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Truly free freelancing

Business Context

Employers want to **have access to reliable global talent**, and **pay a fair price.**

$**1.5** trillion

Total addressable market for the Gig economy

* AskWonder 2017

Freelancers want to **have access to reliable jobs globally**, and **be paid what they are worth.**

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Truly Free Freelancing

The DeFi powered, commission-free, P2P self-governing DAO
that matches skilled freelancers to job postings worldwide

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Existing Centralized Solutions

Estimated market share
> 99%

Drawbacks

Exorbitant commissions

Poor mediation

Gated communities

Existing Decentralized Solutions

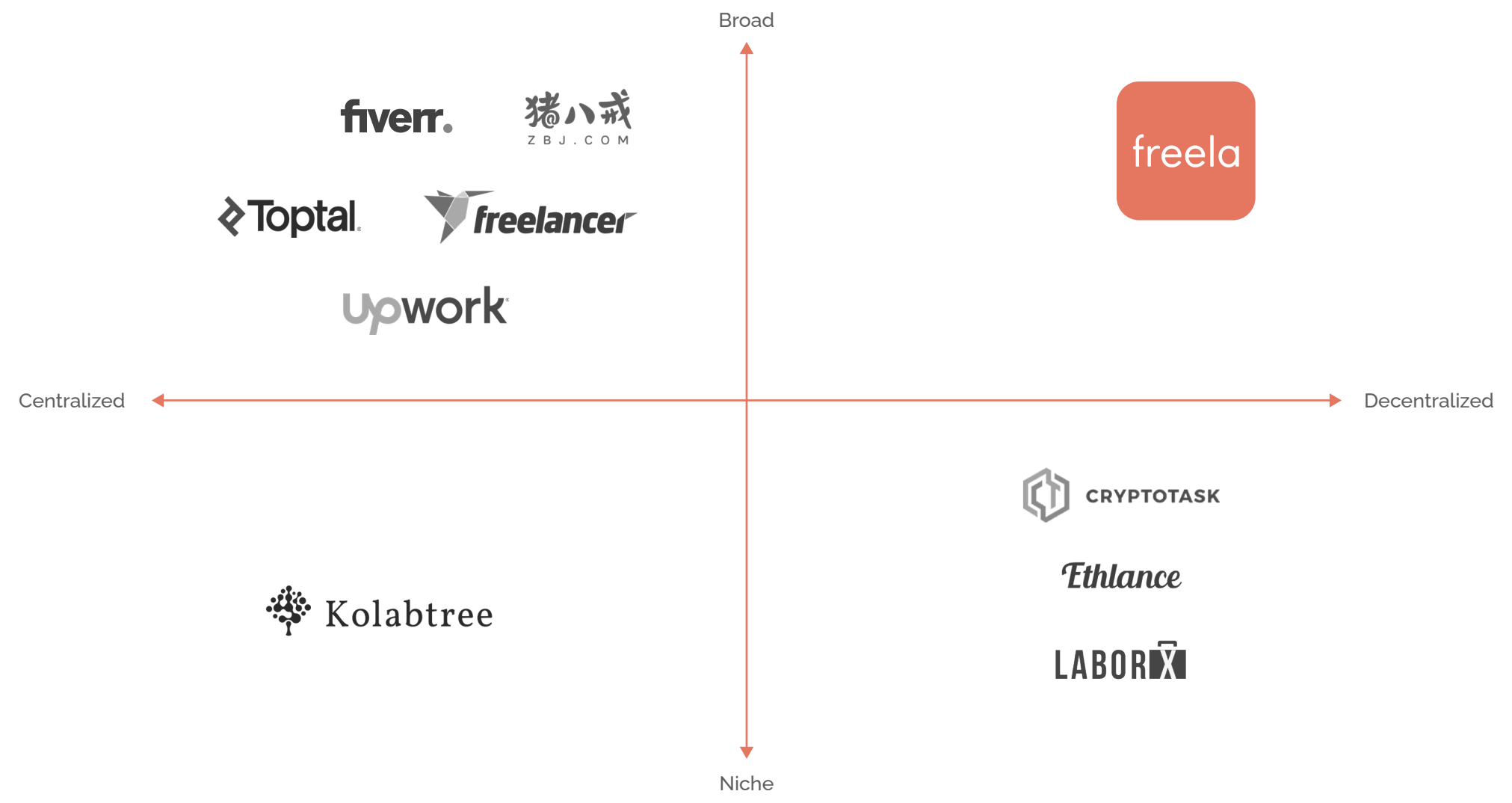Estimated market share
<< 1%

Drawbacks

Job listing

User interface

Payment gateways

Comparison - Side by Side

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	Decentralized Marketplaces	Centralized Marketplaces	freela
No/Low Commissions	✓	✗	✓
Professional Mediation	✗	✗	✓
Anyone can join	✓	✗	✓
Intuitive UI	✗	✓	✓
Broad (non-crypto) Job Listings	✗	✓	✓
Traditional Payments	✗	✓	✓

Business Context

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Broad

Centralized ←——————————————→ Decentralized

Niche

fiverr.

猪八戒
ZBJ.COM

Toptal

freelancer

Upwork

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CRYPTOTASK

Ethlance

LABOR X

Kolabtree

06

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Why Now?

Tech Advances

New developments lead to new capabilities

Market Dynamics

Overarching demographic & behavioral trends

Scalable Blockchains

Such as Matic now allow dApps to run rapidly and inexpensively

Payment Gateways/Integrations

Linkages with more traditional payment gateways allow for a more seamless (non-crypto) experience

Millennials & Gen Z

Behavioral trends are encouraging in both millennial and gen z groups, in terms of propensity to freelance

DAO's & DeFi Liquidity Pools

