

## WHITE PAPER

# Decentralized Marketplace For WordPress

[www.workpress.tech](http://www.workpress.tech)

# Legal Disclaimer

The purpose of this White Paper is to present the company WorkPress WPX Utility Token to potential WorkPress platform users in connection with the proposed Token sale. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of purchasing WorkPress - WPX Tokens.

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Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

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# Risk Factors

The purchase of any tokens involves a high degree of risk, including but not limited to the risks described below. Before purchasing WorkPress - WPX Tokens, it is recommended that each participant carefully weighs all the information and risks detailed in this White Paper, and, specifically, the following risk factors.

## a. **Dependence on computer infrastructure**

WorkPress dependence on functioning software applications, computer hardware and the Internet implies that WorkPress can offer no assurances that a system failure would not adversely affect the use of your WorkPress - WPX Tokens. Despite implementation of all reasonable network security measures, its processing centres' servers are vulnerable to computer viruses, physical or electronic break-ins or other disruptions of a similar nature. Computer viruses, break-ins or other disruptions caused by third parties may result in interruption, delay or suspension of services, which would limit the use of the WorkPress - WPX Tokens.

## b. **Smart contract limitations**

Smart contract technology is still in its early stages of development, and its application is of experimental nature. This may carry significant operational, technological, regulatory, reputational and financial risks. Consequently, although the audit conducted by independent third party increases the level of security, reliability, and accuracy, this audit cannot serve as any form of warranty, including any expressed or implied warranty that the WorkPress - WPX Smart Contract is fit for purpose or that it contains no flaws, vulnerabilities or issues which could cause technical problems or the complete loss of WorkPress - WPX Tokens.

## c. **Regulatory risks**

The Blockchain technology, including but not limited to the issue of tokens, may be a new concept in some jurisdictions, which may then apply existing regulations or introduce new regulations regarding Blockchain technology-based applications, and such regulations may conflict with the current WorkPress - WPX Smart Contract setup and WorkPress - WPX Token concept. This may result in substantial modifications of the WorkPress - WPX Smart Contract, including but not limited to its termination and the loss of WorkPress - WPX Tokens as well as a suspension or termination of all WorkPress - WPX Token functions.

## d. **Taxes**

Token holders may be required to pay taxes associated with the transactions involving WorkPress - WPX Tokens. It will be a sole responsibility of the token holders to comply with the tax laws of the relevant jurisdictions and pay all required taxes.

**e. Force Majeure**

WorkPress's performance may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this White Paper, force majeure shall mean extraordinary events and circumstances which could not be prevented by WorkPress and shall include: acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond WorkPress's control, which were not in existence at the time of Token sale. If such circumstances occur prior to issuance of WorkPress - WPX Tokens and WorkPress is unable to issue WorkPress - WPX Tokens within months from the projected date, the escrow agent may issue a refund at the request of the WorkPress - WPX Token purchasers. The refund will be issued in the original form of payment to the same digital wallet or bank account where the funds were transferred from.

**f. Disclosure of information**

Personal information received from WorkPress - WPX token holders, the information about the number of tokens owned, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties when WorkPress is required to disclose such information by law, subpoena, or court order. WorkPress shall at no time be held responsible for such information disclosure.

**g. Value of WorkPress - WPX Token**

Once purchased, the value of WorkPress - WPX Token may significantly fluctuate due to various reasons. WorkPress does not guarantee any specific value of the WorkPress - WPX Token over any specific period of time. WorkPress shall not be held responsible for any change in the value of WorkPress - WPX Token.

Assumptions with respect to the foregoing involve, among other things, judgments about the future economic, competitive and market conditions and business decisions, most of which are beyond the control of the WorkPress team and therefore difficult or impossible to accurately predict. Although the WorkPress team believes that its assumptions underlying its forward-looking statements are reasonable, any of these may prove to be inaccurate. As a result, the WorkPress team can offer no assurances that the forward-looking statements contained in this White Paper will prove to be accurate. In light of the significant uncertainties inherent in the forward-looking statements contained herein, the inclusion of such information may not be interpreted as a warranty on the part of WorkPress or any other entity that the objectives and plans of the WorkPress project will be successfully achieved.

