

PAYPERBLOCK

WHITEPAPER

ABSTRACT

PAYPERBLOCK is a blockchain-based freelancer platform, which is owned and operated by Payperblock Ltd and is used to connect professionals and jobs. The primary customer pool for the company includes freelancers who are blockchain experts and organizations.

The freelancer-base for the Payperblock includes blockchain experts who are skilled and active across different field of business and a variety of industries such as contract developers, software engineer, website developers, 3D mockup artists, writers, digital marketing personnel and remote assistants. The business will start from Finland and will later expand to other countries as the business model allows expansion to global business market.

The company headquarters is located in Oulu, Finland, as the city is rich in terms of talent and resources for the technology industry.

Freelancing is one of the fastest growing industries in the world, and the industry is already worth more than \$1.5 trillion in revenue per year. Over 77 million people on the global scale identify their primary employment as a freelancing job.

Even though an overwhelming majority of the freelancing work happens on digital freelancing platforms, the basic structure and service model of the freelancing platforms has remained largely the same.

Almost all traditional freelancing networks suffer from an inherent issue in the basic model of freelancing model, and this impacts the overall performance of the platform as well. Some of the most notable and inherent issues with the conventional model of freelancer platforms include the following:

- **A centralized authority exists in the organization** that raises concerns among freelancers about fair dispute resolution and justifiable policy changes.
- **Getting paid can become a chore in many cases** if the client is not supportive.
- **The issue of unjust negative reviews left by clients or freelancers** for reasons like personal bias or frustration.
- **Payment** for work is not always guaranteed.
- **The fee for using the platform service can be very high** in many cases including the costs related to creating a contract, accepting a contract, a share of the payment received, currency conversation and withdrawal fee.

This white paper introduces the business model and objectives of the PAYPERBLOCK freelancing platform, a revolutionary new freelancing platform that bids farewell to the issues freelancers and clients face with conventional freelancer platforms.

Payperblock operates on the same functionality principles as the popular cryptocurrency Ethereum. Instead of relying on a centralized authority system, Payperblock employs a distributed network of token holders (ICO investors) in the company

The distributed model is also used for storing transactions on the freelancing network and verifying each transaction. The potential for growth of the Payperblock platform is huge as it removes the potential of bias in the dispute resolution system, provides more fairness and transparency, and offers significantly lowered fees.

At this point, PAYPERBLOCK is looking forward to doing an initial coin funding (ICO) to realize and revolutionize the future of the freelancing industry.

TURNING THE FREELANCING PLATFORM INTO A DISTRIBUTED NETWORK

From our careful review of the freelancing industry, we found that many of the issues that both clients and freelancers face are due to the centralized authority aspect of the freelancing platform.

Being a centralized organization limits the potential of a freelancing network as all decisions come down to the choices of a single individual or a small team which may or may not compare to the choices made by the majority of freelancers. At PAYPERBLOCK, the structure of the marketplace operations is intentionally kept as autonomously distributed.

The system approach for PAYPERBLOCK is designed to operate in a way that is practical, futuristic and self-regulatory. Instead of opting for a single authority group in the company structure, the decision and policy-making powers within the freelancing platform will remain with a large group of token holders. In this approach, fairness in decisions and dispute resolution systems is increased significantly for the users of the freelancing platform.

The majority of the decisions is taken by a selected group of token holders out of thousands of token holders, making the platform highly decentralized. As for the process of reviewing a project dispute on the platform or changing a policy on the PAYPERBLOCK platform, votes will be invited from the token holders, who have an incentive in making the right decision that helps the platform in the long term. For instance, any changes in fees for the freelancers in the future will have to pass through the token holders' voting process.

STATE OF THE FREELANCING INDUSTRY

In the modern age of internet technologies, freelancing is rapidly becoming a mainstream industry with new jobs getting added to this category at unprecedented speed. The total market worth of the freelancing industry is capped at about \$1.5 trillion. A total of 77 million people on the global scale currently and formally identify their work as freelance work. About half of the total global freelancers are from the United States. Therefore, freelancers represent a highly significant part of the workforce in the United States.

