

JBC LAUNCHGATE ROADMAP

From a completed BUILD phase to commercial and market SCALE.

BUILD	ACTIVATION	SCALE	GLOBAL SCALE
Foundation built	Platform validated	Current phase	Long-term maturity

The roadmap separates what has already been built and validated from what the ecosystem is now seeking to scale.

ROADMAP OVERVIEW

A Roadmap Built Around Execution

JBC LaunchGate is no longer a concept-stage project. The roadmap reflects completed infrastructure and activation milestones, followed by the current SCALE phase: market access, liquidity, users, advertisers, recurring commercial activity and broader ecosystem reach.

Phase 1 - BUILD / Foundation (Completed) Core concept, community foundation, legacy JBC ecosystem, smart contracts and LaunchGate infrastructure.	Phase 2 - BUILD / Activation (Completed) Applications live, migration completed, verification and staking workflows operational, advertiser testing and first paid campaign cycles.
Phase 3 - SCALE (Current) DEX liquidity, stronger exchange access, deeper market liquidity, user growth, advertiser growth, recurring campaigns and international distribution.	Phase 4 - Global Scale & Maturity Larger user base, mature advertiser network, cross-platform integrations, deeper on-chain infrastructure and progressively broader governance.

The objective of SCALE is not to build the product from scratch. It is to expand the reach and commercial capacity of an operating ecosystem.

BUILD - Foundation

The first phase established the technical and community base from which LaunchGate could be developed and activated.

Community Foundation JBC built a broad historical community and market presence. More than 200K holders participated in the legacy JBC contract ecosystem. This figure represents historical holders, not current LaunchGate active users.	Concept & Product Design The LaunchGate model was designed around real-user participation, measurable campaigns, rewards, staking and community-driven ecosystem growth.	Technical Infrastructure Smart contracts were deployed and tested, core platform architecture was built, and the infrastructure required for the LaunchGate applications was prepared.
Migration Architecture The ecosystem established a migration path from the legacy JBC contract to the current contract and application-centered LaunchGate structure.	Historical On-Chain Activity The legacy ecosystem generated more than 650K on-chain transactions. Historical blockchain activity is reported separately from current application activity.	Validation Before Scale The foundation phase created a working base for activation rather than launching from an untested concept.

BUILD - Activation

Activation moved JBC LaunchGate from infrastructure into a live operating environment and tested the advertiser-to-user workflow in real conditions.

Platform Live LaunchGate became operational across its application environment, bringing users, campaigns, rewards and staking into one ecosystem.	Verified User Layer A current verified LaunchGate user base was established. Historical JBC holder figures are kept separate from current platform-user metrics.	Contract Migration The ecosystem transitioned from the legacy contract to the current JBC contract following the security incident affecting the previous structure.	Staking & Ecosystem Utility Staking and ecosystem participation are managed through the LaunchGate application while JBC remains the blockchain-based token layer.
Advertiser Testing Campaigns were tested with real advertisers across multiple sectors, validating the platform workflow and operational delivery.	Commercial Validation First paid campaigns and revenue cycles demonstrated that advertisers can fund campaigns and verified users can participate and receive rewards.	Initial Exchange Access Initial centralized exchange access established the first layer of external token availability.	BUILD Complete The core product, operational workflow and ecosystem infrastructure required to enter SCALE are in place.

SCALE - Market & Commercial Expansion

SCALE is the current priority. The goal is to turn a validated operating ecosystem into a larger, more liquid, more visible and commercially repeatable network.

DEX Liquidity Establish meaningful decentralized-market access and liquidity, improving accessibility, transparency and market depth.	Stronger Exchange Access Pursue broader and stronger centralized-exchange distribution, including major / Tier-1 opportunities when commercially and strategically appropriate.	Liquidity & Market Depth Strengthen liquidity so users, partners and advertisers interact with a healthier and more credible market environment.	User & Community Growth Expand verified users, reactivate community participation and build consistent active-user and retention reporting.
Advertiser Expansion Use stronger market visibility and a larger active community to pursue larger advertisers, repeat campaigns and longer-term corporate agreements.	Recurring Commercial Activity Move from campaign validation toward repeatable campaign volume and recurring advertiser revenue.	International Distribution Expand partnerships, community reach, advertiser acquisition and user acquisition across priority global markets.	Deeper On-Chain Infrastructure Add blockchain-native functions where they materially improve transparency, security, interoperability or user value.

SCALE FLYWHEEL: Market access + liquidity -> visibility + confidence -> community growth -> stronger advertiser proposition -> recurring campaigns -> stronger ecosystem activity.

Global Scale & Maturity

The long-term objective is a mature international ecosystem with a larger active-user base, recurring advertiser demand and increasingly robust market and blockchain infrastructure.

1M+ User Ambition Pursue a substantially larger verified-user base as distribution, liquidity and advertiser demand expand. This is a target, not a current metric.	Mature Advertiser Network Build repeat corporate relationships across Web3 and real-world sectors, supported by measurable campaign performance.	Global Partnerships Develop strategic relationships with exchanges, ecosystems, technology providers, creators, brands and distribution partners.
Cross-Platform Integrations Expand interoperability and integrations where they increase user reach, advertiser utility or ecosystem efficiency.	Progressive On-Chain Expansion Move additional functions on-chain when justified by transparency, security and product value rather than decentralization for its own sake.	Governance Evolution Expand community governance progressively as the ecosystem and its operational requirements mature.

EXECUTION FRAMEWORK

Adaptive, Measurable, Transparent

The roadmap is directional rather than rigid. Priorities can change with market conditions, user behavior, advertiser demand, exchange opportunities, regulation and available capital.

Market Conditions Timing of listings, liquidity expansion and growth spending can adapt to crypto-market conditions.	User Metrics Verified users, active users, retention and campaign participation should be measured separately and reported consistently.	Advertiser Signals Campaign volume, repeat customers and recurring revenue become core commercial SCALE indicators.
Documentation Alignment Website, whitepaper, roadmap, token information and contract references should remain synchronized with the live ecosystem.	Capital Discipline Growth capital is intended to accelerate distribution, liquidity, market access and commercial scale - not to rebuild an unfinished product.	Milestone-Based Progress Each phase should be judged by deployed infrastructure and measurable outcomes rather than promotional claims.

BUILD proved the system can operate. SCALE is designed to prove how large it can become.

BUILD COMPLETE. SCALE IS THE NEXT CHAPTER.

JBC LaunchGate's current focus is clear: stronger market access, deeper liquidity, more active users, more advertisers, recurring commercial activity and broader global distribution.

This roadmap describes strategic objectives and intended development priorities. Dates and milestones may change based on execution, market conditions, counterparties, regulation and available resources. It does not constitute financial advice or a guarantee of future performance.