



An AI driven Tokenized
Job Matching Platform

IAMHERO ICO WHITEPAPER



The only constants in our society are the results of our work.

I AM HERO is a career platform. Connecting people and companies in a smarter way through our AI algorithms.

We don't match jobs to people - We match jobs to personalities.

"Together, we are all Heroes.

In this modern world, there exists a lack of responsible and talented professionals. This is because many professionals are not well matched with the tasks they are to accomplish on a daily basis. Many would excel in a different workplace doing what they do best rather than trying to adapt to what they were never really designed for. Together as a whole, we are all Heroes. We simply need to reorganize the system to fit the cubes into the square boxes and the spheres into the round boxes."

"Together, we can do this by transforming society into an efficient, effective and well organized task force where everyone is in their perfect place doing what they just naturally love to do!"

**Mihail Berlant, CEO
IAMHERO Inc.**

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Abstract

Primary objective

At **IAMHERO**, we focus on creating solutions which help all people in their individual lives. The 'I Am Hero' concept sprang into action 3 years ago when the idea to introduce an innovative concept into the existing obsolete system of applying for jobs as well as the way relationships between employee and employer are conducted. After years of market research and concept creation, the iamhero project was established over a year ago as the cumulative result of the prior studies having been undertaken.

At the core of the innovation is a process by which anybody can create an online resume at the **IAMHERO** (IAH) platform, where it will be immediately visible and bookable for any given project. The service is exceptionally intuitive, simple and straightforward while it also eliminates any hurdles which can arise relevant to direct communications between contacts to and from the respective candidates (Heroes) and potential employers. Henceforth, many problems have been elegantly solved. The biggest problems arose between freelancers and those who offer jobs, tasks or projects through contractual offers. IAH decided

to use the emerging blockchain technology to introduce a concept which enables both parties involved to offer and accept projects in a transparent and secure environment. Welcome to the **IAMHERO** service and its many features.

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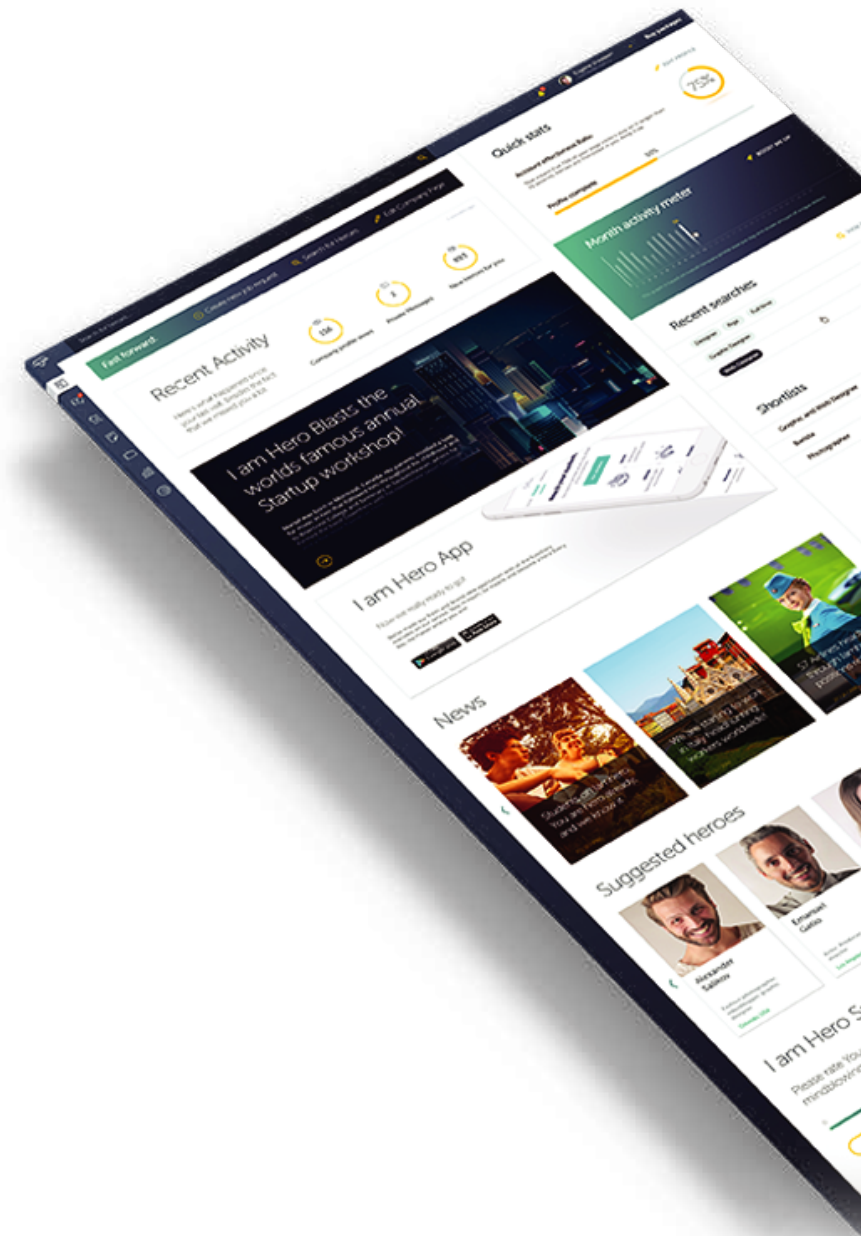
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Service Description

iamhero.io is a service with which candidates access specific job offers which match their exact qualifications and where employers have access to highly qualified personnel for their specific needs in a new and refreshing way. The system uses high performance AI (Artificial Intelligence) to match both parties and establish connectivity between them. This allows professional individuals who are capable of delivering what is needed to companies who are in desperate search of them.

Fees are charged for the use of the service by both parties and extra contractual fees to companies for placement when matching and hiring has been concluded; thereby insuring a constant revenue inflow for expansion and future development of the **IAMHERO** system.



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The IAMHERO team

The **IAMHERO** team is comprised of highly qualified professionals involved and engaged in their work who constantly improve the system functionality, adding new features and bringing forth new innovative ideas to improve functionality. They are very experienced in creating online solutions and tailored products which are crafted and conceptualized with the consumer in mind. This allows **IAMHERO** to achieve unprecedented levels of usability and quality which in turn assure actual real optimized solutions rather than failed attempts at fixing the underlying problems in the job search industry. The team also has an immense amount of collective experience relative to the integration of modern technologies such as; AI technology, blockchains and their platforms, data security & privacy protection along with relevant software such as ruby on rails, Tensorflow, and a plethora of others.



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Driving Philosophy

Technologies are developed to serve people and make life easier so that we have more personal time for and with our families. Great technologies are useless if they do not help people. At **IAMHERO**, our main goal is to create practical and high performance applications tailored to the market so that everyone can benefit from them. Our passion and enthusiasm is directed towards helping people with these new technologies and solving the industry's problems on a global scale.

Simultaneously, we like to enable people to participate in our problem solving processes. It has become apparent through experience that perfection can only be achieved when anyone can become a contributing part of a project which concerns everyone. Ideas and new concepts flow in from multiple sources and from these ideas and concepts, practical strategies can be derived to solve the inconsistencies and problems which arise in the marketplace.



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Meet the team

**Michael Berlant**Chief Executive Officer, Project
FounderDoing online business since 17 years.
Founded several ventures. My
passion is to develop products that
are consumer oriented.**Uwe Uehle**

Affiliate Manager, Crypto Enthusiast

**Alesya Gordina**

Brand Manager

**Maksim Kondratjev**

Project Manager

**Eugene Shilin**

UI Designer.

**Dmitry Procvetov**

Lead of Development Team

**Olga Brede**

Design team Project manager.

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**Andrew Ovchinnikov**

PHP developer

**Rick McGrath**

Writer

**Vadim Dorman**

Marketing and Communication

**Klaus Kroeger**

Investor / Advisor
Klaus is co-founder, major shareholder and Co-Chief Executive Officer of Pure + Solid®, a successful company specialized in payment eco-systems and metal credit card manufacturing. He has 15 years of banking experience, lately served as Managing Director for the leading European prepaid card issuer in the United Kingdom. Klaus previously worked for Wirecard AG, KarstadtQuelle Bank AG and WestLB AG. He holds a Diploma in Marketing & Communication from the Düsseldorfer Marketing Academy "damk" and is a qualified banker.

