



# WORK WORK

Work everywhere,  
Work anytime,  
WorkWork



GrowthOS

## Why we do this?

## What should we do?

## How can we do?

## Why & About us.

# Our Product

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### \* Brand Slogan

WorkWork is building a globally remote working ecosystem for digital nomads, remote workers, freelancers, and super individuals. We are committed to breaking down geographical barriers and creating a digital infrastructure for global community collaboration.

### \* Core Value

Our platform empowers users to work and live freely across borders, offering spaces for connection, collaboration, and growth. We aim to build a warm, globally connected digital community.

### \* Platform Positioning

Our tagline – “Work everywhere, Work anytime, WorkWork” – reflects our belief in freedom and flexibility in work, emphasizing the integration of work and life and the power of self-determination.

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## Why now?

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- \* Post-Covid Remote Transformation

Covid-19 has made companies and individuals around the world realize the necessity and efficiency of remote work. It has now become a long-term trend rather than a temporary solution.

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## Why now?

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- \* The explosion of AI Agents

The rapid adoption of AI tools has significantly lowered the barrier to building products, yet super-individuals still lack platforms for real-world implementation and monetization.

Now is the ideal moment for [AI + Crypto](#) to merge – enabling individual productivity translate into sustainable economic value.

## Why we do this?

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## Why now?

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- \* Web3 Potential Opportunity

The Web3 ecosystem is actively fostering AgentFi, solo entrepreneurship, and decentralized applications.

With tens of millions in funding and incubator incentives, there is a clear demand for representative projects to make an impact.

## Why we do this?

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## Why now?

### \* The Rise of the Super-individual

More and more young people are turning to freelancing, indie development, and solo ventures. They need a platform that supports the entire workflow— from showcasing and collaboration to monetization.



## Why we do this?

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## Why now?

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- \* Gaps in the competitive landscape

Existing platforms (e.g., Nomad List, RemoteOK, lovely) primarily focus on information matching. None offer an integrated, AI-driven growth and marketing solution combined with Crypto-powered settlement.

WorkWork is positioned to become the first “Super-Individual OS for the AI Agent Era.”

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## Market validation

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RemoteOK.com

**2,000,000+**

Users

Nomads.com

**500,000+**

Users

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@levelsio

Nomad List has over 500,000 paid members, RemoteOK posts over 1,500 remote jobs per month, and the domestic platform Electric Duck has over 100,000 active users.

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## Market Size

**\$2T**

The global remote work-labor market

**\$5B**

Remote Workers & Digital Nomads with the willingness/means/skills to leverage digital tools

**\$30M**

WorkWork's three-year target audience: 1 Million people

According to McKinsey and ILO, over 8 billion people are part of the global labor force, with around 20-25% of occupations being fully remote-enabled, constituting a \$2 trillion annual spend market.

Upwork and Nomad List estimate that over 100 million remote workers and freelancers are active globally, creating a \$50 billion serviceable market.

WorkWork aims to acquire 1 million users within 3 years, targeting a \$30 million obtainable market through modular SaaS, recruitment, training, and local commerce integrations.

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# **Analysis of current issues**

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## \* **Information Fragmentation**

Freelancers and offline communities face scattered information across multiple platforms—accommodation, business services, social groups, and events—making it difficult to efficiently access and integrate the resources they need.

## \* **Empowerment Gap**

While AI Agents are unlocking individual productivity, super-individuals lack a unified platform to showcase their work, collaborate, and monetize their products and services.

## \* **Social Isolation**

The absence of effective online and offline touchpoints makes it challenging to build lasting connections, resulting in weak community belonging.

## \* **Commercial Disconnect**

Local merchants struggle to reach digital nomads accurately, creating a significant gap between service supply and demand.

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**Why we do this?**

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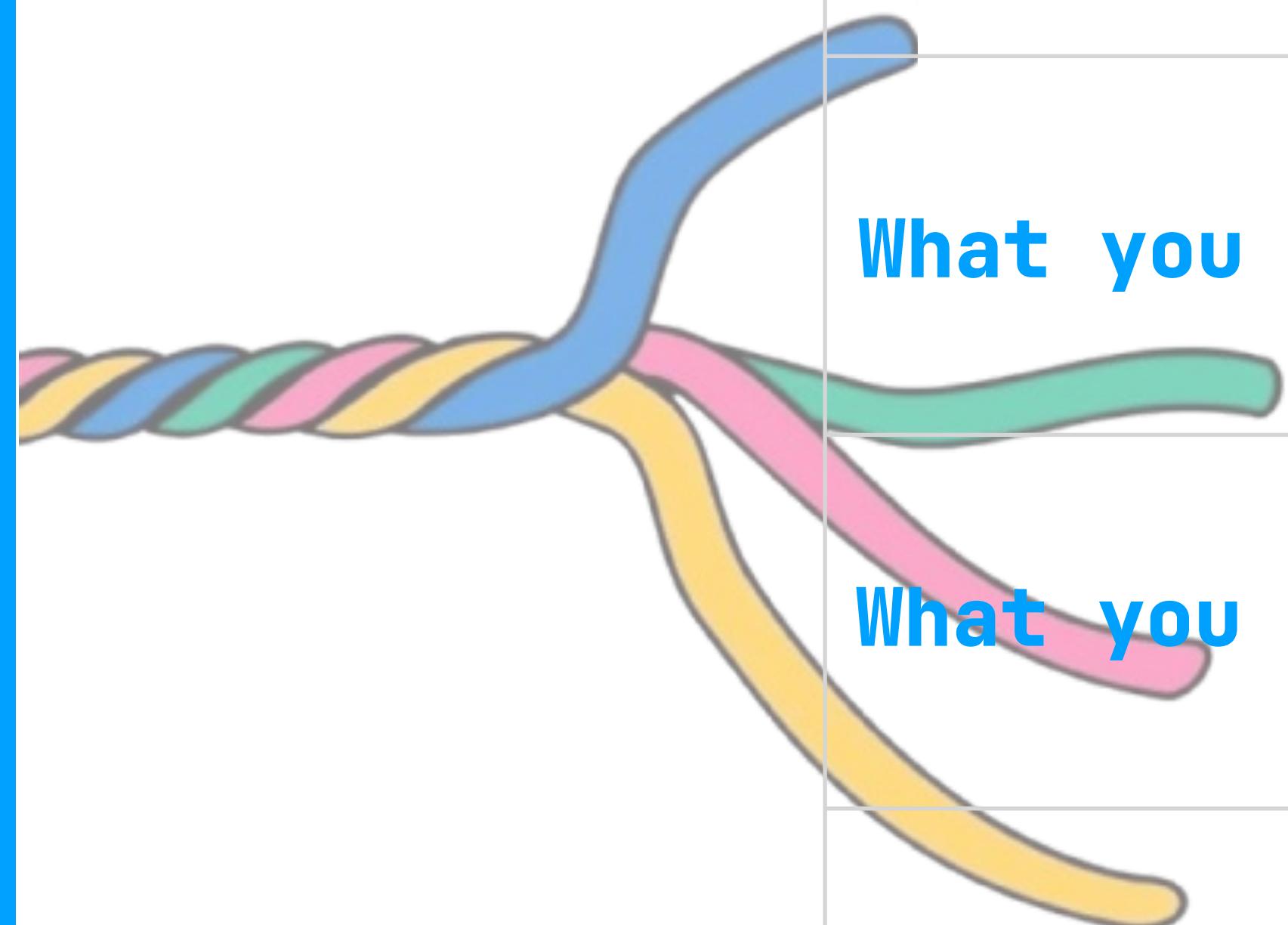
# **IKIGAI**

**What you can be paid for?**

**What you love?**

**What you are good at?**

**What the world needs?**



## Why we do this?

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## IKIGAI

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### What you can be paid for?

WorkWork provide high-quality remote job opportunities, project collaboration support, and assistance with launching and marketing freelance products. Our services include task matching and skill-building courses to help users establish sustainable income streams—all with support for cryptocurrency payments.

