * \10 which is equal to \$600.

Pi Protocol's smart contract will take this \$600 and stake it in another staking pool on the user's behalf for additional rewards.

Assume that the external staking pool is giving an Annual Percentage Rate (APR) of 40%. APR is defined as yearly interest generated by a specific amount.

Therefore, the returns are $40\% * \$600$ which is equal to \$240 yearly or \$20 monthly.

If the holder decides to withdraw or unstake the PUZL NFT from the NFT Vaults Aggregator, Pi Protocol's smart contract will stop staking in the staking pool, sell the accumulated rewards for Pi Protocol tokens, and give Pi Protocol tokens to the holder.

The Team

Founder and CEO of JPiC: **Karine Déry**

Qualifications: MBA from HEC Montreal

Prior Experience: Educator, Manager and Entrepreneur.

Social Profile: <https://www.linkedin.com/in/karinedery>

Co-Founder and CTO of JPiC: **Alexandre Ouaknine**

Expertise: Information Technology

Prior Experience: CTO, Director of IT, Senior System Architect, Senior System Administrator, Senior Network Administrator, President in previous employments.

Social Profile: <https://www.linkedin.com/in/jpicclub>

Shareholder and General Manager of JPiC: **Richard Beliveau**

Expertise: Investor, Visionary.

Social Profile: <https://www.linkedin.com/in/richard-beliveau-9932373b>

Shareholder and CMO of JPiC: **Gregory Dohan**

Experience: Strategic Account Executive, Franchise Account Executive, Account Executive in previous employment

Social Profile: <https://www.linkedin.com/in/gregoryseandohan>

Partner and CCO of JPiC: **Christopher Berrios**

Expertise: Social Media Marketing, Lead Generation, Advertising, Brand Marketing, Content Marketing, Content Strategy, Digital Marketing, Email Marketing, Event Marketing, Blogging

Experience: Marketing Coordinator in previous employment

Social Profile: <https://www.linkedin.com/in/christopher-berrios-02086821b>

Conclusion

Jigsaw Puzzle International Convention (JPiC) is the first-ever international convention dedicated to jigsaw puzzles and the PUZL token is the main currency at the international convention, in JPiC's Business-to-Business (B2B), Business-to-Consumer (B2C), and Peer-to-Peer (P2P) platform including the Metaverse.

Throughout this year, the JPiC team will do their utmost best to build a unique ecosystem where users can buy and sell jigsaw puzzles easily, get rewarded from staking and yield farming, and host a successful international convention.

Discover and immerse in the fun world of jigsaw puzzles now.

Further Reading:

Why the Jigsaw Puzzle industry deserves its place in the Sun - <https://jpic.club/why-the-jigsaw-puzzle-industry-deserves-its-place-in-the-sun/>

Demand for jigsaw puzzles is surging as coronavirus keeps millions of Americans indoors - <https://www.cnn.com/2020/04/03/coronavirus-sends-demand-for-jigsaw-puzzles-surging.html>

The Secret of Amazon's Success - <https://www.nytimes.com/2018/11/19/opinion/amazon-bezos-hq2.html>