



Whitepaper

1. Introduction	1
1.1 Background	1
1.2 Introducing Freela	1
1.3 Peer to Peer (P2P)	2
1.4 Commission Free	2
2. Model	3
2.1 Identifying the stakeholders in Freela Model	3
2.2 Workflow	4
2.3 Interactive Tools	6
2.3.1 Chat Box	6
2.3.2 Audio Call	6
2.3.3 Video Call	6
2.3.4 Document Scanning	6
2.3.5 File Sharing System	6
3. Technologies	7
3.1 Blockchain	8
3.1.1 Smart Contract	8
3.1.2 Digital ID's	8
3.1.3 Digital Signature	9
3.1.4 Secure Payments	9
3.1.5 Security and Privacy	9
3.2 Decentralized Finance Pool	9
3.2.1 Liquidity Pool	10
3.2.1.1 Payment Gateway	10
3.2.2 Staking Pool	10
3.2.2.1 Arbitration Fund	10
3.2.2.2 Savings	12
3.3 DAO	12
3.3.1 Governors	12
3.3.1.1 Voting	12
3.3.1.2 Arbitration	13
3.3.1.3 Hiring and Firing	13

4. Reputation System	15
4.1 Identity Verification	15
4.2 Weighted Average Rating System	15
4.3 Arbitration Rating	17
4.4 Token Staked	17
4.5 Tiers	17
5. Tokens	18
5.1 Token Metrics	18
5.2 Token Utility	19
5.3 Token Benefits	19
6. Competitive Strengths	20
7. Use Cases	21

ABSTRACT

Freela is Defi powered and self-governing DAO designed to act as a never before decentralised and broad platform for freelancing. It provides best experience not only for B2B (Business to Business) but also focuses the same for P2P (Peer to Peer) interaction with its intuitive user interface matching skilled freelancers for the job postings worldwide, all with a commission free transaction. It brings in a new innovative model assuring a professional mediation and thus ensures both the employer and employee, with best quality work for the former and best pay for the latter.

1 INTRODUCTION

1.1 BACKGROUND

Open markets left us with a different, otherwise not-to-be, experience by giving unreliable jobs/employers to freelancers and unsuitable workforce on job for the employer. This gave impetus to have sub-contract models and intermediaries' in-between throwing out a huge pay for the job than it deserves. This scenario brought in a lot of mistrust and doubt, adjusting with near-to-desirable outcomes for the employer and not a handy/satisfactory pay for the employee.

Improved Technology, Internet, multinational companies and many more paved to "Globalisation". But our human instincts clouded us to use this great boon to exploit every available human resource, both near and far. As a result, today's unemployment is solved with other similar synonyms - underemployment and overemployment, leaving every stake holder in the game with thorough dissatisfaction. There is an increasing need to address and fix this.

Herein Freela comes in as the only, never-ever-imagined solution, truly free for the first time in history.

Welcome to a dream come true world - Freela – Truly Free Freelancing.

1.2 Introducing "Freela"

Freela with its game changing strategy in freelancing brings in an accurate match of employer – employee getting them into a closer spectrum. This ensures "right person on right job for the right pay" making a "demand – supply" curve meaningful, both quantitatively and qualitatively. Herein, this platform also accommodates various varieties of players out there in the open market today.

Present existing platforms attempted their best to decentralise and ended up only in the "niche" part of the market. And those who leapt "broader" part of the market got forced to be centralised. Freela innovated a newer dawn by bridging this gap using Blockchain technology, DeFi liquidity pools and DAO governance initiating a new game of being a Broad-decentralised platform.

Freela boldly invites anyone to join and proudly proclaims reliability and confidentiality by providing protection to every stake holder's identity, work, transaction and interaction. This is the only venue in the market today to address any and every deviation which creeps in by any party, either by employee or by employer and thus guarantees a smooth ride.

1.3 Peer to Peer (P2P):

B2B - Business to Business interaction has involved various professionals at various levels to ensure a successful contract cycle from jotting down an MOU to payment transaction. This same professional environment doesn't fit in a discrete P2P – Peer to Peer game, giving way to unpalatable and discouraging experiences for the freelancers out there.

Freela – Truly free freelancing developed reliable governance with zero human interference using current state of art technologies. This can provide a greater sense of security to every stakeholder, both B2B and P2P in nature, all through the game till they meet their required needs.

1.4 Commission Free

Freela focuses on “right person on right job for the right pay”. An employer pays all to the employee with no commissions / transaction fees in between. Thus this platform also encourages employers to know that all that they spend is worthwhile and only for the work.

Freela transactions are made free by being deployed on enterprise focused on a new layer of technologies as a choice of Blockchain for decentralised apps developed using RELL. This marks a newer beginning of the free freelancing era.

2 MODEL

2.1 Identifying the stakeholders in Freela Model:

1. Employer(s) – can be a company or an individual who accesses the Freela platform to find a best suitable employee for his required task/job.

Responsibilities:

- Posting the task/job/project requirement and timeframes.
- Selects the suitable employee based on skills, reputation scale, bidding amount, timeframes for execution of the assigned job and payment method.
- Payments
- If on occurrence of an arbitration call, should abide by the decision of the Arbitrator.

