



**BOON TECH**

**First AI Powered  
Decentralized Job  
Marketplace**

## Abstract

Artificial Intelligence could double annual economic growth rates by changing the nature of work and creating a new relationship between man and machine. The impact of AI technologies on business is projected to increase labor productivity by up to 40 percent and enable people to make more efficient use of their time.

However, present job marketplace platforms are overlooking the behavioral patterns of users and leave out essential data to increase the capability and efficiency of the platform, decreasing the ROI of all parties involved,

Boon Tech aims to become the world's first Artificial Intelligence powered job marketplace to utilize the massive computation power and data analytics to gain valuable percentage points of accuracy, giving our users a much higher ROI compared to a traditional platform.

Boon Tech is a decentralized platform and collection of smart contracts forming a decentralized job marketplace. Within this framework, the benefits of AI become a global commons infrastructure for the benefit of all involved parties.

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## Vision

### Inspiration

Freelancers contribute **1.4 trillion** dollars annually in freelance earnings to the world economy. **77 million** people Freelance worldwide. In America alone there are **53 million** freelancers. The majority of workers will freelance by the year **2027**. Millennials are leading the way with **47%** of them freelancing, more than any other generation.

Technology is enabling freelancing. The rise of digitization, including elements such as smartphone apps, online marketplaces, and cloud computing, has made it easier for skilled workers to take up independent productive activities, and create their own workplaces.

In numerous respects, today's standard freelancer marketplace and corporations are not up to the task of serving 77 million people efficiently and optimize their ROI. New, more flexible, open and rapidly adaptive economic structures and dynamics are needed.

Blockchain provides a powerful tool for managing secure and almost nil transaction fees. However blockchain is just a tool, and it must be used in the right way. A blockchain-based framework designed to serve the needs of clients and freelancers as they interact with each other and with external customers can enable the emergence of a collective intelligence.

Boon Tech is designed to deploy Artificial Intelligence for the ever-increasing benefit of as many freelancers and corporations/entrepreneurs as possible.



**Reference (Click Below)**

**Freelancer Stats**



## Problem

Upwork and Fiverr are the leaders in the freelance marketplace with a combined market cap of 1.3 Billion dollars.

## Basic Rating and Review System

The rating system in every contemporary platform is simplistic and lacking intelligence. A client cannot gauge the calibre of a freelancer with just a 5-star rating. For example, if a client always gives a 5-star feedback(Yes there are people like that) to freelancers, and if he rates one freelancer lower, then that is a big event which breaks the pattern..

Similarly if a client has a habit of always giving average reviews but rates one freelancer high, that is a huge event which again breaks the pattern and is noted in the Boon platform to rate the freelancer. This intelligence is not incorporated into Upwork or Fiverr or any other platform.

Similarly a \$5 job and \$50,000 job get the same weightage in contemporary platform. But in reality, these ranking cannot be equated. It takes a lot more skill, management ability and dedication to complete a \$50,000 job

Result : Fake reviews.

## Language Barriers

Freelancers and clients often find it difficult to converse with each other due to the lack of inbuilt intelligent translation modules with contemporary platforms. This is especially difficult hurdle for the freelancers with English as a second language to overcome and display their real skill.

No one is bad at communication, they ONLY find it difficult when they have to speak a foreign language.

## **Behaviour Study is Absent**

Behaviour of clients and freelancers in the platform are not accounted for in rating or reviews. If a client has a habit of creating numerous projects but not hiring any freelancer, the metric is not accounted in his rating. Similarly if a freelancer is not accepting the jobs he is awarded, its not accounted for his rating and ranking in the platform.

Result : Top talents will not achieve their full potential. Top clients miss top talents in the platform.

## **Insanely High Service Fees**

Freelancers are charged 20% fees by Upwork.com and Fiverr.com for using the platform.

## **Identity Protection**

Present platforms lack identity protection. Clients and freelancers have to provide their whole bank account, credit card, , national identity cards and other personal details on these platforms.

## **Volatility in Crypto**

Every crypto platform ignores the volatility of crypto currencies in the equation. A platform that ignore the fluctuation of crypto currency is bound to fail.

## **Solution**

### **IBM Watson's Personality Insights**

Boon Tech will be the first AI powered decentralized job marketplace with an intelligent review system incorporated into the platform. By integrating with IBM Watson's Personality Insights we can predict personality characteristics, needs and values, and better understand our customers' habits and preferences on an individual level, and at scale

### **Artificial Intelligence Quotient (AIQ)**

Boon Tech will be able to collect detailed personality portraits and incorporate the findings into our platform with AIQ. AIQ is a score from 1 to 100 to rate a freelancer or client, instead the traditional 5 star ratings in contemporary platforms. AIQ will represent a broader scale to measure and quantify the personality and behaviour of the users in the platform. AIQ will completely eliminate fake reviews.

Every user in the platform is assigned an AIQ score which is a number between 1-100, this will eliminate the difficulty in gauging the talent of a freelancer with just 5 star rating.

### **Live Language translator**

Boon Tech will address the language barrier with IBM Watson's Language Translator which instantaneously translates conversations between clients and freelancers.

A person in China can speak to an American client in his own language and vice versa. The translation happens live in the Boon Tech platform.

## **Zero service fee**

Instead of the 20% service fee in every other contemporary platform. This will enable a freelancer to earn 100% profit for his effort. Clients will not be treated as the cash cows in Boon Tech platform as they are in every other contemporary platform.

## **Identity Protection**

IBM Watson's Visual Recognition service uses deep learning algorithms to analyze images like ID, faces, and other content. This helps ensure identity protection far more superior and safe in the Boon Tech platform.

## **Addressing Volatility**

Boon Tech address the volatility of the crypto currencies by a patent pending technology to eliminate the volatility of the cryptocurrency market and obtain stability in the platform



## HOW BOON TECH WORKS

### **AIQ or Artificial Intelligence Quotient**

Clients as well as freelancers need methods to estimate the reputation of marketplace participants. This is critical for making choices regarding everyday transactions in the network, and it also plays a core role in network governance and resource allocation.

Boon Tech platform uses IBM Watson's AI personality Insights to infer potentially unnoticed communications, events, portraits of individuals that reflect their personality characteristics. We uses linguistic analytics to infer individuals' intrinsic personality characteristics from digital communications such as email, text messages, phone calls etc.

The Personality Insights service infers personality characteristics based on three primary models:

### **Big Five**

Big Five personality characteristics represent the most widely used model for generally describing how a person engages with the world. The model includes five primary dimensions: Agreeableness, Conscientiousness, Extraversion, Emotional range, and Openness. Each dimension has six facets that further characterize an individual according to the dimension.

## Needs

Needs describe which aspects of a product will resonate with a person. The model includes twelve characteristic needs: Excitement, Harmony, Curiosity, Ideal, Closeness, Self-expression, Liberty, Love, Practicality, Stability, Challenge, and Structure.

## Values

Values describe motivating factors that influence a person's decision making. The model includes five values: Self-transcendence / Helping others, Conservation / Tradition, Hedonism / Taking pleasure in life, Self-enhancement / Achieving success, and Open to change / Excitement.

Based on this output we assign an AIQ score to all the users in our platform. This score is a range from 1-100.

This quotient is 20 times efficient than the 5 star reviews currently present in any micro job platform.



## BENEFITS OF AIQ

AIQ can provide insights that help the Boon Tech platform to learn and adapt more about our users.

Understand our customers at a deeper level by learning our clients' preferences, improving customer satisfaction, and strengthening client relations.

Improve client acquisition, retention, and engagement.

Guide highly personalized engagements and interactions to better tailor our platform, services, campaigns, and communications for individual clients.

### **Decimate Language Barrier**

AI helps us to instantaneously translate the communication between clients and freelancers in the Boon Tech platform. With the IBM Watson AI Language Translator service, we can identify the language of input text and use a domain-specific linguistic model to translate the text into another language.

To translate industry-specific jargon or other types of specialized terminology, IBM Watson allow us to customize the linguistic model to optimize it for our needs. This happens live which allow a seamless and efficient communication between our clients and freelancers.

This feature solves the biggest communication problem present in all other micro job platforms, both legacy and blockchain.

## AI Powered Identity Protection

AI powered ID Recognition service uses deep learning algorithms to analyze images to identify the person without any human interference. The technology allow us to quickly and efficiently approve users in our platform. At present we identify all US id's under this module.



## ADDRESSING VOLATILITY IN CRYPTOCURRENCY

Boon Tech currently has a patent pending technology to eliminate the volatility of the cryptocurrency market and obtain stability to the platform.

Boon Dollars created by Boon Tech, makes use of identical mode of operation with the one used in convertible notes.



Convertible notes can be described as short-term debt instruments, the price of which will be determined in the future for converting into ownership. Blockchain based token and convertible notes are not exactly the same, there is a difference between the two.

## Boon has no volatility

Reliable price, rules to prevent abuse, and liquidity are the major requirements for creating Boon Dollars. When there is token-convertible-dollars, the blockchain can grow their network. It also results in maximizing the return for token holders. Boon Dollars enhances easy and instant conversion of crypto currencies into dollars at market price, but this feature does not necessarily mean Boon Dollars would be a suitable Dollar replacement.

