

Hello and welcome
to Vanywhere

Founder's Statement

The idea for Vanywhere was born after a long journey of 20 years in the digital world. At age 52, I've already spent the majority of my professional life working in the digital space with international brands such as Clinique, Live Person, Avis, Johnson & Johnson, alongside plenty of startups – some of which didn't succeed – while others went on to become successful companies and household names.

My deep knowledge and experience in the fields of marketing and technology led me to found my own startup in 2015. At that time, I didn't know about the blockchain world. I just had an amazing idea that I believed in with every cell in my body. I invested my time and hundreds of thousands of dollars of my own money in developing Vanywhere, because two years ago, who could have raised money with only a presentation?

The milestones of building a startup from the initial idea to having a working product and eventually raising money from investors is a long and challenging process that all companies engaged in token sales would benefit from. I believe that the process I went through with Vanywhere, and where we've arrived today, proves that if you have a really good idea, coupled with the capabilities and experience to execute it, and an amazing team that works hand-in-hand with you, the right people and investors will eventually be drawn to you and give you the opportunity to succeed. That's how it's been so far.

With my personal investment, we succeeded in building a product and proving that it works, which in turn brought in angel investors. After that, we were accepted to a startup accelerator that dozens of other startups were vying for.

I'm here today because I have an amazing product, and its integration of Blockchain technology will make it revolutionary on a truly global scale. I invite you to read about our journey, to see our product, to experience it, and to get to know the Vanywhere team who has made all of this possible. And of course, I invite you to join us, and be a part of the next big thing.

- Rami Shechter

Skill-Sharing Marketplace

A screenshot of a video player interface. The main title is "Sissy Sainte-Marie • let's edit your look". Below the title, there is a small icon of a phone receiver and the text "2 min free".

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Overview

Since the beginning of time people have been working to provide for their basic needs. Some individuals excelled at hunting, while others were better at gathering. Within a community everyone had a role. While early labor centered primarily on providing food, clothing and shelter, as humans began crafting tools, a new group of skilled specialists began to emerge. Those who excelled at fashioning tools could produce enough to trade them for food. As humans continued developing new skills from pottery to textiles, agriculture and metallurgy, society began to value the importance of individual skills. Suddenly, a ceramic jar could be traded for something else, such as yarn, copper tools, or wheat.

When ancient civilizations settled into agrarian societies with stable food resources, widespread specialization began to take hold, creating the basis for commerce. Over the next several thousand years, people became increasingly specialized in their skills, excelling in certain careers and tasks. Fast forward to the Industrial Revolution, the Technological Revolution and we find ourselves at today, on the cusp of a new revolution.

The emergence of specialized skills which began 40,000 years ago, continues to drive our economy today. While salaried workforces were the norm for much of the 20th century, today the freelance economy accounts for 35% of the total US workforce¹, with 19% of the US adult population having engaged in sharing economy transactions.² Technological advances and lifestyle changes have created the conditions for an increasingly remote global workforce. Vanywhere is seizing on this reality to disrupt the marketplace, connect the sharing economy with the new economy, and create an entirely new employment ecosystem.

source ↗

1 www.upwork.com

2 www.pwc.com

The Vanywhere Vision

Vanywhere's vision is to be a comprehensive, mainstream skill-sharing ecosystem that revolutionizes the way people search for and receive solutions. The platform will provide a single address for any kind of need from live advice to freelance projects, online education and more, replacing existing options with a more intuitive, interactive and thorough solution.

Vanywhere believes in the power of human interactions, of talking face to face, of listening and responding in real time. First and foremost, Vanywhere is a platform that is based on – and powered by – individuals. From the people searching for personalized services, to the people providing them, Vanywhere is changing the way they interact with one another and their skills. Vanywhere empowers people around the world to turn their passions into profits. And it creates a pathway to those skills for those who need them. Vanywhere is committed to building a strong brand based on a real utility with a practical function for mainstream audiences, thereby creating true value in the world.

Building a global skill-sharing workforce

The Vanywhere name comes from the concept of providing video anywhere. At its core, Vanywhere is a live, skill-sharing platform that allows people to share their skills with others who need them. All interactions happen through live, 1-on-1 video, voice and chat on a cross-platform system. Options for freelance projects and online courses will be added to the platform as well. Vanywhere revolutionizes the way that people share and access knowledge, enabling them to assist one another, monetize their skills, and provide or receive a uniquely personalized service.

Vanywhere is already building a diverse community of people and skills. From chefs to stylists, and programmers to designers, the skills included represent the richness and diversity of the world. Whether connecting live with a celebrity chef while cooking dinner, talking with a crypto expert about the latest ICOs, or getting live fashion advice from a social media fashion influencer, Vanywhere gives people access to personalized experiences they never had before. And it gives the people with those skills a new way to market themselves and generate income.

A new digital currency for a new economy

As part of the new economy, Vanywhere has embraced Qtum blockchain technology and is bringing cryptocurrency to a mainstream marketplace with its QRC20 token, named VANY. Using blockchain and tokenizing the ecosystem enables Vanywhere to reduce dependence on 3rd party providers and payment gateways, resulting in a dramatically lower commission.

As the driving idea behind the brand is that everyone in the world has a skill that they can market and monetize, it is essential that it's truly accessible to everyone. Blockchain technology with peer-to-peer payments democratizes the playing field and gives everyone an equal opportunity to market their skills, even if they don't have a bank account.

Despite what is constantly referred to as the global economy, 39% of the world's population³ doesn't have a bank account. That's nearly 3 billion people who aren't able to send or receive payments online. While most of them are in developing countries, the numbers in the US are staggering as well, where 7% of the population, equaling 15.6 million people,⁴ don't have a bank account either. Blockchain technology allows these unbanked people to participate in the new economy by sending and receiving funds through peer-to-peer transactions.

Blockchain also allows Vanywhere to eliminate dependency on 3rd party providers like banks, credit cards and payment gateways which limit and dictate other companies' reach, depending on which countries they're active in. Thanks to peer-to-peer transactions, everyone can benefit from the new economy.

Another benefit of blockchain is that it adds a layer of security when it comes to reputations and ratings. In an age when reputations have become a commodity that can be bought and sold, blockchain allows Vanywhere to build a verifiable reputation and rating system that links each entry to a blockchain address, thereby safeguarding this essential record.

Real utility, real value

The strength of Vanywhere is that it has a real world application. And the strength of the VANY token is that it has a functional utility within the Vanywhere ecosystem. As the currency used for payment within the platform, VANY tokens will be exchanged every time someone uses the platform.

Vanywhere's business model is based on a combination of commission and additional revenue channels such as B2B partnerships and promoted content, all of which are underwritten by the VANY token.

source ↗

³ letstalkpayments.com

⁴ letstalkpayments.com

Building an ecosystem

The Vanywhere team has been working on the platform since 2015. The company has developed both iOS and Android apps, conducted user testing and continued to further develop the product. Vanywhere has raised a \$500,000 angel investment, and recently participated in the Crossrider Innovations accelerator. The funds were used to optimize and test the iOS version, as well as to run pilot campaigns, detailed later in this white paper. The team has conducted extensive product testing to optimize both the platform and the marketing strategy and will be launching in Q2 2018, shortly after the token sale.

Opportunity

The freelance marketplace and skill-sharing economy are growing exponentially from day to day. On the one hand, they represent a new vision for a workforce, yet at the same time, they are still tethered by the rules and restraints of yesteryear. The industry is ripe for a disruption, and the time to do it is now. By harnessing the power of live, video chat to give people access to instant, personalized solutions for the first time, Vanywhere fundamentally changes the way that people interact with knowledge. By simultaneously merging that service with blockchain technology that allows for a reduction in fees and minimal commission, Vanywhere is upending the entire foundation of the employment industry, and leading the way to connect the sharing economy with the new economy. The future of skill-sharing is here.

Product Description

An Introduction to Skillers

Vanywhere is a platform based on people with skills. Within the Vanywhere ecosystem, they're called Skillers. Vanywhere chose that name instead of experts or professionals, based on the company's belief that everyone has a skill. It might be their profession, but it could also be a hobby or an interest. Above all, it's something that they excel at, are passionate about, and want to share with others.

