SKILLONOMY

TALENT MANAGEMENT AND SKILL MONETIZATION PLATFORM

INTRODUCTION

Skillonomy is a blockchain-based peer to peer online educational platform with a success-fee business model.

The global vision of our product is to eliminate the monopoly of unproductive mediators in academic and economic spheres such as traditional universities and corporations that dominate over the studying and skill applying processes in our lives - and give people opportunity to gain control over their lives in one place.

SKILLONOMY REVOLUTION

Our platform offers coaches and students opportunity to transfer and monetize their skills via: tokenization of educational process, coaching business creation and promotion as well as freelance-market income generation - all in one ecosystem.

Productive actions tokenization

Success Fee Business model for WIN-WIN, GUARANTEE AND MOTIVATION

DAO-principle: Based on P2P education model

THE PROBLEM

We've invented Skillonomy as a solution to a wide range of problems humanity faces today within education and employment.

The major problem is a huge time gap between the beginning of study process and the moment student starts to earn skill-based income, as well as a long road to an enough-to-make-a-good-living salary in a corporate sector.

In some cases, especially in our ever-changing world, the skills acquired during a long period of time can turn into inapplicable and unuseful by the moment the student finishes university.

The other majority of problems with education today that we solve are:

LOW MOTIVATION
Students lack motivation due to a time lag from months to years before they start monetizing new skills.
Teachers have no direct interest in students success as long as they don't get any success fee in case student starts real skill monetization.

NO GUARANTEE & NO WIN-WIN

Students pay for education, but have no any guarantee they will ever start monetizing their new skills. There is no mechanism in general in educational system as a whole that would guarantee a WIN-WIN situation for all engaged parties.
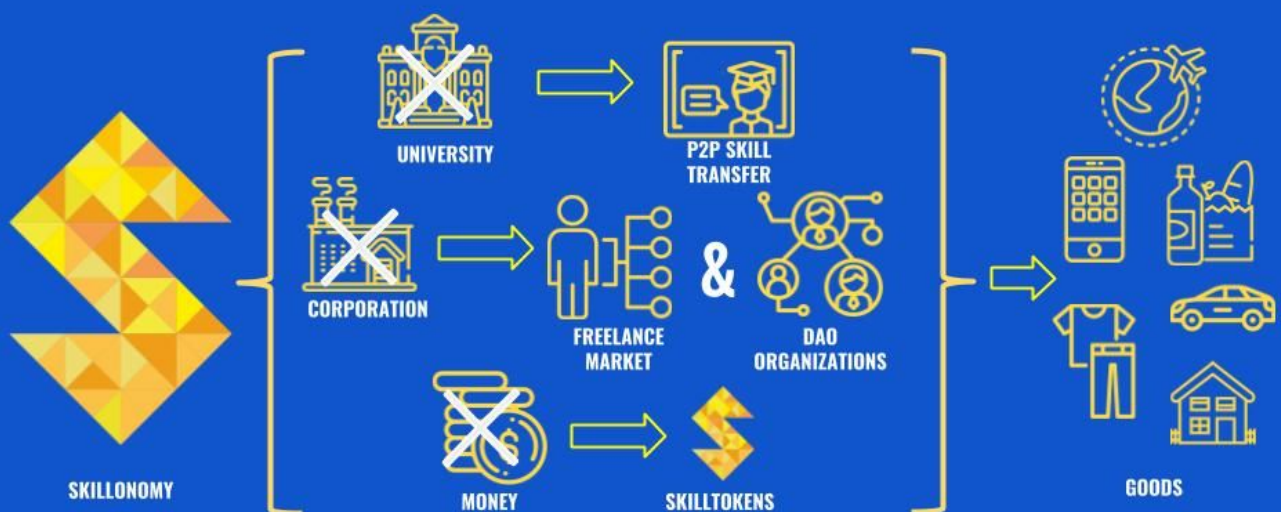
OLDSCHOOL ORG-STRUCTURE

Today you can become a professional in a year in certain spheres, but classic educational model requires YEARs to reach the goal. This is a result of conservatism, inefficient org-structure, slow reaction and adaptation to new technologies and market demands.

SKILLONOMY SOLUTION

Skillonomy has a unique study-process and business models that solve the problems listed above.

Skillonomy infrastructure will eliminate unproductive mediators such as universities and firms, as well as "money" in general by incorporating their functionality within our ecosystem.

SKILLONOMY INFRASTRUCTURE

SKILLONOMY — UNIVERSITY → P2P SKILL TRANSFER — CORPORATION → FREELANCE MARKET & DAO ORGANIZATIONS — MONEY → SKILLTOKENS — GOODS

Our unique features are:

- NO prepayment for students. Only result-oriented success fee payments.
- Peer-2-Peer personalized educational process.
- Productive actions tokenization: Studying process monetization (tokenization) to incentivize both coaching and students engagement.
- Coaching business creation and development tools for coaches and investors (DAO-organizations).
- Integrated freelance-markets for direct skill monetization.

WHAT WE OFFER

Skillonomy incorporates several roles of system users, such as Student, Coach, Manager and Investor - that can be combined by a one or more users. Each of this roles is granted with a wide range of options and opportunities.

