



# Whitepaper

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This whitepaper provides information about the **WhenHub Interface Network**, a new platform that uses blockchain-based smart contract technology to connect people for transactional business interactions, online or in-person.

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# EXECUTIVE SUMMARY

WhenHub proposes to build a mobile app for connecting consumers to experts of all kinds via two-way video streams, text, audio, or in person. The app will be part of a larger service ecosystem called the **WhenHub Interface Network (WIN)** (Patent Pending).

The service will use dAPPS (distributed apps) running on the Ethereum blockchain to create secure micro-contracts – that can be as short as 15 minutes – as well as to provide frictionless billing and payment service. At the end of each micro-contract, payment in the form of WHEN Tokens will be automatically transferred to the expert. No paperwork or billing is involved.

Users buy WHEN Tokens using a credit card or with Bitcoins at an online exchange via the WhenHub Interface app. The tokens are used within the app to pay experts for their time.

For privacy, your phone number and address are not shared with experts.

Our partners will provide verification services on participating experts to give consumers confidence.

No international billing and currency issues when WHEN Tokens are involved.

Pricing for experts can be fixed or auction-based.

In the gig economy, think of this product as a “long tail” market for expert advice. Experts of all kinds can display their availability whenever they like, for as short a window as 15 minutes.

The **WhenHub Interface** app will use the existing commercial WhenHub API for scheduling and geofencing features.

**WhenSense** is our proposed technology for allowing third-party sites to host ads about our participating experts' availability and share in the income from completed contracts. Site owners paste our HTML code into their site to participate.

WHEN Tokens are not an investment vehicle, but because they will be artificially limited in quantity, their value is expected to fluctuate based on customer demand for the WhenHub Interface app.

WHEN Tokens will be available to the public starting Mar. 19, 2018.

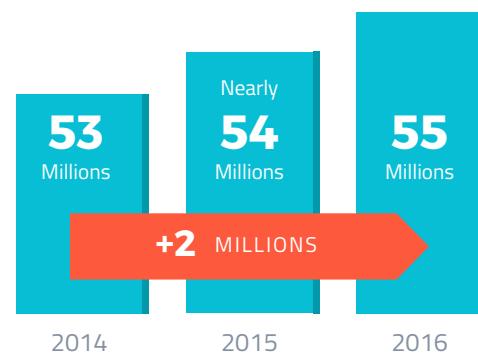
Visit <https://interface.whenhub.com> for details of the offering.



The WhenHub Interface Network uses blockchain-based smart contract technology to connect buyers with sellers for ad hoc transactional meetings, maximizing seller monetization potential, and addressing buyer needs on-demand.

## 55 million Americans are freelancing

That's 35% of the US workforce



Source: Upwork.com

# VISION

WhenHub's vision is to make the world better with **Time**.

Prior to the rise of the internet and mobile devices, appointment books and digital calendars were used to organize time using text-based formats. This worked well in an era where computing devices were also primarily text-based.



WhenHub uses modern technology to create solutions that help people organize, publish, discover and understand time-based information. Our products also help optimize situations and processes where time is a primary vector.

Now, things have changed. We live in a world of constant connectivity with touchscreen-enabled mobile devices that have rich media capabilities and sensors for location, temperature, distance, speed and much more. Organizing and presenting time and time-based information using yesterday's text-based techniques is inadequate. WhenHub takes advantage of these capabilities and incorporates them into solutions that help people organize, publish, discover and understand time-based information using modern technology and user experiences.

In addition to communicating time-based information, we are constantly exploring opportunities to optimize situations and processes where time is a primary vector. Nascent technologies such as augmented reality and blockchain hold great potential as the foundation for time-based applications that can solve problems in interesting ways. WhenHub is taking advantage of such technologies to connect people and make their lives better.



In summary, WhenHub is a **time exploration company**.

# I SNAPSHOT

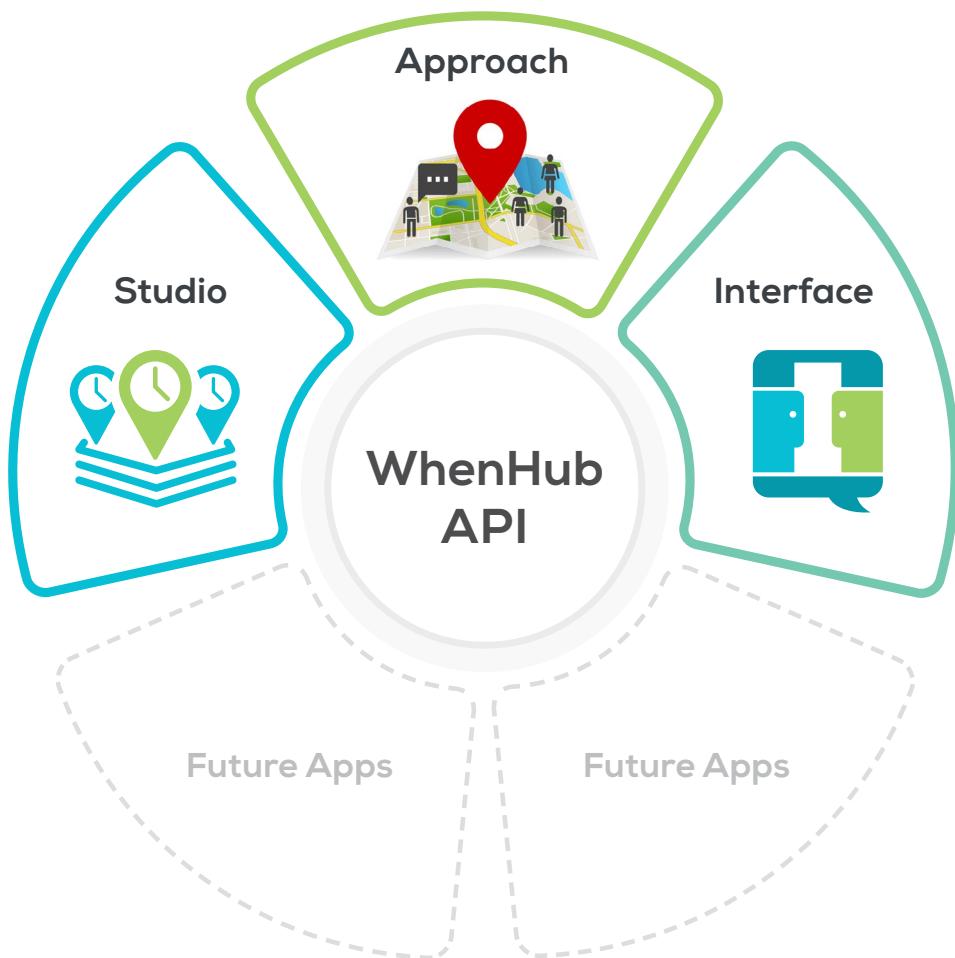


Company	CalendarTree, Inc. d/b/a WhenHub
Incorporated	Delaware, United States
Management	Quin Harker, Scott Adams, Nik Kalyani
Team	Management, 4 F/T engineers, 2 P/T staff, 3 P/T contractors
Funding	\$2 million by Scott Adams
Development	1.5 years
Products	WhenHub Studio - web platform for publishing timelines WhenHub Approach - mobile app for real-time geostreaming WhenHub API - developer API for extending WhenHub platform
Status	Studio (beta), Approach (production)
Intellectual Property	Patent Pending for new blockchain product WhenHub Interface Network

# BACKGROUND

The WhenHub team has worked for the past 1.5 years to create a broad and deep platform for solving time-based problems. We have built **Studio**, a web-based application that is in beta, and **Approach**, a mobile app that is available on the Apple and Google app stores. We have also built a developer portal to make it easy for third-parties to integrate our technology. Using social media for promotion, the platform now has over 7,500 beta users who have created more than 10,000 schedules with over 1.2 million events.

In the coming months, we will transition Studio out of beta, and conduct marketing campaigns to grow awareness and adoption of our platform. We will also build a new app – **WhenHub Interface** – and launch the **WhenHub Interface Network**.





# BACKGROUND

## WhenHub API

**WhenHub API** is our all-encompassing engine for time-based information. It is the foundation for our products and is the richest, most comprehensive API for developers to manage time-based information. In addition, the API also provides robust functionality for publishing, subscribing and synchronizing with iCal- and RSS-based feeds for integration with Google, Apple, Microsoft and third-party calendars.

Learn more at <https://developer.whenhub.com>

## WhenHub Developer Portal

- VISUALIZATION**
  - Visualization Methods
  - Whencast Player Handlers
  - Whencast Helpers
  
- WHENHUB API**
  - Accessing the API
    - GET** Get My User Information
    - GET** Get My Schedules
    - GET** Get Schedule with Events
    - GET** Schedules with Events & Media
  - POST** Create a new schedule
  
  - PATCH** Update a Schedule
  - POST** Create a new event
  - PUT** Update an event
  - DELETE** Remove an event
  - POST** Delete Multiple Events
  - POST** Add an image to a Schedule
  - POST** Add an image to an Event
  - POST** Add a New Collaborator to a Schedule
  - DELETE** Remove a Collaborator from a Schedule
  - GET** Get Specific Event
  - GET** Get Media Items for a Specific Event

**POST** https://api.whenhub.com/api/users/me/schedules

**Sample data payload for creating a new schedule**

Parameter	Type	Description	Required?
name	String	The name of the Schedule	Required
description	String	The description of the schedule	Optional
curator	String	Name of the user that created the schedule	Optional
scope	String	When a user creates a schedule, they have the option to make it viewable to the public or to only themselves. The scope field defines which option they have chosen as either 'public' or 'private'.	Optional
tags	Array of Strings	Tags help a user categorize their schedules. As there can be many tags to a schedule, this value is an array of all the tags a user has added.	Optional
sources	Array of Strings	Sources cited for the content of the schedule.	Optional
events	Array of Objects	The Events in the schedule. These can be added through the <a href="#">Create An Event</a> method once the schedule has been created. For more information see the <a href="#">Understanding the Event Object</a>	Optional

**JSON**

```
{
  "name": "Hello!",
  "description": "Welcome to WhenHub! This is a sample schedule that will give you an overview of the primary WhenHub features.",
  "curator": "WhenHub Curator",
  "scope": "public",
  "tags": [
    "home",
    "order:0"
  ],
  "sources": [
    0: "Example Source for schedule",
    1: "Another example source for this schedule"
  ],
}
```

## BACKGROUND

# WhenHub Studio

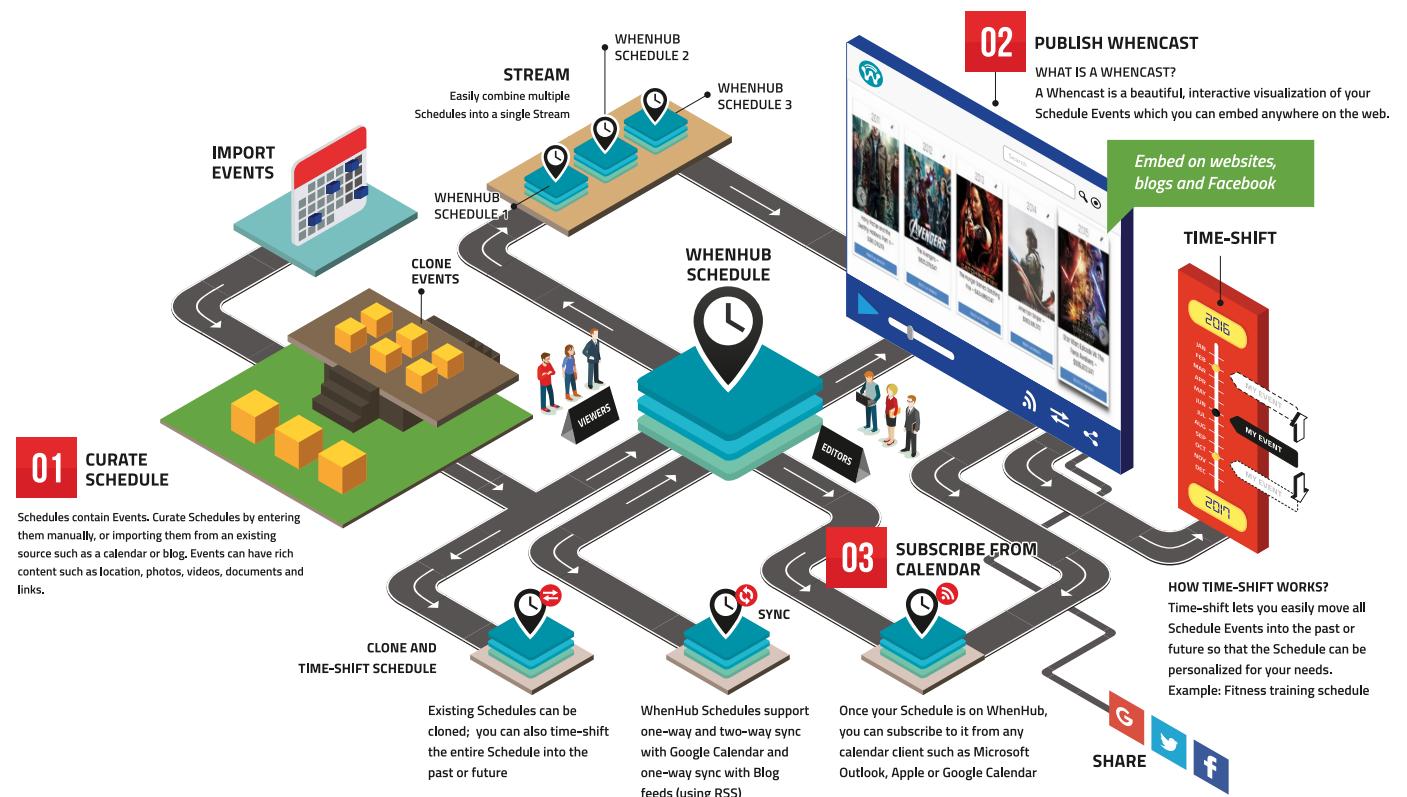
**WhenHub Studio** is our web-based time curation and publishing platform that makes it easy for anybody to organize events from the past, present or future into schedules. The schedules can then be published on the web as visual timelines that we call Whencasts.

**Whencasts** are beautiful, interactive, mobile-friendly visualizations that can be embedded on any website, helping visitors understand the information easily. Our visualization gallery has a large number of choices so you can find a visualization that's a good fit for the information you wish to convey.

