
Taskfair White Paper



Decentralized Ecosystem for Home Service on Demand
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Version 1.3

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MISSION STATEMENT






Taskfair's mission is to change the way the Gig Economy marketplaces work and value ideas. The home services industry will be the first step of Taskfair's mission to transform the Gig Economy. Taskfair goal is to become the top solution that empowers users and service providers and promotes the effective matchmaking of transparency, efficiency, contracts security and high quality standards.

The mission encompasses:

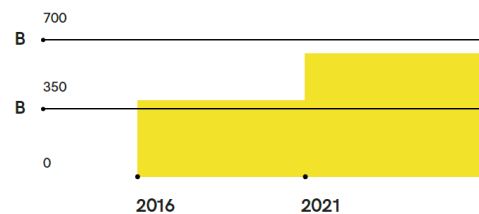
- Creation of a revolutionary project job hiring ecosystem that enables users to better find and safely work with contractors (by using blockchain technology).
- Utilization of native tokens for the creation, buying and selling of Gig Economy services, products and intellectual property.
- To become a cryptocurrency that embodies the standard valuation metric of all Gig Economy marketplaces. Taskfair will revolutionize the process for the service-on-demand market and empower an entire new wave of Gig Economy innovators.

2. MARKET OVERVIEW

The home services market is larger than ride sharing, rentals or food delivery markets, and it is projected to expand over the coming years. Among the leaders The United States has the largest home services market.

Vertical	 taskfair	 airbnb	UBER	 HomeAway	 Zillow	GRUBHUB	 OpenTable	ebay
	Home Service	Rentals	Ride Sharing	Vacation Rentals	Real Estate	Food Delivery	Restaurant Reservations	eCommerce
Total Addressable Market	\$400B	~\$185B	\$310B	\$100B	\$77B	\$54B	\$3T	\$1.7T

Global Online On-Demand Home Services Market 2017-2021 to grow at a CAGR of 49%¹. 2021 The US market should grow up to \$625B.



3. PROBLEM DEFINITION

Problem 1. It is difficult to ensure job success and user safety. Imagine that user engage a service provider to paint the walls, he executes the job poorly and then demands full payment. The user either has to enter into a difficult conversation, or he merely concedes and pay the requested fee.

Problem 2. Centralization and unnecessary intermediation (e.g., the classic home services platform) make the process longer and more complicated.

Problem 3. Commissions range from 5%-30% for intermediate parties, escalating user fees.

Problem 4. The process to locate an appropriate specialist or handyman can be time consuming and confusing due to an overwhelming variety of websites, apps, listings, terms and conditions.

Problem 5. Lack of industry leaders (biggest company is just less 10% of the market) and worldwide standards.

SOLUTION: TASKFAIR ECOSYSTEM

Taskfair is creating and evolving a blockchain-powered ecosystem for home service on demand platforms and gig economy marketplaces. The ecosystem will enable end users to hire and engage service providers in a seamless, safe, secure manner with minimal transaction costs.

Taskfair ecosystem will be decentralized and controlled by Taskfair Community with the help of Taskfair Token. Utilization of Taskfair technology and ecosystem would be open sourced and free for all home service on demand platforms and gig economy marketplaces.

Taskfair will fulfill its mission by launching and implementing a decentralized Platform that uses blockchain technology. The Platform is the part of the Taskfair ecosystem, where technology would be tested and launched for users and service providers all over the world.

The Taskfair platform is website and app that aggregates listings from trusted market sources, is extremely low cost (e.g., minimal transaction fees) and offers and safe user protection with an Ethereum-based escrow smart contract. Taskfair will structure an external token (the “Taskfair token”) and an internal token (the “Taskfair Dollar”) both of which are described below.

Second blockchain layer or Taskfair ecosystem is Home Improvement community with Steemit implementation.

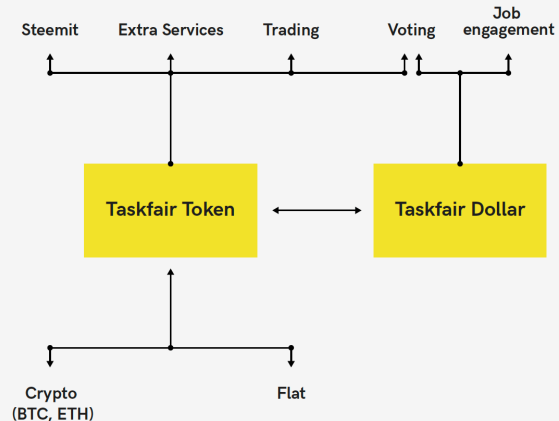


5. TASKFAIR BLOCKCHAIN NETWORK.

Ethereum-based Tokens

As mentioned above, there will be an external currency and an internal currency.

Emission of the external currency, the Taskfair Token, will occur during the Taskfair Token Generation Event. Taskfair tokens are available for purchase on the Taskfair platform. Taskfair tokens will also be available on certain exchanges in 2018.



The Taskfair Dollar is the internal currency.

The rationale for an internal currency is to protect the operation of smart contracts inside the Taskfair network against potential token volatility in the cryptocurrency marketplace. In this way, the internal and external currencies will be decoupled. The Taskfair Dollar value will be calibrated to the USD rate, and it will be updated on daily basis. Users can purchase Taskfair Dollars only inside the Taskfair platform. The only currency accepted for purchasing Taskfair Dollars is the Taskfair token.

Steemit and the Creation of a Home Improvement Community.

Taskfair seeks to do more than connect end users with a handyman or useful analytics. Taskfair's ambition is to create a genuine community. This community will provide buoyancy and valuable knowledge with respect to the home improvement journey.

Home improvement is emotional, if not sacred. Taskfair understands the delicate hand that needs to be applied to the sensitivities and preferences of a household. The world is full of discouraging experiences and personalities in the quest for home improvement. A Taskfair community will form, and the members of this community will propel one another with an exuberant dialogue and motivating posts. This exchange of ideas will encompass everything from design tips to "how to" knowledge.

Taskfair will integrate Steemit into Taskfair's platform in order to structure a reward based system in which end users receive cryptocurrency for upvotes. Taskfair's community members can upvote content that users deem to be valuable, such as a post, blog, video or other correspondence has been contributed by the end user.

