



# GLOBAL JOBCOIN

WHITEPAPER

---

# Table of Contents



## 1 Global Jobcoin

- 6. Global Jobcoin
- 7. Business Cases
- 9. Benefits
- 10. Dividend Example

## 2 Initial Coin Offering

- 12. Initial Coin Offering
- 13. Global Jobcoin Integration
- 13. Trading Platforms
- 14. Token Sale Overview
- 14. ICO Presale
- 15. ICO Crowd Sale
- 17. Token Sale Security
- 18. Token Sale FAQ

## 3 Executive Summary

- 23. Jobstoday Platform
- 23. Problem We Are Solving
- 24. Our Solution
- 24. Target Market
- 25. Target Clients
- 25. Funding
- 25. Vision
- 26. Strategy



## 4 Company Summary

- 28. Company Summary
- 28. Company Ownership
- 29. Current Status
- 30. Management Team
- 31. Talented Team Members

## 5 Jobstoday Product

- 35. Jobstoday Product
- 36. Product Features
- 39. Unique Features

## 6 Online Recruitment Market

- 43. Market Overview
- 44. Market Analysis
- 44. Market Position

## 7 Investment

- 46. Token Sale Investment
- 47. Marketing Channels
- 50. Sales Expansion
- 52. Development
- 52. Personnel
- 53. Infrastructure
- 54. Coin Promotion
- 54. Crypto Community



## 8 **Company Roadmap**

56. Company Roadmap

## 9 **For a good cause**

59. For a good cause

## 10 **Our Promise & Commitment**

61. Our Promise & Commitment

## 11 **Legal**

63. General Information

64. Purchaser Acknowledgement

65. Governing Law



**GLOBAL JOBCOIN**

# Global Jobcoin



Global Jobcoin is an ERC20 decentralized token to pay for services related to employment. Using the Ethereum block chain we are creating this token for employers & employees worldwide. Global Jobcoin will be used on our Job platforms in Switzerland, Germany, Austria & Poland. As we expand our operations worldwide, Global Jobcoin will become the essential choice of payment on all our platforms around the world. We are also partnering with other partner Job boards to offer integration of Global Jobcoin in to their platforms.

# Business Cases



Together with our clients we have defined real world business cases. In 2018 these use cases will be integrated in to Jobstoday platforms worldwide.



## Online Payment on Jobstoday Platforms

Employers can pay for single Job postings or multiple Job packages using Global Jobcoins. International employers will save the currency conversion costs by using Global Jobcoin.



**Solidity Developer**  
Jonathan Pierce  
59 GJC/Hour  
Ethereum Solidity Developer with 2 years of experience in developing smart contract

**UX Designer**  
Jennifer Young  
39 GJC/Hour  
User experience designer with excellent HTML & Javascript skills

**Marketing Manager**  
Amy Lopez  
30 GJC/Hour  
Social Media & SEO marketing manager with 4 years of experience in brand building & viral marketing

**Hire**



## Freelancer Platform

Jobstoday freelancer platform will be launched in the Q2.2018. Users of this platform can search, hire & pay for freelancer services using Global Jobcoins.



## Freelancer Smart Contracts

Clients can secure their funds using Ethereum Smart Contracts with escrow function & release payment after milestones are met by the freelancer. Clients can easily interact with the Smart Contracts via an intuitive GUI.

**ICO Smart Contract Development**  
59 GJC/Hour

T IT DI-VISIONS AG

Milestone 1	
DATE	STATUS
31.06.2018	Completed

Milestone 2	
DATE	STATUS
31.07.2018	Completed

Funds will be released via  
Smart Contract: **0x8Bc79794599b1**

**Release Payment**

### **JT** Sunny Look Media

Fantastic opportunity for a Top Sales Professional



#### Sales Manager

Sunny Look Media LLC in Wollerau is looking for a Business Development and Sales Manager for their Job portal

**Application bounty**  
2 Jobcoin

**Recommendation bounty**  
1 Jobcoin



## Employer Bounty

Rewards has been a proven way to attract talents from around the world. Employers will offer various bounties in GJC to applicants for a Job posting or they can offer bounties to users recommending potential candidates.



# Benefits



We want to reward all our investors for their trust in our brand. We have developed transparent reward model for our investors, who can benefit life long with dividends & incentives.



## Super Dividends

Every quarter we will reward all GJC token holders with 20% of our global profits as Dividends. This dividend will be paid out in Ethereum (ETH) Crypto Currency. An easy interface will be implemented to request & transfer the dividends instantly to the token holder wallet.



## Token Repurchase Incentive

Jobstoday will invest 10% of their global profits in repurchasing the Global Jobcoins from the open market. These will be locked in an escrow account for 365 days.

# Dividend Example



Jobstoday estimated Yearly Profit: 100 Million \$

Profit distributed to token holders (20%): 20 Million \$

Total GJC Supply: 100,000,000 (100 Million)