The liquidity of assets can be enhanced when the conversion between Boon Coin and Boon Dollars takes place. This conversion process happens instantaneously.

The process is referred as hedging. Hedging addresses the fluctuation in cryptocurrency market , enabling our users to trust our platform and engage in our platform without any fear of monetary loss.

This solves the most critical aspects of a project being successful or not.

## MainStream Adoptability of Boon Tech Platform

Mainstream adoption of a blockchain platform is not likely to happen by educating and converting one consumer at a time. Instead, it will be more likely to occur by offering mainstream audiences a chance to interact with our platform by providing incentives to use our platform without losing any credibility users have in the present platforms they use.

To address the adoptability barriers, we allow freelancers and clients to import their present portfolio from legacy platforms into our platform,

In other words no user has to start from scratch in our platform if the user is successful in another platform.. This is the biggest pain point for users to migrate to any blockchain platform.

This feature provides a highly usable and compelling reason for the mainstream audience to migrate to our platform seamlessly.



## Blockchain Integration

Blockchain technology is a means of transferring money over the internet without an intermediary such as a bank or payment processor. It uses a distributed ledger that is updated by consensus among the community, rather than held privately.

Boon Tech requires no special innovations in cryptocurrency or blockchain technology, and the initial implementation will be built on Ethereum, with smart contracts written in Solidity and designed to minimize the gas cost for network operations.

Due to the rapid evolution of cryptocurrencies and associated tools, Boon Tech will need to be able to shift between different crypto-economic infrastructures as technology progresses. Plans are in place to integrate BTC, LTC and Zcash into our platform.

### Need for Boon Token

The choice to create a native token for Boon Tech transactions was not made casually. To create a job marketplace that makes transactions smooth, guarantees international access, and incentivizes network growth we require a native token and economic model optimized for a peer to peer market.

In more depth, some of the underlying reasoning was as follows. Boon coin is required because:

## 1 Hedging against Cryptocurrency Volatility

To eliminate volatility in the Boon Tech platform we require our own token to hedge against the USD the most stable currency on the planet. We convert Boon coin into Boon dollars and introduce stability in our platform against the crypto currency fluctuations. Boon dollars are pegged against the USD, this aspect make our platform the most stable platform in this vertical.

## 2 Payment flexibility with international transactions

To ensure fair and non-discriminatory access, a single token unconnected to any outside economy is required. Any fiat currency would create barriers to those who cannot use that currency, and make the Boon economy vulnerable to manipulation by the economy backing that currency

## 3 A Scalable Transaction Infrastructure

We have our own blockchain to enable a vibrant platform and a scalable transaction infrastructure. Current networks (Bitcoin, Ethereum) cannot support the transaction volume required, nor will they be able to if multiple high transaction volume services are running on those chains.

## 4 Network Incentivization via Inflationary Rewards, with Decentralized Regulation

Inflationary rewards let the network reward participation in a psychologically frictionless way. The only other way to reward participation is through taxation of others, which creates immense psychological burdens for users.

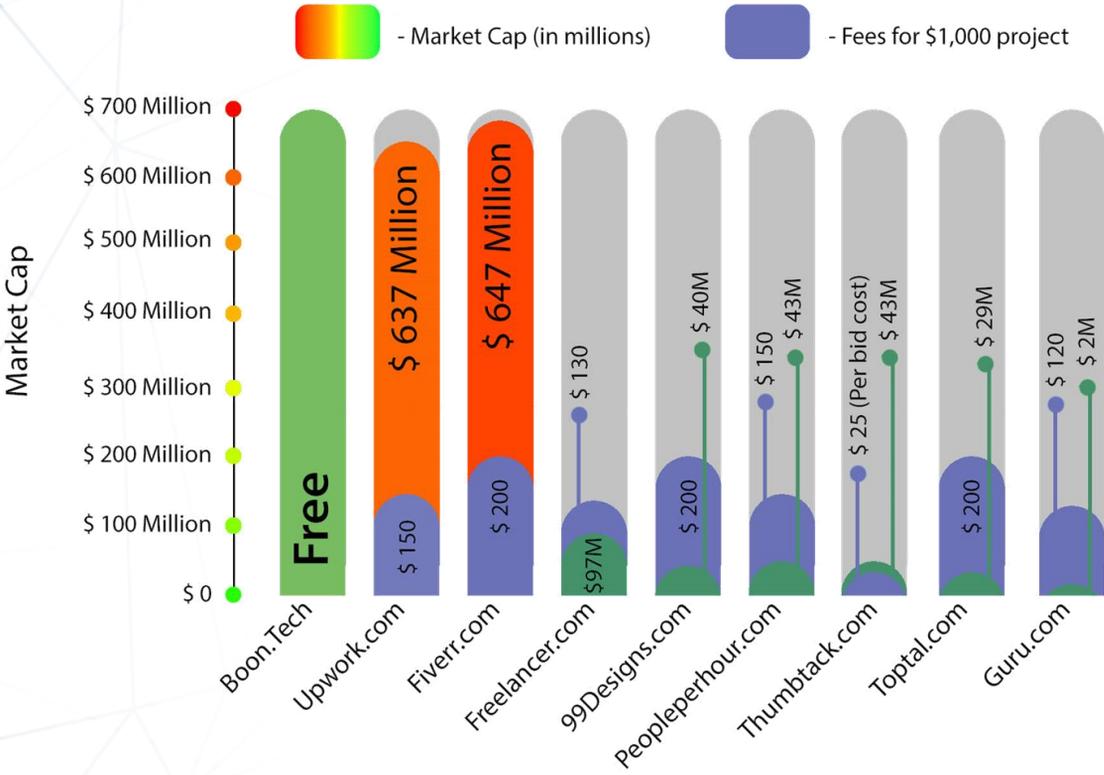
## Industry Market Cap and Fees

Company	Market Cap	Fees for \$1000 Project
<b>Boon Coin</b>	<b>\$20 Million</b>	<b>FREE</b>
Upwork.com	\$637 Million	\$150
Fiverr.com	\$647 Million	\$200
Freelancer.com	\$97 Million	\$130
99Designs.com	\$40 Million	\$200
Peopleperhour.com	\$43 Million	\$150
Thumbtack.com	\$43 Million	Per bid cost \$25
Toptal.com	\$29 Million	\$200

## Market Cap of Industry Leaders

 Upwork	\$637 Million
 Fiverr	\$647 million
 People Per Hour	\$200 million
 Freelancer	\$97 million

## Freelancer Jobs Market Cap



## Market Providers



**Reference**  
(Click Below)



## Abstract

Market Cap

**20 Million Cap**

Cost of BOON token

\$0.04

Token Distribution Date

1 week after ICO ends

Product

IOS/Android App and  
Web platform

Total Tokens ever created

1 Billion

Tokens available for ICO

500 million or 50%

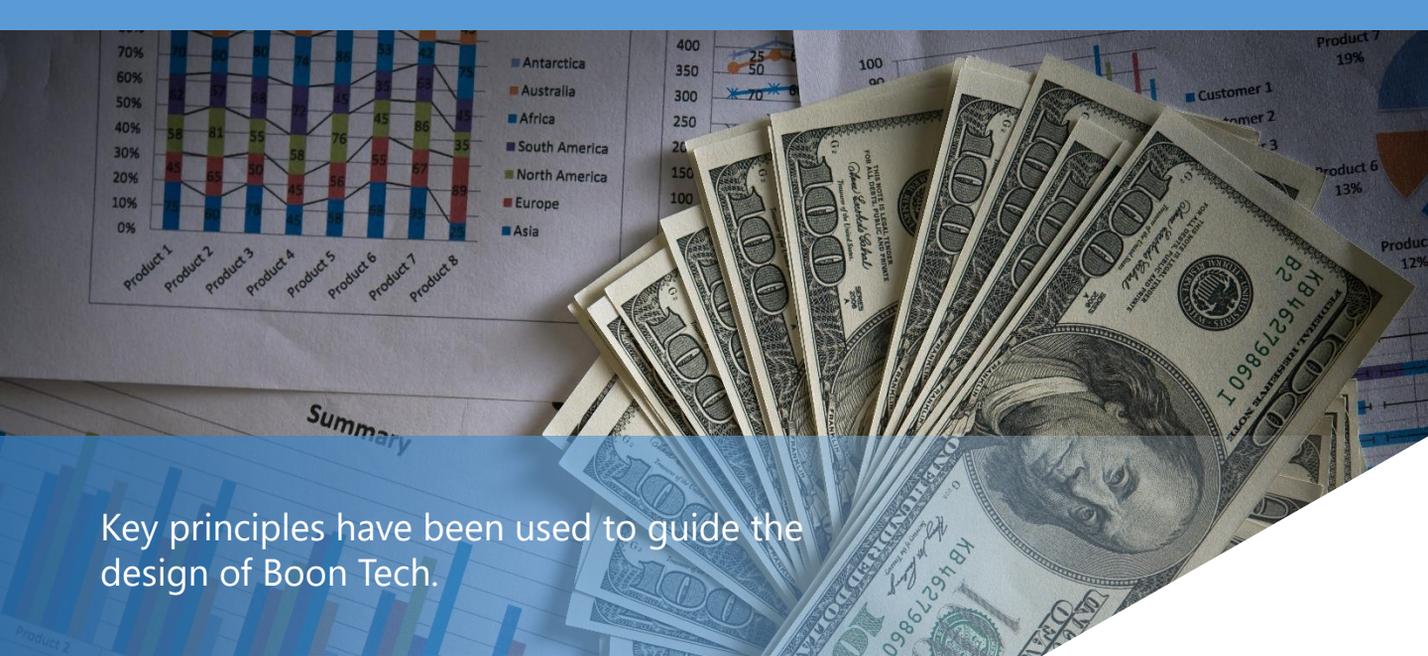
Direct competitor's market cap

650 million each

Fortune 500 companies are jumping on the bandwagon. PricewaterhouseCoopers, one of the top Fortune 500 companies, has launched a marketplace where freelance workers can upload their resumé and apply to work on projects for PricewaterhouseCoopers clients.