**Why we do this?**

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**How can we do?**

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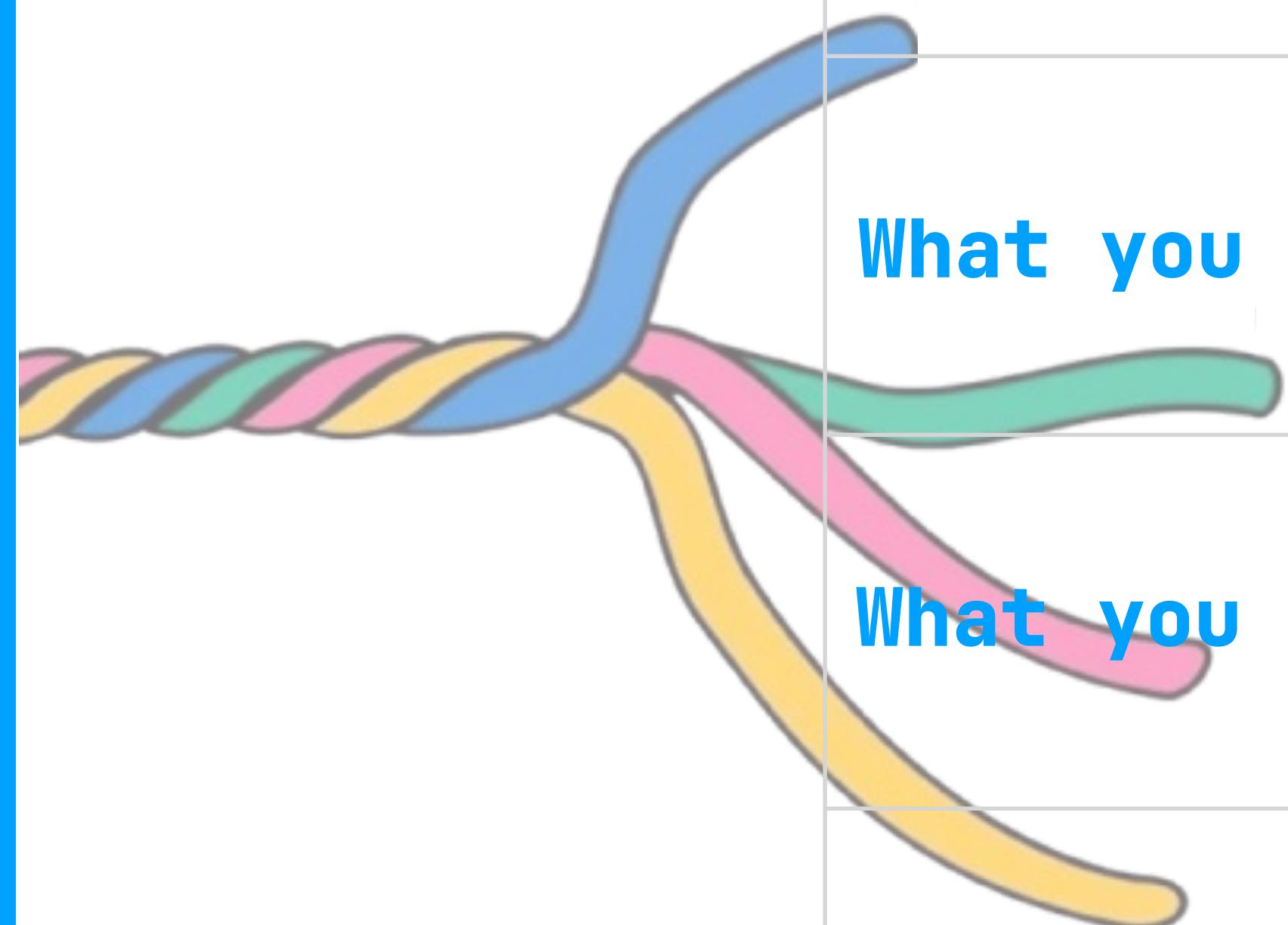
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**Why we do this?**

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# **IKIGAI**

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**What you love?**

WorkWork helps users explore career paths aligned with their passions – such as travel, writing, remote entrepreneurship, development – through curated local guides, interest-based communities, and offline event information.

**Why we do this?**

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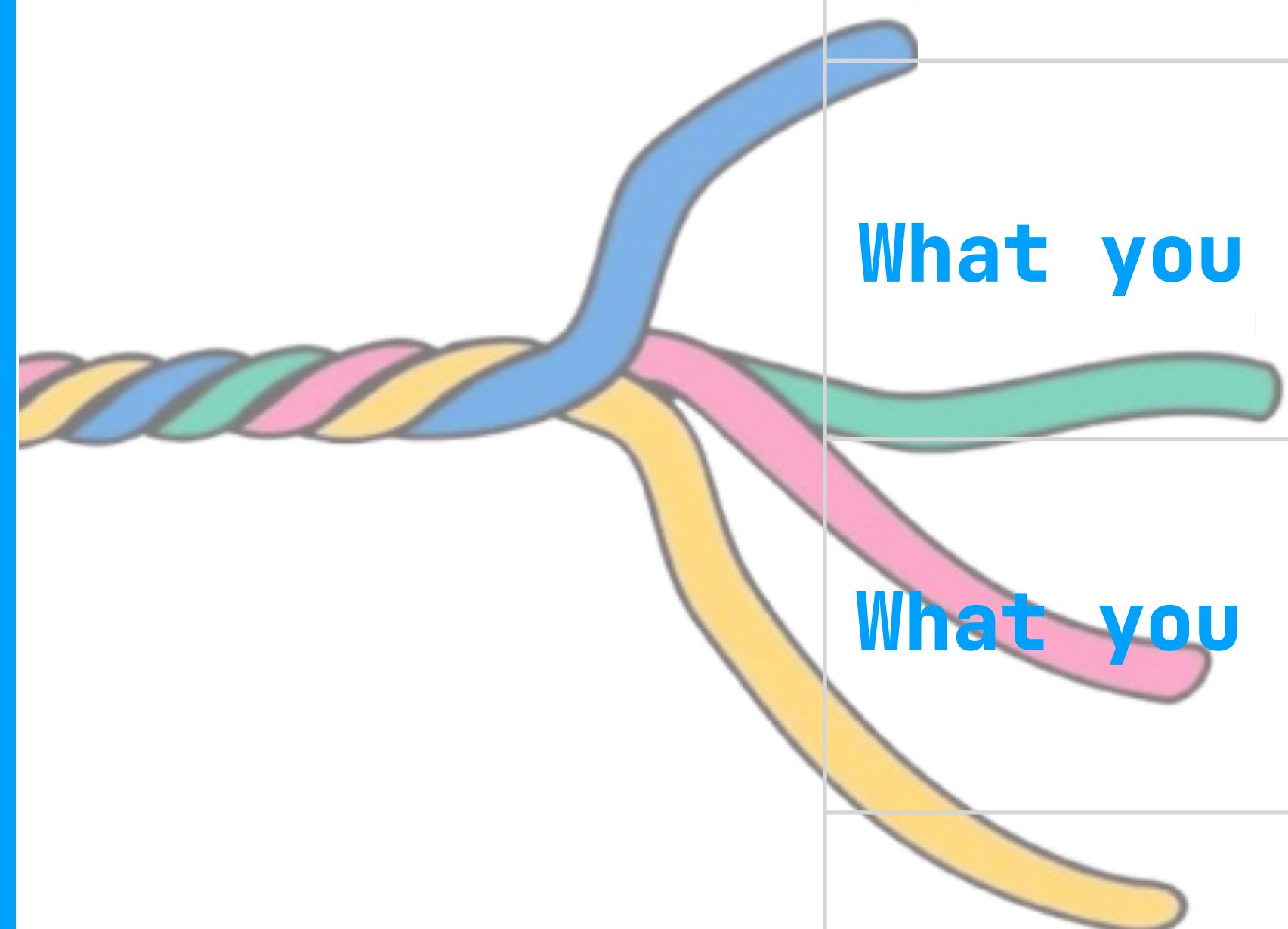
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**Why we do this?**

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## **IKIGAI**

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**What you are good at?**

Users can consistently showcase, enhance and validate their professional skills through profiles, portfolio uploads, course completion and task-based rating mechanism.

