



Orbi Network  
THE FUTURE OF WORK



A BLOCKCHAIN-BASED PLATFORM  
FOR THE FREELANCING ECONOMY

# OUR PROJECT

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## ABSTRACT

The World Economic Forum (WEF) has identified blockchain technology as one of its six mega-trends in a new report broadly aimed at outlining the expected transition to a more digital and connected world.<sup>1</sup>

The World Bank estimates that 10% of global GDP will be generated on blockchains by 2025. The GDP estimated for 2025 is \$100T, thus the value generated through blockchain is expected to be \$10T.

The freelance economy, also known as the gig economy, revolves around hiring self-employed workers to undertake specific jobs in return for an agreed upon payment.

Freelancers may find jobs through classified ads or through temporary staffing agencies, but the internet has created the current boom in freelance work.

Based on a recent study, 85% of all jobs are found via networking. Networking is in fact one of the most powerful keys to reduce unemployment in both side of the fence for corporates and freelancers alike. Talent are currently either retained by one company, however this trend is coming to an end, as employees are increasingly looking for flexibility, mobility and diversity.

The biggest problem faced by companies around the world is human resources; It is every day more challenging to get access to highly skilled professionals and to retain the best ones.

This problem has become even more apparent in the past decade, as new generations are requesting more and more work flexibility and mobility. Trends such as “home office”, “remote work”, and even “unlimited holidays” are starting to be seen in some companies such as Netflix and Google. On top of this, companies have observed a spike in turnover significantly increasing in recent years. In fact, millennials are being called the “Job Hoppers” by not seeing themselves in a job more than 2.6 years on average.

In a world where accessing talent is becoming increasingly competitive, it is even harder to retain it based on financial reasons, as this is no longer the predominant part of the equation

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<sup>1</sup> [http://www3.weforum.org/docs/WEF\\_GAC15\\_Technological\\_Tipping\\_Points\\_report\\_2015.pdf](http://www3.weforum.org/docs/WEF_GAC15_Technological_Tipping_Points_report_2015.pdf)

With technology delivering more transparency, companies will no longer be able to settle for interchangeable freelancers that will lead to a high turnover.

There is a huge gain for companies who hire freelancers. Highly qualified freelancers are ready and willing to be deployed to accomplish clearly defined outcomes. This is more efficient in terms of time and cost and drives profits for any companies.

Temp agencies won't be well positioned in the future of work and the gig economy because of their excessively high fees.

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## I. INTRODUCTION

What will be the future of work?

In ten years, **freelancers are expected to become the workforce majority based on the current growth rate**, due to factors such as automation, freedom, flexibility and the ability to earn extra money.

As a matter of fact, more than 50% of the U.S. workforce are not confident that the work they do today is likely to exist in 20 years.<sup>2</sup>

Even worse, younger generations, the same who plan to invest their savings in crypto instead of stock, don't believe anymore in the security of a long-term employment, nor in the sustainability of the pension systems.

Hence, the employment environment is observing changes where talent centralization in companies is becoming economically unsustainable. To adapt to the rapid pace of the economy, companies prefer to hire consultants for specific projects.

However, instead of accepting this state of mind, why don't we try shape, create, design and build ourselves the future of work that WE want to see?

At Orbi Network, we are doing the shift from this actual passive stance to a more active stance about the future of work and we want to pursue and BUILD another future for us and our kids, a future where, instead of working for global, "uberized", giant off-shore marketplaces like Uber or Airbnb, we'll be working in decentralized communities where all the value created will be directly distributed in the platform itself, and thus ultimately into the community.

