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1. Abstract

1.1 Introduction

Atlas is a new global freelancing ecosystem. It aims to create a decentralised network for Professionals, Businesses and Corporations to engage in projects remotely. The Atlas platform uses a refined data analysis and machine learning to pinpoint the exact needs for both Employer and Freelancer.

Atlas incorporates cryptocurrencies to promote faster and more efficient payments for both parties. It will offer the choice to transact with a wide range of cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, NEO and many more.

Current freelancing platforms provide interesting tools that initially draw user's' interests but ultimately lack sustainability and incentives due to frictional costs, high commissions and the void of public records and trust. Atlas eliminates these issues by creating a fully decentralised platform that allows a series of features such as data storage, messaging and cryptocurrency payments, all of which are powered by blockchain technology. This will allow the platform to reach wider audience and boost creativity and innovation all around the world.

1.2 Freelance Industry

Freelancing is growing – The freelance workforce grew from 53 million in 2014 to 55 million in 2016 and currently represents 35% of the U.S. workforce. The freelancing workforce earned an estimated $1 trillion this past year, representing a significant share of the U.S. economy.

People are increasingly freelancing by choice as the job market changes – When asked whether they started freelancing more by choice or necessity, 63% of freelancers said by choice — up 10 points (from 53%) since 2014. The majority of freelancers said that today, having a diversified portfolio of clients is more secure than having one employer.

Technology is enabling freelancing – 73% of freelancers said that technology has made it easier to find freelance work — up 4 points (from 69%) since 2014. Additionally, 66% of freelancers said the amount of work they have obtained online has increased in the past year.

Source: Largest independent workforce survey — commissioned by Upwork and Freelancers Union — reveals new insights into freelancing in America

1.3 Fourth Industrial Revolution

The Fourth Industrial Revolution is coming, and from it, a new economy will be born. Technologies of digitization, automation, AI and blockchain are already transforming society and will carry on transforming it at a much deeper level in the coming years.

In this new economy, freelancing will play a prominent role in providing the human capacity to fuel its development and its expansion. This expansion will present important challenges that need to be overcome and Atlas aims to provide the foundations that will address them: Cryptocurrency payments and smart contracts, an ecosystem of professionals and anonymous teams, secure access to share information for different roles in the project, leveraging of machine learning techniques to optimize talent matching, and other technologies and techniques like it will provide an optimized ecosystem where the worker of the 4th Industrial Revolution will thrive.

1.4 Cryptocurrencies

Cryptocurrencies can better adapt to the prevalent challenges of both funding and the emerging digital economy in addition to being a way to engage communities through P2P tech and crowdfunding platforms. There are over 2 billion people without access to the financial economy and even basics of modern civilization. The rise of the cryptocurrency era, the demand for blockchain developers, software engineers, and the overall increase of employment in the computer & IT industry, will act as a catalyst for the freelancer's industry, promoting jobs and revolutionising the WORK experience. A decentralised ecosystem provides a robust model of operation. While specific nodes can always be shut down, without a centralised point of failure, new ones will emerge as the ecosystem keeps growing. The infrastructure is separate from the entities that act as providers and operators, minimizing the exposure to regulatory scrutiny and related costs.

1.5 Challenges

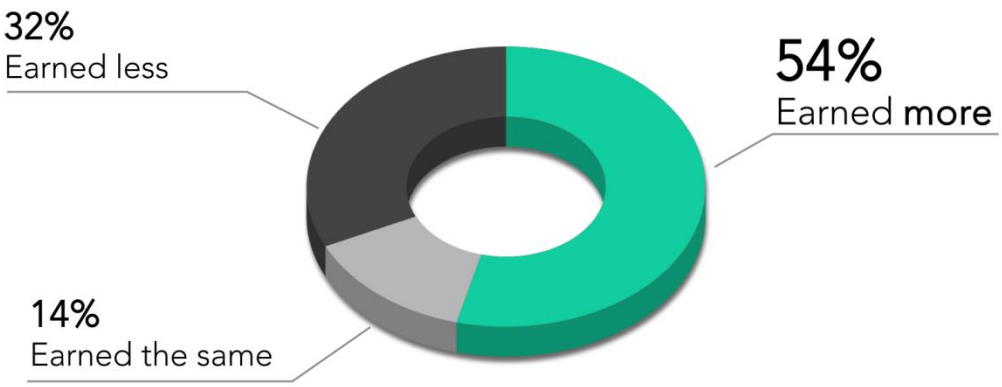
The current challenges the freelancer industry faces with online platforms are the high fees imposed by the market leaders (Upwork, Freelancer.com). These fees can reach up to 20% per jobs concluded on Upwork. These platforms must conform to federal laws or laws of employment in the countries they operate in. For example, Federal Law restricts Upwork from conducting business with individuals and entities based in certain countries. We believe that the answers to these challenges lie in a decentralised platform adapting blockchain technology. By providing public records, these innovations have the power to bring freelancer markets closer to users and increase trust in the system.

1.6 Market size and predictions

Talent-matching platforms and co-working spaces are just two leading trends behind a freelancer economy that's growing more robust by the day. Other models and services will spring up to bridge the gaps between consultants and companies in more flexible ways than ever before.

The rise of independent work isn't benefiting only freelancers but it allows businesses to find more qualified talent to address their needs and at more competitive costs.

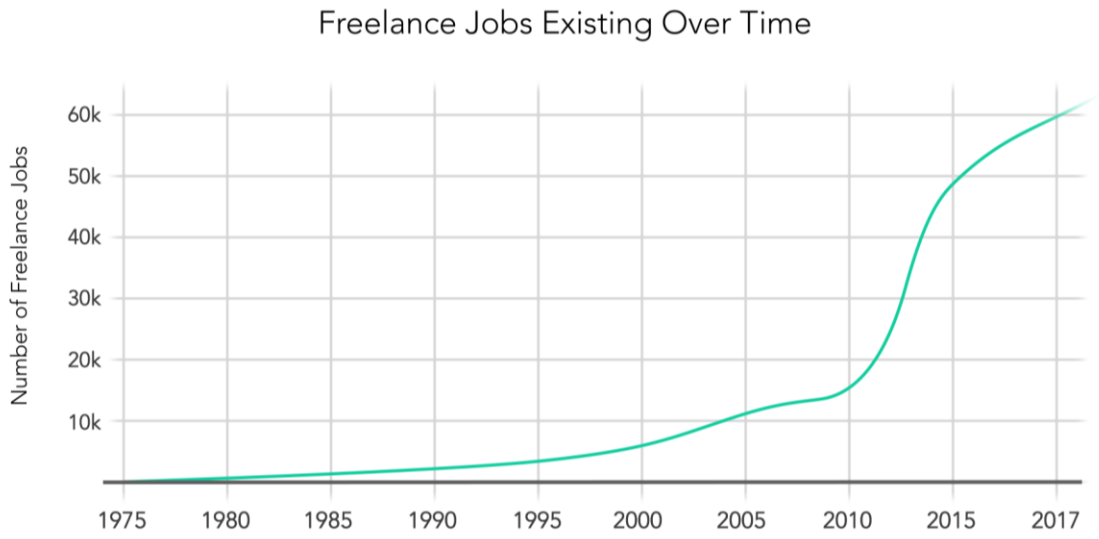
The majority of freelancers who left a full-time job made more within a year (USA)



Source: Upwork Study by Shoshana Deutschkron, Freelancing in America 2016

In the 1970s, '80s and '90s, freelancing was uncommon. But once the new millennium struck and the idea of entrepreneurship began to entice people around the world, the freelancing economy saw substantial growth. Between 2000 and 2014, this segment of the workforce grew by 500 percent, according to Paychex's report.

The U.S freelance economy has grown rapidly in the recent years to around 53 million freelancers, that's around 1 in every 3 working Americans and it is predicted to keep rising. Businesses now prefer to hire freelancers. For many companies, the need to cut payroll and insurance expenditures has led to an increase in outsourcing. While some independent contractors are self-employed by choice, for others the new path may be the result of a layoff. And although companies once may have refrained from hiring remote workers, today's technology in the form of email, mobile phones, and collaboration software enables freelancers to stay seamlessly connected with their clients.



Source: Fast Company "Here is why the freelance economy is on the rise / Entrepreneur.com "The freelance economy has seen epic growth' / Paychex Study 2016

1.7 Company Vision

The pillars of Atlas is to provide a system that is accessible from across the globe.
From high-end computers to mobile phones and even Raspberry Pi's. The Atlas System is one that aims to be lightweight and user-friendly. Opening new gateways and enabling a variety of users to engage in work, build careers, businesses, networks, and transact with digital assets, all of which is powered by the blockchain. To expand on these principles, Atlas will launch a series of various initiative following the full-release of the platform. Including: Conventions, Workshops, Tech-Startup Associations, Charity Events and Research & Development of Atlas Smart Devices. Atlas has a long-term vision to solidify its foundations while reaching for new frontiers, in terms of technology and community engagement

The Atlas platform will become the biggest employer without employees, providing a fully decentralised and autonomous system that will use the latest the innovations, whether it be in blockchain or adapting newer decentralised technologies in the future.