By creating the concept of the Skiller, instead of relying on experts or professionals alone, Vanywhere has opened up the skill-sharing economy to a larger community of people, giving them the opportunity to monetize their skills. For Skillers who are hobbyists and until now could only share their skills with family and friends, Vanywhere gives them a platform to reach a larger audience. For professional Skillers, Vanywhere creates new channels of employment that never existed before. For instance, a fitness trainer with a following on YouTube can now give live, 1-on-1 pointers to followers, and create custom exercise plans for them, while monitoring their weekly progress. Skillers are perfectly suited to tap into the intuitive power of live video chat, which isn't fully being harnessed by any other skill-sharing platform.

Types of Skillers

Skillers can be defined by different categories and types.

Professional Skillers are trained professionals and freelancers who are experts in their fields. These could include accountants and copywriters, nutritionists and makeup artists, computer programmers and fitness trainers, among others. They are people who are currently using centralized solutions, such as freelance marketplace apps, to generate income from their knowledge and skills.

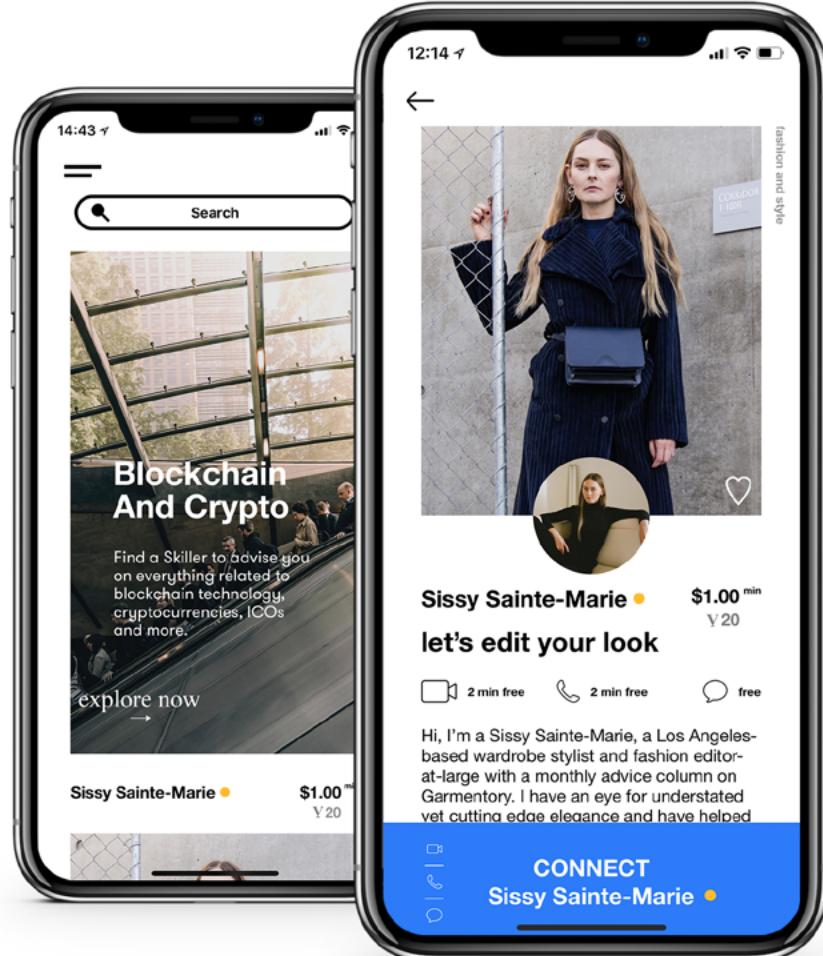
Influencer Skillers are social media influencers and micro-influencers with an army of loyal followers who look to them for guidance and advice in their field. They are people that others look up to as thought leaders with valuable insights and skills to share. Vanywhere offers them a unique opportunity for 1-on-1 engagement with their audience, and an innovative way to directly monetize their followers on an individual basis. For micro-influencers (with 10K-100K followers), this revenue channel is particularly important, because they haven't yet reached the threshold where they're earning meaningful revenue for sponsorship deals. Vanywhere gives these "long-tail influencers" a game-changing platform to deliver personalized, added value services.

Everyday Skillers are ordinary people with extraordinary skills. They could know everything about jazz music, be great at putting together IKEA furniture, or know all the best local restaurants in New York. These are people with skills that they're eager to share with anyone who wants to listen.

The Vanywhere Mobile App

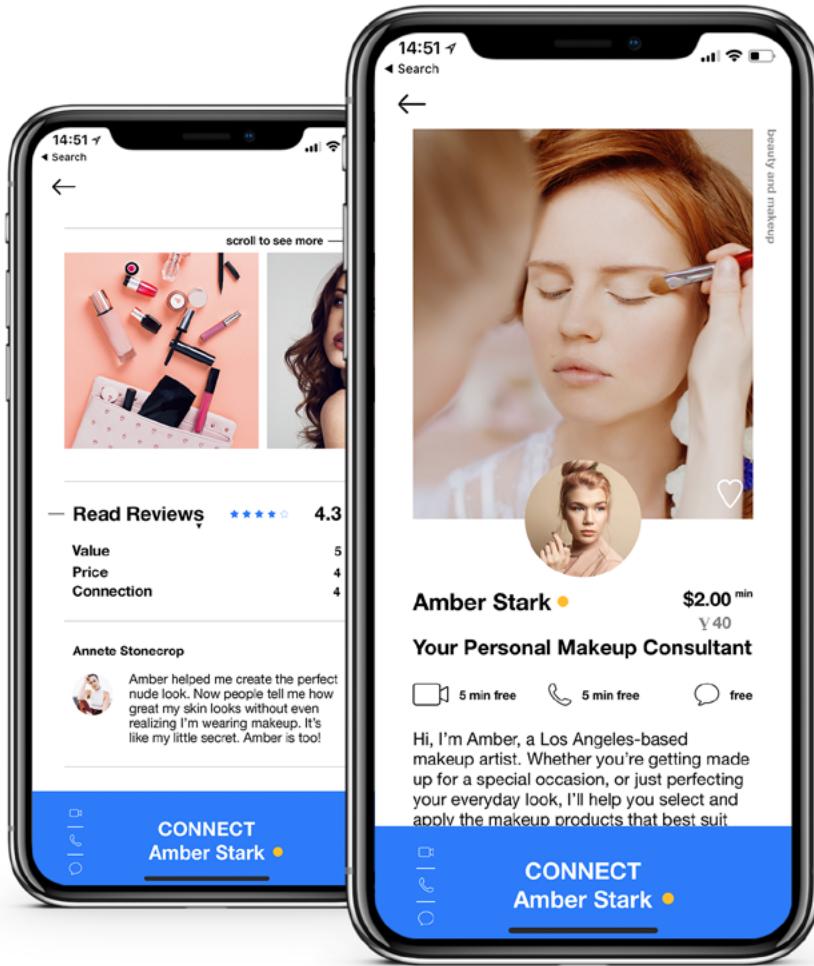
The Vanywhere platform is a skill sharing App that connects people seeking and offering live services and personalized solutions. Users choose to connect through live video, voice or chat. The Vanywhere roadmap provides for the inclusion of project-based work after the launch.

The user experience has been designed and tested to be intuitive and engaging. Users can browse through the feed or use the search bar to find specific categories, individual Skillers or the desired skills. The feed is constantly updated with original content, the editors' choices, and the hottest Skillers on the platform.