The popularity of the freelancer market is only growing higher in all areas of the world as more and more people are getting access to the high-speed internet connections. Furthermore, both small businesses and even Fortune 500 companies alike are aiming towards hiring freelancers to reduce costs in many aspects of the business. The number of freelancer jobs and the total market cap of the industry is consistently growing, and it is projected to grow even more. It is also worth noting that the skills that are more prominently shared in the freelancer markets are also growing in popularity and demand.

PAYPERBLOCK intends to revolutionize the freelancing industry by providing a platform that is fair, decentralized, transparent, and has a lower fee structure than most other platforms. With the industry size of the freelancing industry being so large, even the initial response to the Payperblock platform should prove financially viable and profitable as the revenue generated by it will be of many millions. The appeal among freelancers and clients for the Payperblock platform should be obvious due to its distributed authority network and lower service fees, making Payperblock in many ways superior to many top freelancing platforms of today at the launch of Payperblock.

FREELANCING IS THE FUTURE OF THE CONVENIENT EMPLOYMENT

The freelancing industry has grown out of the niche market segment in the employment industry to become one of the most contributing employment segment.

At present, freelancers account for more than one-third of the total workforce in the United States. As for the European Union region, the freelancing statistic is at 16.1% and constantly growing. The growing trend of freelancing indicates that both business organizations and creative employees are using freelancing as their preferred way of getting work done.

For business organizations, freelancing allows finding the right talent to get their work done cost-efficiently and in a reliable manner and at the most reasonable price. For freelancers, the freelancing industry provides an effective way of getting paid for their task in a flexible and self-controlled manner.

One of the most advantageous factors that help the freelancing industry become bigger is its improved infrastructure. It instantly provides global access to countless talented freelancers who are available to take on work quickly. Businesses do not need to go through a lengthy process of recruitment for their tasks, hire freelancers for short or long term, or check references and past reviews of the freelancers.

ISSUES THAT FREELANCERS COMMONLY FACE

While the freelancing industry is continually growing bigger, the basic structure and business model of most traditional freelancing websites and platforms have remained largely the same. Freelancing websites and platforms focus on bringing business organizations and employers to the platform and then invite freelancers by promoting the availability of large volumes of work. In most cases, this business model is flawed as the inclination of the business processes and dispute resolution is more in favor of clients rather than opting for a completely fair treatment. With the conventional structure of freelancing websites, there are many issues and problems that freelancers and even clients continuously face.

Some of these issues include the following:

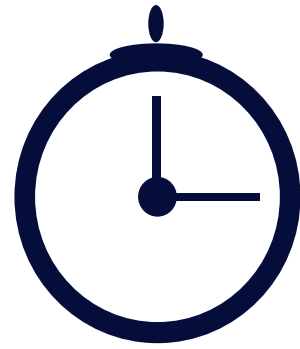


High commission rates: the freelancing platforms are essentially a marketplace that provides a platform for clients and freelancers to meet and engage in business transactions in a secure manner. A majority of the freelancing websites and platforms charge high commission rates that cannot be justified from any logical standpoint. These charges generally range from 5% to 20%, and there may be some fees even for clients as well. These charges are just for projects and getting paid, while there are other monetization methods adopted by freelancing websites including premium memberships, skill exams, and high currency conversion fee.



Flawed dispute resolution: not all freelancing projects get completed smoothly, and many projects end up in a dispute where clients and freelancers are not in agreement. In this kind of scenario, where clients and freelancers dispute over the quality of work or payment, most freelancing websites offer some form of dispute resolution process. The issue with these dispute resolution approaches is that they are designed to favor the clients significantly more than freelancers. In this system, freelancers get treated unfairly as they have fairly low chances of succeeding in their dispute, even if their claim is more legit. This system is frustrating for the freelancers and creates a sense of uncertainty for them while working on a high-price project.

Delays in payment: freelancing websites employ a method of payment release and withdrawal that is very rudimentary. There may be no urgency for the client to pay the freelancer for a completed work shortly after it has been handed over. For this reason, there is always an unpredictable delay for freelancers in getting paid for projects completed. Additional delay comes from the withdrawal functionalities of these freelancing websites that can take anywhere between a few days to two weeks, and even a month for the very first withdrawal.



