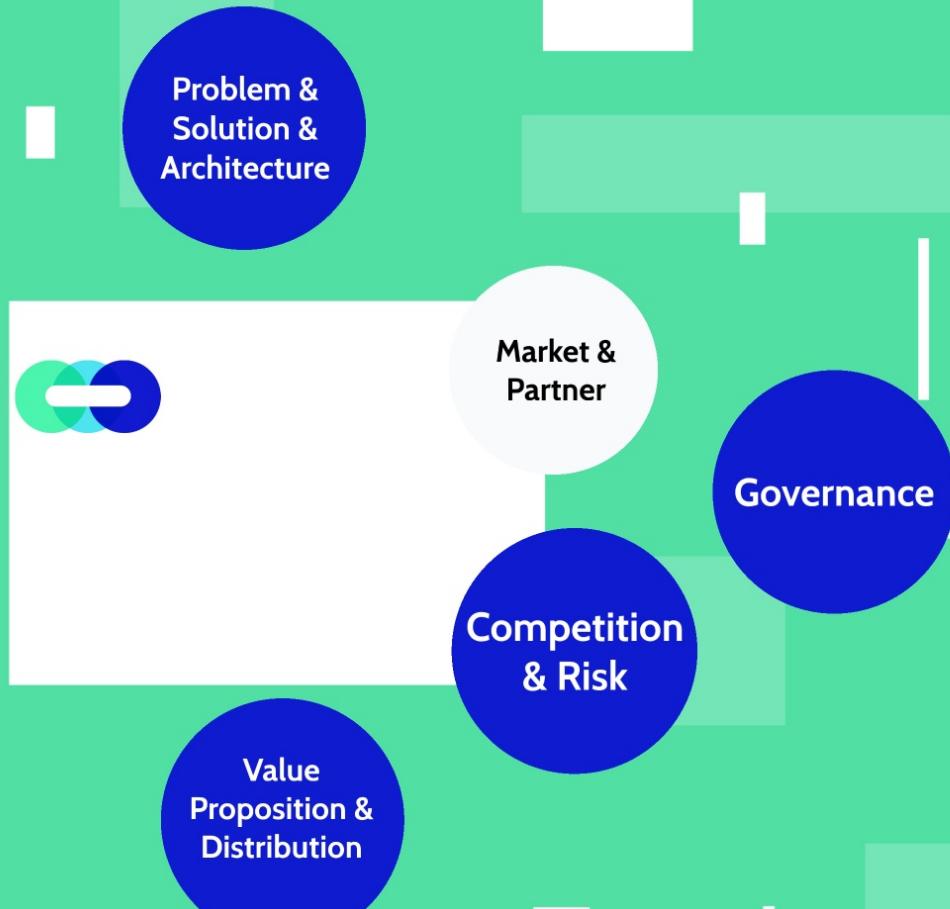


# Pitch Deck

CVerify

1.



4/2022

**Process  
Flow**

**Problem  
1**

**Problem  
2**

**The  
Solution**

## Opportunity

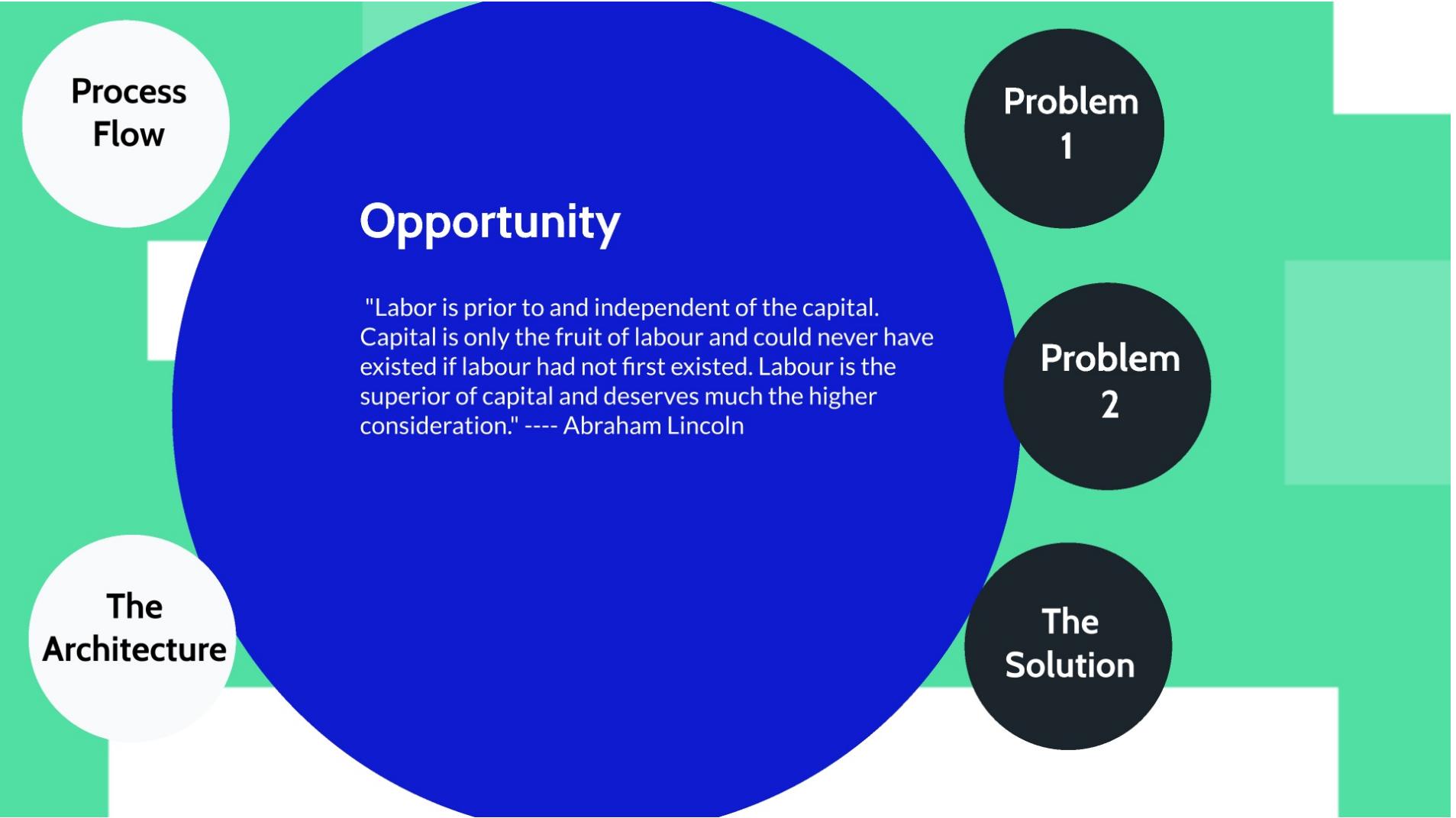
"Labor is prior to and independent of the capital. Capital is only the fruit of labour and could never have existed if labour had not first existed. Labour is the superior of capital and deserves much the higher consideration." ---- Abraham Lincoln