<https://www.linkedin.com/in/klauskroeger/>

**Reiner Brosy**

Marketing Manager Germany

**Sophia Erik**

Marketing and Communication

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Initial Token offering (ICO)

IAMHERO is coming forward with an **ICO** which is asset based. Unlike many (ICO's), the IAMHERO Token will hold actual tangible asset value. This value will not only be nominal at sale, but accrued by the injection of corporate revenues as the Company progresses. Below is an overview of the ICO plan details:

- Creation of 2 billion tokens in total;
- Initial coin offer of up to **500 million Ethereum-based "IAMHERO" tokens** by **SIA "GREENRED"**, [a limited liability company pursuant to Latvia laws, having its registered seat at **SIA "GREENRED" Lāčplēša iela 41A RĪGA, LATVIJA LV-1011** (the „Developer”)] intends to offer for exchange up to **500 million** units of a new **Ethereum based coin** named „**IAMHERO Coin**” (the “**IAHC**”) tokens a limited offer period
- The ICO will have a **hard cap at 7100 ETH**
- **IAMHERO Coin (IAHC)** are **not securities** and do not carry with them any rights as may be commonly associated with securities.
- **IAHC** are tokens based on the **Ethereum-platform**.

This whitepaper (“**Whitepaper**”) gives an overview of certain aspects of the **IAMHERO COIN (IAHC)**, and its intended use. This Whitepaper and the information stated herein is not legally binding. The Initial Coin Offering is only made on the basis of a separate document, namely, the **Coin Offer Document** which will be published alongside this Whitepaper at a later point in time. This Whitepaper does not constitute an offer of **HEROs (IAHC)** nor an invitation for an offer to exchange any amount of Ether for IAHC.

The Developer intends to have IAHC listed on a number of virtual currency exch-anges. Due to the properties and mechanics of the IAHC as described herein, the Developer also aims to have the market value of IAHC increase over time. However, there is no guarantee that an increase in the market value can be achieved by the Developer.

If you decide to participate in the Initial Coin Offering as a form of investment, the Developer expressly warns you that the (**IAHC**) is not an investment product nor is it in accordance with the Securities Act as such, and an investment in (**IAHC**) **IAMHERO** Coins carries a high degree of risk. For a description of the risks associated, see the chapter “**RISK FACTORS**” in the **RISK DOCUMENT**.

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Forward-Looking Statements

This Whitepaper contains certain “forward-looking statements”. A forward-looking statement is here defined as a statement that does not relate to historical facts and events and they are based on analyses or forecasts of future results and estimates of amounts not yet determinable or foreseeable. Such forward-looking statements are identified by the use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “intend”, “plan”, “predict”, “project”, “will” and similar terms, including references and assumptions.

This applies, in particular, to statements in this whitepaper containing information on future developments of the IAMHERO coin plans and expectations regarding the acceptance of the IAMHERO coin in the market and/or its increases in value. Forward-looking statements are based on current estimates and assumptions that the developer makes to the best of its present knowledge.

Such forward-looking statements are subject to risks, uncertainties and other factors which could cause actual developments to differ materially from actual results and can be worse than expected or assumed or described in these forward-looking statements. Accordingly, any person interested in participating in the Initial Coin Offering is strongly advised to read the chapter “RISK FACTORS” in the RISK DOCUMENT. This chapter includes more detailed descriptions of factors that might have a negative impact on iamhero-sphere and the IAMHERO coin. In light of these risks, uncertainties and assumptions, future events described in this whitepaper may not occur.

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Almost everyone in the world needs a resume to present themselves in their relevant area of expertise to the global Industry or to present their services as a professional freelancer to the marketplace.

The relocation of the 'Resume Function' into the fast paced online world is long overdue. Consequently, we have undertaken the task of ensuring that the freelancer receives his/her retribution for the work done and as a result, the employer receives high quality work as well as ideal employees which reply to his/her specific needs. To achieve this level of optimization, a new system had to be set in place which was capable of handling enormous loads of data and processing this data efficiently and intelligently at extremely high speed.

A very ambitious project was initiated over a year ago to create this crucial automated system using **AI** and specialized software capable of delivering on this mammoth task. IAMHERO has achieved a very high level of efficiency and speed in this endeavor and has launched the product in its beta stage. Testing is almost completed and the results are highly satisfactory. Our main objectives have been reached and we are now simply enhancing the system's functions on the user end.

We now provide an outstanding software solution to the industry which everyone can easily understand and immediately use anywhere around the world. We will soon be translating the service in several different languages and it will eventually be available globally in most of them.



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1.1 Basic Information

The main services provided by IAMHERO are updated regularly and its platform is stable and secure. Users can update their resumes in real time insuring their information is accurate and current. All private and confidential information is encrypted and secured within the IAMHERO system.

IAMHERO's basic enrolment is free and allows users to create a profile with limited active features. Our Premium Membership Status which includes the activation of all features is the **'Superhero membership'**. This service option is available in 3 payment formats which are either monthly, yearly or lifetime. For more information on IAH services and features, please consult the service description pages on our website at iamhero.io.

The IAMHERO service is particularly practical for freelancers since it insures them payment for the services they provide to their customers. This is done through the IAH blockchain where smart contracts are used by both parties to ensure delivery of work and payment of services.

The way IAH has developed this feature is very unique and a first in the marketplace. A token (IAHC) is used to insure transactions through the system to avoid possibilities of fraud or nonpayment. The smart contracts regulate the transactions between the parties thereby insuring that both parties receive their contributed value exchange. More details on this in section 2.5 below.

The IAMHERO service is particularly practical for freelancers since it insures them payment for the services they provide to their customers. This is done through the IAH blockchain where smart contracts are used by both parties to ensure delivery of work and payment of services. The way IAH has developed this feature is very unique and a first in the marketplace. A token (**IAHC**) is used to insure transactions through the system to avoid possibilities of fraud or nonpayment. The smart contracts regulate the transactions between the parties thereby insuring that both parties receive their contributed value exchange.

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1.2 Corporate Structure

The iamhero Inc. service is operating out from the State of California, USA while **Greenred SIA** is in Riga, Latvia and only provides and handles the Initial Coin Offer sales and the transactions relative to the ICO.

IAMHERO operates as an 'Inc.' under California laws and regulations. Its main products and services are internet based and all software integrated into the service itself is owned and developed by **IAMHERO Inc.** The use of the service is conditional to consent and agreement with the Terms of Service Document provided on its main website at www.iamhero.io. The corporation offers its services to both private and corporate users under the agreements it concludes with them separately; or by default, under its Terms of Service policy. **IAMHERO Inc.** does not transfer sensitive or confidential information to third parties unless explicitly authorized to do so by the owners of the confidential information. The services provided by **IAMHRO Inc.** are focused toward the job search and employment industry.

IAMHERO has secured trademarks in the US as well as in Europe, and we are in the process of continuing to do so on a global scale.