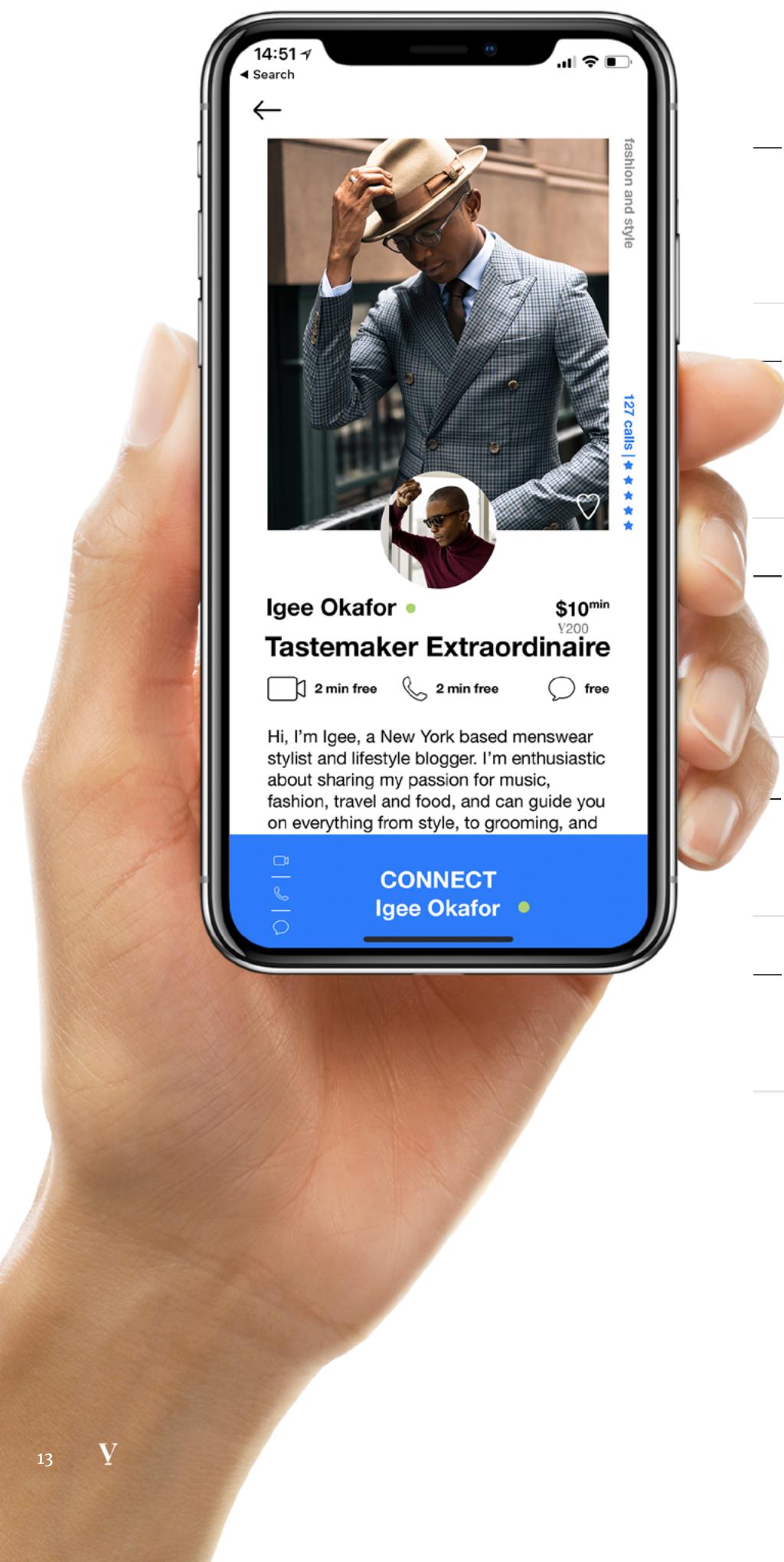
Every Skiller has a profile that describes themselves and the services that they're offering. They also have a portfolio where they can upload pictures of their work, or images related to the skill that they're offering. The Skiller's profile also includes reviews and ratings by other users.

As these ratings sit on the blockchain, they create a valuable and incorruptible reputation system which Skillers can leverage on other platforms as well.



Skillers set their own price per minute for video and voice calls, and are paid directly by users through peer-to-peer smart contracts. Skillers can choose to offer text messages for free or charge by the minute for conversations.

Skillers have the option to offer the first 1-5 minutes free as a way to understand the User's needs, establish a personal connection, and build trust in the Skiller's abilities. Offering a few minutes for free creates an added incentive for users to call, or continue a conversation into paid chat.



01

Find a Skiller who meets your needs

02

Choose how to connect (video, voice, chat)

03

Get instant, personalized advice, answers and solutions

04

Seamlessly transfer VANY tokens

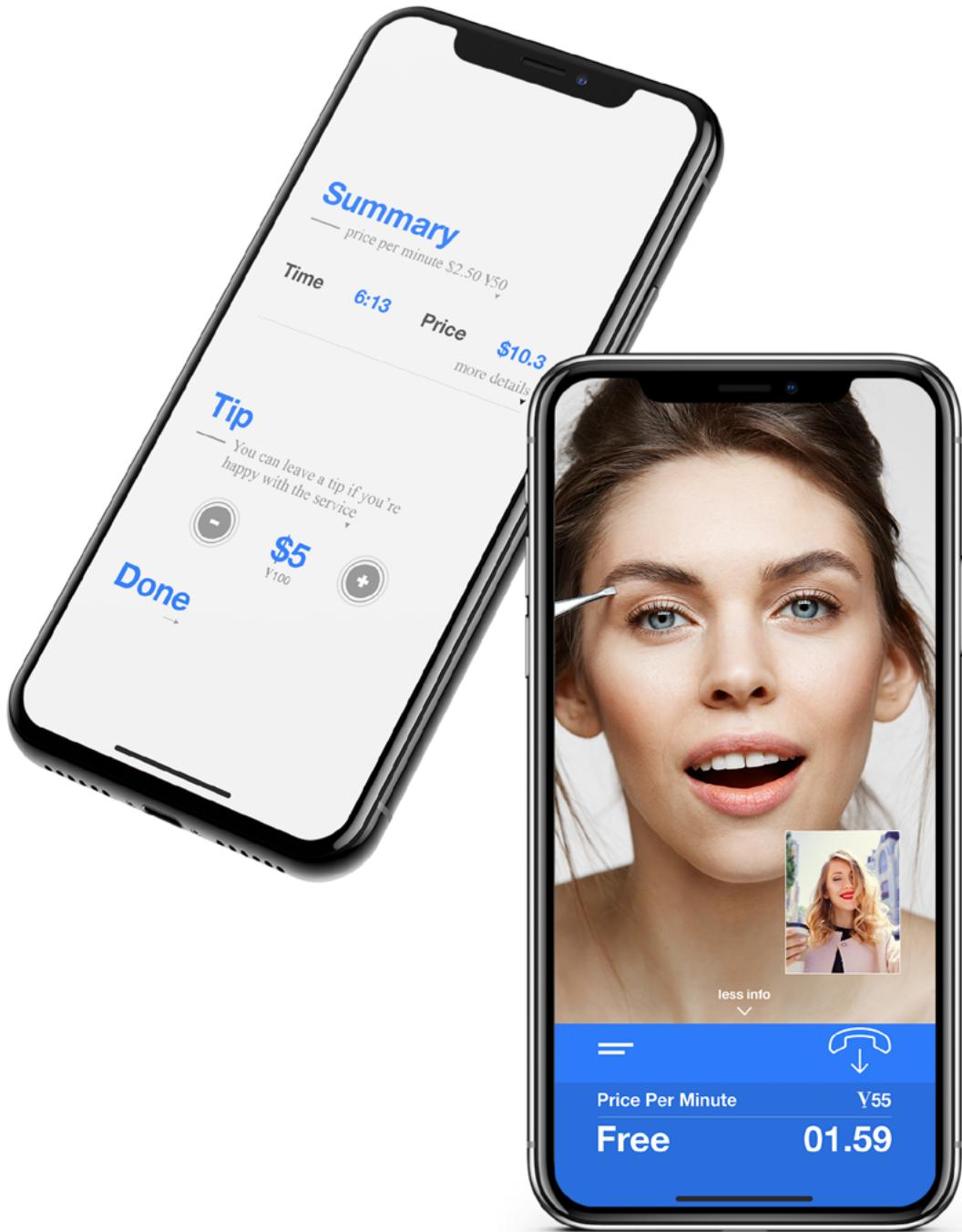
05

Leave a review and rate your Skiller

When a User begins a call, the price and time counters are displayed in a bar on the bottom of the screen. After a few seconds, the bar drops down to provide a full-screen view. It can be clicked on and opened at any time.

