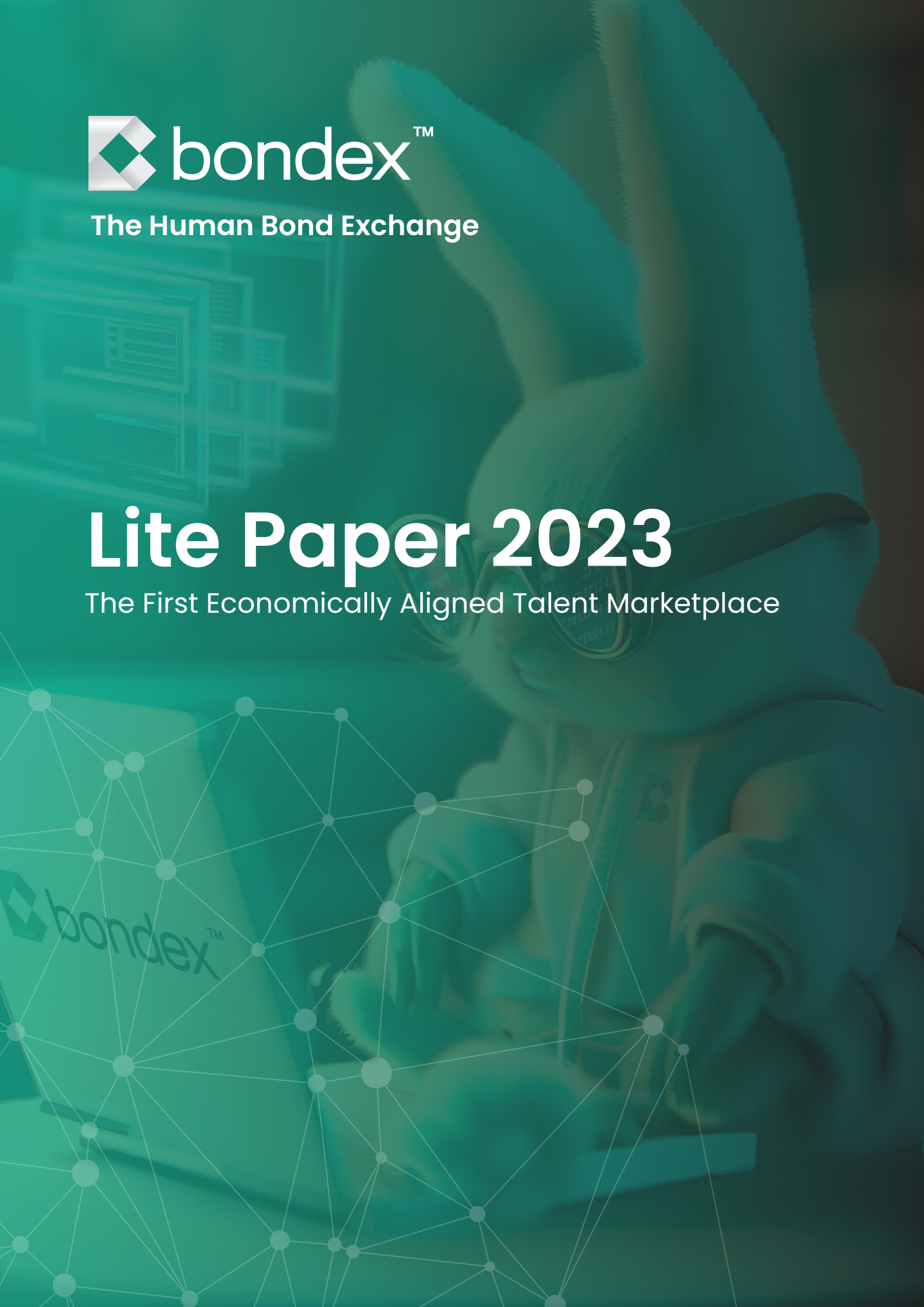
bondex™

The Human Bond Exchange

Lite Paper 2023

The First Economically Aligned Talent Marketplace



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Introduction

Our approach to working and building teams, rooted in an outdated factory industrial model, needs updating. In recent years, there has been a notable acceleration of the future of the work model, as workers place a greater emphasis on flexibility and achieving a work-life balance. Despite the recent financial market turmoil, layoffs, and recession fears, turnover remains high. Individuals seeking better opportunities or opting out of the labor market are exacerbating employee turnovers and causing sizable and ongoing unfulfilled job placements keeping the job market tight.