6. BLOCKCHAIN IMPLEMENTATION AND ROADMAP

Status and Features.

Taskfair's roadmap is set forth further below, with specific dates.

- Version 0.9 of the Taskfair platform is already live. It is a alpha version of website incorporating fiat payments. Version 0.9 currently allows for customers to post requests, along with a proposed budget, and for service providers to respond to posts in order to negotiate terms and engage. Version 0.9 also provides special rewards for home improvements performed within one week. Payments are accepted in fiat currency. To view this WIP product, please visit <http://taskfair.com/>
- Version 1.0, the Taskfair token will be available for use on the Taskfair platform. Version 1.0 will incorporate smart contracts (in test mode) that allow for entry into the system through Taskfair Tokens. Escrow accounts will be structured for each purchase in order to minimize risk for customers. Transactions can occur in Taskfair Dollars, at the customer's option.¹ As of March 2018, the Taskfair use case and home services on demand experience will be available on the Taskfair platform using existing technology.
- Version 2.0 of Taskfair Platform will be mobile app and website with updated escrow features. As discussed in this White Paper's use case section, Version 2.0 will bear the features set forth below. (Please visit the use case section, below, for additional detail.)
 - A. Contract enforcement mechanisms.
 - B. Dispute resolution mechanisms.
 - C. User IDs to expedite repeat visits.
 - D. Reciprocal rating systems.
 - E. An aggregator platform capability with respect to service provider capabilities.
 - F. Ability to purchase home improvement products and accessories.

¹ Taskfair Dollars avert the risk of having one's credit card information being hacked or tampered with because the Taskfair platform allows for transactions to occur through Taskfair's cryptocurrency and blockchain technology. Such is not the case with existing home repair platforms.

G. Profile creation to display home improvement achievements (and receive upvotes and rewards).

- Version 3.0 of Taskfair Platform will bear the features set forth below. (Please visit the use case section, below, for additional detail.)

- A. Follow the home improvement projects of professional athletes and celebrities.
- B. Progress tracking and analytics showing exciting home improvement results, real time repair data, as well as an ability to earn upvotes and rewards based on superlative analytics and home improvement achievements.
- C. Community and voting features, including home improvement meetups, contests and associated rewards.
- D. The ability to post services as urgent or to place priority listings.
- E. The ability to sell and purchase Taskfair tokens to and from other token holders.
- F. Special features for service providers (demand analytics, purchase and sale of tools and products, advertising on the platform, setup of exclusive shops on the platform).
- G. Interoperability with home insurance providers.

Taskfair Roadmap

Phase	Description	Dates
1	Idea and research.	2015
2	Concept and web product alpha.	2016
3	Web product beta testing.	Jul 2017
4	Taskfair smart contract prototype. Taskfair token launch announcement. White paper release.	Dec 2017
5	Taskfair Token Presale.	15 Mar - 15 Apr 2018
6	Token Generating Event.	16 Apr - 16 May 2018

Engagement Use Cases.

The use cases set forth below will be driven by Taskfair's internal token, the Taskfair Dollar. (The Taskfair Dollar is available for purchase only on the Taskfair platform. The only acceptable form of payment is the Taskfair token, which is Taskfair's external token.)

1. Escrow Smart Contract Creation. On the Ethereum platform, a contract is created with the following functions:
 - a. Reception of ETH from the end user.
 - b. Taskfair tokens are issued and sent to the end user's ETH address.
 - c. Taskfair tokens are accepted for the address of the smart contract.
2. Job Creation. After logging in to the platform with mandatory verification, the end user receives an entry to her or his account where she or he can use tools to create a listing describing the job. Inside the account, the end user can also enter her or his ETH wallet information. Users will receive a new wallet if they do not already have one. Every new user will also receive a new member reward in the form of Taskfair tokens. Filling all fields automatically adds the end user to the future smart contract.
3. Service Provider Response. The listing appears on the main page and can be viewed by service providers. To respond to a listing, a service provider follows the identification procedure and then receives the address of the wallet (this address will be used for the withdrawal of funds upon conclusion of the work). The customer's funds will be transferred to this address if the customer indicates that she or he is satisfied with the quality of the work performed. When identifying on the site, the service provider has the option to indicate the credit card information to which the customer's payment should be charged. Of course, Taskfair has the capability to have this step executed with Taskfair's cryptocurrency, and any customer or service provider on the platform will indeed have the option to perform this step using Taskfair's cryptocurrency. Taskfair has chosen, however, to preserve the mechanism of a credit card transaction in this step in order not to lose potential market share. Many handymen do not know yet how to use cryptocurrency. The same is the case for many customers. In this way, Taskfair will contribute to the

cryptocurrency revolution and mass adoption by familiarizing visitors with the cryptocurrency paradigm. In later phases of its journey, Taskfair will eliminate the credit card mechanism altogether and the Taskfair platform will become entirely cryptocurrency based.

4. **Price and Delivery Proposal.** The service provider proposes a price for the requested scope of work, along with a proposed completion date.
5. **Engagement.** If the customer is satisfied with both the price and completion time proposed by the service provider, then the customer presses the button to accept this price in the confirmation contract, thereby launching all the conditions described by the customer and the service provider in the smart contract. Tokens will then be issued to the address of the contract.
6. **How Purchases are Made.** Purchases will occur through the internal Taskfair Dollar (described below), which activates self-enforcing smart contracts. As discussed, if an end user prefers to use PayPal or a credit card, then the Taskfair platform will accommodate this at standard market rates.

Taskfair Contract Enforcement Use Cases.

The use cases set forth below will be implemented in Version 2.0 and driven by Taskfair Dollars.

Key Parts of the Contract:

- a. Pricing.
- b. Completion time.
- c. Service provider wallet.
- d. Customer wallet.
- e. Escrow wallet.²

Logical Completion of the Contract.

- a. **Scenario 1: Service provider performs all expected work on time and the customer accepts the work:**

² The purse of the guarantee is limited to the time of the existence of the guarantee (in the event of the occurrence of the guarantee event, the funds in escrow are released at the customer's request to the arbitration, and subsequently to the purse of the customer or the contractor in accordance with the results of the arbitration).