See Studio in action at <https://studio.whenhub.com>

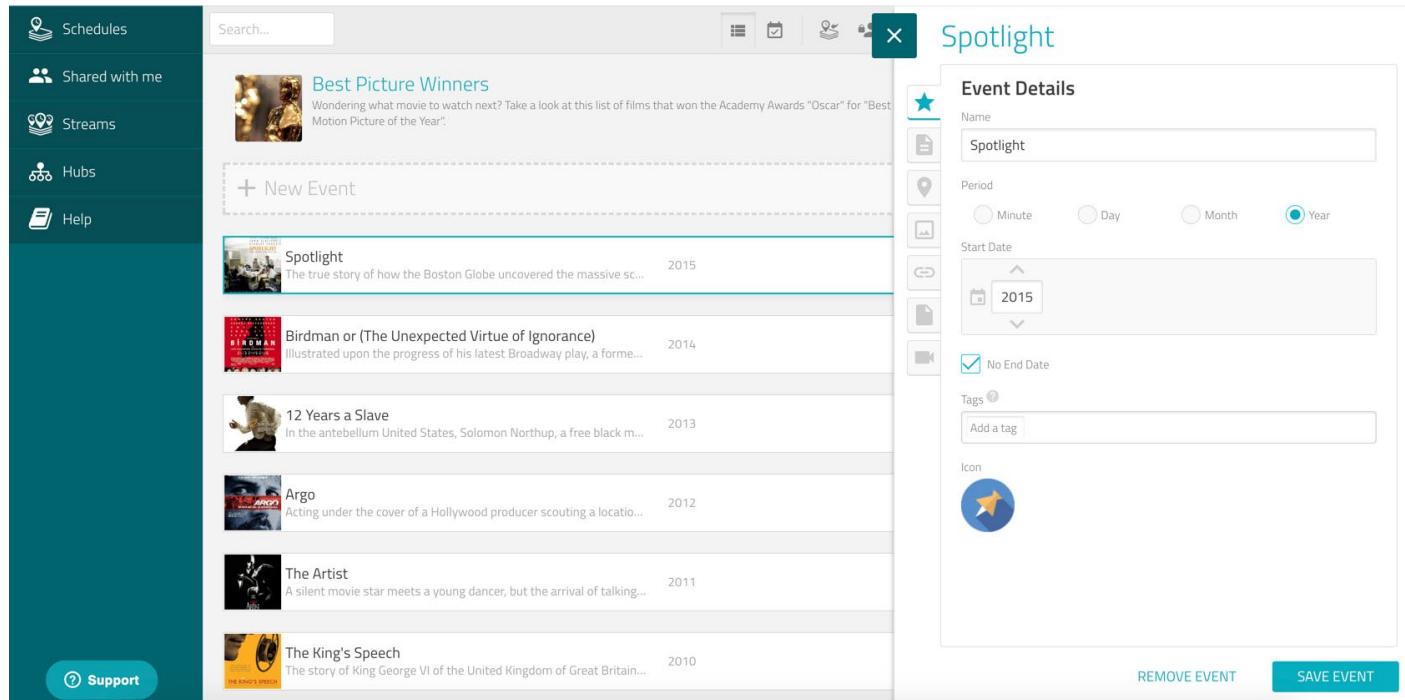
Experience Whencasts at <https://www.whenhub.com/products/whencasts/>

## WhenHub Platform Architecture



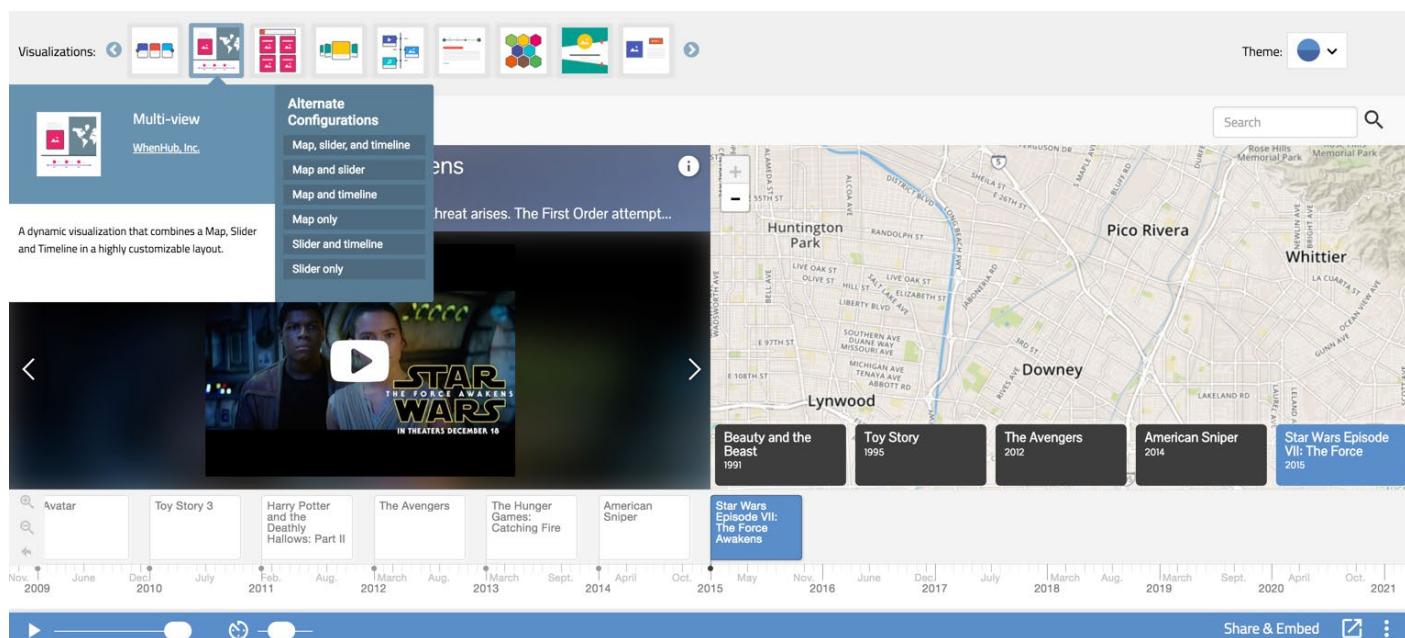
# BACKGROUND

## Studio User Interface



The screenshot shows the WHENHUB Studio User Interface. On the left, there's a sidebar with icons for Schedules, Shared with me, Streams, Hubs, and Help, along with a Support button. The main area has a search bar at the top. A modal window titled "Spotlight" is open, showing "Event Details" for a new event named "Spotlight" set for the year 2015. Below the modal, a list of movies is displayed with their names, years, and brief descriptions. At the bottom right of the interface are "REMOVE EVENT" and "SAVE EVENT" buttons.

## Whencast Explorer



The screenshot shows the Whencast Explorer interface. At the top, there are "Visualizations" and "Theme" selection tools. The main area features a "Multi-view" visualization for "WhenHub, Inc." which combines a map, slider, and timeline. A dropdown menu titled "Alternate Configurations" offers options like "Map, slider, and timeline", "Map and slider", etc. To the right of the visualization is a map of Southern California with several movie titles overlaid: "Beauty and the Beast" (1991), "Toy Story" (1995), "The Avengers" (2012), "American Sniper" (2014), and "Star Wars Episode VII: The Force Awakens" (2015). Below the map is a timeline slider showing movie releases from 2009 to 2021. At the bottom, there are "Share & Embed" and other navigation buttons.

## BACKGROUND

# WhenHub Approach

WhenHub Approach is our mobile app for geostreaming and geofencing. Using the app we can track multiple persons as they travel to a meeting and using geofencing also determine their relative proximity to each other. Approach also has an underlying REST API that uses WebSockets for the real-time multi-user update and sync.

In addition to a free consumer edition, we recently introduced Approach Plus in-app purchase capability for businesses to create branded geostreaming Approaches. Finally, an enterprise edition Approach Pro edition is in beta.



## WhenHub Approach Mobile App

### 1. Destination

Select Where you are headed  
(optional)



### 2. Participants

Invite others going to the same destination



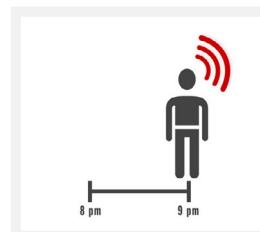
### 3. Geostream

Participants share location during travel



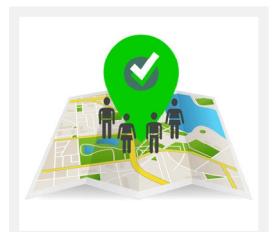
### 4. Privacy

Participants opt-in to geostream



### 5. Let's Go

No texting to say you are "5 min away"



To learn more about WhenHub Approach, visit <https://approach.whenhub.com>



<https://itunes.apple.com/us/app/whenhub/id1101373601>

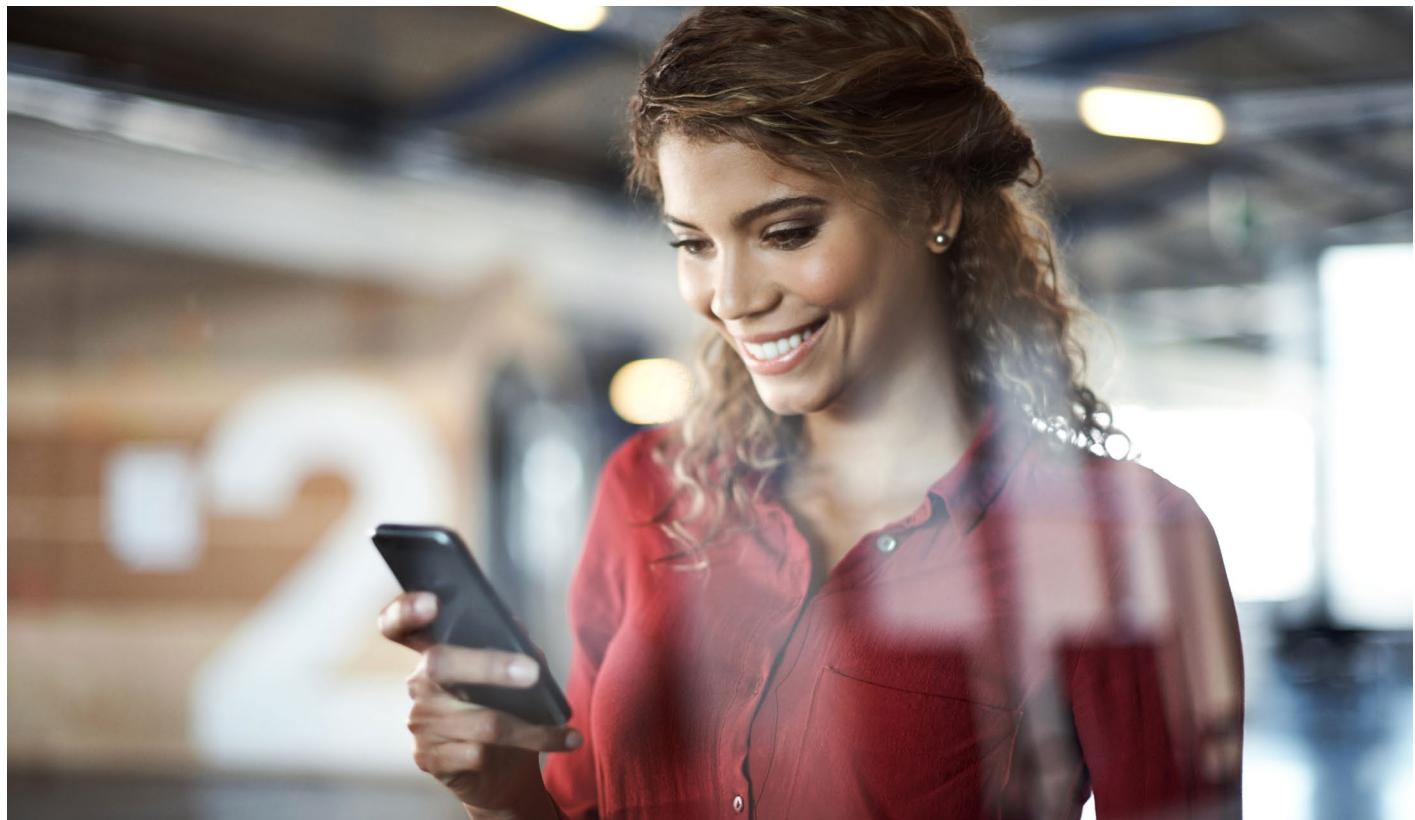


<https://play.google.com/store/apps/details?id=com.whenhub.mobile&hl=en>

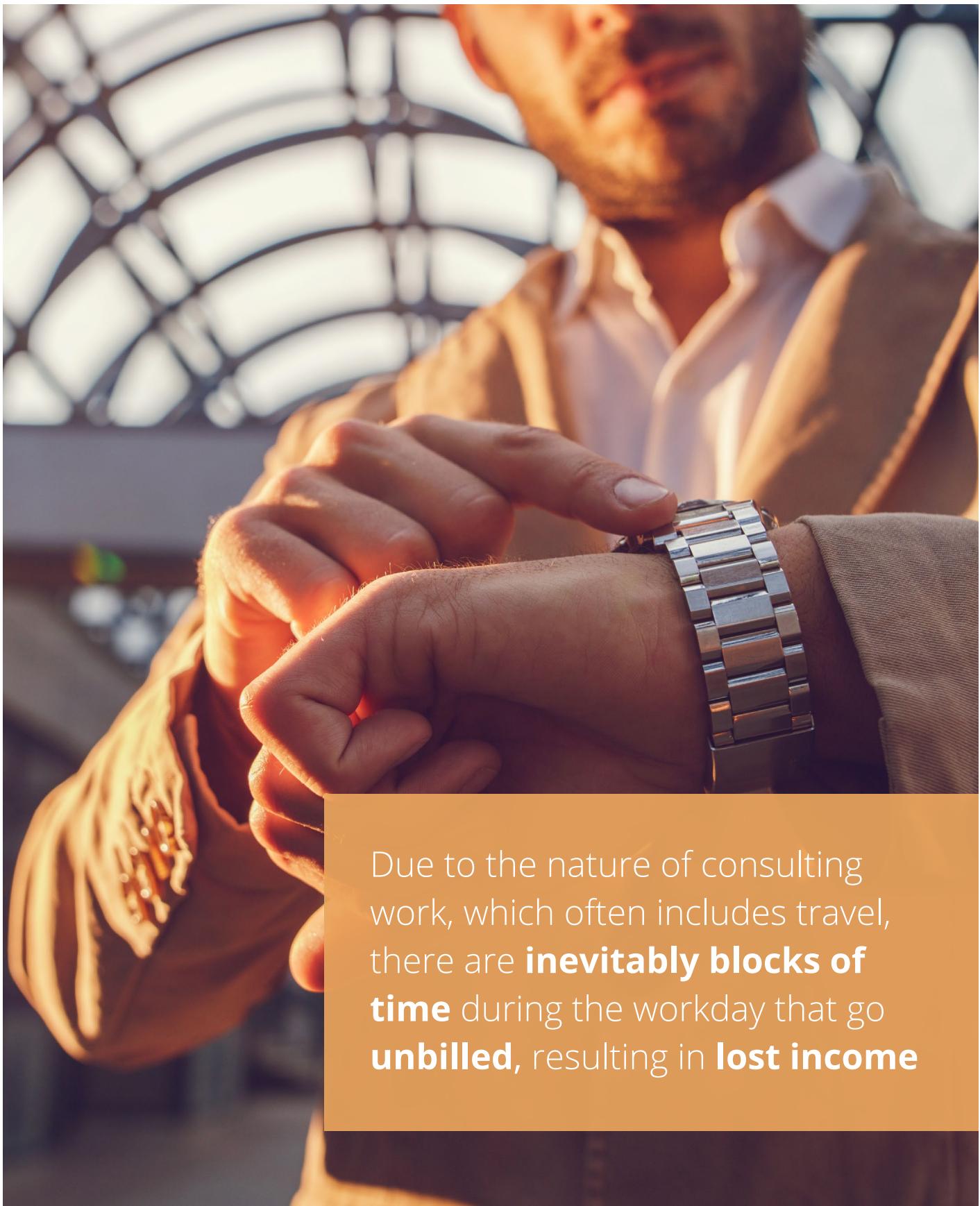
## BACKGROUND

### What's Next

Building upon WhenHub API, Studio and Approach, is **WhenHub Interface**, our newest product currently in development. Interface uses blockchain and smart contract technology to help optimize and monetize working hours for knowledge professionals. True to our philosophy of optimizing processes where time is a primary vector, we are building the **WhenHub Interface Network** to seamlessly integrate scheduling, geostreaming, video communication and Ethereum smart contracts to create the world's first time-based, knowledge monetizing ecosystem.



