

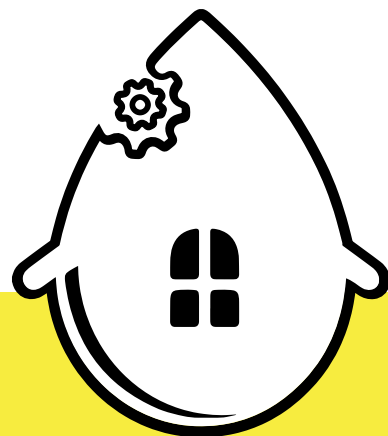


NuHelp

## INITIAL TOKEN OFFERING

# WHITEPAPER

**Blockchain Marketplace  
For Customer Services**



### ADDRESS

111A Incubator building

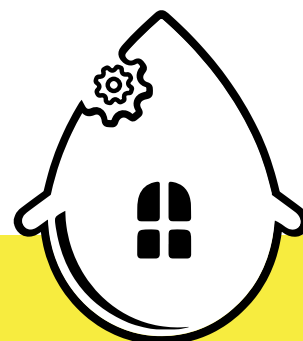
Masdar City  
Abu Dhabi, UAE

### CONTACT INFO

[t.me/nuhelp](https://t.me/nuhelp)  
[fb.me/GetNuhelp](https://fb.me/GetNuhelp)

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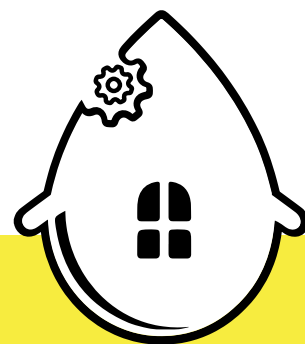
## 01 \\ **INTRODUCTION**

Nuhelp is a DApp (Decentralized Application) that connects individuals with home, office, and professional service providers. Our mission is to become the global standard for connecting reputable service providers to end users. NuHelp will achieve this by utilizing Blockchain Technology with smart-contracts using a proven EOS platform to ensure NuHelp remains open and transparent allowing individuals to build trust with the service providers they choose.

The NuHelp DApp will allow user individuals to pay for services using cash, credit card, Nu-Token and/or Nu-Crypto card. Once our NuHelp DApp is launched, service providers will be able to purchase Nu-Credits to bid on available jobs posted by end users. Once jobs are won, Nu-Credits are returned to NuHelp. Nu-Credits can be purchased using any of the payment options listed above.

The NuHelp application core proto-type has already been built and is in BETA mode with mobile applications on Android and iOS. The application has been tested in a production environment and has passed initial tests.

A proportion of the funds generated by the initial token offering will be used to extend the DApp capabilities, making it a robust fit for within the Blockchain Technology. The remaining funds will be used to fund the go to market strategy, the setting up of operations and logistics, and the support of engineering and development of complementary decentralized applications within the NuHelp eco-system.



## FACTSHEET

### \\ PRODUCT

**Industry**

Home/Office Services, Professional Services

**Market**

Global Scale-Up

**Stage**

Beta Ready

### \\ TECHNOLOGY STACK

**Backend API:**

PHP & GoLang

**Mobile Applications:**

Android - JAVA/Kotlin

iOS - Swift

**Blockchain:**

EOS Platform

ERC20 - Crypto-Token Standard

### \\ INITIAL TOKEN OFFERING

**Total Supply**

200,000,000 NHT

**Whitelist**

25% Discount

1st November 2017

**Early Bird Offering**

20% Discount

6th December 2017

**Pre-Sale Offering**

10% Discount

1st January 2018

**Initial Token Offering**

0% Discount

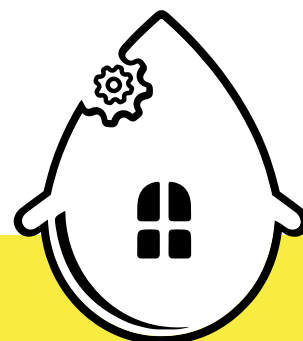
15th January 2018



php



Kotlin





02 \ \

## THE PROBLEM

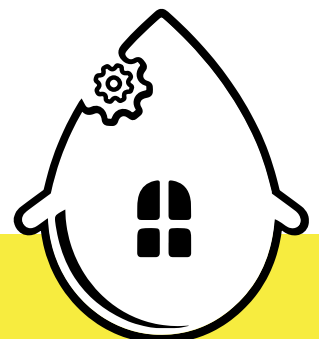
Quality and connection of service providers are limited and hard to find at a competitive price for everyday services in our daily lives. Typically, when a service is needed it takes time to search for a reliable professional service provider in your geographical area. Additionally, quotation fees are asked upfront to obtain a price to fix the users problem.

In the home and office service market, individuals typically rely on Google search and/or yellow pages to find providers in their area. Providers in these channels are not verified and do not have a transparent work history to show the quality of their work. Service provider companies do currently exist but they fail to provide the value and competitiveness required for both the user and for what the service provider can offer.