Dividend per coin: 0.20 \$

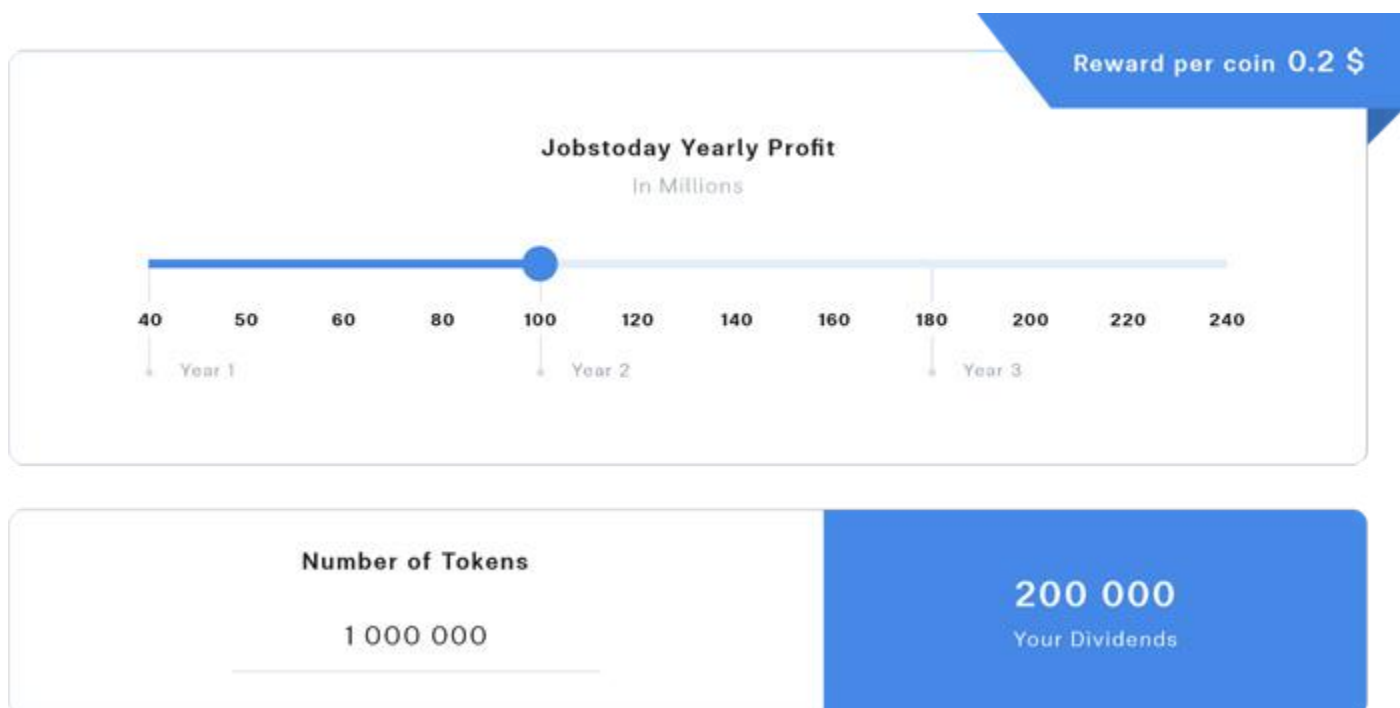


## Example of Dividend calculation \*

Number of GJC: 1,000,000

Dividend per coin: 0.20 \$

Dividends received: 200,000 \$



*\*All calculations are estimates based on projected quarterly profits & are not guaranteed in any way.*



# INITIAL COIN OFFERING

# Initial Coin Offering



Jobstoday is a product of Sunny Look Media LLC. Jobstoday platform has been completely financed by its founders, Sanket Deshmukh & Lukasz Ochnik, without any venture capital investment. The founders rejected substantial amount of funding in various stages, so that the core principle of serving the community could be protected.

Our main idea of developing this platform was to help individuals, small & medium businesses afford a platform for finding good talented employees. We have built a profitable business in a short period of time & with the Initial coin offering, we want to grow our operations worldwide & give great incentives to our investors.

We are raising funds to expand Jobstoday in many more countries around the world. With the ICO Crowd Sale we can achieve & cover many more marketing & sales channels & win new customers. Our aim is to make Global Jobcoin a preferred crypto currency for employment services worldwide.

# Global Jobcoin Integration



Together with our partners & clients we have defined real world use cases for Global Jobcoin, which will be easily integrated in our platforms. Global Jobcoin will be used to pay for Job postings, freelancer services & offer bounty rewards to Jobstoday users.

In Q1.2018 we would be running a trial with our selected 200 clients in Switzerland & Germany. After successful completion of the trial, Global Jobcoin would be implemented across all platforms in Q2.2018. We have also presented the concept to our partner Job boards around the world & they have shown great interest in integrating it in their platforms.

## Trading Platforms

After the ICO Crowd Sale, Global Jobcoin will be available for trading on various crypto exchanges. The first exchange to list GJC will be announced in December 2017. It would be also our priority to list GJC on all possible exchanges around the world.

# Token Sale Overview



70% of the tokens will be offered during presale & crowd sale.

**Total supply:** 100,000,000 (100 Million) Pre-mined

**Total ICO crowd sale:** 70,000,000 (70 Million)

**Total ICO presale:** 10,000,000 (10 Million)

**Total ICO crowd sale:** 60,000,000 (60 Million)

**Hard cap:** 200,000 ETH

**Token symbol:** GJC

## ICO Presale

**Start date:** 22.09.2017 - 15:00 **UTC**

**Tokens available for purchase:** 10,000,000 (10 Million)

**Token exchange rate:**

**1 ETH = 560 GJC (60% Bonus)**

**Token Price = 0.53 USD**

**1 ETH = 525 GJC (50% Bonus)**

**Token Price = 0.57 USD**



### Presale conditions

**Minimum purchase:** 10 ETH (3,000 USD)

**Maximum transaction amount:** Unlimited

**Amount of tokens per one person:** Unlimited

**Currencies accepted:** Bitcoin (**BTC**), Ethereum (**ETH**), Ripple (**XRP**), Litecoin (**LTC**)

GJC tokens will be issued during the ICO crowd sale.