COACH

- Coaching business creation
- Best students matching
- Success fee payments from students
- Promotion
- Productive actions reward (tokenization) and more!

STUDENT

- Education&Coaching
- Employment/Income goal reach
- Success fee payment only
- Career in Skillonomy
- Productive actions reward (tokenization) and more!

MANAGER

- Career in Skillonomy
- Business creation and development on Skillonomy platform
- Investment option
- Productive actions reward (tokenization) and more

INVESTOR
- Business creation
- Investment option

Investor role is important for DAO-creations, for example - help coaches create/promote business or team. Investments in tokens are crucial for fast and efficient platform development.

HOW IT WORKS?

Skillonomy is a system that tokenizes every productive user action (PA) and rewards it with SkillToken (St). Productive action is an action aimed at knowledge and skill level increase, that can be determined, tracked and monetized online.

Examples of Productive Actions: training session attendance or coach task accomplishment etc.

Basic approach is simple: students meet coaches on Skillonomy platform, study, perform productive actions, generate new knowledge and skill use = get rewarded by SkillToken, and when Student starts to generate income - coach and platform receive SUCCESS FEE.
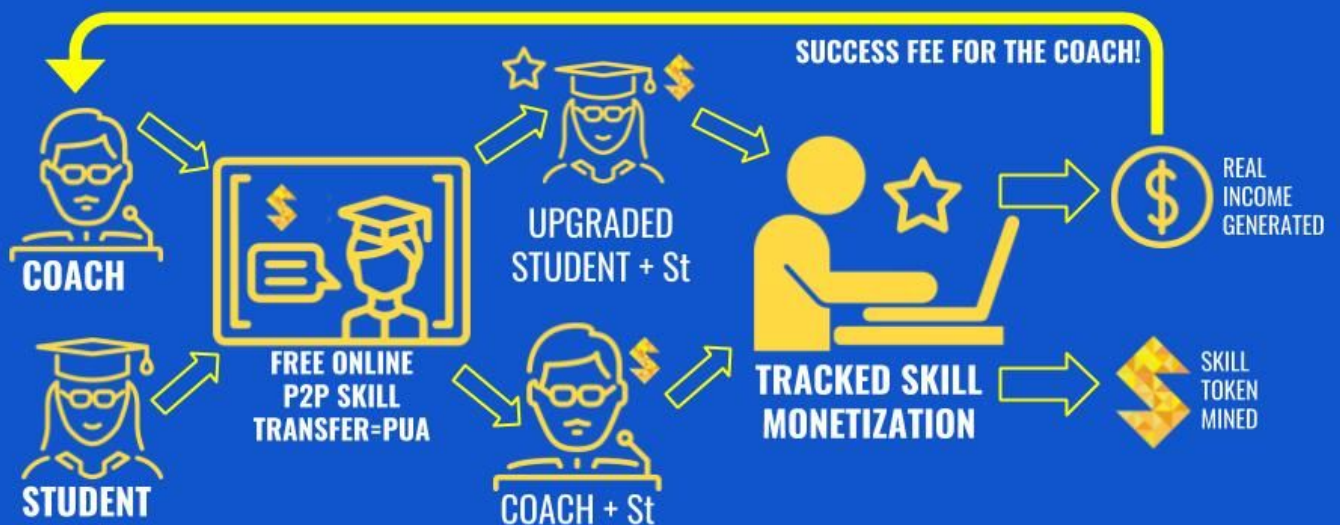
HOW IT WORKS EXAMPLE

We'll illustrate the work of Skillonomy with an example of IT-oriented student John and IT-expert Michael.

JOHN - he's a student. His requirements are:
- $500 monthly income
- Ready to spend 20 hrs a week
- Ready to pay 10% Success Fee

Michael- he's a coach. His looks for students that want to:
- Reach $500 monthly income
- Ready to spend 20 hrs a week
- Ready to pay 10% Success Fee

How can JOHN find a coach that would be really interested in his success, lead him to the goal and fit all the requirements?

How can MICHAEL find a dedicated student that would really study for Success?

Skillonomy is the platform that will match John and Michael together and provide them with all tools to reach their goals: efficient skill transfer, real skill capitalization for both during study process via SkillTokens and Success Fee reward for the coach when John reaches the goal.
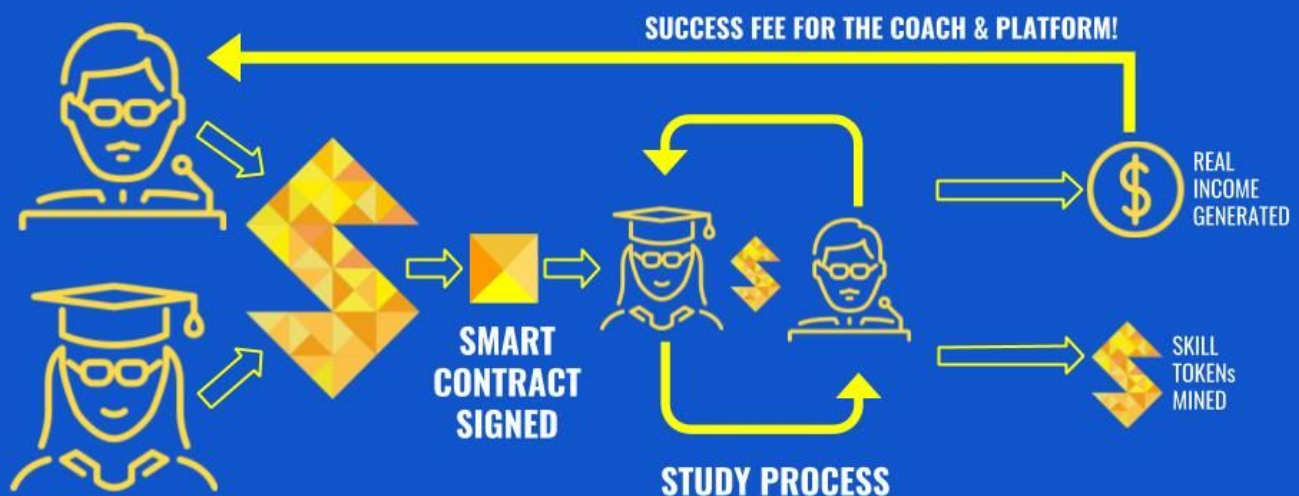
SKILLTOKEN: INNOVATION & NEW PHENOMENA

