Oculor

light paper

1 EXECUTIVE SUMMARY

Oculor is a platform for hiring services and microtasks both at the local and remote level.

The Oculor Smartphone based Microtask Platform is a platform that connects people who need to have an eye (and hands) on the world in real-time, anywhere, to people who make themselves available to offer live streaming video or photographing via their smartphone. This way, they can be somewhere without actually going there physically.

Using Oculor, we aim to fully harness the power of blockchain innovative technology. As we know, it is a business that will emerge and add trust among the parties with the evolution of blockchain.

This light paper gives a description of our research and planning. The document strives to inform our readers how we are using our team's expertise to provide services at lower costs, minimal fee with higher speed, efficiency, and higher returns.

Oculor Light Paper V1.1

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2 INTRODUCTION TO OCULOR

Oculor is a platform for hiring services and microtasks both at the local and remote level. It is part of the gig economy where buyers are seamlessly connected with sellers and service providers in a cost-effective manner.

It strives to facilitate people from all walks of life—whether you need help of a person in going to the store to buy the right golden ring for your engagement or you need a person to check the state of your property. Oculor provides all of these services. We aim to advance young people's participation in our platform, their economic empowerment, and their role as social and resilience-builders.

Oculor offers a blockchain based platform—backed by artificial intelligence and big data—enabling users to hire others for microtasks.

In order to promote the platform among potential users, we want to choose an unorthodox path. Unlike most blockchain startups, we realize that our solution for users to use cryptocurrency will come much earlier than platforms that do not realize the importance of following a roadmap. We are coordinated and clearly defined about the plans and the integration of these or other services available to our users on our platform. For marketing and PR, we will focus on promoting our idea to the masses, and not on the racks at the blockchain conferences. We want to focus on making directed marketing, organizing meetings for tradesman, professional sellers and freelancers to use our service, working directly with our community, with people. Our vision is to retain normal users the power and control over them their actions and movements and help them to develop regardless of their religion, nationality, views and other beliefs, but only on the basis of their capabilities, abilities, and skills.

3 THE VISION

Oculor aims to fully harness the power of blockchain innovation. As we know, it is a business that will emerge and add trust among the parties with the evolution of blockchain.

4 OUR MISSION

Our mission is to create a platform where people are connected and help each other with the help of their smartphones. And they don't have to pay high third-party fees for executing their order activities.

5 WHY SUPPORT US?

Today, we are at the cusp of a global change related to the way we look at work, service provision or employment. A popular trend among employees is to shift away from the traditional 9 to 5 jobs, which are not only monotonous but, due to an increasing level of automation, are also leading to risky situations. In situations where the employer chooses to deploy automation or cost-cutting strategies, this automatically leads to job-loss situations.

The prominent solution, which is emerging to this challenge, is **Microtasking which is a part of the so called gig economy.** This economy has already started creating a buzz, and unconfirmed reports suggest that it is already clocking **$2 trillion+ turnover**. Just to give you a perspective, more than 50% of the USA workforce would be deployed in the freelance economy. This new age method of doing business is gaining precedence, as it's beneficial for both the employer and the employee. Employers end up gaining *higher levels of productivity, wider range and choices of solution, low employee benefit expenses, high level of cost saving.* Employees end up gaining a *diversified skill-based income, flexible work*

schedule, greater decision-making freedom, multitasking knowledge, earnings from all over the globe.

Taking into consideration the recent trends of internet expansion in particular and population growth in general, this industry is bound to grow further. We are taking measures to curb the challenges faced by this marketplace and presenting state-of-the-art solutions in the form of the Oculor Platform. By becoming an early adopter of blockchain technology, Oculors will gain an important advantage, and consequently its early investors have the opportunity of contributing to a platform that will disrupt the traditional services marketplace by eliminating the role of intermediary. Unlike traditional cryptocurrencies, Oculor Coin is backed by a multitrillion-dollar Services Industry giving it a real-life value and potential backing. Furthermore, backing by community and future collaboration with merchants from all across the world will add significant value to Oculor.

Oculor platform has a team that combines the best of both worlds—renowned professionals with years of industry experience and dedicated blockchain evangelists with a track-record of successful projects. Considering the offering Oculor is providing, we are confident this will be a huge success.