# ICO Crowd Sale



**Start date:** 28.10.2017 - 15:00 **UTC**

**End date:** 06.12.2017 - 15:00 **UTC**

**Tokens available for purchase:** 60,000,000 (60 Million)

**Token exchange rates:**

**Week 1: 1 ETH = 525 GJC (50% Bonus)**

Token Price = 0.57 **USD**

**Week 2: 1 ETH = 455 GJC (30% Bonus)**

Token Price = 0.65 **USD**

**Week 3: 1 ETH = 420 GJC (20% Bonus)**

Token Price = 0.71 **USD**

**Week 4 - End: 1 ETH = 350 GJC (No Bonus)**

Token Price = 0.85 **USD**



## Crowd sale conditions

**Minimum ETH:** 0.01

**Maximum transaction amount:** Unlimited

**Amount of tokens per one person:** Unlimited

**Currency accepted:** Ethereum (**ETH**)

**Maximum transaction amount:** Unlimited

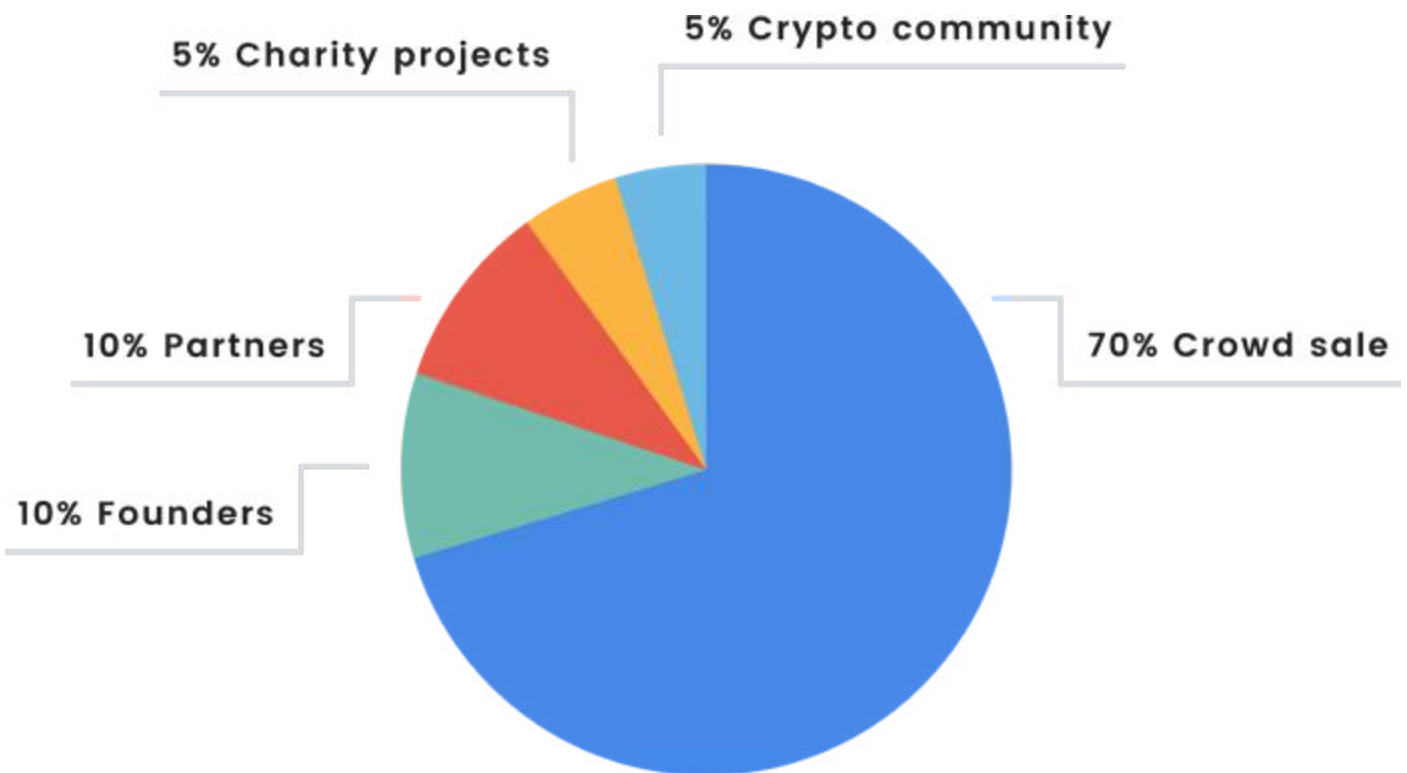
**Amount of tokens per one person:** Unlimited

After the token sale is closed, all unsold coins will be locked in an escrow for 1 year.



## Token distribution

- Crowd sale: 70%
- Founders: 10%
- Professional partners in recruitment field: 10%
- Charity projects supporting Children & Animal welfare worldwide: 5%
- Crypto community rewards: 5%





# Token Sale Security



We advise all our token presale & token crowd sale participant to read all the security recommendations before sending your investment for the purchase.

Please note that we will never publish the contract address on any social media or chat channels. The contract address is only visible during the crowd sale on our official website:

<https://www.globaljobcoin.com>



## What is the total token supply?

The total supply of Global Jobcoin is 100,000,000 (100 Million).



## How many tokens are you offering during the ICO presale?

We are offering 10,000,000 (10 Million) tokens during the ICO presale.



## How can I take part in ICO presale?

You can send us an email via the contact form on the website or directly to this email address: [info@globaljobcoin.com](mailto:info@globaljobcoin.com).

Please mention in the email how many tokens you wish to buy & the currency that you will deposit. We will send you a SAFT agreement to sign & you can contribute the funds to our wallet.

The tokens will be issued to you during the crowd sale in October.



## How much is the minimum & maximum contribution for ICO presale?

Minimum contribution for the ICO presale is 10 ETH (3,000 USD).

There is no maximum limit on the contribution.



## **Which crypto currencies can I use to buy the tokens in ICO presale?**

During the presale, we accept Bitcoin (BTC), Ethereum (ETH), Ripple (XRP) & Litecoin (LTC).



## **When will I get my tokens, which are purchased during the presale?**

Token purchased during the presale will be issued during the crowd sale in October. We will inform you by email the exact date when the tokens will be issued.



## **How many tokens are you offering during the ICO sale?**

We are offering 60,000,000 (60 Million) tokens during the ICO sale.



## **Which crypto currency can I use to buy the tokens during crowd sale?**

During the crowd sale, we only accept Ethereum (ETH). You need to transfer the ETH to the contract address shared during the crowd sale on this website.

Please do not send any ETH from exchange. You need to transfer it from your exchange to a Wallet (For example: <https://www.myetherwallet.com>) & then transfer it to the contract address shared during crowd sale on our website.



## When will I get my tokens purchased during crowd sale?

Tokens will be automatically issued to you, as soon as the ETH is transferred successfully to the contract.



## When will I know the crowd sale contract address?

The contract address will be shared on this site during the crowd sale.

Important: Please note that we will never share our crowd sale contract address on any social media or chat channels. Please check the contract address only on this site:

<https://www.globaljobcoin.com>



## How much Gas should I use during the crowd sale?

We recommend minimum Gas of 250,000.



## How can I be sure that my tokens are not lost?

You need to make sure that the contract address is correct.

Please note that we do not share the contract address by email, social media or in any chat channels. You need to visit the site to get the correct address. Please check the contract address only on this site: <https://www.globaljobcoin.com>



## **How can I secure myself from fraud?**

Please make sure you don't click on any phishing mails sent to you. Since our ICO is very popular, scammers will try to share wrong contract address during the crowd sale on social media channels or chat channels. Do not follow any of them. Please check the contract address only on this site:

<https://www.globaljobcoin.com>



## **Do you have a working product?**

Yes, we have a working and profitable product since 2014. Our platforms are present in Switzerland, Germany, Austria & Poland.



## **When is Global Jobcoin going to be implemented on Jobstoday platforms?**

We expect to start the first trials with our 200 Clients in Q1.2018. In Q2.2018 we plan to integrate it on all Jobstoday platforms worldwide.



