

# CraveLancer<sup>TM</sup>

## Freelance2.0 | Redefining Freelance



FREELANCING ON BLOCKCHAIN | INNOVATIVE FUTURE OF WORK



**WhitePaper: Version 1.0**  
**CREATED BY: CraveLancer Intl. Ltd**  
**POWERED BY: Ethereum**  
**Strictly Business.**  
**March, 2019**

ALL CONTENT IS SUBJECT TO  
CHANGE

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Hints:

ITO - Initial Token Offering

CVL - CraveLancer Token

Craves - Trademark to replace the term "gigs"

Cravers - Trademark to coin our Platform Users

MAP - Minimum Acceptable Product

KYC - Know Your Contributors/Customers

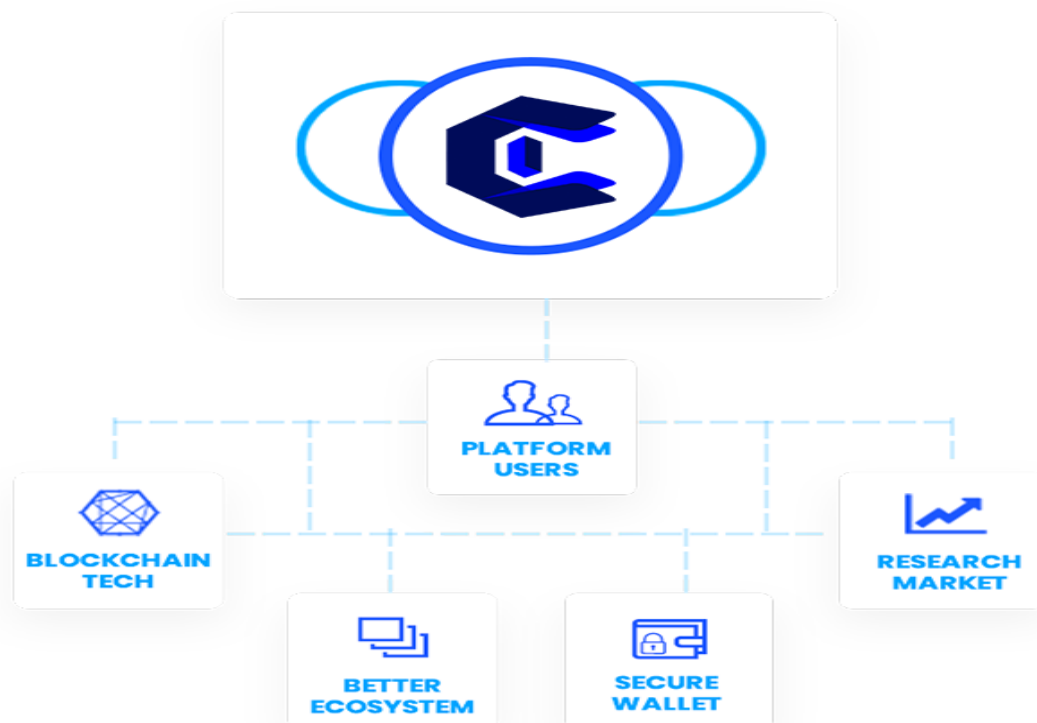
AML - Anti Money Laundry

# Executive Summary

## Overview

The gig economy is setting the pace for the global workforce, the need for a sustainable gig economy market; FREELANCING cannot be overemphasis. There are currently various firms that are championing the revolution; the market seems more significant primarily as the demand rises to over 3.5% annually. However, the conventional platform surviving the gig economy markets has one laps or the other. Hence, a sustainable freelance platform is born.

CraveLancer is a blockchain oriented online platform that aims to revolutionize the global freelancing industry. This blockchain platform is not any random platform, and it specifically targets the freelance market to develop and improve the industry by solving most intricate issues for freelancers, building, supporting businesses and innovations.



## Problem statement;

Despite the giant strides taken by the various freelance platforms, freelancing market ecosystem is still facing the challenges that CraveLancer is solving. Most freelancing market complexities are diverse as it could be freelancer-centric, buyer-centric or the escrow medium shortcoming. Below are the problems the CraveLancer platform is solving;

- ❖ Trust
- ❖ Secure payment complexities
- ❖ Delay in freelancers funds
- ❖ Poor user experience
- ❖ Language and translational issues
- ❖ Inadequate support for sustainable gigs
- ❖ Identity theft and verification
- ❖ Biased dispute resolution principle
- ❖ Transaction fees and chargeback's
- ❖ Multi-currency issues

## BUSINESS STRATEGY

There are over fifty freelance platforms, and more are yet to surface; howbeit, the platforms are not bringing succor to employer and the employees on the platform. Due diligence shows that almost all freelancing platforms are adopting the same strategy, CraveLancer team are serving it hot, been freelancers and having firsthand experience of the market is seeking to revolutionize the market through blockchain, although few startups have employed blockchain to address the challenges, involving Blockchain is not the big picture, but using it effectively is.

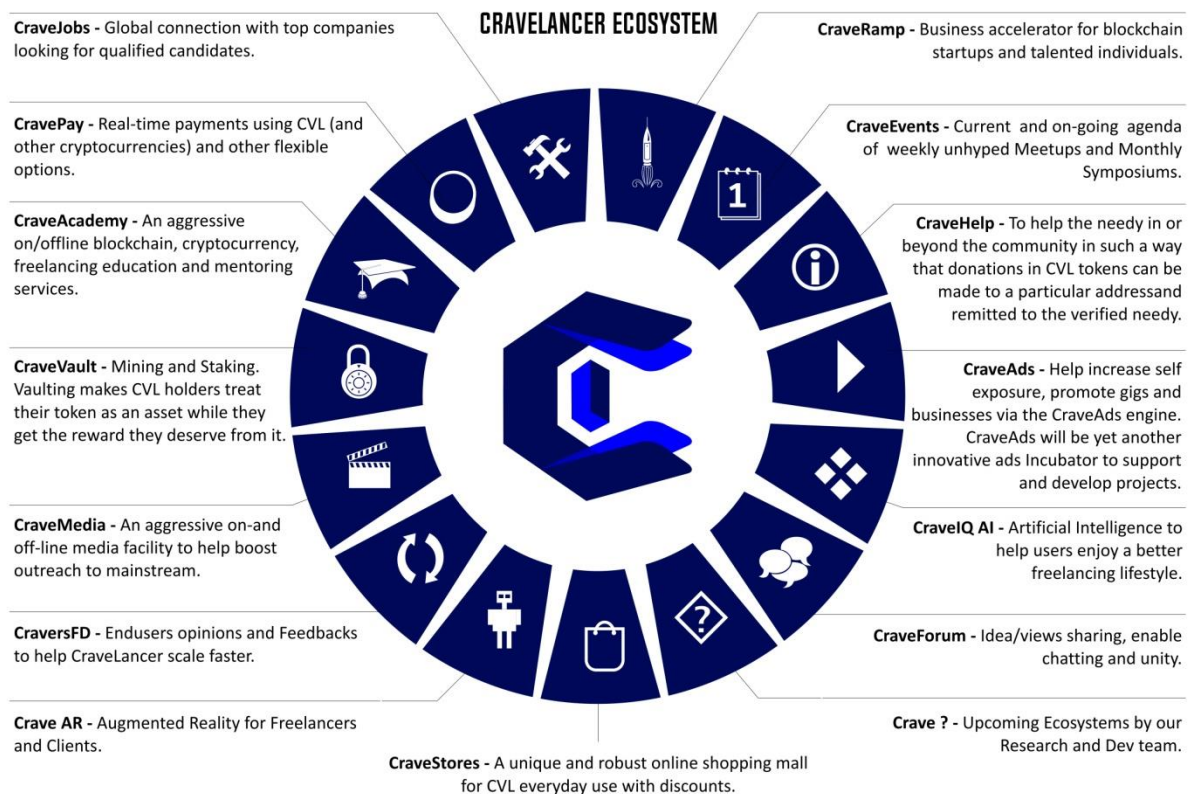
*Below are the strategies CraveLancer is adopting for impacting the ecosystem;*



- ✓ Gig tokenization
- ✓ The smart contract between CraveLancer enthusiasts
- ✓ Gig and startup support
- ✓ Algo driven freelance platform

## CRAVELANCER ECOSYSTEM PROFILE

The future of freelancing should combine top-notch professionalism, creativity, and excellent gig merchandise. CraveLancer ecosystem comprised of the following;



*CraveJobs / CraveRamp / CravePay / CraveEvents / CraveAcademy / CraveHelp / CraveVault / CraveAds / CraveMedia / CraveIQ AI / CraversFD / CraversForum / CraversAR / CraveStores and many more as we grow and scale through many impacting use cases around our dear CVL.*

## EXPANSION PLAN AND MISSION

**CraveLancer** is a big global blockchain company to be. We aim to build a multibillion dollar company and while our platform provides growth potentials for both employees and employers, we hope to grow such that our system will become an incubator to startup gig economy while given prime opportunities to the sustainable projects. We are open to partner with institutions or bodies that will strategically get us going and connected to our goals.

One of our strategic partnerships in future: KYC/AML by [ShuftiPro](#) , Credit Card Company to allow all Cravers have flexible withdrawal options and other series of partnerships. Stay Glued to our Roadmaps.

### MISSION

We are on a mission to empower the world's freelance/workers community by creating one of the largest worker-centric decentralized ecosystem that will prompt independent workers to pursue their passions and get the value they deserve in the gig economy.