Secondly, this market primarily transacts in cash. In this generation people expect to be able to pay using their credit cards or other forms of digital currency as it is traceable and more convenient. Transactions that typically happen offline usually have no means of dispute resolution. NuHelp aims to make the dispute resolution process transparent and fair to both parties.

## THE NUHELP SOLUTION

- 1** Create transparency and trust among buyers and sellers
- 2** Facilitate payments to ensure they are traceable and convenient
- 3** Build fair mechanisms to facilitate dispute resolution
- 4** Give buyers a method to compare pricing from the marketplace
- 5** Give providers a platform to showcase and market their services
- 6** Provide in app tools for messaging, scheduling, and monthly reports
- 7** Eco-system to connect participants, service providers and users together





03 \\\

## NUHELP DECENTRALIZED APPLICATION

### What is EOS?

EOS.IO is software that introduces a blockchain architecture designed to enable vertical and horizontal scaling of decentralized applications (the “EOS.IO Software”). This is achieved through an operating system-like construct upon which applications can be built. The software provides accounts, authentication, databases, asynchronous communication and the scheduling of applications across multiple CPU cores and/or clusters.

The resulting technology is a blockchain architecture that has the potential to scale to millions of transactions per second, eliminates user fees and allows for quick and easy deployment of decentralized applications. NuHelp team is working hand-and-hand with the EOS technical team to integrate our NuHelp platform using EOS technology. Preliminary testing is planned to start Q1 2018.

### EOS vs Ethereum

Our team has benchmarked EOS and Ethereum. We are confident in the team behind EOS and the long-term vision for the platform. Our main reason on choosing EOS is due to the technical features that would allow NuHelp to operate with faster transactions and lower costs than using the Ethereum Network.



Ethereum\*

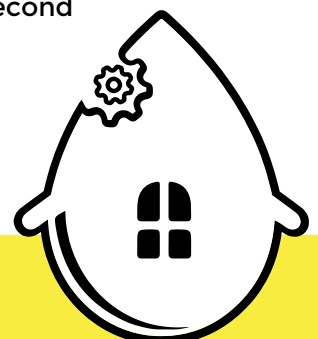
- High Transaction Fees
- Limited Scalability
- No Guarantee on Bandwidth
- Non-recoverable Keys
- Vulnerable to DDoS Attacks
- 15 Transactions per Second

\*As of October 1st, 2017



EOS

- Little to No Transaction Fees
- Horizontal and Vertical Scaling
- Guaranteed & Reliable Bandwidth
- Recoverable Keys
- Protected Against DDoS Attacks
- 50,000 Transactions per Second





## Hybrid Wallet

The NuHelp app has a prototype with applications for Android and Apple devices. The funding from this Initial Token Offering will allow NuHelp to extend the functionality of the application to allow the entire system to operate under the EOS Blockchain platform and allow for a hybrid wallet system.

The hybrid wallet system will allow sellers and buyers to accept and pay for services using credit cards or crypto-currencies. The hybrid wallet system will also allow service providers to purchase Nu-Credits to access bidding features on the platform.

## BLOCKCHAIN

1. Use the blockchain to create jobs and accept jobs
2. Jobs accepted will adhere to a smart contract that ensures buyers are charged fairly
3. Rating system will be used to allow buyers and sellers to rate each other.
4. Dispute resolution system to ensure that conflicts are resolved fairly.

The smart contracts will use a rating system to ensure that ratings are verified and only issued by authentic transactions. Dispute resolution systems will also be put in place to protect users from any unsatisfactory work completed by providers.

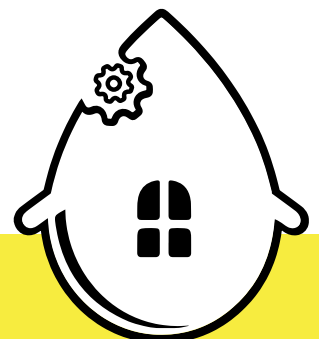
## HYBRID WALLET

1. Accumulate Multi-Currency payments received by Credit Cards & Nu-Crypto Cards
2. Store your Nu-Tokens for later use or transfer to an exchange
3. Purchase Nu-Tokens Using Credit Card or other crypto-currencies
4. Purchase Nu-Credits for future bidding

## EOS Blockchain

The NuHelp DApp will utilize the blockchain transfer value between users but extend the functionality with smart contracts to create transparency and promote efficiency within the platform by rewarding buyers and sellers on the platform.