# EXECUTIVE SUMMARY

# Jobstoday Platform



**Jobstoday.ch - Jobstoday.de - Jobstoday.at - Jobstoday.pl**

The new generation entrepreneurs Sanket Deshmukh & Lukasz Ochnik have successfully launched in 2014, an innovative & cost effective eRecruitment Platform in Switzerland, Germany, Austria & Poland.

Jobstoday is already popular with its unique features, business model & user-friendly interface. With our unique strategy of interactive social media recruitment, we are already bringing a breakthrough in online recruitment world.

## Problem We Are Solving

There is a big shortage of workers in western European countries. The EU legislation & easy movement of people gives access to additional qualified workforce in Europe. However, there is not one single platform that can connect qualified professionals to companies all over Europe. Big players in the market are dictating higher prices & small businesses cannot afford to post Jobs online.

# Our Solution



**Jobstoday** - European Job platform that every individual, start-up, small & large enterprise can afford. We are connecting European Job seekers with companies, recruitment agencies & head-hunters at 50-70% lower costs than the competition. Jobstoday is the only platform which gives 100% application guarantee to employers. Our multilingual & user-friendly interface is making life easier for Job seekers to find their dream Jobs all over Europe. Thanks to the easily upgradeable software architecture, Jobstoday can expand to further European countries within weeks.

## Target Market

According to Staffing Industry Analysts, the global online staffing sector is a \$20 Billion market. The SIA have made the following estimates of the value of the market in 2020: \$20B (conservative), \$23B (quite plausible) & \$47B (aggressive).

On average 800,000 open positions are advertised every year in our markets of Switzerland, Germany, Austria & Poland together. Our focus has been in the first few years to establish Jobstoday in these markets & then gradually expand all over the World.



# Target Clients



- Direct Employers
- Recruitment Agencies
- Business Owners
- Trade Fair Organizers
- Students
- Job Seekers
- Head-hunters
- Training Institutes
- Government Organizations
- Individuals

## Funding

The complete funding of the Jobstoday platform development, testing, marketing & sales has been done by the founders Sanket Deshmukh & Lukasz Ochnik.

## Vision

The company's vision has been to offer superior quality Job search platform to Job seekers & employers at a very affordable price & with innovative features.

Jobstoday would strive for excellence in its service & will try to position itself as Number 1 in the market in the coming years. By actively engaging in a dialog with the clients, Jobstoday provides unique features desired by the clients around the world.

# Strategy



The company's basic strategy has been to build a long-lasting relationship with our clients. Over the last few years we have developed the platform keeping in mind the needs of our customers. We have had an amazing growth of over 500% in last 3 years & we continue to grow rapidly. We estimate at least 1,200,000 (1.2 Million) users registered on the Switzerland, Germany, Austria & Poland platforms by end of 2017.

With the launch of Jobstoday Release 2.0 in December we will launch a lot of new features, which we & our customers are excited about. Our strategy for next year is to integrate our crypto currency Global Jobcoin in our platforms & be the first Job platform on the block chain.



# COMPANY SUMMARY

# Company Summary



The founders have formed Sunny Look Media LLC, which specializes in Software Development, Test Management & Recruitment Solutions. The company was registered in March 2014 in the town of Wollerau, Canton Schwyz, Switzerland. With the launch of Jobstoday platform in year 2014, the company has been focusing on providing an innovative eRecruitment Platform in Switzerland, Germany, Austria & Poland.

# Company Ownership

Sanket Deshmukh & Lukasz Ochnik are the owners of this venture & their shareholdings are 50% each.

# Current Status



- The company is registered in commercial registry of Switzerland as Limited Liability Company (LLC) since March 2014.
- Company headquarter is located in Wollerau, Canton Schwyz, Switzerland.
- The brand Jobstoday is already protected by trademark in Switzerland & in the European Union.
- The company has required licenses to operate recruitment platforms in Europe.
- Company has experienced & talented employees since 2014.
- Platform is already launched & profitable in Switzerland, Germany, Austria & Poland.
- Following additional country domains are already acquired: France, Italy, Spain, Czech Republic, Latvia, Denmark, Slovakia, Romania, Liechtenstein, Lithuania, Croatia, Sweden, Slovenia, Luxembourg, Hungary, Portugal, USA, Singapore, Serbia, Ukraine, Bosnia, Estonia, World.
- Jobstoday has already more than 1,000,000 (1 Million) users registered from over 90 countries.

# Management Team



## **Sanket Deshmukh - Founder & CEO**

Sanket brings 20 years of experience in Software & Business Development. Over the last 3 years he has co-founded & built a successful multinational & multilingual recruitment platform in Switzerland Germany, Austria & Poland. His prompt, competent, & solution oriented customer skills have been received very positively by the customers.



## **Lukasz Ochnik - Founder & CTO**

Lukasz brings over 15 years of experience in Software Development & Online Marketing. As a co-founder & technology lead, he has always pushed the limits & implemented new innovative features in the platform. His efforts have always benefited the clients to reduce costs & save time. His ability to find perfect solutions, has made him very popular among the clients.

# Talented Team Members



Each & every one of our employees represent the spirit of our company: driven, committed, & acutely aware of how limitless Jobstoday's potential is to grow. We go to great lengths to identify self-starters with diverse experience & skill sets to produce not just an effective workforce, but a well-rounded, talented & complementary team.



## **Roberto Duran**

*Project Manager & Database Administrator*

Oracle certified Database Administrator & Project Manager. Roberto is highly skilled engineer, who has gathered his experience over the last 18 years, by working in different multinationals in England, Germany & Switzerland. He is responsible for complete Project Management, Database Architecture & Administration.



## **Jorge Mendoza**

*Senior System Administrator & Security Expert*

Jorge is a certified senior system administrator & security expert with over 15-year experience in Server administration & online security. He is responsible for configuring, securing & deploying our applications on the servers.



## **Anna Bakurova**

*UX Designer & Front-end Developer*

Anna is our expert Web Designer & Front-end developer. She has over 5-year experience in web & graphic design. Very passionate designer with sharp eyes for details & colours. Anna has provided for the project modern & user-friendly designs. She works tirelessly to deliver the best user experience on our platform.



## **Carlos Ortiz**

*Software Architect & Full Stack Developer*

Carlos is Software architect & development team lead for Jobstoday platforms. He supports the project manager in designing the software architecture & development activities. He works closely with the development team to make sure that the highest coding & quality standards are adhered to.



## **Bismary Mustelier**

*Head of Quality Assurance*

Bismary is our Head QA Manager. She verifies that every release is tested for its functionality, user friendliness & security. Together with the testing team she makes sure that every software delivery is tested thoroughly & deployed successfully.