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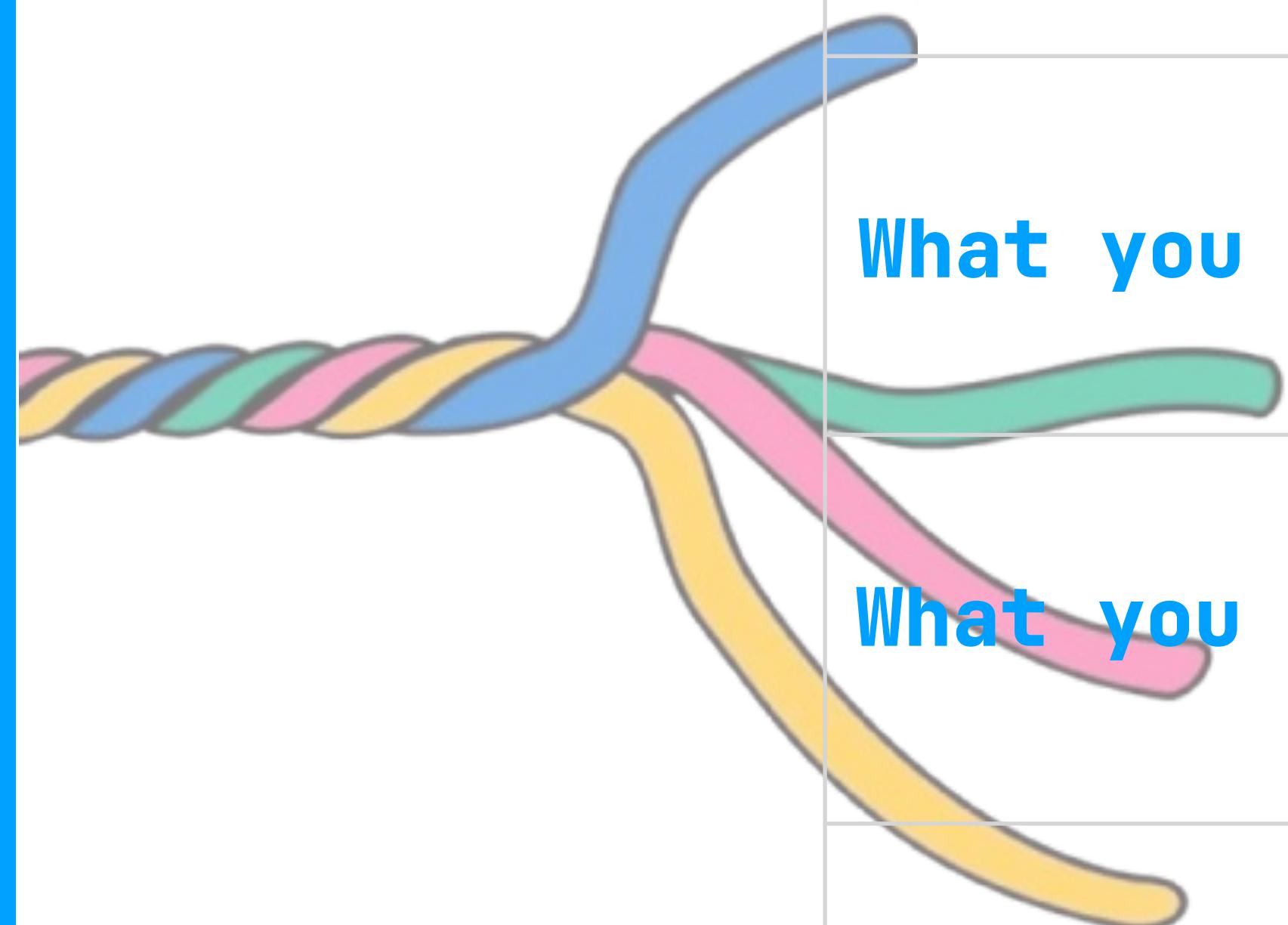
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## IKIGAI

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### What the world needs?

WorkWork connect users with socially meaningful opportunities (e.g., remote pro bono projects, educational-focused tasks, sustainable ventures) empowering them to leverage their skills to make positive impacts across the globe.

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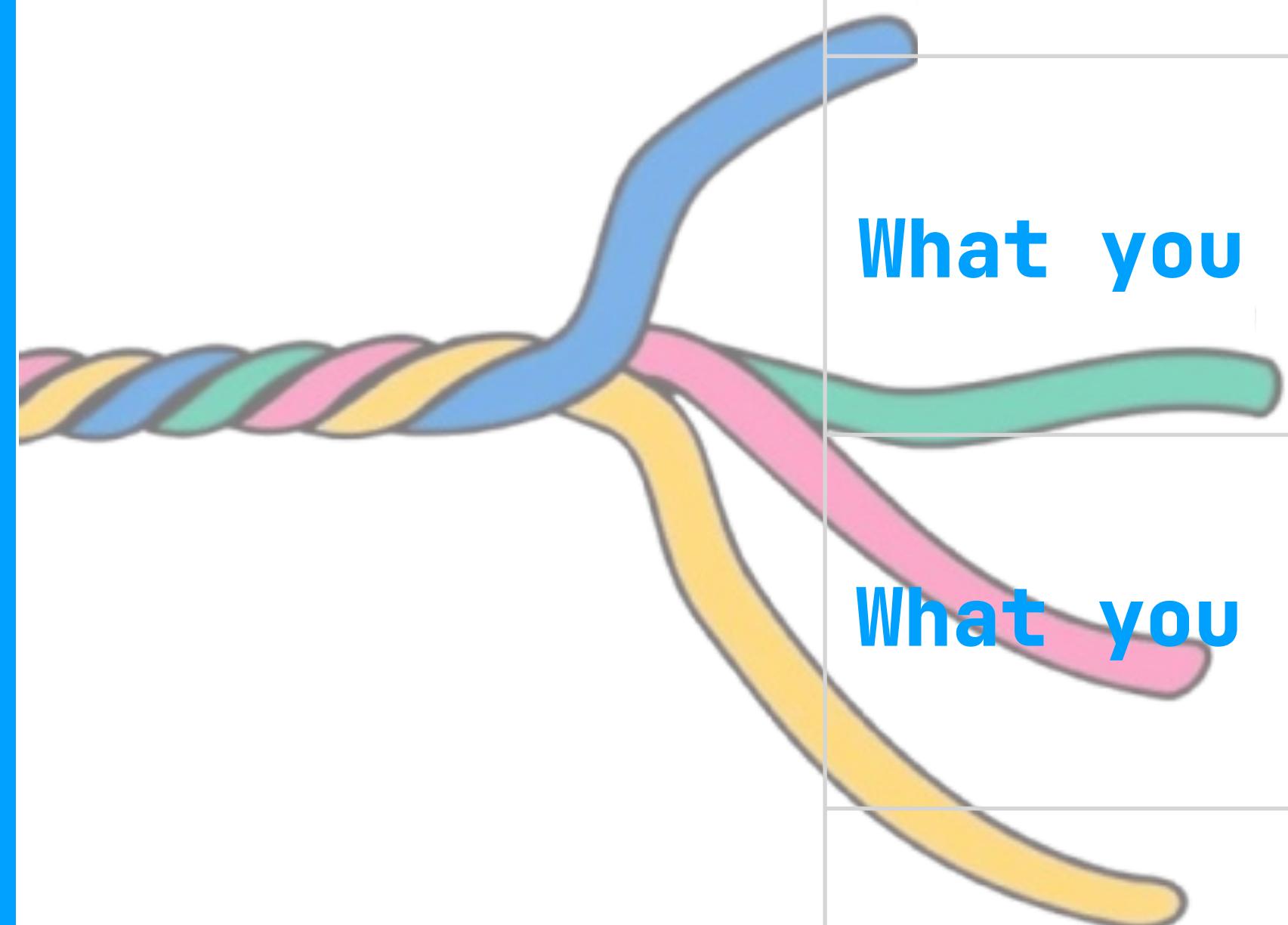
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**Why we do this?**

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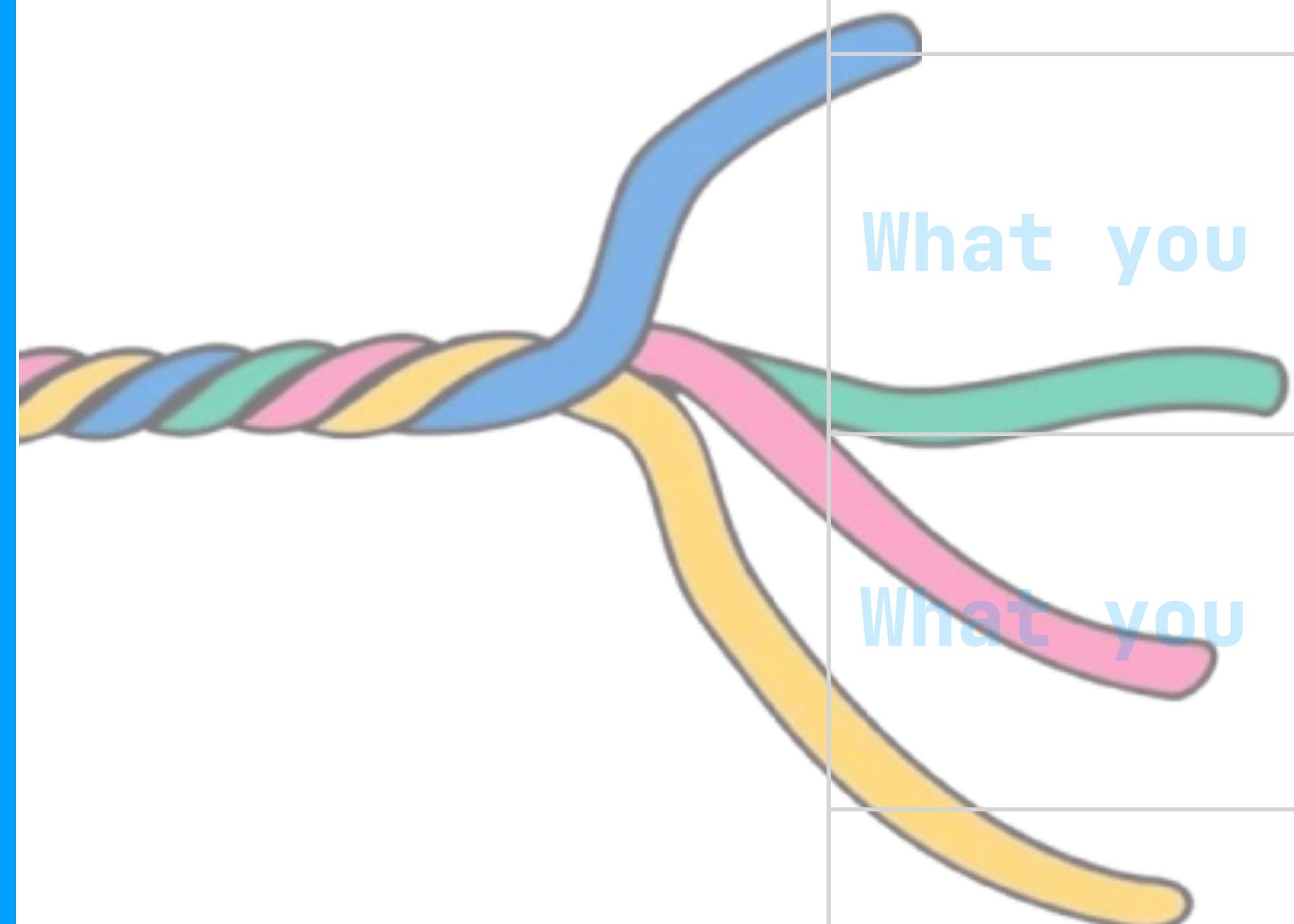
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Why we do this?