No guarantee of getting paid: most of the freelancing websites offer an escrow system that takes payment from the client in advance and freezes it for every project. However, this approach is not mandatory for projects, and as such, a significant share of projects get started without any frozen monetary amount, removing the guaranteed payment aspect of freelance work.



ABOUT THE PAYPERBLOCK FUTURE BUSINESS PLANS

In a bid to achieve long lasting business success and improve the customer base of the company in the freelancing market, PAYPERBLOCK shall invest in marketing activities that reveals the business objectives of the company to the target market in a professional and engaging manner.

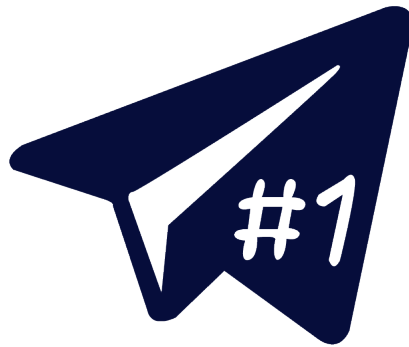
The company shall invest in SEO optimization and marketing campaigns with the capacity to equip PAYPERBLOCK products for acceptance in the freelancing industry. This shall be achieved through promotions on social media, participation in expo events, ads on print media, networking, referral marketing etc. The management of PAYPERBLOCK shall combine both online and offline marketing efforts to create effective market awareness about the products while maximizing opportunities for greater market reach

We are using the Initial Coin Offering (ICO) approach, and the funds raised will be used towards the development of a robust and sustainable blockchain-based freelancing platform.

The business will commerce from Finland and will later expand to other countries as the business model allows for a global scale business operation. The company headquarters is in Oulu, Finland, as the city is rich in terms of talent and resources for the technology industry.

COMPANY MISSION STATEMENT

To become the #1 blockchain expert freelancing platform in the world



COMPANY VISION

To provide the most efficient, convenient and robust blockchain freelancing services for its users.



COMPANY UNIQUE SELLING PROPOSITIONS (USP)

The business model of Payperblock is based on the Ethereum blockchain for communication and transfer of all transactions.

In addition to the blockchain method of operations, the whole organizational structure is intentionally kept distributed to ensure that both clients and freelancers get fair treatment.

The unique and superior business model of Payperblock is very robust and is very likely to gain attention and trust of both clients and freelancers due to its USPs that are unmatched in the whole freelancing industry.

These USPs include:

- **Lowest fees in the industry:** for all our clients on Payperblock, there is a provision of 1% fee if they are using PayB coins for payment. Even if clients use Bitcoin currency, fees will go up only to 2%, which is significantly lower than with any rival company.
- **Decentralized authority:** the company policies are not decided by a single authority team, but instead, all policy decisions are taken in a voting process among all the token holders of the organization, which is a large and diverse group of people.
- **Guaranteed payment:** Payperblock adopts a vigorous process to ensure that freelancers never have to worry about getting paid. For every project, the agreed-upon amount is instantly frozen on the Ethereum account of the client and is released to the freelancer upon completion of the project. If there is any dispute, the resolution is performed by a diverse group of token holders who review the case and provide a fair resolution.
- **Enhanced and fair dispute resolution process:** both the clients and freelancers working on Payperblock have access to a distributed dispute resolution process. The resolution may refer to a dispute on the quality of the work performed by a freelancer, a dispute on payment, or the issue of an unreasonable or unjustifiable negative review for a project.
- **Dispute elimination method:** We will implement a method that will considerably diminish the occurrence of disputes altogether. We will set up a robust management system that both parties can monitor for a solid workflow that will lead to a successful project.