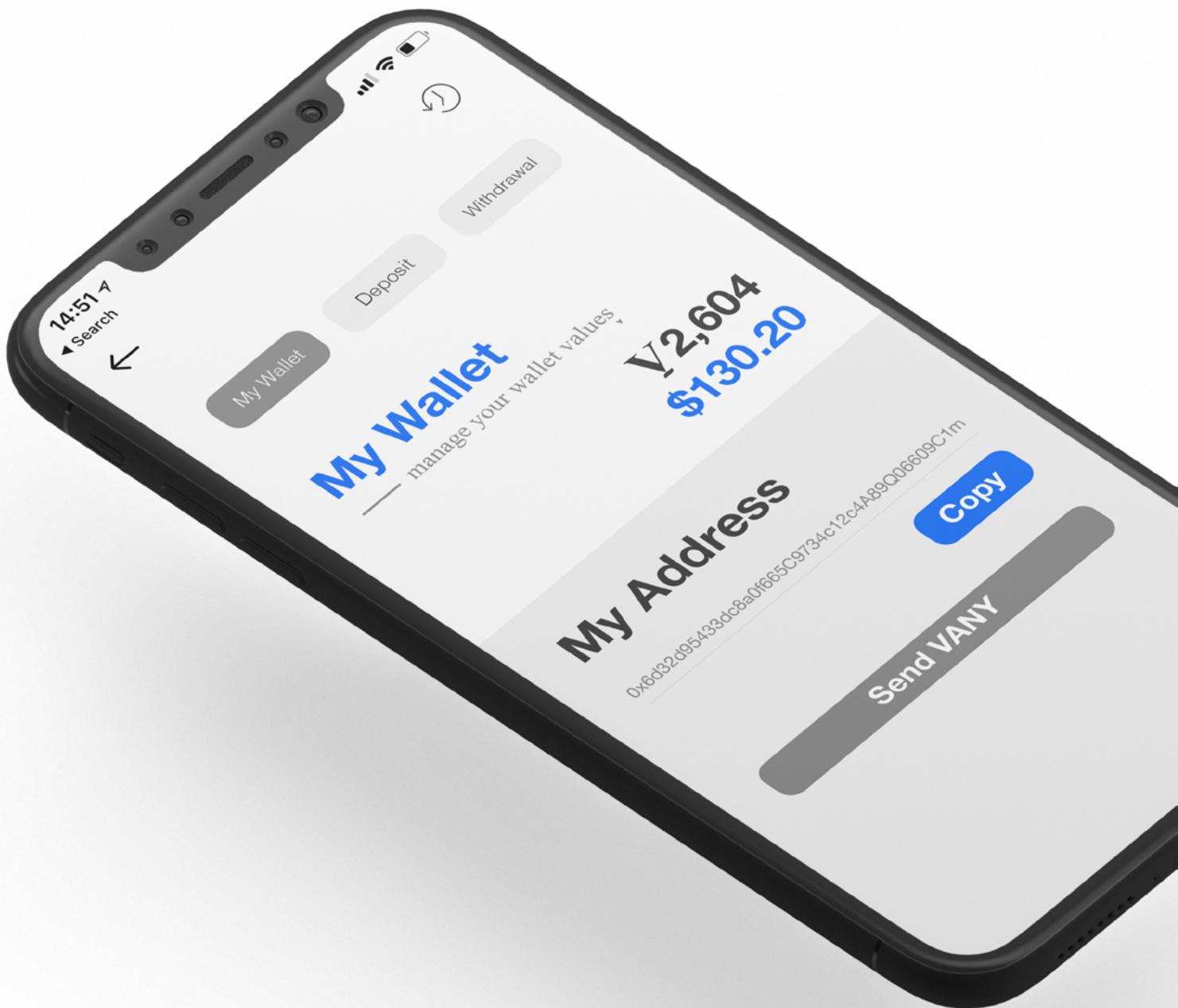
The platform features a flip camera option, enabling Users and Skillers to easily communicate and share what they're looking at. During video calls, the user has the option to turn off their camera and only see the Skinner.

There is an option to activate the phone's flash during a video call if a light is needed.



At the end of each call or text chat, users have the option to leave a tip in VANY tokens, and write a review about the Skinner. Users could tip Skillers even if the conversation ended within the window of free time because the Skinner was able to provide their service quickly and efficiently. The possibility of receiving a tip gives Skillers an added incentive to provide excellent service.

All VANY tokens will be stored in a secure digital wallet.



Future Features



Vanywhere will develop a desktop/web-based version that includes features such as file and screen sharing. This version will be especially helpful with the freelance projects, gigs and courses outlined below.



Vanywhere will add in an option for gigs. These are offline projects which are traditionally done by freelancers and contract workers, such as writing or designing. Users can contact Skillers directly, or post a gig/brief on the platform and receive bids from Skillers to perform it. Skillers can sign up for alerts to be notified when a gig that matches their skills has been posted.



Vanywhere will offer online courses and exclusive content created by Skillers. Courses can be prerecorded or live, with multiple users joining in. In addition to Skillers offering exclusive content, Users can request a group Session with a Skiller (such as a cooking class). If the Skiller accepts, they create a signup sheet for others to join.



Vanywhere will use the platform to raise funds for worthy causes. Celebrities and industry leaders will donate their time to a cause they care about. Users will be able to connect with them in live, 1-on-1 conversations with all proceeds donated to the charity selected.

Product Testing

Since November 2016, Vanywhere has engaged in extensive testing of the product to fully understand market behavior and the technical aspects of the platform, thereby enabling the team to gain deep insights, to streamline and optimize all of the processes. During Q1 2017, Vanywhere's iOS platform was live in the iOS Appstore, and downloaded by hundreds of real users for testing. The test was active in six verticals: tech support, travel, fashion styling, beauty, fitness and food. Vanywhere selected these verticals based on market research and rich data which revealed them to be fertile areas. (Vanywhere's methodology is discussed later in this white paper.)

Fashion and Styling

Vanywhere delved deep into the world of fashion styling to understand consumer behavior, habits and trends, particularly in relation to social media and online shopping. Additionally, Vanywhere researched the needs and practices of professional and aspiring fashion stylists, and performed a competitive study of other players in the field. Among the notable findings were that:

- 57% of beauty/fashion companies use Influencer Marketing⁵
- 70% of teenage YouTube subscribers trust influencer opinions over traditional celebrities⁶
- 86% of women turn to social networks before making a purchase⁷

These statistics coupled with our discussions with potential Skillers and users in this space, and other facts prove the market to be ripe for Skillers in the fashion styling vertical who can provide live, personalized styling advice. This vertical is particularly well suited to social media influencers who already have loyal followers who look to them for fashion inspiration and advice.

source ↗

5 www.fashionmonitor.com

6 www.thinkwithgoogle.com

7 www.alistdaily.com

Food

Vanywhere researched the world of food, from cooking to food styling and nutrition. With the explosion of foodie culture and growing popularity of cooking content on television and online, the food vertical proved to be promising as well. Research revealed that:

- 48M Americans define themselves as foodies⁸
- There are over 244M Instagram posts for #food,⁹ and over 140M for #foodporn¹⁰
- 50% of adults watch food content on YouTube, with millennials watching 30% more than other demographics¹¹
- 59% of Millennials cook with either their smartphones or tablets nearby¹²
- 68% of Millennial moms watch food videos while cooking¹³
- 75% of the growth in food channel viewership is coming from mobile devices¹⁴
- How-to content related to food on YouTube generated 419M views in 2014¹⁵

The popularity of food-related content, and the high percentage of people who watch cooking videos while preparing meals justified the rationale for this vertical. Celebrity chefs, food bloggers and niche gurus who specialize in specific diets such as vegan, gluten-free and paleo, have loyal followers who are eager for personalized attention and coaching in the kitchen.