## **Alicja Gazda**

*Marketing Manager*

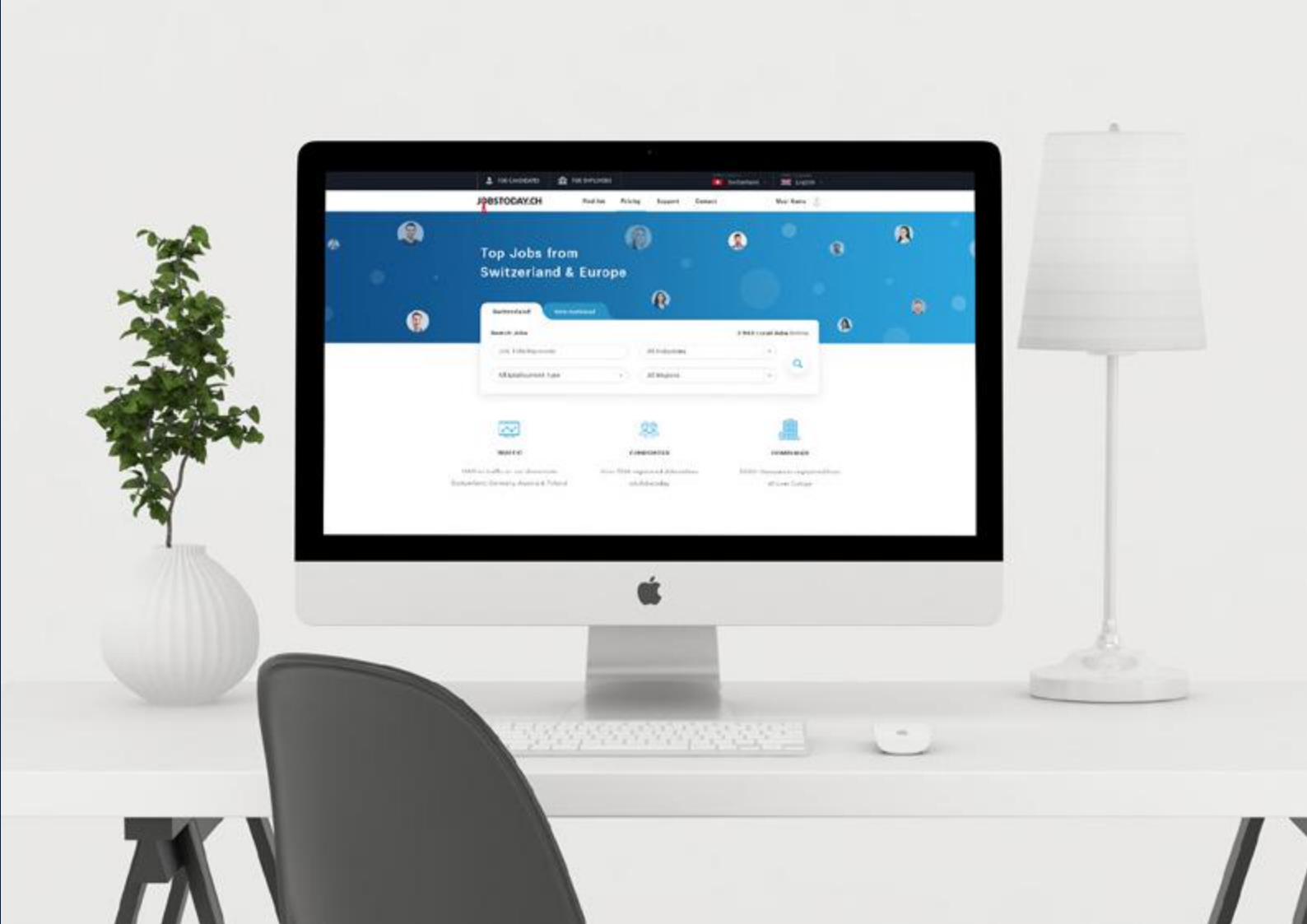
Alicja has developed a very cost-effective marketing strategy for various social channels. Being an expert in Social Media recruitment, she has helped promote our platform in more than 20 countries. Her other activities include connecting to various social groups & establishing a positive dialogue with our end customers.



## **Inga Nosek**

*European Sales Manager*

Inga is a very talented & passionate Sales manager. With her amazing communication & people skills, she has been a big deal maker for our company. She is a good team player & motivates the team with her always positive attitude. She has achieved our sales targets in record time.



# JOBSTODAY PRODUCT

# Jobstoday Product



Jobstoday offers a modern multilingual recruitment platform for its customers. The platform is available online in responsive design. It will be available as an Independent Smart Phone & Tablet Application in Q1 2018. It is available in following languages: English, German, French, Italian, Spanish, Portuguese, Polish & \*Russian (\*From December 2017).



## **Retail Job Publishing**

Companies are able to post Jobs in HTML, PDF or URL format.  
All Jobs are visible in Switzerland, Germany, Austria & Poland.



## **Individual Job Packages**

Various publishing plans are offered for recruitment agencies buying bulk Job postings. Individual tailor-made package deals are made with Large Enterprises.

Special deals are made with Universities, Colleges, Schools & Training Institutes.



## **Training & Course Advertising**

Training Institutes can offer & advertise various courses on Jobstoday platform. They will be able to target not only candidates but also various companies & offer professional trainings.

Plans for advertising trainings will start from CHF 99/99 €/149 PLN per month.

This feature is planned from Q2-2018.



## Employer Branding

Employers & Head-hunters can prepare a professional profile & advertise their brand & services.

Plans for Employer profiles will start from CHF 99/99 €/49 PLN per month.

This feature is planned from Q2-2018.



## Apprenticeship Publishing

Companies will be able to post apprenticeship Jobs for free.

Applicants need to register to apply for apprenticeship Jobs.

This feature is planned from December 2017.



## Freelancers

Freelancers & Contractors can register on the platform for free.

They can search, apply for contracts & upload their portfolio on the site.

Employers can advertise their freelance positions on the platform for free & hire Freelancers for various tasks. An escrow account will be implemented to protect the Freelancers & Employers.

This feature is planned from Q2 2018.



## Candidate Database Access

Companies will have the possibility to search from the complete database of candidates & contact them directly.

Plans for candidate database access will start from CHF 199 /199 €/499 PLN per month.

This feature is planned from Q2 2018.



## Payment With Jobcoin

Employers will have the possibility to pay for Job postings using Global Jobcoin.

