

HELLO FUTURE

A decentralized platform to connect brilliant minds
with unlimited opportunities to multiply growth



TRANSFORMING THE FACE OF EMPLOYABILITY THROUGH TECHNOLOGY

Greelance introduces a decentralized talent and services network running with a self-sustainable circular economy aimed at replacing existing high-taxing, inefficient talent and services marketplaces. It provides a new type of talent and services marketplace controlled and governed by participants within the network.

The platform's native Greelance token will be fungible based on the ERC20 standard. This token is considered a utility token. It will be used in the Greelance network by the users in the Greelance economy; they will use the token to interact with other users when engaging in professional activity and receive rewards. The token will be the established payment method for all users. However, participants can also pay for professional activity in fiat money or stable coins. The platform will incorporate real-time payments for completed tasks using the Greelance token as an incentive. Employers and professionals will purchase Greelance tokens to create and manage job tasks within Greelance.

Our platform allows users to earn Greelance tokens by performing different actions on the network, including introducing and onboarding clients. Greelance tokens will also be used for job post-management, talent management, proposals, and upskilling.

We are the peer-to-peer talent and service management platform that uses digital signatures to transfer funds directly from one party to another in a decentralized manner.

We offer a world where talent and service markets do not exploit or favor anyone. We will achieve fairness in the talent and service market by building an easy-to-use marketplace that rewards anyone willing to perform and complete tasks that increase the Greelance platform's social interaction and can reasonably be tied to current or future increases in revenue generated by the Greelance platform.

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INTRODUCTION

A decentralized platform to connect brilliant minds with unlimited opportunities to multiply growth

After the 2020-2021 pandemic, everyone can recognize the change in habits and mindset about work; how freelancers could value time when they were not forced to attend an office every day.

In all of this, the job market has changed as well. More flexibility is now offered, and people also can find more suitable jobs beyond the physical boundaries of commuting distance.

Companies have realized that it is possible to have a remote workforce, and they have also benefited from the operational efficiencies of not having to run centralized offices and infrastructure.

On the other hand, workers have also realized that it is possible to work with people or organizations that they never met in person.

Talent attraction and building sustainable jobs have become critical strategic issues for companies pursuing viable business growth.

Some digital marketplace platforms have a significant market share, gig jobs like Fiverr, also others that trade more formal job opportunities, like Upwork and Toptal. These have contributed enormously to the modernization of the job marketplace. However, the increasing cost and fees and the concentration of power concern those participating in these marketplaces.

There is still a recruitment industry trying to adapt to these changes. They still are intermediary service providers between the offer and demand of talent; somehow, the recruitment industry is trying to stimulate both as market makers. But, recruitment overall has been commoditized as a service. The decreasing value-add and increasing fees portends a market that can be disrupted by automation. The value of the middleman, in this case, is under scrutiny more than ever.

With the advent of Decentralized Autonomous Organizations (DAO) based on tokenomics, which is possible thanks to technologies of the Web3, it is now possible to conceive a new type of job and services marketplace.

OBJECTIVE

Create an open network for those looking for talent and services and those offering the talent and services, where the value of the community and the network is owned and governed by those participating in the network.

DISCLAIMER

In no way should this whitepaper be considered an offering of securities across any jurisdiction. Neither does it contain any information or inclinations that might be regarded as recommendations for investment decisions.

Regarding the maximum permissions of applicable laws, rules, and regulations, any entities of Greelance, Enterprise Engineering Solutions, or its partners and subsidiaries, including employees and officers thereof, do not remain liable for losses of any kind, including indirect, incidental, consequential, in tort, contract, or otherwise.

This includes but is not limited to revenue loss, income or profits, and loss of use of data in connection with your acceptance or reliance on this whitepaper.

Greelance is not responsible for backing up your password, nor is it responsible for hacking resulting from poor password management by you. Any entities of Greelance, including officers and employees, are not responsible for the loss of Tokens and NFTs after they get transferred to your wallet.

Any party looking to purchase Greelance tokens understands and acknowledges that Greelance does not assume any responsibility for losses or damages from the incapacity to use Greelance tokens.

Greelance puts great importance on user protection and privacy regarding personal data processing.

INDUSTRY STATISTICS

Over the last two years, there has been exponential growth in the number of remote workers worldwide.

According to Orbis Research, the freelance market size is projected to reach US\$ 9.2 billion by 2026, growing at a Compounded Annual Growth Rate (CAGR) of 15.3% between 2021 and 2026. According to remoteinclines, over 57 million freelancers are currently in the United States alone, representing almost 35% of the total US workforce.

According to a report published by Freelanex, freelancers will make up the majority of the workforce in the US by the end of 2027.

In the last couple of decades, freelancing has also recorded a tremendous growth rate, with major legacy web2 platforms controlling the industry. As the need for these platforms grew, freelancers' pay rate has also increased significantly.

According to DIYY, freelancers have a median rate of \$28 per hour, which is higher than 70% of other earners in the United States.

PROBLEM SPACE

The current talent markets are divided and inefficient because of exploitative practices, high mark-up fees, poor candidate qualifications, lack of governance by talent providers, short-term participation incentives, poor candidate training, and upskilling procedures, and ineffective and unfair referral compensation structures.

This makes it difficult to find candidates with your required skill sets and who are motivated to work, and also increases the challenges for freelancers to find work and build a sustainable income.

High Markup Fees by Recruitment Agencies

Most recruitment agencies charge 40% to 70% markups.

Lack of Pre-qualified Candidates

Most recruitment agencies bombard employers with less qualified candidates without adequate technical screening on the employers' behalf.

Lack of Input by Job Participants

Employers and candidates don't participate in the governance of recruitment agencies.

No long-term Participation Incentives

Most recruitment agencies don't have systems to encourage long-term candidate and employer engagement.

Lack of Candidate Coaching/Training

Most recruitment agencies do not actively train their candidates.

Unfair and Small Referral Compensation Structure

Most freelancer website referral compensation structures are not fairly distributed.

SOLUTION

A Solution to High Markup Fees by Recruitment Agencies

Greelance will eliminate exploitative fees by charging a flat 5% surcharge to all invoices to the employer and a 5% surcharge to freelancers.

A Solution to the Lack of Pre-qualified Candidates

The Greelance platform will pre-screen candidates and validate their technical expertise before they can join the platform.

A Solution to Lack of Input by Job Participants

Greelance will give governance rights to all platform users.

Greelance has been created as a Distributed Autonomous Organization (DAO). A Decentralized Autonomous Organization encourages all participants to uphold transparency regarding cooperation and collaboration by voting on platform initiatives.

The platform's governance will be participatory for those holding the Greelance tokens. The tokenomics of the Greelance network has been designed to circulate the token among participants by providing incentives, commissions, and rewards.

A Solution to No Long-term Participation Incentives

The Greelance platform implements an AI-based compensation structure that is gamified to encourage long-term participation and engagement.

Activities that encourage participants to use the platform for technical and social interaction and training will be gamified and rewarded with Greelance tokens. The AI algorithm will optimize the rewards based on which activities will derive the maximum engagement that is correlated to increased revenue growth or increase in the value of the Greelance marketplace.

Greelance will also include a full-service HR module to allow employers to run payroll, employee benefits, time tracking, and employee onboarding and offboarding.

A Solution to Lack of Candidate Coaching/Training

The Greelance platform will have integrated training modules that are aligned with the technical evaluations. Upskilling is a core growth strategy for increasing bill rates for existing candidates.

Based on the results of a candidate's test, Greelance can create a customized training program that addresses the specific deficiencies of that candidate. Upon completing the course, the candidate is offered a chance for a retest. The candidate will also have the option to retake the entire course if desired.

Candidates will earn Greelance tokens when they take a test or a course for the first time after being onboarded on Greelance. Multiple retakes of the same test will not be compensated. The compensation for tests and training will be tied to the potential market rate for that skill set and the market demand for that skill set.

If there is an excessive demand for a particular job title, the bill rate commanded for that job title will likely increase. Hence, the incentive to upskill in those areas should also be higher. The incentives will reduce proportionately once the marketplace reaches equilibrium between supply and demand.

An AI-based resume reading and writing and a job description writing module will also be integrated to help candidates effectively highlight their skills and help employers better describe their detailed requirements.

A Solution to Unfair and Small Referral Compensation Structure

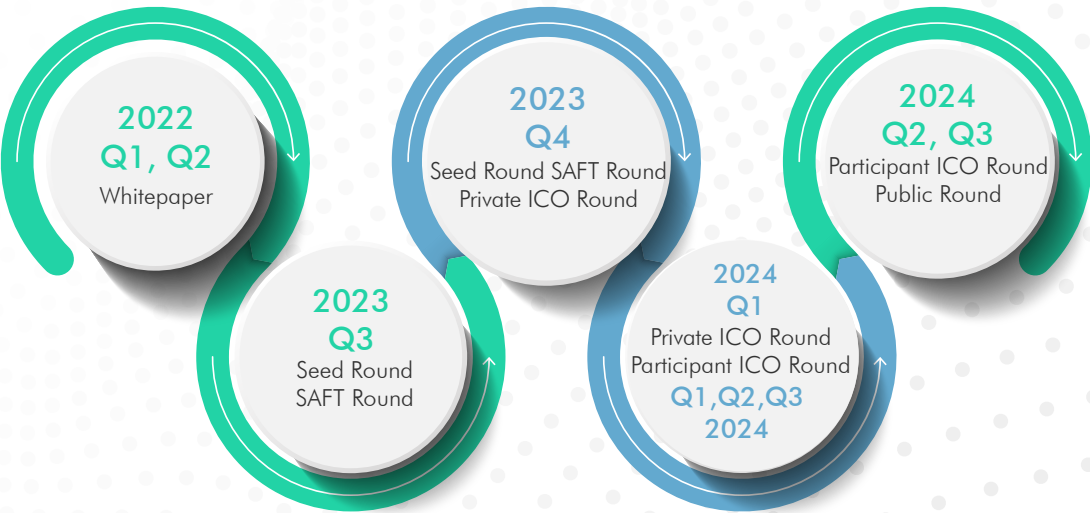
The Greelance platform will have a gamified AI-based compensation structure that incentivizes maximum and long-term participation and engagement.

PROJECT SCHEDULE

Project Plan

The project schedule depicts an optimal and optimistic timeline for the project from conception to launch.

These timelines could be rectified during the project execution times; however, all token-holders participating actively in the program will be kept informed of any program deviation and adjustments. The Greelance project team will send updates via email, social media channels, and the Greelance.com



ROADMAP

These timelines could be rectified during the project execution times; however, all token-holders participating actively in the program will be kept informed of any program deviation and adjustments. The Greelance project team will send updates via email, social media channels, and the Greelance.com



Phase 1 - Completed Base (09/30/2022)

Phase 1 is the deployment of the base functionality of Greelance. Candidates and employers can start using the platform for job searches and placement.

Phase 2 - In Progress Token (06/30/2023)

This launch will include the deployment of the Greelance token, the Greelance Testing Module, the AI Module, and the Affiliate NFT Marketplace.

Phase 2 - Completed Architecture (03/30/2023)

The Greelance project team will finalize the new architecture for Phase 2 and layout the migration plan from Phase 1 to Phase 2.

Phase 2 - Prototype Built (09/30/2023)

Phase 2 prototype is for the new front end of Greelance, the Blockchain Module, and the AI Modules. The prototype will contain a demonstration of the Blockchain integration and the base AI logic.

Phase 3 - DAO (09/30/2024)

Phase 3 includes integrating the Human-Resource Information System, the Learning Information Systems, and the DAO into the Greelance platform.

GREELANCE TOKENOMICS

Introduction

The Greelance token is a utility token used internally in the network as a medium of exchange of payment for services, incentives, and commissions.

The tokenomics have been conceived around the principle that the token is for those users participating in the network.

Users are incentivized to hold their tokens, use them in the network, and also for governance so that the future of the network will be in the users' hands.

Participants will also use tokens for governance, and they will enable participants to have voting rights in the Greelance DAO.

In addition, the Greelance network will allow the minting of Non-Fungible Tokens (NFTs) for some of the use cases. Greelance NFTs represent the rights of commission of the people acting as referral nodes.

Greelance token is built on Ethereum Mainnet. All the other blockchain components will be built on a layer 2 Scaling Solution with the ability to transfer resources between the Ethereum Mainnet and the L2 scaling Solution Mainnet.

SUMMARY:

- Blockchain: Ethereum Mainnet + Layer 2 Scaling Solution Mainnet
- Token Name: Greelance token
- Token Symbol: GRL
- Decimals: 9 decimals

Token Principles

The token has been designed to be a utility token focused on organic growth.

Therefore, the primary purpose of the token is to represent the utility value of the services obtained from the Greelance network.

- All token holders preferably will be Greelance Network participants.
- Token holders can sell tokens to other network participants or on the open market.

Greelance Commissions

Scheme:

The Greelance network will automate the collection and distribution of referral commissions.

The referral will be of two types, and they both will be taken into account when calculating the amounts to be disbursed

- The commissions for referring someone to join the network. Both employers and freelancers will be able to join the Greelance network based on someone's referral.
- The commissions for referring someone for a job. Both employers and freelancers will be able to engage in the filling of a job vacancy based on someone's referral.

Commission Rights

The Greelance protocol will implement a referral and commission model. This model is designed to be impersonal and will be based on commission rights. The commission rights are granted to participants acting as referral nodes in the network.

The representation of commission rights as NFTs is an innovative approach.

The NFTs will hold metadata that allows referral and commission algorithms to liquidate the correct number of tokens to the NFTs' holders. The novelty of modeling the commission rights as NFTs is that the NFT holders will be able to trade these commission rights as NFTs on an NFT marketplace.

Token Design

The Greelance token will be an ERC20 compatible token deployed on Ethereum Mainnet with the ability to transfer resources between Ethereum Mainnet and the Blockchain components deployed on the L2 scaling solution Mainnet.

Total Supply

💎 2,000,000,000 (two billion tokens)

Taxation

When a payment is made through the network, the protocol will tax the payment event by adding a tax to the amount to be disbursed.

The network will calculate payable amounts:

- 💎 5% from the Employer
- 💎 5% from the Professional

Some percentage of the tax amounts will be paid in native Greelance tokens; therefore, the protocol will automatically purchase the tokens at market value to complete the tax collection for the payment event. The funds collected will be allocated to the Treasury of the network.

The taxes accumulated will be managed and distributed accordingly with the rules explained in the Treasury management section of this document.

Note that payment events happen when employers pay for services to professionals. But in the future, there could be another type of payment between participants and the DAO itself. So, it can be expected that the taxation will be extended to other types of payments in the future.

Fee Discounts

The Employer and the Professional will be able to minimize taxes by allocating amounts to the escrows for the contracted work. These escrows will act as a staking mechanism that will allow participants in the network to reduce the fees by accruing native tokens.

The escrow scheme will require a minimal amount when engaging in trading activity, but extra funds can be allocated. These additional funds will serve as the staking that can be used to calculate the tax reduction.

Smart Treasury

The treasury is the vault where all the funds are accumulated from different sources:

- Initially allocated funds from presales rounds
- Collected revenue from taxable events
- Funds that are collected from taxes from the different applications developed in the network
- Funds collected from excess from Greelance Organization

The network will automatically distribute these funds accordingly with the variables set in the smart contracts. These include:

- Pay referral commissions
- Pay equity to token holders
- Add funds to liquidity pools
- Burn tokens (deflationary economy)
- Buyback tokens and lock them into the treasury
- Allocate funds for development projects
- Pay to professionals a small percentage of the salary in tokens
- Pay users that collaborate to verify professional profiles
- Pay users that act as referees for conflict resolution
- Pays the fees of the blockchain networks used for running the platform smart contracts and oracles
- Pays the fees of the cloud services used for running the off-chain components of the application

The percentages allocated to each of the expenses will be managed by smart contracts. Changes to these initial terms will always be possible through the proposed voting governance model.

Base NFT Token for user profile

- It can be used for the profile of the candidate and employer. One for each participant.
- Metadata
 - A hashed identifier will be added as metadata that will link to a secure database containing PII information such as name, email, phone number, and other identity info.
 - Only the Greelance DApp will be able to access that PII data.

Commission Rights NFT Token

- These NFTs can be bought and sold in a Greelance token or ETH on an NFT marketplace integrated into the Greelance platform.
- Marketplace fees and royalties can be predetermined for those NFTs.
- Greelance will set a 5% royalty on all NFTs. Any funds generated from the NFT sales will be used to purchase Greelance tokens to replenish the Greelance development fund.
- In a future phase, Greelance will build an NFT marketplace to reduce the cost paid by participants to other NFT marketplaces.

Internal Projects Incentivisation

- Participants can sponsor specific initiatives within the Greelance platform.
- This is to create add-ons or extensions to the platform that investors can monetize.
- Greelance will compensate those participating in the project development in Greelance tokens.
- Greelance will compensate those sponsoring the project in Greelance tokens as those initiatives are monetized.