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<sup>2</sup> <https://www.slideshare.net/upwork/freelancing-in-america-2017/1>

## THE AGE OF THE EMPLOYEE HAS BEGUN.

Past	Future
Work 9-5	Work Anytime
Work in a corporate office	Work anywhere
Use company equipment	Use any device
Focused on input	Focused on output
Climb the corporate ladder	Create your own ladder
Pre-defined work	Customized work
Hoards information	Shares information
No voice	Can become a leader
Relies on email	Relies on collaboration technologies
Focused on knowledge	Focused on adaptative
Corporate learning and teaching	Democratized learning and teaching

## II. VISION

At Orbi Network believes the next frontier and challenge on both a corporate and workforce level will be peer-to-peer collaboration. The employment market is a very inefficient in many ways, especially when it comes to trusting the other parties. Are they solvable? Is this employee really competent? Are his past experiences credible?

On the one hand, companies will have to transform their work environment to access a new highly skilled population that works remotely and for their own company. To the end, companies will have to create/use new tools to manage such a decentralized workforce.

On the other hand, freelancers will have to access networks, training and collaborative tools to improve productivity and communication among a decentralized team.

Leveraging on Blockchain technology, Orbi Network believes it can help **to create a better, more efficient and trustless environment based on verified and immutable data.**

### III. MISSION

Orbi Network aims to redesign the employment market through a blockchain based platform that ensures transparency and verified data for both:

- Independent workforces (Freelancer)
- Companies

Orbi Network is the future of Freelancing platforms: a decentralized "Uber for Workforce" where a network of trusted professionals around the world can have access to jobs, MOOCS and coaching, while build a reputation that they'll own and carry forever and protecting their work with copyright and invoicing tools.

We have revisited Freelancing and the gig economy around a simple equation based on the ERC 20 standard: smart contract + escrow = guaranteed payment + review.

But there's more: we've also created two non-fungible tokens for professional ID and licensing, based on the ERC 721 and 725 standards. These 2 tokens will belong to the professionals who will be able to use them in other platforms. Our tokens will be used by any professional: developers, photographers, writers...

At the end, we aim at decentralizing the entire BPO industry (Business Process Outsourcing) with home-shoring (home-based work).

Our specialization in Real Estate, Automotive and Insurance, and our off-chain tokens used for over 3 years already, will give immediate traction to our fully functional on-chain platform, to be launched before our upcoming ICO in Switzerland.

Orbi Network is a radical and natural evolution of our 8 years old bootstrapped and profitable business, based on Outsourced Sales Force and performance-based marketing.

## IV. THE FREELANCING MARKET

The traditional model where you join a company and stay there for decades has been overturned by globalization; where the workforce is becoming highly mobile. Co-working space and remote work is becoming a very high trend along with people working for themselves as well as on a freelance basis.

### A. MARKET FIGURES

Although our Token Generation Event is not open to US citizens, we are showing US market figures because the trends in US are generally almost always replicated in Europe several years later. And these trends in US are quite impressive: *“The U.S. freelance workforce is growing faster than the overall U.S. workforce, outpacing overall U.S. workforce growth at a rate 3x faster since 2014. It numbered 53 million in 2014 and grew to 57.3 million this year (8.1 percent growth since 2014) while the U.S. workforce grew from 156 million to 160 million in the same timeframe (2.6 percent growth)”*<sup>3</sup>. In 2020, 43% of the U.S workforce could be freelancers.<sup>4</sup>

Although our Token Sale is not open to US citizens and residents, the US market figures are very relevant for our study, because the trends in US are generally almost always replicated in Europe several years later. And these trends in US are quite impressive.

The freelancing economy grew 3x faster than the U.S workforce since 2014.<sup>5</sup>

In the United States, freelancers make up 35% of the workforce, in the European Union they make up 16.1%<sup>6</sup>.