SkillToken as a phenomena has a strong and innovative kind of origin, that is fundamental for our platform ideology and functionality. SkillToken appears in the system when new knowledge is generated - and this knowledge secures and provides the value of SkillToken. - the knowledge that has value for a person and that emerged as a result of Productive Action. The logic of token price connection to real value of a token can be illustrated via the following example.

Let's take a look at a practical skill that has a measurable market value, for example: Junior Java Programming skill. We assume (for illustrative purposes) that average value of the skill (salary level) is about $500 USD monthly. To reach this salary level a student should master a certain set of skills and knowledge. This set of skills can be split into a series of Productive Actions:

- Read 10 articles and 5 books
- Watch 5 online courses
- Pass 20 tests
- Pass 10 control tasks
- Attend 10 individual coaching sessions
- Pass 2 exams
- Pass 2 interviews
- Answer 20 questions for other students

Now we can assign certain weight to each of the Productive actions and tokenize them - reward PA execution with SkillTokens (St). In our example:

- Articles = 100 St
- Books = 500 St
- Course watched = 750 St
- Test passed = 250 St
- Control task = 500 St
- Individual session = 500 St
- Interview passed = 1500 St
- Answers for other students = 250 St

As a result we can count how many token should be mined to pass the course as a whole and get skills that have real practical value and generate income. In our case it's:

$$100+500+750+250+500+500+1500+250$$

$$=$$

4350
SkillTokens should be mined to reach the goal

SKILLTOKENS MINE & SPEND

Students and coaches can mine tokens in a wide range of ways. For a student token mining will happen via productive actions performance on the platform, whilst spending will be focused mostly on study process, personal trainings and access to special materials. Coaches will spend tokens to create DAO-funds on Skillonomy platform, acquire and upgrade his status, hire a manager etc. The more tokens are owned by coach, the higher his Status is and the better students he will get, and the less % will be paid to Skillonomy platform.

We also prepare a set of premium services like promo-campaigns for a DAO, offline meetups organization etc. Other Skillonomy features will include souvenir shop and of course - the opportunity to trade SkillToken on markets.

MINE

- Registration
- Set goals
- Training Diary keeping
- Tasks accomplishment
- Content upload
- Courses consumption
- Post reviews
- Reach goals
- Other actions
- ... or BUY on market

SPEND

- Content access
- Pay for training session
- New status acquisition
- Create own course
- Create own DAO (business) on platform
- Promotion
- Student transfer
- Other services and upgrades
- ... or SELL on market
- And other ways.

We aim at creation of a full-scale ecosystem that will motivate users to mine tokens on the platform and spend them there as well - all in one place.

All unused tokens will get into reserve fund and platform service payments will also accumulate the skilltokens amount in reserve fund. This fund will provide tokens for mining after the 4-year distribution period: 80% of tokens accumulated will be distributed for another 4-year period. Other 20% of tokens will support full Skillonomy functionality.

We also provide a special mechanism for adding new productive actions or special services for the platform that can be developed by us or by DAO-owners and coaches. Adoption of new rules will take place every 3 months by via tokenholders voting process.

The price of SkillToken will depend of such important indicators as active users, studying process efficiency, amount of money earned by students and platform premium-services.

BUSINESS MODEL

On a B2C level Skillonomy main income-source is Success Fee payments from students that start to monetize their skills within Skillonomy ecosystem.

In a B2B segment Skillonomy has a Franchise-based business model generating income via Skillonomy nodes sales in regions and educational-monetization spheres like E-sports and IT.

SKILLONOMY: ECOSYSTEMS

Skillonomy operates within knowledge ecosystems where skill can be transferred online and monetized online (like E-sports or IT).

We start Skillonomy scaling within 4 main ecosystems that fit our requirements of online measure- and trackability of knowledge/skill transfer and it's use = monetization. Poker, IT/Online Education and E-sports are massive and fast-growing markets worldwide.

