



Mission Statement

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1. Executive Summary

With this project, we will try to solve many of the underlying problems of freelancing by utilizing the possibilities of the Blockchain. We are going to create the first Decentralized Autonomous Job Market (DAJ) the world has ever seen.

If you are interested, you can read our whitepaper, where we explain many technical aspects of our project or this business plan, where we will give you an insight in many areas of our project. This executive summary serves as a small introduction to the Blocklancer project.

As you might be aware, there are many problems in the way freelancing currently works.

Let us describe the key problems (for further description, please refer to our whitepaper on our website www.blocklancer.net):

Paying Security

Currently, there is no good way to guarantee payment for freelancers. Most of the time, the freelancer and the client are rather far apart, mostly not even in the same country. This leads to payment insecurity for freelancers.

With our service, we offer an escrow system, which guarantees payment for freelancers (for an in-depth explanation refer to 3. Products and Services on page 7 or our whitepaper).

Disputes

On most current sites, there are no sensible ways of handling disputes between clients and freelancers. Most of the time, there is one single authority which decides on who is right, which often leads to misunderstandings and discontent among freelancers and clients.

For our platform, we have developed a new system: the token holder tribunal.

In the token holder tribunal, every single token holder can decide on who is right and consequences will be executed according to the tribunals decision (for further detail refer to 3. Products and Services on page 7 or our whitepaper).

Transparency

Due to the utilization of the Blockchain, every entry in our system will be visible to all the participants and manipulation will be impossible.

Furthermore, we rely on the token holders for decision making, and there won't be a single authority which can manipulate the market in their favor (for further detail refer to 3. Products and Services on page 7 or our whitepaper).

We hope to revolutionize the way freelancing works and we also want to incentivize people to think about different problems that can be solved with the Blockchain technology.

We are trying to reach young and tech-savvy people, as those are the ones who participate in freelancing online and are attracted by technological novelties, such as our approach to solving the problems of freelancing.

We are confident, that our idea will be well received, as we have already seen a lot of positive reactions to our propositions for solving freelancing problems.

Our team is competent and suited for the task of creating this platform. Our qualifications and experiences, as well as the fact that many of us have experienced the problems of freelancing first-hand, will help us in creating this platform.

2. Company Description

2.1. Mission Statement

Blocklancer is the first company to tackle the current problems of freelancing on the Internet and to use the Blockchain technology to solve real world issues by inventing the first Decentralized Autonomous Job Market (DAJ) the world has ever seen.

2.2. Philosophy

Our core principles are transparency, especially in the way we incorporate our token holders and site users in our decision making processes, and simplicity, in order for our platform to be intuitive and not pose a hurdle for interested users or investors.

2.3. Vision

We aim at making the freelancer market easier, safer and more transparent.

For this purpose we want to establish the first Decentralized Autonomous Job Market using the Blockchain technology as our foundation. Furthermore, we want to encourage and motivate more people to think about innovative ways and ideas to use the Blockchain for finding and offering solutions to problems many people face in their day to day lives.

2.4. Long Term Goal

Creating and establishing the first ever Decentralized Autonomous Job Market with a lucrative amount of freelancers and clients frequenting it per day.

2.4.1. Milestones

- Reaching our designated lowest border for investments in our ICO
- Establishing our web platform
- Reaching and connecting a sizeable amount of freelancers and clients
- Adding new ideas and technologies to our expandable platform

2.5. Target Market

We want to target three different groups with our project:

- Freelancer, offering their expertise on Internet platform for money
- Clients, searching for freelancers on the Internet and posting their job offers

- Investors, looking for a lucrative long term investment and having the interest in participating in our token holder tribunal

2.6. Industry

The freelancing industry is an ever-growing market currently reaching an enormous turnover per year, which we plan to get our share from.

There are currently many sites connecting freelancers and clients, but in contrast to our platform, they are plagued with many different problems and insecurities, e. g. safety of payment, freelancer and client credibility etc.