6 OUR SOLUTION

6.1 MICROTASK AND TRADESMAN MARKETPLACE

The key driver of the Oculor App is the availability of local tradesmen and the urgency of the job. Instead of a tradesman visiting some local advertising agency or a contractor and waiting several days, all the person has to do is list themselves on the Oculor app by creating a dedicated microtask according to the skill set.

Once the order has been placed, customers in the near vicinity can look into the advertisement; talk to the respective customer via a built-in chat feature or even share pictures and videos explaining to them the requirements, thus, both tradesman and customers getting a microtask directly from their home without moving even an inch. With

the help of blockchain technology, we are aiming to resolve some of the main issues faced by tradesman and services industry today, details of which are given below:

MINIMAL FEE

Oculor believes in a business model that is more customer oriented rather than focused on gaining personal or corporate gains. The platform has a philosophy of making lives of people easier by allowing them to connect with the right tradesman in a cost-effective manner. Unlike traditional business models that charge up to 25% of the order fee from a tradesman and up to 5% of extra commission from a client/customer, our business model deducts a fraction of the total amount reserved for a respective order activity. This amount generated/deducted is used for the operational, managerial, development, and maintenance of the Oculor Platform.

USER-FRIENDLY APPLICATION

Oculor is a user-friendly application with elegant design and quality user interface, ensuring that anyone having basic knowledge of smartphone usage can list themselves on the app and start using our application without going into too many technicalities. We know the role of Human and Computer Interaction when it comes to users' perspective and will hire highly experienced professionals in this field so that a platform is created which is easy to comprehend and use for the tradesman and ordinary customers.

DIRECT ORDERS

In case a buyer doesn't want to discuss the project and is fine with the terms and conditions set by Tradesman within the advertised gig, a direct order can be placed as well. The amount would be reserved, and upon successful completion of the order, it would get transferred to the wallet.

SMART REVIEWS

We are using a smart review and rating system once an order has been executed, it allows both tradesman and the customers to rate their experience. Unlike traditional platforms, where reviews are faked or manipulated, we allow clients and tradesmen to review only once a real transaction has been performed, which facilitates every next client to look into the tradesman's history of work and hire with confidence. Moreover, reviews are also linked to artificial intelligence software that is integrated within the Oculor app to determine the authenticity of the users, service, and transactions. This way, tradesmen and

service providers who deliver quality service are promoted and given priority in listing and search ranking, leading them to have more jobs and, in turn, get better earnings in future assignments.

7 OCULOR SMARTPHONE BASED MICROTASKS

Oculor Microtasks is a dedicated platform that enables users to hire other people through microtasks. The usage of a smartphone plays a key role on this platform, which in fact serves as "eyes." Almost everyone now has a smartphone with the ability to make recordings. Why not use it to help other people, if you can also get paid for it?

Oculor Microtasks Platform connects people who need to have an eye (and hands) on the world in real time anywhere, to people who make themselves available to offer live streaming video or photographing via their smartphone. It offers a solution if you need someone in a place where you cannot be at that moment. This way, it enables users or buyers to be virtually present at a desired place without actually going there physically.

Oculor Microtasks platform brings your microtasks to the local communities where you need them. With Oculor Microtasks, you can hire someone in every local community to get something done. Hire local people to help you!

7.1 USE CASES

Below are some of the use cases that are offered by Oculor Microtasks:

- ⇒ Post a task asking if someone can pick up your lunch.
- ⇒ You have to work overtime but still have to get a gift for your partner. You know exactly what you want. Someone in the area of the place where you want to buy the gift accepts the microtask. Through video contact, you can see if the right gift is bought.
- ⇒ Have someone do a home viewing for you by taking a (live) video.
- ⇒ Hire someone (with professional knowledge) to be at a location far away from you, to inspect a purchase that you are considering. Think for example of a car. Avoid paying out all kinds of costs by going there yourself for nothing.
- ⇒ Away from home for a while? Let someone check on the state of your property.
- ⇒ Hire someone to take and share live photographs/videos of an event, location, celebrity, press meeting, political rallies, etc.
- ⇒ Hire someone to inspect a property one wishes to purchase thus saving on time/money of travel.
- ⇒ Professional hiring by insurance companies to conduct vehicle, property inspections.
- ⇒ Hire someone who is in the vicinity to check the queue at any government/ticketing counter, etc.
- ⇒ Keep an eye on your property while you are travelling.
- ⇒ Professional photography / videography hiring for journalism.
- ⇒ Setting up short distance pickup / drop thus creating a taxi-hiring alternative.

