

EVO

World of personal development

Blockchain platform for human skills assessment and development

Whitepaper v.0.5

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1. General information

1.1. Summary of the project

The EVO project creates a decentralized platform for assessing the skills and development of a person. Two directions are consistently developed:

- The EVO.Pro is the project direction on creation of the educational and recruitment platform to assess and develop professional skills and personal and business qualities (at the launch stage).
- EVO.Live – project direction on human development in other areas of life, including leisure, sports, creativity, charity, personal development (launch in 2019).

Documentation is focused on the EVO.Pro concept, which forms a large-scale self-sufficient solution for the professional sphere and education, and also creates the foundation for spreading the EVO.Live concept to all spheres of human life in the future.

2. Scope of problems

Robotics, neural networks, blockchain – these technologies create a new era, in parallel making whole layers of professions unnecessary. Is it always good? How can an ordinary person remain competitive in a new era?

If you do not move forward, you move backwards. Modern time requires very quick adaptation and adjustment of skills. However, the traditional approach to education and competences formation is not providing such a speed.

The system of education with its multi-year cycles does not meet the needs of the time, when technologies arise and become obsolete in less than a year. New professions and knowledge, the most demanded areas between competencies – the picture changes every year. Everywhere, a self-taught practitioner without a diploma greatly outperforms the university graduate in terms of real competence. The problem with the response speed could be corrected by the non-governmental sector, but there is an extreme shortage of generally applicable standards and convenient objective tools for assessing the skills obtained.

The current situation in the career and educational field is described by a whole number of negative factors:

- Lack of operational communication between education and business.
- Lack of systemic solution of lifelong competence upgrading.
- Weak adaptive system of education in new fields of knowledge and competences.
- The companies have to compensate for the shortcomings of the educational system.
- High social significance of the high education diploma and good education are substituted for seeking for diplomas «for a tick».
- Experience (position) does not reflect actual competences and skills.
- The multitude and diversity of income sources for professionals (projects, startups, teaching, consultations etc.) described by different approaches to a professional's market valuation.

This situation results in inter-related problems the labor market participants on both sides are confronted with. For professionals it means:

- The difficulty of unbiased self-valuation of one's market value as a professional
- The difficulty in selecting the further training direction and quick replenishment of missing competences.
- The difficulty in maintenance of constant demand on the labor market.

- Difficulties in proving the high value of experience and knowledge
- Unqualified intermediaries represented by HR companies
- Adverse attitude in the current place of employment when the CV is published
- Sexism, ageism
- Impossibility to have control over all findings of evaluations and tests passed during interviews and other HR procedures
- Focus on the employer, rather than on the job seeker - the headhunting targets the narrow cohort of top professionals only, and mass users find it difficult to obtain attractive offers

In turn, the problems the companies face in headhunting mirror the situation:

- Experience and education are not equivalent to an employee's competence, which results in spending significant resources on finding an acceptable headhunting result.
- Risks of hiring an unqualified employee.
- Forced hiring of an overqualified highly remunerated employee when it is difficult to find a sufficiently qualified employee.
- Mistrust of diplomas and training results, a formal requirement to produce supporting documents.
- The staffing table for posts does not meet the company's actual demand for competencies.
- Difficulties in identification of the gaps in competencies of the existing employees and quick replenishment of them.
- Problems with efficient motivation of the personnel to develop competencies, when the competencies are required for the company.
- Difficulties with unbiased assessment of the personnel further training results.
- The lack of time for formulating the model of requirements for new objectives and professions.

However, the digitalization and mobility trends, the appearance of ecosystems that solve industry problems efficiently, continuous lifelong learning, companies' greater willingness to cooperate with the personnel offer the really exciting professional employment/occupation, efficient knowledge and career development, the opportunity to try to work in different fields, to find one's perfect professional role to a person.

In a new approach, technology should help people, and not be opposed to them. Entering a new level of knowledge and evolution is possible only through a comprehensive solution in the areas of learning and skills assessment, which will provide the required network effect. We believe that the transition to the era of Easy Knowledge – free and high-quality acquisition and application of knowledge in the career – is in our hands, and we will make it real.

3. Technology and solution

The project brings together, on a single platform, solutions to many of the key problems faced by participants in the training, certification, recruitment and job search processes.

EVO.Pro:

- Creates the headhunting tools based on the system of unbiased and independent assessment of skills and personal business qualities.
- Unites existing systems and assessment centers for knowledge and skills.
- Creates criteria and systems for assessment and certification of skills in new, the most demanded areas.
- Creates and unites partners, centers and tools for on-site and distant assessment of skills, to enhance the effectiveness of which creates a system of automated remote proctoring (control of the examinee).

- Unites online and offline partners in a single network for further development of skills and training, forming the "Easy knowledge" foundation of the educational system – modular training programs, flexibly collected from individual skill courses.
- Creates a single system of financial motivation and discounts based on the project's token.
- Uses blockchain for secure storage of verified results of assessing and developing user skills and free application of these data in professional and personal areas.
- Uses the system of smart contracts for training and assessment, allowing you to create reliable contractual algorithms between employees, employers, training and certification centers.
- Develops technology of auto-coaching for users as a motivational and developing application.

