



**A Blockchain-based platform for the  
freelance economy**

Executive Summary

Founded in Switzerland, Orbi Network aims to revolutionise the freelance industry by redesigning the employment market with its decentralised blockchain platform that ensures ownership, transparency and verification of data for the economy.

Orbi Network has developed two protocols based on NFTs (non-fungible tokens), for professional ID + reputation, and Intellectual Property, based on the ERC 721 and 725 standards.

The online staffing platform addressable market was estimated at between \$5.75 and \$6.49 billion<sup>1</sup> in 2017 and will be up to \$24 billion by 2025. The employment environment is observing changes where talent centralisation in companies is becoming economically unsustainable. To adapt to the rapid pace of the economy, companies prefer to hire consultants for specific projects.

In ten years, freelancers are expected to become the workforce majority based on the current growth rate, due to factors such as digital nomadism, automation, freedom, flexibility and the ability/desire to earn extra money. More than 160 million people in Europe and the US - which accounts for 20 to 30 percent of the working-age population—are engaged in independent work.<sup>2</sup> According to the McKinsey's 2017 research, up to 540 million people could benefit from online talent platforms by 2025.

## ORBI NETWORK PLATFORM

Orbi Network has a dual economy that will operate in communities where all the value created will be directly distributed in the platform itself and thus into the community. Our aim is to redesign the employment market through a blockchain-based platform that ensures transparency and verified, portable identity and data ownership for both freelancers and businesses.

**The Orbi Network platform is already running on Ethereum on Alpha phase - before our ICO launch**

There are multiple features on the Orbi platform that will erase the typical pain points of the gig economy. Our goal is to create a frictionless ecosystem, meeting all needs with the cutting-edge technology employed:

For freelancers:

- Professional identity and reputation: Each freelancer (or student) will be able to control and own her professional identity, reputation and track record by creating a digital identity based on the ERC-725 standard, a non-fungible token which cannot be transmitted. The freelancer, or student will be in complete control of her own digital identity data and professional history such as education, grades, professional experience and ratings. Data will be stored in identity smart-

<sup>1</sup> [https://www2.staffingindustry.com/eng/content/download/246507/9128496/HumanCloudSummary2017\\_170912.pdf](https://www2.staffingindustry.com/eng/content/download/246507/9128496/HumanCloudSummary2017_170912.pdf)

<sup>2</sup> <https://www.mckinsey.com/featured-insights/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy>

contract. Profile data will remain owned by the users who will be able to use it in, or migrate it to other ETH platforms.

- Intellectual property: When a Freelancer carries out work for a client which may contain rights of use or intellectual property - with our ERC 721 Ethereum standard, freelancers will have their own “proof of work” by putting each creation into a non-fungible token and transferring the rights for each gig to the client, thus automatically releasing the escrowed payment, so the client will have a proof that he owns the rights. This information will be transferred after payment through our ERC-721 token. This is especially attractive for art creations, like fashion, photography for ad agencies, written content or even music.
- Transaction fees: Payment will be escrowed in a smart-contract in Orbi tokens. By using a smart contract as escrow and not having to necessarily work with banks for international transfers, it will significantly reduce the platform fee structures and the costs for the freelancer, and shorten the payment delays.

For Companies:

- Trust of delivery: Companies are facing big challenges in accessing the best talent, as freelancers work most of the time for multiple companies around the world. Being able to contact every previous company to do a background check is very time consuming and costly. With Orbi Network, the freelancer will be able to show a trustworthy proof of previous successful deliveries to previous employers, rated and recorded in the blockchain.
- Quality of delivery: Smart-contract technology embedded on the Orbi Network platform will allow multiple, fractionated and automated payment releases upon reaching milestones, hours of work, and quality. Payments will be based on the right delivery of the requested task, the proprietary rights transfer with the ERC 721 standard and the quality of the gig itself.

For both:

- Rating & review: All parties will be able to review each other to build a system based on trust and reputation. Every time a transaction is made, or a claim is registered, solved or unsolved or a review written, the trust level for the parties involved will automatically change and be stored in a decentralized smart contract-based, trusted system. Each section will thus contribute to building the trusting system.
- Dispute resolution: Users of the platform will be able to appeal directly to the community to resolve potential conflicts between parties. Members of a jury, chosen for their reputation, will oversee validating the request or not. For these tasks, approvers will be paid in OrbiCoin, taken from the losing party.

It is important to highlight that our OrbiCoin token improves the core interaction of the service our platform is providing, which gives it its entire justification: not only our ERC-20 will be mandatory in order to use the other 2 free NFT's, but for a seamless experience, it will automatically pay the gas for Ether, so the the users won't have to download Metamask or MyEtherWallet if they don't want to. This

is what we like to call our “blockchain inside” vision and we consider it critical for the immediate adoption of the technology. We believe that soon blockchain technology will be everywhere, but most of the consumers will not even know (or care for that matter) that they will be using it.

## **GO TO MARKET STRATEGY**

Our Beachhead is Micro-tasking, currently owned by Amazon’s Mechanical Turk. Orbi has already closed several partnerships with Business Process Outsourcing Leaders, in order to build a decentralised workforce for Chatbot and Machine Learning training.

## **WHY US**

Orbi Network is headed up by Jose-L. Senent, who also founded Carsmarkt SAS, an 8 year old bootstrapped and profitable company, with a steady +40% annual growth, managing over 60 employees in Europe and Africa. The Orbi team has been working together for over 5 years and has acquired a high level of expertise in Operations, Freelancing and Digital within the blockchain industry. The proven track record we have built comes from our off-chain tokens that are already utilised for over three years, and will give immediate traction to our fully functional on-chain platform.

Team members and advisors have held high positions at other big companies before, such as AXA, Facebook, Google, Snap, Mercedes-Benz or JP Morgan. Our trusted advisors come from a variety of backgrounds including Finance, Blockchain, Marketing and Trading.

Our specialisation in real estate, automotive and insurance will give immediate traction to our fully functional on-chain platform, to be launched before our ICO.

**Orbi Network is a radical and natural evolution of our 8 years old bootstrapped and profitable business, based on outsourcing sale forces and performance-based marketing.**

We are very proud of our partners:

- Crypto Valley Association
- Crypto Valley Labs
- MME Legal
- Leax Legal
- LakeSide Partners
- Amazix
- Chainium

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