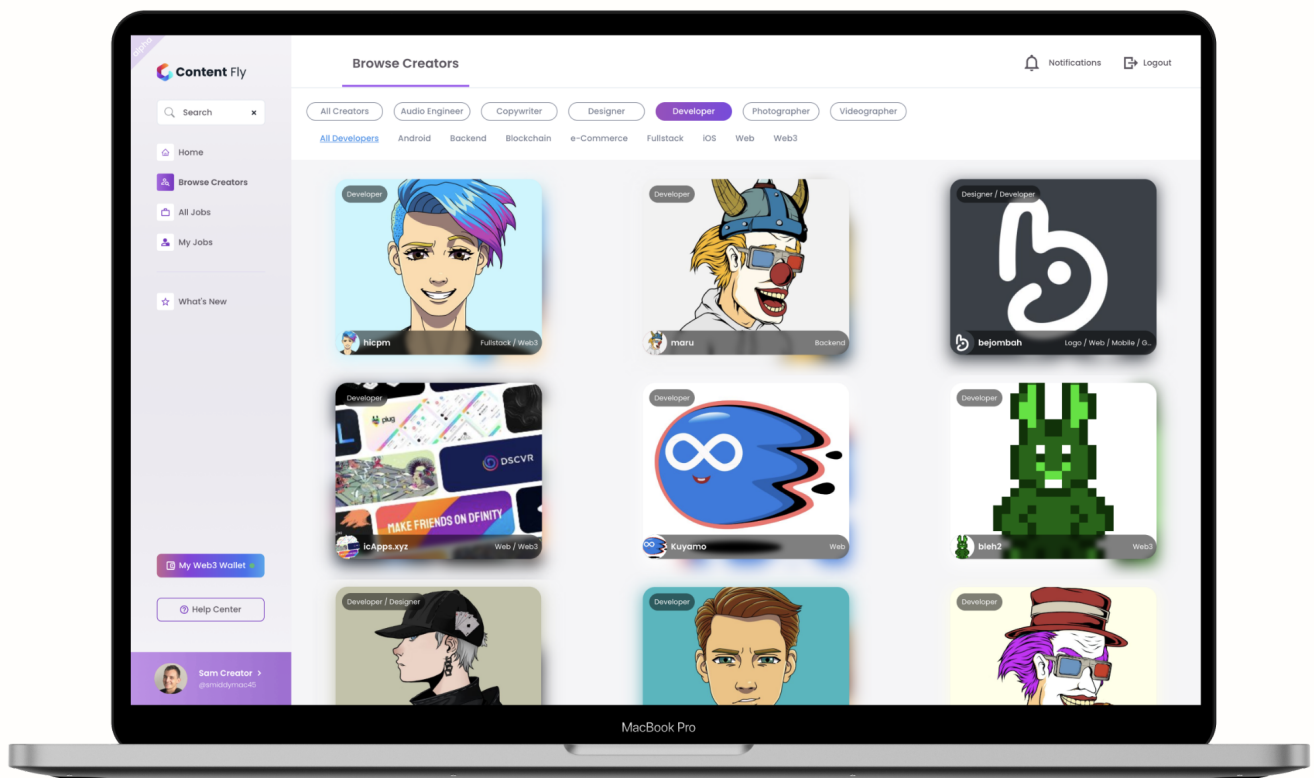


Content Fly

The Web3 Job Marketplace, Enabling The Future Of Work



Abstract

We exist in a rapidly changing and polarizing time in history, with extreme levels of technological advancements, coupled with social unrest around governments & large organizations and a persisting wealth gap. At the intersection of these points, blockchain technology emerged and is fast growing in size and capabilities. A new wave of Web3 platforms built upon blockchains, owned by DAOs, with a large crossover of users, workers and owners are set to disrupt Web2.

The nature of work has also been shifting, with massive growth in freelance working, influenced heavily by technology and the recent pandemic. Distributed teams, DAOs and a general blurring of the line between contractor and employee require new ways of managing jobs.

By combining the requirements of freelance job management and blockchain technology, Content Fly unlocks completely new ways for content creators and buyers to work together on freelance projects. Simultaneously, Creators, Buyers, Recruiters and anyone with staked FLY Tokens can be owners of the platform, earn a share in its revenue and make decisions that decide the future trajectory of the platform.

Content Fly enables content creators to earn more and collect payment more often, making the transition to full time freelancers easier. Content buyers can acquire high-quality creative content in completely new ways, engage their community in the process and diversify their business model through a new stream of income (shared platform revenue).

Content Fly's roadmap contains features that will expand the capabilities of the platform and incorporate plans for regular usability improvements to attract new non-blockchain native users. New job types, Creator lead products & services and a further expansion of the Beam Payment Protocol ecosystem, combined with a tokenomics model that aligns users' motivations with improved platform strength will cement Content Fly as a leading Web3 job marketplace platform.

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1. Setting The Scene and Investigating Current Problems

1.1 The changing nature of work

“Work” as we know it has been changing rapidly alongside the growth of the web and technology adoption and capabilities. Software and hardware developments have produced millions of local gig economy service jobs and opened the whole world’s talent market for remote employment & contracting. These shifts have come in leaps and bounds, with long periods of little to no changes, and others where taxis and waiters, all of a sudden turn into Ubers and QR codes. Today 51% of US post-grad workers are involved in freelancing, while 56% of non-freelancers say they are likely to freelance in the future.¹

The pandemic supercharged these trends with workers forced to work from home, many of whom do not plan on returning to an office. Now that workers have been given a taste of this superior work/life balance, the likelihood of a company reeling them back to the office is in serious danger, with over 45% of US skilled remote freelancers declaring that there is no amount of money that would convince them to take a traditional job¹. The demographic of freelancers also changed significantly during the pandemic, with a general shift away from low-skilled/‘gig work’ towards professionals offering skilled services with higher levels of education.¹

The case for a future with a heavily distributed workforce is strongly made when looking into the demographics, with each generation in the US participating in freelancing 10% or more than the generation before it, (50% for Gen Z).¹ Companies also realized during the pandemic that they can survive with a fully or partly distributed team and many changed their way of operating to accommodate this going forward. It is no surprise that these trends have resulted in booming growth for freelancing platforms, which are well positioned to capitalize, as the line between employee and freelancer further blurs. The market size of global freelance platforms is projected to grow at a 15.3% CAGR from 2021 to 2027.²

