



Job.com

# WhitePaper

2018

## TABLE OF CONTENTS

<b>Our Mission</b>	<b>6</b>
<b>Team Overview</b>	<b>7</b>
<b>Problem: An industry flooded with middlemen</b>	<b>9</b>
<b>Solution: Recruitment 4.0</b>	<b>10</b>
<b>How It Works</b>	<b>11</b>
<b>The Jobseeker Experience</b>	<b>12</b>
<b>The Hirer Experience</b>	<b>13</b>
<b>Hiring Process Backed by the Blockchain</b>	<b>14</b>
<b>Roadmap</b>	<b>15</b>
<b>Job Token Metrics</b>	<b>16</b>
<b>The Feedback Loop</b>	<b>17</b>
<b>Privacy</b>	<b>19</b>
<b>People Matching</b>	<b>19</b>
<b>Processing Free Text to Data</b>	<b>21</b>
<b>Candidate Evaluation</b>	<b>21</b>
<b>Growth Strategy</b>	<b>23</b>
<b>US Client Community</b>	<b>23</b>
<b>Partnerships and Collaborations</b>	<b>24</b>
<b>Marketing Strategy from McCann</b>	<b>25</b>
<b>Vision- Building a Decentralised Community</b>	<b>26</b>
<b>Advisors</b>	<b>28</b>
<b>Our Partners</b>	<b>32</b>

## RISKS NOTICES

### 1. REGULATORY RISKS

#### (a) Regulatory status uncertain in Singapore

The regulation of digital tokens and/or cryptocurrencies such as Job Tokens is still in a very nascent stage of development in Singapore. There exists a high degree of uncertainty as to how tokens and token-related activities are to be treated. The applicable legal and regulatory framework may change subsequent to the date of issuance of this White Paper. Such change may be very rapid and it is not possible to anticipate with any degree of certainty the nature of such regulatory evolution. Job.com does not in any way represent that the regulatory status of Job Tokens will remain unaffected by any regulatory changes that arise at any point in time before, during, and after this offering.

#### (b) No regulatory supervision

Neither Job.com nor its affiliates are currently regulated or subject to the supervision of any regulatory body in Singapore. In particular, Job.com and its affiliates are not registered with MAS in Singapore as any type of regulated financial institution or financial advisor, and are not subject to the standards imposed upon such persons under the Securities and Futures Act (Cap. 289) (the "SFA"), Financial Advisors Act (Cap. 110) (the "FAA"), and other related regulatory instruments. Such persons are required to comply with a variety of requirements and standards concerning disclosures, reporting, compliance, and conduct of their operations for purposes or maximizing investor protections. Since Job.com is not subject to such requirements or standards, it will make decisions on those issues at its own discretion. While Job.com will have regard to best practices for these issues, holders of Job Tokens will not necessarily enjoy the same extent and degree of investor protections as would be the case should they purchase products or services from regulated entities instead.

#### (c) No fiduciary duties owed

As Job.com is not a regulated financial institution, it does not owe holders of Job Tokens any fiduciary duties. This means that Job.com has no legal obligation to always act in good faith in the best interests of holders of Job Tokens. While Job.com will have regard to the interests of holders of Job Tokens, it is also permitted to consider the interests of other key stakeholders and to prefer these interests over the interests of Job Tokens holders. This may mean that Job.com is permitted to make decisions that conflict with or are not necessarily in the interests of Job Tokens holders. Not owing any fiduciary duties to holders of Job Tokens also means that holders of Job Tokens may have limited rights of recourse against Job.com and its affiliates in the event of disputes.

#### (d) Uncertainties in tax characterisation and tax treatment

The tax characterisation of Job Tokens is unclear. Accordingly, the tax treatment to which they will be subject is uncertain. All persons who wish to purchase Job Tokens should seek independent tax advice prior to deciding whether to purchase any Job Tokens. Job.com does not make any representation as to whether any tax consequences may arise from purchasing or holding Job Tokens.

#### (e) Failure to obtain, maintain or renew licenses and permits

Although as of the date of starting of the Job Tokens pre-sale there are no statutory requirements obliging Job.com to receive any licenses and permits necessary for carrying out of its activity, there is the risk that such statutory requirements may be adopted in the future. In this case, Job.com's business will depend on the continuing validity of such licenses and permits and its compliance with their terms. Regulatory authorities will exercise considerable discretion in the timing of license issuance and renewal and the monitoring of licensees' compliance with license terms. Requirements which may be imposed by

these authorities and which may require Job.com to comply with numerous standards, recruit qualified personnel, maintain necessary technical equipment and quality control systems, monitor our operations, maintain appropriate filings and, upon request, submit appropriate information to the licensing authorities, may be costly and time consuming and may result in delays in the commencement or continuation of operation of the Job.com platform (“the Platform”). Further, private individuals and the public at large possess rights to comment on and otherwise engage in the licensing process, including through intervention in courts and political pressure. Accordingly, the licenses Job.com may need may not be issued or renewed, or if issued or renewed, may not be issued or renewed in a timely fashion, or may involve requirements which restrict Job.com’s ability to conduct its operations or to do so profitably.

**(f) Unlawful or arbitrary government action**

Governmental authorities may have a high degree of discretion and, at times, act selectively or arbitrarily, without hearing or prior notice, and sometimes in a manner that is contrary to a law or influenced by political or commercial considerations. Moreover, the government also has the power, in certain circumstances, by regulation or government act, to interfere with the performance of, nullify or terminate contracts. Unlawful, selective or arbitrary governmental actions have reportedly included the denial or withdrawal of licenses, sudden and unexpected tax audits, criminal prosecutions and civil actions. Federal and local government entities have also used common defects in matters surrounding token sales as pretexts for court claims and other demands to invalidate or to void any related transaction, often for political purposes. In this environment, Job.com’s competitors may receive preferential treatment from the government, potentially giving them a competitive advantage over Job.com.

**2. DIGITAL TOKEN RISKS**

**(a) Tokens have no rights, attributes or functionalities or features**

Job Tokens do not have any rights, uses, purpose, attributes, functionalities or features, express or implied, including, without limitation, any uses, purpose, attributes, functionalities or features on the Platform. Job.com does not guarantee and is not representing in any way to the purchaser that Job Tokens have any rights, uses, purpose, attributes, functionalities or features.

**(b) Lack of development of market for Job Tokens**

Because there has been no prior public trading market for Job Tokens, the TS may not result in an active or liquid market for Job Tokens, and their price may be highly volatile. Even if Job Tokens are tradable in a secondary market, in practice, there may not be enough active buyers and sellers, or the bid-ask spreads may be too wide. Job Tokens holders may not be able to exit their token holdings easily. In the worst-case scenario where no secondary market develops, a token holder may not be able to liquidate his/her token holdings at all. The exchanges or platforms that facilitate secondary trading of Job Tokens may not be regulated by the applicable laws.

**(c) Risks related to speculative trading prices for Job Tokens**

The valuation of digital tokens in a secondary market is usually not transparent and highly speculative. The Job Tokens holders do not hold any ownership rights to Job.com’s assets and, therefore, are not backed by any tangible asset. Traded price of the Job Tokens can fluctuate greatly within a short period of time. There is a high risk that a Job Tokens holder could lose his/her entire contribution amount.

In the worst-case scenario, the Job Tokens could be rendered worthless.