Since a decade, the number of the independent workforce has exploded like never before with their major shift from the traditional method of doing work. This major shifting has brought significant changes in the economy of every country and CraveLancer also wanna play a major role to boost the worlds GDP.

The Freelance industry has become a flourishing platform of business interactions where job providers and job seekers connect with one another on a largely huge scale for either doing a job or providing a job.

Our team is up to build a secure, useful, & easy-to-use product based on Ethereum blockchain. Freelance2.0.

At the end. Our aim is to integrate all companies, employees, and business assets into a unified ecosystem, which will make business truly efficient, transparent, and reliable.

# INTRODUCTION

Freelancing is fast becoming a global market ecosystem, and freelancers have jumped at this great opportunity. At the moment, the way work gets done begun to shift. An army of independent freelancers is tipped to be the future of the world's workforce and the market size of the freelance industry is growing daily. Freelancing allows the buyer and seller to connect on a well-centralized network. When you understand that blockchain technology will enable you to compare and transact on a decentralized system, you will get to appreciate what CraveLancer is doing.

Through blockchain technology, CraveLancer will introduce distributed digital ledgers that will become eternal living records of every transaction in the freelancer industry. So long as you are within the system, these records will be accessible to you and can be verified through empirical data.

One of the biggest concerns for freelancers is trust and the security of payment. Although sites like UpWork make use of escrow to hold money, it is still not a perfect system and very expensive.

CraveLancer recognizes the potential growth of the freelance market; hence this platform aims at improving the earning capacity of freelancers. This is achieved by charging a 0-2% commission fees which are far cheaper than the 25% [3rd party fees inclusive] charges that freelancers pay for using the various centralized traditional platforms.

With the introduction of smart contracts through Blockchain technology, all parties involved in a business contract will have an accurate record of the deal. For the freelancer industry to thrive, trust is paramount. Therefore, smart contracts guarantee trust and the fruitful relationship among freelancers. The platform aims to foster this trust and productive business environment among freelancers and clients alike.



# THE FREELANCER AND FREELANCING

The current shift from the traditional way that works is done to an army of independent workers who enjoy more freedom is fast becoming a trend globally. A freelancer is a person that is self-employed and is not committed to any particular employer on the long-term. You can still see a freelancer as the professional that offers his/her services different clients without any form of preferential attachment. For the freelancer, there is no permanent client. One of the easiest, fast, and affordable ways to start earning money is freelancing.

Freelancing can be seen as the business process by which someone (freelancer) offers his/her services to clients without any long-term attachment to those clients. Here, the freelancer chooses the working schedule, unlike the conventional work environment.

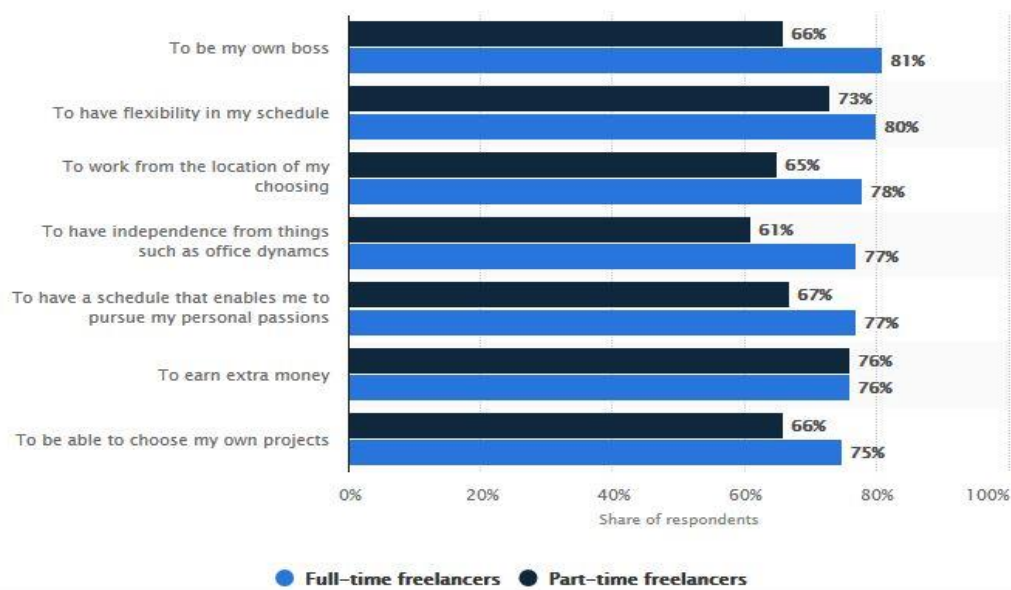
Furthermore, with freelancing comes greater control for the freelancer. Freelancing and independent contracting are very much related. This is because the freelancer has total control over the final project.

Unlike traditional or conventional employees, freelancing allows the freelancers to control the activities of their day. In freelancing, the freelancer is in total control of how the work is to be carried out. The need of the client determines the final product.

Let us take round few statistics backing the Freelance world. Source: [Statista](#).

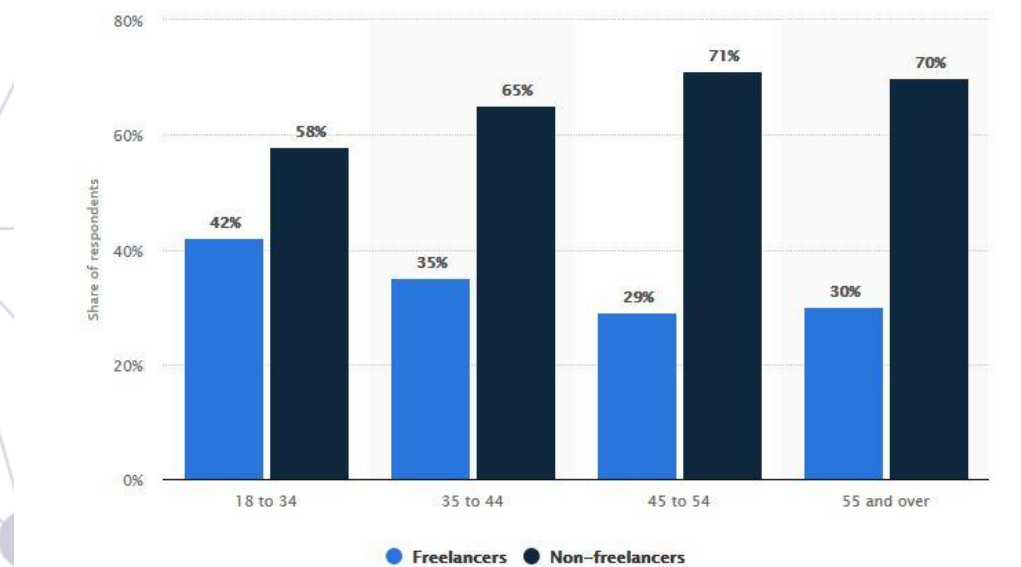
- According to statista, In 2018, there were 56.7 million people doing freelance work in the U.S. [Source](#)

- Top reasons for doing freelance work in the United States as of 2018



Above stats show that being their own boss was the major reason for 81 percent freelancers, working full-time, to do freelance work in the U.S. in 2018.

- Statistics below shows the freelance and non-freelance working population in the United States in 2018, by age. About 42 percent of U.S. respondents in the age group of 18 to 34 years did freelance work in 2018. [Source](#)



## Semi Global Statistics

- The U.S. isn't the only place where the gig economy is thriving; the same phenomena is occurring across the globe.
- Half of the United Kingdom's working population will be self-employed in the next five years, estimates say.
- The European Union saw a 45 percent increase in the number of independent workers.
- Independent workers comprise the fastest growing group in the European Union labor market.
- India's independent workforce, the second largest in the world at 15 million, fills about 40 percent of the world's freelance jobs.

## Economic Impact of an Independent Work Force

Not only is the size of the independent workforce growing, but also its contribution to the global economy and this is why CraveLancer is building the new "Internet of People and Internet of Money".

Online freelance marketplaces helped independent workers generate more than 1.1 trillion dollars in total revenue in the United States alone. Imagine this on a global scale.

Real Time Statistics around the Global Unemployment rate per country can be found at <https://tradeeconomics.com/country-list/unemployment-rate>

# THE NEED FOR A ROBUST FREELANCE ECOSYSTEM



We believe that technology's impact on society is so greatly influenced by how we choose to adopt it, and some of the decisions we make right now are fundamental to how and how much technology will change society in the future. As the blockchain technology prepares for the mass market, it will be key to build more trust into these networks, trust that we all will act with integrity where lines are blurry and code is broken. This will actually speed up adoption.

However, with the way the freelance community is growing and the freelancer market expanding, there is the need to maintain and nurture this industry. The key to making the freelancer industry work is cultivating and maintaining a thriving freelance ecosystem that involves supply and demand. The following are why we need an all-encompassing freelancing market;

## ➤ **Freelancing is a fast growing workforce**

Currently, freelancing is among the fastest growing job trends in the world, formal US secretary of labor estimated that 40% of US workforce will comprise of independent contractors and will form almost the national workforce in a decade. Moreso, Upwork and Freelancers Union report suggests that freelancers will become the US workforce by 2027. With the growth projection of 3.5% every year, when you consider this



overwhelming trend in the freelancing industry, then the need to maintain a well robust freelance ecosystem cannot be overemphasized.