Please note that the WorkPress project and WorkPress - WPX Token may be subject to other risks not foreseen by its team at this time.

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## 1. EXECUTIVE SUMMARY

### 1.1 Introduction

*“Today, WordPress is used by more than 74 million sites that publish new posts every second. This widely used CMS has become a favorite among businesses because of how powerful of a tool it is.”*

Entrepreneur – January 9, 2015

WorkPress is the next generation marketplace built on the Ethereum Blockchain, for WordPress specific projects, hosting, themes, addons, stock photos and services. Our goal is to create a Blockchain powered, robust platform to cater all sort of WordPress needs at one place. Eliminating problems and limitations of the traditional freelance marketplaces are the biggest motivation to build WorkPress. It will cater for WordPress service providers, developers, sellers and business owners with seamless work and payment systems. This paper highlights the problems we solve and the value we create, as well as our approach.

## 1.2 The Industry

WordPress is a huge, multi-billion dollar industry. It is the most popular and powerful CMS which dominates 76.4% of CMS market. Powering more than 80 million websites, it is rightly said that WordPress is the backbone of the internet.

Governments, educational institutes, high tech companies, corporations and millions of small businesses use WordPress to run their online presence. This industry is contributing over \$100 billion in earnings in U.S alone and global earnings are much higher.

Since the turn of the millennium, the freelance industry has been on the rise, due to dwindling economic situations and employee dissatisfaction. Many professionals now prefer to work on their own – determining their fees and working hours.

According to a recent slideshare statistics <sup>[1]</sup>, 27 percent of all programming, graphics, web design and web support jobs on freelancing platforms today are done for WordPress sites. This is because of the immense popularity of the platform, with 37% of the most popular 100 websites and 62% of the fastest growing companies in the U.S according to time magazine being supported by

the WordPress technology. The WordPress community is also one of the most robust and unrivalled open-source communities in the world.

With the report from the Bureau of Labour Statistics <sup>[2]</sup> estimating that about 40% of the American working class, which is roughly 60 million people, would be freelancers by 2020, there is huge potential for more freelancers to join in the WordPress community workforce.

The popular narrative is that technology will help speed up the recruitment process for WordPress jobs, bringing down cost and ensuring that both contractors and freelancers are satisfied with project outcomes. This is becoming even more of a possibility when you consider newer technologies such as the blockchain.

### 1.3 The Problem

Despite the huge opportunities and a giant market cap, surprisingly there is no platform which is specifically built for WordPress and to cater all WordPress needs at one place. There are some freelance platforms, which offer limited services in WordPress, but they have many problems. They are all very expensive and charge hefty fees. The freelancers are not recruited with proper training. There is no process in place to interview and scrutinize freelancers. In a recent survey, the qualification of freelancers was analyzed. The results indicated that many freelancers were just high school students. This is a big risk working with current platforms. Many of the times potentially good projects fail because of inexperienced freelancers. Freelancers are not given proper training and hence they gain experience by doing experiment on clients' projects.

Freelance platform support staff who settle disputes and monitor projects have no WordPress specific knowledge and this often results in unfair cancellations and biased decisions. Sudden account suspensions without a review appeal is another reason for frustration of freelancers. Making payments and withdrawing



funds is a very time taking process. Funds are held for as long as 21 days causing frustration for the service providers.

Since none of the existing freelance platform provides complete WordPress solution, the clients have to go to several different WordPress services to get one project done. In a simple project clients have to go to at least four different platform for, WordPress theme, Design, Development and hosting provider.

The involvement of intermediaries in the process can make freelance recruitments more complex, time-wasting and unnecessarily expensive. In most cases, the platforms acting as middle men, take a significant cut off freelancers' earnings, up to 20% in the form of service charges and commissions.

Inflation is at all-time high globally. WordPress freelancers are the part of the most technically aware community. They understand the power of Blockchain and seek refuge in crypto to beat inflation. Unfortunately, none of the current platforms accept cryptocurrencies. This is an unbridged area between two multi-billion dollar industries which needs to be catered for.

Digital purchases such as WordPress themes, plugins, WordPress Courses and add-on accounted for over 1 Billion dollar in 2016. Most of the platforms cut 35% of the revenue and sellers are left with only 65%. Further there is a cut in name of withdrawal fee and there is a hold for as long as 1-month before they can withdraw. This is an issue with the current eco-system where the central authority charges unfair fee and cannot be questioned.