Smart contracts will be utilized to create jobs, submit bids for jobs, and accept jobs. These smart contracts will contain functional standards set by NuHelp to ensure that our marketplace remains transparent and fully efficient providing the following services:



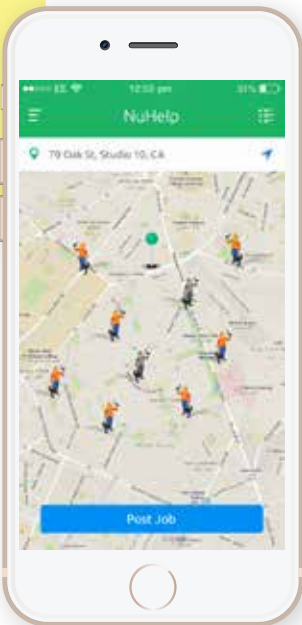


NuHelp

## HOW IT WORKS

### CREATE A JOB

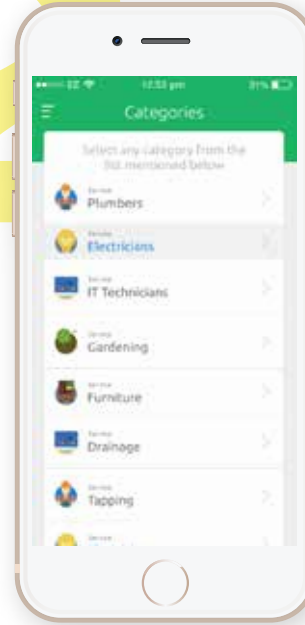
#### FIND PROVIDERS NEAR YOU



Use the map to find service providers in your area

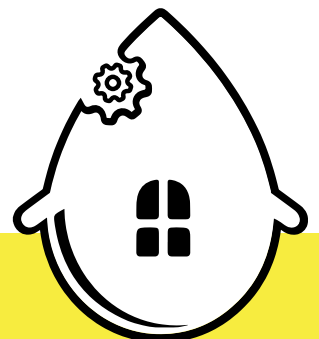
Drill down and filter for specific providers with specific skills and ratings

#### POST A JOB IN ANY CATEGORY



Post a job in any category

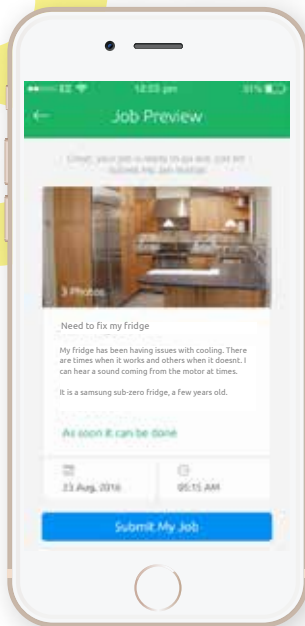
Service providers will get notifications once a job is posted in the categories they are registered







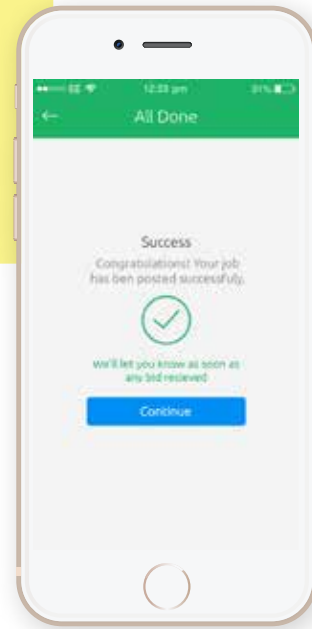
## 3 ENTER THE DETAILS OF YOUR JOB



Be specific with your job posting by adding a description and even take a picture of the job

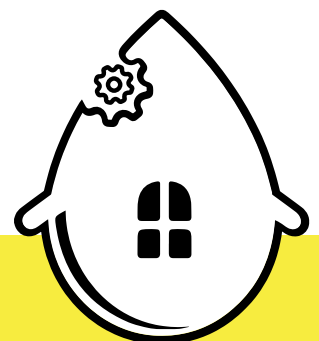
You can also set a time and date for when you want the job to be done

## 4 SIT BACK AND WAIT FOR BIDS TO COME IN



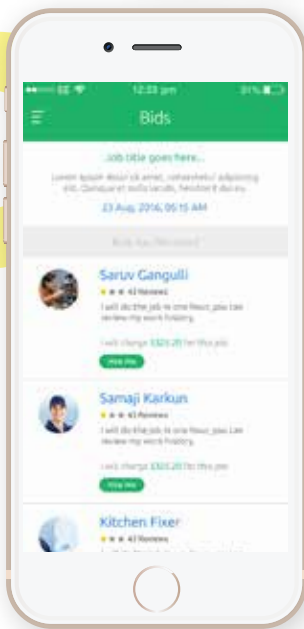
Once your job is posted, relevant service providers are notified about the new job.

Service providers can submit a bid for the job.