**(d) Job Tokens are non-refundable**

Job.com is not obliged to provide the Job Tokens holders with a refund related to the Job Tokens for any reason, and the Job Tokens holders will not receive money or other compensation in lieu of the refund. No promises of future performance or price

are or will be made in respect to the Job Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that the Job Tokens will hold any particular value. Therefore, the recovery of spent resources may be impossible or may be subject to foreign laws or regulations, which may not be the same as Singapore.

**RISKS NOTICES**

**3. BLOCKCHAIN TECHNOLOGY RISKS**

**(a) Blockchain delay risk**

On the Ethereum blockchain, upon which Job Tokens is built, timing of block production is determined by proof of work so block production can occur at random times. For example, the cryptocurrency transferred in the final seconds of a distribution period during the token pre-sale or the TS may not get included for that period. The purchasers of Job Tokens (the “Tokenholders”) acknowledge and understand that the Ethereum blockchain may not include the Buyer’s transaction at the time the Tokenholder expects and the Tokenholder may not receive Job Tokens in this regard.

**(b) Blockchain congestion risk**

The Ethereum blockchain is prone to periodic congestion during which transactions can be delayed or lost. Individuals may also intentionally spam the respective network in an attempt to gain an advantage in purchasing cryptographic tokens. The Tokenholder acknowledges and understands that Ethereum block producers may not include the Tokenholder’s transaction when the Tokenholder wants or the Tokenholder’s transaction may not be included at all.

**(c) Risk of software weaknesses**

The concept of token smart contract which creates the mechanism of creation and distribution of the Job Tokens, the underlying software application and software platform (i.e. the Ethereum blockchain) is still in an early development stage and unproven. There is no representation and warranty that the process for creating the Job

Tokens will be uninterrupted or error-free. There is an inherent risk that the software could contain weaknesses, vulnerabilities or bugs causing, inter alia, the complete loss of the Job Tokens.

**(d) Risk of new technology**

The Platform, Job Tokens and all of the matters set forth in this White Paper are new and untested. The Platform and Job Tokens might not be capable of completion, creation, implementation or adoption. It is possible that no blockchain utilising the Platform will be ever launched. Purchasers of Job Tokens should not rely on the Platform or the ability to receive tokens associated with the Platform in the future. Even if the Platform is completed, implemented and adopted, it might not function as intended, and any Job Tokens may not have functionality that is desirable or valuable. Also, technology is changing rapidly, so the Platform and Job Tokens may become outdated.

**4. THIRD-PARTY RISKS**

The tokenised nature of Job Tokens means that they are a blockchain-based asset. The security, transferability, storage, and accessibility of blockchain assets depends on factors outside of Job.com’s control, such as the security, stability, and suitability of the underlying blockchain, mining disruptions, and who has access to the private key of any wallet where Job Tokens are stored. Job.com does

not represent or otherwise assure that it can prevent such external factors from having any direct or indirect adverse impact on any Job Tokens. Persons intending to purchase Job Tokens should note that adverse events caused by such external factors may result in the loss of some or all Job Tokens purchased. Such loss may be irreversible. Job.com is not responsible for taking steps to retrieve Job Tokens lost in this manner.

Citizens, nationals, residents (tax-paying or otherwise) and/ or green card holders of each of: (i) the United States of America; (ii) the People's Republic of China; (iii) South Korea; (iv) North Korea; (v) Libya; (vi) Syria; (vii) Lebanon; (viii) Iran; (ix) Pakistan; (x) Canada; (xi) Bangladesh; (xii) Bolivia, (xiii) Ecuador, (xiv) Kyrgyzstan; (xv) Morocco, (xvi) Nepal; (xvii) Israel; (xviii) any other country which prohibits the possession, dissemination or communication of this White Paper and/or prohibits participation in initial coin offerings or token sales or the purchase of tokens or any such similar activity are not permitted to participate in this Token Sale.

## **Our Mission**

**Job.com is evolving the traditional recruitment model using matching technology, smart contracts on the blockchain, enhanced feedback and financial incentives.**

**The powerful combination of Job.com's protocol and our token economy will fulfil our mission to realign the industry away from costly middlemen to a decentralised reward-based community.**

## Team Overview

### Founders



#### **Arran Stewart**

##### **Co-Founder and Chief Visionary Officer**

Relying on a decade worth of experience in the recruitment industry, Arran has successfully brought innovation to the recruitment industry, developing one of the world's first multi-post-to-media-buy talent attraction portals and a unique system to evolve aggregation use of matching technology. Now, with Job.com, Arran is continuing the revolution with an unrivalled blockchain recruitment platform, which aims to be the most secure, efficient, and transparent hiring process in the market.

Arran is a regularly featured thought leader in the intersection of recruitment and tech, most recently referenced in Forbes, Reuters, CoinJournal, and HRTechnologist, amongst others.



#### **Paul Sloyan**

##### **Co-Founder and Chairman**

A renowned entrepreneurial leader and specialist with 20+ years' success in strategic acquisitions, capital raising and organic sustainable growth across all areas of online recruitment technology. He is continually creating new ways and utilising emerging technology to tackle the ever-present challenge of matching the ideal candidate with the right company and position.

Paul launched MyJobMatcher in 2011 in the UK and in 2017 expanded to the US, paving the way to navigate the acquisitions of ActiveHire, ZillionResumes and in 2017, Job.com. The group now holds in excess of 67 million jobseekers profiles across the UK and US. Influential at all levels, Paul collaborates closely with key stakeholders, and management across all aspect of the businesses, helping transform the vision into reality. As a longstanding and innovative voice in online recruitment technology, Paul's expertise has been featured in Inverse, CoinJournal, ChipIn, and HRTechnologist, among other publications.

## Executive Team



### **David Hayat**

#### **Chief Executive Officer**

Former Global Managing Director, of Accenture's Ecosystem of the Future, examining strategies for disruptive potential of innovative technology and the ways in which it can help develop an innovative economy.



### **Mark Guest**

#### **Chief Operations Officer**

Former Managing Director of Dice Energy International and Managing Director OilCareers.com Ltd, led the business to a successful sale by DMGT (Daily Mail and General Trust) to DHI (NYSE listed DHX) in 2014 for \$26 million.

## Advisors

**Matt Roszak**

CEO/Co-Founder, Bloq/Metronome

**Benn Godenzi**

Co-Founder, Interoperability Alliance

**Mohammed Ramadani**

Co-Founder, MD of ChainVisory

**Dr. Majid Almansouri**

Co-Founder, CEO of ChainVisory

**Travis Reeder**

CTO at GoChain

**Becker Goldstein**

Strategic Coin

**Bhaidaya Baker**

CTO ChainVisory

**Chris Williamson**

Co-Founder, MB Technology

**David Wachsman**

Founder and CEO, Wachsman PR

**Michael Kapilkov**

Advisor and blockchain expert

**Kheira Boulhila**

Former Accenture MD and committee board member in Paris

**Peter Bordes**

Exec. Chairman + Co-Founder, OneQube

## **Problem: An industry flooded with middlemen**

What most people don't know is that recruiters get an average of 20%<sup>1</sup> of the first year's salary for anyone they place in a job, adding up to \$150+ billion dollars a year in the USA, and \$638 billion globally. That impact comes directly out of companies' bottom line profits. Instead of potentially re-investing in their business with sales programs, training initiatives or even larger salaries and bonuses, those billions are going into the pockets of recruiters.