3.1. The headhunting tool based on independently evaluated features.

The search engine across the professionals' database for companies is built on the base of the availability of users' confirmed competences. The following requirements, rather than the job seeker's position or role are set in the search:

- Requirements to skills evaluated independently and without bias
- Requirements to personal business qualities evaluated independently and without bias
- Potential assessment based on actions outside the professional field

In turn, the user is able either to make up a personal portrait based on the above-mentioned components or to verify this data via independent appraisal.

The system automatically ranks the findings based on the integral rating that accounts for matches and deviations both in professional competences and in personal business qualities. The neuron network that is later integrated into the architecture, as the new data is accumulated, allows for automatic search and finding of the most suitable correlations of weight ratios for all factors used in the integral valuation.

The system also harnesses the predefined profiles that bridge the past personnel recruitment logic and the efficient methods applied in the project. When selecting a particular position in the past logic, the system substitutes the most suitable competences and personal business qualities for the search criteria automatically, by embracing so-called professional standard. These models appear in the system automatically, as the data on closed vacancies and selected job seekers is harvested, and are also elaborated by the system proactively for the areas where the market data is insufficient.

Simultaneously, the system answers to both parties to the questions: How much does the specialist I need cost? How much do I cost and am I valuable as a specialist? The foundation of the established objective skills assessment considerably facilitates answers to these questions.

Depending on user settings, personal data and pictures are not necessarily returned using the search, and the user is able to send them if he/she is interested in the offered position. In particular, sex and age can be hidden, which is more than acceptable practice in developed nations, and testifies to the project commitment to the pure professionalism idea and the priority of a person's competence level.

Actually, posting the user profile in the system does not suggest the person is looking for a job but points to his/her proactivity, professional development and maintenance of professional contacts. The user can work on development of his/her personal professional portrait freely, without the employer's pressure as the case is when CV is published.

In addition, the built-up model of skills and personal business qualities is like the "implementator" that fits in many roles of a professional in a company. The user portrait may be automatically customized to the search for job seekers, by ranking the user's most critical skills and competences first.

Assessment of a person's potential by his/her non-professional activity, sports results and frequency, hobbies and other factors will also become possible when the next platform stages are launched - see the project's Road map Just imagine a young professional who is inexperienced and has the minimum of competencies but who is successfully going in for the Iron Man competitions - he will be the perfect candidate for a number of positions in the company, and the system will take these factors in to account.

3.2. Integration of certification systems, creation and implementation in new areas

It is the definition of the standard of knowledge, the source of expertise in new areas and the establishment of the right criteria for assessing knowledge and skills we should start moving forward from. To achieve the goal, you first need a starting point, a destination and a route.

The project strips off the biased presentation of previous experience and the outdated model of the mutual assessment as the model that is contrary to independent assessment of skills. HR professionals are well aware of the procedure of assigning mutually high scores in the 360 degree scoring. The social approval factor of mutual assessment makes its bias degree impermissibly high.

However, the certification systems have been introduced and are applied in most of demanded-for areas: in foreign languages (e.g.: TOEFL and IELTS in English), IT specializations (Microsoft, Adobe, Oracle etc), business skills (PMI), tests for personal business qualities, in particular, those based on AI algorithms (Etalon Scientific and Production Association), and many others. If consolidated, these systems will create the necessary independent and full-fledged skill expertise.

While consolidating the legacy systems, the platform jointly with the expert community, centers, institutes, corporate companies, will set up and update the assessment systems in the demanded for areas, thus establishing global standards in these fields.

A great example is: the blockchain technology.

In this area, people are well aware of the shortage of qualified personnel and manipulation. Can you say for sure that the programmer did not add the word "blockchain" to his CV just to raise his value? How can you evaluate his qualification?

Universities have just begun training specialists in this field. The training courses that arise like mushrooming and require an extremely critical approach. How can one evaluate the quality of training?

Together with highly recognized experts in this field who are interested in applying their knowledge, in their social effect, we will create a system of certification and assessment of knowledge much faster than universities start mass production of the first qualified specialists.

In order to conduct certification processes in practice, we combine existing certification centers, create our own programs for on-site and distant certification, and implement fully automatic evaluation standards.

3.3. Available certification tools

The combination of the current level of development of personal identification systems, documents verification, mobile devices prevalence, the growth of the resolution of video cameras and the network capacity makes it possible to provide an affordable and significantly cheaper system for remote monitoring of the test or exam where the inspector (proctor) remotely follows the examiner.

The fully automatic platform proctoring system will check whether the examinee's identity and his/her documents match, control the attention of the tested person, absence of signs of "cheating" and hints, will not allow switching between the test and other applications, and clearly trace honesty.

The distribution of auto-proctoring tools for almost any educational programs and methods for evaluating and examining results will solve the problem of the complexity and cost of the "last mile" of remote training methods with the guarantee of good faith in the result.

The project involves the use of a tool not only to conduct knowledge assessment on the platform itself, but also to develop it as a SaaS solution for use by any partners in education and knowledge assessment.