$12 BLN
IT E-LEARNING EST '2018

$1.2 BLN
E-SPORTS EST '2020

$2+ BLN
ONLINE POKER CASHOUT EST '2017

$2+ BLN
ICO REVENUE EST '2018

SKILLONOMY: BLOCKCHAIN SCHOOL WITH NEM COURSES

As one of the main priorities we agreed to start with NEM IT-integrators Skillonomy platform that will unite existing experienced coaches with blockchain coding enthusiasts to fill the existing gap between offer and demand on NEM-integrators and developers. The Skillonomy NEM coding school will incorporate P2P coding academy and a NEM-IT-service market to provide our students, coaches and all NEM Enterprise users with an access to relevant and high quality services.

WHY BLOCKCHAIN & WHY NEM?

To realize the Skillonomy concept we need a technical platform that will allow to create DAOs and tokenize PA with the following features and advantages:

Tokenization
Skillonomy incorporates a huge amount of productive actions that should be tracked and tokenized.

Trust
All engaged parties should be sure that all PA will be rewarded. Blockchain technology and smart contracts provide the needed solution.

Scaling
Blockchain and smart-contracts allow us to scale Skillonomy both on geographical (new regions) side and new business/education spheres.
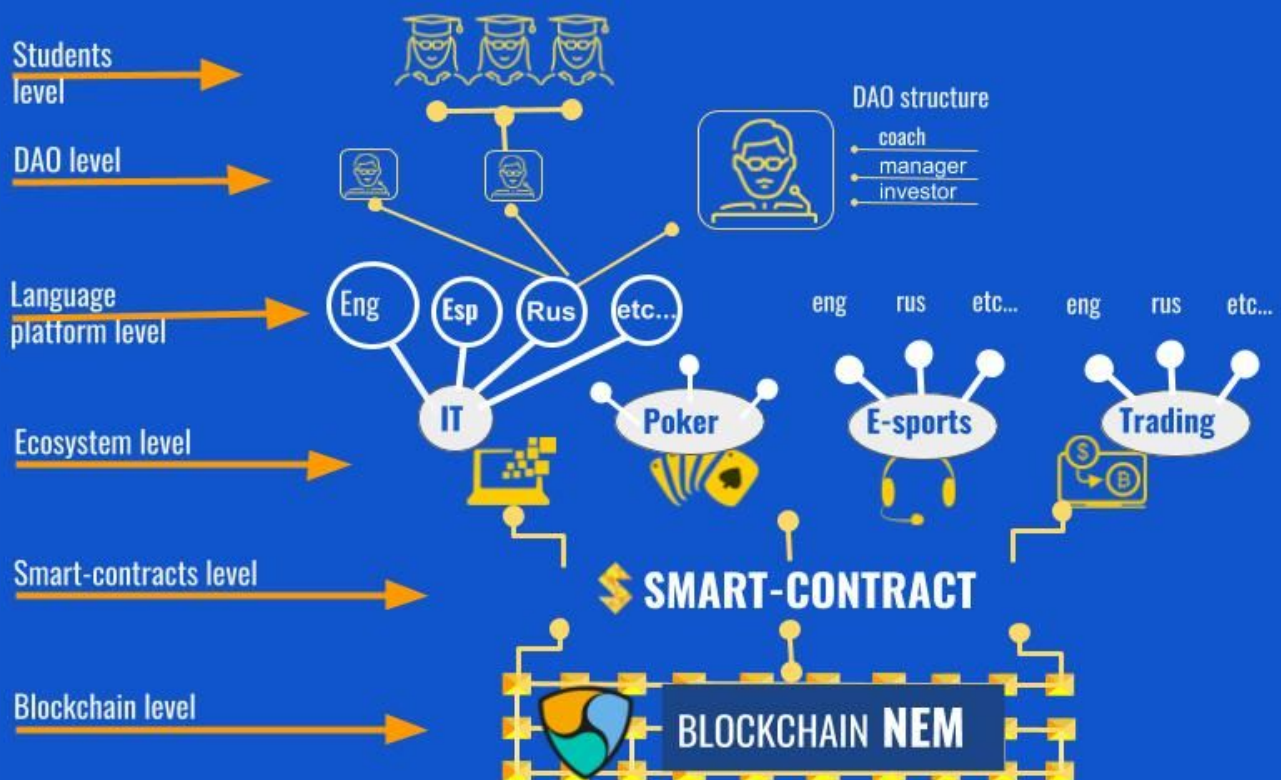
NEM blockchain was chosen as the best solution as long as Skillonomy requires a set of crucial Blockchain features to ensure it's stable and efficient work:

Speed
Skillonomy users generate a massive amount of PUA (transactions) every moment, and it is crucial to minimize time of each transaction processing.

Costs
As well as in previous case we also look for a platform that minimizes transaction costs.

