

Skillboard

*A decentralized, blockchain powered peer-to-peer platform
that lets you monetize any skill and socialize with like-minded people.*

Abstract

Skillboard is an open source platform that will run on the Ethereum network. We aim to become a new kind of labour market. A decentralized community where everyone can become a Skiller (user) to offer any kind of skill. A skill that can be both online and offline. Skillers pay or get paid for in SKILL, the native token for the Skillboard platform, or in fiat money. Thereby creating the possibility for each individual who has skills or special knowledge, to gain additional income by using a multi-sided social platform. A platform where skills are being showcased, utilized and shared. Besides focussing on earning additional income alone, Skillboard will also provide the possibility for likeminded people to connect with each other. Giving them the possibility to meet, interact and share knowledge.

On-demand and gig-economy services are becoming, if not already, mainstream. They are predominantly being used (49%) by users that are between 18 and 34 years old [1]. It is an ongoing topic that will continue to gain interest in the years to come. We firmly believe future generations will be fully accustomed to take part in any kind of on-demand or gig-economy [2], incentivized from both an economically and socially perspective. To anticipate on this on-going trend and the decentralization of the internet, we are building a tool to help people take part in this development.



Content

1.	Introduction.....	3
2.	Problems.....	4
3.	Solution.....	5
	3.1 Skillboard.....	5
	3.2 Payment.....	6
	3.3 Skiller Fund.....	6
	3.4 Development Fund.....	6
	3.5 Court.....	7
	3.6 SKILL token.....	7
	3.7 Technological architecture.....	8
	3.8 Process flow.....	8
4.	Business description.....	9
	4.1 Mission statement.....	9
	4.2 Vision statement.....	9
	4.3 Company history.....	9
	4.4 Service.....	9
	4.5 Industry.....	9
	4.6 Long term goals.....	9
5.	Market research.....	10
	5.1 Gig economy.....	10
	5.1.1 Market size.....	10
	5.1.2 Awareness.....	10
	5.2 Income.....	10
	5.3 Social isolation.....	11
	5.4 Competition.....	11
6.	Marketing plan.....	12
	6.1 Goals and objectives.....	12
	6.2 Positioning.....	12
	6.3 Market penetration.....	12
	6.4 Distribution.....	13
	6.5 Communication.....	13
7.	Operation and management plan.....	14
8.	Token launch	16
	8.1 Overview.....	16
	8.2 Token allocation.....	17
	8.3 Seed funding allocation.....	18
	8.4 Main funding allocation.....	19
9.	Roadmap.....	20
10.	References.....	21



1. Introduction

Technological improvement right now has been the fastest it has ever been and the slowest it will ever be. The arrival of the internet has changed and improved our lives greatly. We live in an information society which is mainly being driven by the internet. This inexhaustible source of information flows through nearly all the lives of the modern-day man. Along with the rise of the internet grew all kinds of services that could be purchased and used for in an instance; on-demand. Buy anything from Amazon, Alibaba, food delivery services, on-demand video, on-demand rides, on-demand bed and breakfast and the list goes on and on. Social media made it possible to instantly connect and stay in touch with another person, no matter the distance. Kids are playing videogames on a phone or tablet before being able to speak. The generations that were born during and after the rise of the internet are the so called digital natives [3]. These individuals most of the time grew up having a 24/7 connection to the World Wide Web. Besides for these natives, this 24/7 connection to the web has become a crucial and elementary part of life for nearly everyone who uses the internet. The current rise of the blockchain technology has been much compared to the rise of the internet. As internet made it possible to transfer information, blockchain will provide the possibility to transfer value. However, the technology is still in its infancy and might even be decades away from reaching its full potential [4].

Who would have known by the time it was just possible to send an email that the same technology would become so dominant in our daily lives? We vastly believe that Blockchain will have the same impact, if not bigger, on our society.