Recruitment firms ask for a lot of information - personal contact details, work history and skillset. The current industry incentivises gathering and storing of candidate's private data to be later resold to third parties.

But perhaps that's unfair. Perhaps recruiters provide a valuable service that pays for itself in the long run? The reality is that too often agencies provide zero or minimal feedback to anyone except to the top 5% who recruiters earn their revenue from and even those candidates could be badly served. Recruiters value the elite candidates and do everything in their power to keep their clients a secret. If a candidate realises a household name has a lucrative vacancy, they could circumvent the recruiter and go direct. That's why some recruiters write the vaguest possible job descriptions, even going so far as to use fake addresses and information just to throw jobseekers off the trail. Recruiters have also been known to post fake jobs to help build up their resume database but candidates unknowingly still spend time applying, hoping to get a job that never even existed. This is an industry ripe for disruption. In fact, it deserves it.

---

<sup>1</sup> \* BountyJobs 2016 Agency Recruiting Benchmark Report

## **Solution: Recruitment 4.0**

How do we build a better system that protects privacy, champions candidates, provides real time feedback, costs hirers less, and saves everyone time?

Job.com has the answer.

### **Matching Technology**

- Uniquely positioned to use a large data set including successful client placement to train new technologies, such as AI.

### **Smart Contracts**

- During the candidate's journey through the hiring process, progress is held in a smart contract which is used for every hire on job.com

### **Financial Incentives**

- When a successful jobseeker is engaged by their new employer, they will receive a signing bonus equivalent to 5% of their annual salary
- Employers can save up to 70% of their traditional hiring cost for every hire

### **Privacy**

- Users have full control over their data
- No third-party sharing
- Employers only see candidate data when interview is arranged

### **No more middleman**

- Through our streamlined interface hirer and applicant can communicate directly without relying on third-parties

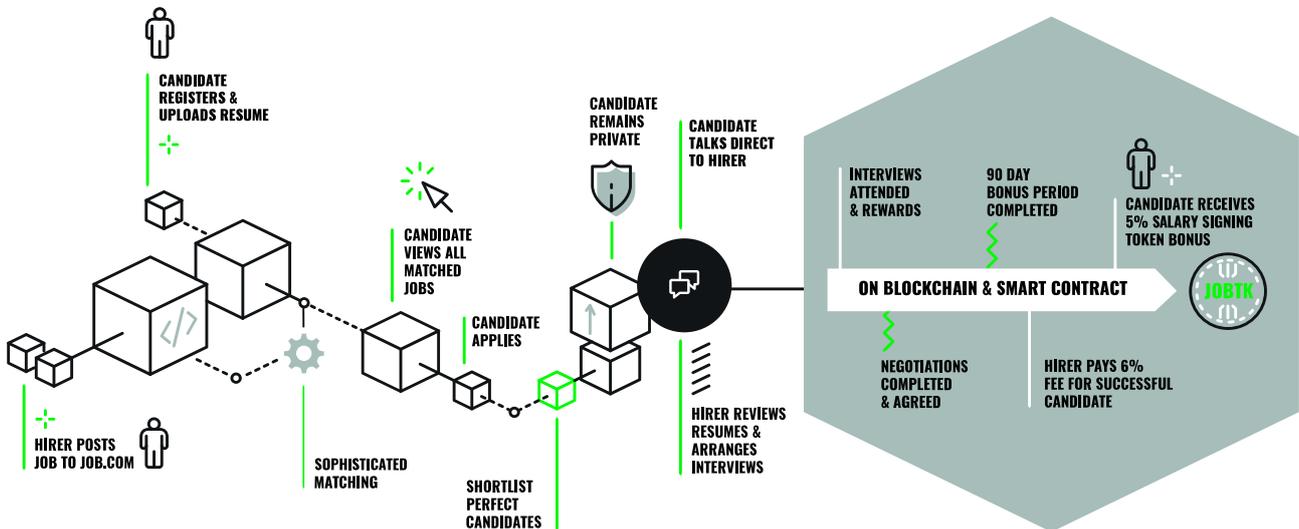
## How It Works

Instead of the traditional recruitment fee of 20% of a candidate’s salary, Job.com draws 6%, a tremendous saving for companies. Of that 6%, Job.com only keeps 1%, the other 5% goes to the candidate, since it’s the candidate that does the work - the search, acing the interview, getting the job.

When incentives are aligned, everyone benefits and the system grows stronger, bringing more great people and companies together faster. A CEB survey of 900 recruiters and 6,000 hiring managers found that time to fill job openings has increased 50% from 2010. The average vacancy costs \$500 per position per day, a loss of \$22,000 per position over the average period it takes to hire of 44 calendar days.

## Reliably changing the way companies hire and the way people look for work is prompted by two major breakthroughs:

- Sophisticated people-matching algorithms
- Blockchain-based reward tokens



## **The Jobseeker Experience**

Jobseekers can now experience a new way of job seeking without the pain points of compromised privacy and inefficient results. Companies are not able to search our database to gather personal data and private information, the only information they can obtain about a candidate is what the candidate shares when they apply for a job.

As a part of the sign up process, each candidate gets a user-controlled JOB Tokens wallet. The wallet serves as the foundation for their rewards and signing bonus.

## **Five Steps to Find a Job**

1. Register on the Platform and upload a resume.
2. Relevant job matches based on provided information and resume content, will be displayed, emailed or sent via push notification.
3. Select a job and complete the application which is then delivered and tracked by our Feedback Loop service, which governs the whole hiring process.
4. The system schedules the interview directly with both parties, and the jobseeker receives a \$50 reward in JOB tokens.
5. The day the new hire starts their new job Job.com deposits the signing bonus into their wallet, which is time locked via smart contract until the successful completion of the 90-day Guarantee period.

## The Hirer Experience

Job.com is a no-risk proposition for companies, which makes it tremendously attractive. The 6% fee is a considerable saving for businesses compared to standard recruitment fees. It will not only deliver major savings for Fortune 500 companies, but will also put the recruitment process within reach of the USA's 28 million small-to-medium sized businesses. Recent reports show the need for speeding up candidate on-boarding, as 60% of workers had multiple job offers the last time they looked for work<sup>2</sup>. Job.com's matching technology saves companies money by getting matches faster and more efficiently than current recruitment processes, allowing them to make their offers quicker to the best candidates.

### Our Services Include:

- No-fees for posting jobs
- Use of matching technology to see relevant jobseekers' resumes
- Direct contact with jobseekers throughout the hiring process
- White label experience for enterprise customers

Each new hire comes with our Job Guarantee. When a hirer makes an offer and the jobseeker accepts, it is recorded via a smart contract within the blockchain ledger to trigger the release of a candidate's signing bonus upon completion of the 90-day Guarantee period. If a hired person leaves before 90 days, we will replace them with no additional cost and the hirer does not pay the 6% until they find the right candidate.

### Five Steps to Hire a Jobseeker

1. Hiring manager views candidate applications within their dashboard by relevance.
2. From that list they create a highly accurate shortlist of candidates
3. They schedule the interview and communicate via the Platform.
4. Once a company agrees to hire a jobseeker, salary and compensation negotiations are recorded via a smart contract.
5. When the candidate reaches the end of their hiring guarantee period, the company pays a fee equivalent to 6% of the candidate's salary as their fee for using the Platform. The fee is paid in FIAT currency and converted by Job.com.