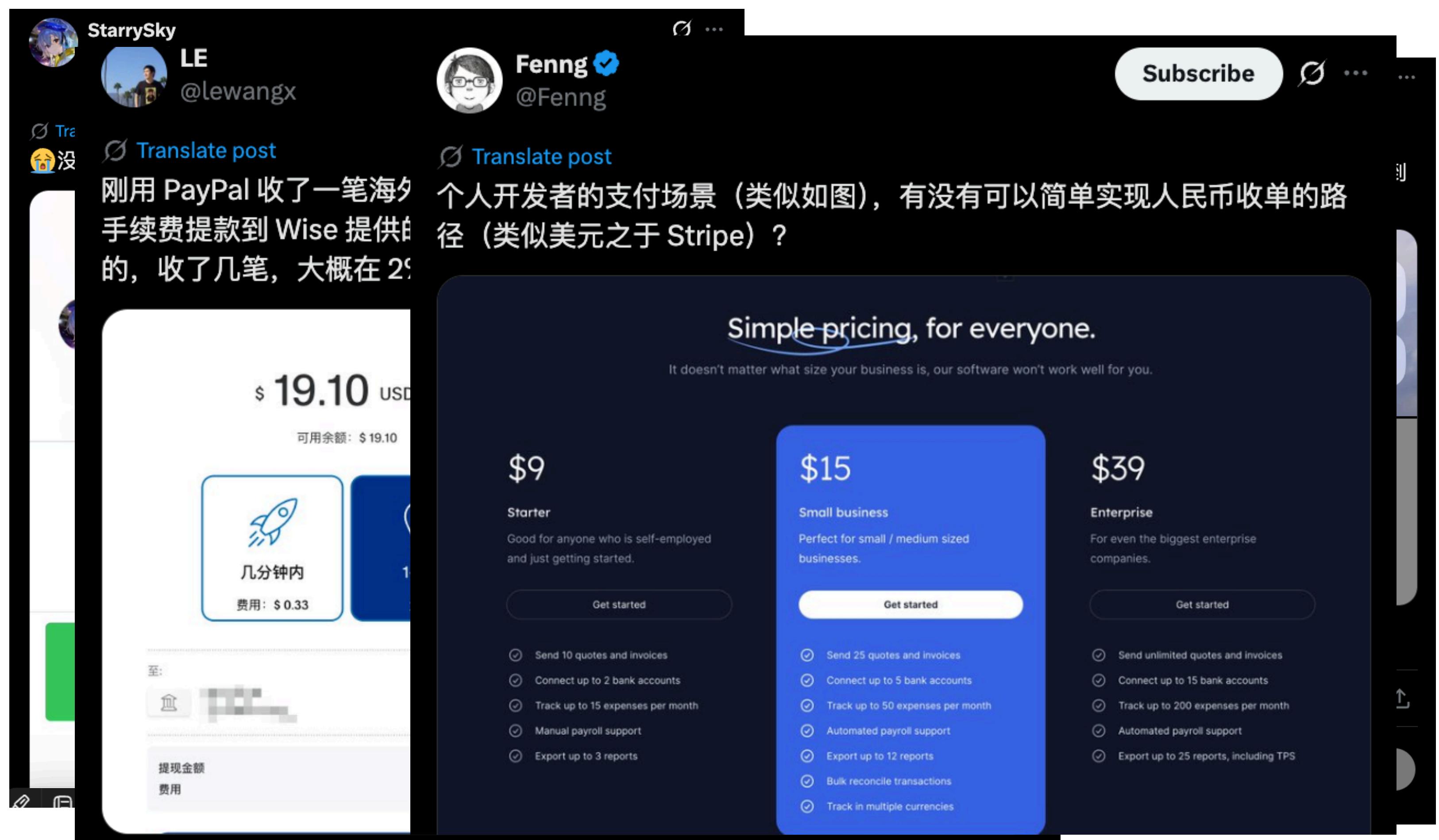
What should we do?

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## We gathered feedback from remote workers around us

While Stripe is a widely used payment solution among remote workers, its high transaction fees pose a significant financial burden.



Why we do this?

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# Crypto use intersects with digital nomads

- \* **Size:**

There are approximately 40-80 million digital nomads worldwide, of which around 25% (10-20 million) use cryptocurrency.

- \* **Primary currency:**

Among these “crypto nomads,” 66% receive payments in Bitcoin (BTC).