2. Employee(s) – can be a company or an individual who accesses the Freela Platform to find a task/job of his expertise and respective pay on completion of the same.

Responsibilities:

- Selects the suitable task/job/project posted by the employer.
- Should complete his assigned job, both quantitatively and qualitatively within the specified timeframes.
- Submission of the work
- If on occurrence of an arbitration call, should abide by the decision of the Arbitrator.

3. Arbitrator – Is an individual with expertise in the related field of task/job who comes in to resolve any issue(s) related to same or remuneration – related.

Responsibilities:

- Steps in when there is a call for arbitration between employer and employee.
- Should validate the task completed by the employee and confirm whether the adequate work is done or not.
- Should give his approval for the amount to be transferred from the smart contract to the employer's wallet if the employer is correct.
- Should give his approval for the amount to be transferred from the smart contract to the employee's wallet if the employee is correct.

2.2 Workflow:

The Employer approaches Freela for a specified task/job/project to be done and posts details of the same on Freela Platform. On seeing the posted job on Freela platform, multiple employees from related fields will bid for that job. Now the employer selects the employee based on their reputation scale, bidding amount and specified timeframes. Once the employee is selected, money from the employer wallet gets transferred to Freela Smart Contract.

Scenario 1: “ALL IS WELL”

Scenario 2: “FREELANCER FAILS”

Scenario 3: “EMPLOYER IS WRONG”.

Case Study: “Architectural Design for a building”

XYZ Company posts a job concerning “Architectural design for a building” on Freela platform. Different Freela Architects bid for the above task. Now XYZ Company segregates and selects the Architect based on their reputation scale, bidding amount and specified timeframes. Once the XYZ Company and Architect initiate the agreement, the bidding amount as posted by the latter will get transferred from the former’s wallet to the Freela Smart Contract. After the completion of the work, the Architect submits the same to the XYZ Company through Freela platform.

Here comes in above defined three scenarios on Freela Platform in this case study:

Scenario 1: “ALL IS WELL”

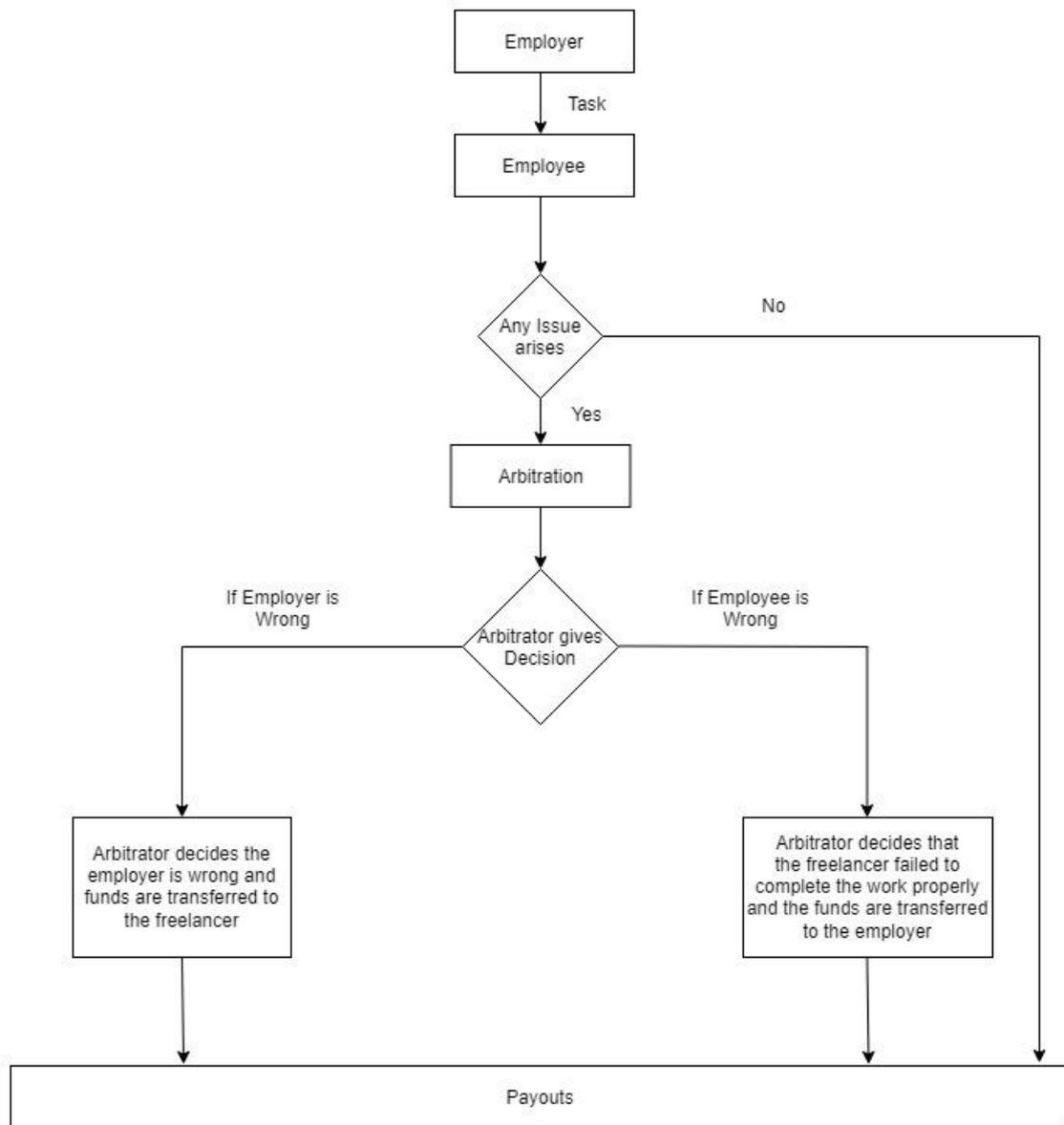
The job is completed without a hitch; the XYZ Company and Architect sign off. The funds are paid to the Architect, completing the cycle of contract.