Boon Tech aims to support this participation in the freelance economy and online communities by:

- 1 Returning much of its value to the people who provide valuable contributions by rewarding them with tokens which can be redeemed at an exchange,
- 2 Through this process create a currency that can reach a broad market, including people who have yet to participate in any cryptocurrency economy,
- 3 By making the service free for both Entrepreneurs and freelancers, our platform rewards both parties and enable Entrepreneurs and freelancers to earn more for their effort.
- 4 Freelancers and Entrepreneurs are incentivized to use the platform by providing a bonus to both parties and encourage the community activities.



## Key principles have been used to guide the design of Boon Tech.

The most important principle is that everyone who contributes to a venture should receive pro-rata ownership, payment or debt from the venture. This principle is the same principle that is applied to all start-up businesses as they allocate shares at founding stages, and again during subsequent funding rounds.

The second principle is that all forms of capital are equally valuable. This means that those who contribute their scarce time and attention toward producing and serving others are just as valuable as those who contribute their cash. Known as the sweat equity principle, this is a concept that prior cryptocurrencies have often had trouble providing to more than a few dozen individuals.

Yet this is already happening on social media platforms. In 2014, Reddit hypothesized that its platform would be improved if everyone who contributed to the website by posting stories, adding comments or voting were rewarded with a share in Reddit, Inc.

 [Reference \(Click Below\)](#)



## Boon Tech Platform

What if we could diminish these roles? What if users of the job market possessed a real stake in the networks they participate in? What if we could align incentives for all parties and create a network that naturally promotes behaviours that benefit all participants?

Participants offering a service (Freelancers), most often it is one which can be delivered online, will register as 'Freelancers' and offer their availability to do the specific skilled job.

Participants seeking certain services will register as 'Entrepreneurs', and will either contact 'Freelancers' through the search function or will find the category and skills displayed in the Boon Tech Platform. Bidding for jobs and setting requests for services will give both participants the ability to interact and find mutual agreements.

The platform will provide a mechanism to ensure that, upon agreement, sufficient money is kept in escrow so the freelancers have a safety net as well as Entrepreneurs unless there are disputes, in which case the platform will offer conflict resolution methods.

With the issuance of the BOON Token (BOON), we create a Users-as-Stakeholders network, allowing the behaviour of the platform to become aligned with the interests of its users.

A benefit of this model is the network effects it creates. Just as Facebook shifted our social attention to build network effects on its closed platform, the BOON Token will leverage our economic attention to build the network effect of an open platform.

We believe that crypto economic systems will have even stronger pull than the social ones. Our survival instincts, which heavily influence our economic interests, are stronger than purely social ones, thus leading to the faster adoption of cryptocurrencies as technologies.

The Boon Tech community provides the following services to its members:

1. A secure platform for freelancers and Entrepreneurs to find talent and jobs.
2. A means to get high-quality service and a committed user base.
3. Free payments.
4. Rewards for engaging in the platform (distributed as Boon Coins)

Boon Coin's purposeful realignment of economic incentives has the potential to produce fairer and more inclusive results for everyone involved than the fiat freelancer platforms like Upwork, Fiverr, 99Designs, etc. This paper will explore the existing economic incentives and demonstrate how Boon Coins's incentives may result in better outcomes for all participants.

## Recognizing Contribution

Boon Tech is fundamentally designed to address the major barriers to the adoption and monetization of a crypto currency economy which favors both parties involved. Our thesis is that the same techniques used to grow major freelancer marketplace platforms can also be used to bootstrap a successful crypto currency.

Economic incentives enabled by crypto currency can dramatically facilitate the growth of a new block-chain job market platform.

Boon Coin is the fundamental unit on the Boon Tech platform. Boon Coin is a crypto currency token that operates by involvement in the platform, account transaction and amount earned for the freelancers. For Entrepreneurs, their influence and rewards earned are based on amount spent and activity on the platform.

Under this model, members have a financial incentive to actively participate and spend in a way that maximises the long term value of their Boon Coin.

Boon Coin is designed around a relatively simple concept: everyone's meaningful contribution to the community should be recognized for the value it adds. When people are recognized for their meaningful contributions, they continue contributing, and the community grows. Any imbalance in the give and take within a community is unsustainable. Eventually, the givers grow tired of supporting the takers and disengage from the community.

The challenge is creating a system capable of identifying what contributions are needed and their relative worth in a way that can scale to an unbounded number of people.

A proven system for evaluating and rewarding contributions is the free market. The free market can be viewed as a single community where everyone trades with one another and rewards are allocated by profit and loss. The market system rewards those who provide value to others and punishes those who consume more value than they produce. The free market supports many different currencies and money is simply a commodity that everyone finds easy to exchange.

Boon Coin is designed to enable effective micro-payments for all kinds of contribution by changing the economic equation. Both freelancers and Entrepreneurs are rewarded using the platform and no longer face the cognitive, financial, and opportunity costs associated traditional fiat based platforms.

There are other forms of contribution that Boon Coin recognizes and rewards using objective metrics. Among these are transaction validation, liquidity rewards, and reporting misuse of the platform .

## Dispute Resolution

If a dispute between the Service Provider and Service Seeker should arise, the Boon Tech Platform will provide a mechanism to ensure that, upon agreement, sufficient money is kept in escrow so the service provider is always paid, unless there are issues with the service. In such a case the platform will offer conflict resolution methods.

## Ways to Contribute

This section outlines the ideas behind Boon Coin and its rewards for people who provide meaningful and measurable contributions to the Boon Tech community.

## Capital Contributions

There are two items a community can offer to attract capital: debt and ownership. Those who buy ownership gain a profit when the community grows, but lose if the community shrinks. Those who buy debt are guaranteed a certain amount of interest but do not get to participate in any profits realized by the growth of the community.

Both types of capital contributions are valuable to the growth of the community and value of its currency. Additionally, there are two ways ownership can be held: liquid and vesting. Vesting ownership makes a long-term commitment and cannot be sold for a minimum period of time.

The Boon Tech network calls these different asset classes Boon Coin (BOON) and Boon Dollars (BD).

## Boon Coin (BOON)

Boon Coin (BOON) is the fundamental unit of account on the Boon Coin blockchain. All other tokens derive their value from the value of BOON. Generally speaking, BOON should be held for short periods of time when liquidity is needed. Someone looking to enter or exit the Boon Tech platform will have to buy or sell BOON. Once BOON has been purchased it should be converted into Boon Dollars (BD) to mitigate the impact of dilution over the long-term.

For example, someone who buys Bitcoin or any other cryptocurrency and sells it ten days later could easily lose 3% or more due to price fluctuations. Someone who buys Bitcoin and then sells it the same day will usually pay more than 0.4% in market fees alone. In other words, the inflation rate is effectively insignificant during the period of time the typical individual will hold Bitcoin.





## Boon Dollars (BD)

Stability is an important feature of successful global economies. Without stability, individuals across the world could not have low costs while engaging in commerce and savings.

Because stability is an important feature of successful economies, Boon Dollars (BD) was designed as an attempt to bring stability to the world of cryptocurrency, and to the individuals who use the Boon Tech network.

Boon Dollars are created by a mechanism similar to convertible notes, which are often used to fund start-ups. In the startup world, convertible notes are short-term debt instruments that can be converted to ownership at a rate determined in the future, typically during a future funding round.

A blockchain based token can be viewed as ownership in the community, whereas a convertible note can be viewed as a debt denominated in any other commodity or currency. The terms of the convertible note allow the holder to convert to the backing token with a minimum notice at the fair market price of the token.

Creating token-convertible-dollars enables blockchains to grow their network effect while maximizing the return for token holders. Boon Dollars are referred to with the symbol BD, an acronym for Boon Dollars. Creating BD requires a combination of a reliable price, rules to prevent abuse, and liquidity. Providing a reliable price involves two factors: minimizing the cost of producing, and minimizing the importance of timing.