Market dynamics have created a disconnect between the supply and demand of labor. Companies are adapting by implementing nimble on-demand workforce models and utilizing online platforms like LinkedIn, Monster, Upwork and Indeed to bridge talent gaps and facilitate large-scale employment efficiently. However, legacy professional networks and hiring practices have significant shortcomings, including being expensive, inefficient, and monopolistic. Staffing firm fees range from 10-30%, and it takes several weeks to provide candidates. Screening candidates for each hire consumes an average of 48 hours. These platforms suffer from low engagement and responsiveness, leading to an influx of spam and causing talent seekers and valuable proposals to be lost amidst the noise. Shockingly, 75-88% of received resumes are unsuitable or outdated. On platforms like LinkedIn, the average engagement rate per post in 2021 was a mere 0.355.
Traditional platforms monetize user connections and networks through social graphs but fail to share that information with users, who become the product without participating in its monetization. Talent encounters opaque processes and biases, while intermediaries and aggregators retain the most economic benefits.

These challenges are magnified regarding hiring in the Web 3 space. The nascent and rapidly evolving nature of Web 3 makes it particularly challenging to find qualified talent. The availability of experienced professionals is limited, resulting in a scarcity of talent in the market. Furthermore, competition for senior talent is fierce due to high demand and supply trends. Traditional recruitment channels prove insufficient as talent pools are fragmented across platforms like Discord or Twitter, which are not specifically designed for recruitment purposes. Additionally, the dearth of quality education providers makes it difficult for individuals to identify the right learning resources, thereby impeding the growth of the talent pool.

The misalignment of incentives and low user engagement in professional networks leads to stagnant data and ineffective hiring processes, negatively impacting both employers and talent. Talent acquisition is ripe for disruption, and Web3 is the perfect lever to do it. Bondex aims to create a superior professional network focusing on the needs of both job seekers and employers. It prioritizes the experiences and incentives of users (i.e., talent), mirroring those of hiring professionals. The Internet of Jobs (IoJ) is a decentralized architecture enabling a timeless exchange of labor for money, the intersection of Web3 and the Labor Market. It can potentially integrate value transfer as a native feature, with less reliance on central intermediaries with unilateral control, enabling peer-to-peer labor marketplaces. Web 3 adoption has so far been driven by speculation and limited by its complicated processes, interfaces, and lack of use cases. For the majority of people, their financial lives are their jobs, not their investments. Therefore, we believe that Web3 won't go mainstream until the Internet of jobs is mainstream.

The Bondex Solution

Bondex, The first economically aligned talent marketplace enabled by an innovative Web 3 incentive design that will disintermediate obsolete recruitment processes. Through gamification and tokenization, Bondex is the first disintermediated professional network and talent marketplace, leveraging Web 3 within a unified end-to-end experience across key elements of sourcing and managing talent, seeking opportunities, and in the future, enabling upskilling within a unique tokenized revenue-sharing model. It implements an innovative economic model that distributes more of the profits amongst its global talent pool and hiring companies. Thereby better aligning incentives, resulting in a highly engaged user base, fresher data, and a streamlined talent acquisition process for employers. This virtuous cycle of user participation and incentivization creates a thriving ecosystem where all participants benefit from enhanced opportunities and improved outcomes.

Bondex is implementing referral bounties as incentives to earn tokens/fiat. This unique industry-first mechanism will empower professional recruiters to amplify their revenue and for anyone to play the recruiter role. By unbundling the hiring process through referral incentives/bounties, we are decentralizing its economics, making recruitment fees accessible to all users; Bondex aims to tap into 85% of the hiring market currently dominated by direct networking and referrals. Users can play one or more roles as talent, introducer, recruiter, or employer

This multi-role network creates a peer-to-peer talent marketplace increasing the stickiness and engagement of a talent platform. Crowdsourcing referrals is a superior way for employers to build teams while enabling economic value participation for all users. Every network participant can become a recruiter or sales agent, fostering powerful network effects within the Bondex Ecosystem while empowering users and helping the entire Web 3 ecosystem flourish by attracting top talent.

Traditional platforms often fail to provide users and talent with compelling reasons to engage actively beyond their primary job search or posting. As a result, these platforms suffer from disengaged user bases, low response rates, and stagnant data. In contrast, Bondex has successfully cultivated an engaged participant community and has become the world's largest and fastest-growing Web3.0 professional network in terms of the user base. By implementing tokenized incentive mechanisms, users become genuine stakeholders in the talent ecosystem, driving the growth of both the network's size and economic value.