All current partners & large employers will be offered Global Jobcoins at a discounted rate to use it on the platforms during the launch phase.

This feature is planned from Q1 2018.



## Employer Bounty in Jobcoins

Employers will have the possibility to award applicants with a bounty in Global Jobcoin. Also, employers can reward users who recommend potential candidates for a position.

This feature is planned from Q1 2018.



## **Freelancer Payments in Jobcoins**

Employers can pay for any freelancer services using Global Jobcoin. An iOS & Android Wallet will be integrated to offer seamless transfer of funds.

This feature is planned from Q2 2018.



# **Unique Features**



## **First Job Platform in The World on Blockchain**

Jobstoday users can pay using Global Jobcoin for all employment related services worldwide. Clients can hire freelancers on the Jobstoday platform & secure their transactions using smart contracts.



## **Multi-Domain Platform**

Candidates can apply with a single resume for Jobs in all available countries, currently: Switzerland, Germany, Austria & Poland.



## **Responsive User-Friendly Interface**

Complete user-friendly platform which is accessible on all Desktop & Smart phones.



## **International Job Publishing**

Job publishers can advertise their positions in 4 countries at very competitive prices.



## **Multilingual Interface**

Complete platform interface is available in 8 European languages: English, German, French, Spanish, Italian, Polish, Portuguese & \*Russian.



## **Multiple Resumes**

Candidates can create & maintain multiple\* resumes in different languages.



## **Social Media Marketing**

Marketing on all leading social media platforms in every country.



## **Social Media Sharing**

Every Job is shared on all leading social media platforms.



## **Social Media Recruitment**

Active recruitment using various social media Job groups & automated SEO marketing of all advertised Jobs

\* From December 2017





## Google Adwords

AdWords campaigning for every advertised Jobs.



## Banner & Email Marketing

Companies can advertise their brand using banner & email marketing.



## Interactive Blogs

Informative & interactive blogs about Jobs & everything.



# ONLINE RECRUITMENT MARKET

# Market Overview



Koncept Analytics, a research company that offers industry reports, projects that the global recruitment industry will grow by 9.36% by 2016 (from \$292.1 billion in 2010 to \$456.97 billion). According to the report, most of the growth relates to the increasing trend of companies hiring agency recruiters to assist with recruitment. In 2010, staffing companies dominated market share by bringing in 70% of total industry revenues, while corporate staffing accounted for the other 30%.

Geographically, the report shows that Europe holds the highest market share (39%) in the global recruitment market, while also exhibiting consistent signs of future growth; the Monster Employment Index Europe demonstrated a year-over-year growth of 10% in February 2012. Germany & Switzerland continue to remain an exceptional growth market, growing at 28 percent year-over-year, despite the ongoing macro-economic uncertainty in Europe.

# Market Analysis



The company will primarily focus on small to medium size companies, the segment that has been largely ignored by the competition. By providing online publishing plans to suit needs of various client segments we will penetrate the market in a short period. Our unique social media strategy is already successful & bringing in traffic & awareness.

## Switzerland

**Population:** 8.08 Million

**Labour force:** 5.41 Million

**Unemployment:** 3.1%

## Germany

**Population:** 80.62 Million

**Labour force:** 45.04 Million

**Unemployment:** 4.2%

## Austria

**Population:** 8.47 Million

**Labour force:** 4.43 Million

**Unemployment:** 8%

## Poland

**Population:** 38.53 Million

**Labour force:** 17.92 Million

**Unemployment:** 8.8%

# Market Position

With our attractive prices & features, we are much better positioned than our competition. The company is already able to position its product & services in a highly competitive manner. We are seeing a huge growth in retail business with small & medium sized companies.