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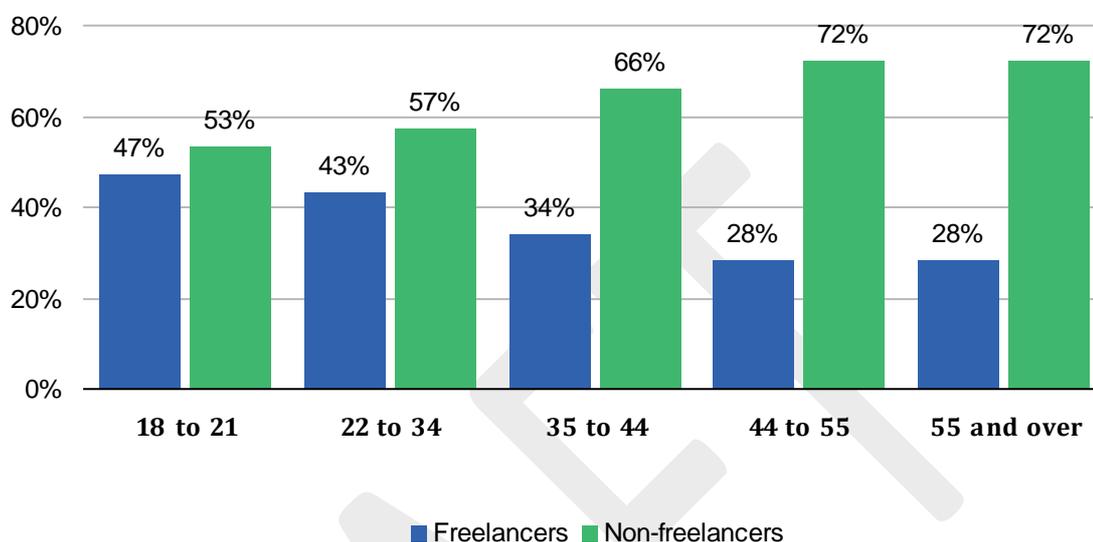
<sup>3</sup> [https://s3-us-west-1.amazonaws.com/adquiro-content-prod/documents/Infographic\\_UP-URL\\_2040x1180.pdf](https://s3-us-west-1.amazonaws.com/adquiro-content-prod/documents/Infographic_UP-URL_2040x1180.pdf)

<sup>4</sup> <https://www.nasdaq.com/article/the-gig-economy-2020-freelance-workforce-predicted-to-rise-to-43-cm803297>

<sup>5</sup> <https://www.slideshare.net/upwork/freelancing-in-america-2017/1>

<sup>6</sup> <https://data.oecd.org/emp/self-employment-rate.htm>

### Freelancers workers in the US as of 2016



Among the youngest active generation, freelancers account up to 57% of the active work force in the US<sup>7</sup> - nearly 50% of Millennial are already part of the gig economy.

In Europe, in 2017 there were 9M professionals exercising as freelancers. This represents an increase of 126% for this working class in 10 years.

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>8</sup>

According to McKinsey 2017 research, up to 540 million people could benefit from online talent platforms by 2025. As many as 230 million could find new jobs more quickly, reducing the period of unemployment, while 200 million who are inactive or employed part time could gain additional hours through freelance platforms.

<sup>7</sup> Upwork Edelman (c) Statista 2017

<sup>8</sup> <https://www.mckinsey.com/featured-insights/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy>

The global freelancing market-size is \$3.5 trillion according to Staffing Industry Analyst.

The online staffing platform (Orbi Network) addressable market is estimated between \$5.75 and \$6.49 billion.<sup>9</sup> Global GDP could be boosted by \$2.7 trillion thanks to freelancing platforms and could start to improve problems on labor markets.<sup>10</sup>

Improved productivity	0.34	Better matches
	0.29	Reduced informality
Greater employment, 25 million additional FTEs	0.70	Faster matches
	0.11	New matches
Higher labor-force participation, 47 million additional FTEs	1.27	Work for currently inactive people and increased hours for current part-timers

*figures do not sum to total because of rounding*

Freelancers can then be broken down into 4 segments<sup>11</sup>, however some of those ever ever-  
lasted pain points can now be overturned by blockchain technology.