We want to use the Blockchain technology to address those very problems, therefore earning us a USP and an edge over traditional freelancing platforms, as clients and freelancers have an easier life using our platform and people can trust us more.

Most freelancers and clients using such services are also young and tech-savvy, and therefore gravitating towards newer technologies and novelties in the industry. This is in aspect that we have taken into consideration and which, once again, gives us an advantage over traditional freelancing platforms, as our usage of the Blockchain attracts this very target group.

And as the Internet finds more and more acceptance as a business platform, the freelancing market will also increase in size substantially.

3. Products and Services

For ease of writing the people who post job offers will hereinafter be referred to as clients, and people taking on these jobs as freelancers.

We are offering a platform where people can post job offers and complete those job offers for an agreed-on compensation. For any contract made possible due to our services, the clients have to pay a fee in the height of a certain percentage of the compensation for their job offer.

There are traditional freelancing websites on the Internet, which begs the question, how our Blocklancer platform plans to stay competitive and how we want to differentiate ourselves from these websites.

In contrast to traditional freelancing services, we don't rely on traditional technology. Our platform is built on the Blockchain, which enables us to solve many of the underlying problems of the freelancing market.

Due to the utilization of the Blockchain, any job offer or entry is completely transparent and visible to every participator and its content is impossible to change or manipulate. This leads to a never before seen transparency and honesty in this industry and it enables us to better judge and solve any disputes between clients and freelancers, as any and all information concerning the corresponding job offer are free to see for anybody and there are no hidden details.

Furthermore, we make use of the token holders in form of the token holder tribunal – a committee which, on the one hand, can decide on certain changes to our platform, and, on the other hand, decide on righteousness in freelancer-client disputes.

Token holders are incentivized to vote in this tribunal by promising them a gratification in case their vote was part of the majority, and malevolent voting is deterred by penalizing voters of the minority result.

Generally speaking, the more tokens a single person holds, the more probable this person is to make meaningful decisions in this tribunal, as his investment is dependent on the success of our platform. Non-sensible voting would result in a loss of trust in our platform, and therefore, a loss in money for the investors, which is not in their best interest.

This principle – similar to proof-of-stake – is another guarantee for this tribunal system to work properly.

We also offer an escrow system, which means that money in the clients account is frozen in case he signs a contract with a freelancer. This money cannot be spent by the client in any way and will be released as soon as payment is due.

Should the client not be content with the freelancer's work, the token holder tribunal will decide, and the client might be forced to pay out the freelancer or the frozen money will be released and is from this point onward in the complete possession of the client again.

This is a simple way to avoid payment default for freelancers.

Clients can also expect improvements in their respect from our platform.

With our Freelancer Credibility System (FCS), clients can vote on the trustworthiness of freelancers. Clients can then choose the freelancers with the best reviews and the most credibility and do not have to fear incompetent behavior from their freelancers.

The FCS is oriented on review systems such as Amazon, where you can give a freelancer 1 – 5 stars and the mean of all votes is displayed when searching for freelancers. On top of this, you can leave a written review for anybody to read.

Freelancers can dispute votes in the token holder tribunal, which has the power to nullify certain votes, should they be deemed dishonest.

Our platform is built on the principle of autonomy, which means that there is no single authority deciding on changes to the platform or on the result of disputes.

Everything will be regulated by the token holders; the developer team’s only task will be to guarantee a smoothly working platform for clients and freelancers to operate on.

We strongly believe that putting the weight of decision making on a single person or a small group of people ultimately leads to corruption and manipulation in their favor. As we want to avoid this – because trust from our users is of high importance to us – we have decided against this traditional way of running a company and we have set forth this system based on the Blockchain technology.

Our platform is completely extendable and more additions can be expected in the future.

These are the core points of our service; a more detailed and in-depth explanation is available in the Blocklancer Whitepaper.

