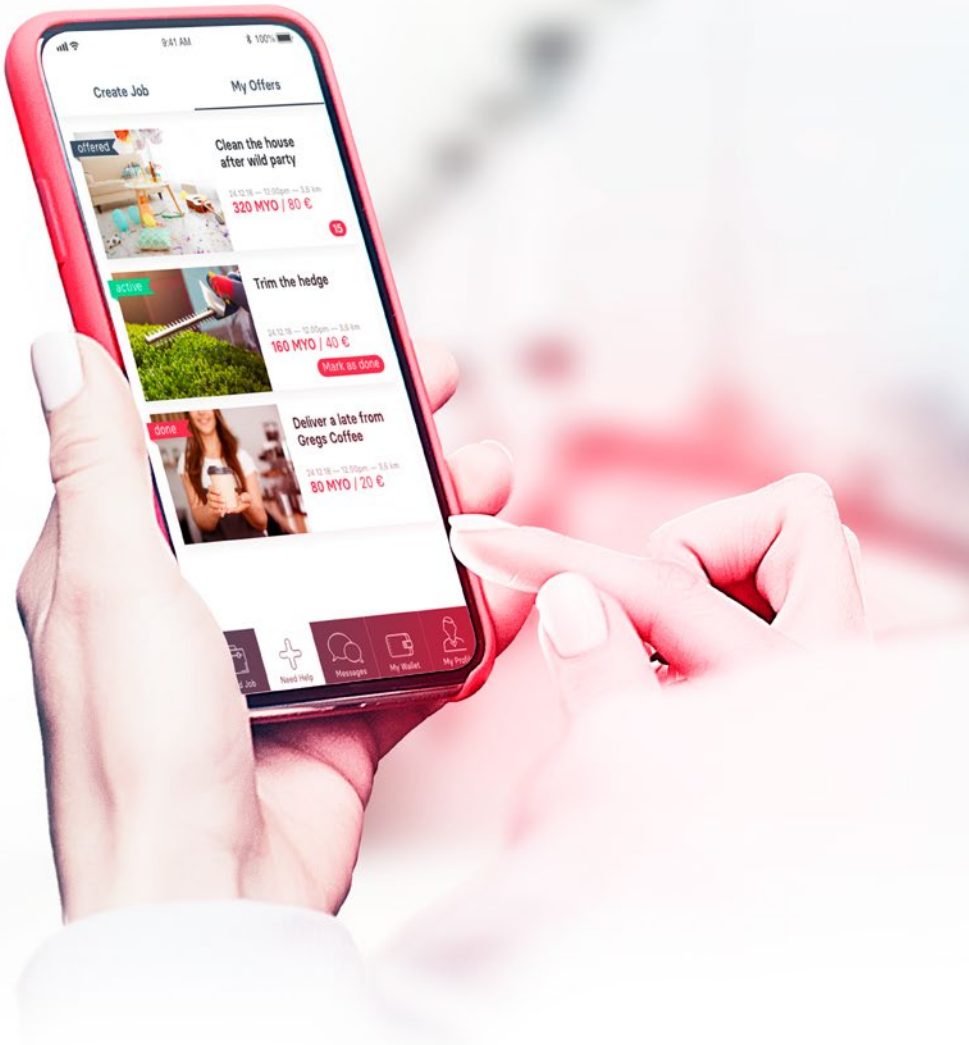
Whitepaper

Version 2.0
english



Mycro

Simply getting the job done

Content

Important

The present document serves to outline the planned project and has no binding effect. Although the team have set themselves the target of implementing the project, we cannot contractually promise specific project goals and purposes of use with regard to the MYO tokens. All statements made in this document are to be exclusively understood as outlines of ideas, are non-binding, and do not claim to be either complete or correct. The reception and use of tokens is associated with a maximum risk, which is why we ask you to support the project financially only if you have read and accepted the risk disclosures and the general terms and conditions available under www.mycrojobs.io.

1. Vision

Time and money equilibrium

Time connects us all irrespective of our origin or social rank. Time is limited. Time is finite. We cannot retrieve or prolong time. In today's world, our time is mostly controlled externally. Time is controlled by our jobs, our customers, our social obligations.

We believe that every person in this world has the right to be in control of their own time. Implementing this right is our vision.

Therefore, we aim to create an equilibrium between time and money. We are establishing a global and decentralized peer-to-peer network for simple jobs. People around the world will be able to choose on their own what they do, when and for whom they work, and what their time is worth.

Our mission is to give every person access to this opportunity no matter whether they come from a village in Vietnam, the outskirts of Berlin, or downtown Manhattan.

ANDRÉ BRUCKMANN
CEO – founder

2. Executive summary

"Wouldn't it be cool to have more time by outsourcing unloved tasks to someone else?"

By building a global peer-to-peer network, Mycro connects people who need simple job support with people who are looking for some extra money in real time.

It's more than just an idea. We recently launched our working MVP on TestNet. Through our user-friendly platform, users can offer or apply for any short-term job, ranging from home, delivery, virtual, and skilled services. Using intelligent and self-learning algorithms known from dating platforms, Mycro matches these jobs in real-time with the right jobber. The job will simply get done.

The Mycro token (MYO), the fuel in our ecosystem, will enable trustless transactions through decentralized escrow payment and reward users for creating one another's reputation and advertising the platform.

Mycro plans through its upcoming token sale to raise $14,000,000 by offering 66,000,000 Mycro tokens. Funds raised will be used to develop the Mycro protocol, the Mycro mobile application (iOS/ Android) and to create rich-liquid markets for service supply and demand through our global go-to-market roll-out strategy. This will result in a strong demand for token liquidity for the whole ecosystem.

Mycro is the ultimate solution to give people back control of their time while at the same time allowing everyone in the real world to benefit from blockchain and cryptocurrency. The ERC-20-based token is supported by the $200bn worldwide value of human services. The token can be converted on the platform into real service. Access to jobs is only possible via MYO and provides a constant demand for the token and a source of revenue for the platform. By integrating Fiat payment gateways, Mycro aims to become a legitimate Fiat gateway to cryptocurrency that improves the overall ecosystem and accelerates mainstream adoption.

3. Current situation

"Research consistently shows that the happiest people use their money to buy time. My colleagues and I have conducted correlational, longitudinal, and experimental research with nearly 100,000 working adults from all over the world. We consistently find that people who are willing to give up money to gain more free time – by, say, working fewer hours or paying to outsource disliked tasks – experience more fulfilling social relationships, more satisfying careers, and more joy, and overall, live happier lives."

Prof. Ashley Whillans – Harvard University

Time is limited and despite wishful thinking, we cannot stretch five minutes into an hour when we don't have time to mow the lawn, walk the dog, or go grocery shopping. In today's world, our time is controlled externally by our jobs, social life, and an abundance of daily errands. A Gallup Organization survey of 2.5 million Americans found that 80% of respondents did not have enough time to do what they wanted every day. This situation is so severe it could even be described as a "famine" – a collective cultural failure to effectively manage our most precious resource: time. Time poverty exists across all economic strata, and its effects are profound. Research shows that those who feel time-poor, experience lower levels of happiness and higher levels of anxiety, depression, and stress. They experience less joy. They laugh less. They exercise less and are less healthy. Their productivity at work is diminished. They are more likely to get divorced.

There is an urgent need to outsource our daily unloved tasks in order to have more time for the things that are most important to us.

https://hbr.org/cover-story/2019/01/time-for-happiness

4. The problem

Non-existence of a worldwide platform

Everyone has a to-do list with dozens of undone tasks that would preferably be outsourced or done by an experienced person. But jobbers are hard to find. There is no global platform that unites demand and supply for home, delivery, and skilled services under one single roof, helping you to turn your to-do's into done's with the help of others.

High fees

The few existing local platforms in the gig economy charge a commission of up to 30 per cent. Budgets for simple tasks do not allow for high service fees, which kill offer and demand dramatically, limiting the number of tasks that can be outsourced. High operational costs for payment, settlement, and costly provision of customer service hinder the cost-efficient maintenance of a flourishing platform.

Centralization kills dynamism

User ratings and data have become one of the most valuable assets not only for platforms. Dominant players in the market restrict users from taking their own ratings to other platforms. They use their position as an intermediary to control the users' data, ratings, and reviews in order to keep them in their closed system.

Centralized players dictate proprietary rating policies instead of liberating regulations around ratings. Despite intense efforts by users to generate a positive rating, ownership is not been given to the user, and the rating cannot be carried onto other platforms. A centralized rating approach is strongly limiting the (online) gig economy to flourish.

https://hbr.org/cover-story/2019/01/time-for-happiness

5. The solution

First global decentralized platform for simple jobs

Introducing Mycro. The first global decentralized platform for simple jobs with self-learning algorithms that allows for job matching in your neighborhood in real time.

Mycro is transforming independent work, building on the ubiquity of mobile devices, the enormous pools of workers and customers they can reach, and the ability to harness rich real-time information to make more efficient matches.

The Mycro mobile application is a matching instrument: it connects your tasks with a community member who wants to make some extra money by getting that task done in real time.

Low fees

Mycro connects users directly through its peer-to-peer network and cuts operational expenses by leveraging the blockchain and its community. By eliminating the intermediary, the high fees of up to 30% that are usually charged no longer have to be paid. Users pay only a fee of 0–5% for the use of Mycro.

Complete trust

Escrow payment: The remuneration will be sent directly to an escrow smart contract before the job starts. The money will be held in trust by the escrow smart contract while the job is performed (escrow). Neither the job provider nor the jobber has access to the money. As soon as the job is completed, the smart contract takes care of the jobber's remuneration. Intermediaries or payment service providers are no longer required for the payment of a single job.

User verification: In addition, users go through a Know-Your-Customer (KYC) process. The user's verification status is saved in a decentralised way on the blockchain (the identification documents themselves will not be saved on the blockchain, if saved at all). Manipulations or fake accounts are ruled out in this regard as well, owing to the link to a blockchain. This creates the transparency and reliability that is needed for a functioning peer-to-peer platform.

Democratized ratings

A smart contract monitors every job that is performed. After the job has been carried out successfully, the smart contract gives both the job provider and the jobber the option to rate each other. These ratings/reviews are linked in a decentralized way to the relevant user's Ethereum address and encrypted and saved in a IPFS data for every single user. In this way, subsequent manipulations or fake ratings are ruled out. Every user has 100% ownership of his or her ratings.

6. The product

The Mycro application is explained. The mock-ups used in this section are directly extracted from Mycro's already working prototype. However, the beta application will be considerably more developed and advanced. Users are directly connected through Mycro's peer-to-peer network.

Key values of the Mycro application

Fast and easy use

Because it is available worldwide, you can find help or make money wherever you are.

Job matching in real time

Using Mycro's intelligent and self-learning matching algorithms that have been adopted from popular dating platforms, job providers will be connected with suitable candidates, matching vacant jobs with the right person in real time.

Instant payment

Mycro puts your earnings in your pocket the moment you complete the task, not weeks later. Trustless, instant payouts on the blockchain.