2. WORK Coin

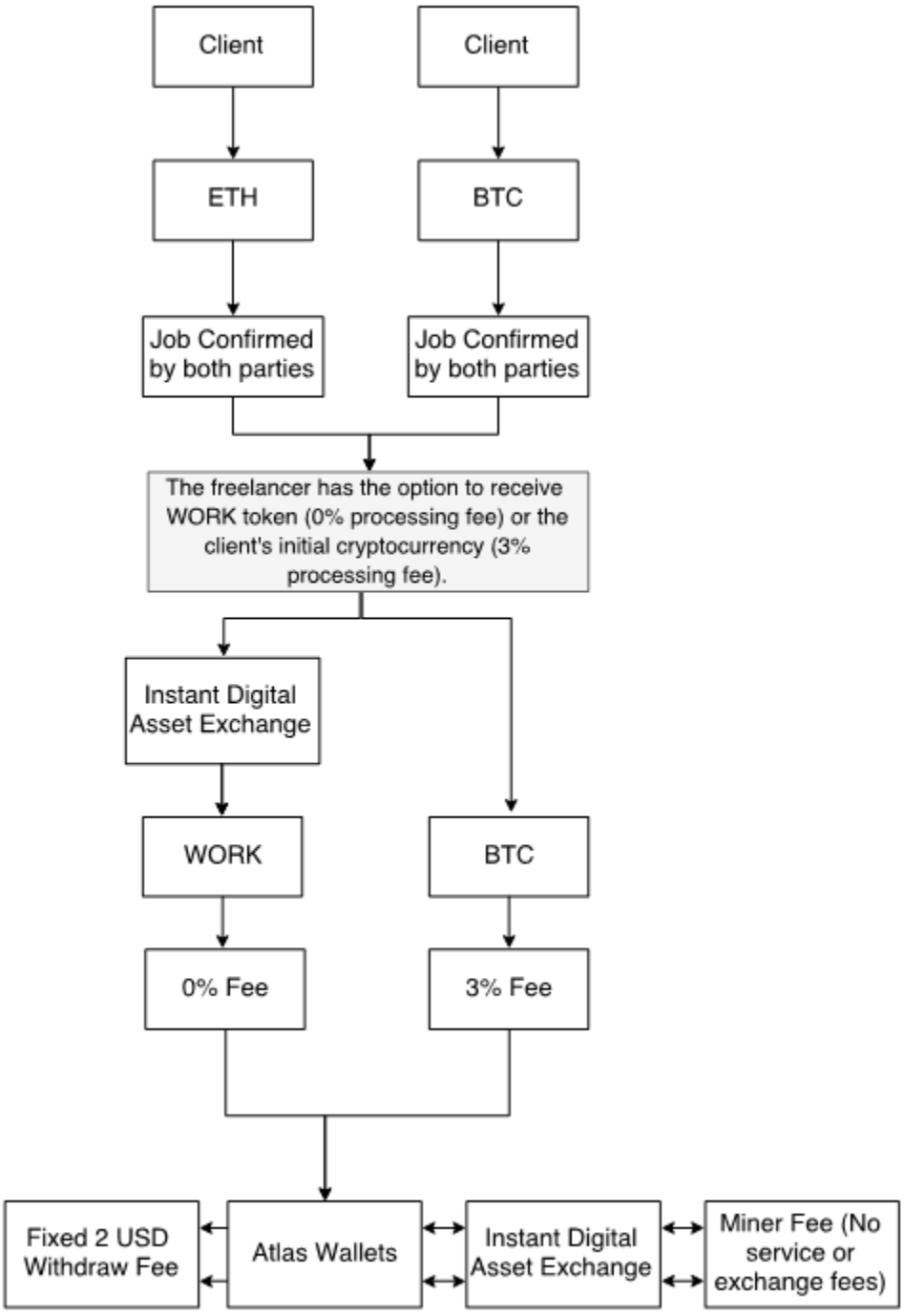
Name	Work
Ticker	WORK
Platform	Atlas Blockchain
Total Supply	40’000’000

2.1 Purpose and usage

Activity in the Atlas ecosystem can be performed using Atlas coins (WORK) , this will make the currency an integral part of the Atlas platform and a driver for its economy.

- Users can apply Atlas coins (WORK) throughout the Atlas ecosystem, clients can pay for jobs with multiple cryptocurrencies and freelancers have the choice to get paid in the form of Atlas coins (WORK) or the offered cryptocurrency.
- Zero fees in transactions will apply to the freelancer for receiving WORK as a form of payment on the Atlas platform.

Payment Protocol



2.2 The Atlas Blockchain

The Atlas Blockchain that underpins Atlas.Work is a decentralized platform that supports the 4th Industrial Revolution and is an enabler for the future of work: freelancing, employment based decentralised applications and work related smart contracts that run exactly as defined and accepted between a client and freelancer without any possibility of downtime, censorship, fraud or third party interference. Freelancing on a custom built blockchain for WORK, a powerful shared decentralised global infrastructure that can move WORK value around all without a middleman or counterparty risk. On the Atlas blockchain, anyone can setup an Atlas node and take part in supporting and securing the network through the process of mining. This allows users' work related data to remain private and apps to be decentralized and always accessible. When evaluating the features provided by ERC20 tokens based on top of the Ethereum public blockchain, the evidence was clear that ERC20 would not support the innovation and flexibility Atlas needed to execute on its long term vision and goals.

The Atlas Blockchain started as an Ethereum fork, we chose Ethereum because we believe the technology is mature and innovative with great potential that helps to accelerate the long term goals of Atlas. Rather than starting from nothing we took the decision to take what was available in the Ethereum open source code base and build our unique Atlas features into it. Ethereum code base provides a strong foundation upon which to build a new work focused blockchain.

Atlas believes in cooperation, open source projects, and we value the technology provided by the Ethereum project, although Atlas plans to enhance the code base to focus on features to support freelancing and new ways of work.

2.3 Crypto-Currencies to the masses

One of the main goals of Atlas is the introduction of a freelance platform operating with cryptocurrencies to mainstream audiences. Such audiences are likely to have little experience with cryptocurrencies and likely to have little to no knowledge of blockchain-based technologies. Atlas is looking to expand beyond the crypto community and focus its activity on broad audiences of regular freelancers in traditional financial instruments, by providing a user friendly platform and wallet that would provide an income in cryptocurrencies to freelancers wanting to start a debut in cryptocurrencies without the need of an exchange or even an initial transaction.

The complexities of opening and maintaining a cryptocurrency wallet and paying smart-contract transaction fees are streamlined by the Atlas platform. Atlas works in cooperation with incumbent providers in the industries of freelance, blockchain and cybersecurity, and will operate as main influencers on the development of the ecosystem.

2.4 A sustainable economy

For a virtual currency to be successful over time, it must become the driver for a sustainable economy. As WORK is utilized by more users and adopted by more freelancers, the network effect of Atlas will grow, building the value of the ecosystem through great partnerships, Atlas co-working clusters and amazing valued added services for the benefit of long term holders and the independent workers.

A successful economy requires WORK to have growing demand within the Atlas network. Since transactions earned in WORK will have 0% fees for the freelancer, demand for the coin will grow in proportion to the number of active users and the number of active jobs they participate in. Demand will also grow in proportion to the number of active clients who rely on WORK to create jobs. Aside from spending WORK, the model also provides a means of earning WORK as reward for holding WORK on a monthly period.

3. Ecosystem

The Atlas Ecosystem will establish a globally decentralised blockchain based network centered around freelancing markets where freelancers are able to discover and participate in jobs created by clients. With Storage, Data, Messaging and Payments all happening through the secure blockchain. The Atlas ecosystem has the opportunity to build a long-term cooperative between clients and freelancers, supporting new working opportunities, relationships and experiences.

3.1 Freelancers and Clients

Freelancers are the main participants in jobs market on Atlas, they bring value to the ecosystem by completing multiple jobs and being rated on the quality of their work. These ratings are saved to the blockchain and published on user profiles of freelancers for clients to review them before confirming the job complete.

Freelancers have the possibility to add a professional description to their profiles, outlining their area of expertise and experiences. However, this professional description is more about freelancers differentiating themselves from the competition. Upon creation of their account, freelancers will be required to contribute their area of work, expertise, language and availability to complete their profile. Profile data from freelancers can be matched to keywords in potential job descriptions created by clients.