Crypto Exchange/DEX Liquidity

Calculating the correct funds to allocate to liquidity pools is challenging.

There are two types of funds that Greelance will allocate from the protocol to liquidity pools.

Initial Liquidity allocation

- At the public exchange listing, there will be an allocation of funds for liquidity on crypto exchanges to facilitate the trading and exchange of Greelance tokens for other tokens or fiat currency.
- The current amount allocated for exchange liquidity is 5%.
- This amount could vary if it is found insufficient, and more funds will be available after consulting the token-holders.

Ongoing Liquidity allocation

- The Greelance Treasury will allocate a percentage of the Treasury to liquidity pools.
- The Greelance project team will establish the percentage when designing the architecture.
- The Greelance protocol will set this percentage in the smart contract.
- This percentage could vary if it is found insufficient, and more funds will be available after consulting the token-holder through the governance process.

Passive Income

There are two ways the holders of Greelance tokens will be able to benefit from passive income.

Passive Income with Utility Token

The Greelance protocol will distribute 0.05%, (this percentage is subject to change) of profits to the holders of the Greelance Utility token.

Therefore, there will be a proportional distribution of equity from the Greelance network activity to the Greelance Utility token holders for each cycle.

Greelance will distribute the full equity only under certain conditions.
Firstly, the treasury should have reached 500K in funds.

Secondly, Greelance will distribute it to those users that are considered active in the network.

For example, The user must have regular participation in the voting governance of the protocol. Otherwise, the user will receive less than those that are considered active in the network.

The equity distributed by the network will be in the Greelance utility token.

Passive Income NFT Referral Rights Token

These are the referral token rights represented as NFTs.

The income is determined by a formula that will reduce passive income over time if the user is not active. This incentivizes the holders of referral rights to be active to keep their passive income steady.

The equity distributed by the network will be in the Greelance utility token.

Deflationary

The Greelance protocol will contribute to value capture.

Greelance will burn part of the tokens purchased at the time of payments.

A linear-logarithmic formula will provide the burning rate.

The deflationary cycles will not be started until the network is considered stable and the economy is settled. Greelance network participants will vote on this in the governance process.

Buyback

The Greelance protocol will contribute to value capture.

Greelance will use part of the collected funds to replenish the treasury.

Market Liquidity

The Greelance protocol will contribute to the market liquidity.

Greelance will assign part of the tokens purchased during payments to proposed liquidity pools on Decentralized exchanges.

- Quickswap
- Uniswap



Also, the team will analyze the feasibility of listing the token on Centralized exchanges.

- Binance
- Coinbase



Air-dropping

Air-dropping tokens in the shape of “once-a-day-click in mobiles apps” is usually related to marketing strategies.

This is considered similar to normal air-dropping.

Therefore, it is considered that once-a-day-click is a practice that is not compatible with the utilitarian perspective of this network and the Greelance community.

Once-click-a-day token-mining

Air-dropping tokens are usually related to marketing strategies.

At the time of writing this whitepaper, the marketing strategy has not been detailed yet.

It is not the intention to attract users from any demographics, just to artificially increase the user mass.

The objective of the network and the tokenomics defined is to incentivize the participation of users on the network and that the users of the network be the token-holders.

Therefore, it is considered that air-dropping tokens are a practice that is not compatible with the utilitarian perspective of this network and the Greelance community.

GREELANCE TOKEN OFFERING

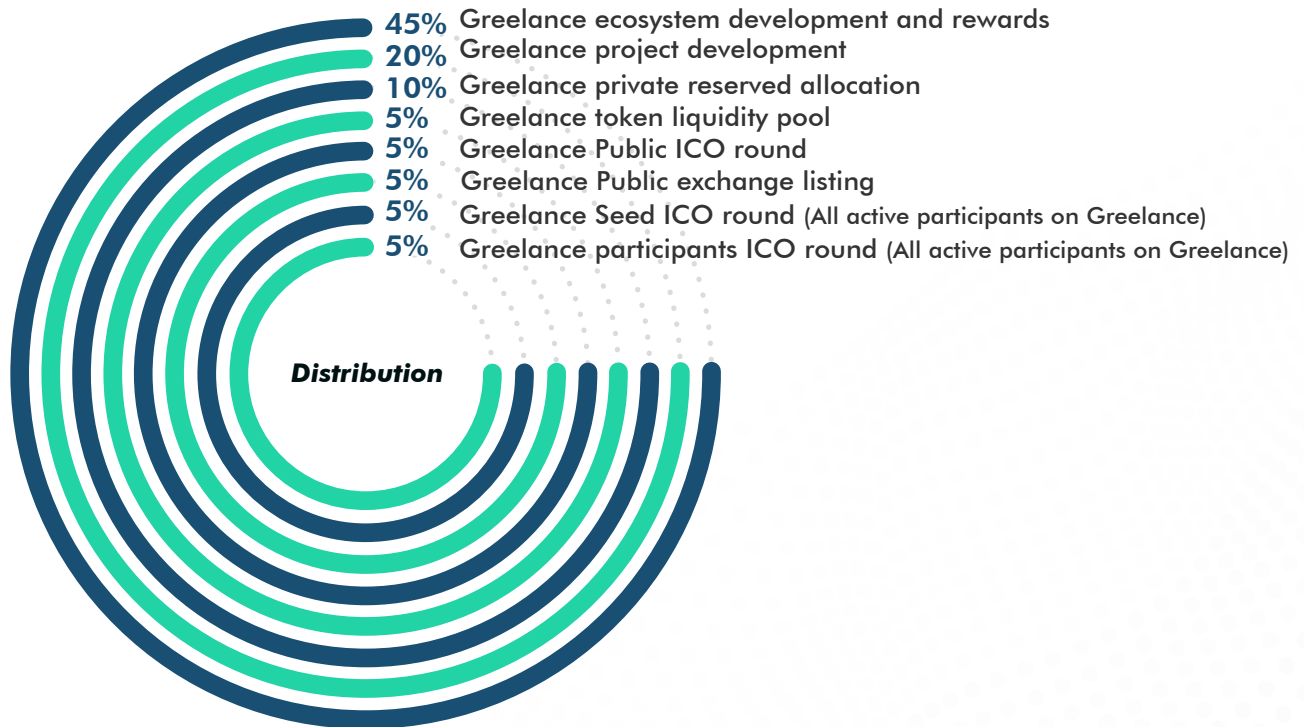
Introduction

The following section is a summary of the Token Offering. This process and percentages have been designed with the following principles:

- The funds collected will be ETH and DAI stable coin tokens.
- The token will not increment more than 4x in value for each funding round.
- For each funding round, the vesting time will be shorter than the previous one.
- The funding rounds will be allocated to:
 - Build the MVP
 - Sustain the Greelance Organization with the necessary professionals
- The hard cap at the time of ICO will be as low as possible

Distribution

The following section describes the allocation of tokens in funding rounds and others.



Greelance token liquidity pool: 5%

- 5% of available tokens will be reserved for liquidity pools for Crypto Exchanges

Greelance Seed ICO round: 5%

- 5% of available tokens will be made available for the seed funding round.

Greelance participants ICO round (All active participants on Greelance): 5%

- Phase 1 (1% allocation)
- Phase 2 (1% allocation)
- Phase 3 (1% allocation)
- Phase 4 (1% allocation)
- Phase 5 (1% allocation)

Greelance Public ICO round: 5%

- 5% of Greelance tokens will be made available for public purchases.

Greelance Public exchange listing: 5%

- 5% of Greelance tokens will be made available in centralized and decentralized exchanges.

Greelance Private reserved allocation: 10%

- Reserved for future private rounds - 10%

Greelance project development: 20%

- Greelance project development will be done by strategic partners
 - Enterprise Engineering Solutions, Inc.
 - Other strategic partners

Greelance ecosystem development and rewards: 45%

- Participant payments
 - Participants are paid for:
 - Referring additional participants for referral commissions
 - Taking tests
 - Taking courses
 - Teaching classes
 - Conducting webinars advertising greelance
 - Publishing blogs linking back to greelance
 - Developing new features on the greelance platform

Freelance developer payments:

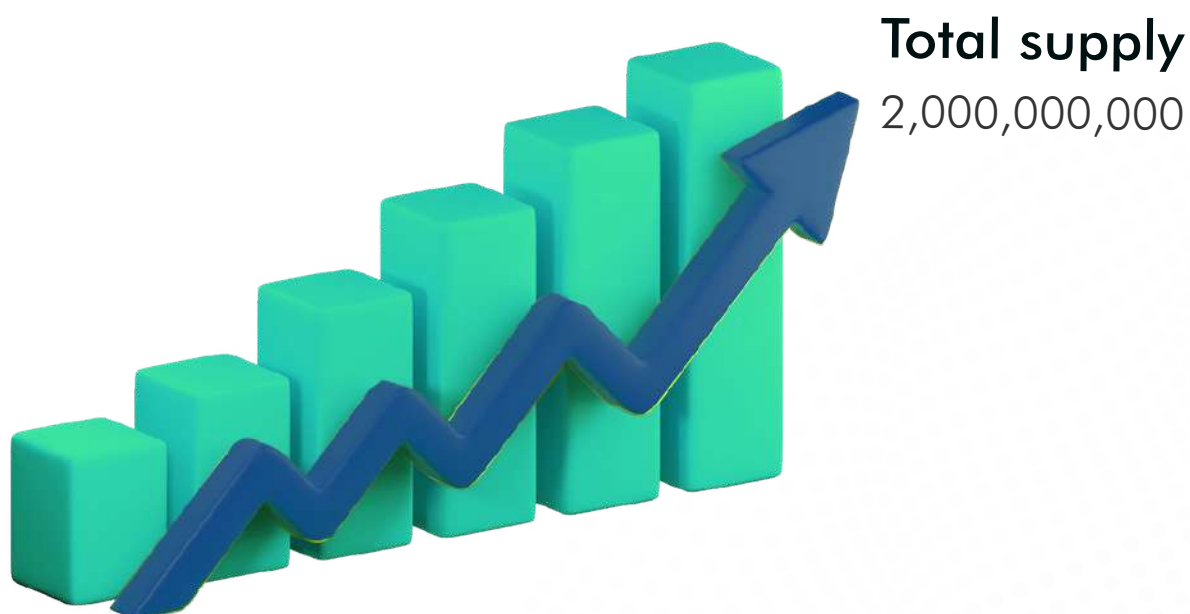
- Freelance developers are paid for developing the initial Greelance network features and ongoing improvements of the Greelance network.

Participant allocated token replenishment:

- 25% of the Greelance profit each month is used to buy Greelance tokens and allocated back to this pool.
- The buybacks occur over 28-31 days (depending on days in a month) after the profit is earned.
- This will ensure that participants will continue to have an increasing share of the total available tokens over time.

Token Supply Schedule

The following section describes the allocation of tokens in funding rounds and others.



Total supply

- 2,000,000,000 Greelance tokens will be the maximum number of tokens ever generated.

Greelance Seed ICO Round			
#	Phase	% from the total supply	Total GRL tokens
1	Phase 1	1%	20,000,000
2	Phase 2	1%	20,000,000
3	Phase 3	1%	20,000,000
4	Phase 4	1%	20,000,000
5	Phase 5	1%	20,000,000
TOTAL		5%	100,000,000

Greelance Participants ICO round (5%)

100,000,000 Greelance tokens

Greelance Participants ICO round			
#	Phase	% from the total supply	Total GRL tokens
1	Phase 1	1%	20,000,000
2	Phase 2	1%	20,000,000
3	Phase 3	1%	20,000,000
4	Phase 4	1%	20,000,000
5	Phase 5	1%	20,000,000
SUB-TOTAL		5%	100,000,000

Greelance Public ICO round (5%)

100,000,000 Greelance tokens

Greelance Public ICO round			
#	Phase	% from the total supply	Total GRL tokens
1	Phase 1	1%	20,000,000
2	Phase 2	1%	20,000,000
3	Phase 3	1%	20,000,000
4	Phase 4	1%	20,000,000
5	Phase 5	1%	20,000,000
SUB-TOTAL		5%	100,000,000

Greelance Public Exchange Listing (5%)

100,000,000 Greelance tokens

Greelance Public Exchange Listing			
#	Phase	% from the total supply	Total GRL tokens
1	Greelance public exchange round	5%	100,000,000
SUB-TOTAL		100%	100,000,000

Token Vesting Schedule

The project schedule depicts an optimal and optimistic timeline for the project from conception to launch.

These timelines could be rectified during the project execution times; however, all token-holders participating actively in the program will be kept informed of any program deviation and adjustments.

Token Vesting Schedule

Name	% Subject to Lock	Lock Start Date	Unlock Clif	Unlock Length	Unlock Frequency
Greelance Seed ICO round	100%	Token launch	12 Months	24 Months	1 Month
Greelance participant ICO round	100%	Token launch	6 Months	12 Months	1 Month
Greelance public ICO round	100%	Token launch	Token launch	3 Months	1 Month
Greelance project development (team allocation)	100%	Token launch	12 Months	60 Months	1 Month

Greelance Seed ICO round

- 🔒 % Subject to lock: 100%
- 🔒 Lock start date: Token launch
- 🔒 Unlock cliff: 12 months
- 🔒 Unlock length: 24 months
- 🔒 Unlock frequency: 1 month

Greelance participant ICO round

- 🔒 % Subject to lock: 100%
- 🔒 Lock start date: Token launch
- 🔒 Unlock cliff: 6 months
- 🔒 Unlock length: 12 months
- 🔒 Unlock frequency: 1 month

Greelance public ICO round

- 🔒 % Subject to lock: 100%
- 🔒 Lock start date: Token launch
- 🔒 Unlock cliff: Token launch
- 🔒 Unlock length: 3 months
- 🔒 Unlock frequency: 1 month

Greelance project development (Team allocation)

- 🔒 % Subject to lock: 100%
- 🔒 Lock start date: Token launch
- 🔒 Unlock cliff: 12 months
- 🔒 Unlock length: 60 months
- 🔒 Unlock frequency: 1 month

GOVERNANCE

Introduction

Greelance is a decentralized job market network using Web3 and blockchain technologies. Greelance protocol is used from the beginning to establish the rules of engagement and governance.

However, there should be an initial push to this project from an organized and centralized group in practical terms. This does not contradict the mission, while it is clear how the transition will be from the initial phase to the final governance model.

Approach

In terms of self-governance, the most accepted decentralized governance model that is becoming the de facto and most accepted by the crypto community is the COMP protocol's governance model.

The COMP protocol governance model proposes high standard principles and is truly altruistic in pursuing decentralization; therefore, this is impossible to ignore.

So, to this effect, the Greelance governance model will be a variation of the COMP governance model.

Off-Chain vs. On-Chain Governance

As was stated previously, the whole intention of bringing this network to existence is to create a universal protocol for the job market. And this implies that the governance model should be decentralized as much as possible. We can build and codify smart contracts with existing technology to achieve the desired governance model.

Nevertheless, it is maybe a fact that these types of human networks may not be able to be governed and ruled, ever in our lifetime, 100% with automation in a decentralized fashion.

This does not impede us from trying our best to democratize governance. On the contrary, our mission is to pursue this path of decentralized code-based governance.

The Greelance funders and the supporting team want to be transparent that there will be a transition from a centralized governance approach off-chain to a decentralized governance on-chain.

For this reason, it is being proposed two structures will be used for this model:

Greelance non-for-profit organization

- It will hold the necessary employees for the network to succeed.
- It will provide necessary initial off-chain governance.
- This is where the funders and the initial team members will be allocated.

Greelance DAO

- Conforming a DAO as a legal entity was not possible until just recently
- DAO legal entities are now possible under Wyoming laws
- The Greelance DAO will be:
 - community-based
 - token governed
 - reliant on the on-chain governance

Governance scenarios

Below there is a comprehensive, and constantly evolving list, of all the governance scenarios in the network that have been collected at the time of writing this whitepaper.

- Initially, and mainly during the implementation and establishment of the network, Greelance as an organization
- will have key employees that will provide governance within the Greelance platform.

- Part of the funding for this phase will be the private sale of tokens and the tokens allocated for development.
- These initial tokens are locked from trading on the open market since they represent IOU-future-tokens.
- Once the Greelance network reaches maturity to be in mainnet, these IOU-future-tokens will be converted to real tokens and subject to the vesting schedule.
- External parties and developers will also engage, participate, and be rewarded with tokens during this time.
- This will incentivize the creation of the network and the accumulation of tokens from conception.
- Once the network is established, the network will be deployed in the mainnet and the tokens can be listed on open markets for trading.
- Eventually, users and employers will be able to accrue tokens, and they will be able to self-govern based on the number of Greelance tokens they control.
- The governance process requires a majority of users at a specific level to approve other candidates at the same or lower levels. Candidates are rewarded with Greelance tokens for rating other candidates.
- An expert candidate will be required to approve the candidacy of other expert-level candidates joining the platform.
- An expert candidate can also approve entry-level or intermediate candidates.
- This will incentivize members to constantly improve their skill sets and pass the required tests and interviews to qualify them to endorse and approve other candidates.
- A user will get compensated for all candidates the user refers to Greelance, regardless of the user's qualification.