---

<sup>2</sup> Adecco, "The 2018 U.S. Workforce Report", <https://www.adeccousa.com/employers/resources/entries/us-workforce-attraction-and-retention-report/five-essential-closing-points/>

## Hiring Process Backed by the Blockchain

The Job.com engine matches candidates to hirers behind the scenes, keeping the data for each party exclusive. The shortlist generated by the matching engine provides just enough information to allow both parties to agree to engage in the hiring process. Once both parties agree, they are then allowed to view a more detailed view of their skills and experience as it relates to the position.

Using the blockchain, we are leveraging a decentralised trust model and allowing candidates and hirers to interact with each other exclusively. Job.com is what you will use to match yourself up with the right candidates or jobs. Its use of blockchain ensures that the main process of interaction is helped along and supported by immutable data stores and decentralised trust models.

The candidate is able to interact with hirers while retaining control of their own data because of its use of the blockchain. A smart contract locks the data of each party so it can only be exposed if interest is expressed. The candidate's data will never be posted on a job listing site to be scraped and added to the web of stale resumes or sold for profit to the machine. Their data will remain intact and in their control to maintain or update at their will.

Candidates are also guaranteed a hiring bonus by using the Job.com service and who doesn't like that? That bonus is held and controlled by the blockchain and gives a unique value to the process by holding this money in escrow via smart contract. Normally, the candidate is left out of this step, but using the job.com service and the inherent values of the blockchain, the hirer and the candidate only, will be able to validate and see for themselves where they are in the process and what they have to do to complete hiring and unlock their bonus tokens.

The hirer is able to get a targeted list of candidates for each position and will likely be engaged with multiple candidates for multiple positions at anytime. The company can also decide what amount of information they want to display at each stage of the agreement. Use of the blockchain will give hirers a much clearer path to the candidate and guarantee a much more cost effective result. Job.com provides clear value on the first hire simply by our cost. Each subsequent successful hire will better inform a personalised matching model for that hirer. Job.com's results will improve for you as you use our service more. All of this information is stored on the blockchain in hashed data that is exclusively accessible to the parties involved.

The smart contract ensures that the process is carried out in the interest of both parties. It inherently includes privacy by using the workflow built into the hiring process. When the hirer looks through their shortlist and wants to see more details on a particular candidate, they would need to use the Job.com platform to step through the smart contract flow and progress from interest to interview and then to hire. The job.com engine will recommend the next step through the whole journey and record it on the blockchain.

## Roadmap

<b>SEPT 2018</b> Launch MVP	<b>Q1 2019</b> Launch iPhone & Android App	<b>Q1 2020</b> Recruitment Tools Enhancements
<b>OCT 2018</b> Marketing Campaign Activation	<b>Q2 2019</b> Site Optimisation & Company Directory	<b>Q2 2020</b> Skills Endorsement Pledges
<b>NOV 2018</b> Launch Major Partnerships	<b>Q3 2019</b> Token Rewards for Platform Promotion	<b>Q4 2020</b> Company Endorsement Pledges
<b>DEC 2018</b> Release Advanced Candidate Features	<b>Q4 2019</b> Value Exchange Ecosystem & Token Rewards	<b>Q2 2021</b> Full Decentralisation of the Job Market

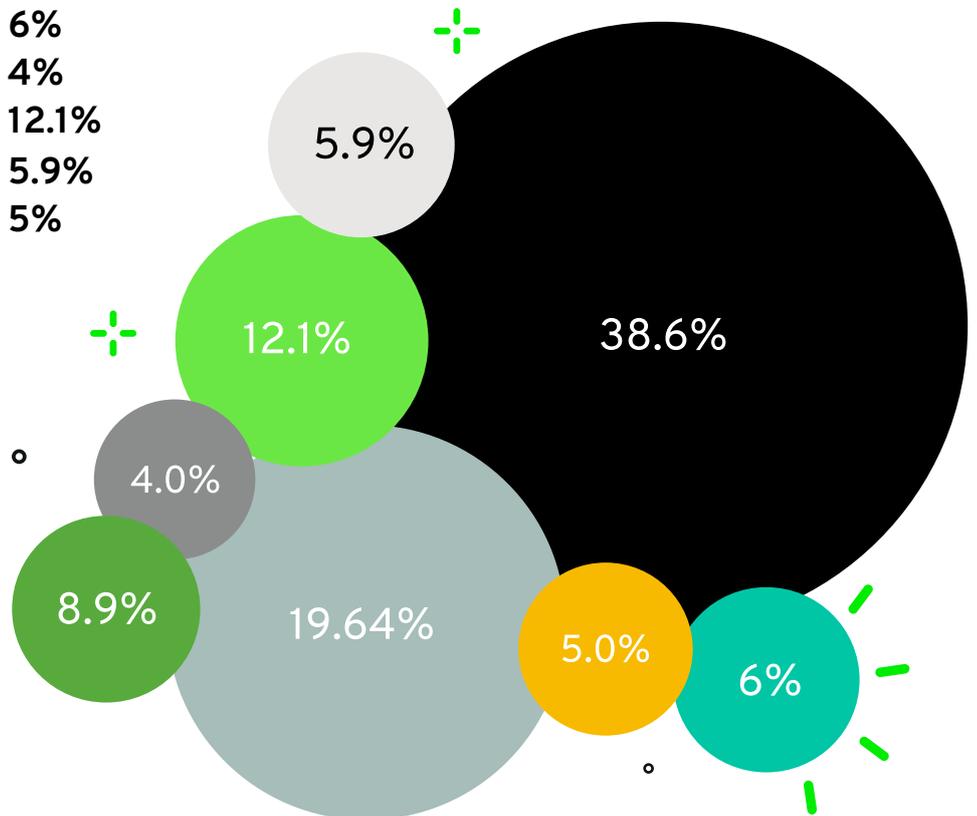
## Job Token Metrics

Token price	<b>0.065 USD</b>
Token ticker	<b>JOBtk</b>
Soft cap	<b>2,500,000 USD</b>
Hard Cap	<b>25,000,000 USD</b>
Tokens for sale	<b>384,615,385</b>
Tokens for sale	<b>38.46 %</b>

**TOTAL SUPPLY**      **1,000,000,000 JOBtk**

## Token Distribution

Tokens for sale	<b>38.46%</b>
Bonus	<b>8.9%</b>
Foundation	<b>19.64%</b>
Marketing	<b>6%</b>
Bounty	<b>4%</b>
Core Team	<b>12.1%</b>
Advisors	<b>5.9%</b>
Future Growth	<b>5%</b>



## The Feedback Loop

One of the issues most commonly reported by candidates is the lack of feedback during the application and hiring process. Statistically, over 95% of the applications candidates submit prompt nothing more than a confirmation email thanking them for their application<sup>3</sup> if they receive anything at all, as 55.9% of candidates reported not receiving any feedback at all in the first place.<sup>4</sup>

The Feedback Loop keeps the job search process flowing smoothly by tracking the progress of the candidate's application, the hirer's shortlist, the interview request, salary negotiation and the agreed start date. All of these key milestones must be recorded within the blockchain ledger to trigger the release of a candidate's signing bonus upon completion of their 90-day Guarantee period.