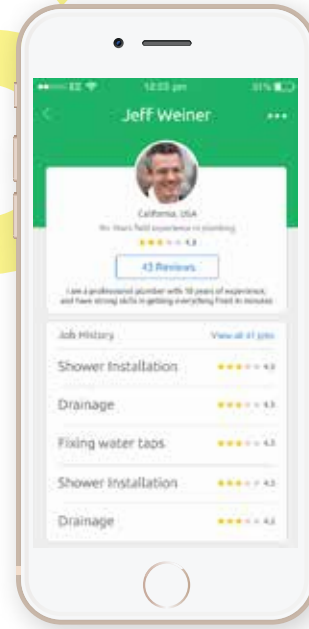


## 5 REVIEW BIDS SUBMITTED

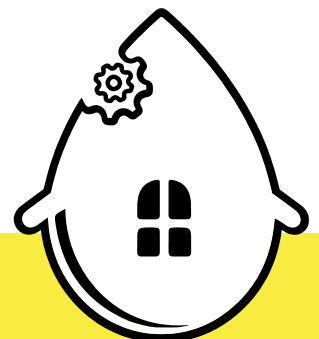


You'll be notified as new bids are submitted for your job.

## 6 SELECT A SERVICE PROVIDER



You can drill into each service providers profile to see their rating and job history.





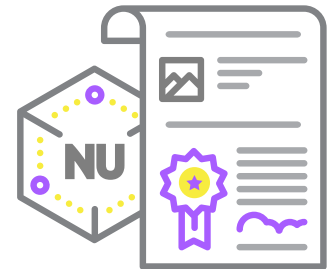
04 \\\

## NUHELP ECO-SYSTEM

### NuHelp Smart Contracts

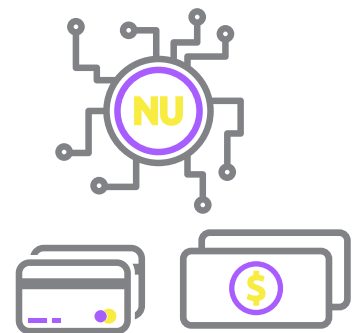
Smart contracts are the core of any blockchain application. It creates transparency and adds multiple layers of checks and balances to ensure security of all parties.

At NuHelp, we utilize the power of smart contracts to create jobs, facilitate payments, and handle dispute resolutions. Our smart contracts will also be tied into our payments infrastructure; this adds an additional layer to our smart contract that ensures that payments are initiated and transferred on the execution of a contract.



### NuHelp Payments

Payment systems are critical for any marketplace; they facilitate the transfer of monetary value in a secured environment. NuHelp will allow four types of payments between buyers and sellers of offered services. These payment methods include the following Cash, Credit Card, Nu-Token, & Nu-Crypto Card:

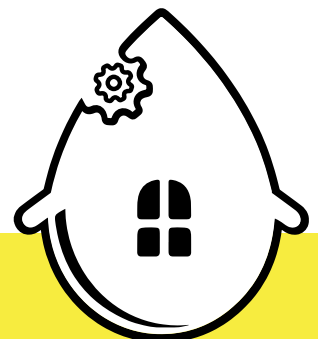


**1. Cash:** Cash payments can be made in-person and can be verified and tracked in the application.

**2. Credit Cards:** Service providers will be able to accept payments through NuHelp, either through a direct integration of their payment gateway or through traditional methods. We will be rolling out integrations for the most popular payment gateways.

**3. NuHelp Tokens:** These tokens are ERC20 crypto-tokens that can be bought from NuHelp or through an exchange. These tokens lower transaction fees and ensure that payments are traceable and documented.

**4. Nu-Crypto Card:** This crypto card will be able to store crypto currencies and allow usage at participating retail stores and automatic terminal machines.





## Nu-Credits & Tokens

The NuHelp application will utilize tokens as a form of payment between users and service providers - these transactions will have minimal fees or commissions.

For NuHelp to be sustainable and financially viable in the long-term; we have developed Nu-Credits. These credits can be bought directly from NuHelp with various scalable packages; sellers can buy a single credit or purchase a package with unlimited credits.

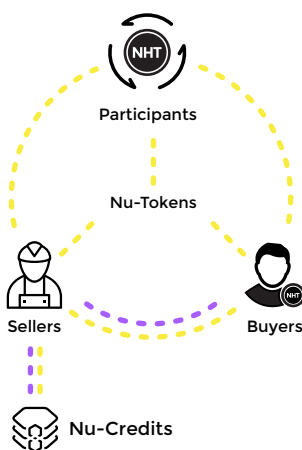
Service Providers utilize these Nu-Credits to bid on jobs. When a service provider wants to bid on a job they must have Nu-Credits available - these are placed in escrow when they bid on a job. When the service provider wins a job, the Nu-Credit is consumed. If the job is not won, the Nu-Credit will be returned to the service provider to bid on other jobs.

## NU-CREDITS

1. Nu-Credits are bought directly from NuHelp
2. Nu-Credits are utilized by service providers to bid on jobs.
3. Nu-Credits are only consumed if a service provider wins a job.