Proposal for Changes

Any active participant in the network can propose a change.

The proposal will be locked for a period of n mined blocks, where n blocks to be mined will not be less than two days.

The proposal will be voted on. And if it is approved, it will be scheduled for implementation.

Voting

Voting is the most representative way of exercising governance.

The voting power represents one of the most fundamental and representative interactions of participants within the Greelance network.

The most common models for voting are: "1 Token 1 Vote", "1 Person 1 Vote", "voting rights by reputation weight", "delegate authority", etc.

Considering the above methods, the most democratic and representative of the true spirit of the network is "1 Person 1 Vote". Therefore, "1 Person 1 Vote" is Greelance's preferred voting method and weighs most in Greelance's voting scheme.

Greelance voting scheme will be as follows:

Principal and most important voting power factor:

- "1 Person 1 Vote" - weighing 40% of the voting power.









Additional factors that will be considered as voting power:

- The user activity in the network index - weighing 20% of the voting power
- The number of tokens the user is holding - weighing 20% of the voting power
- The Gross Service Volume (GSV) of the NFTs the user owns - weighing 20% of the voting power

In addition, voters will be allowed:

- Delegation of Authority and voting by proxy

The following diagram summarizes the percentiles for each of the voting models adopted.

#		Voting factor		% Voting power
1	Individual identity			40%
2	Network Participation index			20%
3	Number of Tokens			20%
4	Gross Service Volume (GSV) of participant NFTs			20%
TOTAL VOTING POWER				100%

Charitable Not-for-Profit Organization

This section explains the motivation of conforming to a not-for-profit legal entity. The Greelance Organization will be a normal non-decentralized entity that will serve the purpose of establishing the Greelance Distributed Autonomous Organization (DAO).

The rationale for this is that it is assumed that the creation of a DAO will take time. It is also an opportunity to build and engage a strong community around the Greelance protocol. It is proposed the creation of a not-for-profit organization that will serve as the needed scaffolding for the confirmation of a DAO.

Until the DAO can be entirely independent for decision making, the Greelance Organization will serve as the guardian and technology safety net of the network by providing the required staffing.

This will be extended to the voting process, where the voting will be monitored and vetted to avoid behavioral hacks to the protocol.

The funding team believes that adopting prematurely a purist DAO governance could be detrimental to the long-term objectives. Because until the user participation reaches a critical mass, the Greelance network could be exposed to weak user engagement, therefore a poor or biased decision making.

This situation could derive to the point that the DAO integrity is compromised with proposals and voting only. Whilst this is not illegal, bad changes in the governance smart contracts could have a bad impact on the economy of the network. Proposals with a lack of impact analysis; or just malicious proposals, can result in a situation where a minority of users could misappropriate funds.

There are different mitigation strategies that can be implemented to protect the Greelance network from non-matured governance.

One type of mitigation is to implement time delays to any decision that will be implemented in the governance smart contract source code. Any change on these will be frozen by a certain amount of time (e.g. 24 hours).

Secondly, at the time the DAO is established, it can be set up in a way that the DAO can have a group of independent curators who manage a 'whitelist' of proposal creators. These rules can be relaxed gradually for embracing more user participation

Solution

The Greelance protocol will implement a referral and commission model. This model is designed to be impersonal and will be based on commission rights. The commission rights are granted to participants acting as referral nodes in the network.

The representation of commission rights as NFTs is an innovative approach.

The NFTs will hold metadata that allows referral and commission algorithms to liquidate the correct number of tokens to the NFTs' holders. The novelty of modeling the commission rights as NFTs is that the NFT holders will be able to trade these commission rights as NFTs on an NFT marketplace.

Distributed Autonomous Organization (DAO)

Introduction

Wyoming has introduced legislation that allows DAOs to be considered legal entities.

Commission – Setup

Actors – Admin

Description/Overview

- 🔗 User can login into the system with authorization access.
- 🔗 Once the user login into the system then they can define Commission criteria against payment processing.
- 🔗 Commission criteria may have followed information:
 - Payment Method i.e, Credit or debit card.
 - Payment Category/Services, i.e
 - Marketer
 - Recruiter
 - Freelancer
 - Other

Condition: User will have an option to define Commission as Percentage % as well as set of Value, however Incentive should be applied on accumulated value of services.

Note: User will have an option to define the incentive criteria against payment methods as well as registered User's services.

Currency – Setup

Actors – Admin

Description/Overview

- 🔗 User can login into the system with authorization access.
- 🔗 Once the user login into the system then they can define the currencies as well as its conversions, at setup level.
- 🔗 Currency setup may have followed information:

Code: Auto Generated

Currency: Define currency "Fiat".

Note: Conversion can be setup as per Native country's criteria.

Note: Currency i.e, "Fiat" can only be changed with the approval of competent authority.

Freelancer Registration – Setup

Actors – Admin

Description/Overview

- ☑ User can login into the system with authorization access.
- ☑ Once the user login into the system then a Freelancer can be registered into the Greelance Application.
Registration setup may follow required information:
- ☑ Name
- ☑ Father Name
- ☑ Country
- ☑ City
- ☑ Profession
- ☑ Services

Note: Changes can only be made with the approval of competent authority.

Use Case/ User stories

Payment Gateway			
Cross References	Functionality Reference	ID-001	N/A
	Document	ID-001	N/A
	Diagram	ID-001 ID-002	N/A
Use Case revision history	Date N/A	Change Request ID: N/A	

Actors – Freelancers, Marketers & Other Users

User Stories

- ☑ User can login into the system with Authorization access.
- ☑ Once the User login into the system then they can add or amend the services into the Freelancing Profile.
- ☑ Once the User has defined their services, they can sell them by defining their service charges into the Application.

Note: Freelancer registration Setup has defined at Use Case 1.3.

Condition: However, Greelance will have the rights of reserved to make auto deduction “Set of Percentage” (Use case 1.1) on the basis of rendered services providing by the Freelancers

Note: Payments Terms & Conditions must be mentioned at application portal therefore all the customers or service providers are obliged under standard Compliance.

Assumption: if any Freelancer, introduce referral then “he” or “she” will gain Ranking/Rating, therefore on the basis of rating, the respective freelancer may redeem points accordingly.

Note: Points/Rating Threshold still needs to be defined.

- ☑ Once the user has rendered the required services then, Token (Value of Services) will be generated and therefore it will be visible to respective Freelancer.

Case 01: If any registered freelancer is referring new freelancer to get registered, then he can refer accordingly.

Condition: Freelancer will only be entitled for commission once the referred freelancer gets registered into the application.

Assumption: While making registration, the freelancer must enter the parent Freelancer (reg code) in order to identify the referral reference.

Note: Greelance will have the functionality to entertained the incentives against set of targets. (Incentive setup has already defined in "Use Case" No.

Case 02: If any Freelancer has achieved the set of targets, then the auto token (Value of Amount) will be generated and also it will be visible to respective freelancer.

Report

- Commission Reports
- Incentive Reports
- Account payable Report
- Account Receivable Report

Business Rule: Freelancer cannot be entitled for commission until the referred user gets registered on the Greelance Portal.

Technical Requirements: Fiat Currency must be defined for all financial transactions Greelance Portal.

Constraints: N/A

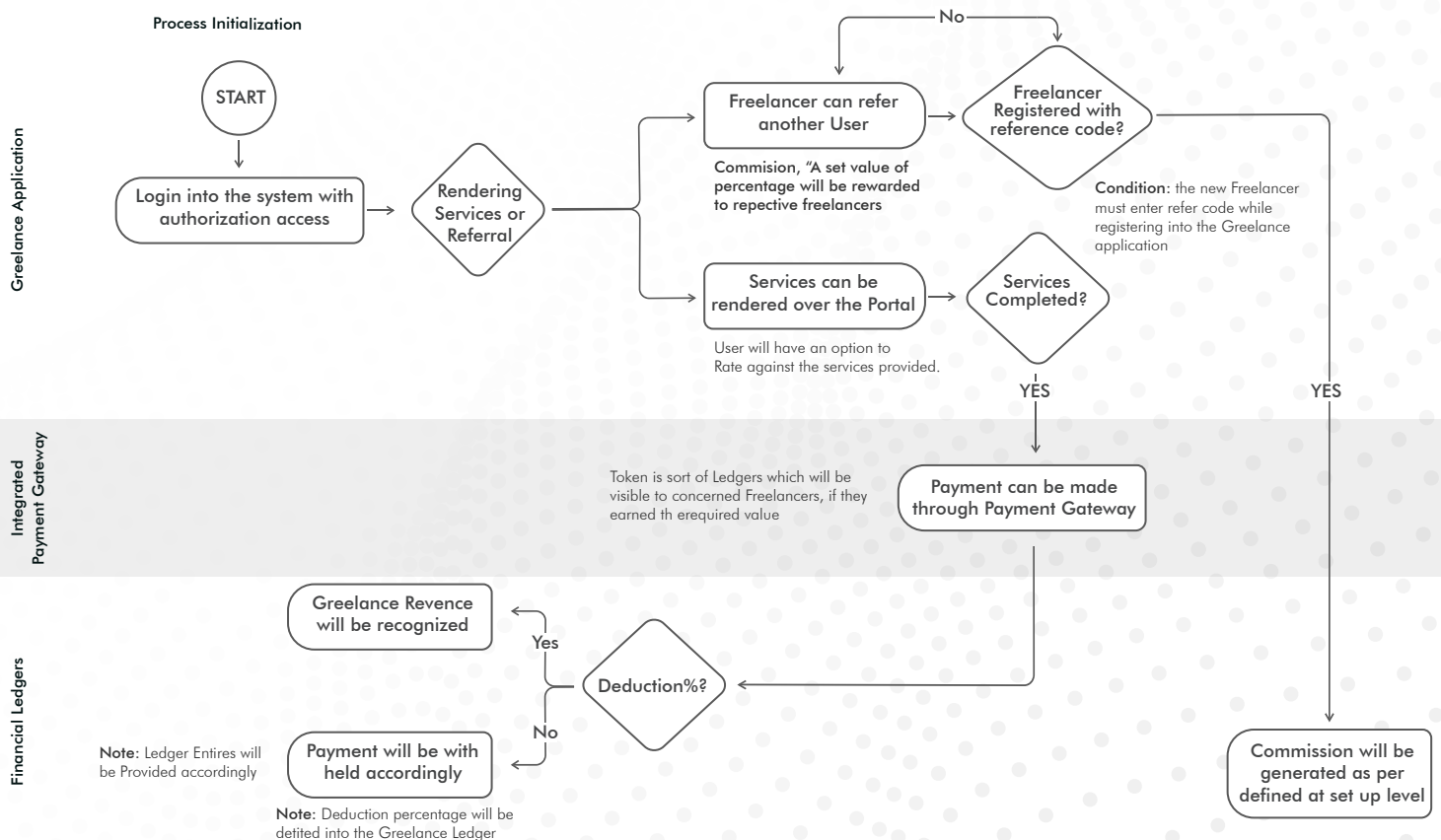
Preconditions: User must login into the system with authorization access.

Postconditions/Post- state: User can visualize their Ledger against their provided services

Dependencies (Inclusion): N/A.

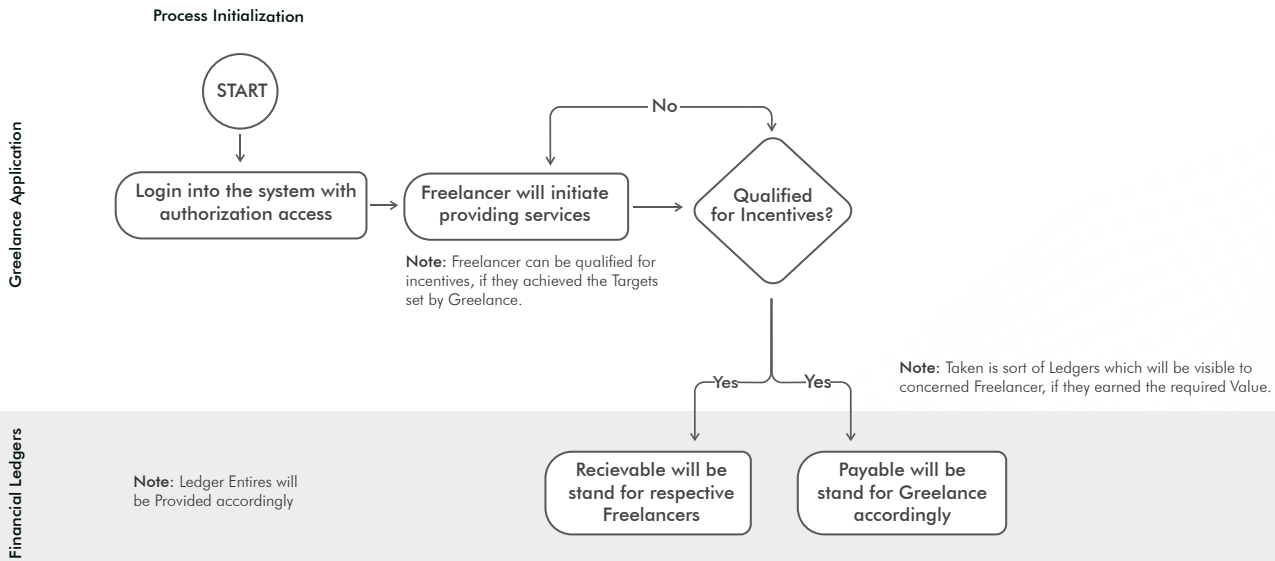
PAYMENT PROCESS

Process Flow Diagram



INCENTIVES

Process Flow Diagram



GREELANCE SOLUTION

Payments

The network will process fiat payments. For this, it will implement a traditional payment gateway module that integrates with several payment channels.

In addition, because the network has been designed to incorporate commissions and incentives into the transactions, the payments events will trigger the smart contracts to allocate tokens into the wallets of those participating in the transactions.

Payment gateway responsibilities:

- A payment gateway will be part of Greelance, and it will manage fiat currency
- The payment gateway will be responsible for managing the work schedule and releasing the payments to freelancers.
- It allows employers to make payments
- It allows freelancers to receive and withdraw payments
- Payments can be made with local fiat currency or any Cryptocurrency
- Candidates can opt for a portion or all of their earnings from work performed to be deposited in fiat currency or Greelance tokens.
- All referral commissions are paid in Greelance tokens at the FIAT exchange rate at the end of the month.

Commissions rights as tradable NFTs

Greelance will incorporate an innovative scheme to represent commissions. There will be NFTs that will be granted to the Commission-rights holder.

- This is a patent-pending approach -

The Commission as NFTs will consist of:

- NFTs will be used for representing the commission rights gained by referrals
- The Greelance platform will integrate into an NFT marketplace.
- This will allow Greelance participants to be able to sell their referral NFTs.
- Greelance will store historical metadata of each issued NFT off-chain through a decentralized oracle.
- The NFT Metadata will include the following:

- Date the NFT was minted
 - Historical monthly Greelance token earnings
 - Historical fiat equivalent earnings at the time of earning
 - Historical monthly number of referred downlinks
- 5 Within the Greelance platform, the Greelance DaPP will list the NFTs associated with each user and the ability to download the historical data for each NFT
 - 5 The Greelance platform will include an analysis module that will allow participants to chart the historical information of each NFT metadata or a basket of NFT metadata.
 - 5 The analysis module will also include a valuation modeling function to help investors estimate the value of their NFTs based on historical performance and estimated future growth of the Greelance Ecosystem.

Wallet

The Greelance network will be a decentralized protocol; therefore, the most important interactions of participants with the protocol will be done through a private key that will be held in an ERC20 compatible wallet.

The Greelance wallet will consist of the following:

- 5 The Greelance network will be based on an ERC20 token that is compatible with the Ethereum protocol.
 - 5 The type of wallet implemented in this network will be non-custodial.
 - 5 Participants will maintain a separate wallet for each role. A separate web2.0 and web3.0 profile will be created for each role but can be consolidated under the same web2.0 login if desired.
 - 5 There can be only one Greelance profile associated with each participant role and only one wallet address can be associated with each participant role profile.
-
- 5 Participants can delegate voting rights from the other wallets he/she controls to their individual wallet or other wallets.
 - On the backend, Greelance will still separate the transactions for each role type for easier reporting as well but allow a single web2.0 login to the Greelance Portal to manage all role profiles and wallets.
 - A web3.0 login would restrict users to that particular role profile.
 - 5 If a user loses access to their wallet, Greelance cannot retrieve that wallet address or any NFTs in that wallet address. Any Greelance tokens in that wallet are also lost.
 - The user would have to create a new wallet and associate it with their Greelance profile.
 - A user could list their NFTs for sale at a marketplace as a precautionary measure.
 - Once the user sets up the new wallet, the user can then buy the NFTs from their other wallets.
 - Provided the new wallet address is associated with a Greelance account, the new wallet will inherit all the benefits of the previous wallet.
 - If the user sets a royalty on the NFT, the royalty will be paid to the locked-out wallet indefinitely whenever those NFTs are sold.