1. If the customer elects to accept the work performed, then the customer signifies acceptance by entering a value of "+1" and the smart contract will transfer funds automatically from the escrow to the address of the service provider.
 2. The service provider also assigns a rating of the customer. A rating of "+1" signifies that the service provider has no complaints with respect to the customer. This constitutes a signal to transfer funds from the service provider's wallet to his card.
 3. If there is the warranty period under the contract terms, then the warranty amount is withheld in the escrow until the expiration of the warranty period. Upon expiration of the warranty period, the warranty amount is released by the smart contract automatically to the address of the service provider.
- b. Scenario 2: Customer is not satisfied with the quality of the work performed:
- i. If the customer elects not to accept the work performed, then the customer enters a value of "-1" in the contract (it is possible to enter this value at any stage of the work), which serves as a signal for the smart contract to escalate to the community voting procedure or, as an alternative scenario, to send a message to the arbitration committee (platform administrator).
 - ii. In such an instance, a voting form is created on the order page where the service provider submits proof of his work (photo or video from the location of production), and the customer describes the essence of the claim. The smart contract then establishes a time for conflict resolution.
 - iii. Voting participants from the Taskfair community contribute one token to either side of the conflict (a second smart contract governs the transfer of this token for voting).
 - iv. On the basis of the vote, the decision of the majority is declared to be correct, and one or the other side of the conflict receives a rating of +1, which is a signal for the smart contract to release automatically the funds in escrow to the winner.
 - v. In the case of equal votes, the decision shall be made by the site administrator.
 - vi. All minority tokens entered on the voting contract for the side of the minority vote are then distributed automatically in equal shares to the majority wallets.

- iii. Other Scenarios. Any other scenario in which a dispute arises between the customer and service provider (e.g., the service provider gives the customer a rating of “-1”) will also be resolved through the dispute resolution process described above.

Additional Use Cases.

The use cases set forth below will be driven by Taskfair Tokens.

Subsequent Visits to the Platform.

In Version 2.0, customers and service providers may make repeat visits to the Taskfair platform, and each user will be assigned an ID that she or he can show for these repeat visits. The system itself will insert wallets from previously issued ones. Ratings assigned by the participants are displayed in each profile, enabling anyone viewing a profile to assess such qualities as professionalism and honesty.

Aggregator Platform.

In Version 2.0, Taskfair will list not merely its own resources, but also extensive listings already on the market. This will effectively make Taskfair into a prominent aggregator in the Gig Economy.

Purchases of Products.

In Version 2.0, products, accessories and other goods relating to home improvement may be purchased on the Taskfair platform with Taskfair Dollars. Service providers can purchase anything from power tools to paint to cleaning supplies. Customers may do the same, either for their service provider to use or for do-it-yourself projects.

Study Professional Athletes and Celebrities.

In Version 3.0, end users can follow the specific, detailed home improvement projects of their favorite professional athletes and celebrities. Each athlete will choose a charity to whom a share of profits will be donated from the Taskfair ecosystem.

Progress Tracking and Analytics.

Version 3.0 will display the following analytics.

- a. The Taskfair Platform will provide progress tracking and analytics to end users at no charge.

- b. An end user will conclude her or his home improvement session, and the Taskfair Platform will automatically generate an after-session post on the Steemit platform displaying the results. Upvotes will ensue from the Steemit community, which will result in the issuance of rewards on Steemit in the form of Steem Dollars and Steem Power.
- c. Repair Data.
 - Real time repair data will be displayed by the Taskfair Platform with all relevant analytics.
 - Journal. End users will be able to journal each home improvement session, and the Taskfair Platform will display analytics associated with each journal entry, as well a graph of progress over time.
- d. Monthly Rewards. End users who achieve specific home improvement performance standards within a calendar month will receive additional rewards in the form of the Taskfair tokens from the Taskfair Monthly Bounty Rewards Program.

Profiles. Version 2.0 will have the following capabilities with respect to profiles

- a. End users will create profiles to display their home improvement achievements as they transform their homes and living spaces. End users will be rewarded with upvotes resulting in Steemit rewards. Users may publically upload photographs, create videos and compose blogs to earn additional rewards.
- b. Anonymous Transactions. Any transactions that the end user undertakes can still remain anonymous if the end user so chooses, because payment transactions are permitted to occur by way of the Taskfair cryptocurrency.

Community Interactions and Voting.

Version 3.0 will have the following community and voting features.

- 1. Meetups.
 - Any holder of a Taskfair will have the power to organize a meetup, such as a group fixit or live stream seminar.
 - Attendees will be rewarded with Taskfair tokens in proportion to the number of community members who participate in the meetup.

- Rewards will be issued in the form of Steem Dollars, Steem Power and Taskfair tokens. Steem Dollars and Steem Power will be issued directly to the user's Steem wallet.

2. Achiever of the Month.

- i. On a monthly basis, the most upvoted post from the Taskfair network on the Steemit blockchain will be recognized as Achiever of the Month.
- ii. Winners will receive Taskfair tokens from the Taskfair Monthly Bounty Rewards Program for each category set forth below.
 - Outstanding 90 Day Home Transformation.
 - Outstanding Garden.
 - Outstanding Kitchen.
 - Outstanding Bathroom.
 - Outstanding Living Room.
 - Outstanding Bedroom.
 - Outstanding Design Tip.
 - Outstanding Blog Entry.
 - Outstanding Motivational Video.

3. Other Contests.

- Any end user is permitted to create a physical or live stream contest of her or his own choosing, provided that its tastefulness comports with community standards. For example, a contest creator can create a contest for best gardening improvement, and rewards will be dispensed accordingly.
- Creators of these contests are free to resourcefully incorporate sponsors and advertisers into their event in order to generate revenue.
- Rewards will be issued on Steemit in the form of Steem Dollars and Steem Power. Rewards will also be issued in the form of Taskfair tokens from the Taskfair Bounty Rewards Program.

Additional Services.

- a. Services for users.
 - Users will have the ability to request special terms services listings (e.g., "very urgent").
 - Users will have the ability to place priority listings for an additional fee.
 - Users will have the capability to sell and purchase tokens from and to other Taskfair platform participants.