COMPARISON WITH OTHER MAJOR FREELANCING PLATFORMS

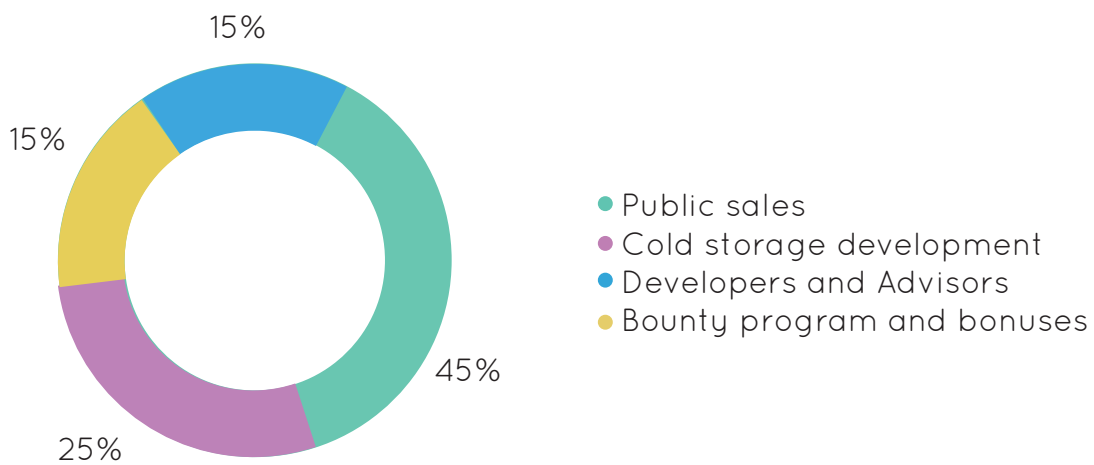
	PAYPERBLOCK	UPWORK	FREELANCER
FREE CHARGED TO THE CLIENTS	1% if paid using PAYB 2% with Bitcoin	2,75%	3%
FREE CHARGED TO THE FREELANCERS		20%	10%
FREE FOR WITHDRAWALS	Withdrawals are free and instant	\$0.99 fee Withdrawal takes up to four days	2.75% fee for select withdrawal options Additional charges for currency conversion Takes up
IS IT DESCENTRALIZED?	YES	NO	NO
DOES IT PROJECT AGAINST CENSORSHIP?	YES	NO	NO
ARE PAYMENTS SECURE?	YES	NO	NO
DESCENTRALIZED DISPUTE RESOLUTION SYSTEM	YES	NO	NO

ICO FUNDING

To obtain funds to put the business plan of Payperblock in action, the ICO process will be used. In this approach, tokens will be distributed as a way of providing people a stake in the organization.

A grand total of 10 billion Payperblock tokens will be minted for the freelancing platform business operations. Out of all the tokens minted, 45% will be made available to general public for purchase, 25% of the tokens will be reserved for the task of future development of cold storage, 15% for the development team and project advisors, and the remaining 15% for the bounty program and bonus provisions on the Payperblock platform.

Currencies that will be accepted on the Payperblock platform and for the purchase of Payperblock tokens include ETH, BTC, and LTC. The exchange rates for Payperblock tokens will be determined a day before the ICO begins.



BONUSES

Referral Program: Both you and your affiliate will receive 5% in PAYB tokens of every ICO transaction.