This whitepaper provides complete details about the WhenHub Interface Network and the WhenHub Interface product. It also provides information about the WhenHub Token Sale offering that will provide the necessary capital and utility token to kickstart the WhenHub Interface Network.

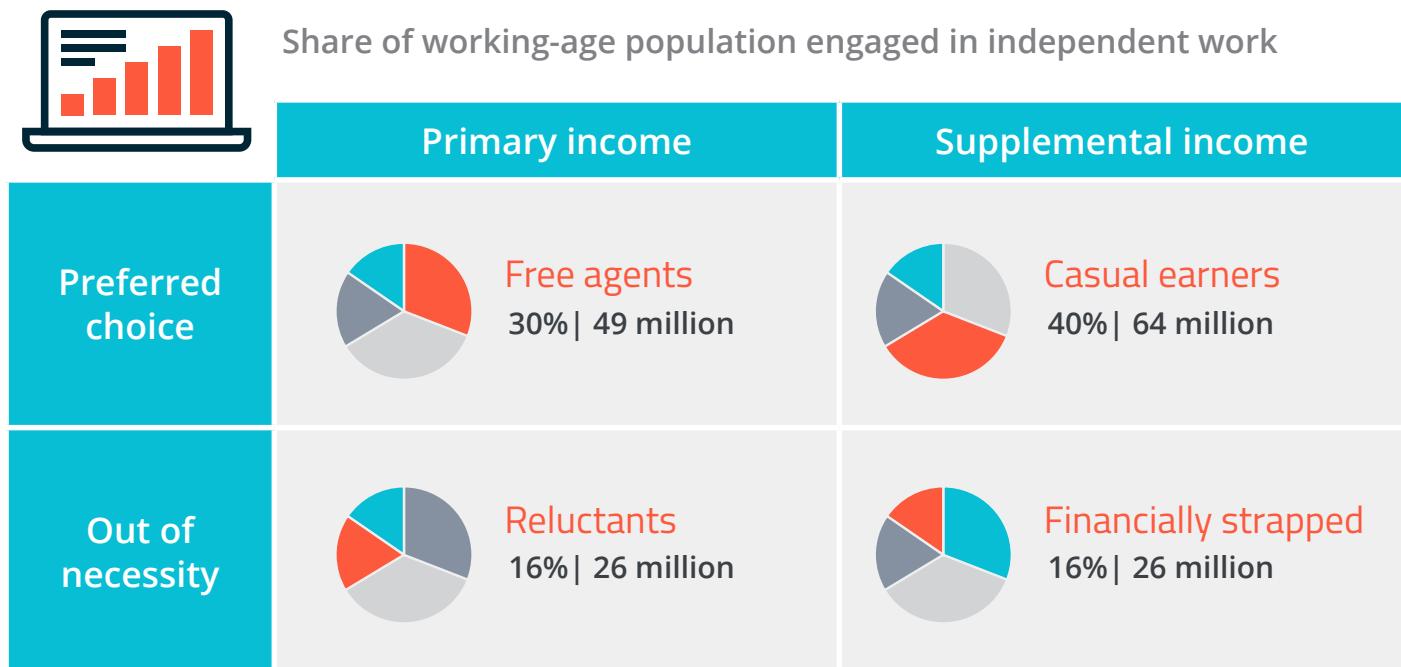


Due to the nature of consulting work, which often includes travel, there are **inevitably blocks of time** during the workday that go **unbilled**, resulting in **lost income**

# PROBLEM

**Time** – we are all bound by it, and no matter what we do, we cannot increase the number of work hours in a day beyond a certain limit. That being the case, it makes sense for us to maximize the monetization potential of the time we allocate for work. For salaried individuals, this monetization potential is usually fixed and not of concern. But for millions of free agents or self-employed persons, monetization of work time is highly variable and very significant. For these “independent workers,” time is **always** money.

## Independent workers generally fit into four segments



Source: 2016 McKinsey Global Institute survey of ~8,000 US and European respondents

For independent workers who are **self-employed by choice**, and for whom their independent work is their **primary source of income**, the biggest challenge is staying **fully-utilized**. Ideally, 100% of the work time of these **Free Agents** or **Consultants** should be billable to a customer, but in reality this is seldom the case. Unlike casual earners, reluctant or financially strapped workers who typically rely on a Service Agency to tell them where they should report next, Consultants need to fend for themselves.

# PROBLEM

## Problems Faced by Consultants

As they juggle multiple projects, or transition from one customer to the next, Consultants face several problems:

**#1**

### Unbillable Time

Due to the nature of their work, which often includes travel, there are inevitably blocks of time during the workday that go unbilled, resulting in lost income. Enough of these in a week or month, and the Consultant is potentially facing hardship meeting their financial obligations.

**#2**

### Project Leads

Getting leads for good projects is hard. Freelance marketplaces tend to be a pricing race to the bottom and are anathema for Consultants who value their knowledge and time. While most have a handful of repeat customers, for such independent workers there is no guarantee of billable work on a regular basis. Word-of-mouth referrals, inbound marketing through blogs/social media, and networking events tend to be their primary source of project leads.

**#3**

### Project Size

Given the investment Consultants make of their own time to secure project leads, they have no choice but to focus on larger or longer-term projects which address Problem #1 and Problem #2. However, there are three issues with this: (a) larger projects are harder to find, (b) the lead time to close larger projects is longer, and (c) larger projects by their nature attract more competition. An unfortunate side-effect of this is that the Consultant will pass on smaller projects which could have a very real potential of becoming their next large project.

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The problems described above are all supply-side problems. Consulting has demand-side problems as well.

## PROBLEM

### Problems Faced by Customers of Consultants

An individual or business customer seeking a Subject Matter Expert (SME) to provide advice encounter the following problems:

#1

#### Availability

It is often challenging to find the right Consultant who can provide guidance at the time of greatest need. We cannot predict **when** we'll need advice on a particular topic and there's no guarantee that a trustworthy, knowledgeable SME is available to provide counsel at that time.

#2

#### Leads

The process to find a trustworthy and knowledgeable Consultant is difficult and time-consuming. It involves asking friends, family, business associates for a reference, or as a last resort, searching online and going with someone based on location, online reputation and skill-set. That's only half the battle – you also need to determine if they fit your budget.

#3

#### Fit

The more knowledgeable a Consultant, the less likely they are going to be interested in one-off or short-term projects. This means we may have to settle for someone who may not be the ideal fit for our requirement.

# PROBLEM

## Problems of Supply and Demand

Astute readers will have noted by now that there is a one-to-one correspondence between the Supply- and Demand-side problems in the domain of Consulting.

	Consultant	Customer
WHEN	Cannot find billable customers for unbilled time slots because there is no easy, cost-effective way.	Cannot find trustworthy SME help at the time of need because there is no easy, cost-effective way.
WHO	Has no efficient way to find customers with ad hoc project requirements for unbilled time slots.	Has no efficient way to find SME with the right reputation and skill-set.
WHAT	Does not do any marketing for smaller ad hoc projects due to their lower return on investment, missing out on possible leads.	Does not discover any SME willing to work on an ad hoc project because it isn't large enough.

# PROBLEM

## Real-life Scenarios

To give some context, consider some real-world situations where these problems manifest themselves:

1. Your home network router stopped working and you purchased a new network router, but are having trouble getting it setup. The vendor offers an online trouble ticket system with a 24-hour response time. Meanwhile, you have no Internet connectivity. **How can you get a networking expert on a video call right then to help you get the router setup?**
2. You just moved to a new apartment and want to go shopping for some furniture and some décor items. Your knowledge of interior design is limited and you don't have the need or the budget to hire an interior designer. You just want to show an expert your apartment and get some quick advice. **How can you get an interior designer on a video call today or tomorrow to give you some guidance?**
3. You are over-burdened by debt and have finally decided to bring your finances under control. You are highly motivated right now and sit down to start working on it, but are confused and need some help. You can't afford to hire a financial advisor, but could benefit from basic strategies for managing finances. It shouldn't take more than a 15-20 minute phone call. **How can you find a financial advisor who you can call right now to give you some tips on how to proceed?**
4. You have a new job at a large company where you are required to wear business-formal attire. You have a limited budget and want to use your existing wardrobe in the best way possible. **How can you find a style expert who can do a video call to look over your wardrobe and give you some quick tips on how to maximize use of what you have, and on what you should buy?**
5. You are a mid-size business marketing strategy expert with 10 years of experience, but you left the workforce to have a baby. Your child is now three years old and although you are interested in resuming work, you cannot do it full-time. You are overqualified for all the part-time marketing gigs, and you only have certain times during the week when you are available. **How can customers who can benefit from your expertise find you so you can do a quick 30- or 60-minute phone call and give them guidance on their marketing strategy?**

## PROBLEM

6. You are helping your child with homework that is due tomorrow. It is very late in the day and the homework is vital for your child's grade. You are both stuck on something that is preventing you from moving forward. **How can you find a tutor to call who can speak for 15-20 mins. and answer your questions so you can help your child complete their homework?**
7. You are planning a four-day family vacation to London. You have done your research, checked out the travel sites, read blogs and watched YouTube videos. But there's a glut of information and you are overwhelmed by the choices. You just want it to be a good, relaxing vacation. **How can you, without spending a lot of money, get on a quick call with a Londoner or a tourism expert who can help you plan your trip itinerary?**
8. You are getting married, and can't afford the full-fledged services of a wedding planner. All you really want is some tips and direction. **How can you quickly find a trustworthy wedding planner to meet with you for a one-hour consultation at the wedding venue to help you plan your wedding?**
9. You own a small food product distribution company. You have proposals from three vendors for developing a custom web application needed for your business. **How can you find an expert to have coffee with you and get insights on what you should be looking for in the proposals to ensure the best outcome for your company?**
10. You would like to lose weight, but don't know where to start. Should you hire a personal trainer? Should you hire a nutritionist? How much will they cost? Will you be able to afford them? **Who can you call for a 30-min. consultation to help you understand what your options are and what the pros and cons are of making certain choices?**

## I PROBLEM

### Problems of Payment Friction

Assuming the problems of **When**, **Who** and **What** are addressed for the above ad hoc consulting scenarios, there still remains the huge problem of payment friction. The issue of payment for short-duration consulting projects is often a significant impediment preventing the transaction from ever materializing. Due to the ad hoc nature of such transactions, the typical process of emailing an invoice, followed by check or electronic deposit for payment is simply impractical. Online invoice and payment would work, but the overhead time and effort by both parties to handle payment for perhaps a 15-minute phone call is also impractical. If the parties are in different countries, it gets even more complicated as currency conversion and taxation issues come into play.

### Problems of Reputation and Trust

When identifying a Consultant to take on a large project, the process of evaluating the person includes calling references and also reviewing their past work. For an ad hoc consulting project, this is impractical. In order to evaluate the Consultant, the customer has to use online resources such as LinkedIn, business website, social media and blog posts to make an educated guess about the reputation and trustworthiness of a Consultant. If the nature of the project requires an in-person meeting, both the Consultant and the customer need to mitigate the risk of meeting an unsavory character.

### Problems of Pricing

In order for a Consultant to monetize time that would be otherwise unbilled, they might make a conscious decision to charge a lower amount than their usual billing rate. However, they want to be cautious and not make it too low. Ideally, there would be some way for them to find out what the market is willing to bear for their service on a specific date/time, and charge that price.



## The WhenHub Interface Network

is an ecosystem that uses blockchain-based smart contracts to create innovative ways in which independent workers and customers can connect for business transactions

# SOLUTION

WhenHub is building the WhenHub Interface Network (WIN) platform to solve the under-utilization problem of independent workers by seamlessly addressing discovery, availability, trust, interaction and payment. Using WIN, people seeking Subject Matter Experts (SMEs) can find them, determine a time slot for interacting with them, verify their reputation, interact with them, and finally pay for the SME's time, without friction and with the convenience of a mobile application.

WIN is being created by extending WhenHub's existing Application Programming Interface (API), "Studio" web application, "Approach" mobile application, and adding additional application components to enable access via digital utility tokens called "WHEN Tokens." WIN is not a single application, but an ecosystem that uses blockchain-based smart contracts to create innovative ways in which independent workers and customers can connect for business transactions.

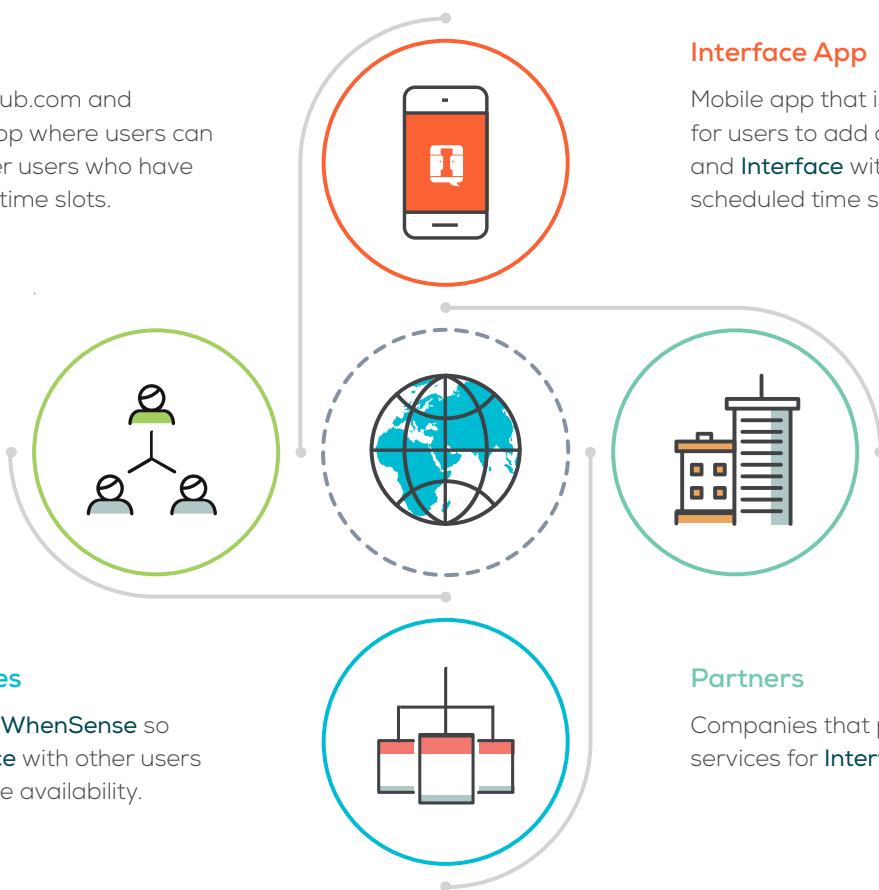
## WhenHub Interface Network Overview

### InterfaceHub

Section on WhenHub.com and Interface mobile app where users can **Interface** with other users who have posted availability time slots.