Dynamic incentives with reverse pricing

The network will have a dynamic incentive pricing model. This means that the incentives will not be fixed or pre-established, but will be based on the demand and supply equilibrium of the activity being incentivized. The incentives will also be based on the recommendations from the AI optimization model which measures the contribution of each activity towards revenue generation on the Greelance platform.

Using a dynamic incentive structure will prevent the job and services network from being constrained by excessive supply or demand.

A reverse pricing mechanism is also introduced to the dynamic incentives. Reverse pricing is a market mechanism under which a participant acting as a recruiter or referrer can set a minimum incentive threshold that will incentivize their assistance in filing a position and the employer can also set a maximum incentive threshold above the dynamic incentive that they are willing to pay to incentivize assistance with filing that position.

AI-Based Algorithms

The introduction of AI for the following features of a job marketplace is considered innovative, therefore, they are patent-pending.

AI Features Funding

These features provide the distinct advantage of Greelance over other competitors. However, these features may be complex and costly. A strategic approach to how they can be implemented efficiently is key. This is because some of these features can only be effective in later stages of the project when the volume of transactions in the network reaches a critical mass.

It is proposed that some of the AI features that characterize the Greelance network be funded by the initial seed investment. These are the AI Machine Learning models that may not require production data to train the models.

However, some other AI projects will require production data to be effective; therefore, those could be postponed in terms of project priorities.

Taking this as an opportunity, only crucial AI models should be funded by the presales round fund. On the contrary, the Greelance project team could implement AI technology gradually after the initial launch with the funding model proposed for the DAO. This is when Greelance achieves a sustainable revenue stream from the activity on the network.

Alternatively, AI technology can be funded by the program of features and innovations as proposed in the Service section of this document.

AI-Based Resume Reading/Writing algorithm

Problem

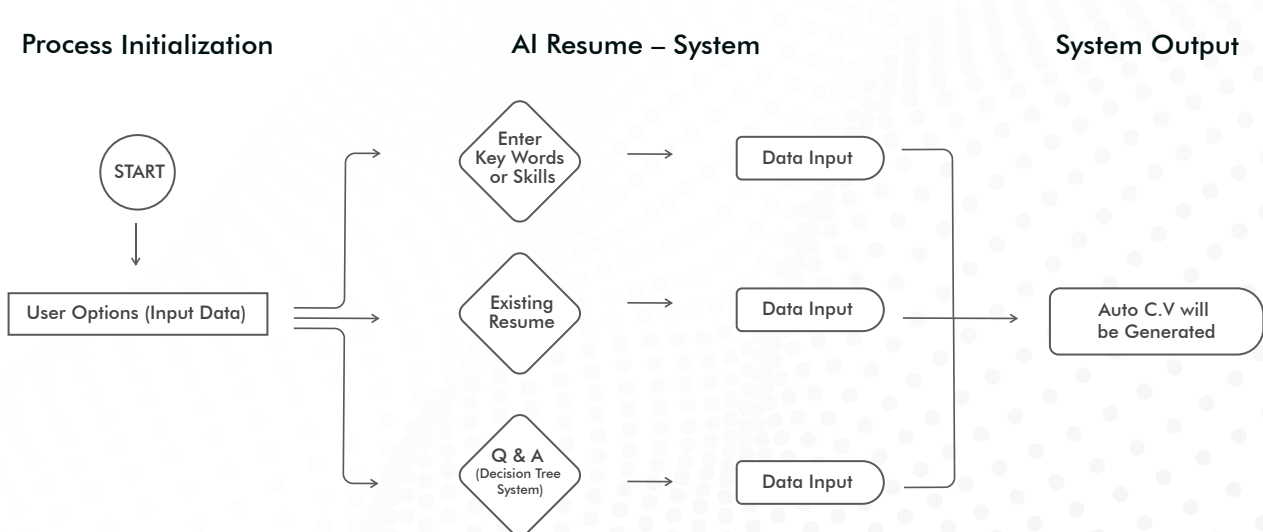
It is often time-consuming to build an effective resume. Many freelancers don't want to spend the time to build and design an effective resume, but this is a crucial part of getting a job offer; thus it is the objective to have an AI Resume Writer be able to create an effective resume structure with prefilled details based on the provided information.

Solution overview

Greelance will implement an AI-powered resume writer using Generative Pre-trained Transformer 4 (GPT-4) algorithms.

GPT-4 can generate long sentences of unique text as the output.

GPT-4 uses a self-attention mechanism that is a good fit for natural language understanding.



Input Data

The input data will be one of the following:

- Short unstructured description of the candidate's experience, keywords, and skills
- A candidate's existing resume
- A question/answer decision tree or random forest decision system

Model Training

The AI-powered resume writer will be trained using existing resume APIs, but will also continuously learn using existing candidate resumes within Greelance including the resumes that the algorithm generates

AI-Based Job Description Reading/Writing algorithm

Problem

Recruiters and business owners have to write repetitive job descriptions. This can be a time-consuming and tedious task.

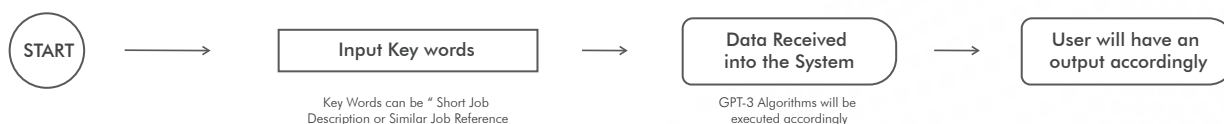
Solution overview

Greelance will implement a job description writer based on input keywords, short job descriptions, and similar job references. The solution will be implemented using Generative Pre-trained Transformer 4 (GPT-4) algorithms.

Process Initialization

AI Job Description – System

System Output



Input Data

The input is a short job description with the skills and qualifications required for the job. There could be some additional keywords, but in general, it will be an unstructured block of text where the employer describes the required skill set.

Model Training

The AI-powered job description writer will be trained using existing job description APIs, but will also continuously learn using existing job descriptions within Greelance including the job descriptions that the algorithm generates

AI-Based Reading/Writing algorithm

Problem

It is often time-consuming to come up with the relevant ideas for the blog posts and write on the given topics. Greelance will create a system that will help our users create SEO optimized blog posts on the given topic and industry and help the users create those blog posts.

Solution Overview

The Greelance AI blog writer will have access to the SEO statistics for each topic, keywords, and subtopics selected and prefer highly rated keywords to generate blog content.

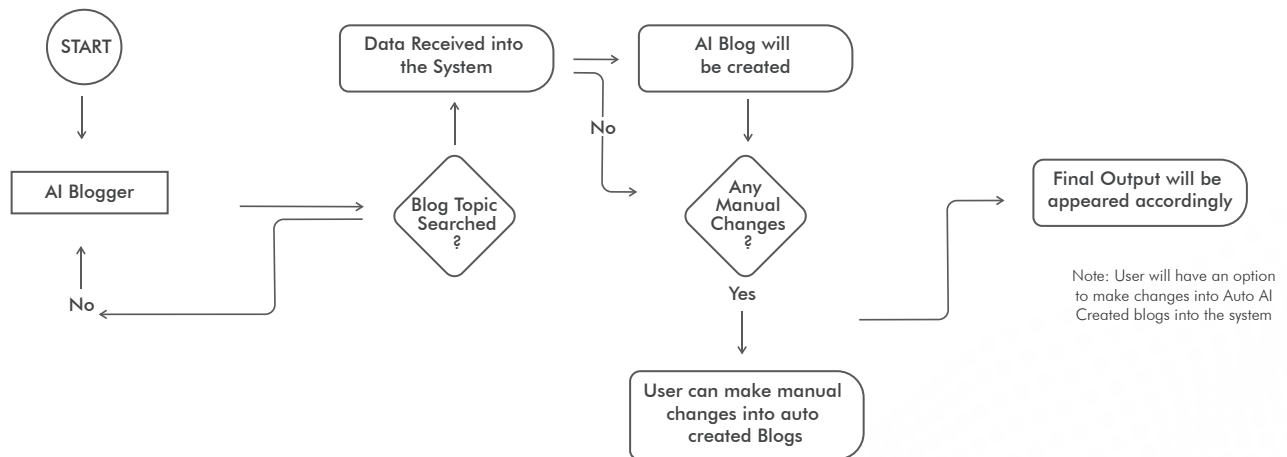
The AI blog writer will create a pool of relevant topics for content creation based on the frequency of content coverage and SEO relevance. The AI blog writer will create a blog post on the given topic based on the input topics and industries selected. The AI blog writer algorithm will also suggest topics to write about based on the imbalance between job postings and skilled candidates.

To incentivize the selection of the AI recommended blog topics, a higher reward in Greelance's tokens will be paid for participants writing and posting suggested blog topics.

Process Initialization

AI Blog Creation

System Output



Input Data

The AI blog writer will get (categories OR subcategories) AND (industries) as input.
The AI blog writer will also get SEO keyword data as input.

Model Training

To choose a blog post relevant to the user selected, Greelance will use a pre-trained Masked Language Modeling (MLM) algorithm.

For the creation of the blog posts, the Greelance AI blog post writer will be trained using pairs of blog post topics and blog post content.

AI-Based Compensation Algorithm

Problem

Greelance platform rewards users for various actions on the Greelance platform, but Greelance should optimize those rewards. The reward for each action should be structured to optimize the revenue (or another metric) generated by the Greelance platform. Therefore, it is proposed to have a machine-learning algorithm to optimize the reward for each action.

Solution Overview

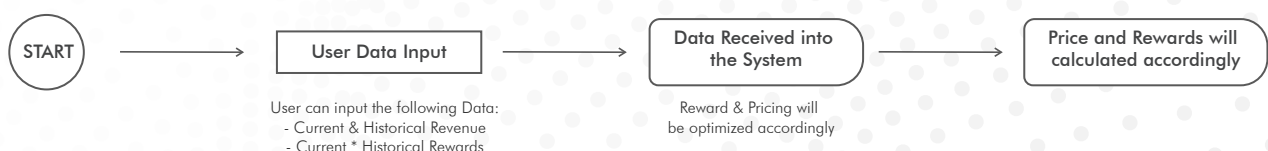
The algorithm will be based on price optimization. The algorithm will optimize the reward for each action online based on the feedback (the Greelance revenue and other related metrics). It will start by initializing rewards with the logical values (human selected), and then it will continuously optimize those rewards with the price optimization algorithm.

It will leverage Deep Q Network (DPQ), Proximal Policy Optimization (PPO), and Inverse Q Networks (IQN)

Process Initialization

AI Reward Creation

System Output



Input Data

The input data for this algorithm will be the current and historical revenue, current and historical rewards, and current and historical activities.

Model Training

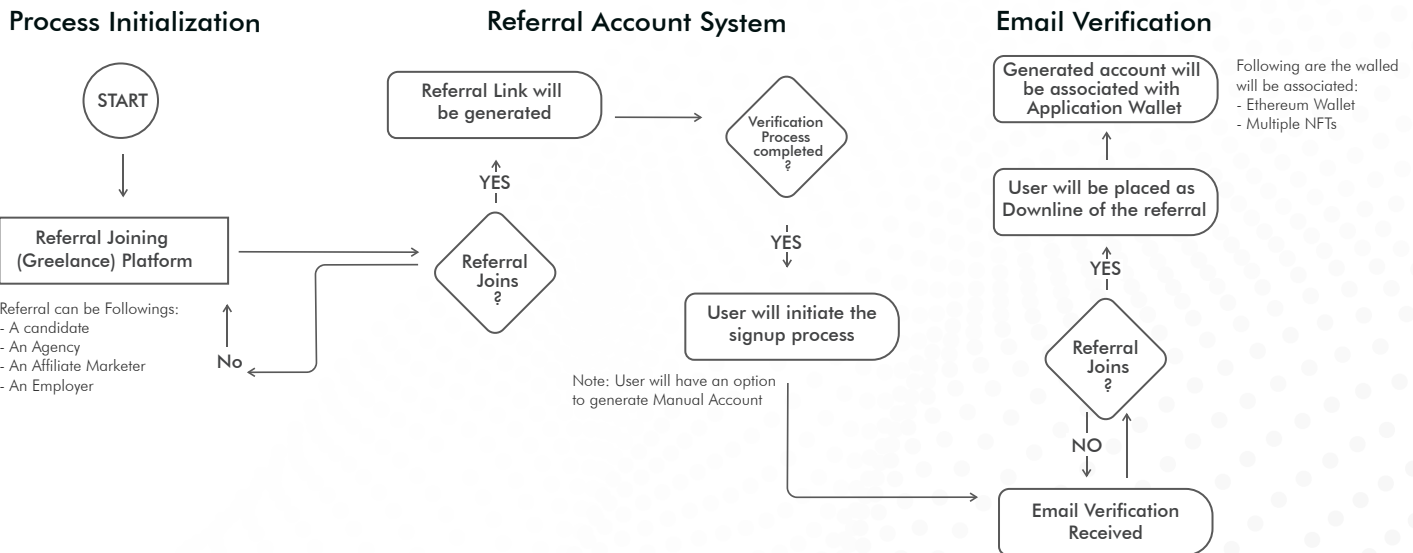
Since this will be a Reinforcement Learning (RL) algorithm; it will be required to train the model in real-time. Therefore, the system will need to set up data collection for rewards and for the Greelance platform that would be inserted into the RL algorithm.

Greelance will run all three reinforcement learning algorithms in parallel in real-time to account for changes in the input data patterns.

TOKEN-HOLDERS SCENARIOS

Referrer

Scenarios

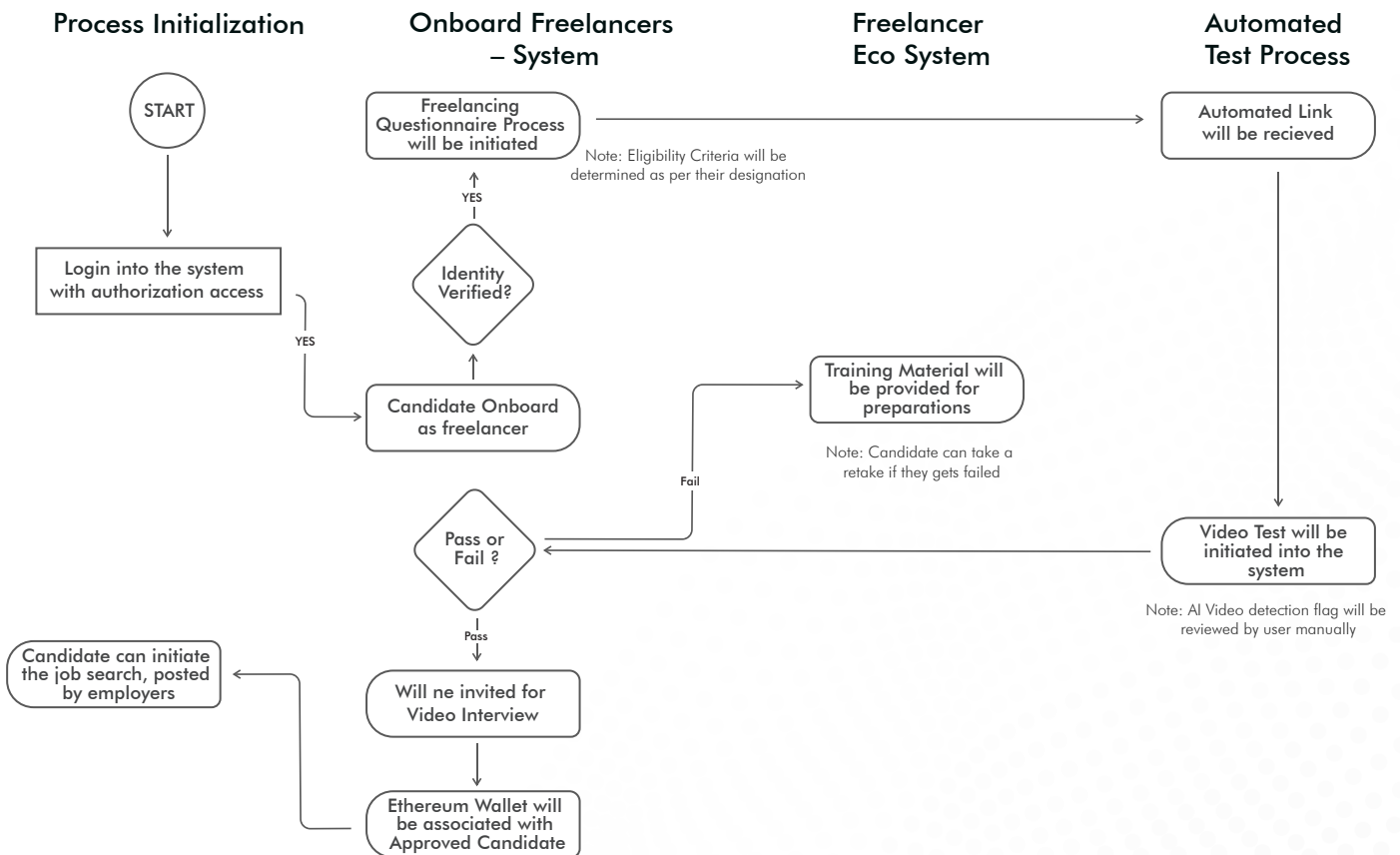


Description

- ❖ A referrer can be a candidate, an agency, an affiliate marketer, or an employer.
 - ❖ The same wallet address is used for all transactions related to a particular user regardless of function.
 - ❖ Each participant can be assigned one or more roles on the Greelance platform.
 - ❖ After a referrer joins Greelance, a referral link is assigned to that referrer.
 - ❖ A new user can click on the referrer's referral link to sign up for a new Greelance account.
 - ❖ The new user will then go through the same verification process as each type of user.
 - ❖ The referrer can also manually add the new user to the Greelance Management Portal.
 - ❖ The new referral is then sent an email to start the application process.
 - ❖ After the new user's account has been approved, the new user is placed as a downline of the referrer.
 - ❖ Once a new user's account is associated with an Ethereum wallet, multiple NFTs are created, one for each topline within a new user's hierarchy.
- Each NFT is then deposited into the wallet address of each respective topline user in the referral hierarchy.