## NUHELP TOKENS

1. Nu-Tokens can be bought directly from NuHelp using Fiat or Crypto-currency
2. Method of payment between the user and the service provider
3. Minimal transaction fees for payments with Nu-Tokens



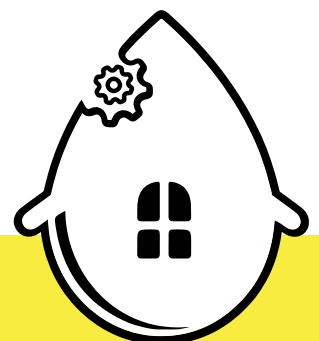
- - - Nu-Tokens (NHT)
- - - Cash, Credit Card, or Crypto-Card

## NuHelp Stakeholders Overview

The figure on the left shows how participants contribute to NuHelp utilizing their tokens. Participants will be able to trade their Nu-Tokens on exchanges online.

Service providers can use Nu-Tokens to purchase Nu-Credits at any time for use to bid and pay for services on the platform.

Users can use Nu-Tokens to pay for services completed by providers.





## NuHelp Rewards & Incentives

The goal of NuHelp is to create a transparent and efficient eco-system. To do this we will use rewards and incentives to promote good customer service and trust among users and service providers on the DApp.

The NuHelp DApp will have a dedicated fund of tokens that will be used towards our rewards and incentive programs. These programs will be established to expand the user base of the platform, incentivize sellers for good service, and promote the use of the Nu-Tokens on the DApp.

## NuHelp Rewards & Incentives Programs

Rewards and incentives programs include our referral system; that allows users to earn tokens for each active user they refer to the DApp, this includes buyers and sellers. We will also setup programs to incentivize sellers with high ratings at the end of each month as well as incentivize users to reward each other.

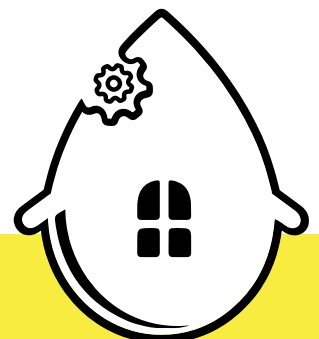
In the future we will also utilize this fund to allow users to earn rewards for mediating disputes on the platform. If a dispute is raised; we would allow the users on the DApp to act as mediators to settle and take corrective action.

## NUHELP REWARDS

1. Refer a friend and get Nu-Tokens
2. Top service providers get monthly rewards for good service.

## NUHELP INCENTIVES

1. Providers get Nu-Tokens for increasing their ratings
2. Incentives for paying for services using Nu-Tokens



05 \ \

## INITIAL TOKEN OFFERING

By taking part of the NuHelp Crowdsale, participants understand that they are contributing to a Smart Contract to support the transition of the NuHelp Platform and Eco-System as described in this whitepaper.

The Nu-Token will be based on a ERC20 token; a widely adopted token standard. These tokens will be applied with functional standards of EOS Smart Contracts. The Nu-Tokens are used on the platform as a form of transfer of value - as described in the NuHelp Eco-System section.

Since the Nu-Token will be based on the ERC20 standard; Nu-Tokens will be compatible with any Ethereum Wallet or comparable wallets that implement the ERC20 Standard.

### PARTICIPATION TERMS

To participate in the NuHelp crowdsale, token sale contributions will be accepted to aid in the transition of the NuHelp platform. Participants may contribute by sending Ether (ETH) to our designated address. Coins will not be accepted from exchanges (any payments from exchanges will be lost).

NuHelp tokens will be created and issued on the terms of this whitepaper and our NuHelp Terms and Conditions Document - found at: <https://nuhelp.io/terms>.

During the crowdsale participants who contribute Ether (ETH) will be offered Nu-Tokens based on the following conversions:

**ETH (0.75USD EQV) = 1 NHT**  
Phase 1 - Whitelist / Pre-registration

**ETH (0.8USD EQV) = 1 NHT**  
Phase 2 - Presale

**ETH (0.9USD EQV) = 1 NHT**  
Phase 3 - ICO Tranche 1

**ETH (1USD EQV) = 1 NHT**  
Phase 4 - ICO Tranche 2

**ETH** Ether  
**EQV** Equivalent

## ICO FACT SHEET

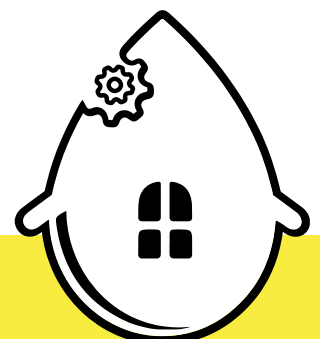
**Nu-Token (NHT)**  
Token Name

**ERC20**  
Token Standard

**EOS**  
Blockchain Platform

**100M NHT**  
Total Supply Created

**TIME BASED**  
Token Offering Limit



**PHASE 1 - Whitelist / Pre-registration**

Phase 1 will launch on 1 Nov 2017 at 16:00 GMT and will stay open until the start of Phase 2.

**PHASE 2 - Nu-Token Early Bird Offering**

Phase 2 will launch on 6 Dec 2017 at 16:00 GMT and will stay open until all Nu-Tokens are consumed or at the start of Phase 3.