New smart contracts and programmable transactional protocols allow typically centralized models to be replaced

COVID-19

Has popularized working from home, likely accelerating the trend

For internal distribution only.

How it Works - Three Users

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Employer
Defines job, sets reward

Arbitrator
Settles disputes

Freelancer
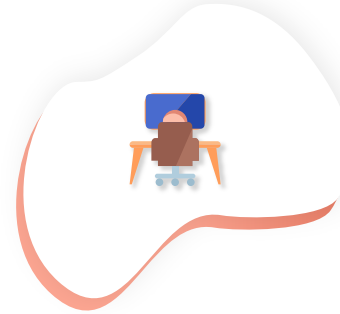Applies to/executes jobs

How it Works - No Middlemen

Freelancer

Can apply for and execute the job upon confirmation

Employer

Defines job + sets reward, and can evaluate freelancers that apply before confirming

$
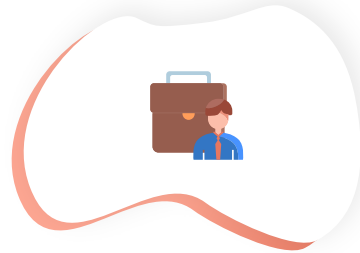
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Freela DAO

Controls reward and arbitration process

Arbitrator

Is assigned to arbitrate in case of a dispute

How it Works

Freela DAO

Governed by a set of smart contracts (and the network participants).
Only pays out the job reward when **at least 2 out of 3** of the users have signed off on the transaction.

Freelancer

Employer

Arbitrator

How it Works

Scenario 1: all is well

The job is completed without a hitch, the employer and freelancer sign off and the **funds are paid to the freelancer.**

Submits job and signs

Reviews work, is happy with it and signs

No arbitration required

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How it Works

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Scenario 2: freelancer fails

The employer doesn't sign off upon job delivery. The arbitrator is called in and decides the freelancer failed to deliver adequate work.
Funds are returned to the employer.

Submits job
and signs

Reviews work, is unhappy
with it and doesn't sign

Finds in favor of the employer,
and signs accordingly

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How it Works

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Scenario 3: employer is in the wrong

The employer doesn't sign off upon job delivery. The arbitrator is called in and decides the freelancer delivered adequate work.
Funds are released to the freelancer.