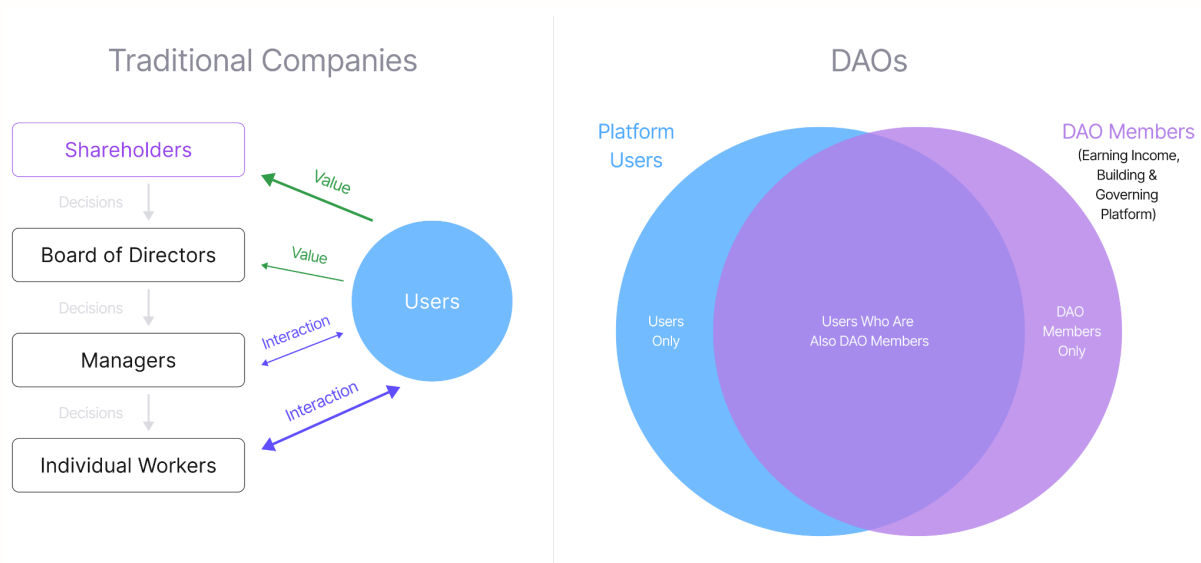
1.2 Centralized problems lead to the rise of decentralized solutions (DAOs)

Another trend with rapid developments in the last 5 years has been the rise of DAOs (Decentralized Autonomous Organizations), which are owned and operated solely by the organization’s members and utilize blockchain technology for their operation. Instead of management decisions made by a few, proposals can be submitted and voted on by all members.

The motivation powering the growth of DAOs and the blockchain space, in general, is a direct result of the ever-growing mistrust and anger directed toward centralized companies, government institutions and their influence on the persistent wealth gap. With frequent

mismatches in the priorities of shareholders and different types of users, companies have a constant battle at hand, often having to side with one over the other, or please the buyer side while attempting to keep secrets from the seller side.

When it comes to disputes, traditional platforms are incentivized to side with the users bringing in the money as opposed to those getting paid. An example of this type of issue involves a case where the use of someone else's credit card resulted in UpWork making a freelancer work for 230 hours for free to pay back two years' worth of work for a client, after already having \$12,560 USD reversed out of their account.³ Things are not much better on Uber, where a report by Georgetown University showed that 100% of the Uber drivers interviewed had issues with calculating their actual compensation. The report also revealed that drivers were caught off guard and unable to make money from the platform when Uber made sweeping changes to the minimum age requirements for cars, made worse due to the fact that 33% of drivers took out debt to work on the platform.⁴ In 2019, DoorDash faced public uproar when it was found that tips were not being sent directly to workers.⁵ Being at the discretion of a few owners, platform access is also a problem, with many freelancers unable to gain access to platforms due to claimed sufficient numbers of freelancers in certain skill types or because of where they live. In March 2022 UpWork made the call to exclude freelancers in Russia and Belarus from the



platform as a form of protest against the war in Ukraine.⁶

DAOs have set out to solve these kinds of issues by having the alignment of shareholders' and workers' core values by having a large crossover of users who are also shareholders & workers (DAO members). As DAOs prove their benefit by providing operational visibility and protecting against these issues it is likely they will integrate further into the real world and create huge shifts in the nature of employment and remuneration.

1.3 The problem of going it alone

Many more problems can arise by going it alone and operating as a freelancer or procuring services from one without the assistance of a platform managing the interaction. Easily avoidable pay disputes, impersonation, faked skills, scope creep and low-quality deliverables all become potential risks without a third party acting as an intermediary, who can assist when troubles arise.

1.4 How do DAOs tackle these problems?

A platform that is user-owned and governed (DAOs) has opportunities for long-term success that are unavailable to traditional platforms. By having a large crossover of shareholders, users and platform builders & operators as the same people, the management decisions are able to strike a fair balance between benefitting shareholders and optimizing the user experience, (given voting power is decentralized sufficiently).

While stories of DAOs having problems are regular, it is the specifications of a DAOs construction and operation, including token distribution and degree of voting power concentration among stakeholders with differing incentives that determine DAO success or failure, not the general theory of a DAO, which is ever evolving.

By dispersing voting power sufficiently across a large number & type of stakeholders, voting power & incentives can be balanced, which avoids a few parties hijacking the DAO proposal system to unfairly benefit themselves.

While different user types may have differing incentives (whether slightly or largely), if a DAO is constructed thoughtfully, the outcomes of decisions, on average, can benefit each party much more equally than traditional platforms. A recent example of DAO proposals benefitting multiple user types occurred when Pocket DAO passed two key proposals to “...boost network efficiency and bring costs down.”⁷

It is a different story with centralized freelancing platforms, where the party making the decisions are the ones earning income from fees, charged to users who do not have any say in setting the fee rate. The average fee charged on centralized freelancing platforms is 20%. A freelancing site managed by a DAO can operate successfully with a significantly reduced fee extracted from users, due to increased operational efficiency (Uniswap processes the same volume as Coinbase, with only 10% of the workforce⁸) and therefore far fewer people requiring a piece of the pie (many shareholders are also workers). Platform access, moderation, dispute resolution and funds management can also be managed in a more democratic way by a DAO.