Low fees

By leveraging the blockchain, the middleman is eliminated, resulting in an extremely low commission fee.

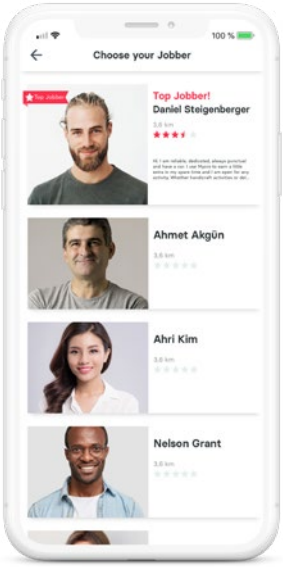
6.1 Job provider

The application is shown and explained from a job provider's point of view.

Create job

Users can create and post their own short-term job for hire. A job offer contains the following information:

- **Picture/video showing the job**
- **Job title**
- **Date of the job**
- **Location of the job**
- **Budget**
- **Description of the job**



Choose your jobber

After posting the job, jobbers are able to apply for the job. The job provider sees a list with potential jobbers and can choose the applicant who they think is best suited. Evaluating applicants can be done by going to their profile and checking their current rating and recent reviews.

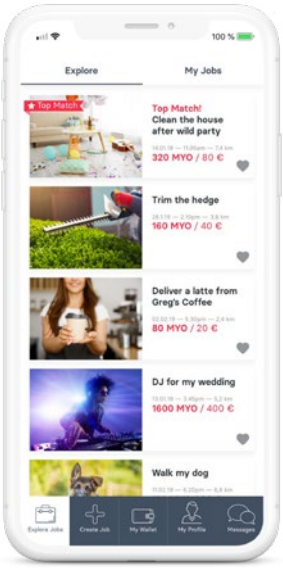
Every review that a jobber receives is 100% legitimate, as it is only possible to rate someone after a job completion.

After selecting an applicant, an escrow contract is automatically created, which holds the money until the job is completed.

6.2 Jobber

Register for Token sale

The application is shown and explained from a jobber's point of view.



Explore jobs

Users can search for short-term jobs and will be shown the jobs that suit them best. These 'top match' jobs, selected by Mycro's intelligent and self-learning algorithms, will be displayed at the top. By clicking on a job, users are able to see more specifics regarding the job. Users can favorite the jobs they like by tapping the heart, which moves the job to the top of the search list.

Apply for job

After finding a suitable job, users can apply for it in the following screen. The applicant uses MYO tokens to apply for a job. In addition to other factors, such as the applicant's reputation and job history, the amount of the bid will influence the chance of getting the job. The more lucrative the job and the greater the motivation to land the job, the higher the bid will be. A higher bid will result in a better position on the job provider's dashboard and this will increase their chances of getting the job. The job provider will choose from all applicants. The tokens from the jobber's bid go into the reward pool, and those who do not get the job receive their tokens back. After receiving the job, an escrow contract is automatically created to hold the money until the job is completed.

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6.3 How it works

Register for Token sale

Problem:

Let's suppose that there are two people who don't know each other.

One of them, let's name them **"provider"**, has a certain task to do. Unfortunately, they hasn't got the time or the skills to do the task.

The other person, let's name them **"jobber"**, has a lack of money and isn't able to quickly find a job that fits their needs and skills.

Solution:

The solution is Mycro. It matches the jobber and the provider with the use of self-learning algorithms.

The **provider** posts their task on the Mycro application.

Mycro

MATCH!

Mycro matches jobber and provider.

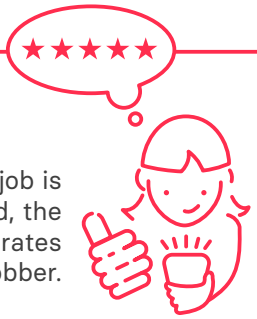
The **jobber** sees the task on the application and applies for the job.

The **provider** chooses the jobber of their choice to do the job.

An escrow smart contract holds the money.

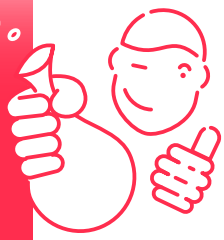
The **jobber** gets the job confirmation.

The job gets performed ...



After the job is completed, the **provider** rates the jobber.

The escrow smart contract distributes the money to the jobber.



The **jobber** receives the money.

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6.4 Job categories

The jobs on the Mycro application are broken down into four different categories, making it easier for users to find jobs which fit their needs and skills.

1. Home services

- Gardening
- Cleaning
- Small repairs
- Ironing
- Cooking
- Cleaning windows, etc.

2. Delivery services

- Delivery services
- Help with moving, etc.
- Errands
- Grocery shopping
- Driving services
- Transport services
- Carpooling

3. Skilled services

- Tutoring
- Photography
- Babysitting
- Walking the dog and pet-sitting
- Music lessons
- Assembling furniture, etc.

4. Virtual services

- Internet research
- Travel planning
- Assistance services
- Clerical work
- Online surveys, etc.

6.5 Examples

Register for Token sale

"Simple jobs or tasks that people could carry out themselves but with regard to which they lack the necessary time, motivation or required skills."

Mike / 40 / CEO of a fintech company

Mike has had a busy working week and still needs to prepare the house for his guests, who are staying for the weekend. Unfortunately, the garden looks terrible. He decides not to do it himself and simply posts a job on Mycro: "beautiful garden / EUR 80 / today". One hour later, Daniel is at the door and revamps the garden in four hours.

Job: EUR 80 – both are happy

Daniel / 22 / student

Daniel wants to go to Berlin with friends tomorrow, but he is short of money. He swipes through the Mycro application and immediately finds the perfect job: "put up Ikea shelves / EUR 25 / now". Since he is technically skilled, he applies and is accepted 20 minutes later. Daniel assembles all the shelves in one hour.

Job: EUR 25 – both are happy

Sophie / 23 / media designer

Sophie has found a new flat and needs some helping hands to move in. Since it is at short notice, she decides to post a job on Mycro: "move to third floor, no lift / EUR 90 / tomorrow". 22 people apply for the job within 15 minutes. She picks two people out of all the applicants.

Job: EUR 90 – all three are happy

Jana / 38 / Stay-at-home mum

Jana has three young daughters. She is a little short of money this month, so she swipes through the jobs on Mycro in the evening and immediately finds the right job: "collect and wash my laundry / EUR 50 / Saturday". Since she is a stay-at-home mum, she is selected quickly.

Job: EUR 50 – both are happy

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6.6 Mycro wallet and profile

Mycro provides an integrated wallet with many integrations and a user profile that enables transparency.

Profile

Jobbers can apply for a job with the help of their profile. Their profile contains ratings and reviews that the job provider sees once an application has been submitted, and includes the following information:

- Profile picture
- Age
- Verified yes/no
- Activity score
- Picture collection of past jobs
- Name
- Place of residence
- Insured yes/no
- Ratings & reviews
- Accepted means of payment: Crypto, cash, credit card, etc.

Mycro wallet

Users can enjoy the advantages of paying with cryptocurrencies but also opt for fiat payment methods. Mycro works in both worlds. After users post a job, they can see in their wallet that the money is completely safe in an escrow contract. The jobber only gets paid after a successful job completion.

- Storage of MYO or any other ERC-20 tokens
- Storage and control of ratings and reviews
- Storage of KYC verification
- History of transactions

6.7 Arbitration solutions

If both parties have decided on the payment method using cryptocurrency and a smart contract, the parties will solve problems that may emerge in the context of a job as follows: In the event of a dispute between the job provider and the jobber, the job can be cancelled by either party. The money administered by the smart contract during the job is handled in the following way:

Problem 1

Jobber didn't show up

Solution 1

Before the job is marked as started, the job provider can cancel the job and will receive their money back out of the escrow smart contract.

Problem 2

Job has started, but the provider or jobber did not agree with the result or has other problems.

Solution 2 A

Both parties settle the matter between themselves. Using slide controls, both parties determine how the administered funds are to be paid out: e.g. 70% to jobber, 30% to job provider. This solution is available for 48 hours after the dispute has started.

Solution 2 B

In the event both parties do not settle the matter between themselves, or the 48 hours are over, the money remains in the contract until a third entity makes a decision. The third entity within the first phase prior to decentralisation will be represented by Mycro, arbitrators, courts, etc.
In the phase after decentralization, the third party will consist of elected representatives of the community. This solution costs a percentage of the remuneration in the escrow smart contract as a service fee for the arbitration.

Problem 3

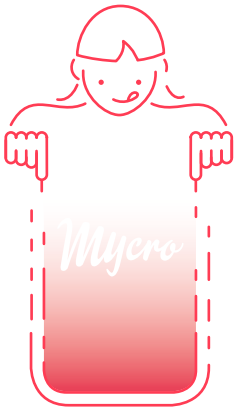
Jobber started the job and quit for whatever reason before the job is completed.

Solution 3

Job provider can cancel the job.

Should issues occur during beta testing, we will evaluate them accordingly and consider the solutions when developing the release version.

6.8 Product development



1. MVP version

- Ground-floor functionalities (Profile, Explore job, Post job, Apply for job), First deployed smart contract (Job contract) with escrow payment
- **released on TestNet** Ready

2. BETA version*:

- Mycro wallet, decentralized rating & user verification (KYC), Job contract with escrow payment & arbitrage solution, data protection compliant
- **in development** In progress

3. RELEASE version*:

- Mycro credit card, Stablecoin integration, Insurance partnership
- **after successful Beta testing** Not yet started

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* subject to legal review

7. Market

Mycro will focus on one of the largest and most rapidly developing markets in the world, the gig economy. The gig economy is a part of the employment market where small assignments are given to independent freelancers or part-time self-employed workers at short notice. Often, an online platform serves as an intermediary between the customer and the contractor, which sets the framework conditions and whose operator retains a commission.

7.1 Gig economy

The term gig economy began to be used in the USA around 2009, when online platforms such as Uber and Lyft were created to mediate services between end customers and freelancers and to provide a digital platform for technology, marketing, and billing. At the height of the financial crisis at that time, many redundant employees were carrying out combinations of several such small jobs. The development of the gig economy is a worldwide phenomenon and has laid the foundation for many large and successful start-ups such as Uber, Airbnb, Deliveroo and many more.

Although independent gig work has existed for a long time, it was never clearly defined or continuously measured within the official employment market statistics[5]. A survey carried out by the McKinsey Global Institute involving 8,000 participants from the USA, the UK, Germany, Sweden, France and Spain showed that the gig economy had been underestimated in previous statistics[6]. Overall, according to the consultation institute's report, it is estimated that the independent workforce in the USA and the EU 15 states makes up approximately 20–30% of the population eligible for work. More than half of them use casual work as an additional source of income rather than as an exclusive means of making a living. Most of them pursue this form of work on their own volition and not out of necessity, and state that they are highly satisfied. Nevertheless, there are still 30% of temporary workers who are forced to do this owing to the lack of alternatives.

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5 McKinsey Global Institute: INDEPENDENT WORK: CHOICE, NECESSITY, AND THE GIG ECONOMY. Pub.: McKinsey.

