



Social entrepreneurship delivering
sustainable positive change



Introduction

Selfles is the world's first DAO controlled, Give-to-Earn sustainable ecosystem offered by BitJar Labs. Members can earn selfles tokens by giving, promoting, or using products and services of the ecosystem while simultaneously creating sustainable giving to our purpose—to end human trafficking.

Globally available on the Binance Smart Chain and the Ethereum blockchain, the cross-chain token is a hyper-deflationary, auto-generating liquidity protocol. With each transaction, through reflections, Selfles is distributed to every holder's and charity wallet automatically.

BitJar Labs is a four year old company that is venturing deep into the cryptocurrency space, innovating solutions to real world problems through Web3, blockchain, the metaverse and the world's first SaaS based NFT Marketplace.

Through our DAO (Decentralized Autonomous Organization), Selfles holders determine the direction on activities, budgets, and charities through a decentralized governance model. Holders are also rewarded with special perks and unique experiences through events, NFTs, and an incredible community. Join Selfles for exclusive streams, live events, economic opportunities, and the ability to create significant change in the world.

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#weareselfles

Selfles is the Social Entrepreneurship channel for BitJar Labs, an innovative Web3 and blockchain technology development firm. Imagine being able to earn Selfles tokens that can be used throughout our ecosystem all while making the world a better place.

This is the reality we have with Selfles.

We are beyond passionate—we are purpose driven, we are a movement. So many of the worlds greatest problems go unsolved and ignored purely because of the lack of funding. It is heartbreaking, and it is unacceptable. Only through

sustainable profitability can sustainable significant change occur. Selfles is the token that generates the means for the profitability and the change.

Our Selfles community will continually expand around the world making impacts daily on the worlds of those in need. The problem of human trafficking is closer than you probably know or suspect. We can fight back and we can make a change through our incredible DAO controlled Give-to-Earn model.



Modern Day Slavery

Human trafficking is considered modern-day slavery, and there are more slaves today than at any time in history. Human trafficking is the most prevalent and painful injustice of our time. Today there are over 40 million people in forced labor (including commercial sexual exploitation) and forced marriage around the world, with women and

girls disproportionately affected. This is generating an estimated \$150 billion in illegal profits every single year.

Human trafficking happens in almost every country around the world including the United States. This problem affects every one of us. The statistics show just how big a problem it is, and the need for action is NOW.

50%

OF FEMALES TRAFFICKED ARE

CHILDREN

ONLY 1%

OF CHILD TRAFFICKING VICTIMS ARE

RESCUED

The horrors of human trafficking may seem too big for any one of us to solve—and indeed they are. This is why only through sustainable giving and the making of a movement

can we end this dark, evil stain on the world. Selfles is committed to supporting charities that align themselves to the three P's:

- **PREVENT TRAFFICKING**
- **PROTECT VICTIMS**
- **PROSECUTE TRAFFICKERS**

Selfles is a Movement

When Social Entrepreneurship bonds with a Social Movement, it is unstoppable. It is the most powerful, passion-filled, emotionally charged platform you could ever create. It is this combination that makes Selfles!

Our DAO controlled Give to Earn model lets members earn by sharing the movement, giving to charity and using services and products in the ecosystem.

BitJar Labs donates 10% of all revenue to the Selfles treasury. Additionally, they create utilities

for the Selfles token to be used by their clients in all their software and marketplaces. BitJar is not the only one doing this, either. Partnerships are being formed throughout the world with clients and companies that have the same passion and drive to make the Selfles movement have significant impact on our purpose.

Everything has been designed from the ground up with one goal in mind - to serve our movement. The creation of the coin has anti-whale protections, internal dumping restrictions, and through our reflections and auto-liquidity features we create a self-propelled charity engine. Our charity engine is managed through our holders by the DAO governance.

The movement will see consistent growth and expansion through weekly events in our social channels. Widely promoted giveaway events, AMA's, and other special events will broaden the reach of the Selfles movement. Many of these events and giveaways will be controlled by our holders through the DAO governance.

Web3, Blockchain & NFTs

The new technologies of Web3, blockchain, smart contracts, NFTs and cryptocurrencies are changing the world. From gaming, the metaverse, NFTs and beyond, new opportunities are presenting themselves. This is where BitJar Labs focuses and develops solutions through technology. Our development drives the Selfles development as well. It is this combination where revenue generated by BitJar Labs drives funding into the treasury and then controlled by the holders governance.

As we look to our applications and how they will benefit our cause the most obvious is the ability for these charities to take advantage of the Web3 blockchain capabilities without a dime coming from their resources. Many of these are powered by Non-Fungible Tokens (NFTs) which can be prohibitively expensive to create and market.