2. The Solution – Web3 Job Marketplace

Content Fly is the world's first 100% on-chain (Internet Computer blockchain) Web3 Job Management Tool and Marketplace, owned and operated by the Content Fly DAO. It powers trustless freelance content creation projects between Buyers and Creators, with escrow smart contract payment, DAO-based jury dispute resolution and NFTs for the authentication of Creator skills and job deliverable ownership. Recruiters boost user growth & job postings and help match Buyers and Creators within jobs. All Content Fly token holders earn income through revenue sharing, influenced by their Reputation Level, which is impacted by positive & negative platform activity. Moderation and governance are also managed by the Content Fly DAO.

2.1 Open to all Content Creators, Buyers & Recruiters

Anyone can sign up and post a job for content that they require, whether that's design work, development, copywriting or some other creative/digital content. Anyone can share the job through their unique URL to their various social channels, or invite creators already listed on Content Fly to pitch. Content creators can also freely sign up and create a Portfolio before pitching for jobs and submitting Concepts. By successfully inviting active Creators/Buyers to the platform/jobs, anyone can act as a Recruiter and benefit from FLY Token rewards and later, Recruiter Revenue and/or an increase in their Reputation Level, which increases their share of Platform Revenue.

2.2 Job System

Through various payment and job types, Content Fly provides users with the ability to manage all types of jobs, from short one-off tasks with lump-sum payments to longer employment-like jobs with streaming payment through Beam.

There are currently two job types to choose from, Contest and 1 to 1 Job. Contest enables public visibility of Creator's submissions whereas the 1 to 1 Job features private Creator pitches. Contest is designed to create a buzz around a product and get the community involved in submitting work and voting through social media. 1 to 1 Job is meant for Buyers who need high-quality content without the buzz. Buyers also have the option of making a job unlisted which hides the job from the public Browse Jobs page and enables the Buyer to share the job privately to Creators they invite on the platform or through the share unique job URL.

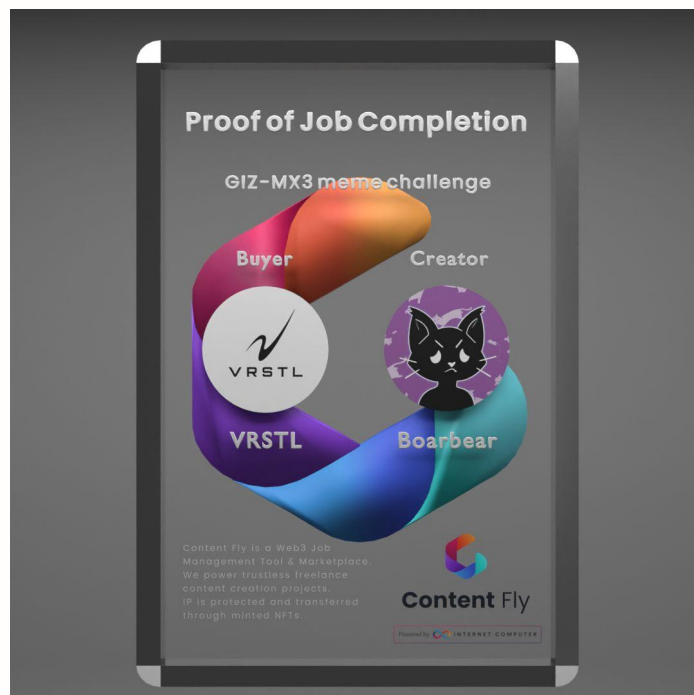
Creators can submit pitches for the job and discuss ideas/gain clarity from Buyers on the Workspace tab (1 to 1 chat). Buyers can award the job to their favorite Creator to proceed the concept iteration process with. When awarding a job to a Creator, Buyers have the option of paying the Creator in a lump sum once the job is completed or having the payment stream to

the Creator over the duration of the job, which leverages the [Beam Payment Protocol](#) (also built by the Content Fly team).

Payment deposited by the Buyer is stored in an escrow smart contract that is programmed to release the full payment/remaining balance once the job is completed.

2.3 Verification of Creators' skills

Once the Buyer and Creator agree on the final concept, the Creator submits the deliverable for approval by the Buyer. Once approved, the deliverable file is packaged into a Deliverable Ownership (DO) NFT minted for the Buyer which signifies that the ownership/IP of the content has been transferred from the Creator to the Buyer. Proof of Job Completion (PoJC) NFTs (see image below) are also minted for both parties, containing metadata of the job details. These PoJC NFTs are [soul-bound](#) and are listed on their profile pages to verify the Creator's content creation skills and prove the Buyer's good actor status.



2.4 Disputes and Governance (a brief introduction)

If either party has an issue within a job they can submit a dispute to be resolved by the DAO Dispute Jury (randomly selected Token holders) who inspect the interaction of the job and vote on the outcome of the remaining payment stored in the smart contract. This system is designed to produce non-bias outcomes, with the jury only incentivized to vote fairly.

Governance is also managed by the Content Fly DAO which votes on submitted proposals for

the alteration of all design, development, marketing and operational aspects of the Content Fly dApp.

More information on the Dispute System and DAO Governance can be found in sections [3.3](#) and [3.5](#) respectively.

2.5 Solving traditional platform problems

All of these features have been designed to solve the issues present in a traditional freelancer platform outlined in [section 1](#). Platform access is open to everyone, moderation is managed by the DAO and payment is handled by smart contracts and backed up by the DAO Dispute Jury if required. DAO governance ensures that the Content Fly dApp growth and operation remain in alignment with all token holders. A 5-10% tiered fee system ensures Buyers pay less and Creators earn more.

Through platform ownership and revenue sharing, Creators are empowered to more easily transition to full-time freelancers, or part-time freelancers and part-time DAO members. Buyers, with a stake in the platform, are incentivized to operate as good actors, caring about more than a single interaction with a Creator and making Content Fly their only choice for freelancer services. Revenue sharing income and early FLY Token rewards will further drive the growth of high-quality professional freelancers and jobs on the platform.

The tokenomics of Content Fly is further explored in [section 3](#).