Flexibility
NEM blockchain API integration is the solution we need for fast and secure further expansion to new business markets.
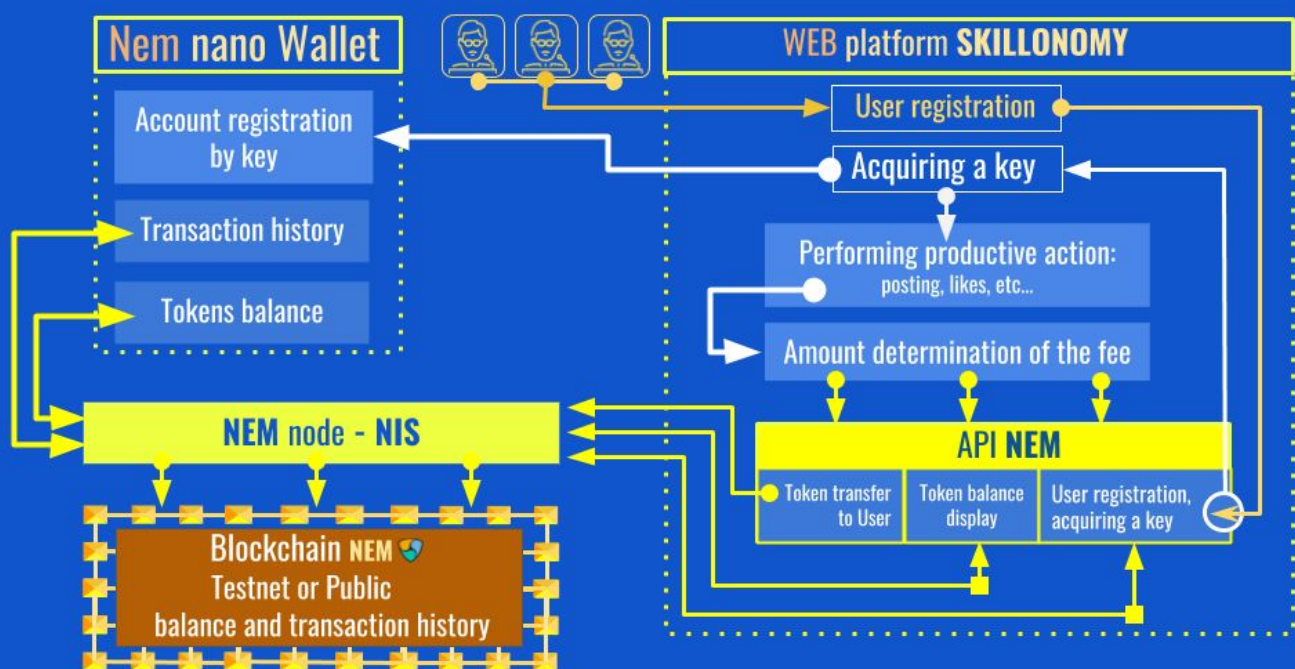
TOKENOMICS: EMISSION & DISTRIBUTION

Total emission: 5 BLN tokens, 8 digits after decimal point.

This amount was chosen because of the following reasons:
1. Huge amount of microtransactions on the platform that prefer integer numbers.
2. Skillonomy is designed as a mass-user platform and we all know that both end users and investors prefer integer numbers too.

Emission is phase-based with no additional emissions planned. Our goal is to design project development the way that SkillTokens will be acquired mostly by Skillonomy end-users, such as:

B2B users:
- Regional (language) master-node owners.
- Subsidiary node owners that connect with the service via API.
- DAO-units owners such as funds or teams that provide operational activities on our platform. DAO-roles: student, coach, manager and investor.

B2C users:
- Student: he wants to acquire new skill and then monetize them
- Coach: has knowledge and wants to teach and transfer his skills to students.
- Manager: provides administrative and organizational works.
- Investor: funds the educational process and expects ROI.

ROUNDS

1st INVESTMENT ROUND: SEED ROUND
Period: May-June'18
Number of tokens emitted: 500 000 000 St
Funding: 300k USD
Token released for sale: after 6 months
Token **price**: 0.0006 USD per 1St

1st round funding implementation results:
- Skillonomy platform launched in 3 language regions (ENG/RUS/UKR) in 3 ecosystems (Poker, IT classes, e-sports) and integrated with NEM blockchain. At this point Skilltokens will be available for ERC-20 listing on markets.
- Ready-to-sale franchise (nodes) product for regions.

SEED round funding will be spent on:
- Transfer to BlockChain
- Token mechanics launch
  UI/UX upgrade
- Platform translation into 3 languages (ENG/RUSSIAN/UKRAINIAN)
- Legal status and organization development
- Bounty campaign start
- ICO preparation
- Promo and user acquisition activities

Funding split: 4 months. Approx $75k monthly.

CHECKPOINTS:
- Full Legal and Organizational WW status (contractor: AXXON PARTNERS)
- Skillonomy platform upgrade (Contractor: DATASPARK (blockchain) / or 482 (TBD)
- Languages (RU, ENG, ESP)
- 3 Ecosystems development:
  - IT education with NEM blockchain course in RU and UKR languages.
  - 6+ E-sports tournaments sponsored be NEM with $5k prize fund (Counter Strike, Dota 2 and LoL). 10 amateur teams under NEM sponsorship.
- Developers meetups on platform launch results.
- UI/UX upgrade
- Blockchain integration
- Ecosystem Activities: IT (Blockchain): NEM tech course launch
- E-sports: 3 tournaments in Asia to acquire the first pool of Skillonomy Adopters
- Poker: Franchise node sales
- Freelance Markets integration preparation (Upwork etc.)
- NEM KPI achievement

