



Global Marketplace for AI Services and Pool of Decentralized Computing Resources

GENERAL INFORMATION

This whitepaper describes the initial sale in which the WitlinkAI token is sold. WitlinkAI is a crypto token that is designed to be used for all services provided by the WitLink Platform as explained in this whitepaper.

WitlinkAI token is not intended to constitute a security in any jurisdiction. This white paper is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction.

Please note that purchases of WitlinkAI token are final and nonrefundable. Individuals, businesses, and other organizations should carefully weigh the risks, costs, and benefits of acquiring WitlinkAI token.

LIMITATION OF THE PURCHASERS

You are not eligible to and you shall not purchase WitlinkAI token through its token sale if you are a citizen or resident (tax or otherwise) of any country or state where the purchase of WitlinkAI token or similar Crypto Token may be prohibited or the token sale is deemed to be not compliant with the applicable laws and regulations. In particular, if you are a resident of People's Republic of China, you cannot purchase WitlinkAI token through the token sale.

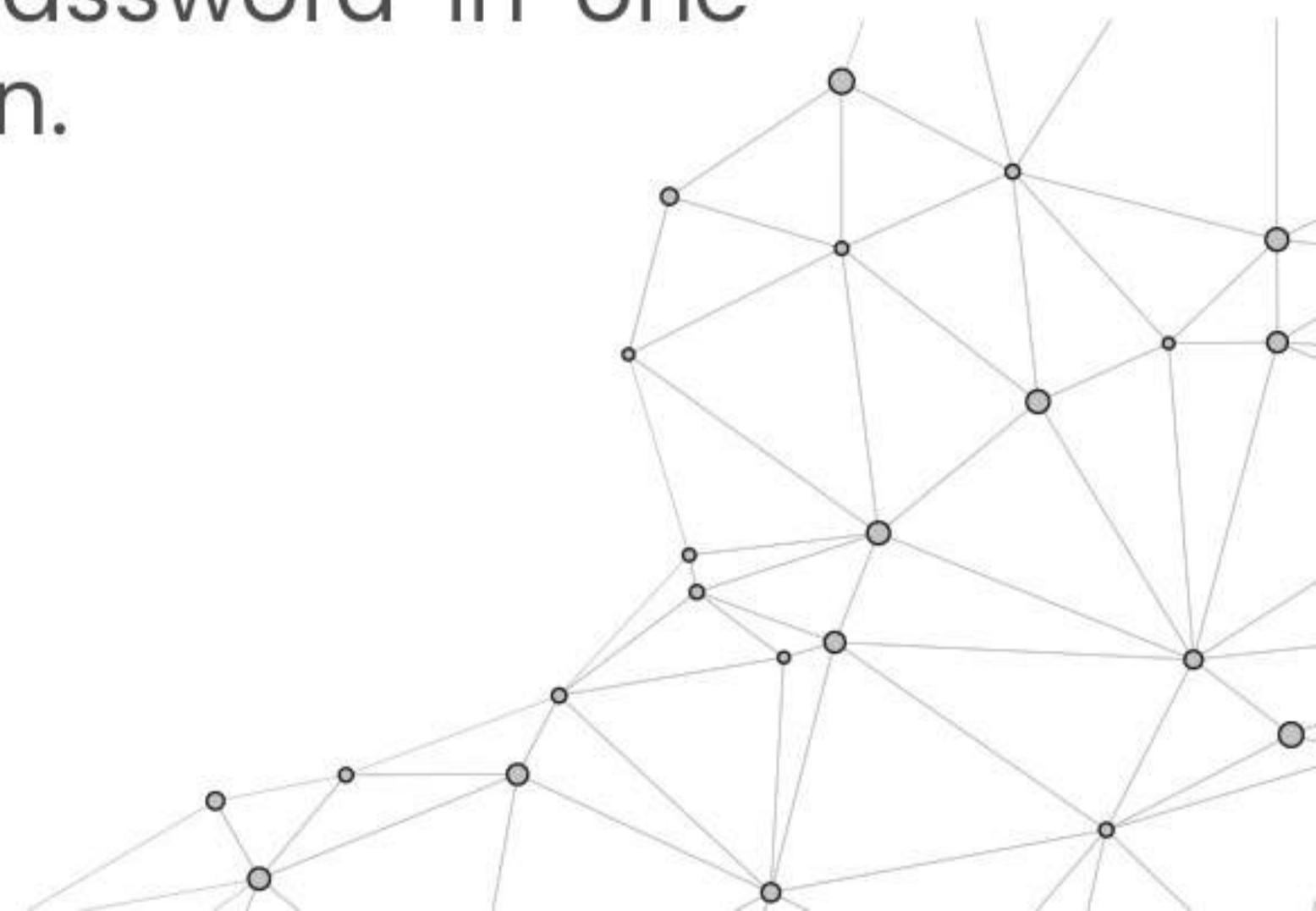
Purchases of WitlinkAI token should be undertaken only by individuals, entities, or companies that have significant experience with, and understanding of, the usage and intricacies of Crypto Tokens and blockchain based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other Crypto Tokens. Any entities of WitLink and officers and employees thereof will not be responsible in any way for loss of any Crypto Tokens, resulting from actions taken by, or omissions of the purchasers. If you do not have the required experience or expertise, then you should not purchase WitlinkAI token or participate in the sale of WitlinkAI token.

You should carefully consider the risks, costs, and any other demerits of acquiring WitlinkAI token, and, if necessary, obtain your own independent advice in this regard. If you are not in the position to accept nor to understand the risks associated with the token sale of WitlinkAI (including the risks related to the non-development of the Platform) or any other risks as indicated in this whitepaper, you should not acquire WitlinkAI token, until such that you have received the necessary independent advice.

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The purchase of WitlinkAI token carries with it significant risk. Prior to purchasing WitlinkAI token, the purchaser should carefully consider the risks listed below and, to the extent necessary, consult a lawyer, accountant, and/or tax professional prior to determining whether to purchase WitlinkAI token.

- WitlinkAI token will be stored in a wallet, which can only be accessed with a password selected by the purchaser. If a purchaser of WitlinkAI token does not maintain an accurate record of their password, this may lead to the loss of WitlinkAI token. If your password protection is weak and it is cracked or learned by somebody else, this may also lead to the loss of WitlinkAI token. As a result, purchasers must safely store their password in one or more backup locations that are well separated from the primary location.



- The purchaser recognizes that some of the services under the Platform is currently under development and may undergo significant changes before release. The purchaser acknowledges that any of its expectations regarding the form and functionality of the Platform may not be met for any number of reasons.
- The purchaser understands that while WitLink will make best efforts to release the Platform on time, it is possible that the official release may be delayed. As with other Crypto Tokens, value of WitlinkAI token may fluctuate significantly and become reduced in value for any number of reasons, including but not limited to, supply and demand, overall Crypto Tokens' market conditions, political or geographical reasons, changes of regulations in any jurisdictions, and technical reasons.

WitlinkAI token will be issued on the Ethereum blockchain. As such, any malfunction or unexpected functioning of the Ethereum protocol may impact the purchaser's ability to transfer or securely hold WitlinkAI token. Such impact could adversely affect the value of WitlinkAI token.

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To the maximum extent permitted by the applicable laws, regulations and rules, WitlinkAI token, any entities of WitLink and officers and employees thereof shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by you.

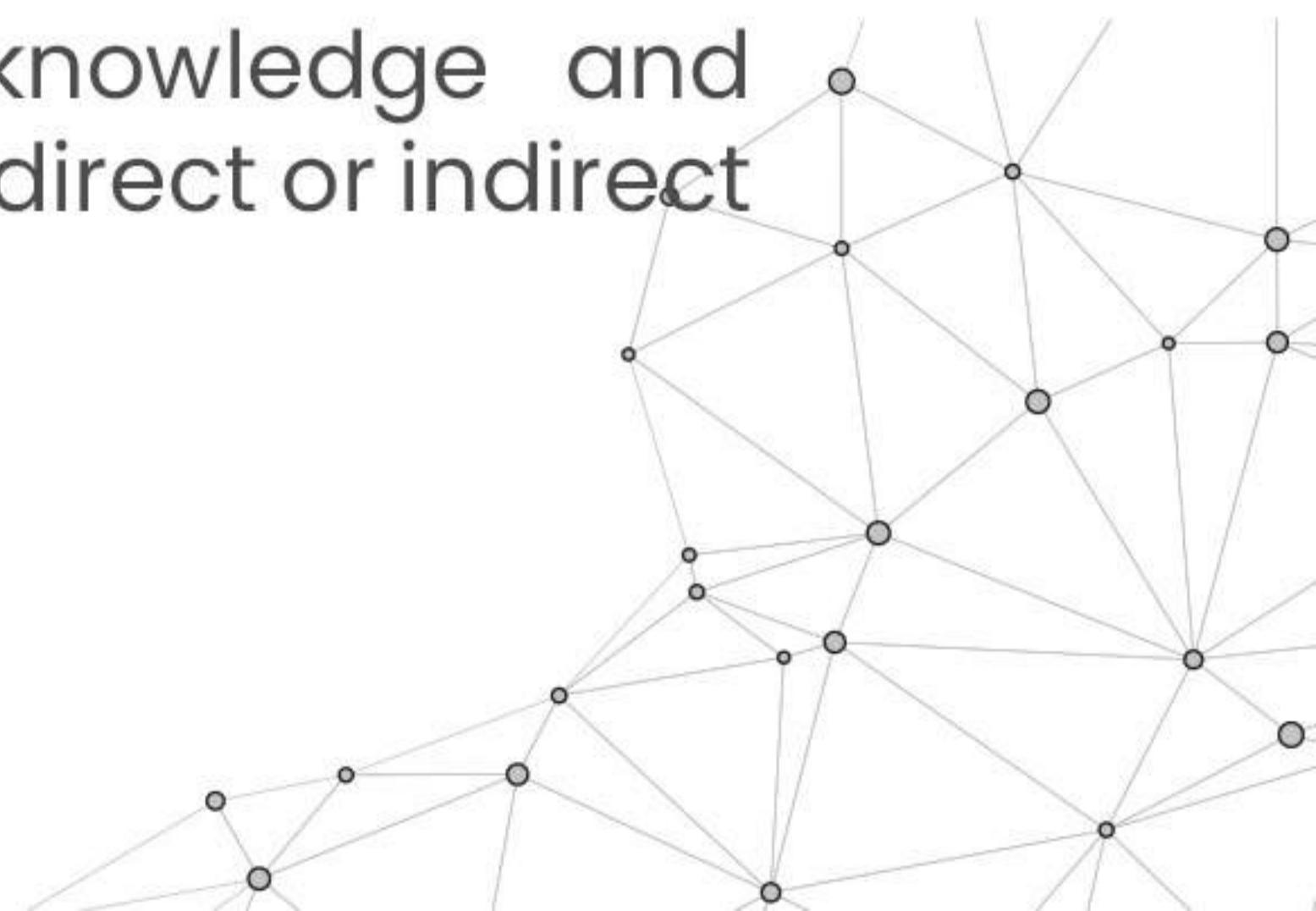
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WitLink will do its best to launch its operations and develop the Platform. Any person undertaking to acquire WitlinkAI token acknowledges and understands however that WitLink does not provide with any warranty as to the release of the Platform. They acknowledge and understand therefore that WitLink (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use the WitlinkAI token.

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Regulatory authorities are carefully scrutinizing businesses and operations associated to Crypto Tokens in the world. In that respect, regulatory measures, investigations or actions may impact WitLink's business and may limit or prevent it from developing its operations in the future. Any person undertaking to acquire WitlinkAI token must be aware that WitLink's business model and its existing platforms may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such case, purchasers and any person undertaking to acquire WitlinkAI token acknowledge and understand that neither WitLink nor any of its affiliate shall be held liable for any direct or indirect loss or damages caused by such changes.



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Neither WitLink nor any of its officers and employees are to be or shall be considered as advisor in any legal, tax or financial matters.

Acquiring WitlinkAI token shall not grant any right or influence over WitLink's organization and governance to the purchasers.

NO REPRESENTATIONS AND WARRANTIES

WitLink does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this whitepaper.

REPRESENTATION AND WARRANTIES BY THE PURCHASERS

By participating in the token sale of WitlinkAI, the purchasers represent and warrant to WitLink as follows:

- You are authorized and have full power to purchase WitlinkAI token according to the laws that apply in your jurisdiction of domicile;
- You are solely responsible for determining whether the acquisition of WitlinkAI token is appropriate for you;
- You have carefully considered the risks, costs, and any other demerits of acquiring WitlinkAI token and understood such the risks, costs, and any other demerits associated with WitLink and its token sale;
- You are not acting for the purpose of speculative investment;
- You agree and acknowledge that WitlinkAI token does not constitute securities in any form in your jurisdiction;
- You agree and acknowledge that this whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in your jurisdiction or a solicitation for investment in securities;
- You agree and acknowledge that no regulatory authority has examined or approved of the information set out in this whitepaper, no such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;



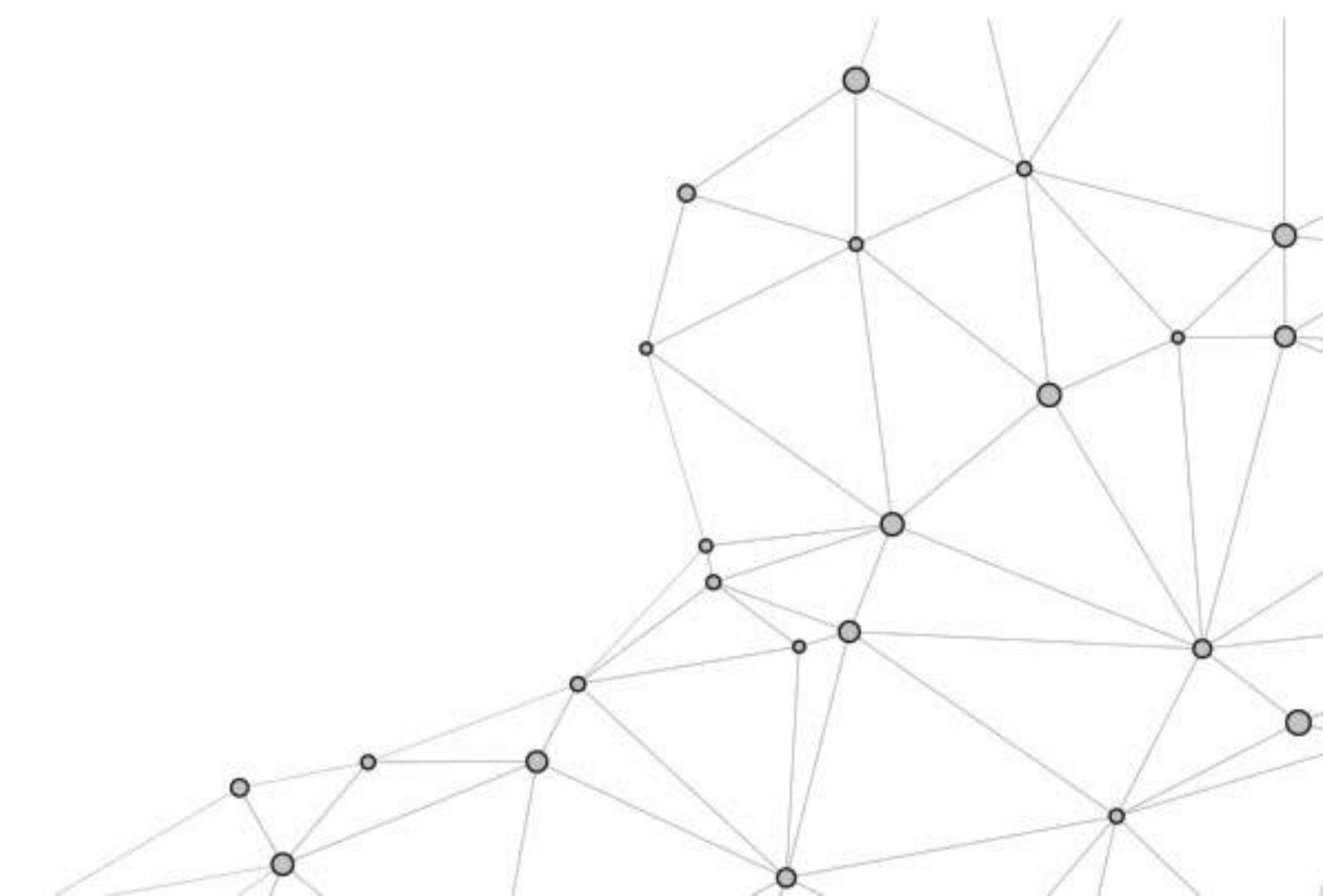
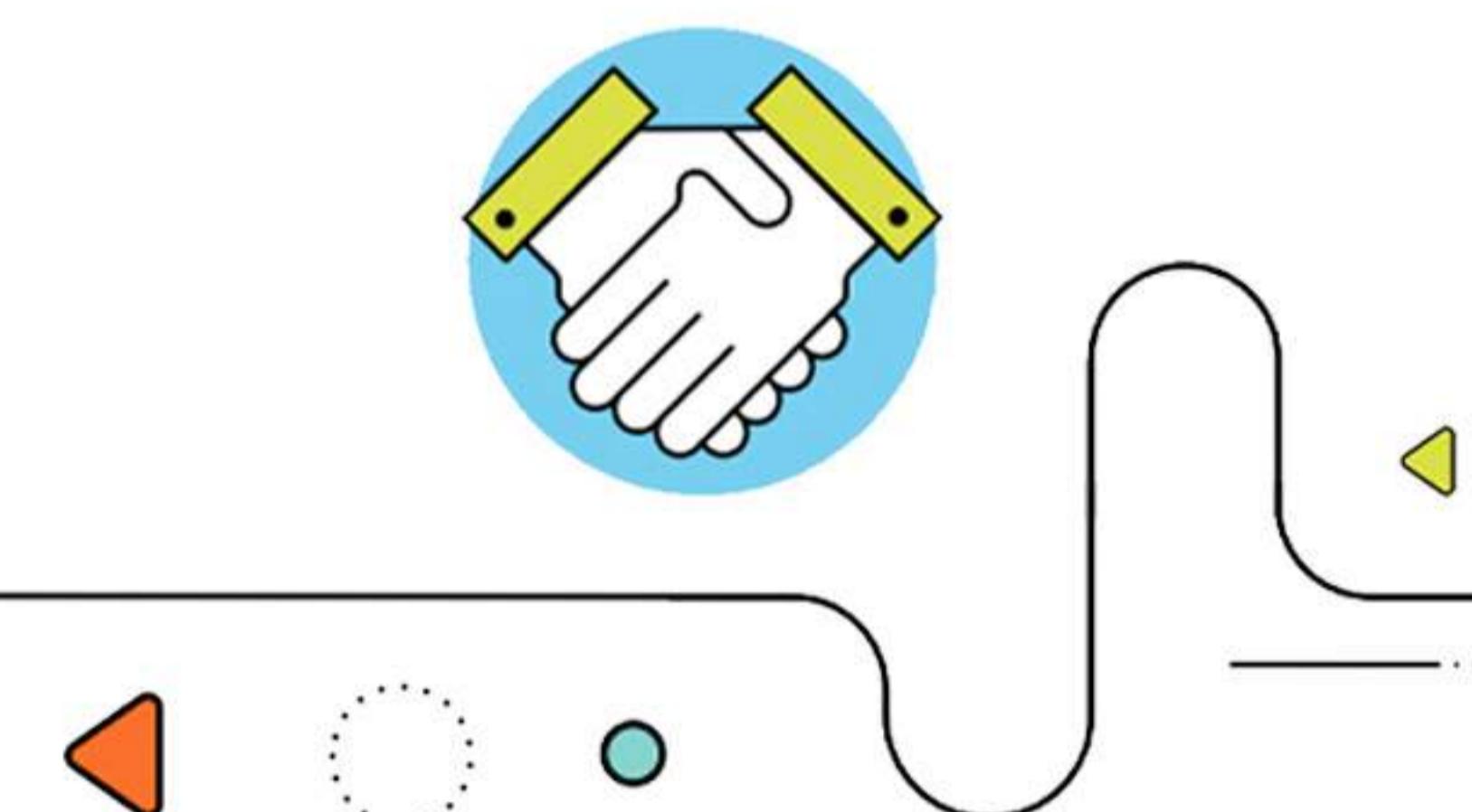
- You agree and acknowledge that this whitepaper, the undertaking and/or the completion of the WitlinkAI token sale, or future trading of WitlinkAI token on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of WitLink or WitlinkAI token;
- The distribution or dissemination of this whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to the possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to WitLink;
- You agree and acknowledge that in the case where you wish to purchase any WitlinkAI token, it is not to be construed, interpreted, classified or treated as:
 - A. Any kind of currency other than cryptocurrency;
 - B. Debentures, stocks or shares issued by WitLink;
 - C. Rights, options or derivatives in respect of such debentures, stocks or shares;
 - D. Rights under a contract for differences or under any other contract the purpose or
 - E. Pretended purpose of which is to secure a profit or avoid a loss;
 - F. Units in a collective investment scheme;
 - G. Units in a business trust;
Derivatives of units in a business trust; or
 - H. Any other security or class of securities.
- You have a good understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- You are fully aware and understand that in the case where you wish to purchase any WitlinkAI token, there are risks associated with WitLink and its business and operations;
- You agree and acknowledge that WitLink is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by you;
- You will not use the token sale for any illegal activity, including but not limited to money laundering and the financing of terrorism; and
- All of the above representations and warranties are true, complete, accurate and nonmisleading from the time of your access to and/or acceptance of possession this whitepaper or such part thereof (as the case may be).

UPDATES TO THE DETAIL OF THE TOKEN SALE

WitLink reserves the right, at its sole discretion, to change, modify, add, or remove portions of this whitepaper and the terms at any time during the sale by posting the amendment on the website. Any purchaser will be deemed to have accepted such changes by purchasing WitlinkAI token. If at any point you do not agree to any portion of the then-current version of this whitepaper and the terms, you should not purchase WitlinkAI token.

MARKET AND INDUSTRY INFORMATION

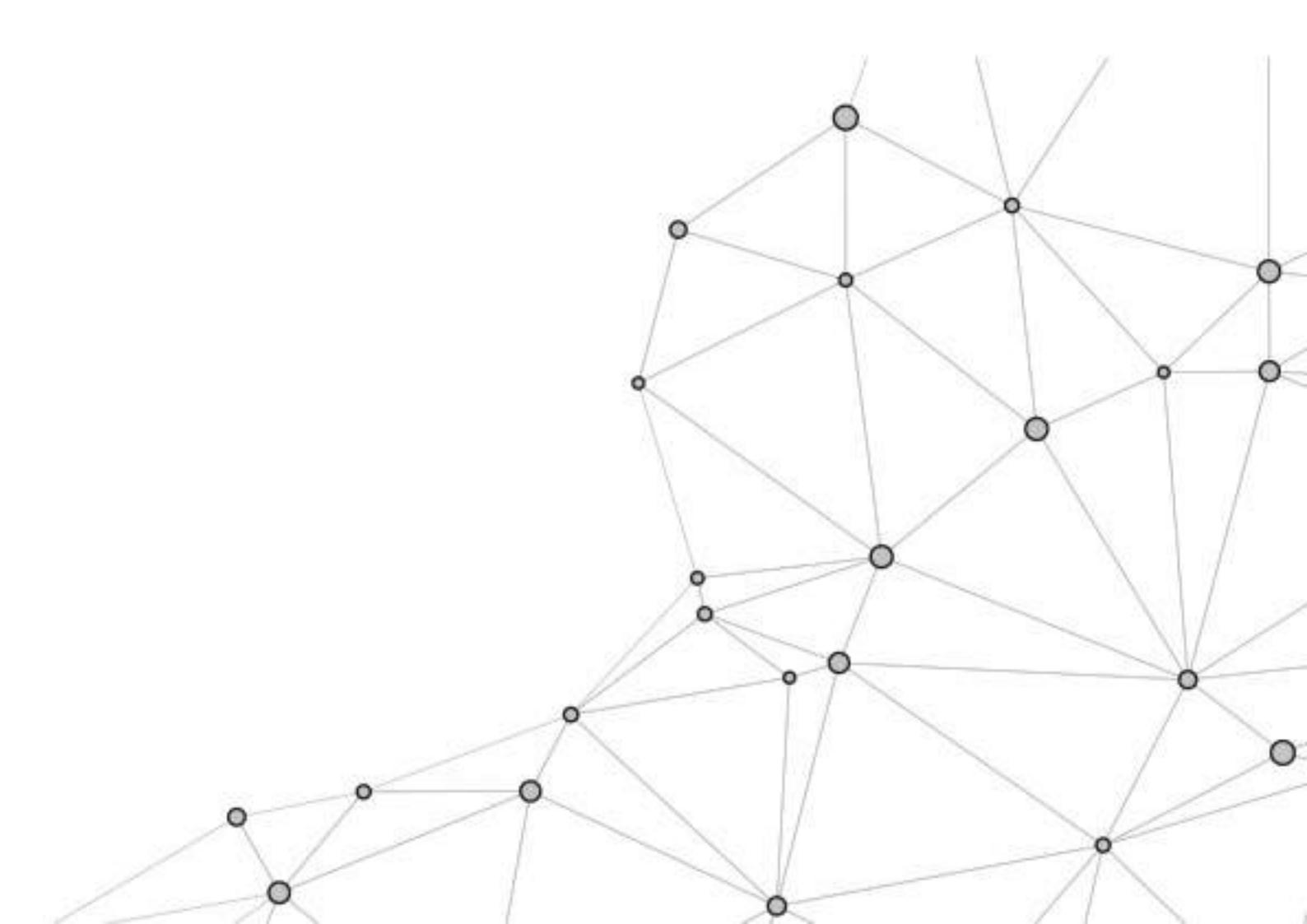
This whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. WitLink has not conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, any entities of WitLink and officers and employees thereof do not make any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.