➤ **Gig economy and automation is eliminating college degree**

Craft and results are what employers want, they don't eat or enjoy looking at degree results but will want to work mostly based on the reference. Gig economy is craft as against the traditional college degree norm where degree offers one a 9 to 6 job. 80% of today's job won't exist soon and will not be replaced because automation has taken over many workforces. However, future education is one where one can demonstrate a proficiency in a craft. Hence, a professional is not someone who have a degree but someone who had a reference.

It is the freelancers who know the automation and gig job type; they work remotely to execute tasks at will. If they are the future of the global workforce, freelance market should be sustainable to accommodate them while offering growth opportunities.

➤ **The global economy needs innovation, why not encourages it?**

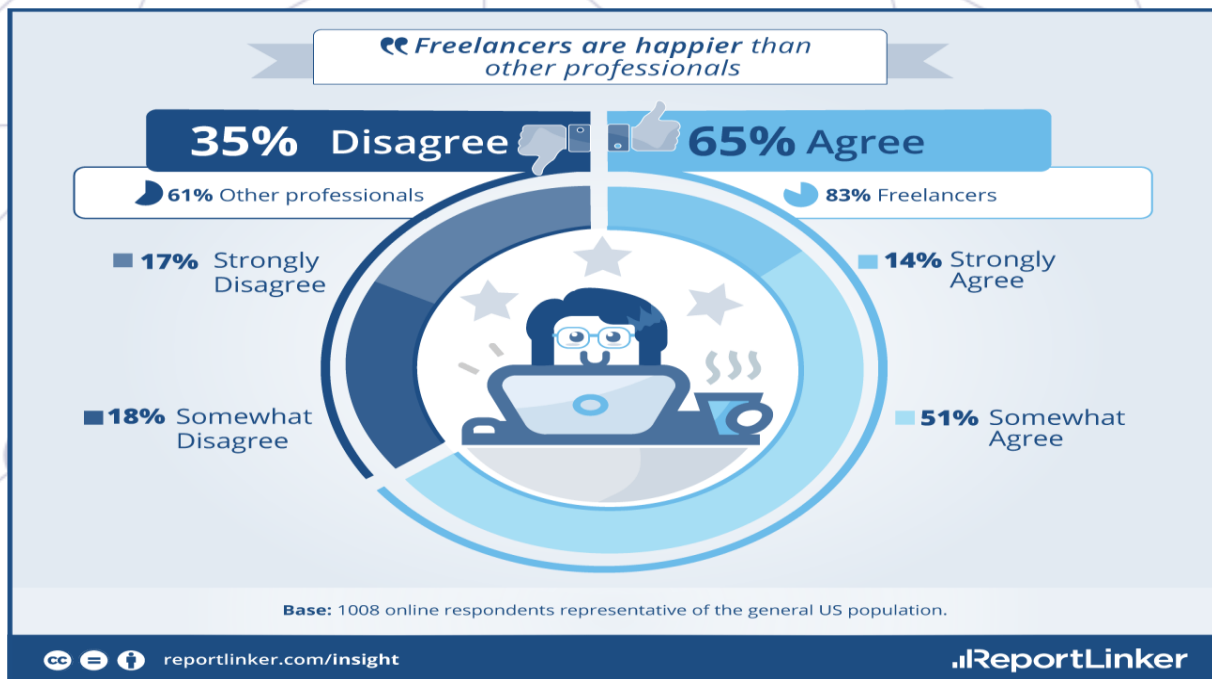
Freelance market sells and buy opportunities, ideas, etc. Those are the innovation.

According to [Robert McGuire](#)

“Telecommuting, co-working spaces, virtual teams, freelancing and online talent platforms are all on the rise, transcending the physical boundaries of the office or factory floor and redefining the boundary between one's job and private life in the process. Modern forms of workers' organization, such as digital freelancers' unions and updated labor market regulations are beginning to emerge to complement these new organizational models. The challenge for employers, individuals and governments alike is going to be to work out ways and means to ensure that the changing nature of work benefits everyone.”

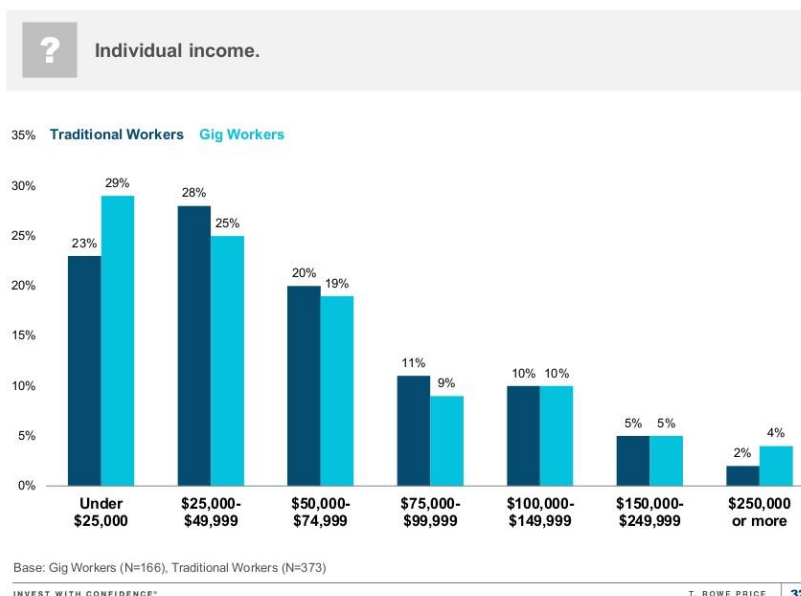


The gig economy is here, largely as a result of technology changes we're all familiar with. What comes next is when it gets big enough to be its own force, fundamentally changing work and workplaces in turn.



Source: <https://www.reportlinker.com/insight/freelance-workers-gig-economy.html>

## The Income Gap Between Traditional and Gig Workers Is Narrow



# THE CONVENTIONAL FREELANCING PLATFORMS

These traditional freelance platforms are sites that build trust between clients and freelancers. The clients are assured of quality work as they have to certify the work before making any payment. These traditional freelance platforms are crucial for both the employers and the freelancers. The freelance work is getting more and more popular as many people find it profitable and convenient. With these freelancing platforms, businesses anywhere in the world can hire freelancers on temporary basis. These platforms have a directory of clients based on experience, skills, and other essential criteria.

These traditional freelance platforms are a hiring platform, talent marketplace, communication, and collaboration workspace all in one entity. They also have a mechanism of rating freelancers based on their output of the quality of the work done. The advantages of these traditional freelance platforms include:

- Accessibility of talents from anywhere around the world.
- These traditional freelancing platforms also cut cost for businesses as hiring a full-time worker is much more expensive than employing the services of a freelancer.
- There is a good work-life balance for the freelancer as he/she has ample time to engage in other activities of their choice.

Some of the conventional freelance these platforms include Envanto Studio, Fiverr, PeoplePerHour, UpWork, Freelancer.com, etc. These are our competitors and we respect them.

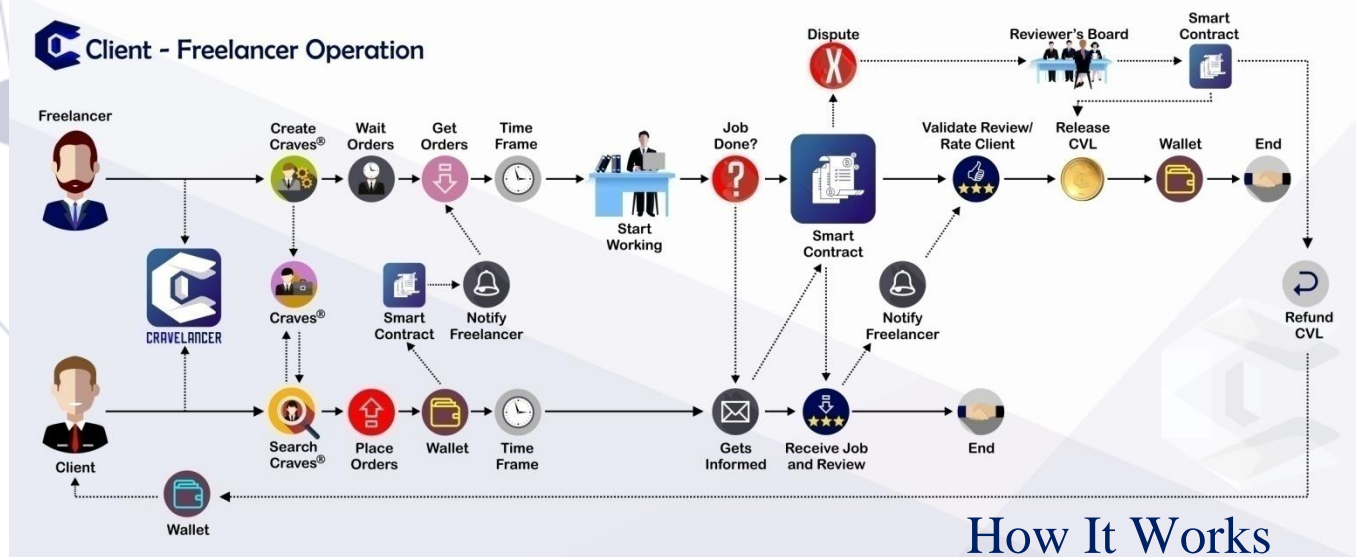
# FREELANCING ON THE BLOCKCHAIN | FREELANCE

## 2.0

Blockchain is no more a buzzword, however, the freelance market must be harnessed, it has lots of potentials, and its future must not be compromised. The synergy of Blockchain and artificial intelligence will yield the new frontier of the global workforce and using this tech efficiently will make everyone feel at home. The two technologies are doing more than what the internet did to all the industries, and the subheading will explain in-depth;

### What CraveLancer's use of Blockchain will do to freelancing

Ever since the first manifestation of blockchain through Bitcoin by Satoshi Nakamoto, it has gain mainstream application in several sectors. The freelancing space is not an exception as it has answers to the many challenges in the area. The blockchain; the new internet whose major stride in building a decentralized economic, social, and developmental standards while assuring security, privacy, transparency, among other characteristics uses the decentralized ledger technology [DLT] to ensure that the actions of the third party are no longer necessary since it results to high transaction fee, chargeback, cross-border differences, and lots of abnormalities.