Lastly, WordPress freelancers who have left the traditional 9 to 5, seeking work freedom on their own terms may be left frustrated due to the non-existence of platforms catering for WordPress specific jobs. Also, the lack of proper WordPress training and the incessant bureaucracies that are now creeping into most freelancing platforms today can be a huge roadblock for most freelancers. <sup>[3]</sup>

These problems call for a WordPress marketplace to be put in place, with the job security, expertise of freelancers and smooth processing of funds put in mind. <sup>[4]</sup>

## 1.4 The opportunity

WorkPress is seeking to power the next generation WordPress marketplace. We want to mitigate the underlying problems and risks associated with working as a freelancer with a focus on the WordPress open-source technology. Our solution will be built on a decentralized Blockchain platform to reduce fees, management hurdles and trust issues that have become the norm in most freelancing platforms today.

We are aiming to have WPX tokens, which will be used on our platform for making payments and buying digital downloads/addons. This process will be managed effectively using the terms in the smartcontracts.

We are launching WorkPress because we know the problems of the freelance industry and we understand the clamour for change by WordPress freelancers and clients alike. With the freelance industry contributing over \$715 billion in earnings in U.S alone and the dominance of WordPress in the CMS websites market, there's a clear opportunity to cut out hidden costs and help WordPress freelancers find the right jobs that will put money in their pockets.

Now more than ever, when you consider available technologies, there are more opportunities for WordPress freelancers to work remotely <sup>[5]</sup>. Platforms are being designed solely to match projects with talents in a cost-effective way, but WordPress freelancers need more specific avenues to express their new-found work freedom.

## 1.5 Mission Statement

WorkPress is passionate about the job security and marketplace transparency for all WordPress freelancers and digital sellers. We want to provide an open WordPress marketplace where everyone will enjoy the full benefits of work freedom without bias. An empowering platform with no incentivized middle men.

Here are some reasons why you should choose WorkPress:

**It's simple** – The WorkPress platform is built with clarity in mind, with a simple user interface. This makes navigation around the site easy and ensures that the project management process is as simple as possible.

**It's secure** – The WorkPress platform will feature 2-factor authentication to protect freelancer accounts and funds earned on the platform. All payments will have escrow protection built on Ethereum smart contracts.

**It's fast** – Our no-glitch project management system will ensure that clients and freelancers can quickly work together and payments are processed within seconds.

**Guaranteed earnings** – On the WorkPress platform, there are no middle men or incentivized agents to take cuts or commissions off your earnings. Whatever you work for, is what you get paid in full.

**It's transparent** – Without entities to manipulate project claims and disputes, the WorkPress platform through its smartcontracts will ensure that clients and freelancers work within a network community where reasonable limitations are put in place to control how project disputes are handled.

## 2. THE WORKPRESS BUSINESS MODEL

The WordPress token (WPX) will be used on a global online marketplace offering WordPress tasks and services, beginning at a cost of 1 token per small job completed. Participants can act as both freelancers and contractors, as in traditional freelance marketplace and we will ensure that contractors get their projects done the right way and at the right time, and freelancers are paid the right fees for their work.

Other forms of payments will also be accepted to facilitate traditional clients with no crypto knowledge. But all processing will be done using WPX tokens. On-site exchange will be provided to buy WPX tokens using other payment forms, which will be used to pay for services and digital software purchases.

WordPress platform will be available globally, aiming to create a WordPress marketplace where users can buy and sell WordPress services and digital downloads. Following is the tentative list of services WordPress will provide.

### **Freelance users will provide services in following main categories:**

- a. Web Design
- b. Web Development
- c. Speed & Performance
- d. SEO
- e. Errors and Bug fixing
- f. Website Maintenance and Updates
- g. Website Security
- h. Website Branding Design
- i. WordPress Tasks and Customization
- j. Landing and Sales Pages
- k. Other WordPress services

## **WordPress Hosting**

WordPress Optimized hosting with fully customizable plans will be offered on the platform as well. WordPress will provide hosting at the best price and highest performance to minimize the website running costs. Our servers and configurations will be optimized for WordPress specific needs.