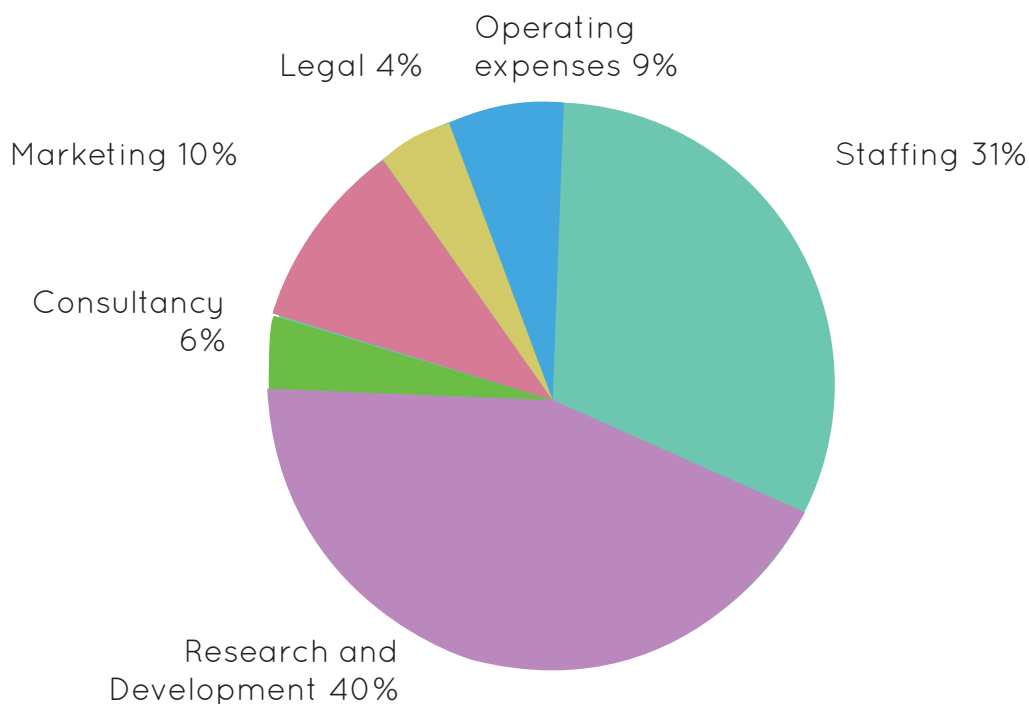


ALLOCATION OF ICO FUNDS

At Payperblock, we understand the need for the responsible and well-planned spending of company funds to make the business sustainable and profitable to the highest degree. For the money raised using the ICO funding process, funds allocation plan is devised with utmost care to keep the funds realistic based on existing trends in the industry and to put emphasis on the most critical aspects of the business. The following chart shows the estimated allocation of all company ICO funds across different operations and business departments.

In the fund allocation process, we have allocated a significant portion of the funds on the business operations that we believe are most critical to long-term success and sustainability of the Payperblock platform. For this reason, we put emphasis on staffing and R&D operations to ensure that the platform continues to get enhanced and feature-rich services of the highest quality for utmost customer satisfaction.

Furthermore, one-tenth of all the funds raised through ICO funding will be allocated to the marketing operations, as it is important to gain exposure for the brand and to get freelancers and clients aware of the benefits that they can have by using the Payperblock platform.



CORE ARCHITECTURE OF THE PLATFORM

The complete architecture of the Payperblock platform is made from three most notable components, which are described below:

- Database: To facilitate a freelancing platform that is pleasing to the users in terms of the offered user experience, it is important that freelancers are able to make employment contract queries in a rapid manner. Among others, the greatest benefits of using the blockchain technology to facilitate a freelancer platform are high-speed data flow and cost-efficiency. To mitigate this issue completely, Payperblock systems will safely store all the data in a database of company transactions, which will enable the system to get queried. The database will be developed by using a small portion of the ICO funding.
- Interplanetary file system (IPFS): In the database and blockchain structure of the Payperblock platform, files will get stored in a distributed manner. IPFS provides a system to store large data files of transactions in a distributed manner to avoid the high cost of data storage in the Ethereum blockchain.
- Ethereum: To the whole structure of Payperblock, Ethereum serves as the backbone of the system. All the employment contracts are designed and deployed for Ethereum in the Solidity programming language. Furthermore, the technology used in the Ethereum blockchain is used for the purpose of creating and maintaining a distribution ledger of all Payperblock transactions. In this manner, the technology used in Ethereum allows for all transaction details to be distributed and then verified by the community in the Ethereum ecosystem.

FINANCIAL PROJECTIONS

The PAYPERBLOCK financial projection shows that the company can utilize its assets to stimulate business growth in the nearest future. The company projects a steady growth with significant net income. Therefore, it is worth stating up front that PAYPERBLOCK is extremely encouraged by the research piece that supports the philosophy behind investing in this venture.

However, this document alone does not constitute an offer of any type; neither does it provide any guarantee, financial or otherwise. Risks associated with this business activities are not limited to those detailed in this document. Therefore, this business plan is presented as a detailed blueprint to what a value-driven company represents as the industry evolves in response to political, social, corporate and industrial dictates.