6 Exploding myths about the gig economy. Retrieved on 10 November 2017.

7.2 Ubiquity of mobile devices

Today, 36% of humanity uses a smartphone.

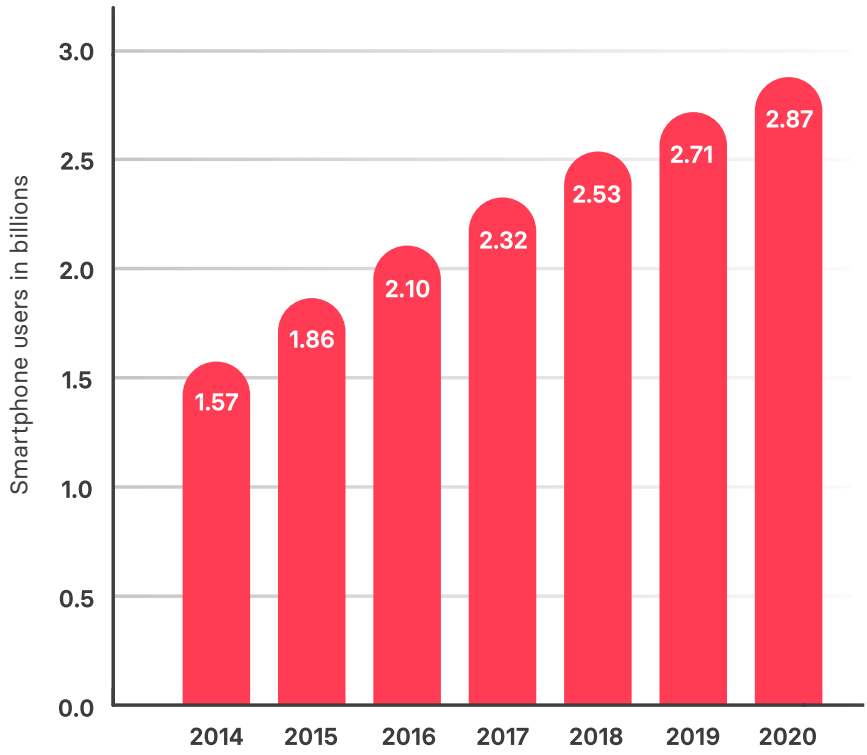
Register for Token sale

Mycro is building on the ubiquity of mobile devices and the enormous pools of workers and customers they can reach.

The number of smartphone users grew from 1.57 billion in 2014 to around 2.5 billion in 2019, and this number is still increasing. In 2018, 36% of the world was using a smartphone. In 2011, this was only 10%.

Number of smartphone users worldwide

from 2014 to 2020 (in billions)



(Statista, 2019)

According to the latest report of Strategy Analytics[1], the number of smartphone users will increase 43% from 2017 to 2022. The worldwide smartphone penetration rate will continue to grow over the years, while North America and Western Europe will continue to enjoy the highest smartphone penetration among all the regions.

1 https://www.strategyanalytics.com/strategy-analytics/blogs/devices/smartphones/smart-phones/2017/07/02/global-smartphone-users-to-increase-43-from-2017-to-2022

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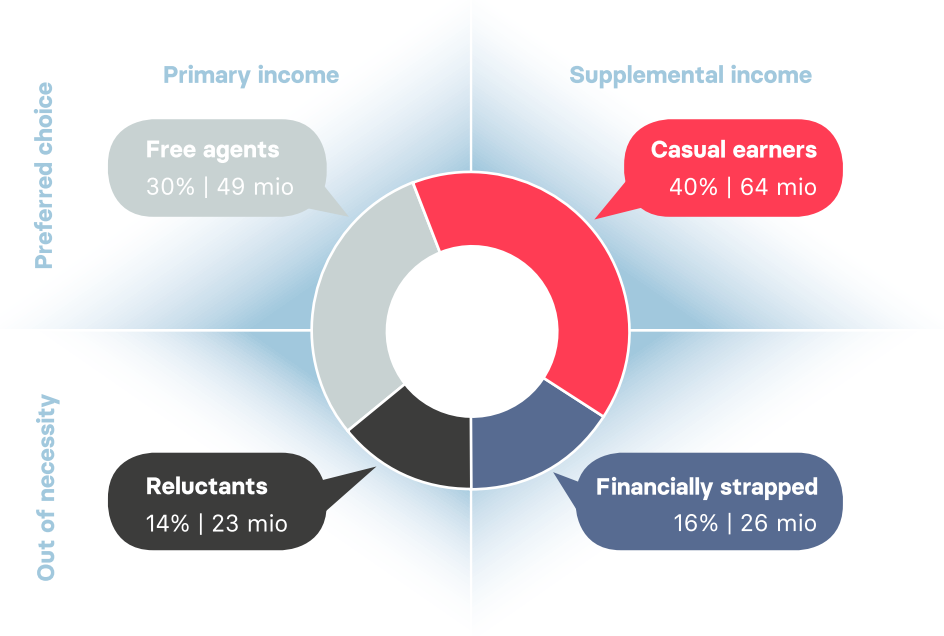
7.3 Market size

Register for Token sale

Share of working age population engaged in independent work



Total market

In a large-scale study, McKinsey underlines the growing size of the freelance economy. Although the latest estimated numbers of independent workers varied depending on the method used, the percentage of freelance workers in the USA is generally 30% or more. If these results are scaled up to the population figures of the EU15, this means that in the USA and the EU15 states, up to 162 million people were employed as independent workers in 2016. Owing to growing digitalisation and liberalisation as well as the change of work requirements set by new generations, we assume that in the coming years a percentage of 30% of freelance workers can be reached in other regions as well.

Despite the already very high overall proportion of 30% for independent workers, the proportion of users of digital platforms in general is relatively low at 15%. However, a closer look at the individual segments reveals that the e-commerce sector in particular already has a very high digital share of over 60%, and digital marketplaces already make up more than half of product sales within this sector. The segment of marketplaces for independent workers that provide labour is still relatively small at 6% and clearly shows that there is still untapped potential in this area.

We are convinced that the developments in the areas of e-commerce and leasing of goods will also be transferred to the area of job placement in the coming years and that Mycro will play a very important role in this.

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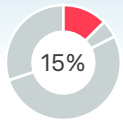
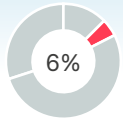
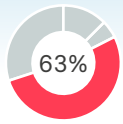
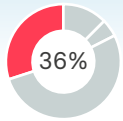
7.4 Market segmentation

Register for Token sale

Analysis	Population	Share that have earned income from a digital platform	Number of digital platform users	Example platforms
All independent workers	**162** million		**24** million	—
Workers who provide labour	**150** million		**9** million	**TaskRabbit** **Airtasker** **Fiverr**
Workers who sell goods	**21** million		**13** million	Etsy Ebay DaWanda
Workers who lease assets	**8** million		**3** million	Airbnb BlaBlaCar

Fiverr

Global freelance service

- Available in 200 counties
- Raised a total of 111 mio USD
- Charges a fee of 20%
- 100k buyers and 100k sellers
- HQ in New York

Airtasker

Local in-person tasks

- In selected cities in AU & UK
- Raised a total of 51 mio USD
- Charges 20% fee (variable)
- About 2 mio users
- HQ in Sydney

TaskRabbit

Local in-person tasks

- In 45 cities in US, UK & CA
- Raised a total of 38 Mio USD
- Charges a 22.5% fee
- 140,000 taskers on platform
- Sold to Ikea in 2017

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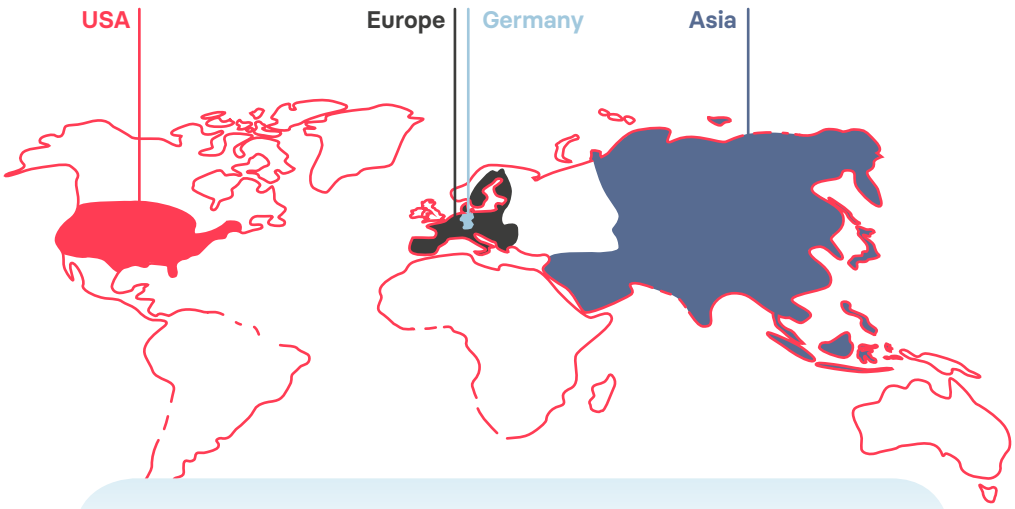


Germany

Approximately 45.9 million working people residing in Germany were registered, adjusted in terms of season and year. Based on the assumed percentage of 30%, the targeted market in Germany comprises approximately 13.77 million people.

Europe

The number of working people in the EU is 238.9 million
The targeted market of 30% comprises 71.67 million people.

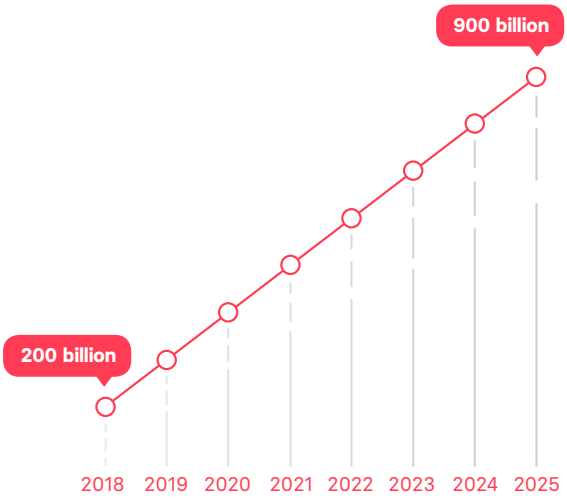
USA

The number of working people in the USA is 160.4 million.
The targeted market of 30% comprises 48.12 million people.

Asia

The number of working people in Asia is 2.05 billion. The targeted market of 30% comprises 614.31 million people.

The gig economy is a rapidly growing market. While the total volume in 2018 was still around 200 billion, the industry will grow to over 900 billion by 2025. The exponential development is typical for newly emerging market segments in the digital environment and underlines the potential that lies in the gig economy.