2. Problems

1. At an ever-increasing pace, we get to receive and process all kinds of information from the internet. All the information we receive through social media and other channels has inspired us to be much more creative and flexible in attaining income. The present-day generation, especially the younger ones, aspire to be independent. However, most of us are financially restricted to the daily routine we currently live in. But by taking this infinite information source to our advantage, a lot of us have gained additional skills or have been crafting them till further perfection. So why don't we use our skills to the full extent? Wouldn't it be great to earn (additional) income by doing what you love? Or to get something been done easily by someone whom you know has all the required skills. There are many skills nowadays that aren't being utilized the way they could be.
2. Though being hyperconnected provides a lot of benefits, it also comes with a cost. We are becoming more and more socially isolated due to our extensive use of technology. Young adults with high social media usage seem to feel more socially isolated [5] than their counterparts with lower social media usage.
3. There are still more than 2 billion people restricted from (global) marketplaces since they don't have a bank account, credit card or other forms of payment that are required to use these marketplaces [6]. Cutting them out because they are disqualified from participating in online commerce.
4. There are many people who could use additional income, even in many developed (western) countries. Approximately 15% and 56% of the global population live, respectively, in poverty and on a low income. The poor live on \$2 or less daily, low income on \$2.01-10. [7]
5. Trust is an important matter in online commerce. Digital identity is currently difficult to verify on the web. But also regarding payments trust is an issue, independent workers or sellers of goods often must rely on their clients that they will pay the agreed amount. [8]
6. Current gig platforms maintain high fees. Ranging from 5% to 30%. [9][10][11]
7. There are many cryptocurrencies which are mainly being used for speculation. [12]



3. Solution

3.1 Skillboard

To address the problems mentioned in chapter 2, we present Skillboard. Skillboard will simplify the processes of offering and finding *any* skill by providing a decentralized multi-sided online platform. We believe that every person has unique skills that can be of value, and therefore is a potential *Skilter* who can monetize his potential or share his knowledge. Simultaneously this provides others the possibility to make use of these skills whenever they want to get a job, service or anything else done. Skillboard provides both *online* and *offline* services, respectively, services that can be done solely using the web and services that require physical effort. Creating the ultimate on-demand market where no category will be excluded to ensure a broad and diverse community as possible. When everyone is approachable for anything, the possibilities almost become infinite.

Skillboard strives for an *open* and *shared* economy and is not solely focussed on additional income. We want to increase the access to knowledge and human interaction for anyone who is interested. Therefore, users can also find one another in an easy way for sharing or learning from each other's interest, skills or knowledge. This will benefit society as a whole since knowledge and interaction become more accessible, which simultaneously will help decrease social isolation.

If you have an internet connection, you can use Skillboard. Breaking down borders and giving access to anyone in the world to earn extra money since users don't need a bank account. You can use the platform to directly buy, sell and share any on-demand skill directly from or with people anywhere in the world as payments can be arranged without the need for a bank account with Skillboard's native token: the **SKILL** token. Allowing for near instant payment, no matter the distance between the parties involved. Besides the **SKILL** token users can also pay with fiat money. The **SKILL** token will be addressed in chapter 3.6.

Trust no longer is an issue when using Skillboard. Digital identities can now be stored on the blockchain, so you'll always know who you are dealing with. Also, trust in receiving payments is a thing of the past. Our escrow systems will allow to make agreements which will be executed by smart contracts.

Unlike other gig platforms Skillboard only takes a 3% transaction fee. We started from a philanthropic motive, which was to provide anybody the possibility to earn income. By maintaining a low fee for the platform, it will be worthwhile to earn income through Skillboard.

The UX of an application is just as important as the technology that enables it. Therefore, Skillboard will come with an intuitive user interface (UI) where anyone can easily navigate through the application. Making it convenient for users anywhere in the world to start earning income through Skillboard due to the ease one can participate on the platform. To view a demo of our application please refer to our website [13]. To create and maintain the perfect UX we will actively collaborate with Human and Technology department of the University of Technology Eindhoven (TU/e).

Cryptocurrency conversion will be made possible by our business partner Shapeshift [14], adding a new layer of functionality to the existing cryptocurrency that are currently available on the market. Now any supported cryptocurrency can easily be spent in exchange for skills, labour or services.



3.2 Payment

When a task or service has been agreed upon by two or more users, a percentage of the agreed amount from both parties will be put in a smart escrow system built into the blockchain to ensure dedication, as it is in their best interest to successfully complete the agreement.

In case of a dispute, the involved parties can negotiate the amount that will be paid out by the escrow system. When consensus is reached, the escrow will require the signatures from the parties involved to pay the new agreement. In case the parties involved don't reach consensus, the funds will be kept in escrow. Alternatively, the matter can be taken to 'court', which will be discussed in chapter 3.5.

Our vision is that going all in on cryptocurrency as a method of payment is not realistic. The global community is simply not yet ready to fully integrate cryptocurrency as a way of payment in their lives in the way Skillboard envisions it. Therefore, we will also include the possibility to pay or get paid for services with fiat money. Either through a digital payment service or with tangible currency. Adding the possibility to pay with fiat money does two things:

1. It will highly increase the likeliness of individuals becoming part of the Skillboard community. As they are willing to earn additional money and are familiar with fiat currency.
2. This will help prepare the global community for mass adoption of cryptocurrency. As more and more people will see the high potential, it will eventually help smoothen the transition from fiat currency to cryptocurrency as a normalized way of payment.