Scenario 2: “FREELANCER FAILS”

The XYZ Company doesn’t sign off upon job delivery. The Arbitrator is called in for arbitration and decides that the Architect failed to deliver adequate work. Funds are returned to the XYZ Company.

Scenario 3: “EMPLOYERS IS WRONG”.

The XYZ Company doesn’t sign off upon job delivery. The Arbitrator is called in for arbitration and decides that the Architect delivered adequate work. Funds are released to the Architect.



2.3 Interactive tools

2.3.1 Chat Box

Freela platform provides you the chat box as an option for interaction between employer and employee interface which helps to fulfill clarification of any queries from either side.

2.3.2 Audio Call:

Freela platform provides you the audio call as an option for interaction between employer and employee for communication and queries etc.

2.3.3 Video Call:

Freela platform provides you the Video call as an option for interaction between employer and employee at scheduled meetings, to maintain accurate records, screen sharing options for project presentations and regarding any queries related to work.

2.3.4 Document Scanning

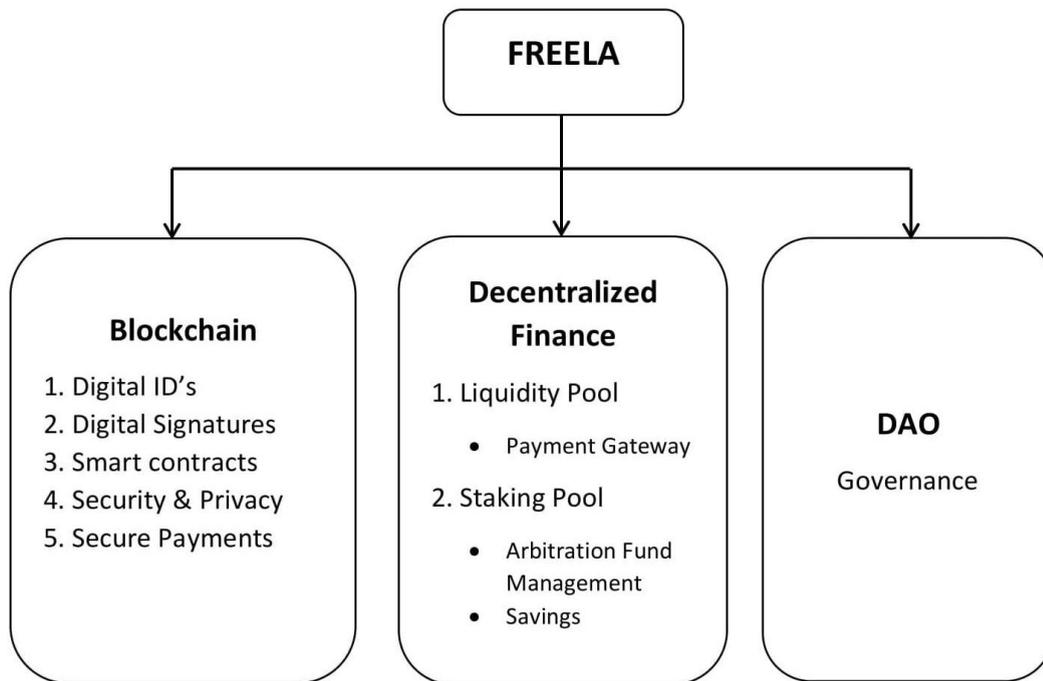
Freela platform provides you the highly secured scanning option which helps to store and share your documents among the employee, employer, arbitrator or for future purpose.

2.3.5 File sharing system

Freela platform provides a highly secured file sharing option to share large size files among employer, employee and arbitrator.