### Interface App

Mobile app that is the primary means for users to add availability time slots and **Interface** with other users during scheduled time slots.



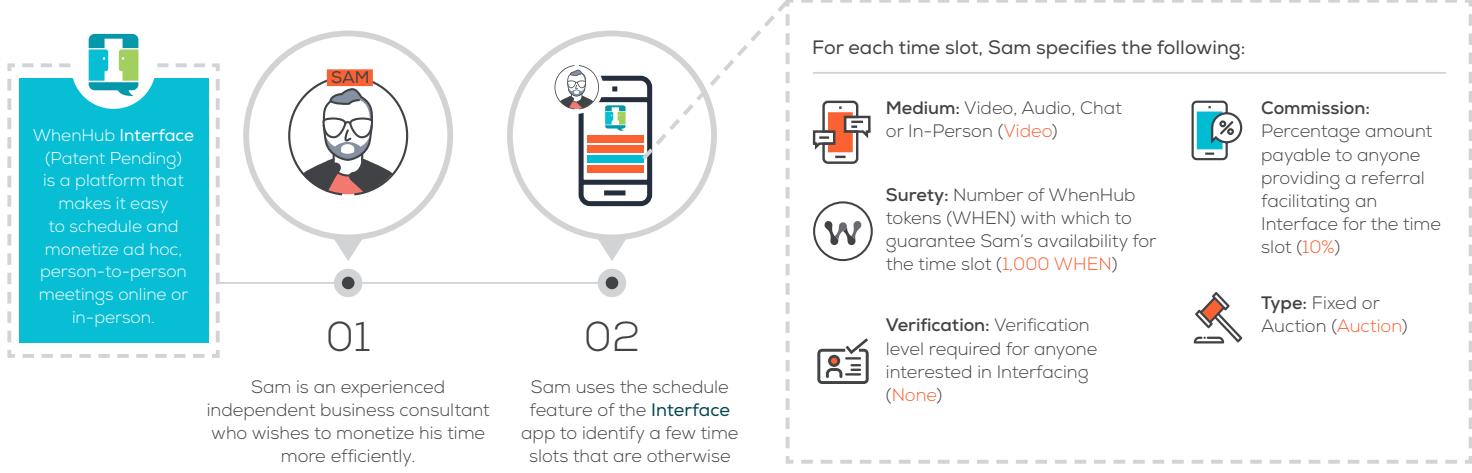
### WhenSense Sites

Websites running **WhenSense** so users can **Interface** with other users based on real-time availability.

### Partners

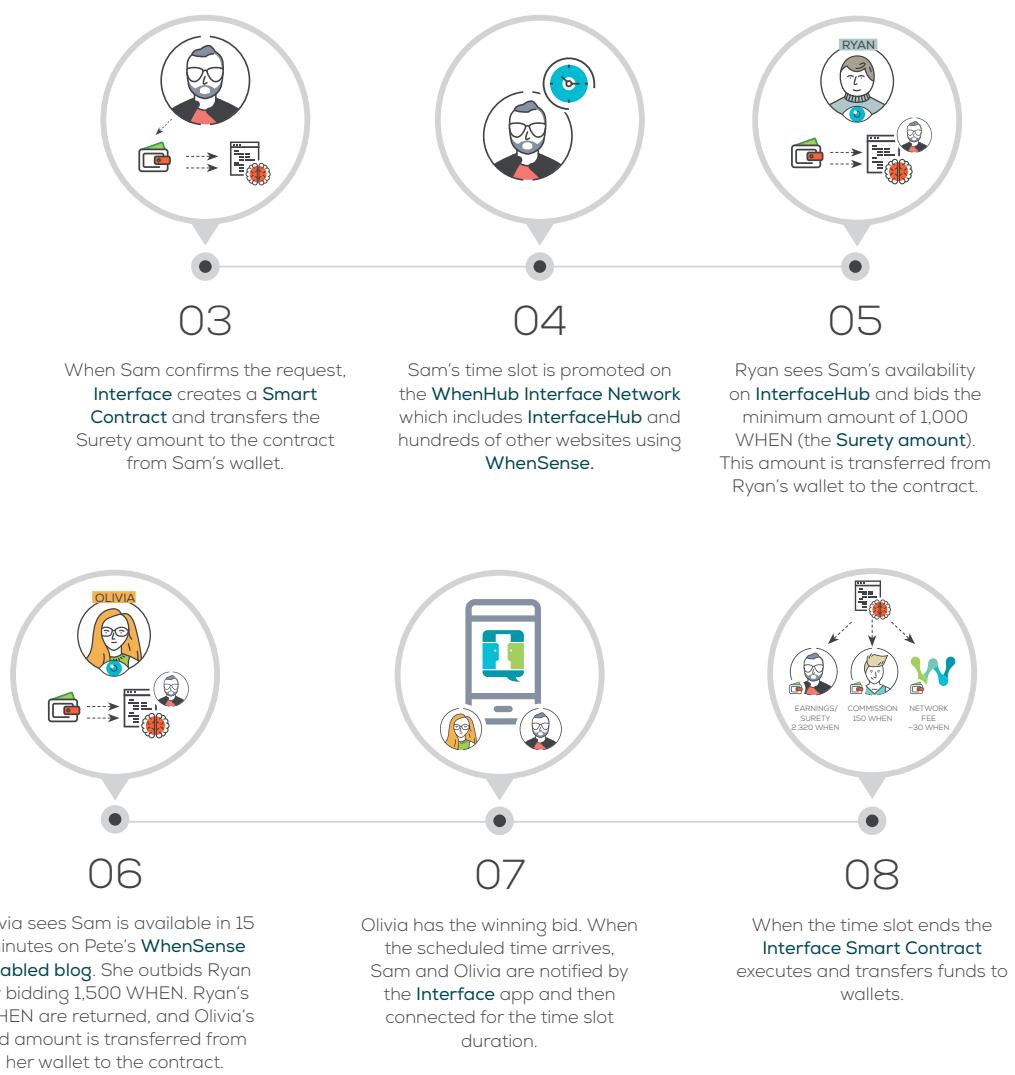
Companies that provide verification services for **Interface** users.

# SOLUTION



## WhenHub Interface Overview

This workflow illustration provides an overview of how the WhenHub Interface solution works in the WIN ecosystem to solve the independent worker under-utilization problem. A detailed description of each component is provided in the WhenHub Interface Network section later in this document.



# I SOLUTION

## Why is the WhenHub Interface Network a good solution?

### For the SME (Seller)

1. Monetizes time that would otherwise be unbillable.
2. Helps determine what price the market will bear for their knowledge (using auction).
3. Acts as a lead generation system for potentially larger project opportunities.
4. Enables scheduling of time in parallel with other work that can be temporarily put aside, thus maximizing income potential.
5. Unlocks ability to interface with customers across time zones for monetization during non-business hours

### For both SME (Seller) & Customer (Buyer)

1. Eliminates payment friction and hassle of accounts payable/receivable.
2. Facilitates cross-border transactions without currency concerns.
3. Eliminates wasted time since neither party wants to forfeit funds escrowed in smart contract for no-show.

### For the Customer (Buyer)

1. Enables people to interface with reputable, trustworthy SMEs at time of need.
2. Eliminates time wasted from contacting experts to see if one is available to help at a budget that Customer can afford.
3. Doesn't force payment for larger amount of time when short consultation is desired.
4. Allows quick consultation with SMEs on topics that would be out of reach using existing methods (example: interior designer, nutritionist, fashion advisor).
5. Feels secure knowing that SME will provide good advice or risk reputation and loss of presence on network.

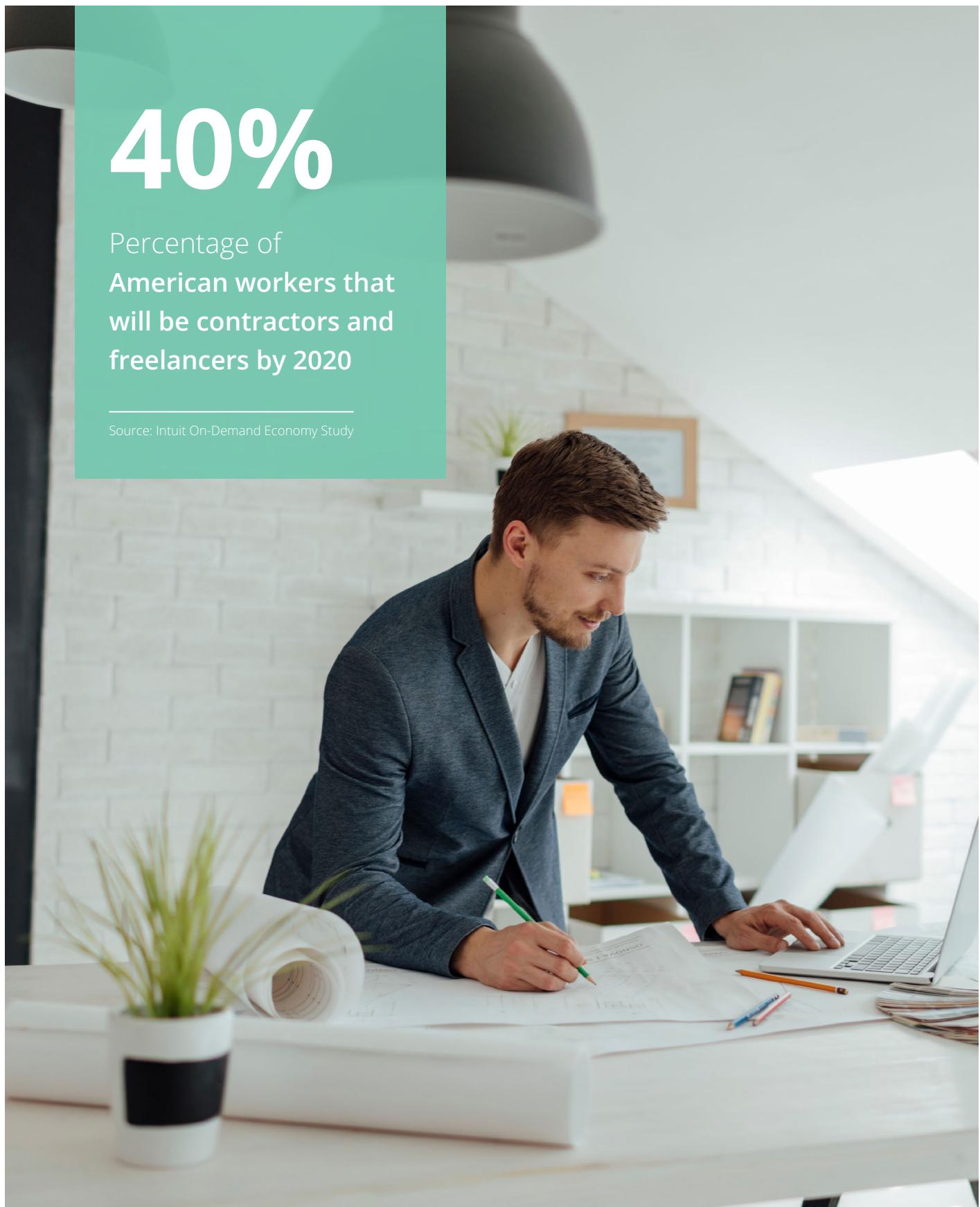
### For the Publisher

1. Provides an additional, potentially more profitable means to monetize content than Google Adsense.
2. Exposes site audience to SMEs thus increasing the value of the site.

# 40%

Percentage of  
**American workers that  
will be contractors and  
freelancers by 2020**

Source: Intuit On-Demand Economy Study

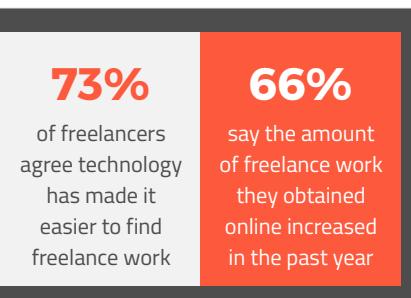


# I MARKET

In 2010, the software company Intuit conducted a study projecting that by 2020, more than 40% of the U.S. workforce will be so-called contingent workers. That's more than 60 million people. This projection is working out to be quite accurate. A study conducted in 2014 by the the Freelancers Union revealed that 53 million Americans – 34 percent of the U.S. workforce – work as freelancers.

Those who do independent work by choice (free agents and casual earners) report greater satisfaction with their work lives than those who do it out of necessity (the reluctant and the financially strapped). This finding holds across countries, ages, income brackets, and education levels. Free agents reported higher levels of satisfaction in multiple dimensions of their work lives than those holding traditional jobs by choice, indicating that many people value the non-monetary aspects of working on their own terms.

## Technology's role:



Source: Upwork.com



Source: Upwork.com

Independent work is rapidly evolving as digital platforms create large-scale, efficient marketplaces that facilitate direct and even real-time connections between the customers who need a service performed and the workers willing to provide that service. While this digital transformation unfolds, several other forces could fuel growth in the independent workforce: the stated aspirations of traditional workers who wish to become independent, the large unemployed and inactive populations who want to work, and the increased demand for independent services from both consumers and organizations.

# I MARKET

## The Five Types of Consultants

### INDEPENDENT CONTRACTORS

**40% of the independent workforce / 21.1 million professionals**

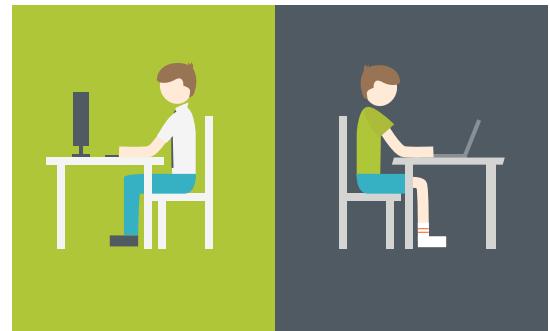
These “traditional” freelancers don’t have an employer and instead do freelance, temporary, or supplemental work on a project-to-project basis.



### MOONLIGHTERS

**27% / 14.3 million**

Professionals with a primary, traditional job who also moonlight doing freelance work. For example, a corporate employed web developer who also does projects for non-profits in the evening.



### DIVERSIFIED WORKERS

**18% / 9.3 million**

People with multiple sources of income from a mix of traditional employers and freelance work. For example, someone who works the front desk at a dentist’s office 20 hours a week and fills out the rest of his income driving for Uber and doing freelance writing.



### TEMPORARY WORKERS

**10% / 5.5 million**

Individuals with a single employer, client, job, or contract project where their employment status is temporary.



### FREELANCE BUSINESS OWNERS

**5% / 2.8 million**

Business owners with between one and five employees who consider themselves both a freelancer and a business owner.