**70% of freelancers stated they are freelancing by choice and not because of necessity.**

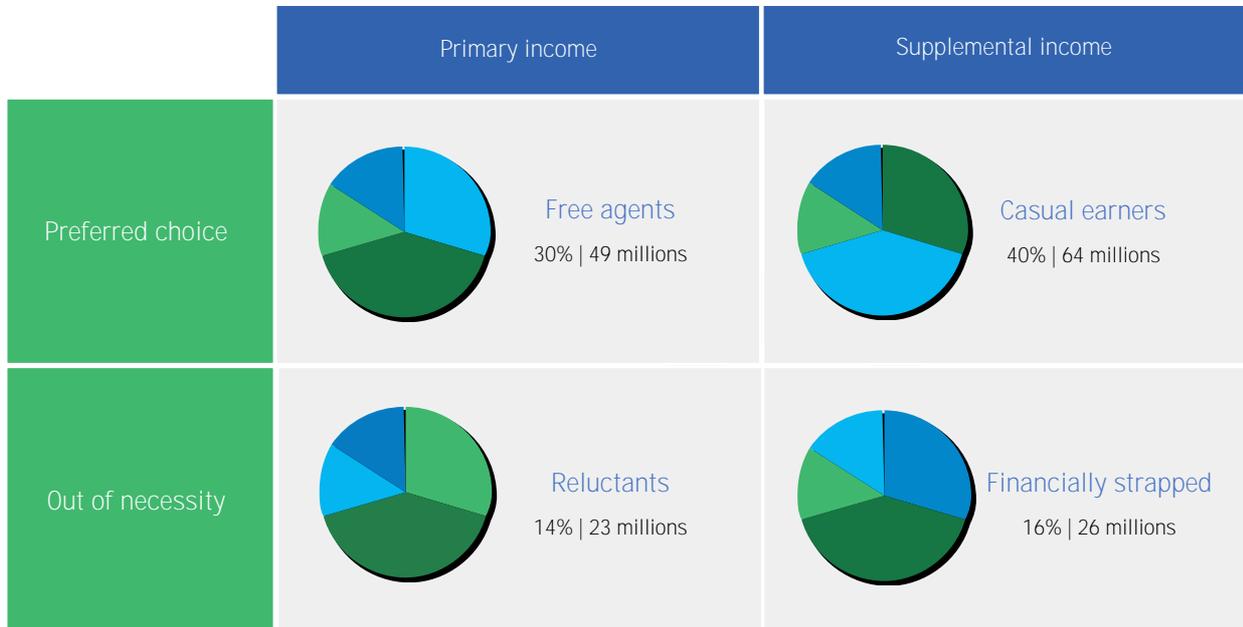


<sup>9</sup> [https://www2.staffingindustry.com/eng/content/download/246507/9128496/HumanCloudSummary2017\\_170912.pdf](https://www2.staffingindustry.com/eng/content/download/246507/9128496/HumanCloudSummary2017_170912.pdf)

<sup>10</sup> <https://www.mckinsey.com/featured-insights/employment-and-growth/connecting-talent-with-opportunity-in-the-digital-age>

<sup>11</sup> Source: 2016 McKinsey Global Institute survey of 8,000 US and EU respondents

## SHARE OF WORKING-AGE POPULATION ENGAGED IN INDEPENDENT WORK



We can see how the unemployment is at the forefront of a new revolution where professionals are becoming their own company, offering service/product to other companies.

## B. COMPETITORS

Freelancing platforms such as Upwork and Guru started to appear in the late 90's. Every platform leverages some specific characteristics and positions themselves at different entry points of the freelance market. Below is a comparative analysis vs Orbi Network platform.