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7.5 Competitor analysis

Although Mycro has some very unique characteristics, there are already other platforms already available that offer different services in different segments. Platforms such as Airtasker, TaskRabbit and Fiverr have already identified the enormous potential of the gig economy and are now able to connect independent workers and people who would like to outsource tasks with each other on their platforms.

	Mycro	Airtasker	TaskRabbit	Fiverr
Application & website	Yes	Yes	Yes	Yes
Product	**MVP**	**Ready**	**Ready**	**Ready**
Blockchain use	Yes	No	No	No
Cryptocurrency	Yes	No	No	No
Fiat money	Yes	Yes	Yes	Yes
Instant payment after job completion	Yes	No	No	No
Users KYC	Yes	Yes	No	Yes
Anti-fraud system	Yes	No	No	No
Trustworthy reviews	Yes	No	No	No
Service fee per job	**0-5%**	**20%**	**22.5%**	**20%**
Matching algorithm	Yes	No	No	No

A closer look at this segment shows that Mycro uses the advantages of blockchain technology to gain an advantage over existing competitors. Mycro uses blockchain technology to provide trust and low fees for all platform participants. An anti-fraud system, screening of users, and trustless reviews ensure that Mycro provides a safe and easy-to-use job-matching platform for everyone. Low fees, instant and secure cryptocurrency payment, and fiat money complete the user experience and the added value of Mycro.

7.6 Go-to-market strategy

Mycro's success significantly relies on the number of users. Multiple strategic approaches have been defined in order to establish supply and demand.

Micro market

Specialize in one category and small region to make transactions easy

To reach critical mass for market entry, Mycro will initially focus on a specific job category in a small region. Due to the size of the overall job market, this approach ensures that initial market insights can be gathered within a certain category. In combination with the focus on a specific region, hurdles for transactions like currency exchanges are eliminated in the first phase, and market entry can be carried out as efficiently as possible.

With a local marketing strategy focusing on local job offers, we develop a structural approach to reach critical mass in clearly defined and manageable market segments (e.g. a city with 300,000 inhabitants). Subsequently, the procedure is transferred to structurally comparable cities nationwide and later rolled out across national borders. Supra-regional job offers play a subordinate role in the initial phase, but are not completely excluded.

Piggy-backing

Crawl and include external job offers and jobbers to generate immediate liquidity

In order to create a sufficient amount of job offers right from the start, Mycro will use crawling techniques to include relevant offers from other existing job platforms.

Big bang

Open market to all categories. Target jobbers on demand with specific job offers

After completion of the initial launch phase and further evaluation of gathered insights, Mycro will engage with a wide variety of markets and users in order to provide on-demand job matching for all categories.

Rollout

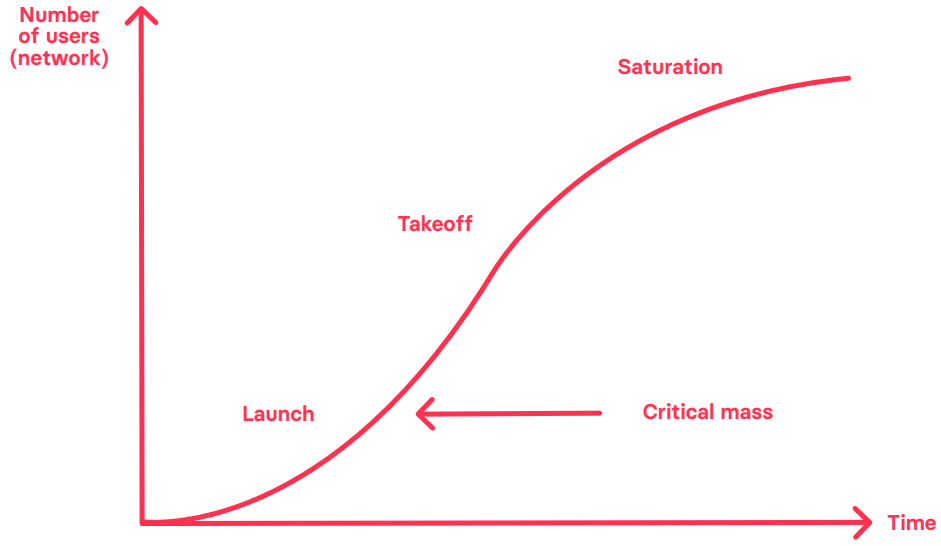
Expand worldwide

A global rollout to new markets and categories will follow as soon as Mycro has underlined its position in the previous phases.

Get up to content

Mycro's key to success: Network effect

During the whole process, from the initial start to worldwide rollout, the growth of Mycro depends on the network effect. This effect is expressed by Metcalfe's law. Metcalfe's law is a rule of thumb established by the inventor of the Ethernet, Robert Metcalfe, which says that the benefit of a communication system increases by the square of the number of its users (value of the network = (N * (N-1)) ÷ 2; in this regard, N is the number of persons who use the network). Mycro's success significantly relies on the number of users. Multiple strategic approaches have been defined in order to establish supply and demand.



8. Technology

8.1 What is blockchain?

A blockchain is based on a technology that enables information to be managed in a decentralized manner. The blockchain as such is a kind of journal as used in accounting. The individual blocks / data sets are arranged in chronological order in the blockchain, meaning that the entire history can be tracked. Every network activity is checked and irrevocably added to the blockchain. The blockchain is managed by a decentralized network. This network consists of independent computers, also called nodes (miners), that are synchronized with one another and redundantly save the entire block history. In this way, the failure of individual computers does not have a noticeable effect owing to the redundant history saved on the network nodes. The well-known cryptocurrency Bitcoin, for example, uses blockchain technology.[4]

Advantages of blockchains:

- **Transparent transactions**
- **Nearly manipulation-proof**
- **Fast transactions**
- **Decentralized data sets**
- **Cannot be changed retroactively**
- **No intermediary**

8.2 What is a smart contract?

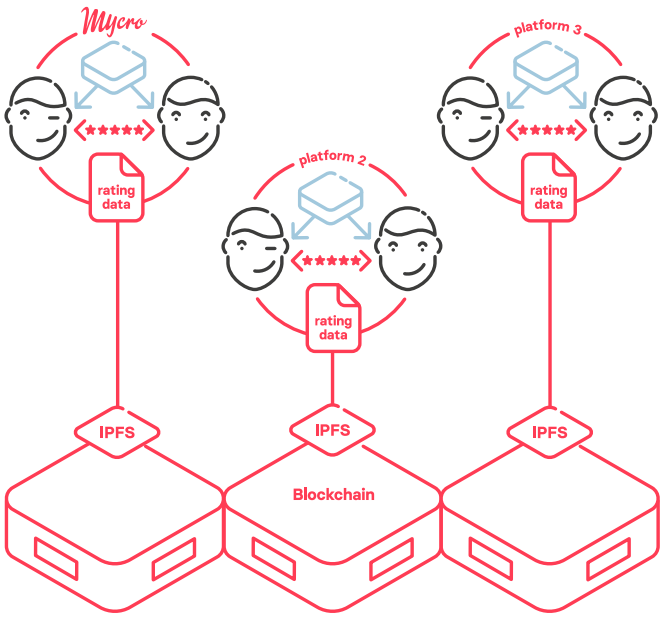
Smart contracts are service performances translated into code. Based on the “if-then principle”, smart contracts perform services (e.g. payments) that are linked to contractually agreed terms. The contracting parties can rely on the execution of the contract without requiring the presence of an intermediary. In a way, the contract enforces the included performance obligation itself; the implementation is carried out in a decentralized manner on the blockchain.

Only the most important information required for the execution of the contract logic is saved in smart contracts. Other data, such as pictures, descriptions, etc., that are indeed necessary to ensure the optimum usability for the user but not to execute a smart contract are stored off-chain either in a central database or in a distributed system. Protocols, such as IPFS, enable distributed off-chain open data storage with the option of referring to these data from a smart contract via crypto hash. This not only ensures integrity but also allows all changes to the data saved off-chain to be tracked.

8.3 Mycro protocol

The Mycro application shows how blockchain technology can be used to efficiently address the key challenges of trust, security, and high fees for central platforms in the gig economy. However, the gig economy is not the only industry facing these challenges. Rather, these problems can always be found where transactions take place between individuals. It has been shown that trust and security are the most important factors when deciding for or against a transaction, especially in the case of transactions that are not purely digital, but require a personal meeting during implementation. The reputation of users, mostly created by mutual evaluations on one platform, are eminent for it around more security and confidence with the opposite one to develop.

With the Mycro protocol, Mycro's goal is to implement a decentralized, independent social-proof protocol based on Ethereum, which allows other applications to implement it in order to create more trust and security, at low transaction costs, for P2P transactions taking place in both the online and offline world, unlocking the immense potential of the sharing economy.



In the following, the key players, platforms as well as suppliers and buyers of an object or a transaction, and key concepts, reward pools, user ratings, and full ownership of data of the Mycro protocol are explained.

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8.4 Platforms

Platforms are providers of applications that allow blockchain-based P2P transactions, which have an offline component in the processing of these, such as the described Mycro app in the gig economy area. Suppliers and purchasers of transaction items operate on these platforms. They base their decision on whether a transaction should take place or not on each other's reputation. If a transaction is successfully concluded, there is the possibility of mutual evaluation. This process is accelerated by the platform through a corresponding incentive system.

8.5 Reward pool

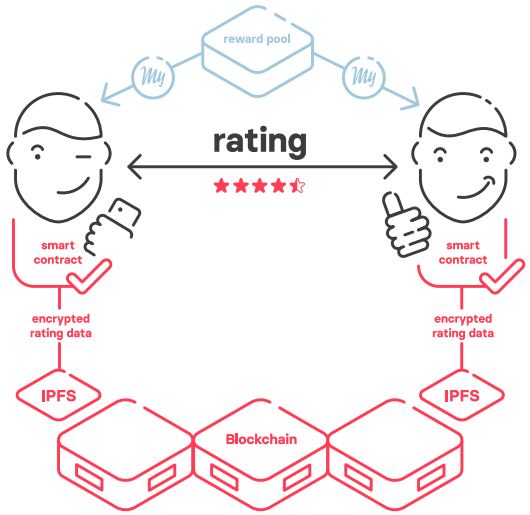
To unlock the full power of the Mycro protocol, every platform is obliged to implement an incentive system: the reward pool, which holds a certain amount of MYO tokens provided by the platform itself. The number of tokens is held in a smart contract. Through this mechanism, the provision of MYO tokens, people can rate the trustworthiness of the implementing platform.

The reward pool contains all tokens from the bids. At the end of the job, both jobber and job provider must evaluate each other. Both now receive tokens from the reward pool based on the ratings given to each other. The amount will be calculated by an algorithm based on the current total amount in the reward pool, the score of the rating, and the reputation of the job provider and jobber.

Each platform has the ongoing possibility to purchase tokens on the market and to transfer them to its reward pool. This increases the rewards for their users and has a positive effect on the attractiveness of the platform.