Bounty Programmer Scenario

Scenario



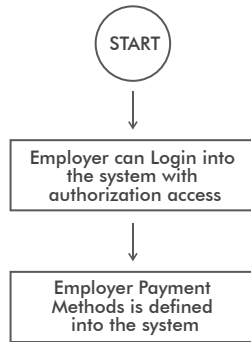
Description

- 🔧 Candidate logs onto Greelance
- 🔧 Candidate applies to be onboarded as a freelancer
- 🔧 The candidate's identity is verified
- 🔧 The candidate is given a questionnaire to determine eligibility to become a freelancer
- 🔧 The candidate's preferred job title or titles is/are determined
- 🔧 The candidate is then sent a link to automated tests based on selection
- 🔧 The candidate needs to have their video on to ensure the candidate is the one taking the test
 - This will be a software-proctored test that uses software to monitor camera movements that may indicate cheating while taking the test online.
 - Only the videos that the AI video detection flags will be manually reviewed by a Greelance participant
- 🔧 The test will increase and decrease in difficulty as the candidate answers each question to gauge the expertise level of the candidate properly.
- 🔧 If the candidate passes the skills test, the candidate will be invited to a video interview with a panel of Greelance Experts in a similar field as the new candidate.
- 🔧 The exact process occurs for each desired job category.
- 🔧 If the candidate fails to meet the minimum test score for entry-level in that evaluation,
 - The candidate is granted access to Greelance to participate in the Greelance Ecosystem and take training materials in their desired job titles and is allowed to retake the test.
- 🔧 Greelance creates automated notifications to encourage candidates to take additional related skills tests.
- 🔧 Once the candidate passes a skills test and the interview, the candidate's profile is approved and associated with an Ethereum wallet.
- 🔧 The candidate can then apply to jobs posted by employers.

Employer Scenario

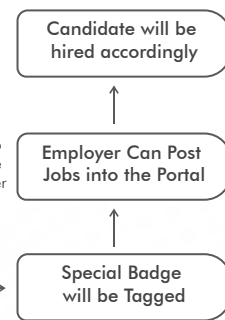
Scenario

Process Initialization



Employer Portal – System

Note: Employer can request Greelance to screen and shortlisted the candidate on the behalf of verified employer



Description

- Employer logs into Greelance.
- The employer applies to be on-boarded into Greelance as an employer.
- The employer information and the payment methods are verified.
 - Verified employers are identified with a special badge.
- The employer profile is connected to the employer's Ethereum wallet.
- The employer is assigned a referral link.
- Employer posts jobs and sets the terms of the job.
 - The candidate applies to the job
- Employer interviews the candidate.
 - Employers can also request for Greelance to further screen candidates for an additional fee payable in Greelance tokens to Greelance participants that are experts in the skill sets required by the employer.
- The employer hires the candidate.
- The employer deposits the project milestone amount or the estimated weekly pay into a staking pool based on the agreed-upon schedule.
- Greelance will solicit feedback from employers to validate whether candidates' expertise matches their advertised expertise level. If the candidate's profile is consistently validated, an "integrity" score or similar designation is assigned to that profile to elevate that candidate's confidence score.

Affiliate Marketer Scenario

Scenario

Process Initialization

Employer Portal-System



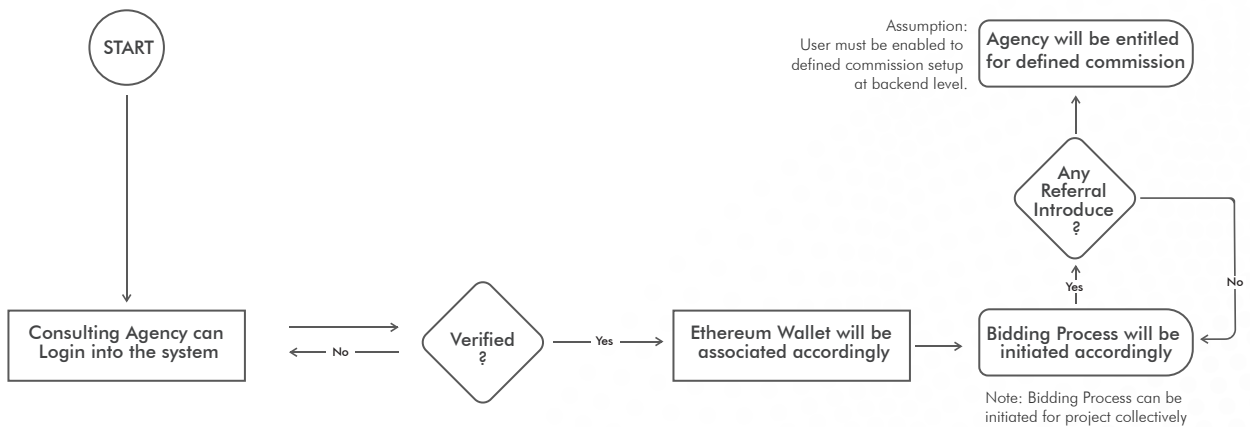
Description

- ☑ Affiliate marketer logs onto Greelance.
- ☑ Affiliate marketer applies to be onboarded to Greelance
- ☑ Affiliate marketer's identity is verified and associated with a unique Ethereum Wallet

Consultancy Agency Scenario

Scenario

Process Initialization

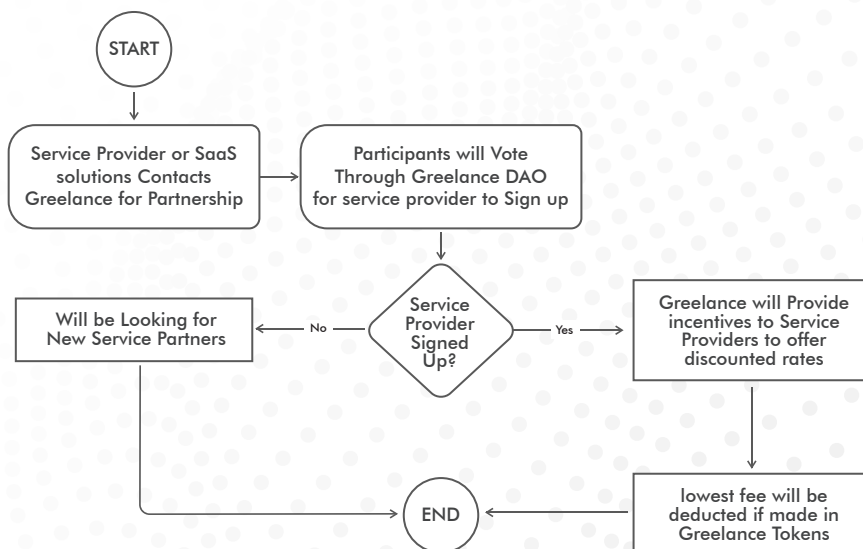


Description

- ☑ Consulting agency logs onto Greelance.
- ☑ Consulting agency applies to be onboarded as an agency.
- ☑ Consulting agency's identity is verified and associated with a unique Ethereum wallet.
- ☑ The consulting agency can add existing Greelance candidates into their agency to bid on projects collectively.
- ☑ Consulting agencies receive referral commissions from the candidates they refer to Greelance; hence, they benefit most from bringing their candidates or referring new candidates to Greelance.

Service Provider Scenario

Scenario



Description

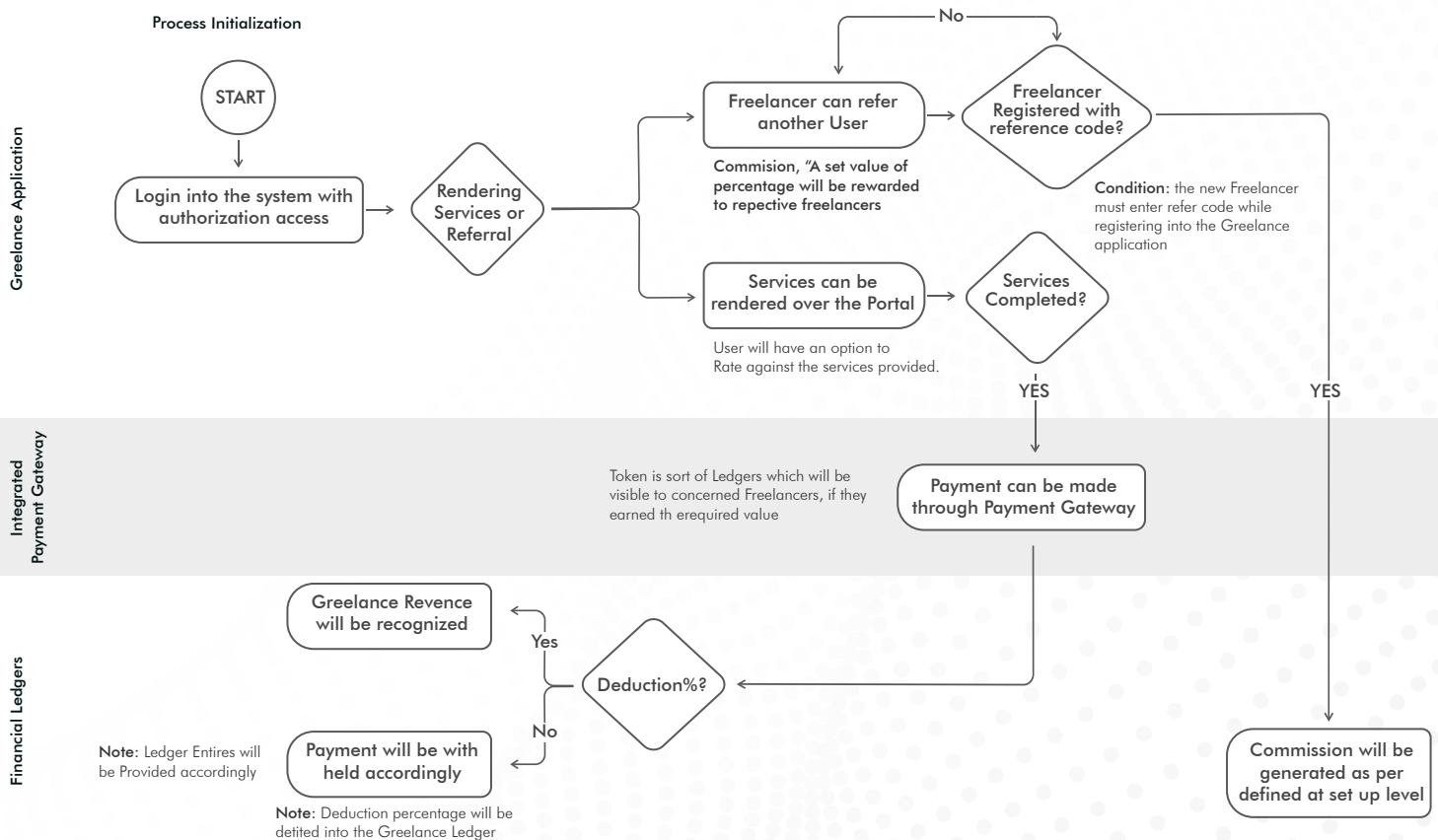
- Greelance will act as a marketplace where benefit providers will provide human resources services directly to market participants
- Through the Greelance DAO, participants would be able to vote on which benefit providers they want to sign up with.
- To join the platform as service providers, benefit providers will be incentivized to offer competitive rates to the collective.
- Payments will also be incentivized to be made in Greelance tokens.

Greelance DAO Scenarios

Scenario

PAYMENT PROCESS

Process Flow Diagram



Description

- Greelance collects a 5% fee from employer payments.
- Greelance collects a 5% fee from the candidate's earnings.
- Greelance collects a 5% fee from affiliate marketer's earnings.
- Greelance collects a 5% fee from consulting agency's earnings.
- Greelance collects a 5% fee from service provider earnings.
- Greelance distributes referral commission and reward tokens to all participant wallets.

How Greelance Works

High-level flow

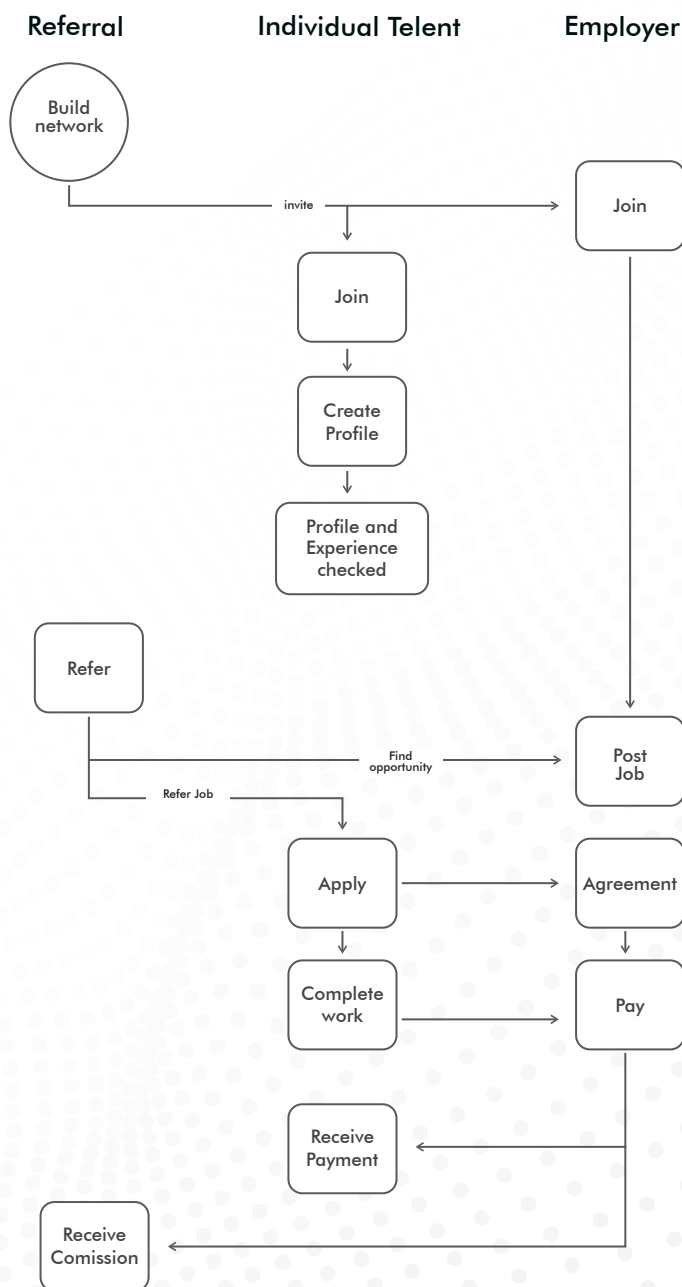
Description

- ❏ The referral node will play a crucial role in creating the community incentivized by commissions. They can refer Greelance to freelancers and companies. They can also refer freelancers for jobs.
- ❏ The freelancers join and complete their profile, which is validated with AI and the community's help. The collaborators are given Greelance tokens as rewards.
- ❏ The referral node finds a work opportunity and refers freelancers.
- ❏ The freelancer applies to the job and the employer reviews the application and agrees with the fees.
- ❏ The employer pays the fees, plus a 5% surcharge in fiat or Greelance tokens.
- ❏ The freelancer will also pay a 5% surcharge in fiat or Greelance tokens.
- ❏ The protocol will have an immutable code that will divide the accrued money, and it will be divided into three:
 - The freelancer is credited with fiat money and Greelance tokens.
 - The referral node is credited to the referral commission in Greelance tokens.
 - The Greelance development fund has credited the surcharges in Greelance tokens.