ABSTRACT

WitLink team is trying to bridge the existing talent gap in the artificial intelligence and machine learning industry by creating a marketplace for AI experts, machine learning developers, and data researchers. WitLink Marketplace will help businesses tap into a global talent pool of professionals and access readymade solutions for their enterprises.

WitLink is proposing the development of a global marketplace for AI and machine learning services for real-time business needs. The platform will leverage the computational capacity of open-source, decentralised computing networks.



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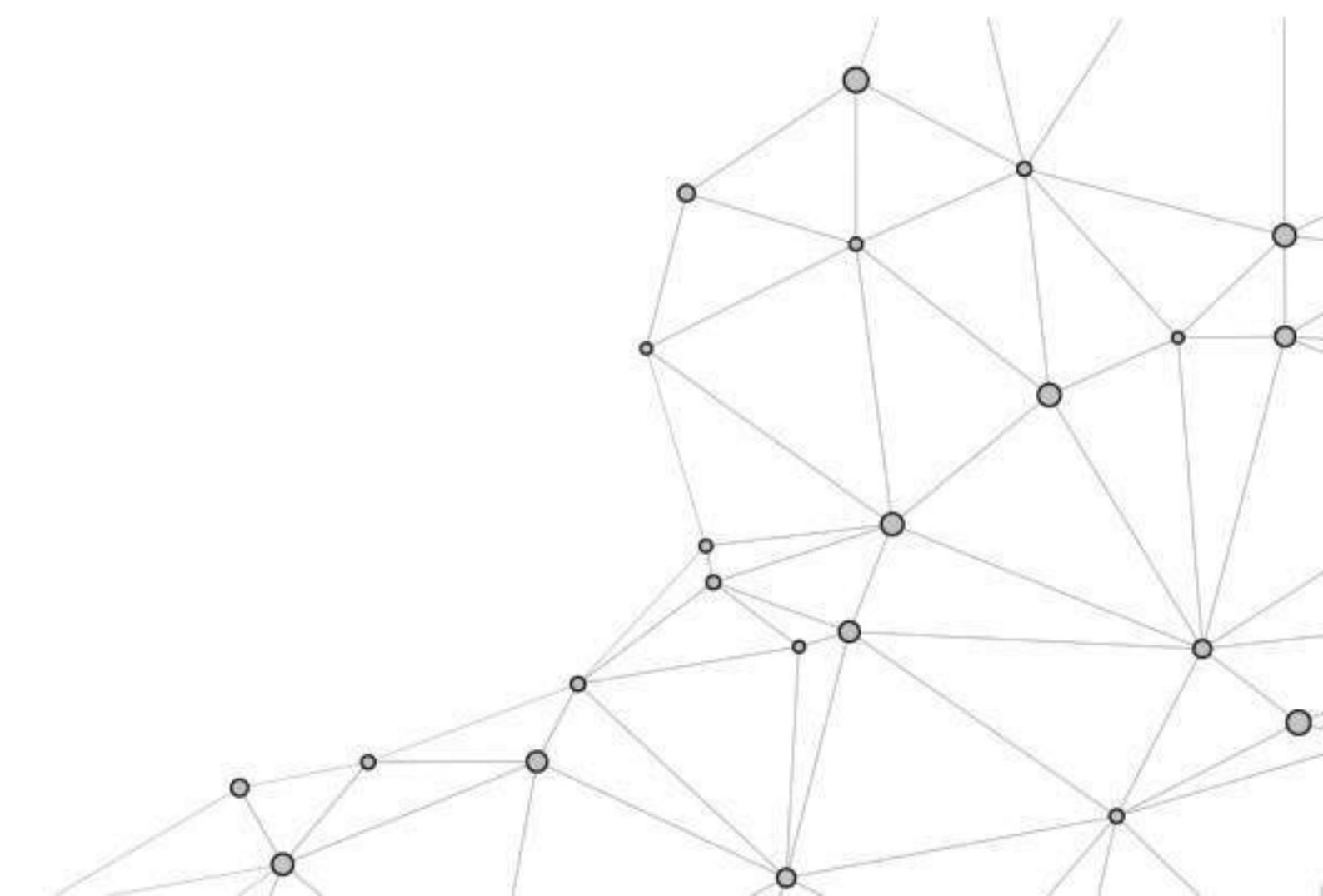
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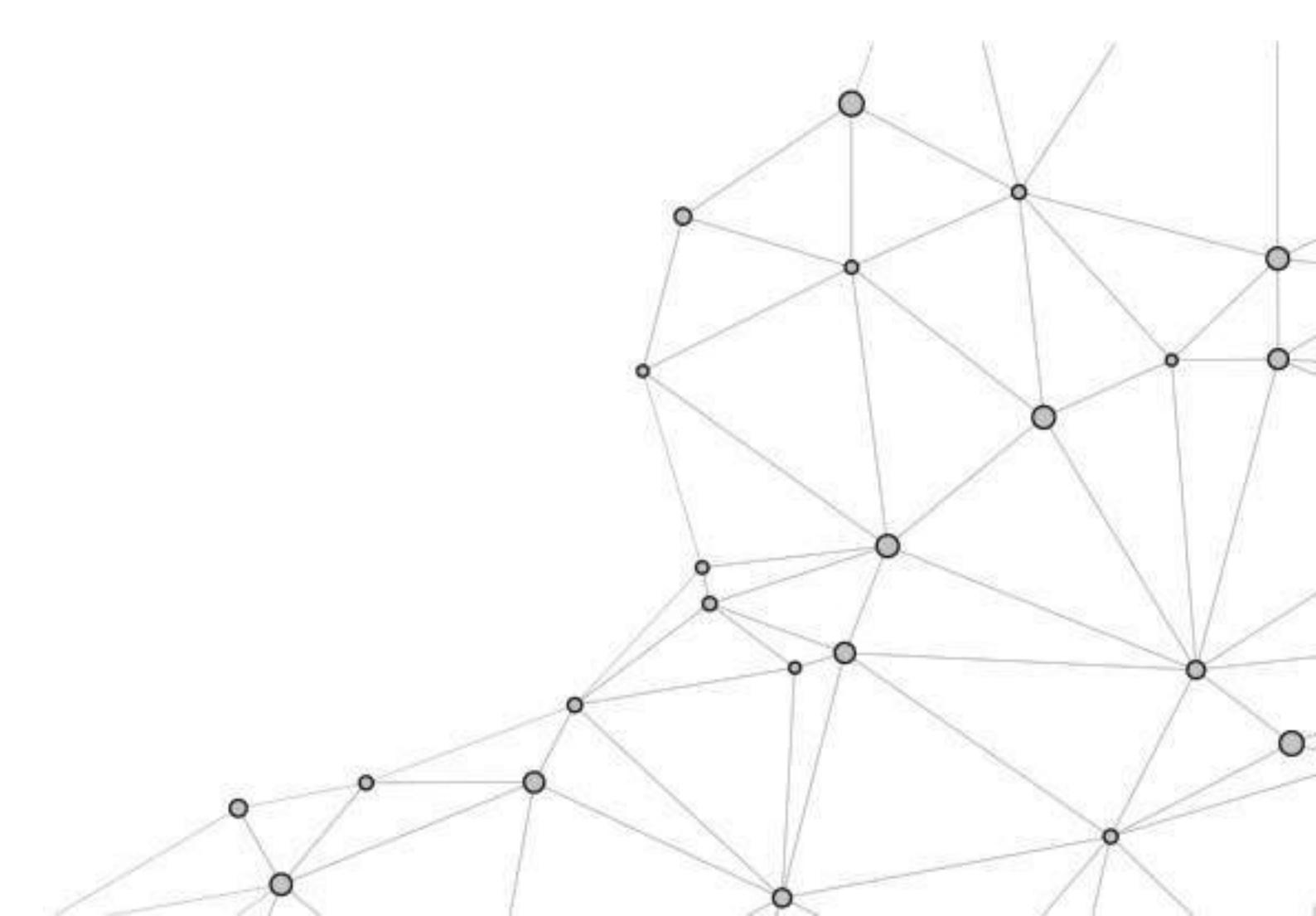
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01

EXECUTIVE SUMMARY

Artificial intelligence is the future of modern human existence. While some may consider AI a fairly new technology, it has existed since the 1950s. Back in those days, AI was available to large technology companies and research institutions only.

Fast forward to the current time, and AI is readily used across every segment of life; let it be smartphones, eCommerce platforms, streaming services, or smart homes. The global AI market is set to grow into a \$733.7 billion industry by 2027.

Despite its growing footprint across multiple industries, AI is still a project for big tech companies, financial institutions, and government. Why? There is a huge talent gap in AI and its associated technologies. As many as 68% of executives agree about the widening talent gap in advanced technologies, such as AI, ML, and data science.

WitLink aims to address this challenge by creating a global marketplace for AI, ML professionals and data scientists. Enterprises will be able to hire trained professionals from around the world. WitLink ecosystem will comprise three essential modules:

- A global talent marketplace for AI professionals
- Ready-to-go AI solutions and decentralised computing resource pools
- A training platform for aspiring AI, ML developers.

TOKEN SALE

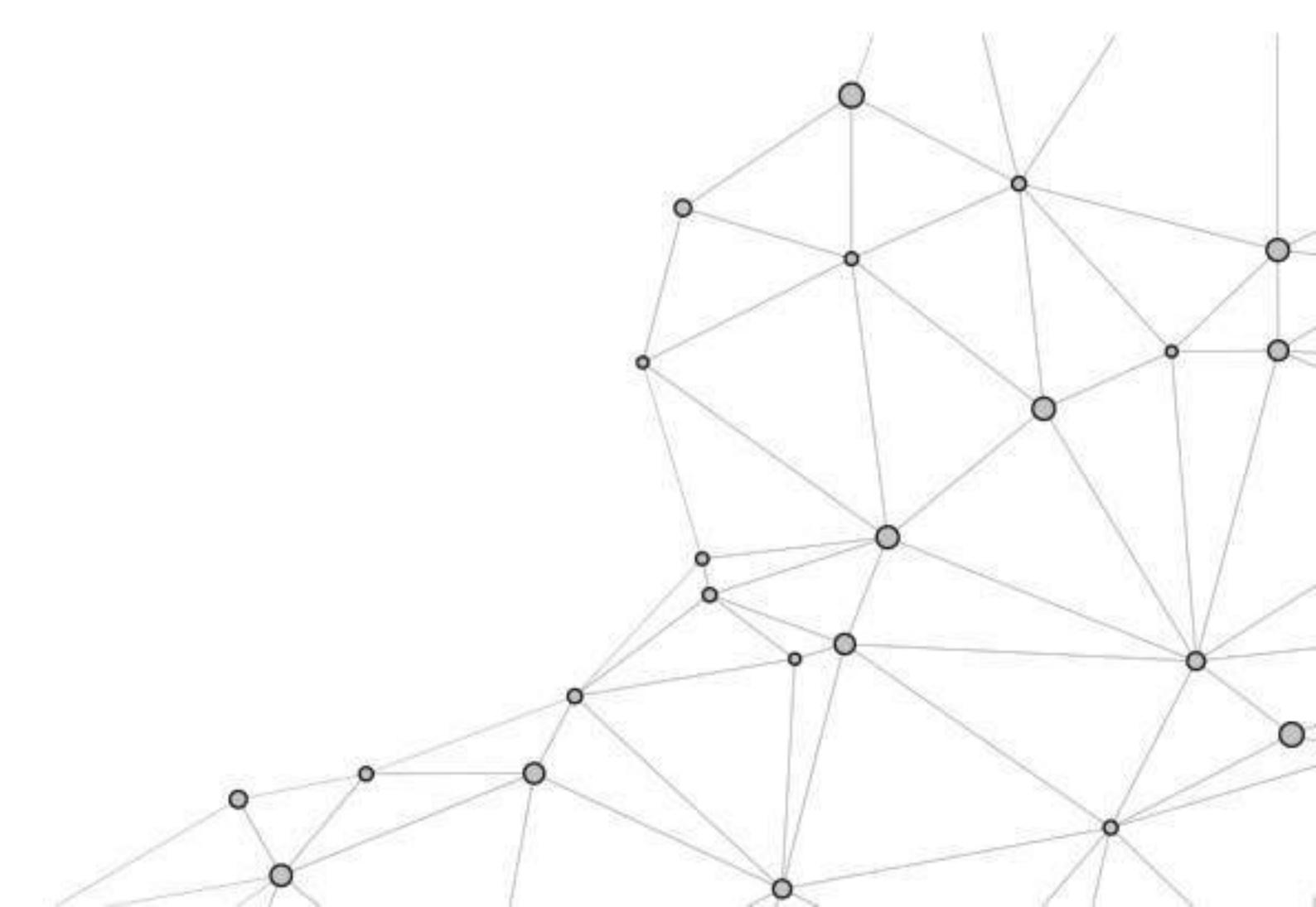
WitLink seeks \$52 million in funding in exchange for tokens in its ecosystem. WitLink will use these funds for the development of its AI marketplace, training platform, partner onboarding, and promotional activities.

MARKET

The utility of AI across various industries is well-documented. The global AI market will be valued at over \$733.7 billion by 2027. AI and related technologies will add economic value worth over \$15.7 trillion by 2030. The utility of AI across various industries is well-documented. The global AI market will be valued at over \$733.7 billion by 2027. AI and related technologies will add economic value worth over \$15.7 trillion by 2030.

MAJOR MILESTONES

- Fundraising schedule
- WitLink marketplace development
- WitLink training module development



02

BACKGROUND/INDUSTRY

Mission

- WitLink aims to address the talent gap in the cutting-edge technology space.

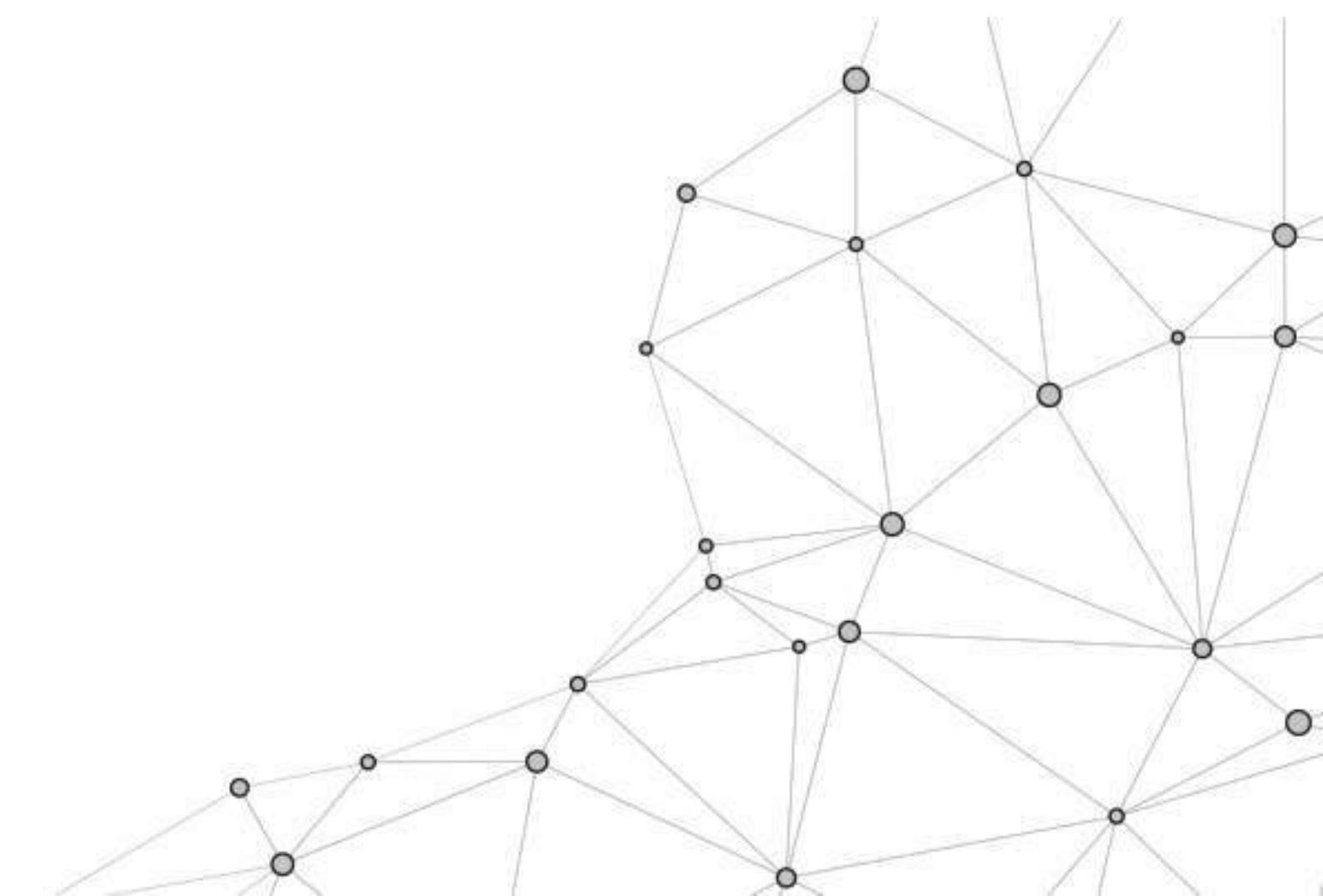
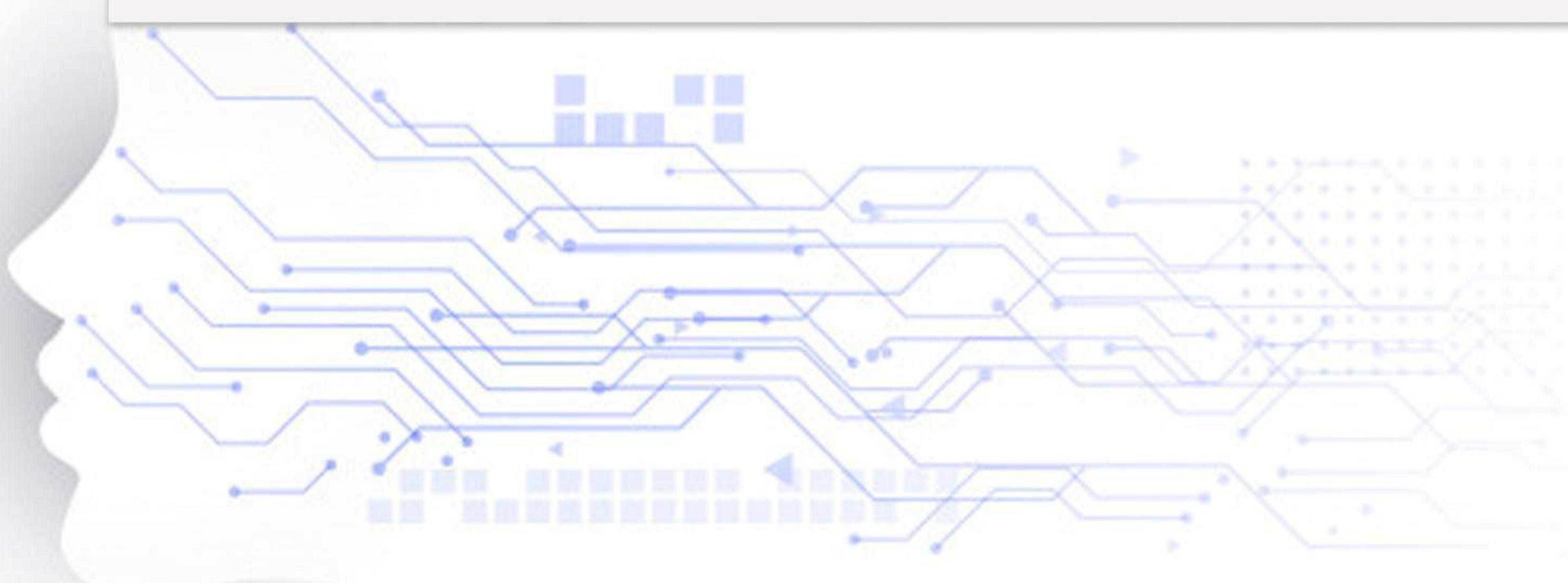
THE INDUSTRY

Artificial intelligence has become quite ubiquitous over the past two decades. Unlike the 80s or 90s, when technology firms were the primary participants in advanced technologies such as AI, the landscape has changed significantly. Every industry is leveraging the power of AI in one way or the other.

SIZE OF AI MARKET

According to the latest reports, the global artificial intelligence market is set to grow at CAGR of 42.2% until 2027, achieving a market size of over \$733.7 billion. The net economic impact of AI is set to reach \$15.7 trillion by 2030.

AI TECHNOLOGY	MARKET SIZE	MARKET SIZE
Machine learning	\$6.9 Billion (2018) \$96.7 Billion (2025)	43.8%
Neural Network	\$7.03 Billion (2016) \$38.71 Billion (2023)	28%
Natural Language Processing	\$12.0 Billion (2019) \$41.0 Billion (2025)	23%
Robotics Technology	\$62.75 Billion (2019) \$189.36 Billion (2027)	13.5%



Primary AI Markets

Artificial intelligence is witnessing massive growth across the world. China and the US are among the leaders in AI technology, with several other regions contributing to the growth of AI.

China is home to one of the most valuable AI firms, SenseTime. The country has announced a systematic plan to become the world leader in AI by 2030. The US is a powerhouse in AI development and talent. Roughly 50% of the global AI workforce is within the US, giving it a strategic advantage.

Some other countries investing heavily in AI technology include Japan, South Korea, United Kingdom, France, Germany, and Russia.

The race to dominate the AI industry will boost investments and create more job opportunities in the artificial intelligence industry.

GROWTH IN AI JOBS

With more countries focussing on AI development, there has been a surge in demand for AI professionals. Research from LinkedIn reveals that job postings for AI and machine learning roles in the US grew by 74% between 2016 and 2019.

There has been a change in employer requirements as well. Most companies are seeking experienced, specialized AI professionals (with AI major) instead of hiring in big numbers.

It is critical to analyze the existing talent pool of AI professionals. Studies put the total number of AI professionals, including all members of technical teams and students in academia, close to 300,000.

When put through another segregation layer, roughly 36,524 AI experts with Ph.D., relevant work experience (3 years+), and robust technical skills, are rendering their services across the world (based on LinkedIn).

The US is home to roughly 50% of the total number of AI experts in the world, giving it an advantage over other regions.

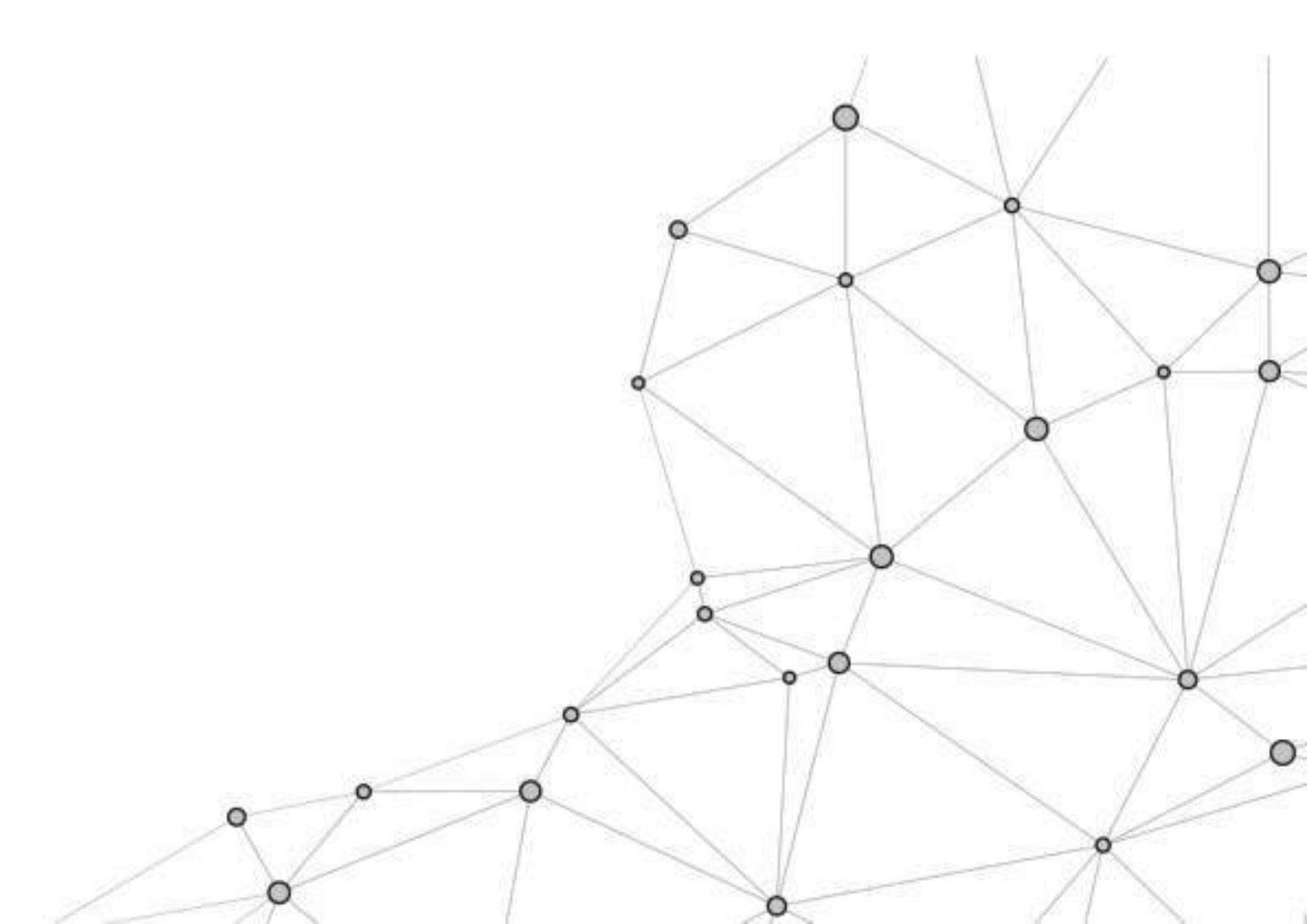
GROWING DEMAND FOR COMPUTING POWER

AI relies on data; more data means a well-trained AI (depending on the quality of data too).

