Latest Update: March 2023

Ringier

Proof of Position Protocol (POPP)

Abstract

One thing that no one can deny: The corporate world is moving towards increasingly more digital interactions. This trend was true before the COVID-19 pandemic but has grown more with the catalyst of *Work From Home* as a mantra that many Enterprises have adopted.

How we interact with each other has fundamentally changed. We have moved from physical to digital handshakes. We are progressing from in person meetups to something entirely different. The requirement for these meetups has not changed: We still need to meet with specific people and we still need to know who they are. What has changed is the where and the how.

Web3 has resulted in a wave of new meeting places, powered by the growth of the metaverse. Users are engaging with these new places at enormous levels and it is only a matter of time before the corporate inflection point is reached where meetings, fairs, events, conferences (and others) are 100% in a metaverse environment. The world needs a Web3 solution to solve a core problem that will only mushroom if not solved: How does one verify that someone is who they say they are?

Considering an employee in a company:
If we allow users to adopt any avatar and to append any skin or item of apparel, we can no longer use the physical inspection of yesterday to confirm Person A is indeed Person A.
If we can't confirm Person A is from Employer X, then we have a huge problem of trust and transparency.

The Musk acquisition of Twitter and the dropping of the Blue Tick verification Standards showed how real this problem can be. Overnight the platform was brought into disrepute as users created a multitude of mock or fake accounts to claim that they were either a Person of Interest or an Entity. This is exactly the problem we will face in the metaverse if we do not solve for verification.

The world needs a Web3 solution to solve this problem. Projects like Bitcoin and Ethereum have proven that decentralised networks do indeed work and have enormous utility. We can build on top of Ethereum a network that allows for resilience, open markets, efficient contracts and user advocacy. This project developed a decentralised platform to Verify Employers and Employees through NFTs.

We have built an NFT Employee Badge to verify an Employee:
This NFT will hold the details of the Job Description and will be held by the successful candidate when the candidate is placed. It is soulbound and immutable and will always and only belong to the candidate.

We have built an NFT Employer Badge to verify an Employer:
This NFT will hold the details of the Employer, will be held by employees of the company and used to verify that they represent the Employer

Our Solution is built as an open token specification. On top of these, there are an endless number of commercial applications that can leverage these fundamental building blocks Some non-exhaustive examples:

- Automating access to Events and conferences using Employee NFTs to verify employees in the Metaverse
- Physical Building access control
- Digital CVs for employees made up of accrued Employee Badges

- Verification of Employment for Financial Applications (eg Proof of Employment for a loan application)
- Smart contracts to handle recruitment payments, signing bonuses and more
- Employer Referrer letters from previous / current roles built into Employee Badges
- Corporate subscriptions using Employee NFTs
- +many more

We believe it is critically important that we both have a protocol and a powerful use case to build traction with users. For our first use case, we are focusing on a core competency that we as Ringier have: building and optimizing Jobs Classifieds websites. We can leverage the NFT badges to build a way to use blockchain technology to fundamentally streamline and improve recruitment processes. This is our first application we will build and focus on, with others planned for future release.

We have a working product and a very large footprint with our sister companies. We believe we are ideally placed to drive the Web3 application for Employer and Employee Verification.

Vision & Mission

Our Vision

Trust and Transparency for Companies in the Metaverse

Our Mission

To be the sole protocol to govern verification of employers and employees in the web3.0 world

The Problem we are Solving

The problem of verification

The corporate world is moving towards increasingly more digital interactions

How we interact with each other has fundamentally changed. We have moved from physical to digital handshakes. We are progressing from in-person meetups to something entirely different.

The requirement for these meetups has not changed: We still need to meet with specific people and we still need to know who they are. What has changed is the where and the how.

Web3 has resulted in a wave of new meeting places, powered by the growth of the metaverse. Users are engaging with these new places at enormous levels and it is only a matter of time before the corporate inflection point is reached where meetings, fairs, events, conferences (and others) are 100% in a metaverse environment. The world needs a Web3 solution to solve a core problem that will mushroom if not solved:
How does one verify that someone is who they say they are?

Considering an employee in a company:

If we allow users to adopt any avatar and to append any skin or item of apparel, we can no longer use the physical inspection of yesterday to confirm Person A is indeed Person A.
If we can't confirm Person A is from Employer X, then we have a huge problem of trust and transparency.

In a digital world, knowing who someone is - and verifying it - is an increasingly new requirement when engaging and sharing information. This problem is faced quite acutely in the world of HR and Recruitment and the catalyst for this problem is the perceived and likely evolution of the Metaverse.
Simply put: The metaverse is a collection of virtual, 3D worlds, where people create their own personal avatars to explore across different platforms.
In an ideal scenario, the technology will allow you to feel like you're physically at the event, with high-definition, 3D environments you can access via virtual-reality goggles, as well as other avatars you can walk up to and interact with and even physical items you can pick up and examine with haptic gloves or game controllers. While technology that extensive may not fully exist yet—or at least, may have too big of a barrier to entry for the average event attendee—plenty of tech companies and virtual event platforms have already begun creating their own, more low-key versions of the metaverse.

We believe this is really the future recruitment, strategy, PR and HR related company events. There is already an appetite for this type of model when you look at something like Epic Games' "Fortnite" video game, which in April 2020 saw a whopping 12 million fans create avatars and gather in a virtual space to watch rapper Travis Scott perform—also as an avatar. Recently, Microsoft co-founder Bill Gates predicted that within the next two to three years, most virtual meetings would "move from 2D camera image grids … to the metaverse, a 3D space with digital avatars."

This brings to the fore the growing problem of Verification:

If I know that someone can design and create her own Avatar, how do I know that she is who she says she is?
How do I ensure that trade secrets are not inadvertently shared?
How do I verify that she works for the company she says she does?
How do I ensure that only my team/company gets access to a specific location in our chosen metaverse destination?

The answer: We need a trusted way to provide verification of an off-chain employment position that is universally acknowledged.

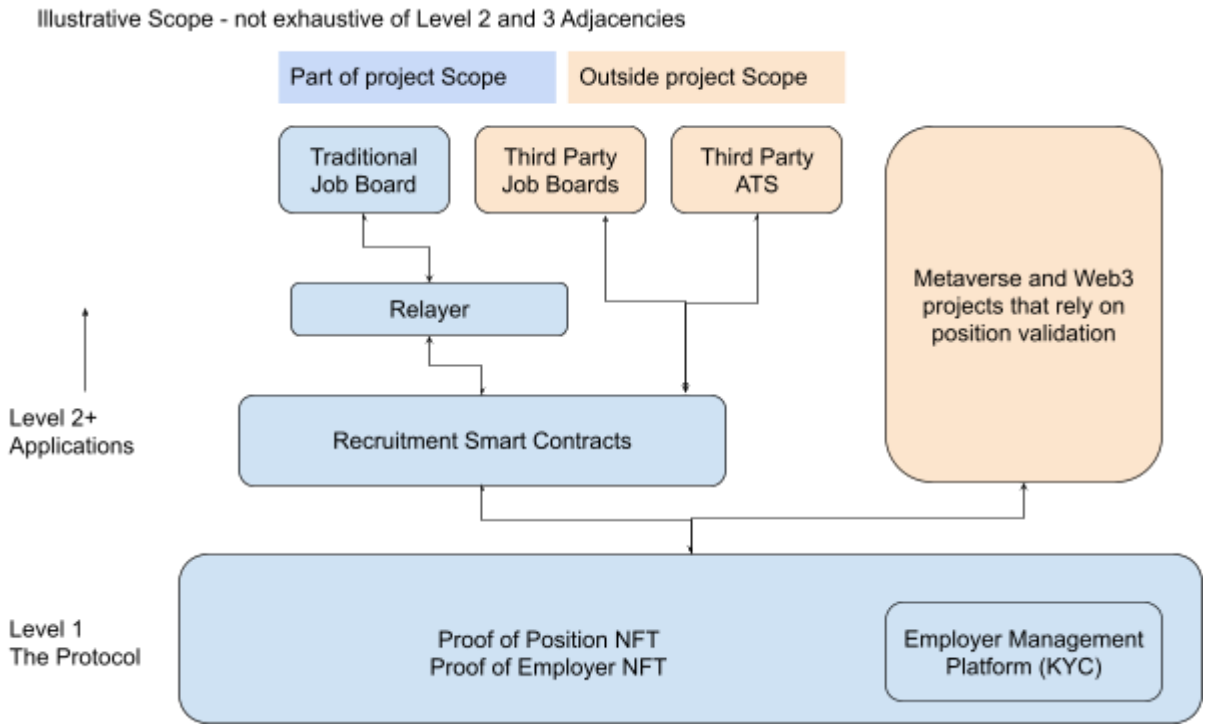
The Solution: Non-Technical

The Proof of Position Protocol (POPP) addresses a core problem: Verification of an employment position. Based on this protocol there are adjacency commercial opportunities that exist.

Level 1 of our technical solution addresses the core problem: Job Position Verification
Level 2 and 3 (and beyond) of our solution address the adjacency opportunities.

For the scope of our project we focus on three levels. Each level is dependent on the level before it to function and to exist but does not require the level above it. In this project, we

cover the entire protocol of level 1 and we cover a subset of the adjacency applications available in Levels 2 and above.



This approach means development, rollout and adoption can happen level by level and we expect lower levels to power other solutions not necessarily created as part of this project. There is no intention of locking out third parties from replacing a higher layer with their own solution - indeed we will actively encourage the building and adoption of as many applications on top of the level 1 Protocol as possible.

What we are building

This project developed a decentralised platform to Verify Employers and Employees through NFTs

We have built an NFT Employee Badge to verify an Employee:
This NFT will hold the details of the Job Description and will be held by the incumbent already in the role or the new hire who has just arrived. It is immutable and will always and only belong to the candidate.

We have built an NFT Employer Badge to verify an Employer:
This NFT will hold the details of the Employer and will be held by employees of the company and used to verify that they represent the Employer

These NFTs will be irrefutable proof that (a) someone has a specific role and specific job requirements at a company and (b) that a person represents a verified and vetted company. These NFTs will be the badges that will allow for verification in all online (and offline) meetings and engagements.

A way to digitally verify authenticity of Employers and Employees at any company

We are building a protocol, built on the Ethereum network, that will allow companies to verify their employees by minting an (NFT) Employee Badge that an employee can use to verify their Job Role both in the Metaverse and for real world applications.

This protocol is accessible to all parties.

- Any employer (or 3rd party application) is able to access the protocol and create an (NFT) Employer Badge
    - This Employer Badge will sit in the wallet(s) of designated employer representatives and will be a mandatory requirement to create Employee Badges
- Any employer (or 3rd party application) with a Employer Badge is able to access the protocol and create (NFT) Employee Badges for their staff that are minted directly into each staff members' wallet
- Our Team will build a centralised Employer Management Portal (EMP) that our team own and operate that will be the single point at which KYC of an Employer can take place
    - This KYC process is the only way to update the Status of an Employer badge
        - Statuses are by default Not Verified
        - Depending on the stage of KYC they will be updated to Partially Verified or Fully Verified

The building of the EMP is a critical part of protocol in that it ensures KYC transparency and it provides a clear status on every Badge to verify authenticity of the Badge.