**INVESTMENT**

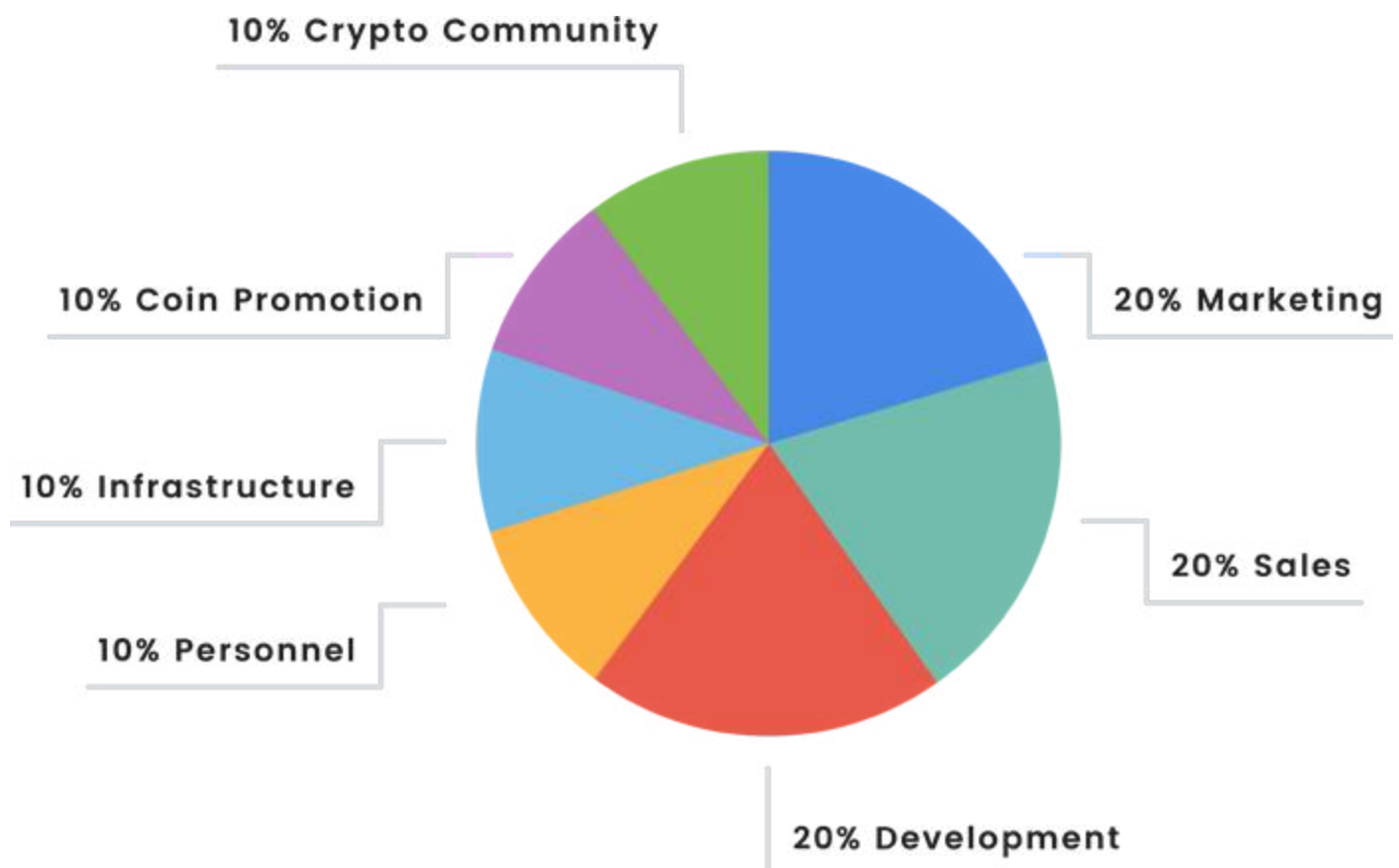
# Token Sale Investment



The money raised via Global Jobcoin token sale will be invested in Marketing, Sales, Research & Development, Personnel, Infrastructure, Coin Promotion & Crypto Community.

The distribution of the funds is planned in following way:

- **Marketing:** 20%
- **Sales:** 20%
- **Development:** 20%
- **Personnel:** 10%
- **Infrastructure:** 10%
- **Coin Promotion:**10%
- **Crypto Community:** 10%





## Brand Policy

Jobstoday is growing as a brand with integrity, superior quality & attentive customer service. The company is focusing on small to medium size companies, the segment that has been largely ignored by the competition as well as large enterprises, which do not receive value for money.



## Marketing Strategy

The company has developed a strong marketing infrastructure & building a successful online, print, telemarketing, network strategy to establish Jobstoday as a brand all over Europe. Using these various channels & involving our clients in promoting us through attractive incentives we seek to reach various markets & clients.

Using these channels, we are already successful in building relationship with our end users & customers. With additional funding & budget we can achieve & cover many more marketing channels & win new customers.



## Internet Marketing

Internet marketing will involve building on the experience & success that we have already achieved. Additional marketing employees will be employed who bring expert knowledge in Internet marketing.

Jobstoday will also collaborate with renowned external firms in every country. They will bring in the local market knowledge & build a strong internet marketing strategy together with Jobstoday team.

Following channels of internet marketing are used by us:

- Social Media
- Content Marketing
- Job Forums & Blogs
- E-Mail Marketing
- Google AdWords
- Mobile Marketing
- Video Marketing
- Blogs
- E-Mail Marketing
- SEO on page & off page
- Banner Advertising
- Online Competition





## Print Marketing

Effective & creative print marketing is key to retail business success. Our experience has shown that in certain industries & customer groups, print media plays an important role.

Jobstoday will promote itself with creative print media using:

- Company Flyers
- Information Brochures
- Poster advertising
- Print Media Advertising
- Promotional Gifts
- Calendars & Desk planners
- Advertising on public transport
- Vehicle advertising



## Telemarketing

Telemarketing is a big contributor to lead generation for sales. Initially Jobstoday will work with external telemarketing companies to develop a smart & effective strategy. The sales team will work closely with Telemarketing Company to generate & follow leads.

Few of the activities that will be:

- Cold calling
- Warm calling
- Tele support
- User survey



## Networking

Most important marketing channel for us has been also the promotion of our brand through our extensive networking. We will further build on the success using:

- Trade Fare Marketing
- Schools & University Marketing
- Charity Organisation
- Event Marketing
- Sponsoring Activities
- Referral Networking

# Sales Expansion



## Large Enterprises

In the next operational year, we will expand our sales team & employ four senior sales managers from the recruitment industry for Switzerland, Germany, Austria & Poland. They will primary focus on acquiring large enterprise clients. Additionally, they will build partnerships with local businesses for increasing awareness & credibility.



## Small & Medium Enterprises

Our telesales team will focus on lead generation & conversion for Switzerland, Germany, Austria & Poland. With special offers & deals they will attract small & medium enterprises.



## Retail Clients

Retail client sales will grow together with the marketing success in various regions. With our targeted marketing campaigns, we will appeal to various kinds of professions. By offering special deals through our events, newsletters, flyers, we will attract a good customer base.



## Candidates

Our marketing efforts will be enhanced & attract many more candidates to find their desired Jobs.

Starting from next year, we will actively take part in different career events, trade fairs for various professions. Besides this we will hold on the spot signup in exchange for small gifts in Malls, Universities & Colleges.

We will be targeting our candidates online via:

- Social Media
- Online Banners
- Email Newsletters
- Forums & Blogs
- Print Media
- Networking through various professional & social events
- Incentives like event tickets & promotional gifts

We are on target of reaching a registered database of 1,200,000 users by the end of 2017.

# Development



Jobstoday Release 2.0 is already budgeted & we will be launching it by December 2017. From the funds raised during the ICO, we plan to invest 20% in further development of Jobstoday & integration of Global Jobcoin on Jobstoday & our partner platforms in 2018.

Additionally, funds will be allocated to upgrade the current server infrastructure to manage the growing traffic & expansion of Jobstoday in many more countries.

## Personnel

In the next operational year we would have a total headcount of 18, gradually growing to 26 in the second year & reaching up to 40 in the third operational year.

Total 10% of funds raised will be allocated in acquiring talented personnel in various European countries.

Our current design, development & testing team consists of 10 team members. We would be adding about 10 new talents to the Jobstoday development team.

The strategy would be to invest mostly in Sales & Marketing staff in the first two years. Our marketing staff will work with local external companies to gather knowledge in local markets & will plan a long term marketing strategy. Our team of 8 Telesales employees will generate leads & support sales managers all over Europe.

# Infrastructure



We would be investing 10% of the funds in expanding our local presence all over Europe. We will rent more offices in Berlin (Germany), Munich (Germany), Frankfurt (Germany), Cologne (Germany), Vienna (Austria), Wroclaw (Poland), Madrid (Spain), Barcelona (Spain) for local sales teams.

The development office will be set up in Warsaw (Poland) to have low administrative costs for the first few years.