Skillboard will charge a 3% transaction fee to ensure growth and sustainability of the platform, this percentage will be divided as follows:

- 2 % Skiller fund (chapter 3.3)
- 1 % Development fund (chapter 3.4)

3.3. Skiller Fund

Aside from giving entrepreneurial minds the possibility to thrive through the platform, we will also provide them the opportunity to get extra rewards for their efforts. This way Skillboard will help hard working Skillers to realise their goals and dreams by providing resources to do so. Therefore, the Skiller Fund will award the best performing Skillers per month with SKILL tokens. To be eligible for the fund, Skillers must have completed payments using the SKILL token. Which alternatively also assures future demand for the SKILL token. If Skillboard would obtain a market share of 0.05% from the US freelance market, the Skiller fund could have an annual value of \$10,000,000 [15].

3.4 Development fund

To ensure longevity of the platform, a percentage of the transaction fee will be allocated to the development fund. From this fund future development of the Skillboard platform will be financed.



3.5 Court

When parties are unable to settle their dispute themselves, they will be able to take the matter to 'court'. The court system allows SKILL token holders to vote for the party they believe stands in their right. The court system will use the 'wisdom of the crowd' to come to a fair judgement. The decision that has the majority of the votes will be considered truth.

A limited amount of SKILL holders, or judges so to say, will be allowed to take part in the court process. Each judge will be required to put SKILL tokens in an escrow contract to participate. From this escrow contract, the SKILL tokens that were added by the judges who lost the vote will be distributed over the winning judges. Results of the votes will only be published after trial has ended. This way each judge will be economically incentivized to favour the party he truly deems rightful.

The court is optional and can be selected upon entering an agreement.

3.6 SKILL Token

Our native SKILL token will serve multiple purposes:

Firstly, the SKILL token will be used as a way of payment for Skillers. We want to break down global barriers and give users a universal coin that can be used as the primary payment mechanism to pay or to get paid. Therefore, it will represent a measure of value on the Skillboard platform.

Secondly, Skillboard will have a 'Skiler fund', a fund that is fuelled by taking a 2% from payments that are done through the platform. From this fund, the best performing Skillers can win SKILL tokens. This will foster entrepreneurship and active participation on the Skillboard platform, also this will increase the demand for the SKILL token.

Thirdly, the SKILL token will provide their owner the possibility to become a judge in the court process whenever there is a dispute between two parties.

Fourthly, our partnership with the Dutch government can provide new possibilities to integrate and use the SKILL token in real world situations. When proven successful, cross-border programs in collaboration with other countries is expected.

Fifthly, because the SKILL token will become tradeable you can now trade your labour efforts directly on online cryptocurrency exchanges.

Lastly, we came a long way but we are aware of the fact we still have long road ahead of us. Though Skillboard has a prototype, integrating with the Ethereum network will require additional R&D. To finance our team of developers, legal, designers, marketing personnel and other talent required to successfully develop the final product, the SKILL token will also serve as our funding.



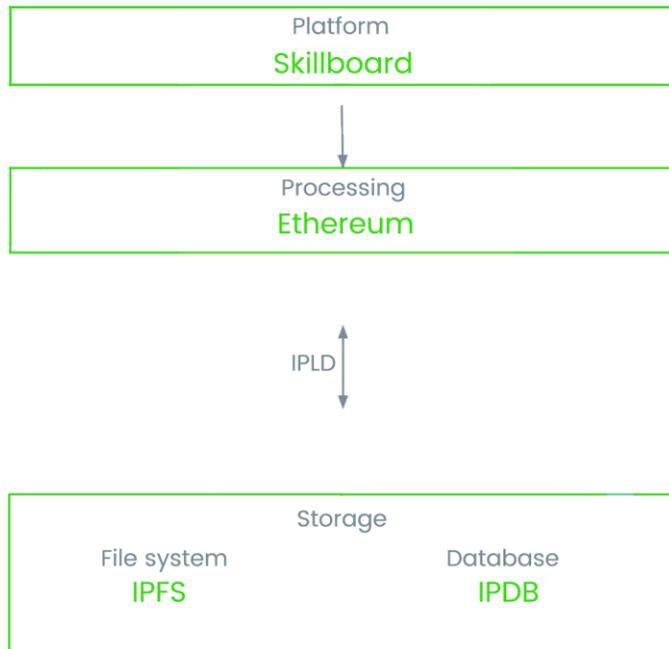
3.7 Technological architecture

The accessible application for Skillers will be the Skillboard platform itself. Here everyone will be able to create an account and interact with the platform.

