



#9 (30)'21

Joys Digest

Main for September



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- **Joys is one of the Big Data best startups of the Skolkovo IT cluster. We won the competition for free participation in the Data Explorer accelerator**
- **Another step towards investments: we signed a memorandum of cooperation with Mantroneco SE in Prague**
- **We have prepared a pilot version of the loyalty program on smart contracts**
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Joys is one of the Big Data best startups of the Skolkovo IT cluster. We won the competition for free participation in the Data Explorer accelerator



Joys, the new generation payment ecosystem, was selected in the **Skolkovo Data Explorer** — the first Russian accelerator of Big Data projects.

The Data Explorer program was developed by the Skolkovo Foundation together with the Big Data Association with the participation of such companies as Yandex, Megafon, VTB, Beeline, Magnit and MTS.

The accelerator will help us attract new clients and external financing, organize systematic sales growth and form business scaling.

Selection for the program was held on a competitive basis. Among the organizers and experts of the program are Konstantin Parshin, Vice President, Executive Director of the IT Cluster of the Skolkovo Foundation, Alexei Neiman, Executive Director of the Big Data Association, Pavel Krivozubov, Data Explorer Program Manager, and Alena Drobyshevskaya, Head of Machine Learning Services Development at Yandex.Cloud.

Joys' director for regional development and work with experts, **Vyacheslav Pivovarov**, said:

«During the presentation of the project, it was proposed to solve two practical tasks on datasets: payments (including cross-border) and the task from the oil industry. In the first part, we are professionals, because Joys works in the fintech field and has great human and scientific potential. Second, I also have a lot of expert experience, I have already led a project from this industry. We are ready to solve any of the tasks set».

CEO Joys Andrey Mikhaylishin noted:

«With the help of the Data Explorer accelerator, we are entering one of our target markets, which will enable us to develop the Joys payment infrastructure faster by connecting merchants».

We are guaranteed to get access to partner resources and at least 10 expert consultations on the topics «Market», «Value proposition», «Technology», «Business model», «Scaling».

Another step towards investments:

we signed a memorandum of cooperation with Mantroneco SE in Prague



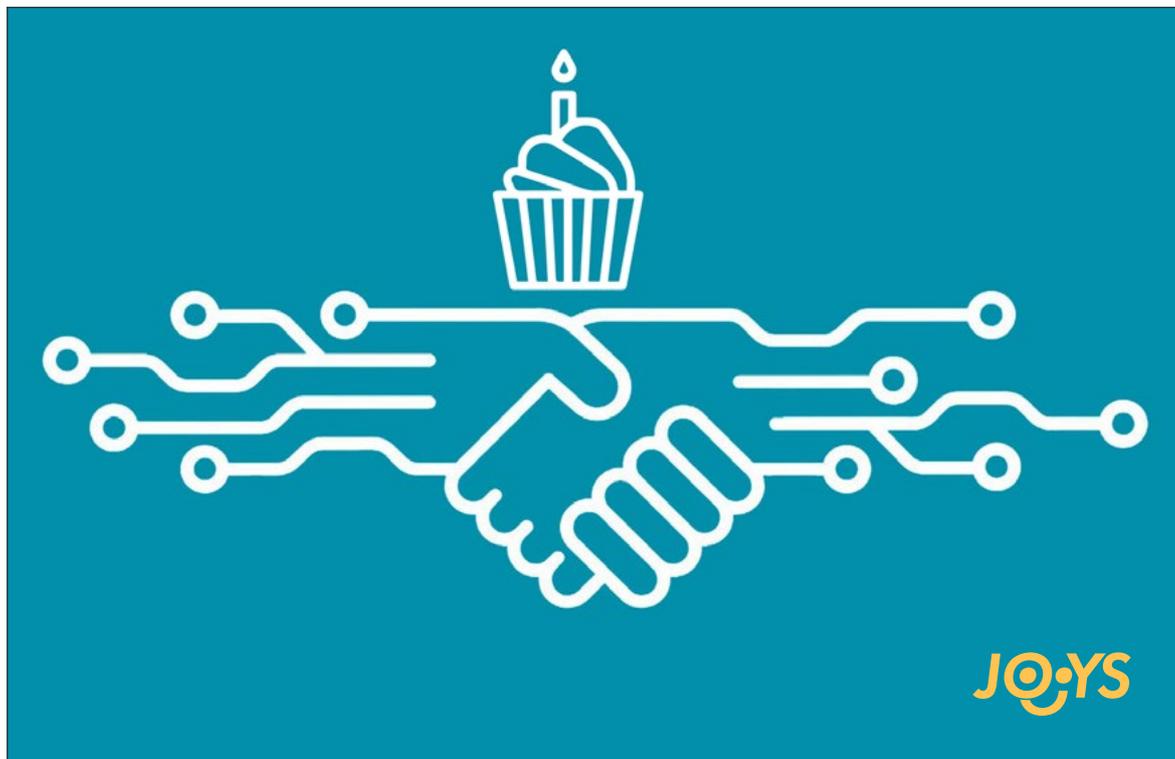
The Czech Republic is closed for Russians, but when it comes to important strategic cooperation, even closed borders are slightly opened!