A certain progress in creation of auto-proctoring systems has already been made worldwide. The key performance indicator for these systems is the service price for a consumer and is calculated as the correlation of auto-proctoring and professionals' manual monitoring of difficult and disputable cases. Automation makes the service much cheaper, but the high error rate does not allow for significant reduction in manual process monitoring.

The project intends to solve this problem by building-up a solution in the neuron network. A.I. efficiency is largely determined by the harvested data volume that is used in training the neuron network, and a significant volume could be harvested by using proctoring both for own valuation systems and for the certification systems existing and common worldwide.

3.4. Modular system of skills development and education Easy-Knowledge

Along with the creation of criteria and systems for assessing skills, identifying sources of expertise in areas of knowledge in demand, it is possible to form a modular training system on their basis. For this purpose, courses and educational programs are aggregated on the platform, allowing you to quickly form and adjust the competence for both traditionally required and specific project applications.

The project allows for quick and universal distribution of the unbiased scoring system for the existing educational courses and curricula. As the skills of these programs' graduates are assessed and certified on the platform, the rating of educational programs is formed, as well as the objective confirmation of their focus and effectiveness becomes clear. Hence, there comes a force that forms the educational market under the standards and criteria of expertise in each individual region.

Whenever possible, the project also creates educational programs simultaneously with the same expert community that forms evaluation criteria and methods with us, which makes such programs maximally efficient and result-oriented in the required skill from the very beginning.

The interrelation of the educational system with the system for evaluating its results gets intensified, and the objectivity of the latter increases the effectiveness of education for the user. Evaluation systems are starting to be applied wider and wider, educational systems are built according to objective criteria, and as several iterations pass, the total duration of which we estimate at 3–5 years, we will fully develop the opportunity for users to quickly build from individual blocks and supplement their knowledge based on objective evaluation of programs and their effectiveness.

3.5. Possibility for an objective assessment of any skill level

All existing and developing certification systems are compared with a single EVO skill levels scale ranging from 0 to 100. This allows for certification of any skill level. If the user ranks below the already existing global certificate standard, he or she will in any case be able to get a very specific rating that is far from zero.

In turn, the employer receives much more flexible options for selecting a candidate. If they do not need a star with a bunch of top-end certificates, they may well specify requirements for the minimum necessary and sufficient, thus proven, skill levels.

Schools, centers and courses often promise an improper level of knowledge based on learning outcomes. Objectivity in this case can be achieved using the rating, which graduates receive according to the results of independent expertise in the certification centers of the platform and partners.

3.6. Motivational development program

The platform develops an application for users with capabilities significantly greater than just storing their own professional portrait.

The mobile application exercises self-coaching functions, helping to build the most effective way to personal goals and integrating, for this purpose, the most effective motivating and development technologies. Motivational support program and daily impetus for development, development calendar and personal coach are always in the user's phone, playing personal achievements with motivation and earnings on self-development from partners and platform.

The internal tools of the application are conveniently integrated with the platform and partners' services: the application interface allows for the quickest and most efficient selection of the options for remote or classroom evaluation of competences, the review of one's personal business qualities, finding partners for gaining new knowledge and replenishment of missing competencies.

4. Market opportunities

4.1. Market indicators and prospects

The project focuses on several of the most successful markets: recruitment, education, assessment of skills and competencies, and proctoring. By creating values and advantages of participants, it is possible to combine the market opportunities of several industries.

The global HR market size is \$ 428 billion. By 2021, the market is expected to increase to \$ 644 billion, with a CARG of 8.5%. At the same time, the most important trend is connected with employers who start to play a huge role in education. People, in turn, are willing to pay for the knowledge or skills that enable them to earn money in the shortest time possible.

The global education market size is \$ 4.5-5.0 trillion, and in the coming years it is expected to increase to \$ 6-7 trillion. The share of online education is about 3%, or \$ 165 billion. Due to the stable growth of dynamics by 2023, the digital part of the industry promises to overcome the mark of \$ 240 billion, adding more than 5% per year. And according to a more optimistic forecast, it will reach \$ 252 billion by 2020, with an average annual increase of 17%. On the global scale, the maximum growth potential - for segments of corporate education, learning foreign languages, there are companies with the highest cost and the most profitable monetization built.

The growth rates of the Skills Assessment market exceed the growth rates of the Education market, in particular, for the online education market. According to 2016, the size of the Talent Assessment market was \$ 3 billion, almost a quarter is drawn up the Talent Acquisition segment, about \$ 1.75 billion - Talent Management. According to expert estimates, by 2020 the market size will be \$ 5 billion. There are many local players across the standardization of knowledge market and the regions. Only every possible professional association with its demands in the world has more than 5000, which unite more than 100 million people.

It is also necessary to take into account the quantities of monetization. The market of online proctoring is estimated at \$ 10 billion by 2026 and will affect the education sector, corporate training, training and professional training. The main models of monetization in the b2b are the SaaS and the sale of licenses. Online proctoring as a service grows with the online education segment. Creation of solutions on the single platform for education and evaluation, and the creation of SaaS solutions for any applications allow the distribution of the tool as dominant in the market of proctoring. The size of

the DMP market is \$ 1.2 billion for 2017 and is projected to increase to \$ 3 billion by 2023 with a GARG of 15%.