Our Solution is built as an open token specification. On top of these, there are an endless number of commercial applications that can leverage these fundamental building blocks. Employers and Employees can use these badges (especially when verified through KYC) to perform many interesting applications, such as:

- Automating access to Events and conferences using Employee NFTs to verify employees in the Metaverse
- Physical Building access control
- Digital CVs for employees made up of accrued Employee Badges
- Verification of Employment for Financial Applications (eg Proof of Employment for a loan application)
- Smart contracts to handle recruitment payments, signing bonuses and more
- Employer Referrer letters from previous / current roles built into Employee Badges
- Corporate subscriptions using Employee NFTs

- + more

We operate and cover costs by charging a fee for every Employee Badge Created on our protocol. Everything else is open for others to work on without fees charged by us.

This project proposes to build a specific application that we believe will have strong commercial viability and traction immediately with employers.
We can leverage the NFT badges to build a way to use blockchain technology to fundamentally streamline and improve recruitment processes

A way to use blockchain technology to fundamentally streamline and improve recruitment processes

On top of the protocol one is able to build a large number of applications for various needs. As a team, we have developed a recruitment application that leverages a smart contract to fulfil various tasks that are typically handled 1-on-1 or manually in recruitment.

A smart contract is a software application in which we can programmatically perform tasks based on events. In this case:
Event = NFT Badge created for Employee when the person is hired
Tasks = Payment of Recruitment Fees, Signing Bonus, Return of Deposits + others
Benefits = No need for contracts, no invoicing, full trust and transparency. → any person in the world can do the recruitment and get paid

If we have absolute proof that a candidate works at a company through the protocol, and we have a smart contract that gives full transparency on payments and the execution thereof, we open up the recruitment process to the whole world. Anyone can refer candidates and get paid without any relationship, contract or knowledge explicitly of the hiring manager.

This will greatly improve the search for candidates as we will activate the passive seekers through connecting to their social network and incentivising people to refer candidates and get rewarded in the process.

How our Smart Contract works:
Every referral has a unique code so we always track who sent the candidate through
Each contract is unique and handled by the employer - eg Signing bonus, referral fee

To tackle this, we have built some smart features that support the steps in the process:

1. We have built a Recruitment Smart Contract that manages the programmatic execution of the contract based on updates in the protocol
2. We have built a Job Board that mimics a traditional web2 Job Board but allows for all of the underlying technologies to support it
    a. An employer - or party acting on behalf of the employer - can create a Job Listing, distribute that listing through all regular digital and offline channels and never have to engage with the underlying technology - all of this is seamlessly integrated and handled in the background.

b. The process of payment can be fully handled in fiat currency with all conversions to native tokens handled in the background

We have a standalone website that will power this process but we will also build APIs for traditional job boards and employer run career sites to connect to the technology within their existing flows.

We operate and cover costs by charging a fee for every Job Listing Created through our smart contract. Everything else is open for others to work on without fees charged by us.

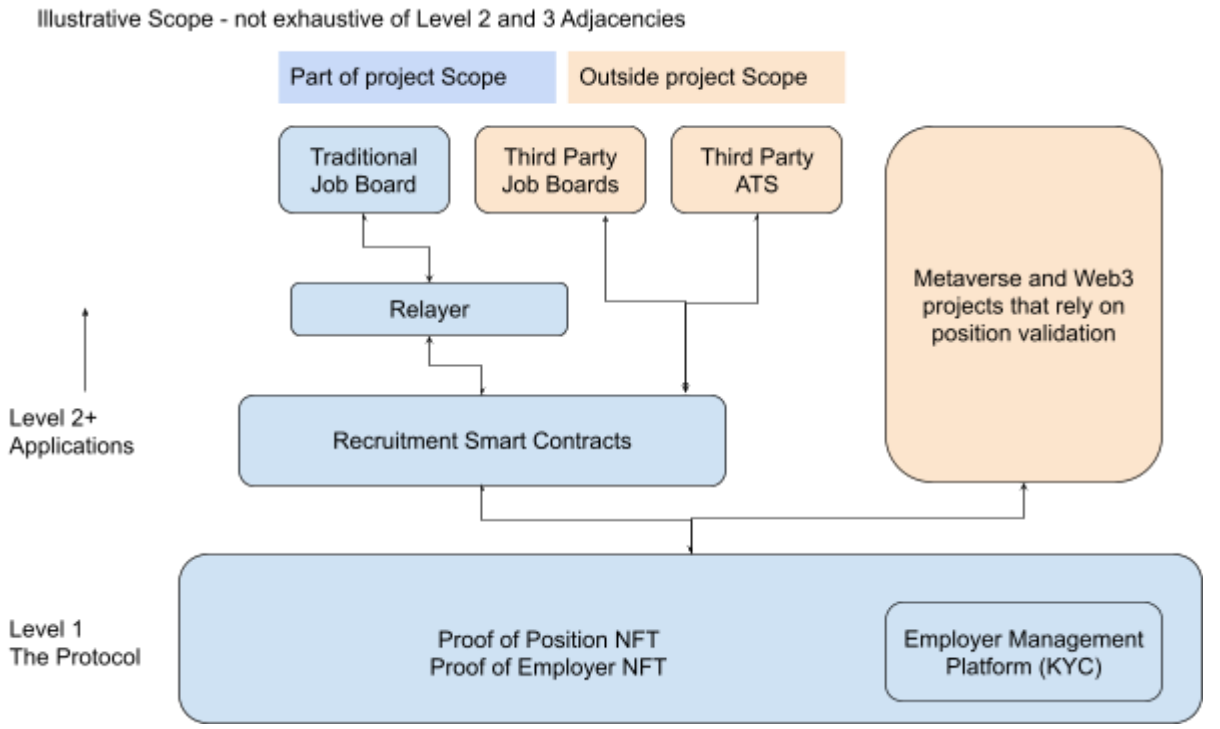
Once we have built usage and traction, new revenue and monetisation streams can be explored through parallel vertical applications or through fees from partner applications

A Web3 solution for a Web3 World

The entire solution is powered by blockchain technology. We have a native token to power the solution and we are fully open to the community building on top of the protocol and unlocking a host of not yet discovered or not yet prototyped applications that can have commercial viability.

The Solution: Technical

Product Technical Specifications



Level 1 - The Protocol: Proof of Position and Proof of Employer NFTs

What we are achieving with this protocol
The goal of level 1 is to provide a non-transferable 'Badge' that can prove a wallet holder has a specific role in a specific company. This information can be used in a number of situations, similar to a "blue checkmark" but for your role in a company. eg. This could work as a ticket to allow access to corporate events in the metaverse.

Components

Proof of Position NFT (Employee Badge)

The Employee Badge is an NFT that is an extension of an ERC721 NFT.
It differs from a traditional NFT in that it is non-transferable - that is, it cannot be transferred from one user to another. It can only ever exist for one user in that user's wallet.

It contains the following data:

- URI linking to a JSON file defining the Job Details of the role stored in IPFS
- The minter's wallet address i.e. the employer's address. An employer cannot set this to a different address, it must be minted from the employer verified address.

- URI linking to an IPFS JSON file defining the application details (defined in level 2)
- URI linking to an IPFS JSON file that contains a referral from the employer for the employee at the time of burning
- An 'invalid from' date field to identify the point at which the employer pronounces that the employee is no longer in their employ or vice versa
    - This is to protect against delayed burning of the Employee Badge by the Employer. Any application can use this to determine the state of the Badge.

When the Employee Badge is minted by the Employer, it serves as proof that a wallet owner holds a certain position in a company and as a history of previous positions held. This knowledge can be used to unlock various third party features in other platforms and on the metaverse, potentially even going as far as a corporate login and validation system.

Proof of Employer Token (Employer Badge)

The Employer Badge is an NFT that is an extension of an ERC721 NFT and contains the following data.
It differs from a traditional NFT in that it is non-transferable - that is, it cannot be transferred from one user to another. It can only ever exist for one user in that user's wallet.

- Employer details (e.g. Company name, Industry, Location)
- An 'invalid from' date field to identify the point at which the Employer is no longer considered to be a valid employer (the timestamp when the NFT became invalid, this is set when revoking employer verification)
    - Can be set by EMP of Wallet Owner
- Verification Status
    - Not Verified
        - Default status for all Badges
    - Partially Verified
        - Can only be set by EMP
    - Fully Verified
        - Can only be set by EMP

When the Employer Badge is minted by the Protocol Layer, it serves as proof that the owner(s) of this NFT represent a valid and KYC'd company.

The Employer Badge is non-transferable and will function as the contact records and proof that an employer - and by extension their associated employees - is who they say they are.

This information is linked to an Employee Badge as only a wallet with a valid Employer Badge is able to mint the Employee Badge.

Updating the details of the Employer Badge will only be possible from the POPP Employer Management Portal, after appropriate KYC checks have been performed (see next section)

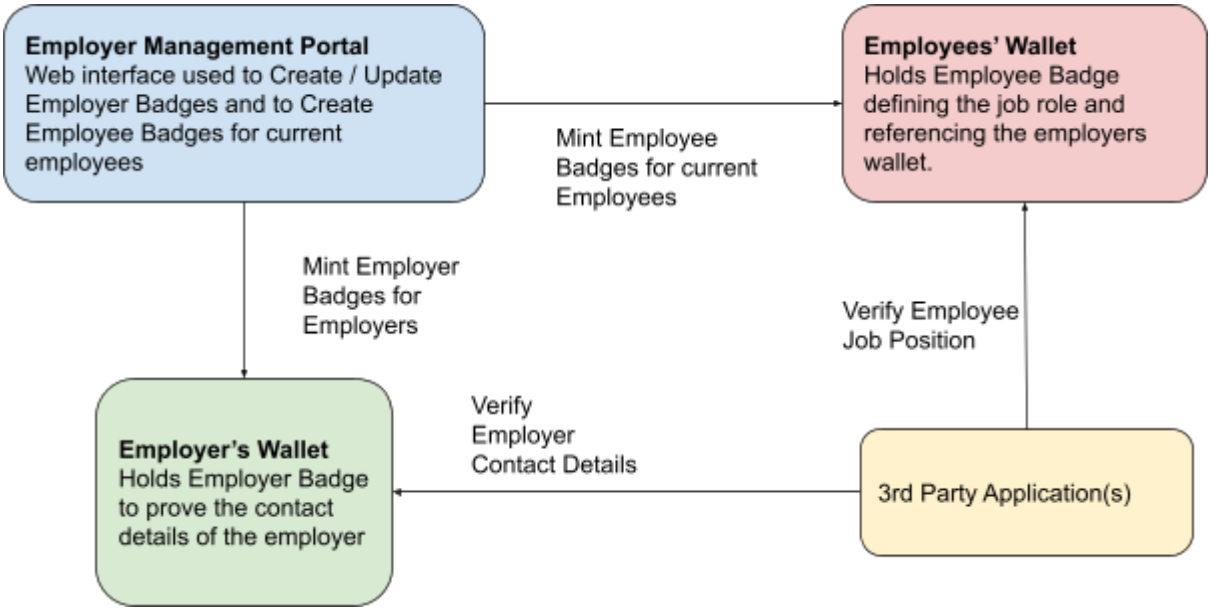
In the event that a wallet is compromised, or a business closed or sold, or any other reason why it can no longer be trusted as the employer, The Employer Badge(s) will be burned and the Invalid From date amended.