# CraveLancer Strategy | The Business Model

To create this incredible and robust freelancing ecosystem, CraveLancer platform will adopt different models to achieve this goal. The model that CraveLancer is bringing to the fray will bring about effective utilization of Blockchain in freelancing. This CraveLancer business model is made up of:

## ✓ Gig Tokenization

Several freelancers and client doesn't know their worth or gig pricing, schedule, etc. Hence, there is a need for tokenization of gigs; offer and order on the freelancing ecosystem. It is true that several states like the US have a low unemployment rate but how are those job worth it? A tokenized freelancing platform will help in the resolution, thereby giving businesses, clients and freelancers growth. Below are what the CraveLancer's asset and gig tokenization will offer;

- Gig and project pricing model
- Project and gig schedule and evaluation

## ✓ Smart Contract Among CraveLancer Enthusiasts

The traditional and conventional freelancing performs the services of a middleman between freelancers and clients to initiate a contract. With CraveLancer comes the introduction of a smart contract. The smart contract is a blockchain oriented computer protocol that digitally makes it easier for contract negotiation between two parties without the need for a middleman. The agreement will be between;

- Client and the freelancer
- Dispute Resolution



### ✓ Project/Gig And Startup Support

This is also one of the ways that CraveLancer will positively impact the freelancing market space globally. With the smart contract feature, startups can find it much easier to and less expensive to contract projects or gigs to freelancers. Also, freelancers and clients can earn from participation and lending programs to fund their skills and businesses respectively. What this means is that young startup companies can foster the growth and development of their company through the blockchain that CraveLancer is introducing into the freelancing ecosystem.

This helps these startups to streamline their businesses, hence maximizing profit.

### ✓ Algo Driven Freelance Platform

This is another wonderful model that CraveLancer introduces to the freelancing market space. With this algorithm oriented freelance platform, comes a collaborative filtering method that is used by machine learning systems. This will help analyze large sets of CraveLancer user behavior and preferences and pitting them against the tendencies of other users. This algorithm feature of CraveLancer Blockchain will anticipate the client and freelancer pairing that will have the highest success. This algorithm feature will center on past behavior of users like the top rating of a specific expert, the particular keyword that surrounds a specific field of study. The goal is to establish a successful business relationship between the client and the freelancer using the CraveLancer platform.

CraveLancer is the AI automated platform that will ensure the best freelancers and client are approved on the platform. Our tools will secure fast and verifiable skills approval on the enthusiasts, the above is to provide that the community features the best gigs, skills and support system.



# CRAVELANCER SOLUTION: A ROBUST BLOCKCHAIN APPROACH

Having identified certain flaws in the traditional freelancing platforms, CraveLancer is set to solve them through the following means:

- **Users Protection By Smart Contracts**

A [smart contract](#) is a computer protocol intended to digitally facilitate, verify, or enforce the negotiation or performance of a contract. Smart contracts allow the performance of credible transactions without third parties. These transactions are traceable and irreversible.

Smart-contracts are great tool for online freelancing. Some freelancers may prefer to work through an organized system that is transparent and trust worthy. CraveLancer is serving this hot.

- **Secure Payment**

One of the significant challenges facing the popular and conventional freelancing platforms which CraveLancer blockchain will solve is that of secure payment. Because freelancers find clients online with no direct contact, there is a level of fear on the freelancer whether the client will pay while the client is also worried about the quality of the final product as well. With the smart contract that comes with CraveLancer blockchain, freelancers can set predetermined benchmarks for a project which can be assigned a payment. With this in place, the freelancer won't have to worry about their pay and the clients will also have a level of quality control over the final product.

- **Transaction Fees And Chargeback's**

CraveLancer will only take 2% of the funds as fee, and with the introduction of blockchain oriented freelancing platform, there will be no place for intermediaries in the transaction process of the gig economy. We will also have days to celebrate 0% fees

to make our platform lively and make people feel more at home. And yes, we will be launching with 0% fees for first year after the full building of the platform.

When it comes to chargeback's and unlike centralized platforms who uses 3rd party payment systems like PayPal gives more power to the clients by opening a chargeback which auto refunds the funds. With centralized platforms, it also occur in such a way that a client could easily get a refund of his/her funds even after they get their tasks completed. With the embrace of blockchain, funds cleared are irreversible, hence, the blockchain transaction process is also much faster than what is obtainable with the traditional freelancing platforms. All information is stored and encrypted in the blockchain in an alterable format. This process completely prevents chargeback's.

- **Adequate Support For Sustainable Gigs**

The most platform will get profits to the detriment of clients and freelancer without a means of supporting the parties. Some gigs have more growth potential and need to be supported such that they will not face out of the system to enable clients needs met faster. CraveLancer will feature specialized gigs and freelancers whose skills and expertise are exceptional, and support them through higher rating and promotion such that other freelancer will be motivated to deliver quality gigs.

- **Immediate clearance of freelancers funds**

The traditional freelancing platforms usually lock funds after contract or deliverables are complete, freelancers frown at it as it delays their withdrawals, but only need to adapt to the system without any choice. CraveLancer will not be locking funds except during order and voting processes which could be prompted via disputes and this is done by the smart contract. That will enable instant withdrawal on the platform provided the terms of smart contracts between freelancers and clients are met.

- **Language barrier and translation**

Our system will be incorporating state of art machine learning and AI to ensure that users communications are easier. The technologies will further translational services and other communication resolution schemes which will enable parties to communicate effectively, i.e no language or communication barrier.

An example is a case whereby the client only understands French and the freelancer understands English only. Our AI will ensure automatic translation to foster effective communication between the two parties after they both select their default languages before kick starting a conversation and will not limit professional freelancers.

- **Great user experience**

User experience and compatibility will be one of our selling points since our platform will build and incubate businesses and talents. Both novice and professional surfers will have ease in accessing CraveLancer features. Our robust user interference and experience functionalities will make it happen. Hence, users that want comfort and simplicity to hire, sell and engage businesses have CraveLancer platform as the best platform, however, using a blockchain oriented platform efficiently is our goal.

- **Identity Theft | Fraud And Verification Remedies**

With blockchain comes greater security regarding personal information. The creation of a distributed ledger that contains everyone's information distributes trust along across the whole system. With this distributed ledger comes sovereign identity that enables CraveLancer users to keep personal information under their control and can only share when they want. There is no practical way for any third party to gain access to such personal information secured in the distributed ledger without compromising the entire system. Identity verification is done through consensus, community trust, and KYC facilities which make identity theft/impersonation/AML technically impossible to achieve. Users completes KYC upon signup.

Talking about frauds. Unlike centralized platform; Leaving your credit card details to a merchant grants them full access to your credit line. Credit cards work on the “request” basis which tends to be risky to your finance but we solved this with the use of cryptocurrencies.

- **Unbiased Dispute Resolution Principle**

Buyers are always right, but most buyers misused this quote already and we will not want to get things been biased. Unlike the traditional freelancing platforms where the resolution of disputes rests on the owners of the platform and the buyers are only been in favor of the disputes. CraveLancer through the use of blockchain employs a decentralized and non-biased method. Here, the CraveLancer community will form a tribunal that is entirely made up of freelance workers and clients. These freelance workers will review the dispute and cast votes in favor of one party or another. The decision will be authenticated through a smart contract which merely means that with the CraveLancer platform, decision making will not be carried out by just many individuals, but through a consensus within the community to involve experts.

### ***CraveLancer dispute mechanism***

Before getting this far to a dispute resolution level. Clients should kindly monitor their works time to time and give the freelancers areas of correction so as to have a clean contract. Once the job is marked complete by the client, the funds will automatically be released to the freelancer.

After studying [Wikipedia](#) on DRB. CraveLancer will employ the niches based expert reviewer board committee in such a way that they will sign up under each niche CraveLancer provide and they will be notified when dispute is live. So they been verified professionals will help us scale better, so if the dispute was about web design, series of selected web design experts will attend to this disputes. [This selection will be anonymous and will be done by both the client and the freelancer]



[The client and freelancers logs in with same CraveLancer platform details].

This reviewer board will also be democratic in such a way that it will build a new professionalism competition between the experts as they will also be rated by their expertise rating algorithm which can be accessed by everyone on the platform. PS: they can have a special dashboard. **Proposed Domain:** experts.cravelancer.com

The CraveLancer dispute contract will be a 48-hour contract except if in situations when the arrangement enables the contrary. The dispute smart contract automatically issues a democratic outcome of the dispute resolutions between the Freelancer and the client. Hence, allowing each to drop reviews accordingly.