The value of the Nu-Tokens will be: 1 NHT = Ether (ETH) (.80 USD Equivalent) - 20% Discount.

Any unsubscribed tokens from Phase 2 will be moved to Phase 3.

**PHASE 3 - Nu-Token Pre-Sale Offering**

Phase 3 starts on 1 Jan 2018 and will continue until all Nu-Tokens are consumed or at the start of Phase 4.

The value of the Nu-Token will be: 1 NHT = ETH (.90 USD Equivalent) - 10% Discount.

Any unsubscribed tokens from Phase 3 will be moved to Phase 4.

**PHASE 4 - Nu-Token Initial Token Offering (ITO)**

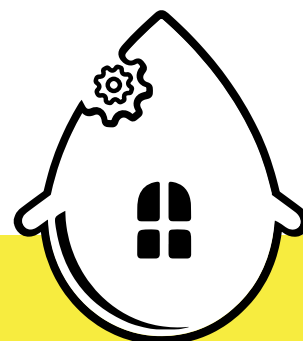
Phase 4 will give participants a final opportunity to contribute and build value within NuHelp.

Phase 4 will start on 15 Jan 2018 and remain open until all Nu-Tokens are consumed or when the NuHelp team decides to close the offering.

The value of the Nu-Tokens will be: 1 NHT = ETH (1.00 USD Equivalent) - 0% Discount.

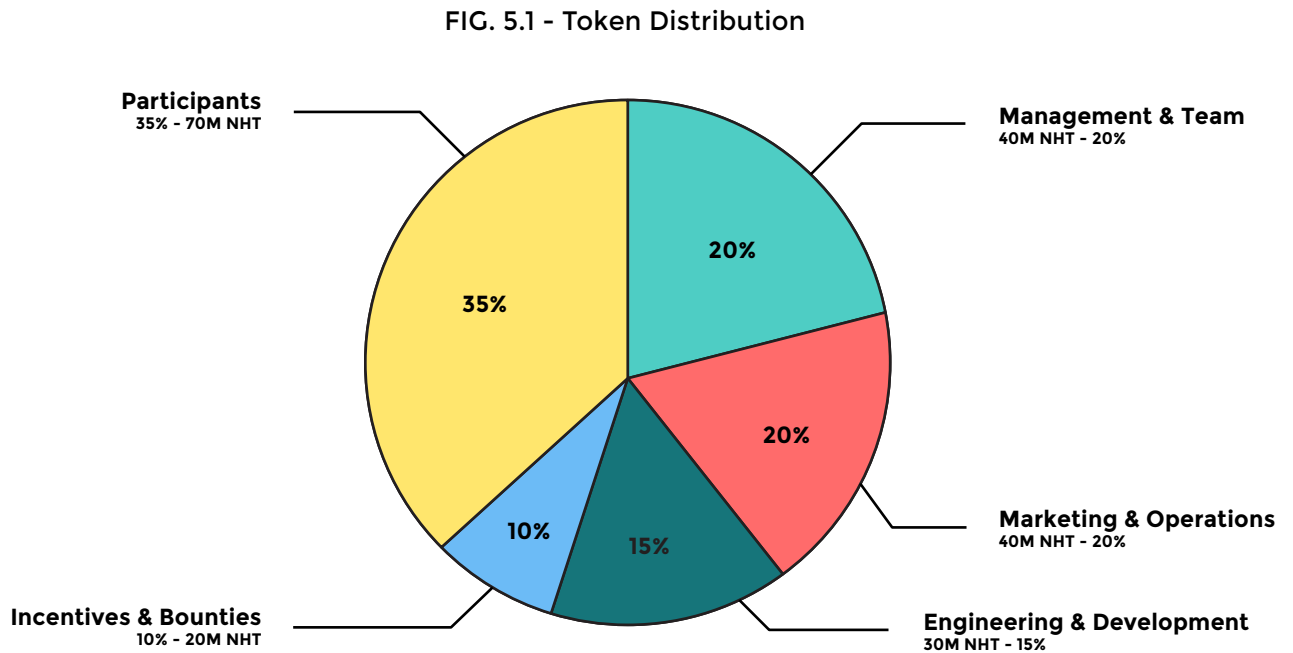
Any unsubscribed tokens will be allocated to the Incentive & Bounty pool.

All Ether (ETH) collected during the sale phases above will be moved to NuHelp's multisig wallet to mitigate security risks.



## NuHelp Token Distribution

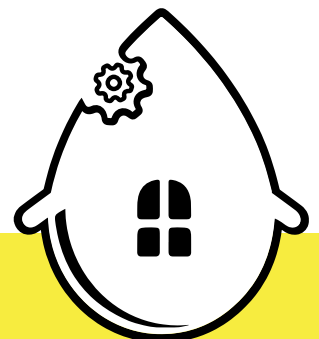
The NHT tokens will be distributed based on the pie chart below (Fig. 5.1).