**The  
Architecture**

# The Problem

Background investigation:

1. Self-investigation
2. Headhunter
3. Professional third-party



**Process  
Flow**

## Opportunity

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**Problem  
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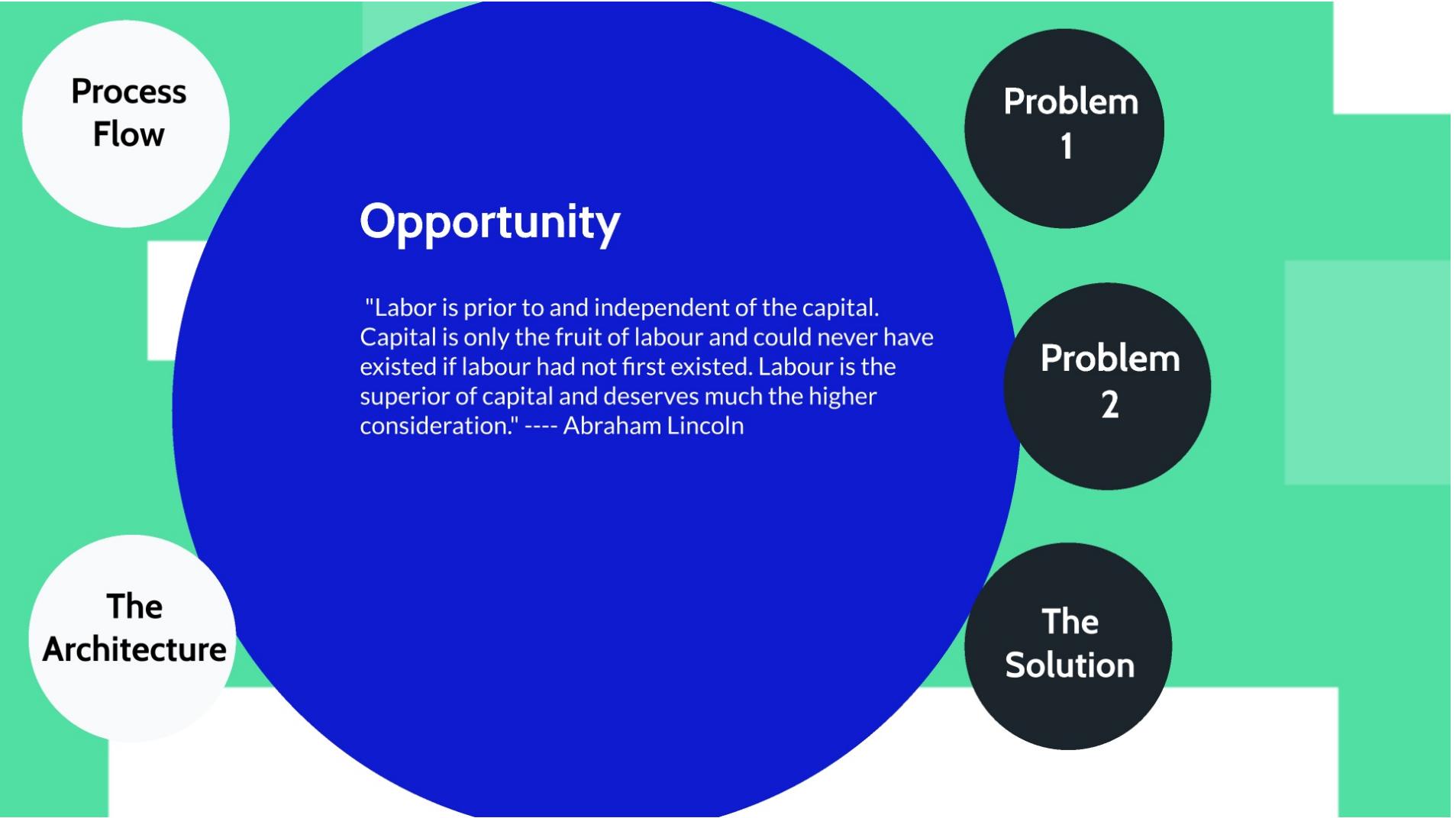
**Problem  
2**

**The  
Solution**

# The Problem

1. Inaccessibility for small and medium-sized enterprises (SME)
2. Inconvenience of applicants
3. Lack of data accuracy
4. Inconsistency of regional degree system