## Why we do this?

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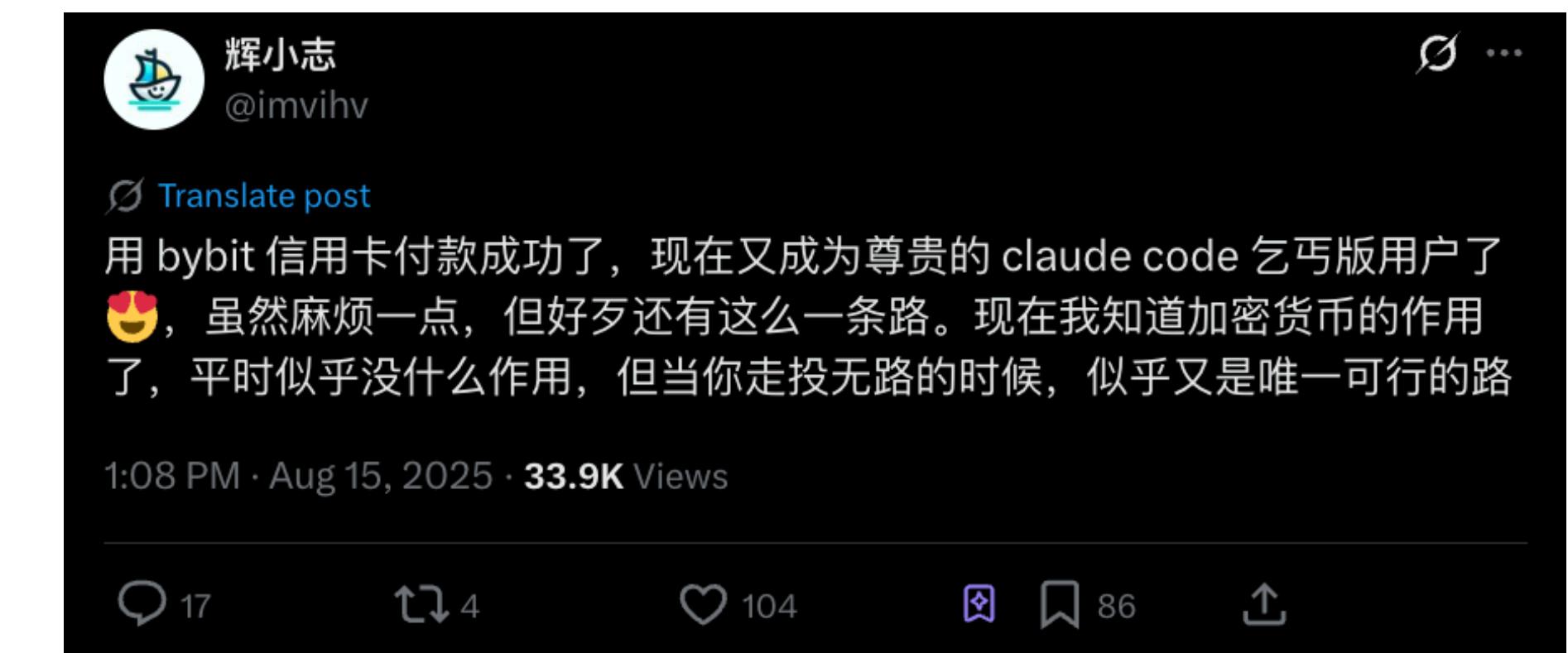
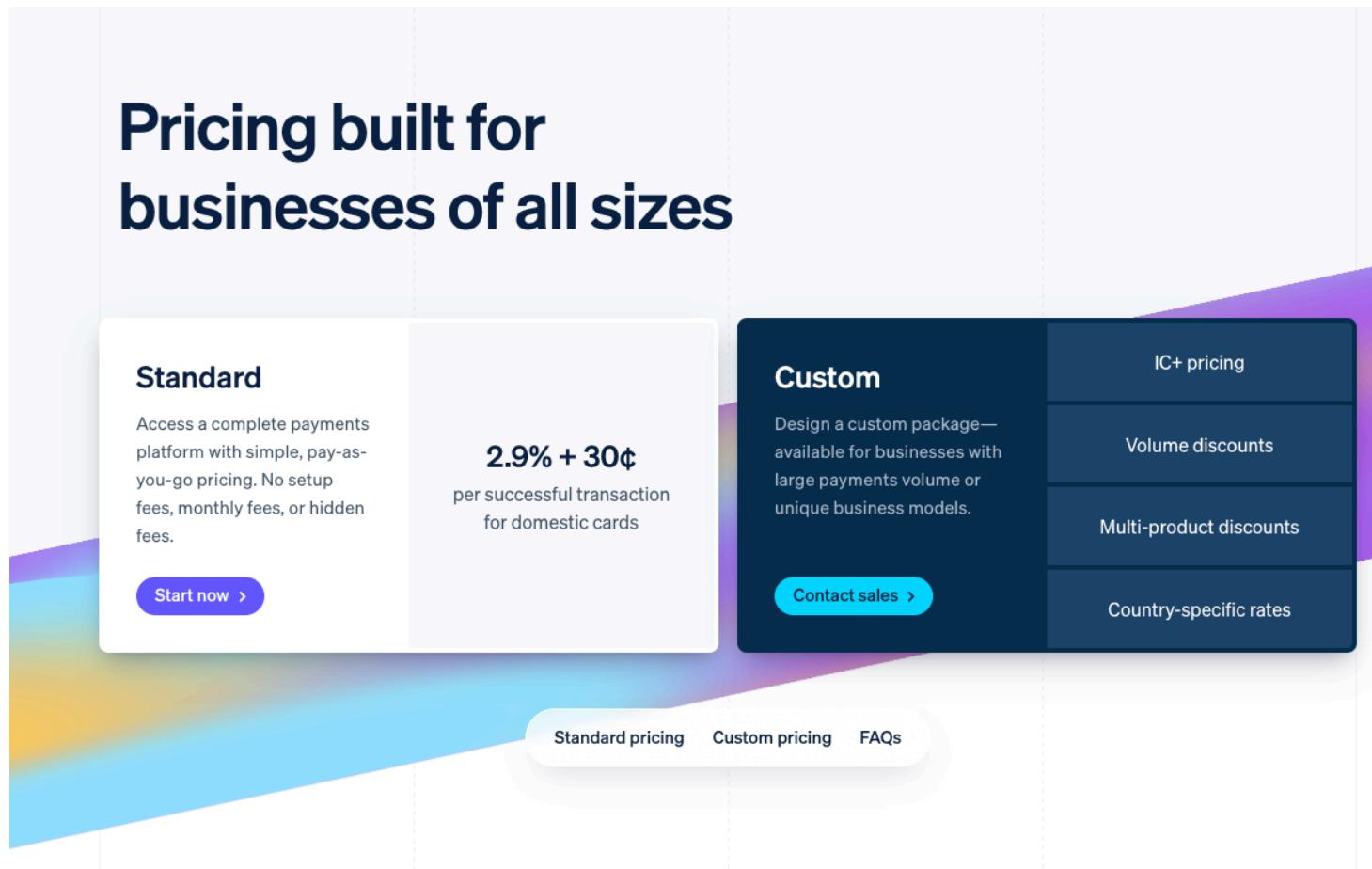
# Why do people need crypto collections when they're living away from home?

## Traditional Method (Stripe → Bank Card → Cash)

Transaction fees average 3%, plus additional local withdrawal charges (e.g., ≈220 THB in Thailand, 100-200 JPY in Japan). Many locations still only accept cash.

## Crypto-Based Solutions

Options include cashing out via online exchanges, using crypto debit cards, or converting to cash through OTC services—with fees typically between 0–2%.



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## Why do digital nomads need Crypto payments?

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For many digital nomads, traditional payment methods come with high costs and limitations:

### High Transaction Fees

Traditional methods like Stripe or bank transfers often incurs 3% fee or more when withdraw cash.

### Additional Local Charges

For example: withdrawing cash in Thailand typically costs an extra 220 THB, while in Japan, ATM fees range from 100-200 JPY per transaction.

### Payment Inconvenience

Cash remains essential in many regions, card acceptance is limited for cross-border transactions, and certain services are often unavailable

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## Why do digital nomads/travelers need Crypto collections?

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In contrast, using Crypto payments:

- ✓ **Low Cost:** Cashing out via online exchanges, using crypto debit cards, or converting through OTC services typically incurs fees between just 0-2%.
- ✓ **Global Access:** No dependency on local banks or payment cards—receive your funds anytime, anywhere.
- ✓ **Greater Freedom:** Whether you're in a café in Chiang Mai or a co-working space in Tokyo, your earnings are instantly accessible

👉 Crypto has become a more cost-effective and free way to receive payments for digital nomads who switch countries and receive payments across borders frequently.

## Why we do this?

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# Why do we only do encrypted collections, but not cash?

At WorkWork, we have strategically chosen to support **crypto payment acceptance** without directly engaging in **fiat conversion (cashing-out) services**.

This decision is based on the following considerations:

### Compliance & Risk Mitigation

Cashing-out involves navigating complex regulatory requirements across different countries and regions. Direct involvement would significantly increase legal and compliance risks. By focusing solely on the payment receipt process, we maintain a lean and compliant platform structure.

### Focus on Core Value

Our primary mission is to serve digital nomads and super-individuals by helping them **build** → **grow** → **monetize** their work. Payment processing is infrastructure—not a competitive moat—so we concentrate our resources on the key stages of the user value chain.

### Partnership-Driven Ecosystem

We are building strategic partnerships with compliant upstream providers (such as exchanges and card services) to meet user needs while maintaining platform flexibility and scalability.

This strategy allows WorkWork to sustain growth momentum, minimize regulatory exposure, and focus on building long-term competitive advantages.