Whoever wins the dispute goes with 98% [less 2% fees] of the funds. If the experts noticed the freelancer tried enough in getting things done just in case he/she lost the case, they will be tipped some CVL tokens from our reserved CVL. This will be in form of a compensation plan which will not happen all the time so as not to abuse the system.

This will be the approach for now until our research and development team are able to build a super duper amazing AI solutions to be incorporated into the dispute mechanism.

- **Multi-Currency Issues solved via CVL**

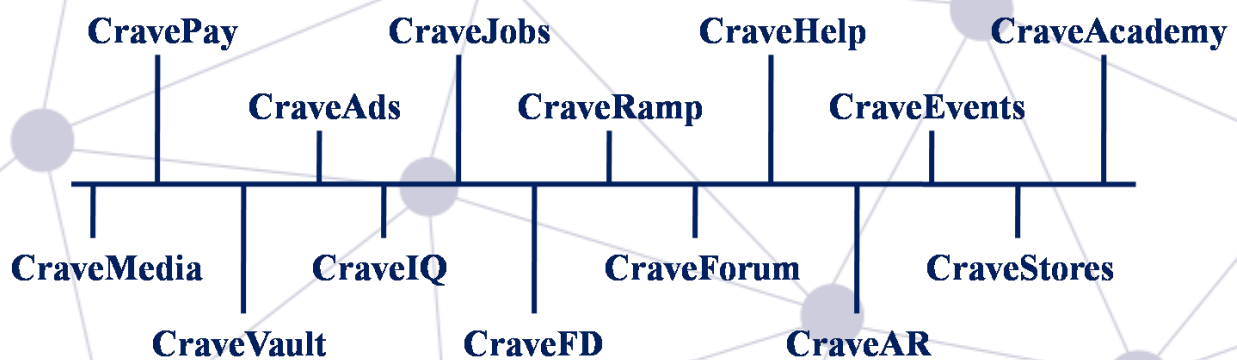
Freelancers always find themselves working with clients from different countries all over the world. The problem with working for clients from foreign countries is that sometimes, payments can become a headache. These multi-currency issues are the offshoot of correspondent banks, clearing houses and exchange rate fluctuations. With the encrypted distributed ledger that blockchain provides, there is the provision of real-time verification of transactions without the need for intermediaries. Hence, CVL tokens is our utility payment solution which can be withdrawn to the CravePay wallet or to any other ERC20 wallet.



# CRAVELANCER PROJECT ARCHITECTURE

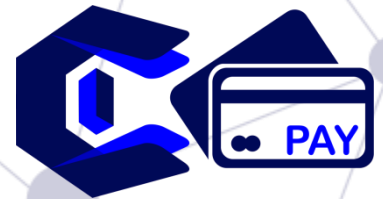
CraveLancer introduces a decentralized gig market based on blockchain technology that disrupts current freelancing systems. The key innovation is a commercially scalable consensus mechanism with reviewer board selection, tokenization principles, and unique support to/for gigs and sustainable projects built into the blockchain.

*The project architecture of CraveLancer is embodied in the CraveLancer ecosystem which comprises the following:*



## CravePay

A unique, easy to use real-time payment wallets using CVL (and other cryptocurrencies in the future). The CravePay wallet will also be integrated into our platforms to make payment easy and more flexible by removing the metamask limitations. We are building both a web wallet [for our web version] and a mobile wallet off which every users will have full control of their funds and their keys. The wallets will be synchronized into the platform and once a user is about to make any payment, he/she will be redirected to the CravePay wallet and once payment is initiated, the wallet automatically closes and redirects back to the platform.



CravePay wallet system will be make available the autoswap of CVL into other currencies including fiat and can be used anywhere, any day, our event bookings and

can also be easily adopted by many Merchants [API Integrations] towards the global adoption of CVL. The CravePay wallet system has a very big role to play in all our ecosystem and flexible adoption of CVL alongside our Debit Cards. **Proposed Domain:** "pay.cravelancer.com"

### CraveAds

Users will have their advertising dashboard. It will increase self exposure, promote gigs and businesses via the CraveAds engine. CraveAds will be yet another innovative ads incubator to support and develop projects and services rendered on our platforms. Once we have a very huge user base, we will allow specific ad niche on our platforms without it disturbing our users experience.



CVL will facilitate advertising transactions with smart contract capabilities. This will help make advertising transactions instant, safe and functional. We will also be having URL shortener alongside this ecosystem to make external clicks recorded.

And with the CVL enabled Smart Contract, advertisers and publishers will be able to obtain transparent results such as ad impressions, clicks, subscribers, sales or reactions on the social networks for a campaign with the most relevant tools according to its objectives. This will help us generate more revenue and create more demand around CVL. **Proposed domain** "ads.cravelancer.com"

### CraveJobs

Upon visits to CraveJobs portal. Job seekers can search through thousands of vacancies and opportunities advertised by accredited employers globally. Connect with top companies looking for qualified candidates.

This is yet another platform entirely and it involves the domestic job listing sectors where there will be a front/back-end dashboard for both employees and employers

[companies] to list job vacancies, leaving traditional job seekers to filter on the front end by browsing jobs by locations | Country | Specialization and checking availability of jobs or job type.

For employers too, posting a job advert is attracted to a fee in our CVL token depending on the advert package bought. Employers have options to specify the job position they want to advertise, the flexibility of the job (could be intern, contract based or full-time), years of experience, minimum qualifications (university degree, diploma, basic school education or just a proof of experience), salary offers (most could offered in CVL or fiat).

As soon as adverts are published on the CraveJobs Portal, employers start to receive job applications that match their specifications almost immediately! Employers can review these applications by looking at the profiles and resumes until they find the candidate(s) who best meets their expectations via their dashboard while also giving the employees chances to get notified in his/her dashboard if selected for a live interview.

All jobs advertised on the portal will have a 30days life span (can be renewed) which helps to ensure that vacancies and opportunities on the portal remain fresh and relevant! There will be more visibility and recruitment as the case may be. **Proposed domain** "job.cravelancer.com".

## CraveRamp

This will serve as a business accelerator for upcoming blockchain startups with established business models, supporting and guiding them while connecting them to potential kick starter funding in CVL. **Proposed domain** "ramp.cravelancer.com".



## CraveHelp

One of the CraveLancer project architecture that is geared towards helping **verified** [in order not to abuse the system] needy in the community in such a way that donations in CVL tokens can be made to a particular address and remitted to the needy. Just like a charity organization because we care about our users and the world as we decentralize the goals of humanity. This will be intra/inter-project focused. **Proposed domain** "help.cravelancer.com"



## CraveEvents

This will consist of our current and on-going agenda of weekly unhyped Meetups and Monthly Symposiums. Will handle the listing of significant events as it concerns freelancing and blockchain technology around the world with awards. Events can be self sponsored or sponsored by partners. CVL will be required as event payment gateway. **Proposed domain** "events.cravelancer.com".



## CraveAcademy

This will be the UDEMY of our platform. An aggressive on/offline blockchain and cryptocurrency education and mentoring service which will be operating as Blockchain Academy. People will be thought about the use of blockchain generally, freelancing and how it can be used to impact the gig economy positively while we aim at issuing Certificates to our trained experts who are ready for the market. This category trains and updates community of the trends, and skills under the academy, our research and development board can easily scale. Fees to apply to academy will be received in CVL.





Under our academy, we will also have **CraveTalent** hunt globally. This is yet another strategy of hunting on hidden and helpless talents out there, give them hopes and guide them to scale big in their solitude dreams. We have lots of kids/youths out there who just need just one person to notice them. This is what we aim at. **Proposed domain** "academy.cravelancer.com".

## CraveMedia

An aggressive on-and off-line media facility, delivering online blockchain news and broadcasts, print monthly magazine that will focus on bringing the CraveLancer community the entire trending gist around the freelance world.

Under this, we will be utilizing our [YouTube channel](#) for now and also in future our personalized CraveLancerTV media centre to flaunt live video reviews, testimonies, how to's, cryptocurrency based movies sponsored by us, interviews with upcoming and successful entrepreneurs, hosted events recordings and lots more around the ecosystem to help speed up mainstream adoption and the outreach of knowledge around the whole system. **Proposed domain** "media.cravelancer.com".



## CraveVault

Vault Staking: The concept of vault staking was gotten as a result of creating a secure system for safe guarding digital assets from theft and being rewarded for doing so.

The vault user locks down a good number of CVL in their smart contract or a secure wallet which rewards them daily or for a limited period of time depending on their selected vault package/power. Their staked token is released to them alongside the rewards, Meaning that we will run Ethereum node on the vault to make that possible.





This staking is not related to Proof of Stake or a consensus mechanism and stakers have no right in generating blocks or confirming transactions. The concept is like mining the coins that are not in circulation [our reserved token allocation], they only get generated by our vaulters. Just like the remaining 3 or 4million BTCs are not in circulation, only to be generated by the miners.

### **Vault Benefits;**

*The vault performs 3 things: Vaulting, Halving and Token generation: CVL Only.*

This system creates a new form of seeing any vaulted currency as an asset and this also help us create healthy [liquidity](#) around our token while Freelancers/CVL holders can use this to create something related to savings with interest. **Proposed domain** "vault.cravelancer.com".

### **CraveIQ AI**

It helps administering question-based assessments to check users level of IQ towards how to make their freelance life better. The AI will be a competence rating system. The users can take the test once a month or as chosen.