Submits job and signs

Reviews work, is unhappy with it and doesn't sign

Finds in favor of the freelancer, and signs accordingly

The Arbitrator

Arbitrator

Rewarded in tokens for
helping settle disputes

Domain Expert

To provide a relevant perspective, the
arbitrators must have relevant experience
in the domain itself.

Separate Fund

The arbitrator is rewarded for the role
they play from a separate, selfbalancing
pool of tokens.

Flexible Contracts

The arbitrator can also be called in to
manage the engagement from
start-to-finish with a custom job contract.

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Reputation Scores & Tiers

5 Reputation Tiers

Ranking up increases the variety of jobs a freelancer can apply to, and the talent a job creator can access. There are **4 factors** that weigh in on this rating equally, with a max possible reputation being 100/100.
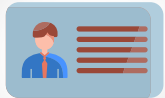
**Identity
Verification**

**Job
Rating**

**Arbitrator
Involvement**

**Token
Staked**

How do the Tiers Work?

Identity Verification

· Starting with basic KYC

· Integrating social media helps (e.g. LinkedIn)

· Relevant official certifications contribute as well

Arbitrator Involvement

· Starting from a perfect score

· Involvement of an arbitrator reduces the score

· Arbitrator assessment contributes to weighting

Job Rating

· 5-star rating system upon completion of the job

· The rater's tier impacts the weighting of the score

· Weighted average

Tokens Staked

· Any network participant can stake tokens to improve their overall tier and earn rewards

· Self-governed staking tiers

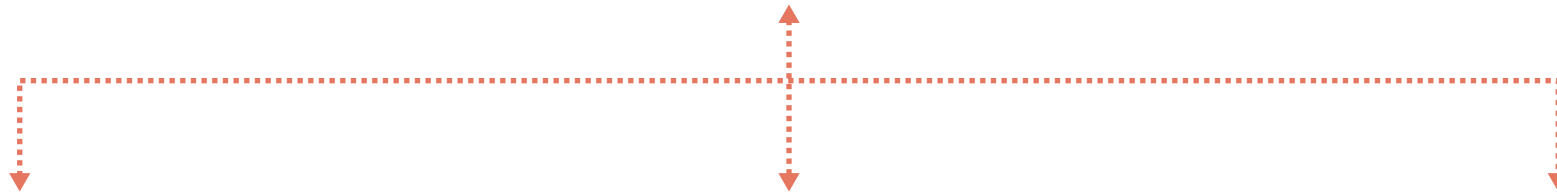freela

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Elite Tier

The Highest Tier

Employers that earn their way to the top tier of the ranking system gain access to a broader and more customizable set of options.