## Why we do this?

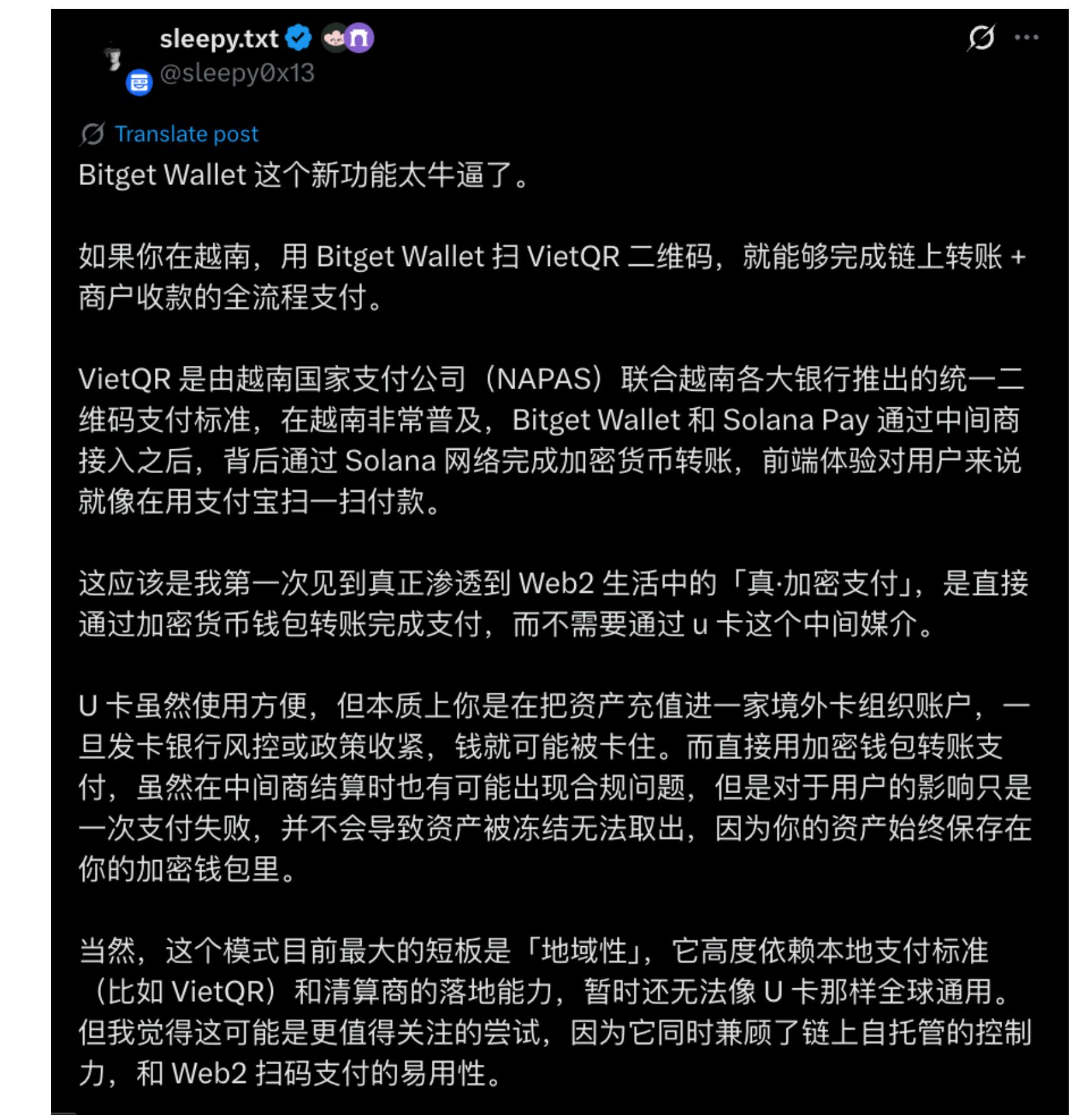
## What should we do?

## How can we do?

## Why & About us.

# Why do we only do encrypted collections, but not cash?

Workwork collaborate with upstream partners—such as providers of crypto debit cards and Crypto exchange services—while remaining independent from direct cash-out operations.



Why we do this?

What should we do?

How can we do?

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# Why Marketing Is More Important Than Developing Products in the Age of the AI Agent

	AI ERA	Non-AI ERA
LOGO		
Product Name	小猫补光灯 (@Anna 帮忙翻译一下)	Storm Tools
Developer	One Person	4 - 8 Persons
Tools	AI Agent	Artificial Coding
Development Time	90 min	1 month+

Why we do this?

What should we do?

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Why we do this?

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# Why Marketing Is More Important Than Developing Products in the Age of the AI Agent

Review



Female

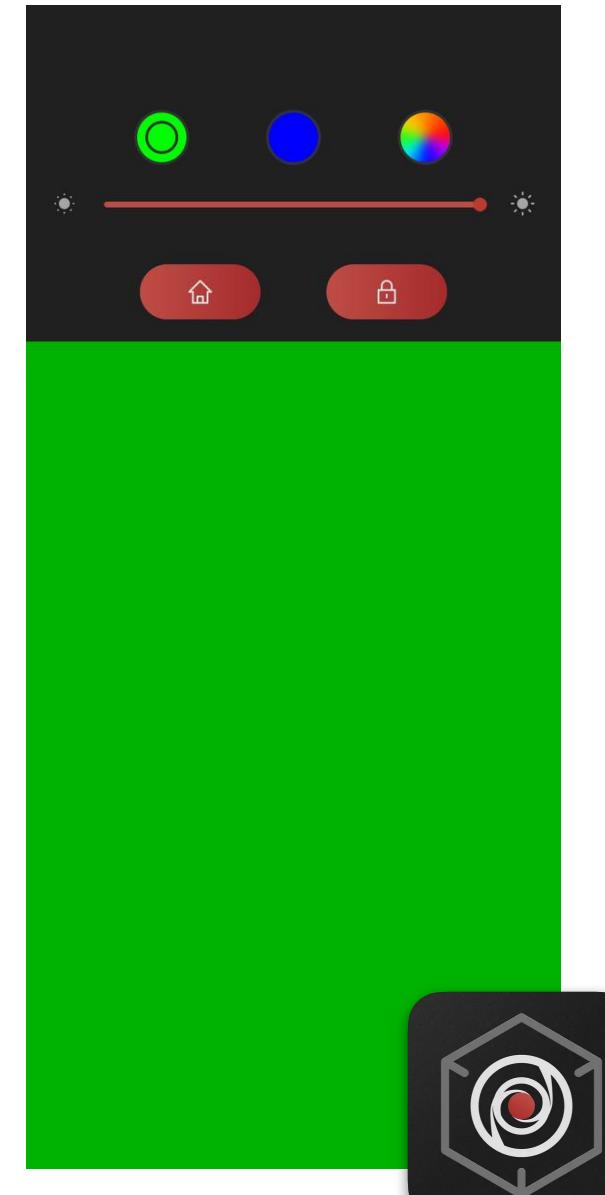
Community Oriented

Social Media

Fans

RedNote

5,500+



Male

All Platform

15,000,000+

Why we do this?

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# Why Marketing Is More Important Than Developing Products in the Age of the AI Agent

App Store

Price

Score

Number of Ratings



Cost

4.7

900+



Free

4.6

100+

Why we do this?

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# Why Marketing Is More Important Than Developing Products in the Age of the AI Agent



One person super-individual runs through the whole process (development + marketing) and focuses on building a product

Restricted team unable to focus on marketing and business promotion

**Why we do this?**

**What should we do?**

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**Why & About us.**

## **Why Marketing Is More Important Than Developing Products in the Age of the AI Agent**

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AI has lowered the development threshold, and super individuals can make a product in 15 minutes.

The core of competition has shifted from “being able to make” to “being able to sell”.

Marketing is growth, AI Agent allows super individuals to have the power of large companies in the era of traffic.

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## **What are WorkWork's key resources?**

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- \* Pan - Asia University Blockchain Association
- \* KOL
- \* Developer Community
- \* Collaborative Community
- \* VC
- \* Reaching Digital Nomads 100,000 people

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## Product Structure

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- \* **Modular platform**

A foundation built on a "Container + Community Engine + Service Skeleton" structure. This integrated framework combines tools, spaces, events, and opportunities into a seamless ecosystem, creating a clear and complete migration path for users.

- \* **User Path Design**

Our modular toolset caters to the multi-stage needs of users, from **beginners** to **seasoned remote professionals**. The platform delivers a **personalized growth journey** for every individual.

- \* **Community Driven**

We foster **warm, engaged communities and collaborative environments** to eliminate platform impersonality. This strategy significantly enhances user stickiness and fosters a strong sense of belonging and connection.