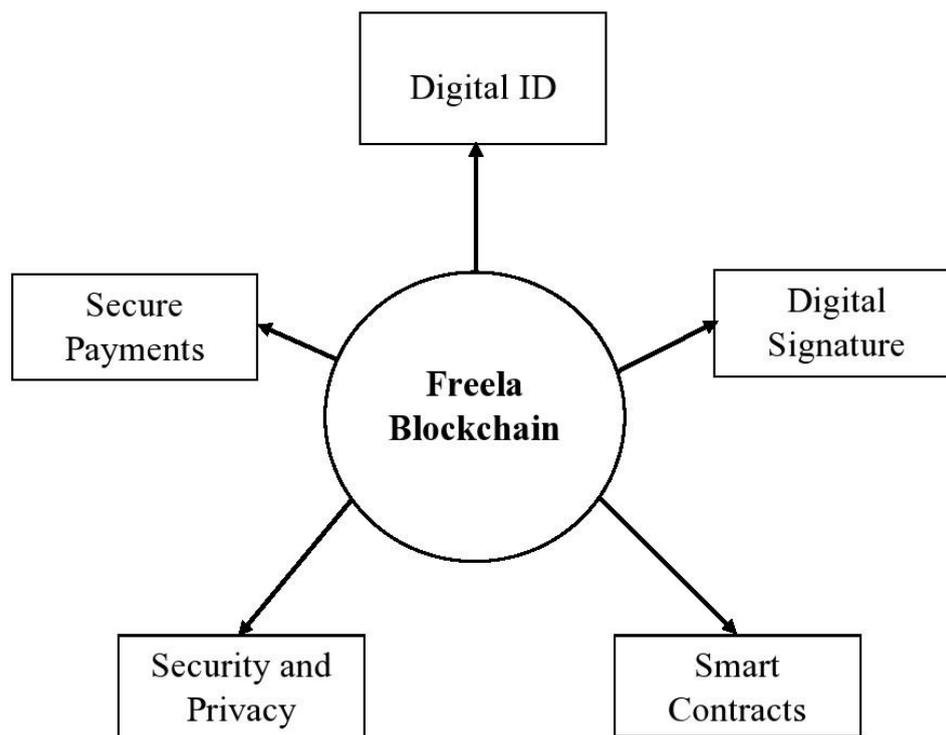
3 TECHNOLOGIES

Freela Platform works on the above mentioned technologies which makes the platform highly secure, efficient and platform independent. The mentioned technologies are briefly explained as follows.



3.1 Blockchain

Freela platform's strength is one of its kind by providing a commission free interface with zero human interference and governance. This is made possible by being built upon current state of art technologies. Freela is deployed on a new layer to technologies of blockchain and going to take full advantage of everything that separates this from other chains. Differences include having multiple side chains that can be used based on increasing user base of freela. Also the zero cost transactions offered by new layer technologies helps mainstream adoption of Freela platform as there is no need of buying crypto to pay for the transactions like in other chains and many more.



3.1.1 Smart Contract:

Freela uses smart contracts between both the parties, employer and employee, where it requires 2 out of 3 signatures for the smart contract to execute. Smart contracts help reduce the middleman cost. The Company/DAO in any given circumstances cannot access the funds in smart contracts. Even if both of the above said parties go for arbitration, the DAO cannot access the fund.

3.1.2 Digital ID's :

Freela by providing an interoperable and tamper-proof infrastructure ensures every stakeholder with secured storage of their digital identities on chain.

3.1.3 Digital Signatures:

Every Employee, Employer and Arbitrator will have an unique digital signature which is linked to their digital ID's that cannot be forged.

3.1.4 Secure Payments:

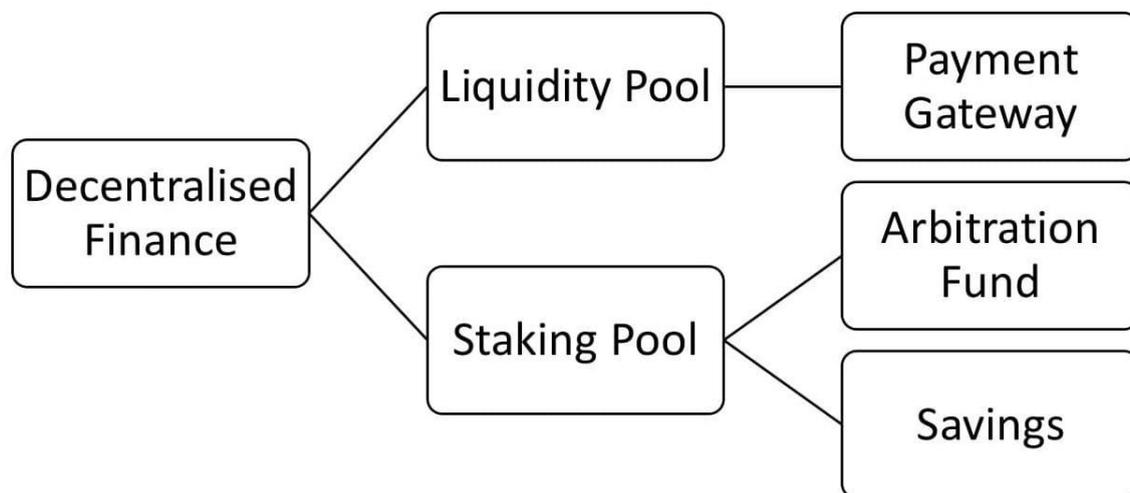
Freela wallets use both keys - public and private key encryptions to secure data and all transactions which are quick, secured, private and efficient.

3.1.5 Security & Privacy:

Freela is providing security and privacy by using blockchain.