Based on this structure Job.com creates the necessary feedback loop and frontend to this process, taking each candidate step-by-step through their entire journey from application to hiring. We use a recognisable and intuitive symbol system that is indelibly tied to our system and accompanied by a timestamp, making a formerly obscure process fully transparent.

Even if an offer is made during the interview process, the system prompts both the hirer and candidate to enter final details of the job role, including annual salary, start date and Guarantee period. These must be entered to honour the candidate's signing bonus. Job.com relies on advocacy from candidates (who will want their signing bonus) to ensure this final stage is completed. At this point, the client is billed and their Job Tokens are moved to the candidates wallet, ready for release to the candidate once they complete their Guarantee period.

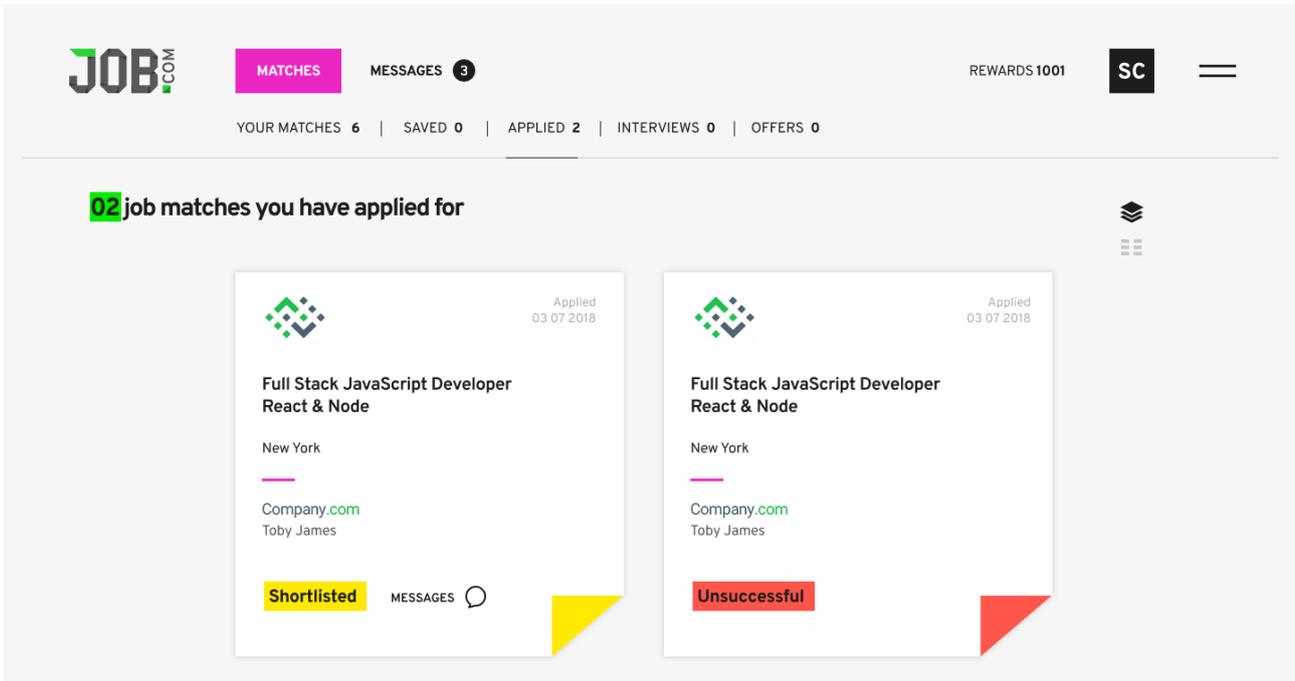
At the agreed end date of the Guarantee period, both candidate and hirer are prompted to confirm via the platform that the Guarantee period has indeed been completed. Only then are the Job Tokens released to the jobseeker.

---

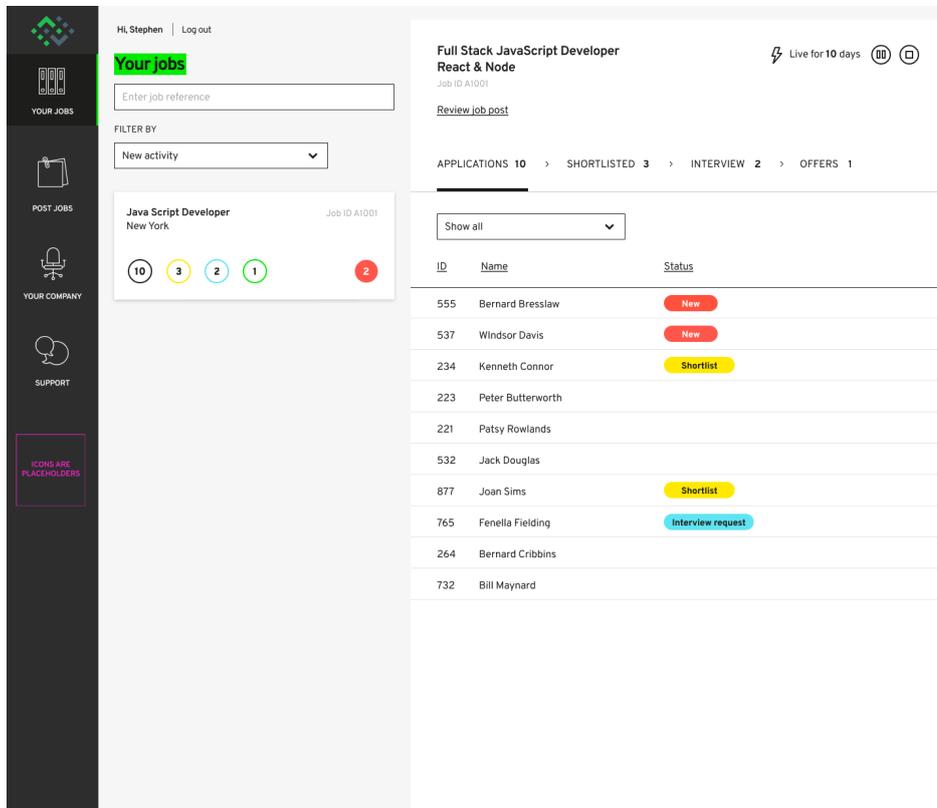
<sup>3</sup> Recruiting Daily, "The State of Candidate Experience in 10 Statistics", <https://recruitingdaily.com/the-state-of-candidate-experience-in-10-statistics/>

<sup>4</sup> <https://www.collingwoodsearch.co.uk/our-insights/recruiting-retaining-talent/15-interesting-recruitment-facts/>

## FOR CANDIDATES



## FOR HIRERS



## Privacy

Candidate details are kept strictly confidential and some identifying information, like the candidate’s name and contact details, may not be required at all. Candidate information is not traded or released to any third-parties and is only visible to client companies with the express permission of the candidate. Instead of monetising candidate data, Job.com protects it. We do not sell it. We do not profit off it. We only use it to match and find jobs.

**One example of this is our messaging platform based on three simple rules:**

### 1. Hirers

---

Hirers can only view the content of the resumes or contact details of candidates who have directly applied to one of their jobs.

### 2. Candidates

---

Candidates cannot message hirers directly. They can only reply to messages initiated by the hirer.