<https://trademarksoncall.com/trademark/i-am-hero/87599692>

<https://euipo.europa.eu/eSearch/#basic/1+1+1+1/100+100+100+100/1%20AM%20HERO>

Trade mark information		Owner information	
Trade mark number	017160623	Owner ID number	853281
Type	Figurative	Owner name	Mihail Berlant
Filing date	01/09/2017	Representative information	
Registration date	14/12/2017	Representative ID num...	
Nice Classification	35	Representative name	
Trade mark status	Registered	Last publication	
Basis	EUTM	18/12/2017	
Reference		B.1	



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1.3 Contact Details

USA

I AM HERO INC.
940 Stewart Drive #316
Sunnyvale, CA 94085

Germany

I AM HERO INC.
Gustav-Heinemann Ufer 90a
50968 Cologne, Germany

Latvia

SIA "GREENRED"
Lāčplēša iela 41A
RĪGA, LATVIJA LV-1011



Questions regarding this Initial Coin Offer may be directed to the developer via our

Contact Email: support@iamhero.io

Main Company's Site Link URL: <https://iamhero.io>

Online social media Venues include:

<https://www.facebook.com/iamhero.io/>



<https://twitter.com/iamheroio>



https://www.youtube.com/channel/UCFxhINJf_nWRGwAPh-OpGbw



<https://www.instagram.com/iamhero.io/>

2. Business Areas and Trends

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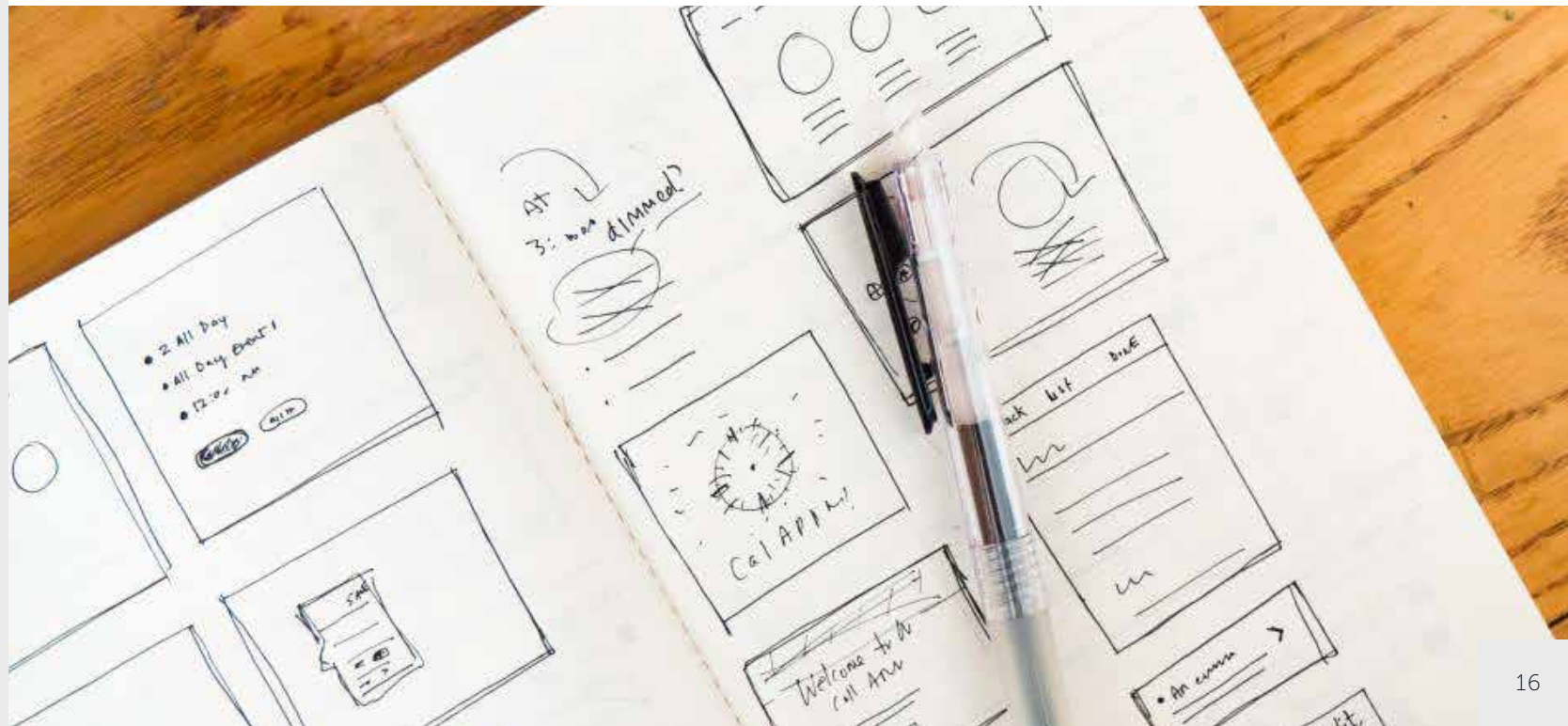
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The following section is a summary of the business areas and trends that are addressed by IAMHERO's services. This short summary is based on publicly available unbiased information pertaining to the industry and contains for the most part, basic information gathered from internet.



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2.1 General Information Pertaining to The Market

The job search industry hasn't seen any innovative changes or solutions since its inception. There have been virtually none available which conform to the present day trends and needs of both candidates and employers. The procedure is the same as it has always been. Companies pay a high price for publicizing their job postings and job offers, yet they don't receive optimal matching responses. The old format does not allow applicants to truly show their personality traits nor their specific expertise which renders the task of finding the right match very difficult, time consuming and costly. Under these circumstances, HR people find themselves really challenged in recognizing the right talent required for the specific position they need to accommodate or complement for their clients. On the reverse side, the candidates are treated more like cattle than professionals since they must meet these HR people one after the other which means they are constantly transiting most often just to be told they are not the right person for the job.

The 'status quo' methods presently available in the job search industry are in serious lack of efficient and effective means to reply to the modern day

market's needs and requirements. Since the internet has come to be and the advances in communications technologies have exponentially grown, the present job search methods have simply become totally obsolete and do not in any way live up to the actual industry's standards. Using these outdated job search methods in today's high speed world is like constantly rushing to find a public phone booth every time you want to call someone rather than just pulling out your cell phone or just pressing speed dial on your bluetooth and naming the desired person to call. Anyone still running around looking for a phone booth is kind of way past the due date and like 1970's right?

An Employer's immediate needs in finding perfectly qualified employees or freelancers capable of contributing competency and services in accordance with job and/or task requirements just doesn't reply to today's expectations when using these obsolete 'phone booth' search methods. It is near impossible for employers to choose their employees just by reading through resumes of a few text pages and a cover letter. Statistical evidence clearly reveals that a simple diploma does not prove to be sufficient for any job positions being offered in this fast paced competitive industry.

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A Gallup poll reveals that nearly 70% of employees are more or less dissatisfied with their jobs. Yes, according to an article by Amy Adkins, @Gallup.com, near seventy percent are dissatisfied with their present jobs. Less than one-third (31.5%) of U.S. workers were "engaged" in their jobs; 51%, were still "not engaged" and 17.5% were "actively disengaged". The article/study states that millennials are the least engaged group of all at 28.9% engagement levels.

Gallup's employee engagement data reveal that millennials are particularly less likely than other generations to say they "have the opportunity to do what they do best" at work.

This finding suggests that millennials may not be working in jobs that allow them to use their full potential or talents and strengths, thus creating high levels of disengagement. Gallup defines engaged employees as those who are involved in, enthusiastic about and committed to their work and workplace.

Another underlying factor is that many great and talented people just don't have the time to go job seeking since they are too caught up in their present "disengaging" jobs.

So they rely on Service People to find them better conditions and higher paying jobs. This market sector is usually tapped into by "Head Hunters" who normally expect approximately 30%+ of the employee's first year salary while there is no guarantee that the selected employee will prove to be the ideal candidate for the offered position. These fees are an Achilles heel to both the candidate who would potentially be paid more without these extra 'middlemen' fees, and the employers who wouldn't be tied up in a contractual obligation without any real viable guarantees.

These situations and expenses become a major cause of stress problems as well, since the employers expect greater performance from the underpaid employee. Stress is a huge counterproductive element in the work environment. Small and midsize enterprises revert to head hunters since they regularly depend more on the personality attributes than the skill sets of a new employee, as it is often ideally more crucial in mid to large team environments, that their teams be complemented. However, using headhunters forces the employer to wait for results and can also expose potentially crucial inside information to the public domain. Traditional job offers are expensive and lead to near 90%+ applicants that don't even qualify. Oftentimes the employer has no guarantee to find the ideal candidate with these outdated methods.

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Among other statistical data, another job industry study/survey conducted was the source of an article published by (<http://www.careerarc.com/blog/>) titled **"23 Surprising Stats on Candidate Experience – Infographic"** This is a revealing article in which we can corroborate these and other prior findings. As we can read from these excerpts, the data contained in the article and its source also reveals that these problems truly exist;

****quote...*** "Nearly 60% of candidates have had a poor candidate experience, and 72% of those candidates shared that experience online or with someone directly. We surveyed 1200 professionals to find out why. Job seekers rank social and professional networks as the most useful job search resource compared to job boards, job ads, employee referrals, recruiting agencies, and recruiting events. Job seekers want to see more virtual reality and job matching technology in the job search, while employers plan to integrate more gamification in their recruitment process.