- b. Services for service providers.
- Service providers can have the Taskfair platform perform analytics regarding demand for and consumption of the service provider's services relative to the Taskfair marketplace.
 - Service providers can purchase and sell products on the Taskfair platform (e.g., tools, accessories, furnishings, paint).
 - Service providers can purchase advertising on the Taskfair platform.
 - Service providers can create and promote their own shops and trading platforms on the Taskfair system.
 - Service providers will have the capability to sell and purchase tokens from and to other Taskfair platform participants.

Interoperability with Home Insurance Providers.

In Version 3.0, insurance providers can view the Taskfair blockchain to track in real time the fulfillment of any claims.

Taskfair's net impact to an insurance provider will yield a measurable reduction in the volume of claims for reimbursement of home repair expenses.

Rewards System and Upvoting

The centerpiece of the Taskfair ecosystem is its rewards system.

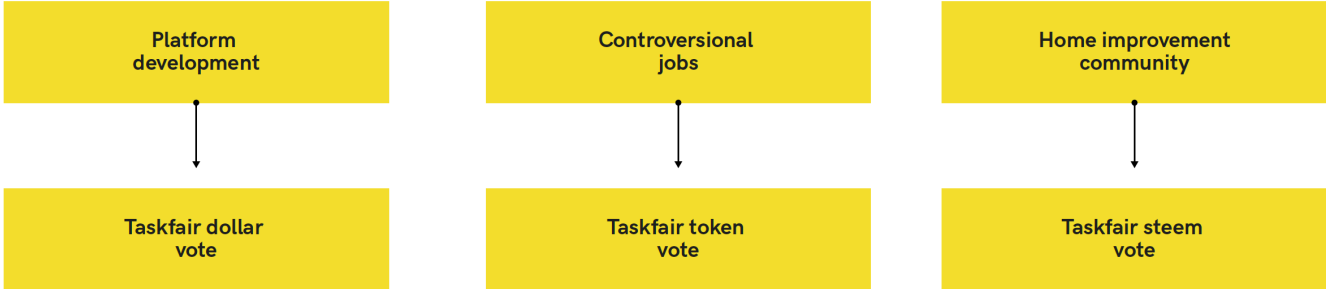
End users will be rewarded for achieving their home improvement goals. End users will also be rewarded for uploading a valuable blog, post or video to the Taskfair network. Content that enriches the Taskfair community's knowledge of home improvement will be the engine of the platform. End users will be rewarded for organizing meetups and participating in contests.

The reward mechanism will be upvotes by community members through the Steemit protocol. Rewards will be given on Steemit in the form of Steem Dollars and Steem Power. Additional rewards will be given in the form of Taskfair tokens from the Taskfair Monthly Bounty Rewards Program.

End users can then convert their STEEM or Steem Dollars into BTC, ETH and any other cryptocurrency or fiat currency.

Every 100 STEEM will be equivalent to \$.01 of upvoting.

Additionally, new users will be rewarded with Taskfair tokens for joining the Taskfair network. New service providers who come with referrals will be rewarded, as well.



TASKFAIR TOKEN

The Taskfair Token will be implemented on the Ethereum blockchain as a decentralized ERC20 token in Taskfair Platform Version 1.

Developed using blockchain technology to ensure smooth secure transactions between parties, the Taskfair Token will enable users to participate directly within the network, as well as spend or trade their coins with other users.

Ultimately, in subsequent versions every registered user on the Taskfair platform will be issued a wallet. This will be the user's online account which holds the user's private keys ("Taskfair Wallet"). These wallets are encrypted, client-side and exportable at any time. In this way, the registered end user will maintain total control of any Taskfair tokens purchased. Users will purchase Taskfair tokens with ERC20 tokens through EtherDelta portal and other exchanges, which is described further below.

In 2019, Taskfair will examine the possibility of converting Taskfair ERC20 tokens to Steemit Smart Media Tokens (SMTs). This would be subject to approval by holders of the Taskfair token by vote.

Possession of a Taskfair token enables end users to make purchases described in the use case discussion, above.

Possession of a Taskfair token also entitles the holder to certain voting rights, including voting in dispute resolution cases, as well as contests (described earlier in this White Paper). Any community member who wishes to vote will donate one token in order to have the right to cast one upvote, as well as to leave constructive comments. A community member may vote only one time per contest in order to preserve fairness to members who possess less tokens.

Technical issues that will be subject to community voting include:

1. Whether Taskfair will remain on the Ethereum platform.
2. Selection of the development team.
3. Which consensus algorithm to adopt.
4. How to overcome scaling challenges.
5. Soft forks.
6. Hard forks.

Economic Model.

The Taskfair tokens will have a fixed supply of 300 million. The entire supply of Taskfair tokens will be issued during the TGE. New Taskfair tokens cannot be created, and existing Taskfair tokens cannot be destroyed. Therefore, as demand rises, there is no increase in supply.

The specific flow of Taskfair tokens would be slightly different for users who already possess Taskfair tokens as distinguished from users who do not possess Taskfair tokens at the time of token purchase. Users who do not possess Taskfair tokens must purchase them in third party marketplaces in order to transact.

Network Growth.

Initially, 30% of the total supply of Taskfair tokens will be reserved for network growth. The network growth pool of Taskfair tokens will be used to incentivize the engagement of users in the platform.

Propy users will receive rewards in TFTs when undertaking certain actions on the platform. For example, when a service provider or regular user joins the platform, she or he would receive a reward in Taskfair tokens for doing so. This reward system is calculated to encourage the adoption of the Taskfair platform worldwide. As more users join the platform, there could be an associated increase in the number of transactions performed on the platform.

Legal Classification.

The Taskfair token will be classified as a digital asset rather than a security or currency.

Upon and after the TGE, the Taskfair token will be a token that has the singular utility of allowing a holder to access and participate in the Taskfair community. Any appreciation in value of the Taskfair token is incidental.

The token's utility to enable participation in the Taskfair platform and community obviates the possibility of the token being classified as a security by any agency seeking to exercise competent jurisdiction.

Security.