### 3. Communication

---

All communication between the hirer and the candidate will be recorded on the **Job.com Platform**.

Our servers follow rigorous security procedures to protect not only user data but our infrastructure as well. All user identifiable data is encrypted so even in the unlikely event of an intrusion, client and candidate data will be unusable.

To protect all company internal and external data and assets, we will retain a top-tier global security company to assist us in the development of a state of the art cloud security system.

## People Matching

The matching technology leverages machine learning (ML) and Natural Language Processing (NLP) in order to extract all required information from a resume. With 60 million registered users, we have thousands of data points for our growing stable of algorithms to crunch, and the reach to fine-tune the ML engines to perfection. It has taken years of development to remove most of the manual processing that was once prominent within the recruitment industry and now the matching technology comprises a contextually learnt database of over two billion words.

## We extract and organise the data using various technologies such as:

- Keyword extraction
- Concept tagging
- Taxonomy classification
- Entity extraction

Once the information is extracted, this candidate's data is analysed in comparison to each job in particular to establish a matching score. The application then filters and ranks candidates based on this score, at which point a recommendation engine matches the best candidates to the job.

Guided by the ranking, hirers can get deeper insights as to why and how the application ranked them, along with the ability to fine-tune their requirement criteria in order to better sort the list of candidates. With this talent acquisition technology, the time taken for recruitment can be reduced by almost 50%, and search can be narrowed to reach out to only the best candidates that match the job. The ML models are trained to find patterns in past behavior, so any human bias that may already be in the recruiting process can be flagged.

The matching technology has been used to successfully generate the most important part of the initial phase of the recruitment process: **the shortlist**.

### Natural language process

- 70,000+ skills and job roles

### Machine learning

- 20,000+ slang terms and industry terminology
- 30,000+ learnt institutions

The system can isolate and weight individual words, terms, and all other variables relating to time and experience within a resume. Hirers have complete control over identifying their ideal shortlist of candidates without physically reading a resume.

## Processing Free Text to Data

Ordinarily, candidate-provided resumes are inputted in order to extract education, work experience and inferred skills. The platform goes beyond simple text extraction and uses segmentation to extract more detailed information from standard layouts.

For example, we segment the resume into work experience, education, skills and personal details. From there, the trained models identify and classify the sections and information within each identified area. We train models on the existing data on Ensemble methods based on DT (Decision Trees) and Support Vector Machines (SVM), and compare the performance of these models.

Segmentation is performed by standard ML classification techniques. A combination of ML and NLP techniques are used along with a rule-set to further ensure consistency of the content across the board, that is, all non-standard entries like spelling errors, grammatical errors, and different ways of representing information such as dates will be normalised.

The inferred skills section also requires further processing. We train a recursive neural network on the existing 60 million candidate profiles. The high dimensionality is handled by a k means clustering of related 'skills'. The resume will eventually be securely stored in chunks of entities that can be further evaluated.

## Candidate Evaluation

To assess a candidate's fit to a specific position, we merge the multiple dimensions of data to give each candidate a blended (weighted average) score. This score comprises the important elements of the resume assessed, including experience, education, and inferred skills. The inferred skills will have the maximum weightage.

For example, if the position is for a senior data scientist, and the candidate has 10 years' experience as a front end developer, then the experience and education will not count as much as the inferred skills which are directly related to data science. Additionally, the duration that a candidate has had these skills will go towards determining seniority.

The work experience score is based on an external dataset of companies and their rankings. It also imputes the duration of the employment of the candidate. The work experience segment has the positions held by the candidate feeding into the inferred skills. The education score is based on an external dataset with the academic degree as well as the university's ranking.

The inferred skill score is the average score of all desired skills, details in the work experience and the positions previously held. To calculate an inferred skill score, we match the skill required for the job to the inferred skill-set of the candidate. For each candidates inferred skill, the distance (k nearest neighbour clustering algorithm) to the desired skill is calculated and the skill with the shortest distance is identified.

The inferred skill is based on the recursive neural network model trained on the existing data. The benefit of this is that new skills automatically appear and are mapped as they are added. There is a reinforcement learning model that we will apply to train the models on new skills that are not already there. Additionally, users can add related skills at any time and even start by using predefined job templates. The recruiter can select any ensemble of skills to specify a desired candidate profile. Skill selection are supported by an auto-complete list, which is based on the large corpus of profiles described in the above section.

Each candidate has their score broken down into categories and the recruiter can see which category a candidate excels in or falls behind.

## Growth Strategy

### US Client Community

	Small	Medium	Enterprise
# of Companies	6,000,000	44,000	11,000
# of Employees	<250	250-500	>1000
Average Annual Sales	\$1.6 million	\$41 million	\$2.7 billion

### There are about 124 million employees in the US.

- Small businesses [with under 20 people] have 20.8 million employees
- Mid-sized businesses [20-200 people] have 28.6 million employees
- Large businesses [200+ people] have 74.7 million employees

Around 20,000 businesses with 500+ people have 65.1 million employees, meaning less than 0.5% of US businesses employ over 50% of workers.

The Job.com Sales team is located in the USA in Nashville, TN and Austin, TX, and will be comprised of 20 Regional Account Managers connecting with current and future clients daily focusing on powerful and rapidly growing industries of: Tech, Finance, and Legal.

#### Example, USA:

Job.com has 60 million registered users in the USA

If we place 1.6% of our current users into jobs that would equal 1 million placements.

The average US salary is \$52,000

Job.com 6% fee from the company = \$3,120

Candidate's 5% bonus = \$2,600

Job.com retains 1% = \$520

1 million placements x \$3,120 = \$3.12 billion revenue

1 million placements x \$2,600 = \$2.6 billion in signing bonuses

1 million placements x \$520 = \$520 million gross margin

## Partnerships and Collaborations

The value of Job.com through a diverse group of industries is the capstone of our partnership initiative to become the centre of gravity of recruitment and solidify our competitive ecosystem. As an established company offering a stable and predictable set of assets, we have already been able to forge promising partnerships with large corporations, SMBs, retail market leaders and emerging tech companies, leveraging their market knowledge, existing client base, and solutions to grow our service offerings.

At the centre of our go-to-market partnership plan is an agreement with a major US retailer who is adapting to online competition by developing incremental services for their customers, offering them unique, pre-selected suppliers enabling them to grow their own businesses. Job.com is poised to be their recruitment partner, thereby promoted to their 10+ million users online and in over 1,000 retail locations. This high visibility at multiple entry points into market, will result in large user adoption, whilst exercising our own credibility within the marketplace.

Furthermore, among others, is an agreement with a US-based B2B resource company that offers third-party services to SMBs such as tax, legal, and accounting support. This partnership goal is to leverage Job.com's recruitment services for their 400,000 clients, and to be efficiently integrated into various existing business service platforms.

With every partnership added, we increase our value, and the ability to increase our offering. Blockchain technology is growing exponentially, and our ambition is to build an ecosystem of blockchain providers within the HR space in order to be truly disruptive. There are multiple potential usage enhancements to be added, such as skills verification, resume support, mentoring and fostering a truly decentralised community.

## Marketing Strategy from McCann

Since 2017 we have been working with our partner McCann Central, the UK’s largest integrated agency, on the marketing vision and platform experience.