Clients are the main financial backers of the ecosystem, they engage in the creation of jobs, clients can decide on which freelancer they want to complete the job. Clients also decide the price, time and requirements of the job that the freelancer needs to agree before applying for the job.

Similar to freelancers, clients will be reviewed in terms of leniency and communication and any unfair performance (not part of the client/freelancer contract) will be dealt in the dispute department of Atlas.

3.2 Atlas.Work

The official entity that creates the Atlas Blockchain, Atlas Coin (WORK), its model and technology. Atlas.Work is focused on releasing back to the community any open source code & blockchain technology developments used to support Atlas.Work, Atlas Blockchain and the new working experiences it opens up with its WORK coin as well as its decentralised job and payment network.

The roles of Atlas include:

- Define the business model and smart contracts for executing freelancer markets over the Atlas network in a secure, fair and decentralised manner
- Dealing with any regulatory aspects of the Atlas ecosystem
- Create the Atlas coin (WORK) and reach its funding goals to further development and scale the operation of the Atlas Blockchain
- Further develop the Atlas technology required for running the Atlas blockchain network such as Atlas work based smart contracts, wallets and custom work based dApps
- Create incentives for clients and freelancers to join Atlas.Work, adopt WORK and introduce their experiences
- Release the Atlas Alpha in order to co-create a final platform with community feedback.
- Promote the Atlas network by forming strategic partnerships and marketing to bootstrap activity
- Grow the Atlas brand, products and services through locally established Atlas co-working spaces, providing a safe space with value added local services for Atlas freelancers to collaborate and work together
- Secure and strengthen the Atlas system

3.3 From individuals to an ecosystem

The power of the Atlas network comes from creating a whole that is larger than the sum of its parts. Basing operations around WORK by offering 0% for its users and many more advantages such as the WORK rewards system. This will generate trust for users and mainstream audiences. Basing execution of jobs on a common technology will ensure interoperability between freelancers and a standard level of security and fairness throughout the network.

3.4 Community initiatives

Concerning the growth of WORK's value, Atlas will keep a certain amount of WORK Coins for new upcoming projects and airdrops. New features will regularly be added to the platform after the coin-sale.

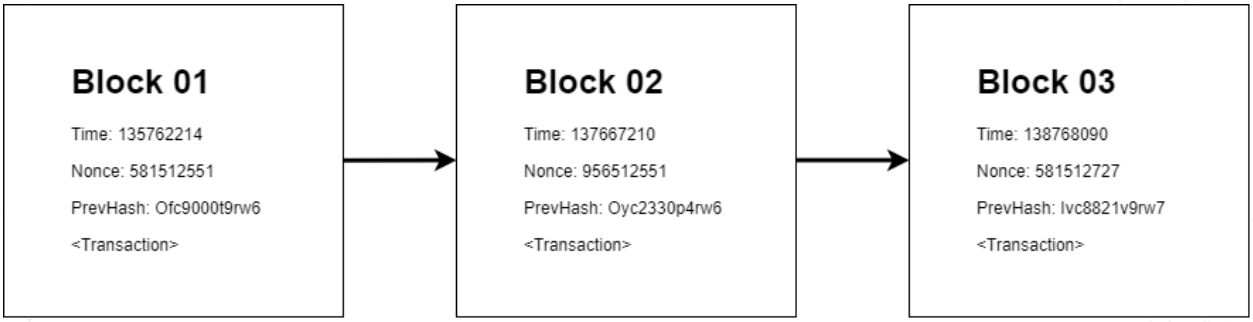
We believe that the freelance industry and its values should be reflected in the platform, as such, we aim to introduce ways in which we can outsource a portion of Atlas.Work's support and management to our users in a decentralised way. This would enable us to develop a healthy ecosystem of engagement within our community, as well as establishing a strong team of QA to deliver faster and more robust iterations of Atlas.

3.5 Data Analytics and Machine learning

There is no doubt that data analytics and machine learning are taking more a more relevance in today's world. Its use extends across all sectors of economy, more specifically in freelancing, the use of data analytics must provide for freelancers and clients a clear picture of how they perform. By providing a simple key performance indicator shown over user-friendly dashboards, and a range of charts and graphs to evaluate performance from different perspectives, users are able to compare their results with the market and carry out any action to improve their success.

In the case of machine learning, it is considered one of the pillars of the coming 4th Industrial Revolution [Davos – World Economic Forum 2017]. In application in the freelancing industry, the use of machine learning techniques makes possible the deployment of virtual assistance which can act as career guides for the freelancers, providing them with valuable assessments and recommendations that can help them to take the right actions in order to improve or ensure their success in the market.

3.6 Mining



Mining is a fundamental concept and feature of blockchain, the process by which transactions on the network get confirmed and secured on the blockchain. As the Atlas Blockchain is open to the community anyone can participate as a node and mine transactions.

The WORK coin is no longer built on an extension of the Ethereum blockchain, the WORK coin will now have to be mined. Prior to this change, building a token based on ERC20 created misalignments between the internal and external distribution of the token. Something that mining solves by providing independence from the Ethereum blockchain. Mining encourages the growth of the system beyond the initial pre-sale of WORK. Ethereum mining has become a difficult process with the metropolis update soon making Ethereum mining unprofitable, but by introducing our new blockchain, Atlas is able to create a sustainable utility coin that incentivises currency and platform growth over capital gains through mining.

4. Platform

4.1 Jobs

The Atlas platform provides a simple, intuitive and user-friendly interface to post projects of all sizes, whether it is a small job for one freelancer or a large project with multiple milestones and a team of different freelancers working on it. Jobs can be posted to the Atlas blockchain platform and accessible from any device: mobile, tablet, website or from the Atlas client application.

Creation

Creating a job on the Atlas platform will require the following information,

- Task / Deliverables Description
- Budget
- Timeframe
- Skills Requirements

Discovery

Job discovery is a core feature of the Atlas platform, getting the right jobs to the right freelancers is a key goal of Atlas. Discovery on the Atlas platform works in a number of ways. Freelancers can search jobs simply by entering a keyword into the main job search text box. This type of search will match the search term against all categories and return the best result,

A search filter ensures freelancers can find jobs posted by:

- Skill (Programming / Software Testing / Marketing / etc)
- Experience (Experienced > 10 years, Mid-career > 5-10 years , early career > 0 - 5 years)
- Education (PHd, MSc , BSc, BEng)
- Rating/Ranking
- Location/Timezone
- Job category (Web Development / Software Development / Business / Sales & Marketing)
- Technology (.NET / Solidity / Photoshop)

- Industry (Financial Services / Energy / Technology)
- Manufacturing
- Logistics
- IoT Data Services [IOTA]

Atlas has a real-time notification system, as soon as a job is posted to the platform and it matches your profile, Atlas will notify you.

Career guidance & Virtual Assistance

Atlas wants to be more than just a platform to match clients and freelancers, it wants to help every user to succeed in their projects. It will do this by putting all the information available in the system about existing projects to work using it to train different mathematical models to gain insight and perform different sort of predictions. This way, the model implemented through machine learning algorithms will eventually depict a valuable insight for freelancers and clients to understand their performance in comparison with the rest of the market. According to the result of these algorithms, this virtual assistance will provide different sort of advices and tips with specific actions that the users can take in order to improve their results.

Engagement

Atlas provides freelancers and clients with real-time peer-to-peer communications in the form of a messenger app and inbox. The Atlas messenger feature works like many other messaging apps. It facilitates the communication between freelancers, project teams and client-freelancer communications in a secure encrypted way leveraging the blockchain. The Atlas Inbox works very much like email, from here you will receive official communications from Atlas.work, clients and potential clients. The Atlas Inbox is intended for official communications between freelancers, clients and Atlas.work whereas the Atlas messenger is for ad-hoc messaging between any two platform users.

4.2 Users

Qualifications

Skill Tests

Atlas believes in providing a quality service to users. A range of free skill tests on Atlas that cover a large variety of topics from Adobe applications to English grammar to XML will be available to freelancers to take and showcase. This will allow freelancers to demonstrate their skills to potential clients and make the freelancer more marketable. All tests will show public results on the freelancer's profile. More details can be accessed by the client in terms of ranking, test scores, test details directly on the profile of the freelancer. Atlas would like to offer freelancers the ability to link to independent certifications like Microsoft, Lynda.com, Prometric, Udemy etc to their profiles.

Parties

Team Builder

This feature provides freelancers the necessary tools to work on larger projects. This gives the users the opportunity to create a team to achieve greater work at a faster rate. With the aim of creating long term professional relations within the team, an entrepreneurial dashboard will be provided to clients to facilitate the team engagement and increasing the efficiency of the project.