With the BitJar SaaS based marketplace we can create and deliver the sale without any cost to the charity while simultaneously driving the utility of the Selfles token.

Every project and app developed by BitJar will have the Selfles token as a payment method, a staking option and discounts given to clients for promoting our token and cause. These cross-promotions will turn into big revenue for the treasury and accelerated utilities of the token. Our community is also able to be rewarded through their support of investing and holding by our Selfles NFTs that will be used as gifts to our holders, fundraisers and event rewards.

Community Governance

The governance of the community will be managed through the Selfles DAO (Decentralized Autonomous Organization). Selfles token holders will be able to participate in a 2-step voting process that covers the decision-making on things like the treasury, community, and assets. The fund will be managed by the Selfles team until the community is large enough to elect their own governing body, then the management will fall to the DAO.

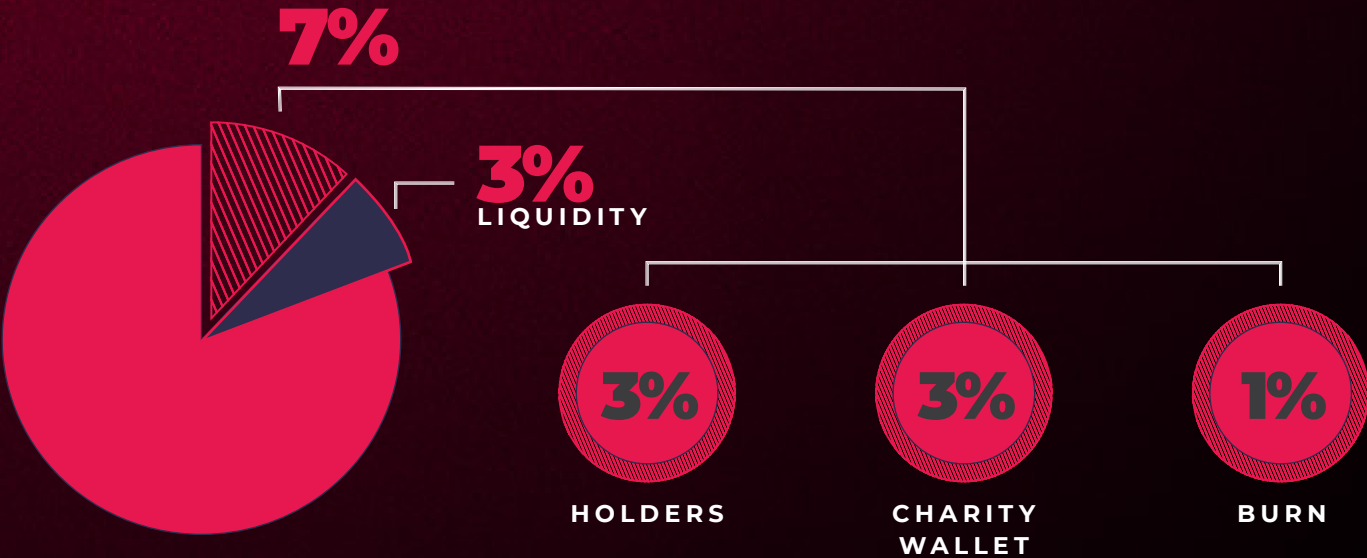
The integrity of the treasury will be through our annual statements that include an overview of how the funds were used. Proposals that can be submitted for voting and approval to the DAO would include:

- Monthly or Quarterly charity votes
- Changes to the monthly budget distribution
- Votes on community events
- Votes on treasury disbursement

The growth of our movement is dependent upon the development, decision-making and promotion of the Selfles community, partners, and sponsors. We offer transparency, information, and AMA's to keep clarity and honest feedback, engage with us, the holders drive the direction of the DAO.

Tokenomics

10% of each transaction is taxed. 3% goes to the liquidity pool and 7% goes back to holders' wallets through our reflections, weighted by wallet size. Liquidity is locked for 1 year and the team wallets are vested.



Wallet Breakdown

Total Max Supply: selfles.eth - 1 Billion

Charity Wallet:

charity.selfles.eth

50 MILLION - VESTED



(DAO Controlled)

Collects Reflections

Community Wallet:

weareselfles.eth

25 MILLION - VESTED



(DAO Controlled)

Collects Reflections

Team Wallet:

team.selfles.eth

50 MILLION - VESTED/UNVESTED



(Team Controlled) No Reflections

- 72 Million Vested for 3 years with 200 Million released monthly.
- 28 Million Unvested. Used to build staffing, marketing, and partnerships.