Logic will partially be done using smart contracts, which will be made possible by using the Ethereum blockchain

IPLD [16] links the logic from the Ethereum smart contract through a unique address to the database or file storage. The network finds out where the data is, whether it is in the IPFS [17] or in the IPDB [18], and pulls the data to the smart contract.

IPFS is a global decentralized file system that will be used for data storage. IPDB is a global decentralized database that will be used as a queryable database. IPDB is maintained by a foundation that consists of trusted parties that will caretaker the nodes [19].



3.8 Process flow

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Skiller	Sign up / Sign in	Find jobs or request	Apply	Get hired	Create invoice or automated payment	Leave feedback

	Step 1	Step 2	Step 3	Step 4	Step 5
Employer	Sign up / Sign in	Create job or request	Accept proposal	Pay invoice or automated payment	Leave feedback

	Step 1	Step 2	Step 3	Step 4	Step 5
Social	Sign up / Sign in	Find like-minded or place request	Connect	Engage	Leave feedback



4. Business description

4.1 Mission statement

Skillboard stands for powering the people, driving the human race forward through investing in itself. We stand for an open economy where everyone's skills can be utilized and monetized. A world without restrictions. A world where freedom is the goal and Skillboard is the tool.

4.2 Vision statement

Skillboard wants to leave its mark on the world by giving entrepreneurial minds, those who dare to think and act otherwise, the possibility to thrive. We believe that these are the people that will help humankind and the world we live in to evolve. When given the opportunity.

4.3 Company history

"Wouldn't it be great if..." a starting point for many successful ideas. The idea for Skillboard originated when its founder encountered this particular moment. When searching for possibilities to attain additional income there was no vivid platform that provided peer-2-peer on-demand services. A platform where everyone is approachable for anything and users can easily utilize or monetize any skill or service they can think of. This led to the concept inception, marketing research and prototype development of Skillboard. After pitching the idea to the municipality Eindhoven and University of Technology Eindhoven they both decided to partner up and collaborate to realize the Skillboard platform and help with implementation.

4.4 Service

Skillboard will become a decentralized, Ethereum powered social platform where every user is free to offer any thinkable kind of skill or service, or to connect with anybody else to use theirs. These can be paid agreements but also free agreements. If everyone becomes approachable for anything, the possibilities are almost infinite.

4.5 Industry

Skillboard will be targeting the gig economy. An umbrella term that covers all sorts of freelancing and on-demand services.

4.6 Long term goals

When the platform starts to grow and more users become part of the Skillboard movement, we will be able to extend the platform with all kinds of features that contribute towards a vivid community.

Skill Work

When the brand has been established we aim to integrate with third party recruiters. Allowing them to directly hire Skillers through Skillboard.

Skill Games

A sports competition with prize money where all kinds of sports will be practiced.

Skill Sounds

A record label where the best voted Skillers can release their work officially.

Skill Office

A shared office where Skillers can work or invite their business relations.



5. Market Research

5.1 Gig economy

We believe everyone possesses capabilities that can be of value for others, whether they want to earn additional income or to connect and socialize with likeminded people. Therefore, the amount of possible Skillers is not limited to the work-force as many more individuals are eligible to take part in the Skillboard community.

5.1.1 Market size

Independent workers make up 20-30% [20] of the working population in the EU and US. This is up to 168 million people. Still, only 15% of them has used a digital platform to exploit their knowledge and skills.

Studies have shown that in 2016 in the US alone [15], about 55 million independent workers earned an estimate of \$1 trillion dollar [15]. A market share of 0.05% from the US self-employed exploiting their skills on Skillboard would resemble an annual turnover of \$500 million. This is excluding a market share of the 113 million independent workers from Europe. The independent workforce from these two continents combined earn even more and the market is growing every year.

Research by McKinsey has also shown that 84 million and 20 million part-timers, respectively from Europe and the U.S., would like to work more [21]. Millions of full-timers workers from Europe and U.S. that could use additional income, and therefore are potential Skillers, have not been included in these figures.

5.1.2 Awareness

Also, 30% of working-age Americans and 42% of Europeans are not aware that they can use digital platforms to earn money [21]. It seems likely that many people who could benefit from additional options for earning income and would choose to pursue this option simply do not yet know this option is open to them. This limited awareness clearly is an indication of room for growth.