4. SWOT-Analysis

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering	Innovative Targeting the right group of people Transparent Autonomous Decentralized	Hard to judge future developments	Change in the current market system Change in how people think of the Blockchain	Not large enough user base Too few investments
Brand/ Marketing	Already many fans Many people advertising us Present on many different sites In the news In many languages	Currently not well-known	Spreading our name Building a reputation	Not reaching far enough
Staff/HR	Highly qualified Experienced Specialized in this field of work Diverse	Not well known	Getting known Building trust	Not accepted by the users

	Part of the target group			
Finance	Expected proceeds from the ICO Advertising on platform Income through fees	No noteworthy personal income of the team	The ICO Ad-Networks Many users on platform	Threshold not reached in ICO
Market	A lot of money-frequency Growing market Currently in the process of getting accepted Users are open to new things	Based on new technology, and therefore not too wide spread	Changing the market situation	Not attracting enough users
Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.				
Our team, despite currently not well known, has the ability and know-how to show our customers that they are capable of turning our project into reality.				
Based on the information above, what are your immediate goals/next steps?				
Reaching enough people with our marketing campaign and attracting enough supporters in order the raise the money needed for this project to be financed in our ICO.				
Based on the information above, what are your long-term goals/next steps?				
Establishing our platform and changing the way the freelancing market works.				

5. Marketing Plan

5.1. Barriers to Entry

The barriers to entry in the market we want to operate in are comparatively low.

We have already established a qualified core development team, and additional help can be searched via the means of freelancing.

There are hardly any initial investments to be made, as our whole platform is a software based on the Ethereum platform. The only thing needed is a server for our website to be based on (which we already handled).

Brand recognition is going to be our biggest challenge, but still, the names of other freelancing websites are not well known among many people and being the first Decentralized Autonomous Job Market (DAJ) will give us a head start in this matter. Furthermore, we already have a sizeable supporter base.

Especially younger people are attracted to technological novelties, which in turn, is to our advantage in terms of marketing and brand recognition.

And also the maintenance cost of our platform will be low, as it is autonomous in nature.

5.2. Threats

Being completely decentralized and based on the Blockchain, our platform is immune to governmental influence.

Market change does not pose a risk for us, as the change in the freelancing market is a positive one and does not seem to turn around.

Also, as Blockchain technology and crypto-currencies get more accepted among the general public, more traffic is to be expected on our platform.

The only direct threat to our project is non-acceptance by our user base, which is highly unlikely seeing how our project is well received on several websites designated to cryptocurrencies.

5.3. Opportunities

Being the first ever Decentralized Autonomous Job Market (DAJ) is our biggest opportunity marketing-wise. Showing the people how we utilize the Blockchain to solve a real-world struggle of many people and communicating our ideas well over marketing channels will propel us towards the top of current freelancing platforms.

This is of course a matter of communication, which is, as of now, our biggest concern.

As soon as our platform is established and well-received by our users, it is going to stay in business easily due to the nature of its design.

5.4. Target Customer

In this section, we want to discuss two different target groups, as our platform is designed to ease the lives of freelancers and clients alike.

5.4.1. Freelancers

- young
- tech-savvy
- mostly male
- no specific geographical location
- university degree
- mostly tech marketing occupations
- normal income

5.4.2. Clients

- young
- tech-savvy
- no specific gender

- no specific geographical location
- no specific level of education
- tech or marketing companies
- high income
- trustworthy
- open to new technologies

5.5. Positioning

We want to position ourselves as an innovative, technologically advanced start-up, which is capable of forming ideas of how to solve problems using new technology and turning our ideas into an easy to use platform.

Furthermore, our core principles are transparency and honesty, which we try to convey through our actions.

Lastly, our biggest USP is that decision making lies in the hands of the token holders.

5.6. Marketing

We are already working hard on marketing our project on different Internet platforms.

Seeing how our target group is mostly young and open for new things, we have decided to base our marketing strategy mostly on Internet platforms.