However, processing a massive amount of data requires an enormous amount of computing power. Reports indicate that the amount of computing power AI requires doubles in every three and half months, much shorter than Moore's two year period.

AI developers rely on cloud computing to meet their growing need for computing power. The global cloud computing market is set to grow at a CAGR of 17.5%, expanding from \$371.4 billion to \$832.1 billion between 2020 and 2025.

The cloud computing industry will find it challenging to keep pace with the growing demand for computational power



03

CHALLENGES



LIMITED TALENT POOL

AI has witnessed rapid growth over the past two decades. More companies are investing in AI, ML and other advanced technologies. Research reveals that approximately 37% of global enterprises have already deployed AI solutions. In fact, AI spending is forecasted to reach over \$79 billion by 2022.

Despite the proliferating AI adoption rates, enterprises are facing an acute talent shortage. Research indicates a moderate-to-extreme skills gap in 68% of the early AI adopters (businesses), whereas roughly a quarter of enterprises consider their skills gap extreme.

When it comes to solving serious AI research challenges, there are less than 10,000 individuals in the global tech industry to count on. Considering the amount of time it takes to prepare a PhD, the acute talent shortage in the AI sector isn't going away anytime soon.

HIGHER TALENT ACQUISITION COST

A limited pool of talent, coupled with higher demand, has made it almost impossible for young startups to hire the right experts. Reports reveal that fresh professionals, including new PhDs or individuals with some years of experience, command anywhere between \$300,000 to \$500,000 in salaries.

In order to understand the high cost of talent acquisition in the AI industry, let's look at some recent examples.

- Google acquired DeepMind, an AI lab, for \$650 million with a staff of 50 experts. The average cost for every expert stood at \$345,000 in 2016.
- A Google AI expert was paid over \$120 million in incentives between 2007 and 2016.

These spiralling salaries have put a limitation on early-stage startups in terms of talent acquisition. Most startups are looking at experts across different industries with relevant skills and then training them for the desired roles.

Not only does this scenario jeopardize the ability of new companies to break into AI, but it also develops a culture where big tech firms will control this upcoming field as well.

LIMITED TALENT POOL

AI solutions require a gargantuan amount of computing power. Some of the critical aspects of AI development that drain computing resources include training and retraining AI models and processing multimedia data.

To get a better idea of how AI consumes computing resources, we must note that a self-driving car can generate as much as 1 Gigabyte of data per second or 1.2 Terabytes for a 10-minute trip.



By some estimates, AI firms incur as much as 25% of their revenue in computing expenses. The other side of the equation is the high cost of computing infrastructure, forcing smaller enterprises and startups to rely on cloud computing services.

Some additional challenges of relying on centralized cloud computing providers are:

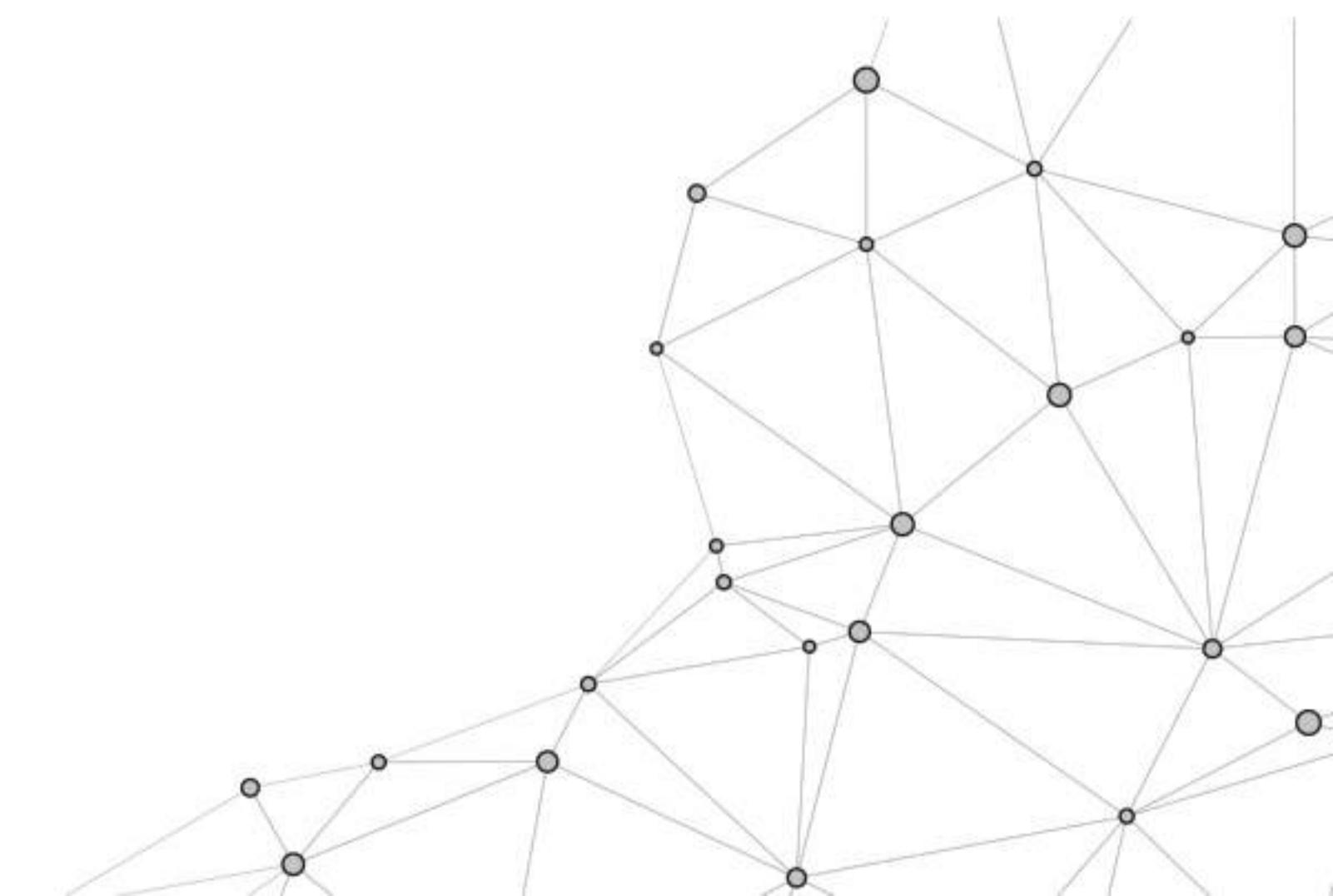
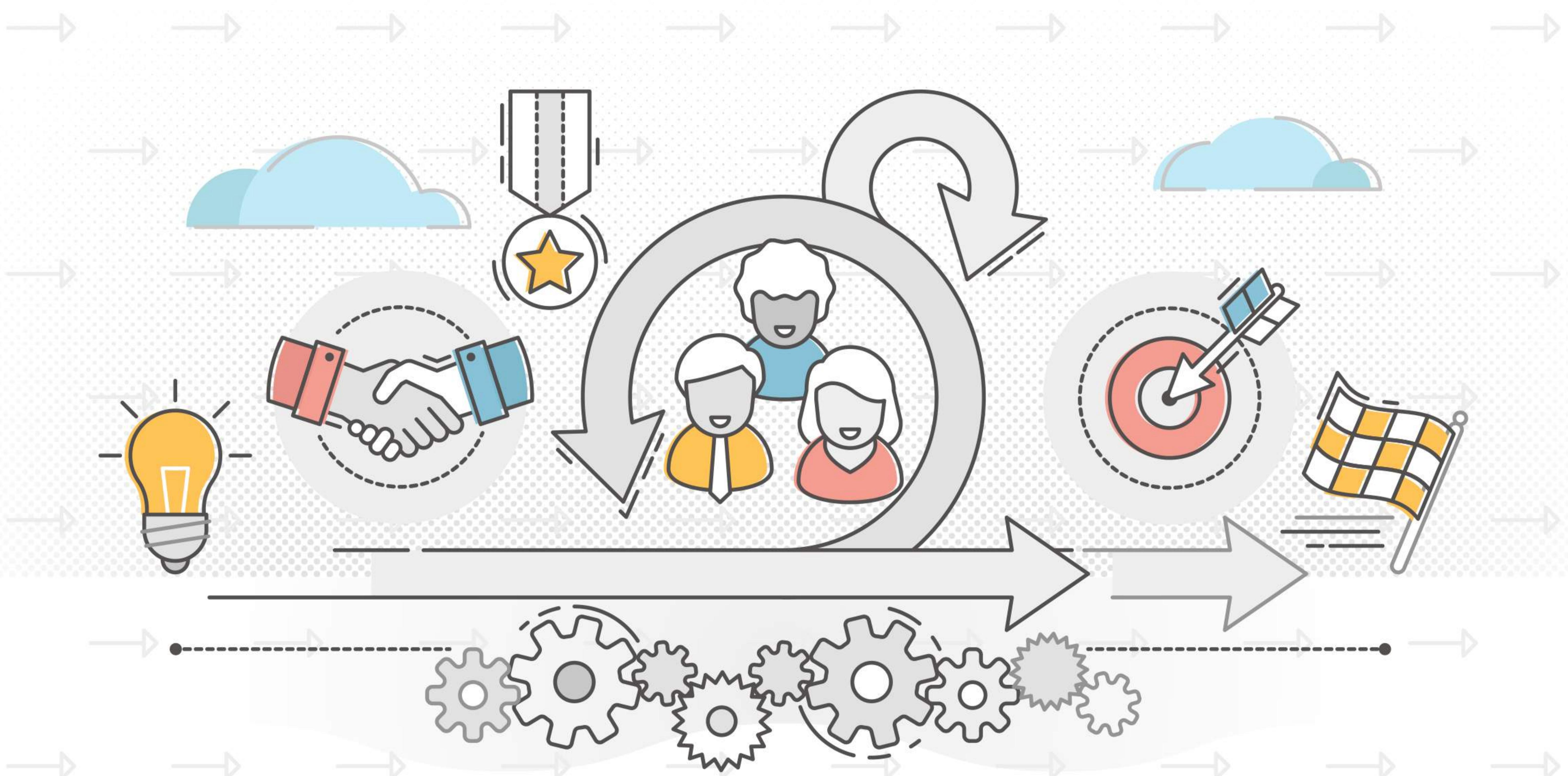
- Businesses lose control and even the privacy of their data.
- Cloud computing providers are prone to cyberattacks, putting their stored data at risk.
- The cost of using cloud computing could be fairly high for any sophisticated AI development or training firm.

LIMITED TRAINING PROGRAMS FOR AI, ML ASPIRANTS

The primary sources for talent acquisition in the AI industry include in-house recruiters, recruiting agencies, and job posting platforms, followed by campus recruitments or strategic partnerships. Research reveals a lack of industry-ready training programs across global educational institutions.

Some of the leading universities, such as the University of Oxford, are preparing to fill the existing skills gap through new colleges and training programs, but any fruition of these efforts will take years.

Most companies are increasingly forced to establish their training centres to prepare professionals or re-skill their existing workforce.



04

BLOCKCHAIN: HOW IT CAN REVOLUTIONIZE OUR INDUSTRY

Blockchain technology represents a major disruptor in a growing number of industries and commercial environments. WitLink is aiming towards the future in implementing solutions that leverage blockchain today. WitLink represents an innovative solution designed specifically for the AI and ML industry.

CONNECT TALENT WITH EMPLOYERS

Blockchain can help develop an open marketplace for AI talent across the world. Enterprises, as well as AI experts, don't have to follow the conventional third-party recruitment approach for finding the ideal match. It can create substantial cost savings for enterprises.

USE SMART CONTRACTS TO ENSURE OBLIGATIONS ARE MET

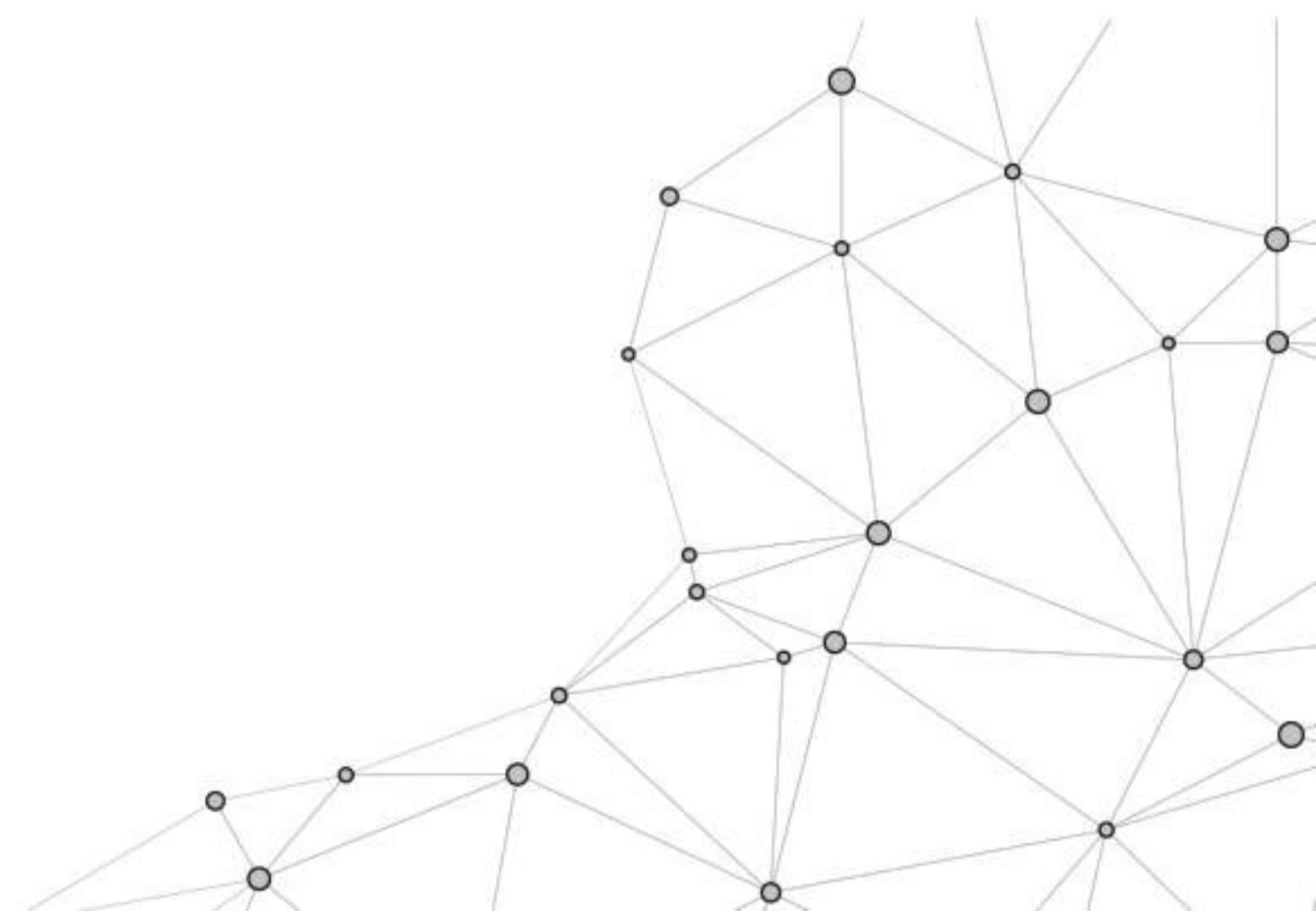
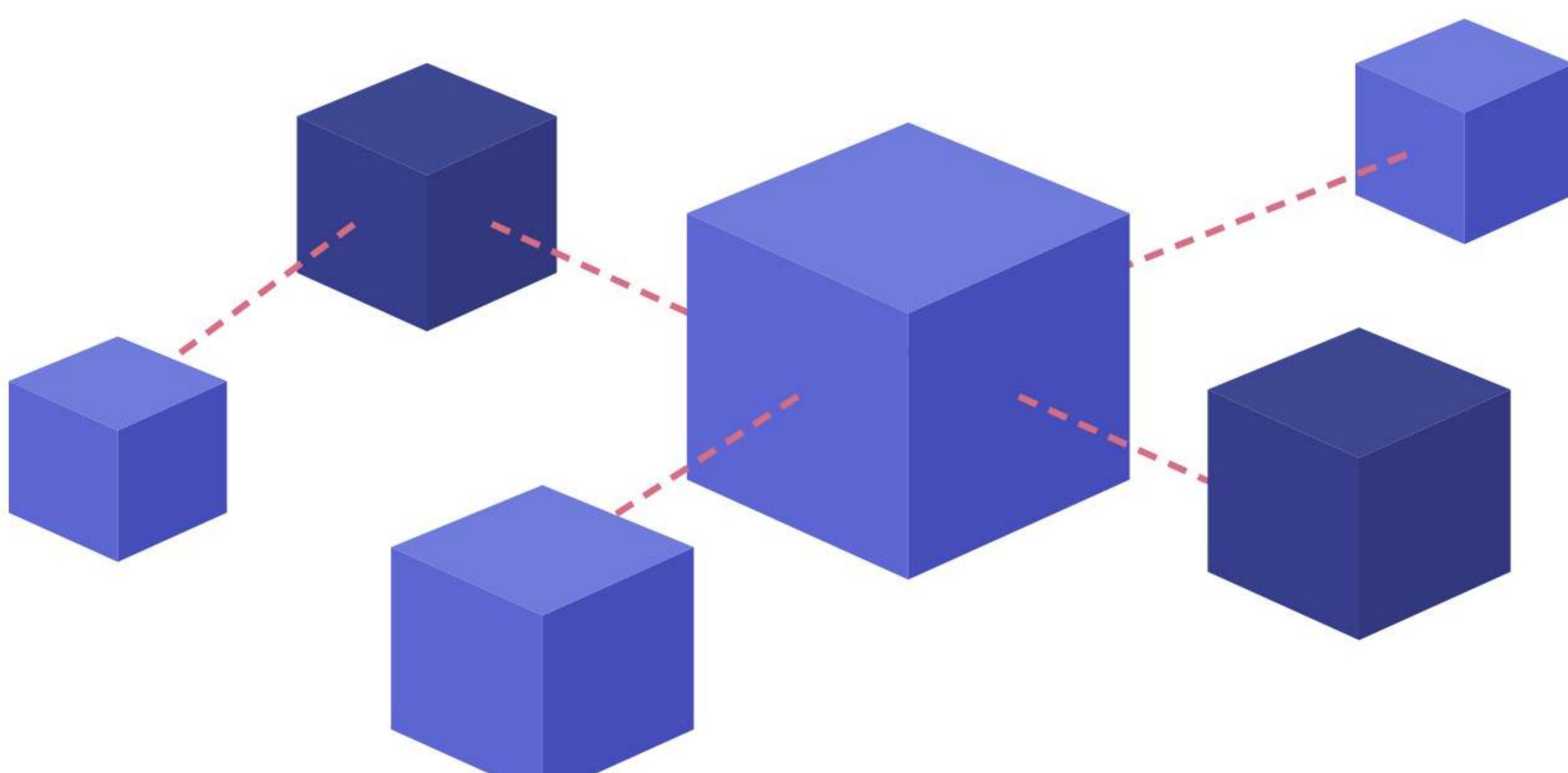
For one-off projects or competitions, enterprises can use smart contracts to ensure that the winners or chosen professionals fulfil their work-related obligations. Since smart contracts require every parameter to be met before executing, it'll provide an additional level of protection for startups.

SECURE, DATA INTEGRITY

Irrespective of their security protocols, most cloud computing providers are susceptible to cyberattacks. The distributed nature of blockchains eliminates any single point of failure, thereby reducing any chances of a security threat. Additionally, the distributed (fragment) storage practices ensure that even in case a node is compromised, hackers are unable to access the complete dataset.

PARTNER WITH DECENTRALISED COMPUTING NETWORKS

Irrespective of their security protocols, most cloud computing providers are susceptible to cyberattacks. WitLink can leverage blockchain technology to partner with leading decentralised computing pools, ensuring smooth integration. Not only will it boost the overall data security, but it will allow startups or small research labs to access the same computing resources without paying the hefty cloud computing bills.

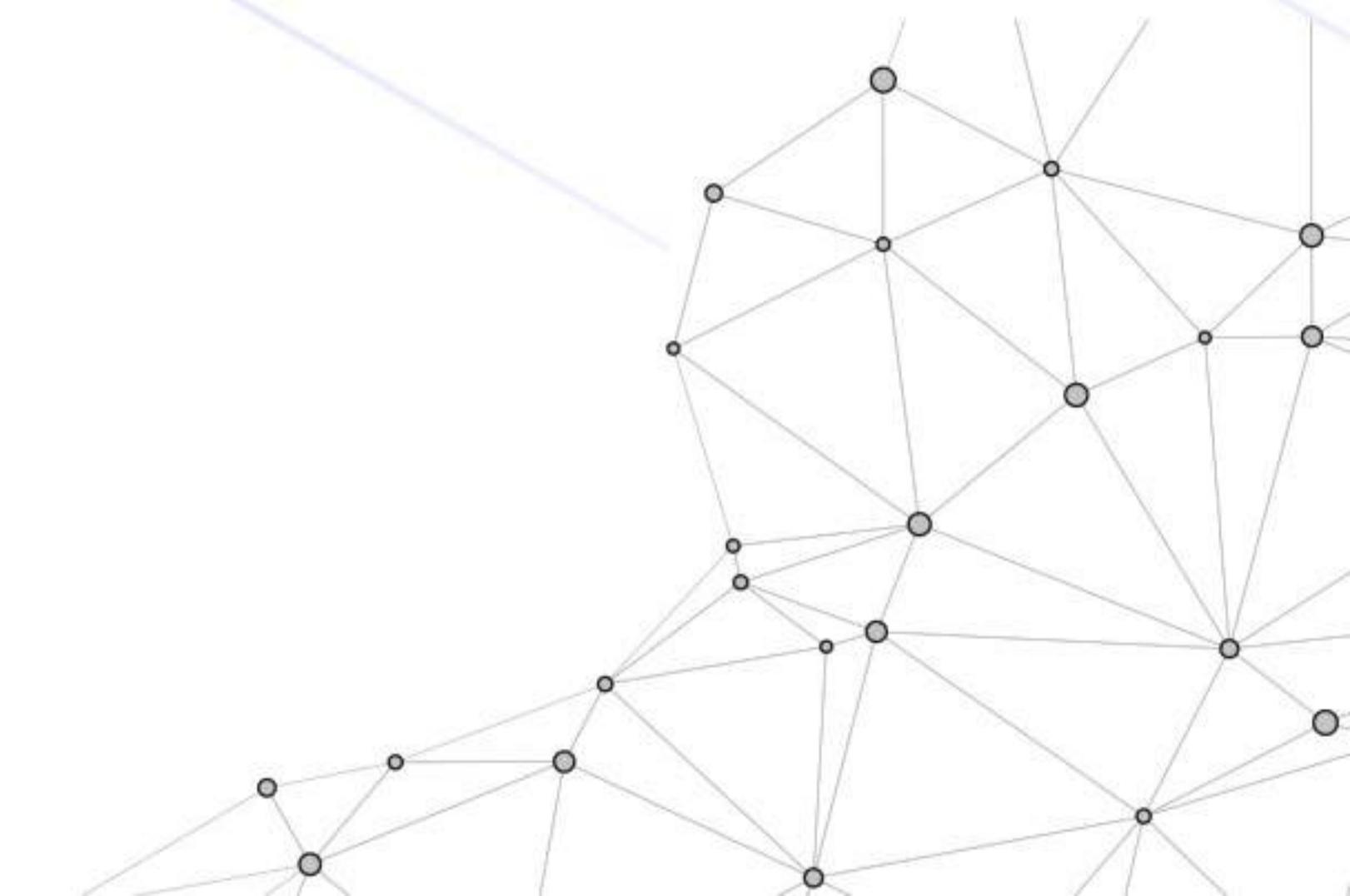
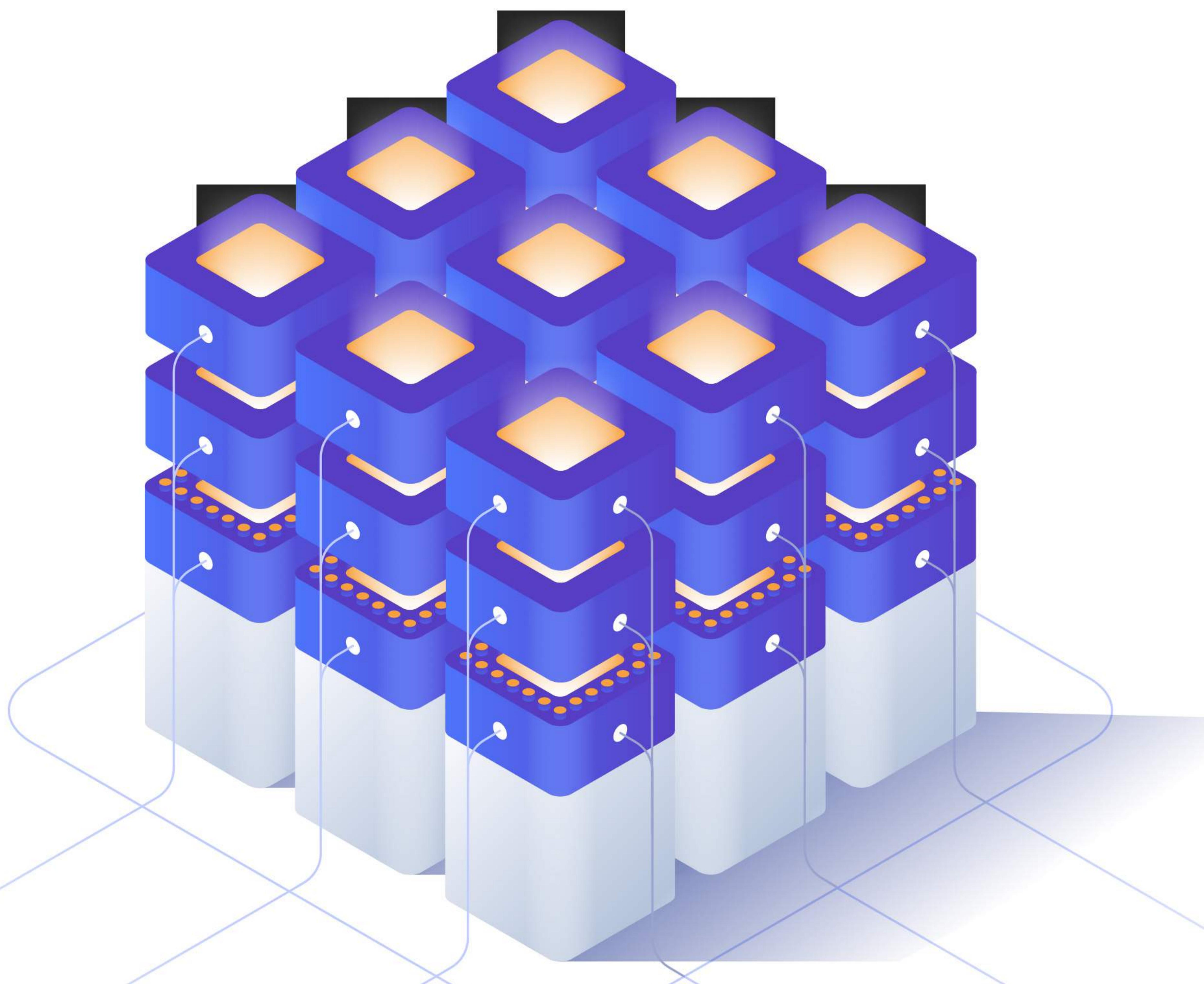


SOLUTION

WitLink proposes an online platform that addresses the acute shortage of AI talent. Taking into account the various challenges in AI development, WitLink aims to resolve each of these issues through a systematic approach.