Incentives

Moderators Incentive

One of the key incentives for Atlas users is a Moderator's Incentive. This is an incentive for users of the platform to take part in the arbitration between freelancers and clients when a dispute arises. When a dispute is raised by either a client or freelancer a request for arbitration will get published to the community and eligible community members can accept the invitation to arbitrate in the dispute. Technically this will generate a new smart contract with all participants. The moderator after reviewing the dispute can perform the action to move the funds in favor of the client or the freelancer.

Ranking / Atlas-Sourced program

The ranking program will be based on a leveling format. Freelancers will earn points accumulated through jobs, more points will be distributed to the highest rated work. Every job will give 1000 points to the freelancer for jobs less than 100USD.

1* = 1 x 1000 = 1000 points

2* = 2 x 1000 = 2000 points

3* = 3 x 1000 = 3000 points

4* = 4 x 1000 = 4000 points

5* = 5 x 1000 = 5000 points

- For jobs over 100USD it will have a multiplier based on the base price of the job.
- If the job is 150 USD, a 1.5x increase on the base price of points earned after rates.
- If the job is >500USD than it will have a capped 5x bonus.
- Zero points will be given if the job is incomplete.
- Clients will be subjected to review the freelancer's work.

Atlas will offer 6 different ranks for freelancers to accomplish:

1. Novice - Entry level
2. Intermediate
3. Adept
4. Senior
5. Expert
6. Moderator

4.3 Decentralised Arbitrary Systems (DAS)

Moderators will have the opportunity to enter the dispute resolution center. The dispute resolution center is aimed at resolving work issues among clients and freelancers. Moderators will have access to details within a disputed project which would allow them to make a sound decision on who is right or wrong. Moderators will be reasonably compensated for their input and decisions. The compensation is determined during the creation of the work contract among the client and freelancer.

4.4 Technology

Atlas is engineered using the latest Internet technologies and industry best practices to achieve a scalable, secure system to support a global workforce and multiple cryptocurrencies. From a simple technology viewpoint, Atlas must be securely accessible everywhere, on any device, on any platform facilitating the exchange of value in any cryptocurrency.

Accessibility

The Atlas.Work Platform has been designed with the goal of being accessible through all modern web browsers on computers, tablets and mobile phones. Atlas.Work will release native mobile apps for Android and iOS providing users with much better native experience. Atlas.Work plans to release its own decentralised client application featuring a job browser, wallet and Atlas.Work account integration. This version of engaging with Atlas enables freelancers and clients to conduct business without using a web browser. Atlas.Work plans to be available as a dApp also on the Ethereum Mist browser directly exposing the Atlas platform to Ethereum users already familiar with Mist.

Core Architecture

Blockchain

What is a Blockchain?

At the core of a blockchain network is a distributed digital ledger that uses cryptography to record all the transactions that take place on the network. These blockchain ledgers replicate across many network nodes in a peer to peer way creating a decentralised topology. These features of decentralisation, collaboration, privacy and automation are core attributes of the Atlas system.

Smart Contracts

Atlas.Work takes the concept of smart contracts and fully puts it to practical use, enabled by cryptocurrencies. Atlas.Work delivers a secure, automated experience for freelancing or for hiring self-employed people. Atlas.Work applies blockchain technology and work based smart contracts to securely automate the transfer of value in next generation global freelancing.

Atlas.Work takes the intermediary out of the hiring process as much as possible between clients and freelancers without compromising on quality or security. This is achieved through the deployment of Atlas

work based smart contracts between client and freelancers. Atlas provides value added services in the form of a secure blockchain, quality control, arbitration services and security around your freelancing smart contract experience. Clients will be able to customise the hiring smart contract with different parameters such as define late penalties to be included if agreed milestones are not met within an agreed timeframe. No intermediary is needed once a freelancer accepts a job and the smart contract gets deployed to the blockchain, the full end to end process is securely executed and managed through the blockchain. Atlas takes the complexity out of it by providing the client and freelancer with a smooth enjoyable experience.

During dispute resolution Atlas.Work automatically deploys a new dispute resolution smart contract with all participants needed to resolve the dispute, the results of the dispute will automatically move the value in the contract in favor or against the person that raised the dispute. The community members that take part will automatically get compensated. Community members need to have sufficient ranking and level within the community to be considered eligible.

Atlas System

At the core of the Atlas system is a decentralised storage platform built on blockchain technology, this ensures files sent between clients and freelancers are securely stored in a decentralised way across the world using blockchain technology. Freelancers and Clients can choose to use Atlas's decentralised storage network or attach and use their own decentralised storage network service.

The Atlas team work with 1st, 2nd and 3rd generation blockchain technologies and we are always looking to improve as advances in blockchain technology evolve. The Atlas Platform core handles smart contract services relating to projects/jobs, dispute resolution, secure inter-site messaging and audit event logging to support any future digital forensic investigations, accounting compliance and SIEM.

Most users of Atlas will interact through their web browsers. The Atlas Platform through its Atlas.Work web application will communicate and interact with the Atlas Platform Core. The Atlas Platform Core will securely interact with the Atlas Blockchain as well as access several public blockchains.

Atlas Platform Web Application

The main user facing interface of Atlas.Work is the HTML5 standard based web application developed with Angular 4 and material design best practices from Google giving users a consistent beautiful experience across multiple devices. The use of AngularJS and Material design for the front-end web application creates a rich and responsive end user experience when using Atlas.Work.

Atlas Server Application

The main Atlas.Work server side application is developed with the highly performant and lightweight NodeJS. The server application is intelligent enough to handle user sessions, all Atlas.Work account activities and managing the user workflow through Atlas.Work. The combination of Angular 4 on the client and NodeJS on the server makes development fast and easier to maintain.

Atlas API Gateway

The Atlas API Gateway is a consistent way for the Atlas.Work server application to interact with the Atlas Platform core and the various public and private blockchain services. The API Gateway also provides a way to cleanly separate the server side application with the service and blockchain layers of Atlas.Work Platform. This gateway exposes several restful endpoints that make interacting with the different public and private blockchains easy, secure and auditable. The gateway creates a solid foundation for extending the Atlas.Work platform later to better integrate with partner systems and new client applications

Atlas.Work Services

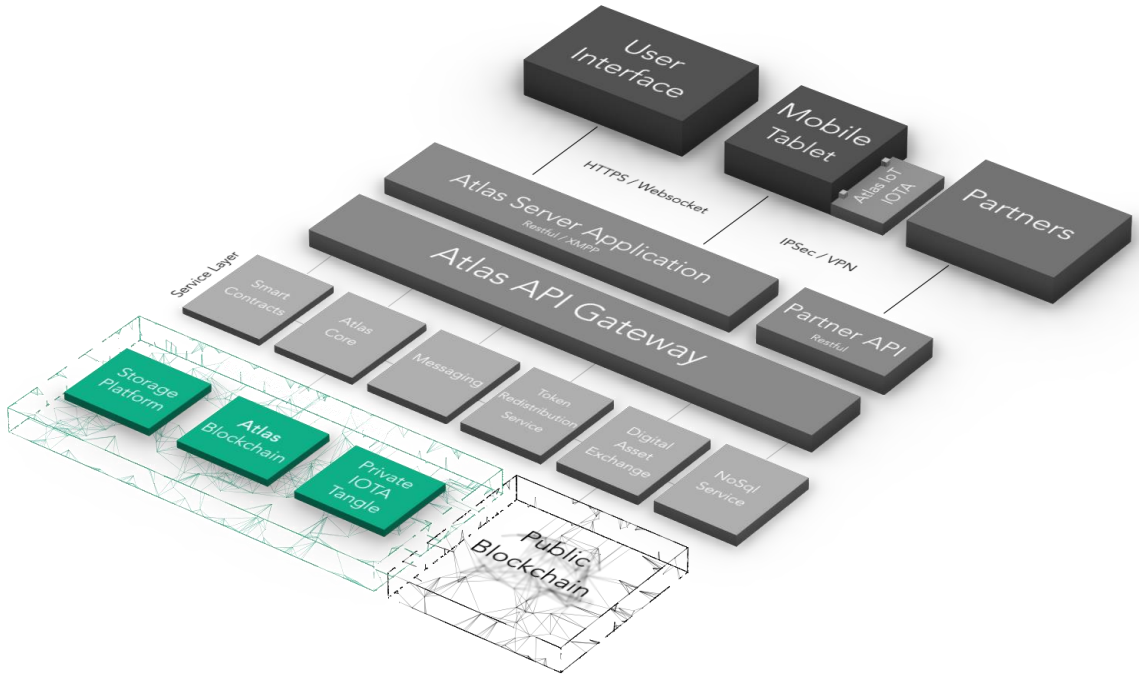
To support to smooth and automated operation of the Atlas.Work platform a number of services have been created. This layer of independent containerised services makes it easier to build and maintain a complex and scalable architecture to support a global user base.