In September, CEO Joys Andrey Mikhaylishin made a business trip to Prague. He presented the financial model and business plan for the development of the Joys payment ecosystem in Europe and other countries to the family office of Mantroneco SE.

Fundraising takes place in several stages. The presentation of our project and the memorandum of cooperation signed as a result of the meeting are important stages of this long and important process for us.

We wrote about attracting of €5 million investments from Mantroneco SE in **Digest #6(27)** for June. This company creates end-to-end investment and asset management solutions for institutional investors, family offices and high net worth individuals in the form of joint ventures, foundations, mandates and investment clubs.

We have prepared a pilot version of the **loyalty program on smart contracts**



«Digital Payments» LLC launched the «Loyalty program on smart contracts» product in pilot operation.

We have created the first distributed loyalty application on the Russian market for Evotor terminals based on blockchain technology using smart contracts and are ready to launch pilot operation with one of our existing clients.

We also implemented a web application with a loyalty card for customers. Such an application is downloaded to a smartphone via a link, without the need to install from the AppStore and Google Play markets. In addition, it works without Internet access, much faster and takes up significantly less space on the smartphone (less than 1 MB).

The new product has all the advantages of blockchain technology: decentralization, data security, protection against information counterfeiting, the ability to use smart contracts, etc., and a smart contract will allow you to create individual loyalty programs for business needs.

Upon completion of the pilot operation, the «Loyalty program on smart contracts» product will be released to the market and will allow a business to connect loyalty programs of almost any complexity in a short time and for a small budget.

Analytics of the JOYS rate for September



September opened with \$0.0076 price for JOYS and closed up to \$0.0082. In the first decade of the month, the coin traded in the range of \$0.0076 — \$0.0070. Since September 11, due to high volatility, increased volumes and a breakdown of the support level around the \$0.0069 price mark, the presence of a large player interested in selling has become obvious.

However, within 5 days the volatility stabilized, and all the volumes for sale were bought at rather attractive prices, after which the local distribution phase ended. And having tested the zone of the maximum traded volume on the 22nd, the price impulsively rushed upward, continuing its growth until the end of the month.

The JOYS coin has shown good dynamics during the period of the general decline in the cryptocurrency market. And on the day of the maximum fall of BTC, JOYS showed positive dynamics.

The Joys team.

Vyacheslav Pivovarov



We continue to talk about the hobbies of our team members. This time we will tell you about Vyacheslav Pivovarov, Joys' director for regional development and work with experts.

Vyacheslav is a specialist in the field of start-up development, interaction with technology parks and attracting investments. Recently, he has been actively interested in Big Data and artificial intelligence. Entrepreneur, investor, mentor and founder of a number of tech startups. Possesses extensive expertise in the field of IT and the digital economy.

He began his career in specialized IT government bodies, state corporations, as well as large integrator companies. Since 2018, Vyacheslav has been the Director for work with experts of the Russian Association of Cryptoeconomics, Artificial Intelligence and Blockchain (RACIB) and is a member of the Board of Directors. In 2020, at the invitation of the rector of the Plekhanov Russian University of Economics, Vyacheslav became the Head of the Business Incubator and oversaw the development of youth entrepreneurship.

In the summer, Vyacheslav rides a skateboard, bicycle, semi-aggressive rollerblades, he used to love jumping, descending stairs and riding in the park, but in recent years he has switched to a more relaxed style. From spring to autumn — amateur running.

Separately, one can single out the love for freestyle and motocross. Trained at the sites of the Moscow region and the professional freestyle team. He regularly attended events in extreme sports and is familiar with many Russian and foreign athletes.



«It's hard to describe in words the feeling of having the most powerful motorcycle in motocross underneath. It's scary at first, but with every workout, confidence builds up and the moment comes when you start to really manage it. This is a difficult sport, all muscle groups work in it. Speed, drifts, splashes of mud and snow are what makes you really happy», says Vyacheslav.

In winter — snowboarding, cross-country skiing and skating. In snowboarding, he prefers downhill skiing on prepared tracks and tries his hand at jumping from ski jumps.

Non-sporting hobbies include collecting coins, aquarism, growing plants, making furniture and designer interior items.

Cryptomemes



See you in the next month!

Joys team

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