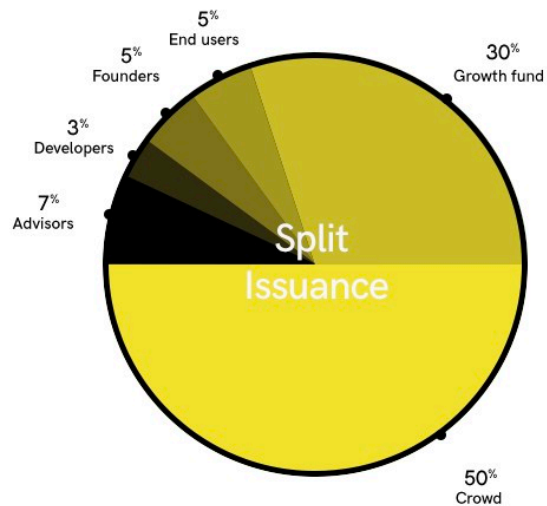
The Taskfair team takes security seriously and will take security precautions designed to safeguard the funds. The crowdsale will have been launched only after the Taskfair team has been assured that all security measures have been completed. This includes:

- 1) A thorough security audit by Open Zeppelin for all smart contracts used for the crowdsale.
- 2) All Taskfair tokens stored by Taskfair will be stored offline in hardware wallets.
- 3) A majority of the reserve funds will also be stored offline within hardware wallets.
- 4) The keys for hardware wallets will be geographically distributed.
- 5) In the future, Taskfair plans to launch a bug bounty program for all smart contracts that Taskfair develops.

The smart contracts for the Taskfair token sale are currently under review by Open Zeppelin. Once completed, the review will be publicly available on Taskfair's blog. Taskfair will address any and all severe or critical vulnerabilities suggested by Open Zeppelin in the final implementation of the smart contracts. The final implementation and code for the smart contracts will be released publicly prior to the token launch.

TOKEN GENERATING EVENT.

Total Supply of 300 million Taskfair tokens will be created at the genesis, and the supply will be finite. The Taskfair token will be an ERC20 token.



Split Issuance

Split Issuance

Percentage of Token Supply	Number of Tokens	Receiving Party	Purpose
50%	150 million	Crowd	System development and IT. Management team. Marketing and business development. Operations, legal, customer support.
30%	90 million	Growth fund	Expansion.
5%	15 million	End users	Bounty Rewards: Community participation. Contribution of ideas. Knowledge sharing. Innovation. Promotion bounties. Bug bounties.
5%	15 million	Founders	Compensation for creating Taskfair.
3%	9 million	Developers	Incentive for development.
7%	21 million	Advisors	Compliance. Best practices.

Pre-sales.

Pre-sales will commence on March 15th and conclude on April 15th, 2018.

Funds raised during pre-sales will be used to expand the Token Generation Event marketing campaign.

Taskfair seeks to raise \$5,00,000 during this pre-sales period.

Pre-sales will be capped at 50,000,000 Taskfair tokens.

During this pre-sales period, Taskfair tokens (TFTs) will be sold with the attractive bonuses from 5 to 30% from the original price (\$0.10).

BONUS	30%	20%	10%	5%
PURCHASE IN ETH (or equivalent)	100 or more	50-99	20-49	5-19

Token Generating Event and Token Sales.

The Token Generating Event will occur from April 16th, 2018, to May 16th, 2018.

Taskfair seeks to raise \$10 000 000 during this TGE period.

During the TGE, Taskfair tokens (TFTs) will be sold with original price (\$0.10).

Allocation of Funds Raised.

Profits from funds raised from the 150 million Taskfair tokens sold will be allocated as follows:

30% will be allocated to development of systems, infrastructure and other IT related issues connected with evolving the Taskfair technical platform. As discussed, if Taskfair raises sufficient funding, Taskfair will incorporate HlaaS into Version 3.0.

50% will be dedicated to marketing, business development and product growth. Please find details and estimates below.

10% will be reserved for the management team being able to give the project focus.

5% will be dedicated to operations, legal and customer support to ensure that Taskfair remains compliant and running.

5% will be dedicated to a working capital for cryptocash exchanges and as a fractional reserve to contain against price volatility.

How to Purchase Taskfair Tokens

Purchase Taskfair Tokens Directly.

To purchase Taskfair tokens directly, purchasers will send ETH (more than a minimum of 0.1 ETH) to a corresponding crowdsale contract.

Wallets with ERC20 support:

1. MyEtherWallet - <https://www.myetherwallet.com/>
2. Parity
3. Mist/Ethereum wallet

EXODUS does not support ERC20, but Taskfair has created a way to export keys into MyEtherWallet. Please visit: <http://support.exodus.io/article/128-how-do-i-receive-unsupported-erc20-tokens>

Purchasers may not use any other wallets, coin markets or stocks. Taskfair emphasizes that purchasers can lose money by doing so.

Purchase Tokens through EtherDelta.

During the TGE only, token purchasers will be able to purchase Taskfair tokens through EtherDelta or else directly through Taskfair. The EtherDelta steps are set forth below.

Step 1: Token buyers will need to get a MyEthereum wallet.

Step 2: Token buyers will visit the Taskfair portal³ and copy an EtherDelta address.

Step 3: Token buyers will visit the EtherDelta portal⁴ using either MYST or MetaMask.

³ <https://tokens.taskfair.com>

⁴ <https://etherdelta.com/>

Step 4: Once on the EtherDelta portal, the token buyer will paste the address into the field that reads “other” and add Taskfair’s contract address (for example, 0xbLaH2....).

Step 5: The token buyer will enter the necessary information to place a limit or market order, depending on the token buyer’s preference of acquiring the token.

Step 6: The token buyer will initiate the transaction by pressing the “Buy” button after confirming the order information is accurate.

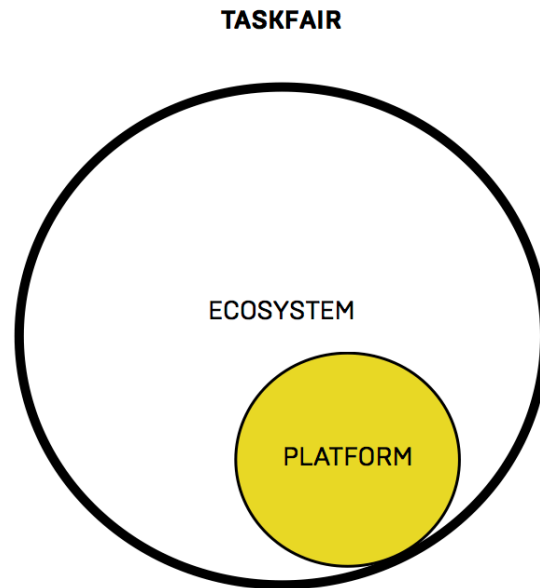
Purchase of Taskfair Tokens through Smart Contract – KYC / AML.

