## Executive Summary

## Tao Foundation is creating a crowdsourcing and self-sourcing DAO platform for hiring called TaoDAO using cryptocurrency, swarm intelligence and smart contract technology. TaoDAO’s mission is to compete directly with all major ‘traditional agency’ business models beginning with the recruitment agency sector, which is a circa €400B global annual marketplace.

TaoDAO will do the core work that a traditional recruitment agent or a freelance marketplace would do by connecting jobseekers with (branded) permanent and contract job opportunities worldwide based on their desired conditions. On successful hires, TaoDAO will charge a reduced fee in comparison to traditional recruitment agency fees; however, TaoDAO will share most of this fee with the crowd: the successful candidate who gets the job and any referrer that helped them find the job. A fixed portion of the fee is donated to Environmental / Humanitarian / Earth based initiatives of jobseekers choosing.

## Team - Tao Foundation:

Daniel Dunne: Project Initiator, Business Development Manager and Lead Recruitment Facilitator with 7 years recruitment experience as remote freelance recruiter, an in-house technical recruiter with Amazon Web Services and a top-billing recruitment agent in Asia and Ireland for two global recruitment agencies. Blockchain and cryptocurrencies technology enthusiast.

Micha Roon: Project Technical Lead and Blockchain Developer with 20+ years IT Software experience. Micha runs a blockchain consulting company based in Switzerland and has worked on cryptocurrency projects for the last 3 years. Blockchain and cryptocurrencies technology enthusiast.

Marcin Zduniak: Project Core Smart Contract Developer - Certified Bitcoin Professional with 12 years’ experience as a Technical Leader, Architect, Senior Java Software Engineer with strong hands-on experience. Worked in financial/banking, payments, telco, pharmacy, integration, mobile, gaming and start-up projects. Blockchain and cryptocurrencies technology enthusiast.

Gary Ruane: Project Support, Secretary and Recruitment Facilitator with 30 years professional experience with a background as a sound engineer, common law teacher and entrepreneur. Blockchain and cryptocurrencies technology enthusiast.

**USP:** The TaoDAO sharing methodology enables users to earn extra income when finding a new job for themselves of their peers while also making a positive contribution to the environment and society.

Jobseeking and hiring can be tough, time consuming and very expensive. TaoDAO makes both of these activities easier, cheaper, more social and more rewarding for everyone involved.

## Market: TaoDAO outsources ‘sourcing’ to the crowd. So any organization that is hiring can use TaoDAO to source suitable candidates. The jobs market is €400 billion globally. Our primary target market will be the global IT recruitment market which is growing annually at 12% - 20%.

**First Customers:** Companies who the team has an existing relationship with: (Daniel) Amazon, Symantec, SAP, Ammeon, Ersules, Clavis Tech, Marino Software + 20 more. Our initial target customers will be crypto related companies who are hiring (like BitMain, Coinbase), and then any organization who are trying to hire IT talent.

**Business Model:** Any organisation globally will be able to advertise on TaoDAO for free and have CV’s directed to their chosen email address without any third party facilitation. However, as some organisations will still want recruitment support in the form of shortlisting, screening, organizing and reference checking etc., Tao Foundation will grow a team of Remote Tao Recruitment Facilitators to support and grow the TaoDAO platform by adding new jobs to it from anywhere in the world.

**Bold Vision:** By using blockchain technology and distributed data stores, TaoDAO provides something unprecedented: a trustworthy, centralized, publicly owned source of talent information. We want to create a global repository of work related data that will be vetted by the participants and immutable once it has been approved. The candidates have an incentive to join as they get rewarded with more than a new position and get to stay in control of their personal information. The recruiters have an incentive to join because the quality and depth of the data means it will be cheaper to recruit quality candidates. The companies have an incentive to join because the increased efficiency means lower overall costs.

**What we are looking for:** €1m DAO Bond via debt-financing. This fund is required to establish an office (in Amsterdam TBC); grow the development team and support teams, create a working prototype and a production level platform; Marketing and Promoting at industry conferences to build up an active and engaged community ahead of TaoDAO’s Initial Coin Offering, which is planned for some time later this year.

**Who to contact:** Micha Roon [micha.roon@managination.com](mailto:micha.roon@managination.com) +4178 810 02 92

**About Tao Foundation:**

Tao Foundation’s mission is to promote and assist the research and development of decentralised blockchain-enabled solutions that generate clear value for people and the planet.