**Process  
Flow**

# Opportunity

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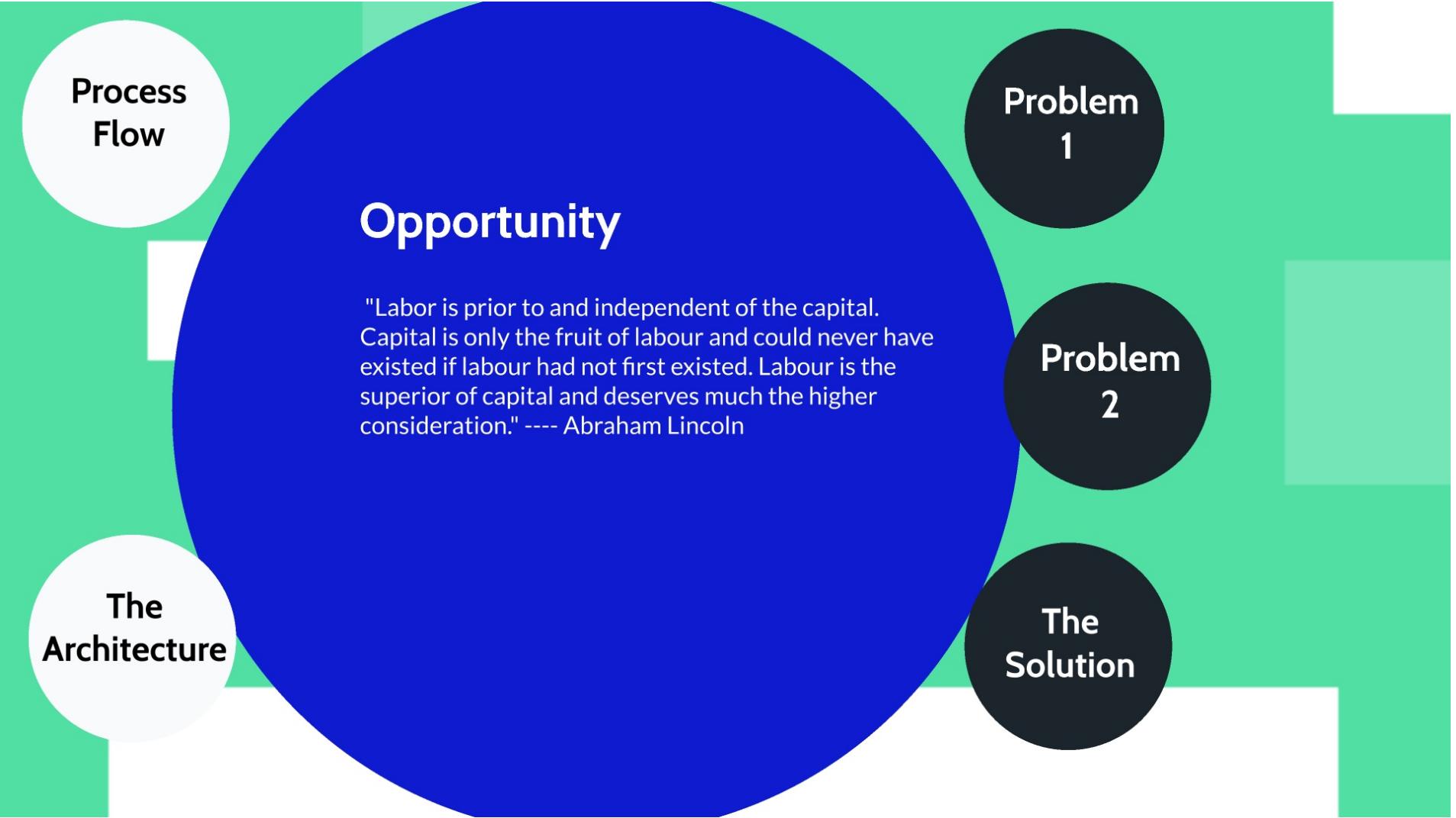
**The  
Architecture**

## The Solution

### Hyperledger Fabric

- Permissioned network
- Confidential
- Pluggable architecture
- Easy to use
- Open source and transparent





**Process  
Flow**

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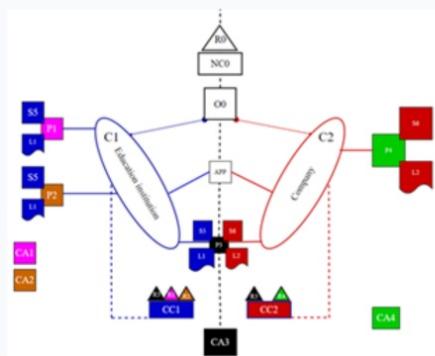
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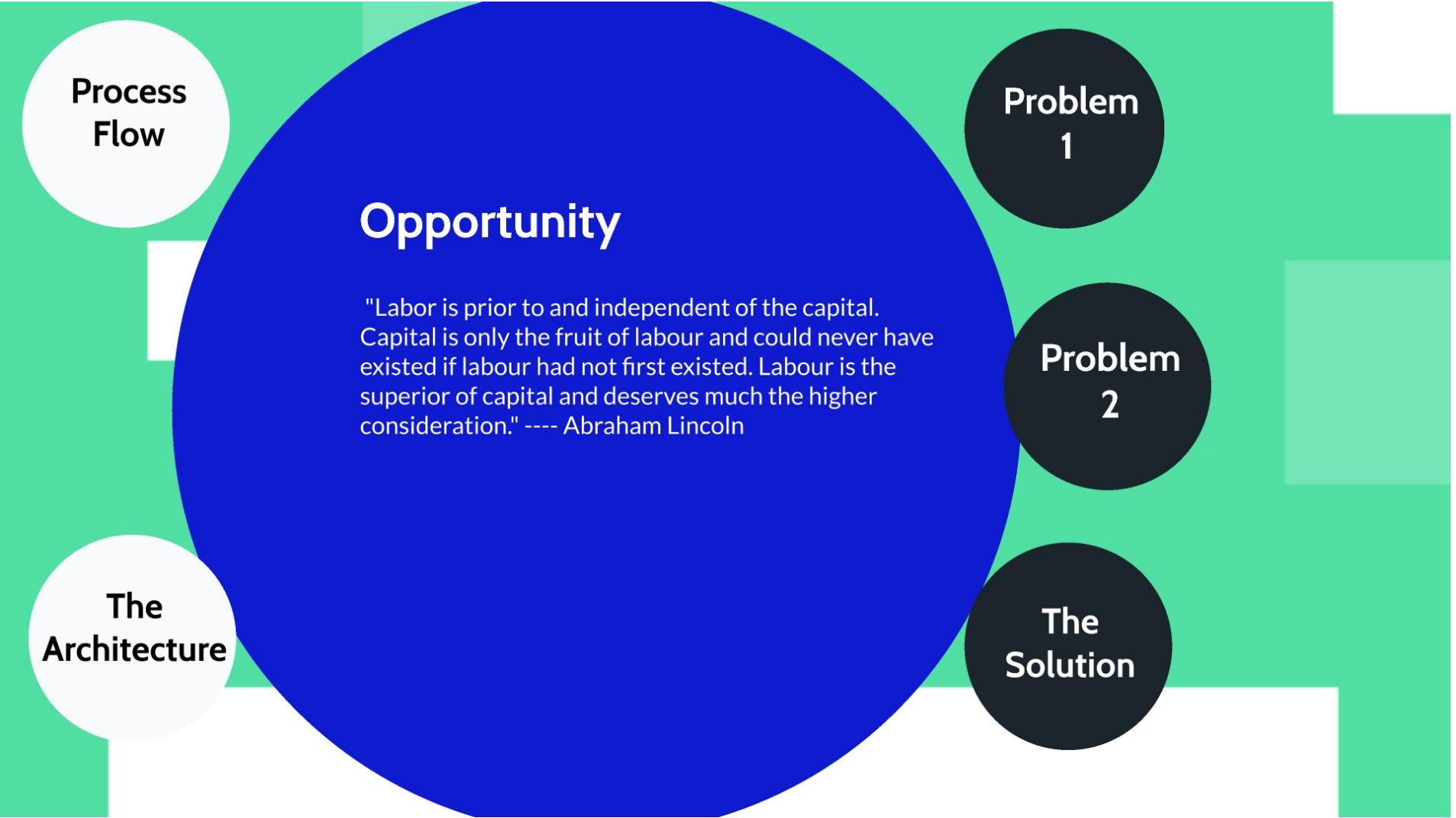
**Problem  
2**