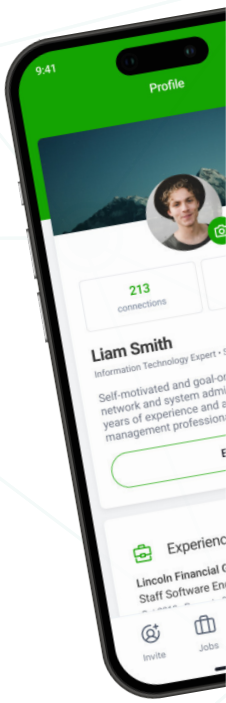
The Bondex Talent Network & Marketplace

The core product of Roadmap 1.0 is built on 3 pillars

1 Gamification 2 Tokenization 3 Referrals

Mobile App - Web 3 Professional Network

• Users / Talent use the app for networking, job applications, and making referrals



• The Gamified and Tokenized mobile app has the following functionality

- Professional identities
- The Bondex Rating - Reputational credit score
- Rating = Earning Bond Points
- Boost your rating by adding value for the network: upload your resume, complete work and education history and invite friends
- Apply to jobs directly from the App
- Refer your network to open positions to earn bounties

Job Board + Referral Bounties - Web 3 Opportunities

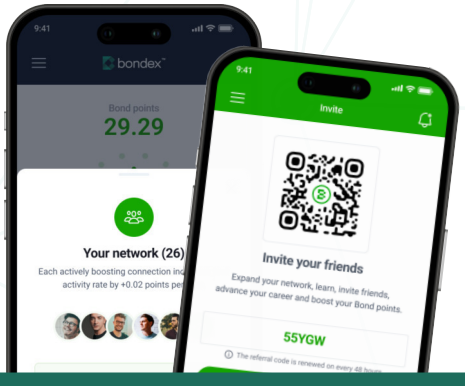
• How does it Work

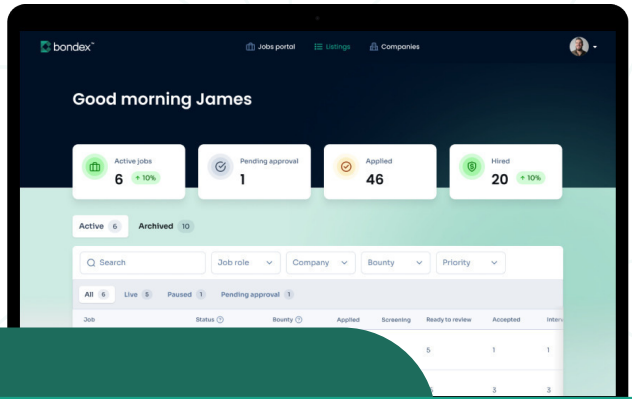
• Companies crowdsource their recruitment with referrals

- Cheaper
- Faster
- Better fit candidates

• Users / Talent can apply for jobs or act as recruiters

- Advance your career in an exciting field
- Monetize your network
- Help your friends land jobs
- Help companies flourish and the Web 3

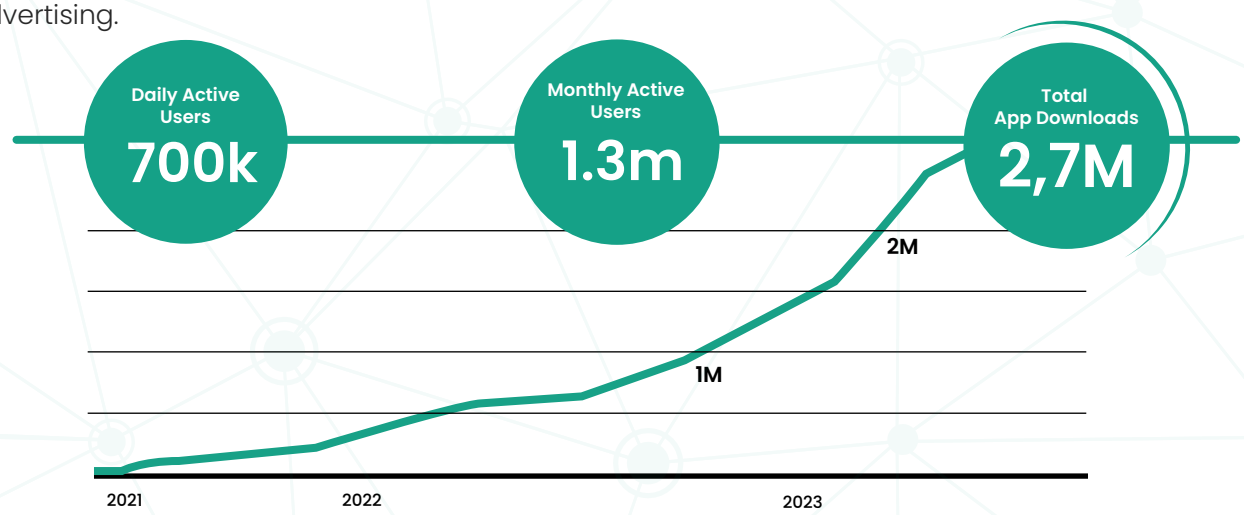




Turns out people are interested in leveraging their networks and employers eager to try a new alternative