Taskfair will comply fully with all KYC and AML regulations effective in a particular jurisdiction, including setting forth in writing: all policies, procedures and internal controls reasonably designed to achieve compliance; policies and procedures that can be reasonably expected to detect and cause the reporting of transactions subject to KYC and AML legislation, regulations, administrative law and common law; the designation of a compliance officer with respect to KYC and AML; and the standards against which to perform an independent test on an annual basis to certify ongoing compliance.

BUSINESS MODEL

Taskfair will develop its Taskfair Platform as the part of the Ecosystem expansion. The products will have two different types of business models focused on different target audience.

The Taskfair Platform is the signature B2C product utilizing Taskfair technologies. The Platform is unique solution and help for all users and service providers who looking for secure and safe method of direct contraction. The Platform will be completely free for the period of active growth and market campaign.



An aggressive marketing campaign will be the key factor of the Platform success. Marketing will constitute the largest component of Taskfair's budget in 2018 and 2019.

The Taskfair Ecosystem is the B2B product developed for the technology scaling and the Taskfair Token spreading. Success of Taskfair Token will be based on partnerships with gig economy marketplaces all over the world.

The ecosystem will provide an easy access to blockchain for local industry leaders. Unique payment and escrow solutions would be free for all partners.

The Platform Marketing Strategy.

An aggressive marketing campaign will be the key factor of success. Marketing will constitute the largest component of Taskfair's budget in 2018 and 2019.

Taskfair will launch targeted marketing campaigns for each new city of the platform.

The model is simple. As soon as Taskfair has the capability to spend additional funds on marketing, Taskfair will expand into additional cities and countries – first with Version 1.0 of the Taskfair platform, and subsequently with Version 2.0.

Taskfair marketing capping will promote platform advantages and innovation using all effective tools of Internet marketing, as well as classic media.

TARGET AUDIENCE

Contractors or home owners
Median income of over \$75,000
Home value of over \$300,000
70% of it college educated
Ages 30 and 69
Major Cities and their metro areas
Blockchain Enthusiasts within
above
Main services: Home, Moving,
Cleaning, Assistance

MARKETING CHANNELS

Article submissions and press
releases
Targeted advertising
Promo campaigns and Groupon
Community engagement
SEO and SMM
Print media
Bloggers and YouTube
TV
Radio
Yelp, Groupon, etc.
Outside ads
Direct
Billboards
Mailers

The Platform Business strategy.

Business Development Options Based on Available Funds

1M\$	3M\$	5M\$	10M\$
1 area expansion	5 areas expansion	7 areas expansion	10+ areas expansion
Version 1.0.	Version 2.0.	Version 2.0 +	Version 3.0 Platform

Taskfair understands an innovative product on its own is not enough. Effective marketing and sales will be critically important keys to success. Whenever any mention is made of industry leaders for their success, such as Uber and Amazon, an inevitable observation is made that such success was dependent on efficacious and powerful marketing.

Key Plans and Projections Based On Market and Competitor Analysis

260%*	780%*
First Year Revenue Growth	Second Year Revenue Growth

Taskfair will divide its business development strategy into two major steps. The first step will be development and user pool growth, so that the Taskfair service will be absolutely free of charge. The second step will be a break-even point and investment monetization.

Step 1. User Pool and Revenue Growth.

The Taskfair platform will provide commission-free access for all services. The principal goal during this period is to maximize the amount of daily users, transactions and top positions in the market.

Maximization of active users will provide Taskfair with maximum revenue and platform valuation growth. Token cost sustainable growth is expected in a parallel way as the result of increasing platform popularity.

Step 2. Monetization

Taskfair's monetization policy planned to be activated after the first year of Taskfair Platform Growth. The Taskfair platform will have a multi-level model:

1. A nominal commission fee (approximately 5%) will be charged to each transaction performed on the Taskfair platform.
2. Subscriptions and additional services for service providers will together constitute 10% monthly.

Taskfair has calculated that its average acquisition cost per paying user will be approximately \$75 during the first year. The breakeven point is projected to occur in Month 9. After the first 24 months, a given metropolitan area is expected to be self-sustainable, with an ROI at 40%. After three years, the ROI of a given area is expected to be 100%.

The average monthly retention rate is expected to be 62%. This rate is expected to improve as the project advances. The average transaction is expected to be approximately \$45. Taskfair's average margin per transaction is expected to be 15% during the monetization period.

Statistically, 2,000 service providers are expected to perform 9,000 tasks per month (or 4.5 tasks per service provider).

Taskfair estimates the following achievable statistics by month:

- Median currently achievable amount of customers per city per month of 65,000.
- Median currently achievable amount of service providers per month per city of 1,300.

The implementation cost for one metropolitan area over 12 months is estimated to be \$600,000, which is expected to generate approximately \$2.9M over the first year.

In the second year, it is expected that Taskfair's client acquisition cost will be \$45 and marketing expenses will be \$600,000. Taskfair projects that these inputs will double the first year's results.

After careful calculations and extensive modeling, Taskfair projects that \$10M will ensure a successful project launch in nine key metropolitan areas. After 12 months gross token transactions, volume is expected to be \$26M (representing a growth rate of 260%). Self-sustainable growth with the remaining funds will allow continued expansion in 24 markets in North America, Europe, Asia and South America with \$78M expected in gross token transactions (or 780% growth after the second year).

Phase 3 commences in Year 3. This will be a worldwide expansion phase, which will eventually set the Taskfair token as the standard for Gig Economy transactions and/or smart contracts across the globe!

Taskfair plans to expand to ten cities in Year 1. The estimated cost to expand into any one city (as well as potential profit) is set forth in the following pages.