The first part of WitLink ecosystem, WitLink Marketplace, involves an online marketplace of AI professionals, ML experts, data scientists, and NLP researchers. The second part, WitLink Ready, proposes a ready-to-go service segment where enterprises can place orders for pre-built and custom AI solutions. The third component of WitLink, WitLink Computing, addresses the lack of computing resources by partnering with decentralised computing pools. The final component, WitLink Learn, bridges the existing gap in AI skills through an online learning platform and community.

WitLink team holds the relevant experience to build this all-inclusive platform. This ICO is intended to raise funds for the development of the WitLink ecosystem.



05

WITLINK ECOSYSTEM

WITLINK MARKETPLACE

WitLink Marketplace is a platform that connects businesses and enterprises seeking AI talent with AI professionals. Both the parties enter a smart contract before commencing work and the payments are released upon the satisfaction of underlying contract terms.

WITLINK READY

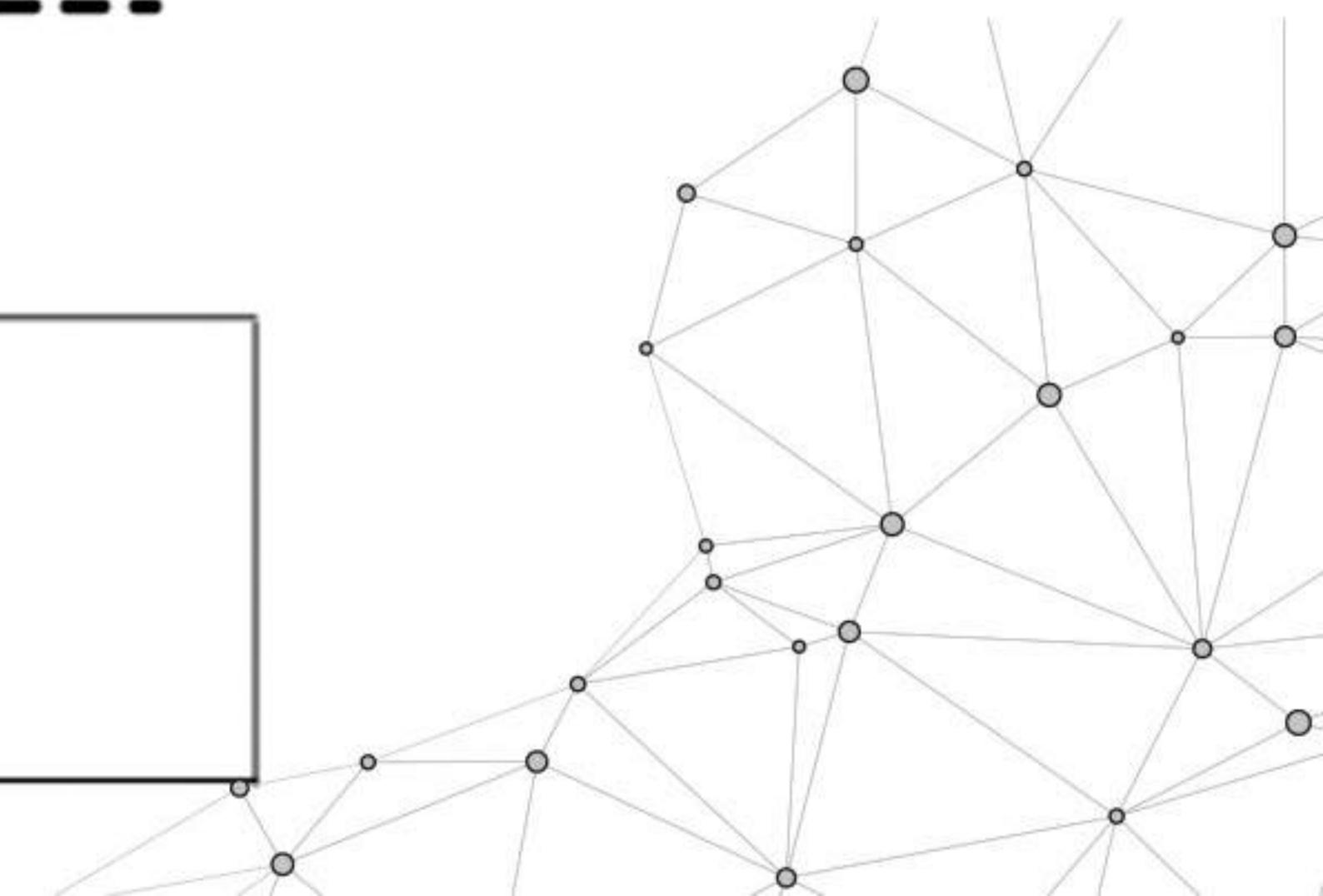
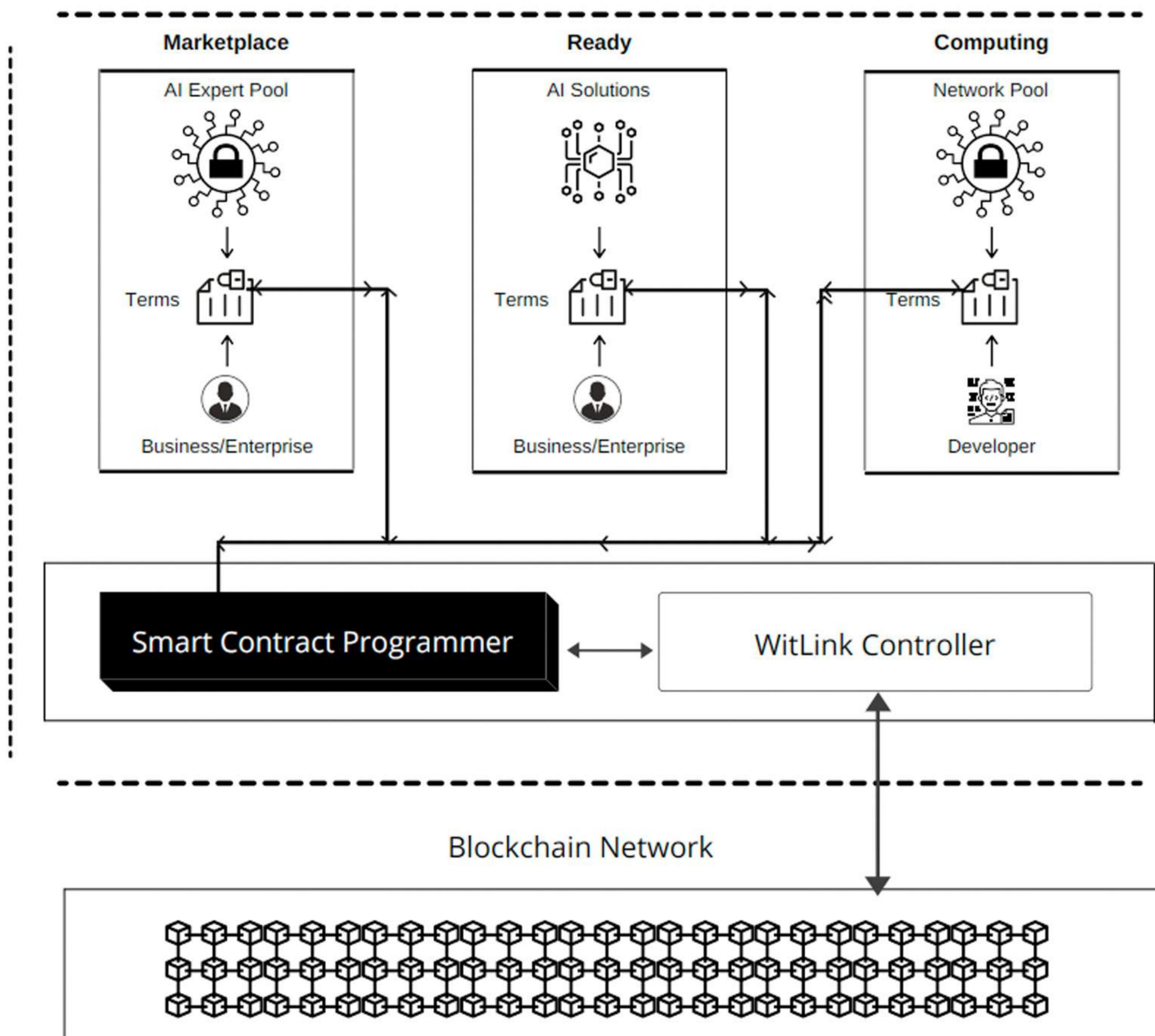
WitLink Ready is built on the idea of providing pre-built AI solutions for businesses with standardised requirements. Businesses can choose tested AI solutions and hire WitLink's experts for implementing or customising the solution.

WITLINK COMPUTING

WitLink Computing aims to resolve the expensive computing resource challenge. Businesses can purchase computing resources from a pool of decentralised computing pools. WitLink Computing sources the ideal supplier for every project. Businesses can enter their computing requirements and payment details. Resource providers can bid for the project. WitLink helps businesses choose a provider having the ideal configuration, competitive bid and reputation.

WITLINK ECOSYSTEM

Here is a high-level diagram of how different components of the WitLink ecosystem work.



5.1- WITLINK MARKETPLACE

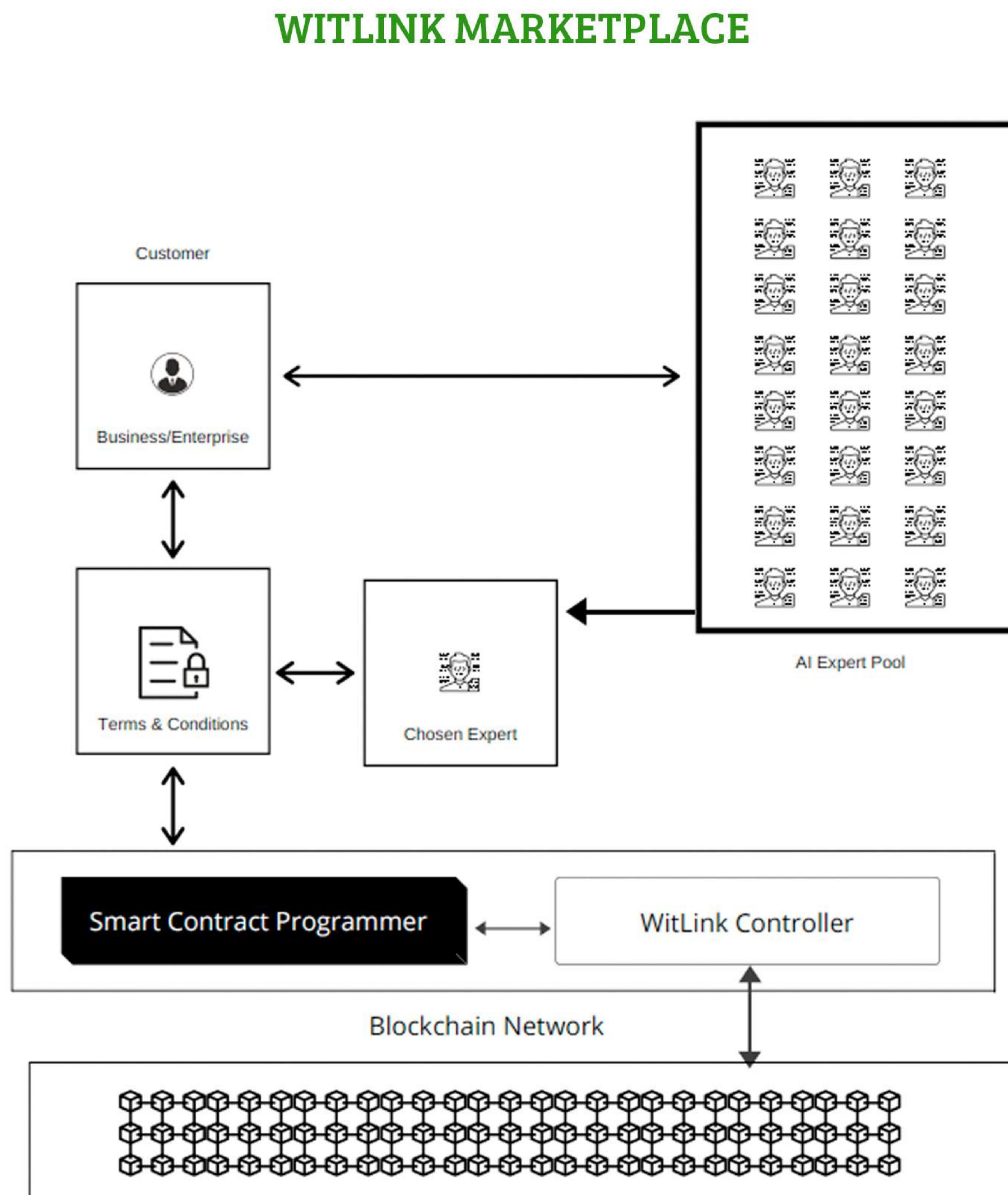
One of the primary challenges enterprises involved in AI development face is a lack of talent or limited talent. Big tech companies are raking in leading experts from both professional and academia domains. Startups or smaller enterprises may find it challenging to match their remuneration models.

At the same time, AI experts from developing nations or lagging economies witness a huge difference in income when compared with their peers in developed regions. It's not uncommon for talented professionals to leave their home countries in search of better opportunities.

WitLink Marketplace provides the perfect solution for both of these groups. WitLink Marketplace brings together AI professionals and enterprises seeking AI talent. Depending on the skill set of professionals and requirements of enterprises, WitLink matches the ideal candidates with the right corporations.

PARTICIPANTS IN WITLINK MARKETPLACE

- **AI Professionals:** AI experts can register themselves as service providers on WitLink Marketplace. The registered professionals can create profiles, link their existing portfolios, connect professional and social media accounts, link payment accounts for receiving client payments, and have the ability to set up custom orders for clients. WitLink provides access to the dispute resolution team to all the registered experts.



- **Enterprises:** Startups and enterprises can hire verified AI professionals on WitLink Marketplace. They can choose among WitLink Pro and registered members, with WitLink Pro members being vetted by the WitLink team. Businesses can compare different professionals based on profile score, project feedback, certifications, rates, availability, and geographical locations.

MARKETPLACE FOR ENTERPRISES

At the same time, AI experts from developing nations or lagging economies witness a huge difference in income when compared with their peers in developed regions. It's not uncommon for talented professionals to leave their home countries in search of better opportunities.

ACCESS TO VERIFIED AI PROFESSIONALS

WitLink provides access to a verified pool of AI experts and professionals. Each registered member goes through multiple verification steps, based on Pro and non-Pro membership levels.

Enterprises can choose AI experts depending on multiple parameters, including:

- Educational qualification
- Experience
- Budget
- Geographical location
- Fields (Machine learning, deep learning, natural language processing, data science, and more)

WitLink provides a built-in chat to discuss projects with AI experts, video/audio calling (video later), and third-party integrations for quick tests.

REVIEW AI EXPERTS

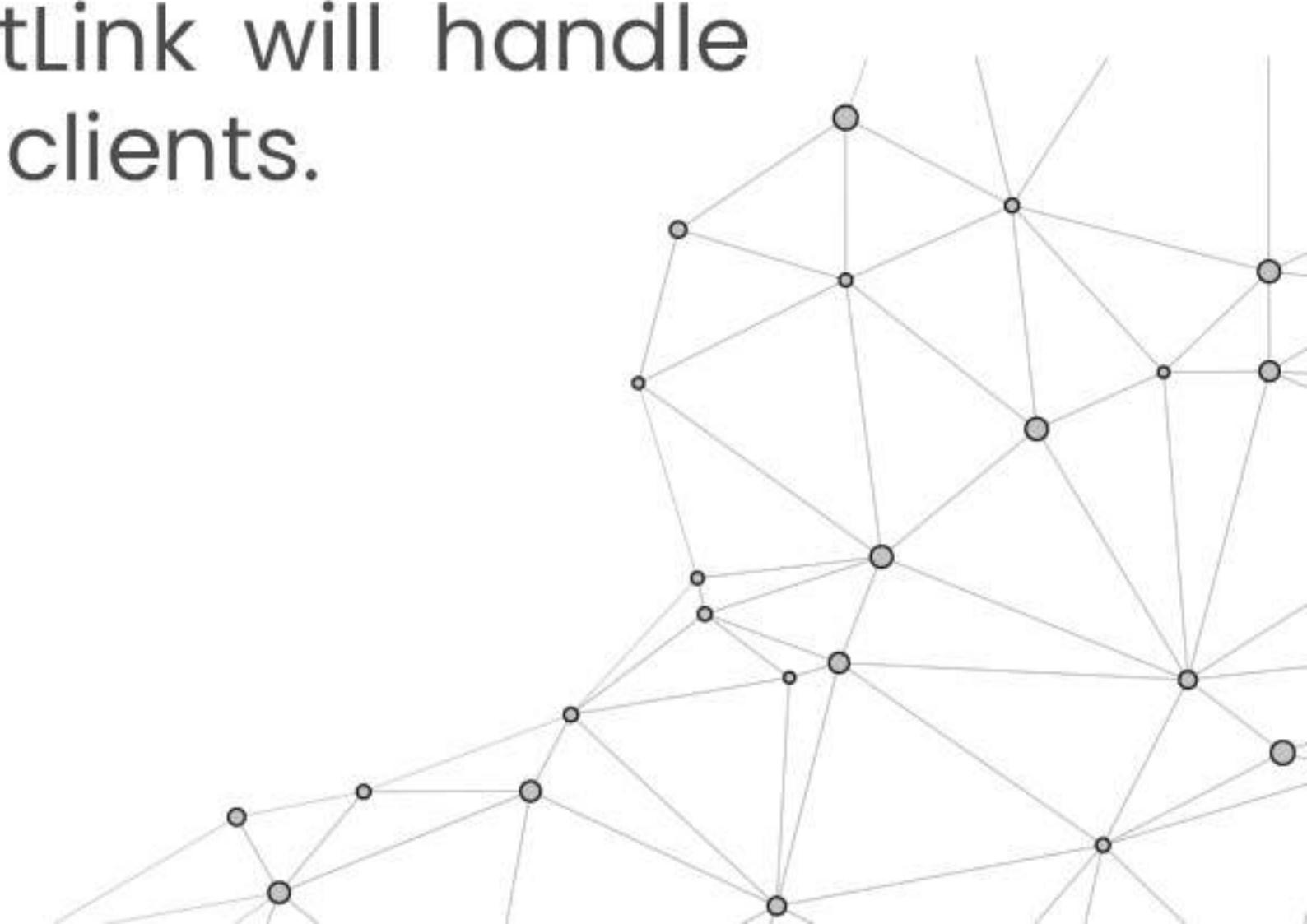
WitLink takes appropriate measures throughout the verification of its AI experts. Enterprises can review and compare AI professionals based on multiple factors.

Some of the primary review factors include:

- Feedbacks (Ratings)
- Number of projects
- Budget
- Geographical location
- Fields (Machine learning, deep learning, natural language processing, data science, and more)

WITLINK ENTERPRISE PLUS

WitLink Enterprise Plus is for business clients who want to bypass the process of identifying the right freelancers, vetting them, and directly hire the best AI talent. WitLink team will help enterprises find the right candidate through a detailed vetting process. WitLink will handle payments, project deliveries, and any project-related issues for Enterprise Plus clients.



HIRING FLEXIBILITY (HOURLY OR FIXED-PRICE PROJECTS)

WitLink Marketplace addresses the huge upfront talent acquisition cost challenge by allowing businesses to hire AI experts on an hourly or per-project basis. It allows smaller enterprises to eliminate employee onboarding cost, training cost, and other payroll expenses.

- **Hourly projects:** Startups can hire AI professionals on an hourly basis. WitLink provides a project tracking suite, allowing businesses to track progress, monitor screenshots, and identify any unproductive time slots. WitLink offers a review period for weekly invoices, providing companies sufficient time to file a dispute.
- **Fixed-price projects:** For enterprises seeking AI experts for individual projects, WitLink provides an option to hire professionals on a per-project basis. Some of the features of fixed-price projects include milestone payments, delivery reminders, revisions, and project feedback/rating for service providers.

PAYMENT PROTECTION THROUGH SMART CONTRACTS

WitLink plans to use blockchain for its ecosystem. Clients and service providers working through WitLink marketplace will enter digitally-enforced agreements, smart contracts, to prevent any project issues. Enterprises can rest assured that their payments will be released only after the completion of the project.

DISPUTE MANAGEMENT

WitLink provides dispute management facilities for both enterprises as well as clients. Enterprises can raise disputes right from the contract management screen. WitLink customer support team verifies claims from both parties to provide resolutions.

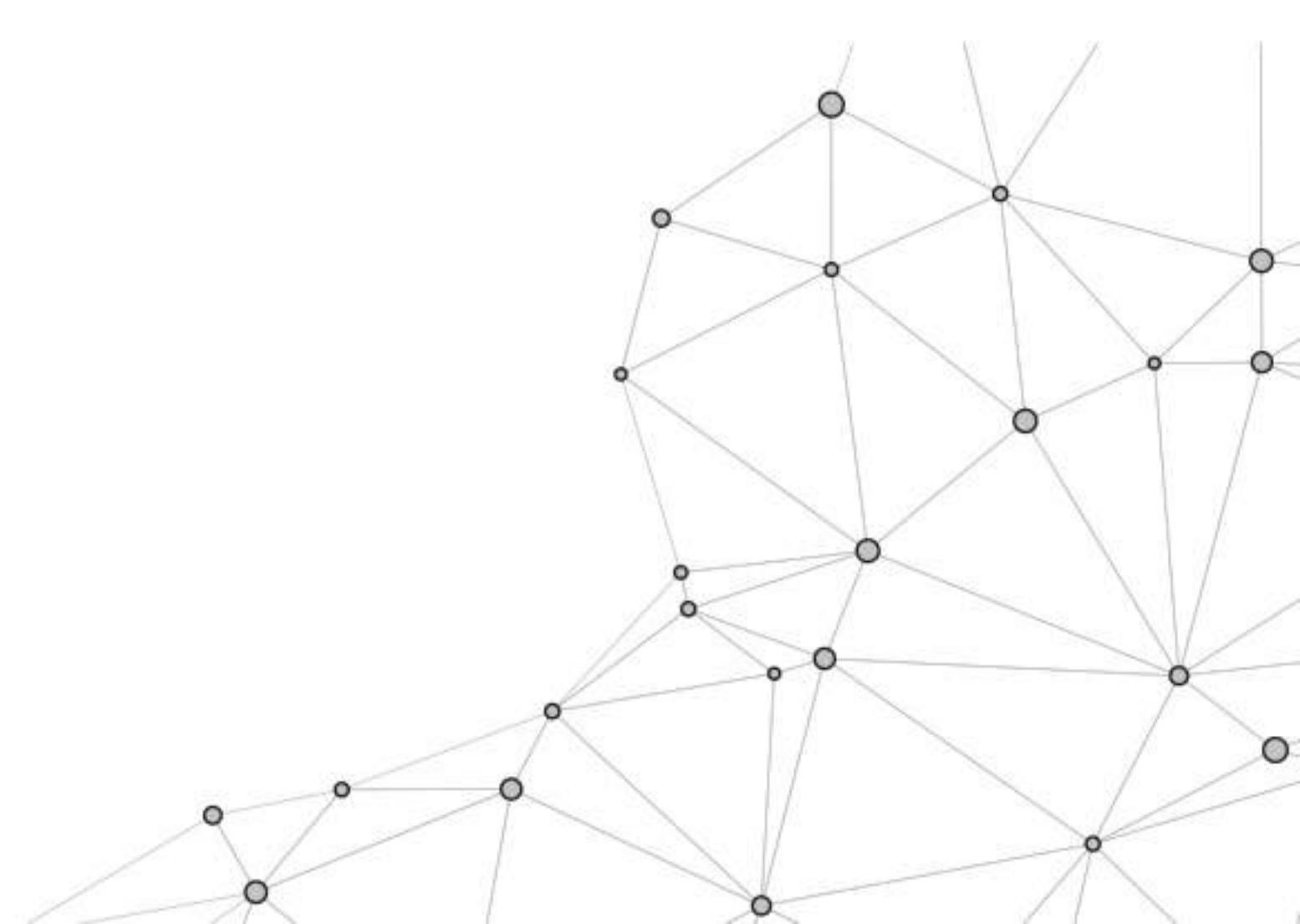
MARKETPLACE FOR AI EXPERTS

Industry experts and AI professionals seeking flexibility in their work can register on WitLink Marketplace and start offering their services to legit businesses. WitLink allows professionals to link their existing portfolio, certifications, educational background, and other qualifications to their profiles. There are no long-term commitments, which means AI professionals can dedicate their time to different projects accordingly.