**The  
Solution**

# Network Architecture

- Ledger
- Peers
- Channel
- Membership service providers
- Certificate Authority





**Process  
Flow**

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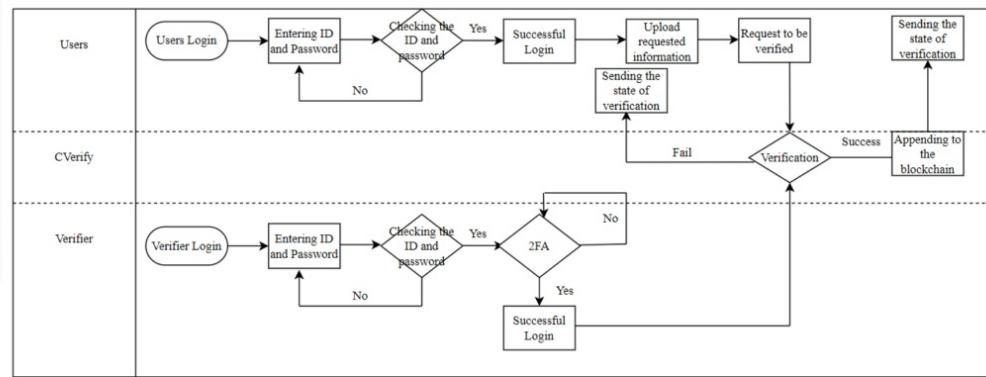
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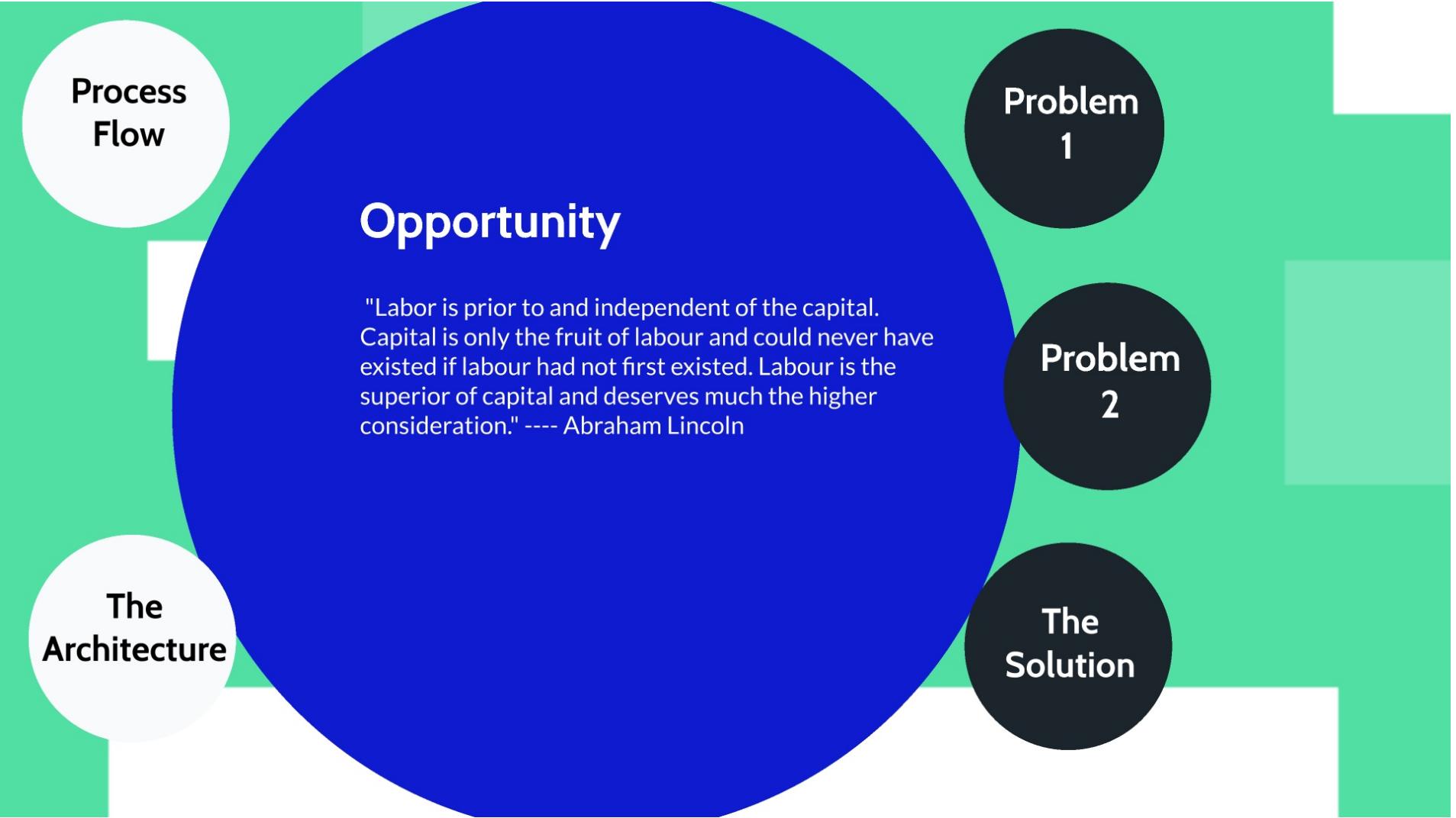
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# Process Flow