Moreover, the reward pool can be used for the following purposes:

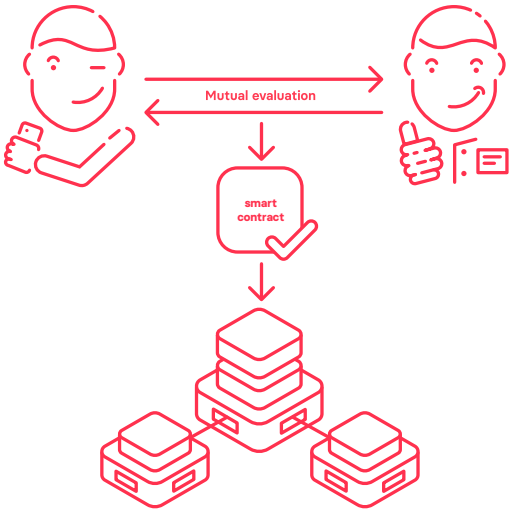
- **Welcome bonus**
- **Bonus for writing reviews about completed jobs**
- **Bonus for referrals**



8.6 Decentralized ratings

Another essential concept of the Mycro protocol is the implementation of a decentralized rating system.

After a job is done, the job provider and the jobber will have the option of evaluating each other – controlled by a smart contract. It will be possible to leave a rating only if a job has indeed been performed. Fake ratings are thus a thing of the past. The ratings are based on a simple star and text system. Each rating is linked in a decentralized way to the user's wallet address and, due to the recording in the blockchain, is manipulation-proof. By using the Mycro protocol, ratings can be used across all platforms which are implementing the Mycro protocol. This means only one reputation profile for all your applications and use cases.



8.7 Ownership of ratings

Beside the decentralization of all user ratings and written reviews, the Mycro protocol ensures that the full ownership of data belongs to the user. Only the user can decide which platform or which other user can see which part of their reputation.

8.8 Decentralized verification

In order to protect themselves against fake profiles, users can be verified based on an official identification document. Verification is carried out by an external partner (e.g. IDnow, Civic). Following successful verification, the “verified” status is permanently linked to the user’s wallet address and available for all platforms implementing the Mycro protocol.

8.8.1 Blacklisting

Peer-to-peer networks are vulnerable to scammers and fraudsters. Each user goes through a KYC process so that each account is uniquely assigned to a natural person. In case of fraudulent behavior, the ether address of the person concerned can be blacklisted. Thus the user is forever banned from Mycro.

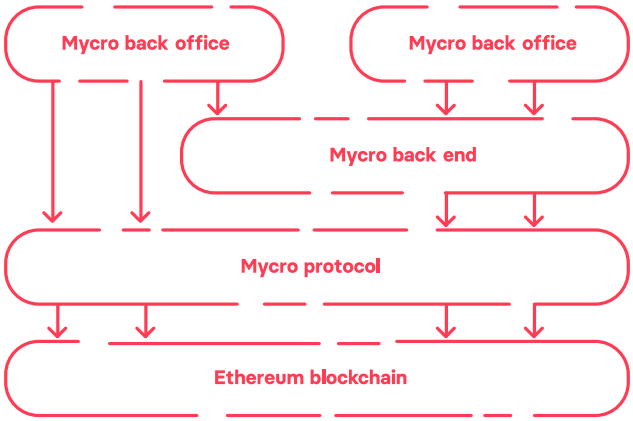
8.9 Decentralized escrow payment

One payment method regarding the remuneration for jobs is crypto-currencies. During the job, the money will be held in trust by a smart contract and will not be paid out until the job has been completed. When the job is finished, the smart contract calculates the exact time of the job and distributes the agreed compensation to the jobber.

9. System-architecture design and protocol implementation

Register for Token sale

Mycro's system architecture will be a classic client/server architecture. The focus will be the mobile Mycro app (implementation is intended for both iOS and Android), which will be realized as a fat client for reasons of performance. The Mycro back office will be implemented as a web surface and allows Mycro employees to manage the system. Both parts of the system will communicate with the Mycro back end, where the non-decentralized logic and data history are retained, via REST interface. Both the back end and the Mycro app will communicate with the Mycro protocol which uses the Ethereum blockchain.



9.1 What is a cryptoeconomic blockchain protocol?

In the context of blockchain protocols, so-called cryptoeconomic protocols are described as protocols which usually create a financial incentive (in the form of a token) that coordinates how individuals behave in a rational economic way as they go through a process in a network. With smart contracts, the Ethereum blockchain provides an ideal tool to implement such cryptoeconomic protocols based on the existing Ethereum environment. By providing so-called public interfaces, a set of smart contracts can be implemented as an infrastructure on which external smart contracts can build. The ability to manage digital assets or implement their own monetary policy gives developers all the tools they need to implement complex incentive systems that drive a cryptoeconomic protocol.

The Mycro protocol is implemented as a cryptoeconomic protocol.

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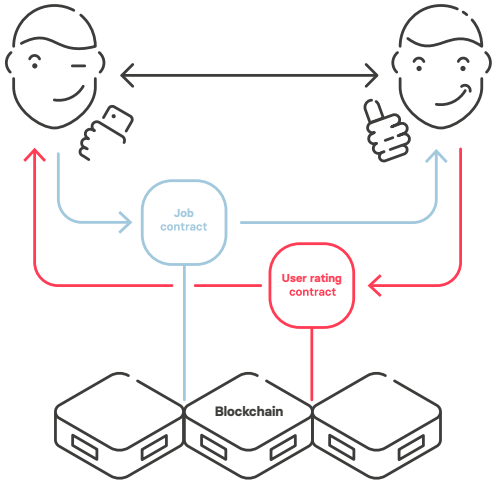
9.2 The Mycro protocol design



In addition to the MYO token contract (details see 11. Token design), the following smart contracts are used within the Mycro network.

9.2.1 Job contract

Explore code on Github: www.github.com/mycro-jobs/

The job contract is Mycro's central smart contract. It contains all the information and functions regarding an awarded job so that it can be performed in a secure and problem-free manner. In addition to the job provider's and the jobber's wallet address, it contains the date, time, and status of the job. All other data regarding the job will be retained in a decentralized database such as described in 9.2.3. Moreover, the job contract offers mechanisms to identify the jobber at the beginning of the job, and to confirm the job's conclusion only by the job provider at the end of the job.

The reward pool described in 8.5 where MYO tokens are initially retained and subsequently distributed to all those involved using a specific key, and the holding of the payments in trust (if made in cryptocurrency) are also managed by the job contract.

When implementing the job contract, the factory registry pattern is used, being the usual best practice. With regard to the factory registry pattern, two additional smart contracts, the factory smart contract and the registry smart contract, are created, which manage the entire life cycle of the job contract:

- After the job has been awarded, the factory smart contract is the point of reference for all relevant parameters that are to be stored in the job contract. It validates these data, creates a new job contract based on them and registers the contract in the registry smart contract.
- The registry smart contract functions as an official list of all previous and ongoing jobs. Every job contract that is not included in this list is either inactive or suspected of manipulation.

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9.2.2 User rating contract

The user rating contract includes all ratings that were at some point in time given to a specific user both by job providers and jobbers with regard to jobs that took place. It contains the information as to who evaluated whom in the context of which job carried out when. Ratings from 0 to 5 stars are possible and cannot be given until the job has been concluded. The contract ensures that only those involved in a job, the job provider's and jobber's wallet address, can provide ratings for a user. For this purpose, a smart contract is created for each user, which in addition to the ratings also includes the status (signature hash) regarding the verification of the user's identity, which was verified by a third-party provider. Also in this regard, the factory registry pattern described in 9.2.1 is used.

Mycro reserves the right to divide the contracts mentioned above into further contracts when implementing them in order to reduce the complexity of individual contracts or to realise best practice patterns that ensure the optimum implementation and maintainability of the smart contracts.

9.2.3 Data storage and encryption

Blockchains are horrible at storing large amounts of data, like the data mentioned before. The Mycro protocol utilizes the Interplanetary File System (IPFS) to store these data. IPFS is a peer-to-peer protocol where each node stores a collection of hashed files. To get a specific date, IPFS implements an abstraction layer which offers access to data by hash, searching all nodes in the background. In case of the Mycro protocol, the user ratings are not stored in the contract, but rather only the hash of the data is stored and put into IPFS.

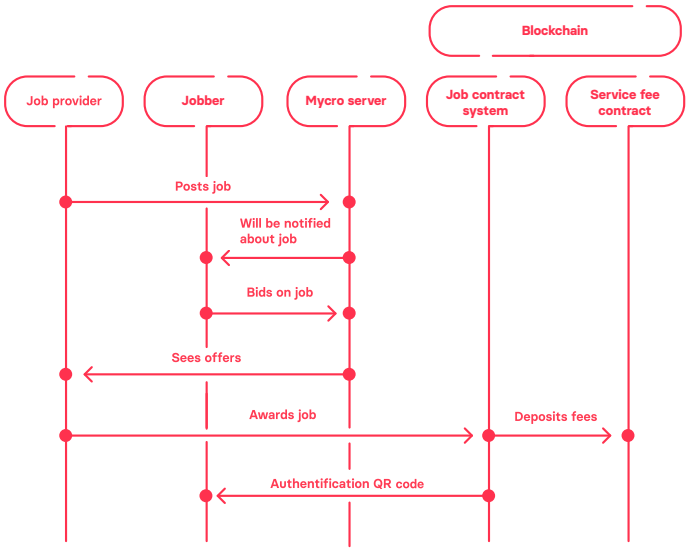
Due to its technical implementation, everyone who has the hash of a file can retrieve it from IPFS. To give users 100% control of their reputation, the use of encryption is therefore mandatory. Reputation data is stored encrypted on IPFS nodes, and users are in control of giving access to specific platforms and users.

[2] https://ipfs.io/

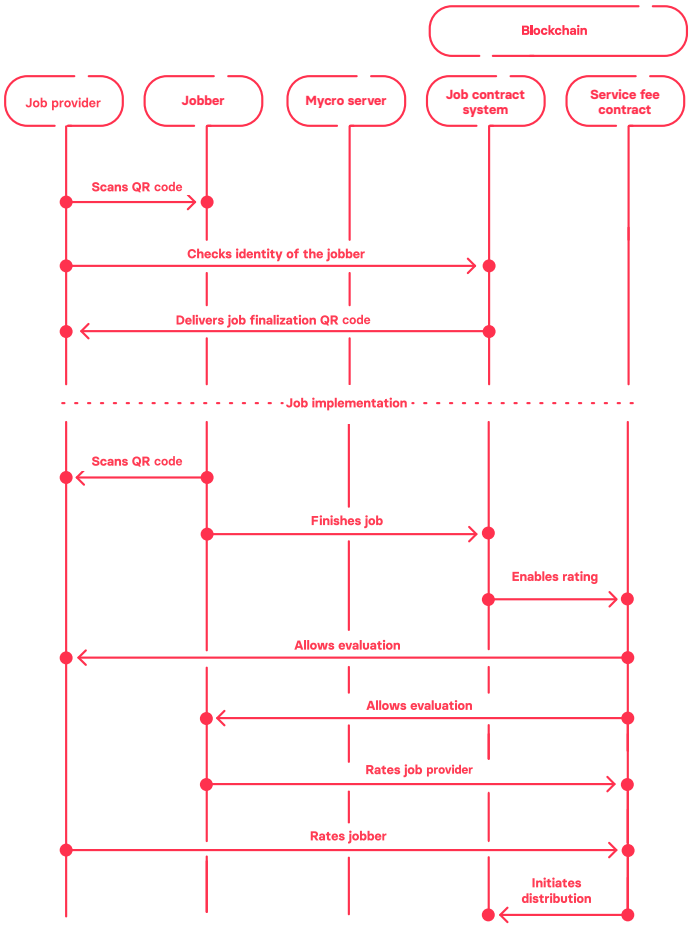
9.3 Exemplary workflows of the Mycro protocol

In the following, diagrams based on two workflow examples show how the smart contracts will interact in the context of the Mycro application. For reasons of clarity, the factory registry pattern described under 9.2.1 is not displayed:

Workflow 1:
Place offer, application, award job, keep fees in trust, and payment



Workflow 2:
Carry out job, payment, rating, and disbursement from reward pool



9.4 Upgradeable smart contracts

Software is never perfect and software is never final. This means that software systems are designed to be resilient and easily changeable in terms of their architecture and individual modules. The unchangeability of the smart contracts in combination with the certainty that at some point bugs will appear and requirements will also change leads to the fact that when implementing the smart contracts, Mycro will from the outset use patterns that allow the central smart contracts to be upgraded retroactively.