Employer Management Portal (EMP)

The EMP is a web interface for a wallet to create or update the details in an Employer Badge and for an employer to create Employee Badges for existing employees that they have.

Upon Employer registration and onboarding, the wallet owner is prompted to complete a KYC process. The outcome of this KYC process impacts the status of the Employer Badge - moving it from the default status of 'Not Verified' to 'Partially/Fully Verified'.

Creating or Updating employer information is provided free of charge to encourage adoption of the network. Only this portal can set a Employer Badge status to Partially or Fully Verified. Creating an Employee Badge is a paid service.



Level 2 - Recruitment Smart Contracts

Level 1 serves as the protocol to identify an employer and the position held in the company by an employee.

Level 2 addresses the process of recruitment through smart contracts that control the minting of new NFTs, access to applicant information and to manage payment of fees and bonuses.

At this point it should be noted that there are an infinite number of Level 2+ applications that can be created. We are choosing to focus on this one application but any number could be done by 3rd Parties.

An unfulfilled/open Job Listing can be represented as a record on the blockchain and this would hold certain pertinent information related to the recruitment process for this role

- There is information relevant to the contract such as
    - Employer's refundable Deposit on contract completion
    - Signing bonus awarded to successful candidate
    - Referral bonus paid to recruiter who referred the candidate
- URI linking to an IPFS JSON file with the Details of the Job (Job Description)
- Employer wallet that created the open Job Listing
- Date of expiry for the open Job Listing

This mimics to a degree the classic web2 job listing advertisement.

When a Job Seeker applies for the open Job Listing, they save the following data:

- Link to CV - optionally encrypted with Employer's Public Key
- Link to Cover Letter - optionally encrypted with Employer's Public Key
- Applicant wallet address - optionally encrypted with Employer's Public Key
- Listing ID
- Referrer Wallet Address if the applicant arrived on site from a referral

As part of the scope for the project, we will build a relayer that handles encryption and payment of Gas fees for the above applications. This will be used by all applications in scope of this project, but is not mandatory for usage of the Level 2 contract by 3rd parties.

When a job is awarded to a candidate there are unique processes based on who created the job listing and whether the candidate accepts the Employee Badge:

If the candidate accepts the Employee Badge:

1. The actual Employer has created the open listing
    a. To conclude the hiring process
        - The Employer allows the candidate to claim the Employee Badge
        - Signing and referring bonus are paid and deposit returned to the Employer
        - The Employee Badge is minted when/if the candidate accepts the Badge

If the date of expiry for the open Job Listing is exceeded then the signing and referral bonuses and deposit are paid back to the employer

2. The actual Employer is using a 3rd party recruiter to create the open job listing
    - To conclude the hiring process
        - The 3rd Party confirms that the candidate has been hired

- Signing and referring bonus are paid and deposit returned to the 3rd Party
- The Employee Badge cannot be minted and the initial employer must separately invite the candidate to claim a filled position.

If the date of expiry for the open Job Listing is exceeded then the signing and referral bonuses and deposit are paid back to the 3rd Party

<u>If the candidate does not accept the Employee Badge:</u>
This would be the case when an Employee NFT is trying to be created in a candidate's wallet and the candidate does not want this reflected on chain as belonging to them. Examples of this would be:

- The employer account is a fraud/hoax account and the Employee Badge is designed to belittle or harm the candidate's reputation
- A legitimate employer allocates to an incorrect candidate
- A legitimate employer allocates to a candidate who simply does not want the Employee Badge in his/her wallet

3. The actual Employer has created the open listing
    a. To conclude the hiring process
        - The Employer allows the candidate to claim the Employee Badge but the candidate refuses to.
        - Signing and referring bonus are paid and deposit returned to the Employer
        - The Employee Badge is minted when/if the candidate accepts the Badge

If the date of expiry for the open Job Listing is exceeded then the signing and referral bonuses and deposit are paid back to the employer

4. The actual Employer is using a 3rd party recruiter to create the open job listing
    - To conclude the hiring process
        - The 3rd Party confirms that the candidate has been hired
        - Signing and referring bonus are paid and deposit returned to the 3rd Party
        - The Employee Badge cannot be minted and the initial employer must separately invite the candidate to claim a filled position.

If the date of expiry for the open Job Listing is exceeded then the signing and referral bonuses and deposit are paid back to the 3rd Party

Level 3 - Traditional Job Board

- Level 1 serves as a mechanism to identify an employer and the position held in the company by an employee.

- Level 2 addresses the process of recruitment through smart contracts that control the creation of the NFTs, access to applicant information and to manage payment of fees and bonuses.

The Level 3 application serves as an abstraction from the blockchain processes of level 1 and 2. In look and feel, it acts like a traditional Job Board in a Web2 Context.
It supports the core tenets of online recruitment classifieds, including:

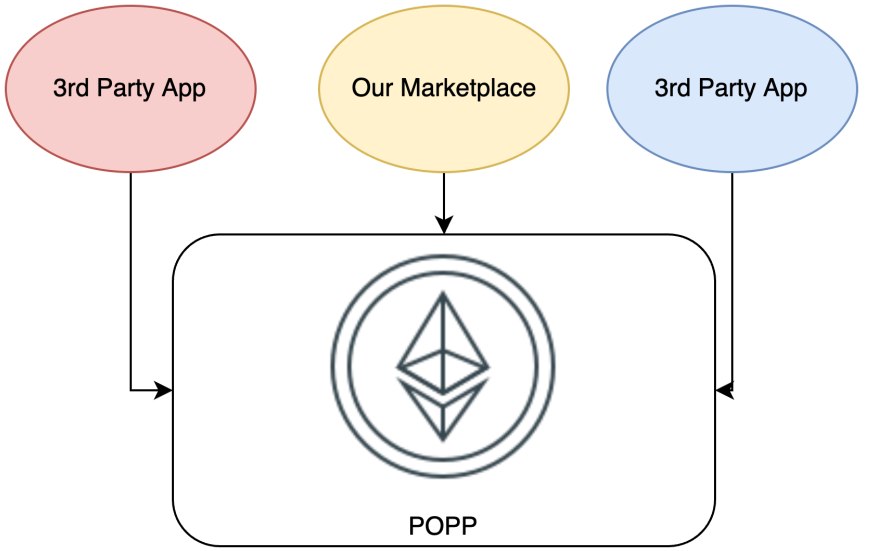
- Seeker Features
    - Tools for users to set up and manage notifications and favourites
    - Unique to this section will be for the user to add or create their own digital wallet
- Employer/ Recruiter CRM Functionality
    - The core advertiser portal and experience including features to add, remove and update all details and an ingrained application tracking system to manage CV applications
    - Built into this flow will be unique options to Mint Employee Badges for chosen employees. This will invoke the Level 1 Protocol and will form as a trigger for the level 2 Recruitment Smart Contracts to close and associated fees to be paid
- Content Distribution
    - Advanced tools to support distribution of content to other destinations
- Search & Recommendation Tools
    - Advanced tools to support best in class search on your platform
- Public Pages
    - The core user portal and experience, profile management and user experience journey
- Admin Functions
    - Features for internal operations staff to manage elements of the platform and users
- Monetisation Levers
    - Features to help you monetise all aspects of your paying customers
- Platform Intelligence
    - Bespoke tools to make your platform smarter and to ensure efficient operational decisions

This section is the frontend UI that a typical employer or job seeker will engage with to create/remove or award jobs (Employer) and to apply/refer/claim roles (Job Seeker/Recruiter).

The Level 3 Application does not support KYC for the employer - this is only supported by the EMP in the protocol. However, any employer or 3rd party will be able to use the level 3 application to perform the function of creating an on-chain job description.

Technology Stack

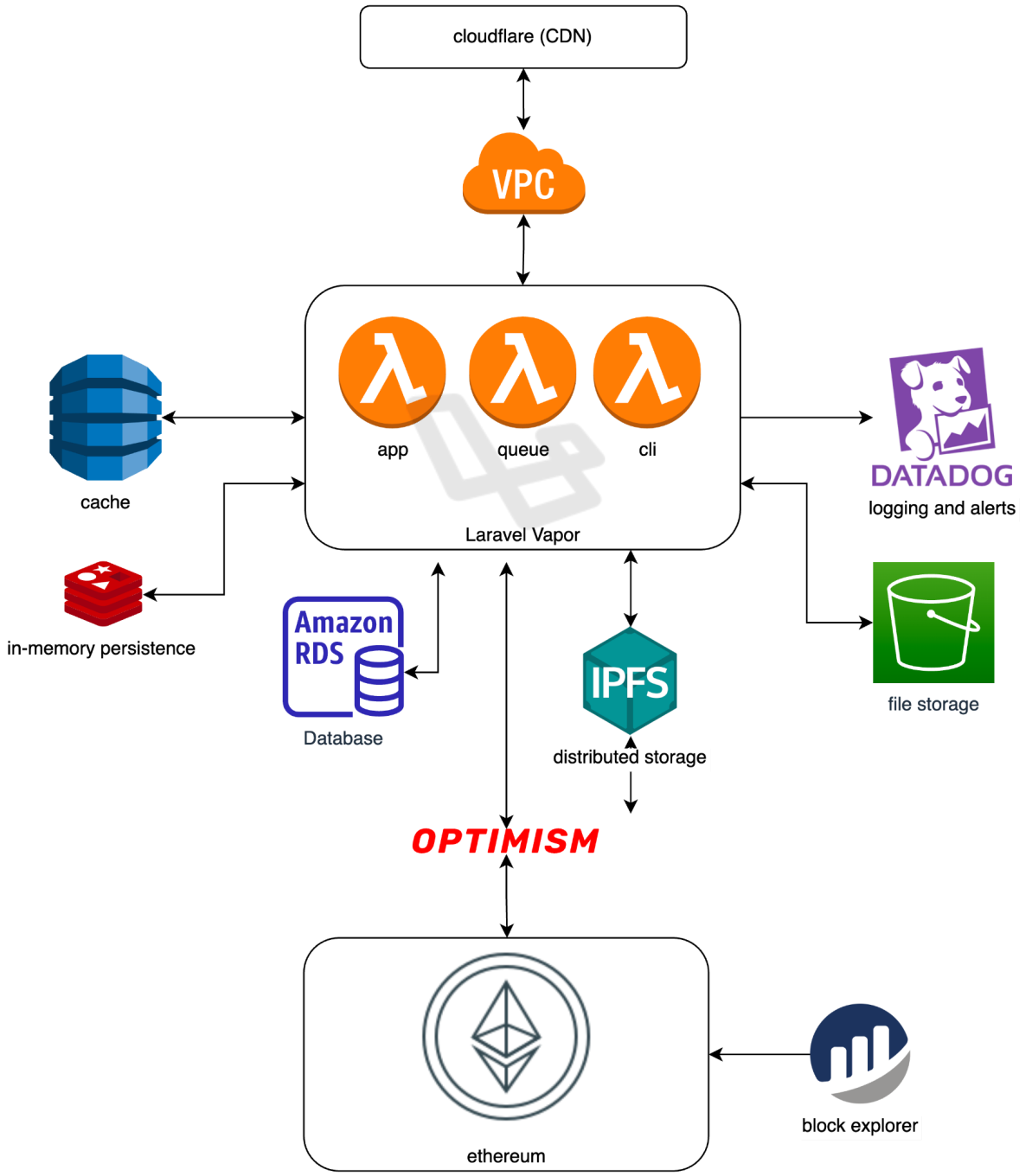
The first iteration will be built on the Ethereum networking using a layer 2 rollup (optimism). This will ensure transactions are fast and cheap yet backed by the security of Ethereum. An important consideration here is that the Ethereum network is the single point of truth and the absolute persistence layer and the web application is essentially an interface on top. This means the protocol can have many different interfaces or lenses in which to interact with the smart contract. I foresee many different composbile 3rd party apps being built on top of the protocol in order to interact in unique ways.