After the test (with personalized question/options based on their niche), the AI rates them over 100, then gives them recommendations on where to improve, based on where they failed.

Also, the competence rating will have badges that will be displayed on the user's profile page after taking the test.

*Something like:*

Score 30-60: Rising Craver

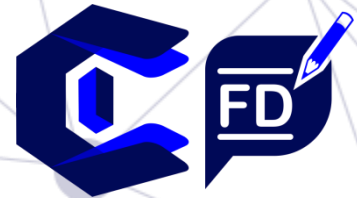
Score 60-80: Professional Craver

Score 80-100: Certified Craver

The users would be able to retake the test maybe after a specified period to increase their badge rank. The tests they take will be niche focused and also general knowledge like customer relations, etcetera. **Proposed Domain** "test.cravelancer.com"

### CraversFD

Cravers Feedbacks is one of the essential factors that will govern our platform in such a way that we will wanna listen to our end users opinions on things they love and things they don't like. They are our backbone, our marketing genius and we are doing all for them and yeah, it will be incentivized, that's the best bet. This ecosystem will assist our growth and global expansion. When new Cravers and their superiors can interact as well as clients, there will always be smooth flow and ease of freelancing.



### CraversForum

CraversForum is an avenue where CraveLancer's get the supposed mentorship, organization and hints to support, breed and motivate one another. The forum will enable chatting, sharing views, etc. among users.

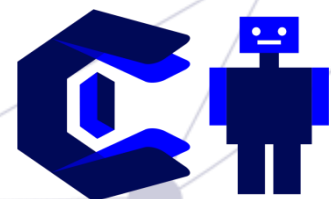


With CraversForum, we will be adding few incentives to make it more interesting and to make all users feel at home. This will also be like a social media platform for Cravers.

**Proposed Domain** "forum.cravelancer.com"

### CraveAR

There is no doubt that a big transformation is coming because Technology is proving itself as a very useful tool in our everyday lives and Augmented Reality is one of the most strategic tech that is vast coming up in the line of technology with daily disruptive use cases. This tech is predicted to help



shape our lives and we consider this to be a very good tech for our Platform users in the future development around our ecosystem.

Leverage our productivity with AR. AR can be used to provide an interactive guide in a real-world environment.

AR can help guide our customers on how to interact with our ecosystem for the very first time.

AR can effectively cut training times and costs and also provide an extremely valuable alternative to keeping more experienced personnel up to date.

Meanwhile, this are just few of the use cases among many which we will be introducing in future. AR has a lot of disruptive potentials and CVL will play its usual role.

## CraveStores

Providing end-to-end solutions for E-Commerce Marketplace by tapping from our existing CraveLancer's user base in future and granting them huge discount as an existing client. Allowing vendors create personal stores while they make their sales in our token. Making use of our CVL token as medium of exchange via [CravePay](#) wallet integration and the capabilities of smart contract functions which serves as escrow, which will also cater for Proof of Purchase and Delivery of items for all vendors and customers. Cryptocurrency Cards and Other Incentives. **Proposed Domain** "store.cravelancer.com"



# CraveLancer Platform Features

The CraveLancer platform is promised to be sustainable and encompassing, any lapse of the traditional freelancing is what CraveLancer is working to improve. Below are some of the features worth knowing;

**Reputation and rating system:** Cravers will experience a second to none feedback mechanism while building reputations and businesses. Participants can trust the system since the team does due diligence in setting up a fully trustless reputation and rating system that will not compromise the freelancer or the client's standards.

**Switchers;** Users are usually buyers, sellers or affiliates. CraveLancer platform will enable them to switch to different account interchangeably such that they can view and have access to different dashboard functions.

## **File management functionalities through IPFS:**

[IPFS](#) [Interplanetary File System] is a protocol and network designed to create a content-addressable, peer-to-peer method of storing and sharing hypermedia in a distributed file system. IPFS is a peer-to-peer distributed file system that seeks to connect all computing devices with the same system of files.

IPFS and the Blockchain are a perfect match and integrating IPFS helps adding another layer of data persistence and availability.

## **KYC/AML:**

*AML:* The system checks individuals against +3,000 sources including PEPs & Sanctions

*Duplicate Accounts:* The system makes sure that the same individual cannot register twice.



*Impersonation:* With ID Verification, it will eliminate this completely, making sure that the person is truly who they say they are and that the document is authentic and not forged in any way.

### **Security:**

When operating technical infrastructure, security is a key management focus and we are preparing a detailed response plan for each.

- Management Risk: Establishment of a dedicated security team to oversee security
- Environment Risk: Accounts management, KYC/AML , Guiding all users on how to's
- System Security: System and network access control
- Backup: Periodic system backup
- Crisis Response: Establishment of action plans in case of system breach
- Wallet System Management: Implementation of enhanced cryptocurrency wallet security features.

### **Robust Algorithms:**

Time lock release: Our Smart contract has a 5-day time-lock release so if clients forget to mark a order as completed after the freelancer delivers the job, the freelancer gets paid automatically.

Accounts that are not active within 3 months will automatically be made inactive. This will help us auto sanitize the platform from having too many craves so as to give room for potential freelancers with active craves.

Also note that all Cravers can't show up on first page. We have to employ a realistic gig rotation system with a randomized interval that will enable a fair listing of front page services via AI.

# CRAVELANCER TECHNOLOGY

CraveLancer is **for now** an Ethereum based freelancing platform that is powered by blockchain technology. It comes with a digital signature technology for identity authentication, verification, and protection. The CraveLancer technology is an open-source, public, blockchain based distributed computing platform and operating system featuring smart contract functionality. This technology supports a modified version of Nakamoto consensus through transaction based state transitions. It is a combination of artificial intelligence and blockchain freelancing solutions.

**NOTE:** The term "**For Now**" in above is related to technical terms to help the platform scale just in case there are any limitations around the Ethereum network. Keep an eye on our development roadmap and social media handle updates.

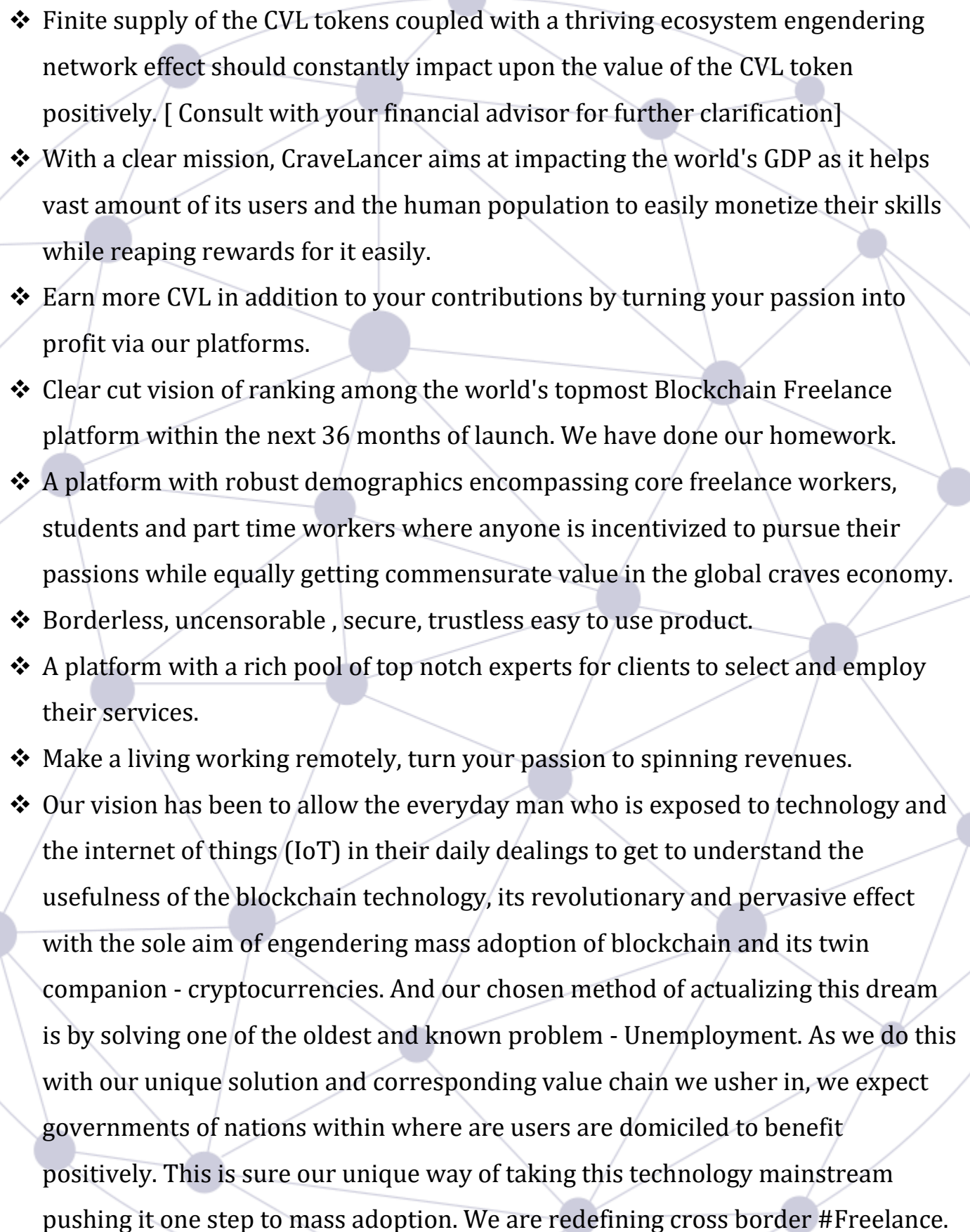
## The Target Market and Who Should Participate