4.2. Peers' / reference companies' indicators and project advantages

Main competitors: Indeed, LinkedIn, Prometric, BrainBench.

- LinkedIn - more than 467 million users worldwide, the most popular social network in terms of user activity, is available in 24 languages in more than 200 countries.
- Indeed - the leading site for finding work in the world, which is visited by more than 200 million users from 60 countries.
- BrainBench - more than 15 000 companies order tests from BrainBench, certify more than 600 skills. Over 6 million people have been tested.
- Prometric manages a network of 10,000 test centers in more than 160 countries around the world. Prometric and takes exams from many global vendors, including Microsoft, IBM, Apple, Canon, Symantec, and others.
- Blockchain-projects: BitDegree - Blockchain-project in the similar sphere of education, attracted 33 million USD for ICO. Aworker - Blockchain-project in the field of HR based on mutual recommendations.

Indicators of other competitors / references in certain aspects:

- HeadHunter is a Russian website for finding work, more than 400 thousand people. There are about 200 thousand employers. 4.5 million CVs and more than 100 thousand vacancies.
- ProctorU is one of the leaders in the US market for procting services, with more than 10,000 tests conducted daily.
- CreativeLive - over 7 years 10 million students.
- Coursera - 250 million users worldwide. The market value of more than \$ 1 billion.

Successful principle of constant user participation on the platform, as in the social network, used in LinkedIn, allows, including in the EVO platform, to conduct regular work on the development of their professional portrait, as certainly one of the most valuable assets for successful career building. This is different from the recruiting services Indeed, HH and others, the availability of posted resumes in which in most cases confirms the fact of job search, which has a negative effect on the relationship with the current employer, and also fragment the process of working on their competencies for certain time intervals. The transition to a system of objectively confirmed competences and personal and business qualities gives the model of a professional social network new opportunities for mass application as a tool for staff selection.

Compared with Prometric, which performs certification only in the interests of the customer company, as well as with BrainBench, which focuses only on tests of its own design, the logic of combining existing valuation systems is applied. Strictly speaking, these companies are not competitors in the future, but partners of the platform, and their advanced developments will also be used as systems of skills confirmation. The platform is able to rely on existing solutions without building up its own infrastructure network. The transformation of evaluation data into user asset and its security through Blockchain technology creates an order of magnitude higher scalability and growth in the number of users. It is necessary to take into account, among other things, ample opportunities for integration and recording of all previous achievements of the user, as well as motivation for further training and competence development.

Compared with BitDegree, as solutions for employers in terms of increasing the competence of employees and the possibility of targeted training of future employees, the EVO platform will bring together significantly more participants than students whose education is paid by employers. The next advantage, including before another recruiting Blockchain project - Aworker - is to avoid the principles of subjective mutual confirmation skills. The construction of a new "LinkedIn" based on a

principle initially discredited by the effect of social approval, or reliance on self-scoring of educational courses, seeking to increase its market value and attractiveness by any means, is seen as a deadlock. The mutual control of the participants in the education and evaluation system, through the emphasis on independent expertise, makes it possible to create incentives for the effective development of both the educational and HR spheres.

Advantages also lie in the speed of appearance on the platform of new systems of assessments and the impact of these systems on educational programs through the scoring of their graduates, as well as its prevalence in the future for the vast majority of professions, skills and directions of education.

4.3. Product consumers

Segments of the primary target audience:

- 18–24 years old, m/f, young people looking for work, gaining skills. Students who work and study at the same time or want to work.
- 25–45 years old, m/f, already having education, practical skills and work experience. They strive for career growth, improving the quality of life, achievements, recognition, development.
- Medium-sized companies (50–200 employees), which do not have their own audit department, but are seeking for growth, are probably more active in assessing and developing the skills of employees.

The project targets 50,000 program users by the end of 2018.

The model further expansion to a broader target audience worldwide delivers the growth potential of up to 500 million users worldwide. As compared with the recruitment and educational platforms and aggregators, the user's interaction with the EVO project allows to count on easier involvement and greater number of users.

The company continues its market research and elaborates the strategic marketing plan, the selection of the most suitable target audience, the selection of the most suitable segments for high-priority development consistently.

4.4. Platform participants' advantages

EVO for users:

- The possibility of unbiased assessment of one's skills and getting their overall portrait.
- The possibility of selecting the best areas and partners for training and development.
- Compilation of a modular training curriculum.
- Protection against personal data manipulation and abuse.
- Possibility to share one's professional portrait
- Possibility of getting job offers on the job of your dream in the most advantageous conditions.
- Understanding of your value as a professional.
- Addressing the problem of skill validation by the employer's unqualified employees.
- Game-based motivation and development application.

EVO for employers:

- Significant money, time and personnel savings when searching for qualified personnel.
- Protection from the consequences of hiring the insufficiently qualified personnel and addressing the problem of hiring highly remunerated overqualified personnel.
- Independent unbiased appraisal of the employees' skills.
- The assessment speed and quality, the application of real skill indicators in assessment, instead of the biased experience description in CVs.

- The opportunities of spot modular training to upgrade the employees' skills with the guaranteed outcome (smart contracts for training the employees).
- The possibility to use unbiased data on an employee when hiring him/her thanks to the blockchain technology.