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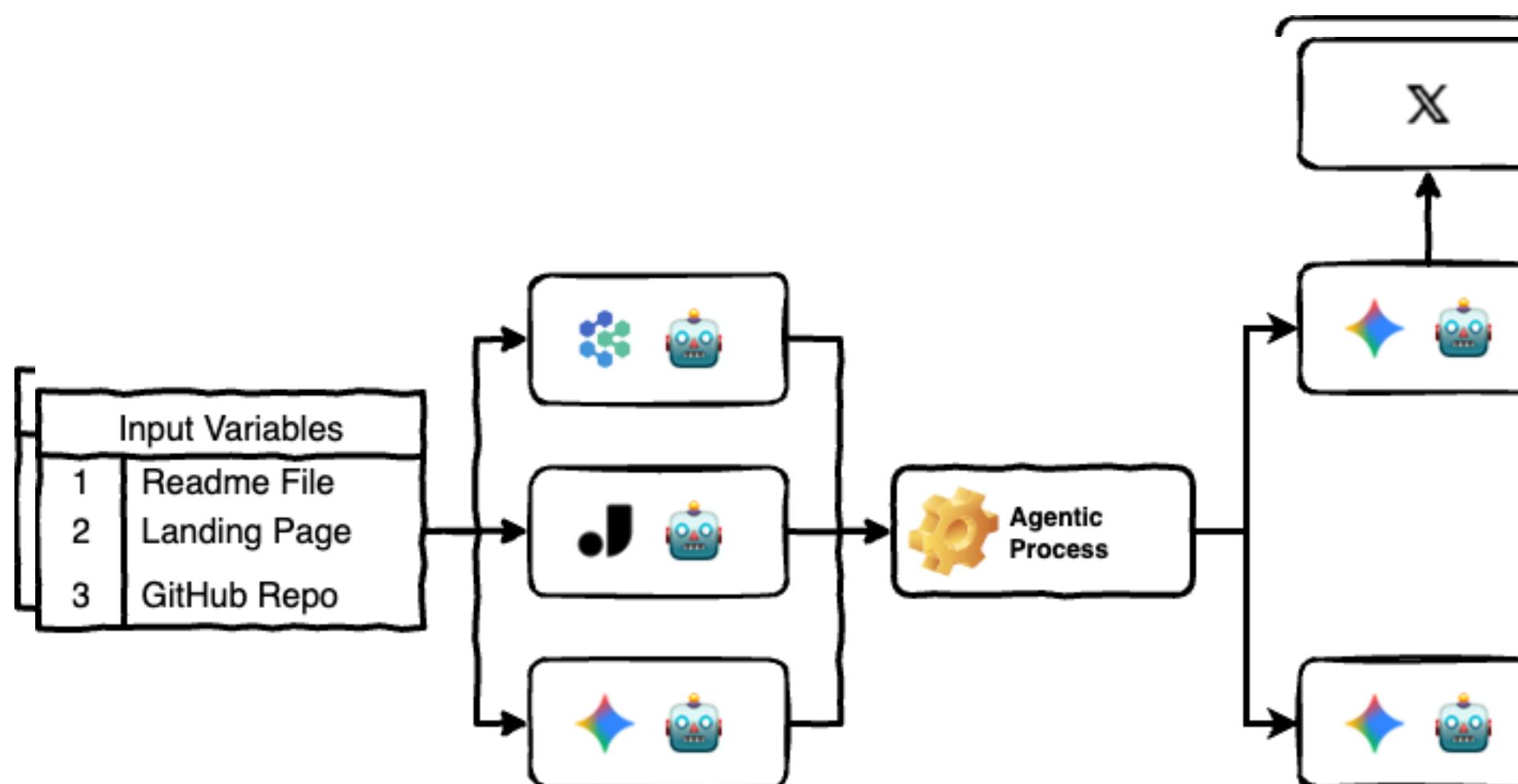
## Product Features

- \* Core Features

Include city/event/people search, job applications, skill cards, a community map, and merchant onboarding, addressing diverse scenario-based needs.

- \* Multi-platform Availability

Accessible via a web platform and a mini-program, with a native mobile app in the pipeline, ensuring a seamless cross-device user experience.



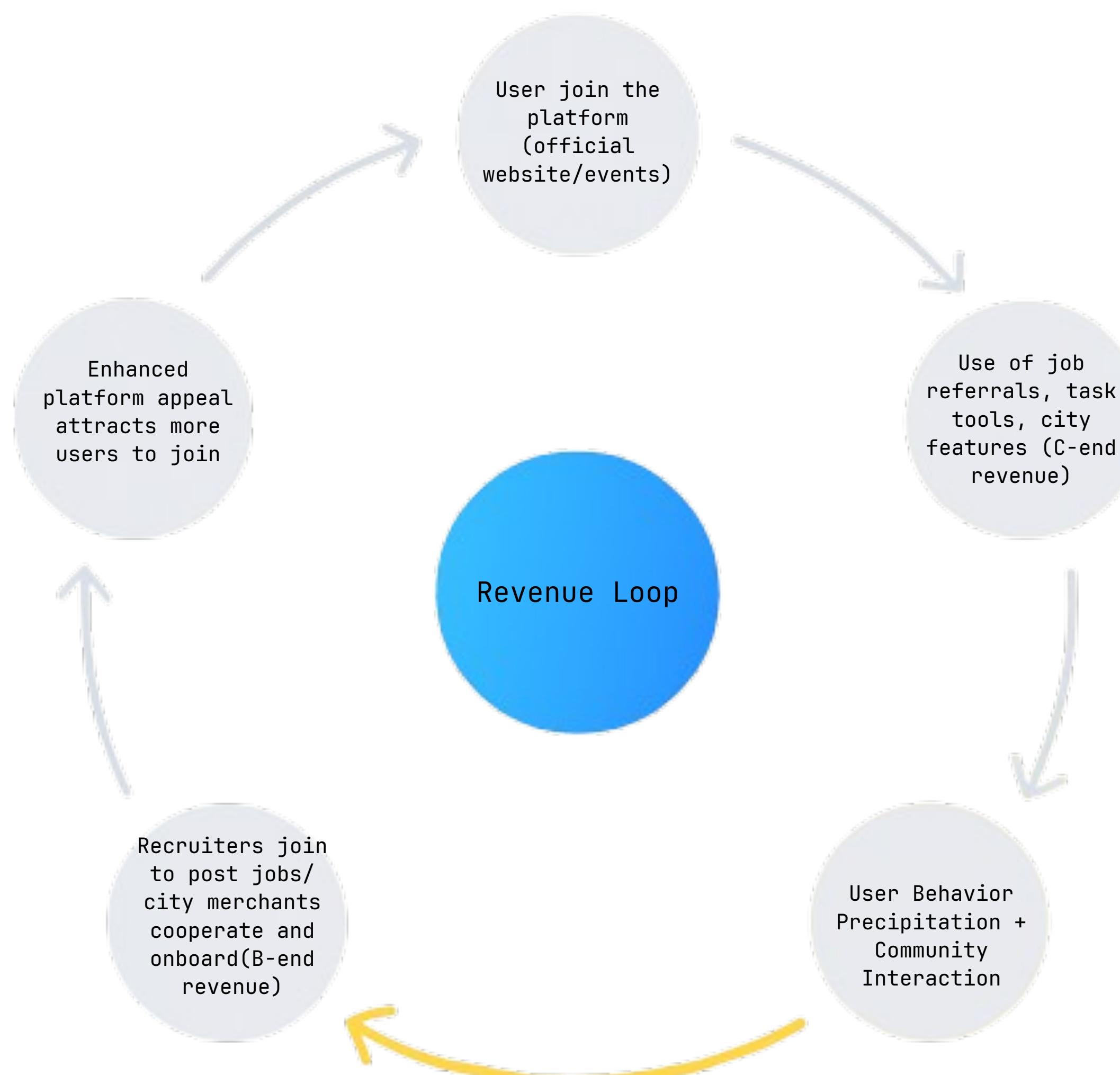
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## Business Model



Revenue is used for  
Product Iteration + Events +  
Community Expansion

Enhance platform appeal attracts  
more C-end + B-end users to join it.

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# Growth Strategy

**Objective:** Achieve several hundred thousand users and sustained platform transaction volume growth within 6-12 months.

### User Growth Path

- **Cold Start (Months 0-3)**
  - **Closed Beta Invite System:** Reward users with WW tokens (e.g., 10 WW) for each friend they refer who completes registration *and* uploads a portfolio/work sample.
  - **Seed User Focus:** Target digital nomad and freelancer communities (Nomad List, Telegram, Discord, etc.) for initial user acquisition.
- **Expansion Phase (Months 3-6)**
  - **KOL & Community Partnerships:** Collaborate with digital nomad influencers/remote work KOLs to create courses or projects → Incentivize them to acquire and hold WW tokens.
  - **Task-Based Growth:** Reward users with WW for completing key platform actions: posting jobs, publishing courses, successfully delivering projects.
- **Scale Phase (Months 6-12)**
  - **AI Growth Assistant Introduction:** Introduce AI tools to help users optimize marketing and sales efforts → Usage of premium AI features requires spending WW tokens.
  - **DAO Incentive Mechanism:** Reward community contributions (activity, event planning, organizing local meetups) with WW tokens to foster organic growth and governance.

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## Airdrop Design

**Objective:** Distribute WW tokens precisely to the most valuable users and contributors, minimizing allocation to 'airdrop farmers'..

### 1. Airdrop Target Groups

- Core Early Users: Those who uploaded courses, published jobs, or completed transactions.
- Community Contributors: Members who organized events, created tutorials, or supported community management.
- AI Tool Adopters: Active users of the AI assistant for optimizing profiles, courses, or projects.
- Cross-Border Payment Users: Users who completed genuine payments using WW tokens or other cryptocurrencies.

### 2. Airdrop Mechanism

- **Behavioral Mining Airdrop:**
  - Users accumulate points for actions: uploading work, completing transactions, organizing events.
  - Quarterly snapshots of points are taken → Points are convertible to WW tokens.
- **Growth-Tier Multiplier:**
  - Higher user levels (e.g., Beginner → Creator → Mentor) receive higher airdrop multipliers.
- **Streaming Payments Airdrop (Innovation):**
  - Airdropped WW tokens are distributed gradually over quarters (e.g., via streaming payments), not issued一次性, ensuring long-term user engagement and vesting.