	Zhubajie	UpWork	Fiverr	Freelancer	Guru	Orbi Network
#Freelancers	7 millions	14 millions	n/a	21 millions	3 millions	1 million (target)
#Gigis / Corporate	n/a	n/a	1.2M Gigis	n/a	n/a	coming soon
Commission rate Corporate	Freemium model + up to 30% for a contest	2.75%	>20\$: 1% <20\$: 5%	3%	2.5%	1%
Commission rate Freelancer	Monthly subscription + up to 20%	up to 20%	0%	10%	from 4.95% to 8.95%	4%
Escrow	Yes - cash upfront	Yes - upon milestone	Yes but optional	Yes but optional	Yes but optional	Yes Smart Contract
Positioning	Gig economy	Small Medium Business	Gig economy	Gig economy	Experienced freelancer	Blockchain industry
Funds raised	\$431 M	\$168 M	\$111 M	\$37.5 M	\$41 M	\$35 M (target)

## V. MARKET PAIN POINTS

The employment market is well known for its inefficiencies, its complexity and its need for intermediaries to properly function.

It is divided into three categories, Self Employed (Freelance), Corporate Employee and Entrepreneur.

Orbi Network focuses mainly in the Freelancing category. The freelancing market is indeed very complex to navigate as its workforce works remotely, uses its own IT material, uses different tools and is highly mobile. This particular section of the employment market is suffering very specific problems such as trust in payment, delivery, quality, identity, experience and above all transaction fees.

### Freelancers - Employment Market's Pain Point

Data ownership	Data like ratings, diplomas and general reputation will be stored in identity smart-contract using the ERC-725 Ethereum Standard. Profile data will remain owned by the users.
Copyrighting	With our ERC 721 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 releasing automatically the escrowed payment. And the client will have a proof that he owns the rights.
Transaction fees	Payment will be escrowed in a smart-contract in Orbi tokens. By using blockchain smart contract as escrow and not having to necessarily work with banks for international transfers will significantly reduce the platform fee structures and the costs for the freelancer.
Trust of payment	As a wallet will be registered as the reference address link to a specific problem, the freelancer will be able to use verify the employer's solvability.
Fraud	As every profile will be identified and verified through the blockchain, no fraud in identity and payment will be possible.

Payment process & timing	As every work contract will be signed and bound digitally within a smart-contract, payment timing will be known in advance by both parties and cannot be tampered with.
Accounting	Being able to have a proof of revenue verified on the blockchain can be very valuable for freelancers when they contract with middlemen like banks, real estate agencies etc.

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## Company - Employment Market's Pain Points

Hiring cost	Being able to access talent from around the globe and being able to managed the entire administrative process can significantly reduce HR costs, especially when passing through third party headhunters.
Transaction fees	Payment will be escrowed in a smart-contract in Orbi tokens, which will be released simultaneously with the Copyright token. International payments will be cheap and fast, and possible even for micro tasks, thus eliminating big frictions when working with international freelancers and the upcoming micro-gig economy. Using blockchain smart contract as escrow will significantly reduce the platform fee structure.
ID verification	Being able to hire someone from China or India when you are based in Europe is nowadays very challenging. Orbi Network will make it happen thanks to ID verification coupled with track record verification.
Trust of delivery	Companies are facing big challenges in recruitment, as people in the freelancing work most of the time for multiple companies around the globe. Being able to contact every previous company to do a background checks is very time consuming and costly. With the Orbi.Network Dapps, freelancer will be able to show a proof of previous successful deliveries to previous employers, rated and recorded in the blockchain.
Workforce management	As teams will become more decentralized itself and people become corporate entities, Companies will have to adapt and transform to new collaborative standards. Orbi Network will offer tools to onboard and manage these decentralized workforces based on AI and gamification.

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Quality of delivery

Smart-contract technology embedded in Orbi Network platform will allow multiple, automated payment releases upon milestones, hours of work, and quality. It will be based on the delivery of the task requested, the proprietary rights with the ERC 721 standard and the quality of the gig.

The corporations will be able to ask the freelancers to give guarantees that the task will not be cancelled by setting an escrow of 10% of the price.