Source: Freelancing in America - A National Survey of the New Workforce

# I MARKET

## Consulting Categories

WhenHub's solution is best suited for consulting scenarios involving "knowledge transfer." Here are 66 consulting categories that can benefit from our solution:

Accounting	Fitness	Public Speaking
Advertising	Home Improvement	Publicity
Architecture / Building Safety	Human Resources (HR)	Real Estate
Beauty	Imports / Exports	Retirement Planning
Business Analysis	Information Technology (IT)	Sales
Business Change / Reform	Insurance	Search Engine Optimization (SEO)
Business Networking	Intercultural Communications	Small Business Start-up
Career Advice	Interior Decorating	Social Policies
Childbirth	Investments	Software Training
College Admissions	Management	Taxes
College Planning	Market Research	Team Building
Computer Training	Marketing	Telecommunications
Crisis Management	Marriage Relations	Time Management
Diet & Nutrition	Media Relations	Tourism
Diversity in the Workplace	Medical / Health	Travel Planning
E-commerce	Mental Health	Venture Capital
Education	Organization	Web Site Management
Energy	Parenting	Wedding / Bridal
Entrepreneurship	Personal Finance	Weight Loss
Environment	Public Relations (PR)	Wills & Estate Planning
Child Behavior	Leadership	Strategy Formulation
Clothing / Fashion	Legal	Stress Relief



**The WhenHub Interface Network (WIN)** relies on a mix of blockchain and our own proprietary technology developed over the past 1.5 years

# TECHNOLOGY

The **WhenHub Interface Network** relies on a mix of public blockchain -based technologies and our own proprietary technology developed over the past 1.5 years. In this section we provide a broad overview of these fundamental technologies to aid in understanding our solution which is described in subsequent pages.

**A**

## Blockchain

A blockchain is a continuously growing list of records, called blocks, which are linked and secured using cryptography. Each block typically contains a hash pointer as a link to a previous block, a timestamp and transaction data.

**B**

## Ethereum/Smart Contracts

Ethereum is an open-source, public, blockchain-based distributed computing platform featuring smart contract (scripting) functionality.

# TECHNOLOGY

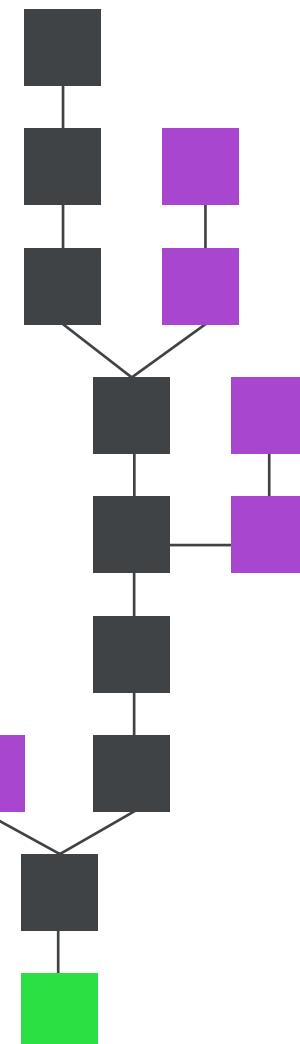
# Blockchain

A blockchain is a continuously growing list of records, called blocks, which are linked and secured using cryptography. Each block typically contains a hash pointer as a link to a previous block, a timestamp and transaction data.

By design, blockchains are inherently resistant to modification of the data. A blockchain can serve as an open, distributed ledger that can record transactions between two parties efficiently and in a verifiable and permanent way.

For use as a distributed ledger, a blockchain is typically managed by a peer-to-peer network collectively adhering to a protocol for validating new blocks. Once recorded, the data in any given block cannot be altered retroactively without the alteration of all subsequent blocks, which needs a collusion of the network majority.

Blockchains are secure by design and are an example of a distributed computing system with high fault tolerance. This makes blockchains ideal for use as the foundation of the WhenHub Interface Network where security and transactional integrity are paramount.

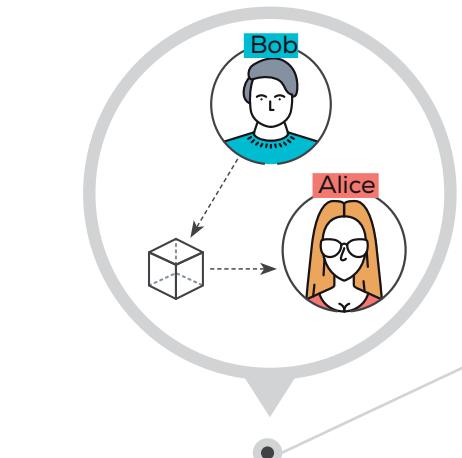


## Blockchain formation

The **main chain** (black) consists of the longest series of blocks from the **genesis block** (green) to the current block. **Orphan blocks** (purple) exist outside of the main chain.

# TECHNOLOGY

## Blockchain Workflow



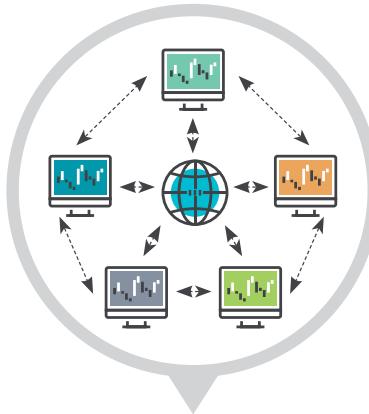
01

Bob requests a **transaction** with Alice.

**transaction:** A transaction can involve **cryptocurrency**, contracts, records, or other information

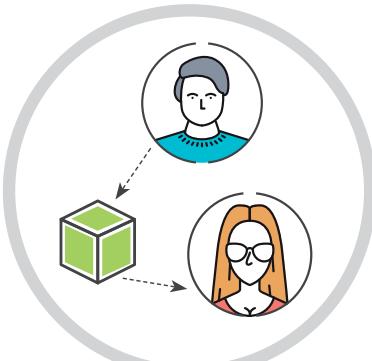
**cryptocurrency**

- ↑ ↓ Has no intrinsic value in that it is not redeemable for another commodity such as gold.
- Has no physical form and exists only in the network.
- Its supply is not determined by a central bank and the network is completely decentralized.



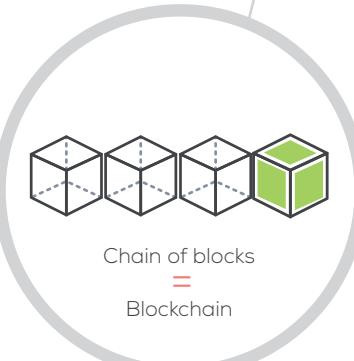
02

The requested transaction is broadcast to a **P2P network of computers known as nodes**. Each node has a copy of a ledger that contains blocks of transactions.



03

The network **validates** the transaction using known algorithms.



Chain of blocks = Blockchain

04

The transaction is complete and the blockchain has a **permanent record** of the transaction between Bob and Alice.

Once verified, the transaction is combined with other transactions to create a new block of data on the ledger.

**BLOCK CREATION:** When a block is added to an existing blockchain, it is **permanent and unalterable**.

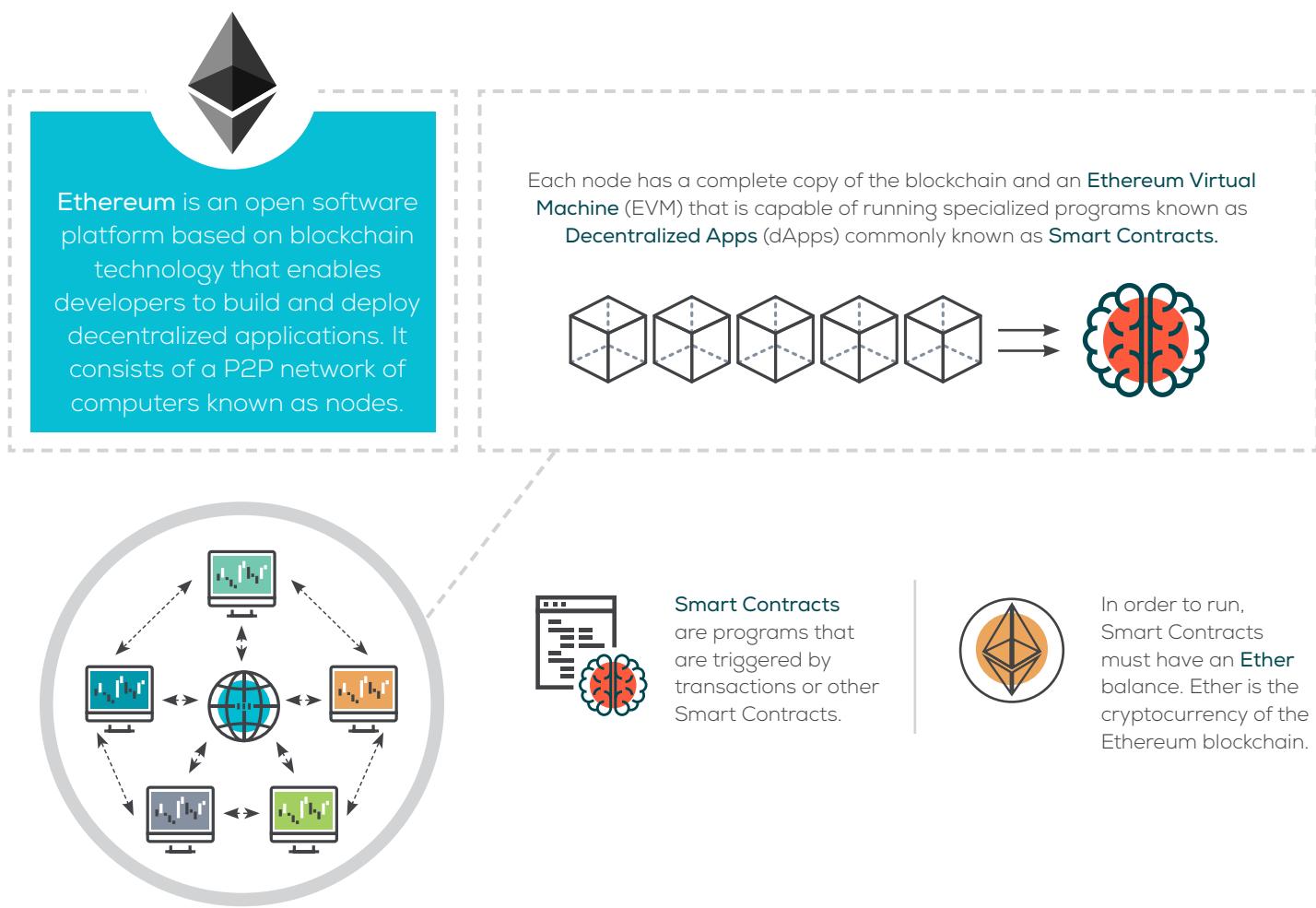
# TECHNOLOGY

## Ethereum

Ethereum is an open-source, public, blockchain-based distributed computing platform featuring smart contract (scripting) functionality. It provides a decentralized Turing-complete virtual machine, the Ethereum Virtual Machine (EVM), which can execute scripts using an international network of public nodes.

Ethereum also provides a cryptocurrency token called “ether”, which can be transferred between accounts and used to compensate participant nodes for computations performed.

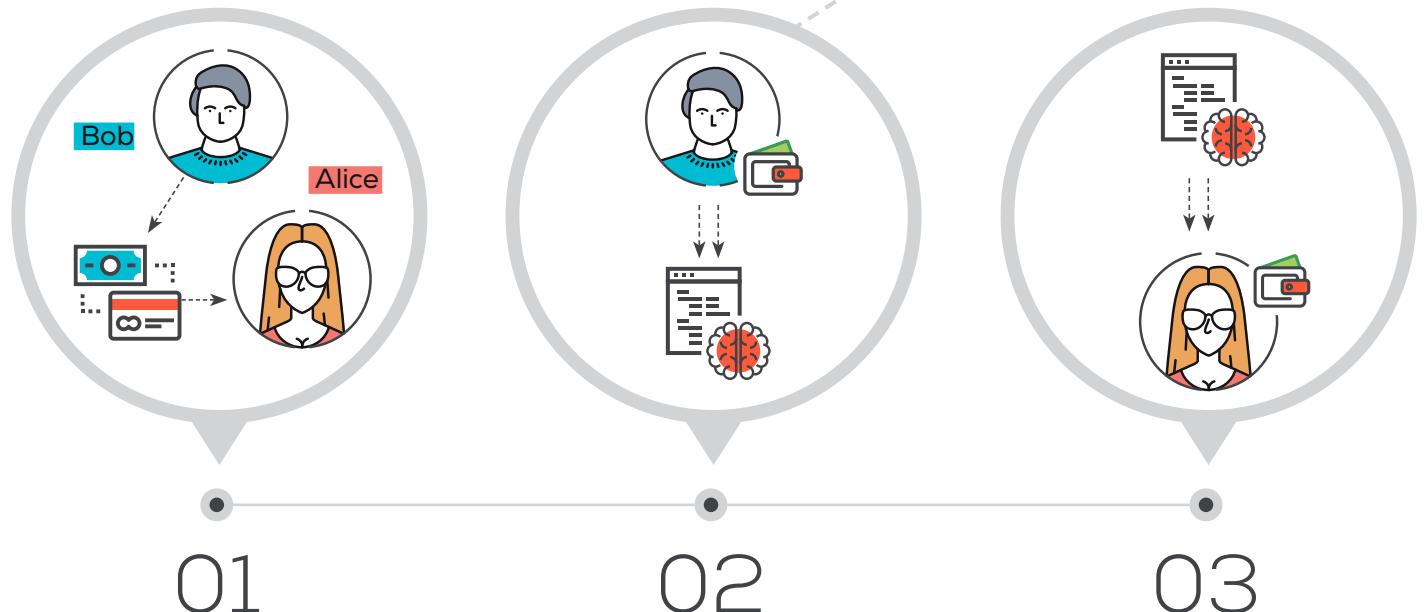
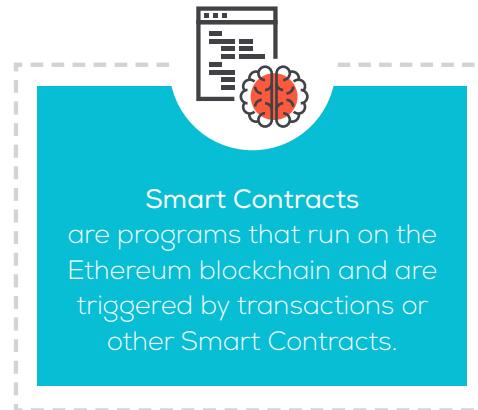
Ethereum is the ideal blockchain for the WhenHub Interface Network because its Smart Contracts are an ideal mechanism by which the interaction between two parties can be recorded as a transactional event with frictionless, cross-border payment.



## TECHNOLOGY

### Smart Contract Example

Smart Contracts are at the core of the WhenHub Interface Network. They eliminate all the friction associated with traditional payment systems, and ensure that all parties involved in a WIN transaction are paid instantly, with irrefutable proof of the transaction.



Alice agrees to provide consulting services for Bob for two weeks with payment due at that time.

Bob creates a Smart Contract and transfers 100 Ether from his wallet to the contract. The contract is setup to move the Ether to Alice's wallet in two weeks.

At the end of two weeks, 100 Ether is moved from the Smart Contract to Alice's wallet.