ACCESS TO LEGIT PROJECTS

WitLink has a thorough vetting process for its clients as well as service providers. When technical professionals and experts work with a client on WitLink, their payments are guaranteed with a smart contract in place with their funds.

When working with WitLink Enterprise Plus clients, WitLink ensures the availability of sufficient funds to cover every hour of work done by a registered expert.



FLEXIBILITY IN CHOOSING WORK

WitLink features both fixed-price and hourly projects, which means professionals can choose their projects as per their availability. Fixed-price projects are suitable for professionals capable of dedicating a couple of hours every week. Hourly projects are geared towards professionals having limited time for one-off projects.

Additionally, AI professionals can choose the type of project, client, or company they want to work with. Members can negotiate terms, payments, and any limitations with the clients before getting into a contract.

SECURE, STEADY INCOME

All the projects on WitLink are executed with smart contracts, ensuring that clients get the work they were promised and service providers get paid as per their agreement. WitLink's dispute management team is always available to address any issues within a project.

WitLink Pro

WitLink Pro is designed for the top AI, ML experts across the world. WitLink allows any registered member to become a Pro as long as they meet the qualifications, including experience, skill level, and previous projects.

WitLink team approves every single WitLink Pro member after a thorough review, ensuring that only the best providers get the WitLink Pro batch.

HOW DOES WITLINK MARKETPLACE WORK?

WitLink Marketplace supports two types of projects at the moment, including fixed-price projects and hourly projects.

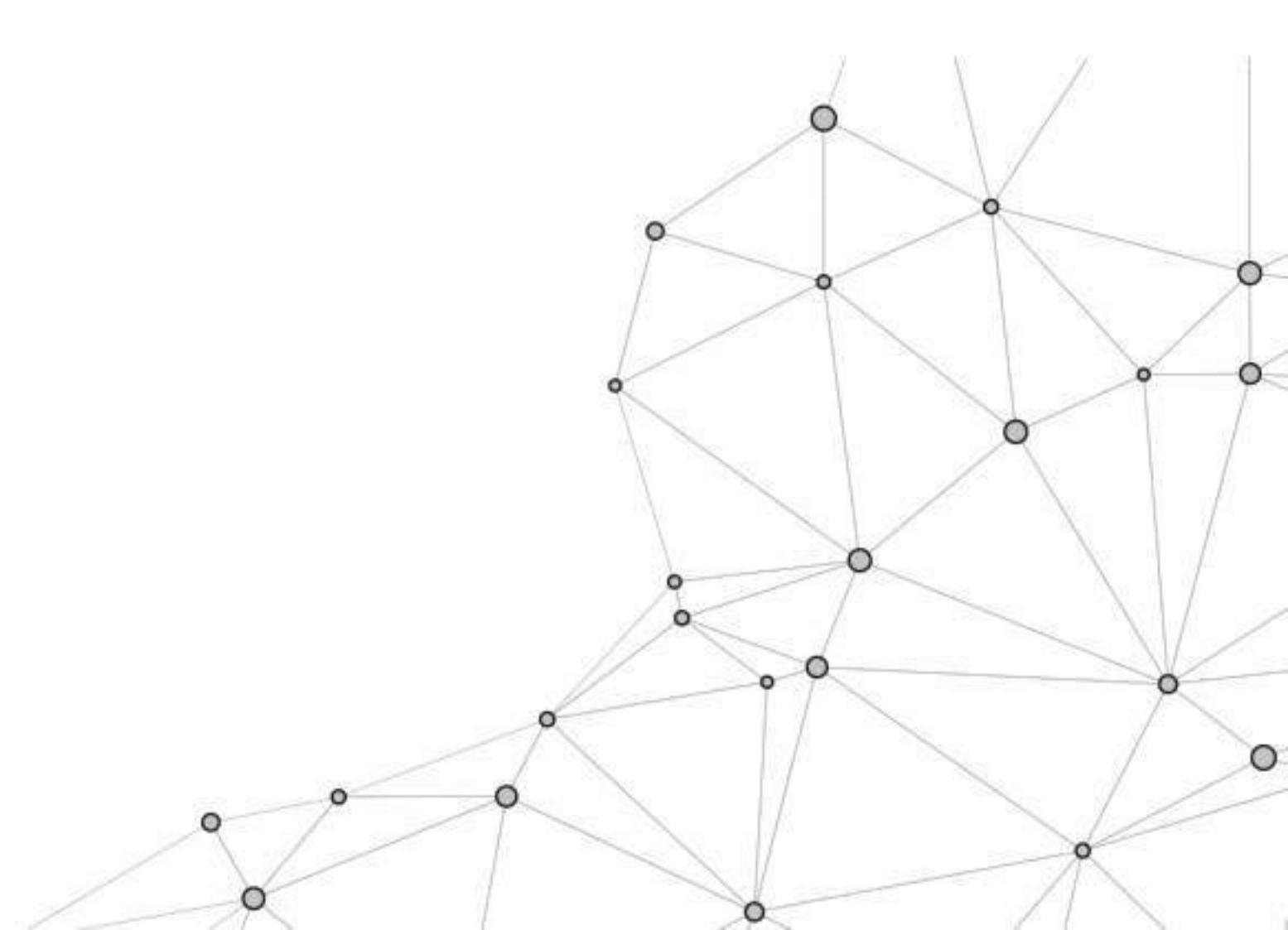
Businesses can either choose to add a 'Job Posting' or hire an expert directly through his or her profile. Once an expert is engaged, here is how the entire transaction works.

Step 1: Client and service provider agree to the terms of the project, including cost, timeline, milestone deliveries and payments.

Step 2: The terms of the agreement are programmed into a smart contract. WitLink covers smart contract programming charges under its fees.

Step 3: Once the service provider submits the deliverables, the end product is reviewed by the client.

Step 4: After the delivery is approved without any disputes, the smart contract selfexecutes, transferring funds to the service provider and providing access to the final product to the client.



5.2- WITLINK READY

WitLink Ready is designed for companies seeking pre-built AI solutions or one-off projects. WitLink Ready features top-of-the-line AI-powered solutions for various industries, along with customisations available as per client requirements.

WitLink ready allows clients to add the power of AI to their existing technology infrastructure without having to install expensive IT computing resources, hire AI experts, and maintenance staff.

PRE-BUILT AI SOLUTIONS

WitLink Ready provides pre-built AI solutions for different industries. Clients can choose from the list of available AI solutions or place an order for a new AI-based product.

- **Pre-built AI solutions:** Companies can purchase pre-built AI solutions from WitLink. These solutions are designed in-line with the growing demand of AI-backed solutions across various industries. Clients can customise features or modules they want to integrate within their existing platforms. While the development cost of these AI solutions are included in their current price, clients will have to pay for integration, ongoing maintenance, computing resources, and any custom features.
- **Custom-built AI solutions:** For startups and businesses having specific requirements, WitLink provides custom AI solutions. WitLink team comprises some of the leading experts in AI development and integration. WitLink provides custom pricing depending on the requirements and features of the platform. Any additional computing charges, maintenance costs, integration, and upgrades are available as add-on features.

DESIGNED BY VETTED WITLINK EXPERTS

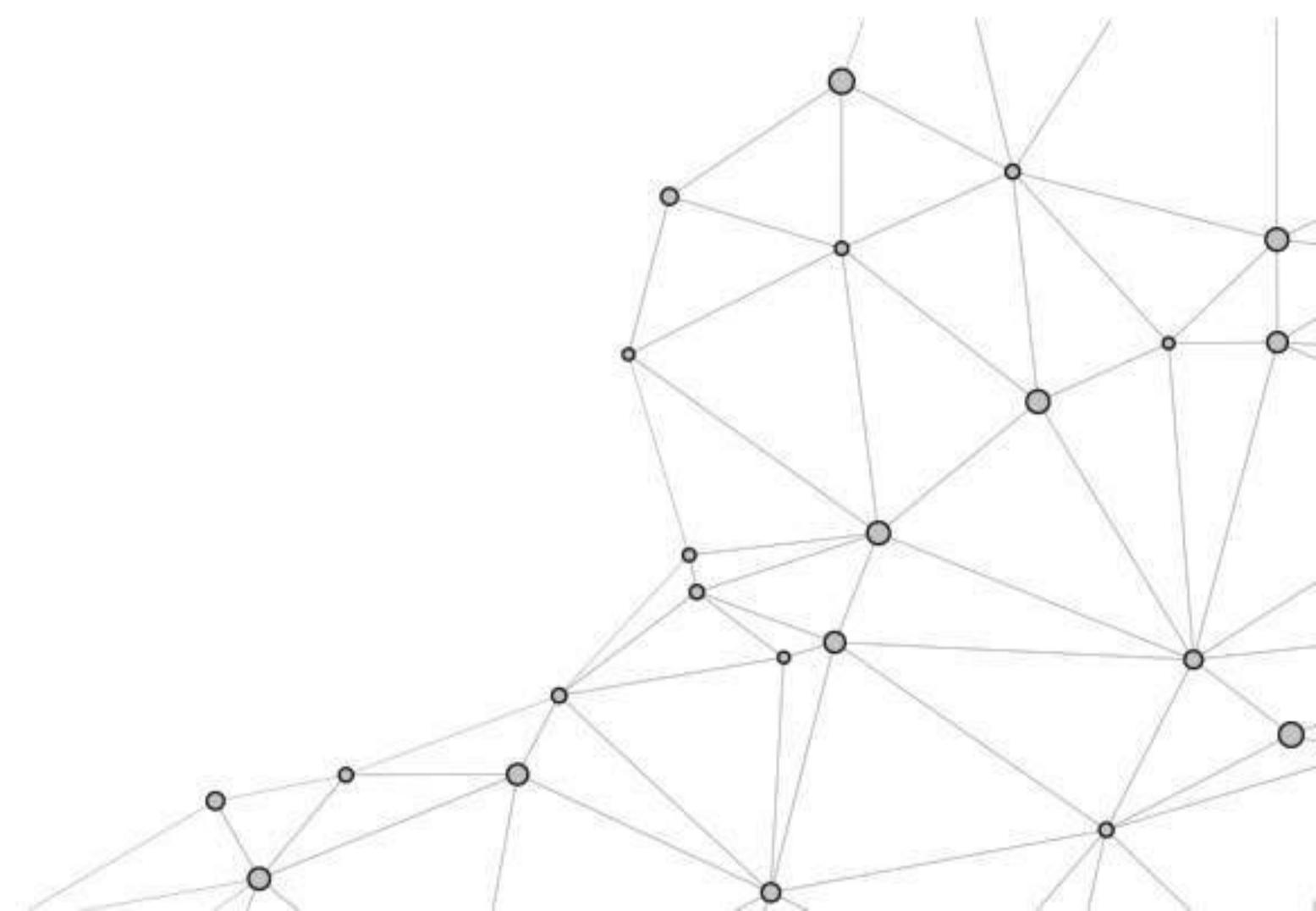
WitLink is the brainchild of a group of AI professionals who are set out to redefine how the AI industry operates. Instead of the current monopoly of big-tech companies across AI development, WitLink intends to offer a level playing field to all the businesses irrespective of their size.

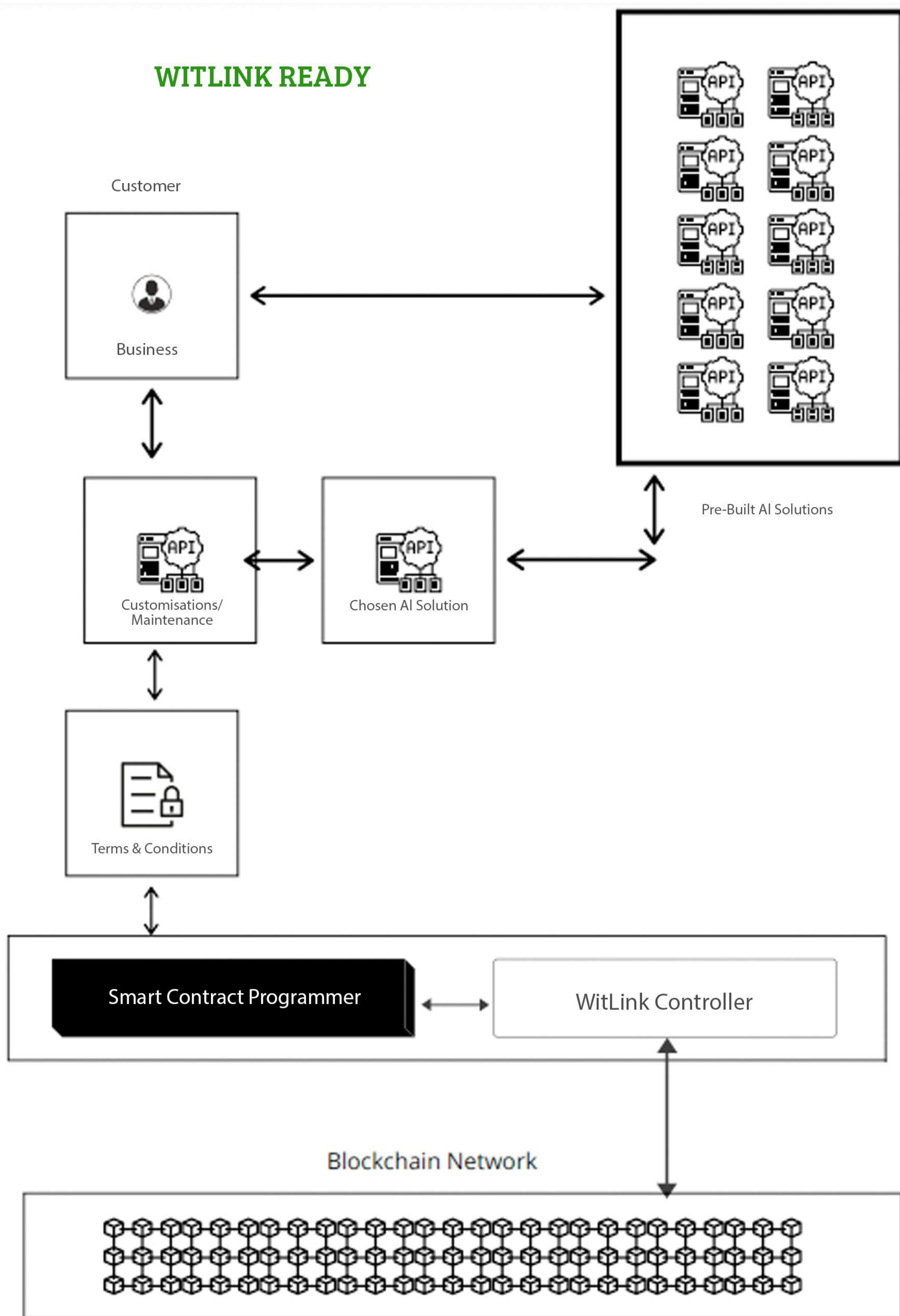
Clients can interact with WitLink's development team before placing an order for a custom AI solution. After the completion of the development phase, clients can opt for third-party service providers for testing as well as verification of the security standards, development practices, and underlying infrastructure.

CUSTOMISATIONS AND ADD-ONS

WitLink Ready provides ready-to-go solutions for different industries. The core product comprises specific features, which can be customised to suit any industry or business. Clients can order:

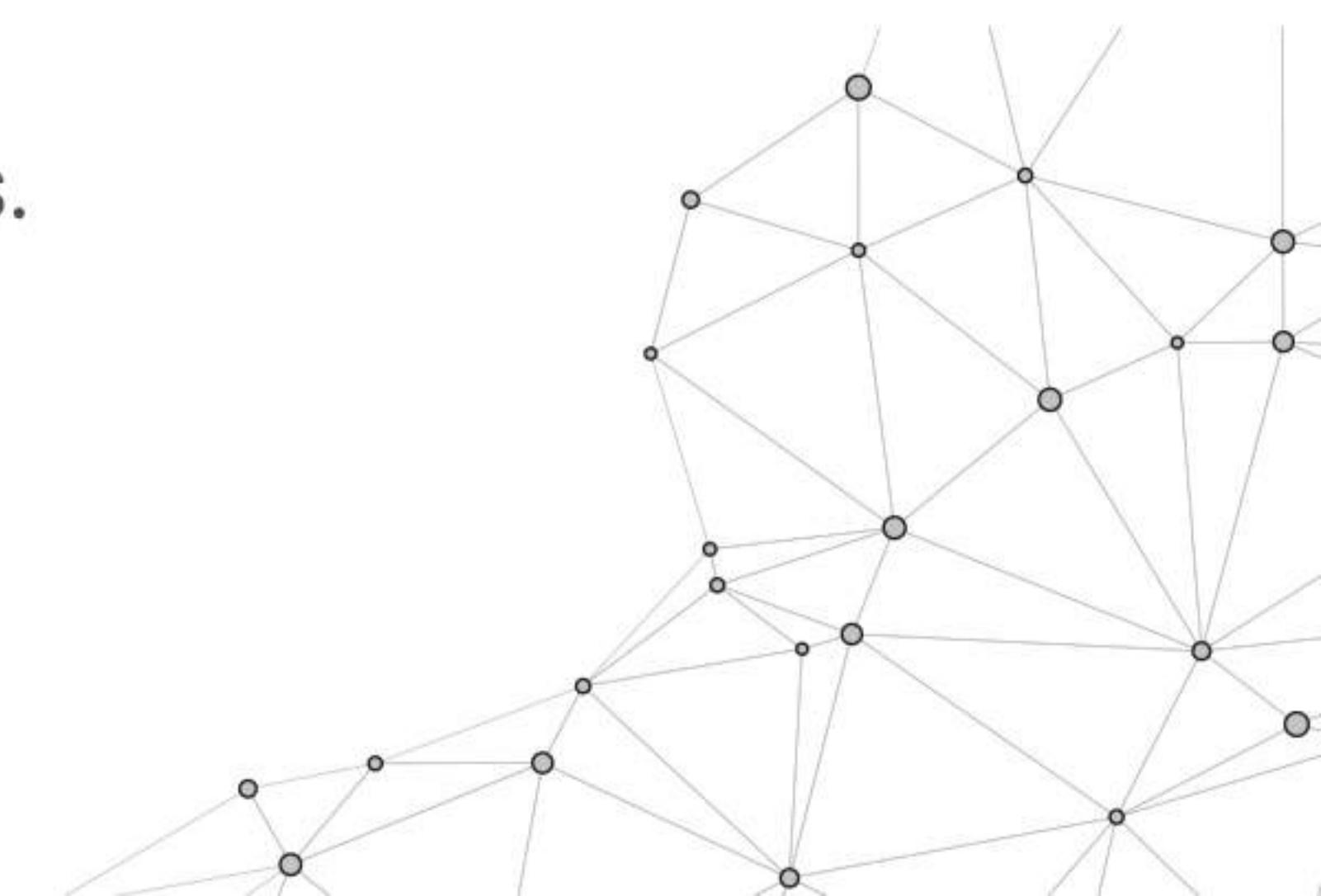
- Industry-specific customisations
- Add-on security measures





- Maintenance or upgrade options
- Flexible computing resource packages.

WitLink will provide pricing estimates for any customisation or add-on features.



TECH SUPPORT AND MAINTENANCE

As a part of its pre-built AI solutions, WitLink offers technical support related to integrations, platform errors, or any security breaches. WitLink provides technical support throughout the implementation phase, including staff training, complete integration, and training modules. For clients seeking maintenance services, WitLink provides maintenance services for its pre-built AI solutions as well as third-party AI solutions.

COMPUTING RESOURCES

AI development is a resource-intensive process, seeking massive storage and computing resources. Normally, a company may have to spend hundreds of thousands of dollars for training a single AI model. Not only can it lead to expensive upfront installations, but this IT infrastructure might become worthless after the project is executed.

WitLink works with multiple decentralised computing pools for providing the necessary computing resources for the development, training, and maintenance of AI solutions. On top of a higher level of security, these computing pools cost only a fraction of what clients pay for cloud computing services.

5.3- WITLINK COMPUTING

Having sufficient computing resources is one of the bottlenecks in AI development. AI development, training, and operations consume massive amounts of computing resources. Most AI developers rely on expensive cloud computing to fulfil their computing requirements.

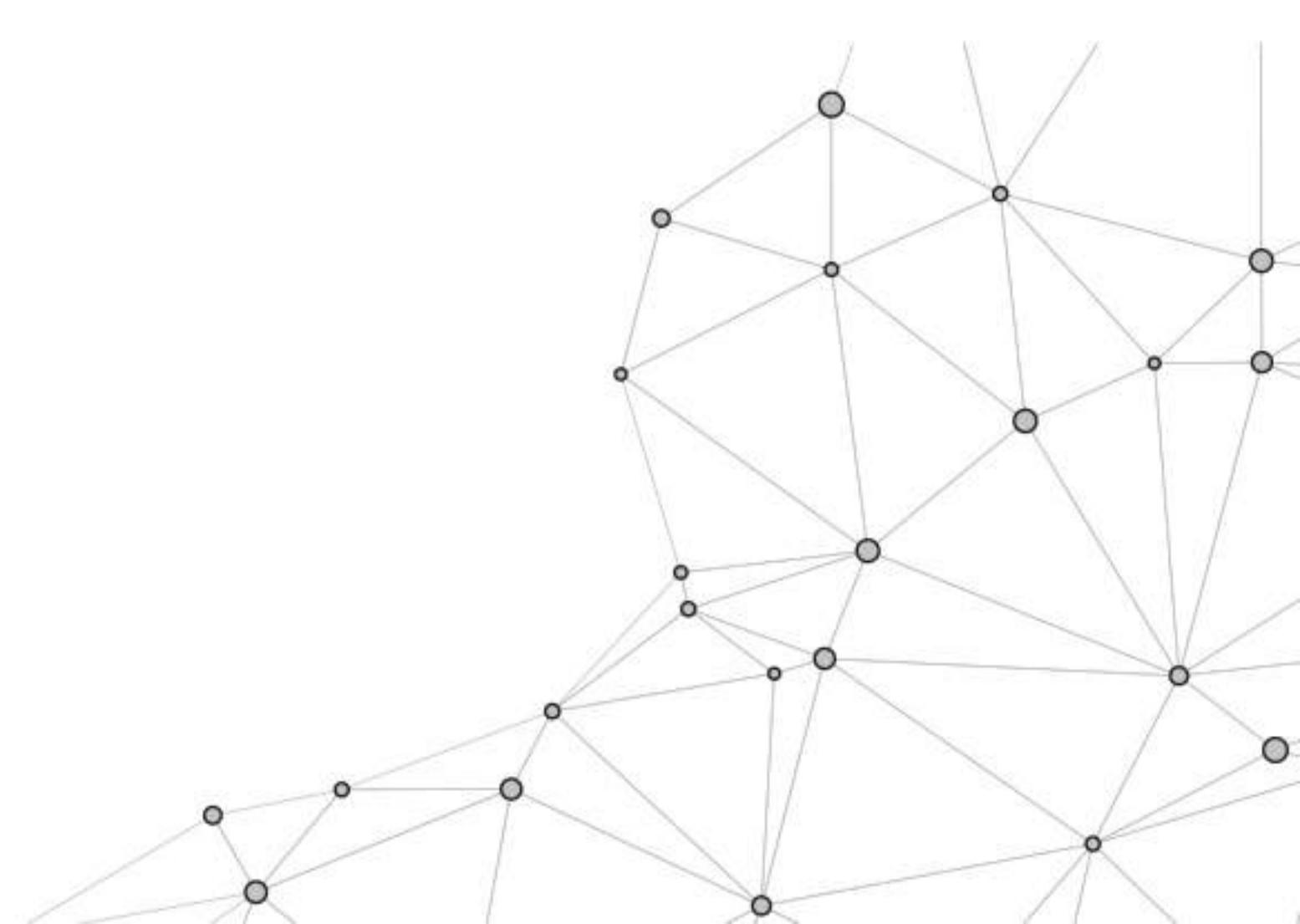
However, cloud computing is expensive and susceptible to security risks. Several incidents in the past have indicated the single-point-of-failure vulnerability in cloud computing providers, including the Big Four.

WitLink Computing takes a different approach for providing sufficient computing resources for its platform users.