Our early traction on the 3 sides of the Bondex Talent Network positions us for exponential growth

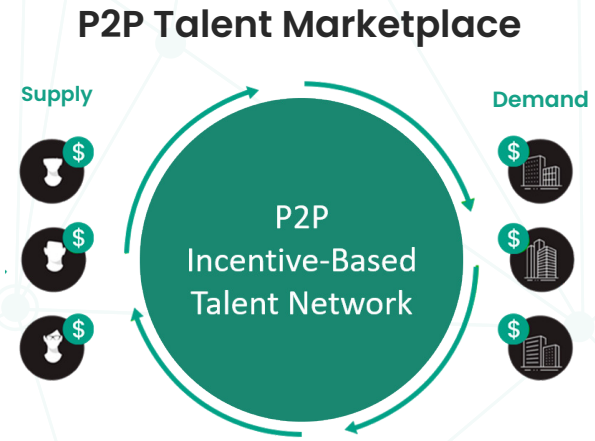
1. Users / Talent - Activated through our Beta Mobile App launched in Aug 2021 - Fully organic growth, no paid advertising.



2. Employers - 20 Signed Partners as our Beta clients to launch the job portal with open positions

CoinDesk · circle square · Figment · Blockchain.com · FacultyGroup · ankr · KyberSwap · fantom · PRYSM GROUP · ethernity · ramprate

3. Recruiters and Connectors– At Bondex, users can choose to be an employer, recruiter, talent, sales agent or all of the above and get rewarded for their efforts.



Whitelist of 50 professional recruiters ready to try the platform and go after bounties

Our plan to scale all 3 sides of the Talent Marketplace

1 Users / Talent

- Gamified organic virality through the Mobile App
- Referral bounty incentives will amplify network effects
- Jobs will attract more users/talent
- PR push with our partners at partner advertising agencies

2 Employers

- Once Beta Program is completed with a select group of beta companies we will launch the platform for commercial release
- Incentivized revenue share for connectors, just like for supply, we will reward users who help build the demand on the marketplace, increasing stickiness and engagement with an additional role to play
- Build a sales team armed with KPIs from Beta Program

3 Recruiters / Connectors

- Internal talent team, hybrid agency model
- Beyond our Alpha Program, we will have a referral incentive system to bring more professional recruiters to the platform
- Business dev focused on small boutique agencies
- Paid Advertising focused on recruiters
- Sponsoring existing HR communities on Slack, Telegram and Discord

A Dual Token Economy Designed for Mass Adoption

1 $BDXN is the on-chain token, which exists to:

a) Capture and distribute value to engaged users

b) Allow lockers to participate in the upside and governance

2 BP (Bond Points) are used for:

The bonding mechanisms in the marketplace, where the accrual of points via positive behaviors can earn rewards - and subsequently $BDXN airdrops - and negative behaviors lead to loss of points.

For more information about stakeholders, roles, and Bond Point utility, please refer to the Token Economy section in our White Paper

$BDXN - Token Utility

1. Value redistribution mechanism (via airdrops to users & investors) and Gamified Locking which grants access to governance and various user benefits.

Revenue Streams & Value Sharing Mechanism

Revenues are used to buy back $BDXN from the open market and distributed to users each epoch (quarterly at first, with the aim to transition to monthly over time). Revenues are generated from:

In-app purchases - Company subscription fees -One-off content posting/promotion revenues - Traffic flow & Advertising - Bounty commissions -Tiered user subscriptions