Marketing Wallet:

marketing.selfles.eth

25 MILLION - VESTED



(DAO Controlled)

No Reflections

NFT Founder Staking:

services.selfles.eth

335.5 MILLION - VESTED



(DAO Controlled)

No Reflections

Operations Wallet:

operations.selfles.eth

10 MILLION - VESTED



(DAO Controlled)

No Reflections

Reserve Wallet (Exchanges):

reserve.selfles.eth

443 MILLION



(DAO Controlled)

No Reflections

NFT/Asset Storage:

vault.selfles.eth

NO SLFS TOKENS STORED

Burn Wallet:

000000000000

Collects Reflections

Burned. Can never be spent. Inaccessible by anyone.

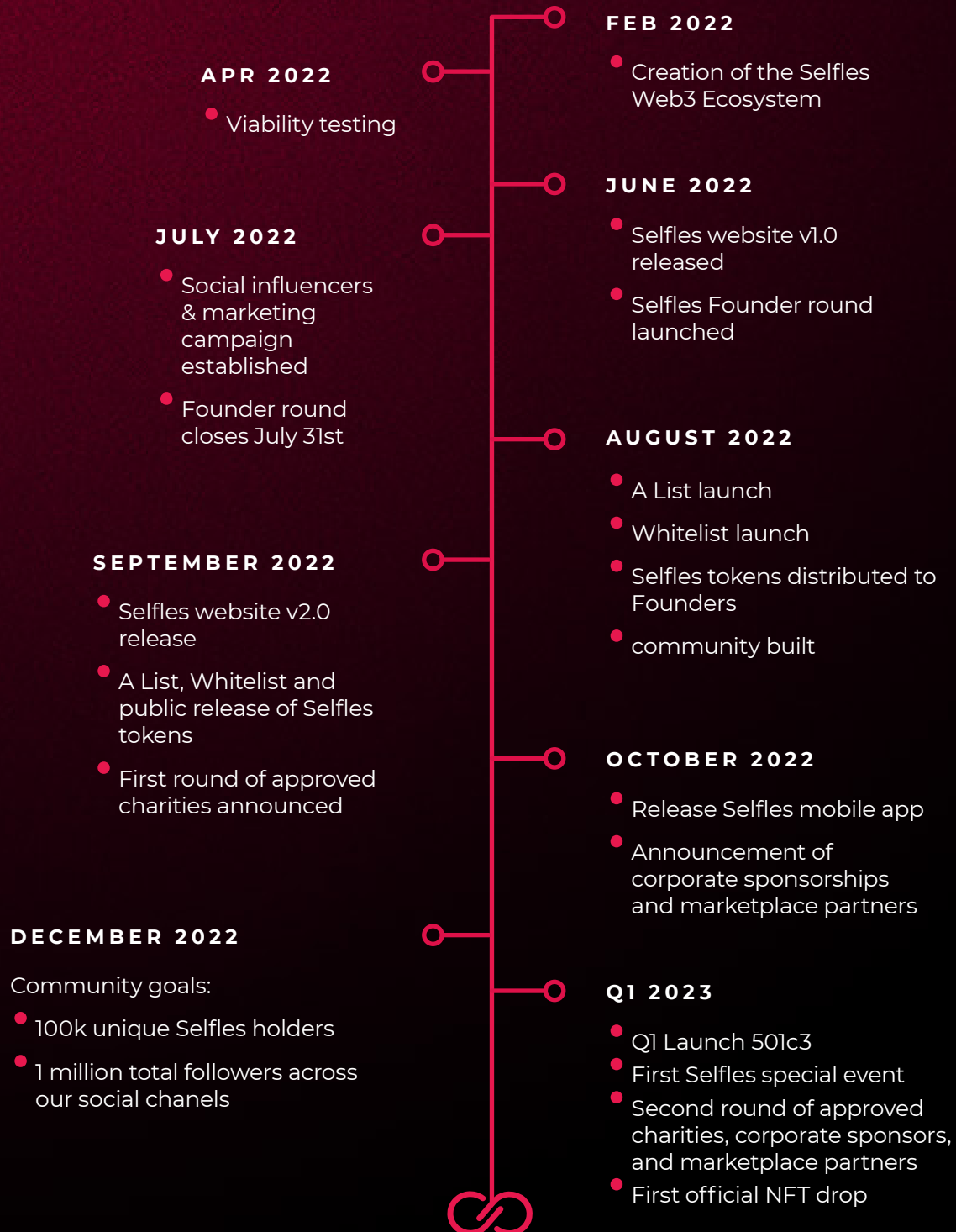
Roadmap

2014

- Ecosystem design

2018

- Selfles brand created



The Selfles Team



ROBERT SACCO

CEO & FOUNDER

Robert Sacco is a serial entrepreneur and CEO of BitJar Labs. As a marketing and sales expert, he and his team have helped hundreds of companies streamline their business processes, implement the use of technology for efficiency and effectiveness and is now focused on his biggest passion, to end human trafficking. Through the implementation of Web3 and blockchain technologies his vision to create a sustainable funding platform is coming to reality.