EVO for partners (education and skill assessment centers):

- Expanded coverage of customers
- Tools for remote assessment of users' / customers' skills
- Quick response to the market requests and creation of new, demanded for programs.
- Application of certification programs and expert knowledge in one's field, to build up efficient education and assessment methods
- Creation of new assessment and certification scales and methods based on one's expert knowledge
- Dissemination of unbiased expert approach in the courses and curricula of professional and personal business and psychological skills.

EVO for the expert community

- Addressing the problem of introducing the assessment criteria for new skills and knowledge to the existing certification application fields.
- Creation of expert groups, development of assessment and education systems under their leadership and, most importantly, further implementation of these systems will become possible in any professional field.
- It becomes possible to immediately distribute the certification methods via the system being created.
- An expert or the community that created the assessment system together with the platform earn the royalty from the platform income, when users and companies pay for testing services in this system.

5. Blockchain technology in the project

5.1. Purpose of application

The decision to store user data in a single decentralized register allows you to create a multi-purpose CV, professional and personal portrait, which is applicable in career, personal relationships and many other areas. In fact, it is the storage of data in blockchain that makes the system uniform and generally applicable.

Each result of the assessment and certification of knowledge is secured in blockchain, which makes it possible to reliably verify the results by the platform and the almost impossible to manipulate these data.

In addition to the effect of non-material motivation due to the system of achievements and the development of one's own personal portrait, this will allow to realize advanced ideas not only in HR area, but also at the launch of the next stage – EVO.Live – for meeting, communication, games and other applications that popularize the whole system. The open part of the information in blockchain will allow to attract independent developers for its analysis and creation of third-party applications.

5.2. Token and its use in the platform and in smart contracts

Token of the project (E-talons) performs the role of the utility. Token is an internal currency, a discount instrument and a universal loyalty point for platform partners. Tokens are used for internal

settlements, which makes them significantly more profitable due to the system of discounts and loyalty programs, as well as protected thanks to the mechanism of smart contracts.

Smart contracts will ensure a fundamentally higher level of performance of obligations by the parties. Examples of using smart contracts:

- When paying from the employer to the educational center, the latter will be able to dispose of the funds only upon the successful passing of an independent examination by the trained personnel.
- When a user pays for certification services, he can be assured of passing and guaranteed issuance of a verified result.
- For targeted spending or bonuses, an employer or any other user can limit the purpose of payment in tokens only to specific educational goals and skills assessment.
- The mechanism of smart contracts on the platform will allow to guarantee contractual relations of almost any complexity.

The openness of blockchain and drawing up ratings on its basis helps avoid unfair manipulation. Let's assume that the user or the employer seeks to postpone or avoid payment under a smart contract by dragging its feet with making the test or by failing the test. If the center has a good rating, this means either a low ability of the trainee or an unfairness of the client who ordered training. Which will in the first appropriate situation either cross out a career, or lead to a radical increase in the cost of services for the following partners. And vice versa, the user/client are interested in successful passing the evaluation test after training for their own career and rating.

In the implementation of this part, the project follows the statement that technology process and processability are not identical. Technology itself does not create convenience. For processability and convenience of users and partners, the project exercises the possibility of free use of fiat currencies for all functions of the system, while tokenization happens within the system to execute a smart contract between the parties.

6. Business model

Project monetization envisages sale of own services and earning on the service charges from the existing interactions and financial flows and those being established between the platform participants.

Application of the monetization methods relying on the platform's unique architecture create the foundation for the breakthrough solution: the platform enables to exempt small and medium businesses from payment for using the headhunting services, which would enable to quickly distribute the applied personnel recruitment model in the market (corporate solutions are charged separately).

6.1. DMP-platform and targeted advertising

Creation of digital traces in the process of interaction with the platform delivers the most efficient and targeted advertising for users. In this case, the platform's tokenomics will allow for introduction of new principles in demonstration of advertising: the platform plans to channel some advertising income to accounts of the users, to whom this advertising was broadcast.

6.2. Partner network and cashback

Association of certification and educational centers and organizations allows to form a single partner network on the platform, for which the platform allows attracting customers, and users in turn receive discounts and cashback in tokens as material motivation.

Facilities and benefits provided by the platform. You can earn on commissions from cash flows:

- Payment by users for evaluation and partners training services.

- Payment by companies for evaluation and training services for their employees.

When a user or a company pays for the services of certification and educational centers, they can use either cashback or a discount, formed from the calculation of the economic feasibility of attracting customers.

- When paying in a fiat currency, partners provide cashback in project tokens, from which the platform receives a commission fee. Partners actually apply a portion of their marketing budget in fiat currency in engagement of customers from their target audience for the platform's tokens.
- In the case when a user or a company purchases services for the tokens purchased or earned as bonuses, an interaction through the platform takes place: the platform accepts tokens as payment and provides a service. The company converts tokens into the fiat currency in the partner's jurisdiction and remits them to the partner, when buying the services provided to the customer from the partner. In this case, the cost of the partner's services for the user is equal to the cost less the cashback. The platform's commission for the partner is equal to the deductible commission from the cashback in the first case.