## Mitigating Timing Attacks

Market participants have access to information faster than the blockchain's one week moving median conversion price can react. This information could be used to the benefit of traders at the expense of the community. If there is a sudden increase in the value of Boon Coin, traders could request conversion of their BD at the old, lower price, and then sell the Boon Coins (Boon) they receive at the new higher price with minimal risk. Boon Tech levels the playing field by requiring all conversion requests to be delayed for one week. This means that neither the traders nor the blockchain have any information advantage regarding the price at the time the conversion is executed.



## Minimizing Abuse of Conversions

If people could freely convert in both directions, then traders could take advantage of the blockchain's conversion rates by trading large volumes without changing the price. Traders who see a massive run up in price would convert to BD at the high price (when it is most risky) and then convert back after the correction. The Boon Tech protocol protects the community from this kind of abuse by only allowing people to convert from BD to BOON and not the other way around. The blockchain decides how and when to create BD and who should get it, keeping the rate of BD creation stable and removing opportunity for abuse.



## Liquidity

Just because BD can be converted to dollars worth of BOON at a fair price in a reasonable amount of time, it does not mean it will be viewed as a reliable dollar replacement. These assets require liquidity in a market that enables an instantaneous conversion between BOON and BD.

The measures a blockchain is forced to take to prevent abuse end up lowering the quality of the convertible dollars. To compensate for this loss of quality the blockchain can offer a fixed cost reward to liquidity providers. Whereas the potential losses from manipulation and abuse are unbounded, the cost of encouraging liquidity can be fixed.

A liquidity provider buys and sells BOON. They take on the majority of the short-term price risk and long-term feed risk, giving the remaining market participants a high quality, extremely liquid market within which to trade. BOON has an on-blockchain market between BD and BOON.

Users can earn rewards by providing liquidity to both sides of this market. The blockchain uses a simple algorithm to rank each user's liquidity provision and consumption. A user is considered a liquidity provider if they are using the platform for hiring or providing service for Entrepreneurs.

Users must provide liquidity as both a freelancer and an Entrepreneur to qualify for rewards, and they must provide it consistently over time.



## Distributing Currency

There are two ways people can get involved with a crypto-currency community: they can buy in, or they can work. In both cases users are adding value to the currency. For the most part, users will be contributing time (work) rather than money. This is because the vast majority of people have time to spare to work, not money to spare to buy in.

Imagine the goal of bootstrapping a currency in a poor community with no actual cash but plenty of time. If people can earn money by working for themselves then they will bootstrap value through mutual exchange facilitated by a fair accounting/currency system.

Distributing a currency to as many people as possible in a manner that is perceived as fair is a challenging task. The tasks that can be entirely evaluated by an objective computer algorithm are limited in nature and generally speaking have limited positive external benefits. In the case of Bitcoin-style mining, it can result in the production of specialized hardware and cause people to invest time in developing more efficient algorithms.

It may even help find prime numbers, but none of these things provide meaningful value to society or the currency holding community at large. More importantly, economies of scale and market forces will end up excluding everyone but experts from participating in this kind of distribution.

Ultimately, computation-based mining is just another way of buying in because it requires money to pay the electric bill, or for the development of hardware necessary to do the work. To give everyone an equal opportunity to get involved and earn the currency, people must be given an opportunity to work.

The challenge is how to judge the relative quality and quantity of work that individuals provide, and to do so in a way that efficiently allocates rewards to millions of users. This requires a platform which allocates funds, and it must be as distributed and decentralized as possible.

The first step in rewarding millions of users is to commit to distributing a fixed amount of currency regardless of how much work is done. This changes the question from being "Should we pay?" to "Whom should we pay?" and signals to the market that money is being distributed and is being auctioned off to whoever "bids" the most work.

As an example, Bitcoin committed to awarding 50 BTC to whoever finds the most difficult hashes. Similarly, all work must be completed prior-to payout, and nothing should be paid speculatively on the promise to do work in the future. The next step is to provide everyone who does anything even remotely positive with something rewarding. This is accomplished by ranking all work done. The more competitive the market becomes, the more difficult (higher quality or quantity) it becomes to earn the same payout.

## Payout Distribution

One of the primary goals of Boon Coin's reward system is to produce the best discussions on the internet. Every year 10% of the market capitalization of Boon Coin is distributed to top contributors. At the size of Bitcoin, this could be as much as \$1.75 million dollars per day being given to top contributors. The actual distribution will depend upon the market capitalization, but we envisage that the vast majority of the rewards will be distributed to the most hard-working contributors.

Zipf's Law is one of those empirical rules that characterize a surprising range of real-world phenomena remarkably well. It says that if we order a large collection by size or popularity, the second element in the collection will be about half the measure of the first one, the third one will be about one-third the measure of the first one, and so on. In general, the one-thousandth-ranked item will measure about  $1/k$  of the first one.

Taking contribution as a rough measure of value, then the value of each item is given by Zipf's Law. That is, if we have a million items, then the most popular 100 will contribute a third of the total value, the next 10,000 another third, and the remaining 989,900 the final third. The value of the collection of "n" items is proportional to  $\log(n)$ .

The economic effect of this is similar to a lottery where people overestimate their probability of getting votes. Thus they do more work than the expected value of their reward and thereby maximize the total amount of work performed in service of the community.



**Reference**  
(Click Below)

Zipf's Law



WIKIPEDIA  
The Free Encyclopedia

The fact that everyone **“wins something”** plays on the same psychology that casinos use to keep people gambling. In other words, small rewards help reinforce the idea that it is possible to earn bigger rewards.

## Minimum Balances

The concept of forcing users to maintain a minimum balance flows naturally from the value of a user. Anyone running a business knows that every single user has significant value. Businesses spend anywhere from \$30 to \$200 to acquire a user. Sometimes they pay users directly, other times they pay for advertizing. Sometimes entire companies are bought just for their user base. After a company acquires a user, they often give them many free services to keep them around long enough to monetize them through some other means.

Ripple uses a minimum balance that scales with account resource use and requires that new accounts get funded with at least this minimum balance. Currently, this minimum balance is about \$0.15 which is greater than the \$0.10 we estimated would allow someone to transact freely at least once per week

A blockchain can enforce a minimum value per user through the simple process of requiring a minimum balance. Any business that wishes to bring a new customer to the blockchain can pre-fund that user's account with the minimum balance that would allow them to transact. Requiring a relatively large fee (\$1.00) to join will naturally vet the quality and uniqueness of each account before registering them with the blockchain.

Maintaining a minimum balance is effectively the same as making users pay transaction fees with the interest they could have earned on their balance. The minimum balance is simply the balance required to earn enough interest to pay a fee in a relatively short period of time.

Fortunately, the minimum balance required can be as low as a dollar, and this is something users can understand and appreciate.

The opportunity cost of lost interest doesn't incur the cognitive cost of a micro-fee and is far more acceptable to users.



### Reference

(Click Below)

Forbes, Tristan Louis,  
"How Much is a User Worth?"

**Forbes**



### Reference

(Click Below)

Ripple, Account  
Reserves

**ripple**

## The Power of Boon Coin

Boon Coin recognizes that the value of all user participation is greater than the sum of the parts. A single participant is worth next to nothing, but millions of participants working hard to the success of the platform are worth billions of dollars.

A single participant provides little quantitative value, but having millions of users is a very effective strategy.

Because everyone benefits, everyone participates. People are less likely to abandon the platform, unlike all the current fiat currency-based platforms, because of the transaction fees. In other words, no individual user should be expected to pay for anything, but instead should be paid for everything they do that brings value to Boon Tech Platform.

In the search for hiring the best talent, entrepreneurs have been so focused on who should pay that they missed the obvious reality: everyone benefits from each other's contributions, so either everyone should pay or no one should pay, depending on how you look at it.

Boon Tech platform bypasses micro-payments completely because when an Entrepreneur hires and pays a freelancer, all parties involved (the Entrepreneur, freelancer and the community) get the benefit.