Initial Screening and Verification

- ❏ An initial skills test will be used to classify freelancers based on their skill sets, and abilities.
- ❏ Identity verification will be required for all participants, including employer representatives
- ❏ Employer data will also be verified. The employer will be required to validate the payment method before being on boarded into Greelance

Greelance High-level Process



Signing into Greelance

Sign-in options

- 🔗 Web2.0 sign-in with Greelance managed wallet
- 🔗 Web3.0 sign-in with web browser-based wallets such as Metamask, Trustwallet, etc.

Content Curation

- 🔗 The freelancers will be encouraged and incentivized to have a complete and up-to-date profile.
- 🔗 The content and integrity of these freelancer profiles will be curated by other freelancers, as reviewers participating in the network and the reviewers will be awarded tokens in exchange for their work.
- 🔗 The outcome of a curated profile will be the final content published along with the person's name who curated the profile.
- 🔗 After the finalization of engagements, employers can also provide feedback and rating of the services provided by freelancers.
- 🔗 Also, freelancers can give feedback and rating to employers.
- 🔗 Freelancers and employers will have an opportunity to provide additional clarification of the rating.

Making Payments in Greelance

- 🔗 Payments will be incentivized to be made in the Greelance token.
- 🔗 Fiat payments will also be accepted, but paying with Greelance tokens will reduce the allocated fee by 50%.

Escrows

- 🔗 Both freelancers applying for work and employers will have the opportunity to escrow.
- 🔗 The freelancers can escrow accumulated tokens to demonstrate a commitment to the completion of the assigned work.
- 🔗 Employers can escrow tokens at the time of job posting. This will show the employer's commitment and earnestness in the engagement.
- 🔗 The escrows can be locked for a reasonable period that will be proportional to the effort required in the engagement.
- 🔗 The escrows are released when the work is completed or when both parties agree to release them.

Hiring Candidates on Greelance

- 🔗 For employers to hire freelancers, they must deposit their tokens to the staking pool.
- 🔗 Suppose an employer wants to hire a freelancer for 20 hours at a rate of \$50/hr (in Greelance tokens), in that case, the employer needs to deposit $\$1,000 + \50 (5% Greelance fee)

Work Completion

- 🔗 Once the freelancer finishes the work and the employer approves it, the freelancer can withdraw \$950 and Greelance retains \$100; \$50 from the employer, and \$50 from the freelancer
- 🔗 If the freelancer doesn't finish the work, the employer can withdraw the token from the staking pool with the candidate's approval.
- 🔗 If the freelancer doesn't approve, the employer can file a dispute for Greelance to review
- 🔗 If the dispute is resolved in favor of the freelancer
 - The freelancer receives \$950
 - Greelance retains \$100
- 🔗 If the dispute is resolved in favor of the employer:
 - The freelancer receives nothing
 - Greelance receives nothing
 - The employer's deposit is refunded
- 🔗 Freelancers can exchange their earnings for other tokens on crypto exchanges.
- 🔗 Employers will rate freelancers and vice versa.
- 🔗 All participants can rate each other if they are involved in any activity designed to increase the revenue of Greelance or increase the value of the Greelance token.

GREELANCE NETWORK EFFECTS



Greelance network effects legend

- ❧ Investors to freelancers interaction:
 - Investors can sponsor individual freelancer entrepreneurial projects.
 - Investors can also purchase freelancer NFTs
 - Investors can provide loans to freelancers. Any loans disbursed will be backed by the value of the NFT a freelancer holds, and the cash flow received from the freelancer's NFT holdings.
- ❧ Investors to consulting agencies interaction:
 - Investors can sponsor consulting agencies that need upfront capital to satisfy a major employer project. Investors are paid from the proceeds for the project plus the cost of capital.
- ❧ Investors to employers interaction:
 - Investors can also sponsor employer projects. Investors can hold the employer NFTs as collateral and get repaid from the commissions received by the employer.
- ❧ Investors to affiliate marketers interaction:
 - Investors can sponsor affiliate marketer organizations. Investors can hold the affiliate marketer NFTs as collateral and get repaid from the affiliate marketers' commissions.
- ❧ Investors to service providers interaction:
 - Investors can provide funding to service providers.
 - Investors will be assigned NFTs. These NFTs are also commission rights NFTs and will give investors the right to receive commissions when participants pay to use that service.
 - Investors will be entitled to receive a percentage of the fees received by the service provider.
 - The agreed-upon percentage will be encoded in the smart contract.
- ❧ Investors to Greelance network protocol interaction:
 - Investors can also sponsor Greelance network enhancement projects.
 - Investors will be assigned NFTs that give them the right to receive commissions from that project.
 - Investors will be entitled to receive a percentage of the profits Greelance makes from any new projects.
 - The Greelance DAO will vote on the proposed percentage before putting a project out for investment.
 - The agreed-upon percentage will be encoded in the smart contract.
 - Investors will pay 5% of all profits it makes back to the Greelance development fund.
 - Investors will receive commission payments from the Greelance network protocol for their referrals.

- ❖ Consulting agencies to freelancers interaction:
 - Consulting agencies will refer freelancers to Greelance
 - Consulting agencies are also employers that can hire freelancers and pay them through the Greelance platform.
 - Consulting agencies may provide benefits to freelancers
- ❖ Consulting agencies to employers interaction:
 - Consulting agencies will bid on proposals submitted by employers
 - Employers will pay consulting agencies
- ❖ Consulting agencies to affiliate marketers interaction:
 - Consulting agencies can partner with affiliate marketers to provide business development services and refer both candidates and employers to the consulting agency network on the Greelance platform.
 - Affiliate marketers are incentivized to source from outside of Greelance as this will allow them to receive commissions from their referrals and they can be selective on which consulting agency they solicit for based on the likelihood of receiving increasing commissions.
- ❖ Consulting agency to service providers interaction:
 - The consulting agency will pay service providers for services it offers to its freelancers and other required services to effectively operate.
- ❖ Consulting agencies to Greelance network protocol interaction:
 - Consulting agencies can be awarded contracts for Greelance enhancement projects
 - Consulting agencies will pay 5% to the Greelance network protocol for revenue it generates
 - Consulting agencies will receive commission payments from the Greelance network protocol for their referrals.
- ❖ Freelancers to employers interaction
 - Employers will pay freelancers on an hourly basis or project milestone basis
 - Employers can offer benefits to freelancers
- ❖ Freelancers to affiliate marketers interaction:
 - Affiliate marketers can partner with freelancers to bring high-value employers for the candidates onto the Greelance platform by actively playing the role of a recruiter.
 - Affiliate marketers are incentivized by the commissions they'll receive from the employer fees.
- ❖ Freelancers to service provider interaction:
 - Freelancers can pay directly for services offered by the service providers
- ❖ Freelancers to Greelance network protocol interaction:
 - Freelancers will pay Greelance 5% of the revenue they receive
 - Freelancers will receive commission payments from the Greelance network protocol for their referrals.
- ❖ Employers to affiliate marketers interaction:
 - Employers can partner with affiliate marketers to help source candidates for their job openings.
 - Employers can offer a higher percentage than the 5% fee they pay to Greelance to further incentivize Affiliate marketers to help source those candidates in a timely manner.
- ❖ Employers to service provider interaction:
 - Employers will pay service providers for services provided to their freelancers and for other required services
- ❖ Employers to Greelance network protocol interaction:
 - Employers will pay Greelance 5% of all salaries paid to freelancers or Service providers.
 - Employers will receive commission payments from the Greelance network protocol for their referrals.
- ❖ Affiliate marketers to service provider interaction:
 - Affiliate marketers will pay the service providers for any required services.
- ❖ Affiliate marketers to Greelance network protocol interaction:
 - Affiliate marketers will pay Greelance 5% of all revenue generated from the Greelance platform.
 - Affiliate marketers will receive commission payments from the Greelance network protocol for their referrals.
- ❖ Service providers to Greelance network protocol interaction:
 - Service providers pay Greelance 5% of all revenue generated from the Greelance platform.
 - Service providers will receive commission payments from the Greelance network protocol for their referrals.
- ❖ Greelance network protocol self-interaction:
 - Greelance network protocol will buy back Greelance tokens with 25% of monthly gross profit.
 - Greelance network protocol will pay out 0.05% of monthly gross profit to all Greelance token holders as a dividend.

COMPENSATIONS AND INCENTIVES

Introduction

- When each user's account is completely approved, multiple NFTs are generated, one for each user's topline tiers.
- The NFT is deployed as an ERC-1155 token:
 - This allows the token to hold the unique NFT property for the tier that the user belongs to and includes metadata that tracks the Greelance tokens earned by that NFT.
- 50% of Greelance's gross profit will be allocated to paying referral commissions in Greelance tokens. This is to ensure that the incentives are closely linked to the actual profitability of the Greelance platform.
- NFTs assigned to a higher tier will be allocated more Greelance tokens than those at a lower tier.
- Within a particular tiered hierarchy, the percentage of the total available compensation (50% of Greelance's gross profit monthly) that each participant receives is based on the average percentile of the following dynamic criteria:
 - Percentile of the rate of increase in the number of referrals.
 - A new referral is counted only when there is revenue attributed to that user
 - Percentile of the rate of increase in personal and direct referral revenue.
 - The average of both percentiles is calculated but is assigned a different ratio based on their relative percentiles.

Freelancer Compensation

- Freelancers are compensated weekly for hours worked or on completing milestones for project-based work. Freelancers have the option to be paid in fiat or Greelance tokens.
 - Payments made and received in Greelance tokens will have fees reduced by 50% for both employers and freelancers.
 - The fees for employers and freelancers are 10% and 5%, respectively.
 - The reduced fees will vest over 30 days, provided the earned tokens are not sold or exchanged.
- Freelancers get compensated for conducting training sessions in their areas of expertise (the freelancer has passed the required test for the expertise level they are training on)
- Each time a freelancer passes a new skill test, the freelancer is compensated in Greelance tokens as that skill set would be transferable to future increased billing or additional projects based on the new validated skillset. Freelancers will also earn badges for each test passed; the badges will engage users through gamification.
- Freelancers are compensated for reviewing and approving new candidates onto the Greelance platform.
- Freelancers are compensated for answering technical questions in the Greelance blogs.

Greelance Employee Compensation

- All Greelance employees will be required to work as freelancers through the Greelance platform but will have a special badge attached to their profile.
- This will allow employees to earn referral commissions similar to all other participants and become part of the decentralized governance of Greelance.
- Greelance employees can also be affiliate marketers, employers, or consulting agency owners.

Developer Bounty Compensation

- Freelancer developers will be incentivized by the Greelance DAO to collaborate in the creation of the network. They will be awarded tokens and reserved money obtained from initial private token sales.
- The Greelance DAO will incentivize freelancer developers to continue collaborating in expanding the network and creating new features. They will be awarded tokens that are replenished as part of the payment cycle defined in the protocol

Example - Referral Commissions liquidations

Introduction

In this example, there will be several actors, all of them are Users of the Greelance network.

User A is a seed User.

User A refers to User B, User B refers to User C

User C then refers to a new User D.

This will define a tree of referral nodes as follows:

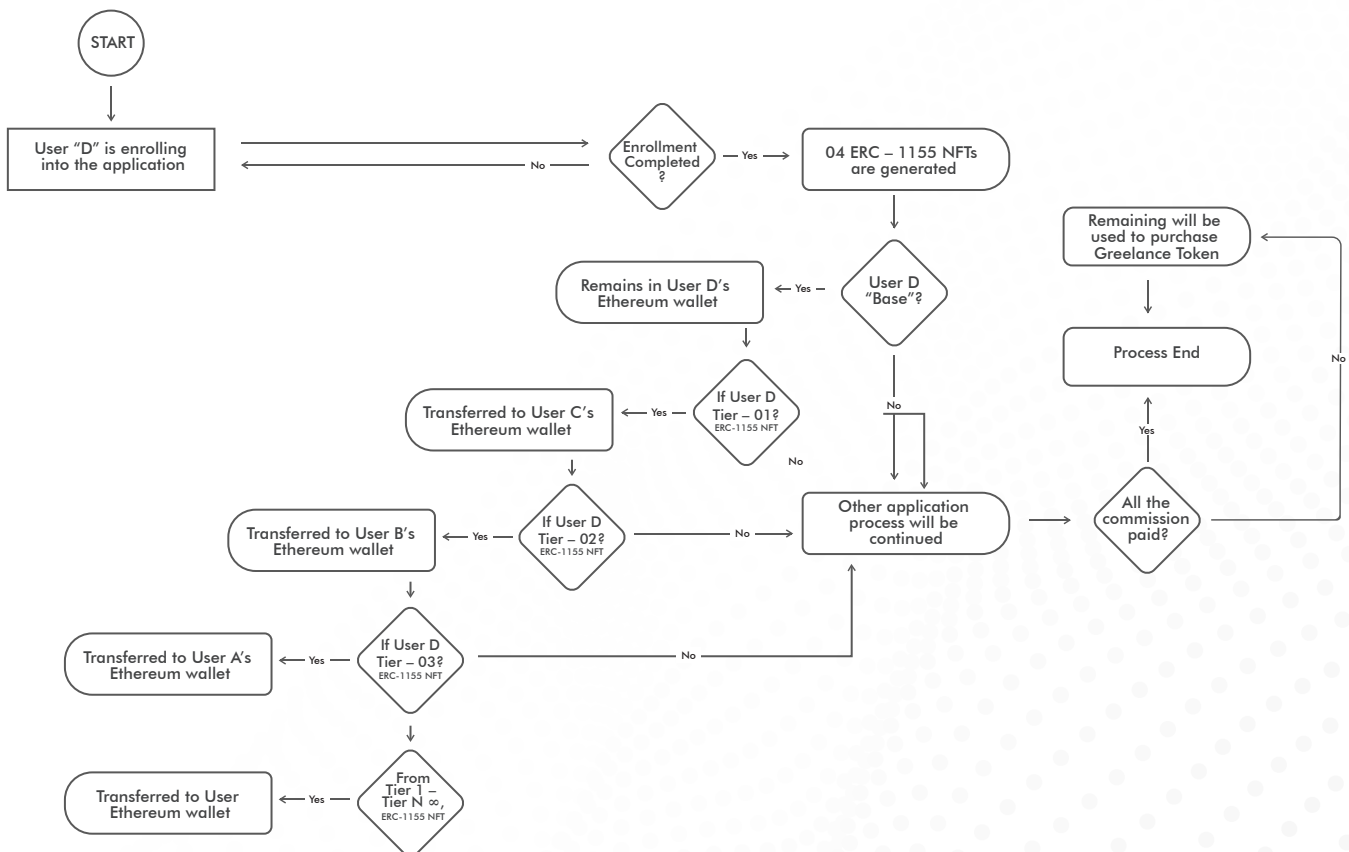
Commissions Process

In terms of referral commissions, the process can be described as follow:

Process Initialization

Consulting Portal – System

Commission paid out



Description

- When User D's enrollment is completed, 4 ERC-1155 NFTs are generated
 - User D Base ERC-1155 NFT (Remains in User D's Ethereum wallet)
 - User D Tier-1 ERC-1155 NFT (Transferred to User C's Ethereum wallet)
 - User D Tier-2 ERC-1155 NFT (Transferred to User B's Ethereum wallet)
 - User D Tier-3 ERC-1155 NFT (Transferred to User A's Ethereum wallet)
- The maximum amount allocated for commissions is 50% of the fees Greelance collects from a particular user.
- The allocated compensation for User D Tier-1 NFT is 25% of the fees Greelance collects from User D.
- The allocated compensation for User D Tier-2 NFT is 12.5% of the fees Greelance collects from User D.
- The allocated compensation for User D Tier-3 NFT is 6.25% of the fees Greelance collects from User D.
- The sum of all allocated compensations from Tier-1 to Tier-n is ~50% of the fees Greelance collects from a particular user
 - (As n moves towards ∞ , the sum approaches 50% of the fees)
- Regardless of where you fall within the hierarchy, you can still earn a larger portion of the allocated commission than your referrer, based on your activity level.