5.2 Income

U.S.

Approximately 12% of the United States population faces poverty [22].

Europe

In 2015, almost 119 million people, or 23.7 % of the EU population, were at risk of poverty or social exclusion. This means roughly one in four people in the EU experienced at least one of the following three forms of poverty or social exclusion: monetary poverty, severe material deprivation, or very low work household intensity [23].



5.3 Social isolation

Despite our hyper-connectivity, social isolation is becoming a more frequent problem. Social isolation has consequences for health, wellbeing and participation in society. Making it an urgent problem which has to be addressed. It's a global phenomenon which is being observed in many countries [24]. Research by American Journal of Preventive Medicine has shown that the effects are observed by people as young as 18 years old and that it is clearly linked to the usage of technology and social media [25].

U.S.

For as many as 15-30% of the general population in the United States, loneliness is a chronic state. [26]

Europe

As of 2015, 6% of the EU population above 16 years old did not have anyone with whom they could discuss their personal matters [27].

5.4 Competition

	Skillboard	Ethlance	Upwork	Freelancer	Fiverr
Fee employer	0%	0%	2.75%	3%	5%
Fee employee	3%	0%	5-20%	10-20%	20%
Decentralized	Yes	Yes	No	No	No
Best performers can win money	Yes	No	No	No	No
Tradeable token	Yes	No	No	No	No
Strong social focus	Yes	No	No	No	No
Online / offline focused	Both	Online	Online	Online	Online



6. Marketing Plan

6.1 Goals and objectives

There are many people in the world who are on a low income. Even in developed western countries there is a high percentage living in poverty or on a low income (chapter 5.2). Also, more and more people are becoming socially isolated (chapter 5.3), this is not limited to the U.S. and Europe. It's a global phenomenon [28]. Therefore, Skillboard's goal and the very reason for its existence is to address these problems. Skillboard will provide anybody the possibility to utilize or monetize any skill and to give others the possibility to make use of these skills.

6.2 Positioning

The gig economy is booming. Every year more freelancers are entering the market [21]. For many of them, increased personal freedom is the main reason to start freelancing [21]. This same freedom driven spirit has led to the inception of Skillboard. Communicating this mindset on every occasion will help to bond with the community and establish a strong freedom-minded brand.

To take advantage of this opportunity in the on-demand and freelancing industry we approach the market in a different manner, consumer-first. We encourage entrepreneurship for all our users and want them to think about what skills they could offer. Users are only limited by their imagination to what they can offer. If there is no category for it yet, it can be proposed to and added by the development team.

Skillboard won't become an immediate substitute for a user's current income but it is a start. It can become an important additional source of income at first and provide full financial independence later. Which gives entrepreneurs the possibility to thrive. A concept for the next generation of self-employed: utilize your skills.

We aspire to be more than a platform for income. To improve social engagement we've added dynamics of a social platform, allowing users to easily connect with like-minded individuals. This way we will create an open and shared virtual society where access to knowledge and human interaction can be arranged in a few steps. Benefitting the socially isolated, lonely individuals and creating vivid societies in total.

6.3 Market penetration

To penetrate the market we will utilize our partnerships with the Municipality Eindhoven and the University of Technology Eindhoven (TU/e). Through our collaboration with the municipality we can experiment with social projects on the Skillboard platform. We will combine forces to tackle problems regarding income and social isolation in the southern region of the Netherlands. If the projects turn out to be a success, we can easily move towards other municipalities and start collaborating with them. We can also use the network from the TU/e to distribute the application among its students. By giving presentations on the campus we will personally introduce the application to the earliest adopters. Also, the TU/e is closely connected to nearly every major university in the Netherlands and even many beyond our national borders, allowing for direct entries at other universities.



6.4 Distribution

Skillboard is a web based application that can be used from any device that has an internet connection.

To increase online focused activities, we will use targeted online advertising.

To increase offline focused activities of the application we will be focusing on micro influencers as we believe that they are the best way to get early-adopters using the Skillboard platform. Influencers have a bond with their community and their message is often more valuable to their followers compared to regular advertising.

We will start by hiring micro influencers on YouTubers, Instagram and Facebook. It will be their job to promote any of their skills on the platform and to make use of someone else's skills.

When we have gained a market share we will continually move towards hiring influencers that have established larger communities compared to the influencers hired previously.

Advertisements will be used on a local scale and are complementary to the influencers their marketing efforts. By targeting the area where the followers of influencers are located, we are hoping to steadily establish more brand awareness.