The total supply of NHT will be distributed as follows:

<b>Participants</b>	70,000,000 NHT
<b>Incentives and Bounties</b>	20,000,000 NHT
<b>Marketing &amp; Operations</b>	40,000,000 NHT
<b>Engineering &amp; Development</b>	30,000,000 NHT
<b>Management &amp; Team*</b>	40,000,000 NHT

\* Distributed to current team as well as team members joining in the future.





**70,000,000 NHT (35%)** will be distributed to participants 2 weeks after the token sale ends. These tokens will also be listed in exchanges allowing participants to transfer and liquidate their holdings.

**40,000,000 NHT (20%)** will be distributed to management and team 4 weeks after the token sale ends. These tokens will be vested over one year and vaulted. 25% of these tokens will be distributed every 3 months until the vesting period is completed.

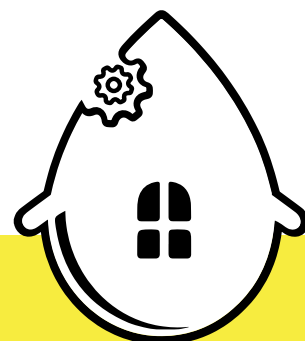
**20,000,000 NHT (10%)** will be placed in a special account to be distributed for incentives and bounties. These bounties include, referral bounties, marketing bounties, bug bounties, and NuHelp incentives to promote transparency in the platform.

**40,000,000 NHT (20%)** will be placed in a special account to be distributed and liquidated for marketing and operations. These tokens will be made available to the NuHelp team 2 weeks upon closing the token sale.

**30,000,000 NHT (15%)** will be placed in a special account to be distributed and liquidated for engineering and development. These tokens will be made available to the NuHelp team 2 weeks upon closing the token sale.

### **Incentives and Bounties**

Any unsold tokens will be allocated towards the Incentives and Bounties fund. These tokens will be fed back into the eco-system to help promote growth and encourage a safe and transparent transactions





06 \\\

## TIMELINE & MILESTONES

### Q1 2016



Customer Discovery & Market Research  
Product & Business Model Definition



### Q3 2016

Formalization and Incorporation of Business  
Formalized NuHelp Core and Management Team

### Q4 2016



Business Development & Planning  
Financials & Business Plans  
Feasibility Study and Financial Projections



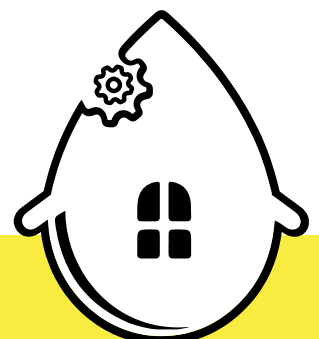
### Q1 2017

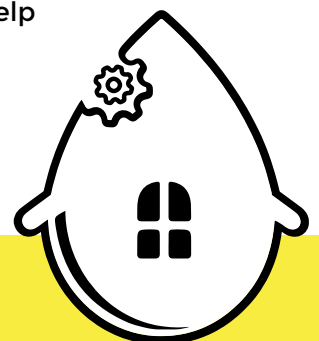
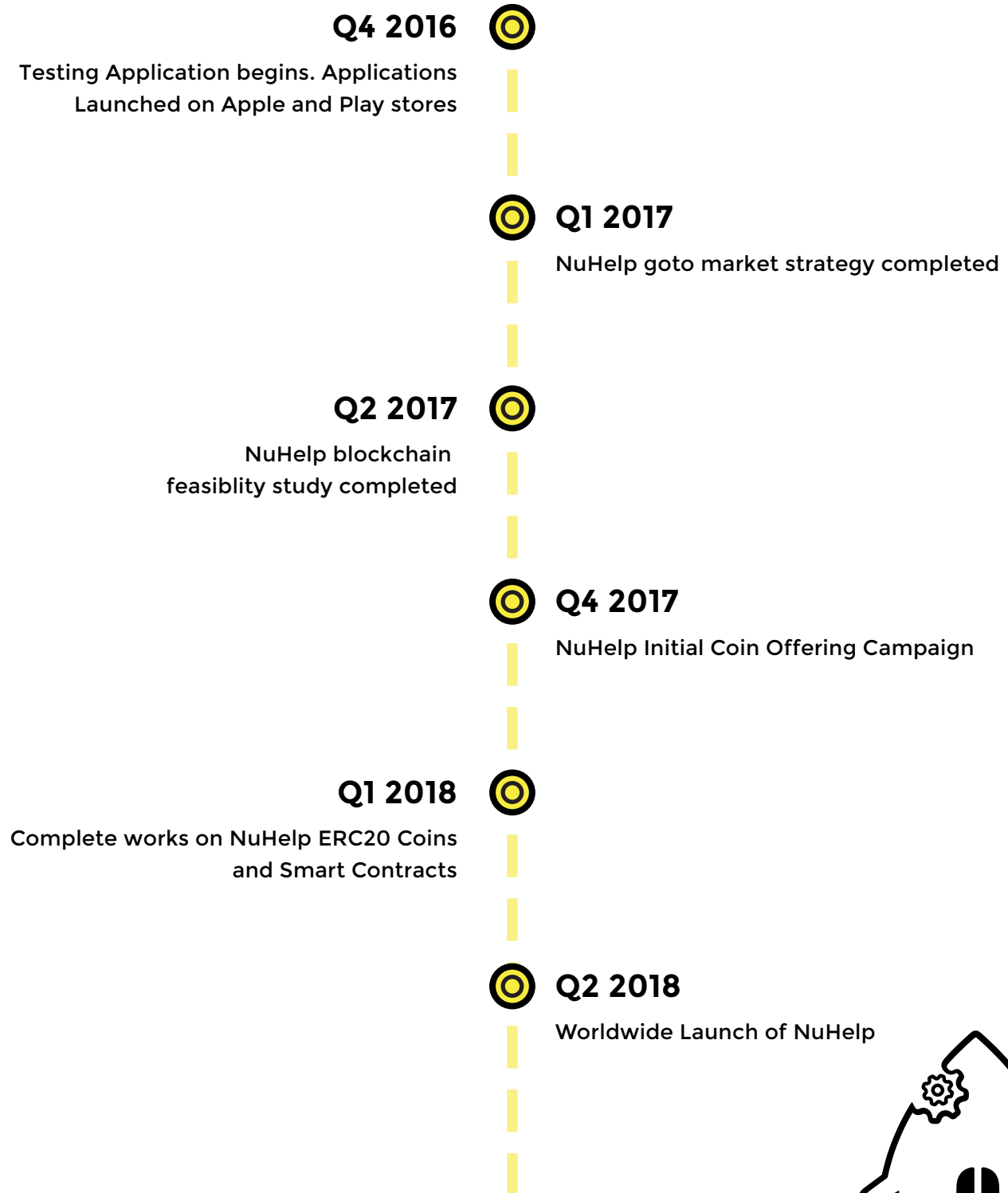
Branding and UI/UX begins for mobile  
applications