**The WhenHub Interface Network (WIN) makes it easy for anyone to monetize their time using blockchain technology**

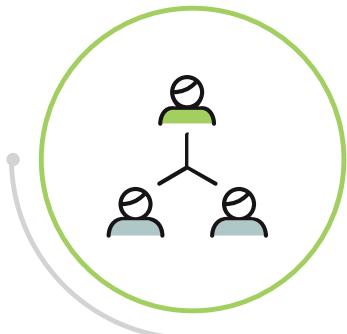
# WHENHUB INTERFACE NETWORK (WIN)



The WhenHub Interface Network is part technology, part ecosystem. It consists of the **Interface** mobile app, the **InterfaceHub** web directory, hundreds of **WhenSense** websites, and **Partner** companies providing verification services for WIN. Each of these is explained in more detail on subsequent pages.

## InterfaceHub

Section on WhenHub.com and Interface mobile app where users can **Interface** with other users who have posted availability time slots.



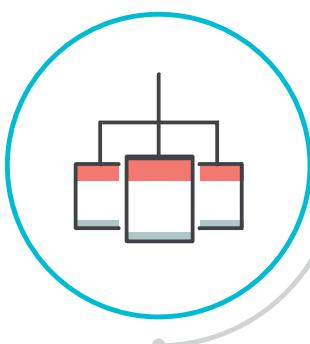
## Interface App

Mobile app that is the primary means for users to add availability time slots and **Interface** with other users during scheduled time slots.



## Partners

Companies that provide verification services for **Interface** users.



## WhenSense Sites

Websites running **WhenSense** so users can **Interface** with other users based on real-time availability.

# WHENHUB INTERFACE NETWORK (WIN)



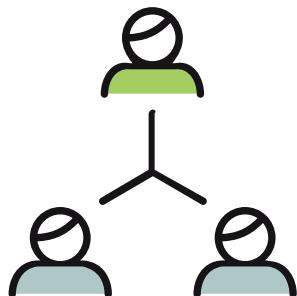
## Interface Mobile App

The Interface Mobile App is the primary means for users to add availability time slots and **interface** with other users during scheduled time slots. It also has a built-in wallet with support for popular exchanges. This makes it easy for users unfamiliar with cryptocurrencies to add WHEN tokens for transactions.

The panel contains six circular icons with the following descriptions:

- Top Left:** A blue speech bubble icon. Description: Interfacing with other users by video, audio, or text chat.
- Top Right:** A teal magnifying glass icon. Description: Search and discovery of SMEs available for interfacing.
- Middle Left:** A green clipboard with a checkmark icon. Description: Submit verification request and provide required documentation.
- Middle Right:** An orange location pin icon. Description: Geostreaming and geofencing for in-person meeting verification.
- Bottom Left:** A green heart icon. Description: Review and rate people with whom you have interfaced.
- Bottom Right:** A teal piggy bank with a gear icon. Description: Wallet with support for popular exchanges to load and store WHEN tokens.

# I WHENHUB INTERFACE NETWORK (WIN)



## InterfaceHub

InterfaceHub is a new website WhenHub will create at interface. whenhub.com. The site will aggregate all availability listings created using the **Interface** mobile app.



Search and discovery of SMEs available for interfacing



Bid for an SME time slot

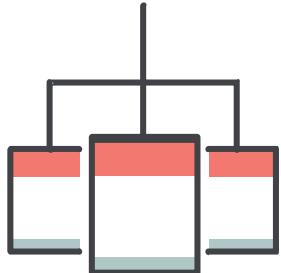


Review and rate people with whom you have interfaced



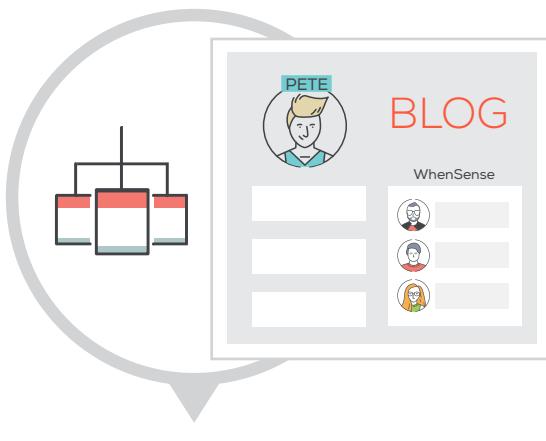
Browse listings of SME availability by date and time

# I WHENHUB INTERFACE NETWORK (WIN)



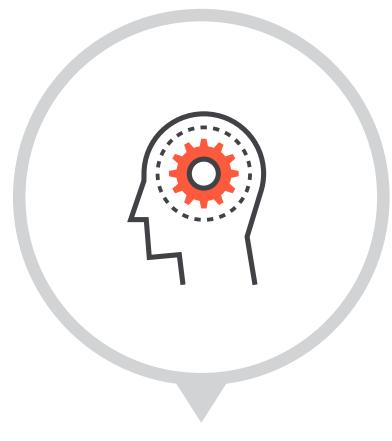
## WhenSense

WhenSense (Patent Pending) is WhenHub's proprietary technology that makes it possible to connect people in real-time based on a website listing of their availability.



01

Any website can opt-in to **WhenSense** by adding an embed code just like Google AdSense.



02

When a user visits a WhenSense-enabled page, a **Machine Learning** engine conducts an auction behind the scenes.

- Time slot **Commission** values are used to bid for top spots in the listing.
- Time slots are ranked in favor of those that are closest to the **current time** ensuring a near real-time **Interface** experience.
- Only listings that are highly relevant to the website and page content are displayed.
- Listings are geo-targeted so there's a better time zone, culture and language fit with the website audience.



03

Based on the results of the auction, a set of time slots that are most relevant to the page and user are listed.

# WHENHUB INTERFACE NETWORK (WIN)

## Partners



WhenHub Interface Network Partners provide verification services for people participating on the network. For any time slot, an SME can require one of a progressively more thorough level of verification. This verification is provided by network Partners and gives participants confidence that the person they will be interfacing with is who they claim to be and in the case of an SME, has the requisite qualifications.



Provides tiered verification services for WIN participants



Helps build confidence as people use WIN to interface with each other, especially in-person



Use industry-standard identity, credit, driver and criminal records for verification.

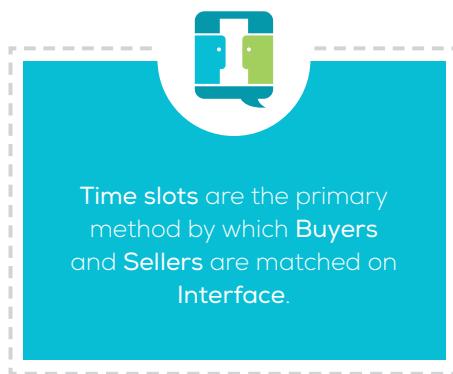
# WHENHUB INTERFACE NETWORK (WIN)

## Interface Enrollment

 <p>Enrollment for WhenHub Interface (Patent Pending) is quick and easy. Once enrolled, a person can participate as a Seller, Buyer, or Publisher.</p>	 <p><b>SELLER</b></p> <p>Sellers offer knowledge or performance skills to Buyers.</p>	 <p><b>BUYER</b></p> <p>Buyers bid for Seller time slots so they can benefit from their knowledge or be entertained.</p>	 <p><b>PUBLISHER</b></p> <p>Publishers use WhenSense to display Seller listings on their website so Buyers can discover them.</p>
 <p>CREATE ACCOUNT</p>			
 <p>LOAD WALLET</p>			
 <p>GET VERIFIED</p>	 <p>Basic verification required</p>	 <p>Optional</p>	

# WHENHUB INTERFACE NETWORK (WIN)

## Interface Timeslots



Time slots may be 15, 30, 45 or 60 mins.



Creating a time slot creates a Smart Contract on the Ethereum blockchain.



Time slots of "Fixed" type are given priority on WhenSense pages so users can connect to subject matter experts in near real-time.



**Medium:** Video, Audio, Chat or In-Person.



**Surety:** Number of WhenHub tokens (WHEN) with which to guarantee Seller's availability for the time slot.



**Verification:** Verification level required for anyone interested in **Interfacing**.



**Commission:** Percentage amount payable to anyone providing a referral facilitating an **Interface** for the time slot.

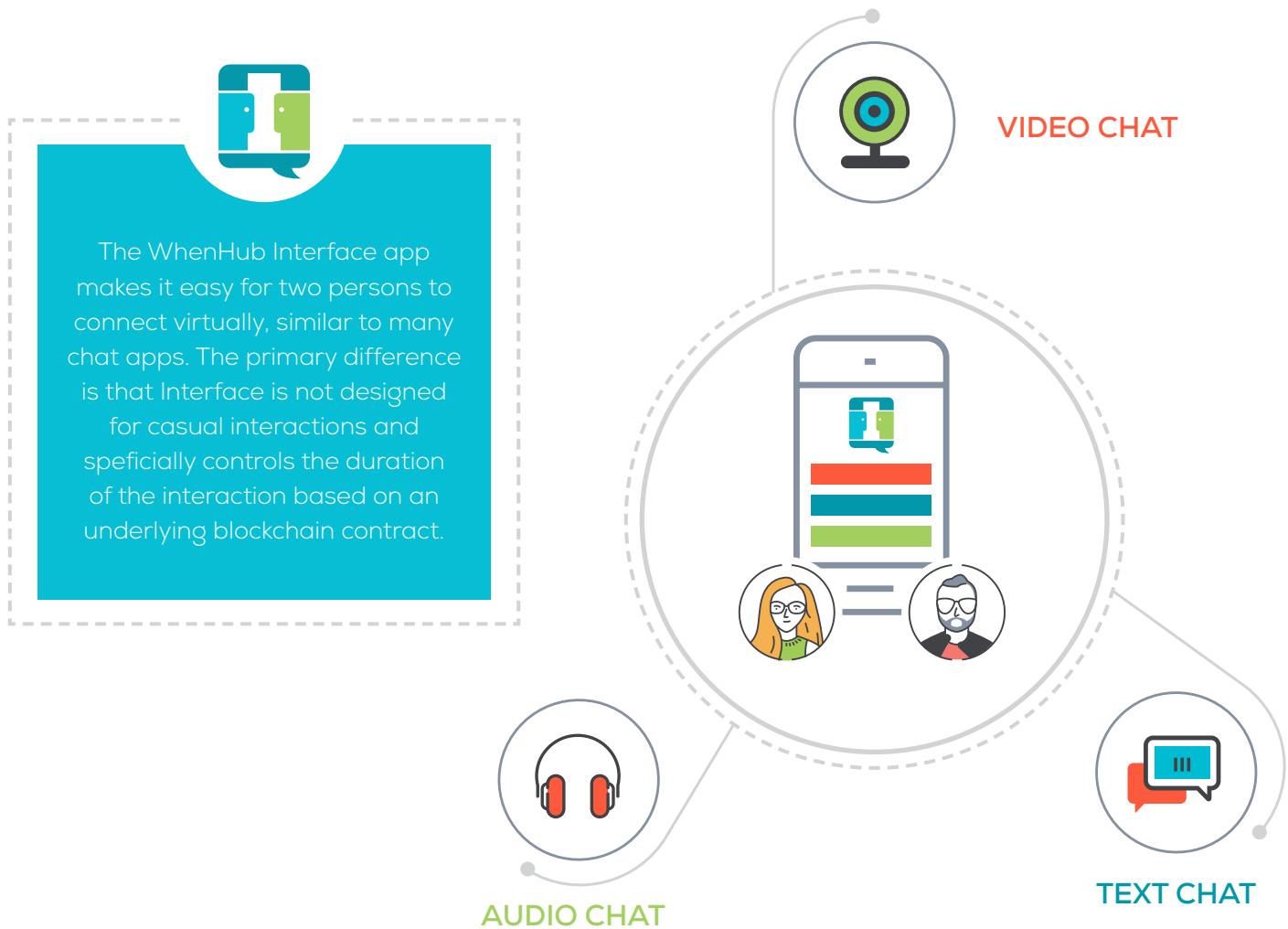


**Type:** Fixed or Auction.

# I WHENHUB INTERFACE NETWORK (WIN)

## Virtual Interfacing

(Patent Pending)



# I WHENHUB INTERFACE NETWORK (WIN)

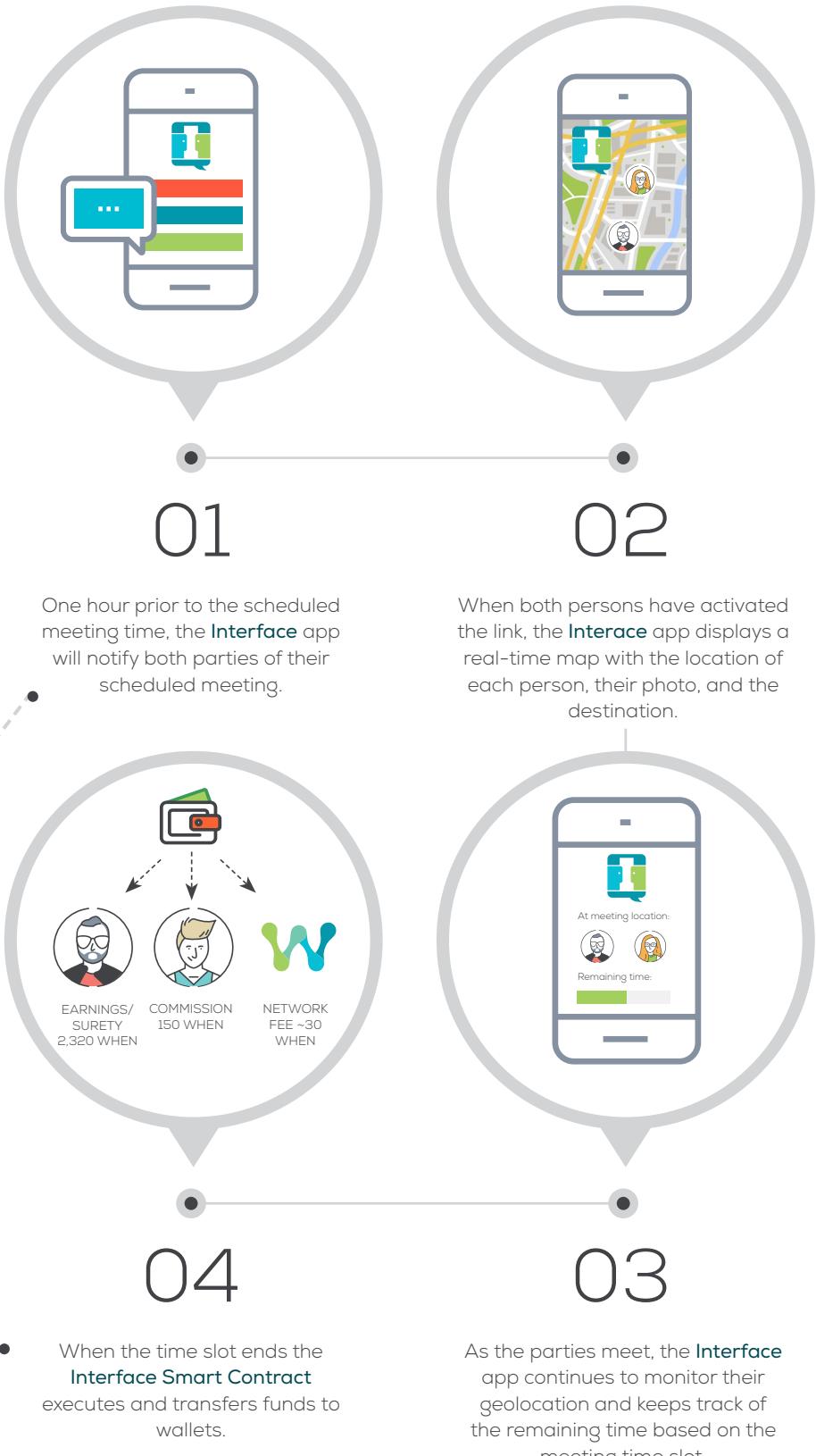
## In-Person Interfacing



The WhenHub Interface app makes it easy for two persons to meet in-person for a limited duration based on an underlying blockchain contract.