Recruitment Testing

Vanywhere includes both a supply (Skiller) side and a demand side (Users). We began the product testing with the supply side. We ran digital media campaigns to recruit Skillers, targeting them on social media channels such as Facebook and Instagram, as well as on Google, YouTube, Craigslist and job search sites. Thousands of people responded and filled out applications to become Skillers. We interviewed all Skiller applicants and selected the strongest candidates to be beta Skillers for the test. Additionally, we recruited social media micro-influencers with 20K-100K followers to be Skillers in the selected verticals. We tested targeted campaigns to promote them as Skillers on their social media platforms in general, and to their followers in particular. Throughout the testing, we optimized the recruiting process by employing a variety of marketing and advertising techniques. We tested funneling, conversation rates, targeting and retention to refine and enhance the process of recruiting Skillers. On completion of the test period, exit interviews were conducted with all Skillers to fully understand and incorporate their feedback into the ecosystem.

On the demand side, we recruited real users through Facebook, Instagram, Twitter and Google to be testers on the platform. We tracked the users' engagement with Skillers, with a focus on which Skillers and verticals they chose, and how long their conversations with Skillers lasted. At the end of the test period, users were interviewed to learn from their feedback about the Skillers and the product flow in order to further refine and optimize the user experience.

source ↗

8 www.ift.org

9 www.instagram.com

10 www.instagram.com

11 www.thinkwithgoogle.com

12 www.thinkwithgoogle.com

13 www.thinkwithgoogle.com

14 www.thinkwithgoogle.com

15 www.thinkwithgoogle.com

Testing: Apple Case Study



26% User Engagement



Over 1M Google Search Requests



Average Call Times Lasting 4:30 min

iOS technical support was among the verticals that we tested. Market research revealed that there are 1M Google search requests¹⁶ every month for the Apple support. Based on the insight that a large cross-section of consumers prefers to speak with Apple support on the phone instead of seeking online help through Apple forums and discussion groups online, we invested heavily in this vertical.

We ran targeted campaigns on Facebook, Twitter and Google to recruit Apple enthusiasts to be Skillers and on-boarded them into the platform. We received hundreds of requests from people wanting to be Apple Skillers. We had them fill out an application, and chose the best to become Skillers. Once their profiles were live, we launched digital campaigns targeting users looking for Apple tech support, and connected them with Skillers through live video chat. Topics discussed included: syncing to the iCloud, configuring iTunes, and troubleshooting macOS Sierra.

The test revealed 26% user engagement, from download to a call, with average call times lasting 4 ½ minutes. At the completion of the test, we received positive feedback from both Users and Skillers. A majority of Skillers revealed that they were motivated by helping people, with the goal of earning money being secondary to them. Users universally enjoyed the personal connection of video chat, and found it easier to explain themselves and understand the Skiller's answers when talking face to face with a real person.

source ↗

16 google keyword planner – "Apple support"

Go To Market Strategy

Vanywhere's vision is to be a multi-vertical platform, but it is unrealistic to launch with all verticals at once. (A vertical is a market category such as travel or fitness.) Just as companies such as Amazon began with a singular focus – in their case, books – before expanding to become the comprehensive marketplace that they are today, Vanywhere will begin with several verticals and add more over time, to control our strategic growth.

The Vanywhere team has developed a proprietary methodology, based on combined 40+ years in the digital space, which allows each vertical to be thoroughly tested and vetted before launch. Vanywhere understands the value of branding and emphasizes building strong brand awareness supported by original content creation to advance the Vanywhere brand, each vertical.

The stages of assessing a vertical:

1 ————— Market Research and Testing

The Vanywhere methodology begins with extensive market research and testing. Verticals are selected and tested based on their market share and potential to determine if there's a strong enough base to support a vertical. Vanywhere gathers relevant data and studies competitors to ascertain if there are other players in the space, before arriving at a decision.

2 ————— Recruiting Skillers

Vanywhere recruits a proportional number of Skillers for each vertical in relation to the size of the market. Among the spread of Skillers recruited are those who are active leaders and influencers in their fields to anchor each vertical. Recruitment campaigns will target freelancers, headhunters, and micro-influencers (all in the tested vertical) to build a database for each vertical. After recruiting the Skillers, they will be interviewed to ensure that they meet the company's standards, and assisted in creating their profiles if need be.

Recruiting the proper balance of Skillers and Users is critical for success. Based on the number of Skillers recruited for any given vertical, Vanywhere will recruit an appropriate number of Users to gather insights about the User/Skiller trends and dynamics in the selected vertical.

Once they are recruited, all Skillers will be reviewed and approved by the Vanywhere community.

3 ————— Recruiting Users

Vanywhere will conduct controlled recruitment campaigns for potential users. This includes people who are followers of social media influencers, existing clients of freelancers who have become Skillers, and specifically targeted focus groups that have different levels of interest in the tested vertical.

4 ————— Data analysis

After compiling the data, Vanywhere uses its proprietary modeling and tools to analyze and mine the data for results. Through monitoring the users' interactions within the vertical, Vanywhere can determine and predict its potential for success. If the results meet the initial goals that were set, and the data gathered from conversations with Skillers and users is promising, Vanywhere moves ahead.

5 ————— Growth

When a vertical shows promise, Vanywhere's strategy is to grow it by increasing brand awareness about both Vanywhere and the vertical until the vertical reaches a base. Vanywhere will create original content along with PR about both the vertical and the brand, including news spots on relevant channels, and articles in the leading online and print forums.

While Vanywhere's methodology will be the primary engine for growth, the company is leaving the door open for organic growth. Organic applications from Skillers in every field will be approved. The fact that Vanywhere is testing or growing certain verticals doesn't mean that we're limiting the platform to those verticals alone.

Initial Verticals

Vanywhere has identified some verticals to launch with including software developers, tech support, cooking, travel, fitness and stylists. Each vertical will be supported with a full marketing campaign to build brand awareness around the vertical, including original content pieces and PR to show the benefit of the vertical to the world.

As Vanywhere is in the process of launching a token sale, the company has already been approached by early adopters in the blockchain world who want to be Skillers. In response, Vanywhere has opened a crypto-space vertical that will include blockchain technology, cryptocurrencies, and token sales. For example, a top class Cryptocurrency trader with an avid following on YouTube will be available for live, 1-on-1 advice. A blockchain developer will offer hands-on advice for setting up smart contacts and building distributed ledgers.

Optimization

Throughout the process, Vanywhere will engage in continued optimization and maintenance of the verticals based on what they learn through real-time analytics. As a consumer-facing company, the Vanywhere team will put their experience to work in ways that few cryptocurrency companies have done.

Business Model

As part of the New Economy, payments occur through Qtum Blockchain with VANY tokens which adhere to the QRC20 token standard. This technology enables direct payments/micropayments between peers with no third-party processing or costs.

Vanywhere's main source of revenue comes from charging a commission on all transactions on the platform. Skillers set their own price per minute, or project fee for offline gigs, and we charge a 5% commission on each of these calls and projects.

Vanywhere also created new revenue channels such as B2B partnerships, native ads, promoted content and freemium options, instead of relying solely on commission.

B2B partnerships allow brands and corporations to become leaders in the new economy by sponsoring an entire category on Vanywhere. They can staff the category with social media influencers who are already part of their marketing strategy, or engage new ones to become Vanywhere Skillers. As Skillers, these people give added value to customers, and can also offer promotions such as coupons to be used on the sponsoring company's products. Examples of this could include a cosmetic company sponsoring beauty Skillers who give makeup tutorials using the brand's products, and make personalized product recommendations to users. They could also include a technology company migrating their customer support to Vanywhere, and having Skillers provide live, video support instead of requiring users to call a telephone help line or come into a physical store. They can also place native ads or promoted content in the feed to promote their Skillers and products.