The Marketplace

Our Marketplace will comprise of the following:

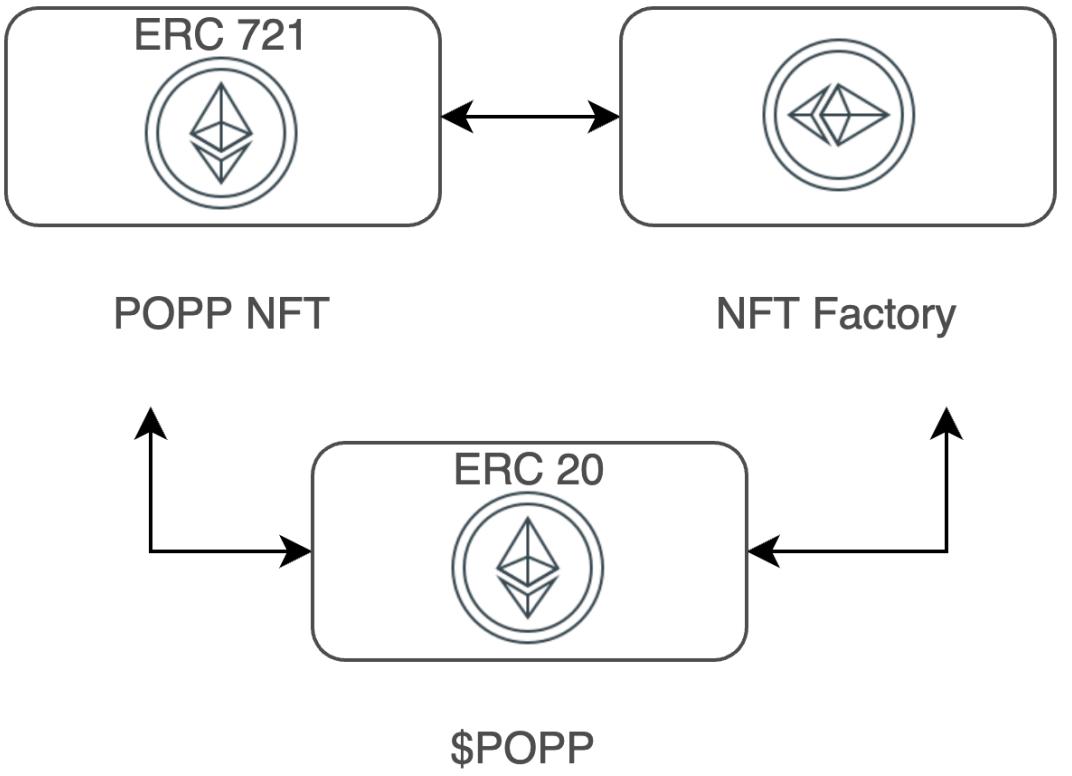
1. A web job marketplace, where employers can mint new NFTs, job seekers can apply and referrers can manage referrals. The platform will also have the ability to manage jobs, job applications and NFT claims.
2. A set of smart contracts that contain the protocol and NFT logic. This will orchestrate the referral and signing bonus mechanisms as well as ensuring the filled job is non-transferable



The marketplace will consist of a web app that will serve as the frontend client with a connection to the smart contract on the Ethereum network.

The web app will be hosted on AWS using Cloudflare as the CDN, DNS, reverse proxy and for DDOS protection. The app will be hosted using Laravel Vapor, using AWS serverless infrastructure in AWS Lambda. We will use dynamoDB and redis for ephemeral persistence and AWS RDS for the application persistence. File storage will be AWS S3 with an effective archival strategy for each file type.

The Smart Contract



The smart contract will be written in solidity, extending various tried and tested libraries. The contract will have 100% test coverage and will use hardhat as the deployment and testing framework. Hardhat will also be an integral part of the CI/CD pipeline for the code.
POPP will leverage Openzepplin Defender as a relayer, admin management, logging and smart contract task running.

The smart contract will consist mainly of 3 distinct parts

1. POPP NFT. This will be a standard ERC-721 contract extending the Openzepplin ERC-721 contract. This will handle the standard ERC-721 methods that are expected in the contract. It's worth noting that the __transfer() method will be overridden to prevent transfer of closed POPP NFTs (thus making them soulbound/non-transferable)
2. NFT Factory. This is all POPP specific logic that will be used for all the use cases of a POPP NFT on the protocol. Example, minting a job, applying for a job, referring to a job etc.
3. $POPP token. The ERC-20 token is used for all transactions within the protocol. Much like the ERC-721 this will extend Openzepplin's tried and tested ERC-20 library.

Our Competitive Advantage

Being able to launch this business proposition will require a competitive advantage and skill sets that span across a couple of key online competencies. We have the very unique combination of existing skills, technology and personnel to make this type of project work on a grand scale.we can break this up into 3 categories:

1. Our existing technology and IP
2. Our existing global footprint and market knowledge
3. Our Team's experience scaling digital marketplace businesses

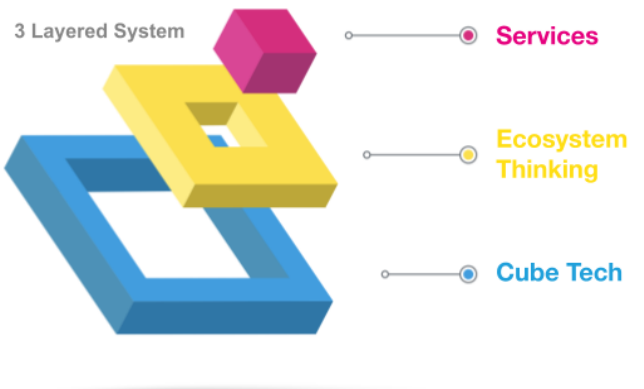
Our existing Technology Suite

The Ringier portfolio comprises 80+ already existing marketplace businesses across the globe. These are businesses that are going concerns, are predominantly market leaders and have a suite of tools and technology services that are known to work when trying to build up a marketplace business. Technology like this would take a newcomer a very long time to build and would require a big upfront investment cost to reach a workable solution. The processes and requirements to build an efficient, scalable, multi-tenant platform are very onerous and have been hard learnt over the years. We are in the unique position of being able to leverage this technology off the shelf to scale a digital platform.

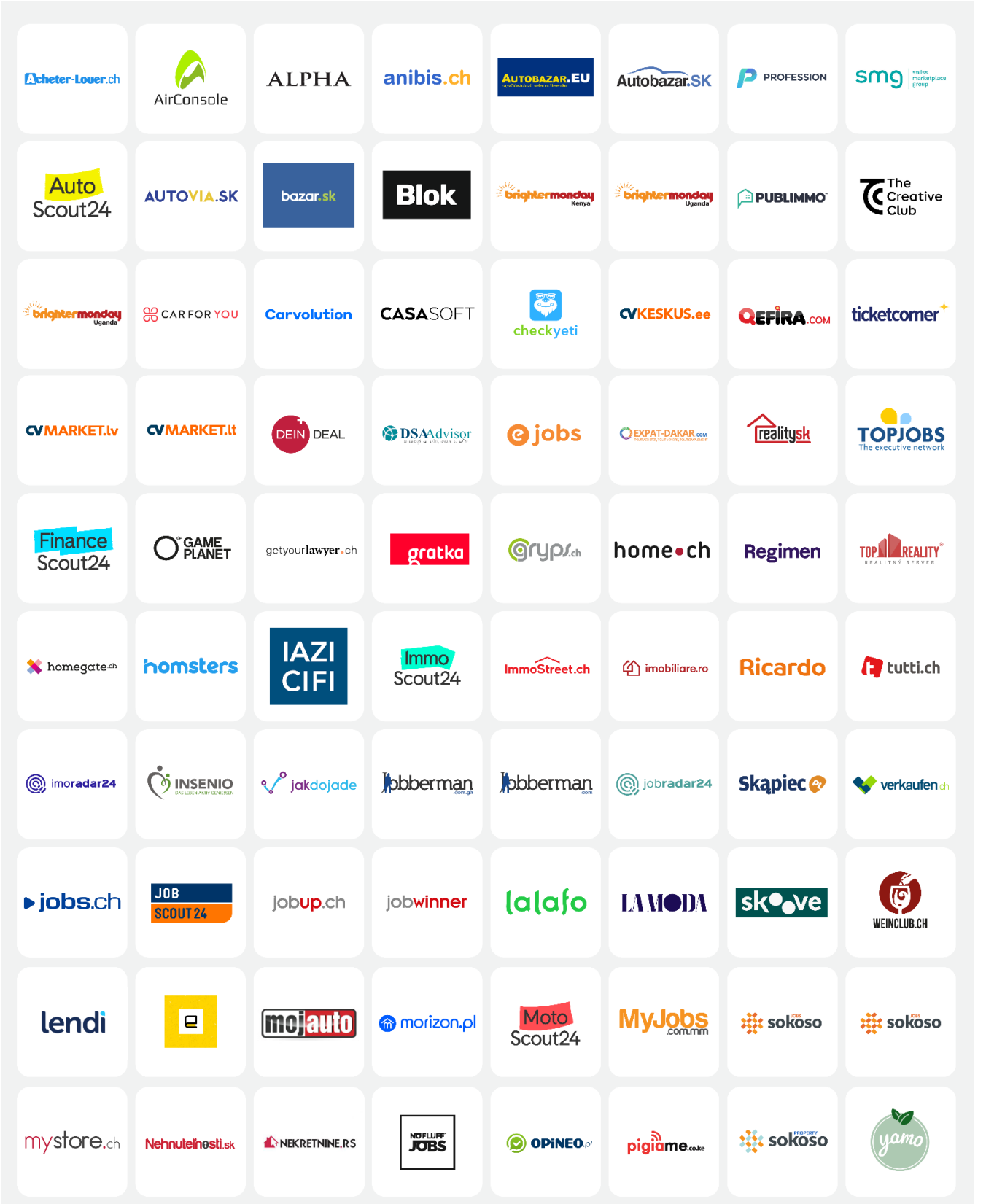
Our central marketplace platform is a custom built, proprietary tech stack called "Cube". Cube is more than a platform.

Cube is a three-layered marketplace solution to support core tech, distribution and a full suite of micro services for all operational needs.