3.2 Decentralized Finance System (DeFi):

Freela platform is an innovative initiative designed to accommodate a broader - decentralised market. To make this happen, Freela adopted a Decentralised Finance System as the financial ecosystem. In contrast to the decentralisation of money through bitcoin, Defi aims for a border approach of generally decentralising the traditional financial industry - by opening traditional financial service to everyone and to provide a permissionless financial service ecosystem based on blockchain infrastructure. Smart contracts are to automate financial transactions, making them quicker, more efficient and affordable.



3.2.1 Liquidity Pool:

Liquidity plays a major role in any economy as it affects the economy. Liquidity Pools are pools of tokens that are locked in smart contracts and are used to facilitate liquidity.

In Freela, Liquidity pools are used to provide frictionless liquidity for any user, arbitrator rewards and facilitate interaction with payment gateways.

3.2.1.1 Payment Gateway:

As long as the payments are initiated through Freela token, the platform takes care of the transaction at no cost. But if the payments are initiated not through Freela token but through currency, same or different then there comes the need for “Payment Gateway”.

If the employer and the employee agree for a transaction of the “payment value”, not by Freela Tokens but by currency, then 2.5% of the transaction amount will be collected by the payment gateway for providing the needed liquidity.

3.2.2 Staking pool:

Freela Staking options are as below:

1. Arbitrator Fund
2. Saving

3.2.2.1 Arbitrator Fund:

1. Arbitrator fund is a fixed amount that is decided by the Governance.
2. Only USDT is allowed to stake in an Arbitrator fund.
3. Arbitrator fund is used to pay the salaries to the arbitrators on a monthly basis. As long as an Arbitrator works for the platform, Freela ensures their financial security.
4. When an employee or employer calls for an arbitration, then 2.5% of the value of the job will be collected to the Arbitrator fund.
5. The company will never be able to access funds in an arbitrator fund.

Arbitrator Fund Management:

Freela platform fixes a certain amount decided by the Governance as an Arbitrator Fund. Freela incorporates AI technology to review “Inflow vs Outflow” of the Arbitrator Fund and manages the same constantly by increasing or decreasing the “percentage of charges for arbitration”. The initial percentage of charges for arbitration is 2.5%.

Strategy of managing the Arbitrator Liquidity Pool can be explained with the help of these below three scenarios.

Inflow - Fee collected for Arbitration

Outflow - Salaries for the Freela Arbitrators

Scenario 1: Inflow vs Outflow - Inflow is equal to Outflow

When the income from arbitrations is equal to the monthly Salaries of the pool of Freela arbitrators, Funds will remain constant.

For Example: Let us consider the initial amount of USD 100,000 as a constant figure decided by the platform. AI always manages to maintain it as a constant balance. In the December month, inflow to the arbitration fund is USD 10,000 , totalling it to USD 110,000. Salaries of arbitrators in the same month is USD 10,000 which will be deducted from the Arbitration Fund resulting in USD 100,000.

Scenario 2: Inflow vs Outflow - Inflow is less than Outflow

When the income from arbitrations is less than the monthly Salaries of the pool of Freela arbitrators, then AI manages by comparing last six months' data and then increases the percentage of arbitration charges to balance Arbitration Fund as constant. While doing this AI also takes care of next month's salary aspect and maintains the Fund accordingly.

For Example: Let us consider the initial amount of USD 100,000 as a constant figure decided by the platform. AI always manages to maintain it as a constant balance. In the January month, inflow to the arbitration fund is USD 5,000, totalling it to USD 105,000. Salaries of arbitrators in the same month is USD 10,000 which will be deducted from the Arbitrator Fund resulting in USD 95,000. AI increases $x\%$ of the arbitration charges to balance the arbitration fund.

Scenario 3: Inflow vs Outflow - Inflow is greater than Outflow

When the income from arbitrations is more than the monthly Salaries of the pool of Freela arbitrators, then AI manages by comparing last six months' data and then decreases the percentage of arbitration charges to balance Arbitration Fund as constant. While doing this AI also takes care of next month's salary aspect and maintains the Fund accordingly.

For Example: Let us consider the initial amount of USD 100,000 as a constant figure decided by the platform. AI always manages to maintain it as a constant balance. In the February month, inflow to the arbitration fund is USD 15,000 , totalling it to USD 115,000. Salaries of arbitrators in the same month is USD 10,000 which will be deducted from the Arbitration Fund resulting in USD 105,000. AI decreases $x\%$ of the arbitration charges to balance the arbitration fund.

3.2.2.2 Savings:

1. “Savings” option on Freela Platform is only for freelancers working on Freela.
2. If an employee wants to save their full or part of his income on Freela Platform, he/she can opt to save the same on the platform.
3. The rate of interest on his/her saving is decided based on the reputation level of that employee.
4. The locking period is for a minimum of 12 months.
5. Reputation scale of an employee gets positively affected based on his/her saving %.

3.3 DAO

Self - Governance:

Decentralized Autonomous Organization(DAO):

In Freela, DAO will control all the operations and rewards of the arbitration process. There is no hierarchy in the DAO.

3.3.1 Governors:

Freela attributes the privilege of being a “Governor” to those who have a stake of 0.1% or more of Freela token supply. They will vote for all the changes and operate the freela as mentioned below:

3.3.1.1 Voting:

Governor through voting for any change on Freela platform. If a proposal for a particular change is initiated and if it gets a simple majority of votes by Governors, then that particular change will be adopted by the Freela platform through deployed AI technology.