91% of employers are using social media to hire talent today;

91% of employers believe social media will become a more significant source of hire in the next 5 years; social media and social recruiting software is the No.

social media and social recruiting software is the No. #1 planned technology investment of 2013; employers believe that social media marketing will be the most in-demand HR skill by 2020, followed by data analysis and predictive modeling.

Candidate experience is the No. #1 Priority in hiring.

97% of employers plan to invest in employer branding efforts in 2017. The majority (51%) plan to increase their employer branding investment;

99% of employers believe managing your employer brand and reputation is important to attracting top talent;

95% of employers believe employer brand protection will become more important in the next 5 years;

*When job seekers were asked which part of the standard job search process needed dramatic improvement, 69% believe the response time to applicants awaiting a hiring decision can be most improved, desired even more than enhancements to the online application process." ... end quote**

Many surveys and validated statistics can be found in reviews and articles across the board which all point to these same conclusions in the marketplace. These veracities have been studied in depth, and are in essence, that which has inspired the creation of the **IAMHERO AI** software and its services.

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2.2 HR Recruiting

Posting job ads

When it comes to hiring a given candidate for an open position, finding a suitable near perfect match to an employer's requirements has always necessitated a lot of resources in a company. The obsolete methods used by default to accomplishing this task don't come cheap. The common price range is between \$500 and \$2000 for a 60 day period within which there are no guarantees that any applicants for the job offer will be found.

If and when applications are received, they must all be manually processed individually. In the next step of this outdated process, the applicants are invited for an interview and/or test. More often than not, this entire costly process only reveals that most of the applicants are not suitable for the position offered. In most cases, these job offers are simply being placed repeatedly until the ideal applicant has been found. The costs add up and render the entire process inefficient and very expensive.

Headhunter costs & disadvantages

The major disadvantages encountered when using the services of a headhunter are those of uncertainty, overall costs and waiting times. In addition to these factors, we can add that the employer has no direct control or influence in the process of finding the needed resource. Furthermore, once a candidate has been found, there is no guarantee that the person presented will be the ideal person for the position being offered.



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This also reversibly applies to the information the HR consultant issues to the potential employee. Theoretically, it would be possible for the recruiter to issue various business secrets or other sensitive information to the candidate. In addition, the task may also require such information also be submitted to the HR consultant notwithstanding that the 'headhunter' profession is not a regulated, licensed or protected one. Virtually anyone can define themselves as a HR consultant, completely independent of their experience or training. To ensure entrepreneurs are not taken advantage of by a HR consultant, references and experience should be provided by the HR consultant, even before the first interview can be concluded. Where sensitive information needs to be submitted to the HR consultant, notarized NDAs are sometimes necessary and lawyer fees may also be added to the bill.

Costs: As a rule, the salary of a personnel consultant is calculated on the payroll basis of the new employee being hired into the company by the personnel consultant; (see also: Calculating Personnel Costs). Statistically, at least one-third of the first year's salary for the newly hired employee should be expected in order for the personnel

consultant to feel adequately compensated regardless of the fact there's no guarantee to the employer that the new employee found is indeed the ideal candidate. This is especially true for medium-sized and new companies in startup phase given that the smaller a team is, the more important the personality and competence of each member.

Efficiency and down time: As mentioned, the time factor is also a major problem for companies who can't maximize their production or answer to demands while in shortage of competent personnel. A company's reputation can be seriously affected if it can't service its customers and/or demands within a competitive time laps. Acquiring a regular and loyal customer base and building a solid reputation is a long and expensive task, therefore maintaining valuable customers is crucial for any company and losing them can be extremely costly financially and in reputation as well. The more expediently a competent employee can be found, processed and hired, the better it is for everyone involved from the top down.

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One of the greatest challenges employers face in the present traditional models of recruitment, is training new team members.

This requires tremendous costs both in resources and time consumption. Consider for example, the training of a candidate for a leading role in a company. This task can easily run into 10's of thousands of dollars in time and training fees as well as costly errors committed by the trainee due to inexperience and pressure to perform.

Many times, the incompatibility and incompetence of a trainee or candidate will only surface "after" the expenses and trial periods have expired.

The company will then realize that the new employee simply wasn't the right person for the position and consequently, both parties will conclude that the best option for everyone is to just drop the agreements and go their separate ways.

Even though most recruitment agencies provide a success or replacement "guarantee" for such cases, this still doesn't change the fact that the training sequence was very expensive, time consuming and just a waste of valuable resources for both parties alike.

Through the fine tuning processes of IAH's ai matching system, the likelihood of an incoming team member being incompetent, incompatible or entirely unsuitable is if not impossible, then greatly reduced, resulting in countless additional desired results and multiple positive outcomes for all players involved. This is what makes the IAH matching system indispensable to small and medium companies who operate on tight budgets and limited resources, as well as for power corporations who need speedy replacements and efficient team additions to their workforce.

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2.3 Resume Challenges and Job Application Process

There are 2 sides to this coin; **(A) the employee** wants to work in a job that is fulfilling and **(B) the employer** needs employees that are engaged in contributing to the Company's growth and its project's advancements. A company cannot function at a high rate of efficiency without great employees dedicated to and engaged in their jobs.

Many surveys and studies have established the fact that the traditional way of applying for a job on the one hand and posting a job offer on the other, is simply no longer efficient or effective in today's marketplace when using the standard methods of recruiting. Companies seldom acquire the employees they need and employees accept jobs that don't align with their aspirations resulting in a disengaged workforce and a substandard environment.

IAMHERO has therefore taken the lead in eliminating the problem at its core by designing a tailored service which addresses all these problems while offering both parties the efficiency, speed, relevancy and opportunity of optimizing the matching process thereby allowing for cost effectiveness and reduced down time on both sides of the coin. In addition, the IAMHERO service has

been created to be user friendly, aesthetically pleasant and versatile. It is automatically scalable, upgraded and enhanced by means of **AI** adaptability to the market as it learns through the processing of data it receives, hence perfecting its interior functionality according to the market's demands.



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2.4 Freelancer Situation and Challenges

Aside from in-house or full-time employees, there's a growing amount of professionals who are working from home. Some pickup on outsourced services from different locations or even countries and work for one or several employers as well as conduct their own freelancing for off project tasks.

In almost all of those cases mutual trust between all parties is a frequent problem. The freelancer wants to be paid in time and the party offering the job task or project wants a high quality service on time per the agreement. In this arena, the most important asset for a freelancer is his/her online reputation. IAMHERO endeavors to make sure that the reputation of its users cannot be manipulated while simultaneously being easily identified by a potential job or contract offering prospect. Platforms that help in finding freelancers do exist, however an elegant solution to the above mentioned challenges had not yet been found until now with IAMHERO.



