Jobeum (a.k.a. Jobs on Ethereum)

Professional Network on Blockchain

(Blockchain-based Social Platform for Professional Interaction)

Draft for open community review. Subject to change. January 08, 2018

Executive Summary

Jobeum is an Ethereum-based network for business professionals. Blockchain is used to keep records about employment, education, completed projects etc. The records within a profile will be cross-validated by the community and later we're going to partner with universities and companies so that certificates (diplomas) and validated employment records for people will be stored in the blockchain. Users will be able to specify which portions of their profiles should be public and what should be kept private. Another goal of Jobeum is to make interactions among candidates and recruiters beneficial for both parties by incentivizing micro actions in the recruitment process via micro-payments in JobTokens. JobToken (JBT) is a utility token that fuels Jobeum transactions: responding to a recruiter's request, opening private parts of their profile to a requestor (a recruiter), passing a test to confirm a skill, referring a good candidate etc.

We are leveraging blockchain technology to build real-world solutions that demand the use of a token. Jobeum has no direct dependency on the price of Bitcoin or Ethereum tokens. The value of Jobeum tokens is solely dependent on the number of transactions within Jobeum and how much demand we are creating to use our platform: the functional applications and use cases for users and businesses.

JobToken (JBT) is a utility token that fuels Jobeum transactions: responding to an unknown person' request, opening private parts of your profile to a requestor (a recruiter), passing a test to confirm a skill, referring a good candidate etc.

Background

There are various professional social networks that allow candidates to discuss business or professional topics, find a job, or help recruiters find candidates. These include LinkedIn, Xing, Viadeo, and other business networks that exist nowadays. All these professional networks are controlled by big corporations and they currently charge a lot for someone (e.g. a recruiter or a sales manager) to find candidates/sales prospects or to be able to send a message.

Candidates do not make any money on this and instead might get lots of unwanted calls and spam messages from recruiters not relevant to their interest.

Recruitment market
Worldwide Recruitment Market: **$400B**
US Recruitment: **$150B** in 2017 growing 6% a year
US Online Recruitment: **$4B** in 2016 growing 13% a year

Major players on the market are (see the link): Recruit, LinkedIn, Monster, SEEK, Zhilian, 51job, Naukri, StepStone, Dice Holdings, CareerBuilder, Glassdoor, SimplyHired, TopUSAJobs, "104 Job Bank".

Jobeum is a company founded by Vitaly Obernikhin (PhD in cryptoprotocols for peer-to-peer networks; HRTech Startup Entrepreneur);

The problems

People want to own their personal information and being able to share it in a secure way.

Recruiters cannot find candidates with the proper skills at specific locations. Candidates do not have incentives to be visible on the job market.

Jobeum seeks to solve the problem. It gives incentives to job candidates for them to be visible to recruiters.

Candidate problems:
- As a candidate, your information is freely used by a corporation owning the site/social network;
    - You practically do not control your information.
    - Your information is used by the corporation but you do not earn money in return.

- When you are really looking for a job, you might be faced with the following challenges:
    - It might be hard to find a vacancy.
    - The hiring process is often not transparent.
    - Recruiters do not set the right expectations.
    - They do not provide feedback.
    - They simply do not respond.
    - Candidate selection process is biased (ageism, sexism and other -"isms").

Recruiters' problems
- Not enough good candidates.
- Hard to assess a candidate before an interview:
    - Many candidates do not specify their skills.
    - It is often questionable if a candidate really has the skills he/she claimed.

- Hard to communicate with candidates (contact information is often absent).
- Not clear whether a candidate is active on the job market.
- Hard to find candidates with specific parameters (e.g. security clearance).
- LinkedIn is often the only source of information.

The interests of both parties (recruiters and candidates) are often misaligned, for instance, recruiters might be willing to find and engage with many possible candidates on a given position, while users who already have a good job might be irritated by aggressive recruiters.

Recruiters pay high fees to access the information and users can hardly find a way to allow / block specific activities or to at least benefit from them.

Solution

Jobeum is a blockchain-based professional network, a transparent system where users control who sees a specific part of the information in their profile. Their profiles become their "digital twins" and earn them JobTokens when other people (say, a recruiter) asks for certain information or an action (e.g. open a part of their profile, show contact information, confirm their skills).