2. Gamified Locking

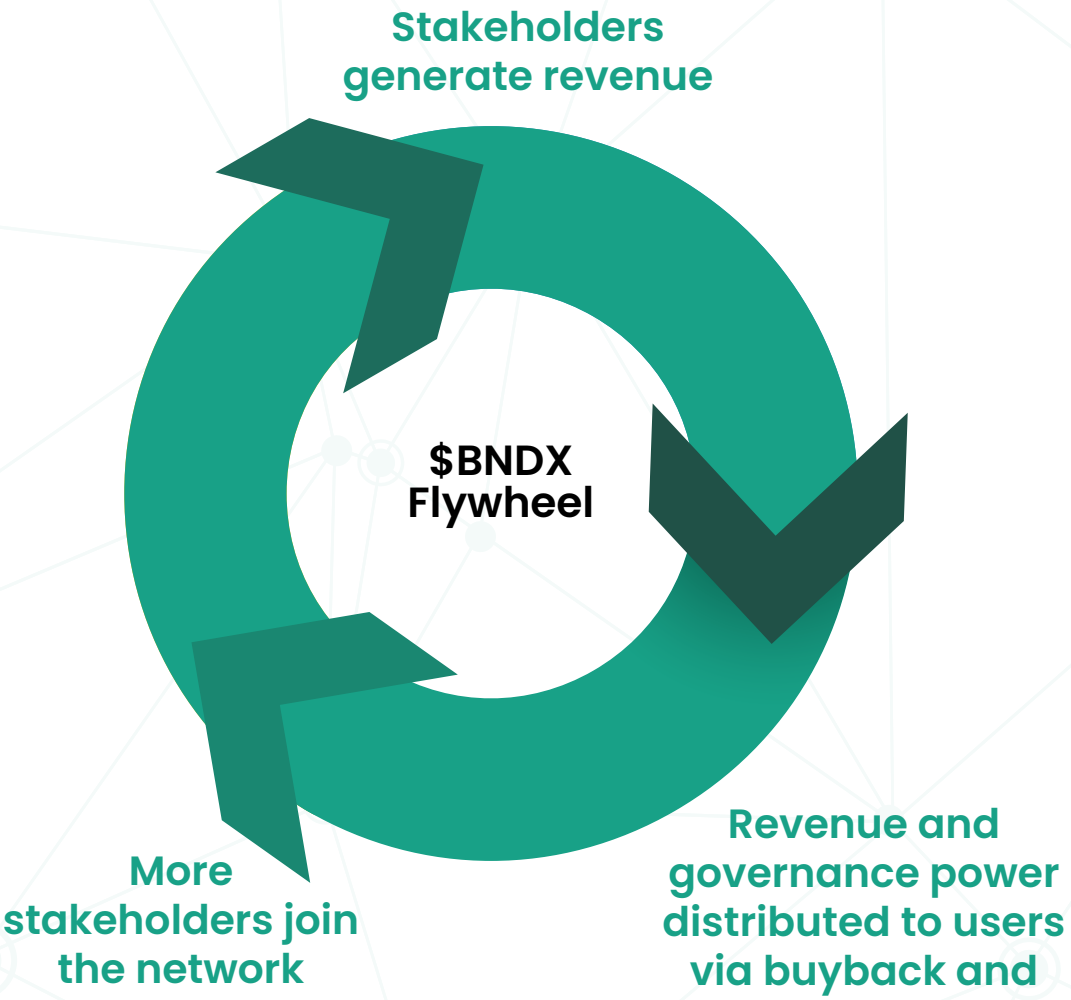
Tokens awarded to users are automatically locked, and locked tokens are illiquid. If users wish to sell their tokens and realize a financial gain, they have to undergo a 2-week 'unlocking period,' which begins at the moment of unlocking initiation.

During the 2-week period, tokens are claimable at any time, however depending on which point in time the tokens are claimed at, not all may be made available to the user.

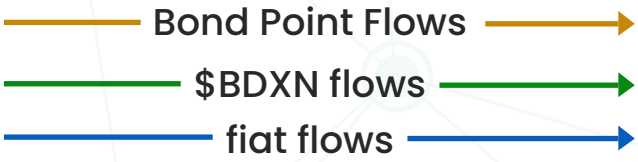
3. Value Accrual

The value generated in the ecosystem accrues directly to the token ($BDXN). Revenue is generated off-chain from several sources, a portion of which is used to market purchase $BDXN. The introduction of demand from participants into the market creates a strong backing for the token. The purchases are distributed to the users and then auto-locked. Not only does this incentivize new users to join to participate in the upside, but the more users that join, the greater is the value created in the network and talent marketplace.