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## VI. ORBI NETWORK SOLUTION

Orbi Network delivers a single, global and seamless solution for freelancing based on the cutting-edge, decentralized digital technology of blockchain and smart contracts, all in one intuitive and easy-to-use platform and helps to put the right talent onto the right job.

Orbi Network ecosystem is powered by an Ethereum based ERC20 Token that will be used for a variety of purposes such as facilitating the transactions between the members of the network, paying the gas so the users won't have to download the software, and rewarding and decentralizing the governance over the ecosystem with a quadrating voting system.

OrbiCoin token has multiple features that it can offer users via the platform. The goal is to create a perfectly frictionless ecosystem in the user experience and meet all needs thanks to the cutting-edge technology employed.

### USE CASES

#### IDENTITY:

Each freelancer will be able to control and own its professional reputation by creating a digital identity based on ERC-725 standard, a non-fungible token which cannot be transmitted. The freelancer will be in complete control of its own digital identity data and professional history such as education, diplomas, professional experience and ratings... In order to create its digital identity, the user will be asked to provide specific documents for verification (mini KYC): such as ID, passport or an electricity bill... This task will later be done by spontaneous validators from the community, chosen for their reputation in the platform (similar to Wikipedia), and will be paid in tokens.

Each user (talent, client, etc.) can control and protect its identity to prevent scams or identity-theft. ERC 725, combined with ERC-735, is supported by well-known Ethereum developer such as Fabian Vogelsteller.<sup>12</sup>

#### INTELLECTUAL PROPERTY:

When a freelancer makes a gig on behalf of a customer, he can transmit to him all the rights of use, license and intellectual property of the work done to them. The property will be transmitted via an ERC 721 token, a single non-fungible token that can change ownership.

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<sup>12</sup> <https://www.coindesk.com/forget-token-sales-the-father-of-the-ico-is-all-about-identity-now/>

This is especially interesting for art creations, like photography for ad agencies, written content or even music.

#### ESCROW & SOLVABILITY:

The OrbiCoin may be used for escrow account purposes by both parties in the Orbi platform: the freelancers and the corporations or other freelancers. Once a mission is agreed between the two parties (offer / demand), the funds will be kept via smart contract until the service is fully completed to avoid any risks.

#### 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 (according to the transaction details saved during the payment process), 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.

#### TRUSTED PARTNERS:

The system will create trustworthy certified partners labels (Talent & Client). The marketplace will help to verticalize the entire value chain.

Orbi will prize trustworthiness and transparency of its trustworthy certified partners by putting them in the marketplace program. A trusted partner stands out for its reliability, transparency, ability to resolve claims and high overall rating. All these elements, which allow access to the program, must stand the test of time in a sustainable manner.

#### REWARD & SOLVING CLAIM:

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.

#### INVOICING:

The platform will automatically provide an invoice for each gig, detailing all work done by the user (accounting and taxation purposes). Holding the accounts of the users of the platform will require little or no human intervention and will move towards a full automation through

our tools. This tool will be particularly useful for the freelancers in order to have an immutable income record for their credit score towards the obtention of a mortgage, for example.

### OTHER UTILITIES:

Orbi Network users can spend or earn OrbiCoins in the platform with different types of premium services like MOOCS, coaching, VOIP, ... Premium services will be accessible only for OrbiCoin owners.