### 3. Sybil Attack & Farmer Prevention

- Mandatory completion of at least 1 genuine transaction (hiring/course purchase/consultation) to claim any airdrop.
- Requirement to use the AI Growth Assistant at least once (increases retention and real user verification).
- Wallet binding + community identity verification (e.g., via credentials or social proof) to prevent multi-account farming.

## Why we do this?

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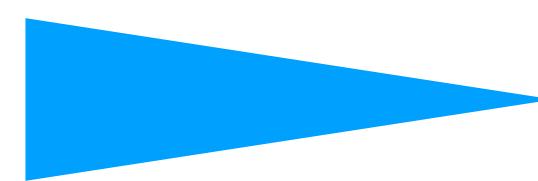
## How can we do?

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### The Growth + Airdrop Flywheel Effect

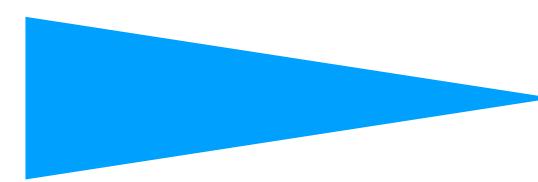
**Objective:** Distribute WW tokens precisely to the most valuable users and contributors, minimizing allocation to 'airdrop farmers'..

User completes tasks (posts job/course/work)



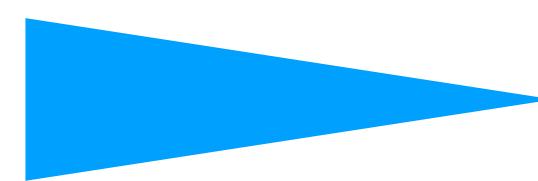
Earns WW rewards

Uses AI Assistant for optimization/promotion



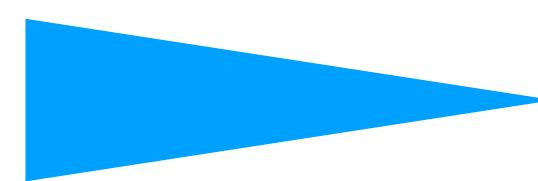
Increases transaction success rate

Counterparties use crypto payments



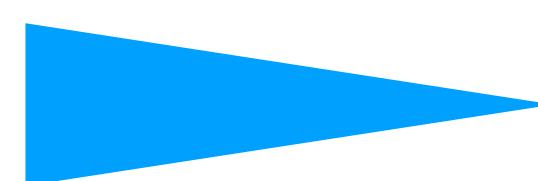
Funds flow into the platform ecosystem, creating natural buy pressure for WW.

Platform executes periodic airdrops



Increases token utility and value.

Users see tangible rewards



Become more active, attracting more creators and employers to the platform.

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## **Competitive Advantage**

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The founders and team have firsthand experience as digital nomads and remote workers, providing deep insight into user needs and pain points. The team possesses diverse expertise in technology, crypto, AI, and growth marketing, enabling rapid launch and continuous iteration..

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## Competitive Advantage

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### Differentiated Positioning

While most platforms (e.g., RemoteOK, NomadList, 电鴨) focus on isolated aspects such as job listings, information, or community, WorkWork targets the entire workflow for super individuals and digital nomads—from building, growing to monetizing—addressing a more comprehensive set of pain points.

### Dual Engine: AI + Crypto

Competitors remain limited to information matching or basic SaaS tools. In contrast, WorkWork uses AI to assist individuals in building and marketing their offerings, and leverages Crypto to streamline global payments and liquidity—significantly reducing barriers and improving efficiency.

### Native Scenario Fit

Cross-border payment challenges, exchange rate costs, and cash flow accessibility are real pain points for digital nomads and remote workers. WorkWork offers on-chain settlement and community support—solutions that traditional platforms like Stripe or conventional HR systems cannot adequately provide.

### Community Network Effects

WorkWork features a unique “community prairie” model—not limited to jobs or courses, but integrating job matching, education, product sales, and offline events into a flywheel ecosystem. The more users participate, the greater the value generated.

### First-Mover Advantage

In the emerging “AI Agent + Super Individual” segment, almost no other player offers a platform-level solution. By integrating crypto payments and AI-powered growth, WorkWork is positioned to capture this space early and build a sustainable moat.

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## Our Team

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**Yanbo**

 @YanboOfficial

 @yanboishere

Former Head of Developer Relations at a Public Blockchain and Wallet Infrastructure Project

At age 20, embarked on a solo backpacking journey across 17 countries, connecting with hundreds of digital nomads and independent creators, and gaining deep familiarity with digital nomad hubs and global remote work networks worldwide. Combines product intuition with community insight, committed to building a tangible platform powered by Crypto and AI for nomads globally.

Why we do this?

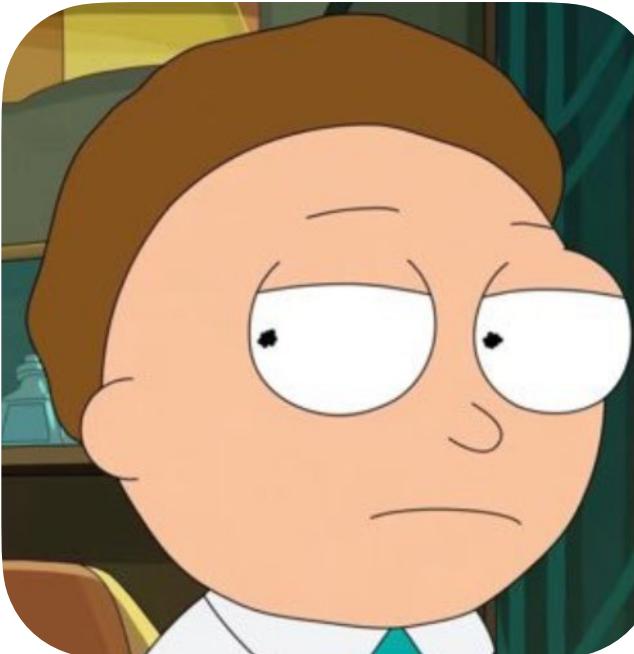
What should we do?

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## Our Team

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Morty

 @Morty\_happy

 @China-Chris

Product Manager at HashKey |  
Former Core Developer of  
WTFAcademy  
Long-term focus on integrated  
applications of AI and  
blockchain, with extensive open-  
source contributions and hands-  
on industry experience.

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## Our Team

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Anna

@Anna\_nanachan

Former Marketing Lead at crypto Exchanges | Social Media Influencers

Anna Graduated from London Business School (UK) and The Chinese University of Hong Kong, with deep expertise in global growth strategy and brand communication. Active since 2021 across platforms such as X, Instagram, and Bilibili, possessing established social media influence and proven experience in marketing-driven growth. Currently a Co-founder of WorkWork, focused on brand and community building for the digital nomad and Web3 ecosystems.

# Why we do this?

What should we do?

How can we do?

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# Our Team



Rizumu

@OikawaRizumu

@LittleSound

Independent Developer |  
Active Member of the Vue  
Community & @vuejs Core  
Team

Currently leading the  
development of Vue's  
next-generation Vapor  
Mode and presenting  
related topics at VueConf  
2025 and Vue Nation.  
Guided the team to win  
four first prizes with  
Guii.AI at AdventureX  
2024. Passionate about  
open-source and creative  
developer engagement  
initiatives—such as 3D-  
printed developer badges—  
to foster community  
collaboration.



LIYAO

@BH3GEI\_CN

@BH3GEI

Currently pursuing a  
Master's in Computer  
Science at the University  
of Tsukuba | Bachelor's in  
Physics from Jilin  
University

Specializing in AI and Web3  
convergence research.  
Previously worked as a  
software R&D engineer,  
contributed to blockchain  
and data analytics research  
at The Chinese University  
of Hong Kong, and actively  
participated in open-source  
AI projects such as Huawei  
MoFA. Proficient in full-  
stack development and  
distributed computing, with  
a focus on integrating AI  
Agents with decentralized  
applications.



Seimo

@SeimoDev

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Head of Operations at  
Spark Lab Accelerator |  
Part-time Product Manager  
& Full-Stack Developer

Experienced in product  
design and growth  
strategies for multiple  
hackathon projects, with  
proven expertise in  
launching and operating  
Web3 and AI initiatives.



StevenLynn

@Stv\_Lynn

@stvlynn

AI Product Operations at  
Tencent Cloud | Former  
Developer Operations at  
Dify

Long-term focus on the  
development and  
implementation of AI  
Agent technologies, with  
leadership in multiple  
open-source initiatives.  
Capable of rapidly  
prototyping integrated AI  
and Crypto applications,  
backed by hands-on  
engineering and product  
deployment experience.