Cube is the core marketplace platform currently powering the public websites and customer tools in Ringier emerging markets. From its inception Cube has been designed to not serve the needs of one particular business but rather address different businesses' needs through its modular architecture and service thinking. **This philosophy has been adopted at each additional layer we have introduced.**



A snapshot of the Brands associated with Ringier



Our Team solely manages the full stack for a number of these marketplace brands (In most we have an element or supporting role). This tech is immediately available to provide a seamless and contemporary marketplace feel for any user who engages with our solution.

Our Media and Classifieds Experience and Footprint

We have already indicated that we have an extensive portfolio of marketplace businesses across the globe. On top of this - and perhaps more importantly when it comes to scale - is the very powerful and dynamic media empire that has been built up on the media side of Ringier's business over an extended period.

A snapshot of the Brands associated with Ringier on the media side:


aktuality.sk
ana.rs
Auto Bild
Auto Świat
Avantaje
azet
Beobachter
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BOOKAZINE BESTSELLER
BUSINESS INSIDER POLSKA
CAMINADA, DAS MAGAZIN.
cash
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ELLE
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NRJ FASHION NIGHT
NRJ STAR NIGHT
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Întâmplări adevărate
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Komputer
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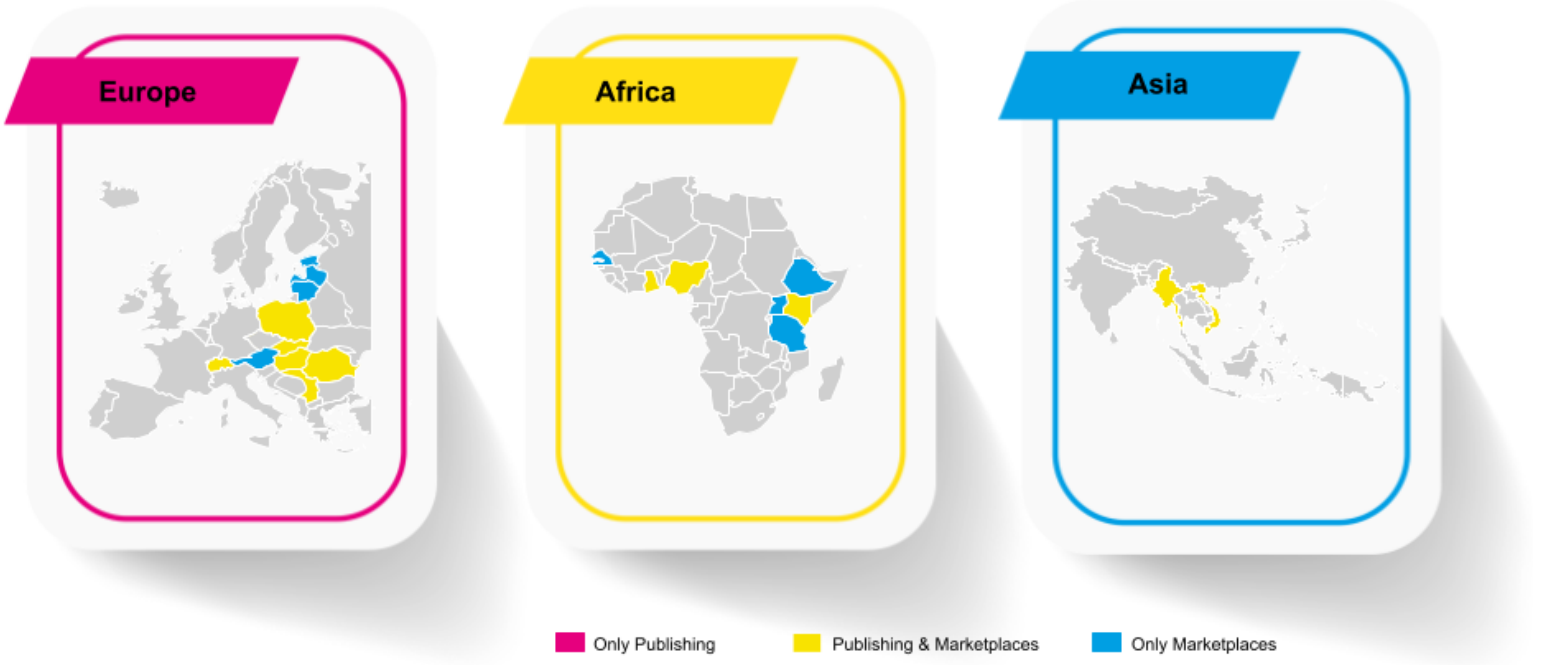
vod.pl

This footprint allows us to cover a large number of the key markets in Africa, Eastern Europe and Asia. Having a media footprint across these regions means we have a competitive advantage of cheap marketing and distribution for our content and the ability to narrate and tell a story about the evolution we are driving. A large portion of our marketing efforts that we will drive will involve awareness and education. Our Media brands are perfectly placed to support these efforts.



Our Team and Experience

Core Team

Ringier AG based in Switzerland is a diversified marketplace and media enterprise operating in 19 countries and employing some 7,300 people. Established in 1833, Ringier today operates successful publishing, entertainment, internet businesses and media brands in the print, TV, radio, online and mobile arenas. Now in operation for more than 180 years, Ringier is noted for its pioneering spirit and individuality and is committed to independence, freedom of expression and diversity of information. Ringier is a family owned company whose headquarters are in Zurich.

Ringier South Africa's journey began by creating cutting edge technology for African online marketplaces in the jobs, property, classifieds and cars markets. Today, we are an international software development company that provides cutting edge technology transforming the internet Marketplaces industry. We operate the technology stacks

supporting 21 businesses between Africa, Europe and Asia that operate within the Jobs, Cars, Property and General Classifieds industry, with many of them being the dominant players within their respective countries.
Our main focus is on building high quality, user-friendly solutions that are customised to local nuances

Our leadership team offers a combined 50+ years of experience in managing and building online marketplace technology and businesses and our in-house team of ~100 members are one of the strongest marketplace technology units in the World.

We innovate, stay up with trends and push the boundaries of what can be done in a technology environment as part of our DNA. We are ideally placed to make this project's vision a reality.

Advisory Board

On top of the extensive management experience, we have an advisory board that supports and knows the digital landscape better than most others. They have extensive experience in scaling marketplace and media businesses, have access to senior corporates and institutions and are well placed to guide and foster the product from inception to global market adoption.

Michael Ringier

Together with his sister Evelyn Lingg-Ringier, Michael is the owner of Ringier AG. Marc Walder and the Mobiliar company are also minority shareholders. In 1974/75, Michael Ringier completed his first course of studies at the Ringier School of Journalism along with Uli Sigg and Thomas Trüb. He pursued further training as a journalist with the Münchner Abendzeitung from 1973 to 1976. Later, he went on to work for several newspapers and magazines in Switzerland and Germany. In 1983, Michael Ringier joined Ringier's management and two years later he was appointed CEO. He has served as chairman of the board of directors since 2003. Michael Ringier is a passionate and renowned collector of contemporary art. He holds one of the most important private collections in Europe, part of which is on display at the Ringier Pressehaus in Zurich.

Dr. Uli Sigg

Born in 1946, Uli Sigg trained as a business journalist. He joined the management of the Ringier group in 1984 and just two years later became a delegate to the board of directors. Uli Sigg served as Switzerland's ambassador to China and North Korea from 1995 to 1998, and was also the founding chairman of the Swiss-Chinese Chamber of Commerce. His profound knowledge of Asia facilitated Ringier's first steps into Vietnam and China significantly. Today, Uli Sigg is deputy chairman of the board of directors, a position he has held since 2003, having served as chairman from 1999 until 2003. Sharing Michael Ringier's love of contemporary art, Uli Sigg is one of the most eminent collectors of works by Chinese artists.

Claudio Cisullo

Claudio Cisullo is a Swiss entrepreneur and investor. At the age of 20, he founded the first of companies that he has successfully established and expanded to date in many countries and business segments. Today, he is among the 300 wealthiest Swiss people. In 1997 Claudio Cisullo founded CC Trust Group AG, his family office and investment and management company, of which he remains Chairman today. Claudio Cisullo can look back on more than 20 years of fruitful service on the boards of directors of various international companies. He is currently Chairman of the Board of ACC One Holding AG and ACC Investments SRL, which are both active in the real estate development and management sector. In 2013 he became a member of the Board of Directors of Ringier AG. He has also been a member since 2013 of the Board of Trustees of the Law and Economics Foundation, which promotes the Master's degree course in Law and Economics at the University of St. Gallen.

Lukas Gähwiler

Lukas Gähwiler was appointed Chairman of UBS Switzerland with effect from September 2016. Prior to this he had served for over six years on the Group Executive Board of UBS Group AG and as President of UBS Switzerland, with responsibility for all businesses – Personal Banking, Wealth Management, Corporate & Institutional Clients, Investment Banking and Asset Management – in UBS's home Swiss market. Before joining UBS he had spent 20 years in various executive capacities at Credit Suisse in Switzerland and North America, seven of them as Chief Risk Officer for Corporate & Private Banking. Mr. Gähwiler holds a Bachelor's degree in Business Administration from the University of Applied Sciences in St. Gallen. He has also completed an MBA programme in Corporate Finance at the International Bankers School in New York and the Advanced Management Program at Harvard Business School.

Felix Oberholzer-Gee

Felix Oberholzer-Gee is the Andreas Andresen Professor of Business Administration in the Strategy Unit at Harvard Business School. A member of the faculty since 2003, Professor Oberholzer-Gee received his Masters degree, summa cum laude, and his Ph.D. in Economics from the University of Zurich. His first faculty position was at the Wharton School, University of Pennsylvania. He currently teaches competitive strategy in executive education programs such as the Program for Leadership Development, the Senior Executive Program for China, and in a program for media executives titled Effective Strategies for Media Companies. Prior to his academic career, Professor Oberholzer-Gee served as managing director of Symo Electronics, a Swiss-based process control company.

Michele Rodoni

Michèle Rodoni has been CEO of la Mobilière, Switzerland's leading mutually structured all-line insurance company, since 2021. Prior to this she was a member of la Mobilière's Executive Board and was initially responsible from 2012 for the life insurance and pensions business before becoming Head of Market Management from 2017. Born in Geneva with roots in Ticino, Michèle Rodoni graduated as an actuary from the University of Lausanne and embarked on further studies, in particular in the USA. She began her career at what was then La Suisse Insurance Company, where she was a member of the Executive Board from 2003 until 2005. She then became Head of Finance and Business Development in the International Department at Swiss Life. From 2009 she worked as Europe Director for the Solvency II programmes at the international insurance corporation Aviva in Paris. She has also been a board member of the Swiss Insurance Association (SIA) since 2021. Michèle Rodoni has two grown-up children and lives on Lake Geneva.

Urs Berger

Urs Berger joined la Mobilière Suisse Société d'assurances in 2003 and served as its CEO for eight years from May 2003. In 2011 he stepped down as CEO and was elected Chairman of the Board of Directors of Mobilière Cooperative and Mobilière Holding. Prior to this, he had worked for Zurich Insurance from 1981 to 1993, in particular as head of advisory services to industrial companies. In 1993 he joined Baloise Insurance, where he was appointed CEO Switzerland and a member of the Executive Committee in 1999. He studied Economics at the University of St. Gallen, specialising in Insurance and Risk Management. For six years (from 2011 to 2017) Urs Berger was President of the Swiss Insurance Association, had a seat on the Board Committee of economiesuisse and was a member of the Swiss Federal Council's advisory board on Switzerland's future as a financial centre (the Brunetti Committee). Since 2011 he has focused mainly on fulfilling his various board of directors and board of trustees mandates. These include his positions on the Mobilière Board of Directors and on the supervisory boards of Gothaer Versicherungsbank VVaG and Gothaer Finanzholding AG in Cologne.