Thus, it is equally beneficial for a user to purchase:

- both in fiat currency through the platform, getting cashback,
- and in tokens with a discount, included in the price at once.

For a partner, the cost of services and the discount provided is the same. The platform receives the commission fee in both cases.

6.3. Platform services

- Payment by centers of automated proctoring services certification. Due to a single platform foundation for partners in both certification and distance education, the automated proctoring service is in demand for the vast majority of interactions on training and skills assessment on the platform. Proctoring is already in demand on the market, and as distance learning dominates more and more, reliable verification of the result of knowledge assessment is not possible without this service. Auto proctoring allows you to significantly reduce costs and price for partners compared to manual proctoring. Existing systems, which are at the beginning of their development as convenient and applicable tools, are characterized by the locality and impossibility of application for any partners and programs. Universality of auto proctoring on the platform will allow to take the leading position on the global market of these services as the platform develops. Subsequent AI use in the non-personal data sets available to the platform will facility price reduction by times and allow for the earlier untaught for process automation.
- Users' payment for certification services under the proprietary programs of the platform (company certification centers and remote certification). Passing tests under the certification programs developed by the platform together with the expert community becomes extremely easy and accessible from anywhere in the world for any program and any trainee. Therefore, the vast majority of certification services for programs created in new, demanded areas are sold through the platform to end consumers — a user or a company. About half of the income from this activity is transferred to experts or expert communities involved in the design and development of an appropriate certification program.

6.4. Ways of project promotion

- PR and positioning the program as a modern lifestyle and career trend.
- Channels (SEO, CPA, context, etc.)
- SMM, thematic communities and networks
- Bloggers, ambassadors in communities from major partners
- Existing clients of partners participating in the program

- Marketing budget for Q1–Q2 2018: \$ 469,000.
- Budget for Q3–Q4 2018 (after ICO): \$2.55 million.

6.5. Channels for engaging users in the platform

Users are registered and use the platform in the future:

- On their own, by selecting the application as the tool for personal and professional development.
- From employers who send job seekers and/or employees for testing or send employees to further training, with subsequent assessment of the training deliverables.
- From assessment and certification partners whose customers get registered in the platform for remote testing, unless the partner itself provides such tools and pays to the platform for the tools as for a SaaS-solution.
- From education partners, to be tested in the future on the results of training at the assessment and certification partners or on programs of the platform itself.
- Users are engaged via companies and partners via operations of the b2b sales department and the project's marketing/ PR support. The application for users is additionally promoted.

LTV: users become regular customers because their skill development and assessment needs are permanent, lifelong ones.

7. Roadmap

Milestone	EN
Nov 2017 Start	Project Start Conception of EVO CustDev and Experts examination
Q1 2018 Research	Conception of EVO.Pro part Legal aspects and incorporation Marketing Strategy
Q2 2018 Dev, PreSale We are here!	Prototype and MVP development Smart Contract building Marketing and Community growth Presale
Q3 2018 Alpha, Public Sale	EVO.Pro Alpha (MVP release) and branches in Moscow, London, Singapore iOS / Android App for users Assessment systems uniting and development with experts Public sale 8.5M ETL
Q4 2018 Beta	Beta in 10+ countries Desktop interface for users Business solution for employers 50000 users and 500 partners
Q1 2019 Release	Platform release SaaS services for education and test partners Auto proctoring Courses and coaching
Q2 2019 Expansion Public Sale 2	Public Sale p2 Launch of partnership and services: EVO.World EVO.Sport EVO.Culture
Rest of 2019 and Future	EVO.Humanity EVO.Kids Dating Apps Marketplace Live provider concept

8. Token issue, financing and budget

8.1. Token issue and sale

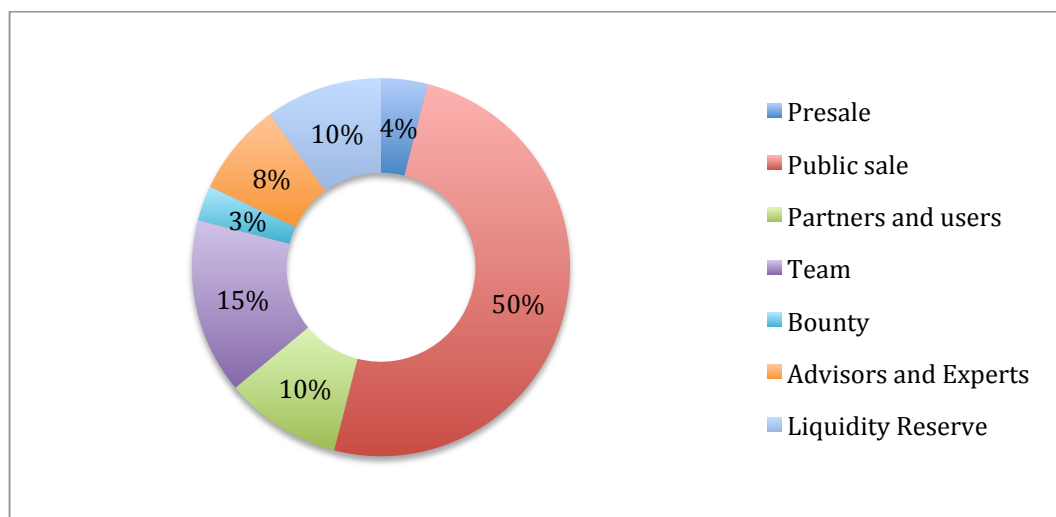
The project tokens are utility tokens – they are the token commodity to be used inside the project's business model. Tokens are not a security (security tokens). Party to the contract is a legal entity that issued tokens in the jurisdiction of Singapore.