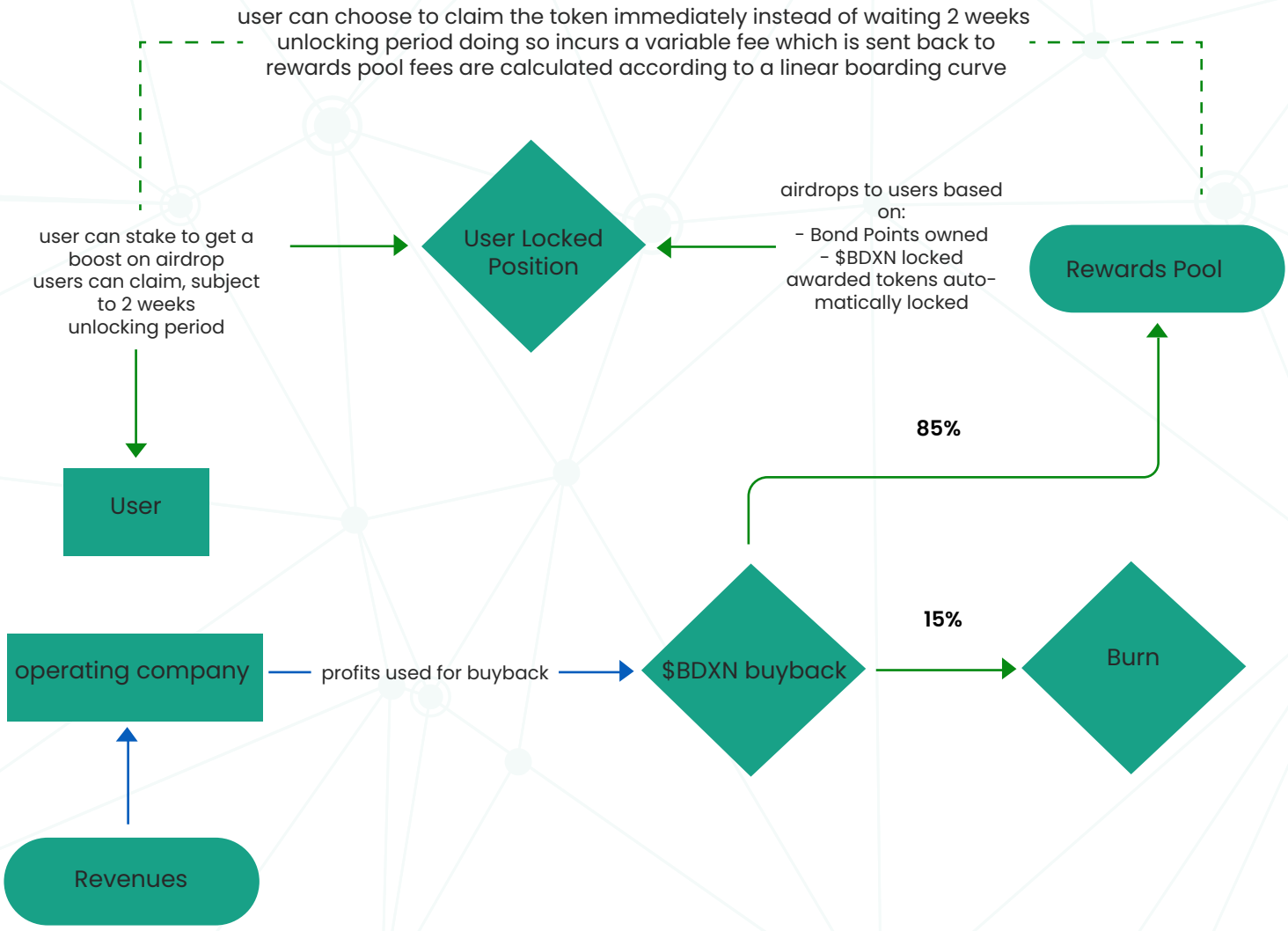
These mechanisms create a direct relationship between the success of the product and the success of the token; the more the product is used, the greater revenue it generates. This leads to greater value being accrued to the token, which incentivizes new users to join. This is the positive feedback loop of Bondex.