Laura Rudas

Laura Rudas is EVP Strategy at Palantir Technologies of the USA. Before her time at Palantir, she was the youngest secretary-general of a governing political party, the Social Democrats, in Europe, while also serving as an elected member of the Austrian Parliament. Today she helps Silicon Valley-based Palantir develop its strategy and expand its international footprint. To this end, she engages global leaders and senior executives from various industries and sectors to support the digital transformation of their organisations. Laura Rudas earned a Master's degree in Political Science before completing the Sloan Fellowship at Stanford University.

Roman Bargezi

Roman Bargezi embarked on his second career, as a freelance photographer, in 2017. Prior to this he had spent 13 years in various positions in the banking and IT sectors and at the ETH Zurich, serving – inter alia – as Chief Software Architect at Dreyfus Söhne & Cie AG and with Infonic AG, where he was appointed Head of Software Engineering in 2006. From 2008 to 2016 he was a permanent member of the Infonic AG Executive Board. After moving to product management, he became the head thereof in 2011. He has also been a shareholder and a member of the Board of Directors of Infonic AG since 2009. Roman Bargezi is also Managing Director of the family office RIBALI AG and, since 2020, has been the Delegate of the Board of Directors of Ringier Art & Immobilien AG.

We have also engaged with Strategyzer to support our go to market strategy and to leverage their bespoke tools like the Business Model Canvas, which is a strategic management and entrepreneurial tool. It allows us to describe, design, challenge, invent, and pivot our business model to get maximum impact on scaling it.

We are in the process of building our internal Advisory Board. This is still a work in progress. We have one project sponsor on this board on the Executive level: Dr. Kilian Kämpfen, Chief Technology & Data Officer Ringier AG

Product and Traction

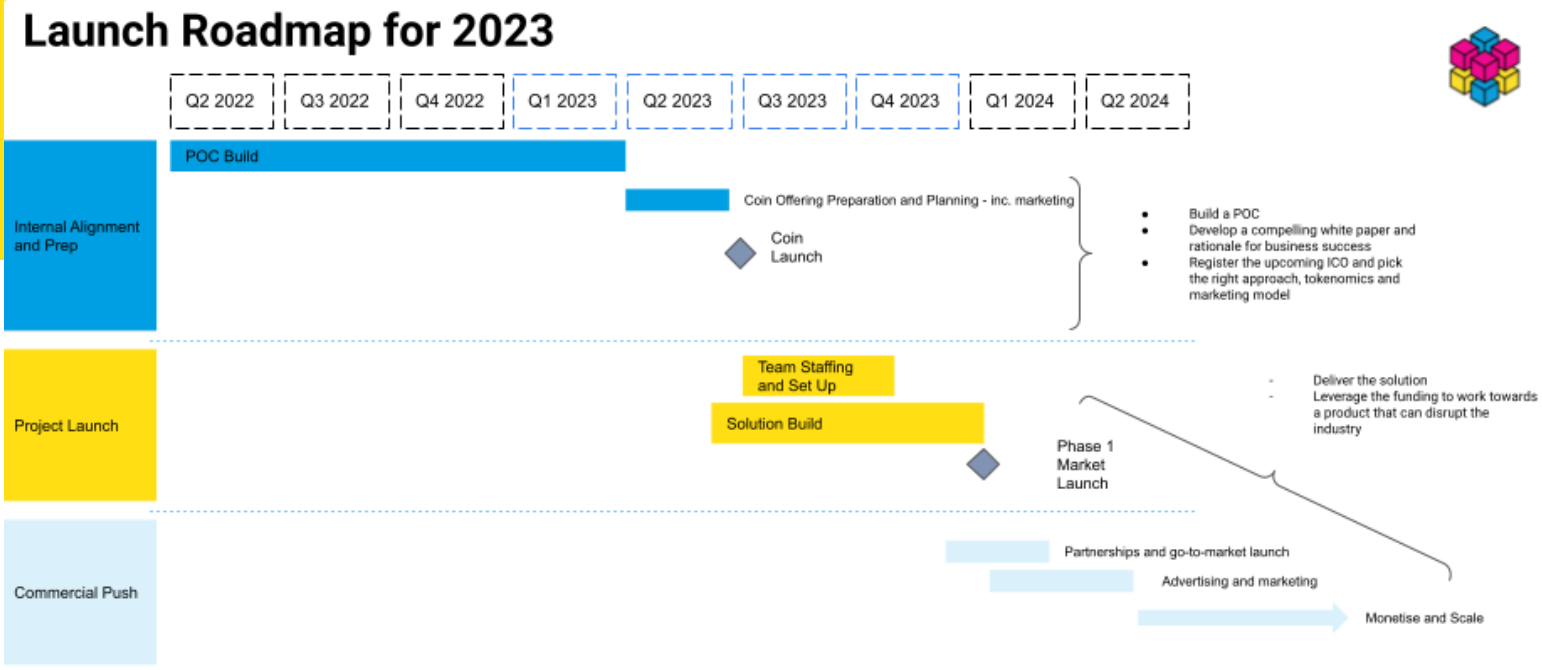
Status
We have currently built a basic prototype of the protocol and the marketplace
We know it works on a technical level. We have a live solution tested where we can create and verify NFT badges.

We also know jobs classifieds sites work. There is ample evidence internally in Ringier of this and externally through well known brands like Indeed, Monster, Jooble, Linkedin et al.

We are not proposing a solution that abstracts away from what people already know today. We are proposing a solution that looks and feels like today, but operates like tomorrow.

Implementation Roadmap

- ✅ We have a base concept for the POC built
- ✅ We have defined the technical solution in a whitepaper
- ✅ We have the requirements ready for a market offering in early Q4
- ✅ We have a go live operational plan and staffing list ready



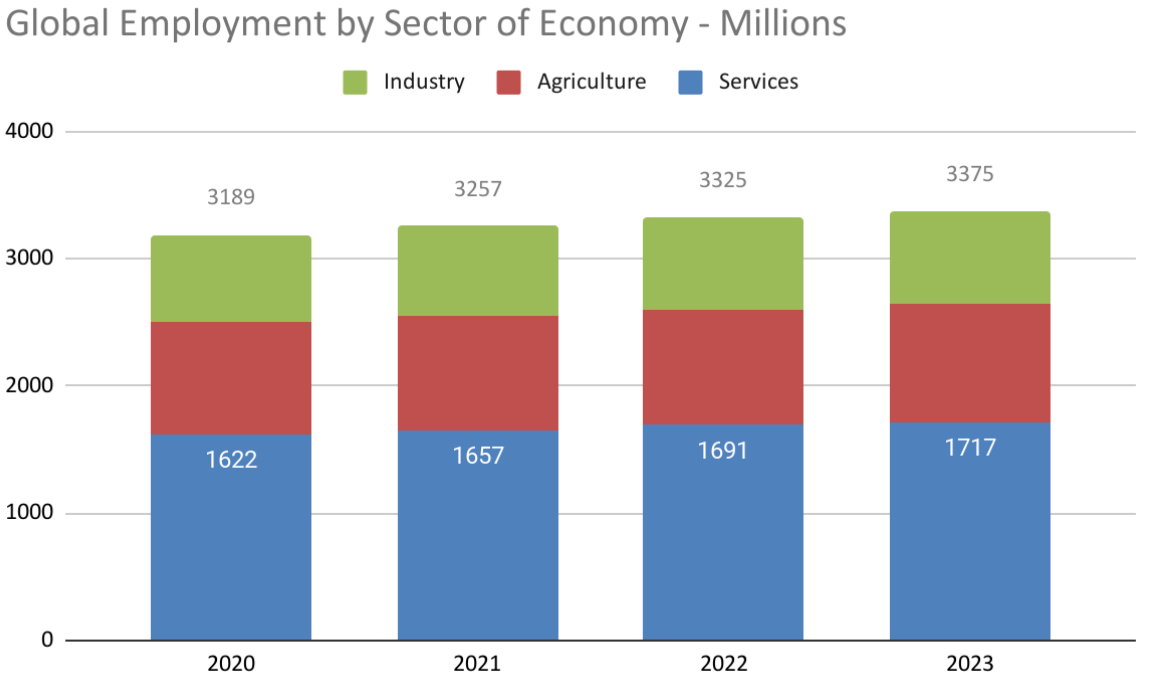
Market Size

In considering the Market size for this opportunity we look at both the Total Addressable Market (TAM) as well as the Serviceable Addressable Market (SAM)

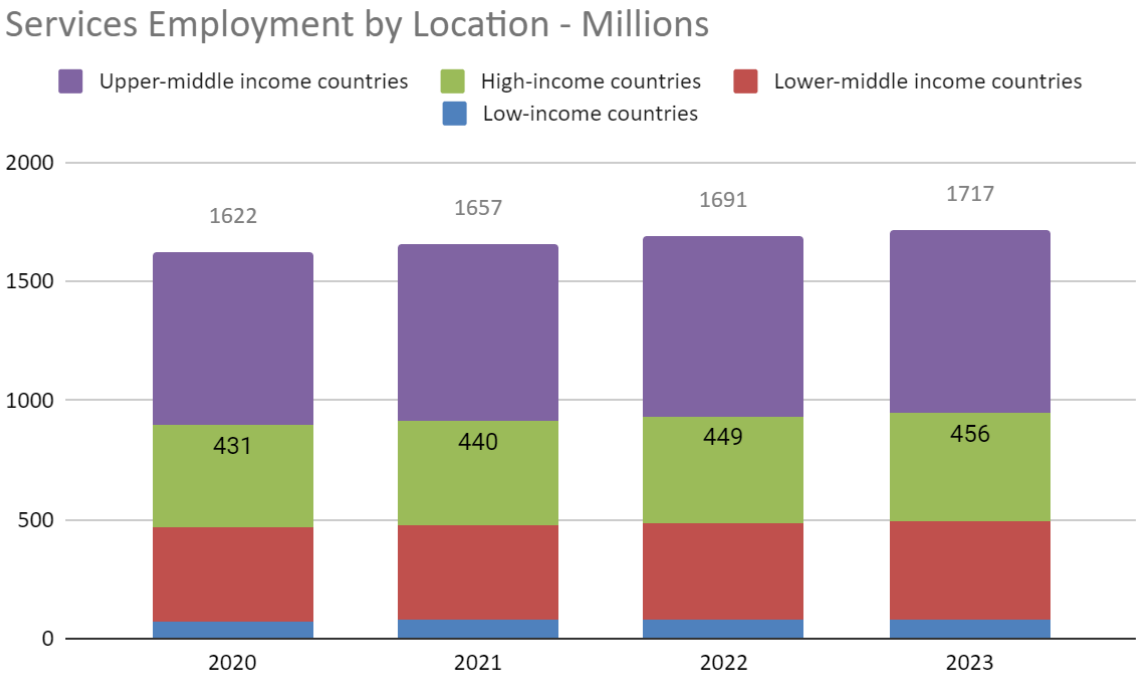
Our TAM is the Total Employed Workforce across the globe. This would be the total available revenue opportunity for our product if 100% of the market share was achieved. In reality we do not see the TAM as serviceable in the short term due to a number of factors:

1. The specific industry that unemployed workers are involved in will dictate the likelihood in the short to medium term of adopting a digital solution such as what we are offering.
    a. We can view the industry sector by Services, Agriculture and Industry
    b. We target a serviceable addressable market in the Services sector only

2. Given that any contemporary classifieds website always has a blend of operational and technical maintenance requirements we also dissect TAM by location where we target developed markets as a primary short to medium term focus. Thereafter underdeveloped markets



The addressable services market is ~1.7bn people who have unique roles.
Within the services market we can differentiate on location:



We define our 3-5 year SAM as the Services section of the High-Income Countries which means we have a SAM of 456 million workers, and a TAM of 3.3 billion workers.