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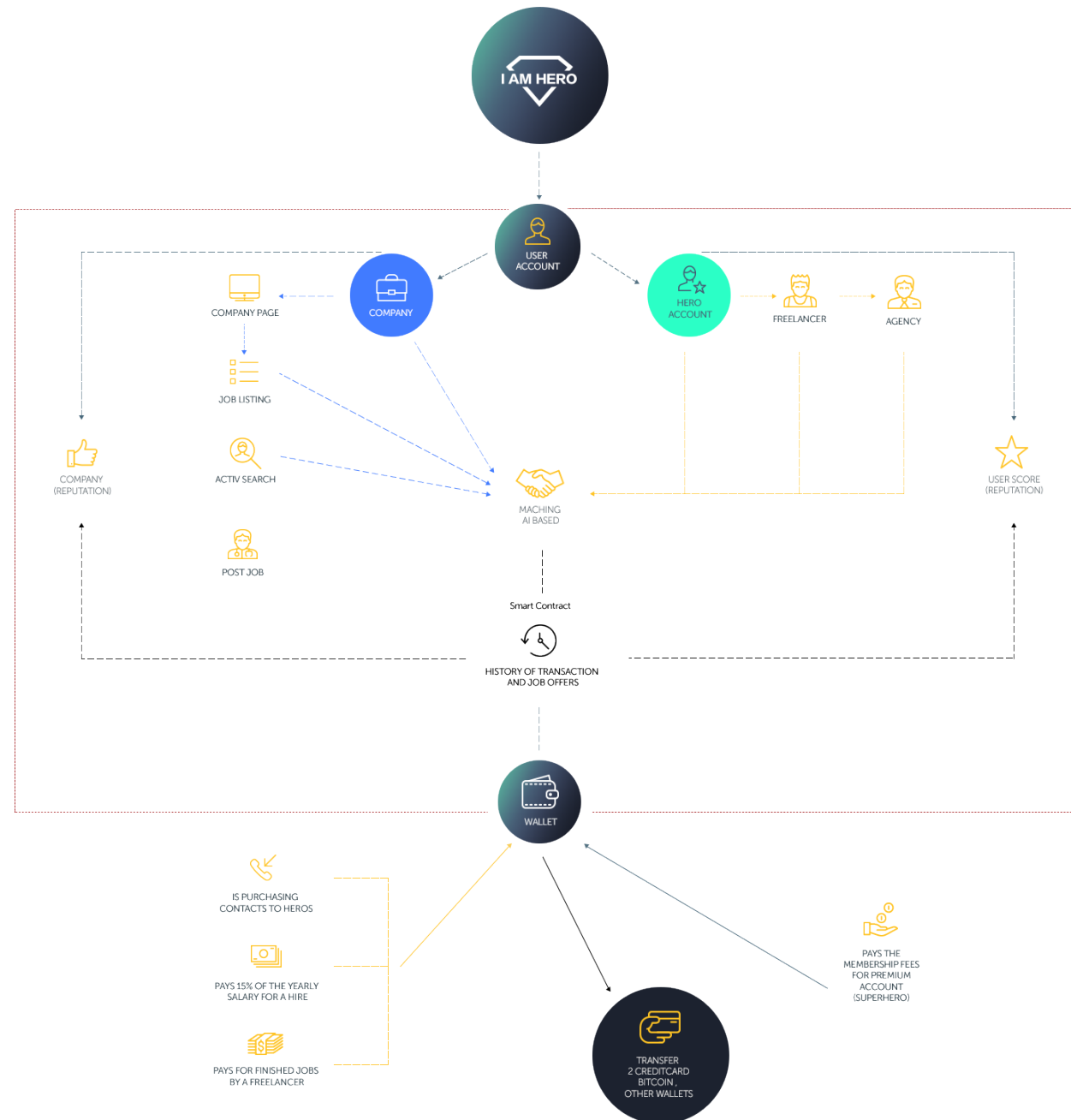
2.5 Future Opportunities

IAMHERO is poised to becoming the leading platform for HR and career searches in the not too distant future. Our mission is focused toward helping people find the jobs they aspire to while still in their educational phase whether in college, university, trade school or other training.

Furthermore, it is in our opinion that hiring and service contracts between employers and employees should be organized and established through blockchain supported ledgers using smart contracts. These work similar to value transaction smart contracts in which both parties agree on a detailed smart contract while the blockchain takes care of its fair and impartial execution.

The result of the work order is analyzed via the blockchain, which in turn adjusts accordingly and releases the payment via the smart contract. A set of rules in the **blockchain** autonomously converts/executes the contractual transactions through this system while remaining value-neutral.

3. The IAMHERO System and The IAMHERO Coin



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3. The IAMHERO Blockchain System and the IAMHERO Coin

We are using the IAH Coin to elevate the work compensation to a fair level while increasing security and stability for people in the general workforce.

The **IAMHERO** project consists of 3 principal components;

1. An online resume feature for users;
2. An employer feature section (account) for job/project promoters;
3. The ability to book freelancers or post jobs/tasks that can be bided on by freelancers

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3.1 Employee (Heroes) Feature

The three main service functions available to everyone as a private user are;

1. Creating a personal profile;
2. Being found by companies – (accepting contacts/request –communication between parties, etc...);
3. Getting hired or selected for contract execution.

With just a few clicks, anyone can get a predefined online resume at IAMHERO, which is designed so that anyone's personality is presented as preferable as possible (in an ideal form). They can describe specifics about their potential dream job - introduce themselves via a short video and make for a lasting impression on the employer. They can update their own blogs and share their successes, achievement, ideas and newly acquired skills and communicate directly with a potential employer - even via a smart phone using IAMHERO's chat feature - and they can also get found by employers either inside or even outside of the system entirely.

A sample resume can be viewed at this location: <https://iamhero.io/heroes/mihail-berlant>

Registered companies can research platform members and examine resumes (personal data is not viewable). If a company has found a matching candidate they can initiate a first contact via the integrated chat system through a video conferencing. The users can also send their personal url to an unregistered employer to apply for a job outside of the iamhero.io system. Nonetheless, we encourage users to remain within the system for security reasons and to ensure the legitimacy and authenticity of employers. We have no way of verifying employers outside the IAMHERO service. Users who apply on jobs outside the IAMHERO system do it at their own risk and peril.

****A Sample link for viewing will be available here when ready: <https://iamhero.io/hero/profile/edit>**

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3.2 Employer feature

A company can create a profile and take advantage of all the features to present itself on the IAH platform by going to:
<http://app.iamhero.io/company-profile.html>

Once a company profile is created, it initiates a new search form with multiple data entry fields such as; age, professional experience, salary expectations, skills, hobbies, preparedness to travel a certain distance to the work site - or even relocate to another city.

The search engine will then provide the appropriate results. The Corporate user then marks the candidates of interest and submits them into a request basket. Once the request is finalized, the system prompts the user to purchase the selected contacts. Following the purchase, the opportunity to connect with the purchased candidates in a semi-automated way is permitted. In order to facilitate the communication with candidates, there are predefined templates which can be sent with automated and personalized candidate details which can be used by the employer during the internal chat.



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All the communication within a chat can be noted and structured. This saves valuable time since it allows for optimal information gathering in one step. The employer can also immediately and directly set up appointments during the conversation, substantially reducing or even eliminating the need to make several callbacks. It will also be possible to use the video chat feature with the candidate to conduct an actual job interview on the spot. When viewing the online resume, the employer can see the most important and relevant information at a glance, as well as the social and online media activities of a candidate. However, if the company has not found a suitable candidate, the search is saved with all features active. The system hunts for new matching candidates every minute, and notifies the company when new matches occur. Whenever a new user has registered and selected a company as one of their favorites, a notification will be generated and show up in the respective category within the Company's dashboard.

Internal example link to view when ready to showcase: <http://app.iamhero.io/dashboard.html>

More Options:

It is also possible to create classic ads, upon which the candidates can apply with one click. The same process as described above is used. The company can decide whether or not they'd like to acquire the candidate's data. In this case, costs only incur for the establishment of contact, and not as usual for placing the ad.

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3.3 Matching & AI Score

There is a challenge that exists on the global market wherein an employee is not able to really be evaluated via a job reference, since in some countries, this is regulated and prohibited by law. In such cases, there can't be anything negative in the job reference. If an internal score for an employee does exist inside the IAH platform, the blockchain prevents the manipulation of the score. An employer can then rely on the score and trust that a given employee is reliable as indicated by their score data being provided by the system.

Only IAMHERO members who own IAH coins are associated with their score info which will be made transparent via blockchain technology. Every setting as well as any freelancing job offer is cataloged and

and transparent/viewable. The score is defined solely via the AI and the blockchain - no human is involved in the score data or its processing. This score factor is unique to every user and cannot be manipulated manually or replaced by other systems.

Our proprietary algorithm analyzes more than 150 factors to provide every member with a personalized score. This score is used to determine how well a potential candidate matches up to a specific job offer or company. The way in which the individual factors are interconnected is determined in collaboration with human resource scientists. The open source AI from Google (tensorflow.org) is constantly learning to provide increasingly better search results for companies, which reduces the need for headhunters and other consultants.



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As soon as a candidate or an employer has registered on the platform or edited any of the entries and a matching is achieved, both parties are notified of the event automatically.

Example: A candidate is moving into a new city/area - the system automatically searches for respective matches in that new city/area and if there are job offers relative to that area in the system, a notification will be triggered immediately.