- We aim at 10k wallets and 5k active users in first 3 months after community funding. With at least 1 transaction. Wallets number by 2018 EoY = 100k wallets and 50% active users with 10 MLN transactions total by EoY.
- TEAM staff (acquire)
- B2B2C marketing and promotion
- Business Development: represent Skillonomy international Forums and local forums

Milestone 1

Start of legal and organizational procedure (contractor: AXXON PARTNERS)

Start NEM blockchain and tokenization integration with Freeteam web-platform (Contractor: DATASPARK (blockchain) / or 482 (TBD)

Launch alpha Skillonomy IT (test NEM Blockchain course) web-portal on Freeteam platform basis (Contractor: DATASPARK (blockchain) / or 482 (TBD)

UI/UX upgrade 1st iteration (mockups)

Anima Unity e-sports web-portal re-launch

Team acquisition start

B2B&B2C marketing start (new coaches, students and programmes acquisition)

ICO launch preparation (Contractor: AMBISAFE, TOKENSALE GLOBAL)

Business development (1 international and 2 local events)

Freeteam: Franchise node sales preparation

Milestone 2

Continue of legal and organizational procedure (contractor: AXXON PARTNERS)

Launch beta versions of Freeteam and Anima Unity with complete NEM blockchain **CATAPULT** version and tokenization integration. (Contractor: DATASPARK (blockchain) / or 482 (TBD)

Launch beta Skillonomy web-portal with General Blockchain and NEM intro-courses with open registration (Contractor: DATASPARK (blockchain) / or 482 (TBD)

UI/UX upgrade 2nd iteration + start of implementation (mockups & functional elements)

1st Dota & CS tournaments launch

First 5 teams signed

B2B&B2C marketing

Launch ICO: Seed Stage (Contractor: AMBISAFE, TOKENSALE GLOBAL)

Team acquisition

Business development (1 international and 2 local events, developers meetup)

Target: first 250 new wallets registered (within FT and AU), 5000 transactions.

Freeteam: Franchise node sales test

Milestone 3
Finish of legal and organizational procedure (contractor: AXXON PARTNERS)
Testing of beta versions of Freeteam and Anima Unity with complete NEM blockchain and tokenization integration. (Contractor: DATASPARK (blockchain) / or 482 (TBD)
Mobile Wallet development
Freelance-markets integration process start
Test beta Skillonomy web-portal with General Blockchain and NEM intro-courses with open registration (Contractor: DATASPARK (blockchain) / or 482 (TBD)
Target: first 3 coaches and 100 student registered
New UI/UX upgrade implementation (mockups & functional elements)
2 Dota & CS tournaments
Second 5 teams sign
B2B&B2C marketing
Launch ICO: Seed Stage (Contractor: AMBISAFE, TOKENSALE GLOBAL)
Team acquisition
Business development (1 international and 2 local events, developers meetup)
Target: 1000 new wallets registered (within FT and AU), 30000 transactions.
Freeteam: Franchise node sales test

Milestone 4
Release of Skillonomy, Freeteam and Anima Unity full versions with complete NEM blockchain and tokenization integration. (Contractor: DATASPARK (blockchain) / or 482 (TBD)
Freeteam: Franchise node sales
Mobile Wallet launch
Freelance-markets integration finish
Neuronetwork for better students analysis launch
UI/UX upgrade finish
2 Dota & CS tournaments
Second 5 teams sign
B2B&B2C marketing
Launch ICO: Seed Stage (Contractor: AMBISAFE, TOKENSALE GLOBAL)
Team acquisition
Business development (1 international and 2 local events, developers meetup)

Skillonomy Target: 10 coaches and 300 registered students. 50 contracted students
Anima Unity Target: 20 coaches and 2000 registered students. 100 contracted students
Freeteam Target: 15 coaches and 1000 registered students. 150 contracted students

2nd INVESTMENT ROUND: PRE ICO

Period: June-Oct'18
Number of tokens emitted: 500 000 000St to 1 000 000 000St
Funding through franchise (nodes) sales: $600k to $2500k.
Token **price**: 0.0012-0.0025 USD per 1St

At this stage we will sell our localized nodes to regional partners - this is a crucial activity for scaling. The price of a node will depend on region and acquisition time. The sooner - the cheaper. First nodes will have a 0.25 coefficient, the last ones - 1.25 coefficient, as well as special coefficients will be applied to different countries. Investments will include a partnership agreement, that has a special role to prevent speculations on franchise node-sales. The priority will be offered to profile investors in order to increase the real value of the platform.

Unsold tokens (out of 1 BLN) move to reserve fund and stay there for SkillMining after 2012.

3rd INVESTMENT ROUND: OPEN TOKEN SALE

Period: Oct'18
Number of tokens emitted: 500 000 000St to 1 250 000 000St (10-25%)
Funding through franchise (nodes) sales: $1.5MLN to $4MLN.
Token **price**: 0.003-0.004 USD per 1St
Unsold tokens will also move to reserve fund and stay there for SkillMining after 2021.

At this stage we acquire new node-franchise investors in uncovered regions, as well as end users - students/coaches and common token-investors.

After 3 stages we plan to sell up to 55% of all tokens and collect 2.4 to 6.5MLN USD.
20% of all tokens will be shared between team, advisors, marketing, airdrops and bounty program.