Ecosystem Value Flowcharts

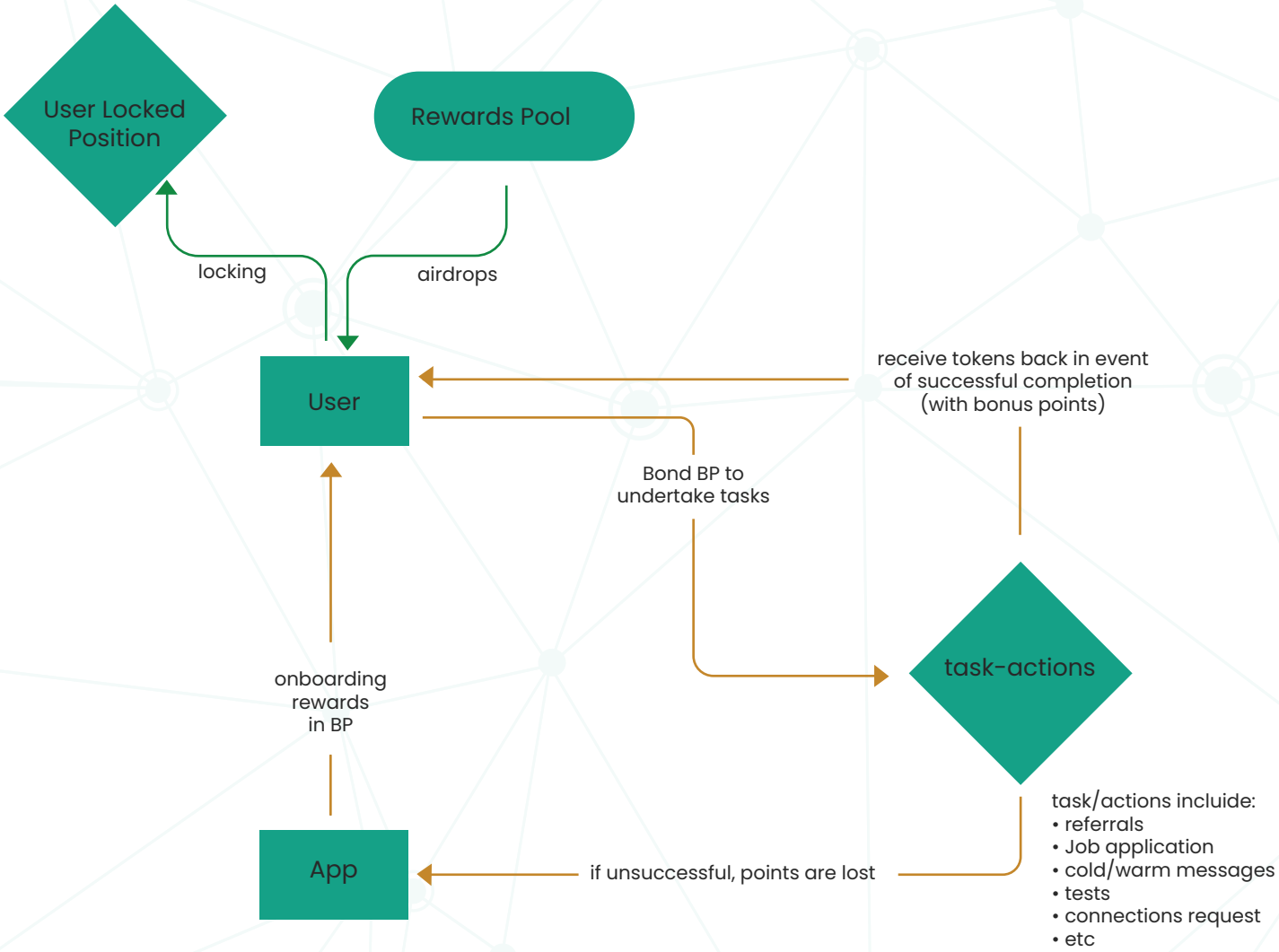


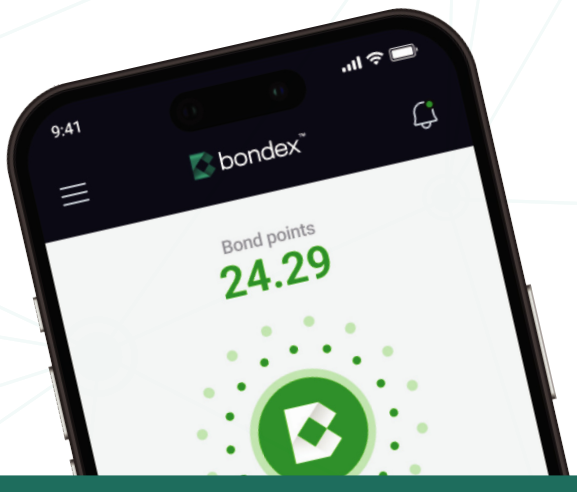
The $BDXN Token Flow



Note: The 15/85 ratio split between burning and user rewards is configurable and may change in the future subject to governance