Various steps in the recruitment process will be automated via smart contracts and the hiring process will be much more transparent.

Also, users will be able to earn JobTokens when they refer another candidate and the candidate gets the job.

Jobeum tokens (JobTokens, JBT) will be used to perform transactions in the network. The tokens are created to develop a range of contracts among potential candidates, referrers, recruiters, sales managers, and advertisers. Through blockchain technologies the platform implements such agreements as:
- Referral- when someone recommends a candidate for an open position and the candidate gets the job, the referral bonus is paid.
- Skill confirmation- a recruiter asks a candidate to pass a test to confirm a specific qualification, and when the test is completed, the candidate gets paid.
- Access approval- if someone wants to access a particular section of their profile (e.g. projects description, or just their contact information)
- Job offer acceptance- a candidate finds a vacancy published by a recruiter, applies for it and successfully goes through the interview process, is finally hired - then gets a bonus from the recruiter.
- Advertising etc.

Companies might add employment records about their employees to the blockchain system and only a portion of the information will be public by default. Therefore, a recruiter will need a candidate's approval to access it.

Users in Jobeum

The platform tracks millions of transactions in real-time and records them on the Ethereum blockchain network. It allows candidates to have a rock-solid profile with confirmed skills which can be reliably used to find new jobs. Recruiters will benefit from being able to quickly find qualified candidates and share the created value with the candidates themselves. Moreover, using blockchain in our platform allows having multi-tier referral scheme thus efficiently utilizing the network of connections to quickly find decent candidates. All the agreements will be enforced through Ethereum smart contracts thus allowing radical automation of recruiters work in the future.

Actor	Solution
Candidate - a user of the system (a person) who creates his/her profile with some portions of it being public and some - private (e.g. contact information and specific details about their projects).	Jobeum allows a candidate to publish his/her profile on blockchain and open up a part of their profile/resume The candidate can: - apply to a published vacancy. - respond to a recruiter's request. - pass a test to confirm his/her qualification. - agree to watch ads. - accept a job offer. -
Referrer - a person, who refers a candidate to a recruiter for a specific position.	Jobeum allows anyone to: - Refer a candidate. - Publish an update to be seen by his/her connections/friends telling them about the position. In case the connections refer a candidate and the candidate is hired, both the original referrer and the friend who referred the candidate will receive bonuses (everyone will have a cut). -

Recruiter - a person who is looking for a candidate to fill an open position.	On Jobeum a recruiter can: - publish a vacancy for candidates to apply, - ask for a referral - use direct search to find qualified candidates and persuade them to apply or pass a test to confirm the skills.
Sales manager - a person who tries to find a contact within a company to offer a product or a service.	Jobeum will allow a sales manager to find a contact in a specific company in case a person is open to give his/her contact information.
Advertiser - someone who publishes an ad.	On Jobeum platform candidates (users) can earn JobTokens by watching the ads..
Company (future) - an entity representing a real-world organization (might have several admins/representatives).	Jobeum platform allows companies to become active members of professional communities by endorsing their employees for their work.

All interactions will be implemented via Ethereum smart contracts

Jobeum (JBT) Utility Token

-   Required for candidates, referrers, recruiters, sales managers, and advertisers to interact with each others on the platform
-   All payments among candidates, referrers, recruiters, sales managers, and advertisers will be done using JBT tokens

Recruiters will use smart contracts for transparency. JobTokens are the driving force of the smart contracts and thus, the driving force of interactions among the users of the system. Fiat currencies (Dollar, EURO) are not convenient: neither for smart contracts, nor for microtransactions.

JBT tokens are functional utility tokens designed and implemented specifically for the Jobeum blockchain-based platform. JBT tokens are not securities. Once you purchase JBT tokens, they cannot be refunded. We do not recommend buying JBT tokens for speculative investment purposes. You should buy JBT tokens to participate in the Jobeum professional network. JBT tokens are not equated with participation in Jobeum Pte. Ltd. (Singapore) and JBT token holders have no equity, governance, or any other rights in the company.

JBT tokens are sold as a digital asset, similar to downloadable software, digital music, airline miles, gift cards and alike. We do not recommend purchasing JBT tokens unless you have prior experience with cryptographic tokens and blockchain-based software.