TOKENS FOR SKILLMINING

25% of all tokens are left for SkillMining. Skill Mining process is a cornerstone of Skillonomy and gives users opportunity to mine tokens via productive actions performance during educational process.

1 250 000 SkillTokens are offered for mining will be distributed the following way:

STAGE/YEAR	2018 (test)	2018	2019	2020	2021
TOTAL AMOUNT	1 250 000 000				
TOKEN DISTRIBUTION (%)	5%	10%	20%	25%	40%
TOKEN DISTRIBUTION (Q)	62500000	125000000	250000000	312500000	500000000

Further tokens distribution will depend on the number of months, regions, ecosystems, and specific productive actions. At the end we'll have the number of tokens which are allocated per month for a specific productive action. As shown in the example below, the Productive Action called "Goals setting" will allocate 200 000 SkillTokens available for SkillMining for 1 month in 1 ecosystem in 1 language segment.

During the 1st year of Skillonomy platform full-version operation we leave the right to change value and types of productive actions (but with total amount fixed) until we reach flexible and relevant reward system for all our users.

SKILLMINING EXAMPLE

TOTAL		1250000000	
Test period (5%)		62500000	
6 months		10416000	per month
Region RU (40%)		4166000	per region
IT (30%)		1250000	per ecosystem

TOKENS per IT/RU group 1st month	1250000				
Productive actions (%)	Registration (10%)	Goals setting (16%)	Course view (25%)	Coach task (20%)	Practical task (29%)
Tokens per productive action	125000	200000	312500	250000	362500

SkillTokens distribution is designed the way it becomes a strong motivational factor for faster Productive Actions accomplishment - early birds get the most & the more you've done in previous period - the more you get in the current one.

1-month example: we issue 200 St for Productive Actions within Goals Setting group of actions. Every next PA brings less SkillTokens, asymptotically achieving the monthly token cap. This approach will incentivize the performance of productive user actions and stimulate to act faster.
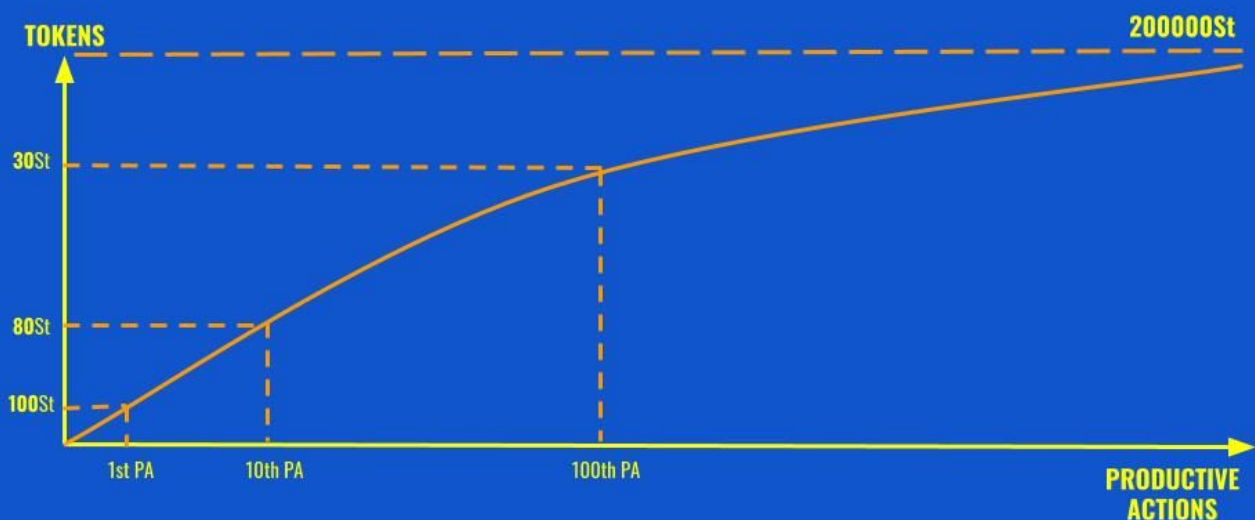
SKILLONOMY: FREETEAM MVP (POKER)

The idea of Skillonomy is based on our international profitable business FreeTeam that is built using DAO principles and is ready for global scaling: transfer to blockchain technology and ICO.

Freeteam is a poker educational and community management platform that unites enthusiasts into mostly decentralized funds that give all users opportunity of skill transfer, knowledge increase and direct skill monetization: the better you play, the more you win!

Our platform is a real product operating since 2014 with over 2.5 years and 160 000 USD invested in development and operations, already generating income for students and coaches of more than $500k USD a year.

FREETEAM IN NUMBERS:

43
Funds Worldwide

$570k
'2017 players' revenue

300+
Active players

Today our service operates on a traditional web-basis in Ru-Segment. For scaling and further development we've chosen NEM technology as the best solution that fits our most important requirements like speed, costs and flexibility.