An additional revenue channel is Skillers paying to promote their profile in the feed, category and search results screen. Research shows that the most effective way to reach consumers is through native ads which they view 53% more than display ads.¹⁷ 25% more consumers engage with in-feed native ads than standard banners.¹⁸

Promoted content will be featured in the feed, search suggestions, search results, and will always be marked as sponsored. This content will always feel native to the platform and will be used to promote Skillers, verticals or future B2B partnerships. All of these transactions will be based on the VANY token.

source ↗

17 www.sharethrough.com

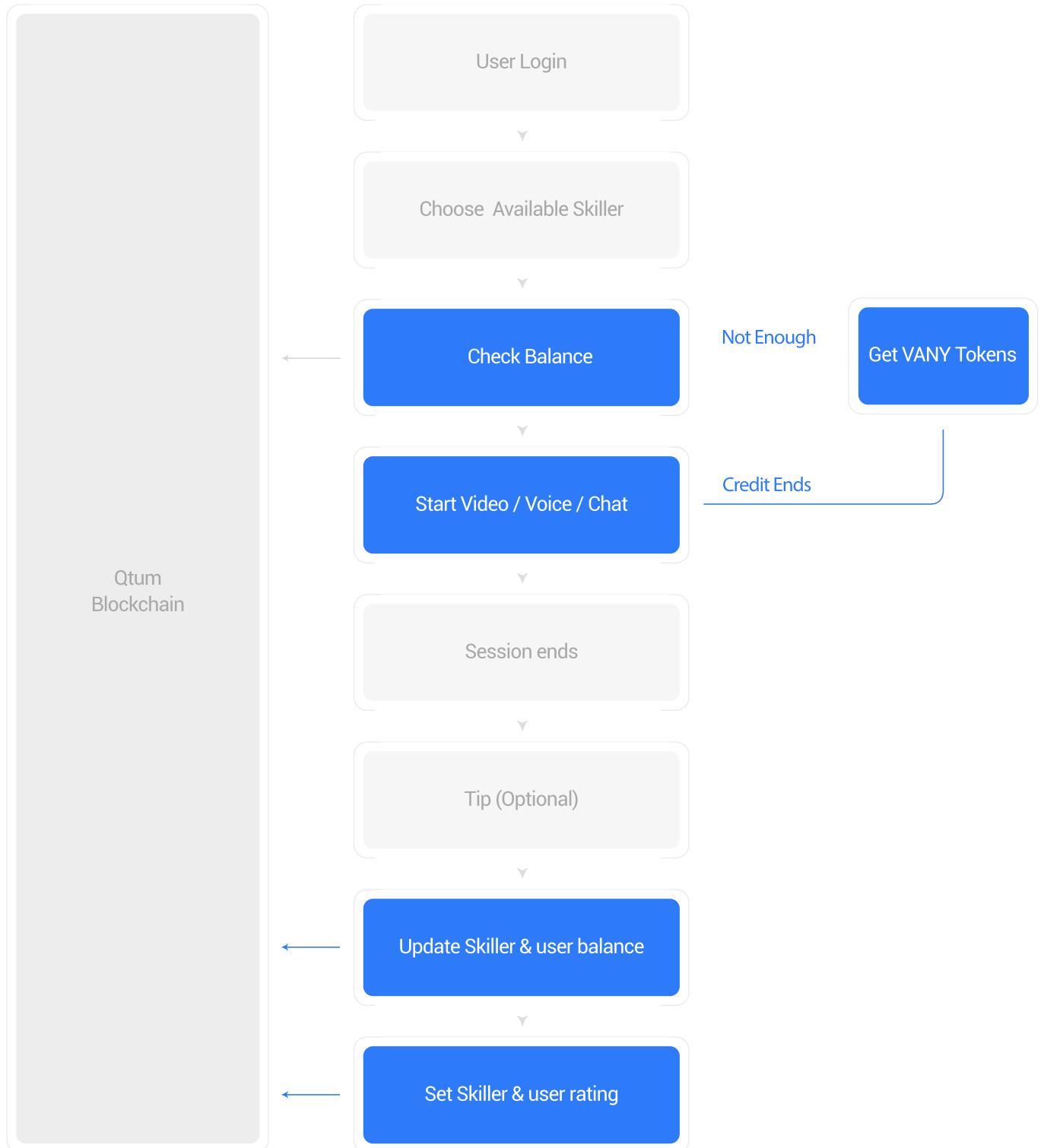
18 www.sharethrough.com

Smart Contracts

The smart contract handles both payments and the rating system. When a call is initiated, the smart contract collects payment from the user and holds it for 48 hours, at which point it is released to the Skiller. The purpose of this 48 hour cooling period is to create a window for disputes to be raised and resolved, should they occur. If the user is satisfied with the service they received, the funds will automatically be released to the Skiller within 48 hours. If the user is dissatisfied, they can register a dispute which the Vanywhere team will investigate. When resolving disputes, Vanywhere will consider the records of each party, and hold the tokens until the dispute is resolved. In the event that a Skiller gets a 5 star rating from a user, the tokens will be released to them immediately, without a cooling period.

The ratings/reputation system is documented on the blockchain, with each rating tied to the blockchain address of both the user and the Skiller. This creates a verifiable reputation system that can't be tampered with or commodified.

Flow Visualization



Payment Gateways

Payment gateways that authorize credit card payments and direct payments are incredibly costly for companies, and this cost is usually passed on to the users. These gateway charges are particularly burdensome when dealing with micropayments (often defined as less than 0.75 cents) which end up costing more than they bring in. The VANY token allows Vanywhere to remove all payment gateways, as payments happen peer-to-peer over blockchain technology. Payment gateways and credit card companies also have the power to dictate and restrict which markets and countries Vanywhere can be active in. By removing these 3rd parties from the equation, Vanywhere can be active anywhere in the world, truly allowing anyone to become a Skiller or benefit from the services that Skillers offer.

VANY tokens are stored in a secure digital wallet. Users and Skillers can transfer funds and payments from their wallet within the Vanywhere ecosystem.

Because Vanywhere is introducing the token economy to a mainstream audience, there will almost certainly be users outside of the crypto-space who are unfamiliar with how to buy Qtum, Ethereum or Bitcoin and convert it to VANY token. Navigating transaction fees, private keys and alphanumeric addresses can be overwhelming for mainstream users. Plus, considering that one usually requires cryptocurrency in order to obtain and utilize tokens, barriers to entry clearly exist. Vanywhere will streamline the process for people with no cryptocurrency expertise.

As a complimentary service, Vanywhere will offer to purchase VANY tokens on the exchange for these users and deposit the tokens in their digital wallets. The tokens will be bought with the user's credit card at the market rate, with the user paying any exchange fees. Vanywhere does not take a commission or earn any revenue from these tractions. This is offered it as a pro-bono service to reduce and remove barriers to entry for inexperienced cryptocurrency users.

Payment Gateway Fees

Company	Fee
PayPal	2.9% +\$0.30 USD
Stripe	2.9% +\$0.30 USD
Square	2.75%
Vanywhere	Gas cost

Utility of the token

The strength of the VANY token is that it has an actual utility within the Vanywhere ecosystem. The QRC20 token is the currency that the Vanywhere ecosystem runs on, and the only way for users to pay for services within the platform. Is it also the currency used to purchase promoted content and native ads. An additional utility of the token is that users who review and approve Skiller applications will be rewarded with tokens.

The total supply of VANY tokens is **800,000,000**. It is fractionally divisible, fungible, transferable, and expected to trade on cryptocurrency exchanges. At the time of the token sale, 1 VANY will be valued at **\$0.05**.

Governance

While everyone can apply to be a Skiller, not everyone will be accepted. After filling out a profile application, it is up to the Vanywhere community to audit, review and approve all Skillers. A set number of community members will need to approve each Skiller in order for their profile to become active. These community members will receive a rating based on the quality and quantity of Skillers who they approve. In exchange for their participation, community members will be rewarded with VANY tokens.

Vanywhere will establish guidelines for Skillers in order to maintain the high standard and integrity of the platform. These guidelines are intended to ensure the quality level and legality and that no offensive content, language or images are included. Quality guidelines will stipulate the resolution of profile and portfolio pictures to ensure that they aren't pixelated or of poor quality. There will also be guidelines of how to write an engaging profile description. Ultimately, it is the responsibility of the community itself to preserve the quality of the Skillers and the Vanywhere ecosystem.

Should any disputes arise between Skillers and Users, the Vanywhere team will investigate and settle these matters. When resolving disputes, Vanywhere will consider the records of each party involved.