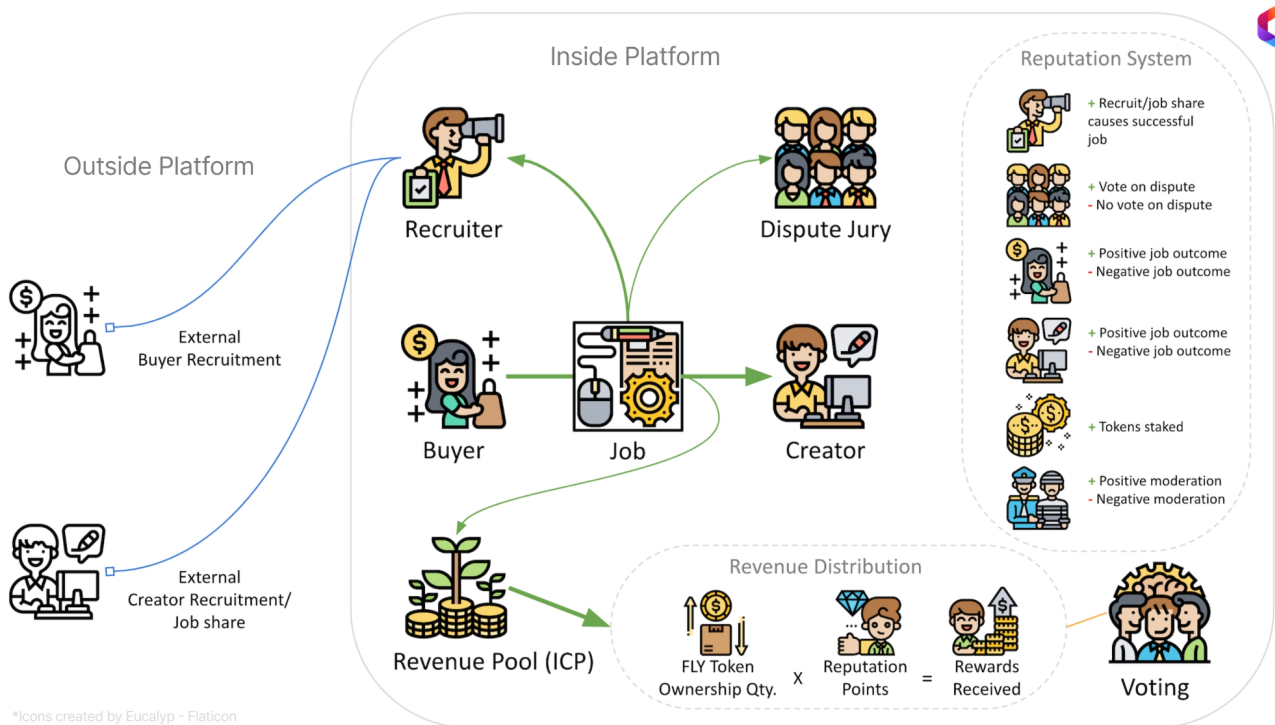
2.6 100% on-chain

Unlike the existing suite of Web3 dApps built only partially on-chain, Content Fly is built 100% on-chain (Internet Computer blockchain), which enables it to achieve full decentralization and therefore avoid the reliance on centralized cloud servers and the good faith of developers to execute changes requested by the DAO in passed proposals. It allows a deeper integration between the DAO and the Content Fly platform, with the ability to automatically execute dApp changes specified in passed proposals from the DAO.

3. The Content Fly Ecosystem

The tokenomics model of Content Fly is crucial to the success of the platform and its continued positive evolution. Through awarding users with FLY platform tokens, aligning the incentives of token holders with platform success and a DAO governance system with built-in rewards, Content Fly operates completely as a self-sustainable platform. At the core of the Content Fly economy are the Content Fly DAO and the FLY Token. FLY Tokens provide holders with ownership

in the Content Fly DAO & Web3 dApp platform, the right to a share in the revenue and the ability to participate in platform governance.

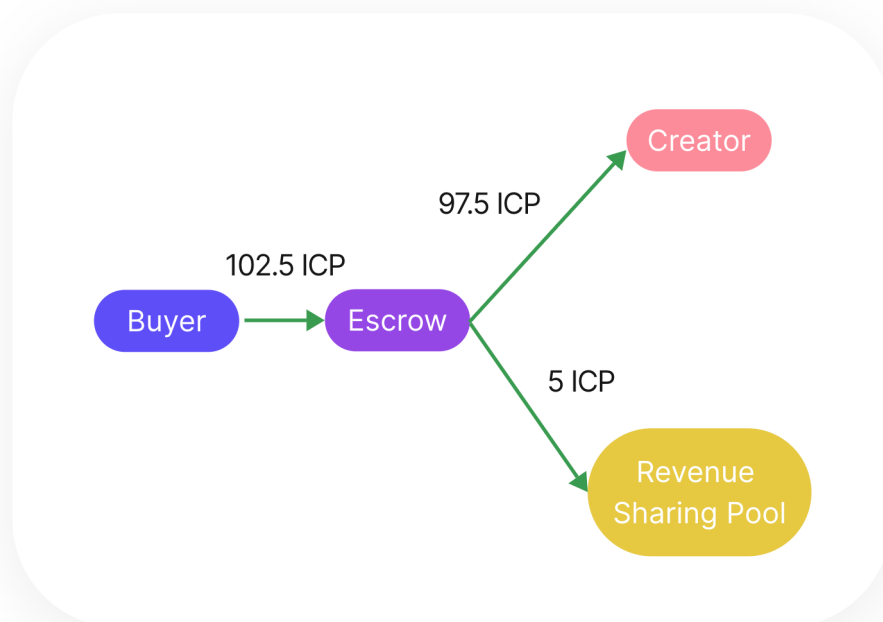


3.1 Fee System

Initially, FLY Tokens will be given out as rewards to drive platform growth and distribute ownership. Once the Ecosystem FLY Token rewards fund is exhausted, there will be a 5% job fee which is covered equally by the Buyer & Creator. When a Buyer deposits the funds for a job (any supported token) into the Trustless Escrow Smart Contract, they pay a 2.5% fee. Another 2.5% fee is extracted from the payment to the Creator. Upon job completion, the 5% fee is automatically ordered by each job's smart contract to buy FLY Tokens from a preferred exchange, which are then stored in the Revenue Sharing Pool. At the end of each month, FLY Token holders receive their share of revenue distributions. Revenue is distributed in proportion to the number of FLY Tokens staked by each user, multiplied by their Reputation Level. Users must be actively involved in voting to receive revenue rewards.

Job Example 1: Job Budget = 100 ICP

Buyer deposits 102.5 ICP (100 ICP job budget + 2.5% fee), job is completed, Creator pays 2.5% fee out of 100 ICP job budget, both Buyer & Creator fees are paid to the Revenue Sharing Pool (5%).