### Our Truth

---

1. **Rethink Recruitment:** The world is changing so why is recruitment industry stuck in paradigm of traditional recruitment agencies who no-one likes?

---

2. **Disrupt the Commission**  
**Model:** Blockchain technology replaces intermediary recruiters, rewarding successful candidates, removing unnecessary recruiting costs for hirers, and aligning to recruitment KPIs.

---

3. **Empowerment for Everyone:**  
 Jobseekers want control of their value and destiny. Hirers want the best people at the lowest cost.

---

4. **Peer-to-Peer Placement:** Jobseekers already prefer to search through their own circles, networks and contacts.

---

5. **Democratise:** Prosumers take control of their privacy and destiny from avaricious middlemen.

### Our Targets

- Passive jobseekers- 50% of people who have recently looked online for employment are already employed full time
- 60M existing users registered in USA and 7M in UK
- 124M employees and 5.9M employers in USA

### Media Mix

- OOH blitz each market through high frequency formats
- Programmatic and mobile
- YouTube, Search and Social to find a high intent audience and reach them through additional platforms
- Long form editorial
- On the Ground events

### Global Launch Estimations

USA: Q4 2018, Concentrations in US Metropolitan Areas  
 UK/Europe: Q1 2019

Asia: Q2 2019  
 Australia: Q3 2019

## Vision- Building a Decentralised Community

When you consider sites that already exist such as Glassdoor.com, we already rely on the workforce community to provide us with information about potential employers before we make a decision to work at that organisation. Take it one step further and consider an ecosystem that removes all recruiter and third-party middlemen, which has a community that can recommend jobs to one another based on personal knowledge about a person's skill sets, it could endorse and verify candidates for their skills, experience and reputation. Companies could also be ranked and given reputation feedback from the working community. Everything that a jobseeker and hirer would ever need to make the best hiring decisions could come from the global workforce community and it could be done in such a way that jobseekers earn additional income, supporting the more fragmented multi income future that the global workforce is moving towards and companies could remove their dependence from recruitment agencies and save billions of dollars.

Many of these ideas already exist, but have not been brought into one ecosystem that gets all of the tools needed to successfully bring the right candidate together with the right company. Decentralising the entire recruitment process must happen in steps and with this in mind, this white paper is the first of those steps towards the overall decentralisation. Our first strategic move is to remove the recruitment middlemen and allow companies and candidates to deal directly with one another and introduce them to an incentive based token economy where companies save on their recruitment costs and candidates generate income out of their own on-boarding.

By taking this initial first step and raising the awareness and understanding that recruitment can be achieved through a community basis, at Job.com we will continue to introduce functionality, features and token incentives that further cements the power of community hiring in the eyes of both candidates and clients.

We are committed to a two year development plan to create an ecosystem that is fully decentralised and have an aggressive plan to convert much of the global recruitment process towards a community based recommendation, verification and the on-boarding process within the next five years.

Technology has the ability to change global markets and behaviour in this time and quicker, you only have to look at Facebook, Uber and Indeed to know that Job.com is the future to how the world will hire.

## A Meritocracy

An example of our vision for a recruitment community ecosystem is adoption of a meritocracy, which will inherently remove many of the problems currently experienced within referencing, such as personality clash biases, negative references, or underselling/overselling of achievements.

Here is one user case of how this ecosystem striving towards meritocracy could be constructed:

David has been hired to create a new matching algorithm and before he begins work, David stakes 20%+ of his 5% bonus into a smart contract of his firm. The template can be published on Github with documentation so each company is free to set it up.

Michael is a portfolio manager overseeing the build of the algorithm. In order for David to get his confirmation Michael would have to stake the same amount of tokens into the smart contract or request HR to match the balance. These stakes are financial reward and confirmation that if David completes his task to a successful level, these token rewards will be released to David and he will have a record of his achievement on the blockchain (Meritocracy).

Upon reaching consensus, the transaction will be recorded on the ledger and its TxHash (AKA transaction ID) will be attached to the accomplishment. This record can be found at any given time in case a hypothetical employer wants to conduct a background check. Ultimately, they would find data that can stand any reference checks and empower employees who leave their firms on bad terms as no one can take away their accomplishments.

The ultimate goal, as soon as we reach the point of mass adoption and acceptance, is to enforce multi-signature to confirm anyone's submission. Let's assume David was surrounded by extremely talented colleagues and upon completing the project the whole team will be able to see who is taking credit for what and be able to confirm it or not. This prevents professionals from overselling their abilities. Moreover, if a team member decides to switch firms the data can be analysed by a potential employer and used to quantify one's ability to be a team player, empowering their concrete skills ahead of subjective reviews.

## Advisors



### **Matthew Roszak**

#### **CEO/Co-Founder, Bloq/Metronome**

Matthew is co-founder and chairman of Bloq, and founding partner of Tally Capital, a private investment firm focused on digital assets and Blockchain-enabled technology with a portfolio of over 20 investments, including Blockchain Capital, Block.One, Blockstream, Civic, Factom and QTUM. Mr. Roszak has spent over 20 years in private equity and venture capital with Advent International, Keystone Capital Partners, Platinum Venture Partners and SilkRoad Equity, and has invested over \$1 billion of capital in a broad range of industries. He is a director and beneficial owner of Eboost, Enter Financial, MissionMode, Neu Entity, Onramp, SolidSpace and TrueLook, and also chairman of the Chamber of Digital Commerce, the world's largest trade association representing the Blockchain industry.



### **Benn Godenzi**

#### **Co-Founder, Interoperability Alliance**

Marketing and partnerships expert within the blockchain space. Experience within the industry includes advisory and marketing for projects like Aion, Wanchain, Icon, Gochain and Quarkchain, along with many others. A focus on ICO management, fundraising, networking, private investor relations and project growth.



### **Travis Reeder**

#### **Cloud and Blockchain Infrastructure Architect, CTO, GoChain**

Travis has over 20 years of experience developing high-throughput, high scale applications and cloud infrastructure services. Travis is a four time founder of successful technology companies, most recently founding Iron.io where he pioneered server-less cloud computing and raised \$17M from top tier Silicon Valley VC firms including Bain Capital, Sapphire Ventures and Baseline Ventures. Having solved scaling problems and delivering scalable services for his entire career, he is now applying that knowledge and experience to blockchain. Travis holds a Bachelor's degree in Computer Science.



## **Bhaidaya Baker**

### **Technology leader, IT Consultant & Software Architect**

A technology leader, IT consultant and software architect with extensive experience in building custom software solutions for medium to large businesses. Bhaidaya creates solutions by leveraging several server architectures to provide modern mobile and web based applications. He is focused on using contemporary tools to augment modern applications and provide a simpler mobile and web experience.



## **Dr. Majid Almansouri**

### **Co-Founder, CEO of ChainVisory**

Dr. Majid is a blockchain expert, entrepreneur, and early stage investor. He is the Founder and CEO of ChainVisory, a high-end blockchain, crypto-consultancy firm. He has advised, fundraised, and managed investor and partnership relations for several multimillion dollar blockchain projects. Dr. Majid also co-founded HG Partners, a boutique blockchain investment syndicate with high investment metrics standards, and serves as their CIO. He is currently also the Chief Strategic Officer at Solaster, a healthcare interoperability blockchain project. Coming from a medical background and having educational qualifications from top universities has helped shape his career towards healthcare and entrepreneurship. Majid's background, education and interest in medicine, healthcare, and the blockchain technology space, gives him the advantage to shift between those interests and combine his knowledge and expertise to empower the space and the world as a whole.