**Process  
Flow**

**Problem  
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**Problem  
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**The  
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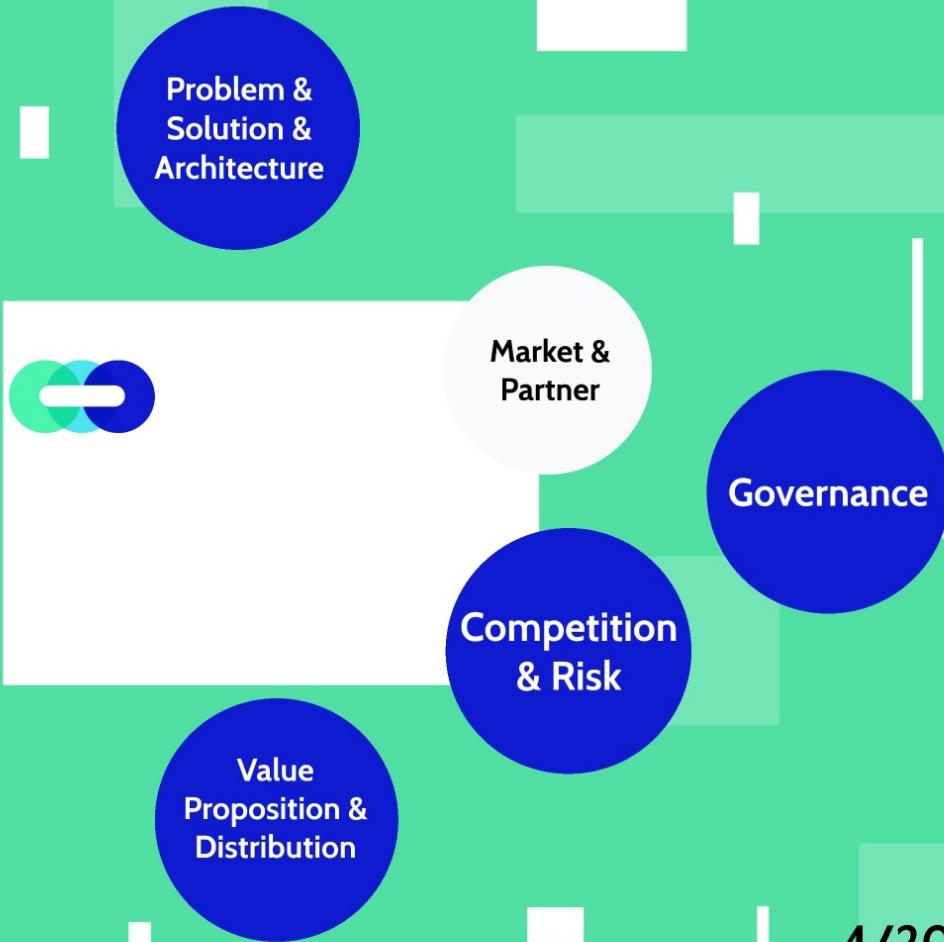
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**The  
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# Pitch Deck

CVerify



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## Market Data

# The Market & Partners

## Partners

### Potential Users

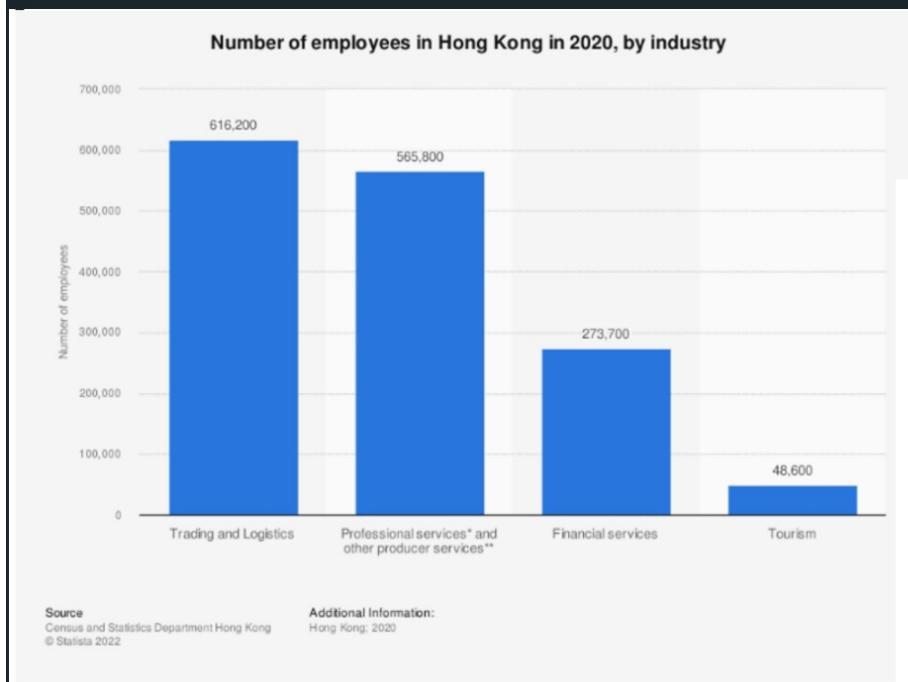
- Employee  
Who want to apply for jobs / show evidence
- University students  
Who want to apply for a degree / show evidence
- Employer  
Verifier of the work experience
- Educational institution  
Verifier of the education background