**Fully Tailored
Job Contracts**

**Arbitrator
on Demand**

**Access to
Top Talent**

Token Liquidity Pools

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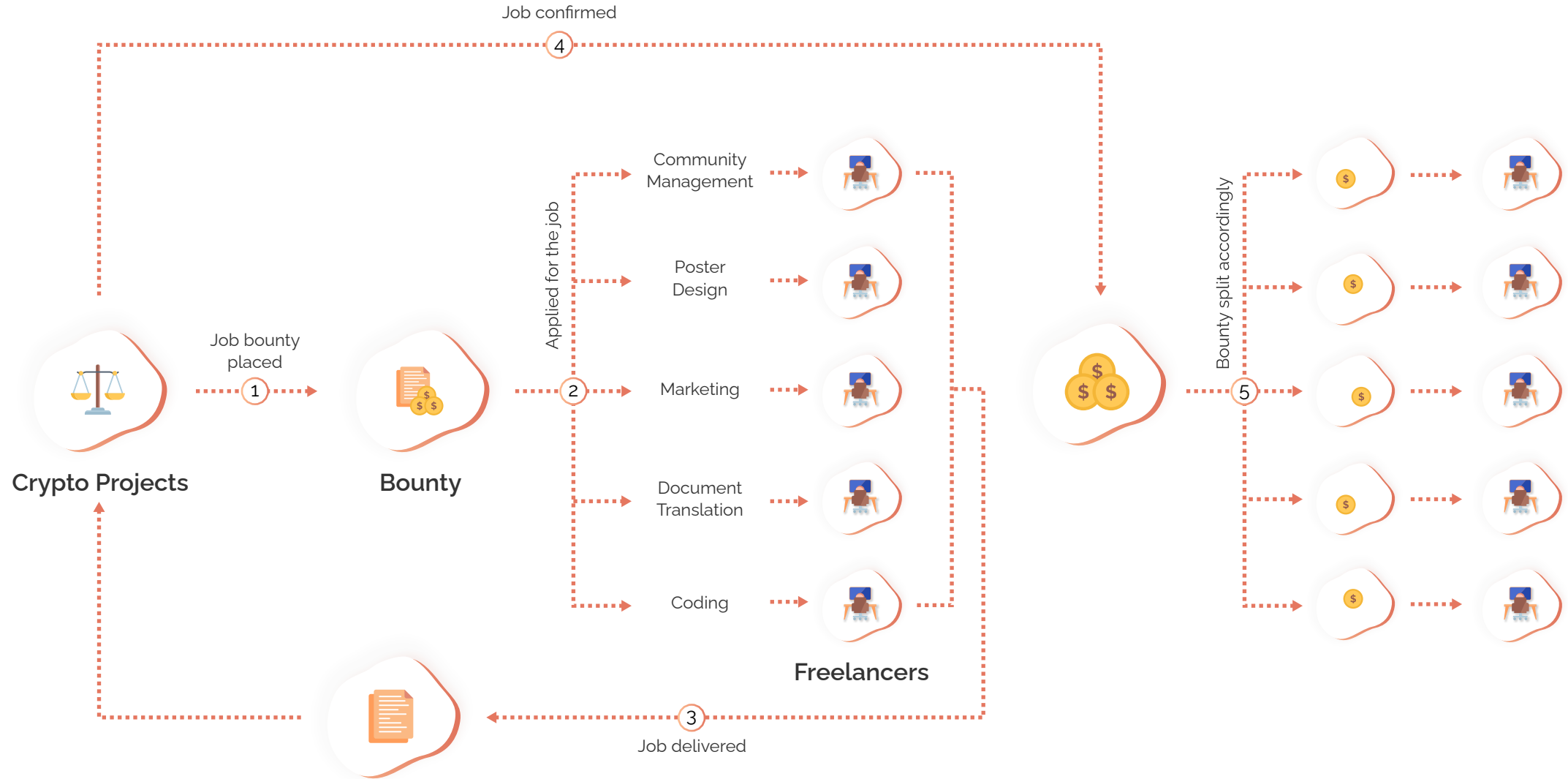## What are liquidity pools?

Pools of tokens that are locked in a smart contract. They are used to facilitate the arbitrator rewards, provide frictionless liquidity for users interacting with payment gateways and incentivize staking tokens. Pool participants can **earn attractive APR yields for staking their tokens.**

Arbitrator Staking

DeFi Liquidity Pool(s)