For example, if a governor wanted to increase the arbitrator fund then he would initiate the voting request for the same. All the governors get a pop-up box for selecting the option. And depending on the majority of votes for changing the increase of the arbitrator fund, either the arbitration will increase or it will remain the same.

3.3.1.2 Arbitration:

When an employer and an employee holds a difference of opinion, then either one or both of them will request for an arbitration. An Arbitrator, who is a professional in the concerned field examines and finalises his decision on the job either as complete or incomplete. If an Arbitrator's judgement-report precipitates as "work done" then the transaction is processed and the employee receives his payment from the smart contract. If the judgement-report is otherwise then the amount in the smart contract will be reverted back to the employer.

There are TWO levels of arbitration:

- 1) First level of arbitration
- 2) Second level of arbitration

First level of Arbitration:

First level of Arbitration is the first check done by the assigned arbitrator. 2.5% of the total amount/value of the job goes to the arbitration fund automatically.

Second level of Arbitration:

If the first level of arbitration does not satisfy the employee or employer, then either of them may request for a second level of arbitration. One who requests for second level arbitration will be charged 2.5% of the total amount/value on the job by the Freela platform and it goes to the arbitration fund.

If the judgement of the second level of arbitration goes against the decision given in the first level of arbitration, then the platform returns the 2.5% to the one who has proved to be correct.

Second level of arbitration is the final level of arbitration possible.

3.3.1.3 Hiring and Firing:

Governors are the hiring and firing authority on Freela DAO and the platform.

Hiring is done by interview process based on the requirement. When any expert of a particular field posts their resume on Freela platform, then the Governor belonging to the same field will interview that person and hire them to the Arbitrator position.

For example, if a Professor on Python programming applies for a post on Freela platform as "Arbitrator for arbitration related to Python Job works", then the Governor - Expertise on Python will interview that candidate and make him/her as an Arbitrator on Freela. Once an

expert is recruited as Arbitrator on Freela platform, he/she will be linked to Freela payroll and will automatically earn his/her salary on a monthly basis from the Arbitrator Fund Pool.

Firing is also done by the Governors. Governors can choose to remove anyone from Freela payroll if needed. For example, if there are four Arbitrators who are expert in the field of Python and one among four is of little use, then he/she will be voted to be removed as an Arbitrator from the Freela Platform. Arbitration explorer is going to be in place where governors can check the average response time and other activity related to every arbitrator, making sure that there is no wastage of Arbitration funds in place.

4. REPUTATION SYSTEM

Reputation level of an employee allows accessing varieties of jobs that he can apply on the platform. Reputation level of an employer permits access to various talent pools available over the platform.

Reputation of an employee/employer is rated over considering four aspects each of 25 points, totalling it to 100 maximum points.

4.1. Identity Verification – 25 Points

- **KYC – 5 points**

KYC (Know your customer) is mandatory for any user to utilise Freela platform. The Platform allocates 5 points on KYC (Know your customer) - a user earns it by registering their identity proof's (driving licence, passport, etc.,) on Freela platform.

- **Real life certifications – 10 Points**

By uploading their real life certifications like graduation, masters etc., in their respective fields, the users can get an add-on up to 10 points on reputation scale.

- **Online certifications – 5 Points**

If a user uploads any online certifications from platforms like Udemy, Coursera, they will be given an add-on up to 5 points on reputation scale.

- **Proficiency Exams – 5 Points**

Freela platform is partnering up with multi-billion dollar companies like AON, and leverages those relations with companies to conduct AI based tests to check the proficiency in the specified fields of Employees and the user gets an add-on up to 5 points on reputation scale which also provides better opportunities for the user.

4.2. Weighted Average Rating System – 25 Points

Employee and Employer can be rated only after completion of the contract hence no unreliable ratings are given to the employee and employer. The reputation of an employer or an employee rating is going to influence/affect the rating given.

Example: Employee Rated by Employer

Company	Tier	Employee rated
ABC	5	5
XYZ	2	1
Weighted Average Rating		3.85

$$\text{Weighted Average Rating} = (5*5 + 2*1) / (5+2) = 3.85$$

If the employee is rated by the average rating system then they get a rating of 3 points whereas, in the weighted average rating system, the rating is 3.85 because the rating given by the higher tier company is more valued than the rating given by the lower tier company.

Example: Employer Rated by Employee

Employee	Tier	Employer rated
U	5	1
V	1	5
Weighted Average Rating		1.7

$$\text{Weighted Average Rating} = (5*1+1*5) / (5+1) = 1.7$$

If the employer is rated by the average rating system then they get a rating of 3 points whereas, in the weighted average rating system, the rating is 1.7 because the rating given by the higher tier employee is more valued than the rating given by the lower tier employee.

4.3. Arbitration Rating – 25 Points

Freela platform provides 25 points of arbitration rating on the reputation scale of every user to begin with. When an employee or an employer goes for an arbitration, then the arbitration rating goes on decreasing. Involvement of an arbitrator reduces the rating score of an employee. Freela Platform strives for conflict free contracts and encourages not having any arbitrations and using the platform for completely free.