One of our biggest marketing platforms is Bitcointalk. This is the biggest crypto-currency forum on the Internet, which is frequented massively by our target group every day. We gained a lot of recognition and support from this site, including translations, promotions and similar things for our project.

Furthermore, we use Twitter and Facebook in order to connect to our supporters. As of now, we have approximately 3100 Twitter followers and about 2100 Facebook follower, which is – in comparison to other crypto-projects - a lot. This number is rising substantially every week.

We have also been mentioned on many different crypto-new websites.

But we are not solely relying on other websites; we have created our own website with the possibility to enter your email address to receive notification of our advancements regularly.

On our website, you can also find our whitepaper, which is an in-depth description of our project, a project roadmap, where you can see our intentions for the future, and a team presentation.

On top of that, we have produced a promotional video for our project, which shows – in an easy-to-understand and approachable way – what we are planning to do and how it will affect freelancers and clients.

Lastly, our website also gives you access to our bounty platform, which is an essential part of any crypto-based project.

The bounty campaign is an instrument to incentivize people to write blog or news articles about us and translate our work into different languages for a wider audience to be readable. This bounty campaign has yet proven to be rather effective in furthering our reach and making people interested in our project.

Moreover we have a working demo platform!

5.7. Marketing expenses

Our current marketing plan is not very costly and hardly any budget is needed in order to keep it ongoing. The only thing we need to invest is manpower and time to stay active on the aforementioned media platforms, which is currently manageable with the size of our team.

In the future, we plan to extend our marketing with the proceeds we will earn from our ICO. The money earned will enable us to enlarge our team, which in turn means more presence

on Internet platforms, and to put advertisements on Internet sites that are well-frequented by our target group.

5.8. Pricing

The only money we will raise from our customers are the fees from signed contracts.

We will initially set the fees to 3 %, but this number is subject to change, as the token holder tribunal can decide and change the height of the fees in order to adapt to current market situations or the collective need of the token holders.

Compared to other freelancing websites, a 3 % fee is very low; far below the average fees raised by freelancing websites.

The height of the fees is a very important aspect of a freelancing website, as the freelancers need the money from their work to get by, and fees reduce the final amount of money earned. Seeing this, we decided to set the fee fairly low for the beginning, and in the future, we will promote a low fee among the token holders.

We can expect low fees to attract many customers, because – as already mentioned – the lower the fees the more money the freelancers have to spend.

5.9. Distribution

Our platform will be based on a website designed and programmed by us. This website can be opened with every conventional Internet browser (e. g. Firefox, IE, Safari), and there will be no programs our customers will need to install on their computer in order to use our services.

The design of our website will be similar to our current website, and usability is of high importance to us when designing our web page and thinking about our services.

6. Operational Plan

6.1. Production

Our product is an Internet based service for freelancers and will be produced by programming and designing a web page and using the Ethereum platform as a foundation for our Blockchain implementation.

6.2. Quality Control

When controlling the quality of our service, there will be two different aspects to keep in mind:

6.2.1. Technical aspects

The technical aspects involve everything that has to do with our website and the Blockchain implementation.

We will extensively test our services by employing testers, which are simply a group of our customer base which gets paid for testing our website, who will use every service we offer and report malfunctioning of our website or Blockchain implementation to us, so that we can fix the underlying problem.

We will also have a support hotline, where normal customers can report any failures of our system they have experienced.

6.2.2. Usability

Usability means the ease-of-use of our website.

We will, again, employ testers who will then report any non-intuitive parts of our service to us, so that we can think of a better solution.

And again, normal customers can report problems to us. Should one problem appear more often than any other, then we will look into it and change our website in order to be more operate-able more smoothly.

6.3. Location

We are currently doing all the work on the Blocklancer project based in a small-room office, although in the future we plan to migrate into a bigger office, as ample working space will surely benefit us in the long term.