Atlas Platform Core

The core provides

- Integration of decentralised storage for user files of Atlas.Work
- Core Blockchain service delivery such as smart contract fulfillment, dispute resolution & Atlas wallets
- Connecting and Automating smart contract workflows to deliver Atlas.Work core wallet services
- Audit services for security
- Atlas Ranking System

The Atlas Blockchain Fabric pools resources from highly secured and segregated multi-region networks with well-defined ports, protocols and network traffic. This layer of the Atlas technology stack provides access to decentralised blockchain technology containing the Atlas platforms smart contracts, user wallets, site information and user files.



Atlas System Overview

Infrastructure

The Atlas.Work technical infrastructure is built to be redundant, eliminating single points of failure. The target uptime goal is 100% system availability. Atlas.Work makes use of the latest cloud technology with continuous integration and continuous delivery as much as possible, the use of load balancing, multi-region deployments and content distribution networks ensure Atlas.Work stays up and responsive. Atlas.Work uses the latest cloud infrastructure security and compliance solution to ensure a consistent gold standard best practices is applied to the Atlas.Work web application at all times. Any attempts to make unauthorised changes in the cloud environment in which it resides will automatically be reverted. All Atlas.Work servers have the latest endpoint protection deployed providing much needed real-time Anti-malware protection, host based intrusion detection / prevention, web filtering, integrity monitoring and log inspection. The system is monitored 24/7 by the latest SIEM technology helping the Atlas team to be proactive in their response to attempted intrusions, malicious hacking and performance degradation.

Atlas.Work's main user interface is through the cloud native web application. This web application is backed by the best cloud infrastructure available. The Atlas Blockchain is decentralised and open to the public. Atlas.Work makes use of both Microsoft Azure Cloud and Amazon AWS for the delivery of its core web services, the data of Atlas.Work and the cryptocurrencies used within the platform are secured on the relevant public blockchains.

Tribunal Architecture

All dispute resolution is handled through the deployment of Atlas dispute resolution smart contracts to the Atlas blockchain. This smart contract deployed on the Atlas Blockchain contains details of the dispute, the wallet addresses of the client and freelancer and binds 3 moderators to take part in a community dispute resolution. Atlas brings all the stakeholders together via these smart contracts. When a moderator takes a decision after reviewing the dispute they can trigger functions in the smart contract. Through the blockchain explorer, users may track and see details of any transactions. A key feature of the Tribunal system is the Atlas ranking system integration. Only Moderator-ranked users on the Atlas platform can take part in disputes.

Wallet Architecture

The Atlas Wallet is a core element of the Atlas ecosystem, giving freelancers full control over activities such as job searching, project tasks, cryptocurrency transactions and file storage. The Atlas Blockchain will be available for Atlas Desktop wallets and exchange partners to connect, interact and participate with. The Atlas Wallet & Blockchain for the beta release will be based on Ethereum (Metropolis release) and Mist 1.7.3. The Atlas Blockchain is a fork of the most recent release of Ethereum. It provides a stable and feature-rich foundation upon which Atlas will build Work related smart contracts and the Atlas WORK coin. Ethereum has proven itself stable enough to fork and launch a secure beta version of Atlas.Work and the new Atlas Blockchain. The Atlas Desktop wallet will be based on Mist and continues to implement peer to peer technology which Atlas will enhance to better integrate with the long-term goals of Atlas. Atlas has been exploring the integration of IOTA and other emerging blockchain technologies. As IOTA matures, Atlas will consider adopting its technology and provide a marketplace for IoT data services offered by freelancers. As new and better blockchain technologies emerge Atlas will aim to integrate these with Atlas in a seamless way.

Atlas Web Wallet

The web wallet will provide a portfolio overview of all the cryptocurrencies deposited to Atlas.Work by the user. As with the desktop wallet the Atlas.Work web wallet will provide direct access to the Atlas Digital Asset Exchange enabling the user to quickly exchange WORK for other cryptocurrencies. As well as a quick withdraw to an external wallets or to the Atlas Desktop Wallet.

Desktop Wallet

The initial Atlas Desktop Wallet is based on the excellent open source Mist wallet. By forking the Mist project wallet it enables Atlas users to quickly start accessing and transacting with the Atlas Blockchain from the 1st day it launches. Due to the divergence between Ethereum and the proposed direction of the Atlas Blockchain we will extend the Atlas wallet to provide features aligned to the Atlas road map.

The Atlas Mist wallet will feature direct integration with the Atlas.Work Digital Asset Exchange enabling users to exchange WORK for other cryptocurrencies. The Atlas Desktop wallet enables users to control their own private keys and enables freelancers to engage in work in a decentralised way without the need of using a web browser. Atlas Desktop Wallets will have the ability to mine WORK by using the computer's CPU to perform proof of work computations. By turning on mining and using your computer to participate in proof of work you will get rewarded with WORK tokens for every successful block generated.

Machine Learning Engine (MLE)

Atlas will make use of data analytics and machine learning across the entire system, primarily focusing on the matching process between client and freelancer. In order to find the best results for users, the Atlas Machine Learning Engine (AMLE) will be keeping a segmentation of clients and freelancers' leveraging algorithms in constant update with the streaming data from the system. The variability of the information will be broad. Considering data from past projects between freelancers and clients, standard information like ranking and skills and some other less common like the level of interaction among users. All the information available will be considered to train the engine.

Digital Asset Exchange (DAX)

This Digital Asset Exchange is an alternative to using the popular Shapeshift.io. This built in asset exchange enables users of Atlas.Work and users on the Atlas Blockchain to convert their cryptocurrency and WORK Coins to any other cryptocurrency at the current rate, all within the security of the Atlas.Work platform.

Freelancers can be assured that their cryptocurrency or WORK Coins can be converted to any asset of their choice in the quickest possible time.

The Digital Asset Exchange is also used by the Atlas.Work system once a freelancer accepts a job and demands to be paid in WORK. The incoming cryptocurrency from the client is automatically converted into WORK and sent to the Atlas escrow account. Atlas will not charge a service or exchange fee, Atlas will even cover the miner fee that is associated with the transaction. Assuring the freelancer zero fee on the transaction.

5. Public beta

5.1 Extra modules

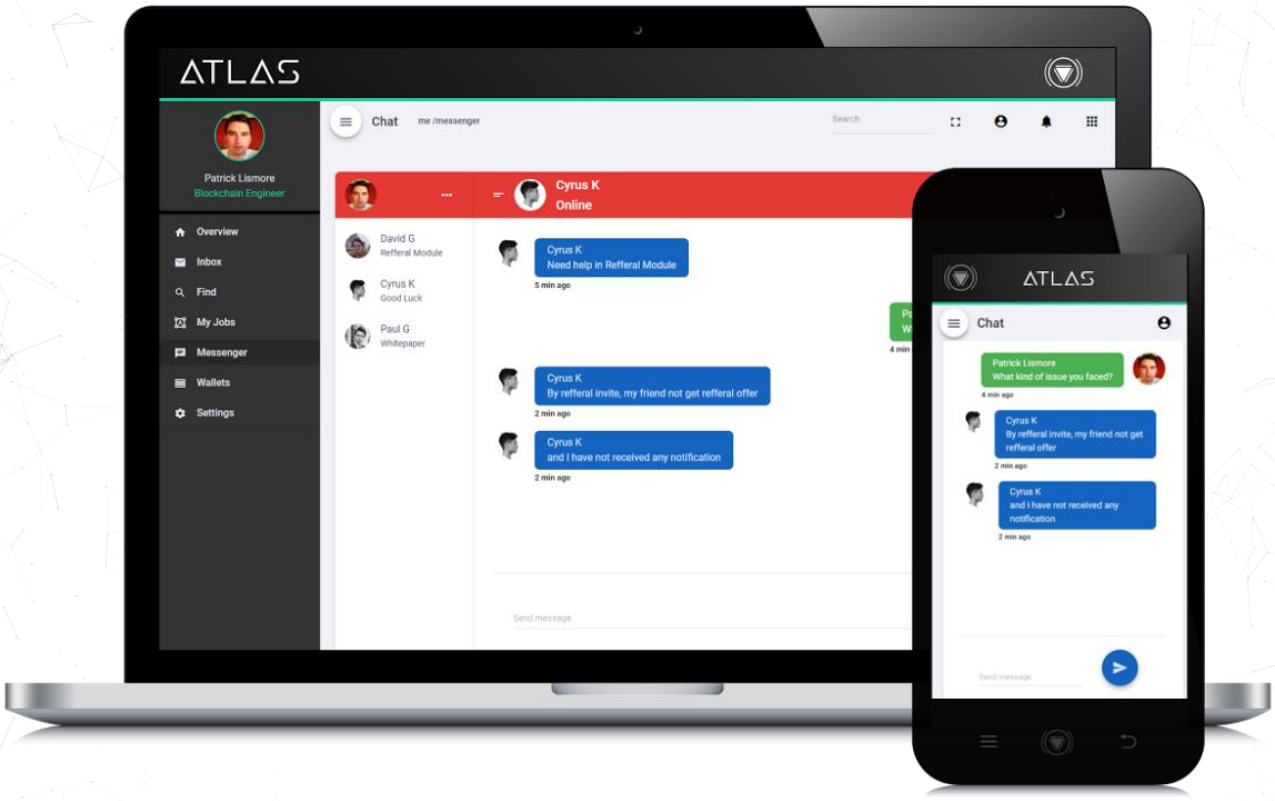
Atlas.Work strongly believes in the freelancing industry and would like to give more opportunities to freelancers utilizing the beta platform. Therefore, Atlas.Work will delegate some of the technical & administrative tasks to freelancers on the Atlas platform. A participation event will be created on the platform giving the opportunity for users to apply, users will be chosen based on their professional experiences, ranking and the reviews acquired from past jobs on Atlas.