The notification contains a link that each person can select to begin geostreaming their location.

If either Sam or Olivia fail to show up for the meeting, they forfeit the **Surety** amount which is paid to the other party minus commission and network fee.





The components of the  
**WhenHub Interface Network**  
work seamlessly for an  
Interface transaction

## I WIN TRANSACTION

### 01 Problem

Sam is an experienced independent business consultant who wishes to monetize his time more efficiently.



## I WIN TRANSACTION

### 02 Interface App

Sam uses the schedule feature of the **Interface** app to identify a few time slots that are otherwise not billable.



For each time slot, Sam specifies the following:



**Medium:** Video, Audio, Chat or In-Person ([Video](#))



**Surety:** Number of WhenHub tokens (WHEN) with which to guarantee Sam's availability for the time slot ([1,000 WHEN](#))



**Verification:** Verification level required for anyone interested in Interfacing ([None](#))



**Commission:** Percentage amount payable to anyone providing a referral facilitating an Interface for the time slot ([10%](#))



**Type:** Fixed or Auction ([Auction](#))

## I WIN TRANSACTION

### 03 Smart Contract

When Sam confirms the request, **Interface** creates a **Smart Contract** and transfers the Surety amount to the contract from Sam's wallet.



## WIN TRANSACTION

### 04 Promotion

Sam's time slot is promoted on the **WhenHub Interface Network** which includes **InterfaceHub** and hundreds of other websites using **WhenSense**.

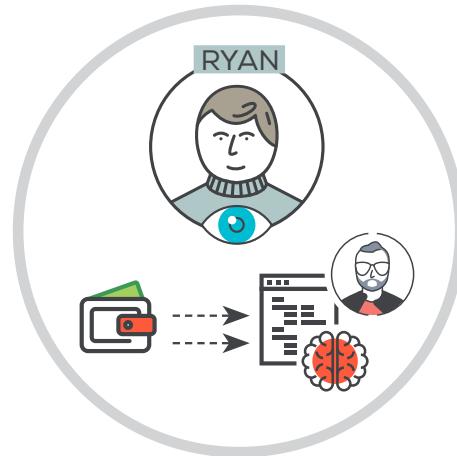


## I WIN TRANSACTION

### 05 InterfaceHub

Ryan sees Sam's availability on **InterfaceHub** and bids the minimum amount of 1,000 WHEN (the **Surety amount**).

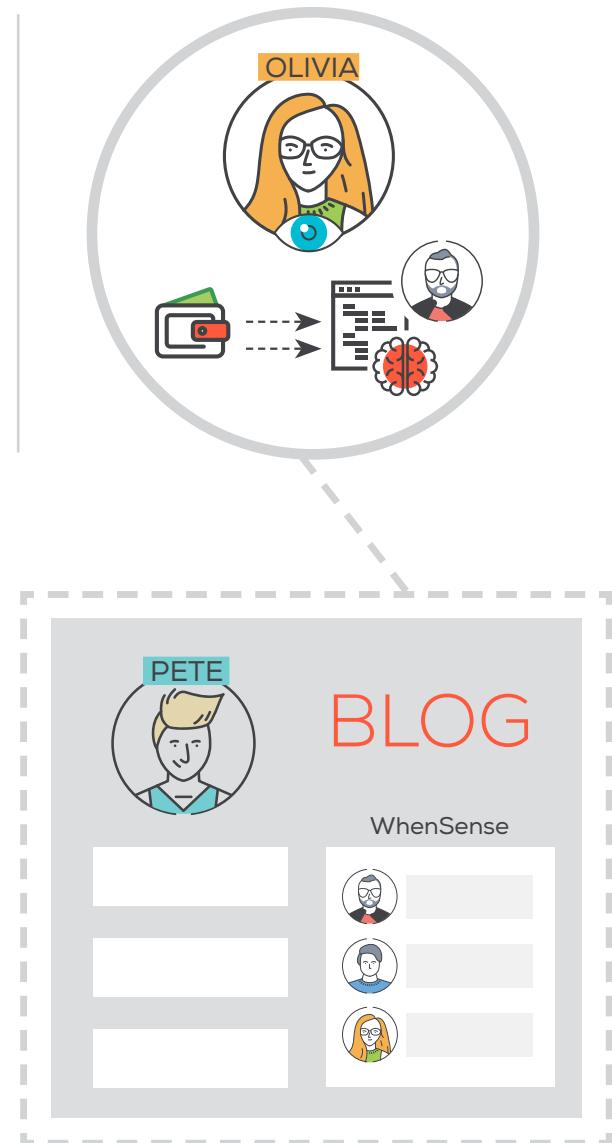
This amount is transferred from Ryan's wallet to the contract.



## I WIN TRANSACTION

### 06 WhenSense

Olivia sees Sam is available in 15 minutes on Pete's **WhenSense enabled blog**. She outbids Ryan by bidding 1,500 WHEN. Ryan's WHEN are returned, and Olivia's bid amount is transferred from her wallet to the contract.



## WIN TRANSACTION

### 07 Interfacing

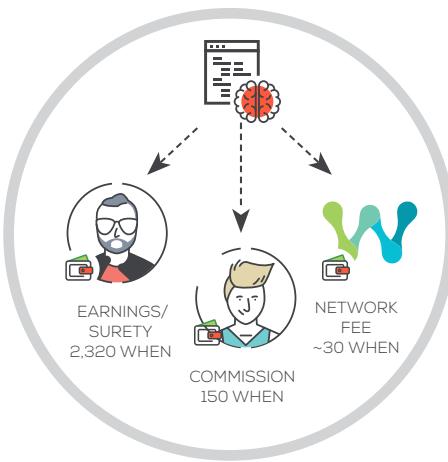
Olivia has the winning bid. When the scheduled time arrives, Sam and Olivia are notified by the **Interface** app and then connected for the time slot duration.



## I WIN TRANSACTION

# 08 Payment

When the time slot ends  
the **Interface Smart Contract** executes and  
transfers funds to wallets.





Our goal is to extend the API so other **app developers** can take advantage of the **network** and **WHEN Tokens** to create applications beyond the ones we have contemplated

# ECOSYSTEM

WhenHub's API was created to enable third-party developers to extend our platform. With the introduction of the WhenHub Interface Network, our goal is to extend the API so other app developers can take advantage of the network and WHEN Tokens to create applications beyond the ones we have contemplated.

Over time, with planning, we believe this will result in an ecosystem of applications and service providers that build upon the WhenHub API and the WhenHub Interface Network to deliver new and innovative smart contract-based solutions to business problems.





Our goal is to develop a **network** effect for WIN by providing users with **WHEN token rewards** as they increase their participation on the network

# TOKEN ECONOMICS

## General Overview

WhenHub will introduce an ERC20-compliant utility token called the “WHEN Token” that will be used on the WhenHub Interface Network (WIN).

Our goal is to develop a network effect for WIN by providing users with WHEN Token rewards as they increase their participation on the network. The detailed token economics for this will be developed over the next several months to ensure there is a balance between supply and demand for WHEN Tokens. These efforts may not be successful in achieving the desired balance.

We believe that all participants in WIN can benefit from the tokenized ecosystem we are creating and that WHEN Tokens will have meaningful use in their hands:

- **SMEs:** WIN would offer a direct to consumer advertising and distribution solution. As an SME demonstrate its value to buyers, we expect their profile to become more valuable. SMEs can be paid in WHEN Tokens, thereby simplifying the backend payment process. While a seller of a certain type of knowledge or service, an SME may be a buyer of another type of knowledge or service and can use WHEN Tokens for those arrangements.
- **Buyers:** WIN would allow buyers to locate, verify, interact with, and pay for an SME's time, without friction and with the convenience of a mobile application.
- **Website owners:** Owners of websites will have the ability to earn WHEN Tokens by displaying availability of seller time slots on web pages based on a match between the web page topic and the SME's area of knowledge or performance focus. These “publishers” will also potentially be buyers or sellers on WIN.
- **Partners:** Companies that provide verification services for buyers and sellers will be designated as “partners” and will have the ability to earn WHEN Tokens by providing such services. These companies will also potentially be buyers or sellers on WIN.

Within this ecosystem, WhenHub also intends to grant awards of a small number of WHEN Tokens to educational institutions to help students in socio-economically disadvantaged neighborhoods gain access to tutors and SMEs on WIN.

# TOKEN ECONOMICS

## WHEN Token Allocation

We believe that the allocation of WHEN Tokens is important to developing the network effect we desire and to aligning incentives of key participants. The WHEN Tokens will be distributed or reserved for distribution to five major participating groups:

Participating Group	Tokens	% of Total
<b>Initial Coin Offering</b> – WHEN Tokens will be issued to the public.	350,000,000	40.0%
<b>Network Users</b> – WHEN Tokens will be used to incentivize user participation. See “—WIN Seeding.”	227,500,000	26.0%
<b>WhenHub</b> – WHEN Tokens would be issuable to fund future engineering, research, and business development projects, as well as incentives for employees and advisors. Tokens allocated for this purpose will vest over time, and our general vesting schedule is equal annual installments over four years.	262,500,000	30.0%
<b>Network Partners</b> – WHEN Tokens would be issuable as compensation to Network Partners for providing verification services for WIN users.	17,500,000	2.0%
<b>WhenHub Foundation</b> – WHEN Tokens would be issuable to educational institutions to help students in socio-economically disadvantaged neighborhoods gain access to tutors and SMEs on WIN. See “—WhenHub Foundation.”	17,500,000	2.0%
<b>Total</b>	<b>875,000,000</b>	<b>100%</b>

# TOKEN ECONOMICS



## WIN Seeding

To encourage use of WIN, we plan to seed it by distributing WHEN Tokens as incentives to a large number of users. This incentive structure is similar to “mining” utilized in certain other crypto currencies. We expect our seeding incentives to focus on two types of users:

1. **Sellers/Buyers:** Users who use WIN to interface with each other will receive incentives. We want to encourage these users to download the Interface mobile app and transact with each other on WIN. For sellers and buyers, incentives are divided into three categories:
  - **Profile Completion:** Users are incentivized to create a detailed profile.
  - **Verification:** Users are incentivized to get verified using a partner-provided service.
  - **Transaction:** Users are incentivized to interface with each other on WIN.
2. **Publishers:** Users who use WhenSense to display availability of seller time slots on their website will receive incentives. We want to encourage these users to sign up for a publisher account on WIN and place the WhenSense embed code on their website.

We expect to further define these preliminary incentive plans presented as WIN development progresses. In addition, we plan to create conditions and limitations to prevent fraud or misuse of our seeding program. Set forth below are illustrative examples of how we may design our planned seeding incentives.

# TOKEN ECONOMICS

## Seller/Buyer Incentives

Task	Tokens	Instance Limit	Total Tokens
Completed profile	100	1,000,000	100,000,000
Connected to LinkedIn	25	100,000	2,500,000
Seller - Completed transaction	15	1,000,000	15,000,000
Buyer - Completed transaction	15	1,000,000	15,000,000
Bronze Level verification	50	100,000	5,000,000
Silver Level verification	100	60,000	6,000,000
Gold Level verification	200	20,000	4,000,000
<b>Total</b>			<b>147,500,000</b>

## Publisher Incentives

Task/Activity	Tokens	Instance Limit	Total Tokens
Embedded WhenSense on site	10	5,000,000	50,000,000
Referred transaction	10	3,000,000	30,000,000
<b>Total</b>			<b>80,000,000</b>

# TOKEN ECONOMICS

## WhenHub Foundation

We intend to form, or collaborate, with a third-party nonprofit organization to charitably contribute Tokens to benefit non-profit educational organizations. Our intention is to use Tokens to enable remote STEAM (Science, Technology, Engineering, Arts, Math) learning, thereby connecting SMEs to children whose schools lack funding to provide such services. References to "WhenHub Foundation" are referring to this future effort, and as of the date of this Memorandum, no foundation or third party arrangement has been established.

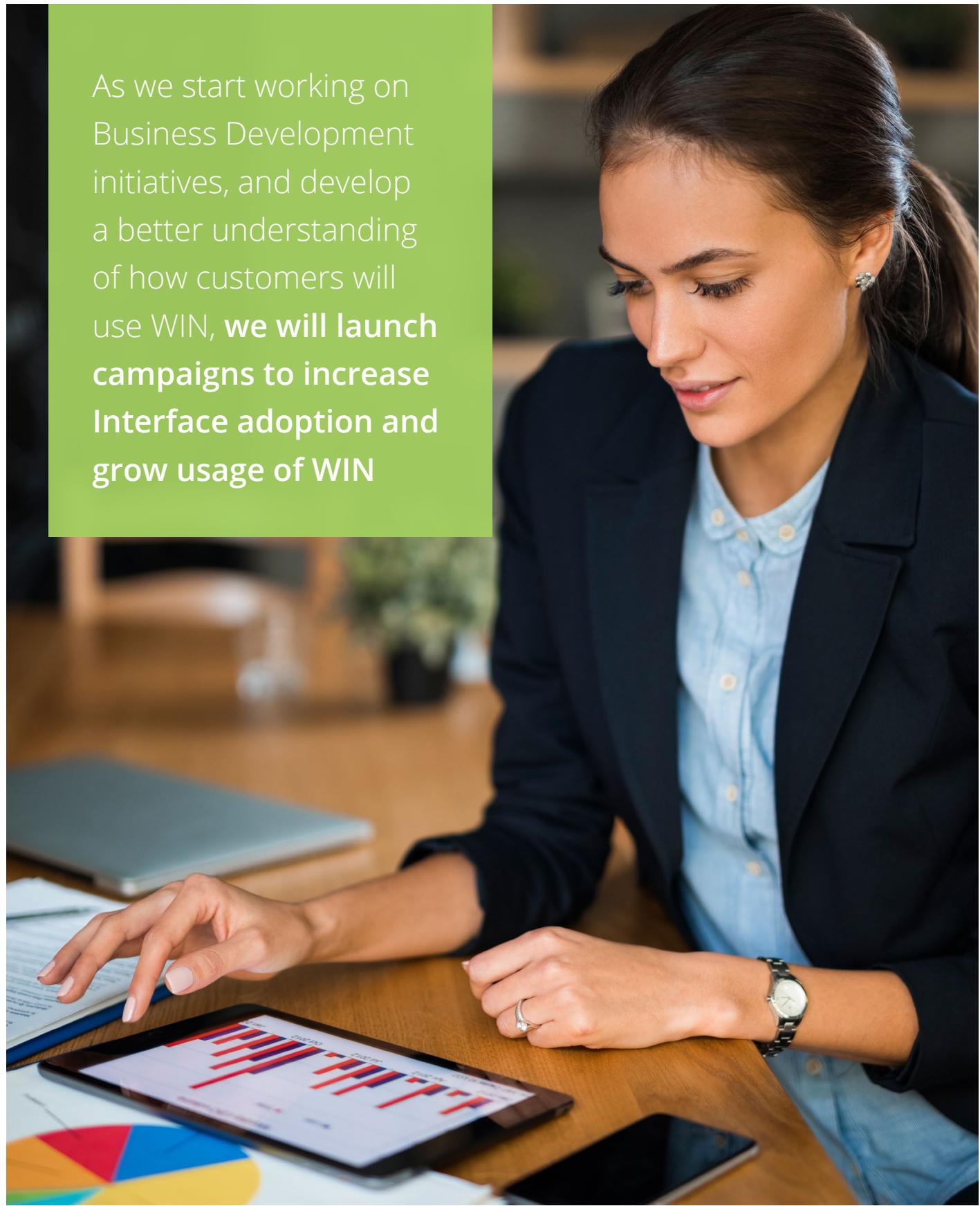
## Network Launch of WIN and Issuance of WHEN Tokens

We intend to launch WIN thereby converting the SAFTs to WHEN Tokens, when WIN has the functionality described below. We may, at our discretion, launch WIN in preview mode for investors, and convert the SAFTs to WHEN Tokens in advance of the Network Launch to the general public.