Generally speaking, there are no special requirements an office building has to fulfill for us to be able to work there, as all we need are computers and a stable Internet connection.

Considering this fact, space is the only requirement we have towards our business location, should we plan to migrate.

6.4. Legal Requirements

Our company will operate from Austria, which means that we will have to comply with Austrian law. In addition, we observe the applicable GAAP and will inform our stakeholders about our economic situation pursuant to the applicable reporting standards.

Most notably, we will have to pay attention to the applicable E-Commerce law, which regulates businesses and transactions on the Internet.

In order to avoid lawsuits, every person who wants to use our service first has to agree to our terms and conditions which will be assessed and approved by an external legal advisor. We will also obtain a liability and indemnity insurance, which will cover – to the extent legally possible – the risks of any claims that might be raised against us.

In general, we will assure that all legal and regulatory aspects of our service will be assessed and approved by external legal advisors from its start and on an ongoing basis.

6.5. Personnel

We already have a core developer team which is suitable for the task of creating our platform, which means that there is no need to hire any more personnel. If additional employees are needed in the future we have the possibility to employ the best technicians in Europe.

7. Management and Organization

7.1. Key Member Description

In the following paragraphs, we will describe the managers of our business.

7.1.1. Michael Kaiser

Michael combines the best of 2 worlds. He is a businessperson and a computer scientist. As an alumnus from the commercial college in Kitzbühel and having a degree in computer science, he combines both, the technical know-how needed to create an advanced job market system on the Blockchain and the economical expertise to run a successful company. On one hand, he is able to understand the underlying mechanics of the market and the needs of the many people involved, but on the other hand, he is also an enthusiastic computer scientist and coder. He is able to recognize the economic potential of new technologies much faster than anyone else, because he has the knowledge to understand the technology in depth, and his expertise in economics empowers him to realize the practicability of new developments and the economic impacts they will have.

Michael has a penchant for well-thought and simple-to-use applications. His credo is to design his applications as simple to use as possible. The underlying complexity of technologies should not interfere with the users experience. Michael worked as a researcher at the University of Innsbruck. He is also Co-founder of LambdaDynamics, a company that is specialized on bringing businesses to the next level by employing Machine Learning. His main fields are Cryptocurrencies, the Blockchain and Machine Learning.

7.1.2. Christof Kurzemann

Christof is a business economist. Numbers, tables and diagrams are his passion. Besides this, he has been studying the global economy and worldwide political events for many years. He holds a bachelor's degree in economics and politics from the University of Innsbruck. At present he completes his master's degree in Management at the renowned Vienna University of Economics and Business. Christof is also an enthusiastic autodidact and has a technical education in electronics as well. He is co-founder of Lambda Dynamics and is inspired by technical innovations. Christof has already worked for many global players. In recent years, he was able to carry out numerous projects for large companies. For this

reason, he contributes the essential know-how in terms of Management and Marketing to the Blocklancer team.

7.1.3. Kevin Kaiser

Kevin has a vast knowledge of computers and programming, as well as a sizeable amount of experience from projects he has worked on in his free time. He experienced the hard life of freelancers and knows exactly, what is the best way to bring clients and freelancers together. Being an autodidact programmer has never held him back, quite on the contrary, it has given him the possibility to concentrate on the most important parts of programming and to specialize in the fields that interest him the most. That is: Cryptocurrencies, the Blockchain and C++.

Together with Michael he leads the development of the backend and the smart contracts.

7.1.4. Sabrina Kaiser

Sabrina is a creative mind with organizational skills. She is a trained office management assistant and has devoted much of her youth to improving her skills with the pen. She is an exceptional artist and knows exactly, how an appealing webpage, software or platform should look like. She is an expert in UX design and works closely together with the front-end development team to bring the usability of our applications to new highs. Furthermore, she has the skills needed to run, organize and work on a project as large as Blocklancer. Looking back on her many years of experience, she is an invaluable addition to this team and has the ability to carry this project on her shoulders.