Admitted users will be contacted privately by the Atlas team to negotiate their rates. Atlas will assure a more than reasonable rate acting as an incentive for participating in this event. Once the tasks are complete and reviewed by the team, users will be compensated in WORK Coins.

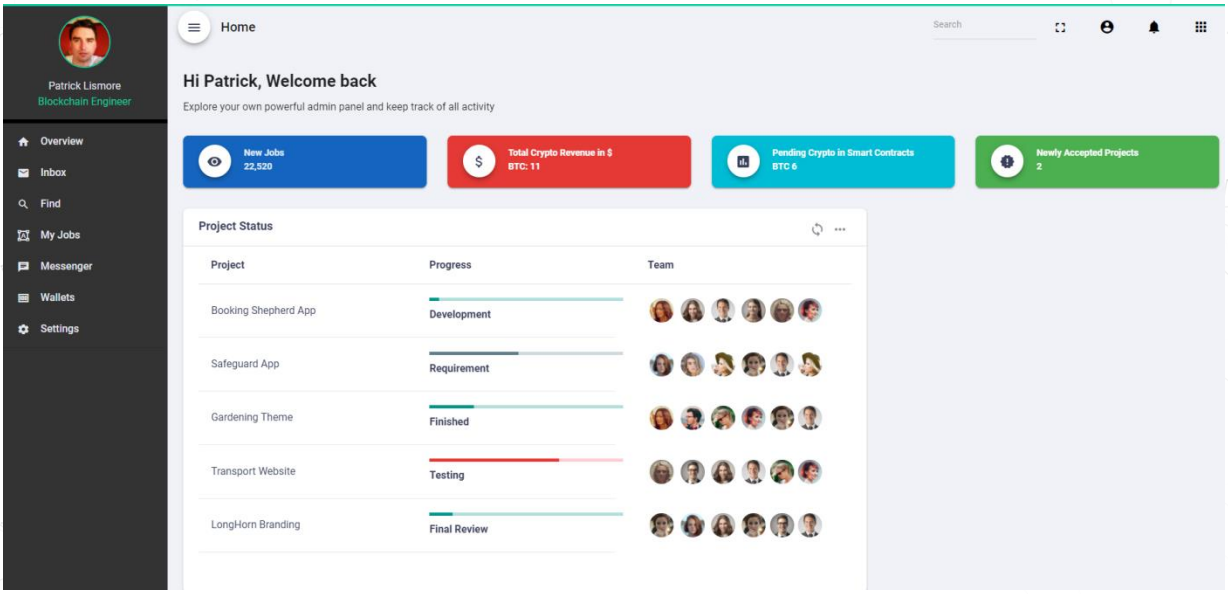
5.2 Derived and customized versions

Atlas Enterprise is a service targeted towards large enterprises with complex resourcing needs. Atlas streamlines the remote working outsourcing experience, utilizing electronic signatures productivity of hiring, managing and paying for remote workers.