Competitive Analysis

Decentralized competitors

Exerty is a "blockchain based knowledge transfer" marketed as a "Skype-like app for paid calls." Their main promise is facilitating payment for digital consultation jobs via blockchain. Their go to market strategy is based on a revenue-sharing model with large employment portals, and their experts pay a commission to the company.

Blocklancer is a Distributed Autonomous Job Market geared toward freelancers. They use blockchain technology to guarantee payment, settle work disputes, remove censorship. They establish a tribunal where users help to settle disputes and are rewarded or punished by receiving tokens or having them rescinded.

Centralized competitors

Clarity is an online gateway that connects users with experts for advice on all aspects of startups. Users request to schedule a voice call with Experts who have 72 hours to respond. Clarity charges a 15% commission on all calls.

Fiverr is an online freelancer marketplace where users can search for and hire freelancers to do offline jobs. All interactions happen through written correspondence on the platform. Fiver charges a 20% commission.

Upwork is another online freelance marketplace. Users post a job description and are matched with freelancers who they interview, and bid for the job. All interactions happen through the platform's chat function. They charge a 20% commission of first \$500, 10% of \$500.01-\$10K, and 5% of \$10K+ earned.

Competitor Commissions

Company	Commission
Fiverr	20%
Upwork	20% of first \$500 10% of \$500.01-\$10K 5% of \$10K+
Clarity	15%
Experty	Undisclosed
Vanywhere	5%
Blocklancer	3%

The Vanywhere Team

The Vanywhere team is comprised of seasoned professionals with over 40 years of combined experience in the digital marketing and technology spaces. The majority of the team has been working together for several years, with a proven track record of success.

Rami Shechter

Founder & CEO



For the past 30 years, Rami has been at the forefront of the digital advertising industry in Israel. He has founded and lead a number of successful agencies specializing in digital marketing, social media and e-commerce, working with both Israeli clients and international brands including LivePerson, Clinique, Pizza Hut, Warner Brother and Avis among others. Prior to that, he was a pioneer in Israeli radio, founding Radio Ezori (Regional Radio) in 1995, and creating an advertising model that brought the station to full penetration within the Israeli market within a short period of time. Rami is experienced in advising and accompanying businesses in every stage of development from initial idea to successful launch and beyond.

Itay Shechter

Cofounder & COO



Itay has extensive experience in product building, product management, and remote team management. At Vanywhere he manages the team, product development, and all business operations. For the five years before founding Vanywhere he was the Media Marketing Manager at an interactive agency with a roster of Israeli and international clients. He has handled every aspect of media planning from the development and management of media, creative and social media strategies and campaigns to hands on media buying and KPI optimization. He also managed the office media team, the PPC department, and the outsourcing of projects. His works have been recognized by Facebook and featured in their business success stories.

Gilad Menashe

CTO



Gilad has over 15 years of experience in internet technologies, security, mobile, SAAS, blockchain technologies, AWS, web applications, embedded and computer vision. He has been managing development groups for 14 years, and was a VP of R&D for the past 9 years where he developed a product which became the company's flagship and a key factor in turning them into a technologically superior market leader. His work has won multi-million dollar contracts with customers including NASA, Boeing, United Airlines, American Airlines, the Canadian Air Force, and Israel Defense Forces among others. He has also served in the Israeli Defense Forces Intelligence Corps (8200) as part of the development team creating (C / C++) embedded (Hardware) and desktop applications.

Paul Fischer

Creative Director



Paul has been working in branding, innovation and marketing for the past 15 years, with a focus on brand identity. As a writer and content strategist, he has crafted unique digital, print and mobile content for some of the world's leading brands, including Coca-Cola, Diageo, Johnson & Johnson, LVMH, MTV Networks, PepsiCo, Proctor & Gamble, Starwood Hotels, Teva Pharmaceuticals and Verizon. In addition to his branding work, he spent over ten years in New York's film and television production industry.

Dmitry Khmelnitsky

Art Director



For the past 7 years, Dima has been working as a Visual Experience Artist and Art Director, conceptualizing and executing design concepts for offline, online and mobile channels. As the Art Director at an interactive agency in Tel Aviv, he managed a team of graphic designers, developed the standards of visual content, and innovated visual branding direction for a variety of Israeli and international clients. He has designed and launched multiple cross-channel campaigns including websites, logos, banners, social media, print and more, that have engaged customers and increased ROI for clients.

Gil Ram
Community Manager



For the past five years, Gil worked in the ad-tech industry, as a team leader and then co-manager of a successful company in the performance marketing space, and 1+ year in the blockchain industry as a private investor and a freelance. Gil brings his vast experience in content, branding, and marketing. He managed and executed hundreds of campaigns for dozens of clients and in many platforms. Gil has MA in Psychology, and believes that in life, everything is personal.

Hyeonjin Kim
Desk ManagerAsia



Hyeonjin Kim is a PR specialist, Interaction designer and IoT Developer with a passionate interest in interdisciplinary approach and work among art, design and technology. His background goes from industrial design to interaction design, passing through from brand promotion in diverse areas to researching user centered design. He has M.A degree from Kunst Uni Linz and worked as Researcher over 3 years at Interface culture lab leading Multidisciplinary research with BMW, Bosch, AMTC and Ars Electronica. He is also involved in CTO at contents fusion research institute of Fanscoms.inc leading several national research projects developing Smart digital signage solution and algorithms on recognition of people's age and sex for targeting advertisement by computer vision. He is now also leading Promotional strategy agency 'Jpromotion' working with several clients around Fashion, IT and Blockchain ICO companies.

The Vanywhere Advisory Team

Lisa Chai

Managing Partner
at Bluemont Partners



Lisa is a seasoned institutional and angel investor with extensive experience in various asset classes including public equity, private equity, venture capital and hedge funds. As a corporate strategy consultant at Bluemont Partners, she has built relationships with entrepreneurs and investors to foster the community's access to disruptive technologies. She is an active member of the Empire Angels, a professional angel group investing in early stage technology venture with a strong focus in Internet, FinTech and Enterprise software. As a member of the Wall Street Blockchain Alliance focused on bridging the gap between the blockchain community and institutions, Lisa is a frequent guest speaker and educator in cryptocurrencies and blockchain technology to institutional investors and family offices. She is also a Strategic Advisor to MState.io, a Blockchain Growth lab backed by Comcast Ventures, IBM and Boldstart Ventures, focused on scaling the most promising blockchain companies globally for the Enterprise sector.

Joel Telpner

Partner Sullivan & Worcester LLP



Joel Telpner is a partner with the global law firm, Sullivan & Worcester LLP's, located in the firm's New York office. He is a seasoned advisor, strategist and problem solver. Mr. Telpner brings more than 30 years of legal experience in a career that includes time as an AmLaw 100 partner, the former U.S. general counsel of a global financial institution, and a venture capitalist. He is a highly sought after legal advisor in the blockchain space, actively working with a large number of clients in structuring token distributions. He is leading policy initiatives on global regulatory issues for blockchain on behalf of the Global Blockchain Business Council and the Blockchain Research Institute. He is also a member of the Wall Street Blockchain Alliance's Legal Working Group, which is developing guidance on best practices for ICOs.

Preston Junger

Co-Founder of Mile Square Labs



Preston is a former early Yelp employee, previously worked for Yahoo!, IAC, Apple and currently is Co-Founder of Mile Square Labs, working with domestic and international startups on sales operations and growth objectives. He joined Yelp in 2008 as hire #82, opening & expanding the first NY office, bringing the company through IPO, while significantly growing Yelp revenue as VP of Brand Solutions. Preston has a B.A. from the University of Vermont and is an active advisor & board director with several accelerators, traditional tech and blockchain/ICO companies.

Melanie Weisner

Professional Poker Player



Melanie Weisner is one of the most accomplished female poker players of all time. She has over \$2 million in tournament earnings, thirty-one WSOP cashes, multiple EPT Ladies' Event titles, and has held the world number one online ranking in heads-up tournaments. She has been featured on ESPN's World Series of Poker, NBC's Poker After Dark, Premiere League, Late Night Poker, and many more. In addition to playing professionally, she devotes her talents to coaching. Her students regularly dominate live cash games and hold titles in major events. Partnering with Vanywhere, she hopes to pave the way for a new era of top-tier gaming instruction with one-on-one coaching via a block-chain-based platform.