The platform is a project and gig oriented market where businesses and talents are built, it seeks to support and/host the following participants;

- Existing and Upcoming Freelancers
- Retirees and Pensioners
- Business owners and startups
- Affiliates
- Recruiters and developers
- Schools
- Advertisers and Publishers
- Internet Users

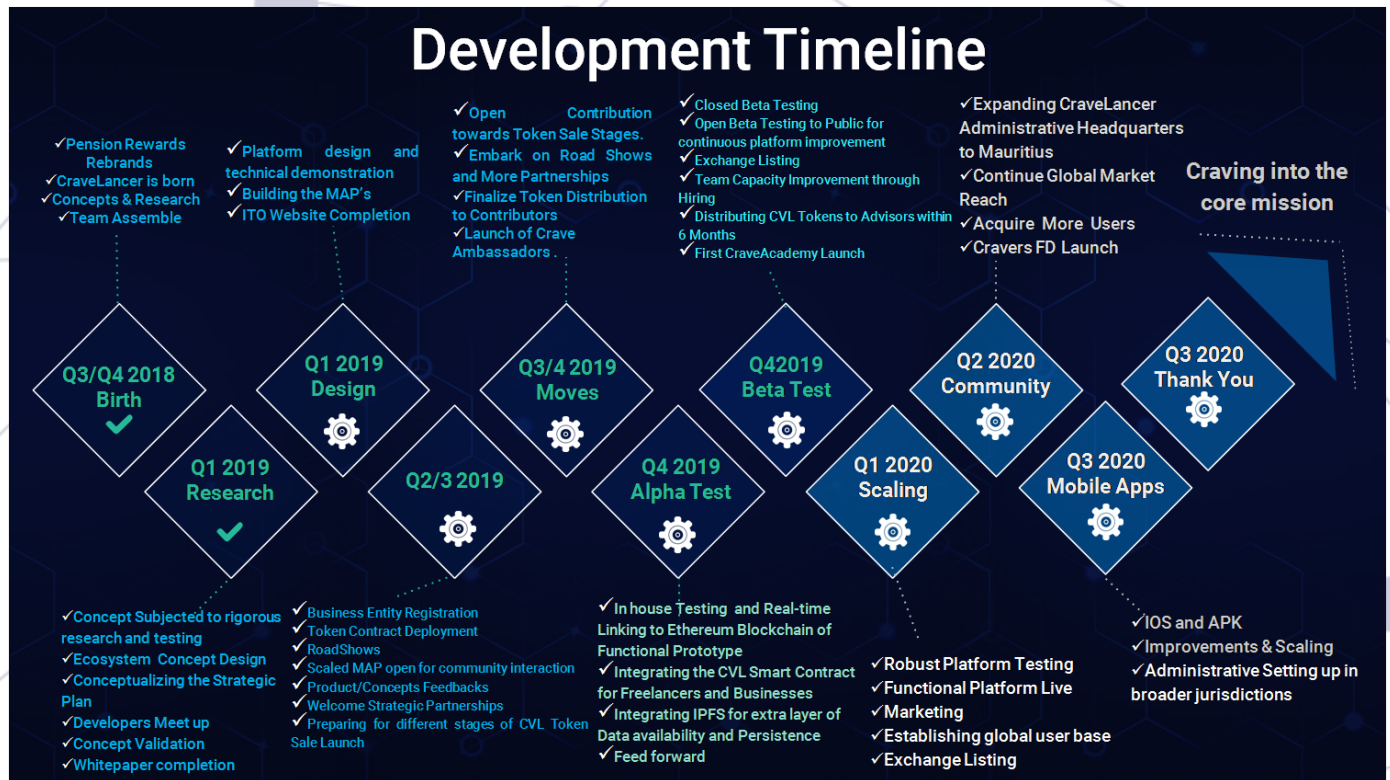
## Benefits to Contributors and Enthusiasts

- ❖ Rolling out with scaled MAP for user interactions and testing while development phase continues.
- ❖ Strong, transparent team in place with requisite experience in the freelance and blockchain industry of operation.
- ❖ Core team with proven track records in the freelance industry with keen edge to creating a revolutionary future of work platform.
- ❖ As a Lean Startup, one of our core remains to be more focused and challenge when market conditions including competition changes to be flexible and adaptable to change so as to keep the scaling trend healthy.
- ❖ Wide Ecosystem for everyone which reflects in daily lives and activities.
- ❖ Product with real use case addressing identified and specific problems within a vastly global freelance industry.
- ❖ Team token to be locked for a 5 year vesting period starting from the end of token sale, to demonstrate uncommon commitment to our vision and purpose.
- ❖ Transparently designed token economy to favour those who contributes during the token sale as early contributors.
- ❖ CVL Tokens are intrinsically engineered to meet the entire CraveLancer Ecosystem everyday use.
- ❖ CVL Tokens meet an array of specific use cases transcending border jurisdictions. It's for everywhere the Blockchain technology is embraced.
- ❖ Early Contributors are better placed to benefit as merchants who are on boarded on CraveLancer can only acquire CVL Tokens from them for platform use after the token sale.
- ❖ Free CVL will be randomly distributed to incentivize platform users on special/random days after full launch.
- ❖ 0% Platform transaction fees on first year of launch and on special days for users. It's worth anticipating.

- 
- ❖ Finite supply of the CVL tokens coupled with a thriving ecosystem engendering network effect should constantly impact upon the value of the CVL token positively. [ Consult with your financial advisor for further clarification]
  - ❖ With a clear mission, CraveLancer aims at impacting the world's GDP as it helps vast amount of its users and the human population to easily monetize their skills while reaping rewards for it easily.
  - ❖ Earn more CVL in addition to your contributions by turning your passion into profit via our platforms.
  - ❖ Clear cut vision of ranking among the world's topmost Blockchain Freelance platform within the next 36 months of launch. We have done our homework.
  - ❖ A platform with robust demographics encompassing core freelance workers, students and part time workers where anyone is incentivized to pursue their passions while equally getting commensurate value in the global craves economy.
  - ❖ Borderless, uncensorable , secure, trustless easy to use product.
  - ❖ A platform with a rich pool of top notch experts for clients to select and employ their services.
  - ❖ Make a living working remotely, turn your passion to spinning revenues.
  - ❖ Our vision has been to allow the everyday man who is exposed to technology and the internet of things (IoT) in their daily dealings to get to understand the usefulness of the blockchain technology, its revolutionary and pervasive effect with the sole aim of engendering mass adoption of blockchain and its twin companion - cryptocurrencies. And our chosen method of actualizing this dream is by solving one of the oldest and known problem - Unemployment. As we do this with our unique solution and corresponding value chain we usher in, we expect governments of nations within where are users are domiciled to benefit positively. This is sure our unique way of taking this technology mainstream pushing it one step to mass adoption. We are redefining cross border #Freelance.



# Roadmap and Milestone



## Partners



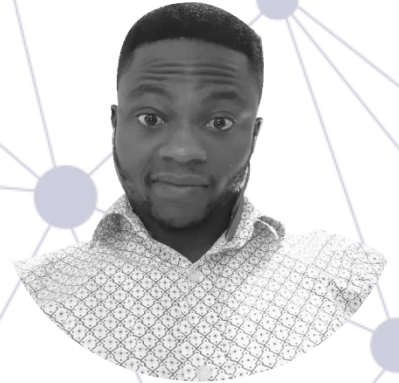
# Team and Advisor Profile

## Executive Team

### **Olawale Isaac Odejide**

Founder | CEO | CTO

Olawale is the founder, CEO and Head of Strategy for CraveLancer. A self taught professional freelancer with at least 6 years experience to bag to his credit. He has been involved in several startups which snowballed into the creation and launch of Pension Rewards. His entrepreneurial drive have spurred him into delving to the root problems plaguing the freelance industry and possible solutions that could help organizations operating therein to scale, hence the launch of CraveLancer which he envisions to be a major contributing firm towards the fair monetization of human skills from anywhere in the world leveraging the blockchain technology. Haunted with a knack for producing uncommon results, Olawale naturally gravitates the best minds to rally to his cause sparking up successful achievement of most goals he has sought to achieve and several mentorship programs carried out by him for youths and also keynoting professional and business gatherings.



### **Innocent Okereke C.**

CLO | Freelancer

Okereke as fondly called is a graduate engineer, a blockchain researcher, and content developer. He has worked on over 50 blockchain project as a freelancer on fiverr and others where he wrote white papers, contents, and business plans as well as other research duties as team member role. He has a strong belief in the application of Blockchain to boost nations, and institutions economy ranging from healthcare, medical imaging, future of work, energy, AIs, fintech, certifications, etc.



## Enitan Bello

Lead Dev. | Freelancer

A Freelancer and Experienced Full Stack Developer with strong technical background in Object Oriented Programming in PHP, JavaScript and Python. Away from his technical background, He focus strongly on the business aspects of projects; employing his Digital Marketing skills when the need arises.

He is obsessed with the Bitcoin and Blockchain Technology; how it can change the world as we know it and ultimately how things work. This has led him to delve into blockchain development and smart contracts which has been fun since Jan 2017.