- 🔗 The activity level is also used to determine what percentage of the allocated commission is paid out based on active participation on the Greelance platform:
 - Referral activity: The increase in participants referred to Greelance by the referrer.
 - Revenue activity: The revenue increase generated by the referrer and all the direct referrals of the referrer
 - Note: Additional activity levels will be measured that will account for all the paid actions on the Greelance platform
 - After commissions are paid out, the remainder of the allocated commissions that are not paid out is used to purchase Greelance tokens to replenish the Greelance ecosystem development pool.

GREELANCE CUSTOMER MARKET SEGMENTS

Employee/Freelancer

- 🔗 Greelance will target freelancers, W-2 employees, 1099 employees, and contractors.
- 🔗 The total addressable market for this segment is about 10 million in the US.

Employer/Company

- 🔗 Greelance will target companies looking to fill next generation technology jobs.
- 🔗 The total addressable employer market for this segment is about 1 million in the US, equating to 3 million jobs on average

Affiliate Marketer

- 🔗 Greelance will target affiliate marketers that will refer freelancers, consulting agencies, employers, and other affiliate marketers.
- 🔗 Affiliate marketers that Greelance will target:
 - Top earning affiliate marketers in other markets
 - IT trainers
 - Social media influencers
 - Technical blog writers
 - Traditional recruitment agencies
 - Technical colleges, community colleges, and university
 - Certificate programs within our niche
- 🔗 The total addressable market for this category is about 1 million affiliate marketers in the US.
 - This category also includes freelancers, employers, and service providers that will refer other candidates, employers, and service providers.

Consulting Agency

- 🔗 Any freelancer or employer can create their agency on Greelance and staff the agency with candidates on Greelance or bring their own candidates
- 🔗 Greelance will target consulting agencies to join Greelance and bring their candidates with them to join the Greelance platform so the consulting agencies can leverage our HR programs, mentorship ecosystem, and training. In addition, agencies can continue to make residual income from candidates they onboarded, even after the project is over if these candidates remain on the Greelance platform.
- 🔗 Greelance will also target existing candidates to create their agencies, help mentor other candidates, and be compensated while building their organization in Greelance.
- 🔗 Employers can create agencies and market their services to other employers on the Greelance Platform

Service Provider

- Greelance will also target service providers that will provide services and tools for which Greelance does not have a competing solution.
- Those service providers will pay a fee of 5% to Greelance.
- Freelancers, employers, or consulting agencies will pay the cost of those services in Greelance tokens based on the equivalent fee the service provider charges in fiat currency.

Investors

- Greelance will also target investors that will provide ongoing investments for Greelance development projects, sponsor employer and consulting agency projects and also provide short-term funding to freelancers.
- Greelance investors will be registered participants on the Greelance network and will also be able to receive commissions from referrals
- Investors will pay Greelance 5% of any profit generated from their investments and commissions.

REVENUE, PROFITABILITY, AND VALUATION FORECAST

REVENUE

At the time of writing the current version of the whitepaper the figures have been forecast as follows:

- FY1
~\$1.5 million
- FY2
~ \$28 million

We forecast spending 25.9% of monthly revenue on marketing until the project reaches phase 2 launch (end of FY2)

With the multiplicative effect of the referral structure, it is expected that revenue growth will match or exceed marketing expenses 1:1

- FY3
~\$55 million

PROFIT

- We are forecasting to reach profitability during FY3
- Profitability is delayed to accelerate revenue growth with an increase of marketing spend during FY1 and FY2

GREELANCE TOKEN VALUATION MODEL

Introduction

- Greelance focuses on incentivizing participant interactions to create the necessary network effects that will increase the value of these interactions and in turn increase the revenue and profit generated by the Greelance network protocol.
- Hence the most appropriate valuation model for the Greelance token is a valuation based on the Network Effects and the average transaction volume of each interaction between network participants.
- The Greelance token value is modeled using a weighted average of two network effects valuation models:
 - Metcalfe valuation model.
 - Odlyzko variation of the Metcalfe valuation model.

Token valuation models

Metcalfe token valuation model

- Metcalfe proposes that the value of a network is the square of the number of nodes within the network.
- Within the Greelance network, we have multiple nodes that perform different functions.
- The multiplicative product of each node type is a better representation of the value of the interaction between those nodes than the square of the sum of participant nodes.
- For the modified Metcalfe valuation model, we propose the following valuation formula: $\Sigma(m*n*z)$
 - where m = number of nodes of type a
 - where n = number of nodes of type b
 - where z = average monthly transaction value for the interactions between nodes of type a and nodes of type b.
 - where Σ = sum of the values of all network effects interactions between all Greelance network participant nodes.

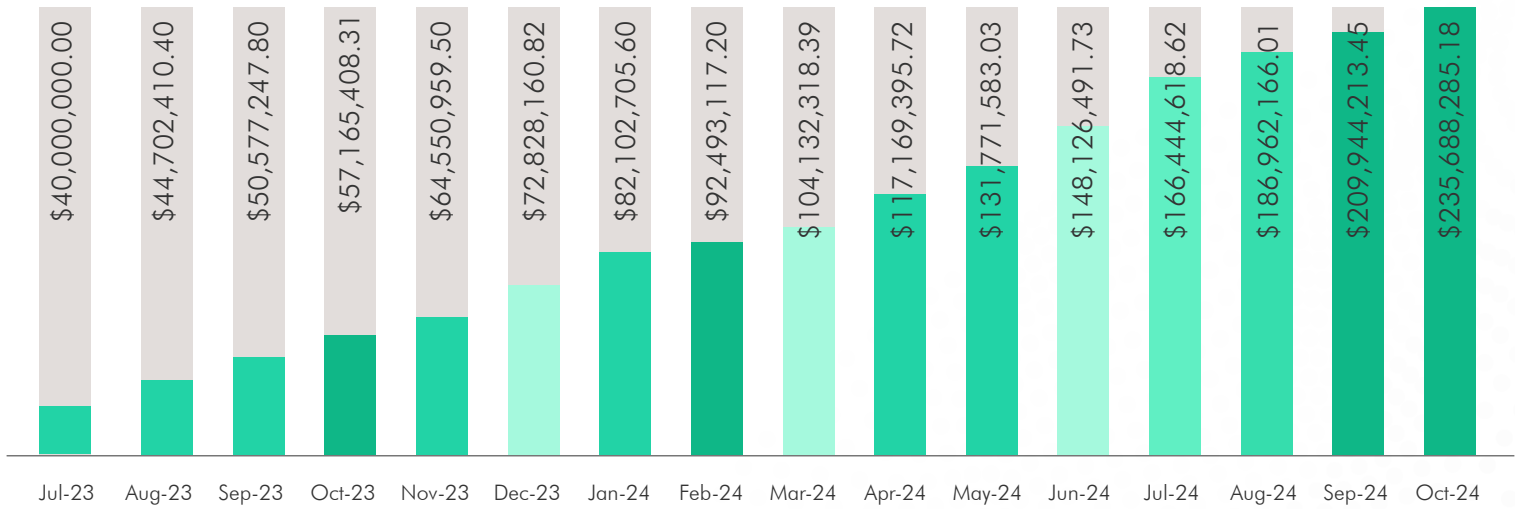
Odlyzko variation of the Metcalfe token valuation model

- Odlyzko variation of the Metcalfe valuation model is a slightly less aggressive model but better captures the network value as the number of participants increases and the network becomes more mature.
- As stated above, because we have multiple nodes that perform different functions, a slight modification of the Odlyzko variation is appropriate as well to capture the relative value of each node type involved in the interaction.
- For the modified Odlyzko variation valuation model, we propose the following valuation formula: $\Sigma(((m+n) \div 2) * \ln((m+n) \div 2) * z)$
 - where m = number of nodes of type a
 - where n = number of nodes of type b
 - where \ln = natural logarithm (log to base e)
 - where z = average monthly transaction value for the interactions between nodes of type a and nodes of type b.
 - where Σ = sum of the values of all network effects interactions between all Greelance network participant nodes.

Greelance token valuation model:

- The Greelance token valuation model initially assigns 100% weight to the modified Metcalfe valuation model but as the number of participants increases, their rate of increase is inversely proportional to the weight assigned to the modified Metcalfe valuation model and directly proportional to the weight assigned to the modified Odlyzko valuation model.
- The Greelance token valuation model formula: $\Sigma((m*n*z*A) + (((m+n) \div 2) * \ln((m+n) \div 2) * z*B))$
 - where m = number of nodes of type a
 - where n = number of nodes of type b
 - where \ln = natural logarithm (log to base e)
 - where z = average monthly transaction value for the interactions between nodes of type a and nodes of type b.
 - where 'A' = The weight assigned to the modified Metcalfe valuation model
 - where 'B' = The weight assigned to the modified Odlyzko valuation model
 - 'A'+'B' = 1
 - 'B' = 1-'A'
 - If number of participants increases by x%, 'A' decreases by x%
 - As 'A' decreases, 'B' increases
 - If number of participants decreases by x%, 'A' increases by x%
 - As 'A' increases, 'B' decreases
 - where Σ = sum of the values of all network effects interactions between all Greelance network participant nodes.
- For all 22 network effects interactions previously listed, we forecasted the estimated monthly value that each interaction contributes to the total valuation of the Greelance token.
- ASSUMPTIONS:
 - Number of participants at the start of token valuation modeling:
 - INVESTORS: 3
 - FREELANCERS: 150
 - EMPLOYERS: 30
 - SERVICE PROVIDERS: 6
 - CONSULTING AGENCIES: 6
 - AFFILIATE MARKETERS: 45

— Greelance token valuation with estimated participant monthly growth rate of 12.5%



VALUE PROPOSITION

Competition

- Braintrust
- Upwork
- Toptal
- FreeUp
- Andela
- Fiverr

Braintrust

FreeUp

fiverr.

Toptal®

Andela

upwork

Differentiator

- Greelance focuses on next-generation technology jobs.
- Greelance will generate higher income for each freelancer through income resulting from referrals.
- Greelance has three pending patents on its innovative AI-based compensation model, representing the value of the Greelance network effect as a Non-Fungible Token (NFT) and the combination of the NLP AI Algorithms used to generate resumes, job descriptions, and blog content.
- Greelance has an experienced executive and technical team with over 100 years of combined experience in next-generation technologies.
- Greelance innovates more efficiently and achieves its technical and strategic objectives from the combination of multidimensional expertise. The parent company of Greelance and majority shareholder, Enterprise Engineering Solutions, Inc., has been implementing next-generation technologies for the last ten years and will be a strategic and technical partner in implementing all required technical solutions.

Value Proposition for Employers

Given the following identified pain points:

- Low-Quality output
- Difficulty finding candidates with required skill sets
- High markup fees by recruitment agencies
- Cultural misunderstandings
- Language barriers

This is the value proposition:

- Greelance will validate and fully screen all candidates before they become fully verified freelancers.
- Candidates will take specific tests to validate and prove their skill set.
- Greelance participants will actively recruit candidates to fill an employer's job requirement and get compensated in Greelance tokens if their referred candidate is selected.
- Greelance charges employers 5% in fees. If the employer has also referred other participants to Greelance, the employer can also earn commissions which would effectively reduce or eliminate the fees paid.
- When the employer and candidate are from different countries, Greelance will offer both participants optional cultural awareness tutorials.
- Greelance will implement an advanced AI NLP (Natural Language Processing) translation algorithm specifically trained to be fluent in the nuances of each technology area in multiple languages.

Value Proposition for Professionals

Given the following identified pain points:

- Lack of employment benefits
- High commission fees
- Difficulty finding an initial project
- Low pay rate
- Misunderstand cultural differences
- Language barriers

This is the value proposition:

- Greelance will integrate service providers that will provide group benefits for Greelance freelancers as a collective to reduce the cost of benefits.
- Greelance only charges freelancers 5% in fees. Freelancers also have an opportunity to reduce or eliminate their fees by referring other participants to the Greelance platform.
- When the employer and candidate are from different countries, Greelance will offer both participants optional cultural awareness training.
- The initial screening test will validate the freelancers' knowledge and expertise in the tested area. Greelance will also highlight the candidate's job history outside of Greelance.

Service Provider

- 🔧 Greelance will implement an advanced AI NLP translation algorithm specifically trained to be fluent in the nuances of each technology area in multiple languages.
- 🔧 Greelance will set the following rates:
 - Minimum Rates:
 - Entry-level: \$5-10/hr
 - Intermediate level: \$10-20/hr
 - Expert level: \$15-30/hr
 - Suggested rates:
 - Entry-level: \$25 - \$50/hr
 - Intermediate level: \$50 - \$100/hr
 - Expert level: \$75 - \$150/hr
 - There is no maximum rate.

GREELANCE CUSTOMER SEGMENTATION

Geographic Segmentation

- 🔧 Greelance will target candidates, employers, and affiliates worldwide

Demographic Segmentation

Candidate Demographic Segmentation

- 🔧 Greelance will target candidates that are primarily in technical roles

Employer Demographic Segmentation

- 🔧 Greelance will target all employers looking for technical candidates

Affiliate Marketer Demographic Segmentation

- 🔧 Greelance will target affiliates looking to make residual income

Consulting Agency Demographic Segmentation:

- 🔧 Greelance will target consulting agencies that have consultants with technical expertise that employers are looking for.
- 🔧 Consulting agencies will be able to onboard their consultants and earn residual income as they work on customer projects and are paid through Greelance.
- 🔧 Consulting agencies still have to pay 5% of their earnings, but if they pay the consultants through Greelance, a portion of their fee equivalent to what the consultant pays to Greelance is deducted based on our referral model.
- 🔧 Consulting agencies will continue to earn residual income for any work the consultant does on Greelance even if they are no longer with that agency (similar to how all referrals are treated)

Psychographic Segmentation

- 🔧 Greelance will target participants involved in technical activities such as members of a technical journal, members of a technical social group.
- 🔧 Greelance will target candidates with concerns about staffing agency markups
- 🔧 Greelance will target employers posting jobs or looking for recruiters

Behavioral Segmentation

- Greelance will target candidates searching for jobs through search engine
- Greelance will target employers searching for recruiters or recruitment companies.
- Greelance will target affiliates looking for an additional source of residual income

SERVICES

Job Placement Services

Jobs Focus Areas

Greelance jobs and services will focus on the following technology areas:

- E-Commerce
- Cloud Computing
- Cyber Security
- Digital Marketing
- IT Training
- IT Staffing
- IT Management
- Data Center Networking
- Datacenter Security
- Artificial Intelligence and Machine Learning
- Business and Decision Intelligence
- Virtual/Augmented Reality
- Software Engineering
- Systems Engineering
- Robotics
- Quantum Computing
- Autonomous Systems
- Self-driving Technology
- Electric Vehicle Technology
- Internet of Things
- Renewable Energy
- Smart Homes
- Fintech
- Blockchain
- Cryptocurrency

Human Resource Service

Payroll Service

- Targeted for Phase 3

Employee Benefits Service

- Targeted for Phase 3

Employee Time Tracking Service

- Targeted for Phase 3

Training Service

This service will be focused on candidates and employees.

- Targeted for Phase 3

Consulting services

From its inception, Greelance has been a network of employers and candidates working in a single network protocol. These are considered affiliates of Greelance. They will be advocating Greelance adoption; therefore, it will be possible to find and engage with Greelance affiliated parties' professional services in the Greelance jobs seeking. It will include the professional services offered by Greelance's parent company EES Inc. and its subsidiaries.

Platform extension by Internal Projects Incentivization

The platform will allow affiliated parties to contribute to features and sub-systems to grow organically in the protocol whilst these do not attempt against the sustainability or the principles of the Greelance network itself:

- Participants can sponsor specific initiatives within the Greelance platform.
- This is to create add-ons or extensions to the platform that can be monetized.
- Those participating in the project development can be compensated in Greelance tokens.
- Those participating in the project can be compensated in Greelance tokens as those initiatives are monetized.

MARKETING

Objectives

Greelance considers marketing as one of the divisions run within the DAO. The marketing department is not expected to be fully decentralized at the beginning. However, it is expected to be funded by the tokenomics of the ecosystem in the future.

- Increase the number of participants and increase revenue generated per participant
 - In FY1 and FY2, the objective is a 25.9% increase monthly
 - FY3 and beyond, the objective is a 5.9% increase monthly

Channels

Broadcast Channels

- Display ads on Google Search
- Display ads on Facebook
- Display ads on LinkedIn
- Display ads on Youtube

Direct Channels

- Greelance website chatbot
- Email marketing
- Text message marketing
- Messaging applications:
 - Facebook Messenger
 - Snapchat
 - WhatsApp

Search Channels

- 🔗 Google Search engine optimized listing

Social Media Channels

- 🔗 LinkedIn: Cultivate followings and likes and display ads
- 🔗 Facebook: Cultivate followings and likes and display ads
- 🔗 YouTube: Cultivate followings and likes and create an animated video
- 🔗 Twitter: Cultivate followings and likes
- 🔗 TikTok: Cultivate followings and likes
- 🔗 Pinterest: Cultivate followings and likes
- 🔗 Instagram: Cultivate followings and likes
- 🔗 Discord: Cultivate followings
- 🔗 Telegram: Cultivate followings
- 🔗 GitHub: Cultivate followings

CUSTOMER USER JOURNEY

"Awareness" customer user journey

- 🔗 Customized marketing materials to establish the Greelance brand

"Interest" customer user journey

- 🔗 Customized marketing materials to describe all products and services that Greelance offers

"Desire" customer user journey

- 🔗 Customized marketing materials emphasize why the customer should choose Greelance's products and services over those of the competitors.