This system creates demand for FLY Tokens proportional to the value flowing through successful Content Fly jobs. In turn, the intrinsic value of a FLY Token also increases proportionally to the amount of job activity on the platform, which provides FLY holders with the incentive of increasing and maintaining this job activity.

When creating a job, or at any point prior to awarding a job to a Creator, the Buyer has the option of adding Recruitment Service to their job. Doing so changes the job into Revenue-Based Recruitment as opposed to the standard Reputation-Based Recruitment. This service adds an additional 5% fee to the Buyer on top of the Job Budget and creates a maximum incentive for Recruiters to find high-quality Creators for the job in an express manner, as the winning Recruiter is awarded the 5% Recruitment Revenue. More about recruitment with and without the Recruitment Service is covered in the [Recruitment System](#) chapter.

Posting a job to Content Fly is free and Buyers only deposit funds for a job when awarding the job to a Creator, so if a job is withdrawn before this stage the Buyer pays no fee at all.

3.2 Reputation System and Revenue Sharing

The Reputation System is designed to encourage good actors on Content Fly and discourage bad ones, by rewarding good behavior and punishing bad behavior. It does this by having a

multiplier effect on the amount of revenue rewards a token holder receives. It is also designed to partially remove the direct correlation between the number of FLY Tokens staked by each user and the amount of revenue they receive. Without the Reputation System, users with the largest holding of FLY Tokens would always receive the highest share of the revenue. With the reputation system, users who are extremely active in making positive actions will be rewarded with a revenue share far above the proportion of FLY tokens that they own.

Users must be actively involved in voting to receive revenue rewards (whether voting themselves or delegating their votes to another DAO member).

Each user's Reputation Level (Rep) begins at 100 and increases with every positive input they provide to the Content Fly platform, or decreases with every negative input. At the baseline 100 Rep, revenue share is directly proportional to the number of FLY Tokens staked, as a percentage of the total FLY Tokens held by DAO members participating in revenue sharing. At a Rep of 120, a user will receive an extra 20% share of revenue, while a Rep of 80 would result in a 20% less share. To reduce the influence that Rep has over platform ownership amassing to a small number of parties, Rep is capped at 100 for each user that owns 1% or more of the total FLY Tokens.

All platform users can increase their Reputation Level through the following actions:

- Successful recruitment of Buyers and/or Creators
- Taking part in Dispute Jury
- Successful completion of jobs as a Buyer or Creator
- Successful moderation of content

Reputation Level is decreased through the following actions:

- Failing to take part in Dispute Jury when called up
- Negative actions in a job as a Buyer/Creator, determined by the Dispute Jury
- Negative posting of content, determined by moderators
- False reporting of content for moderation (less than 33% pass votes on the moderation proposal)

To maintain high user engagement in the platform and avoid inactive high Rep Level users earning large amounts of the revenue, Rep Level will decay (at $f(x)=e^{-x}$) down to 100 over a 3-month period, (more quickly over the first month than the last). Rep Level will not normalize up to 100 however, it can only be raised from sub 100 through Rep Level increasing actions.

Note: The Reputation System will go live once all the FLY Tokens from the Ecosystem and Early Adopter Rewards Program allocations have been distributed. The amount Rep Level will change per action and further specifications including its lower & upper bounds will be determined by the DAO at a later stage prior to its implementation. It is likely that the Reputation System will

form one of the first significant proposals voted on by the Content Fly DAO.

3.3 Dispute System (DAO Dispute Jury)

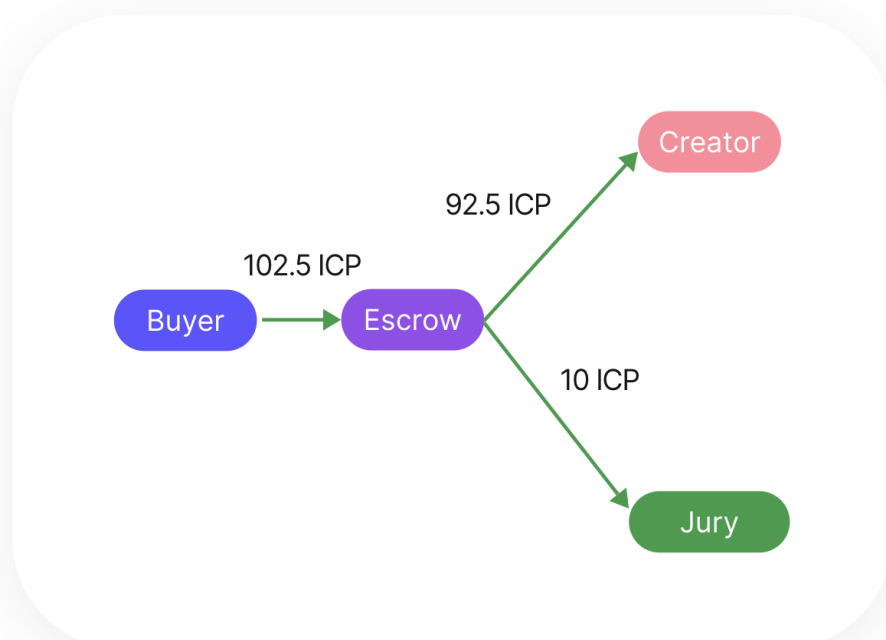
The DAO Dispute Jury is a decentralized and unbiased solution for resolving job disputes between Buyers and Creators, without the need for a centralized intermediary. If there is an unresolvable issue of payment, time or quality within a job, any party involved can lodge a dispute. All parties in the job are then required to submit a summary of their side of the story.

5 DAO members are called up at random to take part in each Dispute Jury, to determine how much of the Job Budget each party shall receive. The Dispute Jury is provided with full view-only access to the job, in order to review the interaction and story summaries. Each Dispute Jury member then votes on the percentage of the remaining Job Budget that each job party will receive, over a 3-day voting window. At the end of the 3-day window, the votes are aggregated to calculate the amount of the remaining Job Budget that will go to the Buyer and Creator of the job.

To incentivize DAO members to take part in Dispute Juries, members are rewarded for taking part. While the Ecosystem Rewards Fund is active, Jury members are rewarded with 1k FLY Tokens once they have voted. Once the platform's Fee System is active, 10% of each disputed job's budget is converted into FLY Tokens and paid to the Dispute Jury, which is split equally between the members of the jury that submitted a vote. In the case of a dispute, the standard 5% fee will go to the jury instead of the Revenue Sharing Pool, with another 5% taken out of the Job Budget and converted to Fly Tokens.