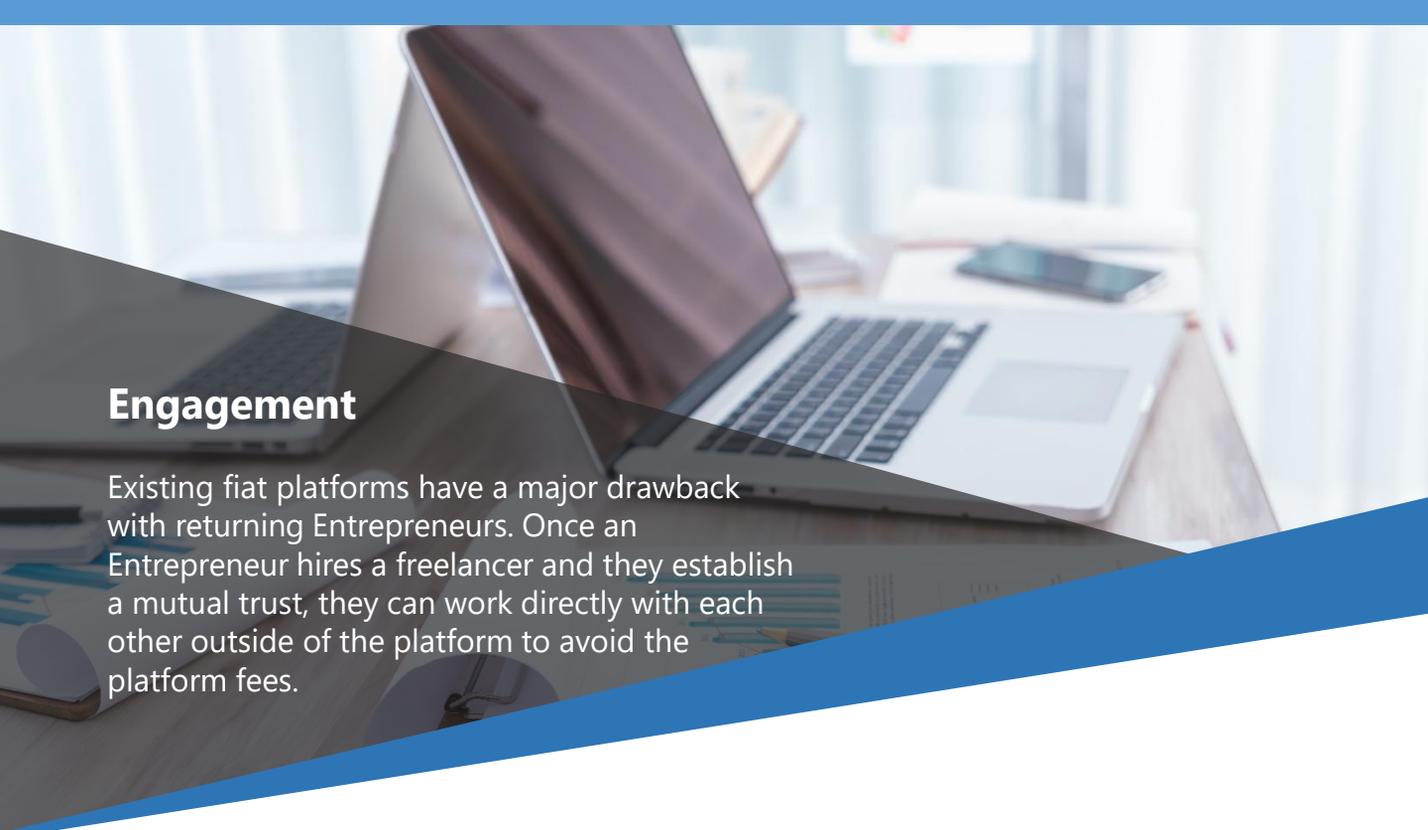
The Entrepreneur gets the job well done, plus he earns rewards. The more capital that they spend on the platform the Entrepreneur earns more rewards.

The freelancer gets paid as well as rewarded. The more work they do through the Boon Tech platform, the more rewards freelancers earn.



The community gets boosted with more capital flowing into the Boon Tech platform.

The mental energy associated with making an economic decision becomes a barrier to participation for most people. For example, the thought of handing over 20% of earnings just to be given the job is seen as a barrier to taking on the work. Additionally, a \$25 fee just to bid on a task (Thumbtack.com) is too much to ask someone who has little money (hence why they are on the site in the first place).



## Engagement

Existing fiat platforms have a major drawback with returning Entrepreneurs. Once an Entrepreneur hires a freelancer and they establish a mutual trust, they can work directly with each other outside of the platform to avoid the platform fees.

Every freelancer on the existing fiat platform wants to directly work with the Entrepreneurs after they establish trust to avoid the membership fees, service fees and delay in payment.

Existing platforms have a lag time for freelancers to get paid. Freelancer.com, for example, has a lag time of 30 days. Which means a freelancer gets paid for his work after 30 days he completed the work.

Some of the existing platforms charge freelancers for bidding for each project. Thumbtack, for example, has the highest bidding fees. For a web design project, thumbtack.com charges \$25.00 for one bid without any guarantee for that job.

Upwork.com and Peopleperhour.com charge \$2.00 - \$3.00 for a bid after an initial 60 bids. So freelancers have no incentive to work for the same Entrepreneur for repeat work which, in turn, reduces the engagement ratio for freelancers.

The return ratio of Entrepreneurs and freelancers are abysmal in all of these fiat based platforms due to these factors.

In Boon Tech platform, Entrepreneurs and freelancers are incentivized to return to the platform for rewards.

The more they engage in the platform, the more money and rewards they earn.

## Solving the Cryptocurrency Onboarding Problem

It isn't easy to get into cryptocurrency. Someone who discovers Bitcoin and wants to try it out quickly learns that they will need to sign up with an exchange and fund their account with a credit card or wire transfer. What would Facebook's adoption rate have been like if you had to fork over money and a two forms of ID?

Boon Coin solves this problem by giving everyone a way to get paid for doing simple, but valuable, tasks, and contribute. This will help to the widely distribution BOON tokens. This is helpful because cryptocurrencies have a network effect (i.e., more users make it more useful; for an extreme example, consider that if Satoshi had kept 100% of Bitcoin for himself, Bitcoin would be worthless.)

## Solving the Cryptocurrency Liquidation Problem

A currency that is difficult to use or impossible to sell has little value. Someone who comes across \$1.00 worth of Bitcoin will discover that it costs more than \$1.00 to sell that Bitcoin. They have to create an account with an exchange, perform KYC validation, and pay fees. Small amounts of cryptocurrency are like small change that people are unwilling to bend over to pick up.

Merchants give users a way to quickly convert their cryptocurrency into tangible goods and services. Merchants need a currency pegged to their unit of account, normally dollars. Accepting a volatile currency introduces a significant accounting overhead.

Merchants will accept any currency if it increases their sales. Having a large user base with a stable currency such as BOON lowers the barrier to entry for merchants. The presence of merchants improves the system by creating an off-ramp for users to exit the system without going to the trouble of using an exchange.

Another way that people can liquidate the small amounts of cryptocurrency they receive on the Boon Tech platform is through tipping others. This is like leaving the small change as a tip for your waiter. When enough people leave small tips, it adds up to a meaningful amount. You and the service provider each gain a benefit from the tip.



**Reference:** [Micropayments: A Viable Business Model](#)  
(Click Below)



## Boon Tech Revenue Model

Boon Tech Platform has various types of revenue models

Preliminary membership for freelancers is free. Boon Tech offers Gold and Platinum memberships, which must be paid for.

### Free membership

### Gold Membership

### Platinum

Free

\$29.99 Per Month

\$99.00 Per Month

200 bids Free per month

500 Bids Free per month

5000 Bids Free

Display 10 Skills

Display 50 skills

Unlimited Skills

Display 10 portfolio items

Display 50 Portfolio items

Unlimited Portfolio items

Access to projects worth up to 5000 USD

Access to projects worth up to 100,000 USD

Unlimited access

Paid Bid Highlight

Bid Highlight Free for first 100 bids

Bid Highlight Free for 500 bids

Free NDA Projects

Free NDA Projects

Free NDA Projects

No Sealed Project

10 Sealed Project

Free sealed Project

**No Entrepreneur Followings**

**10 Entrepreneur Followings**

Unlimited **Entrepreneur Followings**

## Revenue Items

1. Price for bids after the initial quota

**\$1.00** for Projects Under \$1,000

**\$2.00** for Projects between \$2,000 and \$4,999

**\$5.00** for Projects between \$5,000 and \$9,999

**\$25.00** for Projects \$10,000 and above

2. Membership fees for Gold and Platinum membership.

3. Two types of membership for Entrepreneurs

**\$49.99** Per Month for premium Entrepreneurs

4. Featured Bid. Cost varies as per the price of the project.

**\$1000 .00** value project will require a Featured Bid fee of **5%**

5. There will be three featured bids like Google Ads

**5%**

**3%**

**1.5%**

2. Test for freelancers. Charge for technical tests on the platform.

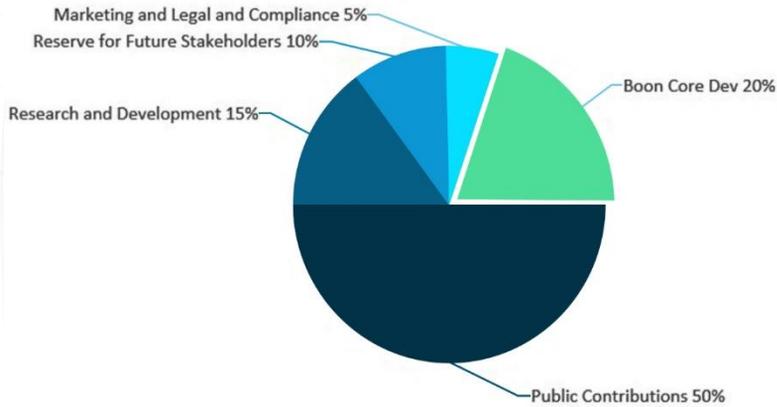
## Use of Funds

The proceeds from the funds will finance development, partnership programs, regulatory and most importantly, marketing and customer acquisition.