## **Mohammed Ramadani**

### **Co-Founder, Managing Director of ChainVisory**

Mohammed is an entrepreneur, blockchain and ICO analyst, advisor, and investor. His greatest specialties are in strategy, branding, design aspects, as well as token economics. He is Co-founder and Managing Director of ChainVisory, a full-stack blockchain consulting company, Chief Communications Officer at HG Partners, a private blockchain syndicate with important members in the blockchain, investment and tech space, as well as Co-Founder and COO at The New Brand, Design, a San Francisco based design company. Mo believes in advancement in all parts of the blockchain ecosystem to empower its technology and ultimately all the startups he works with.



## **Becker Goldstein**

### **Strategic Coin**

Prior to Strategic Coin, Becker was an Investment Executive at an asset management firm that focused on investing in high-tech companies such as Spotify, SpaceX, and several others. He was a member of a due diligence team actively engaged during investment rounds in Palantir and Magic Leap, responsible for analyzing their core technology, forecasting its adoption, and alongside the team integrating all findings to assist Senior Vice Presidents in making their decision. In 2014, he started research on distributed ledger technology (DLT) and use of various algorithms. In 2017, Becker alongside Strategic Coin entered the space with a purpose of leveraging DLT to improve existing businesses and bring transparency into their activities. Becker is actively engaged with philanthropic foundations and projects that aim to liberate access to information by using distributed ledger technology as well as promote scientific literacy in developing countries.



## **Chris Williamson**

### **Co-Founder, MB Technology**

Director and corporate advisor to companies across the APAC region. Specialising in strategic planning, market development and internationalisation. Experience in marketing, finance and technology. Founder of Australian and Chinese firms in marketing and education sectors.



## **David Wachsman**

### **Founder and CEO, Wachsman PR**

David is the Founder & CEO of Wachsman PR, a global organisation with more than fifty clients served by thirty employees in New York City and Dublin. David and his team have represented and have been strategic advisors to some of the most indispensable organisations in blockchain, including Crypto Valley Association, Bitcoin Suisse, Dash, Cardano, Lisk, Steemit, ICONOMI, ChainLink, Bancor, Kik, Aragon, SONM, DECENT, TaaS, Cofound.it, TokenCard, Decentraland, Santiment, Indorse, ZenCash, and investFeed, among others. David is a regular speaker at fintech and blockchain conferences worldwide.



## **Kheira Boulhila**

### **Former Accenture MD, Committee Board Member, Paris**

Kheira is passionate about technology and its impact on our day-to-day lives, and sees Job.com as a unique opportunity to leverage blockchain and token economy into recruitment space and reinvent a new business model. Kheira spent more than 20 years in global consulting companies such as Accenture, working in high tech, and focusing on pivoting organisations into digital transformation and making the co-defined strategy real. Illustration of areas of expertise: design and innovation, data, and user experience.



## **Michael Kapilkov**

### **Experienced ICO and Blockchain Advisor**

Michael has served as an ICO advisor to several startups, including Pundi X, CREDITS, CannaSOS and CRYPTYK. He has been involved in the blockchain space since 2015, and founded several blockchain startups. Prior to that, he worked in finance and consulting. Currently, he serves as a partner at Datrixo, AI-Blockchain venture building company. He attended Columbia University and holds MBA from IE Business School. Mr. Kapilkov is a frequent speaker at ICO conferences and events.



## **Peter Bordes**

### **Executive Chairman, Co-Founder, OneQube**

Peter is Executive Chairman & Founder OneQube, home to the intelligent audience automation software stack that enables brands to develop highly engaged, relevant digital audiences for their products, content and brand. Prior to OneQube, he founded and was CEO & Chairman of MediaTrust, the leading real-time performance marketing exchange. During his tenure as CEO the company was the 9th fastest growing company in the USA, and he was an founding member and Chairman of the Performance Marketing Association. Peter has spent much of his career in banking and venture capital and was a founder of Mason Cabot investment bank, which specialised in early stage media and technology financing. Ranked in the top 100 most influential angel investors in the United States and social media.

## Our Partners



OBSIDIAN SYSTEMS



### Supported by McCann Team

#### Dean Lovett, CEO McCann Central UK

Dean joined McCann Erickson in 1997. He has been CEO of McCann Central since 2003 and was previously Managing Director of the Consumer Retail division, employing over 400 people. McCann Central has an enviable client list including Vauxhall, Triumph Motorcycles, Barclays, Stanley Black & Decker and Sunseeker Yachts.

#### Rob Mustoe

#### Managing Director, McCann Central UK

As MD at McCann, this is Rob's third agency-side Board Director role.

He is the integration lead and client partner for a portfolio of global and national clients as well as startups. Rob's experience spans digital to brand and advertising to activation, having worked for brands across North America, and the EMEA and APAC regions.

**Chris Robertson**, Executive Creative Director, McCann Central UK

**Steve Hollyoak**, Digital Managing Director, McCann Central UK

**Cynan Clucas**, Managing Partner, Digital, McCann Central UK

**Dan Caputo**, Account Director, McCann Central UK

**Meirion Williams**, User Experience Director, McCann Central UK

**Matt Sanders**, Senior Digital Designer, McCann Central UK

## **Supported by Obsidian Team**

### **Ryan Trinkle, Partner and Co-Founder**

Ryan's interest in delivering better code faster and more predictably led to the co-founding of Obsidian Systems, which is using Haskell, Nix, and other functional tools. Before that, in 2015, he created Reflex, a Haskell-based functional reactive programming engine that now supports building desktop, web, and native mobile applications from a single codebase. He has been a board member of Haskell.org since 2014 and was a founding member of the New York Haskell Users Group in 2012.

### **Michael Reinhart, Project Manager at Obsidian Systems LLC**

Michael has an adept understanding of all facets involved in building software companies, with a track record of leading efficient teams and delivering crucial, cross-disciplinary insights. Most recently, he served as Head of Product for VMG, a bootstrapped ad technology firm specialising in delivering brand communication to all device types, from TVs to mobile phones. From its beginning, he's overseen development of their analytics and client services platform, recognised by clients as one of the best in the industry. It is used by many of the most recognisable media organisations in the world, including the Wall Street Journal, the Washington Post, Condé Nast, CBS, NBC, Bloomberg, and many more. Michael received his M.S. and B.A. from Binghamton University.

## **Supported by Ericho Communications Team**

### **Eric Yaverbaum, Founder**

Founded by award-winning public relations expert, 35-year industry veteran, and PR for Dummies author Eric Yaverbaum, Ericho Communications is an NYC-based multi-faceted PR and communications agency with a reputation for its unique expertise in strategic media relations, crisis communications, and media training.

## **Job.com Tech Team**

**Frank Jackson**, Head of Product Development

**Peter Spikings**, Senior Backend Developer

**Damian Banaszczyk**, Senior Backend Developer

**Chris Harding**, Senior Backend Developer

**Jamie Holiday**, Lead Frontend Developer

**Zsolt Mali**, Senior Developer

**Patrycja Banaszczyk**, Frontend Developer

**Josh Ozura**, Global Network Operations Manager