The reason why we choose to start on a micro level for offline activities is because we believe that a community like Skillboard must be built with care and precision. By immediately utilizing channels with a huge reach, there is a high risk that users will come to Skillboard and find a near empty platform, never to return.

6.5 Communications

To stay in touch with our community we will be using multiple social media channels. These allow for direct engagement by our users and potential users.



7. Operations and management plan

Team

Rogier Warnawa, CEO

After graduating from the bachelor International Business & Management at the Fontys University he came up with the concept for Skillboard. Realizing the potential of the application he quickly started the development of the prototype in collaboration with Frank Hoens.

He will be overseeing and maintaining company performance, focusing on business development and leading the company towards implementation and adoption.

Frank Hoens, CTO

Frank has been a full-stack developer for more than 25 years, working in projects at companies like ASML, Philips and SNS-bank.

He will be using his multiple decade of experience to oversee and assist the production.

Goran Karlic, lead developer

Goran is a self-taught coder who developed his first production critical software at the age of fourteen and has worked on world renowned software ever since.

Goran will use the highest possible programming standards, to assure quality code engineering and great software architecture for the Skillboard platform.

Daniel Gretzke, developer

After graduating from the Technical University of Kaiserslautern, Daniel continued working on his blockchain venture that he started during his education.

He will be utilizing his blockchain and Solidity skills to build a solid back end that utilizes Ethereum.

Bas Roos, COO

Bas has been working on Process Improvement, Strategy & Finance and Operations & Supply Chain Management at numerous companies in the past.

He will be focusing on strategy, business development and operations.

Bob Vijfeijke, CCO

Bob has done the marketing and managed campaigns for media outlets like Discovery Channel and RTL.

Bob will focus on marketing and to continuously stay in touch with the community.



Joop Warnawa, CFO

With more than 40 years of experience in all areas related to fiscal and finance, Joop knows many regulations by heart.

He will oversee all the processes related to fiscal and finance areas. Aside he has a broad network of business associates that will be assist in solving legal compliance and issues.

Advisory board

Mary Ann

Mary-Ann her goal is to improve citizen's lives and defying big challenges of the city. She believes new technologies such as blockchain help people to gain more control over their lives and aid democratization of society as a whole. Before she became council member and Vice-Mayor in Eindhoven, she was co-initiator of (European) innovation projects linked to design.

Hans van Dinteren

Hans has been working at TU/e for over 16 years. During this period, he set up the partnership program that has led many projects to success by utilizing all the knowledge, expertise and business relations the well-known and established University of Technology of Eindhoven has to offer.

Jeroen Merks

Jeroen started out with Bitcoin as early as 2011. Being a software developer inside out he quickly realized the potential of blockchain and started mastering it right away. Jeroen won the Dutch Blockchain hackathon in early 2017 with NestEgg, an alternative approach to pensions by reducing your future cost of living. Shortly after, NestEgg was bought by APG. One of the biggest pension funds in the Netherlands.



8. Token launch

8.1 Overview

Preceding the main ICO, we will have a seed ICO. The seed round will consist of 2% of the total tokens that will be offered to the public. This will allow us to develop the current prototype towards a beta and start testing in collaboration with the TU/e and their students. The main ICO will then help fund the growth phase.

❖ Exchange rate	1 ETH = 12,500 SKILL tokens \$10 million / 250 (current ETH price) = 40,000 ETH* 500 million available coins / 40,000 = 12,500 SKILL per ETH*
❖ Seed ICO cap	\$400,000 1600 ETH*
❖ Seed minimum	\$50,000 200 ETH*
❖ Seed ICO contract address	To be announced through various media channels 48 hours before the seed ICO launch date.
❖ Seed ICO start date and time	T.B.A.
❖ Seed ICO end date and time	T.B.A.
❖ Main ICO cap	\$9,600,000 38,400 ETH*
❖ Main ICO contract address	To be announced through various media channels 48 hours before the main ICO launch date.
❖ Main ICO launch date	Spring 2018

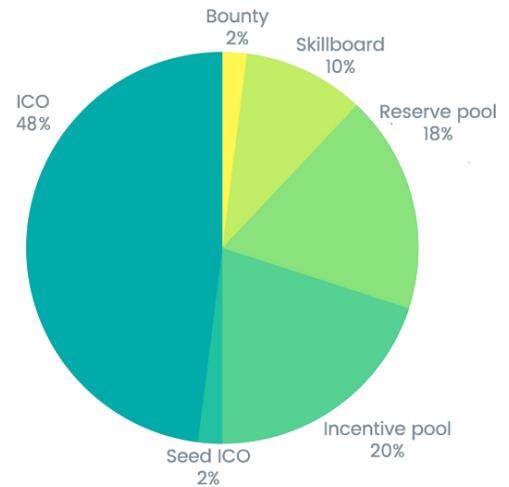
Token launch will also end when the maximum amount of ETH is raised. In case of failing to obtain the minimum, investors will be able to get a full refund.