4.4. Tokens Staked – 25 Points

- As with any country and token economics, when people/users earn and save what they have earned, they indirectly help the respective economy/currency by affecting the supply-demand equations of its currency. So when users stake their tokens on the Freela platform in various available staking pools, they are contributing to the Freela economy and Freela token value and in return the platform provides them with some reputation that can be pivotal in their success.
- Number of tokens needed to be staked to earn 5, 10, 15, 20 or 25 pts from this section will be decided by the DAO as required

4.5 Tiers:

Freela strives for consistent growth and quality. In order to manifest this, Freela's governance DAO evaluates its user's performance considering different parameters using a very unique reputation system and classifies them in a "Five Tier System".

1. Beginner Tier - 1 to 35 pts
2. Emerging Tier - 35 to 60 pts
3. Standard Tier - 60 to 75 pts
4. Proficient Tier - 75 to 90 pts
5. Elite Tier – 90 to 100 pts

Benefits of being in "Elite Tier – The Highest Tier"

Employers that earn their way to the top tier of the ranking system gain access to a broader and more customizable set of options as mentioned below:

- **Fully Tailored Job Contracts**
Highly reputed and large companies may go for an arbitrator at the initial stage of the project by paying 2.5% of the contract value. Then the arbitrator either divides the smart contract into sub contracts with respect to time or work.
- **Arbitrator Availability**
Companies in the Elite Tier get an important benefit of having easy and quick access to arbitrators throughout the contract cycle, whenever needed.
- **Access to top talent**
Elite tier companies can access any employee of any tier of their choice.

5 Tokens

Token is the wealth of the Freela Platform. Token Value is directly proportional to the Token Utility, platform value, sustainability and growth. Initial value of the Freela Token will be decided by the Freela Platform.

5.1 Token Metrics:

1,000,000,000(one billion) tokens will be created upon launch of the system for the total supply. No tokens will be created in the future.

1. 16% of tokens are for Token Sale. 5% of tokens are for the Reserve Fund and 4% of the token for CEX & DEX Liquidity and Market Making.
2. 25% of tokens are for the Founding Team(20%) and Advisors (5%). These are completely locked till december 2021. Linear vested release will be initiated for next 3 years till december 2024.
3. 10% of tokens are locked on the Freela Platform for Third Party Integrations / Strategic Partnerships. These tokens are released by the instructions from the DAO according to the need at 2.5% max in any given 12 months span.
4. 15% of tokens are for Staking Rewards. Max release of 3% per year.
5. 25% of tokens for Marketing. These tokens are released by the instructions from the DAO according to the need at 5% max in any given 12 months span.
 - A. 15% of tokens for “On-platform Marketing” -
 - a. Sign-up Bonus
 - b. Successful completion of project without arbitration
 - c. Tier-up Bonus
 - d. Referrals
 - B. 10% of tokens for “Off-platform Marketing” -
 - a. News Articles
 - b. Advertising
 - c. MainStream Media
 - d. Social Media
 - e. Digital Marketing

5.2 Token Utility

- Freela Tokens can be used by any stakeholder for any **Transaction** on Freela Platform.
- Tokens can be used by any stakeholder for **Staking** in liquidity pools on the Platform.
- Tokens can be used for **Purchases** of any product/service on the Platform.
- Tokens can be used for **Selling** of any product/service on the Platform.
- Tokens itself extends its utility as a commodity for **Buying and Selling** of the same on the Platform.
- Freela Platform encourages attributing an eligible stakeholder who has a 0.1% stake of Freela Token Supply to be a member of Governance as **Governor**.

5.3 Token Benefits

- Freela Tokens can be used in all the transactions either by the employer or employee without any payment gateway charges.
- 0.1% stake of Freela Token Supply will encourage attributing an eligible stakeholder to be Governor.
- Freela Tokens also affect the reputation scale of an employee.
- Stakeholders can do purchases in your account.
- Your reputation level will be increased based on how many tokens you staked in your account.
- By using referrals we can earn Freela tokens.

6 Competitive Strengths

The Product : The essential Mantra for success of any product such as freela is being the first and being a hard to emulate model. Freela naturally scores high on both counts.

Freela is one of its kind decentralised and broad platforms for freelancing with assured professional mediation. Its DeFi liquidity pools and DAO governance on Blockchain technology is certainly a difficult to emulate model.

The Market : The potential is huge with almost all the services under the sky being able to benefit from the freela with all P2P, B2P and even B2B transactions and contracts that will find this platform imperative for their businesses. The freela model essentially being free will undoubtedly take the market by storm.

The Promoters : Freela is promoted by VVIT(Vasireddy Venkatadri Institute of Technology), an elite engineering college with enormous captive talent pool and access to an even larger talent pool and market of around 300 engineering colleges through its status of being an essential spoke in the skill development infrastructure of Andhra Pradesh State Skill Development Corporation. The Founder and Chairman of VVIT, Vidya Sagar Vasireddy is acting as an Advisor to Freela.