9.5 Real-time matching

Through Mycro's intelligent and self-learning algorithms that are adopted from popular dating platforms, job providers are connected with suitable candidates, matching vacant jobs in real time with the right person.

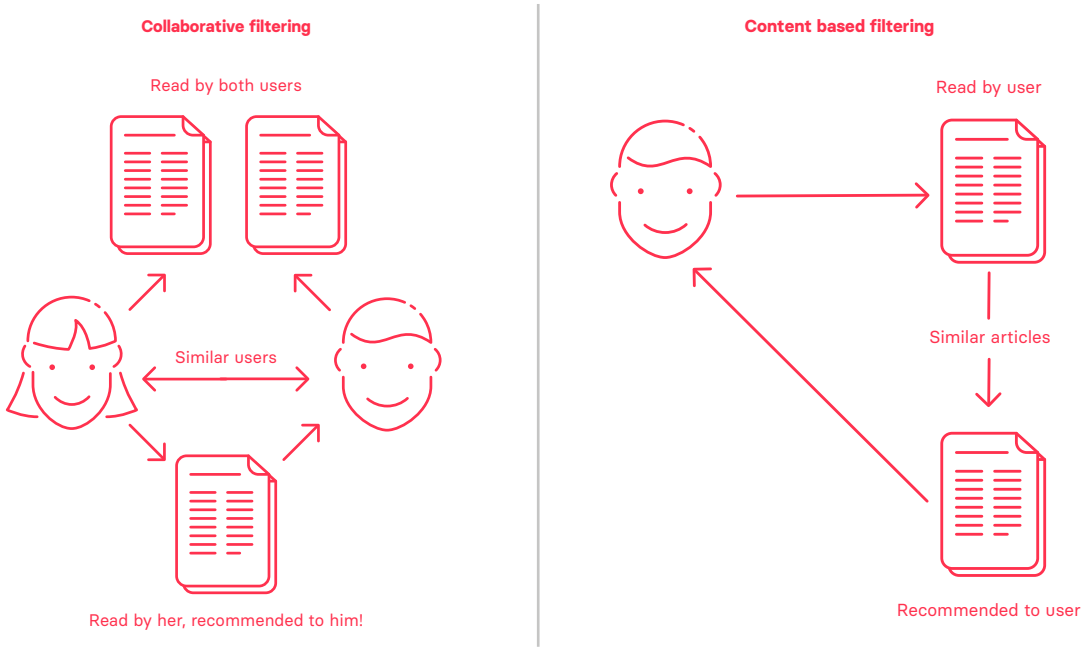
9.5.1 Collaborative and content based algorithm

The job-matching algorithm that brings jobs and jobbers together is to be an important component of the Mycro application. It is intended to mix content-based filtering and collaborative filtering.

At the beginning, especially the content-based filtering will be relevant, because the attributes provided by the user in the jobber's user profile, such as place of residence, location, and preferred job category, are matched with the attributes of a job and ranked in order. Over time, our self-learning algorithm can develop an exact image of the user, based on the use of Mycro and, on the basis of the jobs previously carried out, suggest even better jobs to the user.

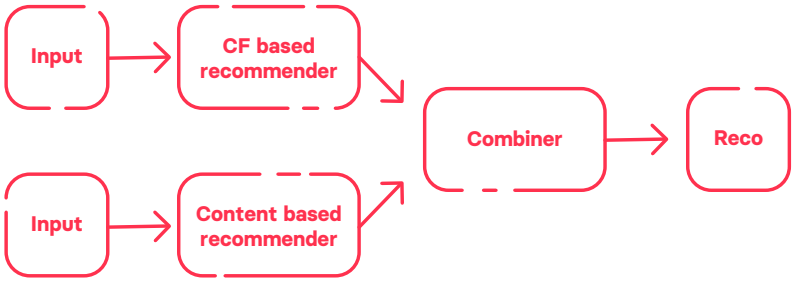
Over time, collaborative filtering will gain more and more relevance. With regard to collaborative filtering, it is not only the users themselves and the jobs that are compared. Interest clusters are created in order to categorize similar users and to make statements such as "users with a similar profile are interested in the following types of jobs".

Both content-based and collaborative filtering are self-learning algorithms; based on the growing data volume and the continuous adjustment of the algorithm parameters, they will improve over time. In order to provide the best user experience within the app, it must be ensured at all times that the app's suggestions are sent to the user in near real time.



Hybrid recommendations

In a first phase on the way to creating a full dApp, the data on which the algorithm is based are to be decentralized and, in a second phase, the algorithm parameters are to be decentralized in order to ultimately decentralise the complete algorithm.



9.5.2 Satisfaction algorithm

Mycro aims to take this a step further with the help of an even more advanced matching algorithm, which is currently used by many dating platforms.

Mycro will accomplish this by asking users personal questions, for example about their eye for detail, punctuality, and personality. This information will help with successfully matching jobbers and job providers.

Users will answer each question in three different ways:

1.	Their own answer
2.	How they prefer others to answer
3.	How important the question is (irrelevant, a slightly important, somewhat important, very important, crucial)
Example	Question to the user: Are you always on time?
Answer 1:	yes (I am always on time)
Answer 2:	yes (I like other people to be on time)
Answer 3:	This question is very important

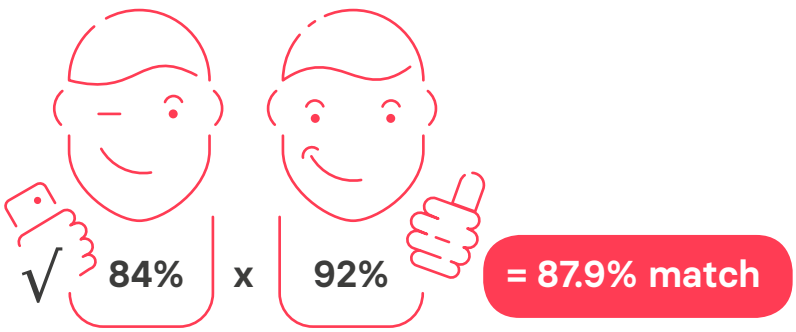
Based on the answers and the importance of these questions, jobbers and job providers can be matched even more accurately. This is done by using a weighted scale for each level of importance:

Level of importance	Point value
Irrelevant	0
Slightly important	1
Somewhat important	10
Very important	50
Crucial	250

Let's say the computer wants to try to match a job provider with a jobber. The overall question would be: How much did the job provider satisfy the jobber and the other way around? The answer is set up as a fraction. For example, the jobber scores a total of 84 out of 100 points. This means that the percentage of satisfaction is 84%.

The job provider scores a total of 92 out of 100 points, which results in a percentage of satisfaction of 92%. These two percentages will be put into the following formula:

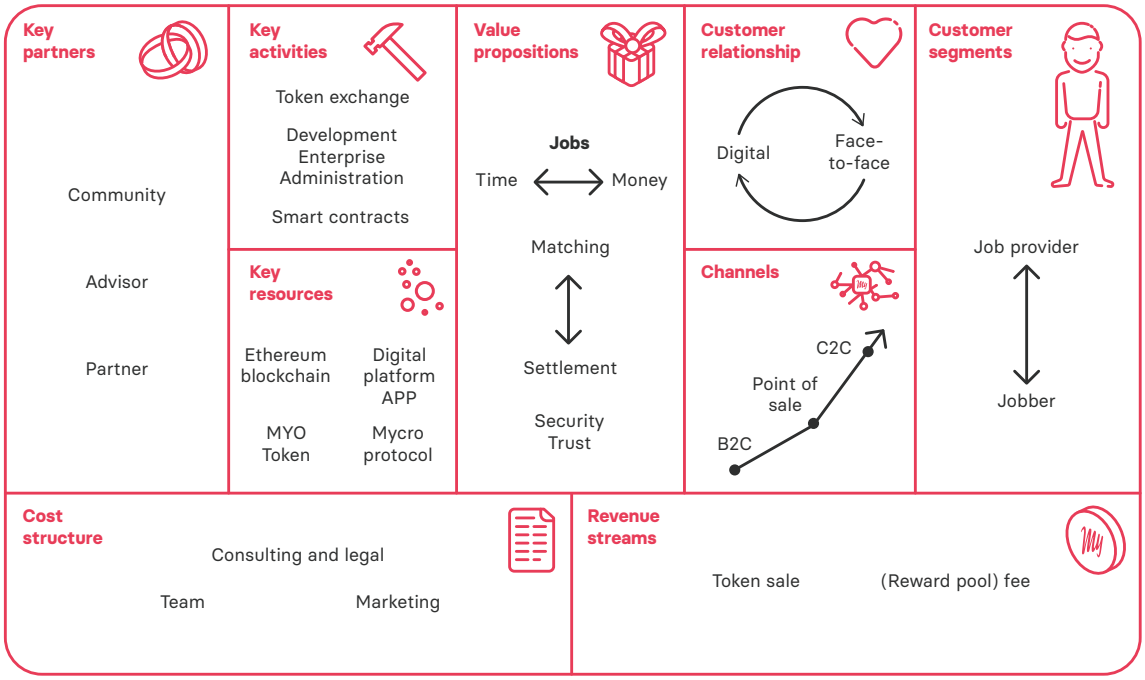
72√Percentage A x Percentage B = Matching percentage



10. Business model summary

Register for Token sale

Business model canvas



10.1 Value proposition, customer segments and customer relationship

The Mycro business model focuses on a unique value proposition for jobbers and job providers. Mycro brings together suitable jobbers and job providers and supports the trustworthy and secure processing of jobs. The relationship between job providers and jobbers is based on digital technology during the preparation and evaluation phase, but takes place face-to-face during the actual processing.