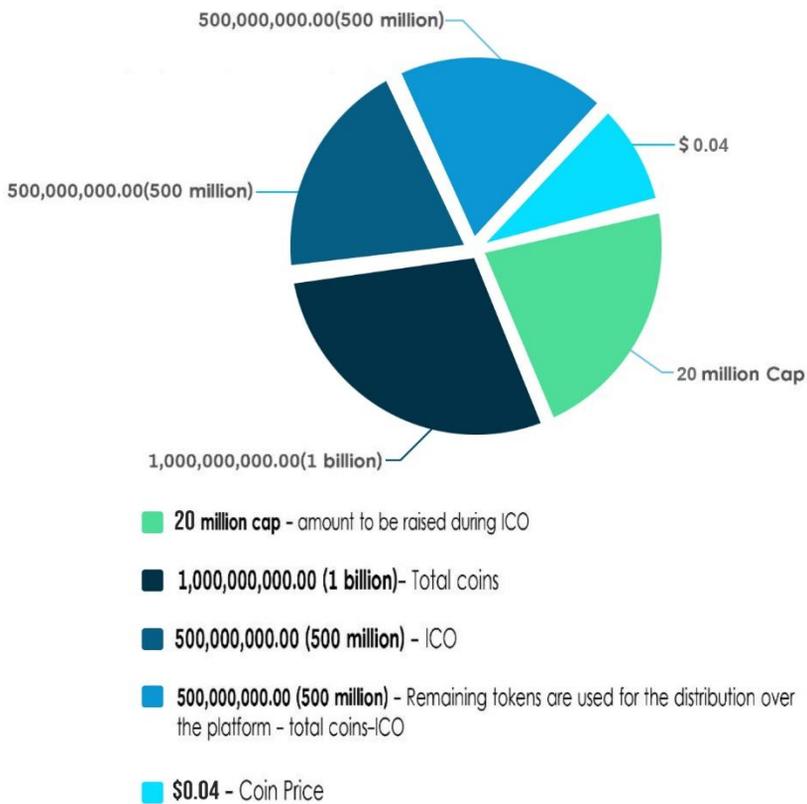
Any money we receive from pre-sales over our minimum will largely go to marketing and customer acquisition. This creates a value multiplier for the project: as we have more money we will be able to spend a higher percentage on customer acquisition and boost spending commensurately.

# Allocation Summary

## Boon Distribution



## Token Metrics



## Public Contributions:

**50%** of BOON created during the Contribution Period will be allocated to the Public Contributors who send ETH to the smart contract address.

## Research and Development:

**15%** of BOON created during the Contribution Period will be allocated to the research and development of the platform.

## Reserve for Future Stakeholders:

**10%**

## Marketing and Legal and Compliance:

**5%** There are legal costs that go along with setting up an international financial services operation. Certain services planned for the Boon platform, such as a 'fiat to token' exchange, may require proper regulatory approval and licenses in some jurisdictions. Although these licenses are not typically difficult to acquire, they incur costs: bonding, capital and operational.

## Boon Core Dev:

**20%** created during the Contribution Period will be allocated to Status Core Dev; the Founders and Team, locked in a smart contract with a 24 month vesting period, and six month cliff.

## Project Budget

Funds raised during the Contribution Period will be used solely for the development and benefit of the Boon Platform. The level of funding received dictates the distribution of funds. However, our BOON coin reserve structure allows us to reduce the volatility along the way towards achieving our long term objectives. BOON is the first ever job platform which is completely free for both Entrepreneurs and freelancers and is built on peer-to-peer technologies. The progress we have already made reaching our alpha suggests that the viability of these technologies is reaching widespread mobile use, but we are keenly aware of the tremendous amount of work ahead of us.

## Coin Distribution

Amount to be raised during ICO

20 million Cap

Total coins

1,000,000,000.00 (1 billion)

ICO

500,000,000.00 (500 million )

Remaining tokens are used for the distribution over the platform -  
Total coins – ICO

500,000,000.00 (500 million)

Coin price

\$ 0.04

## Why Ethereum?

Before stakeholders can communicate and transact with one another, they require a medium in which to do so. Traditionally this has always been done by a trusted intermediary (the Owner). With the advent of the Ethereum public blockchain and its related sub-protocols forming the backbone of Web 3.0, and Whisper (for peer-to-peer communication), we can now provide users a medium of agreements that is decentralized, permission-less with has fair access and is cryptographically verifiable.

A medium that maintains an 'immutable' transaction record as long as the majority of the Ethereum network collectively agrees. With Ethereum, the world possesses the technology necessary to build a better model for the Internet.

We believe the Ethereum public blockchain will continue to permeate advantages of financial technologies, legal systems, the internet of things and decentralized applications. Ethereum is ultimately a social technology, and for its realized impact to equal its perceived potential we need to maximise its utility for non-technical users. It also, it needs to be ubiquitous and always accessible, and it needs to become part of our daily lives - without compromising on decentralization.



**Reference**  
(Click Below)

**PNAS**

(Kramer et al. 2014)

## Boon Tech Platform:

### User Interface

Boon Tech platform will have two interface points:



The Web Portal



The IOS/Android-native Applications

The website will have similar features as the mobile apps and will be accessible on any web browser.

Upon accessing the website or mobile app, the user will be presented with the following options:

1. Join Boon Tech as Entrepreneur
2. Join Boon Tech as Freelancer
3. Manage my account

Once the user is logged in, they will be able to extend their options; they are eligible to become a Freelancer if they joined originally as an Entrepreneur, or vice versa.

4. Create service offer
5. Search for Service Requests.
6. Search for Service Providers (if service seeker, based on categories and keywords)

Bid on available jobs matching their skill sets

- Provide feedback and rate freelancers for Entrepreneur accounts
- Provide feedback and rate Entrepreneurs after the project is completed
- Message capability within the platform
- View wallet and rewards.

## Fee Structure

There is no Service Fee in Boon Platform.

## The Boon Mobile App (IOS and Android)

To introduce the next part of the revolution, we need to understand how people interact with technology and how they live their daily lives.

Boon App is an open source, multi vendor platform and web 3.0 browser, designed to interact with decentralized applications that run on the Ethereum Network. Built using decentralized technologies, Boon App provides a window into the emerging decentralized web. As an ecosystem of decentralized applications, Boon App becomes a gateway to undeniable free trade, peer-to-peer payments, and encrypted p2p communication for anyone with a smartphone and internet access.

Boon App and Ethereum provide the foundation necessary to give all stakeholders easy access. The Boon App, which is currently in alpha, and available for Android & iOS, allows users to:



Create projects



Award projects



Communicate  
with  
Entrepreneurs  
and Freelancers.



Get notifications



Accept projects

## User Acquisition Engine

Achieving our mission ultimately requires one thing: widespread end-user adoption. Using the Boon Coin, we can design mechanisms for growth that have been tried and tested in Web 2.0, while providing greater transparency and better alignment of incentives for participants.



**Reference** (Click Below)



swarm



## Referral Program

In addition to the effort to claim market, we are exploring the possibility of a mechanism for a two-way referral program. Solving the problem of fraudulent sign ups requires the integration of more advanced reputation and identity systems, such as Civic lintegration.

## Why Invest In The Boon Coin

### Challenges

Every current Fiat Freelancer platform is tilted towards the owners of the platform. The agenda of owners is not to give value to the Entrepreneurs or freelancers using the platform, but to extract as much money as possible from the Entrepreneurs and freelancers through service fees and a percentage of each completed job.

### Solutions

Boon Tech uses the blockchain platform, in which the revenue stream is not dependent on extracting money from the Entrepreneurs or freelancers by charging them fees.

Instead, Boon Tech platform revenue is dependent on providing value to both Entrepreneurs and freelancers regarding the quality of the service. This, in turn, will reflect on Boon Coin being widely used, thus increasing the market cap of Boon Coin.

For Entrepreneurs and Freelancers, if the market cap of Boon Coin increases their rewards also increase. Every participant in this platform has the same end goal, which increases the market cap of Boon Coin.

## Challenges

Freelancers are not paid in full on any of the existing Fiat job marketplace platforms. Freelancers are at the mercy of the owners of the Fiat platform companies. But Freelancers have no other option but to use the platform. If the owner's increase the service fee, freelancers have no option other than continuing using the platform because Freelancers have to work hard and work for low fees to gain good reviews. If Freelancers abandon the platform, they will lose the value of years of hard work to maintain a profile on the platform with good reviews.

## Solutions

Offer a platform for Freelancers where there are no fees so that freelancers receive every dollar they work for.

Boon platform will be free for life for freelancers.

Additionally, Boon Platform offers rewards to Top Earners which will motivate them to use the platform more. The Boon Tech platform also provides a referral bonus, which incentivizes a wide adoption of the platform among freelancers.

## Challenges

Exorbitant service fees of 20% to get a job done for the majority of the existing Fiat based platform. Owners are dependent on these fees to generate profit. Owners agenda is to extract as many fees as possible for a transaction. Entrepreneurs know they are the cash cows and ONLY use the platform when it's totally necessary.