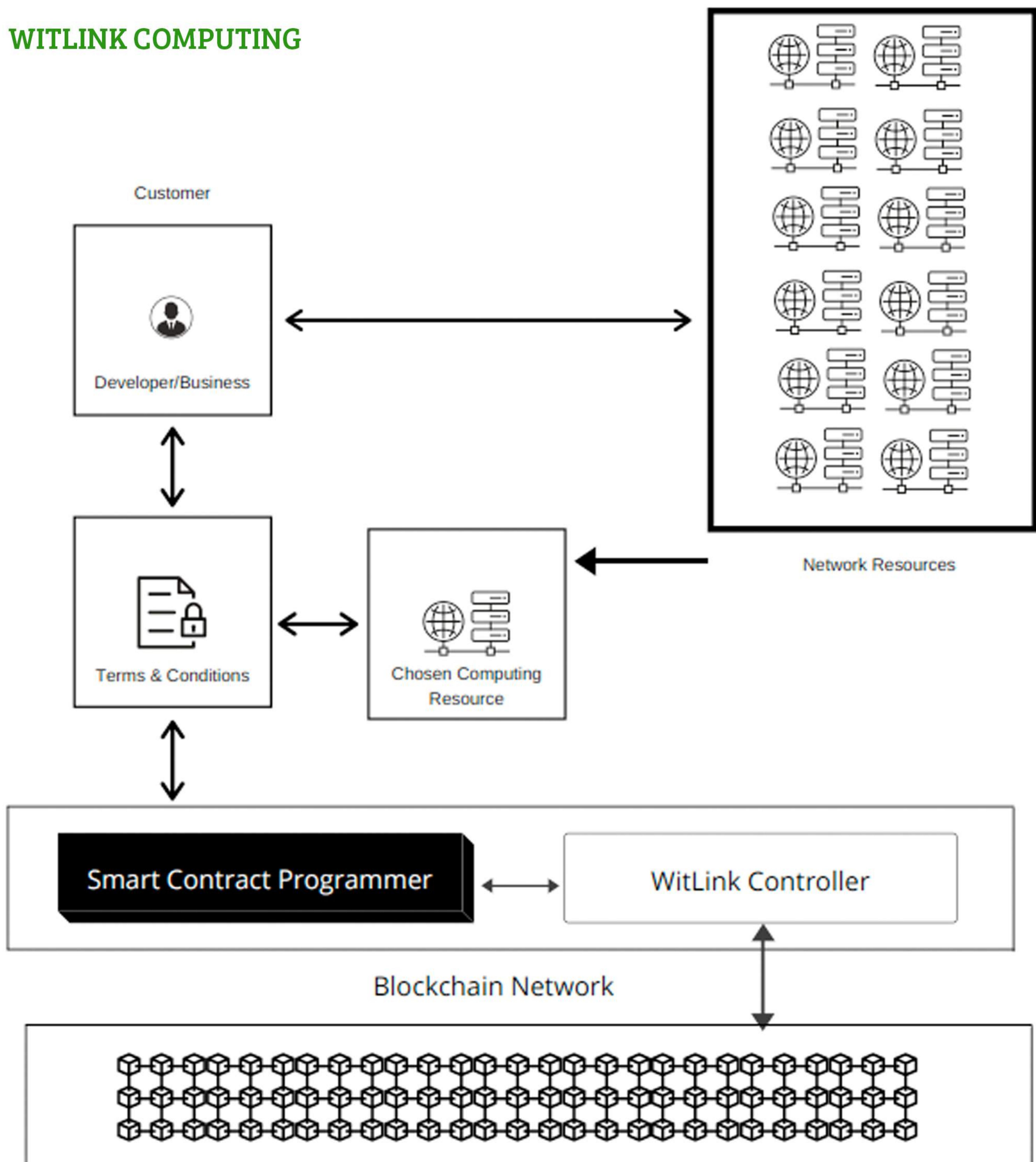
WitLink intends to partner with leading decentralised computing pools for acquiring sufficient, on-demand computing resources. Developers will have access to as many GPUs as required through these decentralised pools. The distributed nature of these GPUs provides an additional layer of security for AI development.

COMPUTING RESOURCES

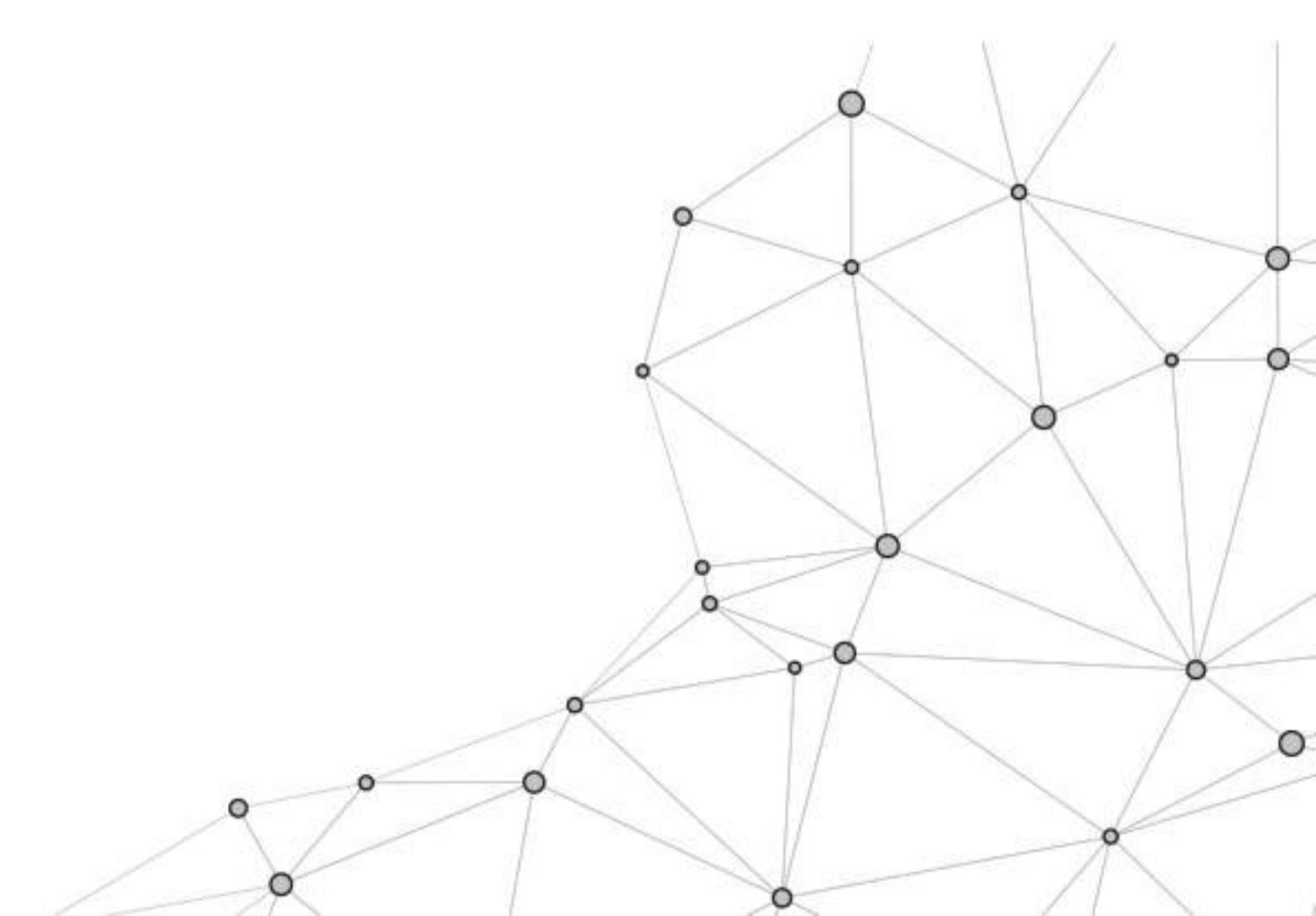
Developers can use WitLink Computing by specifying their resource requirements, project time, and pricing for resources. In order to provide incentives to miners for high-quality computing resources, WitLink allows clients to set higher pricing, similar to the concept of gas on Ethereum.



HIGH-LEVEL DIAGRAM OF HOW WITLINK COMPUTING WORKS



As developers submit their resource requirements, WitLink identifies ideal resource providers within the network. The funds for the specified usage are locked within a smart contract. At the end of the running cycle, the resources will be transferred from the smart contract to WitLink escrow, where they will be held for the review period. The review period is designed to ensure that developers receive the desired resources. WitLink will rate miners based on the review/rating provided by developers.



ON-DEMAND COMPUTING RESOURCES

WitLink Computing will provide developers access to on-demand computing resources. Earlystage startups or small tech firms don't have to install heavy IT infrastructure for AI training or development. They can instead lease resources from the WitLink Computing network.

SECURE, NO SINGLE POINT OF FAILURE

Unlike traditional cloud computing services that are susceptible to failure or security attacks, decentralised networks offer 99.9% uptime with additional security. WitLink will partner with some of the largest decentralised computing pools to ensure that developers always have access to sufficient resources.

BLOCKCHAIN FOR TRACKING RESOURCES AND PAYMENTS

WitLink plans to use smart contracts for tracking resource utilization. It will ensure that developers get the necessary resources while miners receive their due payments. The elimination of any manual or traditional time-tracking processes boosts the efficiency of the entire system.

LOWER PRICING AGAINST TRADITIONAL OPTIONS

When compared with traditional cloud computing solutions, decentralised computing resources cost only a fraction of the former. AI firms spend almost a quarter of their revenues on computing resources. WitLink Computing will help startups and enterprises allocate their resources elsewhere.

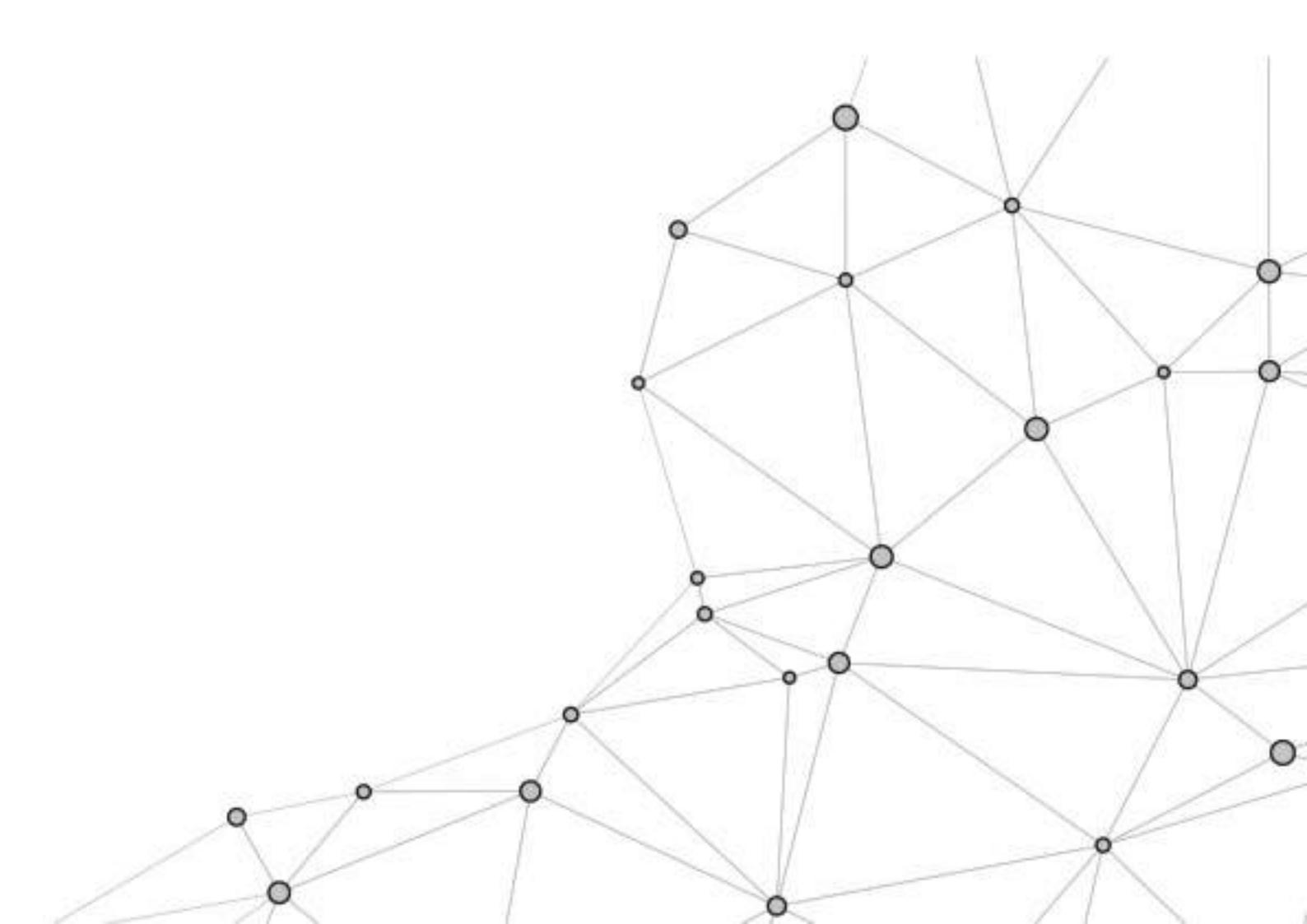
WITLINK COMPUTING REWARD PROGRAM (MINERS)

WitLink has a reward program for miners.

WitLink has a clear protocol for rewarding miners. For every FLOPS of computing power, WitLink will set base prices based on various factors, including rating of the miner, gas or pricing set by developers, and availability of computing resources.

$$r = P_{GPU} * G * R * Q$$

WitLink uses smart contracts to automatically transfer rewards to participating miners. As a part of its policy, developers get a review period to rate the quality of resources offered by miners. WitLink will take into account these ratings to calculate the performance score of individual miners.



5.4- WITLINK LEARN

A growing scarcity of AI talent reflects a huge gap between industry requirements and current educational programs. With leading educational institutions planning to add AI-oriented courses, it'll still take a significant amount of time to train new professionals. Additionally, as the demand continues surging, traditional training models are unlikely to bridge this talent gap.

WitLink Learn aims at addressing the current talent gap in the AI industry. WitLink Learn features courses designed by AI experts and professionals with industry experience. The courses available on the platform are split across different AI fields, including deep learning, neural networks, machine learning, natural language processing, robotics, and vision-oriented programs.

WITLINK LEARN FOR STUDENTS

WitLink Learn is a hands-on platform for students seeking high-quality courses in AI development.

CHOOSE FROM HUNDREDS OF COURSES

WitLink features hundreds of courses from leading industry experts. Students can review the experience of educators, their work, and course structure. WitLink provides a comment-based communication channel and communities (Groups) for interaction. Learners can purchase individual courses on a pay-per-course basis or get WitLink Learn membership that provides access to unlimited courses.

SELF-PACED COURSES FOR A COMFORTABLE LEARNING EXPERIENCE

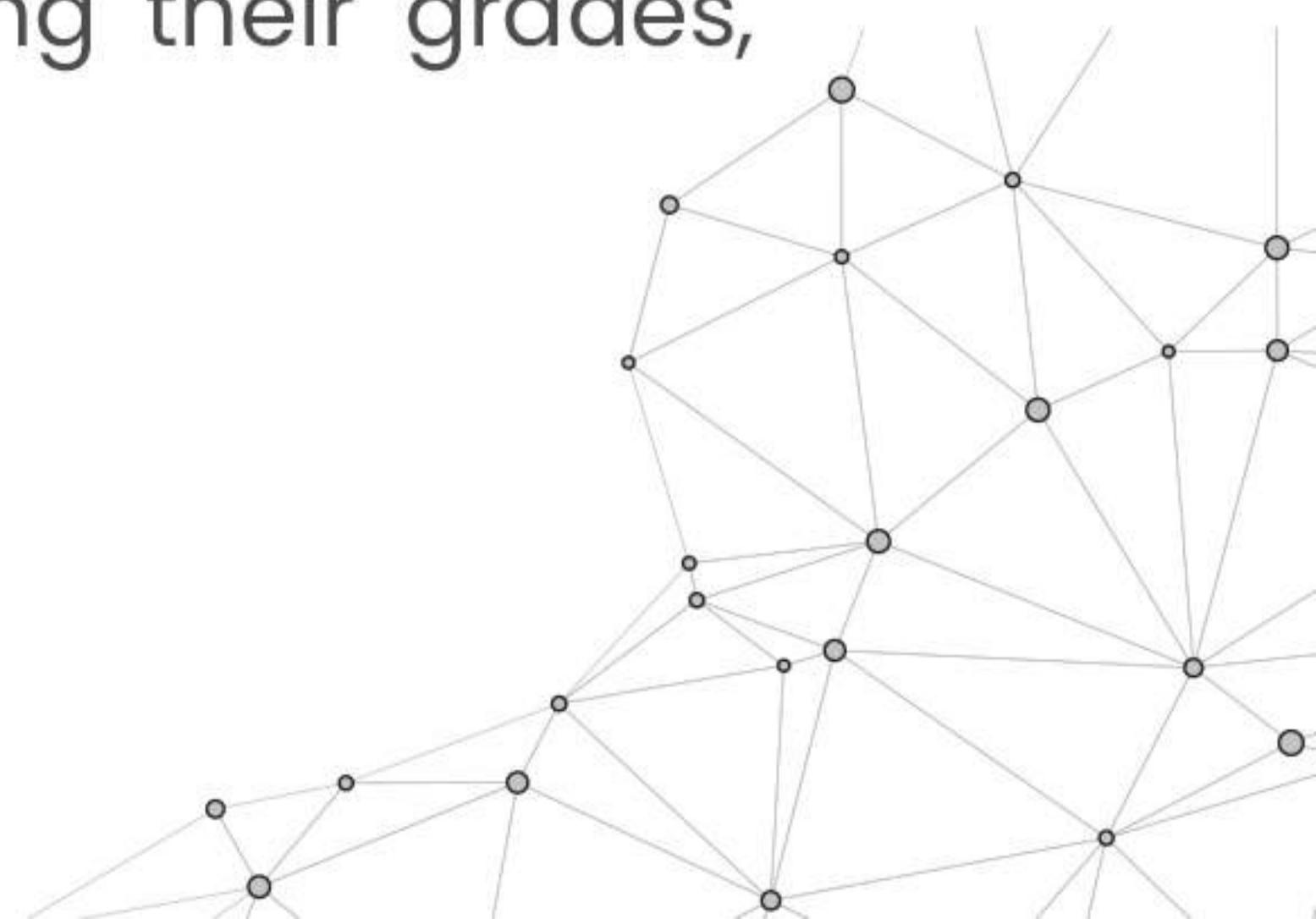
As a platform designed for students in academia as well as professionals, WitLink offers self-paced courses for learners. Learners can complete their course as per their comfort level. Additionally, WitLink provides live workshops with limited batch sizes from industry experts.

GRADED AND AUTO-GRADED ASSIGNMENTS

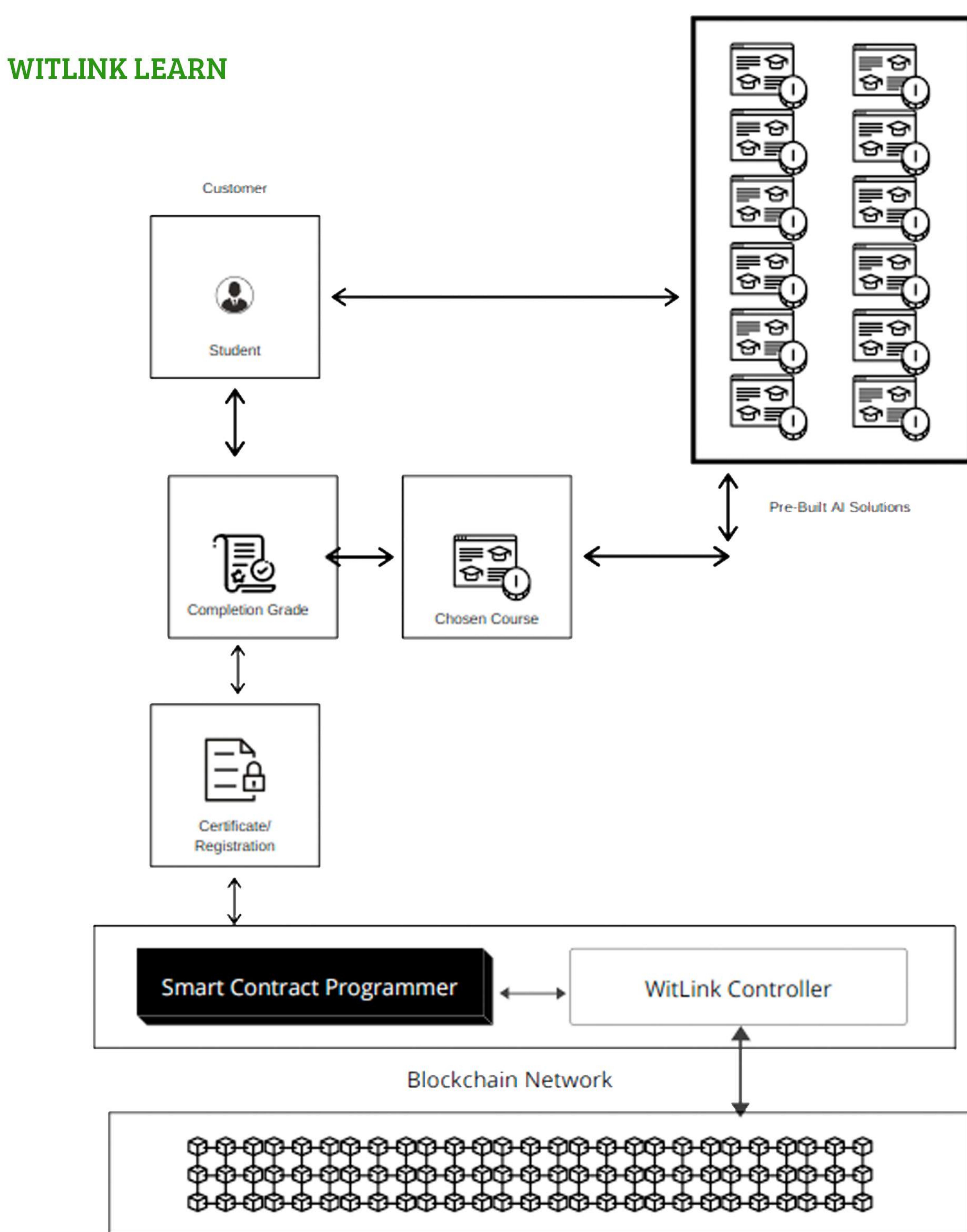
WitLink courses come with both graded as well as auto-graded assignments. Auto-graded assignments come with multiple-choice questions. Graded assignments are available with Live courses (instructor-guided). WitLink has built-in communities (Groups) that help learners seek help from other course takers as well as course creators.

COURSE COMPLETION CERTIFICATES

WitLink courses come with course-completion certificates. Students fulfilling the grading requirements will receive a digital certificate (with a unique hash) indicating their grades, course duration, and other relevant details.



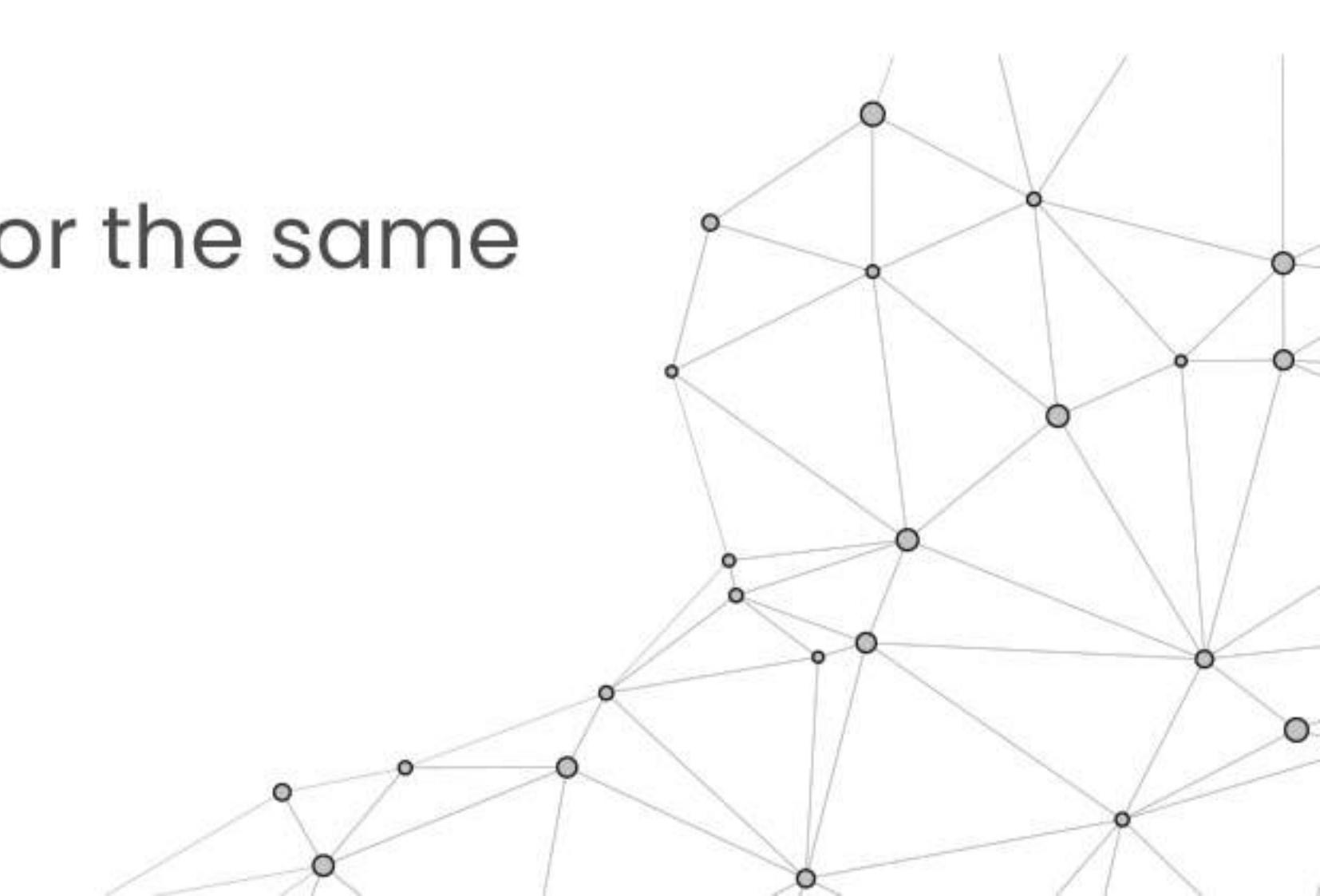
HIGH-LEVEL DIAGRAM OF HOW WITLINK LEARN WORKS



WITLINK LEARN FOR EDUCATORS

WitLink Learn aims to attract some of the best educators and professionals for its courses. In order to qualify as an educator at WitLink, applicants should have:

- Relevant work experience (5 years or more)
- Necessary educational background or industry experience to suffice for the same
- Ability to complete WitLink's KYC and AML requirements.