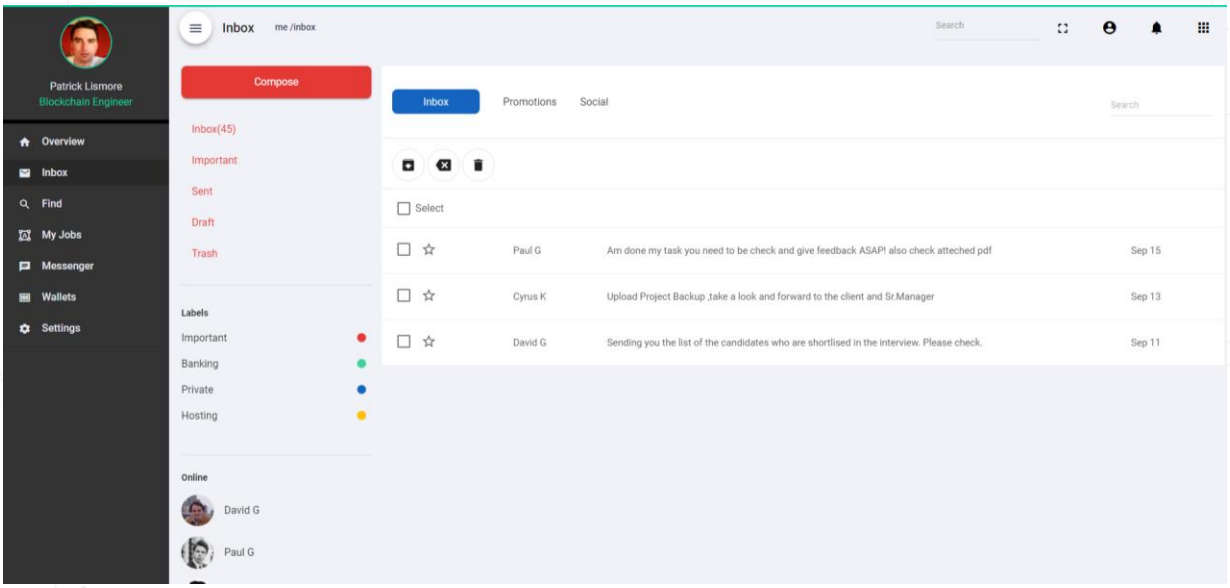
5.3 Product concept and screenshots



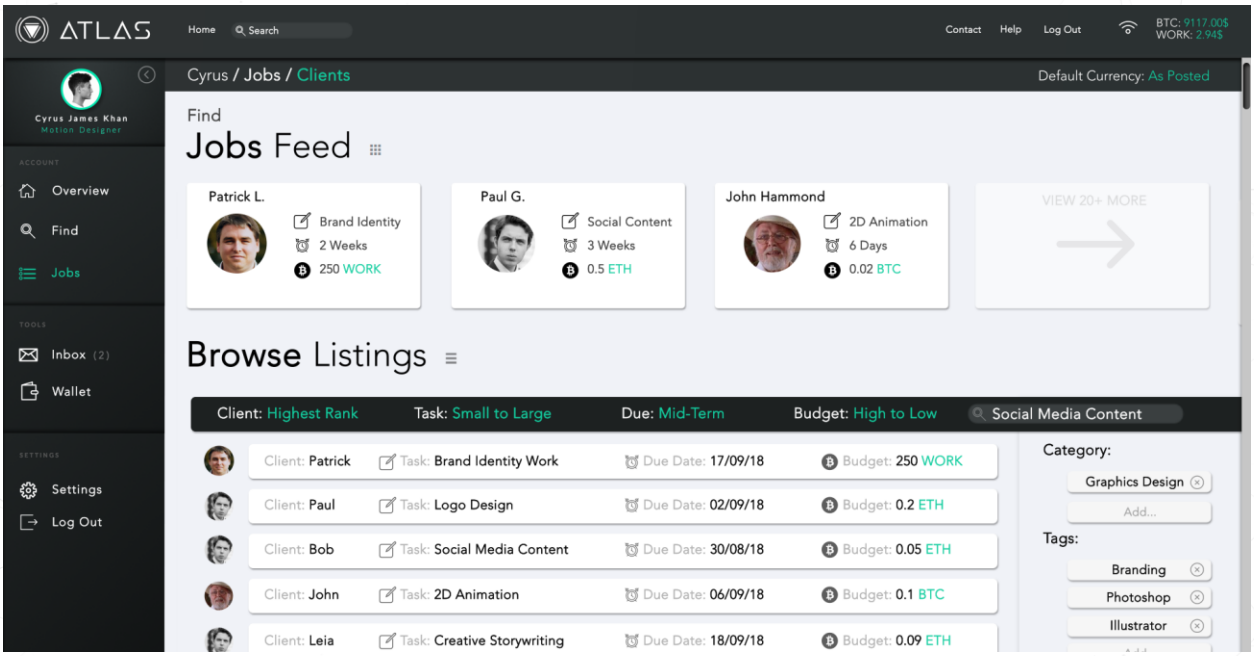
Beta: Overview

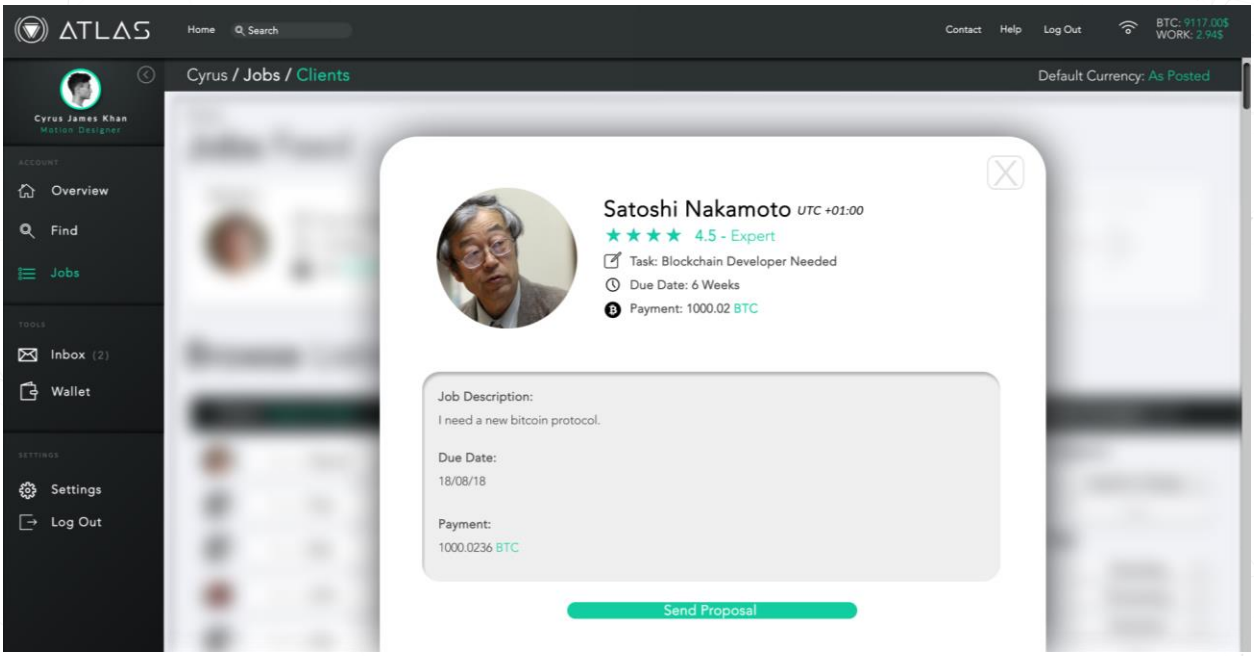


Beta: Inbox



Concept/Mock-Ups:





6. Security

6.1 Escrow Mechanism

Atlas.Work acts as a trusted escrow provider during the provisioning of smart contracts to the Atlas blockchain. When a client posts a new job on the Atlas platform, the cryptocurrency for the work is taken from the client's balance and put into an Atlas escrow account. When a freelancer is hired the funds will be transferred to a smart contract for the client, if the project is fulfilled on time and to the agreement the locked cryptocurrency in the smart contract will transfer from the client to the freelancer automatically.

6.2 Platform Security

Confidentiality, integrity, availability and transparency are central to the security objectives underpinning Atlas. The Atlas Blockchain provides excellent security in the form of a cryptographically secure tamper proof log. This helps with confidentiality and integrity and the decentralised aspect of blockchains help with availability. At Atlas, we believe in transparency and open source.

Attacks on blockchain based companies and products have been successful due to weaknesses and vulnerabilities in the applications, networks and code surrounding the core blockchain deployment therefore at Atlas we follow a holistic defence in depth approach to security. Atlas has deployed several layers of security controls throughout the Atlas design, development and operational support.

The best practices followed by the Atlas.Work team with regards to Information Security management align to industry standards ISO27001 / ISO27002 and ISO27017 specifically the security controls in Annex A of ISO 27001 and the security controls from ISO27017.

Security at Atlas.Work includes management, processes and technology. At Atlas.Work, we have designed the system with security embedded right from the start. Highly efficient security measures forms part of the initial requirements of the Atlas.Work system. Security considerations influenced decisions on design, system architecture and building a secure hardened operations environment for Atlas.Work. All Atlas staff have taken mandatory Information Security training prior to the launch of Atlas.Work and the Atlas

Blockchain and any new staff joining Atlas.Work will be required to take mandatory InfoSec training to increase their awareness. We believe that everyone at Atlas.Work regardless of their role in the project has the responsibility of ensuring Atlas.Work is kept secure and that it has no impact on the Atlas Blockchain.

The Atlas.Work platform uses Multi-signature wallets where possible. 2-factor authentication is in place for all users of Atlas.Work, this helps to reduce the risk of customer accounts being compromised in the event of lost or stolen passwords.

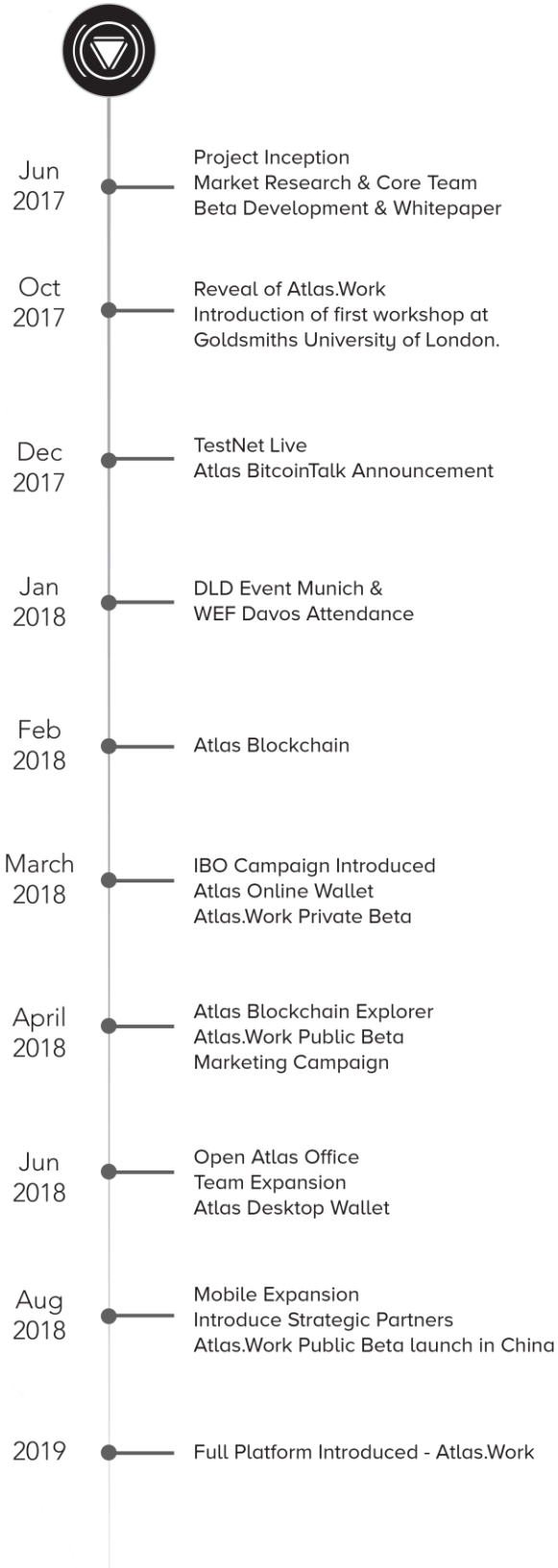
All user secrets linked to wallets on the Atlas.Work system are salted and hashed within industry standard algorithms. Atlas.Work believes in security by default and a strong change control process. Security of user information, files and cryptocurrency are the most important priorities. Therefore, Atlas.Work will leverage blockchain technology to meet those security standards wherever it can. TLS connections are only allowed to Atlas endpoints, VPN's for partners and bringing your own private key and storage for extra security is optional.

7. Competitive analysis

	ATLAS	Blocklancer	Freelance	Upwork
Fees for Clients	0%	0%	3%	2.75%
Fees for Freelancer	0% Transaction Fee 2$ Flat Withdraw Fee	3%	10%	20%
Immediate Withdrawal	✓	✓	Up to 3 Days	Up to 4 Days
Decentralised	✓	✓	X	X
Privacy	✓	✓	X	X
Instant Digital Asset Exchange	✓	X	N/A	N/A
Accepted Currencies	BTC - ETH - NEO - LTC - WORK	ETH - LNC	Fiat	Fiat

Freelancer market platforms are already existing and are responsible for a great portion of existing freelancing jobs. Traditional freelancing markets have provided a centralized platform for conducting freelance jobs on the Internet. These platforms have always attracted users, proving beyond a doubt the appeal of freelancer's markets to the masses. These centralized platforms are plagued by over-regulation and are limited in their capacity to serve broad audiences.