Job Example 2: Job Budget = 100 ICP

Buyer deposits 102.5 ICP (100 ICP job budget + 2.5% fee), job is disputed, jury votes 100% payment to Creator, standard Buyer & Creator fees + extra 5% is paid to the Dispute Jury as incentive rewards (10% total).



3.4 Recruitment System

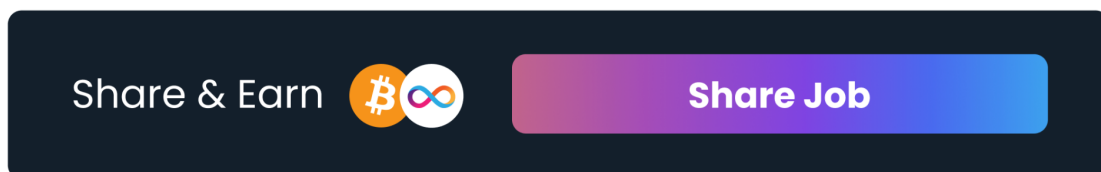
The Recruitment System is designed to boost user growth and improve job completion outcomes. It is a referral system that rewards users for the successful recruitment of active Buyers & Creators.

Initially, FLY Tokens are awarded to any user who successfully recruits Buyers and/or Creators who go on to complete a job. FLY Tokens are paid out of the Ecosystem portion of tokens (10% of the total supply). Once this has been fully distributed, the Recruitment System will switch to leveraging the Reputation System as its core baseline incentive. More information on FLY token rewards can be found in [The Fly Token](#) chapter.

Any user can be a Recruiter and earn FLY Token or Rep Level rewards. There are two ways for a user to recruit, sharing a unique job with creators in their social network by clicking “Share Job” and sharing the general “Sign Up to Content Fly” page by clicking “Recruit & Earn” on their Profile page.

As briefly mentioned in the Fees chapter, there are two types of jobs from a recruitment perspective, standard Reputation-Based Recruitment Jobs and Revenue-Based Recruitment Jobs. For Reputation-Based Recruitment jobs where the Buyer has not added the Recruitment Service, the recruitment of a Creator who completes a job, results in an increase in Rep Level for the successful Recruiter. Revenue-Based Recruitment Jobs however result in income for the successful Recruiter at 5% of the Job Budget value (paid in Fly Tokens). The Recruitment Service maximizes recruitment speed and quality by alerting all active Recruiters to find high-quality Creators in their network to complete the job in return for a chance to win the 5% fee. The Recruitment Service fee is refunded to the Buyer if the job is completed by a Creator who doesn't come to the job through a Recruiter's link.

Share to find a Designer in your community:



Because Buyers are the ones pushing value through the platform and post jobs much less often than Creators are completing jobs, we aim to have a 10:1 ratio of Buyers to Creators on the platform. Recruitment rewards from the Ecosystem Rewards Fund are reflective of this, with 10k FLY Token rewards given for recruiting an active Buyer and 1k FLY Tokens rewards given for recruiting an active Creator.

3.5 Governance, Moderation and Staking

All aspects of Content Fly are governed by the DAO, including fees, Reputation, Dispute, Recruitment & Governance Systems, design and platform functionality. To participate in the DAO, FLY Token holders are required to stake FLY Tokens. Content Fly will leverage the [SNS/NNS system](#) that is native to the Internet Computer.

When a user stakes FLY Tokens, Voting Neurons are created that allow the user to vote on proposals and submit their own proposal, with voting power proportional to the number of FLY Tokens staked. As voting is a requirement to earn a share in the platform revenue and not all users have the time or knowledge to vote, users can designate their votes to automatically mimic the vote of a selected trusted DAO member.

The minimum lockup period that a user can select when staking FLY Tokens is 1 month.

If DAO members wish to alter the way Content Fly operates, they can submit a proposal to the Content Fly SNS for other DAO members to vote on. If the proposal passes the change is executed automatically. While the Ecosystem Rewards Fund is active, DAO members will receive 1k FLY Tokens if their proposal is successful.

Any DAO member can moderate negative content through the Content Fly platform by clicking "Report". This creates a new moderation proposal for the DAO to review and vote on either removing the content or leaving it as is. If the proposal is successful and the content is removed the user that reported the content will have their Rep Level increased, if the proposal receives less than 33% pass votes, the user will have their Rep Level decreased.

All of the Recruitment, Dispute & Governance Systems open up Content Fly for anyone outside of Creators & Buyers to become a part of the ecosystem. Anyone can play a role in growing, building and operating the platform and benefit from their contribution through earning FLY Tokens and/or a share in the revenue.

3.6 Treasury Activities

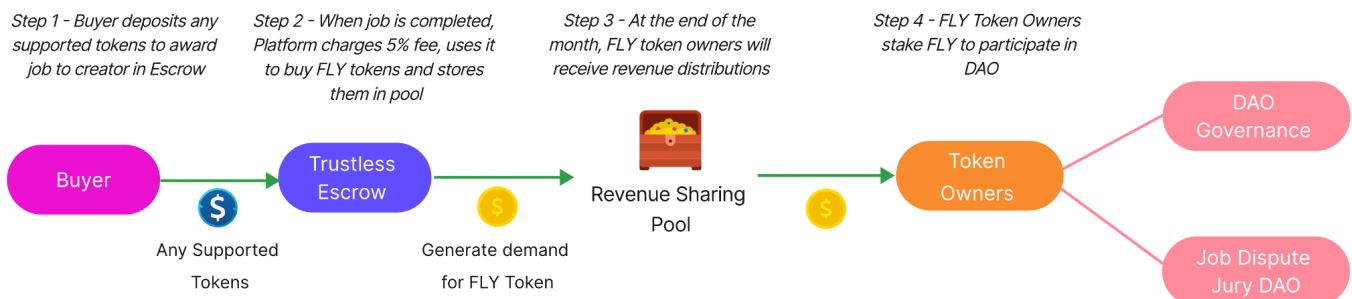
The Treasury will leverage the Content Fly job system for managing their activities, to ensure full transparency and an automatic feedback loop from development to testing and review of the platform. A new DAO Job type will be created to list jobs from successful Treasury job proposals automatically. This new job type will allow all DAO members to view the job, vote on critical decisions (including awarding the job) and delegate the small admin tasks (such as messaging) to a DAO member (who acts as the head Buyer).