### Potential Revenue

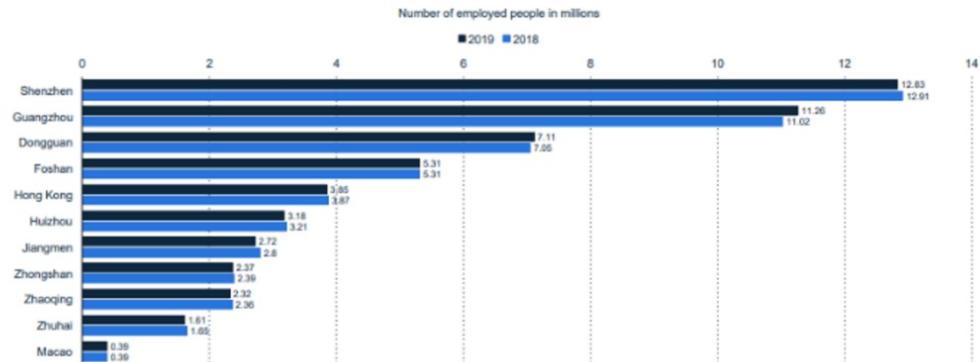
- Government oriented (Subscriptions)  
work as a bridge of some national organizations, such as the Hong Kong Council for Accreditation of Academic and Vocational Qualifications
- User and platform-oriented (Revenue share / Subscriptions)  
We want to cooperate with the employment platform and charge the users of the employment platform.
- Headhunter oriented (Subscriptions)  
If headhunters want to verify a potential employee, headhunters also need to pay for verification after the employees provide the unique identifier.
- Advertisement
- Talent mapping (Future)

# Market Data

The amount of total labour force in the world has reached 3.388 billion in 2020



**Employed labor force in China's Greater Bay Area cities in 2018 and 2019 (in millions)**  
Employee number in China's Greater Bay Area cities 2018-2019



## Market Data

# The Market & Partners

## Partners

### Potential Users

- Employee  
Who want to apply for jobs / show evidence
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# Partners

## Company

- Role:
  - HR department as verifier
  - Specific verifier for SMEs
    - Responsibility:
      - To check and verify the employees' experience after receiving their requests
        - Incentive
      - Increase the efficiency of recruiting employees and decrease workload of employers
      - Reducing cost

## Educational institution

- Role:
  - Registration Department and the University Information Technology Service Center as verifier
    - Responsibility:
      - in charge of acknowledging that the requesting students used to be studied in their school
        - Incentive
      - After digitizing the student information of students, they will not need to verify the student information when students apply to their university

## Employment platform

## Users

# Partners

En

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## Employment platform

- Role:
  - Such as JobsDB and Indeed
    - Responsibility
  - Employment platform can export the work experiences of the users to our system
  - users can write experiences and corresponding Unique identifiers that are issued by CVerify
    - Incentive
  - Cooperating with employment platforms could help employment platforms attract more users

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## Employment platform

## Users

## Users

- Role:
  - Users could be potential employees or students.
  - Responsibility
- Request to be acknowledged by the university or company.
- Incentive
- Simplifying procedures of apply for jobs or degree

# Partners

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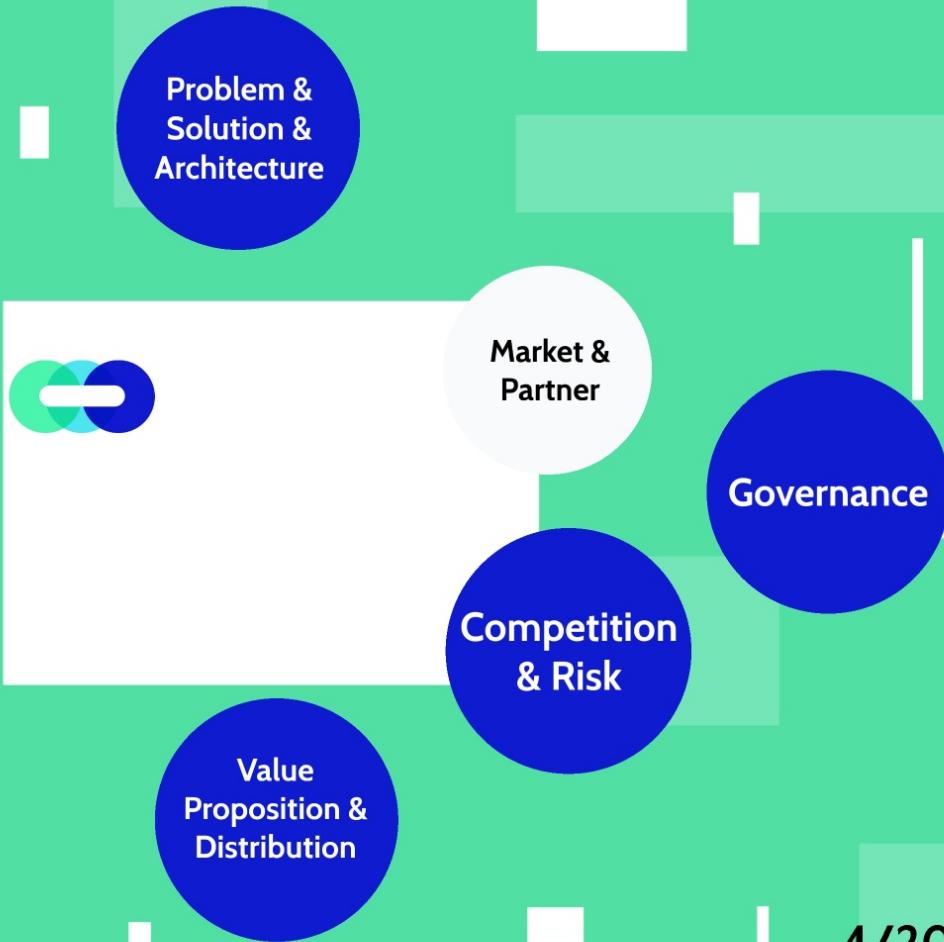
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# Pitch Deck

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# Competition

Porter's 5 force model-

Vendors of substitutes-

Medium e.g. iBeiDiao and  
YiNuoBeiDiao

New competitors- Strong

-Blockchain-based solution

increases

-Entries barriers becomes lower

Existing rivals- Weak

-only a few existing rivals in  
the market

Buyer power- Weak

-Employee: Proof of official education  
certification or work experience

-Employer: accuracy of resume

Supplier power- Weak

-Blockchain-based companies  
increases

-More choices

# Risks

# Risks

- Stolen files (upload process)
- Inherently Insecure Services
- Business continuity risk
- Incorporation with partner system
- Strategic risks
- Operation risks
- Supplier risks