There are ~70 High-Income Countries that we would target as our SAM. Reaching these would be an iterative process of market by market targeted growth. Our strategy and hitlist approach can be found in our Growth Strategy

Below is the list of SAM market countries we will be targeting.

HIGH-INCOME ECONOMIES
Countries with a GNI of $13,205+ per Capita

Andorra	**Greece**	**Poland**
Antigua and Barbuda	**Greenland**	**Portugal**
Aruba	**Guam**	**Puerto Rico**
Australia	**Hong Kong SAR, China**	**Qatar**
Austria	**Hungary**	**Romania**
Bahamas, The	**Iceland**	**San Marino**
Bahrain	**Ireland**	**Saudi Arabia**
Barbados	**Isle of Man**	**Seychelles**
Belgium	**Israel**	**Singapore**
Bermuda	**Italy**	**Sint Maarten (Dutch part)**
British Virgin Islands	**Japan**	**Slovak Republic**

Brunei Darussalam	**Korea, Rep.**	**Slovenia**
Canada	**Kuwait**	**Spain**
Cayman Islands	**Latvia**	**St. Kitts and Nevis**
Channel Islands	**Liechtenstein**	**St. Martin (French part)**
Chile	**Lithuania**	**Sweden**
Croatia	**Luxembourg**	**Switzerland**
Curaçao	**Macao SAR, China**	**Taiwan, China**
Cyprus	**Malta**	**Trinidad and Tobago**
Czech Republic	**Monaco**	**Turks and Caicos Islands**
Denmark	**Nauru**	**United Arab Emirates**
Estonia	**Netherlands**	**United Kingdom**
Faroe Islands	**New Caledonia**	**United States**
Finland	**New Zealand**	**Uruguay**
France	**Northern Mariana Islands**	**Virgin Islands (U.S.)**
French Polynesia	**Norway**	
Germany	**Oman**	
Gibraltar	**Panama**	

With an SAM of 456mn roles we can estimate a market size in value.
We can split market size into verification and recruitment.

Verification:

- The SAM for verification is $3.65bn annually. This will decline over time and transition to recruitment roles as companies and employees are onboarded. .

Recruitment

- The SAM for recruitment is $1.82bn per annum

Business Model

How we make money

We have 3 categories of revenue streams:

- Protocol Fees
- Services Fees
- Ancillary Fees

Level 1 - Protocol Charge

Level 1 Protocol handles the creation of verification Employer Badges for Employers and verification Employee Badge Employees.
We do not charge any fees for the creation of Employer Badges.
We charge a per transaction fee for the creation of Employee Badges.

Protocol Fees	Services Fees	Ancillary Fees
For every transaction on the protocol where an application is creating an Employee Badge, a fee of $8 is charged.	None	None

Level 2 - Smart Contract

The smart contract handles writing the Job Listing to the blockchain and the programmatic execution of the contract.

In this case, we charge a fee per transaction that includes the recruitment component as well as the creation of the Employee Badge at the execution of the contract

Protocol Fees	Services Fees	Ancillary Fees
For every transaction on Smart Contract Layer, a fee of $20 is charged.	None	None

Level 3 - Job Classifieds Site

The classifieds site is the abstraction layer for everyday users who want the benefit of the protocol but not the technical complexity of interaction directly with the blockchain.

In this case we have no protocol fees - these are earned only at the protocol level. We do however have some value added services and Ancillary fees that come into play

Protocol Fees	Services Fees	Ancillary Fees
None	Promotion and paid distribution of job listings	Arbitrage transaction fees on spot token purchases - Users will pay all fees in POPP Tokens. They can either purchase these on the open market and pay directly from their wallet or they can leverage our spot pricing which adds a % margin on top to handle the purchase and transaction on their behalf

All transaction costs within this system that we are building will be powered by the $POPP token. A customer will have the option of either using their own $POPP tokens or of paying directly in regular credit card transactions. In the event that a customer is paying using a crypto currency coin, any income that we as a platform earn through these transactions will be earned in the form of the coin and will need to be converted to Fiat currency in the event that we would like to remove this value for any other business operations.

As we develop our service offering we will start to consider packages/subscriptions where larger organisations can mint a package of Employee Badges for a standard monthly subscription.

Target Market and Marketing Strategy

Supply Side Strategy

We will start with a small segment of our SAM which is comprised of tech. centric companies that are already active in the Metaverse.

We have a stepped approach to iteratively grow our market share and user base. We intend to adapt our marketing strategy as we address different tiers of customers.

HIGH-INCOME ECONOMIES Where Ringier has a Footprint
Countries with a GNI of $13,205+ per Capita

Austria
Poland
Hungary
Romania
Latvia
Lithuania
Slovenia
Switzerland
Estonia
United Kingdom
United States
France
Germany

Active	**Strategic Focus**

<u>Phase 1: Beta Phase 0-6 months</u>

In our first 6 months post production launch we will aim to get 100 active customers. These will come from the smallest defined segment “Already active in Metaverse Tech centric companies”

Initial company profiles we see as likely to be innovators/early movers in the Metaverse:

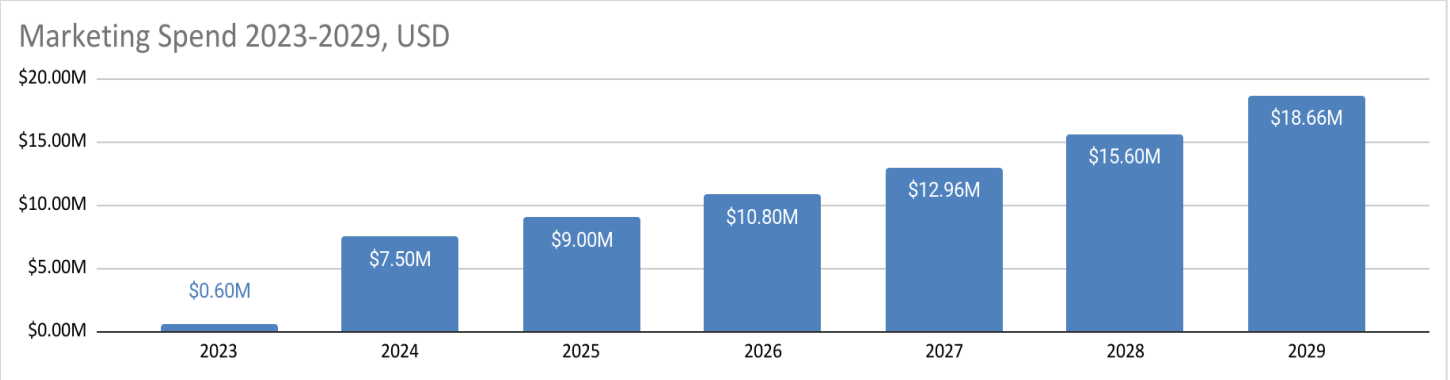
- Fashion
- Retail
- Gaming
- Sports
- Fitness
- Real estate
- Financial services
- Cybersecurity
- Advertising
- Workplaces and collaboration tools
- Education
- Events
- Law

Our reach approach will be through PR and Events. These will be paid events and/or online meet ups where we already know that they have a vested interest in the solution and the technology. For our early Beta customers we will offer a free service where they can explore the solution and be advocates for more customers to try it out.

The goal in this phase is purely about awareness and feedback from a controlled group of customers

Phase 2: Lift Off Phase 6-18 months

After 1.5 years we aim to scale to 10,000 customers. This will require a big growth rate that will come from sustained and large marketing spend across social media and other online marketing channels. The strategy will be around awareness and education. We will need to invest significantly in the marketing spend and this will be primarily used for digital marketing on social and other online platforms.



During this period we see a large increase in the marketing allocation as we look to lock in the brand and value proposition to a much larger audience.
Where possible internal brands will be primarily used for promotional purposes as well as the editorial prowess of our in-country brands to drive the awareness of what we are doing.

During this time we will move from a fully free platform to a freemium model where threshold limits will be in place for advertisers at which they will need to begin paying for use of the tools.

Phase 3: Market Phase 18+ months

We move aggressively into a market making mode consisting of large and sustained advertising spend and a tiered pricing model with minimal freemium options.

We start with offline marketing to get a more universal reach and we make the name and brand well known for each market in which we operate.

Ensuring ease of use for “newbies”

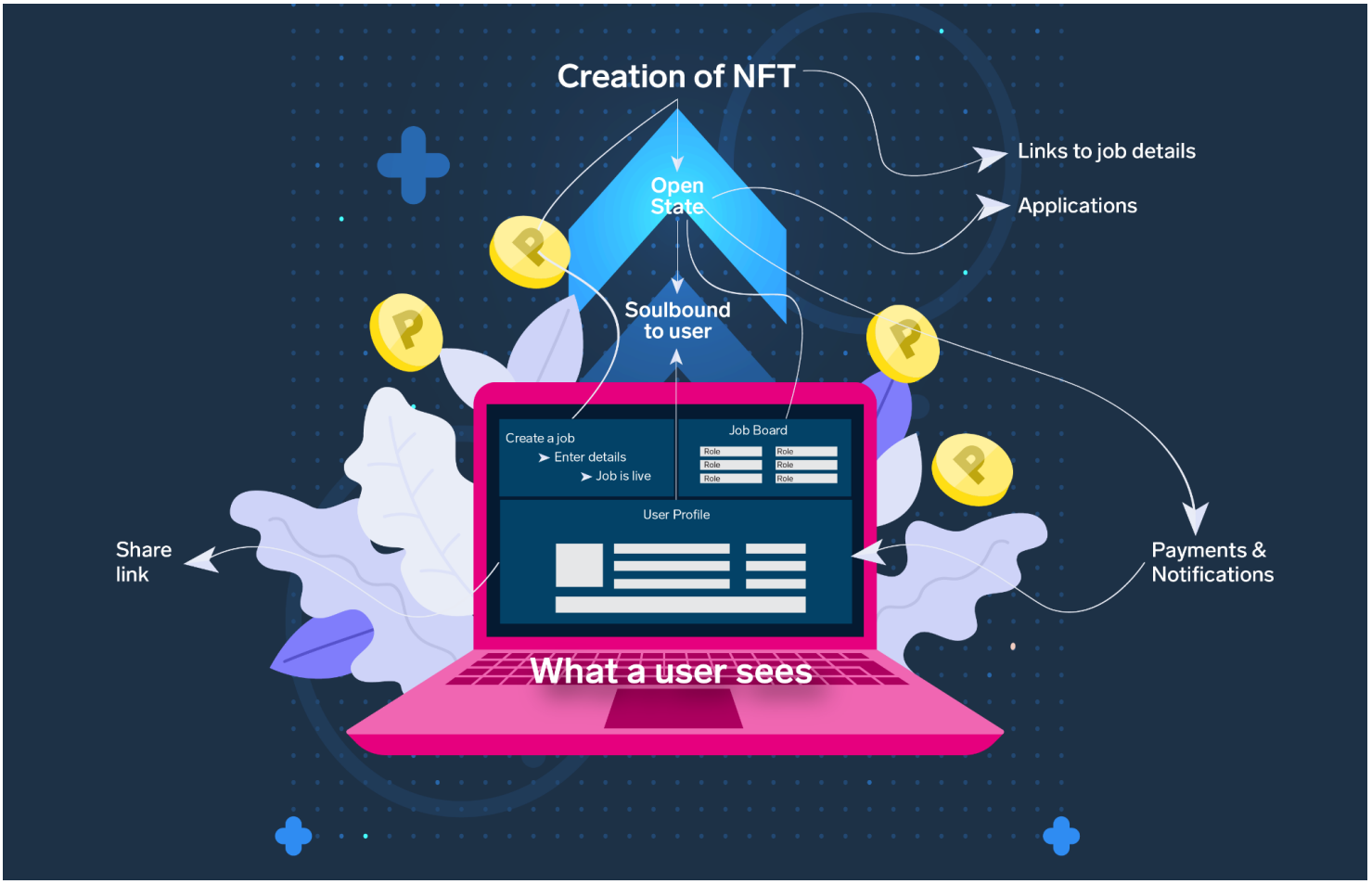
An important component of getting traction for our system with the larger Employer workforce will be ensuring that the user experience is not a major abstraction from what they already have today.