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Bounty Programs

Job confirmed

④

Community
Management

Poster
Design

Applied for the job

Job bounty
placed

①

② Marketing

Bounty

Document
Translation

Coding

Crypto Projects

Bounty

Freelancers

③ Job delivered

Bounty split accordingly

⑤

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19

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Roadmap

Fundraising

Apr 2021

MVP Launch

Jun 2021

Payment gateway
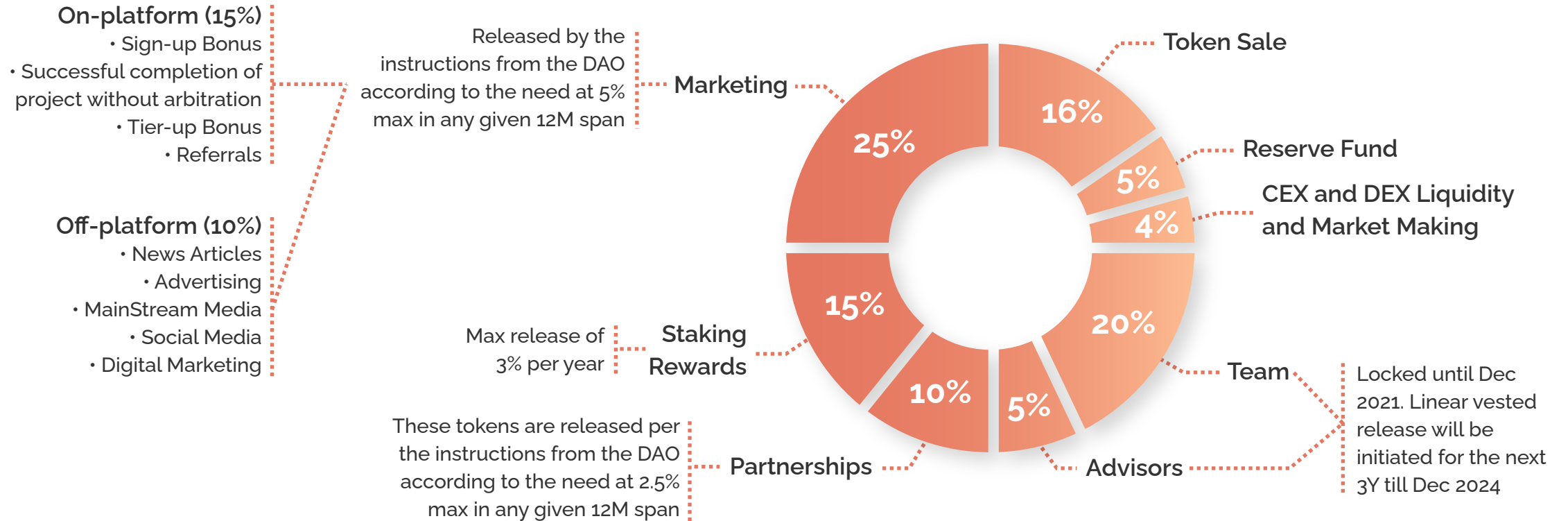and implementation

Aug 2021

May 2021

TGE & Listing

Jul 2021

Client onboarding

Q4 2021

Mobile version

20

Token Metrics

1,000,000,000 = 1B tokens will be created upon launch of the system for the total supply. No tokens will be created in the future.

On-platform (15%)
· Sign-up Bonus
· Successful completion of project without arbitration
· Tier-up Bonus
· Referrals

Released by the instructions from the DAO according to the need at 5% max in any given 12M span

Marketing

Token Sale

Reserve Fund

CEX and DEX Liquidity and Market Making

25%

16%

5%

4%

Off-platform (10%)
· News Articles
· Advertising
· MainStream Media
· Social Media
· Digital Marketing

Max release of 3% per year

Staking Rewards

15%

20%

Team

Locked until Dec 2021. Linear vested release will be initiated for the next 3Y till Dec 2024

These tokens are released per the instructions from the DAO according to the need at 2.5% max in any given 12M span

Partnerships

10%

5%

Advisors

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Token Utility

Freela Tokens can be used by any stakeholder for any Transaction on the Freela Platform

• Tokens can be used by any stakeholder for **Staking** in liquidity pools on the Platform
• Tokens can be used for **Purchases** of any product/service on the Platform
• Tokens can be used for **Selling** of any product/service on the Platform
• Tokens itself extends its utility as a commodity for **Buying and Selling** of the same on the Platform.
• Freela Platform encourages attributing an eligible stakeholder who has a 0.1% stake of Freela Token Supply to be a member of Governance as **Governor**.

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Token Benefits

The use of Freela tokens is incentivized throughout the entire Freela Platform

• Freela Tokens can be used for all transactions either by the employer or employee without any payment gateway charges

• 0.1% stake of Freela Token Supply will encourage attributing an eligible stakeholder to be Governor

• Freela Tokens also affect the reputation scale of an employee

• Stakeholders can do purchases in your account

• Your reputation level will be increased based on how many tokens you staked in your account

• By using referrals Freela tokens are earned

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Truly free freelancing

Thank you!