## **Digital Goods and Downloads**

Developers and designers will be able to sell their WordPress products on WordPress marketplace with the fee as low as 3%. Digital WordPress purchases accounting in Billions are done every year. Most of the platforms cut 35% of the revenue and sellers are left with only 65%. WordPress will invite all global digital sellers to use the platform for minimal fee and will provide them state of the art tech and sales features.

## **Stock Photos**

WordPress will feature stock photos market where designers will be able to sell their designs/graphics and photos with just 3% fee. For buyers we'll reduce price by cutting platform fee which is currently 40-50% on most stock photos marketplaces. Standard prices will be enforced using community feedback and voting system to give best price compared to other marketplaces.

We also want to disrupt the hidden management costs and commissions that are cut off from freelancers' and sellers earnings or charged to clients for their projects in different names.

## 2.1 Using WPX for WordPress Projects

We will allow contractors to create projects by spending WorkPress tokens (WPX) on our platform. This value is added to our escrow and will be released to the freelancer once the job is completed and marked as satisfactory by the contractor. Some of the key features are:

- A client can create as many WordPress projects as possible with set timelines and hire freelancers, as long as there is enough WPX in their wallets.
- A freelancer can create up to 10 services for free on the platform. This will be used to solicit for WordPress jobs based on their area of proficiency. Once a contractor orders for one of the services and the freelancer accepts the offer, the equivalent worth of the service in WPX will be deducted from the contractor's wallet and kept in escrow.
- A project will be marked as completed once the contractor and the freelancer mark it as such; the contractor will then be able to rate the freelancer based on the project performance. All project disputes will be resolved by members of the community who are active WPX holders.

## 2.2 Project creation & disputes

On the WorkPress platform, it is possible to implement a wide range of processes such as:

- **Creating WordPress projects** – Here, a contractor can create WordPress projects and call for application or proposals.

- **Listing WordPress services** – A freelancer can create a list of WordPress services they can offer and solicit for orders from clients.
- **Applying for project tasks** – Freelancers can browse a list of available WordPress projects in categories and apply.
- **Giving reviews on project** – Once a project is completed, a contractor will give feedbacks and ratings based on the freelancer's performance on the project.
- **Voting on disputes** – In cases where disputes arise in the execution of a project, there will be a voting process by members of the community to determine how such disputes will be resolved.

### 3. THE WORKPRESS PLATFORM

#### 3.1 Technology

The WorkPress platform uses the latest blockchain technology in combination with secure and robust server-side infrastructures. This ensures that our platform stays safe, consistent and evolving with the demands of the market.

Our platform is based on the Ethereum blockchain, which allows independent transactions without requiring trust or third parties through its smartcontracts. This way, commission costs are completely avoided and the community rules are enforced without bias. Our secure, high-performance NoSQL data fabric storage used also ensures that sensitive information are processed, stored and exchanged securely.

## 3.2 Target Audience

The WorkPress platform is ideally for active and interested WordPress freelancers, contractors, and digital sellers around the world. We are looking to create a transparent online community of freelancers, contractors and sellers, where WordPress specific projects are executed and payments are processed in a timely, cost-effective and fair manner. Our target audience includes:

**WordPress Freelancers:** People who offer their professional WordPress services online. We invite all WordPress pros to use our platform and reach new highs. We'll protect and develop their career with care they deserve.

**WordPress Contractors:** People who request for WordPress services and tasks to be done, primarily in the form of projects. We'll ensure that they get best price and quality.

**Digital Sellers and buyers:** Developers, designers and buyers who want to sell and buy digital WordPress downloads/addons.

## 4. THE WORKPRESS (WPX) TOKEN

The WorkPress token is issued during the crowdsale and is the basic means of transaction on the WorkPress platform. To create a new project or task, a WorkPress token (WPX) will be required with the associated cost in WPX deducted from the contractor's wallet. Once a project is completed, the associated WPX value will be exchanged and the freelancer will be paid.