### CALL:

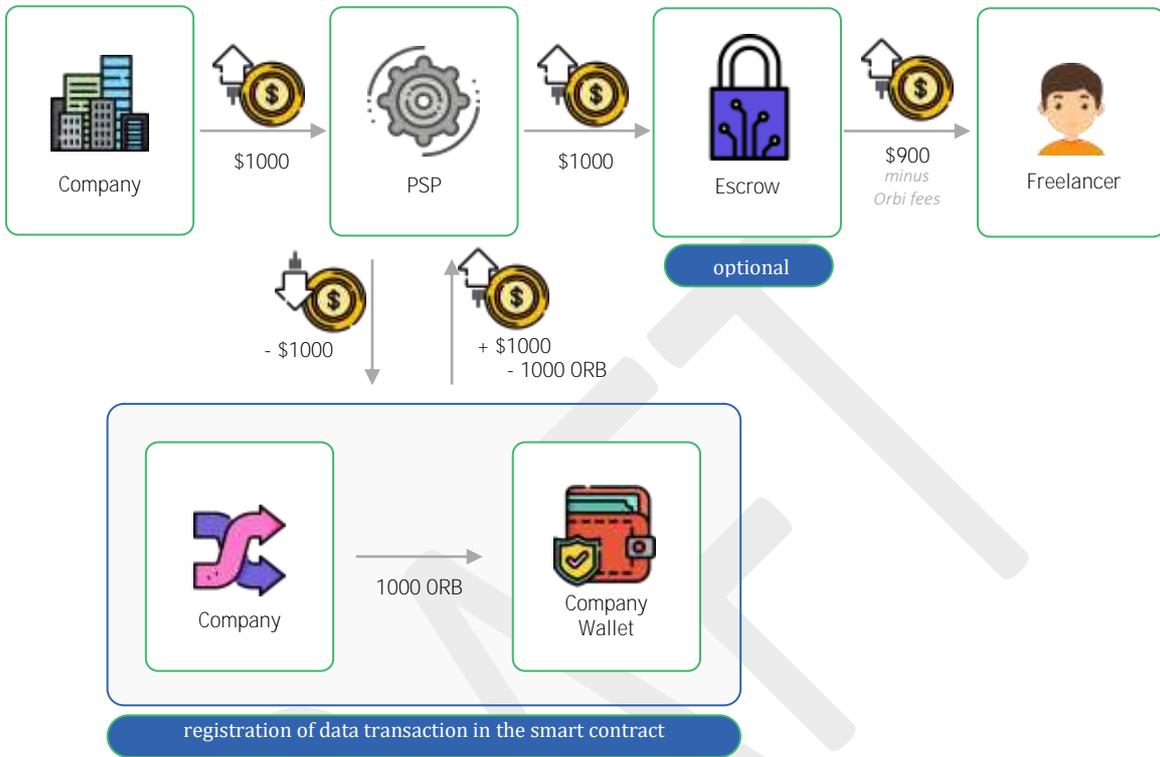
Independent workers like lawyers, consultants, experts and telemarketers, will be able to use Orbi's calling feature. The payment is automatically settled by smart contract based on the conversation time and user price rate, plugged into our own VOIP solution. Interestingly, this process can be reversed and the companies will be able to pay the customers to listen to their sales pitch, which will probably be the future in sales, at least in B2B or high value items like automobiles.

### USER EXPERIENCE:

It is important to underline that our OrbiCoin token improves the core interaction of the service our platform is providing, which gives it its entire justification: for a seamless experience, the OrbiCoins will automatically pay the gas for Ether, so 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.

For a seamless experience, users will also be able to exchange their OrbiCoins directly in our peer-to-peer marketplace. Each user will be able to buy or sell directly within the OrbiCoin community. Orbi will use its own OrbiCoin reserve to create more liquidity into the exchange by carrying out market making/taking. Reserve function will be dedicated to the (internal) exchange need in liquidity. All funds collected will be held in a specific public smart contract.

# PAYMENT WORKFLOW



# FIAT PAYMENT

## VII. GO-TO MARKET STRATEGY

Orbi Network's strategy is using and leveraging blockchain technology to create a community of freelancers and corporates to support the blockchain projects with highly skilled people. Orbi Network will position itself as a very low-cost platform for the very skilled Blockchain market and will later expand to the BPO industry and micro-tasking like chatbot and AI training. Very low transaction fees and affordable international micro payments can be achieved using Blockchain technology and the underlying smart-contracts that will automate large pans of the platform interaction.

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