"Action" customer user journey

- 🔗 Customized marketing materials to ease customers' reservations and make them more comfortable signing up for Greelance's services.

"Post Action" customer user journey

- 🔗 Customized marketing materials that educate customers on the best way to use the Greelance platform.

TEAM



Jimmy Idemudia

CEO Greelance Inc.

Jimmy Idemudia is a US Army veteran and a former Google Cloud Architect.

Jimmy has over 20 years of experience in technology architecture and management.

Jimmy has extensive expertise in the implementation of Cloud, Blockchain, Artificial Intelligence, Robotics, and IoT technologies.



Artyom Kulakov

AI/ML
Developer

Art is the CEO and founder of ArtLabs.

Art is a Machine Learning Engineer with extensive knowledge in all major Deep Learning and Machine Learning topics.

Art has worked with 50+ clients, who manage small and medium-sized businesses to help them build and integrate ML & DL algorithms into their infrastructure. Art is a Kaggle Competition Master ranking 28th on the Kaggle global leaderboard.



Gustavo Carbonell

Blockchain/Token-
Economics/Crypto Advisor

Gus is a Softobiz PTYD partner. He is a dedicated technologist enthusiastic with experience in large enterprises and industries. He specializes in multiple architecture and software design disciplines. He is now focused on helping build Web3.0 networks, tokenomics, behavioral economics, and blockchain platforms. He has also raised products and startups.



Deepak Malhotra

Legal Advisor

Deepak Malhotra is a Commerce and Law Graduate (1991 Batch) and has 30 years of experience in the field of Securities, Derivatives, Hedging, Options, Bull Spread & Bear Spread techniques, Financial Reports of LLCs, Real estate, Contract Drafting & Management, Arbitration and Litigation support in the Courts. Deepak is also qualified in Capital Market from National Stock Exchange and in Derivatives from Bombay Stock Exchange, India. Since 2008, he is the owner of a Law Firm and has a dedicated team of Lawyers, Legal Researchers, and Legal Compliance Management staff to handle Corporate and Legal Assignments from various States of the US.



Tayyab Javed

Director of Operations, EES
Corporation, APAC

With a focus on marketing, creative thinking, and business acumen, I have supported business owners and executives for 7 years in effectively promoting their products and services. My primary objective is to enhance market visibility, increase sales, and foster business growth.

As an analyst, market researcher, and strategic planner, I provide valuable insights to aid decision-making regarding target markets and demand generation. I find great satisfaction in working with emerging businesses, assisting them in turning their dreams into reality beyond mere business plans. Additionally, I offer guidance to entrepreneurs in developing innovative products and formulas, transforming their unique business ideas into actionable strategies.



Alice Huang

Crypto Growth
Strategy Advisor

Alice has over 15 years of experience scaling companies across blockchain, SaaS, real estate, and digital marketing. Alice is the founder of TeamCryptoHeroes, the only operations, and marketing focused agency for the cryptocurrency industry. She has worked on projects for both ICO and IPO, from reviewing whitepapers to ensuring project delivery, to building strong communities to hosting AMAs. Alice wears multiple hats and has a well-rounded team built up to support various crypto projects. Alice also has a strong background in marketing, having helped multiple projects with their marketing strategies, planning, and delivery.

TEAM



Fatir Malik
AI/ML Engineer

Muhammad Fatir Malik is a skilled data scientist with 4 years of experience in computer vision, natural language processing (NLP), and machine learning. Specializing in recommendation systems, he excels at delivering personalized and impactful solutions. With a bachelor's degree in Electrical Engineering, Fatir continuously expands his knowledge through projects and professional development opportunities. His expertise spans industries, collaborating with cross-functional teams to drive business growth and enhance decision-making. Fatir's passion for data science is fueled by his curiosity to uncover patterns and derive meaningful conclusions. With up-to-date knowledge and strong communication skills, he bridges the gap between data and actionable insights, aiming to empower businesses and create positive impact.



Kamal MahendraSirisena
Software Architect

Kamal is a highly experienced software architect with over 15 years of expertise in the software development industry. With a strong educational background, including graduate and postgraduate degrees in computer science, he demonstrates a deep understanding of the field. Kamal's commitment to continuous learning is evident through his completion of relevant vendor certifications, keeping him up-to-date with the latest advancements in software development, database management, and IT management. With a diverse portfolio encompassing open source, Windows, and mobile application development, Kamal excels in backend development and database design. Proficient in Django, Python, MongoDB, .NET, and PostgreSQL, he consistently delivers robust and efficient solutions.



Sam Jamil
Director of Human Resources,
EES Corporation, APAC

A results-driven and quality-oriented professional, with a wealth of experience in Human Resource Management, encompassing recruitment & selection, training & development, employee relations, performance appraisal, and Organizational Development. Demonstrating advanced presentation skills and adept at building relationships, I have a proven track record of success. I excel both as a team player and as a leader, thriving under pressure and embracing new challenges. My academic qualifications include an MBA in Human Resource Management & Strategic Management from Roehampton University in London, United Kingdom, a Master's degree in Computer Science from the University of Management and Technology in Lahore, Pakistan, and a Bachelor's degree in Commerce from Punjab University in Lahore, Pakistan.



Brad Houston
Talent/Learning Management
Systems Advisor

Brad has over 17 years of experience designing, developing, and delivering Human Capital and Talent Management solutions to global organizations in manufacturing, healthcare, and commercial services. Brad is also a senior-level instructional designer for large, high-impact corporate technical, compliance, and employee development training. Brad is a classroom and virtual classroom facilitator with large scale (audiences over 200), focus group, and workshop presentation delivery.



Genevieve Walker-Lightfoot
Legal Advisor

Genevieve Walker-Lightfoot is a former U.S. Securities and Exchange Commission (SEC) attorney. She worked on the Bernard Madoff investigation in 2004. As the Lead Investigator for the SEC on the case, she discovered key elements of the Madoff Ponzi scheme. She has over 15 years of legal experience. She has worked for the American Stock Exchange and the Federal Reserve Board and she has a vast background in federal financial regulations.



Dr. Adnan Tariq
AI/ML
Advisor

Tariq has a Ph.D. in Computer Science from the University of Stuttgart. Tariq's dissertation focused on IoT, Artificial Intelligence, and machine learning.

TEAM



Dr. Esther Paul

CFO, Greelance Inc. & AML/ATF
Compliance Officer



Ghulam Abbas

Blockchain/Crypto Developer

Ghulam Abbas has over 3 years of experience scaling companies across blockchain in real estate digital tokenisation. He has worked on projects for both ICO and IPO, from reviewing whitepapers to ensuring project delivery, to building strong communities for QAs of blockchain protocol.

Ghulam Abbas wears multiple hats and has a well-rounded team built up to support various crypto projects. Alice also has a strong background in backend software development having helped multiple projects with their problem solving strategies, planning, and delivery.



Akshay Tikoo

Director of Sales & Business

TECHNICAL PARTNERS

Greelance is working with the following partners to implement the technical solution. Each partner has core expertise in a required technology area of focus.



**Enterprise Engineering Solutions
(EES Corporation), Inc.**

EES Corporation has expertise in multiple next-generation technologies.



SPECVU

SPECVU is a leader in Artificial Intelligence Solutions and will primarily contribute to the design and development of the AI algorithm.



LYKACHAIN

LYKACHAIN has Blockchain Application development expertise.



LEARNDINGO

LEARNDINGO has Learning Management System Development expertise.



AEROLYM

AEROLYM has Digital Marketing expertise



QUANTKOIN

QUANTKOIN has Cryptocurrency Development and Management expertise.



CODEAMPLIFYER

CODEAMPLIFYER has expertise in multiple Software Development Environments.



PROVOGA

PROVOGA has expertise in IT Management and Human Resource Information System Development.



SOFTOBIZ PTYD

Softobiz has expertise in consultancy and development on Web3

REGULATORY FRAMEWORK

The following aspects of the Greelance initiative have been identified that may be considered within the jurisdiction of different regulations.

- ❧ Decentralized Autonomous Organization as a legal entity
- ❧ Greelance token as a security
- ❧ Personal Identifiable Information compliance
- ❧ Know Your Customer (KYC) compliance
- ❧ Anti Money Laundering (AML) compliance
- ❧ Anti Terrorist Activities Reporting compliance
- ❧ Money Service Business (MSB) compliance
- ❧ Bank Secrecy Act (BSA) compliance
- ❧ The Financial Crime Enforcement Network (FinCEN) compliance
- ❧ US Securities and Exchange Commission (SEC) compliance
- ❧ California Escrow law compliance
- ❧ US States' Money Transmission (MTL) compliance
- ❧ US States' Digital Token Act compliance
- ❧ Michigan eWallet Law compliance
- ❧ US States' Financial Institution Division Intimation (FID) compliance
- ❧ Blockchain Industry Empowerment Act compliance
- ❧ US Sandbox & State Agreements compliance
- ❧ Currency Transit State Law compliance

LEGAL

Introduction

- ❧ Greelance has applied for the Greelance token and Greelance NFTs to be compliant in all 50 US States. The following are the pending licenses for Greelance to achieve full compliance in all 50 US states. While the license applications are in progress, Greelance will operate as a members-only entity where only registered network participants can utilize Greelance or be allocated or granted the Greelance tokens and/or NFTs.
- ❧ Greelance's initial focus is on the United States but Greelance also intends to operate in all G20 countries where permissible and comply with all required securities and tax laws.

United States Licenses



ACT/ LICENSE/ COMPLIANCE

- 1 Registration Procedure of business establishment (MSB) under Bank Secrecy Act
- 2 Money Service Business Registration and Registration Procedure with FinCEN (The Financial Crime Enforcement Network)
- 3 Nationwide Multistate Licensing System- NMLS – Multi-State MSB Licensing Authority - Registration and Compliance
- 4 US Securities and Exchange Commission (SEC) - Registration and Compliance
- 5 AML Programs & Regulation - ANTI-MONEY LAUNDERING COMPLIANCE
- 6 Uniform Regulation of Virtual-Currency Business Act (URVCBA) - enacted by Uniform Law Commission (ULC) - Will be implemented soon.
- 7 Investment Adviser License
- 8 NY BitLicense Plus L9
- 9 NY Money Transmitter License (Applicable in New York Only)
- 10 Alabama Virtual/ Fiat Currency License
- 11 Alaska Money Transmitter License & State Limited Licensing Agreement compliance.
- 12 Arizona Money Transmitter License
- 13 Arkansas Uniform Money Services Act Compliance
- 14 California - "Uniform Regulation of Virtual Currency Business Act" Compliance & Escrow License
- 15 Colorado Digital Token Act Compliance
- 16 Connecticut Money Transmitter License
- 17 Delaware Money Transmitter License
- 18 District of Columbia Money Transmitter License
- 19 Florida Sandbox License
- 20 Georgia Licensing U/s O.C.G.A. §7-1-681
- 21 Hawaii Permission from Digital Currency Innovation Lab - Not Recommended
- 22 Idaho Money Transmitter Act Simple Compliance and ILLINOIS MTL License
- 23 Indiana Simple Information Compliance
- 24 Iowa Universal Uniform Money Services Act Compliance
- 25 Kansas Money Transmitter Act Compliance
- 26 Kentucky Money Service License

ACT/ LICENSE/ COMPLIANCE

- 27 [Louisiana Virtual Currency Business Act Compliance](#)
- 28 [Maine Simple Compliance](#)
- 29 [Maryland Money Transmitter License from the office of the Commissioner of Financial Regulation](#)
- 30 [Massachusetts Money Transmitter License](#)
- 31 [Michigan e-Wallet Money Transmission License](#)
- 32 [Minnesota License form MCD](#)
- 33 [Mississippi Simple Compliance information](#)
- 34 [Missouri -Simple compliance of Sale of Checks Law](#)
- 35 [Montana - Simple Exemption](#)
- 36 [Nebraska Financial Innovation Act. Simple Compliance](#)
- 37 [Nevada Financial Institutions Division Intimation \(NFID\) & MTL License](#)
- 38 [Hampshire's license under RSA § 399-G:2;](#)
- 39 [New Jersey State's Security Board Registration](#)
- 40 [New Mexico State Money Transmitter Act Compliance with FID](#)
- 41 [New York BitLicense and MTL](#)
- 42 [North Carolina MTL License](#)
- 43 [North Dakota Simple Compliance](#)
- 44 [Ohio MTL Compliance](#)
- 45 [Oklahoma MTL Simple Compliance](#)
- 46 [Oregon NML Compliance](#)
- 47 [PENNSYLVANIA Exemption](#)
- 48 [South Carolina Blockchain Industry Empowerment Act of 2021 & MTL](#)
- 49 [Rhode Currency Transmission License](#)
- 50 [South Dakota NMLS Updation and MSB Virtual Currency Section Quarterly Updation](#)
- 51 [Tennessee MTL Simple Compliance](#)
- 52 [Texas AML / MTL Simple Compliance](#)

ACT/ LICENSE/ COMPLIANCE

53 [UTAH Exemption Simple Compliance](#)

54 [Vermont Simple Compliance](#)

55 [Virginia Letter of Interpretive Opinion](#)

56 [Washington Strict Blockchain and Money transmission Licenses with many restriction](#)

57 [West Virginia AML & Sandbox Simple Compliance](#)

58 [Wisconsin State Agreement affirming that Company will not use Virtual Currency to Transmit Money](#)

59 [Wyoming - Notice of Intent to State to Comply Financial Technology Sandbox Act.](#)

END OF COMPLIANCE

PATENTS

These are the patent-pending innovations of the platform.

Referral NFT

The use of NFTs to represent a referral marketing organization and represent the right to receive referral commissions. This allows future monetization of your referral network through sales of those NFTs within the Greelance network.

NLP AI Algorithms

Combining 3 AI solutions into a single algorithm that has a feedback loop from each solution and is constantly learning from the outputs of each solution.

Equitable AI-Based Compensation For Referral Marketing

Referral marketing compensation structure that is based on the level of activity and uses an AI algorithm to optimize the compensation for each activity that contributes positively to the product or service being marketed.

CONCLUSION

With the advent of technologies that allow the creation of decentralized networks based on trustless foundation principles, it is possible to conceive that normal applications of different industries are going to have their counterpart implemented with this new paradigm.

It is important to notice that the maturity of decentralized applications also improved to the level of having new standards of transparency and governance. This is reflected in the evolution of smart contracts for governance and DAOs.

Maybe the technology has not yet evolved enough to implement all the rules that manage a complex economically incentivized social network in an automated fashion.

But we must acknowledge that the tools for transparency nowadays are going beyond what a blockchain public ledger alone can provide. And also the public is expecting to embrace these.

Greelance's founding team finds equality important, the technology and the social expectations on decentralized applications must be put together at the service of the public good.

This means that from the Greelance conception viewpoint as a distributed jobs and services marketplace, it is not sufficient today to build the decentralized version of the Upwork application under a centralized opaque privately owned governance.

Greelance embraces best practices and lessons learned from the industry about how to structure the organization behind the application.

This is reflected in the decisions about DAO constitution, governance, and equalitarian participation in the network matched with the benefits and rewards produced from the commercial activity on the network.

Greelance aims to be a true decentralized and self-sustainable ecosystem that will be owned and managed by the network participants.

On the service provider and user experience side, the decentralization of the applications paradigm by itself does not represent success, nor does it guarantee adoption or a good user experience.

For any system based on a network to succeed, it is required that the network effect plays a significant role.

This is when the number of relevant users in an ecosystem reaches the critical mass, and there is a significant number of quality intercommunications between participants, this is the utility part of the network.

For this, Greelance focuses on the incentivization of participants and intermediaries to precipitate the network effect, but at the same time, it promotes economic activity to make effective and concrete these incentives.

On the quality of service provided by Greelance, the founding team has partnered with several entities to build a best-of-class system that will include services with Artificial Intelligence and Machine Learning.

In conclusion, Greelance has been thought out to be the best-decentralized application industry-specific to this moment.

With the best technologies and best practices for Distributed Applications and DAOs.

With the best of class social marketing and incentivization practices to accelerate the network effect.

And the best adoption and use of technologies to excel the user experience.

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