Name: Etalon (E-talon); ticker: ETL.

Token type: utility; platform: Ethereum (ERC20/223).

Issue: 100 million ETL.

Token distribution



	Part	E-talons	PreSale	Public sale 1 SoftCap	Public Sale 2 (or in Public Sale 1 HardCap)
Emission / Capitalization	100%	100,000,000	4,200,000	16,320,000	79,480,000
Presale with bonuses	4%	4,000,000	4,000,000	0	0
Public sale	50%	50,000,000		8,500,000	41,500,000
Partners and users Reserve	10%	10,000,000		1,700,000	8,300,000
Team (70% freeze)	15%	15,000,000		2,550,000	12,450,000
Bounty and subcontractors	3%	3,000,000	200,000	510,000	2,290,000
Advisors and Experts	8%	8,000,000		1,360,000	6,640,000
Liquidity Reserve	10%	10,000,000		1,700,000	8,300,000

Presale:

1 week: token price is \$0.8 / 1 E-talon, + the bonus of 50% tokens that is frozen till 01.01.2019, the total of \$0.8 / 1.5 E-talon.

Post 1 week: token price is \$0.8 / 1 E-talon, + the bonus of 30% tokens that is frozen till 01.01.2019, the total of \$0.8 / 1.5 E-talon.

Public Sale, round 1: approximately May 31 to June 30

Target: 8.5 million E-talons per \$1.00. At the time of collection: the main development scenario launch of the EVO.Pro segment and the platform core, then, round 2 and launch of the rest of the platform's segments

MinCap for Public Sale – 0.5M. The project has the scenario of SaaS-solution scenario in remote testing and auto proctoring for certification centers. If MinCap is not collected, the money collected in Public Sale will be refunded to the token buyers.

Public Sale, round 2: 2Q 2019

The money earned in the second sale stage, if required, are intended for the launch of the rest of the platform segments: EVO.Sport, Horizon, Creative, Culture, Family, Humanity.

If the demand for tokens is in the round 1 exceeds the target proceeds, 50 million E-talons are sold off in round 2. Minus the number of tokens sold in Public Sale round 1.

Partners and users Reserve

This reserve is used for bonus payments to the first platform users for the progress in development and shaping the personal portrait and also for allocation of budgets to the first partners for bonus payment to users on their part. This would allow to achieve the sufficient estimated indicators of the quantity of the platform participants, to maintain the network effect:

- The users get bonuses quickly and are motivated to development on the platform,
- partners get a significant number of customers on the platform quickly
- employers get a sufficient job seekers' base quickly, etc.

Team

70% tokens for the team, which are accrued based on Public Sale and are frozen for 1 year from the time they are accrued.

Bounty and subcontractors

The bounty company for the project promotion and payments with the number of contractors in tokens.

Advisors and Experts

Tokens used to engage advisors to the project as well as the first expert who will take part in setting the criteria and the systems of knowledge and skill assessment in the most relevant and demanded for areas. Actually, many advisors will be able to act as such experts and, on the contrary, when creating the scoring systems, bring the significant advisory contribution to the platform development. So these roles are frequently interrelated in the platform. Quick creation of own assessment systems developed jointly with the experts would allow not only to consolidate the existing systems but also to cover the most troublesome competence scoring areas in the market.

Liquidity reserve in tokens

This reserve applies to deliver the turnover between users and partners: employers and certification and training centers, to support the arrangements for settlements with partners in the fiat currency and, at the same time, to allow users to broadly apply the platform's tokens in the partner network. The reserves also secure the processability of tokenization of the relations for the platform participants and the automatic transition of the relations into smart contracts between participants.

The fund of tokens and fiat currencies enables to nedge and secure fail-free financial flows on the platform: Users' payments in tokens via the platform, settlements of the platform with partners in the fiat currency, token sales to participants and token support to cashbacks, partners' payments to the platform in the fiat currency for cashbacks to users in tokens, etc.