## Solutions

A platform which aligns the agenda of Entrepreneurs and the platform owners.

The Boon Tech platform offers more incentives by providing rewards for spending on the platform.

This enables us to build trust, and motivate Entrepreneurs to use the platform more.

## Challenges

Repeat usage of existing Fiat based platform are abysmal once an Entrepreneur finds a perfect candidate.

If there is a trust factor established between the Entrepreneur and the freelancer both parties ditch the platform to avoid the service fees.

Once the trust is established, it's in the interest of both Entrepreneur and freelancer to work directly with each other, avoiding the middleman which is the fiat platform to avoid the service fees.

## Solutions

A platform which offers rewards to both Entrepreneurs and freelancers so that both parties are incentivized to use the platform for repeat work even after both parties establish trust.

Offer a platform that diminishes the earnings for both parties, if both parties abandon the platform.

Boon Tech offers rewards for Entrepreneurs and freelancers for using the platform. This energizes both Entrepreneurs and freelancers to use the platform more.

## Challenges

Freelancers sacrifice earning for reviews in every existing fiat based platform.

More reviews on a freelancer profile builds the credibility of a freelancer, especially from repeat Entrepreneurs.

## Solutions

Boon Tech platform incentivizes freelancers to use the platform with existing Entrepreneurs, enabling them more good reviews for their profile.

Freelancers are motivated to use the platform for repeat reviews from existing Entrepreneurs, which makes their profile more enticing to new Entrepreneurs.

## Challenges

Customer acquisition cost of existing fiat based is high due to the conflict in agenda between the Entrepreneurs and owners of the platform.

Entrepreneurs use a fiat based platform only to hire new talent if they are not satisfied with the existing talent they are working with.

Freelancers will never refer a fiat based platform for their existing clients due to lack of incentives the current platform offers for employees.

## Solutions

Offer a platform which offers an incentive to freelancers to bring more existing Entrepreneurs they are working with currently.

Boon Tech offers rewards for using the platform for both Entrepreneurs and freelancers.

Use case: A freelancer is working with a client whom he met through an organic channel like Google. Freelancers will suggest the new client use Boon Tech platform for the project because the freelancer can earn more in rewards and earn more reviews to boost his profile.

Entrepreneurs will be incentivized to use Boon Platform because their capital is safe in escrow, and earn rewards for using Boon Platform.

All these aspects are missing in the current fiat based job marketplace platform

## Challenges

Entrepreneurs don't refer or promote new freelancers on existing fiat based job marketplaces.

## Solutions

Offer a platform which incentivizes Entrepreneurs (who are not otherwise using any platform) to use Boon Tech for their existing clients and work.

Boon Tech provides a platform which incentivizes Entrepreneurs to bring more freelancers to use Boon Tech platform through rewards and security of escrow.

## Challenges

For users to enter the fiat based job marketplace system, they require bank accounts to use the financial services. According to the World Bank's Global Findex report, over two billion adults do not have bank accounts, making the current fiat marketplace exclusionary.

## Solutions

Users do not need a bank account to use the Boon Coin. Users need to create an account with Boon Tech which automatically creates a wallet, which gives them access to international financial services at low fees. There are no lengthy processes, paperwork or postage required.

## Challenges

Mainstream e-commerce payment instruments such as debit cards can come with +0.5% charges; credit cards with 1-5%, PayPal 3% fees.

## Solutions

The BOON Coin has a charge of 0.1%.

## Challenges

Transferring funds between Entrepreneurs and Freelancers using current fiat based systems is archaic and lethargic at best. It can take from two days to six months before both parties are in possession of their assets.

## Solutions

Through BOON Coin wallet, transferring assets (cryptocurrencies + cryptonised securities) p2p is reduced to mere minutes.

## Advantages of Boon Coin

Purchasing the Boon Coin during the Initial Coin Offering (ICO) rounds have the following benefits for early enthusiasts and backers of the Boon Coin:

- Token holders can get access to the services provided within the BOON Ecosystem.
- BOON Coin and cryptonised assets' transfers within the entire ecosystem.
- The BOON Coin can be exchanged with major cryptocurrencies.
- The BOON Coin is currently only available through ICO rounds but will later be made available to purchase.
- BOON Coin holders will have the liberty to sell their BOON Coin on the market at their discretion after the ICO ends.
- If the ICO is mostly successful, the price of the BOON Coin will automatically increase.

## Competitors

There are no competitors that use blockchain technology with a combination of reward system, which makes Boon Tech platform more affordable and enticing for investors as well as users.

However, there are similar companies which offer the service on a fiat based platform. The closest companies are Upwork.com and Fiverr.com. These two companies have a combined revenue of 1.3 Billion dollars a year.

Both of these companies charge a 20% service fee for every transaction between Entrepreneurs and freelancers.

Upwork.com charges another \$2.00 for each bid after an initial 60 bids allocation per month.

## What is hedging?

The best way to understand hedging is to think of it as insurance. When people decide to hedge, they are insuring themselves against a negative event. This doesn't prevent a negative event from happening, but if it does happen and you're properly hedged, the impact of the event is reduced. So, hedging occurs almost everywhere, and we see it everyday. For example, if you buy house insurance, you are hedging yourself against fires, break-ins or other unforeseen disasters.



Reference  
(Click Below)



## Why hedging is important?

### Use Case 1 - Ethereum price drops in the middle of project.

An Entrepreneur awards a project to the freelancer for USD \$3500.00 . Present market rate for Ethereum is USD \$350.00. Let's assume this project takes one month to complete. After 15 days Ethereum drops in value and now it's 50% less which is USD \$175.00.

For the freelancer who accepted the job at USD \$3500.00 now will receive only USD \$1750.00 with the current market price. Most likely the freelancer will walk away from the job. Entrepreneur will not be willing to pay the etc money because Entrepreneur bought the ethereum at the market price of USD \$350.00 . So he will be spending one and half more to complete this project.

So if there is no hedging against USD in this platform, the business will fail.

So if there is no hedging or a dispute resolution system against USD in this platform, the business will fail.

### Use Case 2 - Ethereum price increase during the project duration.

An Entrepreneur awards a project to the freelancer for 3500.00 . Present market rate for Ethereum is USD \$350.00 . Let's assume this project takes one month to complete. After 15 days Ethereum increase in value and now it's 50% more which is USD \$525.00

For the freelancer who accepted the job at USD \$3500.00 now will receive more USD \$5250.00 with the current market price. Most likely the Entrepreneur will walk away from the job. Entrepreneur will not be willing to pay the etc. money because Entrepreneur bought the Ethereum at the market price of USD \$350.00 . So it's Entrepreneur's best interest to re-negotiate the deal. This will result in a dispute every time. Ethlance doesn't have a dispute resolution system.

So if there is no hedging or a dispute resolution system against USD in this platform, the business will fail.

## Patent Pending Technology

Boon Tech currently has a patent pending technology to eliminate the volatility of the

cryptocurrency market and obtain stability to the platform. Boon Dollars created by the Boon Tech, make use of very identical mode of operation with the one used in convertible notes.

Ethlance.com don't have any hedging against USD in their platform and this is huge. Convertible notes can be described as short-term debt instruments, the price of which will be determined in the future for converting into ownership. Blockchain based token and convertible notes are not exactly the same, there is a difference between the two.

A blockchain based token represent the ownership in the community and a convertible note is a debt denominated in terms of other commodity or currency. The holders of the convertible token have the advantage to convert token at the fair market price with a minimum notice. Reliable price, rules to prevent abuse, and liquidity are the major requirements for creating Boon Dollars. When there is token-convertible-dollars, the blockchain can grow their network. It also results in maximizing the return for token holders.

Boon Dollars enhances easy and instant conversion of crypto currencies into dollars at market price, but this feature does not necessarily mean Boon Dollars would be a suitable Dollar replacement. The liquidity of assets can be enhanced when the conversion between Boon Coin and Boon Dollars takes place.

This conversion process happens instantaneously.

The Blockchain finds measures to prevent abuse of the process, this results in lowering the value of the convertible dollar notes. Thus, rewards are arranged and given to liquidity providers to compensate for this loss of value and quality.

Features	Boon.Tech	Ethlance.com
Hedge against Crypto currency fluctuation	Yes	No
Dispute resolution	Yes	No
Earnings protection	Yes	No
Portfolio Showcase	Yes	No
IOS and Android App	Yes	No
Coins Accepted	ETH, BOON	ETH
Block Chain platform	Yes	Yes*

### \*What is the difference between Ethlance and Boon Tech?

Ethlance uses ethereum blockchain. Ethereum blockchain given the use of increase in size of public blockchain has always been an ongoing concern. Our solution is that Boon Tech created our own blockchain to make transaction faster and scalable. Advantage of this is the scalability.



Boon Tech is highly confident that our platform will devastate the existing business model of these two companies, and bring both Entrepreneurs and freelancers from the fiat platform to the Boon Tech platform.