Year 1							
Month	Marketing	Cost per head	Pros	Transactions	Gross	Net	Profit
1	\$10,000	\$75	133.3333333	600	27000	4050	-\$5,950
2	\$10,000	\$75	216	972	43740	6561	-\$3,439
3	\$30,000	\$75	533.92	2402.64	108118.8	16217.82	-\$13,782
4	\$50,000	\$75	997.6970667	4489.6368	202033.656	30305.0484	-\$19,695
5	\$50,000	\$75	1285.238848	5783.574816	260260.8667	39039.13001	-\$10,961
6	\$50,000	\$75	1463.514752	6585.816386	296361.7374	44454.2606	-\$5,546
7	\$50,000	\$75	1574.045813	7083.206159	318744.2772	47811.64158	-\$2,188
8	\$50,000	\$75	1642.575071	7391.587819	332621.4518	49893.21778	-\$107
9	\$50,000	\$75	1685.063211	7582.784448	341225.3001	51183.79502	\$1,184
10	\$50,000	\$75	1711.405857	7701.326358	346559.6861	51983.95291	\$1,984
11	\$50,000	\$75	1727.738298	7774.822342	349867.0054	52480.05081	\$2,480
12	\$50,000	\$75	1737.864412	7820.389852	351917.5433	52787.6315	\$2,788

Year 1

Month	Marketing	Cost per head	Pros	Transactions	Gross	Net	Profit
TOTAL:	\$500,000	\$75	2607	66187.78498	2978450.324	446767.5486	-\$53,232

Year 2

1	\$50,000	\$55	1986.566844	8939.550799	402279.786	60341.96789	\$10,342
2	\$50,000	\$55	2140.762353	9633.430586	433504.3764	65025.65646	\$15,026
3	\$50,000	\$55	2236.363568	10063.63605	452863.6224	67929.54337	\$17,930
4	\$50,000	\$55	2295.636321	10330.36344	464866.355	69729.95325	\$19,730
5	\$50,000	\$55	2332.385428	10495.73443	472308.0492	70846.20738	\$20,846
6	\$50,000	\$55	2355.169875	10598.26444	476921.8996	71538.28494	\$21,538
7	\$50,000	\$55	2369.296231	10661.83304	479782.4868	71967.37303	\$21,967
8	\$50,000	\$55	2378.054572	10701.24558	481556.0509	72233.40764	\$22,233
9	\$50,000	\$55	2383.484744	10725.68135	482655.6607	72398.3491	\$22,398
10	\$50,000	\$55	2386.85145	10740.83153	483337.4187	72500.61281	\$22,501
11	\$50,000	\$55	2388.938808	10750.22464	483760.1087	72564.0163	\$22,564
12	\$50,000	\$55	2390.23297	10756.04837	484022.1765	72603.32647	\$22,603
TOTAL:	\$600,000	\$55	3289	124396.8442	5597857.991	839678.6986	\$239,679

Year 3

1	\$50,000	\$40	3289.18	14801.31	666058.95	99908.8425	\$49,909
2	\$50,000	\$40	3289.2916	14801.8122	666081.549	99912.23235	\$49,912
3	\$50,000	\$40	3289.360792	14802.12356	666095.5604	99914.33406	\$49,914
4	\$50,000	\$40	3289.403691	14802.31661	666104.2474	99915.63712	\$49,916
5	\$50,000	\$40	3289.430288	14802.4363	666109.6334	99916.44501	\$49,916
6	\$50,000	\$40	3289.446779	14802.5105	666112.9727	99916.94591	\$49,917

Year 1

Month	Marketing	Cost per head	Pros	Transactions	Gross	Net	Profit
7	\$50,000	\$40	3289.457003	14802.55651	666115.0431	99917.25646	\$49,917
8	\$50,000	\$40	3289.463342	14802.58504	666116.3267	99917.44901	\$49,917
9	\$50,000	\$40	3289.467272	14802.60272	666117.1226	99917.56838	\$49,918
10	\$50,000	\$40	3289.469709	14802.61369	666117.616	99917.6424	\$49,918
11	\$50,000	\$40	3289.471219	14802.62049	666117.9219	99917.68829	\$49,918
12	\$50,000	\$40	3289.472156	14802.6247	666118.1116	99917.71674	\$49,918
TOTAL:	\$600,000	\$40	4385	177628.1123	7993265.055	1198989.758	\$598,990

**Two-Year Profit Analysis for Nine Metropolitan Areas
(based on the one area estimation)**

Month	Cities	One Area Profit	Operational Expenses	Balance Phase 1	Gross Phase 1
1	9	-\$53,550	140000	\$9,806,450	243000
2	9	-\$30,951	140000	\$9,635,499	636660
3	9	-\$124,040	140000	\$9,371,459	1609729.2
4	9	-\$177,255	140000	\$9,054,205	3428032.104
5	9	-\$98,648	140000	\$8,815,557	5770379.904
6	9	-\$49,912	140000	\$8,625,645	8437635.541
7	9	-\$19,695	140000	\$8,465,950	11306334.04
8	9	-\$961	140000	\$8,324,989	14299927.1
9	9	\$10,654	140000	\$8,195,643	17370954.8
10	9	\$17,856	140000	\$8,073,499	20489991.98
11	9	\$22,320	140000	\$7,955,819	23638795.03
12	9	\$25,089	140000	\$7,840,908	26806052.92

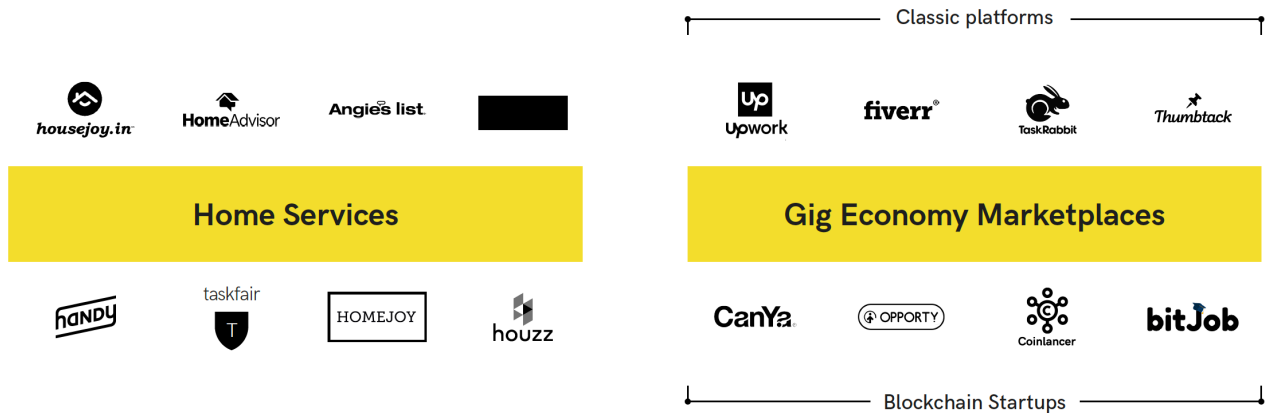
Month	Cities	One Area Profit	Operational Expenses	Balance Phase 1	Gross Phase 1