- Interface app available on Apple AppStore and Google Play Store.
- Interface app wallet integration with third-party service.
- Interface app integration with third-party coin exchanges.
- InterfaceHub website for seller availability listings.
- WhenSense dynamic auction engine with Machine Learning.

- For publishers:
  - WhenSense embed code and plugins for popular web platforms.
- For sellers:
  - Ability to create a user profile, connect with LinkedIn and import profile information.
  - Post availability time slots with granular information about the type of interaction, type of listing, verification level, etc.
  - Add surety WHEN Tokens and create a smart contract for a time slot.
- For buyers:
  - Discover sellers with available time slots on InterfaceHub website.
  - Discover sellers on third-party WhenSense-enabled websites.
  - Bid to connect with a seller at a specific time slot by adding bid WHEN Tokens to the smart contract.
- For buyers and sellers:
  - Connect at the designated time slot by video, audio or text chat.
  - Connect in-person with geostreaming while en route to meeting and location presence detection with geofencing.
  - Ability to get verified using third-party services.
  - Reputation tracking by monitoring transaction feedback.

As we start working on Business Development initiatives, and develop a better understanding of how customers will use WIN, **we will launch campaigns to increase Interface adoption and grow usage of WIN**



# MARKETING

A detailed marketing and launch plan for WhenHub Interface Network will be developed. Here are some initial marketing ideas:

## Network Seeding

As described in "WIN Seeding," we will provide incentives for Buyers, Sellers and Publishers to start using WIN by giving away small quantities of WHEN Tokens as users perform certain tasks on the network.

## Office Hours

We will identify top leaders in various industries and engage them on a paid basis to broadcast "Office Hours" time slots on WIN. This will motivate individuals in their industry who are interested in interfacing with them one-on-one to download the **Interface** app and bid for a time slot.

## Celebrity Charity Drives

We will engage music, movie and sports celebrities to broadcast "Fan Interact" time slots on WIN. Their fans will be encouraged to use **Interface** for a one-on-one video chat with their celebrity. WHEN Tokens resulting from the transaction will be donated to the celebrity's charity of choice.

## Interface Streams

Much like livestreams on YouTube or Periscope, we will organize Interface conversations between celebrities and broadcast them live. To view the conversation, users will need to download the Interface app and participate in the network.

There are many opportunities for WhenHub's marketing team to be creative and motivate people to download and use WIN. As we start working on Business Development initiatives, and develop a better understanding of how customers will use WIN, we will launch campaigns to increase **Interface** adoption and grow usage of WIN.



**WhenHub's management team** combines the Silicon Valley entrepreneurial drive for innovation, with business acumen and leadership



# COMPANY

## FOUNDERS

WhenHub's world-class management team has a proven track record of success. It combines the Silicon Valley entrepreneurial drive for innovation, with business acumen and leadership.



**NIK KALYANI**

Co-founder/Chief Technology Officer

Nik Kalyani is a veteran technology entrepreneur with multiple successful startups.



**SCOTT ADAMS**

Co-founder/Chief Strategy Officer

Scott Adams is the creator of Dilbert, one of the most popular comic strips of all time.



**QUIN HARKER**

Co-founder/Chief Executive Officer

Quin Harker has over 20 years of experience in the global mobility and transportation industry.

# COMPANY



<https://www.linkedin.com/in/scott-adams-52b1595a/>



<http://blog.dilbert.com>



<https://twitter.com/ScottAdamsSays>



<https://www.amazon.com/Scott-Adams/e/B000AP9MO0>

## Scott Adams

### Co-founder/Chief Strategy Officer

Scott Adams is the creator of Dilbert (<http://www.dilbert.com>), one of the most popular comic strips of all time. Dilbert appears in over 2,000 newspapers, in 57 countries. His bestsellers include The Dilbert Principle, Dogbert's Top Secret Management Handbook, and How To Fail At Almost Everything And Still Win Big. His latest book is Win Bigly.

Adams has been a full-time cartoonist since 1995, after 16 years as a manager at Crocker National Bank and then Pacific Bell, where he was involved in financial forecasting, technology development, strategy, marketing, and engineering. He has a degree in economics and an MBA from the Haas School of Business, University of California at Berkeley. Adams is an active angel investor and has invested in businesses ranging from restaurants to medical technology. He is CEO of Scott Adams, Inc. in which he manages multiple lines of business.

Adams is the primary investor in WhenHub, having invested close to \$2 million to fund all aspects of the business. In addition to providing overall leadership, his main areas of focus in the company are business strategy, user experience and marketing. As a renowned blogger with over a million monthly visitors to his blog (<http://blog.dilbert.com>), Adams has played a key role in getting beta users signed-up for the platform and getting valuable feedback to help improve our products.

Adams lives in the San Francisco Bay area.

# COMPANY



<https://www.linkedin.com/in/techbubble>



<https://www.kalyani.com>



<https://twitter.com/techbubble>

## Nik Kalyani

### Co-founder/Chief Technology Officer

Nik Kalyani is a veteran technology entrepreneur with multiple successful startups. His latest success was as co-founder of DNN Software (<http://www.dnsoftware.com>), an Open Source CMS venture-funded company that was acquired in August 2017 by ESW Capital (<http://www.eswcapital.com>), an Austin-based Enterprise Software management company. As its former CEO, Kalyani spearheaded the effort to raise DNN Software's first round of venture funding by August Capital and Sierra Ventures. He provided the technical sales leadership to help the company achieve its first \$1 million in sales.

Kalyani is also the creator of Walkstarter (<https://www.walkstarter.org>), a free platform for school fundraising that has raised over \$1.25 million in funding for public schools. Kalyani designed, built and supports the platform on a voluntary basis.

For his technical contributions, Kalyani has received Microsoft's prestigious "Most Valuable Professional" award for the past 11 years (<https://mvp.microsoft.com/en-us/PublicProfile/33664>).

Previously, Kalyani founded iWidgets, an Internet company funded by Draper Ventures. He also co-founded Definiti, a software consulting company that was acquired by Evicit Technologies.

In addition to overall company strategy and leadership, as CTO, Kalyani has led all aspects of the technical development of all WhenHub products, architected the platform, and also developed key portions. He recruited and manages the engineering, marketing and content development teams.

Kalyani has a Bachelor's degree in Computer Science from Western Michigan University. He lives in Mountain View, California.

# COMPANY



<https://www.linkedin.com/in/quinharker/>

## Quin Harker

### Co-founder/Chief Executive Officer

- Quin Harker has over 20 years of experience in the global mobility and transportation industry. Throughout his career he has achieved Master Club Performance recognition in service to Fortune 500 clients and industry leading organizations throughout Silicon Valley. His active involvement in youth sports was the catalyst for the founding of CalendarTree along with Scott Adams. Harker has led the evolution of the platform from simple schedule sharing to a full-featured platform for time-based marketing and its current focus on blockchain business solutions.
- In addition to providing overall leadership, Harker has focused on WhenHub operations, product quality assurance and business development.
- Harker has a Bachelor's Degree in Marketing from San Diego State and resides in Pleasanton, California.

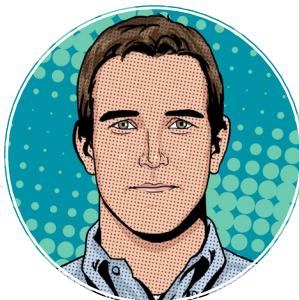
# COMPANY

**TEAM**

For the past two years, the WhenHub team has worked together to build and publish the most sophisticated platform on the web for time curation, visualization and publishing. The team also created a developer platform with API and tools for designing time visualizations.

**JONATHAN SHEELY**

Lead Architect

**CORNELIUS KRUGER**

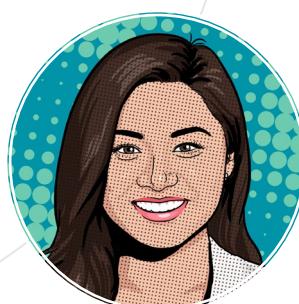
Mobile Engineer

**BRIDGET CASH**

Content Specialist

**RALPH WILLIAMS**

User Experience Engineer

**TRACI FONG**

Web Developer

**MICHELE HYNDMAN**

Marketing Specialist

# I COMPANY

## ADVISORS



### KEVIN KENNIS

Blockchain Engineer, BitGo

Kevin is a software engineer and technologist based in the Bay Area. He has worked on blockchain applications in numerous domains, from trade and supply chain finance to secure storage and wallet products. He is the founder of Pacific Crypto, LLC, and currently works on the web's leading cryptocurrency wallet platform at BitGo. In his previous work, he wrote code for the first cross-border blockchain transaction and was one of the original 13 peers on the first public Hyperledger network. He holds a B.S. from UCLA in Applied Mathematics, with a specialization in computing.



### ISABELLE GUIS

Chief Strategy Officer, Egnyte

Isabelle Guis is the Chief Strategy Officer at Egnyte, overseeing all global marketing, go-to-market, partnership and product strategies. She previously served as EMC's vice president of Marketing for the Public Cloud Solutions Group and Enterprise Storage Division, driving cloud buyer and service provider segmentations, as well as messaging, product positioning and go-to-market strategies for the company's core storage solutions. Isabelle has also held leadership positions at Avaya, Big Switch Networks, Cisco Systems, and Nortel Networks. She holds a Master of Science in Electrical Engineering and Computer Science from Supelec (France), and an MBA from Harvard Business School.



### BRIAN KLENKE

Vice President, Incident Response & Co-founder, Morphick

Brian Klenke is the Vice President of Incident Response for Morphick Cyber Security. In this role, he leads a team of experienced incident responders that help organizations identify and respond to targeted cyber intrusions.

Brian brings more than 15 years of information security experience to this position. Before joining Morphick Cyber Security, he was a Senior Cyber Intelligence Analyst for the Lockheed Martin CIRT. He was also instrumental in building the counter-APT program for General Electric's Aviation, Energy, and Transportation businesses. He has been a leading contributor to the counter-APT community within the Defense Industrial Base, organizing and leading cyber intelligence sharing events between the major defense contractors and the US intelligence community, including the DoD, FBI, USAF, and NCIS.

# I COMPANY

## ADVISORS



### NAVIN NAGIAH

Former CEO, DNN Software

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Previously CEO Cignex and XiSource



### ANNA TANG

Program Manager, Security and Privacy Incident Mgmt, Google

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Previously Cisco System Program Manager for Security Threat Research and Information Security



### SUNDAR SUBBARAYAN

Former Senior Director, Corporate Strategy, eBay

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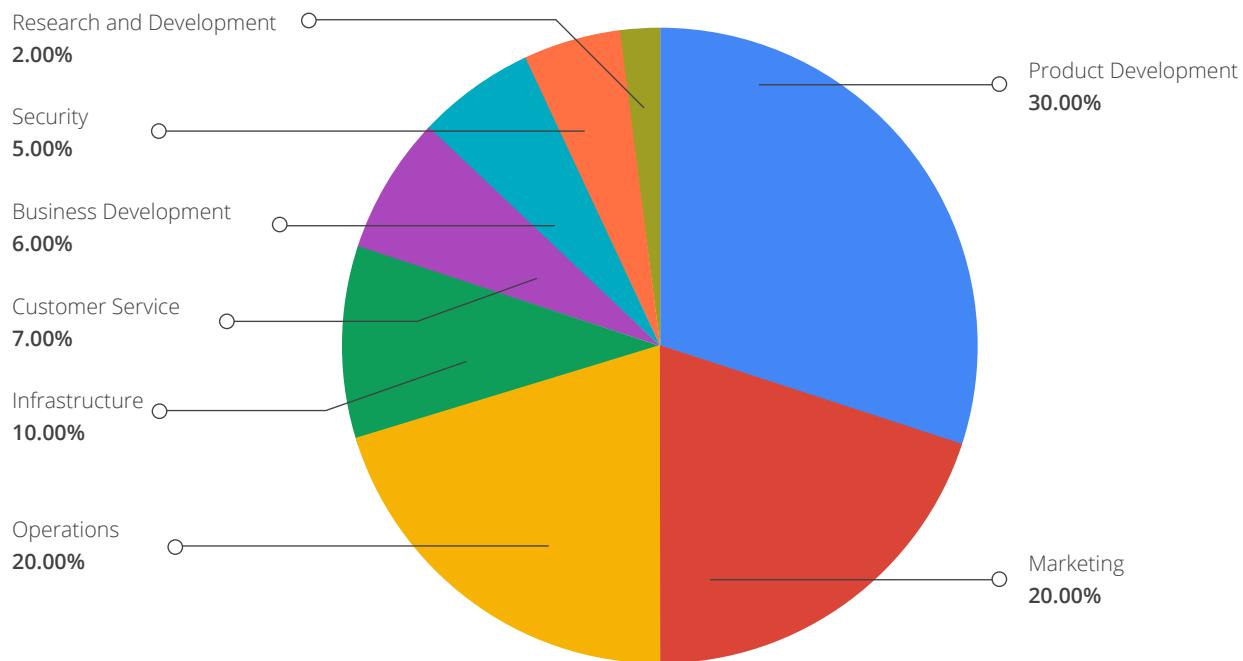
Previously Senior Director Strategy, Motorola and Director Strategic Planning NetApp



Our goal is to  
build and deploy  
the **WhenHub**  
**Interface Network**  
in 2018

## INITIAL COIN OFFERING (ICO)

The proceeds from the ICO are expected to fund the operations of the company for 2.5 years and will be used as follows:



# CONCLUSION

WhenHub has a proven team, built some great products and has a far-reaching vision. By extending its platform to the blockchain and introducing products that use smart contracts to elegantly solve real-world problems, WhenHub is on the path to growth and user traction.

A successful token sale offering will provide the company with the capital it needs to execute on its business plan by delivering value to millions of independent workers, while establishing itself as a major player in the nascent blockchain-based financial technology sector