The WPX will serve different functions on the platforms including:

- Platform access
- Ordering for WordPress services



- Hiring freelancers for WordPress projects
- Purchasing Hosting plan
- Buying digital downloads and addons
- Buying Stock photos
- Buying Membership for WordPress Training and Courses

## 4.1 WORKPRESS Token Distribution

WPX Tokens will be sent to all participants during crowd-sale instantly at the defined rate/stage listed on website. As soon as transaction is confirmed and successful on Ethereum Blockchain sender will receive WPX tokens. We've been advised that this is the best way to ensure that the distribution is smooth for everyone who contributed.

Here are the rules guiding the distribution of WorkPress Tokens:

**80%** Crowd-sale (Presale, ICO stage 1 and ICO stage 2)

**5%** Reserved for platform exchange

**5%** Marketing

**5%** Team

**4%** Initial investors

**1%** Bounty program

## 4.2 The WPX ICO

**Issuance of WordPress Tokens:** Instantly

**Tokens Exchange rate:** Basic rate 1 ETH = 2000 WPX

**Minimum transaction amount:** not enforced

**Maximum transaction amount:** not enforced

**Bonuses:** 50% in presale

**Bounty:** 1%

**WPX Created:** 98,000,000

**Available in crowd-sale:** 80,000,000

**Hard cap in ETH:** 26,650 ETH

Pre-Sale	ICO Stage-1	ICO Stage-2
50% Bonus	25% Bonus	-
1 ETH = 3,000 WPX	1 ETH = 2,500 WPX	1 ETH = 2,000 WPX
-	-	Total Supply = 80,000,000 WPX

## 4.3 Crowd-sale Distribution

Crowd-sale distribution will take place on first come basis during all three stages. Tokens will be distributed immediately but trading will begin after ICO is completed. We are in process of finalizing deals with exchanges and will update our community members soon.

## 4.4 WPX Bonus Model

The base price of 1 WPX is 2000 per ETH. This will eventually change after it has been listed on exchanges and fair value will be decided by market itself. The price for each tier is calculated using a bonus model and is distributed based on a first-come-first-served basis.

Simply put, the earlier you invest, the higher the bonus you will get. For the first tier, which is the Pre-sale stage, a 50% bonus will be rewarded to all participants while 25% bonus will be rewarded to participants in the ICO stage 1, which is the second tier. Third tier will have standard price with no bonus.

## 5. THE ROADMAP

The following roadmap details our plans for the first phase of development and their respective timelines. We will be updating this roadmap going forward.

- **November, 2016** – Idea Creation
- **December, 2016** – Research begins

- **May 2017** – Feasibility Study
- **July 2017** – Founding Partnerships
- **November 15<sup>th</sup>, 2017** – Initial White Paper Release
- **1<sup>st</sup> December, 2017** – Pre-Sale Starts
- **1<sup>st</sup> January, 2018** – ICO Starts
- **31<sup>st</sup> January, 2018** – ICO Ends
- **February, 2018** – Exchange Listing
- **Q2, 2018** – Prototype Release
- **Q3, 2018** – Platform Beta Launch
- **Q4, 2018** – WordPress Launch

## 6. THE COMPANY

The WordPress project was created by a team of software house owners, developers, computer scientist and tech enthusiasts, who have taken the time to assemble a team of special individuals who understand the dynamics of offering WordPress services. We are working hard and round the clock to ensure that we provide the ideal WordPress marketplace with the right user experience and minimum commission fees. Our team members' boast of a combined 2 decades of experience in various roles ranging from sales, customer service and commercial software development.

We are aimed to create a global WordPress ecosystem that thrives and utilize the full power of WordPress and Blockchain. We just need you, every single individual of the Blockchain global community to realize its potential and be part of this technological leap. Be a part of WorkPress Community.

## **6.1 PARTNERSHIPS**

WorkPress is actively in talks with different tech companies for partnerships and have already secured some good partnerships. WebMeh, Websoft, NAFA, Katapult Reklame to name a few. As soon as more partnerships are confirmed, we'll update our community members through social media and blog.

## **7. REFERENCES**

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**[5] [What the Rise of the Freelance Economy Means for the Future of Work](https://www.huffingtonpost.com/susan-lund/freelance-economy-future-work_b_8420866.html)**

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[6] [Here's why the freelancer economy is on the rise](#)

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For further information and updates visit:

[www.WorkPress.tech](http://www.WorkPress.tech)