COREY DAVIDSON

CMO

Corey has built brand identities and marketing strategies for a large number of startups. He brings 15 years of marketing experience and a passionate drive for excellence to Selfles, as this is a cause close to his heart.



CHASE TRAMMEL

CXO

Chase is a digital marketing expert who is obsessed with cultivating an elite consumer experience. As an executive, he helped lead a direct sales company to over \$160 million in revenue from the ground up.



NEXUS ECOSYSTEMS

TECHNOLOGY PARTNER

The Nexus Ecosystem is a chain of DeFi utilities and cryptocurrency solutions that is defined by its passion for solving problems, creating opportunity and helping build wealth within the cryptocurrency realm.

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The Distributor will be an affiliate of the Selfles coin and will deploy all proceeds of the sale of the Selfles coin to fund Selfles projects and BitJar Labs development,

businesses, and operations.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the Selfles coin, and no cryptocurrency or other form of payment is to be accepted on the basis of this whitepaper.

Any agreement between the Distributor and you as a purchaser, and in relation to any sale and purchase, of the. Selfles coin (as referred to in this whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “T&Cs”) of such agreement. In the event of any inconsistencies between the T&Cs and this whitepaper, the former shall prevail.

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- (a) you agree and acknowledge that the Selfles coin does not constitute securities in any form in any jurisdiction;
- (b) you agree and acknowledge that this whitepaper does not constitute a prospectus or document of any sort, is not intended to constitute 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 other form of payment is to be accepted on the basis of this whitepaper;
- (c) you agree and acknowledge that no regulatory authority has examined or approved 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 and distribution or dissemination of this whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- (d) you agree and acknowledge that this whitepaper, the undertaking and/or the completion of the Selfles Whitelist Sale or the Selfles Initial Decentralized Offering, or future trading of the Selfles coin on any cryptocurrency exchange, shall not be construed, interpreted, or deemed by you as an indication of the merits of Selfles, BitJar Labs and/or the Distributor, the Selfles coin, the Selfles Whitelist Sale, the Selfles Initial Decentralized Offering and

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(e) the distribution or dissemination of this whitepaper, any part thereof 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, you have observed and complied with all such restrictions at your own expense and without liability to Selfles, BitJar Labs and/or the Distributor;

(f) You agree and acknowledge that in the case where you wish to purchase any the Selfles coin, the Selfles coins are not to be construed, interpreted, classified, or treated as:

(i) Any kind of currency other than cryptocurrency;

(ii) Debentures, stocks, or shares issued by any person or entity (whether Selfles, BitJar Labs and/or the Distributor)

(iii) Rights, options, or derivatives in respect of such debentures, stocks, or shares;

(iv) Rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

(v) Units in a collective investment scheme;

(vi) Units in a business trust;

(vii) Derivatives of units in a business trust; or

(viii) Any other security or class of securities.

(g) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms, and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related

Coin storage mechanisms, blockchain technology, and smart contract technology;

(h) you are fully aware and understand that in the case where you wish to purchase any Selfles coin, there are risks associated with Selfles, BitJar Labs and the Distributor and their respective business and operations, the Selfles coin, the Selfles Whitelist Sale, the Selfles Initial Decentralized Offering, and the Selfles Wallet (each as referred to in the whitepaper);

(i) you are fully aware and understand that cryptocurrencies may have tax implications in your jurisdiction, including value-added tax and capital gains tax; and you agree and acknowledge that neither Selfles, BitJar Labs nor the Distributor is liable for any consequences arising from tax implications regarding the the Selfles coin, the Selfles Whitelist Sale, the Selfles Initial Decentralized Offering, or the Selfles Wallet (each as referred to in the whitepaper);

(j) you are fully aware and understand that transactions regarding the Selfles coin, the Selfles Whitelist Sale, the Selfles Initial Decentralized Offering, or the the Selfles Wallet (each as referred to in the whitepaper) may be subject to regulations in your jurisdiction regarding barter exchanges;

(k) you agree and acknowledge that neither Selfles, BitJar Labs nor the Distributor is 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;

(l) All of the above representations and warranties are true, complete, and accurate, and not misleading from the time of your access to and/or acceptance

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