AIM

- To create market awareness and increase demand for PAYPERBLOCK's services.
- To create further awareness around the corporate existence of the company and its core competence in providing the market with solution-based services.
- To engage impactful marketing tools and position the company as a premium brand of choice for customer targets.
- Employ strategies to expand market reach locally through associations and participating in freelancing conferences and expos.

CORPORATE STRATEGY

- Focus on achieving sustainable organic growth through profit retention. All revenues will be put back into the business with the purpose of strengthening the business activities of PAYPERBLOCK for improved patronage and high market reach.
- Gain market share via effective utilization of word-of-mouth advantage and referral marketing.
- To build a business relationship with stakeholders in the freelancing market and solidify the values and caliber of the brand.
- To operate professionally and ethically in a socially responsible manner.

CORE VALUES

- **Quality and Integrity:** Delivering quality job is our utmost responsibility in every commission, and we act with good faith, honesty, and fairness.
- **Respect for Individuals:** We treat others with respect and dignity.
- **Social and Environmental Responsibility:** PAYPERBLOCK and its employees individually take account of the impact of their actions on the community, people, and business.
- **Excellence:** We continually challenge each other to improve our products, processes, services and ourselves. We always strive to understand our clients' businesses and help them achieve their goals.
- **Team Work:** We foster an environment that encourages innovation creativity and results through team-work.
- **Accountability:** We honor our comments and take personal responsibility for all actions and results.

GOAL

- Develop mechanisms that support professionalism, customer satisfaction, and wider market reach.
- Continue to successfully manage and grow PAYPERBLOCK's brand while expanding into other complementary markets in the freelancing industry.
- Target double-digit returns for investors.
- To be the new face of the freelancing market.

OBJECTIVES

BUSINESS OBJECTIVES

To cultivate and safeguard the legacy and growth of the business through careful yet daring future planning and execution, allowing the company to reach new heights of operational excellence and customer base expansion.

To ensure timely execution of PAYPERBLOCK's growth plans through intended efforts to develop the service into a household brand in the global market.

To attract, maintain and expand the customer base in the industry.

To engage in business alliances with a view to expose PAYPERBLOCK to business opportunities.

FINANCIAL OBJECTIVES

Increase revenue annually.

Review financial activities quarterly.

Increase streams of revenue via diversification and operational expansion.

Prepare financial statements in accordance with globally accepted accounting procedures.

Ensure that adequate and effective internal controls are installed and maintained to ensure the security of financial assets.

MARKETING OBJECTIVES

Engage in marketing efforts that propel market reach.

Expand marketing area (locally).

Offer incentives to efforts that drive referrals to PAYPERBLOCK's services.

Execute the marketing plan professionally.

KEYS TO SUCCESS

PAYPERBLOCK recognizes that success in business is based on unconditional commitment and focus on transforming business goals into market reality. Being a company with the commitment to proffer solution to needs through the Ethereum blockchain for communication and transfer of all transactions, it is believed that the most important factor that defines success is value.

Keys to success include:

- 100% customer satisfaction.
- Aggressive marketing through SEO, social marketing, and targeted advertising.
- Recruitment of experienced and committed workforce.
- Lowering overall costs.
- To become an active and ethical member of the blockchain freelancing community.
- To build and maintain a high reputation for excellence in the industry.

availability of trained, enthusiastic, passionate and knowledgeable personnel with answers to customer's needs.

- Need for sufficient capital for running the business.

PAYPERBLOCK to increase success rate through adherence to strategic plans, effective communication, customer satisfaction and management of financial plans in accordance with its corporate goals.

COMPANY OVERVIEW

PAYPERBLOCK's core values are driven by the desire to set a standard of quality satisfaction among its clients while operating ethically through collaborations and business relationship with the core players in the industry.

PAYPERBLOCK is owned and operated by a team of experienced personnel in the industry.

FUTURE OF PAYPERBLOCK PROJECT

With the Payperblock project, our primary objective is to become the most significant and undisputed leader of the freelancing industry.