User Score:

Every member is automatically assigned a user score based upon the system's analysis of all the information about the person as well as dynamic statistics such as; profile accesses, amount of contact purchases etc. which are contained on the IAH platform and are associated with the member. The exact factors which apply and are part of the scoring process are not published to avoid any form of system manipulation.

Analog to Google's algorithm in respect to the search result quality - the better our results get for the employer - the more valuable the service itself becomes. In order to achieve that level of proficiency, we use **AI** in conjunction with human

resource scientists to constantly improve the scoring process of members. Hundreds of data points on each member are used to analyze and cross reference with each other. This scoring method makes the project very unique in that the score in user reputation form is particularly relevant and very useful relative to freelancers. The blockchain technology insures that the scoring system cannot be manipulated.

The online resume is geared towards the needs of the employers and the aesthetic delivery of the individual member's personality aspects is a unique characteristic exclusively provided by **IAMHERO**. The features which enables employers to search for and actively connect with potential employees through an **AI** assisted platform as well as providing direct communication abilities via video conferencing with them is a novelty in this industry. **IAMHERO** provides a powerful online tool for employers to find their employees and inversely for candidates to find their ideal employers when searching for their dream job.

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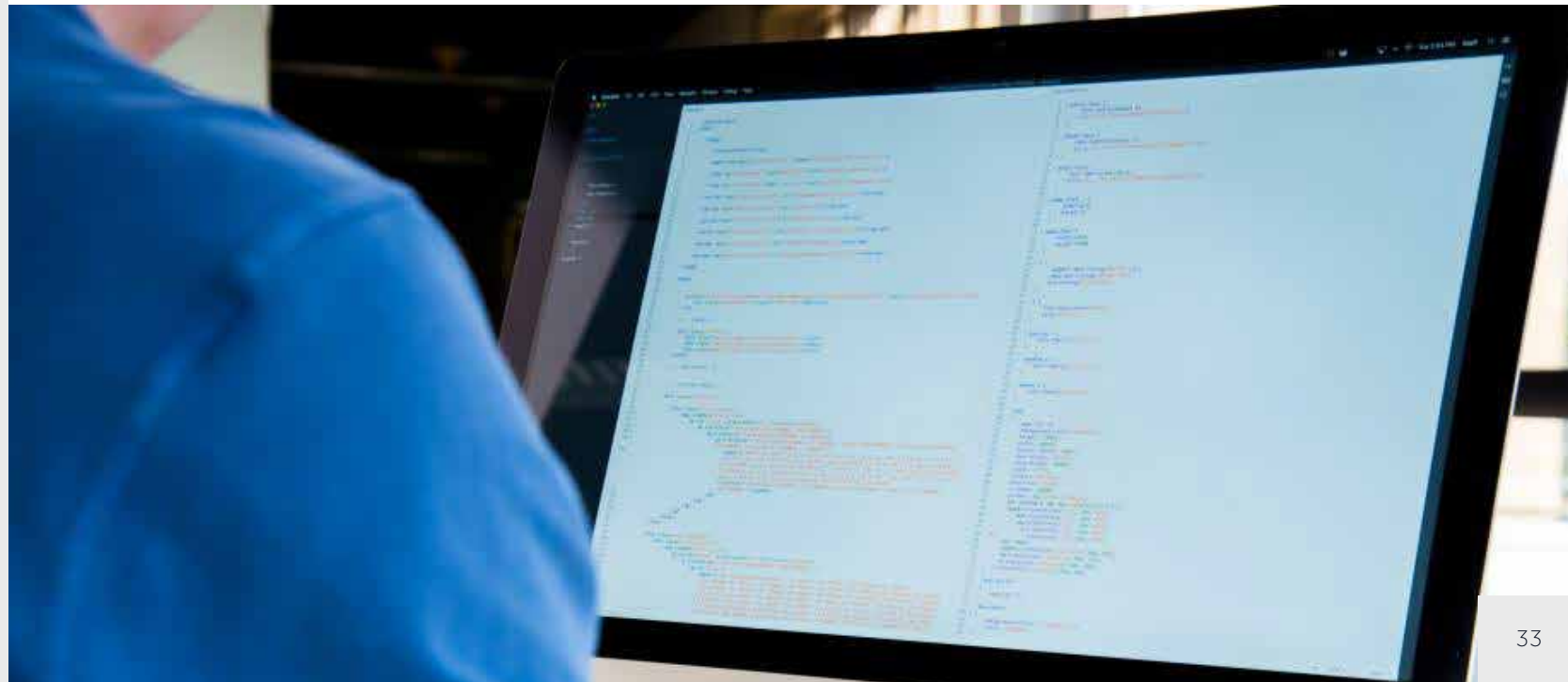
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3.4 Freelancer/Agency Job market

Every IAH user ('hero') is able to define services they offer in their account and set up a pricelist in IAH coins (**1 IAH Token= 0.0000142 ETH**). The projects can be split up into milestones. For every achieved milestone, a portion of the negotiated price can be paid. Once the project has been delivered, the contract can be finalized and the remainder of payment can be issued. The party that offered the job is able to assess the work done by the hired party and approve the payment within the smart contract's field parameters on the blockchain.

The contracts can be assigned to individuals or to teams. Additionally, every project/task/job can be auctioned off, so anybody can apply and the job/task/project issuer can decide who receives the contract. The teams could consist of various people from different areas (various freelancers) or of agencies with their own in-house employees. Any agency can set up a special profile showcasing projects that have been fulfilled already as well as what services are being offered.



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3.4 Use of IAH Coins

At IAH, one can find employees as well as issue contracts for temporary projects. In each of those cases a smart contract will be involved. If an IAH member (hero) is being hired by an employer, IAH will receive a commission of 15% from the first year's gross income as long as the employee has been hired for a period of at least 4 months. 5% of these 15% are being paid in IAH coins which are going back into the pool for all owners of IAH coins. In the case where a contract is being issued to a freelancer, IAH receives 5% of the payment of which 2,5% goes back into the pool for all IAH coin owners. IAH coins can be withdrawn via bitcoins or in USD\$.



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Business model / 4 year plan

The IAH business model is based on 2 channels:

1. Premium account for members - several features that are part of the online resume section are only accessible for premium members (superheroes). The premium membership (superhero) has the following pricing schedule:
2. Employers (companies) have to purchase packets in order to be able to contact the candidates they have selected:

Whenever a hire event occurs the employer has to pay 15% of the first year gross salary to IAMHERO.
Example: Yearly salary 45,000 \$USD X15% = 6,750 \$USD paid to IAH.

If we estimate 300 contracts in the first 2 years of operation via the IAH system, we arrive at approximately 2 Mio USD\$ in projected gross revenue. In order to produce this hiring amount (an estimated 300 employees), a conservative estimate of employers would need to purchase an estimated amount of 30-50 contracts.

The Following is a projection for those revenues between 2017 - 2020

The Freelancer revenue model:

For transactions between freelancers and job/project offerers we estimate an average transaction volume of US\$400. IAH is charging 5% and will pass on 2,5% to the pool of all IAH coin holders.