In summary, none of our closest competitors currently have a blockchain and incentive based system implemented that compliments a revenue model of earning money for utilizing the skills of a freelancer. We believe that the decentralization and implementation of a blockchain technology, with the ability to extend extra capital to freelancers and Entrepreneurs will not only to enable job marketplace affordability but also the accessibility of the mobile ecosystem, and is the core strategic difference between Boon Tech and its competitors.

## Boon Tech comparison with Coinlancer and BLocklancer

Features	Boon Tech	Coin Lancer	Block Lancer
Platform ready?	Yes IOS Android web	Not yet	Not yet
Patented technology	Yes for hedging	No	No
Service Fees	Zero	3%	3%
Team	Oracle, IBM, GE and Thomson US Company	Not nearly as well credentialed as Boon	Austria- Not nearly as well credentialed as Boon
Advisors	We have a star studded team	Not nearly as well credentialed as Boon	Not nearly as well credentialed as Boon
Market cap	15M to 20 Million dependant on sales	75 Million	15M to 22M dependant on sales
Hedging (Huge)	Yes	NO	NO
Our own blockchain	Yes	NO	NO
Law firm	Paul Hastings	Couldn't find	Couldn't find
Price of token	4 cents	25 cents	4 cents to 6 cents
Enterprise Ethereum Alliance	yes	No	No
Payments	Any currency user choose	CL Token	LNC
Revenue Model	Freemium & bid highlights	Service fee	Service fee
Dispute resolution	Yes	Yes	Yes
Charge for dispute	No	Yes	Yes
Scalability	Independant blockchain	Dependant on ethereum platform	Dependant on ethereum platform
Can operate in US market (this is huge)	Yes	No	No
Censorship	No	No	No
Review system	yes	yes	Yes

## Boon Tech Team

### Team Highlights

- 60 plus years of combined Software development experience from Oracle Corp, Thomson-Reuters, IBM and General Electric (GE)
- 30 plus years of combined Experience at Oracle Corp.
- 22 plus years of combined Experience at Thomson Reuters .
- 5 plus years of combined experience at IBM.
- Built and sold a startup company to Oracle Corp.
- Author and published a book on Service Oriented Architecture.
- Senior director of sales for a billion dollar company.
- Owner of first Bitcoin exchange in Texas.
- CTO of a start up company which has a million dollar revenue.
- COO of a company with five mobile App products with more than 500,000 downloads.



### Rajesh Pavithran

- **Based in Washington DC**
- IBM Certified Technical Architect with software development experience of 19 years.
- Author of Simplified Service Oriented architecture.
- Worked as Technical Solution Architect at Oracle Corp and IBM corporation.
- CEO of Boon Info Tech.
- Working on blockchain related project from 2017.

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Click Here:





## Sunil Jacob

- **Based in California**
- Masters in Computer Science.
- 11 years at Thomson-Reuters.
- Thomson Reuters acquired the start company Sunil Jacob was the part of.
- Managing block chain projects at Thomson Reuters.
- 20 years of experience in the technology field.

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## Govindraj Malehithlu

- **Based in California**
- Computer science engineer with 20 plus years of experience in Business Development.
- Strategic Marketing, Key Relationship management and Partnerships.
- Worked as director of sales for a billion dollar company.
- Chief Operating officer of Mobigraph a Mobile App company with 2 Apps on the App store and Play Store.
- 500,000 plus App downloads.

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## Bobby Mathew

- **Based in Bangalore**
- Masters in Computer Science.
- 12 years at Oracle Corp as Group Manager.
- 3 years at IBM Corporation.
- Chief Technical Officer at Leaseworks, a cloud based software which manages airline assets real time.
- Specialize in Oracle Database and applications.
- A total of 20 years of experience in the technology field.

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## Vinayak Vijayan

- **Based in New York**
- Computer science engineer and Network/security expert.
- 10 years experience at Thomson Reuters.
- Chief Network and security engineer at Leaseworks.

Click Here: [Linked in](#)



## Rob Gonzalez

- Founder of the first Bitcoin exchange in Texas, UTXO.
- 8 years of experience in the blockchain industry.
- A strategic advisor and investor for blockchain companies.
- Collaborated in a project with LocalBitcoins.com as a prototype engineer for a point of sales system.
- An OTC specialist and advocate for the Bitcoin community.
- Featured in various crypto news outlets.

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# Boon Tech Architecture

## Boon Coin FAQ

### What is Boon Coin?

The Boon Coin (symbol: BOON) is a token based on the Ethereum blockchain technology. It is the core asset in the new Boon Tech platform described in this document. Users possessing BOON can exchange them for hiring and earning in the Boon Tech platform.

### What does Boon represent?

Boon is Ethereum-based tokens in the Boon Tech platform as described in this document. They are not refundable, nor are they securities or for speculation. There is no promise of future performance. There is no suggestion or promise that Boon have, or will hold, a particular value. Boon gives no rights in the company and does not represent participation in the company. Boon is sold as a functional good.



**Reference**  
(Click Below)

Global Findex



WORLD BANK

Any value received by the company may be spent without conditions. Boon Initial Coin Offering purchases are meant only for experts in cryptographic tokens and blockchain-based software systems. There is no guarantee that the Boon platform will be successful and have any long-term value whatsoever.

## **What amount is being raised? What is the cap of tokens? Will there be a follow-on offering?**

We are targeting a raise of as much as \$20 million USD and a cap of 1 Billion (1,000,000,000) tokens. We do not plan to have a follow-on offering.

## **What crypto-currencies are accepted in the crowd sale?**

ETH will be accepted in the crowd sale. You will be required to have an Ethereum wallet pointed at the token/crowd sale address to participate in the crowd sale. Boon coin is Ethereum derived tokens. If you hold BTC or some other crypto-currency, it can be exchanged for ETH via third-parties and used to participate in the crowd sale.

## **When will the crowd sale happen?**

The crowd sale will happen on December 15th 2017. The exact day will be dependent on finalizing the contract and completing the full audit and may be changed by Boon Tech. The contract will be made available on the Boon Tech Official public Github repository once it is finalized.

## **What is the price of Boon?**

Boon will be sold at a fixed ratio to ETH. The goal is to raise up to \$20 million USD equivalent in ETH for selling 500 million Boon Coin, which will determine the exchange rate and will be set immediately before deploying the contract.

## **Are Boon coin transferable?**

Crowdsale purchased Boon coins are transferable once the token sale event finishes.

# Boon Tech RoadMap

## 1. Boon Tech IOS and Android App – Earn, Hire & Save

### A. Phase I - October 1st, 2017

- Entrepreneurs can hire Freelancers using Boon Tech App.
- Freelancers can receive jobs from Entrepreneurs and start earning.
- Accepts crypto-currencies - Boon Coin and Ethereum
- Messaging between Entrepreneurs and Freelancers.
- View earnings and transfer funds using integrated ERC20 compatible wallets in the app.

### B. Phase II - Q1 2018

- Integrated Artificial Intelligence to Android and iOS
- AI powered talent matching algorithm.
- AI powered live language translation
- AI Powered Identity Protection.

### C. Phase III - 3rd Quarter 2018

- Integrate BTC, ZCash and Litecoin wallet.
- Feedback integration.
- Integrate Video Calls in the App.



## 2. Boon Tech Website platform – Earn, Hire & Save

### A. Phase I -September 1st, 2017

- Entrepreneurs can hire Freelancers using Boon Tech App.
- Freelancers can receive jobs from Entrepreneurs and start earning.
- Accepts cryptoCurrencies - Boon Coin and Ethereum
- Messaging between Entrepreneurs and Freelancers.
- View earnings & transfer funds using integrated ERC20 compatible wallets in the app.
- Fully functional dashboard to manage projects for both Entrepreneurs and employees.
- Customer support system integrated.
- Dispute resolution system.
- Fully functional Escrow system.
- Integration with Coinbase exchange to sell or buy Ethereum.
- Rewards integrated into the platform

### B. Phase II - December 10th, 2017

- Integrated Artificial Intelligence to the Web Platform
- AI powered talent matching algorithm.
- AI powered live language translation
- AI Powered Identity Protection.

### C. Phase III - 1st Quarter 2018

- Integrate BTC, ZCash and Litecoin wallet.
- Integrate tests for Freelancers inside the platform.
- Integrate video calls in the platform.

## **D. Phase IV - 3rd Quarter 2018**

- Integrate code base platforms GitHub and CodeBaseHQ for Gold and Platinum members.
- Integrate Atlassian JIRA bug tracking system for Gold and Platinum members
- Accepts Fiat Currencies - USD, AUD, CAD and EURO.

## **Marketing Road Map**

### **A. Phase I - 1st Quarter 2018**

- Invest more in tools and software, try to automate the marketing to improve efficiency.
- Develop a partnership with job market corporates like Indeed.com and monster.com by providing value (e.g. provide ads for no charge in Boon Tech Platform).
- Run ad campaigns, social media campaigns, reach out to influentials in the domain, hire a strong marketing team and bloggers.

### **B. Phase II - 1st Quarter 2018**

- Continue the marketing campaign, AB testing all channels and avenues.
- Strengthen the marketing team and build a strong core group of people in marketing.