Few of the advantages of Warsaw are:

- Good connectivity to all European cities
- Large number of colleges & universities
- EU Country with good infrastructure
- Efficient public transport System
- Business friendly Environment
- Modern Office Infrastructure
- Qualified personnel available at 30% of the costs in Switzerland

# Coin Promotion



After the ICO Crowd Sale we would be working with different exchanges around the world to offer Global Jobcoin on their platforms.

Our goal is to have Global Jobcoin listed on 15-20 exchanges by end of 2018.

10% of the funds are allocated for these activities. We would be concentrating on trading platforms in following geographical areas in 2018:

- East Europe
- West Europe
- China
- India
- Russia
- Korea
- Japan

# Crypto Community

We strongly believe in the Crypto Community & want to be a part of the further development of this community. We would be investing 10% of the funds in various Start-Ups & Projects, which are contributing towards the block chain future development.

We would be also sharing our success stories & experiences on various Block Chain conferences around the world.



# COMPANY ROADMAP

# Company Roadmap



- **March 2014:** Formation of Sunny Look Media LLC, Switzerland
- **May 2014:** Jobstoday Business Plan & Market Research
- **June 2014:** Development begin Jobstoday Multi-Domain Platform
- **January 2015:** Launch of Jobstoday Switzerland & Germany
- **June 2015:** Launch of Jobstoday Austria & Poland
- **September 2015:** Opening new branch office in Switzerland
- **November 2015:** Strategic partnership with big recruitment companies
- **December 2015:** 120,000 users registered
- **January 2016:** Feature Update on all Jobstoday domains
- **February 2016:** 1000 Clients acquired
- **June 2016:** 200,000 registered users
- **August 2016:** Jobstoday Release 2.0 Development begin
- **December 2016:** Expansion of Sales Team in Switzerland & Germany
- **March 2017:** 580,000 registered users
- **April 2017:** Opening new branch office in Poland
- **June 2017:** Expansion of sales team in East Europe
- **August 2017:** 1 Million registered users
- **September 2017:** Token sale start worldwide
- **December 2017:** Token sale end





- **December 2017:** Launch Token on first Trading exchange
- **December 2017:** Go Live Jobstoday Release 2.0
- **January 2018:** Expansion of Jobstoday development, sales & marketing team
- **January 2018:** Token trading on Korean & Chinese exchanges
- **March 2018:** Integration of GJC on Jobstoday platforms
- **April 2018:** Quarterly profit sharing with token holders
- **April 2018:** Launching of Jobstoday iOS & Android app
- **May 2018:** Launch of Jobstoday Freelancer platform with token integration
- **June 2018:** Launch of Jobstoday platform in Spain, France & Italy
- **July 2018:** Quarterly profit sharing with token holders
- **August 2018:** Launch of Jobstoday platform in Denmark, Sweden, Norway & Latvia
- **September 2018:** Launch of Video Job advertising
- **October 2018:** Launch of Jobstoday platform in UK, Ireland & Iceland.
- **November 2018:** Quarterly profit sharing with token holders
- **December 2018:** Launch of Jobstoday platform in Romania, Hungary, Croatia & Greece
- **January 2019:** Quarterly profit sharing with token holders
- **February 2019:** Expansion of Jobstoday worldwide
- **April 2019:** Quarterly profit sharing with token holders



**FOR A GOOD CAUSE**

# For a Good Cause



We believe in community values & helping people who don't have access to opportunities.



## Our Charity Work

Since the foundation of our business, we have committed to help those in needs. We have been donating 10% of our profits to various charity organisations worldwide supporting projects for Children & Animal Welfare.

Starting from next year we would be forming our own foundation to finance various projects & actively support them with our team.



## Scholarships

We are already in talks with various universities in Europe & Asia to sponsor education for those who need the most. Starting from 2018 we would be donating a large sum from our profits to scholarships in Technology & Health Care sector. By supporting the talents, we would be creating the next Innovators & Leaders.



# **OUR PROMISE & COMMITMENT**

# Our Promise & Commitment



We have founded & grown our business in Switzerland with complete transparency & integrity since 2014. Our products & services excel the expected Swiss quality. In the past 3 years, we have built great relationship with our clients & provided them with innovative solutions to their problems.

We value the contribution of our investors & work hard to deliver the rewards promised. As strong supporters of the block chain technology, we will actively contribute & invest in future development of the crypto community.



**LEGAL**

# General Information



The Global Jobcoin token should under no circumstances be considered as a security in any form. The tokens obtained during the presale, crowd sale or from the crypto currency exchanges are not shares & they do not give any ownership right or stake in Sunny Look Media LLC nor its current & future brand products: Jobstoday.ch, Jobstoday.de, Jobstoday.at & Jobstoday.pl.

Anyone taking part in the Global Jobcoin token presale & crowd sale confirms that she/he has reviewed this white paper & fully understands the risks, costs & benefits associated with the purchase of these tokens.

Sunny Look Media LLC is not to be considered as an advisor in any legal, tax or financial matters. Any information in the white paper is provided for general information purposes only. Sunny Look Media LLC does not provide any warranty as to the accuracy & completeness of this information.

Sunny Look Media LLC is not a financial intermediary according to the Swiss law & is not required to obtain any authorization for Anti Money Laundering purposes.

# Purchaser Acknowledgement



By participating in the presale or crowd sale, the purchaser agrees to the above & in particular, they represent & warrant that they:

- have read carefully the terms & conditions attached to the white paper;
- agree to their full contents & accept to be legally bound by them;
- are authorized & have full power to purchase Global Jobcoin tokens according to the laws that apply in their jurisdiction of domicile;
- are neither a US citizen or resident;
- are neither a citizen of Singapore or resident;
- live in a jurisdiction which allows Sunny Look Media LLC to sell Global Jobcoin tokens through a presale or crowd sale without requiring any local authorization;
- are familiar with all related regulations in the specific jurisdiction in which they are based & that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- will not use the presale or crowd sale for any illegal activity, including but not limited to money laundering & the financing of terrorism;





- have sufficient knowledge about the nature of the cryptographic tokens & have significant experience with, & functional understanding of, the usage & intricacies of dealing with cryptographic tokens & currencies & blockchain-based systems & services;
- purchase Global Jobcoin tokens because they wish to have access to the Jobstoday platforms;
- are not purchasing Global Jobcoin tokens for the purpose of speculative investment or usage;

## Governing Law

The agreement shall be governed in all respects by the laws of Switzerland. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal & state courts located in Switzerland, as applicable, for any matter arising out of or relating to this agreement, except that in actions seeking to enforce any order or any judgment of such federal or state courts, such personal jurisdiction shall be nonexclusive.