### Q2 2017



Work begins on designing and building  
backend systems and mobile  
applications (iOS & Android)







07 \\\

## NUHELP TEAM



**John Cary ENG**  
Founder & CEO

As a past aerospace executive with over 27 years working with Lockheed Martin and other technology organizations, John moved from the United States in 2012 to utilize his experience to build unique organizations abroad. Based on his past, working aircraft avionics upgrades and software integration, he has also worked with many IT groups like IBM, Oracle, SAP, & cMRO in support of enterprise resource planning (ERP) projects to improve internal business processes.

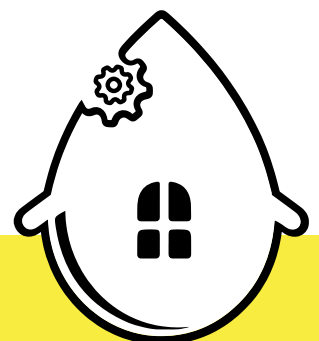
John now plans to contribute his time to make the service industry to be more competitive and increase quality. In his free time, John enjoys boating, jet skiing, diving, and just having fun with friends and family.



**Chris Wilson MBA (Strategic Leadership, Innovation & Technology Managment)**  
Co-Founder & CSO

A retired military and civilian aviation specialist (35-years as a pilot and certification officer) with extensive strategic innovation and technological leadership experience; has been the focal point in the certification of multiple programmes (includes: mission systems, weapons, software integration and safety) from concept to development and through to disposal.

Having established strong business relationships with corporate organisations (includes: Westland Helicopters, Qinetiq, McDonnell Douglas, BAE Systems) combined with his business experience Chris is well placed to be part of this dynamic team contributing towards the concept and development of NuHelp.





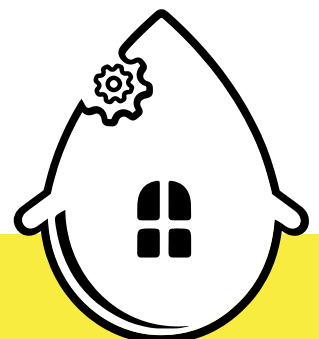
**Jonathan Lane**  
CEO of Blockvisory

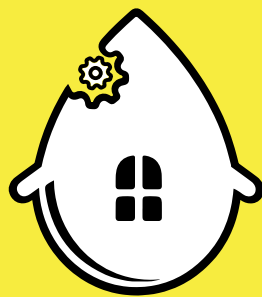
American Visionary Blockchain Innovator and Author of "How to invest in Initial Coin Offerings"

CEO of Blockvisory a Dubai based blockchain advisory firm.

Serial Entrepreneur having started more than 12 FinTech Companies in the United States And the United Arab Emirates over the past 20 years

Executive Financial Advisory background for more than 23 years





**NuHelp**

**ico@nuhelp.io**