* Some of the numbers may change with the ETH / USD exchange rates but the following numbers are the estimates as of September 15, 2017 (1 ETH is worth approximately \$250).



8.2 Token allocation

❖ <u>Total amount of SKILL</u>	<u>1,000,000,000 SKILL</u>
❖ Available during seed ICO	20 million SKILL
❖ Available during main ICO	480 million SKILL
❖ Incentive pool	200 million SKILL
❖ Reserve for future contributors	180 million SKILL
❖ Skillboard	100 million SKILL
❖ Bounty program	20 million SKILL



Early investors will receive bonuses during the ICO's:

Day 1	- 20%
Day 2	- 15%
Day 3	- 10%
Day 4, 5, 6, 7	- 5%

The incentive pool will be used to incentivize (potential) Skillers to contribute to the Skillboard community. A total of 200 million SKILL tokens will be added to the incentive pool upon creation of the token. From this pool Skillers can earn SKILL tokens for activities such as becoming part of the community, completing transactions, introducing new members.

History shows that investing often knows more than one stage of investment. A measure that will be taken to ensure the long-term goals of the project is to lock 180 million SKILL tokens for a period of 6 months: the reserve pool. This way extra tokens can be offered to future contributors when required for growth of the platform. Counter wise, they might be re-locked if necessary. Both will only be possible 6 months after ending of the main ICO. Unsold coins will be added to the reserve pool.

The 100 million SKILL tokens that are allocated to the Skillboard team will be locked for use. These tokens will not be tradable for a 12-month period after the main ICO. Proving the team's determination to realize long-term success of Skillboard.

A total of 20 million SKILL tokens will be paid out as a bounty for the bounty hunters.



8.3 Seed funding allocation

50% Development:

These funds will be used for further development and improvement of the Skillboard platform. Therefore, it will be allocated to the development team.

15% Marketing:

The marketing budget will be used on creating brand awareness. Marketing will also be accountable for maintaining the community.

15% Contractors:

To speed up of the development process and safely expanding as an organization, hiring additional talent will be required. These can be found through third-party providers.

10% Legal:

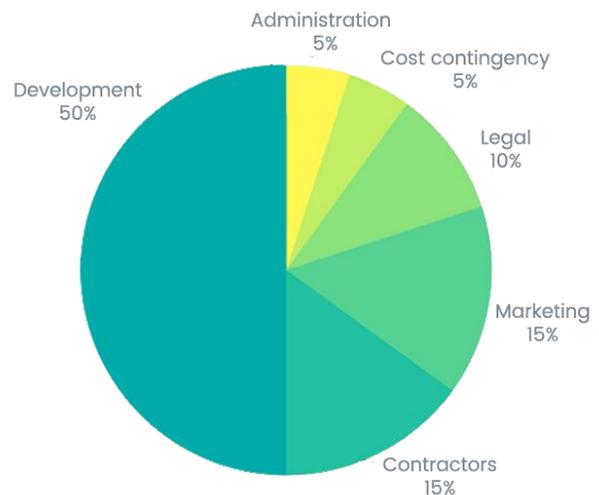
Regulatory compliance is crucial for an organization to ensure long term success. Therefore, we plan to invest enough resources to be so.

5% Administration:

Consists of administration costs and associated costs.

5% Cost contingency:

A reserve for all the unforeseen costs.





8.4 Main funding allocation

50% Marketing:

Now that the platform has been developed it must reach the masses. Therefore, marketing will receive the most funds to speed up familiarization and adoption of the Skillboard community.

15% Development:

Since the platform will already be significantly developed, development will require less funds.

10% Contractors:

To speed up of the growth phase, hiring additional talent will be required.