4. The FLY Token

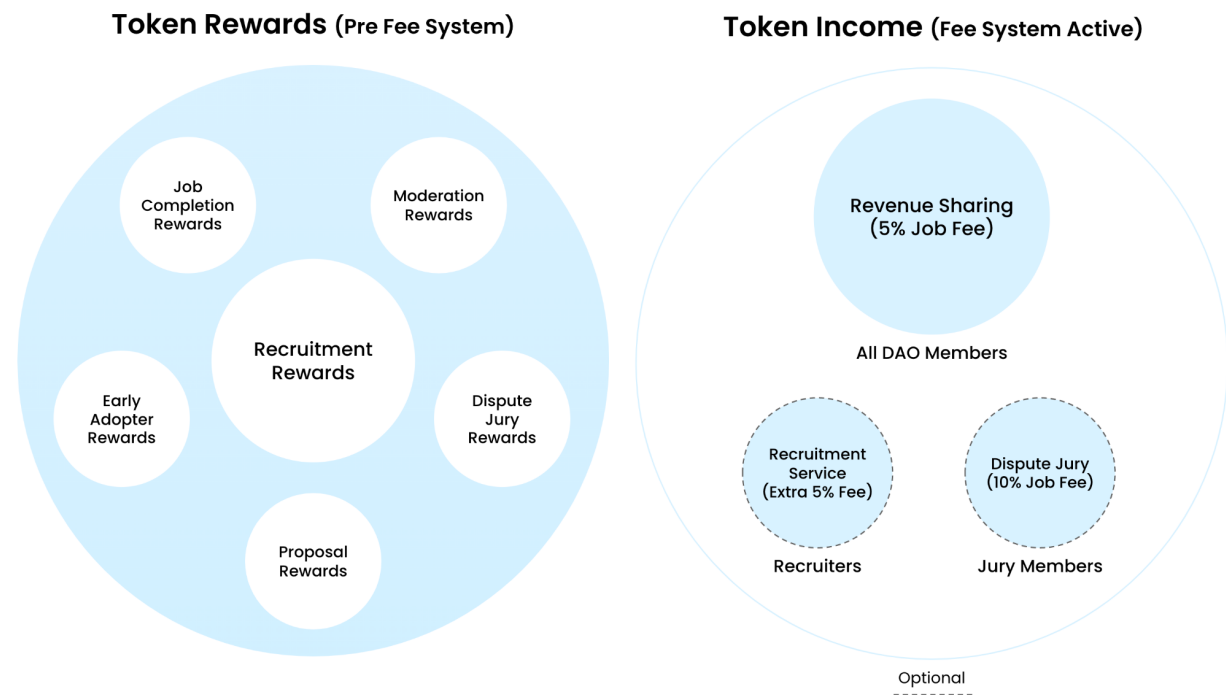
The Content Fly DAO will be brought to life through the NNS assigning an SNS to the FLY Token and Content Fly dApp.

1 billion FLY Tokens will be created by the SNS for distribution and sale. Details of the FLY Token sale will be announced well in advance of the sale date.

The FLY Token is used within the platform as a way of growing & maintaining ecosystem activity and quality through incentivizing the positive actions of users in the platform's infancy and later by paying out revenue to active DAO members.



For individuals, the FLY Token represents an ownership share in the Content Fly Platform which brings along with it the right to a share in its revenue and the ability to influence decisions on the operation and growth of the platform. Users must stake FLY Tokens to earn revenue rewards and participate in the DAO proposal system. FLY Tokens can be traded between users directly or through exchanges that have FLY Tokens listed.

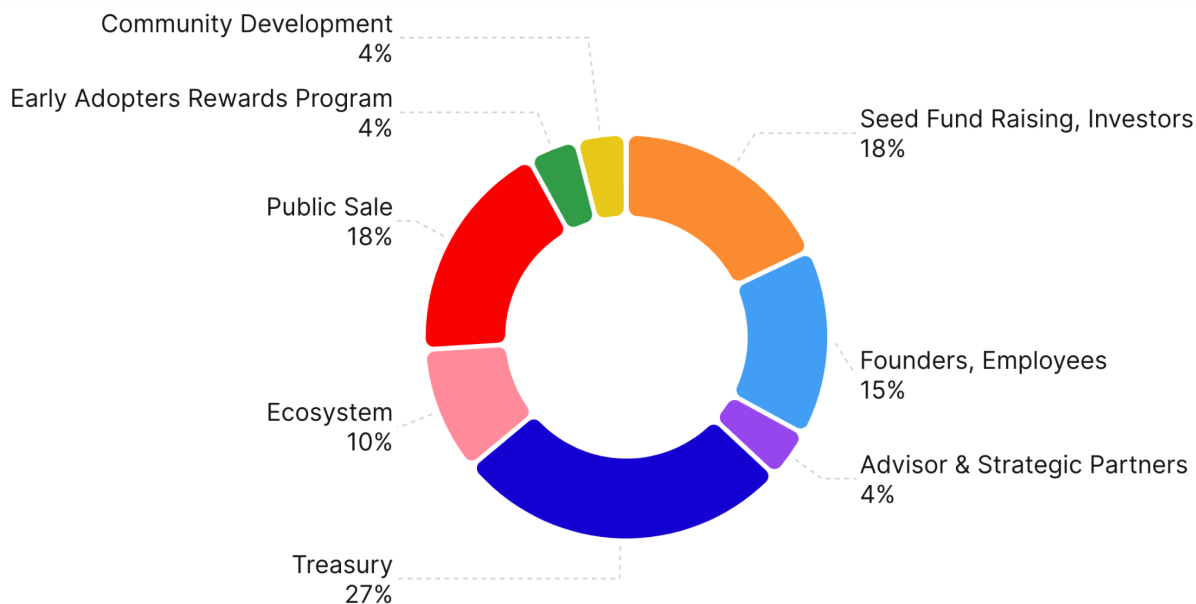


If the platform revenue is less than 50m FLY Tokens when the Ecosystem Rewards Fund is exhausted, new FLY Tokens will be minted and awarded to users who have staked FLY Tokens and actively participate in voting, at a 5% inflation rate. Once the yearly platform revenue exceeds 50m FLY Tokens, the inflation rate will be set to 0%.

To pay for the computational running and storage of Content Fly's platform, the Treasury will automatically exchange FLY Tokens to pay for Canister Cycles.