Table of the coin blackflow into the IAH coin/coin holder pool

Premium User - Coin 30%

Employee Hires - Coin 33% of Revenue

Freelancer Transactions - 5% Fee - 2,5% Coin

Total coins per year

Total in 3,5 years

Investments into the project to this date:

Up to this date the project is being financed by CEO Mihail Berlant from his private funds. Only external costs are being shown in this chart:

Premium User

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Years	User	Premium User	Revenue	2 Token 30%
2017	20.000	3.000	252.000	75.600
2018	190.000	90.000	7.560.000	2.268.000
2019	560.000	140.000	11.760.000	3.528.000
2020	2.300.000	260.000	21.840.000	6.552.000

Contracts Employers

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Years	Contacts	Contracts	Revenue	Revenue share 33%
2017	50.000	300	2.025.000	675.000
2018	90.000	500	3.375.000	1.125.000
2019	180.000	1.200	8.100.000	2.700.000
2020	500.000	4.500	30.375.000	10.125.000

Freelancer Transactionen

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Years	Transaction	Revenue	Fee % 5	Revenue share 2,5 %
2017	100	40.000	2.000	1.000
2018	35.000	14.000.000	700.000	350.000
2019	180.000	72.000.000	3.600.000	1.800.000
2020	250.000	100.000.000	5.000.000	2.500.000

Total revenue share

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Years	Transaction	-	-	-
2017	751.600	-	-	-
2018	3.743.000	-	-	-
2019	8.028.000	-	-	-
2020	19.177.000	-	-	-
Total sum 3,5 years	31.699.600			

Attention, these data are only assumptions

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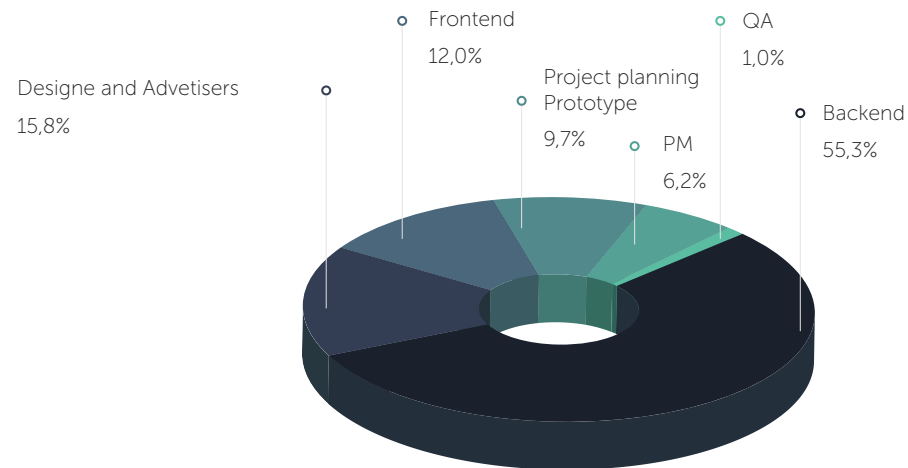
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Investments into the project to this date:

Up to this date the project is being financed by CEO Mihail Berlant from his private funds. Only external costs



Positionen:

		EUR
55,3%	• Backend	71.824
15,8%	• Design and advetisers	20.492
12,0%	• Frontend	15.540
9,7%	• Project planning prototype	12.560
6,2%	• PM	8045
1,0%	• QA	1360
	Total	129.821

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4. ICO

2 billion (2,000,000,000) **IAHC** coins will be created. 25% of those or 500 million IAHC Coins will be sold at the **ICO**. The aim is to raise 7100 ETH., which equates to approximately 7.100 **ETH** at current rates, with the crowd sale at a coin price of 0.0000142 ETH. Exchange rate: 1 ETH = 70,000 **IAHC** coin. This may change with ETH exchange rates. Numbers are best effort estimates as of October 10th 2017. The final numbers and fixed ETH amount will be announced before the start of the crowd sale.

Why we are creating the IAHC coin.

The **IAHC** is being used to handle all transactions on the iamhero.io platform, while enabling the full transparency of all revenue flows and distributions in and out of the projects which are being channeled through the system.

How IAHC usage functions on the user's end:

- 1) The **IAHC** is used to handle all internal transactions on iamhero.io. A freelancer or an agency is assigned a contract which is handled via the smart contract on the blockchain. As soon as the work has been completed to the satisfaction of the client, the freelancer/agency is paid in **IAHC** coins.
- 2) An employer must pay the fees charged for every contact they wish to make in the matching system using **IAHC** Coins they have purchased from IAH in \$USD.
- 3) An employer finds a new candidate via iamhero.io and wants to hire him/her. If the new employee accepts the position and works for at least 4 months for the employer, the employer has to pay a fee of 15% of the yearly salary to iamhero (the minimum yearly salary is **30,000 \$USD**) and the payment is made in \$USD which is immediately converted into **IAHC** Coins.

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Roadmap**Users with (Hero/Superhero) status:**

The **premium membership (or superhero status)** on iamhero.io can be purchased in **IAHC**.

Every account at iamhero.io is assigned an electronic “wallet” where the **IAHC** are stored. The **IAHC** can then be transferred into other crypto coins or into any fiat currency via a bank account or withdrawn onto a credit card/debit card. Clients receive their invoices for services and fees in the respective fiat currency as per the current jurisdictional laws of their country of place of residency.

Revenue Sharing

iamhero.io shares certain percentages of the site revenue with all holders of the **IAHC** coin via **Ambassador Commissions** in order to support the coins as well as the community. All coin holders are considered **Ambassadors**.

Every ambassador or site member is able to monitor the revenue generation in real-time as well as the portion that is generated for them according to the **IAHC** value.

The Reason for using blockchain technology:

There are several reasons why iamhero.io is using blockchain technology:

1. To guarantee the authenticity of all data in a given resume;
2. To enable business relationships and transactions via an automated smart contract;
3. To make the platform revenue and the commissions of users, affiliates & ambassadors transparent to all users of the platform.

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Whitelist launch date: from 20.02.2018 **(40% discount)** until
 Pre-sale launch date: from 21.03.2018 **(28% discount)** until
 Crowd sale launch date: from 22.04.2018 **(10% discount)** until 22.05.2018

Coin symbol: **IAHC**Coin type: **Ethereum blockchain coin based upon the ERC20 standard**

Total supply: **2 billion (2,000,000,000) IAHC coins** will be created,
0,5 billion (500,000,000 IAHC coins will be available for purchase (25% of total IAHC)

Base price: **0.0000142 ETH per 1 IAHC**Purchase methods accepted: **major cryptocurrencies and fiat currencies via credit card payments**Min target: **100 ETH**Max cap: **7100 ETH**

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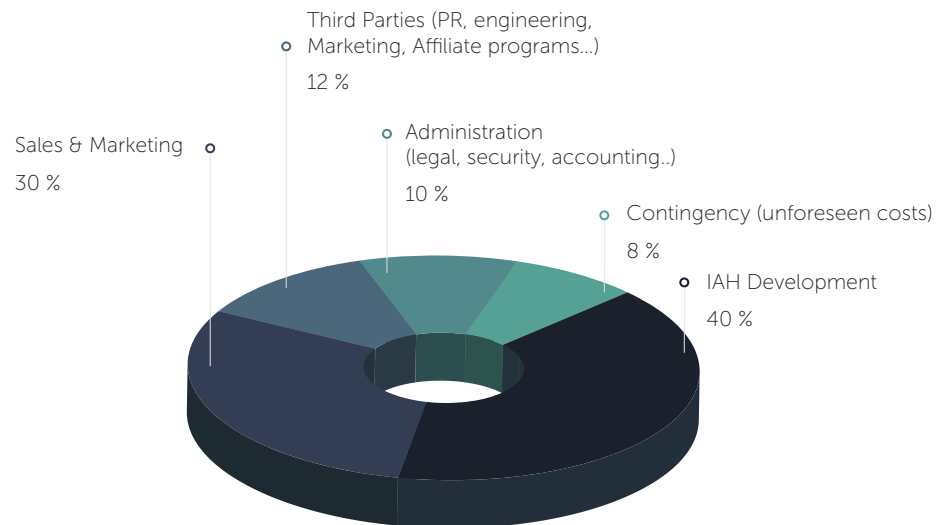
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4.1 Ethereum Proceeds

**Positionen:**

- 40 % ◦ IAH Development
- 30 % ◦ Sales & Marketing
- 12 % ◦ Third Parties (PR, engineering, Marketing, Affiliate programs...)
- 10 % ◦ Administration (legal, security, accounting..)
- 8 % ◦ Contingency (unforeseen costs)

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As of the date of this Whitepaper, the exact amount of Ether obtained from Participants in the Initial Coin Offer (the “Total Exchange Amount”) is uncertain and dependent on;