Year 2

1	9	\$93,078	140000	\$7,793,986	26806052.92
2	9	\$135,231	140000	\$7,789,217	30426570.99
3	9	\$161,366	140000	\$7,810,582	34328110.38
4	9	\$177,570	140000	\$7,848,152	38403882.98
5	9	\$187,616	140000	\$7,895,768	42587680.17
6	9	\$193,845	140000	\$7,949,612	46838452.62
7	9	\$197,706	140000	\$8,007,319	51130749.71
8	9	\$200,101	140000	\$8,067,419	55448792.1
9	9	\$201,585	140000	\$8,129,005	59782796.55
10	9	\$202,506	140000	\$8,191,510	64126697.5
11	9	\$203,076	140000	\$8,254,586	68476734.27
12	9	\$203,430	140000	\$8,318,016	72830575.25

MARKET OPPORTUNITIES & COMPETITORS.

Taskfair Competitors.



Taskfair is the blockchain pioneer of the \$400B home services industry. Taskfair represents a significant improvement over that which its competitors have developed.

There are currently five leaders and key competitors in the home services focused sector: Home Advisor, Angie's List, Houzz and Handy. Each of these companies raised their funding through venture capital funds.

Company	Valuation \$	Funds Raised \$	Annual Revenue	Number of Users	Available SPs
Home Advisor	4.2 B	1B	400M	9M+	160000
Angie's List		182M	344M	5M+	40000
Houzz	5B	613 M	1B	40M	1,5M
Handy	500M	110M	52M	200000	5000

Gig Economy Blockchain Startups Competitors.

Canya.

Canya as well as following companies or startups are trying to get straight ahead to the Gig Economy. These companies does not focus on home services market where the Taskfair have no competitors yet.

While Canya has adopted decentralization, Canya does not support the numerous Taskfair use cases set forth earlier in this White Paper.

Opportunity.

While Opportunity is a strong and ambitious startup with an expansive focus, Opportunity has not yet shared any blockchain contract prototypes. Opportunity has also not yet shared any business plan details, nor a detailed roadmap timeline.

Coinlancer and BitJob.

Both are well prepared ICO but also haven't yet demonstrated marketing strategy details or analytics.

Taskfair Differentiators.

1. Taskfair Ecosystem will be open sourced and available for any service on demand platform or marketplace.
2. By utilizing the blockchain back end platform, the Platform drastically reduces transaction costs and times for the end user; averts invasion of privacy and data scraping; and fortifies resistance to tampering and security breaches. Unlike traditional apps on centralized servers, Taskfair disintermediates the numerous middlemen required to execute a transaction.
3. Taskfair will be creating the first home improvement ecosystem where community members are rewarded meaningfully for collaborating in the domain of home improvement.

TEAM.

Pavel Popov - Co-founder and CEO, Technology leader and augmented reality expert.

Vadim Volgin - Co-founder and CMO, Entrepreneur, investment manager.

Bryan Cohen - COO, With vast experience in sales, strategic development, commercial transactions, business development and reorganization.

Mark Schwartz - CSO, a technology attorney & blockchain evangelist and began his journey with the firm Pillsbury Winthrop Shaw Pittman

Roman Erohnovich - Design Director, worked for BMW and other famous brands, 70K+ followers on Behance

Alex Strah - Smart Contract Developer, 10+ years in software development and testing.

Anna Justice - Business Development Director, wide sales and business development experience, MBA in marketing

Advisors

Michael Terpin - Strategy Advisor. Michael and his team having represented more than 150 projects and more than 60 token crowdsales (ICOs), including Augur, Bancor, Dash, Ethereum, Factom, ShapeShift, and WAX Token.

Lionel Iruk, Esq. - Legal Advisor, Lionel and his team Have been lead counsel on THE NAGA ICO, OPEN TRADING NETWORK, SPECTRE.AI and others.

Shashwat Gupta - Growth Advisor, Entrepreneur, Head of Business at Altcoin Buzz, Advisor for Safex and Safe Haven

Thomas Labenbacher - Top Fintech Influencer, Founder, Investor, Speaker Partner at VC.Sreda

Peter Dray - CEO at Driva Blockchain consultancy firm, previously Sales Director at Oracle

FINAL PROVISIONS

Taskfair will cooperate with all law enforcement inquiries, subpoenas, or requests provided they are in congruence with law. Taskfair reserves the right to change, modify, add, or remove portions of these terms at any time during the sale and afterward by posting the amended terms on the Taskfair website (Taskfair. co, referred to as „the website“), as well as making a public announcement. The revised version will be effective at the time Taskfair posts it on the website unless indicated otherwise. Nonetheless, Taskfair will provide 7 working days notice of any substantial changes. If any term, clause or provision of these Terms is held unlawful, void or unenforceable, then that term, clause or provision will be severable from these Terms and will not affect the validity or enforceability of any remaining part of that term, clause or provision, or any other term, clause or provision of these Terms. The company may, at its sole discretion, assign its rights and/or delegate its duties under this contract. You may not assign your rights or delegate your duties, and any assignment or delegation without the written consent of the company, which the company may withhold at its sole discretion. By acquiring Taskfair tokens, you confirm that, to the extent permitted by law, you are authorized to acquire the tokens and accept to be bound by these terms in your relevant jurisdiction.



If you have any questions about Taskfair, Our team, Our Technology, or anything in between, feel free to reach out.

Website : <https://tokens.taskfair.com/>

Email : contact@taskfair.com

Telegram : <https://t.me/taskfair>

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