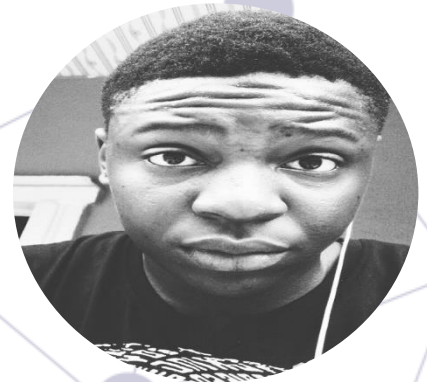
## Gerrad Chidozie

CLO | Influencer | Freelancer

Gerrad Chidozie is passionate about achieving exceptional business results through digitally-driven creative marketing strategy.

Having been a freelancer for more than 3 years and an Internet Marketer for more than 2 years, Gerrad has worked with brands cutting across various niches and have mastered the art of customer persuasion.

Gerrad has the ability to be workaholic and also has the capacity to work under intense pressure.





## Abu Bin Ishtiyak

Web Dev.

Abu Bin Ishtiyak is the founder and CEO of [Softnio](#). An experienced web developer. He spend his whole day, managing his team and web projects; and experimenting with UX, HTML/CSS and JavaScript; He designed websites that delight and inform.

Ishtiyak began web programming and design career when he was collage. He loves new technology and learning new things every day to improve skills.



## Victor Ugochukwu

Brand Expert | CSO

Victor is fascinated by technology. He's had his stints in several online service platforms driven by new technology. He has equally not been left out in the recent upsurge in the interest in the blockchain technology, working with firms of repute and contributing largely to their enviable successes with his strong background in branding, communication, marketing and sales.



## Shubham Kumar

Blockchain Expert

Experienced Consultant with a demonstrated history of working in the computer software industry. Skilled in developing web and mobile applications in various domains such as fintech, blockchain, healthcare, education and social media.





## Dezmond A. Kampoe

Digital Marketer | Freelancer

Dezmond Kampoe is a Ghanaian, an addicted freelancer, serial entrepreneur and lifelong technologist. He attributes much of his insight to his personal journeys and explorations around the web. He has a deep passion for positive digital disruption. He is a well established and reputable freelance web developer and online coach.

Award winner of Ntown awards 2018 as a philanthropist, a young generation motivator and a successful uprising entrepreneur.



## Nelson Fulfil

Developer

A Seasoned software engineer with several years of experience solving technical problems using PHP, Laravel, JavaScript, Node js, Vuejs, etc. Nelson is also business oriented; away from tech, He draft go-to-market strategy for different projects.

Bitcoin has been around for a decade but In 2016 He became so curious to the extent losing money trying understand it; his curiosity turned into obsession. His obsession led him into blockchain development & now, that obsession has become passion. So far, He is loving the ride.



## **Ikechukwu Nancy**

Associate Partner | Digital Marketer | Freelancer

An addicted Freelancer, Google certified Digital Marketer, Event Manager, An Intel Certified Social Entrepreneur and a social media Influencer.

An Economist and graduate of Lagos State University.

She is the CEO of DollarHub Limited, a top notch branding and digital marketing outfit with the expertise of helping businesses increase their social presence, maximizing profit through social media advertising and strategic brand impression.



## **Samuel Joseph**

Marketer | Blockchain Analyst

Samuel Joseph has proven himself as a leading blockchain activist in Africa and Nigeria in particular. Samuel Joseph started building crypto and blockchain community in Nigeria since 2016 from WhatsApp groups to the point of hosting blockchain meet-ups and seminars in different universities and cities around Nigeria.

Samuel has helped blockchains like BITCOIN, BITSHARES, EOS, STEEM AND ETHEREUM build their community in Nigeria.

Samuel consistently followed the growth and trend in the blockchain space made contributions on [Cointelegraph](#) and even got featured in [Forbes](#).



## Advisors



Franklin Peter  
CEO [BitFxt](#)



Kayode Olujide  
Sales & Business Dev.



Senator Ihenyen  
[Legal Advisor](#)



Victor Fredung N  
CEO [ShuftiPro](#)



Kamal Mustafa  
Data Scientist



Christian Ani  
[Blockchain Coach](#)



Ojuederie Doris  
[Blockchain African Ladies](#)  
Lead



Nwabishop Tony  
CEO [CryptoTvPlus](#)



Krishnendu Chatterjee  
Sales & Business Dev.



Join Us  
Influencers Only



**Does our Project Interest You?**  
**Would like to Support us?**  
**We are ready to hear your proposal !**

*Yes! I Wanna Support Your Goals*

*Become an Ambassador*

*Join our team*

*Become Reviewer Board Expert*

## **Disclaimer and Legal disclosure**

Read approved guideline by SEC <https://www.sec.gov/ICO>

## **Contact and Support Details**

**Domains:** <https://cravelancer.com> | <https://cravelancer.org>

**Token Sale:** <https://token.cravelancer.com>

**Youtube:** <https://www.youtube.com/channel/UCPsum2iiltUq09UgskYTIwQ>

**Telegram:** <https://t.me/cravelancer> [General Group]

<https://t.me/cravelancerchannel> [Channel]

<https://t.me/CravelancerAmerica> | <https://t.me/CravelancerAfrica> |  
<https://t.me/CravelancerEurope> | <https://t.me/CravelancerAustralia> |  
<https://t.me/CravelancerAntarctica>

**LinkedIn:** <https://www.linkedin.com/company/cravelancer/>

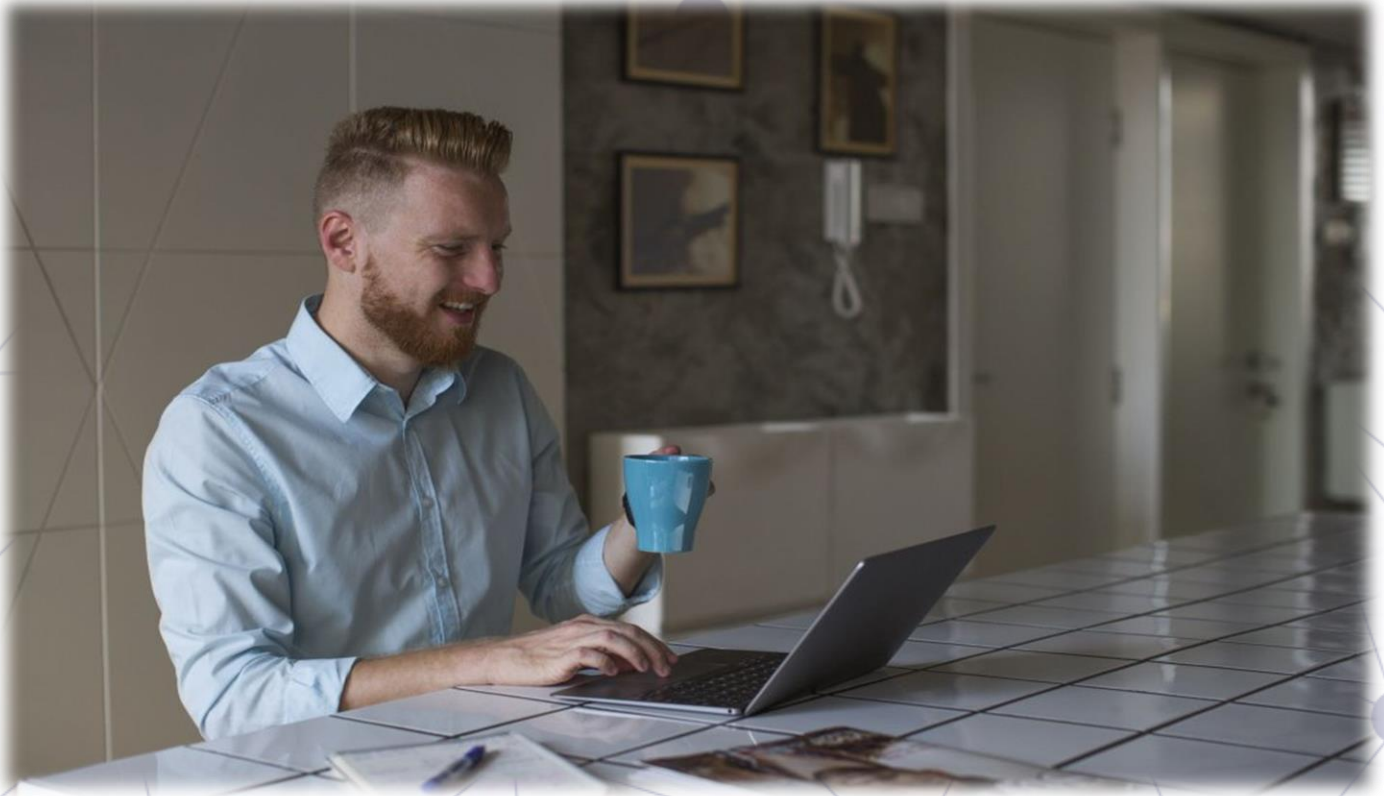
**Facebook:** <https://www.facebook.com/cravelancer>

**Twitter:** <https://www.twitter.com/cravelancer>

**GitHub:** <https://github.com/cravelancer/>

**Mail:** [support@cravelancer.com](mailto:support@cravelancer.com)





WORK DIGITALLY | EARN DIGITALLY |  
SAVE DIGITALLY | LIVE DIGITALLY