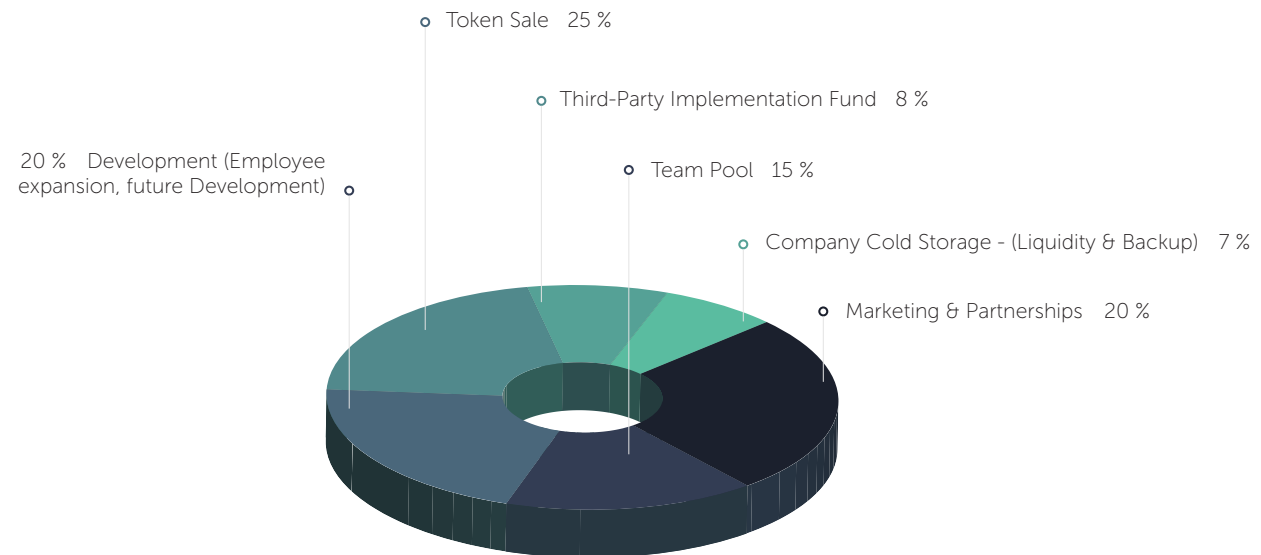
(i) The **ETH** Coin Value set by the Developer and

(ii) The amount of **IAHC** exchanged.

The Developer intends to use 40 percent of the Total Exchange Amount for the further development of the iamhero Network underlying the **IAHC**. 30 percent of the Total Exchange Amount is reserved for marketing and sales measures; 12 percent of the Total Exchange Amount will be used for the payment of third parties such as for public relations matters, engineering, marketing, and affiliate programs; 10 percent of the Total Exchange Amount will be applied towards administrative costs such as legal fees and/or accounting, and 8 percent are reserved for unforeseen costs. However, the Developer is under no legal obligation to use the proceeds as described herein.

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4.2 Total Supply of Coins (IAHC)



Total coins: 2 billion:

- 25 % ◦ Coin Sale
- 15 % ◦ Team Pool
- 20 % ◦ Development (Employee expansion, future Development)
- 20 % ◦ Marketing & Partnerships
- 8 % ◦ Third-Party Implementation Fund
- 7 % ◦ Company Cold Storage - (Liquidity & Backup)

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A total amount of 2 billion IAHC will be created by the Developer. The Developer intends to exchange only 500 million **IAHC** (or 25 percent of the Total Coin Amount) in this Initial Coin Offer for Ether. The remaining 1.5 billion **IAHC** (or 75 percent of the Total Coin Amount) will be used for other purposes. The Developer explicitly reserves the right to exchange the retained portion of 1.5 billion **IAHC** for other virtual currencies or sell it for Dollars or any other fiat currency at a later point in time at any marketable price. However, the Developer will commit to adhere to the following restrictions in the use, exchange or selling of **IAHC** on the market. The Developer will especially commit to only exchange or sell such amounts of **IAHC** that, to the best knowledge of the Developer, would not have a visible impact on the market value of **IAHC**.

After the Initial Coin Offer, the founding team will receive a **15%** allocation of **IAHC** subject to special holding conditions. Those will ensure a long-term incentive for the **IAHC** founding team. Additionally, 8% will be allocated to a Third Party ecosystem fund to grow out the iamhero network and bring additional services to it. The Developer is setting aside 7% of all **IAHC** created as a Company fund and reserve. It is possible that some of these Coins will never be issued but it is necessary to have a backup if needed. iamhero will, in any case, engage directly with its holders to seek their guidance before any of the reserved coin are brought into the market. At the end of the Initial Coin Offer, coin creation will be closed permanently.

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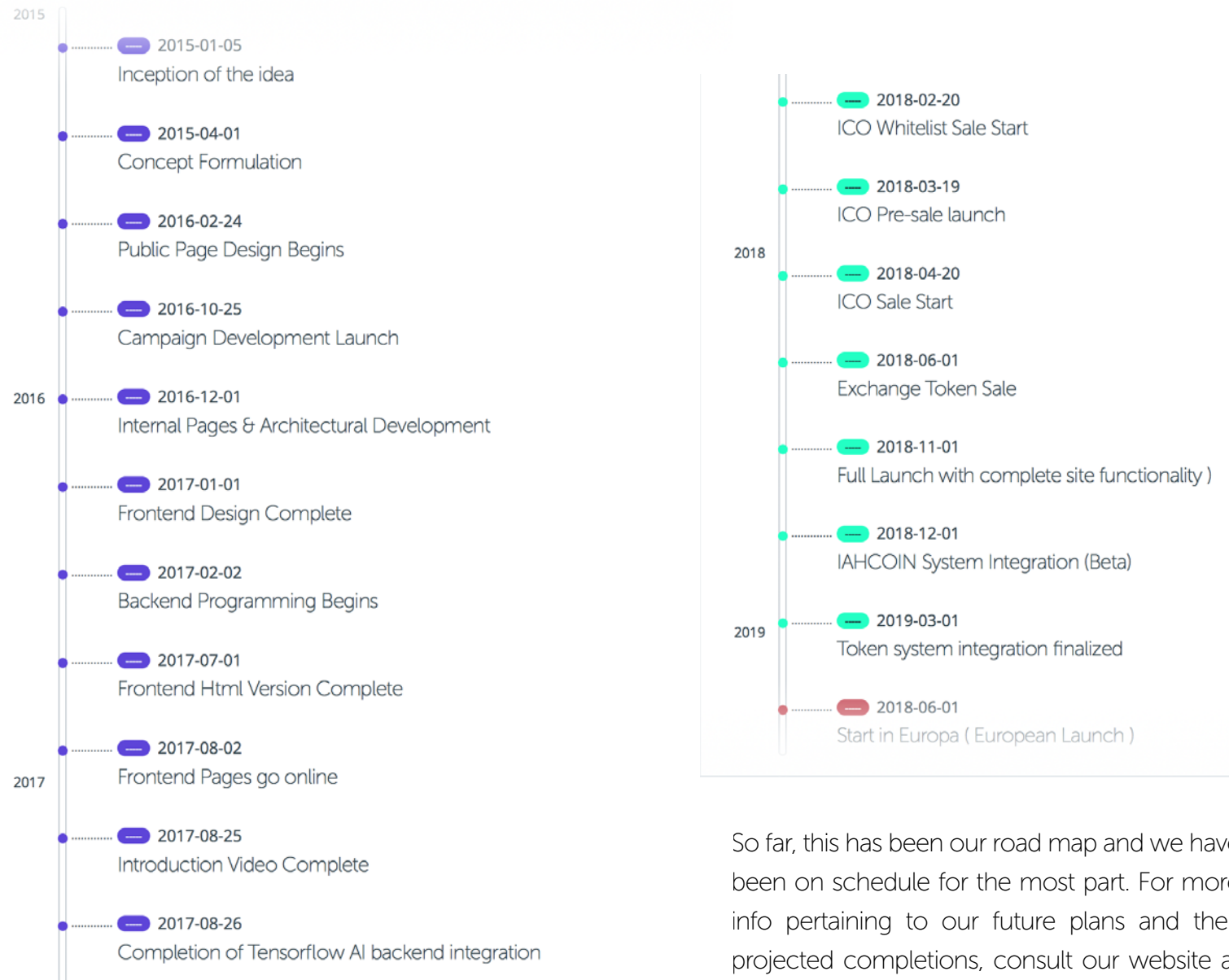
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So far, this has been our road map and we have been on schedule for the most part. For more info pertaining to our future plans and their projected completions, consult our website at www.iamhero.io



IAMHERO.io