SKILLONOMY: ANIMA UNITY MVP (E-SPORTS)

The idea of Skillonomy is based on our international profitable business FreeTeam that is built using DAO principles and is ready for global scaling: transfer to blockchain technology and ICO.
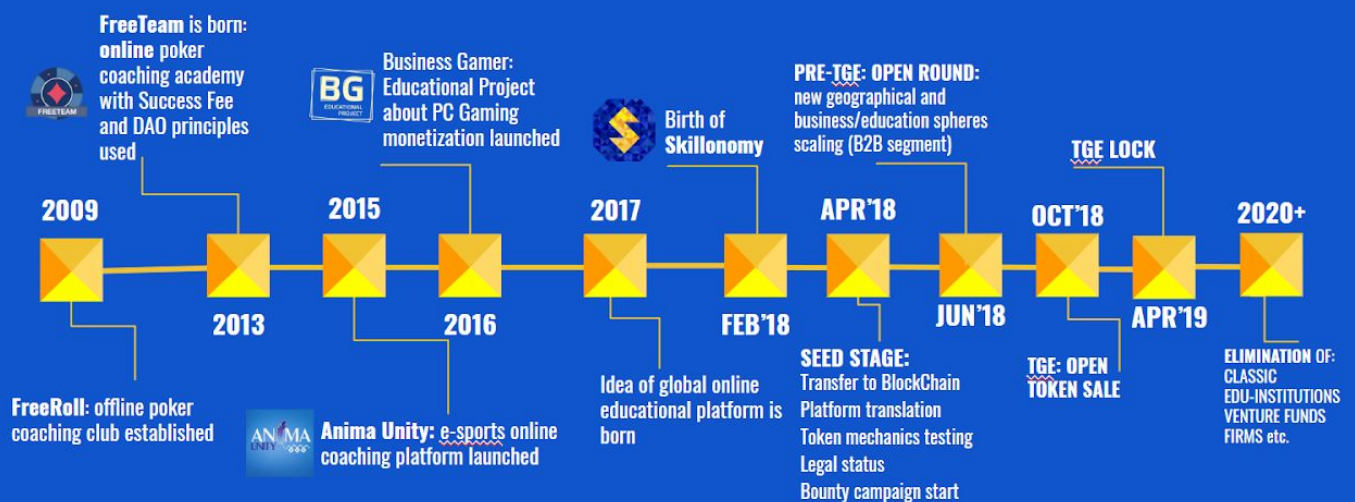
SKILLONOMY TIMELINE

2013 FreeTeam is born: online poker coaching academy with Success Fee and DAO principles used

2015 AnimaUnity: e-sports online coaching platform launched

2017 Idea of global educational DAO platform is born

FEB'2018 Birth of Skillonomy

We are the 1st Ukrainian project cooperating with NEM in Ukraine to make test integration with NEM blockchain. We also support NEM developers meetups organization in Ukraine, as well as volunteer with marketing infrastructure and other promotions in our country.

We have a strong ideological and technological match between Skillonomy and New Economy Movement: such as DAO-principles, economy and education system revolution, unproductive mediators elimination and creation of new TYPE OF PRODUCTIVE INTERPERSONAL INTERACTION as a global target.

SKILLONOMY ROADMAP (dates till...)	April'18	June'18	November'18	April'19	May'19 and on...
SEED ROUND ($300k)	Transfer to BlockChain ICO preparation Platform translation into 2 languages Token mechanics testing Legal status and organization development Bounty campaign start				
PRE-ICO CLOSED ROUND ($500k)		Node-Franchises WorldWide sales International partners attraction International nodes sales Activities tokenization PR, Marketing and advertising Fundraising			
PRE-ICO OPEN ROUND ($2000k)			Node-Franchises WorldWide sales Platform marketing and development		
ICO: OPEN TOKEN SALE ($8000k)				ICO: fundraising and platform promotion	
SKILL MINING (with Test period)	SkillMining on the platform: 4-year ST emission and mining				
OTHER	Bounty program and AirDrop		Team and advisors		

MARKETING & ICO

We use ICO, planned for late 2018, as a tool for mass-marketing and user acquisition Skillonomy project. ICO gives us opportunity to create a big buzz providing strong marketing and PR opportunities leading to real user acquisition.

As well, we'll demonstrate the real potential of Blockchain as a technology that offers numerous opportunities to any other web services and companies already running their business online.

We don't offer "IDEA". We have an already profitable online business which is offered for global scaling: no scam, no hype. Just real existing product.

E-sports as a magnet
On a pre-ICO stage we'll promote Skillonomy and acquire user through a road-tour together with NEM in an Asian region attracting user via E-sports tournaments - as one of the most popular spheres today. Acquired audience can be easily transferred to IT and other ecosystems.

CONCLUSION

Skillonomy is a ground-breaking project that can change lives of millions of people to the better in just several years ahead. The sooner we start, the more opportunities we'll offer tomorrow all over the world, especially in 3rd world countries, where good education and employment is a always a big problem. We're on our way to bring our product to global audience and execute both ideas of NEM and Skillonomy on a universe scale.

TEAM

PAVEL KOVALENKO
CEO & FOUNDER
Gaming and educational industry entrepreneur with 10 years of experience in e-sports and games of skill. Founder and CEO of FreeTeam and Anima Unity.

SERHIY MOHYLKO
CTO & CO-FOUNDER
Technical expert with solid background in online platforms development, including educational web-services and community platforms.

GLEB ALYOKHIN
CMO & MENTOR
Educational, Game and Marketing professional, public speaker, first marketing director at Natus Vincere — one of the best e-sports teams ever in the world.