User scenarios:

1. Giving access to private parts of their profiles

JBT Utility: Recruiters will use JBT tokens to pay candidates for getting their contact details and other information. Smart contracts will be used to implement these transactions.
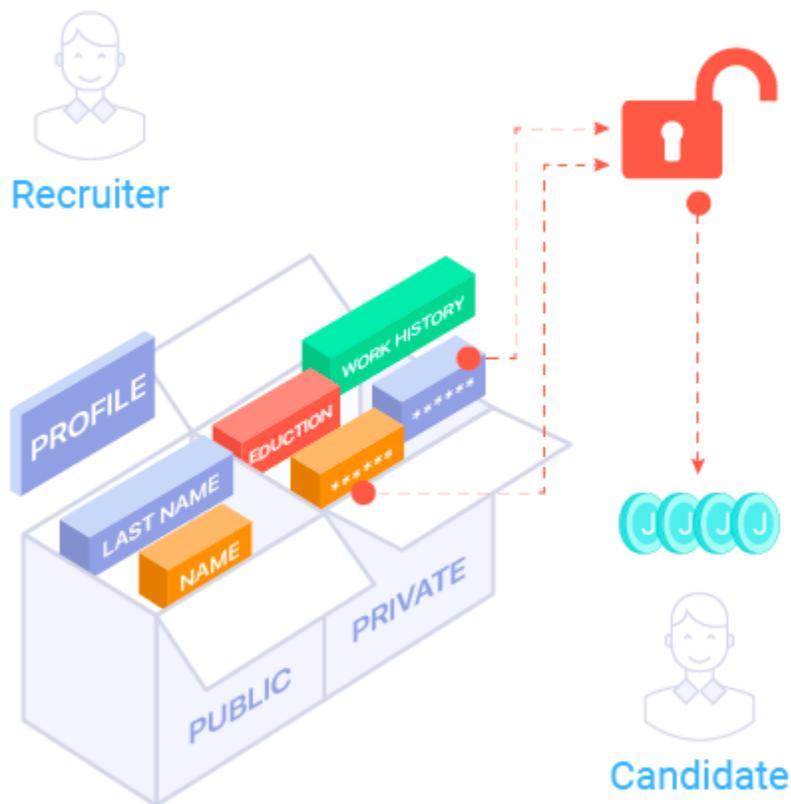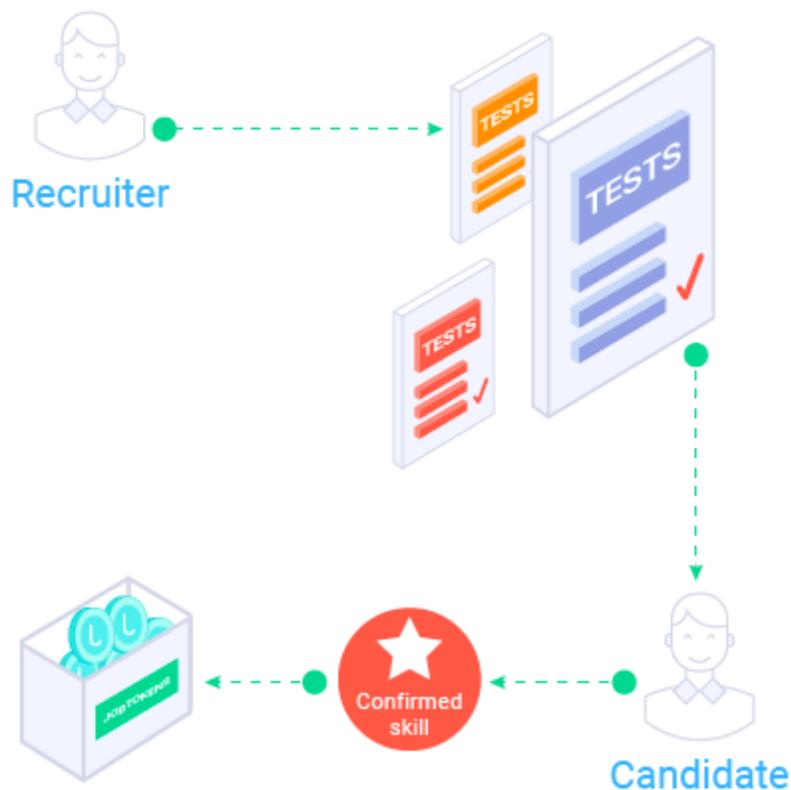

User scenario

Recruiter finds a good candidate based on publicly available data in the profile of the candidate. To be able to contact the candidate, the recruiter request access to private parts of the profile (e.g. a project description, current occupation, past work places, or contact information) and sets a price in JBT for that .