# Competition

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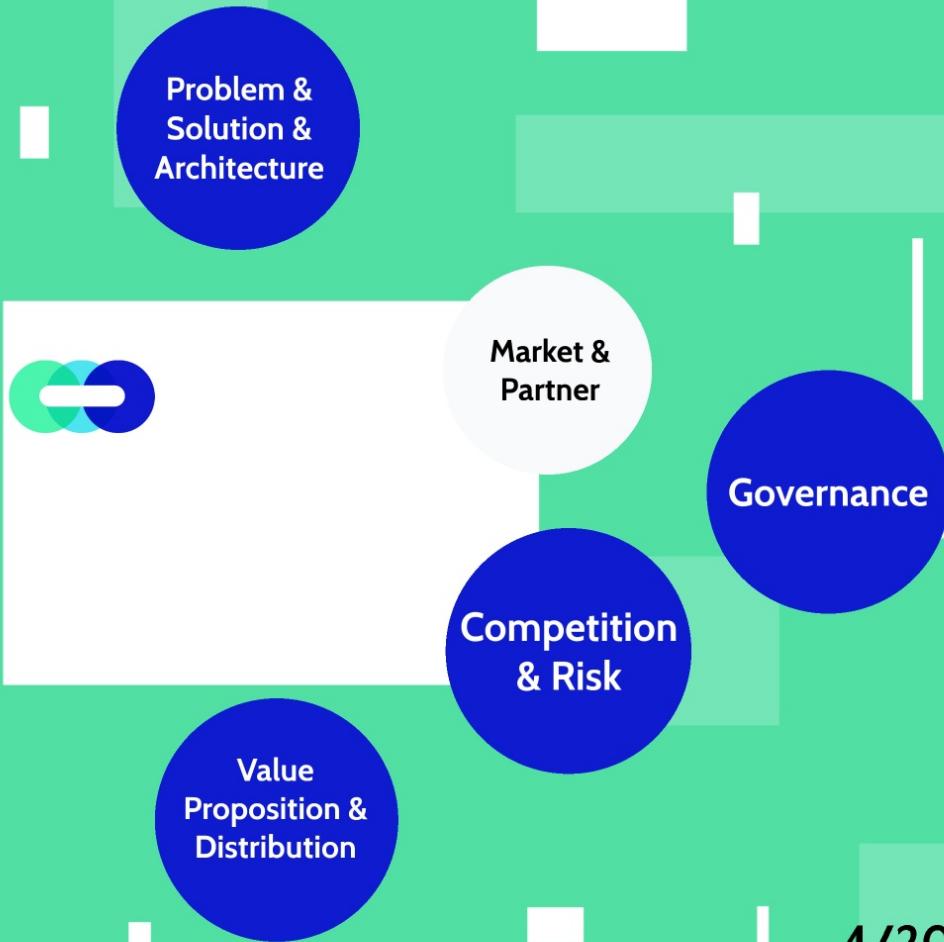
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# Pitch Deck

CVerify

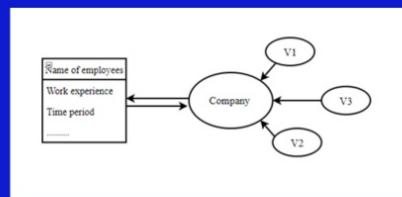


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# Governance

## Proof in a service:

1. Multi-manager verification



2. Multi-Channel

Multi-Channel can increase the scalability and classify companies with different requirements.

## Self-governance industry

**Proof as a service**

**Proof in a consensus**

**Ethical responsibility of the technical subject**

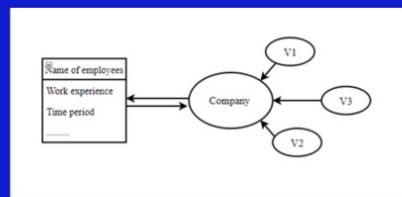
## Proof as a service

1. Identity
  - Two-Factor Authentication (2FA)
2. Fabric CA
  - Increase security as supports inheritance

# Governance

## Proof in a service:

1. Multi-manager verification



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## Self-governance industry

Proof as a service

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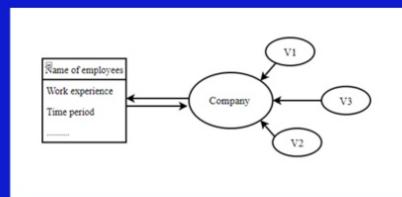
Proof in a  
consensus

Raft consensus

# Governance

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# Technology ethics

General Data Protection Regulation

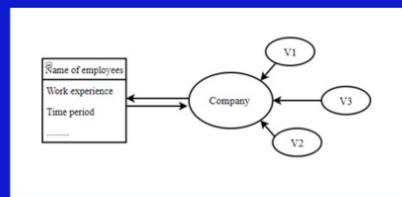
odds with blockchain architecture

1. CVerify respect privacy and will not invade the privacy of users.
2. Cverify guarantees fairness and impartiality in the acquisition, dissemination, and use of information.
3. CVerify abides by the principle of harmlessness. A social individual's own information behavior does not constitute harm to others.
4. CVerify respect the principle of autonomy. Data storage, use, the right to know, and other rights should be fully granted to data producers.