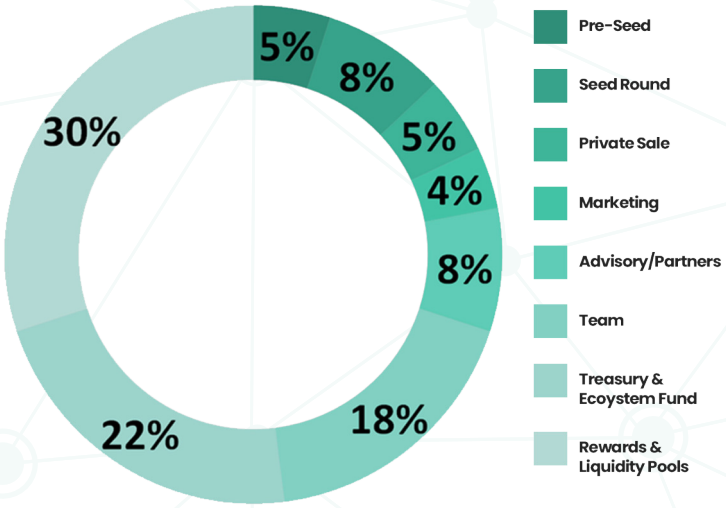
The Bond Points Action



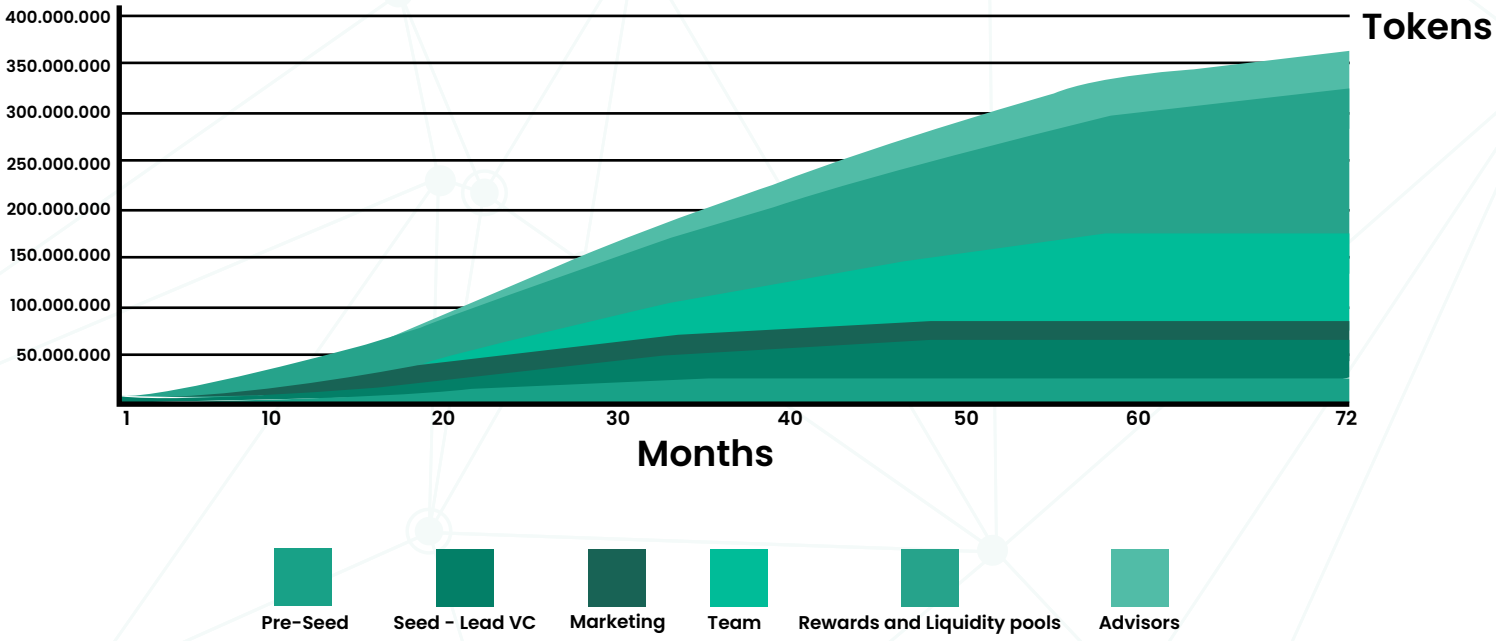


Tokenomics

Token Distribution	Tokens (m)	TGE	Cliff (Months)	Vest (Months)	% Tokens
Pre Seed	25	10%	9	24	5%
Seed Round	40	10%	12	36	8%
Private Sale	25	5%	8	30	5%
Advisory / Partners	40	0%	15	41	8%
Marketing	22	0%	3	18	4%
Teasury & Ecosystem Fund (Includes MM & TGE)	108	-	0	0	22%
Team	90	0%	18	40	18%
Rewards & Liquidity Pools	150	0%	0	72	30%
Total	500				



Token Circulating Supply



Our Path to TGE

May

The Bondex App V 2

Aug

- 20 Beta Clients
- 4.5m downloads
- 700k DAUs

Bondex Origin App is Launched
• Pivot to Premium Currency + Listed Token

Q3 2023

- Job Portal
- Referral Bounties
- Mobile App Version 3

Targets Q-4

• Networking and User Search
• In App messaging
Recruiter Company Sourcing
• Toolts

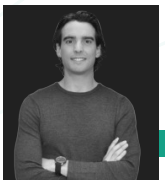
2023

• Critical mass on the 3 sides of the marketplace: Users, EMployers, Recruiters
• Implement blockchain infrastructure and revenue sharing

2024

TGE - Airdrop + Listing if market conditions permit

Competitive Edge To Execute The Vision Of A Web3.0 Talent Ecosystem



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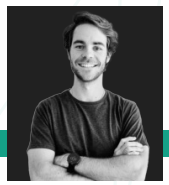

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Thank You!

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