Get up to content

10.2 Key resources, activities and partners

The value proposition is enabled by the Mycro network which is decentralized through usage of the Ethereum blockchain. The MYO utility token is used to process transactions in the network.

From an operational point of view, value proposition is created by developing, operating, and promoting the digital network for jobbers and job providers. At the same time, the implementation of smart contracts and the token economy will be the core of the team's activities. Important support for network construction and sales is provided by a strong network of experts and partners in the fields of technology, business, and governance supported by the active involvement of the crypto community.

10.3 Channels (Marketing and sales strategy)

The acquisition of users via digital and traditional channels will be done from one specific job category in one small region, followed by expansion to other relevant categories. After a successful regional launch, expansion into Europe, Asia, and the USA will lead to a worldwide innovative job network.

10.4 Cost structure

The cost structure has two main categories. The first category is the team (internal and external) that is used to carry out the above-mentioned activities. The second category is the marketing budget to promote the Mycro network and to attract users to the platform.

Costs	Year 1	Year 2	Year 3
Product			
Payroll total	$800,000	$1,800,000	$2,354,000
Platform development	$750,000	$250,000	
Distribution global expansion			
Travel expenses	$60,000	$63,000	$68,000
Marketing/events	$1,000,000	$1,750,000	$1,750,000
Central services overhead expenses			
Office rent	$120,000	$120,000	$120,000
IT infrastructure & licenses	$20,000	$25,000	$30,000
Legal & consulting fees	$300,000	$125,000	$125,000
Administration	$50,000	$60,000	$75,000
Total	**$3,100,000**	**$4,193,000**	**$4,522,000**

10.5 Revenue streams [3]

Register for Token sale

The revenue targets are based on the following assumptions (see section Market potential):

- (Market size): lower value of 20% (McKinsey study "Independent Work: Choice, Necessity, and the Gig Economy"[4]) of the working population (CIA World Fact Book[5]) in a country constitutes potential customers for jobs (full-time or part-time) in the gig economy.

- (Level of digitalization in %) Constantly growing percentage of freelance/gig workers utilizing digital platforms for finding and processing their jobs. According to Mckinsey studies, the current average platform usage is 15% in this segment[4].

- (Monthly average gig worker income): Based on an average income per gig worker in the non-transport sector of $741 per month (JP Morgan study "The Online Platform Economy in 2018"[6]) based on an all-year platform activity in the US. This value will be set in relation to the respective average income within each country.

- (Market share in %): Percentage of income which is processed through the Mycro platform, this includes the relevant market and share of wallet which means the percentage of money earned in this segment that is processed by Mycro.

- (Commission in %): commission is 2% (average share of bid) of the remuneration per job.

Yearly Revenue = (Market size)
x (Level of digitalization in%)
x (Monthly average gig worker income)
x 12
x (Market share in %)
x (Commission in %)

3 All calculations are not revenue promises, but merely targets that we hope to achieve, but can naturally not guarantee.

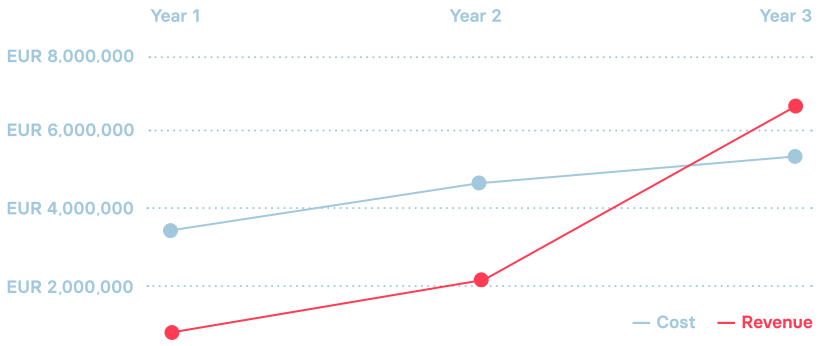
4 INDEPENDENT WORK: CHOICE, NECESSITY, AND THE GIG ECONOMY https://www.mckinsey.com/~/media/McKinsey/Featured%20Insights/Employment%20and%20Growth/Independent%20work%20Choice%20necessity%20and%20the%20gig%20economy/Independent-Work-Choice-necessity-and-the-gig-economy-Full-report.ashx

5 CIA World Fact Book https://www.cia.gov/library/publications/the-world-factbook/

6 The Online Platform Economy in 2018 https://www.jpmorganchase.com/corporate/institute/document/institute-ope-2018.pdf

Revenue forecast	Year 1	Year 2	Year 3
Level of digitalization:	15%	20%	20%
Market share:	0.25%	1%	3%
Commission:	2%	2%	2%
Germany Market size: 9,180,000			
Avg. Income 38,497	$404,362	$2,156,598	$6,469,795

Example Market Germany



On the basis of the envisaged cost structure, Mycro would break even in the third year already, assuming a market share of 3% in Germany.

An expansion beyond the borders of Germany results in additional revenue potential. Here, additional annual revenue potential exceeding USD 100 million in total is already waiting in the most relevant countries in the world, assuming a market share of only 5%. Additional potential can be seen in an increase of the average transaction frequency (more jobs), growing gig economy, and an overall greater penetration/ share of wallet of Mycro.

Markets: Europe, Asia, USA

The assumptions and calculation basis above results in the following market potential results for the markets below in **year 5, each with a 5% market share and 2% commission at 20% level of digitalization.**

Country	Market size[7]	Average income per year[8]	Revenue potential[9]
UK	6,700,000	$35,877.00	$11,001,499
France	6,136,000	$33,611.00	$9,439,038
Germany	9,180,000	$38,497.00	$16,174,486
Sweden	1,072,200	$46,552.00	$2,284,415
Spain	4,550,000	$24,059.00	$5,010,140
China	161,340,000	$7,692.00	$56,799,205
Indonesia	25,000,000	$3,134.00	$3,585,914
Japan	13,002,000	$34,124.00	$20,306,310
Vietnam	10,960,000	$1,912.00	$959,090
Philippines	8,556,000	$3,240.00	$1,268,752
Thailand	7,674,000	$5,267.00	$1,849,891
South Korea	5,494,000	$25,122.00	$6,316,897
USA	32,080,000	$51,580.00	$75,731,512
Canada	3,904,000	$37,948.00	$6,780,467
India	104,380,000	$1,593.00	$7,610,164
Total			**$225,117,780**

Important:

All these figures and forecasts are estimates made by the Mycro team and are not necessarily accurate.

7 Based on work force (CIA World Fact Book) and the assumtion to reach 20% of them (relevant market)

8 Average income per year: Based on https://www.laenderdaten.info/durchschnittseinkommen.php

9 Revenue potential: Based on the assumption above (Revenue streams – calculation)

11. Token design

Register for Token sale

The Mycro token powers the Mycro ecosystem. The Mycro token is a tool to achieve a deeper engagement of a broader community of token holders, partners, and contributors who will be the main beneficiaries of the ecosystem's growth. The token will be issued as an ERC-20 token compliant to the public Ethereum blockchain. The token is classified as a utility token. Mycro tokens are deployed and transferred within the Mycro ecosystem and the Mycro mobile application. The tokens can also be circulated outside the network and beyond the circle of people registered in it.

Name:	**MYCRO token (MYO)**
Technology:	**ERC-20**
Token type:	**Utility token**
Token supply:	**100,000,000 MYO**
Token sale:	**11,000,000 MYO**
Token price:	**$0.25**
Hard cap:	**$2,750,000**
Acquisition options:	**Token sale / Reward pool Mycro.jobs GmbH[10] / Exchange[11]**
Storing MYO tokens:	**Users can store their MYO tokens within their own app wallet or within any other suitable external wallet**

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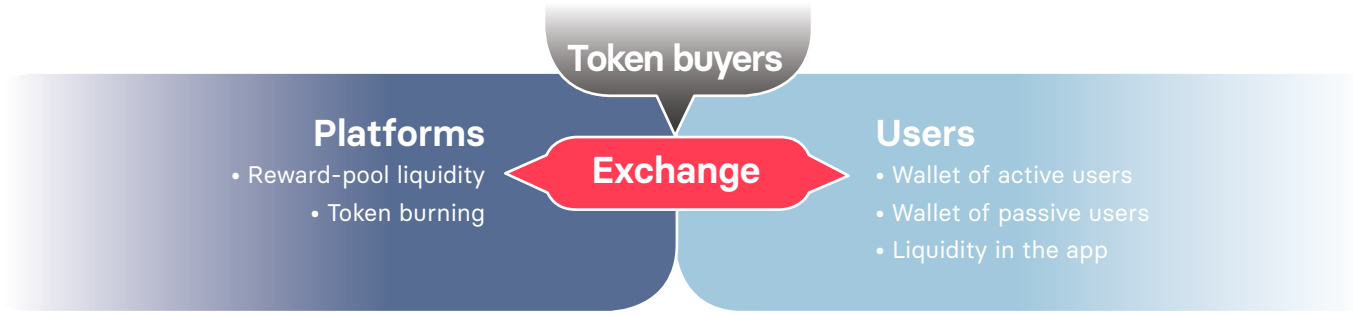
10 In the event of inadequate market liquidity, Mycro tokens (MYO) necessary for the user to use the app can be acquired in small amounts at the current market price from Mycro.

11 We have not yet agreed to list the MYO token at a crypto exchange, but we will of course keep you informed and let you know as soon as a crypto exchange lists the MYO token.

11.1 Token economics

Register for Token sale

Due to the increasing spread of the Mycro protocol, a new picture of the economic relationships between participants within the Mycro system emerges, especially with regard to existing and potential token holders:



Assuming that a certain number of users hold MYOs and are inactive, and assuming that platforms have an ongoing need for MYOs for their reward pool, a system results in which the ongoing liquidity to MYOs can only be provided through the token holders.

11.2 Token use

	Use	Earn	Hold
Jobbers	• Access to job offers	• Completing job offers (payment from job provider)	• Store of value and medium of exchange
		• Writing reviews after a completed job • Inviting friends to the platform (incentive from reward pool)	
Job provider	• Pay jobbers after completed jobs	• Writing reviews after a completed job • Inviting friends to the platform (incentive from reward pool)	• Store of value and medium of exchange
	• Access to best rated jobbers		• Stake to get access to premium services
Platforms	• Incentivize users for joining the platform, inviting friends, and writing reviews after a completed job (through their reward pool)	• Commissions from their users for real-time matching	• Incentive system for their users through their reward pool

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11.3 Token staking

Apart from staking being used as part of the core blockchain protocol, it is also used within the business model to help create trust and to increase the demand of token.

The long-term value of the Mycro platform can only be achieved if there is a use case of the Mycro token (MYO). In order to have its utility, it is necessary to have value-creating activities for the token among the participants using the platform.

Staking is useful within the Mycro platform as a tokenomics element. In this situation, it is an act by which a user holds a certain number of tokens with the incentive to potentially receive benefits within the Mycro platform:

1. **Access to exclusive features** — Users have to hold a certain number of tokens in their wallet in order to provide or perform more than one job at the same time. The more tokens in the wallet, the more jobs can be provided or performed simultaneously.