10% Legal:

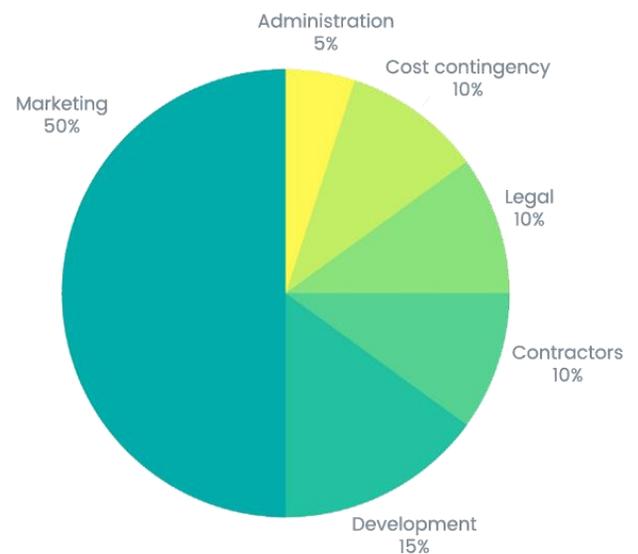
Since we will be targeting a global market with a lot of different regulations we will invest enough resources to ensure regulatory compliance.

10% Cost contingency:

A reserve for all the unforeseen costs.

5% Administration:

Consists of administration costs and associated costs.





9. Roadmap

	Community building will be done through the entire lifespan of Skillboard but has primary focus towards the ICO.
	Seed ICO for a maximum duration of one month.
	Fulltime development to finalize the prototype.
	Alpha testing in collaboration with the University of Technology Eindhoven.
	Main ICO for a maximum duration of one month.
	Beta release of Skillboard.
<i>Future</i>	Pilot with social projects in collaboration with the municipality of Eindhoven. Grow userbase, create new business models and partnerships, including collaborations with other governments.



References

- [1] <https://hbr.org/2016/04/the-on-demand-economy-is-growing-and-not-just-for-the-young-and-wealthy>
- [2]. <http://ide.mit.edu/sites/default/files/publications/IDE%20Research%20Brief%20v06.pdf>
- [3] https://en.wikipedia.org/wiki/Digital_native
- [4] <https://hbr.org/2017/01/the-truth-about-blockchain>
- [5] [http://www.ajpmonline.org/article/S0749-3797\(17\)30016-8/fulltext](http://www.ajpmonline.org/article/S0749-3797(17)30016-8/fulltext)
- [6] <https://www.mckinsey.com/industries/financial-services/our-insights/counting-the-worlds-unbanked>
- [7] <http://www.pewglobal.org/interactives/global-population-by-income/>
- [8] <http://sandhill.com/article/trust-and-verify-identity-verification-in-the-on-demand-service-economy/>
- [9] https://www.fiverr.com/terms_of_service
- [10] <https://www.upwork.com/i/pricing/clients/>
- [11] <https://support.taskrabbit.com/hc/en-us/articles/204411610-What-is-the-TaskRabbit-Service-Fee->
- [12] <https://coinmarketcap.com/>
- [13] <https://skillboard.io>
- [14] <https://shapeshift.io/>
- [15] <http://www.marketwire.com/press-release/new-study-finds-freelance-economy-grew-55-million-americans-year-35-total-us-workforce-2164446.htm>
- [16] <https://ipld.io/>
- [17] <https://ipfs.io>
- [18] <https://ipdb.io/>
- [19] <https://ipdb.io/foundation/>
- [20] <https://www.mckinsey.com/global-themes/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy>
- [21] www.mckinsey.com/~media/McKinsey/Global%20Themes/Employment%20and%20Growth/Independent%20work%20Choice%20necessity%20and%20the%20gig%20economy/Independent-Work-Choice-necessity-and-the-gig-economy-Full-report.ashx
- [22] <https://www.census.gov/library/publications/2017/demo/p60-259.html>
- [23] http://ec.europa.eu/eurostat/statistics-explained/index.php/Europe_2020_indicators_-_poverty_and_social_exclusion
- [24] <http://www.independent.co.uk/life-style/health-and-families/features/the-loneliness-epidemic-more-connected-than-ever-but-feeling-more-alone-10143206.html>
- [25] [http://www.ajpmonline.org/article/S0749-3797\(17\)30016-8/fulltext](http://www.ajpmonline.org/article/S0749-3797(17)30016-8/fulltext)
- [26] The clinical significance of loneliness: a literature review. Heinrich LM, Gullone E. *Clin Psychol Rev.* 2006 Oct; 26(6):695-718.
- [27] <http://ec.europa.eu/eurostat/en/web/products-eurostat-news/-/DDN-20170628-1>
- [28] <https://academic.oup.com/ije/article-pdf/43/2/476/14150223/dyu038.pdf>