Tao Foundation is currently being established in Switzerland, with an office in Berlin (tbc)

**TaoDAO Financial (Revenue) Projections**

**Model:**

* TaoDAO advertise job ads for free and charge a 7.5% fee based on the salary or rate of the job on offer on successful hires. From this, 2.5% is TaoDAO revenue, 5% is the Crowds share
* Two types of Recruiters will use TaoDAO: 1. Tao Remote Recruiters 2. Hiring company’s (hiring manager or in-house recruiters)
* Any hiring company can use TaoDAO without utilising a TaoRecruiter @ the normal 7.5% price.
* TaoRecruiters can only charge a 2.5% - 5% fee on top of TaoDAO’s 7.5% requirement (tbc) = 10% - 12.5% total fee to the hiring company
* For this financial summary, TaoRecruiters charge a 2.5% fee on each role = 10% total fee

**Strategy:**

TaoDAO will use direct marketing and inbound marketing techniques to add new hirers to TaoDAO

Direct Sales:

* Tao recruiters will be our ‘Sales Team’ who will drive new hirers to the platform
* Tao recruiters will be measured and incentivised to add new hirers to TaoDAO. These also include hirers that want to advertise and recruit directly themselves @ 7.5%
* Tao recruiters can upsell to a 10% total fee meaning they earn 2.5% fee for handling CV’s
* Tao recruiters can also upsell the premium ad spacing slots on our website

Inbound:

* TaoDAO will use inbound marketing techniques to draw hirers into the TaoDAO platform
* These will include: Blogging by our community, guest blogging, sponsored articles, bounty marketing, video marketing, content creation on social media platforms, create a free guide related to recruiting on TaoDAO and give it away for free, SEO, email marketing etc

The ratio of TaoRecruiter hires to Direct hires will be 1:1 in years 1 and 2, rising to 1:2 in year 3.

Referral Marketing:

* The core referrals mechanism of TaoDAO will drive new jobseekers and thus new clients

TaoDAO Financial projections for year 1, year 2 and year 3

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Year 1** # | | **€** | | **Year 2** # | | **€** | | **Year 3**  # **€** | |
| **Tao Recruiter Headcount** | **20** | |  | | **50** | |  | | **270** | |
| **Sales:**  **Permanent job fills**  @ €1.250 average fee  **Contract job fills (6 mths+)**  @ €2,000 average fee  **Freelance job fills**  @ €25 average fee  **Premium ad space sales**  @ €500 average fee  **Total Sales Revenue** | | 640  1,280  1,000  48 | | **800k**  **2.56m**  **25k**  **24k**  **3.4m** | | 1,600  3,200  3,000  48 | | **2.0m**  **6.4m**  **75k**  **24k**  **8.5m** | | 19,440 24**.3m**  38,880 **77.76m**  5,000  **125k**  48 **24k**  **102.2m** | |
| **Research & Development**  **Expenditure**  **Interest**  **Net Profit** |  | |  | | |  |  | |  | |

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Revenue Streams explained:

* **Permanent Jobs:** Using an average salary of €50,000 x 2.5% TaoDAO revenue = €1,125 revenue fee
* **Contract jobs:** Using an average rate of €400 per day x 200 working days per year = €80,000 per year. So a 12 month contract x 2.5% TaoDAO revenue = €2,000 revenue fee
* Contract job fills will be more common than permanent job fills in years 1, 2 and 3 at a ratio of 2:1
* **Freelance jobs:** Average job value of €1,000 x 2.5% TaoDAO revenue = €25 revenue fee
* **Premium ad space sales:** 4 per month x 12 months = 48 premium ad sales per year

Revenue Streams related to activity:

* TaoRecruiters will each facilitate 48 (permanent and contract) job fills in year 1 and year 2, rising to 72 job fills each in year 3
* @ year1 headcount of 20 = 960 job fills, @year2 headcount = 2,400 job fills, @year3 headcount of 270 TaoRecruiters x 72 job fills per year = 19,440
* The ratio of TaoRecruiter hires to Direct hires will be 1:1 in years 1 and 2, rising to 1:2 in year 3
* TaoRecruiters (+ Inbound marketing) will add hirers who will recruit directly in year 1: 960, year 2: 2,400 and in year 3: 38,880 (80 hires made per month in year 1, 1200pm in year 2, 3,240 pm in year 3)
* So total hires (permanent and contract) made in year 1: 1,920, year 2: 4,800 and year 3:58,320