2. **Participate in value creating activities** — Only token holders (Stakers) are able to receive tokens out of the Mycro Reward-pool if they rate the other party after a completed job.

3. **Receive status and recognition** — Mycro token holders (Stakers) are able to receive different statuses. These will increase the chances of finding a job or the right jobber.

11.3 Token burning

Token burning is the process of permanently removing tokens from circulation, reducing the total supply. This would create a scarcity in the token supply.

All token burns are recorded as a transaction on the blockchain, meaning that they are 100% transparent and anyone is able to verify that the tokens have been destroyed.

Mycro plans a steady token burn through the use of a smart contract function known as burn function. From every transaction out of every reward pool a percentage of MYO tokens will be burned until 50,000,000 MYO are ultimately destroyed, which represents 50% of the total MYO ever issued (100,000,000 MYO).

A high activity within the ecosystem automatically leads to a reduction of the token supply.

Register for Token sale

12. Token sale

12.1 Private sale

11,000,000 Mycro tokens (MYO) are sold during the private sale to strategic partners and token buyers with long term value for the project.

12.2 Public sale

45,000,000 Mycro tokens (MYO) are sold during the public sale in these four different stages:

All tokens not sold will be burned at the end of the token sale.

All amounts in this section are presented without any taxes, such as VAT. The amounts that we publish on our website will be relevant for any sale.

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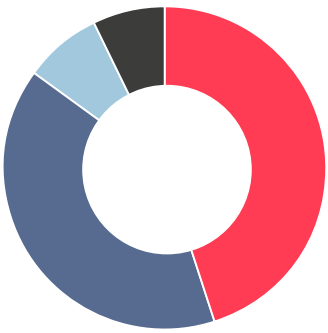
12.3 Token and fund distribution

Total MYO amount: **100,000,000**

11%	IEO sale
11%	Private sale
34%	Ecosystem fund
12%	Reward Pool
10%	Company reserve
9%	Team & founders
8%	Bonus & advisors
5%	Bounty program



45%	Marketing
40%	Development, technology & payroll
8%	Banking & crypto
7%	Legal, consulting & administration

12.4 Vesting

Founders	50% »	24 months
	75% »	18 months
	100% »	12 months
Team and advisors	50% »	12 months

12.5 Know your customer (KYC)

Know your customer (KYC) is a mandatory identification check for customers to prevent money laundering.

For the purpose of combating money laundering, criminal activities, white-collar crime, and terrorism, minimum international standards for identifying new customers were created.

Every token buyer has to go through a KYC process before buying Mycro tokens, in addition to registering in the Mycro dashboard. Our service provider IDnow will check the identity document of the token buyer via their own mobile application. This process is very simple and takes only a few moments.

13. Roadmap

Register for Token sale

February – 2018
- Mycrojobs.io project starts
- Establishment Mycro.jobs GmbH
- Trademark registration "Mycro"
- Development of core team

June – 2018
- MVP app development starts
- White paper 1.0 released
- Legal review of token sale
- Start development crowdsale
- Smart contracts

October – 2018
- Private sale – Stage one sold out
- Opening account and wallets custody at Bank Frick

December – 2018
- Integration first dApp (Job contract) in Mycro MVP
- iOS application

January – 2019
- Closed alpha version Mycro MVP
- Released compliant token design
- Approved by authority Crowdsale
- Smart contract audit by CertiK successfully passed

February – 2019
- Preparation for upcoming Token sale

March – 2019
- Pre-registration for presale
- Dashboard for token buyers released

Mai – 2019
- Presale – 14 days
- Public sale – 60 days
- Raising funds for the development of the Mycro protocol
- Mycro application roadshow through Europe and Asia

Quarter 4 – 2019*
- Mycro protocol mainnet release
- Mycro app beta-version release
- Testing phase

Quarter 1 – 2020*
- Mycro app release version
- Start global expansion Europe, Asia, US rollout go-to-market strategy

Quarter 2 – 2020*
- Mycro app white label solution available

Quarter 4 – 2021*
- Complete decentralization of Mycro
- Decentralized matching algorithms
- Decentralized computer and storage capacities are used in order to operate an independent ecosystem (IPFS, Golem, Sonm)

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* planned

14. Team

ANDRÉ BRUCKMANN

CEO & founder

André, 40, has been a serial entrepreneur and investor for more than 20 years. He has founded and runs several successful marketing companies with sales in the millions. He was involved in successful campaigns for companies like Vodafone, EON, and Sky. As a expert in development and implementation of new ideas he believes in the power of a vision. The ability to inspire people a one of his unique assets. André is married to a wonderful wife and father of three daughters. He is convinced of the concept of decentralization and the disruptive power of blockchain. André is also the founder of the charity organization Race4Children and a complete motorsport enthusiast.

CHRISTIAN HAMPE

CMO & co-founder

Communication designer and entrepreneur since 2001, initiator, brand maker and, since recently, manager of trendsetting restaurants. Christian's strength is his extraordinary feeling for new markets and trends, and his love of new technologies. Customers like Adidas or Warsteiner appreciate his awareness of the niche in the market. Christian is also the happy daddy of two adorable daughters and person of "feel-good manager" Milly, and a passionate motorsport head.

THOMAS BOLLEYER

COO

Head of communications, community and social media manager Blockchain enthusiast, investor and trader with more than five years of experience, strategist and expert in communication and corporate governance. Thomas' strength is his charisma and his effective and productive communication. He is inquisitive and can quickly familiarize himself with new technologies. He is also a passionate footballer and does weight training.

MICHAEL SIEDENBIEDEL

CTO

Head of software development, blockchain, smart contracts Software developer and entrepreneur since 2005, perfectionist and operator of a digital label for electronic music. Michael's strength is his focus on the essentials, combined with his extensive experience with software projects for various industries. He likes to spend his weekends as a thoroughbred carp angler.

14. Team

MARIO MARTINI
Advisor Business Design
Founder & Managing Director Lab25 GmbH

Business designer. After working on global IT transformation projects as a technology consultant at Accenture, Mario has assisted numerous start-ups and mid-sized companies in various digital initiatives. Today, he brings his extensive experience in IT strategy and user-centric business design to the development of digital start-ups.

NICOLAS DILLMANN
Advisor Digital Strategy
Founder & Managing Director Lab25 GmbH

Digital Strategist and CTO as a Service. Nicolas played a significant role in the development of an IT consultancy and has developed successful individual software solutions, IT architectures and digital concepts for over 50 customers – from start-ups to medium-sized businesses. Today Nicolas uses his experience and expertise for the structured development of innovative digital start-ups.

TOBIAS FRÖHLICH
Senior software developer, blockchain, smart contracts, iOS/Android

Software developer and entrepreneur since 2005, Tobias writes clean code par excellence and keeps track of everything even in stressful phases. Tobias' strength is his enormous efficiency within the tunnel. On weekends, on the other hand, the academic quarter is capitalised and sometimes results in a lot of jet lag.

GEORGE SPASOV
Blockchain architect, founder & CDO, Limechain

George has experience leading teams to deliver successful software projects for everything from start-ups like pCloud to international companies like IBM. He has been recognised as a top performer of the inaugural Blockchain Developers Academy run by ConsenSys.

NICK TODOROV
Blockchain consultant, founder & CEO, Limechain

Nick Todorov brings together extensive experience in marketing, building both brands and companies and at the same time applying blockchain technology. He acts as the crucial link between the operations and development team due to his firm grasp of blockchain technical capabilities alongside a deep appreciation of the business needs. Nick has been consulting on numerous blockchain projects and is also an active blockchain advocate.

14. Team

TILMAN MIDDENDORF
UX/UI-designer

TOBIAS PITZSCHKE
Software developer iOS/Android

JASCHA STEGE
UX/UI-designer

DOMINIK FLADUNG
Software developer web/app

CHRISTIAN KORDES
Software developer web/app

LAURENS DEN BOER
Product Manager

JONATHAN HELLWEG
Community Manager

JILL JANA LUDWIG
Social media manager

MILLY HAMPE
Feel good manager,
University of elite dogs,
Ball Chase Evangelist,
Münster

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Advisors

MAXIMILIAN KOPS
Strategic Tadvisor
Blockchain & STO Expert for five years and bestselling author

MAXIMILIAN MARENBACH
Strategic advisor
Head of Partnerships & Business Development at Kraken Digital Asset Exchange

DR. MICHAEL REINICKE
Business & product advisor
Eisbach Partners, COO of carpooling.com (Mitfahrzentrale – now

MATTHIAS SIEDLER
Business & product advisor
Eisbach Partners, CTO of carpooling.com (Mitfahrzentrale – now BlaBlaCar)

MARKUS BARNIKEL
Business & product advisor
Eisbach Partners, Yahoo CEO of carpooling.com (Mitfahrzentrale – now BlaBlaCar)

MICHAEL TAN
Advisor
Asien-Pacific
Technopreneur with extensive experience in the APAC region

DR. OLIVER GROMBALL
Legal advisor
Lawyer, Intellectual property, IT law

PROF. ELKE SIEVERT
Financial advisor
Tax consultant and Professor at FOT Münster

DR. SOOYONG PARK
Blockchain advisor Korea

IVAN JELIC
Advisor

ISMAIL MALIK
Marketing Advisor

ULRICH KEMP
Strategic Advisor Partnerships
COO LG Electronics, COO T-Systems

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15. Risks and strategies

What	Strategy	Relevance	Probability
A dominant competitor for peer-to-peer jobs enters the market	Focus on the use of network effects by increasing the number of users	75%	50%
Regulatory interventions for handling cryptocurrency	Strategy of geographic diversification and thorough monitoring of information about possible changes in the policies on regulating blockchain technologies across key markets	75%	25%
Delays in the development of the Mycro Beta version for public release.	Expansion of developer staff and transfer of development of non-key modules to outsource partners	50%	50%
Mycro token liquidity decrease as a result of unprecedented price hikes.	Increasing token fragmentation and creation of a stabilizing fund from part of the commissions	25%	25%

16. Company

Register for Token sale

MYCRO.JOBS GmbH
Wienburgstraße 207
48159 Münster

HRB 17221

Composite mark 30 2018 005 546 registered with the German Patent and Trade Mark Office.

Bundesrepublik Deutschland

Urkunde

über die Eintragung der
Marke Nr. 30 2018 005 565

Az.: 30 2018 005 565.2 / 35

Mycro

Inhaber/Inhaberin
MYCRO.JOBS GmbH, 48159 Münster, DE

Tag der Anmeldung:
07.03.2018

Tag der Eintragung:
17.05.2018

Die Präsidentin des Deutschen Patent- und Markenamtes

Rudloff-Schäffer

München, 17.05.2018

Den aktuellen Rechtsstand und Schutzumfang nach dem Verzeichnis der Waren und Dienstleistungen entnehmen Sie bitte dem DPMAregister unter www.dpma.de.

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Register for Token sale

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www.mycrojobs.io