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⇒ Look at gifting options while sitting at home / office.
⇒ Watch live stream from home of any game across the globe.

7.2 HOW IT WORKS?

Usage of the Oculor Microtasking Platform is very simple. A user downloads our app on a smartphone and creates a post against his/her respective requirements either directly to a community member or as an advertisement. Anyone willing to fulfill the task then responds to that advertisement and then the details are discussed and finalized among the users.

Over a period, the system will evolve to create a pool of skills and GPS enabled location availability, which will lead to better precision in finding the right candidate for the task. This will create a new terminology within the blockchain community -> proof of skill that is earned based on the previous task completed and thus helps a freelancer gain higher credibility, leading to greater income.

The system will be **automated to accept tasks, store and match using blockchain file protocol**. The Oculor protocol is expected to be a great solution to the complete global freelance economy and will help the market grow exponentially, as participation in ecosystem **does not have any barriers like age, gender, country, skill, etc**.

7.3 FEE STRUCTURE

- *Creator Microtasks (consumer)*

10% fees for whatever currency and 5% fees if the assignment is offered with Oculor

- *Creator Microtask (business)*

14% fees for whatever currency and 7% fees if the assignment is offered with Oculor

- *Executor Microtask (regular tradesman)*

Tradesman to consumer: free
Tradesman to business: 5% or free with premium feature

8 OCULOR COIN

Oculor Coin is a state-of-the-art cryptocurrency that allows peer to peer mode of payment and is deployed on decentralized blockchain based technology. The currency will be used for daily transactional activities happening within the Oculor Platform and financial ecosystem—as a peer to peer exchange and store of value between users—allowing secure, efficient transactions at reduced costs.

Based on cryptographic technology of blockchain, Oculor coin uses its dedicated consensus model for transaction execution in peer to peer transactional activities and allows seamless transfer of value between customers and tradesman; daily consumers, sellers or anyone involved in the Oculor platform.

8.1 OCULOR COIN FEATURES | WHY CHOOSE OCULOR COIN?

- **Decentralized:** Control lies within the community, neither with corporates nor governments
- **Peer to Peer Transfer of Value:** It allows peer to peer transfer of value without the role of an intermediary
- **Secure:** Highly secure through cryptography
- **Quick and Seamless:** Instant transfer of value without any waiting time irrespective of amount or distances
- **Portable:** You can carry billions of dollars' worth of tokens all in a cryptographically encrypted wallet
- **Inherent Utility:** Unlike most of the traditional cryptocurrencies, it has a true inherent value within the Oculor Platform
- **Liquidity:** Liquidity offered through listing on crypto trading exchanges and inherent utility
- **Transparency:** All transactional activities recorded on distributed public and immutable blockchain

We aim to make the Oculor coin as payment method within the Oculor platform. Some of the key steps taken in this regard includes:

1. Greater coverage to pay with Oculor is available by using an existing network of crypto merchant payment gateways that are already on the market. Oculor will therefore integrate into existing crypto merchant payment gateways.

2. Oculor will only enter into high-quality partnerships. If there is a possibility to use and accept Oculor as a payment method, this will only be in collaboration with partners with a serious use case.

9 OCULOR BUSINESS MODEL

Ads
- Running ads on our platform
- Advertisement opportunities for currency partners

Transactions costs
- Several fees from consumers, tradesmen, and businesses are charged using the Oculor Platforms

Premium features
- x amount to receive premium features for Oculor – Microtask

premium features as for now:
- Remove Ads
- No fees when a microtask from a company is being accepted (tradesman to business)
- Getting paid through IBAN, Paypal or any well know local payment option

New/extra niches
- By also offering the services in new niches. Many of the current business models can then also be applied

Different company profiles such as:
- Mystery shoppers
- Personal shoppers with different categories like: nutrition expert, make-up specialist, dog experts, etc.
- Car damage experts/car inspection. If possible in cooperation with insurers

Deliverers
- Real estate agents/brokers. Property tours

Exchange Costs
- We will offer companies an easy way of buying coins (to pay tradesmen) through PayPal or a local well-known payment option. This service will be accompanied by a fee.

Payment currency option
- x amount for listing fees (getting added as payment currency on our platform)