Users are already very well versed on the use and power of Job Boards. They understand the dynamics of an Applicant Tracking System (ATS) and the principle of a digital vs. offline CV. We need to make sure that this user flow and experience is maintained.

To ensure this, we have built our solution to incorporate seamless NFT minting through smart, easy to use tooling that mimics the existing job posting experience. This powers all of the web3 functionality but with no need to understand or negotiate the complexity of it.

Some examples of what this looks and feels like:

When creating an Employer account:



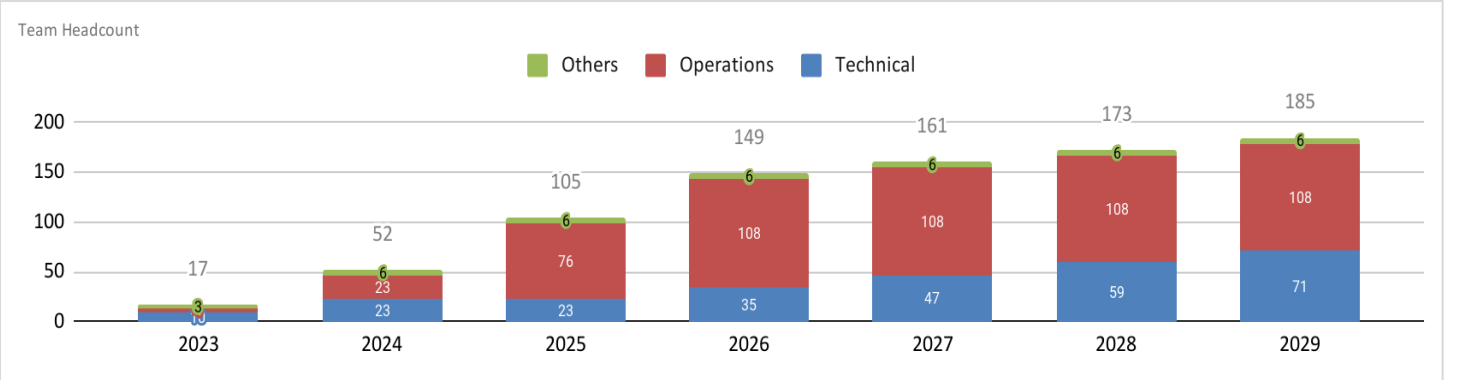
- After signing up and being KYC'd automatic creation of a crypto wallet for the advertiser (with option to link their own)
- Payments using credit card that automatically convert from USD to POPP coins
- After posting a Job, automatic creation of an NFT and associated states
- One click user interface to transfer the NFT to soulbound user who has the role

When Creating a user account

- After signing up automatic creation of a crypto wallet for the user (with option to link their own)
- Easy ability to claim the role through user interface
- Easy ability to see all NFT roles acquired and their state

Whilst technically easy, we also see a lot of hand holding so a large portion of the physical team employed will be in a dedicated operations team to focus on onboarding and hand-holding of clients through the scaling phase.

Scaling the team through hires for tech and operations is thus crucial and will be a large focus of the early stages of the set up and launch programme.



Integration with Job Boards

- We will cater for an API based usage model to allow any job board to leverage the NFT solution for their clients
    - We will offer this as a free internal model to our existing platforms to be used as a perk for their clients looking to use the technology to help build the scale initially
- Existing job boards could be an entrance into the network for non blockchain users.
    - They could easily pull and display active listings and possibly allow people to apply

Demand Side Strategy

We specialise in Jobs Vertical Marketplaces - both in management as well as the technology underlying them.

This means when it comes to the technical implementation we are well suited to scale and build this solution in a (very) short time period leveraging our already tested and successful multi-tenant approach and scaled infrastructure.

We have a few tools we can add to catalyse the traffic we get from prospective job seekers and to build up the value of the recruitment offering for the supply side Advertisers:

<u>Hybrid Aggregator Approach</u>

We have developed comprehensive in-house market scraping solutions to collect all live listings on job boards or prospective customer websites.

As we scale up a solution in a chosen country, we will build immediate content for users by scraping all jobs from job board's websites and syncing this content to our site. This will allow for a large online inventory from day one of operations and will ensure a strong and consistent SEO ranking. This will also support - optically - to increase customer conversions as they see a successful and well used site from the beginning. As we grow internal content, we will systematically reduce the scrape content in a managed inventory process.

An important feature of this scraped content is to enhance sales leads and get sales engine running. Any market we enter into we already have a full profile of who is active, what roles and locations they are active in and with whom they are active. This will be an important data point to drive a more efficient sales process.

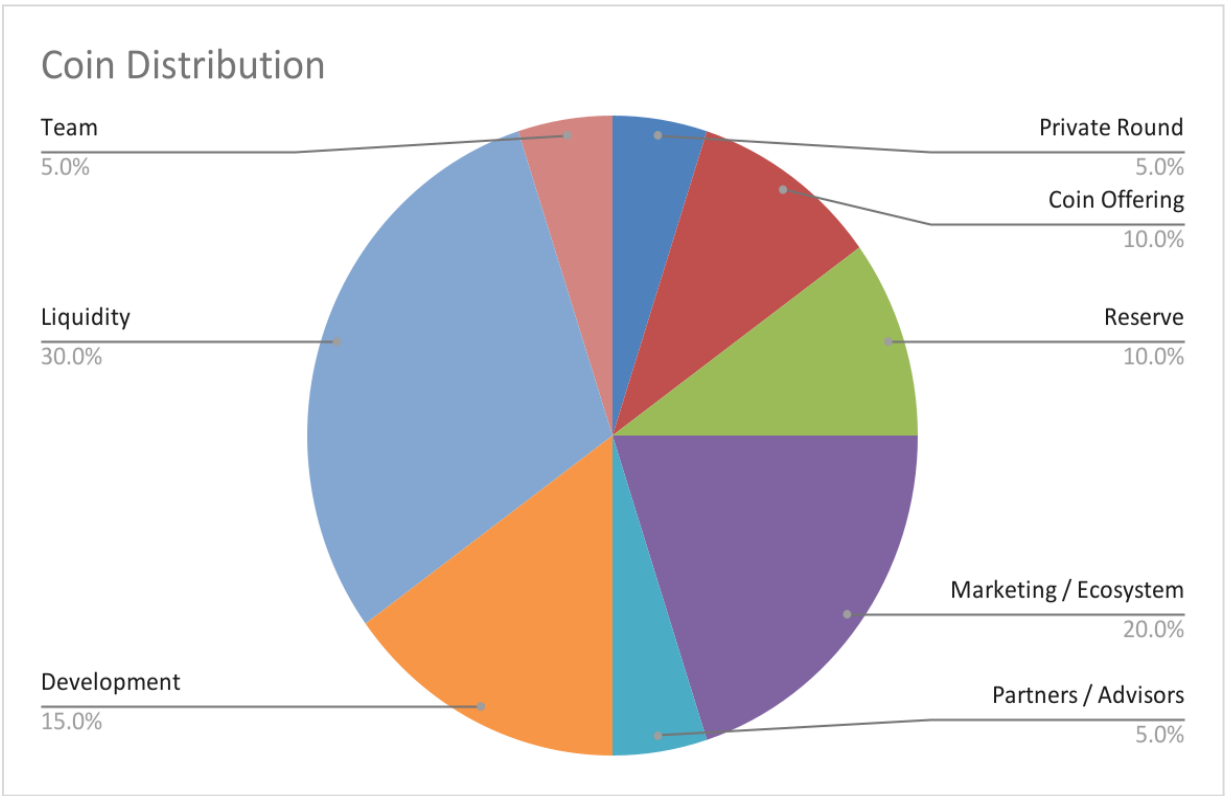
Incentives for applications and referrals

To stimulate the application process for roles and the support of the community referral network, we will provide large financial rewards in the form of signing bonuses and referral bonuses. The idea is that we would need to drive the immediate benefits for the community to engage them and get the flywheel working effectively.

A large portion of the coin allocation we envisage (in The Deal) will be set aside for marketing and incentives where we pay a premium to get the recruitment model working.

The Deal

Coin Release Schedule



	Jan-23	Jul-23	Jan-24	Jul-24	Jan-25	Jul-25	Jan-26	Jul-26	Jan-27	Jul-27	Jan-28	Jul-28	Jan-29
Private Round	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public Round	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reserve	0%	0%	0%	50%	50%	50%	50%	75%	75%	75%	75%	100%	100%
Marketing / Ecosystem	0%	0%	0%	50%	50%	50%	50%	75%	75%	75%	75%	100%	100%
Partners / Advisors	0%	0%	50%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Development	0%	0%	50%	50%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Liquidity	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	20%	20%	20%
Team	0%	0%	50%	50%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The fundraising would take the form of a private and public round offering which would account for 15% of the liquidity in the coins.

The remaining 85% are retained internally with the bulk held in safekeeping to support liquidity and to ensure that volatility in the coin valuation is managed as the system gets going.

We would release the coins slowly over a year horizon with some never fully released and always held in safe custody as a reserve for volatility and incentives to networks using the system.

The bulk of the early incentives and marketing spend would be covered by development and marketing allocations of the coins.

<u>How to get involved</u>

Key dates

- June 2022- June 2023: Private Round Sales
- July 2023: Public Coin Offering