Competitive Analysis	Freelancer	Fiverr	Ureed	Upwork	Guru	Canwork	Moonlight	Kolabtree	Toptal	Freela
No Commissions	No	No	No	No	No	No	No	No	No	Yes
Professional Mediation	No	No	No	No	No	No	No	No	No	Yes
Anyone can join	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Smart Contract	No	No	No	No	No	Yes	No	No	No	Yes
Self Governance	No	No	No	No	No	No	No	No	No	Yes
Traditional Payments	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Broad Job listings	Yes	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes
Savings for employees	No	No	No	No	No	No	No	No	No	Yes
High Security	No	No	No	No	No	Yes	Yes	No	No	Yes
Intuitive UI	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Yes
Complex Reputation system	No	No	No	No	No	No	No	No	No	Yes
P2P Model	No	No	No	Yes	No	No	No	No	No	Yes

7 USE CASES

- **Writer & Translator** - Translation, Article and Blog Writing, Proofreading and Editing, Website Content, Book and Ebook writing, Brand voice and tone, UX Writing, Resume Writing, Cover Letters, Technical Writing, LinkedIn Profiles, White Papers, Podcast Writing, Case studies, Social Media Copy, Ad Copy, Sales Copy, Press Releases, Product Description, Scriptwriting, Book Editing, Email Copy, Speech Writing, Business Names and Slogans, Creative Writing, eLearning Content Development, Beta Reading, Grant Writing, Transcripts, Legal Writing, Online Language Lessons, Research and Summaries.
- **Virtual Assistant** - administration support, replying to emails, customer support, scheduling meetings for employer, chat support, research, managing communications, and scheduling.
- **Graphic Designer** - Logo Design, Brand Style Guides, Game Art, Graphics for Streamers, Business Cards & Stationery, Illustration, Pattern Design, Brochure Design, Poster Design, Signage Design, Flyer Design, Book Design, Album Cover Design, Podcast Cover Art, Packing Design, Storyboards, Web & Mobile Design, Social Media Design, AR Filters & Lenses, Postcard Design, Catalogue Design, Menu Design, Invitation Design, Portraits & Caricatures, Cartoons & Comics, Tattoo Design, Web Banners, Photoshop Editing, Architecture & Interior Design, Landscape Design, Building Information, Modelling, Character Modelling, Industrial & Product Design, Trade Booth Design, T - Shirts & Merchandise, Presentation Design, Info Graphic Design, Resume Design, Car Wraps, Vector Tracing, Twitch Store.
- **Photographer** - wedding photographer, wildlife photographer, pet photographer, fashion photographer, music/concert photographer, child/family photographer, portrait photography, stock photo photographer, lifestyle photographer
- **Search Engine Optimizer** - keyword research, competitive analysis, on-site analysis, link building
- **Digital Marketer** - Social Media Marketing, Social Media Advertising, Marketing Strategy, Public Relations, Content Marketing, Video Marketing, Email Marketing,

Crowdfunding, SEM, Surveys, Web Analytics, Influencer Marketing, Community Management, E - Commerce Marketing, Mobile Marketing & Advertising, Podcast Marketing, Book & Ebook Marketing, Domain Research, Music, Promotions, Web Traffic, Shopping Season Hub

- **Video and Animator** - Video Editing, White Board & Animated Explainers, Short Video Ads, Animated GIFs, Logo Animation, Intros & Outros, App & Website, Previews, Live Action Explainers, Character Animation, 3D Product Animation, Spokespersons Videos, Unboxing Videos, Lyric & Music Videos, eLearning Video Production, Subtitles & Captions, Visual Effects, Animation for Kids, Slideshows Videos, Screen Casting Videos, Game Trailers, Book Trailers, Animation for Streamers, Articles to Videos, Real Estate Promos, Product Photography, Local Photography
- **Sound Engineer/Recording engineer** - Mixing & Mastering, Voice Over, Producers & Composers, Singers & Vocalists, Session Musicians, Online Music Lessons, Songwriters, Beat Making, Podcast Editing, Audiobook Production, Audio Ads Production, Sound Design, DJ Drops & Tags, Dialogue Editing, Music Transcriptions, Vocal Tuning, Jingles & Intros.
- **Programming and Tech Engineer** - Website Builders & CMS, Wordpress, E-Commerce Development, Game Development, Development for Streamers, Mobile Apps, Web Programming, Desktop Applications, Online Coding Lessons, Chatbots, Cybersecurity & Data Protection, Support & IT, Data Analysis & Reports, Convert Files, Databases, User Testing, QA.
- **Business Person** - E-Commerce Management, Virtual Assistant,, Data Entry, Market Research, Business Plans, Project Management, HR Consulting, Branding Services, Legal Consulting, Financial Consulting, Business Consulting, Presentations, Career Counselling, Flyer Distribution, Lead Generation.
- **Lifestyle** – Gaming, Online Lessons, Astrology & Psychics, Relationship Coaching, Fitness Lessons, Personal Stylists, Cooking Lessons, Craft Lessons, Arts & Crafts,

Health Nutrition & Fitness, Family & Genealogy, Greeting Cards & Videos, Your Message On..., Viral Videos, Celebrity Impersonators, Collectibles, Travelling.

- **Students** – Peer to Peer, Faculty to Peer, Project Guidance, Part time jobs, Apart from studies they can also use this platform for learning music, arts, designing etc.