The FLY Token distribution chart below outlines the number of FLY Tokens reserved for each purpose/group. This is subject to change prior to the FLY Token launch, in which case this litepaper will be updated.

4.1 FLY Token Distribution



Public Sale (180m FLY Tokens) – 18% of the FLY Tokens will go on sale for the public to purchase. The date of sale is yet to be confirmed.

Early Adopter Rewards Program (40m FLY Tokens) – 1k FLY Tokens rewards for 40,000 early adopters of Content Fly who perform a certain group of actions. To avoid users gaming the system, we will not release details of the actions required to earn these rewards.

Community Development (40m FLY Tokens) – activities to grow and improve the community at the discretion of the DAO, which could include an ambassador/influencer rewards program, events, education materials, etc.

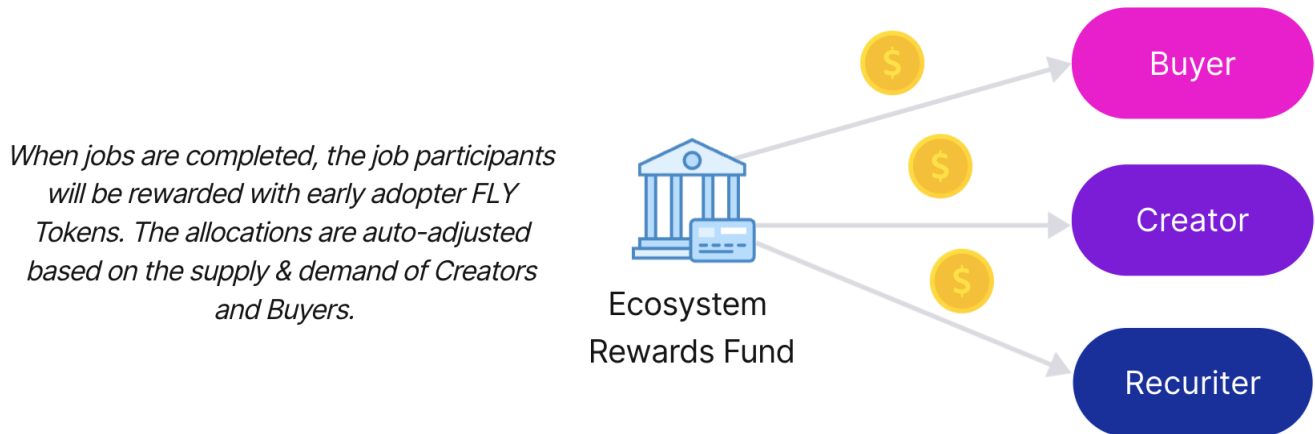
Seed Fund Raising (Investors) (180m FLY Tokens) – reserved for the investors who supplied funds to the Content Fly team to bring the platform to life.

Founders & Employees (150m FLY Tokens) – reserved for the team who built Content Fly.

Advisors & Strategic Partners (40m FLY Tokens) – reserved for advisors who have helped the Content Fly team in technical, marketing and tokenomics aspects. Also reserved for existing & future partners that Content Fly works with, in mutually beneficial ways.

Treasury (270m FLY Tokens) – 27% of the FLY Tokens have been reserved for the FLY Treasury to fund current & future development and marketing activities as approved by the DAO. The Treasury will manage the topping up of canister cycles, which pay for running the backend of Content Fly.

Ecosystem Rewards Fund (100m FLY Tokens) - designed to assist with the growth of active users and smooth running of the platform while in its infancy. FLY Token rewards are given to users who have completed specific actions on Content Fly that contribute positively to the platform's growth and operation.



The FLY Token rewards for each action (from the Ecosystem Rewards Fund) are as follows:

<u>Action</u>	<u>Reward With Ecosystem Fund</u>	<u>Reward When Fees System Is Active</u>
Recruitment of Buyer who completes job	10k FLY Tokens	+ Rep Level (no Recruitment Service) or 5% Revenue (Buyer adds Recruitment Service)
Recruitment of Creator who completes job	1k FLY Tokens	+ Rep Level
Buyer completes job	1k FLY Tokens	Share in the platform revenue generated from the Job (assuming Buyer has FLY token staked)
Creator completes job	100 FLY Tokens	Share in the platform revenue from the Job (assuming Creator has FLY token staked)
Vote in Job Dispute Jury	1k FLY Tokens	Equal share in 10% of each disputed Job's Budget
Successful moderation of content	1k FLY Tokens	+ Rep Level
Submission of successful proposal	1k FLY Tokens	+ Rep Level

5. Future Vision

We see a future of work enabled by Content Fly where:

Individuals juggle multiple roles as short-term freelancers, contractors and DAO members.

Increased numbers of new and traditional organizations deciding to operate as DAOs, contracting work to Creators, operating individually or teaming up to tackle jobs, as a form of new-age, flexible agencies.

Creators offering a catalog of listed services, (again individually or as a team), ensure Buyers have an uncomplicated experience in procuring unique content/services for their organization.

More technically minded Buyers can select from a suite of job types with customizable add-on features to specify exactly what they require, with tools to manage the job accordingly.

Contest jobs feature community voting and multiple Creator awards, generating huge buzz for the organization behind them.

Deliverables Ownership NFTs produced in jobs are programmed with royalty payments to the original Creator every time they are traded.

An offer/counter-offer budget system establishes fairness and true job values while avoiding ghost jobs with no pitches from Creators who view the budget as insufficient.

Recruiters find the perfect Creator(s) for new or existing Buyers and onboard Buyers to procure services from Creators.

Creators are able to launch projects to be funded by the community, who receive ownership of the NFT deliverable in return, unlocking hidden Creator talents and limiting wasted energy on work with insufficient commercial viability.

There are a range of payment types to choose from, including streaming, recurring or milestone-based, with a further option of utilizing funds held in escrow payment smart contracts to earn rewards and reduce the job cost for Buyers/Creators. Stablecoin integration, simple traditional fiat on-ramps and extremely user-friendly UX instills confidence through familiarities and reduce hurdles which opens up the platform to all Web2 users.

Jobs of different industries & content types are built out with unique collaborative and technical features, for example, technical plugins & review capabilities in development jobs or visual markups in design jobs.

All FLY Token holders have the opportunity to be DAO members, earn extra income through the platform revenue sharing and submit/vote on proposals to achieve this vision.

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