Candidate reviews the request. If the request is approved, the requested private part of the profile is opened and the candidate gets paid.

2. Passing a test

JBT Utility: Recruiters use JBT tokens to pay candidates for passing a test to confirm their qualification. Smart contracts are used to implement these transactions.

User scenario Recruiter sees a potentially good candidate, but is not sure the candidate really has the skills claimed in the candidate's profile. Recruiter offers the candidate to pass a specific test to confirm candidate's skills and sets a price for it. The candidate might accept the offer, pass (or fail) the test and gets paid for taking the time to [attempt to] pass the test.

3. Candidate referral

JBT Utility: Recruiters use JBT tokens to pay referrers for recommending good candidates. Smart contracts are used to implement these transactions.
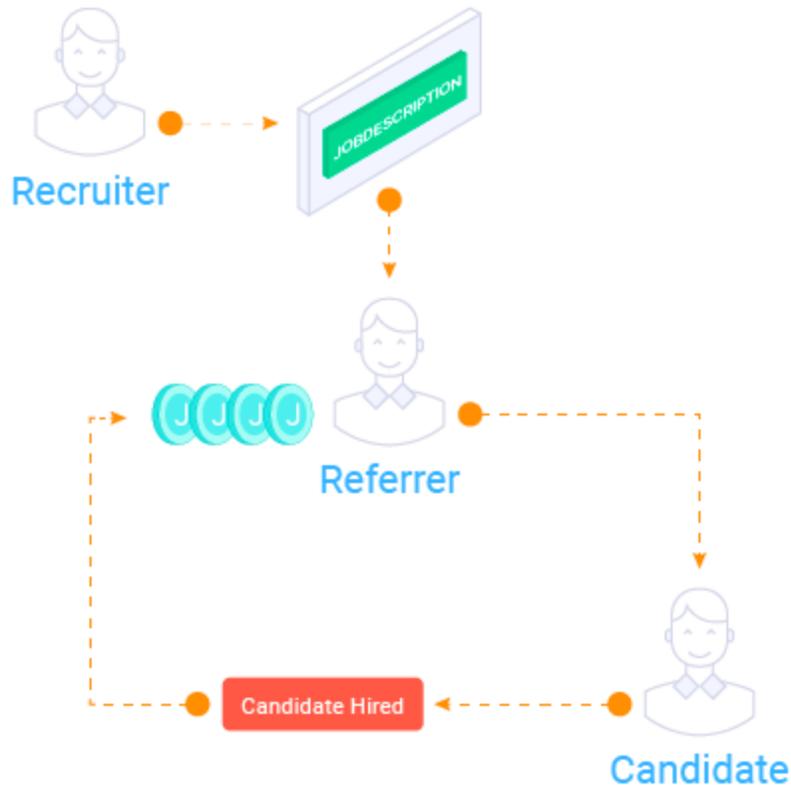
User scenario Recruiter publishes a request for referrals for an open position. He/she sets a price for a successful referral. Referrer sees the published request and proposes a few candidates for the position. Recruiter checks if those candidates are in their database already and confirms/rejects the referred candidates with an explanation. Recruiter approaches those confirmed candidates who are a good fit for the position and starts working with them. If one of the confirmed candidates finally accepts an offer and starts working in the company, the referrer gets a commission.