8. Roadmap


Jun 2017
Project Inception
Market Research & Core Team
Beta Development & Whitepaper
Oct 2017
Reveal of Atlas.Work
Introduction of first workshop at
Goldsmiths University of London.
Dec 2017
TestNet Live
Atlas BitcoinTalk Announcement
Jan 2018
DLD Event Munich &
WEF Davos Attendance
Feb 2018
Atlas Blockchain
March 2018
IBO Campaign Introduced
Atlas Online Wallet
Atlas.Work Private Beta
April 2018
Atlas Blockchain Explorer
Atlas.Work Public Beta
Marketing Campaign
Jun 2018
Open Atlas Office
Team Expansion
Atlas Desktop Wallet
Aug 2018
Mobile Expansion
Introduce Strategic Partners
Atlas.Work Public Beta launch in China
2019
Full Platform Introduced - Atlas.Work

9. Coin Issuance

9.1 Distribution

WORK Coin Distribution Structure:

5'000'000 WORK = 12.5% = Accredited Investors - Allowing the very first adopters to be able to invest in WORK

5'000'000 WORK = 12.5% = IBO - Bounties: Bitcointalk signature campaigns, Social media campaigns, blog posts, translations, technical bugs on the platform and more.

6'000'000 WORK = 15% = Company Reserve - Advisory board – Distributed amongst advisors.

24'000'000 WORK = 60% = Mining Community

The distribution of WORK will happen via the IBO, Mining as well as accredited investors.
During the next 3 years, 10% of all coins will be distributed for community initiatives, business development, academic research, education and market expansion.
time-locked founder's share – withdrawable after 2 years. This incentivizes the Atlas team to develop the platform and remain motivated to grow coin value at a steady rate.

This budget will be securely held in publicly viewable cryptocurrency wallets. This part of the coin supply will be used to sponsor academic research, educational materials for developers and the sharing of technologies and contributions with open-source communities. Some of the planned activities include organising events and conferences to raise the awareness of the Atlas network, Blockchain technology and facilitate market adoption.

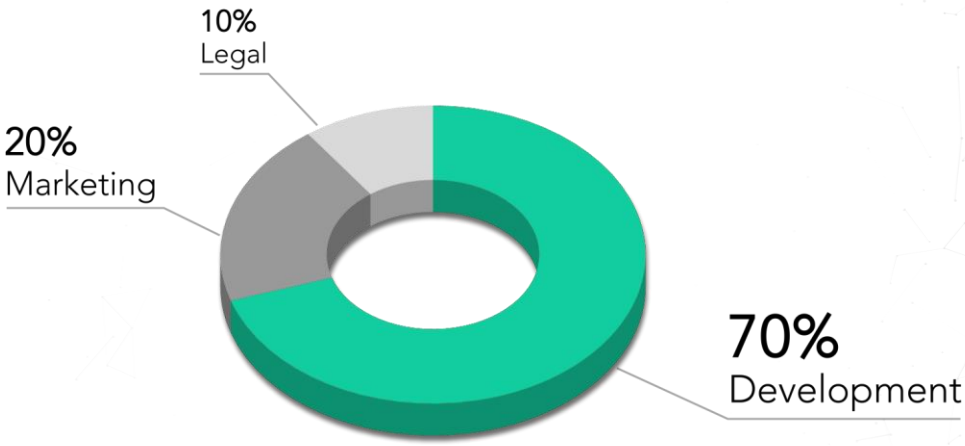
9.2 Bounties / IBO

Bounties will be classified into two categories. Media/marketing & Technical bug bounties.
The media and marketing bounty campaign will be conducted for four months, a dedicated share of WORK coins will be distributed to users for promoting Atlas on different social media platforms. To participate in this bounty, requirements will soon be released determining the eligibility of users to join the event. This event will be coordinated from Bitcointalk.com, Twitter, Youtube and Facebook. Once Atlas has confirmed the participating users and confirmed their involvement in the promotional campaign, a sum of WORK will then be distributed once the campaign is over.

The Initial Bounty Offering aims at engaging the first freelancers of Atlas.Work. We believe as a job marketplace platform providing work should be our priority, by having a dedicated amount of WORK reserved for the freelancer community in exchange of marketing or technical work is the key to build a stable community. An ICO will generally distribute the cryptocurrency to mainly investors and not potential users, the IBO will guarantee that fair distribution and allow Atlas.Work to accelerate on the marketing/testing development of the platform.

5 Million WORK will be allocated to the IBO. There is no expiry period for this IBO, all coins must be distributed even if WORK is already trading on exchange.

9.3 Funding breakdown



Development – 70%

The development fund will be used to set up office in a strategic location. For all other operating expenses that would be required by the platform to ensure day to day operations and long-term growth to achieve roadmap announcements. As well as to hire developers for smart contract, front-end, and back-end development to ensure Atlas fulfills its milestones and continues bringing innovative ideas to the platform.

Marketing – 20%

Bringing in users through the use of marketing campaigns online/physically that educate and convert regular online/traditional freelancers to users of the Atlas platform.

Legal – 10%

Lawyer fees and other legal work/processes that are required to run a freelance platform legally.

9.4 Risk factor

The following are the risk factors in relation to Atlas business in general. The WORK Coin may be significantly influenced by digital currency market trends, its value may be severely depreciated due to non-Atlas related events in the digital currency markets. Unforeseen development barriers or competitors may introduce similar freelance market solutions and compete hard with Atlas to lose market share eventually fail by impacting on the team's ability to deliver on its end goal. The use of WORK may come under the scrutiny of governmental institutions. The ownership of WORK may fall under new and unpredicted taxation laws that may have a negative impact WORK benefits. The positions and plans outlined in this white paper may be altered as the project progresses.

10. Team

Paul Giganti - CEO / Core Team

Responsible for the company's management and affairs, including human resources, partnerships, marketing and administrative operations.

- Bachelor's degree in Business Administration.
- Trading of Natural Gas and Oil derivatives, including exchange traded contracts (futures and options).
- Co-Founder of an automotive technology engineering Startup (VOS).
- Experience in Hedge fund management.

Cyrus James Khan - Creative Director / Core Team

Responsible for the creative identity, platform design and the user experience of Atlas. As well as the company's vision, marketing and community growth.

- 8+ Years of experience in Computer Graphics.
- 5+ Years of Freelance-design experience.
- Experience in digital marketing with firms in Asia.
- Background in global marketing from family owned company (Propaganda GEM).
- Co-Founder of an automotive technology engineering Startup (VOS).

Patrick Lismore - Lead Engineer / Core Team

Responsible for the development of the platform, operating in both front, back end and security.

- Master's degree in Advanced Security & Digital Forensics from Edinburgh Napier University as well as a Bachelor's degree with honors in Software Engineering also from Edinburgh Napier University.
- 14+ years of experience in Software Engineering industry (Designing, developing, testing & supporting various software based solutions) as well as experience in Penetration Testing, Ethical Hacking, Information & Cyber Security.
- Experience working in large enterprises and small bootstrapped startups as well experience in self-employment as a contractor.
- Engaged in multiple blockchain based projects, focused on blockchain, cyber security & AI.
- Original Masters research explored the use of blockchain technology to support digital forensics investigations in Software Defined Networks.

David Gallego - Software Engineer / Core Team

Responsible for the platform's development, focusing on user experience, data management and machine learning.

- Master's degree in Software Engineering Big Data/ Machine Learning.
- 15+ years of experience in Software Engineering.
- Mastery in front-end development.

Apurva Adit - Content Manager

Responsible for redacting all core team news updates into comprehensible articles and newsletter. As well as being an advisor on Marketing and Community Growth.

- Bachelors of Business Administration with a focus in Finance.
- Experience in HR Consulting and Compensation.
- Experience in Consumer Insight consulting for Private Banking clients.
- Completed freelance media projects for a variety of clients.

Adrian Neamtu – Financial Advisor

Responsible for creating a financial plan for the Atlas company.

- BA in Business Administration and MBA in Finance.
- Head of Operations at Siemens Financial Services.
- Credit Risk Analysis at Siemens Group.
- Asset Liabilities Management for the Siemens Bank.

Zev Yu – COO & Asia Expansion

Responsible for implementing business operations in China, in terms of establishing policies that promote company culture and vision.

- NEM.io foundation Singapore region leader.
- Experiences in investor's relation from China and Japan.
- Multilingual in three languages (English, Native Chinese, Native Japanese).
- Blockchain technology consulting.