We realize that to achieve this objective, we need to gather sufficient funds to finance the Payperblock project and also engage in effective marketing of the platform across different freelancing communities. In addition to this, post-launch improvements and addition of many new features are also necessary for long-term success of the platform.

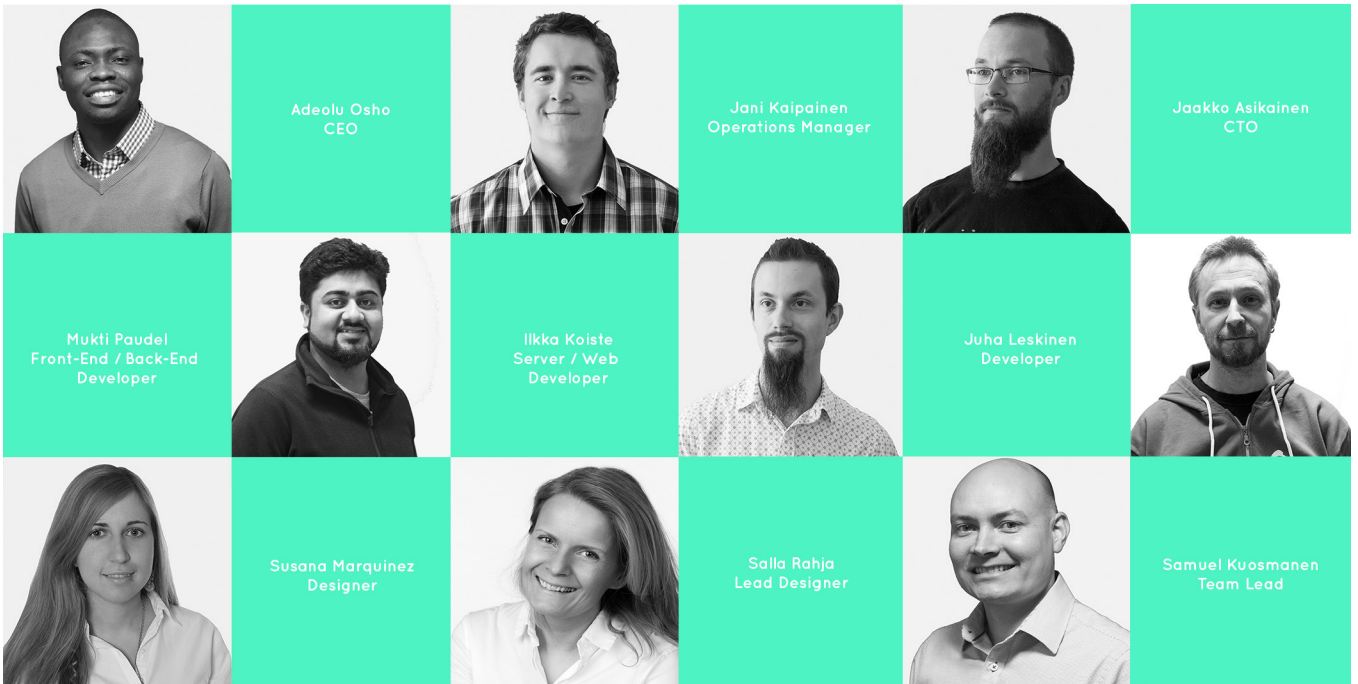
At this stage, we want to have a streamlined and ironclad plan for the Payperblock platform and to get our name out in the job market. This is very important for us as we intend to reach not just the freelancers, who are technically versed in technologies like cryptocurrency, but all who want to sell their capacity under freelancer business model.

To make adoption of the Payperblock platform easier for users, it is our goal to make the platform very intuitive and easy to use. Among the core principles of the Payperblock platform, simplicity is kept at a high priority as it is considered in the design of the interface as well.

It is our intention and ambition to make the experience of using Payperblock free of any hassle or obstacle.

The end goal of the Payperblock project is to implement the project for all types of freelancing industries, not just IT services, and to make it easy enough for everyone to use.

THE TEAM



THE ADVISORS



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