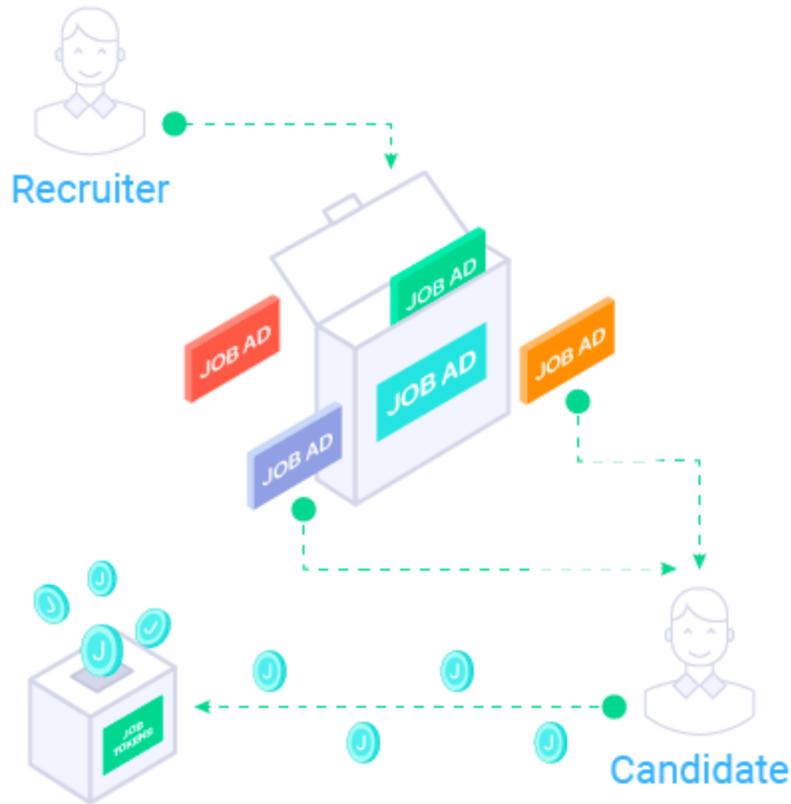### 4. Multi-tier candidate referrals

JBT Utility: Recruiters use JBT tokens to pay multiple referrers for recommending candidates. Smart contracts are used to implement these transactions.
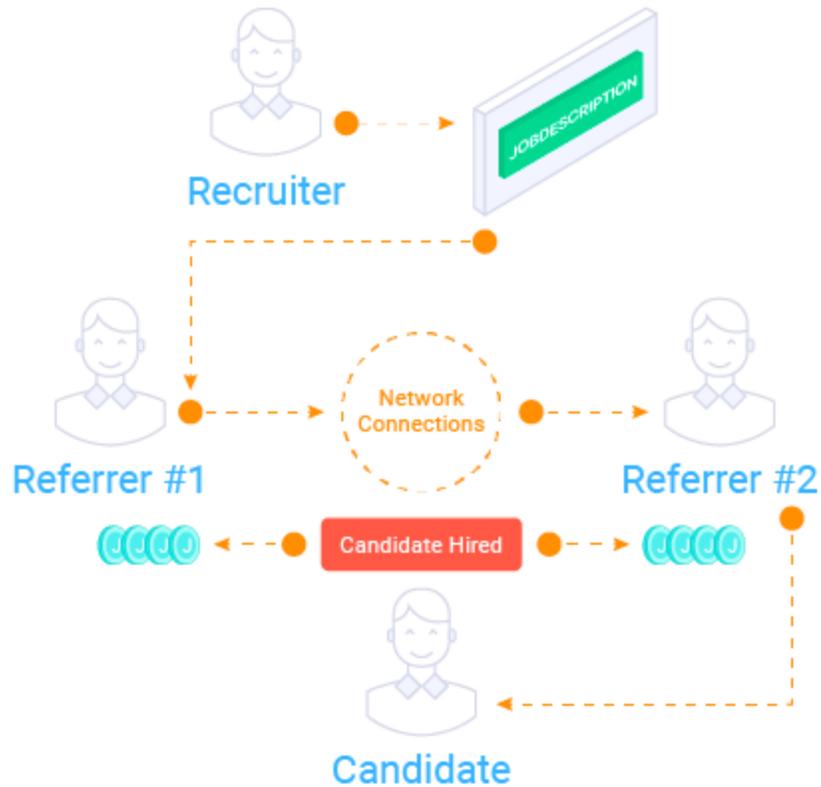
User scenario: A recruiter publishes a request for referrals and sets a price for a successful referral. Referrer sees the published request and understands that he cannot recommend anyone he/she knows. The referrer can share the request for referrals. Upon sharing, if one of his/her connections recommends someone and the candidate is hired - both referrers get compensated (the first one will take a small cut).

5. Watching ads

JBT Utility: JBT tokens are used for payments among advertisers and users of the system. Smart contracts are used to implement these transactions.