REVENUE SHARING PROGRAMS

WitLink offers revenue sharing programs to its educators. The platform takes into account individual efforts of educators in promoting their courses, marketing expenses incurred by the platform, and overall acquisition cost for its revenue model.

- Level 1 Educators: Course creators selling 0 to 10 courses every month will receive a revenue share of 55%.
- Level 2 Educators: Course creators selling 10 to 25 courses every month will receive a revenue share of 65%.
- Pro Educators: Course creators selling 25+ courses every month will receive 80% revenue share.

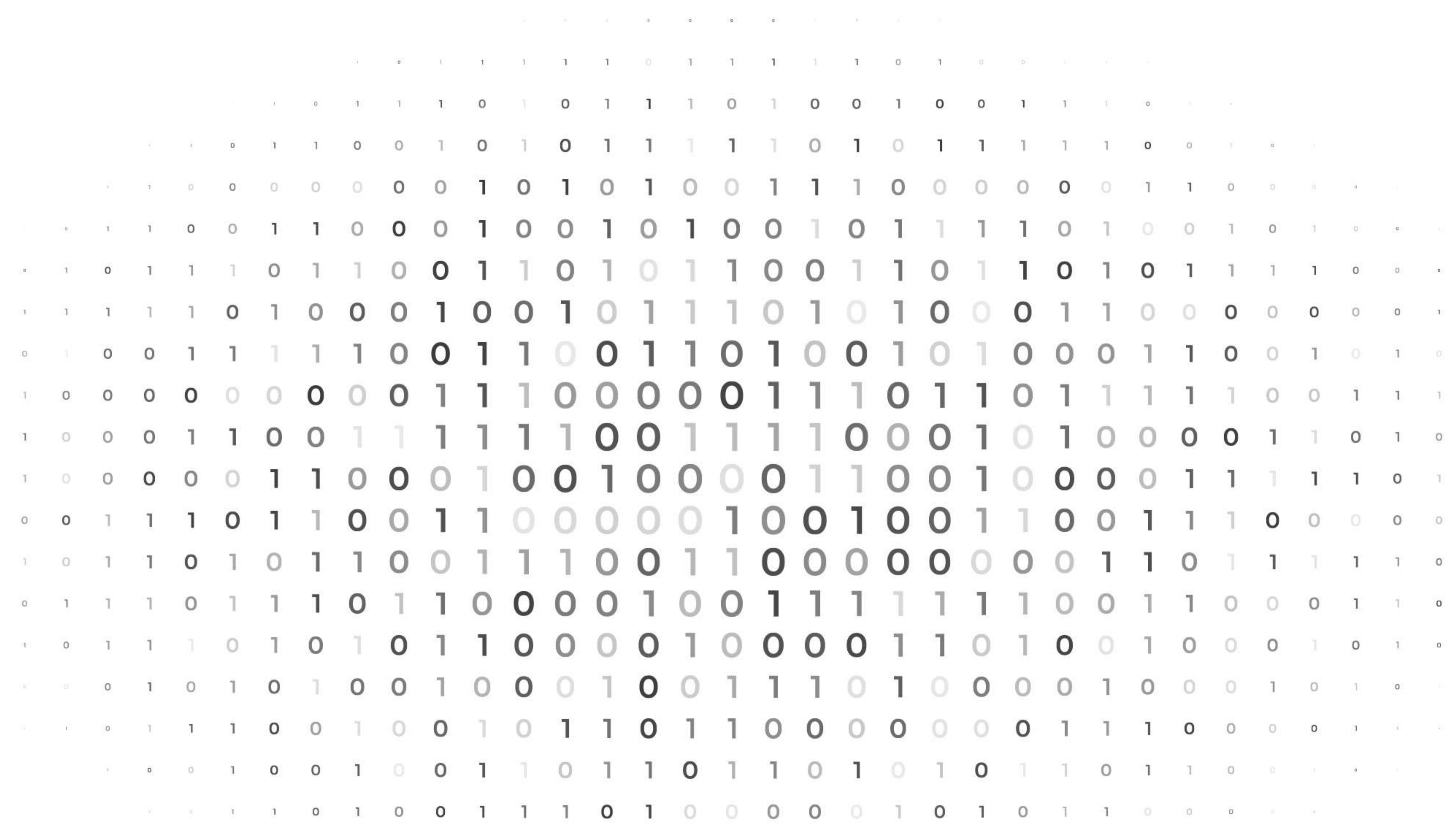
EXCLUSIVE ENTERPRISE TRAINING OPPORTUNITIES

WitLink Learn comprises an Enterprise learning module. Technology firms and other businesses seeking training for their employees can join WitLink Learn for hands-on training from experts. WitLink educators qualifying certain parameters (education, experience, and availability) will have an opportunity to join WitLink's in-house experts for delivering these corporate training sessions.

WitLink offers revenue sharing and hourly compensation packages to its enterprise-level trainers.

ACCESS TO WITLINK PRIORITY SUPPORT

WitLink educators will have access to priority customer support for resolving training-related issues, payment issues, course development guidance and FAQs. Educators can reach out to WitLink support using a built-in chat and ticket-based channels.



06

WITLINK ECOSYSTEM PARTICIPANTS

WitLink platform aims to revolutionize how technology firms acquire AI talent through its AI talent marketplace. Its ecosystem comprises several key participants, including AI experts, small AI service providers, enterprises, students, and AI trainers.

AI PROFESSIONALS

AI professionals and experts are at the core of WitLink platform. AI experts with relevant industry experience can register as service providers on WitLink Marketplace and become educators on WitLink Learn platform.

AI SERVICE AGENCIES

AI professionals and experts are at the core of WitLink platform. AI experts with relevant industry experience can register as service providers on WitLink Marketplace and become educators on WitLink Learn platform.

ENTERPRISES

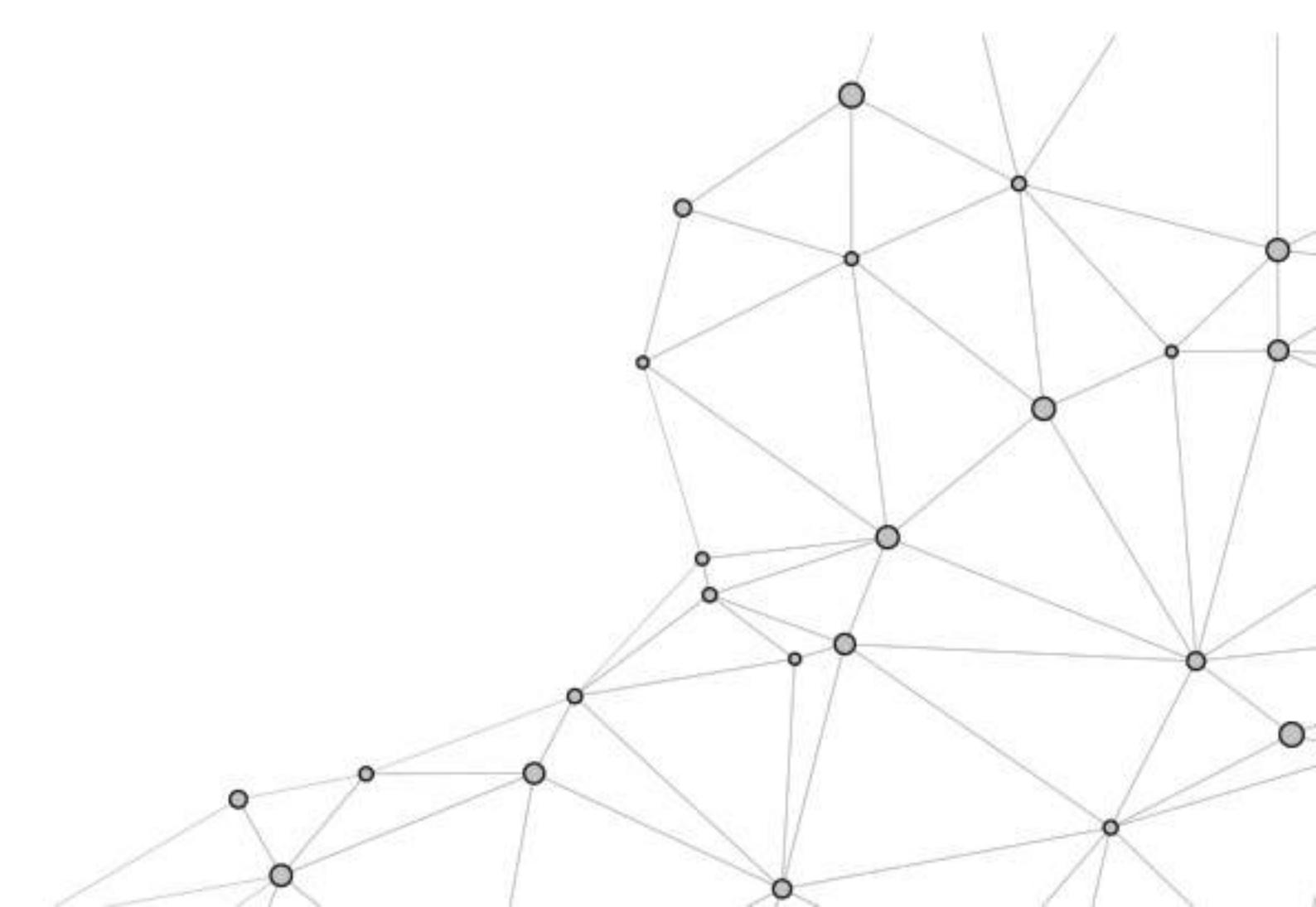
The scarcity of AI workforce has forced enterprises to compete for a limited pool of talent. WitLink provides a platform where smaller firms do not have to compete with major enterprises for AI professionals. Instead, they can hire AI experts on an hourly or per-project basis. WitLink offers Enterprise Plus service for companies seeking assistance in hiring the right talent for their projects.

STUDENTS

The only way to provide a consistent supply of trained professionals for AI development is through comprehensive training. Since existing educational institutions are unable to fill the gap immediately, students can access WitLink Learn for AI training.

COURSE CREATORS, TRAINERS

WitLink Learn is a platform for course creators, educators, AI professionals to share their knowledge with students on WitLink platform. Working professionals, industry leaders, and trainers (professors in academia) can join WitLink Learn as trainers.



07

WITLINK BUSINESS MODEL

WitLink platform aims to create multiple sources of revenue through its different modules.

WITLINK MARKETPLACE

AI professionals and experts are at the core of WitLink platform. AI experts with relevant industry experience can register as service providers on WitLink Marketplace and become educators on WitLink Learn platform.

- **Project setup cost:** WitLink will charge a project setup cost between 0.50% to 5.0% depending on the complexity of smart contracts, infrastructure requirements, and any other technical, managerial requirements.
- **Enterprise Plus membership:** WitLink enterprise clients will pay recurring monthly fees for exclusive access to some of the top experts, professionals on the WitLink platform.

WITLINK READY

- Standard AI solutions: WitLink will sell pre-built AI solutions to businesses across different industries. In addition to the cost of these solutions, WitLink will charge implementation, integration charges.
- Custom AI solutions: WitLink will also provide custom AI solutions to its clients. The project cost will include human resources, infrastructure expenses, and maintenance expenses for the project.
- Maintenance services: WitLink will charge maintenance fees for standard and custom AI solutions. The cost will vary depending on staff support, computing resources, and add-on development requirements.

WITLINK COMPUTING

- **Infrastructure cost:** WitLink will have to dedicate its resources to ensure that clients and businesses receive an uninterrupted supply of computing power. WitLink team will also be responsible for onboarding decentralised computing networks, managing client feedback and rating resource providers accordingly. WitLink will charge 2% flat fees for building and maintenance of these services.

WITLINK LEARN

- **Course sale:** WitLink will generate revenue from the sale of courses listed on WitLink Learn platform. The platform will share its revenue with course creators to motivate them for creating high-quality content.
- **Enterprise training:** WitLink will provide enterprise training to its Enterprise Plus clients and customers working on up-skilling their employees. WitLink will charge training fees on a per-employee basis.



08

BUSINESS BENEFITS

The development of WitLink platform will bridge a widening talent pool in the AI industry. Its ecosystem takes a ground-up approach towards addressing the existing challenges of the AI development sector.

TARGET AUDIENCE 1– ENTERPRISES

- Enterprises will have access to vetted AI experts from across the globe.
- Enterprises will save costs on employee onboarding and training by hiring professionals.
- Businesses will have additional savings through minimization of payroll expenses, healthcare coverage, and retirement benefits.
- Businesses can outsource their talent acquisition to WitLink's expert team through the Enterprise Plus platform.
- Technology firms and startups will no longer need to install expensive IT infrastructure or computing resources for AI development. They'll have on-demand access to the topquality computing infrastructure.
- Businesses will have access to high-quality, low price computing resources through WitLink's partnership with leading decentralised computing networks
- Enterprises can train their employees through the WitLink Learn platform. Smaller enterprises can purchase built-in AI solutions for their business.
- Technology firms don't have to bear the cost of an in-house maintenance team.

TARGET AUDIENCE 2– AI, ML EXPERTS

- AI experts and professionals with relevant experience will have access to authentic projects.
- All the projects will be executed using smart contracts, ensuring timely payments, along with dispute management services.
- AI developers can tap into on-demand computing resources. Small technology firms or teams can do away with cloud computing for high-quality, decentralised computing resources.
- AI developers can add an additional layer of security using WitLink Computing's decentralised resources. There will not be any single point of failure.

TARGET AUDIENCE 3: STUDENTS, PROFESSIONALS SEEKING TRAINING

- Professionals and students interested in AI training will have access to courses created by industry experts.
- WitLink Learn will provide support for community discussions, thereby creating an immersive learning experience.
- Students will be able to join workshops, webinars from some of the well-known names in the AI development industry.
- Students can enrol for live and self-paced courses.



09

WITLINK TOKEN ECONOMICS

The WAI Token is an Ethereum based token under the ERC20 standard. The premise of the token WAI is utility based, designed to route the WitLink platform's Marketplace, pre-built solution, WitLink Computing, and WitLink Learn. WitlinkAI is a platform dedicated to the enhancement and promotion of AI talent, helping enterprises hire the right talent without the overhead costs. The WAI token will be created as a major currency in which community participants use to cash in and out of transactions taking place on the platform.

The number of WAI tokens issued is fixed and no more tokens can be ever issued, which is guaranteed by the WAI Token Smart Contract. WAI tokens are directly involved in transactions taking place on the WitLink platform.

At WitLink, we are designing a cryptocurrency based on definitive market rules and fundamental economic principles. WAI reconciles a high-performance protocol with an efficient dispute resolution system, integrated KYC/AML compliance and price stability features.

WAI TOKEN ALLOCATION

The total token supply for WAI will be 500,000,000. A total of 220,000,000 tokens shall be offered in the upcoming sale. WAI will be listed on some of the major exchanges after its initial token sale and will become available to the public for exchange and trading. Any unsold tokens shall be retained by WitLink and allocated to Reward Pool to grow decentralised computing resources



1% of the Tokens will be allocated for bounty campaigns.



15% of the Tokens will be allocated for the WitLink team.



5% of the Tokens will be allocated for Advisors.



25% of the Tokens will be allocated for the Reward Pool.



10% of the Tokens will be allocated for the WitLink Foundation.



44% of the Tokens will be sold during ICO.

ALLOCATION OF FUNDS

The entire amount raised through the ICO will solely be dedicated to the development of the WitLink platform.



3% of the Funds will be allocated for Compliance, Risk and Audits.



11% of the Funds will be allocated for Business Development.



7% of the Funds will be allocated for Research and Cyber Security.



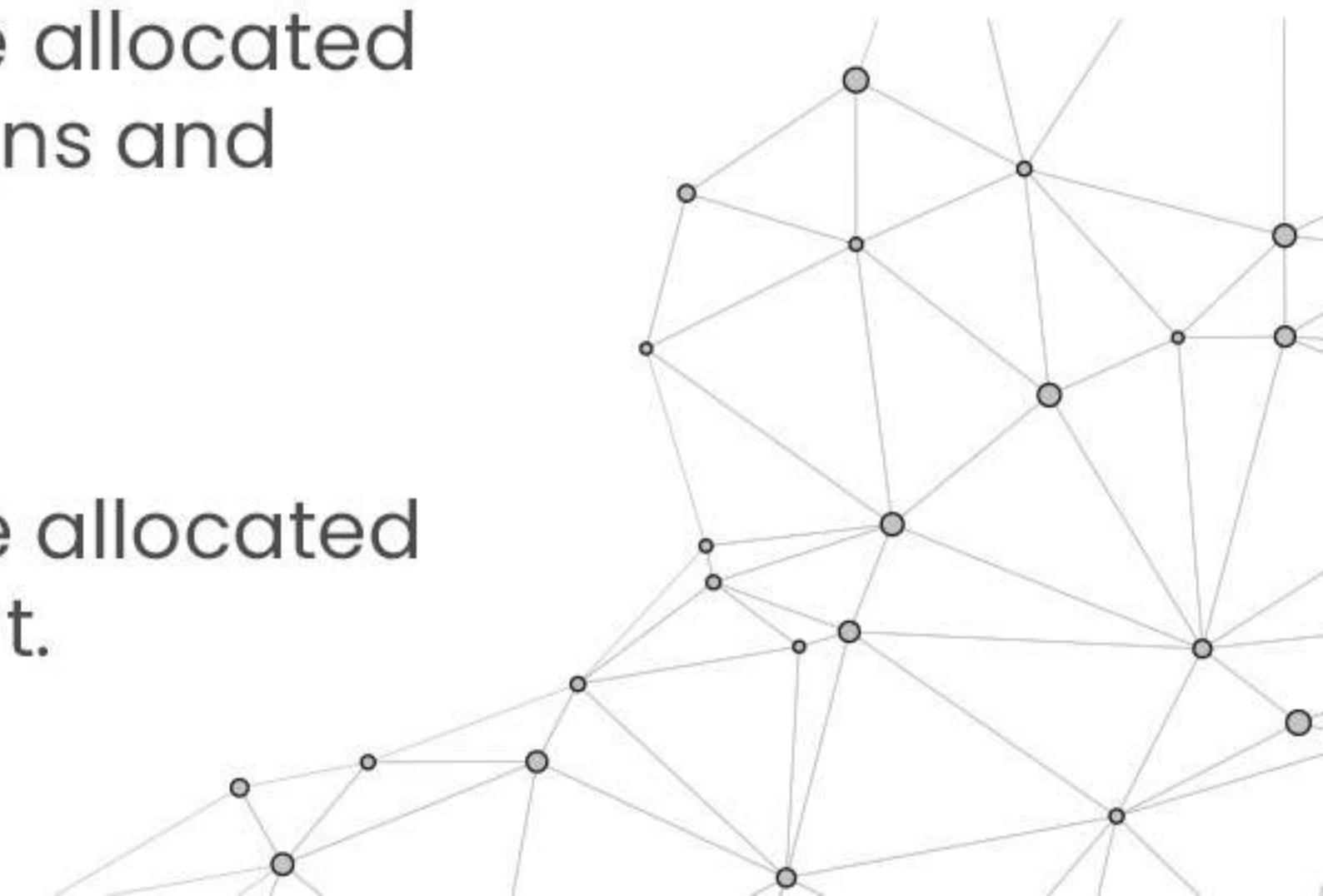
20% of the Funds will be allocated for Marketing Campaigns and Community.



9% of the Funds will be allocated for Operations and Reserve.



50% of the Funds will be allocated for Project Development.



Token Sale Parameters

Token Symbol	WAI
Token Name	WitlinkAI
Token Type	ERC20
Total Token Supply	500,000,000 WAI
Cost of 1 WAI Token	0.25 USD
Soft Cap	8,000,000 USD
Hard Cap	52,000,000 USD
Contract	0x5281a43403b9a537520bcb67e98a717c6ff13ea2
Accepted Currencies	BTC, ETH, BCH, USD-T
Whitelist	Yes

BONUS SYSTEM

WitLink Token Sale will be available on WitLink's website. WitLink will use certain amounts of WAI Tokens as Bonuses for partners. Detailed Information of Bonuses will be provided on WitLink's initial exchange event.

The ecosystem will be created to heavily benefit those who adopt the platform heavily and are operationally invested in freelance work. With continuous use, users are able to take advantage of the enormous value and growth potential of the WAI token.

The token distribution percentages may change slightly according to market conditions and the demand for WitlinkAI services.

TOKEN INCENTIVES

In-Platform

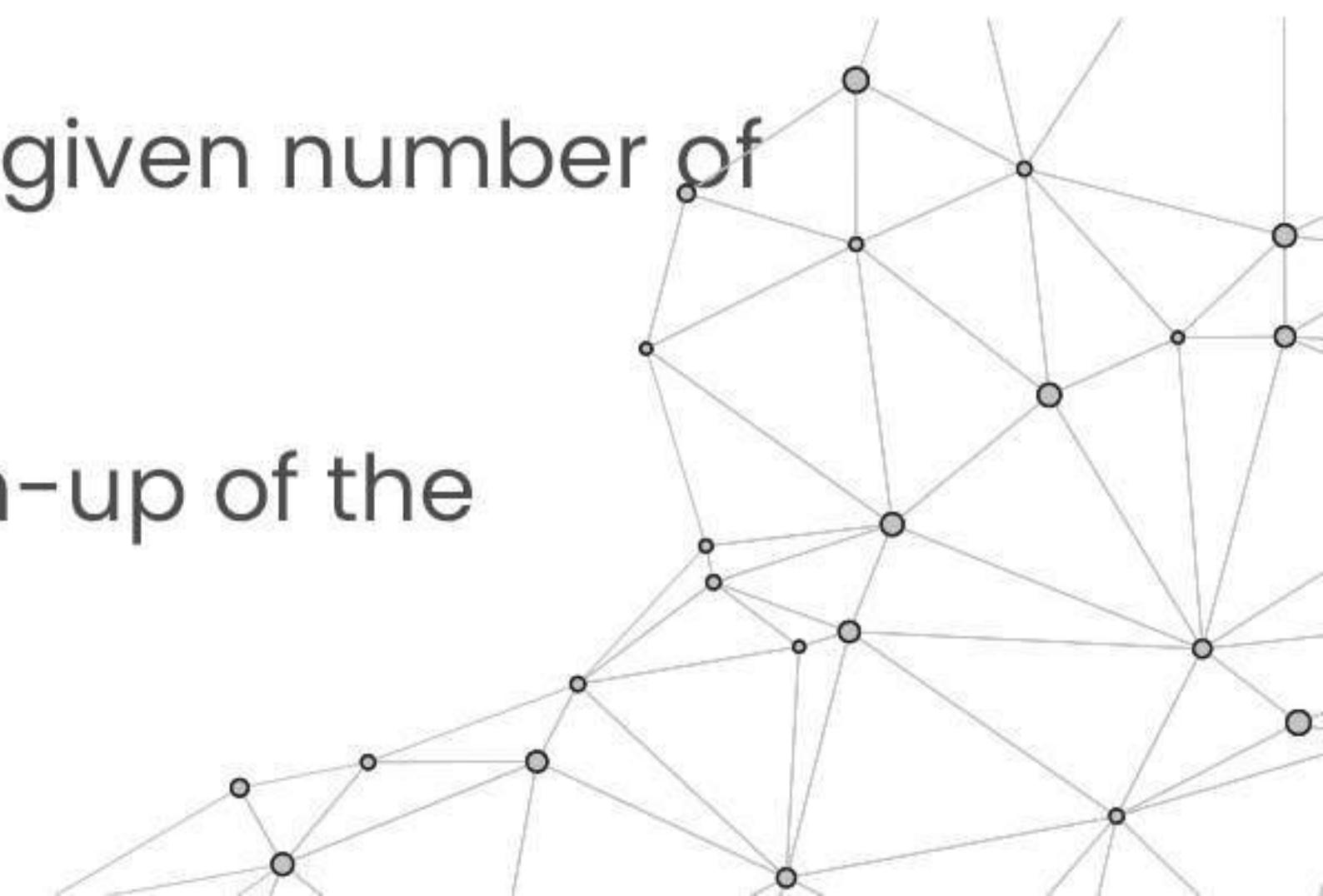
KYC/Sign up- 5 WAI given to all users who complete the Sign-up KYC process. This is locked for use in the platform or can be cashed out after the 1st completed job.

Rating- AI experts are incentivized with quarterly bonus (X no of WAI tokens) upon high rating standards. Can only be used within the platform.

Certification- AI professionals are able to use WAI tokens to purchase and enrol in certification registration

No of Jobs- Both users are incentivized with WAI Tokens upon completion of a given number of jobs (Example. 10 WAI after the first 5 jobs). To be used within the platform.

Referral- Both clients and AI experts are incentivized with WAI Tokens upon sign-up of the referred party. To be used within the platform.



VESTING PERIOD

Founders: These tokens are locked up until January 2023, then 50% will be released until the end of year 1, then 25% each year.

Advisors: These tokens are locked up until January 2023, then 50% will be released until the end of year 1, then 25% each year.

Bounty: A 12 months' lockup after ICO ends, then 20% will be released yearly for a period of 5 years. To unlock more than 20% yearly owners can pay 50% of the sum of the extra tokens they wish to unlock.

RESERVES, GRANTS AND PARTNERSHIPS

WAI tokens held as Reserves are intended to be deployed in connection with integration with exchanges. Similarly, WAI tokens may be used in connection with establishing or solidifying strategic partnerships with joint ventures or strategically aligned firms. WAI tokens are anticipated to be issued as grants to key team members in connection with specific projects that WitLink platform believes will provide opportunities for expansion of the WitLink platform ecosystem or enhancements to WitLink platform's revenue or net income.