Stage-by-stage allocation of the issue stakes

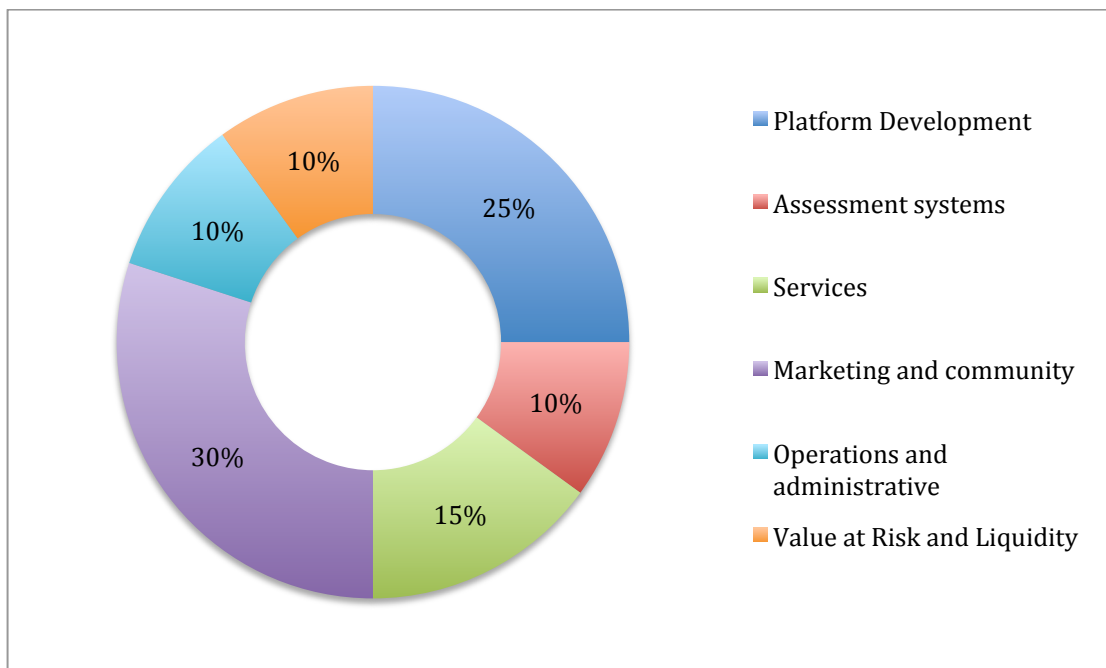
At Stage 1, Public Sale, the following issue stakes apply:

- Partners and users Reserve
- Team
- Bounty and subcontractors
- Advisors and Experts
- Liquidity Reserve

are allocated in the quantity pro rata the quantity of sold tokens, so that the ratio the tokens allocated on token stakes bear in sold tokens will remain unchanged and will be equal to the ratio the token stakes bear in total issue. The remaining token quantity in stakes is frozen until Stage 2, Public Sale.

8.2. Budget allocation

Project implementation budget allocation



8.3. Token turnover

Routes of token circulation on the platform:

- The company's sale of tokens to supply tokens to users and partners
- The token turnover between the partners who apply tokens as loyalty scores and the users/ customers of these partners (cashback).
- Provision of services to users for tokens by the platform, which the company provides on its own or through its partners.
- Provision of tokens to experts or the expert communities as the royalty for sale of the testing or training systems created with their participation.
- Free sending between accounts.
- Conversion of tokens to fiat currency: It is important that the project focuses on creating the platform where the token user is able to use them by the methods envisaged in the platform, which confirms the legal nature of the utility that does not envisage the withdrawal of tokens into fiat currency. Meanwhile, the project uses the legitimate arrangements when the tokens are converted via the partner contract with the service having the Money Transmitter License and implementing the role of operator in withdrawal and conversion of tokens into fiat currency.

9. Team and experts

The team members have extensive experience in business management, sales and cooperation with partners, creation and management of IT projects, and have deep expertise in marketing.

9.1. Key team members

- CEO – Dmitry Pesnya: 8 years of experience as CEO/CCO , successful management and launch of new business areas, strategic vision of projects. The inspirer of the project. Co-founder.
- Communications – Elena Shegurova: psychologist, HR, coach; with 19 years of practical experience, author and coach of successful methods of personal growth offline and online for adults and teenagers. Methodology of personal growth tools. Co-founder.
- CTO – Sergey Ilyukhin: former CTO Kupivip, one of the biggest projects in .RU. 15 years of experience in managing development teams, implementing dozens of complex projects. Following a clear methodology for the development process. Increasing business potential through technologies and innovations.
- Project architecture – Anna Abashina: 10 years of experience in planning, regulation and implementation of business processes and business concepts, implementation of operational management and coordination of the company's BU activities.
- Sales (work with partners) – Mikhail Golubev: 10 years of experience in building sales departments under highly efficient modern models with high conversion. Experience of cooperation with major companies: Aeroflot, Rosneft, Hyundai, Panavto, etc.
- SMM marketing – Nikita Trukshin: 5 years of experience in developing a strategy for the brand's presence on the Internet and its implementation, as well as managing a full-cycle digital agency. Brand reputation management, marketing research.

9.2. Project experts and advisors

- Andrew J Filipowski: Polish and U.S. technological entrepreneur Born in Chicago At present, he is the executive chairman and CEO with private investment firm, SilkRoad Equity. Founded Platinum Technology in 1985. He is one of the most successful hi tech entrepreneurs worldwide, do-gooders and industry visionaries. Co-founder and co-executive director with Fluree. The biggest transaction closed by him is worth \$ 4 billion He is among Top 100 most influential people in IT.
- Alexey Kalmykov: Tutor at the Open University (UK), business advisor, coach Management practice in personnel management and corporate training (experience and implemented projects in such industries as aerospace, the power industry, etc. Main fields of competences: strategic development, project management, andragogics, methodology and practice of remote and mixed training. Impressive experience in methodology of HR business processes and assessment of business and corporate competencies.