User scenario: An advertiser specifies a target audience for an ad, sets a price for watching it and publishes the ad. A given candidate sees the offer to watch the ad, considers the price and decides whether to watch it. If yes, the candidate watches the ad and gets paid. The payment is facilitated via smart contract.

6. Advanced paid search

JBT Utility: Recruiters and Sales Professionals use JBT tokens to pay for advanced search options.Smart contracts are used to implement these transactions.

User scenario. A recruiter or a salesperson wants to use advanced search to find the candidates with specific skills, from specific locations, who worked in a specific set of companies etc.

Technologies used:

IPFS to store the data
Civic / Shocard to handle identities.

Project Roadmap and Budget

Terms of issue of JBT tokens

JBT tokens will be issued on Ethereum blockchain using the ERC20 token standard.

There is a possibility that all tokens will be sold through these stages before the start of the crowdsale. 100% of the tokens will be issued within the token sale period.

Purchase methods accepted: ETH.

Price of 1 JBT = 0.001 ETH.

Maximum hard cap = **600,000 ETH**.

Stage 1. Building the infrastructure - a distributed decentralized registry consisting of work-related entries with secure access. Launching a mobile app for users. Users will be able to build their profile, add friends, message each other **150,000 ETH**

Stage 2. Adding infrastructure with search capabilities for sales managers and recruiters. Releasing mobile apps for sales managers and recruiters. **150,000 ETH**

Stage 3. Building organization model (companies, universities) which can add work and educational records to candidate's profiles.   Partnering with universities and companies to add validated records to candidate's profiles. **150,000 ETH**

Stage 4.

Ad models. Implementing highly targeted ads when watchers will earn JobTokens for watching the ads.

Referrals. Designing and implementing multi-tier referral process. **150,000 ETH**

JBT token distribution. Tokens will be distributed as follows:
  - 65% for token sale contributors;
  - 30% for the Jobeum company (+ vesting);

- 4% for advisors and partners;
- 1% for the bounty campaign;

- **Funding allocation**

- Funds will be allocated as follows (proportions below are not final and may change at company's discretion based on business needs):
    - 30% - budget for continuation of scientific work, infrastructure development, creation of new products, development of recruitment Intelligence platform.
        - The budget will be allocated between these areas as set out below: - development: data science, machine learning, AI modules, mobile applications, web versions, products, API, web-hosting, server capacity;
        - operational costs: salaries, rent, other operational costs.
    - 30% marketing: promotion of the Jobeum platform in order to achieve significant user base growth
    - 20% long term budget
    - 15% acquisitions and partnerships for the synergetic development of the Jobeum professional network ecosystem.
    - 5% legal support, improvement of company's legal structure etc.

The Founders:

Vitaly Obernikhin, CEO and Founder, has a strong technical background and business experience in the HRTech industry.

Vitaly Obernikhin is a PhD in Computer Science with cryptographic / cryptoprotocols' background, was a CEO at AmazingHiring - the search engine for technical recruiters looking for the best software developers, data scientists, designers, machine learning specialists etc. Prior to AmazingHiring, Vitaly was a Product Line Manager at Parallels where he was directing a line of products to automate data center operations.

Dmitry Sytnik, CTO and Founder, holds a PhD degree in Crypto (the thesis: "accelerating certain types of crypto systems") and is a Proven Technical Leader. Dmitry is the founder of Complex Systems - a software company that builds and delivers non-trivial software systems. He was a former Division Head at RBC- a big software company in Russia. His PhD Thesis was on "Accelerating cryptosystems and coding systems for rank codes".

Vitaly Obernikhin CEO, Founder

[Vitaly Obernikhin](#), PhD

HRTech Entrepreneur with Crypto
Background

[Dmitry Sytnik](#), PhD
Proven Technical Leader

Advisors

[Sergei Sergienko](#)

CEO at Chronobank.io

Amir Sharif, MBA

Founder at Aporeto
Worked at VMware, Violin Memory and
Nuage Networks.

Michael Egorov, PhD

CTO of NuCypher (Y Combinator startup)

Iker Jusue

Recruitment Innovation Lead at Solutions
Driven

Partners:

Chronobank.io *ChronoBank.io is a marketplace mainly for blue collar jobs and job seekers. Jobeum brings white collar jobs and candidates to the market..*

ShoCard *Identity Auth Using Blockchain*