# Governance

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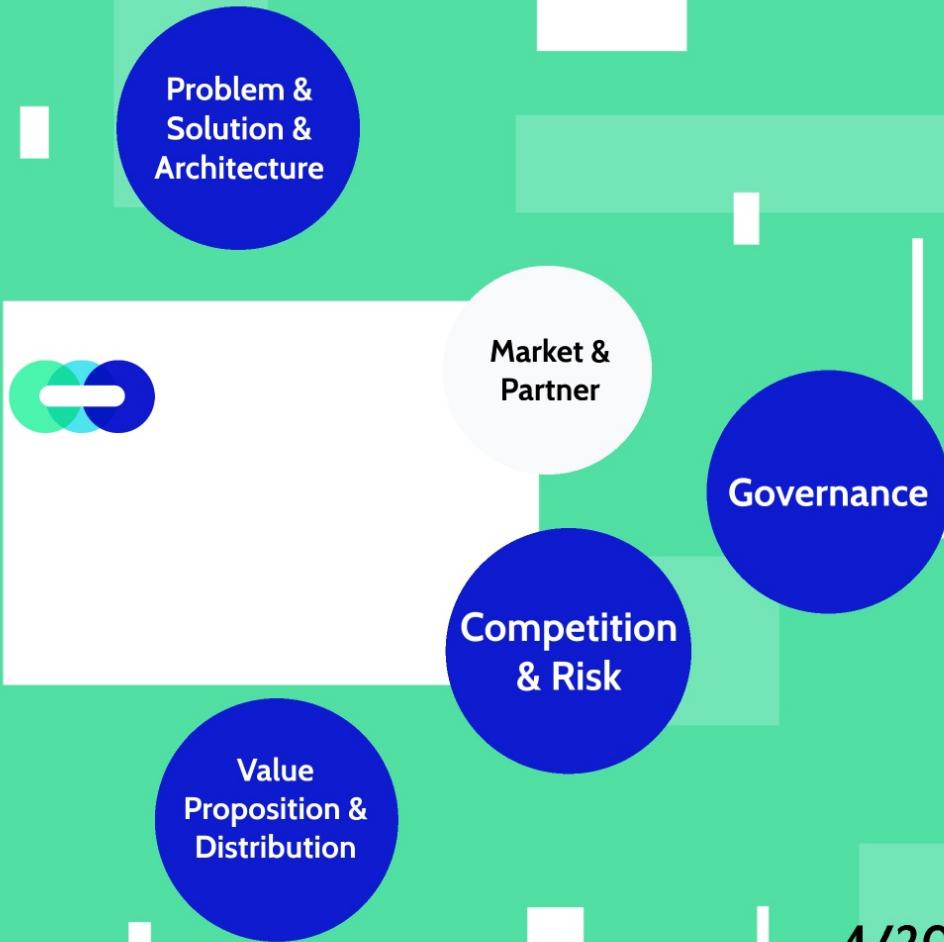
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# Pitch Deck

CVerify



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# **Value Proposition**

# **Distribution**

- Job seekers
- Companies
- Education
- Institutions

- Niche market
- Cooperation
- Promotion Events
- Free service



### Value Proposition

- One-Click CV Verification
- Universal Recognition
- Trustworthy Statistics
- Impartial Job Opportunities

### Value Proposition: Foster Flow of Talents



Job Seekers



Companies



Education  
Institution



Employment  
Platforms

- High Quality Talent Pool
- Traceable Working Experience
- Profitable Service
- Easy Deployment





## Value Proposition

- One-Click CV Verification
- Universal Recognition
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- Impartial Job Opportunities

### Value Proposition: Foster Flow of Talents





## Profit Model

### Profit Model



### Value Proposition

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### Value Proposition: Foster Flow of Talents



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Companies



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# Distribution Plan

## Distribution Plan



### Value Proposition

- One-Click CV Verification
- Universal Recognition
- Trustworthy Statistics
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Job Seekers



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# **Value Proposition**

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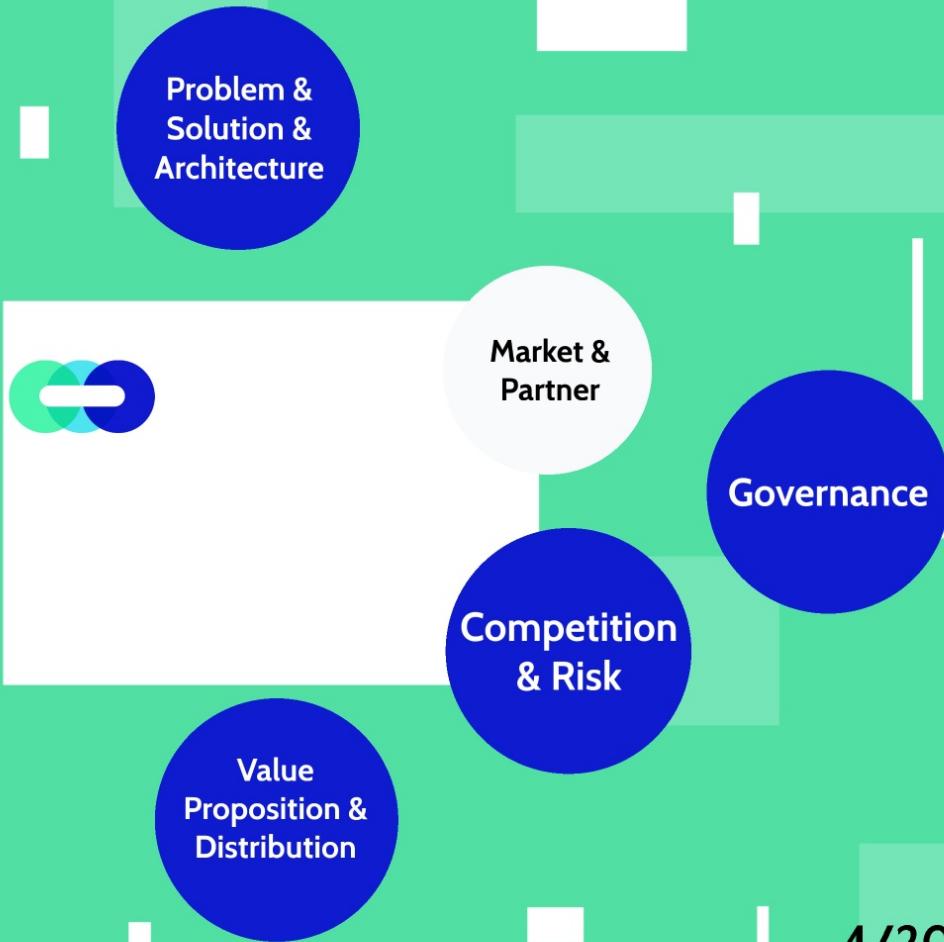
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CVerify



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