Pnina Eytan

CEO Inovgate Singapore



An entrepreneur with vast experience in executive management, Eytan has a proven track record in leading international businesses to growth and revenues. She was the co-founder of several startups and former Head of Software Alliances at the Amdocs group of companies. As part of her work with Amdocs and Tier 1 telecom companies, Eytan helped recruit in dozens of companies to various innovation centers. Leveraging her business and technology skills and worldwide connections, especially in Singapore, Eytan assists companies in strategic planning and business growth.

Lior Boker

Business Development, WIX



Lior has been active in the technology and media business for over 25 years with special emphasis on new media (broadcast, web and mobile). He has a vast knowledge of international media markets, as well as building world-wide distribution channels and market penetration strategy. Lior is a member of senior management and serves as a board member and in advisory roles of international media technology firms, and was active as a founder and investor in numerous companies. He has previously served as a founder, director, advisory board member and VP business development at several technology companies including; Vizrt (symbol VIZ), Kit Digital (symbol KITD), WIX, Unicell, Tweegee, Tvinci, Navigaya, Tradomatics, Actus Digital, LNY Media, iSOCIA, Apester and more.

Ralph Bou Nader

VP Genie-S International



Ralph Bou Nader has held leadership roles in the fashion and cosmetics industries for nearly 20 years, working with companies including Genie-S International, VF corporation, La Prairie Group, Diesel, L'Oreal and Sephora. He is experienced with strategic planning, global sales, and how to staff, guide and lead organizations, while maintaining awareness of both external and internal competitive landscapes.

Tal Navarro

Digital Marketing Advisor



Tal Navarro is an entrepreneur and digital marketing pioneer. She helps businesses, brands and organizations effectively carry their messages to their target audience using Social Media (social networks, the blogosphere, social software, etc.), create brand awareness and use the social platform in order to increase sales, manage the company online community, define the company goals from social marketing and plan a long-term strategy. She is the founder of Sumo Social Media College, which has trained hundreds of business and organizations on social media. Prior to that, she was Head of Social Media at Adler Chomski Group/Grey Israel, one of the leading ad agencies In Israel, where her work included building marketing strategies, content management and ongoing activities for brands/companies through social media.

Samir Bandali

PR & Partnerships Manager
at Coinpayments



A passionate and motivated cryptocurrency advocate for over 2 years, Samir has a strong background in Computer Science, Financial Management, with a wealth of experience in Client Relations. Starting out as an enthusiast and investor, he quickly used his interpersonal skills to develop a widespread global network in the industry. Samir's unparalleled passion for decentralization fuels his drive as the Director of Strategic Partnerships for CoinPayments Inc, a multi currency wallet solution offering support for over 125 digital currencies as well as merchant plugins for ecommerce solutions such as Shopify, Magento and WooCommerce.

Amit Bohensky

Technical advisor



A serial entrepreneur, technological guru, startup angel and investor in Vanywhre, Bohensky brings a wealth of knowledge and experience to the team. He is the Founder of Zoomd, and previously served as VP Open Source Web Intelligence at Verint after their acquisition of his startup, Focalinfo. Prior to that, he was CEO of Consist Systems and Consist Technologies, CEO & CTO Matrix Global Bulgaria and Macedonia Matrix Global, CEO and Founder of Unicoders, Founder and CTO of Fontik Data.

Market Size and Projections

The global cryptocurrency market cap is growing fast. In 2017 alone, blockchain venture capital investment stands at roughly \$358M, while token sales have raised in excess of \$1.3B.¹⁹ While the financial industry has led the way in blockchain usage, over the next decade apps supported by blockchain technology are set to become increasingly mainstream. Companies beyond the fintech world are already exploring the benefits of blockchain to streamline operational inefficiencies, execute smart contracts, and enable point-to-point transactions without the need of intermediaries. The freelance marketplace and sharing economy are ripe for a blockchain disruption.

There are currently 55M freelancers in the US, comprising 35% of the total US workforce.²⁰ Together, they contribute \$1T to the US economy.²¹ India has the world's second largest freelance workforce numbered at 15M people, and accounting for 40% of the world's freelance jobs.²² In the EU, there are roughly 9.6M freelancers,²³ with the largest growth being in the UK, France and Netherlands. In the UK alone, there are 1.4M freelancers, contributing £21B to the UK economy.²⁴

The sharing economy is currently valued at \$15B²⁵ and projected to grow to \$335B by 2025. The skill sharing market currently comprises 26% of the sharing economy. In the US, 19% of the total adult population has engaged in a sharing economy transaction.²⁶ 7% of the US population are providers in the sharing economy with nearly 50% of them being between the ages of 25-44.²⁷

source ↗

- 19 www.fortune.com
- 20 www.upwork.com
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- 26 www.pwc.com
- 27 www.pwc.com

The Vanywhere Token Sale Details

The total VANY token supply is **800,000,000**.

1 VANY is valued at **\$0.05 USD** (subject to variations through crowdsale).

Cap: **\$20M**

VANY Token Distribution

50% - Crowd

23% - Company

14% - Bounty, partners, advisors

13% - Team - Vesting quarterly over 2 years

Use of proceeds from the token sale

36% - Development

35% - Operations

20% - Marketing

5% - Legal

4% - Contingency

Token Sale Bonus Program
Announced Soon

The Vanywhere Token Sale Details

Our offering is filed with the US Securities and Exchange Commission (the "SEC") as a Regulation D 506(c) exemption and concurrently as a Regulation S exemption of the Securities Act. If the recipient is a U.S. Person (as defined in Rule 902(k) of Regulation S of the Securities Act), then to be eligible to purchase, hold, or receive any VANY Tokens, such recipient will be required to be verified as an "Accredited Investor" as such term is defined in Rule 501 of Regulation D of the Securities Act

In addition, before distribution of the VANY Tokens, recipients will be required to undergo a KYC (Know Your Client) process of identity and region verification as well as an AML (Anti-Money Laundering) screening. This process is to ensure regulatory compliance including anti-money laundering and sanctions laws.

Roadmap

This timeline details our funding and development achievements and goals.



THE SOLE PURPOSE OF THIS WHITE PAPER (THE "WHITE PAPER") IS TO ASSIST POTENTIAL VANYWHERE TOKEN HOLDERS (THE "VANY TOKENS") IN MAKING DECISIONS REGARDING THE PURCHASE OF VANY TOKENS. THIS WHITE PAPER IS PROVIDED TO THE RECIPIENT FOR INFORMATIONAL PURPOSES ONLY AND IS NOT AN OFFER OR AN INVITATION TO BUY OR SELL, NOR DOES IT CONSTITUTE ANY FORM OF OBLIGATION ON BEHALF OF THE INITIATOR TO PAY ANY COMMISSION FOR ANY TRANSACTION. FOR THE AVOIDANCE OF DOUBT, THIS WHITE PAPER AND ANY AND ALL MATERIAL CONTAINED HEREIN, WHICH MAY NOT BE EXHAUSTIVE, DOES NOT IMPLY ANY ELEMENTS OF ANY CONTRACTUAL RELATIONSHIP OR OBLIGATION OF ANY KIND.

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VANYWHERE MAY DECIDE IN ITS SOLE DISCRETION, TO ABANDON THE VANYWHERE SKILLERS PROJECT AND TO FOREGO ISSUING ANY VANY.

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Conclusion

Since 2015, the Vanywhere team has been working to bring their unique vision to the world. They have developed and tested a working platform that is positioned to bring live, personalized solutions to millions of people around the world.

Vanywhere's skill sharing platform combined with blockchain technology radically disrupts the skill-sharing and freelance economies by allowing those doing the work to keep more of their profits. As a mainstream platform running on cryptocurrency and blockchain technology, Vanywhere is positioned to introduce a wider audience to the new economy than ever before. The intuitive user experience, coupled with the breadth of skills and Skillers available create a unique opportunity to change the way people seek information and answers, providing them with interactive, personalized solutions. The new economy has a name, and it's Vanywhere.