USE OF WAI TOKEN

- WAI Token can be used as a currency on the platform for AI experts, offer projects, purchasing computing resources and reward payouts for computing resources.
- PoS (Proof of Stake) token holders can receive rewards for different activities related to the WitlinkAI ecosystem.

TOKEN USAGE IN TRANSACTIONS

As stated above, the WitLink platform accepts payments in both Cryptocurrency (WAI Token) and fiat currencies. Users are able to pay directly for transactions via fiat currency and/or are given the option to load their wallets with a utility token WAI to take advantage of incentives provided in the platform.

For AI Experts- Those who continue to use and populate the platform are continuously given incentives to adopt the WAI Tokens as a means to strengthen the community. When receiving WAI, AI professionals are able to use the token (internally) for various elements, potentially strengthening their profiles. Apart from Token incentives, AI experts are given a chance to earn more money due by adhering to a platform adopted token and moving away from currency exchange rates associated with competitor sites.

For Clients- Clients are automatically plugged into token adoption as soon as they complete KYC and platform sign up. From that moment on, all transactions and job biddings are offered at discounted prices if the option to pay with WAI Token. To accrue WAI, users must load their wallets and process actions accordingly or take part in other platform opportunities that incentivize them (ex. Complete your profile is worth 10 WAI). In any case that a user will want to cash out their wallet, they will be given the same incentives as AI experts to cash out via selected exchanges.



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WITLINK MARKETING

WitLink targets the global AI industry. Our anecdotal research indicates a huge expectations' gap between AI skill demands and current talent availability. A similar sentiment is observed among clients seeking AI talent. WitLink aims to create a solution for the global on-demand

TOKEN USAGE IN TRANSACTIONS

Through its ecosystem, WitLink is targeting:

- Global AI experts, professional community.
- Full-time or part-time AI experts
- Professionals who are trying to enter the on-demand economy.
- AI professional looking to up-skill without burning holes in their pockets

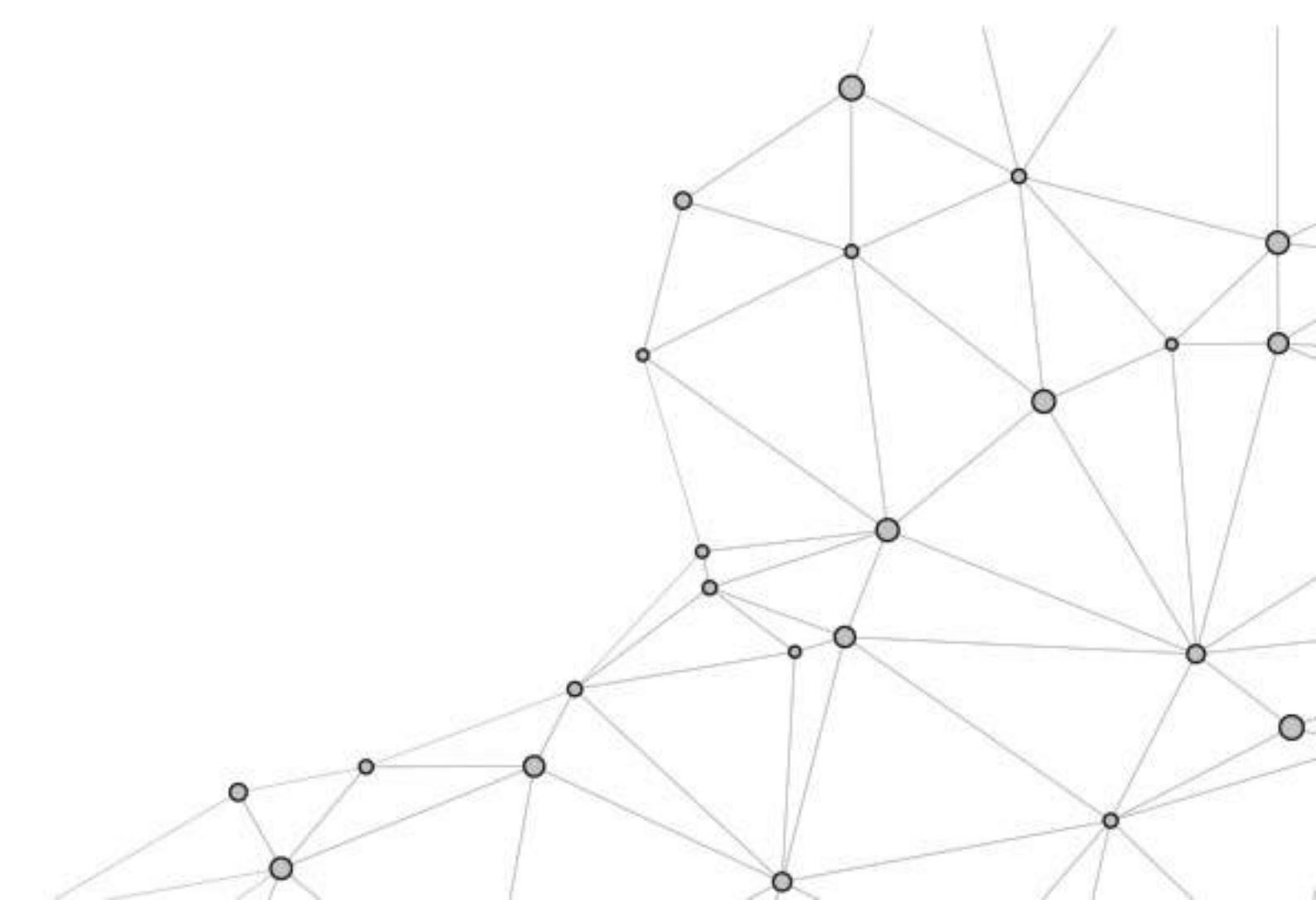
GLOBAL CUSTOMER BASE

The impact of the growing AI demand is quite evident on employers, both small and large enterprises. A changing employment landscape and burgeoning independent service providers are rewriting the norms of the traditional project execution infrastructure. With large enterprises acquiring most of the AI talent using massive financial resources, smaller firms and industries struggle to fill multiple roles. Research indicates that Fortune 500 companies are already working with independent service providers. WitLink addresses some of the key challenges faced by these clients, including lack of trust, insufficient payment protection, and high intermediary fees prevalent in the AI industry.

- Small or midsize enterprises looking for independent service providers.
- Large corporations seeking verified, certified AI professionals.

GO TO MARKET STRATEGY

- **Tie up with blockchain companies, groups:** WitLink will partner with some of the leading blockchain development companies, agencies, and independent groups to register as clients. We are going to focus on leading blockchain-oriented companies from around the world.
- **Onboard leading blockchain service providers:** WitLink will onboard leading blockchain service providers, both companies and individual contractors, to sell/provide services on its platform. WitLink will create a special onboarding and talent-hunt team to build its freelancer base.
- **Influencer endorsements (limited):** WitLink will associate with leading blockchain, crypto influencers for marketing. The company will leverage the follower-base of these influencers to promote its platform and services.



ONGOING MARKETING PLAN

WitLink website, whitepaper, knowledge base

- WitLink website will provide in-depth information about its platform. It will address participants' queries, release ICO-related information, and other key updates.
- WitLink whitepaper is a roadmap for the project, indicating how the company intends to achieve its goal, its business model, and people behind the team.

FORUM PARTICIPATION

WitLink will target leading AI forums, along with other popular platforms, to spread its vision and invite AI experts to become a part of its community. Our goal is to make sure that WitLink reaches out to the maximum number of AI professionals who are seeking an alternative for the existing

COMMUNITY DEVELOPMENT (CRYPTO FORUMS, BOUNTY PROGRAMS, COMMUNITY MANAGEMENT)

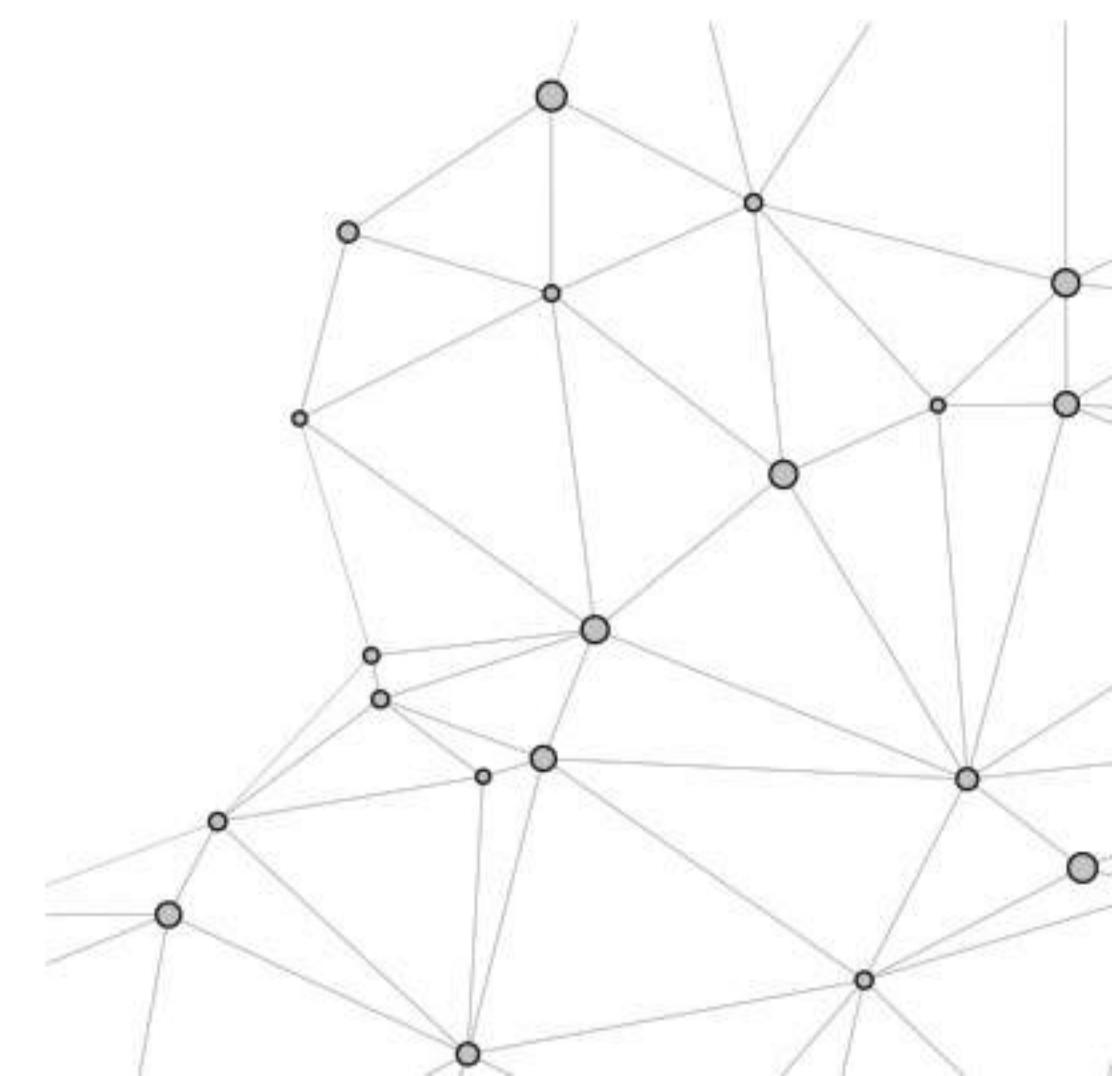
WitLink will work towards developing a community of platform users, crypto evangelists, and investors. It will become active in leading crypto forums, along with running a bounty program to boost its marketing efforts. At the initial stage, WitLink will run bounty programs to promote its ecosystem. After its ICO, WitLink will run bounty campaigns to identify security loopholes in its platform and seek users' suggestions for further development of the platform.

ICO LISTINGS (LISTINGS, REVIEWS, GUEST POSTS)

WitLink will partner with leading ICO information portals, listing platforms, and influencers to spread the word about its IEO. Listing and posting reviews will ensure maximum visibility in organic search results.

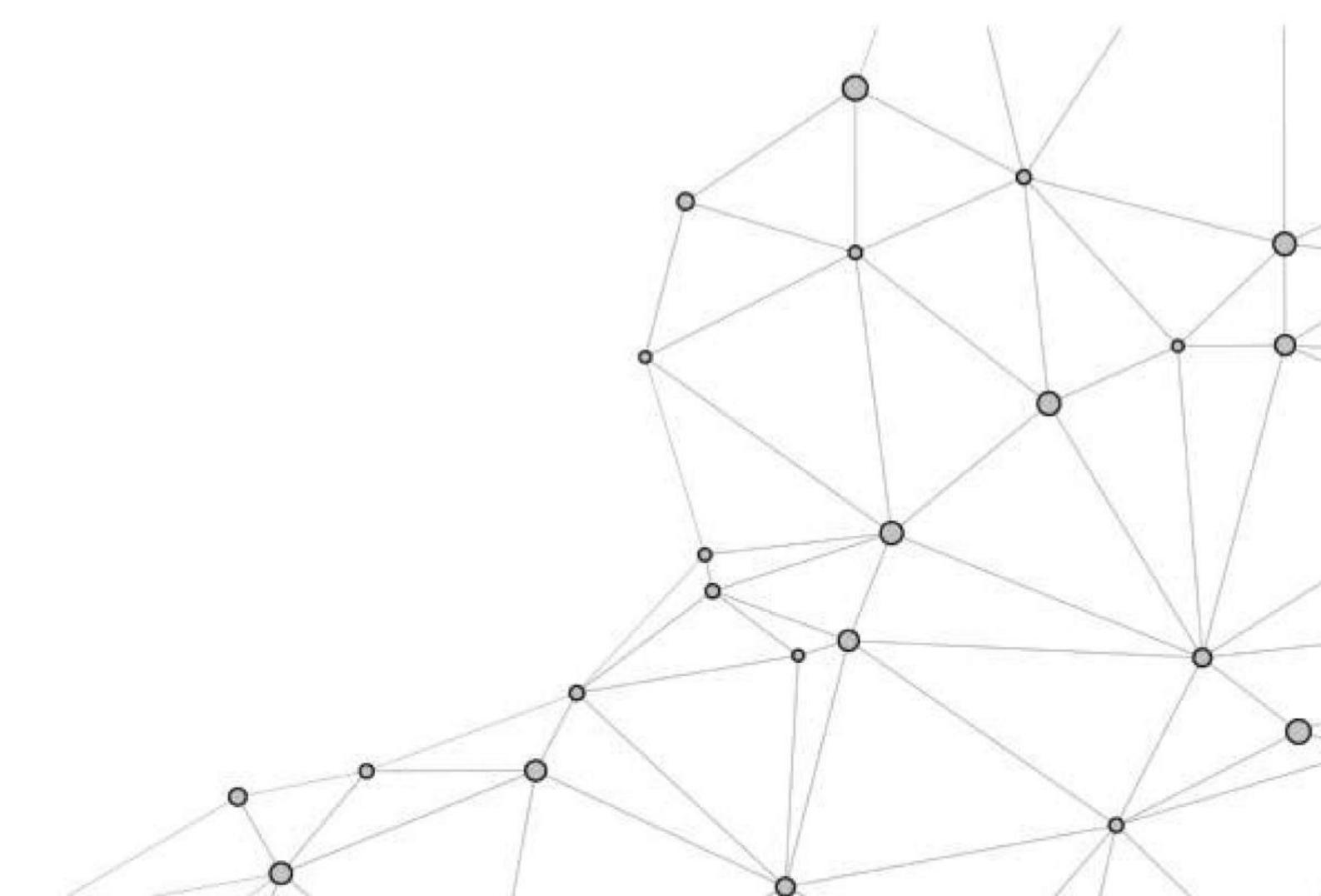
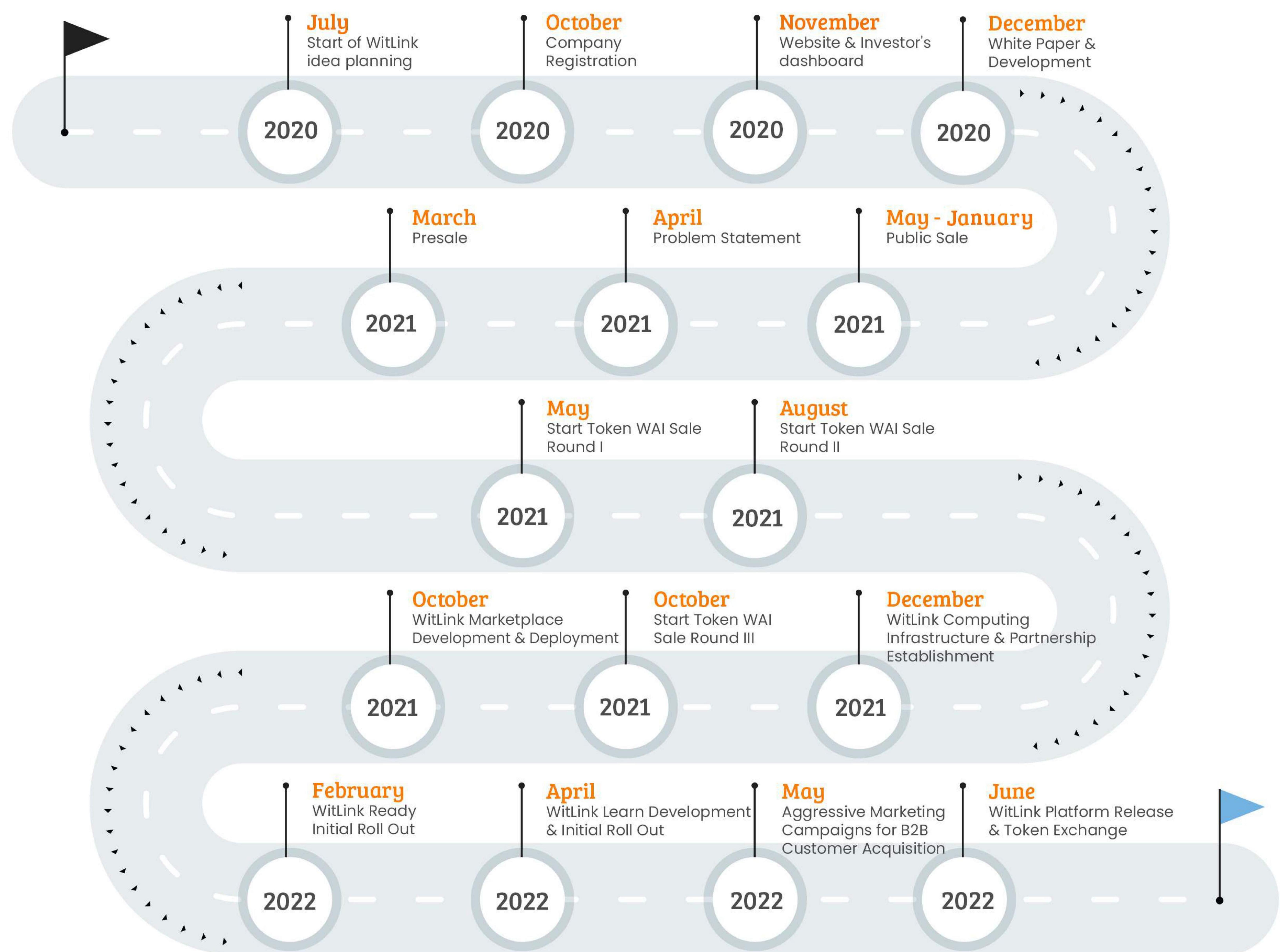
MARKETING IN LINKEDIN GROUPS, FACEBOOK GROUPS ETC

WitLink will promote its initial exchange offering on LinkedIn and Facebook groups, especially those having crypto investors, blockchain enthusiasts and evangelists, and freelancers' groups. Marketing to these specific target groups will ensure that WitLink is able to develop a community of relevant users, investors, and freelancers.



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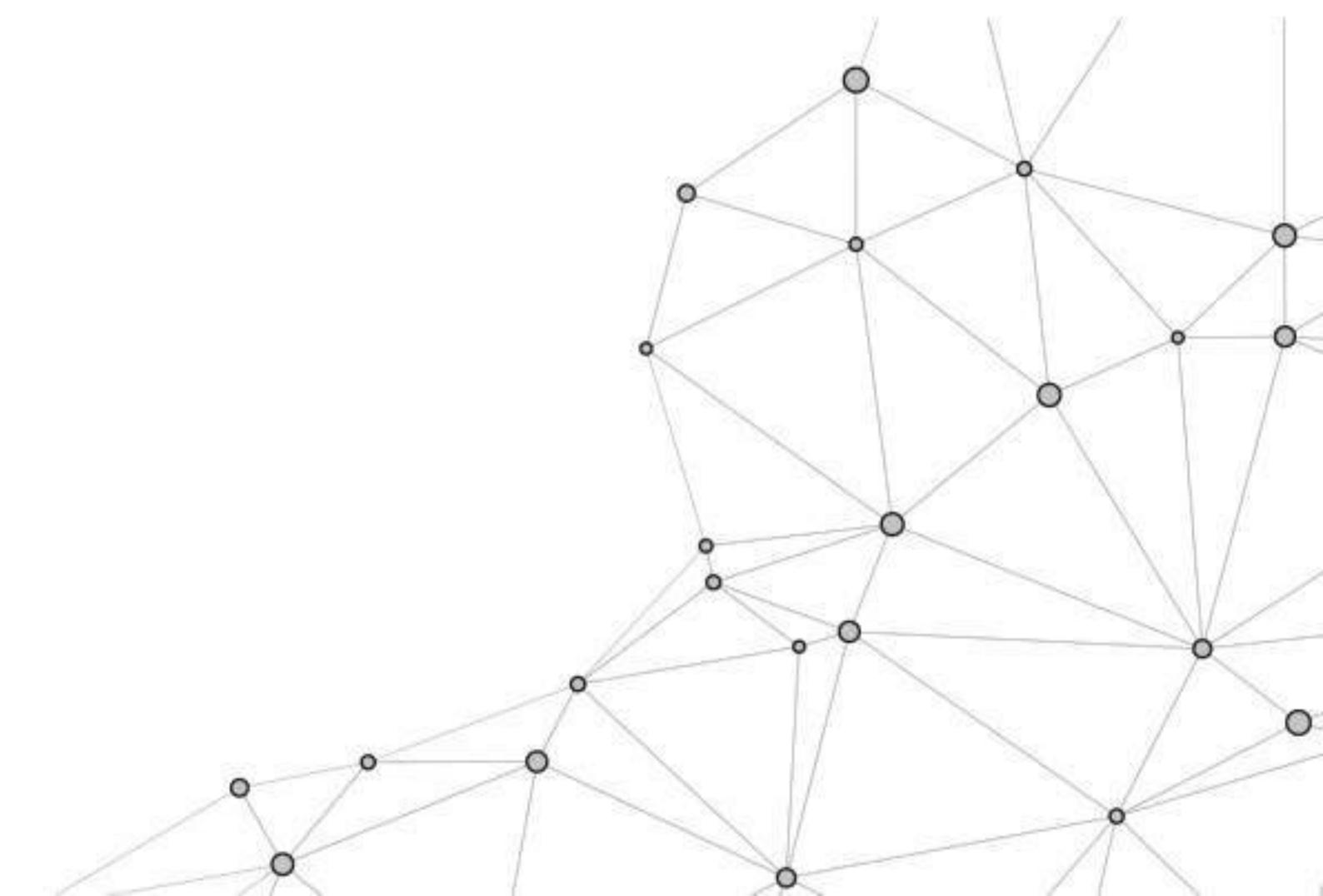
ROADMAP AND MILESTONES



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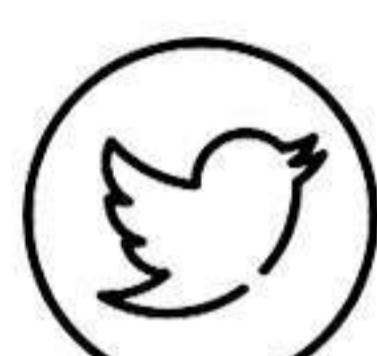




Website
<https://www.witlink.ai>



Telegram
<http://t.me/WitLinkAI>



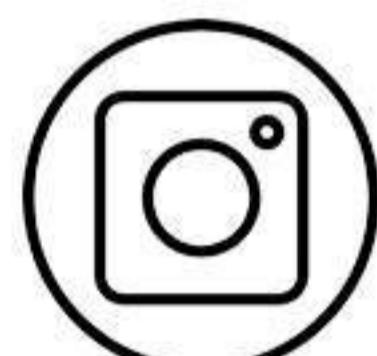
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Facebook
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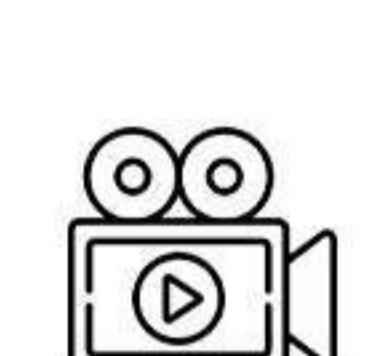
Linkedin
<https://www.linkedin.com/company/witlinkai>



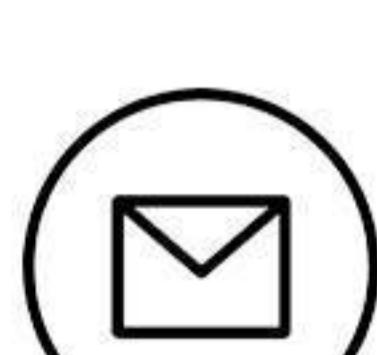
Instagram
<https://www.instagram.com/witlinkai/>



Pinterest
https://www.pinterest.com/witlinkai/_saved/



Project video
<https://www.youtube.com/watch?v=Moc733l0Rv0>



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